



# NEWS

## Letter

December 2008

No 8, 2008

" CREATING BUSINESS AND EMPLOYMENT OPPORTUNITIES FOR ALL WOMEN THROUGH ADVOCACY, EDUCATION AND INFORMATION.."

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**January Meeting**

**TO BE ANNOUNCED**

**Club Officers**

Barbara Howie, Esq, Pres.  
Valerie Fields, 1<sup>st</sup> Vice Pres,  
Acting Treasurer  
Denise Rueda 2<sup>nd</sup> Vice Pres  
Dr. Gayle Haines, Secretary

### EDITOR'S MESSAGE

I can't believe the year is almost over. As I look back over the years events and think about how much BayShore BPW has accomplished I realize just how incredible a year it has been for our group. The year began with the Business Expo which helped us meet some fantastic business owners and some have since become members. In an effort to stay current with events and issues that are important to women we had a guest speaker discuss Domestic Violence and another financial topics. We collected cell phones for battered women, learned about Pay Equity Day and Women's History month spotlighted women for us to admire and hopefully follow their lead to ever improve issues involving women. The highlight of the Year was our tribute to Women Veterans at Ducks Stadium. Our event record for the year is very impressive considering we are a small group.

What especially comes to mind at the closing of the year are thoughts of how all of these wonderful undertakings were accomplished. They were spearheaded by Barbara Howie our BayShore President. Her inspiration and ability to say all of these things were possible to achieve and not waiver ensured that everyone was involved and helped to get the job done. She is a fireball of energy and I am proud to have had the opportunity to work with her on these great events. Barbara will be relinquishing her title of BayShore BPW President to take on the position of Assistant District Director and she is also running for Secretary of the BPW International New York. We congratulate her on her new role in BPW. We are grateful for her hard work and are happy that she remains a member of BayShore BPW and will attend meetings and participate in our functions whenever possible.

As one door closes another opens. The New Year will bring us two Presidents! Dr. Gayle Haines and Valerie Fields will share the responsibilities of this Title. They are fantastic women who have been instrumental in our clubs events.

Congratulations to them!!

I wish the best to these women and to all of our members and their families a very healthy, happy and prosperous New Year!

Denise Rueda  
Editor BayShore BPW Newsletter

## Outgoing President's Message

The last 2 years have flown by, but have been extremely rewarding for me personally. Not only have I met and come to know the wonderful women who eventually joined BayShore BPW, but I have met some others who have chosen not to join.

In addition, the last 2 years gave me opportunities to network and connect with BPW members throughout the state, country and world. If there is any one recommendation that I would give BayShore BPW members, both seasoned and new, it is to go to events scheduled outside our own club and experience the larger picture of what BPW is all about. While our club is great in itself, we are part of a much larger network of women who, like us, are trying to make this world a better place for everyone, but especially for women.

As I leave the "post" of BayShore BPW President, and take on the duties of Assistant District Director and (hopefully) NY International Secretary, I expect to have more time to devote to the 2 passions I have for our club – Membership and Fundraising. So....expect to continue to receive calls and e-mails from me!

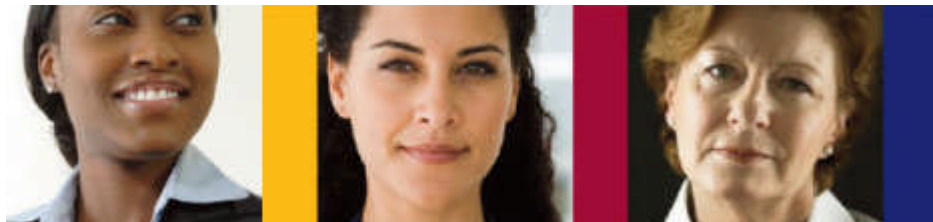
Congratulations to our new Executive Board. They are tenacious, creative and capable women who have stepped up to make BayShore BPW the fine club that it is and who will continue to work tirelessly so that women in our area will prosper professionally, personally and financially. I encourage each of our members to bring in one new member this year and to show your support for our new team by joining committees and continuing to work as hard as you have the last 2 years!

