

May 2009

Letter from the President



April showers bring May flowers.

What better way to celebrate spring than to help our **Los Angeles Chapter** celebrate their **70th Anniversary!!!** Not only will it be a fun evening out, but it will be a way to connect and grow our businesses.

EWI Connect. That is our new web site address and “by word”. EWI Connect means we support one another in business and personally. And it means we carry on the tradition of connecting with and supporting our sister group.

70 years ago our grandmothers were starting families and struggling to be women in the workforce. 70 years ago some forward thinking women began the LA Chapter of EWI hoping to make a difference and strengthen their careers. What better tribute to all working women then to show appreciation for all those that have preceded us and therefore helped us. I believe that every woman who quietly went about her job, proving her worth, has helped us all- personally.

Just think of all the camaraderie through the decades...the changes in the workplace after WWII and then as Women’s Lib came along. And now, in this economy, I am so grateful that we have EWI. We have friends in business going through the same issues as ourselves.

What a great achievement to have survived as a group for 70 years, and to have made a difference along the way!

I’m looking forward to seeing as many of you as possible on May 14 at Shutters on the Beach in Santa Monica to show our support for the LA Chapter!

Sincerely, Jenny

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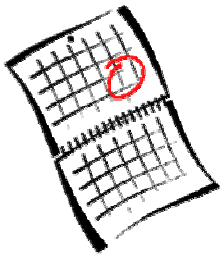
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May Chapter Meeting

- Date: Tuesday, May 12, 2009
- Program: **Firm Night at Lee Wayne Corporation**
- Location: Lee Wayne Corporation
9171 Gazette Avenue, Chatsworth
- Schedule: 6:00 Networking & Firm Night Program
7:00 Dinner at Angelo's Italian Restaurant
- Cost: \$35 per person
- Reservations: RSVP to Annette Drake at (818) 832-2031 or
adrake1@socal.rr.com

Members have a standing reservation for the monthly chapter meetings. Unless you RSVP by the date required, you will be billed the standard dinner charge of \$35.



Plan Ahead for the June Meeting

- Date: Tuesday, June 9, 2009
- Program: **Firm Night at Northridge Hospital**
- Location: Northridge Hospital Medical Center
Northridge, CA
- Schedule: 6:00 Networking & Firm Night
7:00 Dinner and Program
- Cost: \$35 per person
- Reservations: RSVP to Bonnie Ryder at (818) 509-2072 or
bonnie_ryder@hiltonuniversal.com

Members have a standing reservation for the monthly chapter meetings. Unless you RSVP by the date required, you will be billed the standard dinner charge of \$35.

Tributes

If you wish to send a tribute ***In Honor of*** or ***In Memory of*** someone special, please send the information and your donation to:

Carol Reniger
Baskets n' Bows
3150 Travis Avenue
Simi Valley, CA 93063

BOARD MEETING RECAP

Report of the January meeting of the SFV Chapter Board of Directors:

Treasurer's Report – Balances of the Chapter accounts as of 3/31/09: General Account: \$17,673.39; BCDP Account: \$1262.30.

Membership Development – Need additional members to post and join!

Program – Working on finalizing programs for 2009.

Ways & Means – We made \$155 from raffle prizes and Windfall at the April meeting. Bring Raffle prizes to the meetings! Marchell Peterson will remind firms that volunteered to bring prizes.

Sergeant-At-Arms - There were 12 active members in attendance representing 12 out of 15 member firms, or 80%. Three sustaining members and eight guests were also in attendance.

MEMBERSHIP DRIVE

Don't forget that you get \$50 CASH for each new member you bring into our Chapter in 2009. At the end of the year, the member that brought in the most new members gets an additional \$100 CASH!

How to deal with a stressful work situation: Four lessons learned from Captain Sully's landing in the Hudson

By Terry Barber, Chief Inspirator for Grizzard Communication Group, taken from connectitnews.com

Yes, we live in some crazy and stressful times. Who has not lost just a little bit of sleep worrying about a job/career or stressing about the demise of our 401k's? Even so, nothing compares to the stressful situation that Captain Chesley "Sully" Sullenberger faced just a few short weeks ago, when the plane he was flying crash-landed in the Hudson River. There are a few lessons that were lived out by Captain Sully and his heroic crew--that we can all apply to our businesses and jobs during these challenging times.

