

chapter PULSE

An Individual Chapter Publication
EXECUTIVE WOMEN INTERNATIONAL®

Chartered in 1949

Long Beach Chapter

February 2006

2005-2006 BOARD OF DIRECTORS

PRESIDENT

Chris Peisley-Brown
Bank of America

VICE PRESIDENT

Anita Gibbins
Long Beach City College

SECRETARY

Linda Gray
A Wedding Store

TREASURER

Amelia Nunez
AMN Options, LLC

MEMBERSHIP DIRECTOR

Debbie Calder
The Long Beach Ice Dogs

PROGRAM DIRECTOR

Carolyn Galbraith-Woodruff
Farmer's Insurance

PUBLICATION DIRECTOR

Christine Janus
The Extreme Consultant

WAYS & MEANS

Siobhan Rathband
Hyatt Hotels

SGT-AT-ARMS

Donna Meisch
Weekenders

ADVISOR

Stephanie Wright
California State University Long Beach

DIRECTOR-AT-LARGE

Cynthia Trumbull
Gatherings d'Elegance

JANUARY MEETING RECAP

Our first meeting of the New Year was a smashing success! Held in the elegant surroundings of the Oakwood International meeting room provided by Shari Skidmore, and catered by our very own Jill Warino-Pringle of Tracy's Bar & Grill, EWI members met to mingle and catch up with each other's activities since our last meeting. This special evening was a chance for all members to get to know each other better and discover the paths that led each of us to where we are today.

Kay Henrickson of KK Designs set up a table of her beautiful jewelry designs and had members model some of her work. Everyone sparkled with the kaleidoscope of colors and textures created by Kay's loving hands and made more beautiful when seen on each lovely neck.

Judy von Arx created a cozy atmosphere with her collection of fragrant and decorative candles as centerpieces for each table.

Trudy Engstrom brought a collection of items from Beauti by Trudy and offered substantial discounts to attending members.

Kathy Gardiner of LandAmerica Commonwealth brought some very useful pamphlets along with a variety of souvenir items that were very informative and useful.

Program Director Carolyn Galbraith-Woodruff came up with a great idea for this month by having each member in attendance spend a few minutes talking about their business, how they got started and anything else they cared to share about themselves. It was very interesting to hear each story and also very illuminating. Carolyn McLellan re-counted her extensive background in the travel industry, Ginny Baxter amused us with her experiences while traveling with LBCC and Shari Skidmore enlightened us about the many services and amenities offered by Oakwood International.

Oakwood offers a \$200 referral fee to any members that refer clients to them.

And throughout these presentations we enjoyed a mouth-watering array of dishes created by Jill consisting of a lettuce wedge with creamy Jicama & Blue Cheese vinaigrette topped with walnuts, pecans and julienne beets served with melted blue cheese on top of crostini, Monte Cristo chicken – breaded chicken wrapped with prosciutto and topped with creamy swiss cheese sauce and raspberry puree – served with grilled sweet potato and spaghetti squash and asparagus. For dessert we had a chocolate mousse with spirals of whipped cream, created by her husband Andy that was fantastic.

IN THIS ISSUE

January Meeting Recap	cover
The Board of Directors	cover
Calendar of Events	2
February Meeting	2
Prospective Members Post	2
President's Message	3
Member Spotlight	3
Top Ten Characteristics of Successful Women Business Leaders	4
Take It From Me...	4
Chapter Chatter	5
EWI's Fellows Program	6
Tech Tips	7
Thank You EWII!	8-10
Exciting News from Queen Mary	11
PartyLite Open House	11
Spike's Kids Corner	11
Board Recap	12
We Missed You!	12

CALENDAR

February

15: Membership Meeting
20: Board Meeting

March

16: Membership Meeting
20: Board Meeting

Upcoming Events:

Ice Dogs Fundraiser

Dates: Mar 26, 2006 3:00 PM
Place: Flowers by Vicki and the Long
Beach Arena
Long Beach, CA

Spring Conference 2006

Dates: Apr 20-22, 2006
Place: Holiday Inn Suites –
Memphis, TN
For more information:
Visit the Memphis Chapter Website
www.ewi-memphis.org

Spring Conference 2006

Dates: May 18-20, 2006
Place: Embassy Suites Old Market –
Omaha, NE
For more information:
Visit the Omaha Chapter Website
www.ewi-omaha.org

VISIT OUR WEBSITE

www.ewilongbeach.org

EWI FEBRUARY MEMBERSHIP MEETING

Date: Wednesday February 15, 2006

Agenda: Monthly Membership Meeting and Firm Night featuring A
Wedding Store and Special Events

Location: A Wedding Store The Madison
800 E. Ocean Blvd 102 Pine Ave.
Long Beach, CA 90802 Long Beach, CA 90802

Schedule: 6:00 PM – Networking
7:00 PM – Dinner and Program

Price: \$40.00

Seating: N/A

Parking: Self-parking and Valet Parking

Reservation Deadline: February 10th

RSVP: Donna Meisch
Email: dmmeisch@earthlink.net
Phone: (562) 420-8206

**Members must cancel 24 hours in advance to avoid being billed
as a no-show.**

You can also RSVP online at our website www.ewilongbeach.org

New Members Installed in January:

None installed this month
.