**~BAYSHORE BPW ROCKS~**

*Barbara K. Kowie, Esq.*

*District X, ADD*

# Business and Professional Women USA News



**Business and  
Professional  
Women/USA**

*THE POWER OF CONNECTING  
THE POWER TO CHANGE WORKPLACES  
THE POWER OF VOICES UNITED*

## Upcoming Events

[Happy New Year](#)  
January 1, 2009

[BPW/USA Webinar](#)  
[Seven Mistakes that Sink Your Job](#)  
Thursday, January 15, 2009  
6:00 pm EST

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[HQ News Content](#)  
\* [Membership Services](#)  
\* [Administration](#)  
\* [Policy Watch](#)  
\* [Foundation Activities](#)  
\* [Training & Careers](#)  
\* [Affiliates & Partnerships](#)  
\* [Visibility Activities](#)  
\* [Communications](#)

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*This will be the final Headquarters News in 2008. The staff of BPW/USA and BPW Foundation thanks you for all of the holiday greetings we have received and wish every one of you a very Happy Holiday. Please accept our warmest wishes for a cheerful New Year filled with joy, friendship and good health.*

## **National Office Holiday Schedule**

The BPW/USA and BPW Foundation offices will be closed December 25 through January 2 and will reopen on January 5.

## **Membership Services & Activities**

### **Please Show Your Commitment**

As we look to the New Year we know that there is much still to do to ensure equity in the workplace for women. The economic down turn that our country and the rest of the world now faces has disproportionately hurt women and their families. BPW/USA remains committed to continuing to fight for the issues that impact our members and all working women including pay equity, sensible work-family policies, retirement security and women veterans. Show your commitment to working women by making a contribution now, so that BPW/USA can continue to advocate for equity for all working women. Thank you for your continuing

- \* Governance
- \* Of Interest

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[Become a Friend](#)

[Update Your Profile](#)

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[Legislative Action Center](#)

support.

[Contribute to BPW/USA](#) | [Donate to BPW Foundation](#)

### **Need a Last Minute Gift?**

Do you know a woman or student who would benefit from the knowledge provided by BPW/USA? It is easy and inexpensive to give the Gift of Friends of BPW/USA. This gift provides a year of on-line access to BusinessWoman Magazine and a subscription to the Legislative Hotline for just \$19.95. And it can all be done [online](#).

### **Administration**

#### **Cancellation Fee Reduced**

[The Millennium Hotel](#) in St. Louis, where BPW/USA had planned to host its 2009 National Conference, has agreed to reduce the cancellation fee in return for some promotion of the hotel by BPW/USA on its website and in its publications. While BPW/USA regrets the cancellation of Conference programming, however financial considerations and the challenging economy made it necessary. We appreciate the Millennium Hotel's management understanding our situation and we encourage members in the area to consider this location for future events. The hotel is located at 200 South 4th Street, St. Louis and can be reached at 314-516-8007.

#### **Going Green at BPW**

In 2009, we are growing increasingly green. The New Year will bring electronic membership cards and renewal notices. More details are to come. Are doing your part to "go green?" Visit [youngwomenmisbehavin.com](http://youngwomenmisbehavin.com) for tips and read the upcoming BW article, The Green Challenge.

### **Policy Watch**

#### **BPW/USA and BPWF Meet with Obama Transition Team**

BPW participated in an Obama Transition Team Briefing on December 17, 2008, covering the topics of women, work and family. Fewer than 20 organizations were invited including: BPW/USA, Wider Opportunities for Women, National Organization for Women, Feminist Majority, American Association of University Women, Women Work!, National Partnership for Women and Families, Legal Momentum, National Alliance for Partnerships and Equity, Women Employed, National Council of Negro Women, National Women's Law Center and others.

