

September 2009

Letter from the President



September Connections

EWI is all about **connections**. And Firm Night is the perfect vehicle to get the word out about your own firm. I hope each member firm takes advantage of this opportunity to showcase your company. It's a great way to network and to get to know each other's business.

To really get to know another EWI member we work with each other at meetings, on committees and on the chapter board. We all get to know each other personally. We see how each person works in the group. It's a good window into how this person does business. Are they responsible? Do they follow through? Are they fun to work with? Do they have good ideas? Do they care about EWI? That helps promote our business too.

I said last month that word of mouth is a powerful thing. It is our reputation, our connection with new clients. It makes business flow. It makes EWI a powerful group to be in. The more connections we make in EWI, the better for our businesses.

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
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Blanca Echeverria, Program Director
Willett Travel

Sandra Ker, Ways & Means Director,
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September Chapter Meeting

Date: Wednesday, September 9, 2009

Program: **Joint Meeting with LA Chapter with Mom's Night Out!**

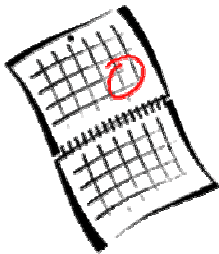
Location: Universal Hilton Hotel
555 Universal Drive, Universal City

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 October Meeting

Date: Tuesday, October 13, 2009

Program: Installation of 2009-2010 Officers

Location: Chatsworth Radisson
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.

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 August meeting of the SFV Chapter Board of Directors:

Treasurer's Report – Balances of the Chapter accounts as of 7/31/09: General Account: \$14,506.66; BCDP Account: \$6262.30.

Membership Development – Need additional members to post and join!

Program – Working on finalizing programs for 2009.

Ways & Means – We made \$110 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 9 active members in attendance representing 9 out of 16 member firms, or 56%. Two 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!

Virtual Team Tactics

Taken from womenworking.com

Although online meetings can save time and money by instantly connecting team members from around the world, they may be less effective if these tactics aren't used:

Test the technology.

Do a practice run before the meeting and fix any technological or logistical disruptions. Make sure there are a sufficient number of audio lines for the estimated amount of participants. When the meeting begins, do an audio and visual check and test slow connections.

Prepare attendees.

Let participants know in advance how to access and download presentation materials. Provide instructions on signing on to the meeting and what to do if they have trouble. Arrange an activity, such as going over preparation material, for people who sign on early. Orient them on how to send questions to the moderator and other participants, and call attention to the list of attendees on the screen.

Set expectations for working together.

Set a goal for the meeting, and define the roles and responsibilities of each party. Identify how decisions will be reached – by a majority rule, a unanimous vote, or by the leader.

Assign a "process monitor."

In addition to a facilitator, a process monitor can work to ensure a meeting is effective. This person will send the facilitator private messages with feedback on pace, timing, audience engagement, review points, issues that have not been addressed, and recorded questions.

Use clear language.

Speak slowly and avoid slang expressions and analogies. Check frequently for understanding. Provide instant messaging for private feedback in case participants are intimidated by asking questions.

Keep the presentation simple.

Avoid cluttering slides with complex graphics, or graphics that don't enhance the meaning of what is being said. Use no more than seven bullets per screen. Texts should be consistent in size, font, and color.

Engage participants.

Poll attendees periodically throughout the session. If the online tool you're using has an interactive "whiteboard," use it as much as possible to track progress. Allow sufficient time for questions and answers, and summarize all agreed-on actions, verifying who is responsible for each.

Manage personalities.

Monitor responses so the focus can be shifted to those who haven't spoken much. Acknowledge the contributions of overly talkative participants, but point out the time constraint and that it's important to hear from everyone.

Measure reactions.

After the meeting has ended, get feedback. Sometimes two simple questions – "What worked?" and "What needs to be improved?" – will suffice. Other times, using a scale to gauge the intensity of opinions may be appropriate. If possible, interview a sample of participants and probe to uncover opportunities for improvement.

The Millionaire Mentality

By Janet Bodnar, Editor, Kiplinger's Personal Finance magazine, from womenworking.com

Act with confidence. It's easy to say, "I'm not sure this will work out, I'd rather have the security of my day job." But, if you have the confidence in yourself to take calculated risks, you will find a way to make it happen. Saying the right things to yourself will make you do the right things, and doing the right things will make the money roll in.

Maintain your professionalism. Even if you're not at the top of your game or haven't proven your idea yet, it's important to approach your work formally. If you don't take yourself and your ideas seriously, who will?

Be passionate. Don't be afraid to promote with a passion. Whether you need to make your accomplishments known in order to advance or let others know why your idea is great, you will only convince people *if* you truly believe in your product or service. You must recognize your talents, be willing to exploit them, and use them to the best of your ability.

Be knowledgeable. You have to know what you're talking about. The real pros will be able to detect when you're bluffing. Build your experience in a field you're interested in.

Don't gripe. Winners don't make excuses. Go out and go for it, no matter what the "it" is.

Make your money work for you! You can earn more just by staying in your current job – get a raise! Keep your eyes open for better ways to raise your performance, make sure your boss knows you're coming up with ideas that are helpful to your company, and negotiate. Women can be reticent when it comes to asking for more money. Take full advantage of your company's benefits, and know when it's time to move on to a better-paying position.

Be thrifty. People who earn a lot often don't flaunt it. They tend to live modestly, they don't go bankrupt, and they build their assets over time.

Learn from others. Find a mentor who is at the level you aspire to be. You'll learn that being a millionaire is not all glamour and serendipity, and it's not rocket science either.