Welcome to EWI!

POSTING OF PROSPECTIVE NEW MEMBERS

No postings this month.

If no written objections are received from an executive of a member firm within ten (10) days of such posting, the prospective member firm will be contacted. If you have any questions or concerns, please contact Debbie Calder, Membership Director, at 562-624-5579 or via e-mail at dcalder@icedogs.com.

PRESIDENT'S MESSAGE



2006 President
Chris Peisley-Brown

Well, another month into the New Year and things are already moving along quickly. We have had somewhat of a slow start with gathering new prospective members to add to our EWI family and I want to bring to your attention that this is a crucial element to the success of the Long Beach Chapter. Our

Membership Director, Debbie Calder, and Program Director, Carolyn Galbraith-Woodruff are finalizing a date and venue for this year's first Membership Reception. Our Chapter will host this event and we are asking that ALL of our members start thinking about prospective firms that we could invite so that we can introduce them to Executive Women International as a means for promoting their businesses and to encourage them to join. All members that invite a prospective member will be invited to attend with their guest. The President and a few seasoned board

members will join them so they will be able to gain some history of EWI but only members bringing a guest will be allowed to attend. We have a goal of attaining 10 new members this year so let's help Debbie achieve this by getting some new, fun and committed members interested. And don't forget about our incentive program where you can receive a \$10 gift certificate from Amazon for every new member that you recruit plus a chance to win a trip to LCAM.

We have some exciting programs planned for you this year and our first fundraising event is quickly approaching. Our annual Ice Dogs event is scheduled for Sunday, March 26, and we have a fun day planned starting with some food, beverages and socializing at Flowers by Vickie, followed by an exciting game of hockey with our Long Beach Ice Dogs!! Ways and Means Director, Siobhan Rathband, along with the help of sustaining member Martha Ustick have coordinated this event with the never-ending support of Esther Ross and "Debbie Dog". I know from past experience that this affair is a lot of fun and my grandchildren look forward to it. This year my grandson Che will turn 8 on that day and he is very

Continued on Page 7

MEMBER SPOTLIGHT

This month's Member Spotlight is shining on Susan Bansmer and Karen Boyd of Taffeta Boutique in Long Beach.

Karen and Susan met each other about 35 years ago when they were both working for Symes Cadillac in Pasadena. Karen spent many of those years working for various car dealers and then became comptroller for Peyton Cramer auto dealerships in Torrance. Her background in accounting has served them well in their business together. Susan began working for Union Bank in downtown L.A. and was hired out by the bank to Cole of California, a swimwear manufacturer where she was a showroom girl. From there she went on the road as a Sales Representative covering 13 states and Hawaii. "A tough territory, but someone has to do it!" quips Susan playfully. In the 90's she left Cole and started her own business as a representative for Calvin Klein and other sportswear manufacturers. Karen in the meantime left Peyton Cramer when they sold out to another group and went to work for Scott Robinson Honda.

The two began complaining about their respective jobs and spending too many years doing the same thing. Susan moved to Long Beach in 1987 and Karen followed in 1988. Karen was married to a wonderful guy named Jim and they settled in Bluff Park while

Susan and her husband Lloyd bought a condo on the ocean. The two good friends have always lived close to each other.

Over the years, they often talked about starting a business together and in the year 2000, they began talking about it again. Their husbands were very supportive. "Well hers was," says Susan. In December of that year they hit the ground running. Their dreams were finally becoming a reality. When it came to deciding on a name for their store they originally came up with The Clothes Horse, suggested by Karen's mother-in-law. While on a buying trip at the California Mart they were asked the name of their store by the girl behind the counter. When Susan told her she made a face commenting that it was such an old name and there were a lot of stores with that name already. Suddenly a light went on in Karen's eyes and she came up with Taffeta Boutique, and that was it!

Karen and Susan enjoy traveling to find the beautiful items they sell in their store. Especially when they go to Las Vegas! They started out with Brighton handbags, jewelry and accessories and then added fashions, shoes, gifts or anything else that catches their eye. They wish they had done it years ago but the timing for them must have been right.

They have been with EWI for over three years now and love it. They thank all the members for supporting their store and they will continue to bring you things that are different so that you will always be unique.

