

October 2009

## Letter from the President



## October Connections

I am happy to welcome the **New 2009-2010 Board of Directors** who will be installed at our October meeting. The “new” board is made up of dedicated long time members and a few new members. Serving on the board is a great opportunity to see what EWI is all about. You are able to contribute valuable

input into our meetings, venues and speakers.

And don't forget committees. Being on a committee is one of the **easiest** ways to be a part of EWI. It is easy because there are many others on the committee to help. You get to pick something to do that you care about. You contribute and at the same time have **fun** doing it!

In October we also get a chance to look forward to our big event of the year: **Firm Recognition Night**. It is coming up next month. We have a great speaker this year: John Kobylt of “John and Ken” on KFI radio. What a great headliner! It should be a very entertaining evening. Be sure to tell your business contacts, friends and relatives- they won't want to miss it.

EWI is all about **connections**. Firm Recognition Night is the perfect vehicle to get the word out about your own firm. I've said that before and I'll say it again. It can't get any better than a dynamic speaker at Firm Recognition Night to generate interest in EWI and your firm individually. EWI is a great way to network. Let's make EWI work for all of us.

**EWI Connect.**

Sincerely, Jenny

## OFFICERS & DIRECTORS

**Jenny Boyce**, President  
Design Elements

**Carol Reniger**, Vice President  
Baskets n' Bows

**Marchell Peterson**, Secretary  
Topaz Lighting

**Karen Angel**, Treasurer  
Ernst & Young LLP

**Bonnie Ryder**, Acting Sergeant-at-Arms, Hilton LA/Universal City

**Nina Perry**, Membership Director  
First Private Bank & Trust

**Christy Olson**, Publications Director  
Advanced Computer Solutions

**Blanca Echeverria**, Program Director  
Willett Travel

**Sandra Ker**, Ways & Means Director,  
Topaz Lighting

**Bonnie Ryder**, Director-at-Large  
Hilton LA/Universal City

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## October Chapter Meeting

Date: Tuesday, October 13, 2009

Program: **Installation of 2009/2010 Officers  
Honoring our Past Presidents**

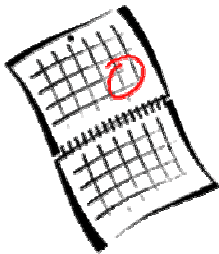
Location: The Radisson Hotel  
9777 Topanga Canyon Road, Chatsworth

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.*



## Plan Ahead for the November 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*

## 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 September meeting of the SFV Chapter Board of Directors:

**Treasurer's Report** – Balances of the Chapter accounts as of 8/31/09: General Account: \$11,992.61; BCDP Account: \$62.30.

**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 August 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!

## Be Accountable

By LaVerne H. Council, Corporate VP & CIO, Johnson & Johnson

### See the potential in people.

"I am a 'coach.' Most of my team would say I challenge them but I am fair. I see the potential in people, and I believe in that. I want to get them to do things they might not have aspired to. A key part of leadership is to inspire and motivate – take employees to the next level, recognize and congratulate them, and move them on to the next business challenge."

### Make your current job, your favorite.

"I try to make all my jobs my favorite. I get a job and try to make it the best it can be. I remember when I did inventory to make money while I was in college. It was late at night, it wasn't glamorous, but I learned something from it. All of these learnings from working at different jobs help build a diversity of experience."

### Spend some "think" time.

"I try to spend some time, what I call 'think' time, just reflecting on the organization. I want to make sure that I am giving what I should be giving – the insights that the company needs. I do put other people's needs first, and I find that when I do that, the organization runs a lot more efficiently, and people know that I am engaged in what is important to them."

### Be focused and accountable.

"I work on keeping my focus by harnessing my energy through people and my own capabilities. I focus or direct my energy with a real keen sense of what needs to happen. My word is my bond. When I say I'm going to do something, I am going to do it. I understand failure and I accept it. But, I learn from it, and am still accountable to the people I have engaged with."