Work hard. A million dollars is quite attainable. You just have to have a strategic plan and work diligently to execute it. If you make the right moves, eventually you will get it.

She Said It...

"Never give up, for that is just the place and time that the tide will turn."

- Harriet Beecher Stowe

CALENDAR OF EVENTS

September 9, 2009

SFV Chapter Meeting
Universal Hilton
6:00 pm

September 9, 2009

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

September 15, 2009

SFV Board Meeting
6:00 pm

October 13, 2009

SFV Chapter Meeting
Chatsworth Radisson
6:00 pm

October 15, 2009

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

October 20, 2009

SFV Board Meeting
6:00 pm

September 24-26, 2009

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

Proposed 2010 Slate of Officers & Directors

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

3 Myths About Women and Money

By Kim Snider, Author, *How to be the Family CFO: 4 Simple Steps to Put Your Financial House in Order*, taken from womenworking.com

Though women are closing the wage gap, there are still money "generalizations," as Kim Snider refers to them. Here are the truths behind the matter:

MYTH: Men care more about money than women.

TRUTH: Women care equally as much about money, but they express it differently. Men are driven by competition and tend to be more extroverted when it comes to money. Women are driven by security. We consider the higher purpose—what the money is meant to achieve—and as long as we are achieving it, we are generally comfortable.

MYTH: I'm bad with numbers; therefore, I can't be good with money.

TRUTH: Some women assume that to be good at managing money they need to be an expert in finance. But managing money doesn't require higher math—it requires common sense. Women tend to be more disciplined at following systems and rules, which makes them very capable of handling money matters and sticking to budgets.

MYTH: The spouse who earns more money makes the decisions.

TRUTH: Even in buying situations where the husband takes most of the action and does most of the talking, he usually ends up getting permission from his wife. Women make the majority of household purchasing decisions, and therefore need to take an active role in money management.

Keep Up With Trends

By Linda Nazareth, taken from womenworking.com

For years we have been living in a time-crunch economy: our time has been so scarce that we have been happy to pay for convenience. But, hastened by the recession, a new, slower-paced, value-driven economy has started to gain steam. Some have more time because they have been forced into early retirement, and others are simply finding it newly chic to spend time rather than money. Author Linda Nazareth predicts that we are headed to a "leisure economy" and that to profit from it will require some re-thinking in business attitudes and strategies. Whether you are an investor, a business owner, or potential entrepreneur, here are some critical truths to keep you ahead of the curve.

►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

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.

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...

"You gain strength, courage and confidence by every experience in which you really stop to look fear in the face. You are able to say to yourself, "I lived through this horror. I can take the next thing that comes along." You must do the thing you think you cannot do."

- Eleanor Roosevelt

"It is only through disruptions and confusion that we grow, jarred out of ourselves by the collision of someone else's private world with our own."

- Joyce Carol Oates

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.

Universal City Walk & Universal Studios

100 Universal City Plaza Building
 Universal City, CA 91608
 Nicolette Munoz
 Major: Entertainment Minor: Theme Park

Pamela Beaver, R.N.

896 N. Beverly Glen Street
 Bel Air, CA 90077
 Major: Health & Recreation Minor: Nursing

Lifeline Companion Services, Inc.

1994 Lakota Street
 Simi Valley, 93065
 Noma Kaz
 Major: Home Healthcare Minor: Providers

Slenderzone

7539 Laurel Canyon Boulevard
 No. Hollywood 91605
 Sharon Asher
 Major: Food Minor: Food Technology

Amgen

One Amgen Center Drive
 Thousand Oaks, CA 91320-1799
 Pamela Holland
 Major: Healthcare Minor: Pharmacy

American Office Products

7900 Alabama Avenue
 Canoga Park, CA
 Nicole Atkins
 Major: Consumer Merchandising Minor: Office Supplies

Los Angeles Radio Reading Service

22286 Ybarra Road
 Woodland Hills, CA 91364
 Naomi Benghiat
 Major: Communication Service Minor: Radio Service



First Private Bank & Trust was founded in 1983. Over twenty-five years ago, with one small office on Zelzah in the San Fernando Valley, it was known as the Bank of Granada Hills, a place where “everybody knows your name.” That was their motto. The name proudly represented the Bank in the community it served. Bank of Granada Hills became known as a trusted financial institution. By helping many individuals, families and businesses along the way, it established itself as the oldest independent community bank based in the northern San Fernando Valley.

At their beginnings, they were founded by a group of forward thinking business people. This explains why at their core, they have always been a financial institution that specializes in providing banking services and products to the business community.

Over time they’ve weathered a few changes. The name Bank of Granada Hills eventually became First State Bank of California and then First Private Bank & Trust. There’s been a few acquisitions along the way too. In 2003 Bank of Granada Hills was acquired by Boston Private Financial Holdings, Inc., a special group of affiliated firms, which manages over \$30 billion in client assets. And still it’s been business as usual...except with one major change. No longer a community bank, First Private Bank & Trust has become a private bank which provides services not only to businesses of all sizes, but also to high-net worth individuals who are interested in a full package of wealth management solutions. One to One. Banking Refined, Excellence Defined. Today, this is their motto.

The Bank is at twenty-five years and counting. A few of those forward thinking business people are still with us. Though a little older, they are here to tell the tale. And what a story it is. One little office has grown to six offices throughout the greater Los Angeles area. From Westlake Village all the way to Irvine. Because their headquarters remain in Encino, they are still a vital financial force in the San Fernando Valley, still doing trustworthy business, on a day-to-day basis, helping many individuals, families and businesses, while establishing themselves as the premier private bank in Southern California.

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