

November 2009

## Letter from the President



### A HAPPY EWI MEMBER IS...?????

EWI is all about YOU! Each of you needs to be happy with EWI.

So how do I help you be happy?

I could come by and say hi to each of you at the meetings. I could ask how you are, how your personal life is and how your business is doing. I could listen and empathize. I could share something of my week with you.

I've read a lot of self help articles and they all say the bottom line is: **YOU HAVE TO LEARN HOW TO BE HAPPY YOURSELF.** No one can make you happy- **YOU** have to be a willing participant.

That is the key right there: **YOU** have to be a willing participant in EWI. **YOU** have to go and talk to other people. **YOU** have to get involved. You need to speak up and tell me what you think would improve EWI. **YOU need to be a willing participant in your experience with EWI.**

I know we are all busy. I know we all value our home time. *I know many of us are at EWI meetings strictly to network and get leads.*

But we have to give leads to get leads. We need to let people know who we are. We need to get involved in EWI so that others will say- "Wow, I want Jenny on my next project because she CARES about her own networking group!"

I want you to be happy. I want people to say- "Wow, I want (insert your name here) on my next project because she CARES about her own networking group!" I want EWI to be a place where we all thrive and our businesses thrive.

So, I need your help. Think about what would make you happy and how I could help you achieve your goal. And be a willing participant!

Sincerely, Jenny

## OFFICERS & DIRECTORS

**Jenny Boyce**, President  
Design Elements

**Christy Olson**, VP / President-Elect  
Advanced Computer Solutions

**Lesa Caskey**, Secretary  
Brick Elm LLC

**Ann Simic**, Treasurer  
Allen Stith Video Production

**Bonnie Ryder**, Sergeant-at-Arms,  
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**Nina Perry**, Membership Director  
First Private Bank & Trust

**Christy Olson**, Publications Director  
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**Blanca Echeverria**, Program Director  
Willett Travel

**Julie Aldrich & Madeline Irons**, Ways  
& Means Directors  
Lee Wayne & Northridge Hospital

**Carol Reniger**, Director-at-Large  
Baskets n' Bows

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## November Chapter Meeting

Date: Tuesday, November 10, 2009

Program: Annual Firm Recognition Night  
 Speaker: John Kobylt of  
 "The John and Ken Show" on KFI-AM 640

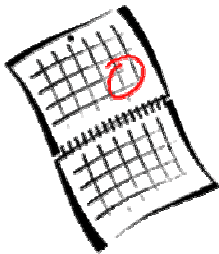
Location: Universal Hilton Hotel, Universal City

Schedule: 6:00 Networking  
 7:00 Dinner & Program

Cost: \$60 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 \$60.*



## Plan Ahead for the December Meeting

Date: Tuesday, December 8, 2009

Program: Holiday Boutique & Silent Auction

Location: CSUN University Club  
 Northridge, CA

Schedule: 6:00 Networking  
 7:00 Dinner & 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 October meeting of the SFV Chapter Board of Directors:

**Treasurer's Report** – Balances of the Chapter accounts as of 9/30/09: General Account: \$12,141.42; BCDP Account: \$62.30.

**Membership Development** – Need additional members to post and join!

**Program** – Working on finalizing programs for 2010.

**Ways & Means** – We made \$140 from raffle prizes and Windfall at the October meeting. Bring Raffle prizes to the meetings! Sandra Ker will remind firms that volunteered to bring prizes.

**Sergeant-At-Arms** - There were 12 active members in attendance representing 12 out of 16 member firms, or 75%. Three sustaining members and one guest 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!

## Strategies for Success – Raise Your Hand

*By Ingrid Clark Durfy, President, Strategic Account Management, Johnson & Johnson Health Care Systems, Inc.*

Ingrid Clark Durfy has worked her way up through the ranks of Johnson & Johnson over the past twenty-one years as an honest and courageous leader, weathering many challenges along the way. However, a corporate path was not what she aspired to early on. As a young girl, she trained to become a ballerina, and by seventeen, had received a scholarship to the prestigious School of American Ballet in New York. But attending meant that she would not pursue a college education right after high school. That summer she enrolled with the Dance Theater of Harlem to see if she was ready for what was in store. It turned out, she wasn't. "Even though I loved ballet, I really had to do some soul-searching, and after talking it through with my parents I made the difficult decision not to pursue a dance career, she recalls."

Ingrid still has a deep love for dance, but she loves what she does now even more. And her years of ballet training helped prepare her for it. "People have no clue about competition until you've been in the world of the arts. I've dealt with criticism, rejection, and discipline—all of which translate well to a job in the corporate industry."