### Be creative.

"It is more important for me to bring something fresh to a task than to stick with what has already been done. I don't necessarily believe that my way is the only way, so I am constantly pushing myself to think outside the box, learning from others, looking at how people have done things and trying to apply their models to something new."

### See the humanity.

"At J & J, employees, contractors, and vendors are expected to adhere to the tenets of our Credo. Fair and equitable treatment of employees is part of that code. Yet, at times, leaders seem to be held to a different standard. What frustrates me the most is that people won't allow leaders to be people. They try to put us into a paradigm – in my case, as a woman leader – as an African American, woman leader. They think you are playing with a different set of values and priorities than they are. And you aren't. I think in this day and age, we should be past that, and see the humanity in people."

## Birthdays & Anniversaries

### Happy Birthday!

Carol Reniger	10/9
Ann Telling	10/30

### Happy Anniversary!

Baskets n' Bows	1997
Topaz Lighting	2006

## 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...

"If you always do what interests you, then at least one person is pleased."

- Katharine Hepburn

## CALENDAR OF EVENTS

### October 13, 2009

SFV Chapter Meeting  
The Radisson Hotel  
6:00 pm

### October 8, 2009

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

### October 20, 2009

SFV Board Meeting  
6:00 pm

### 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

### September 2010

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

## 2009/2010 Slate of Officers & Directors

<b>President</b>	Jenny Boyce, Design Elements
<b>Vice President / President-Elect</b>	Christy Olson, Advanced Computer Solutions
<b>Secretary</b>	Lesa Caskey, Brick Elm Staffing Solutions
<b>Treasurer</b>	Ann Simic, Allen Stith Video Production
<b>Sergeant-at-Arms</b>	Bonnie Ryder, Hilton Universal City
<b>Membership Director</b>	Nina Perry, First Private Bank & Trust
<b>Program Director</b>	Blanca Echeverria, Willett Travel
<b>Publication Director</b>	Christy Olson, Advanced Computer Solutions
<b>Ways &amp; Means Directors</b>	Julie Aldrich, Lee Wayne Corporation Madeline Irons, Northridge Hospital Medical Center
<b>Director-at-Large</b>	Carol Reniger, Baskets n' Bows

## Public Speaking: Tips To Transform Your Fear

By Lee Glickstein, Founder, Speaking Circles International, taken from [womenworking.com](http://womenworking.com)

**Be fully present with one person at a time--always.** Remember that you are speaking with individual human beings, not to an "audience" as a whole. These individual connections form a collective community that listens with respect and attention.

**Breathe.** Before you begin speaking, take 5-10 seconds of silence--and at least one deep breath--to "arrive" and establish a relationship with your listeners. When you do this first, the fear naturally begins to fall away.

**Notice and take in the support of friendly faces.** When you receive support before you begin and as you speak, you have a foundation for comfort, confidence, and trust.

**Be yourself.** The most compelling thing you can do is to be real--to be authentically, genuinely yourself--and no one can do that as well as you can. Everyone has a story to tell, a unique message to deliver, and a special voice in which to express it. Our presence speaks more loudly than anything we say.

**Listen.** The basis of authentic speaking is open-hearted listening. Communication is a two-way relationship. Tuning in to your audience as you speak opens them to supporting you and wanting you to succeed.

**Allow natural pauses.** Don't be afraid to stop, breathe, and linger with a listener. This gives you time to re-center, find your place, and sense where to go next. It also gives your audience the chance to take in and digest what they have heard.

## Confidence Boosters

By Carol Kivler, Professional Speaker and Executive Coach, taken from connectitnews.com

When you're just starting out, everything feels new. Particularly, if you're the youngest member of your team with the least experience, it can be very intimidating. Consider these things to help take the reigns of your career:

### Remember, everyone was the "new kid on the block" once.

Even the CEO of your company was shaking in his shoes at one point in his career. In those moments of insecurity, remind yourself of this, and replay your life's successes. Think about how you excelled in a class, summer job, internship, or volunteer activity. Remembering this will increase your confidence now.