The primary focus of the meeting was what immediate action could be taken by the Administration to support working women and their families and what long term legislative action should be supported. The meeting attendees

developed a three-page briefing paper with specific actions ranging from enacting the Lilly Ledbetter Fair Pay Act to repealing the recent FMLA regulations to directing the Department of Labor to conduct a pay equity analysis of federal jobs. The attendees encouraged the incoming administration to be a model employer when it comes to work and family issues. Ten members of the transition team were in attendance including the Director of the Domestic Policy Council Melody Barnes, the transition team members in charge of reviewing the Department of Education and Health and Human Services, a representative from the Vice President-elect's staff and other issue experts.

BPW/USA's Public Policy Director, Rachel Lyons, represented BPW/USA and BPW Foundation at the meeting.

### **Supreme Court Considers Pregnancy Discrimination Case**

On December 10th, the Supreme Court heard arguments in *AT&T v. Hulteen* to determine the extent pregnant women can seek redress, who are discriminated against when they take maternity leave. The Supreme Court examined the question of whether AT&T violated Title VII of the Civil Rights Act, which prohibits discrimination in employment, when it awarded women retirees smaller pensions than they would otherwise have received because they took maternity leave before the Pregnancy Discrimination Act of 1978 (PDA) became effective. The plaintiffs in this case are women who worked for AT&T and took pregnancy disability leave between 1968 and 1976. When they took their leave AT&T provided for disability leave for its employees, but this leave could not be used for maternity. When Noreen Hulteen and the other long-term employees retired many years later, AT&T deducted the maternity leave they had taken when calculating their pension benefits. AT&T argues that the PDA cannot be applied retroactively, and that plaintiffs' claims are not timely under *Ledbetter* and other cases because the lower pension benefits are merely the effect of past discrimination, not a current violation of Title VII.

BPW/USA joined with the National Women's Law Center to submit an amicus brief in support of *Hulteen*. Noreen Hulteen and the other plaintiffs have been discriminated against twice – the first time when they had to take unpaid leave for maternity and were denied other benefits before 1979, and the second time when AT&T calculated their pension benefits years later.

### **Economic Recovery Plan Should Invest in Working Women**

President-Elect Obama has proposed a massive economic recovery plan that would inject funds into the flagging economy. He has called for a plan that would create or save 2.5 million jobs by investing in transportation and infrastructure and green building projects. The industries likely to see job expansion under this plan tend to be male-dominated. BPW/USA has joined with other women's organizations to encourage President-Elect Obama and the new Congress to ensure that women have fair access. We have requested guaranteed fair access to the job opportunities created through the economic recovery plan, to preserve and create jobs in fields where women currently represent a majority of the workforce and to provide work supports essential to vulnerable families. [Click here](#) to read the letter.

### **Obama Appoints Five Women to Cabinet – One is BPW/USA Member**

With his Cabinet nearly filled, President-elect Obama has tapped five women – New York Senator Hillary Clinton (Secretary of State), Arizona Gov. Janet Napolitano (Homeland Security Secretary), New Jersey official Lisa P. Jackson (head of the Environmental Protection Agency), Susan E. Rice (U.N. Ambassador) and BPW/USA member U.S. Representative Hilda Solis (Secretary of Labor.) Representative Solis is a member of BPW/EI Monte, California and was a Young Careerist. The press release hailing Solis' appointment is on the [BPW/USA website](#).

In addition to the Cabinet level positions, President-elect Obama has appointed women to key administration positions as well, including Melody Barnes as Director of the Domestic Policy Council, Christina Romer as Director of the Council of Economic Advisors and Ellen Moran as Director of Communications. BPW/USA has joined with other women's organizations to urge President-elect Obama to appoint more women than his predecessors.

### **Pay Gap is Alive and Well**

An article in [Industry Week](#) reported on a study by the Institute for Supply Management that found in a survey that women working at the same jobs for the same length of time made less than men.