Lesson 1: I was absolutely in awe of the Captain's sense of confidence and well-being while he had every reason to be consumed with fear. He was not unaware of his potential fate--the loss of not only his life but the lives of more than 150 passengers and his crew. Yet his voice remained calm, and his spirit was positively reassuring. In the midst of your stress right now, which emotion would your associates use to best describe you? More important, which would you want them to use? Are you a person who brings gasoline to a fire, or water? Despite the tremendous pressure to give in to fear, it really is a choice to be a conduit of confidence. Choose to be calm, even when you have every reason not to be.

Lesson 2: In anticipation of potentially dangerous situations, Captain Sully had learned to be prepared for the worst. And yet, he always expected the best. In the interviews following his dramatic Hudson River landing, he was asked by more than one reporter, "What were you thinking?" The good captain simply replied, "I must and I can land this plane safely!" This kind of thinking comes only after intense training. You don't land an airliner safely in the Hudson by working only on touch-and-goes on a calm, sunny day. Captain Sully's flight training certainly involved a mix of potential scenarios, planning to land in one place, but learning to be prepared to land at another, even if it is the most unlikely place on the planet. He learned to be both disciplined and flexible. Are you disciplined? What are you training yourself to do next in your career? What are those latent desires and dreams you had before you became vested and comfortable? Allow them to surface again, and nurture them. Invest in yourself, and use these uncertain times to be absolutely and totally prepared to begin the next phase of your career--or perhaps a new career. After all, you may have to land where you had not originally planned. Like Sully, expect the best--but be prepared for the worst.

Lesson 3: Just before Captain Sully touched down on the Hudson, he announced to the cabin, "Brace for impact." As soon as the words left his lips, he recalls, he heard his flight crew giving safety instructions to the passengers through the flight deck door. At that point he knew that they were all on the same page and that they were going to make it, and together, they did. After the landing, when he was being proclaimed a hero by the media, it would have been very easy for Captain Sully to take all the credit and get all the glory. But instead he allowed his crew to share the applause for helping to get every single passenger off safely. Who do you work with that you can express appreciation for today? When all things are equal regarding work performance between you and another, many times the choice about who stays and who goes will come down to who acknowledges his team members versus who thinks only of self-advancement and getting all the credit. Be sure to take time to acknowledge and appreciate your team members, particularly during taxing times such as these, when many are being called to go above and beyond the call of duty.

Lesson 4: "It's my airplane." These were the words Captain Sully spoke to his first officer as soon as he saw, felt, and smelled the effects of birds being pulled through the engine. At first glance you might think Sully's words were just a way of being in control. The truth is this was part of his emergency protocol, and his first officer both knew it and complied. During times of intense stress, we are prone to do and say things that are out of character. Things come out of our mouths and then we wonder, "Where did that come from?" Under stress, we are much more likely to become self-consumed and paranoid. That's why we, too, need an emergency protocol. I challenge you to take a moment and write down three basic beliefs that you can look to when under great stress. Example: "My job is only a portion of my life; it is not my entire life." Another one might be, "I cannot control my every circumstance, but I can control my response to every circumstance." Then, based on your beliefs, define for yourself and your team or co-workers a set of rules for how you will respond to changes in your job or your life circumstances--an emergency protocol--and don't waiver from it.

Get Your Spark Back

By Andrew Pek and Jeannine McGlade, Authors, taken from womenworking.com

Are you feeling stuck in a routine? Is it difficult for you to summon your creative genius? Here are six steps to get out (and stay out) of "zombie" mode.

►Be in awe of the world around you.

Arrange activities in your day so that you are exposed to different stimuli. For example, take a new route to work, sit at a coffee shop and watch people, or pick up a magazine you'd never normally read. Capture your observations in writing. Do describe what's taking place, without making evaluations. Notice the subtle differences and similarities between one experience and the next.

►Create a stimulating workspace.

Pay close attention to the things that fully engage your senses. Once you've acknowledged those elements, you can be more deliberate about how you set your work environment. Experiment with different sitting and writing surfaces, lighting, etc. until you've created the ideal "idea oasis."

►Amuse yourself and others.

Be imaginative, physical, and improvisational. Get lost in your daydreams, turn on some stimulating music and dance in your office, or begin telling a story and let other people add to it until an ending is reached.

►Take a leap of faith.

If you knew you couldn't fail, what hunch would you act on? Trust your intuition and do something about it right now. Conduct research, discuss with a friend, or sketch a plan. When you follow a creative impulse, you have to be willing to take a risk and accept failure as a possibility. Don't worry about the opinions of others.