So please come by and see them for a little "Retail Therapy"!



Career Corner

TOP TEN CHARACTERISTICS OF SUCCESSFUL WOMEN BUSINESS LEADERS

Women are transforming the face of business and society, moving into leadership roles as business owners and in corporations. What are the characteristics that set successful women business leaders apart? Research and experience suggest that these top ten characteristics are key for women business leaders to maximize success in the 21st century.

1. Define Success in Your Own Terms

It is easy to let others – usually very well intentioned friends, family, mentors and business associates – define your goals. Take control of your destiny by deciding how you define success.

2. Be Values-Based

The most successful women know what their values are, and in everything they do, their behavior is consistent with these values.

3. Acknowledge and Own Your Power

Acknowledge what is unique about you – whether it is your leadership style, your way of making decisions, or your ability to take control of your own destiny. Leverage your power to foster change and success in all areas.

4. Trust Your Instincts...And Believe In Yourself

Simply put: If it feels right, it usually is right!

5. Recognize Your Strengths

Identify your strengths and those responsibilities you enjoy. Build your business utilizing those strengths. You can always hire someone to do what you hate to do or don't do well.

6. Nurture Your "Midas Touch"

Profitability and wealth creation are integral to business growth. For most leaders, financial success is a tangible reward for all that they put into their businesses and professional lives. Earn it – and enjoy it.

7. Your Time and Energy are Valuable Resources

Stephanie Kruse, 46, wants to take her Reno, Nevada company, KPS13, to the next level. But the 15-employee marketing communications firm is grappling with a market downturn and a changing industry.

Maureen Odioso Godshall, 47, has seen a decade of changes as president of Loren/Allan/Odioso Advertising, a Cincinnati advertising and public relations agency. With 35 employees and more than \$30 million in revenues, Odioso Godshall has achieved the growth Kruse is seeking. We asked her for some gems of advice on the challenges Kruse – and any owner of a growing business – faces.

Challenge One: Managing

Stephanie Kruse: Should I try to adapt my managerial style to "male or female" employee personality type? I tend to be compassionate and humanistic in my approach. Is that being "too much a woman"?

Maureen Odioso Godshall: Managing is a lot about communications, and men and women have distinct differences in how they process communications. In general, men thrive in a hierarchical environment where there is a clear pecking order.

Women, on the other hand, are most comfortable in a flat power zone where everyone is considered a peer. Women actually employ "social leveling" tactics when a woman in a group starts to ascend in power or forget her "place".

Once you understand these dynamics, you can make them work for you. Personally, this translates into my being more blunt with male employees. I give them direct orders instead of couching them as suggestions, as I might for a female. I critique something a male employee has worked on without it becoming a personal criticism (unless I am talking to a creative director – male or female, they take critiques personally!).

Challenge Two: Growing

Kruse: My business is growing, but how do I manage that growth? I have a young and enthusiastic management team that wants to go for it, but I've been through rampant growth, and it isn't always pretty. I've tried to predict the future of our industry and have made some difficult changes to adapt – downsizing, saying no and prioritizing between things that everyone seems to want. How do I keep my management team energized, focused and enchanted?

Odioso Godshall: Engage in a formal planning process with them. This starts with visioning and goal-setting for the company to get everyone on the same page. Identify overall priorities and the five or six bold action steps required to achieve the vision. Once this is outlined, identify the supporting trends and values as well as the challenges the company will face in the process.

Next, each department or team should conduct a SWOT

Continued on Page 6

Continued on Page 6



Chapter Chatter

NEWS AND ANNOUNCEMENTS FROM OUR MEMBERS

CONGRATULATIONS

EWI Board Member **Linda duPlaine Gray** of A Wedding Store & Special Events was recently written up in Long Beach magazine as the best place to go for anyone looking for personalized and courteous wedding planners. Linda was featured in our last newsletter in the Member Spotlight which highlighted the essence of this well deserved piece of recognition. She also had one of her humorous articles published in Orange County Bride and as anyone who knows Linda's great sense of humor can attest this would be an article well worth reading. Linda also participated in the Trump Bridal Extravaganza in January at the Trump National Golf Club along with numerous other vendors in Bridal services and products. In March, Linda will be heading out to China for a week's vacation and we look forward to hearing stories of her adventures.

BOARD OF GOVERNORS

EWI Member Janet Dockstader has much to celebrate this month as she was recently sworn in to the Board of Governors for the Long Beach Bar on January 27th. This is a great honor and Janet has worked long and hard to achieve this well deserved recognition. Candidates can either run for office or the Board of Governors and are selected through a voting process. Congratulations Janet!