### **Foundation Activities**

#### **Give the Gift of Hope**

Are you tired of malls? Are you tired of internet shopping? Well, stop right there. There's a [new trend](#) in gift giving. It's actually [making gifts matter](#). Don't buy more vanilla-scented hand soap or another sweater. Give the [gift of hope](#). Give

the gift of a better tomorrow. Help workingwomen across the country start better careers. Help women veterans ease through their transition to civilian life. Help young professionals navigate their own course. Donate to [BPW Foundation](#) and make the gift in honor of your niece, mother, sister, grandmother, friend.... Let them know you care about every woman's future. Donate to [BPW Foundation](#) today.

#### **Thank You to DAV**

BPW Foundation recently received a \$10,000 grant from the Disabled American Veterans Charitable Service Trust. This is their second grant to BPW Foundation to support our work with transitioning women veterans.

#### **A Focus on Women Veteran's Educational Resources**

BPWF will be co-hosting a luncheon meeting with military and education leaders at an American Council on Education meeting on January 23, 2009 to discuss military transition issues and the role of higher education. This is part of an initiative to support the integration and advancement of veterans into the civilian workplace in conjunction with advanced education and support services.

#### **Financial Reports**

Past BPW Foundation Financial reports can be found on the BPW Foundation website in the [About Us Section](#). Click on [Financials](#) in the right hand navigation bar and in the [Members Center](#). The audited report for the year that just closed will be available next year.

#### **Training and Career Development**

##### **Seven Mistakes that Sink Your Job Search**

Are you getting nowhere in your job search? Learn the critical mistakes that stymie your career advancement campaign in this BPW/USA webinar on January 15, at 6:00 pm EST. The webinar will be conducted by Abby Locke, a nationally certified executive resume-writer and personal brand strategist. Don't miss Abby's Career Advancement article in this issue of BW Magazine!

The BPW/USA Webinar series is a membership benefit and is free to all BPW/USA members. To register, visit the [BPW/USA Member Center](#) For more information, visit [premierwriting.com](#). Non- members can now participate; the cost is \$19.95. Stay tuned or check the website for future webinar topics!

##### **BPW/USA Career Center Featured Employers:**

Maria Caceres and State Farm Insurance are this month's featured employers. Visit the [Career Center](#) today to create

a profile and post your resume. Also encourage you employer to post openings on the site as well.

### **Affiliates and Partnerships**

#### **American Heart Association Relationship Expands**

BPW/USA has had a fruitful partnership with the American Heart Association (AHA) for almost 3 years. We created the Healthy Heart Makeover to inspire working women to take care of their heart personally, professionally and politically. This has been done through conference presentations, advocating for the HEART for Women Act, promoting exercise through the Choose to Move program, and a wide variety of informative materials that can be used by BPW LOs and State Federations.

The [AHA web page](#) on the BPW/USA website has been revamped to give you the latest information and ideas about how you can get involved including interesting presentations for Local or State Federation meetings.

BPW/USA encourages you to build stronger relationships with your local AHA affiliates. Many LOs that have begun this process and find the relationship to very successful. You can ask your state affiliate for information about your local AHA and ways that your State Federation or LO can work with AHA. This gives you an opportunity to partner with a great organization on a grassroots level. Please email [memberservices@bpwusa.org](mailto:memberservices@bpwusa.org) to get a copy of the AHA Cause Affiliates list for your area so you can start joint programs today.

### **Visibility Activities**

#### **CEO Letter in NY Times**

The Sunday New York Times printed a letter by BPW/USA and BPW Foundation CEO Debbie Frett in response to Linda R. Hirshman's article "[Where are the New Jobs for Women.](#)" In her letter, Debbie said that women must be included in any economic stimulus package and also spotlighted the fact that many women leaving the military have what are considered "non tradition" career skills yet often don't get to use those skills in the civilian world. Read the full text of the letter on the [New York Times Website](#). It is the second letter in the series. Also visit the post on [Facebook](#) to begin a discussion.