►Mobilize others.

Rally your team and brainstorm all the ways a creative idea could be turned into a reality. During this process, take time to celebrate breakthroughs *and* setbacks, as they are both necessary steps toward success.

►Sustain your spark.

Just as with any good fitness program or diet, the key is to stay regimented. Make room for activities that feed your creativity. Track progress and adjust strategies when needed.

She Said It...

"If you have only one smile in you, give it to the people you love. Don't be surly at home, then go out in the street and start grinning 'Good morning' at total strangers."

- Maya Angelou

CALENDAR OF EVENTS

May 12, 2009

SFV Chapter Meeting
Firm Night at Lee Wayne
6:00 pm

May 14, 2009

LA Chapter Meeting
6:00 pm
Info at executivewomenla.org

May 19, 2009

SFV Board Meeting
6:00 pm

June 9, 2009

SFV Chapter Meeting
Firm Night at Northridge
Hospital
6:00 pm

June 11, 2009

LA Chapter Meeting
6:00 pm
Info at executivewomenla.org

June 16, 2009

SFV Board Meeting
6:00 pm

September 24-26, 2009

Leadership Conference &
Annual Meeting
Louisville, Kentucky
Info at executivewomen.org

Birthdays & Anniversaries

Happy Birthday!

Julia Aldrich 5/13

Juan Aquinde 5/29

Happy Anniversary!

Willett Travel 1989

Congratulations Willett Travel!

WILLETT TRAVEL
ESTABLISHED 1943

This month marks Willett Travel's 20th year of membership in our Chapter! Congratulations to Tama Taylor Holve, Executive, and Blanca Echeverria, Representative.

Keep Your Passwords Safe

By Nick Forcier, CEO of Large Software, taken from channelprosmb.com

1. Keep 'em Guessing. Never use personal information such as names of pets, relatives, dates of birth, and so on to create a username, login, or password. In this day and age where information is often finding its way onto the Web and identity theft experts have become ever-savvy at ferreting out these details, it is *crucial* to choose usernames and passwords that are disassociated from your personal history.

2. Keep it Fresh - Diversify. Avoid using the same login and password across multiple sites and/or cards and accounts. If a thief gains access to one, it will be like a house of cards, enabling them to quickly wreak havoc across your entire financial portfolio.

3. Bigger is Better! Cliché but true. Studies have consistently shown that a large fraction of all user-chosen passwords are readily guessed automatically. Shorter passwords are more susceptible to commercially available password recovery tools. Such software is capable of testing 200,000 passwords per second. To improve the cipher strength of your password, longer passwords are better. Include a minimum of eight characters, using both upper and lower case letters and a mix of letters, numerals, and symbols. Do not use words found in the English dictionary.

4. Think Like a Thief - Don't Make it Easy on Them. Put yourself into a thief's shoes--don't even think about using an overly simplified password such as "12345678," "222222," or "abcdefg." Avoid sequential passwords or using passwords derived from adjacent letters on your keyboard. Also avoid using only look-alike substitutions of numbers or symbols. Criminals and other malicious users who know enough to attempt to crack your password will not be fooled by common look-alike replacements, such as replacing an 'l' with a '1' or an 'a' with '@' as in "P@ssw0rd." But these substitutions can be effective when combined with other measures--such as length, misspellings, or variations in case--to improve the strength of your password.

Take Charge of Your Health

By Dr. Nieca Goldberg, New York University's Women Heart Program,
taken from womenworking.com

What is the gender bias in the healthcare system?

For a long time nobody assumed that men and women are different in terms of health problems and how they should be treated. There has been a lot of research for years on all sorts of medical conditions in men, but women's physiology is different, so we can't just assume that the research is applicable to women. As we're finding out, when it comes to heart disease, lung cancer, and other conditions, we've underestimated the risks for women.

What you need to do to keep fit and healthy: Women read up on all kinds of health information, but they are less likely to apply it to themselves, and more likely to utilize it in caring for their kids, husbands, or parents. We need to recognize how much care and influence we have on our loved ones' health and do the same for ourselves. Exercise regularly, don't smoke, eat a healthy diet, get regular medical checkups, and if you've been prescribed medication, take it and follow your doctor's advice.

In your 20s: Now is the time to create a long-range health plan because decisions you make when you're young will start to catch up with you before you know it. Get a baseline health screening and cholesterol test. Understand what kinds of health conditions run in your family because that will help you in your healthcare planning. Someone who has a family history of heart disease should focus on maintaining a physically active life, getting rid of highly processed foods, and quitting smoking.