LONG BEACH CITY COLLEGE COURSES

EWI Board Member **Anita Gibbins** and EWI Member **Ginny Baxter** along with their colleagues at Long Beach City College will be offering courses in Women's Studies this spring. These are part of a series that offer students the opportunity to explore and answer questions about the power, strength, wit, intelligence and place of women in our world. Anita will be teaching a 15 week course on **College and Career Opportunities for Women** that provides a study of the history and current status of women's roles and examines personal development and the educational and career opportunities available to women. Ginny will be teaching a 9 week class on the **History of American Women** which provides a survey of the history of women in America from

Native American and the colonial period to the present with an emphasis on relevant political, economic, and social factors. For more information on these and the many other courses and events offered by Long Beach City College you can visit their website at www.lbcc.ca.us.edu.

WELCOME HOME

EWI Member **Ken Cassidy** of Pygmalion Salon just returned from a great cruise on the Diamond Princess. During their 12 day inaugural cruise they visited 3 ports in Australia and 4 ports in New Zealand. "What beautiful countries and the people are great!" exclaimed Ken. "They love Americans and want you to feel right at home." The ship was fabulous, the décor elegant with great restaurants and fun entertainment. One could never be bored because there was always something to do unless one chose to do nothing. Ken highly recommends getting out of the USA to see what the rest of the world is like, not that there isn't enough to see and do right here. Afterwards Ken commented "I have never been so rested."

FREE BODY SCANS BY SUBTLE ENERGY

In addition to bioresonance therapy sessions performed in his office, **George Jackson** of Subtle Energy also performs free body scans for drop-ins at various locations including Sunrise Elder Care Facilities in La Palma, Anaheim and Seal Beach. These scans give the client a very comprehensive picture of their health status by providing information on over 9000 different potential health issues. This includes all hormones, vitamins, minerals, amino acids, allergens and pathogens, as well as the functioning of all organs, teeth, bones and joints. A scan takes about 10 minutes to perform and a few more minutes to interpret. These scans are routinely performed for \$20 at George's office or the client's location.

MANY THANKS

The 2005 Holiday season was good for KK Designs and **Kay Henrickson** would like thank you for your sales and interest in her jewelry designs. Kay was fortunate to gain many new clients, some of which are in EWI. After 25 years with Albertson's Kay was apprehensive about giving that up to devote all her time to her jewelry business. Her recent successes have shown that she has made the right decision.

Your time and energy are resources to you, your business, your family and your friends. You are as scarce and valuable as any other resources in the business, and in your personal life, you are irreplaceable. Learn to set priorities to determine what and how much you will do, saying “yes” at the right times – and saying “no” at the right times, too.

8. Invest In Your Personal Self

Invest both time and money in your health and well-being – a regular massage, manicure, exercise or meditation, for example. Equally important is investing in your intellectual and spiritual well-being through reading, seminars, and professional and personal retreats.

9. Build Support Networks

Build multiple support networks. Some should be for business counsel and contacts, including those that will help you measure your progress toward your goals. Other networks can help you manage your personal and family responsibilities and provide emotional support to enable you to balance your life in good and bad times.

10. Always Leave Time for Serendipity

Don't pack your schedule so full there isn't time for doing those spontaneous and serendipitous things that bring delight and joy into our lives.

*By: Sharon Hadary, Executive Director
Center for Women's Business Research
1411 K Street, NW
Suite 1350
Washington, DC 20005
Telephone: 202-638-3080
www.womensbusinessresearch.org
shadary@womensbusinessresearch.org*

© Center for Women's Business Research and Sharon Hadary, 2003

CORRECTION

The January issue of Pulse incorrectly reported that Linda duPlaine Gray was the President of the Women's Council of the Long Beach Chamber of Commerce. Linda is a Board Member of the Women's Council.

analysis (Strengths, Weaknesses, Opportunities, Threats) to determine their abilities to support the corporate vision and what needs to be done to enhance this ability. The management team should then chart a master plan each department can implement. This process really starts to get the group to reduce “selfish” departmental biases and help you make decisions everyone can buy into.

Challenge Three: Downsizing

Kruse: Due to changes in the industry, I have reduced staff and management layers and expanded people's roles to include nontraditional functions. I try to cheerlead as I communicate this to my staff, but it doesn't always sink in.

Odioso Godshall: It is never easy to cut back and keep the remaining staff from feeling at risk. If you have to downsize, try to do it quickly in one slice, and make it clear that the cutbacks are complete. The remaining staff will be shaken for a few days as their work flow and communication networks heal, but then the void will “scab over”.

The past two years have been tough ones. My approach has been to lead with growth as the goal, instead of focusing on the contraction phase. If employees see that you have a vision, they respond with proactivity instead of negativity, and the goals start to become reality.