### Ingrid's Strategies for Advancement

#### **Raise your hand.**

"Don't be afraid to ask for what you want. I raised my hand eighteen years ago to aggressively pursue an opportunity, and I was in that position for fifteen years. I raised my hand a second time to drive myself out of my comfort zone in order to achieve my next career goal—and within two years I became a General Manager. You may not always get what you want, but if you raise your hand, at least you're out there and it's apparent that you're looking to operate at a higher level."

#### **Take chances.**

"During a recent conversation with a male colleague, he told me there was an opportunity that he was going to go for regardless of whether or not he was even being considered for it. Women are sometimes more hesitant to do something like that, but you shouldn't be afraid. You're never going to be completely ready for any position, because if you were completely ready, why would you take it? That's not going to challenge you."

#### **Bounce back from failure.**

"I used very strong leadership to acknowledge the failure of the launch of a product several years ago. I accepted the accountability and applied it towards fixing the problem. Because I was honest, because I took accountability, and because I engaged my internal business partners closely, I was able to come through the other side successfully. When the product was re-launched it exceeded financial expectations and I received a promotion."

#### **Be 'coachable'.**

"You should always be open and receptive to feedback. I find that a lot of leaders fail because they are not—they get to a certain point and they won't accept any constructive feedback on how they are being perceived. You always need to be coachable."

## Birthdays & Anniversaries

### **Happy Birthday!**

Nina Perry

11/30

### **Happy Anniversary!**

None for November

## Keep Up With Trends

By Linda Nazareth, Author, taken from womenworking.com

### Realize it's about having more time.

Whatever product or service you are selling, ask yourself if someone with the luxury of time would want to use it. If not, how can you enhance it so they might?

### Time is as good as money.

Offering more time off to employees is key (for Baby Boomers and Gen-Yers alike). True, with the recession so entrenched, some are willing to work whatever hours their companies ask for. But smart companies will recognize the benefits of offering work packages that offer a mix of income and leisure. Boomers will soon waver over whether to stay at work to replace lost retirement funds or whether to leave and make the best of it. Offering them a little more leisure may be a savvy strategy for employers.

### If you're in retail, extend the stay of customers.

The Starbucks model of cushy chairs, newspapers and an inviting atmosphere will soon be the model for many businesses. It won't be right for everyone, but for neighborhoods rife with Boomers, even fast food outlets need to think about retaining their visitors. For non-food retailers, provide an interactive experience.

### Court the low-end economy.

Consider those who have time but don't have much added income -- realistically a large and perhaps growing subset of boomers. They'll still want cachet, but for a less-than-premium price tag. Can you offer DIY projects and perhaps some kind of class to go along with it? Things that provide significant experiences or value will be what drives them to open their wallets.

### Maximize volunteer labor.

Organizations that use volunteers should be thinking about how to maximize their talent. The new leisure class will have skills and experience (and some will have money) to donate, but they will only share these assets with groups that are in sync with their values and offer them meaningful experiences. Think creatively about ways to motivate them.

*Business cycles come and go but the demographic shift ahead can only be postponed, not eliminated. Realize that the emerging leisure economy will only get more forceful, and you will have an advantage over your competition.*

## She Said It...

"People are like stained-glass windows. They sparkle and shine when the sun is out, but when the darkness sets in, their true beauty is revealed only if there is a light from within."

- Elizabeth Kubler-Ross

## CALENDAR OF EVENTS

### November 10, 2009

SFV Chapter Meeting  
Annual Firm Recognition Night  
6:00 pm

### November 12, 2009

LA Chapter Meeting  
6:00 pm  
Info at [executivewomenla.org](http://executivewomenla.org)

### November 17, 2009

SFV Board Meeting  
6:00 pm

### December 8, 2009

SFV Chapter Meeting  
Holiday Boutique  
6:00 pm

### December 10, 2009

LA Chapter Meeting  
6:00 pm  
Info at [executivewomenla.org](http://executivewomenla.org)

### December 15, 2009

SFV Board Meeting  
6:00 pm

### September 2010

Leadership Conference &  
Annual Meeting  
Kansas City, Missouri  
Info at [executivewomen.org](http://executivewomen.org)

## Welcome Mid Valley Properties & Maggie Kestly



Maggie Kestly has been with Mid Valley Properties for 23 years starting out as a Lease Administrator. One of the owners saw potential in Maggie and pushed her to get her Real Estate License and then to get her Certified Property Managers (CPM) and Certified Commercial Investment Member (CCIM) designations. These two designations are the most difficult and the most recognized designations in the field of Real Estate. Over the course of her 23 years she was giving the opportunity to run the business and then the opportunity to own the business. She now owns CSMC Management, Inc. which is the entity that employs 2 people and runs all the management of the properties. Maggie is responsible for all aspects of running over a million square feet of industrial and office buildings. It is a demanding and challenging career that she loves.