### Align personal goals with organization's goals.

When we first start working, we are so concerned about making a good impression that we may spend our time on the wrong things (i.e.; items not seen by anyone but you, like your filing system or calendar, and other low priority tasks). Instead, make sure your top priorities are in line with your company's. For example, if your manager has a big project, ask if you can help out, or pick up a responsibility you know she doesn't like doing.

### Volunteer for greater credibility.

Because most of us lack confidence starting out, we may shy away from opportunities that bring us visibility, preventing us from building credibility. Keep an ear out for focus groups, task forces, event-planning committees, etc. Once you get a reputation as someone who can be counted on, your name will come up when new opportunities arise. Stretching out of your comfort zone will aid in developing confidence as well.

### Start a "me file."

Whenever you hear a comment about your strengths and abilities from your boss or co-workers, write it down. Keep them in a file that you can refer to at a weak moment.

### Get honest feedback.

If your organization has a formal mentoring program, get involved right away. If not, befriend a coworker and create a "buddy relationship" where trust develops over time. Let your coworker know what changes you want to make and ask them periodically to provide you with feedback. Once the trust has developed, honest feedback is easier to give and take.

### Mistakes = growth.

Remember that unless you're "ouching," you're not growing. I carry a small card in my wallet that reads: "I blew it and I knew it. Forgive yourself." We are all human! Accepting responsibility for a mistake takes courage, and the payoff is wisdom. Take time to reflect on the mistake and acknowledge the lesson you learned.

### Fake it until you make it.

Use positive affirmations and visualizing to increase confidence. Also, do your homework prior to any event or assignment. Preparation accelerates confidence! You will grow more sure of yourself. The consistency of high standards, follow-through, and integrity will advance your career.

## 10 Tips to Help Your Team "Get It Done"

When you put these elements in place at your organization, you'll see a general improvement in individual, team, and overall organizational ability to execute plans and initiatives.

- Recognize that execution starts with a plan.
- Ensure plans are aligned and coordinated across the organization.
- Clarify, clarify, clarify.
- Establish clear expectations.
- Don't micromanage your entrepreneurial-minded employees. But, do monitor them.
- Encourage employees to openly share bad news.
- Balance careful analysis of a problem and decisive action to solve it.
- Make decisions as close to the action as possible.
- Facilitate informal and spontaneous interaction among employees.
- Turn your performance management system into a business tool.

Adapted from Richard Lepsinger's *Flexible Leadership*, Pfeiffer.

## 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**  
**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...

"Cautious, careful people always casting about to preserve their reputation or social standards never can bring about reform. Those who are really in earnest are willing to be anything or nothing in the world's estimation, and publicly and privately, in season and out, avow their sympathies with despised ideas and their advocates, and bear the consequences."

- Susan B. Anthony

"If you have knowledge, let others light their candles in it."

- Margaret Fuller

## 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.

### Lifeline Companion Services, Inc.

1994 Lakota Street  
 Simi Valley, CA 93065  
 (818) 980-8818  
 Norma Kaz  
 Major: Human Services  
 Minor: Companion Care

### Slenderzone

7539 Laurel Canyon Blvd.  
 North Hollywood, CA 91605  
 (818) 764-8446  
 Sharon Asher  
 Major: Health & Recreation / Fitness  
 Minor: Wellness Program & Activities

## September Raffle Results

Item	Donated By	Won By
Wine Basket	Nina Perry	Ann Stucki (LA)
Minnie Mouse Video	Allen Stith Freelance (LA)	Claudia Rovner
Brunch for 2	Hilton Universal City	Vanessa Lew
Energy Saving Basket	Topaz Lighting	Ann Colburn (LA)

**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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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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**Advanced Computer Solutions**  
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\* Charges will be prorated on a quarterly basis