#### **Members and Locals in the News**

Patricia Tanji, BPW/Minnesota president elect wrote an excellent op-ed on paid sick leave for the [Twin Cities Daily](#)

[Planet](#). View the post on [Facebook](#) and start a discussion.

Lena Beal, was not only a BPW member but a woman who cleared the path for other women. She was elected to the Joplin, MO City Council in 1968 and served as the city's first woman mayor. She belonged and worked for a number of volunteer organizations and ran her own business. She died in 1995 at the age of 90. In recognition of her work and commitment to her community, Ms. Beal's name has been proposed for one of Joplin City's middle schools. Read more about this outstanding woman in the [Joplin Globe](#).

The [Fergus Falls Daily](#) reported that BPW/Fergus Falls, MN member Lisa Litt has been appointed to the local United Way Board of Directors. Lisa who works for American National Bank of Minnesota and co owns Otter Tail Web Solutions, lives in Fergus Falls with her husband and three children.

BPW/Florida posted Debbie Frett's letter about political appointments in the Obama administration on [BlogTalk Radio](#) along with lots of other great links and information. You can view this blog link (Women in Transition) in our Link Love section at [www.youngwomenmisbehavin.com](http://www.youngwomenmisbehavin.com).

[The Argus Leader](#) reported that BPW/Sioux Falls, SD raised more than \$3,000 for a local charity.

[BPW/Southwest Seattle](#) got great coverage in the blogosphere on their December meeting and support of Hospitality House. Social media can really get your name out there.

## **Communications**

### **Let the Link Love In**

Now that BPW has its own blog, [Young Women Misbehavin'](#), we want to share the spotlight with you. If you have a BPW or working women focused blog, please send us a link to your site at [youngwomenmisbehavin@bpwusa.org](mailto:youngwomenmisbehavin@bpwusa.org). We'll add you to our blog roll and you can add us to yours. Keep the link love coming! Bring the blog posts to you - subscribe to the RSS feed.

### **Tweet Tweet Tweet**

BPW is taking over the internet! We're now on Twitter. You can follow our \*tweets\* at <https://twitter.com/womenmisbehavin> and be completely up to date on what BPW is up to, what news we're following and

what meetings we're attending. Be in the know. Tweet along with us!

### **Ham It Up!**

BPW's new blog, [Young Women Misbehavin'](#) just started a new group on Flickr, of course named, Young Women Misbehavin'. If you're already on Flickr, simply join our [group](#) and add all of your BPW (and misbehavin!) pictures. If you're not on Flickr, simply create a profile ( link: <http://www.flickr.com/>) and start snapping and uploading your pictures. We love to see all of our BPW friends and family and all of the fabulous things you're doing around the country.

### **Governance**

#### **Future of BPW**

The Future of BPW Taskforce submitted an interim report to the Executive Committee and Board of Directors, which is posted on the BPW/USA website along with the PowerPoint presentation. These reports are posted in the [Member Center](#) under "Future of BPW/USA Task Force." You need to log to view these documents.

The Taskforce has concluded the fact-finding phase of its work and is now analyzing the various options including the input received from members, financials and organization performance metrics. The Taskforce will submit its recommendation to the Executive Committee by the end of the year.

Comments or questions can be directed to the Taskforce at [BPWFuture@BPWUSA.org](mailto:BPWFuture@BPWUSA.org)

### **Of Interest**

#### **Help Honor Women Who are Green**

In 2009, the National Women's History Project will honor women who have taken the lead in the environmental or "green" movement. They are requesting nominations that recognize women's leadership in protecting the environment on a local, state, or national level. Their goal is to compile and post on their website an extensive list of women from across the country who have taken or are taking the lead to save our planet.