Aliza Pilar Sherman is an Internet pioneer, entrepreneur, speaker and author of the book Power Tools for Women in Business: 10 Ways to Succeed in Life and Work.

EWI FELLOWS PROGRAM

Win an Executive Women International Fellowship to Fund Your Educational Goals.

As an EWI representative, partner with the EWI Fellows Program to earn financial assistance for your education pursuits and ongoing personal and professional development.

Awards

Five \$1,000 awards for undergraduate degrees

Four \$2,500 awards for graduate and post-graduate degrees

Applications due April 30

Applications and details on this tremendous opportunity are available at our corporate website at www.executivewomen.org. Don't miss out on this great deal. Log on today!

excited to spend his birthday with Spike!

I hope that all of you will help us out with this year's event by showing your support for all the hard work, effort and planning that goes into providing our members with a fun-filled day that also supports our chapter's goals. Bring your friends and family and I know that you will have a wonderful time!

On a more serious note, in 2003 our then chapter president, Daphne Ching-Jackson, along with her board, put together a Business and Strategic Plan for our chapter to address the issue of membership and the goals of our chapter. We were then in our 5th year of the Membership Priority Program due to the fact that we had less than 25 member firms. We needed to develop a plan to present to the Corporate Board that outlined how we intended to address this issue. Well, we did it! Over the following year we increased our membership and were no longer a part of the Membership Priority Program. From then on we have held our own quite nicely. Although we are no longer required to maintain a plan, your board of directors thought it might be of value to keep one in place. We encourage all of you to attend a Strategic Planning Meeting to discuss the goals and objectives of the Long Beach Chapter scheduled for Saturday, March 11th from 9:00 AM to 12:00 PM, location to be announced. It will be required that all board members attend. We would like very much to have input from all our members and the location will be announced when we get a better idea of how many will be attending.

In the meantime, I hope you all have a Happy Valentine's Day! Share some love, hugs and kisses.

*Chris Peisley-Brown
Long Beach Chapter President*

TECH TIPS

Submitted by Christine Janus

If you've been using your computer for more than 6 months, it's probably safe to say that you don't need all the files and e-mail messages stored there. When left untreated too long, an unorganized computer will perform slower and make it more difficult for you to find the information you need. If that's the case, it's a great time to make sure your computer is cleaned up and ready to roll for your next upcoming project or assignment. This article will help you get started.

Clear Out Your Old, Unnecessary Files

So how long should you keep old files on your hard drive? It's kind of like cleaning out a closet – if you haven't used a particular file (or sweater) in a year, you're pretty safe storing it somewhere else.

How can you tell how old a file is? Rest your mouse cursor over the file to see when it was last modified. For more information right-click the file and choose Properties. You can see when the file was created, last modified, and most recently accessed. If a file is old, not important, and hasn't been accessed in more than 6 months, it might be time to clear it out.

Once you've gotten rid of your files, learn 7 ways to manage your files better in next month's newsletter. To view your files in a folder by the date they were last modified, open a folder and on the View menu click Details. On the top of the column, click Date Modified to re-sort your files by Date.

Back Up Important Files

The next step is to copy selected files to another storage medium, such as a writeable CD or DVD or an external hard drive. For your most important files, such as project files, key presentations, or large e-mails, you'll rest a lot easier if you have a backup copy stored safely away from your computer. Backing up your files to CD or DVD will allow you to safely store these disks should you happen to lose your computer or if it should fail.

To back up your files it's ideal to have a CD or DVD burner or a hard drive you can connect to your computer through a USB or FireWire port.

Clean Out Your E-Mail

Do you have a system for weeding out and organizing your old e-mail messages? Here are a few quick ideas for taming your Inbox and getting ready to handle those messages in the months to come.

- Create folders to store messages according to sender, topic or date.
- Create e-mail rules to file and manage your messages automatically.
- Go through your Sent folder in Outlook and delete items you no longer need (especially those with large file attachments).
- If you're sure you no longer need e-mail you've deleted, empty the folder that contains it.

THANK YOU EWI!

We have received many nice letters from the organizations we have helped through our fundraising efforts and it is gratifying to see how our efforts have helped enrich the lives of those that need it most.

This heart-warming Thank You letter came from the teachers at Hope High for EWI's continued support of their music program.

Hello EWI,

Thank you so much for your interest in donating to our school's music program. We have been so appreciative of your past support. We have been able to start a guitar lab, buy ballet shoes and costumes for our dance troop and have big plans for the rest of the money. You have been so generous. I am including the original message sent to EWI. Please let us know if we can come and perform for you to show our appreciation for your support. Have a wonderful holiday season.