In your 30s: One of the things that women start to complain about in their 30s is feeling tired. They feel like they are running around trying to hold everything together. Keep your stress in check--learn how to delegate and identify a support network. Understand that time for yourself is essential, because if you don't learn it in your 30s, it's going get much harder to implement it in your 50s when the repercussions of stress have already taken their toll.

In your 40s: In their 40s, women are in the pre-menopausal years and are starting to notice changes: difficulty sleeping, night sweats or hot flashes, higher blood pressure and weight gain around the middle. Start having a yearly mammogram (you should begin doing so earlier if you have risk factors for breast cancer, like family history), and get a colonoscopy screening, especially if colon cancer runs in the family. Avoid simple carbohydrates because as women get older we don't metabolize them as well. Stick to whole grain foods.

In your 50s: By the 50s, if you haven't really gotten a hold of your health, it's time. Women in their 50s should have an electrocardiogram, a colonoscopy, and continue to have their yearly mammograms. Begin doing bone density testing for osteoporosis. Start doing so earlier if you have risk factors like a small frame, family history or low dietary calcium.

Get More Out of Your Doctor Visit

Here are Dr. Goldberg's tips for getting the most from your visits to the doctor:

Tell your doctor everything, including all the medications you are taking, so you do not have a reaction or unnecessary tests.

If you don't feel comfortable talking to your doctor, switch doctors. You need to be able to discuss your feelings, your fears, embarrassing or unpleasant symptoms, stress and frustrations and your bad habits too. Communication between doctor and patient is all-important for health-care to be effective.

If your doctor doesn't ask all about you, find one that does. Your doctor should take the time to learn your medical history and that of your family, and give you a physical, complete with baseline blood work.

If your doctor doesn't explain what is wrong with you and what the treatment is, get another doctor.

Find a doctor whose style works for you. Medicine is a service business. You can demand good service or take your business elsewhere.

How to Find the Right Healthcare Professional

- Ask a doctor you trust for a recommendation.
- Make sure you're comfortable with the office staff and policy.
- Do the office hours work with your schedule?
- Is the doctor's hospital affiliation convenient for you?
- Make sure how the doctor communicates is a match for you. Are there phone hours? Is email an option?
- Find out if your insurance plan is accepted by the doctor.
- Look up the doctor's credentials on a hospital or medical society website.
- Is the office location convenient for you?

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NumberCrunchers
Schrillo Company
Telling Insurance Agency
Topaz Lighting
Willett Travel

SUSTAINING MEMBERS

Annette Drake
Patricia Fulton
Shirley Stark

She Said It...

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

- Maya Angelou

"You gain strength, courage, and confidence by every experience in which you really stop to look fear in the face. You must do the thing which you think you cannot do."

- Eleanor Roosevelt

Membership Postings

When the posting of a prospective new member firm has been made in the Chapter publication or notification sent by a special mailing and no written objections are received from an Executive of a member firm within 10 days of posting, the firm may be contacted to join our Chapter. If an objection is received, a reason must accompany the objection so the Board of Directors can investigate. The Board of Directors has the authority to rule on the validity of any objections and accept or decline them.

Mrs. Beasley's & Miss Grace Lemon Cakes

16571 Ventura Boulevard
 Encino, CA 91436
 Anthony Crisafulli

Sterling Cuisine, Inc.

20839 Ventura Boulevard
 Woodland Hills, CA 91364
 Valerie Marshall
 (818) 703-3898

LA Party Rents

13520 Saticoy Street
 Van Nuys, CA 91402
 Candie Kennedy
 (818) 989-4300

Realty Executives

Debbie and Dwight Hawkins
 26650 The Old Road, Suite 300
 Valencia, CA 91381
 (661) 286-8672

AAA Limousine Company

19710 Ventura Blvd. Suite 205
 Woodland Hills, CA 91364
 Leah Katzin
 (818) 704-4746

Blanca Echeverria, CTC
Director of Group Operations

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Have your ad or business card run in our monthly **CHAPTER PULSE**.

The annual fee is as follows:

Business Card Size \$30/year*
Half Page Ad \$50/year*
Full Page Ad \$60/year*

New member firms get the first two months free (\$25)!!

The **CHAPTER PULSE** is published monthly by the Publication Committee. The deadline for all submissions to be printed in the newsletter is the 25th of the month.

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* Charges will be prorated on a quarterly basis