Nominations of women who are "Taking the Lead to Save Our Planet" may include woman who have shown leadership in preserving the natural environment and reversing ecological destruction. Nominees can be scientists, engineers, business or community leaders, writers,

filmmakers, conservationists, teachers, community organizers, religious or workplace leaders or others whose lives show exceptional vision and leadership to save our planet.

Nomination Deadline is December 31, 2008. The nomination form can be found on the [NWHP website](#).

#### **Woodhull Documentary Free on DVD**

"America's Victoria, Remembering Victoria Woodhull" a feature length documentary that was previously aired on PBS television is now available for free. Victoria Woodhull became the first woman to campaign for US President in 1872. "America's Victoria" is a wonderful chronicle of the life of one of the most important and unrecognized women in US history. Visit the [Zoie website](#) for more information on how to obtain your free DVD.

#### **Poll Shows Women's Expectations of Obama Presidency**

A new poll conducted by Lifetime Networks found that 60 percent of women trust President-Elect Obama to represent them and the values they hold. Thirty-five percent of respondents said they expected Obama to address family and work-life balance issues, while 22 percent said they will judge him on how he handles the economy, which 71 percent said is the top priority. Ten percent said they will base their future opinions of the Obama administration on whether it deals with pay equity. Read more about the poll results on the [Lifetime website](#).

#### **Different Expectations for Women**

Governor Ed Rendell (D-PA) was caught on an open mike saying the Arizona Gov. Janet Napolitano was perfect for the job of Secretary of Homeland Security because she had no life (i.e. no family) and could work 24/7. As commentator, Campbell Brown noted that is never a necessary qualification for a man. Check out the [CNN website](#) to hear the quote and Campbell Brown's commentary.



**Business and  
Professional  
Women/USA**



**Take Action**

- [Find Your Representative](#)
- [Write Your Legislator](#)
- [Join BPW](#)

**In This Issue**

- [Policy & Action Day  
Registration](#)

**Upcoming Events**

Webinar: Sarah Sladek -  
Rockstar Inc.  
[Hiring the High-Performance,  
High-Maintenance Hotshots  
Half Your Age](#)  
Wednesday, January 14,  
2009  
1:00-2:00 pm ET

**Business and Professional Women/USA  
Policy & Action Day 2009**

**SAVE THE DATE**

Do you want to be part of the change happening in Washington, DC? Do you want equal pay for equal work? Do you need time off to take care of a sick child or family member, but can't afford it? Do you want to have enough money when you retire?

**Then BPW/USA's Policy and Action Day 2009 is for you!** Join with hundreds of other BPW/USA members and working women advocates just like you to lobby and learn in the nation's capitol.

**When:** Tuesday, March 31, 2009 8:00 am – 6:00 pm

**Where:** AARP Brickfield Center 601 E Street NW, Washington, DC

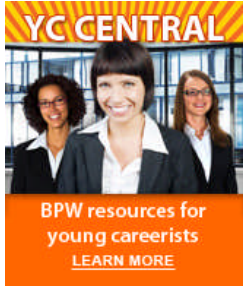
[Click here to Register Online](#)

\$250 Members/\$275 Non-Members/\$50 Students

**Schedule**

<i>Tuesday, March 31</i>		
8:00 am – 12:30 pm	<b>Policy Update and Lobby Training</b> (4 pre-lobby day policy webinars, breakfast, lunch and transportation to Capitol Hill included with registration fee)	AARP
1:00 pm – 5:00 pm	<b>Meet With Your Representatives and Senators</b>	Capitol Hill
6:00 pm	<b>BPW/PAC Congressional Cocktail Reception</b> (optional,	TBD

additional fee)



[careers.bpwusa.org](http://careers.bpwusa.org)  
For Women. For Veterans. For You.