Mid Valley Properties is the DBA used because it is more widely known in the Real Estate world. Our company runs more than 3 million square feet of property which includes office, industrial, commercial and self storage. We have been around since the early 1970's. We are known for well maintained, well run properties. We are also known for the care that we give to our tenants and for being fair and reasonable Landlords. Mid Valley Properties does both the leasing and the property management which is a little different than the normal business model for property management companies. We cooperate with outside brokers and have been very successful working with small businesses.

## Northridge Hospital Medical Center: Revolutionizing Healthcare

In 1955, 37 physicians invested their own money to build a 49-bed hospital, the first in the West San Fernando Valley. During the past 54 years, Northridge Hospital Medical Center has grown with the community, evolving into a 411-bed nonprofit facility serving more than 2.1 million residents. The Hospital, with over 2,000 employees, 750 affiliated physicians in 59 specialties and over 435 volunteers, has forged ahead as the leader in the Valley by offering uncompromisingly high quality care, extensive educational outreach services and state-of-the art comprehensive health care programs. We are proud to have many *firsts* at Northridge Hospital, including:

- First to bring the Trilogy Stereotactic System, the leading image-guided cancer radiotherapy system to the Valley
- First and only to be certified as a Primary Stroke Center
- First to bring da Vinci Robotic Surgery to the Valley
- First to bring Gamma Knife, noninvasive brain surgery to the Valley
- First to bring the powerful 64-slice CT scanner to the Valley

In addition to boasting numerous Centers of Excellence, the hospital has earned abundant esteemed accreditations, licenses and certifications which attest to our ability to provide excellent healthcare. Some of the recent honors include:

- The CardioVascular Center has received the Blue Distinction for Cardiac Care Designation from Blue Cross/Blue Shield for demonstrating exceptional cardiac care and achieving better overall outcomes for patients.
- Our Level II Trauma Center was just certified by the American College of Surgeons, which recognizes the highest levels of clinical quality for injured patients. The Trauma Services also celebrates their 25<sup>th</sup> Anniversary and is one of only two Level II Trauma Centers in the community.
- And, as the fiscal year drew to a close, *The Los Angeles Business Journal* named Northridge Hospital, the 2009 Best Place to Work in Los Angeles.

## Manage Your Online Brand

By William Arruda, CEO, Research Personal Branding, taken from [womenworking.com](http://womenworking.com)

### Step 1: Define your objective

Now that you've been online for a while it's essential to step back and determine why you are there. What is your main objective? Are you looking for a job? Looking to move up the ladder in your current organization? Trying to develop new business? Determining a clear goal is key. Then, before updating your Twitter account, posting photos to Flickr, or taking any new action online, ask yourself if it supports your overall objective. For example, if you want to appear as the savviest finance executive in the healthcare industry, writing a book review of your favorite romance novel might dilute that goal.

### Step 2: Measure your online presence

Once you understand why you have an online identity, you want to assess what's already out there and find out how you are showing up to those searching for you on the worldwide web. Start with these two useful measurement tools: [Addictomatic.com](http://Addictomatic.com) and [Onlineidcalculator.com](http://Onlineidcalculator.com).

### Step 3: Turn real world activities into virtual world visibility

Let's say you're giving a talk to your local American Marketing Association chapter. Most people would spend time creating their slides, go to the event, talk to a few people, and then go home. However, thanks to the web, you have nine million more opportunities to get value from that one event by making it visible to people who can't attend. You've already done the bulk of the work creating the presentation. These additional ideas build on that work and don't take much time:

- Write a press release prior to the event and publish it to a free press release search engine such as PRLeap.com.
- Publish a post on your blog about the event and discuss what you're thinking about addressing in the presentation. Ask for readers' advice and input to make the presentation better. This helps you build community with your readers.
- Update your Twitter, Facebook, and LinkedIn statuses saying where the event will be and when. Have your presentation video-taped so you can post video clips of yourself to YouTube later.
- After the event, upload your PowerPoint slides to SlideRocket.com and promote them with a tweet.

### Step 4: Connect everything

Your goal is to make it as easy as possible for someone searching for info about you and your brand. Building your own website, even just a basic one using Wordpress or Typepad, can be beneficial because it can be your main link to all your information. Once it's up and running add links to your Twitter and Facebook, as well as to your blog.