Thank you again,

Julie Hahn, CMT
Music Teacher

Hope School is a public school, part of the Anaheim Union High School District. Students are age 12-22 years. We currently have 284 students enrolled. There are 28 classroom teachers, 3 Adaptive Physical Education teachers and 2 Speech Therapists

Attendance area is Anaheim, Cypress, Buena Park and Stanton. Students live throughout our school district and attend Hope when a traditional academic program does not meet their needs. We also serve students from the Los Alamitos District.

Handicapping conditions include a variety of developmental disabilities, vision and hearing impairments, communicative handicaps, orthopedic disabilities, medical needs and behavioral issues. Our students' disabilities are such that they need a high level of support staff and a modified curriculum for success in school.

Hope School's Alternative Curriculum is in line with the State Standards and offers instruction in the following areas: Self-Help and Independent Living Skills, Communication, Behavior, Fine Arts, Adaptive Physical Education and Vocational Training. Specific classes available include Art, Music, Drama, Dance, Physical Education, Computer, Food Preparation, Gardening, Communication, Community Work Crew, Work Experience, Independent Living Skills and

Assistive Technology.

It is our goal at age 22, that our students possess the skills necessary to become working and contributing members of the community as well as live as independently as possible.

There are two programs that offer the modified curriculum. The Self-Contained program provides small group instruction and students stay with the same teacher and support throughout the day. These students are offered Music and APE daily. The Departmentalized program is similar to a typical high school program. Students travel from class to class for six periods a day. These classes are larger and provide more specialized instruction in the core content areas.

One of the most unique components of our program offers our students opportunities that typical high school students would experience. Each classroom elects a representative to ASB (Association of Student Body). Officers are then elected. ASB meets on a monthly basis to plan special activities and do community service projects. Activities include Red Ribbon Week, holiday parties, monthly award assemblies and dances, holiday tree decorating, Spirit Week, Homecoming, Prom and Family Fun Night. We also have a cheerleading squad, student store and yearbook. ASB organizes fundraisers such as the annual Jog-A-Thon and magazine drive. ASB is responsible to raise the funds needed to run these programs as no money comes from the district level.

We have wonderful support from the district level. Most of our budget goes toward staff as our students need a high level of supervision and staff support for learning. Classroom budgets are small (as they are for every public school). Specialized equipment and technology is costly. We rely on outside donations and the community to provide financial support to offer the enriching programs our students need.

We appreciate the support from your organization in the past. We were able to buy performance uniforms for our choir. We also purchased the first piece of technology that will enable our hearing impaired students to "hear" and "see" music.

If you choose our school to sponsor, please know that the money will go to very good use. Our choir is in need of lighting and sound equipment for concerts. Our Gardening class would like to expand the garden and start a Christmas tree farm. Physical Education is always in need of uniforms and equipment. We have started a guitar lab and purchased ballet shoes and costumes for part of our dance troop with the donation from May 2005.

THANK YOU EWII!

This very nice letter was received from Precious Life Shelter in recognition of our support to their wonderful programs.

Dear Executive Women International,

On behalf of the women and infants of Precious Life Shelter a very sincere thank you for the donation of \$750.00. Our efforts to help women help themselves is enhanced by your partnering with us. This past year we have successfully helped over 90 women move themselves toward self-reliance. Every woman moving into our Transitional Program was employed. Several of our residents that completed our third phase, Single Parent Efficiency, had managed to save several thousand dollars, purchased cars (used) and insured them. They have moved into good living arrangements with their child and continue to stop by to let us know how they are doing.

We thank you for standing with us to help others.

Gratefully,

Theresa E. Murphy
President/CEO

This letter was received from the Girl Scouts Council of Greater Long Beach gratefully acknowledging our support.

Dear Executive Women International,

Thank you, the members of Executive Women International, for the contribution of \$500.00. These funds will be put to good use in meeting the needs of girls throughout the Greater Long Beach area.

For more than 40 years, the Girl Scout Council of Greater Long Beach has embraced and sustained Juliette Low's vision, "to give all girls the opportunity to develop physically, mentally and spiritually."

Our contemporary programs address new and emerging personal and community issues. The Girl Scout experience continues to be a safe place for girls to discover themselves and explore new opportunities. From camping to

computers, Girl Scouts builds girls of confidence, courage and character who make the world a better place.

The support of your organization is invaluable – you are responsible for the scope and quality of our programs and Executive Women International has made a significant difference in our ability to reach more than 2700 girls this year.

Thank you for supporting Girl Scouts. Where Girls Grow Strong.

Sincerely,

Debbie Thorpe
Chair of the Board

Debra S. Esparza
Chief Executive Officer

This letter from the Red Cross acknowledges are support and assistance to the many victims of Hurricane Katrina in the Gulf Coast.

Dear Friends of American Red Cross:

Because of your generosity, the many victims of Hurricane Katrina will have the chance to recover and move forward.