[What is BPW](#)

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[Become a Friend of BPW](#)

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*Business and Professional Women/USA (BPW/USA), founded in 1919, is a multi-generational, nonpartisan membership organization with a mission to achieve equity for all women in the workplace through advocacy, education, and information. Established as the first organization to focus on issues of workingwomen, BPW/USA is historically a leader in grassroots activism, policy influence and advocacy for millions of workingwomen.*

[BPW/USA](#) | 1620 Eye Street, NW Suite 210 | Washington, D.C. 20006 | tel: 202.293.1100 | fax: 202.861.0298



Business and  
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Women/USA



## Take Action

[Find Your Representative](#)

[Write Your Legislator](#)

[Join BPW](#)

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## In This Issue

[BPW/USA Member Nominated to be Secretary of Labor](#)

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## Upcoming Events

Webinar: Sarah Sladek -  
Rockstar Inc.

[Hiring the High-Performance,  
High-Maintenance Hotshots  
Half Your Age](#)

Wednesday, January 14,  
2009

1:00-2:00 pm ET



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December 19, 2008

### Hilda Solis Makes Five

*BPW/USA Member Nominated as Secretary of Labor*

Washington, DC -- Business and Professional Women/USA (BPW/USA) hails the nomination of Representative Hilda Solis, (D-CA), a member of BPW/USA, as the incoming Secretary of Labor.

“BPW/USA welcomes the selection of a working woman to head an agency that has a vital role in protecting workers and their families,” said BPW/USA CEO Deborah Frett. “Not only does Representative Solis have a firm grasp of issues that are vital to American workers, she also understands issues that are important to working women and their families.”

“Rep. Solis has a solid record in support of equal pay for women and work-family issues; she understands that these aren’t just women’s issues – they are family issues,” Frett added. “BPW/USA members are proud of Solis’ accomplishments and are confident that she will provide an enlightened and steady hand to the Department of Labor.”

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For more information on BPW/USA membership options and policies impacting women and families, visit [www.bpwusa.org](http://www.bpwusa.org).

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[careers.bpwusa.org](http://careers.bpwusa.org)  
For Women. For Veterans. For You.

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[BPW/USA](#) | 1620 Eye Street, NW Suite 210 | Washington, D.C. 20006 | tel: 202.293.1100 | fax: 202.861.0298

# Happy Holidays!

from,

*Business and Professional Women/USA and  
Business and Professional Women's Foundation*

*Creating successful workplaces for women and families.*

*Best wishes this Holiday Season and in the New Year.*



The Honorable Diane Polangin  
President, BPW/USA



Roslyn Ridgeway  
Chair, Board of Trustees  
BPW Foundation



Deborah L. Frett  
CEO, BPW/USA  
and BPW Foundation

[www.bpwusa.org](http://www.bpwusa.org)  
[www.bpwfoundation.org](http://www.bpwfoundation.org)

## Articles of Interest

From time to time we provide articles consisting of topics that are relevant to today's business women and that hopefully will prove insightful to our members. This month we are fortunate to have two articles from prominent women in their professional fields.



The standard refrain so many of us hum once the New Year rolls around is our inability to follow through on those 'resolutions' - gifts to one's self - meant to change our lives with an assortment of personal desires: getting out of business, going into business, weight loss, giving up smoking, finding time, a profitable year, and saved funds are some popular ones.

Why is it so hard to make them happen? Do we make these yearly promises with the underlying belief that 'a promise made to me is less important than a promise made to another'? Is it easier to believe our own excuse for not following through than if we heard it from some one else who let us down with their unmet promises?

Here's an idea to make it a little easier on yourself: When you make this year's resolution, make it a SMART one - one that is Small/Specific, Measurable, Actionable, Results oriented and Time dependent. Set your goal so that it's easily accomplished (small and specific - so that would be 'leave the office 15 minutes earlier by next Tuesday' instead of 'take off a week sometime'), you know how effective it is (measurable - you can see the clock on your way out the door), you know what to do to accomplish it (actionable - you know what you've got to do to get those 15 minutes, don't you?), you know exactly the benefit it will provide (results oriented - 15 precious minutes!) and you know when it will be reached (time dependent - that's next Tuesday, not some vague day in the future).