### Step 5: Integrate your online identity into your everyday life

Maintaining your online identity may seem like a lot of additional work, but it's really all integrated if you work and think smartly. It's not just about what you create online, it's about creating those connections back and forth between who you are in the real world and who you are in the virtual world.

## Does Your Brand Pass The Test?

Successful personal brands have certain characteristics in common. When building your brand online make sure it passes the ten C test. Great brands are:

#### Clear

They are sure about who they are and who they are not. Ensure you understand what makes you unique and separates you from your peers, colleagues or competitors.

#### Consistent

They are always the same. Your brand is your promise of value to your customers, clients, managers, peers, etc.

#### Constant

They are always there - visible and available. Strong brands don't go into hiding. You must remain visible.

#### Correct

They are accurate and authentic. Successful branding is NOT about creating a false image for the outside world. So be true to yourself and your brand will shine.

#### Concise

They can be described in one or two sentences.

#### Compelling

They are appropriate and interesting to their target audiences. They are relevant. You must ensure that you are communicating your message such that it resonates with your target audience.

#### Clever

They are highly differentiated and unique. You should strive to create.

#### Connected

They are part of the appropriate communities. Your brand community – or network - extends your brand for you

#### Committed

They are in it for the long-haul. You must focus your brand on your goals and stick with them. Successful brands are built over time. Coke was not the world's strongest brand when it was created in 1886.

#### Current

They are based in today with room to evolve for tomorrow. Although the core of your brand will never change, don't let your brand get stuck in the past. It should be flexible to accommodate the dynamic environment in which we live.

## Pictures from the October Meeting



**Our incoming 2009/2010 Board of Directors**



**Our outgoing 2008/2009 Board of Directors**



**Our 2009/2010 President, Jenny Boyce and Annette Drake**



**Janice Parvin, the Mayor of Moorpark, installed the 2009/2010 Board of Directors**

## SAN FERNANDO VALLEY CHAPTER MEMBER FIRMS

**Advanced Computer Solutions**  
**Allen Stith Video Production**  
**Baskets n' Bows Inc.**  
**Brick Elm Staffing Solutions**  
**Design Elements**  
**Ernst & Young LLP**  
**First Private Bank & Trust**  
**Hilton Los Angeles/Universal City**  
**Lee Wayne Corporation**  
**Mid Valley Properties**  
**Northridge Hospital Medical Center**  
**NumberCrunchers**  
**Schrillo Company**  
**Telling Insurance Agency**  
**Topaz Lighting**  
**Willett Travel**

### SUSTAINING MEMBERS

**Annette Drake**  
**Patricia Fulton**  
**Shirley Stark**

## She Said It...

"As long as you keep a person down, some part of you has to be down there to hold him down, so it means you cannot soar as you otherwise might."

- Marian Anderson

"Just don't give up trying to do what you really want to do. Where there is love and inspiration, I don't think you can go wrong."

- Ella Fitzgerald

"Take your work seriously, but never yourself."

- Margot Fonteyn

## 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.

### The Pepsi Bottling Group

1200 Arroyo Street  
 San Fernando, CA 91340  
 (818) 838-1200  
 Major: Beverages – Non-alcoholic  
 Minor: Carbonated Beverage Bottling

### Pharmavite

8510 Balboa Blvd., #3300  
 Northridge, CA 91325  
 (818) 764-8446  
 Connie Barry, CEO  
 Major: Pharmaceuticals  
 Minor: Pharmaceutical Manufacturing

## October Raffle Results

| Item              | Donated By                   | Won By            |
|-------------------|------------------------------|-------------------|
| Halloween Goofy   | Allen Stith Video Production | Bonnie Ryder      |
| Glasses           | Willett Travel               | Jeri Nowlen       |
| 2 Bottles of Wine | Schrillo Company             | Madeline Irons    |
| Friendship Basket | Ernst & Young                | Blanca Echeverria |

### Windfall

\$10 Madeline Irons  
 \$10 Jenny Boyce  
 \$10 Shirley Stark

**Blanca Echeverria, CTC**  
**Director of Group Operations**

**WILLETT TRAVEL**  
Established 1943

11365 Ventura Blvd., Suite 100,  
Studio City, CA 91604-2619  
818-762--0676 x 236 \* 818-763-7806 fax  
[www.WillettTravel.com](http://www.WillettTravel.com)



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email: atelling@roadrunner.com

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.

**Christy Olson**  
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\* Charges will be prorated on a quarterly basis