Thank you for your gift of \$2,800.00 to the Greater Long Beach Chapter on 10/20/2005 in support of American Red Cross relief efforts for Hurricane Katrina. Your gift makes it possible for the Red Cross to help victims of Hurricane Katrina recover from this massive storm.

Hurricane Katrina has ripped apart thousands of lives and left tens of thousands homeless. At its peak, it was one of the fiercest hurricanes in recorded history and measured about 460 miles wide – the distance from New Orleans to Atlanta. Katrina has affected nearly half of the entire United States. Even after it is passing, the danger remains. Flooded roads, downed power lines and debris are all major hazards.

Unsafe or unsanitary conditions for desperate evacuees also pose a rising threat. The recovery efforts will challenge even the most patient, and the Red Cross is working to bring communities back together as quickly as possible.

The American Red Cross launched the largest mobilization of resources for a single natural disaster, involving thousands of trained disaster relief workers, tons of supplies and shoulders to lean on. Well before Hurricane Katrina made landfall, the American Red Cross was hard at work, opening and stocking shelters, sending Emergency Response Vehicles to storm-vulnerable areas, and preparing relief supplies for immediate distribution. The Red Cross will continue to respond to the emerging needs of the people affected by Hurricane Katrina.

Our highest priority will always be to those facing challenges from natural or man-made disasters. You helped make their lives a little easier. Thank you for your support of the lifesaving mission of the American Red Cross.

Sincerely,

Max DeZempen
Chairman of the Board

We also received this thank you letter from the WomenShelter of Long Beach acknowledging our support of their program.

Dear EWI,

WomenShelter of Long Beach gratefully acknowledges your holiday donation of \$2500.00 and extends our heartfelt thanks for your continued support. Every year your generosity enables us to provide a little bit of happiness to our families in need. Especially during the holidays, our families feel sadness and despair rather than the joy and hope that normally accompanies the season. For our shelter clients, losing their homes makes it even worse. Your donation enables us to provide these families with a little more hope for

the future.

We are deeply appreciative of your efforts on our behalf. Over the past year, WomenShelter of Long Beach has provided services to over 260 women and children at our shelter and to approximately 600 women and children at our Outreach facility. The needs of our community are great, and our resources are limited. We depend on our community partners like you to help us reach victims who are striving for a better life for themselves and their children, and we are grateful for your unrestricted support, which allows us to direct the money to where it is most needed.

WomenShelter is a 501 (c) (3) tax exempt organization and your donation is tax deductible to the full extent of the law.

Once again, on behalf of the Board of Directors, staff and the families we serve, I would like to sincerely thank you for helping us in the fight to end the cycle of domestic violence.

Regards,

TuLynn Smylie
Executive Director
WomenShelter of Long Beach

HAPPY VALENTINE'S DAY

May you and your Sweethearts have a fun and romantic Valentine's Day. And if you need some ideas on how to celebrate, here are a few suggestions that may help:

- Send a gorgeous bouquet of flowers
- Take a Gondola Ride through the Canals
- Enjoy a Hot Air Balloon Ride
- Romantic dinner for two

Whatever you do, make the most of your time together and have a happy Valentine's Day.

EXCITING NEWS FROM THE QUEEN MARY

The Queen Mary is excited to present a new exhibit on the legendary Titanic. This remarkable exhibition, created with painstaking care by Premier Exhibitions, Inc. and generously expanded for this visit, celebrates the lives of the passengers and crew, both saved and lost in the disaster that claimed the lives of more than 1,500 people on April 15, 1912. The heroic and heartbreaking personal stories of the passengers and crewmembers aboard the ship make this an unforgettable experience for everyone. More than 270 fragile, authentic, beautiful and stunningly preserved artifacts, carefully recovered from the wreckage 2.5 miles below the ocean's surface serve to enhance the stories that unfold throughout this magnificent exhibition.

Exhibit Hours are from 10 AM to 6 PM daily. Restaurants and Lounges have extended hours. Ticket Prices are \$16.95 for Adults, \$14.95* for Seniors (ages 55 and over) and Military (with I.D.) and \$12.95 for children aged 5-11. Non-student groups of 15 or more are \$12.95 and School Groups of 15 or more are \$9.00.

**May not be combined with any other discounts or offers.*

Another exciting event will occur on February 22 when the Queen Mary's meet. The Queen Mary 2 will make a historic sail into Long Beach to greet and salute her predecessor, the RMS Queen Mary before making her inaugural entrance to the Port of Los Angeles.