Write down these 5 points and fill in the blanks simultaneous with making the 'resolution' and you will have created an actual plan to follow through and make it real. And if you really want to gift yourself, you'll tell at least 5 people about this plan who'll look forward to hearing about the success you enjoy when it's accomplished. This is what we coaches call 'accountability'.

The gift of personal accomplishment is empowering and stimulating, and its biggest benefit is the desire it will create in you to have another win (your next gift) immediately after the first: this week - 15 minutes; next month - 1/2 hour! So give yourself a real gift - the opportunity and ability to make personal promises your personal reality. I've given you the tools - execution is up to you. If you find this works, I'd love to hear from you and offer you the official "Atta girl/boy" congratulations! Need some help making this happen? Just get in touch!

Andrea Feinberg, M.B.A., Certified Professional Behavioral Analyst and Certified Strategic Business Leadership Coach is a small business marketing coach. Andrea helps small business owners make more money by day and sleep better at night by maximizing the untapped potential they have in their business right now. For more information visit her at <http://www.coachinginsight.com/services.html> She welcomes your comments at 631.642.7434 or [andrea@coachinginsight.com](mailto:andrea@coachinginsight.com)



## **YOUR FASHION STATEMENT FOR 2009 IS ALL ABOUT YOU**

**Who says what your Fashion Statement is? You of course! Make sure you design your own fashion statement! Each of us has our own likes, dislikes comfort zones, body shape & size, and life styles.**

**Your friends comfort zone is a loose fit, maybe yours is a very tailored or tight fit. I like turtle necks; you've got cleavage and like to show it. Maybe you're a rancher and functional is important, or an office executive where a professional look is critical. Tweeds in and you hate tweed, then don't buy tweed. Hot colors are in but your skin is washed out, then stick to the colors that look good on you. Low rise pants are in but they aren't attractive on you, then don't buy them.**

**It's all fine and dandy for the fashion world to tell us what is in, what we should wear. But the bottom line is clothes that we buy and hang in the closet never to be worn are a waste of our money. Don't feel pressured to stay with the trends. Trends come and go. If you stick with your basics and then add a piece here and there that fits the current fashions you'll be much better off.**

**When you feel good about how you look your confidence level jumps, you're happier, and your positive energy flows around you.**

**Don't forget accessories can spice up any outfit. Denim can be very classy with the right shoes and jewelry. Your black dress can become quite informal and fun with the right jewelry or belt. Change the entire look of an outfit with your accessories. Utilize your entire wardrobe by mixing and matching pieces, jewelry, shoes, and other accessories. The more jewelry you have the more looks you can create.**

**You are in control of the impression you give to the world. What message are you sending???**

**Patrice dacosta, Fashion Consultant (Services offered: personal shopping, closet development, body and color analysis, etiquette and customer service)**

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**FYI**

**BayShore BPW Election Results:**

The slate was filled as shown below. Congratulations to all of our newly elected women!!!

**CO-PRESIDENTS:**

**VALERIE FIELDS & GAYLE HAINES**

**2ND VICE PRESIDENT:**

**BARBARA MCGINN**

**TREASURER:**

**RUTH MULFORD**

**RECORDING SECRETARY:**

**KRISTIE SCLAFANI**

**CORRESPONDING SECRETARY:**

**DENISE RUEDA**

**A big thank you to Barbara Howie for hosting the Holiday Party. There was good food, drink and comradeship had by all!**

**Congratulations to Kristie Sclafani and Dolores Esposito our newly inducted members!!**

**Our condolences go out to Barbara McGinn for the loss of her father.  
Her contact information is:**

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**Our next meeting information will be announced shortly.**

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BayShore BPW News Letters to-**  
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