Her Schedule that day will be:

6:00 AM – Queen Mary 2 arrives offshore near Long Beach

7:00 AM – Queen Mary 2 in place for whistle salute with Queen Mary

7:15 AM – Queen Mary 2 departs for berth in Port of Los Angeles

4:00 PM – Queen Mary 2 departs Los Angeles Harbor

5:00 PM – Queen Mary 2 exchanges departure greeting with Queen Mary and exits Long Beach Harbor

* All times subject to change.

For more information, please visit their website at www.queenmary.com

PARTYLITE OPEN HOUSE

EWI Members and their friends and families are invited to an Open House showcasing PartyLite gifts and products on Tuesday, February 7th from 6:30 – 9:00 PM. Come see the new 2006 Catalog of new candles and accessories. The party will be hosted by Kathy Gardiner of LandAmerica Commonwealth at the home of Judy von Arx located at:

3531 Val Verde Avenue
Long Beach, CA

There will be food, drinks, prizes and fun for all who attend. Bring a friend. There will be a special offer for all guests in attendance. If you would like to attend or have any questions, please contact Judy at (562) 598-3954 (Be sure to press *82 before you dial the number) or Kathy at (562) 596-5444. This is sure to be a fun event so don't miss it!

SPIKE'S KIDS CORNER

The Long Beach Ice Dogs will team up with the local community to send some deserving area youths to an Ice Dogs game. The program works by community groups and organizations purchasing Ice Dogs season tickets and donating them back to the team to give to local area youth organizations. Spike's Kids Corner gives local youths the opportunity to see a professional sporting event that they normally would not be able to. Each youth will receive a ticket to the game, a hot dog, soda, and game program. Spike's Kids Corner has 131 seats and is located in section 105.

As a sponsor of Spike's Kids Corner, you can nominate your favorite youth organization to take part in this worthy cause. Kids Corner sponsors will also receive recognition on the Official Team Web Site.

Investment:

Bronze Sponsor - \$504.00 per seat

Silver Sponsor - \$2,016.00 (4 seats)

Gold Sponsor - \$5,040.00 (10 seats)

For more information about this unique and wonderful program, contact Debbie Calder at (562) 624-5579 or visit the team's web site at www.icedogs.com

BOARD RECAP

- The Board discussed how we can get better acquainted with our sister chapters by attending some of their meetings. We will begin adding the scheduled monthly meetings for our sister chapters in the monthly newsletter, beginning next month.
- Membership dues have to be sent into corporate by Feb 1st. We are required by corporate to have the money sent in by this date and have no leeway.
- Preparations are underway for the Long Beach Ice Dogs Fundraiser and Pre-Puck Party at Flowers by Vickie on March 26th starting at 3:00 PM. Game starts at 5:00 PM.
- The board discussed the issue of RSVP's to our monthly meetings. It is important that all members realize that when they RSVP to attend a meeting, we give the restaurant a head count and are held accountable and have to pay for that amount. If you RSVP and do not show up, we still have to pay. This is why we have to request payment from any member that is a no-show.
- The Board has scheduled a general meeting to formulate a Strategic Plan for our chapter on March 11th from 9:00 AM to 12:00 PM. All members are encouraged to attend this meeting.

EWI[®] MISSION AND VISION

MISSION

Executive Women International[®] is an organization which brings together key individuals from diverse businesses for the purpose of:

- ❑ Promoting member firms
- ❑ Enhancing personal and professional development, and
- ❑ Encouraging community involvement

VISION

To be the leading connection for business professionals.

WE MISSED YOU!

Amelia Nunez	AMN Options LLC
Sherry Lester	About Face Makeup
Kim Holden	Allied Domecq
Chris Peisley-Brown	Bank of America
Pat Cooney	Commercial Imaging Solutions
Connie Grantham	Chiropractor
Janet Dockstader	Attorney
Revi Chohan	Enterprise Rent-a-Car
Esther Ross	Flowers by Vickie
Sherry Brzeczka	K-Mart
Joanna Schultz	Petro Builders, Inc.
Dawn Sneed	Pink Panther Parties
Ken Cassidy	Pygmalion Salon
Maritess Cabrera	The Queen Mary
Sharon Leibl	Rene Realty
Jenni Wilson	Temple Inland
Linda Jacobson	Tom's Aircraft
Dollie Bristow	Sustaining
Vivian Frahm	Sustaining
Alice Stoner	Sustaining

Hope to see you this month.

SHARE THE NEWS!

Send submissions for the Chapter Pulse to:

Contact: Christine Janus

Phone: 562-438-1587

Fax: 928-752-5153

E-mail: cjanus@extremeconsultant.com

EXECUTIVE WOMEN INTERNATIONAL[®]

Corporate Office

515 South 700 East, Suite 2A

Salt Lake City, UT 84102-2801

Phone (801) 355-2800

Fax (801) 355-2852

Contact Information

Email:

ewi@executivewomen.org

Website:

www.executivewomen.org