



Women Leaders Forum of the Coachella Valley



Great leaders are made, not born.

A Newsletter for Women Leaders Forum Members

Winter 2009 — Volume 6, Issue 5



Cathy O'Connell
WLF President

Our President's Message

In the midst of challenging times like these, organizations like Women Leaders Forum are more vital than ever for our community. WLF's many programs offer opportunities for women of all ages to grow personally and professionally, and develop positive leadership skills that will help them navigate not only the present, but whatever the future may hold.

Remember the old adage - You are what you eat?

This year, WLF has chosen to delve into its variation – You are what you think – by focusing on the power of optimism in thought and action. This theme will be explored in depth during WLF's Annual Leadership Conference entitled "Leading with Optimism...Looking Forward." Save the date now for this compelling, one-day conference to be held on Friday, October 23 at the Miramonte Resort & Spa in Indian Wells. We are also pleased and proud to announce the recipients of our 2009 WLF awardees to be honored at the October 23 conference. Jane Treacy will receive the 2009 WLF Lifetime Achievement Award for her tireless devotion to and work with the Young Women Ambassadors (YWA), and Colonel Pat M. Webb, USAF, will receive the 2009 "Breaking Through the Glass Ceiling Award." Please join us in congratulating them!

In this issue, you'll read about how WLF continues to enhance our Valley community. We've also begun to impact the lives of women beyond borders with the establishment of the first WLF/TIAW Microbank in Mexico. You'll also learn more about our young student ambassadors who have been busier than ever, and our Desert Women Entrepreneurs events. And be sure to mark your calendars for Wednesday, June 3, when WLF presents Girls Just Wanna Have Fun, the first joint event with Palm Springs Women in Film & Television (PSWIFT) and The Girlfriend Factor. This will be a party you won't want to miss! Visit www.wlfdesert.org often for the latest updates.

As I prepare to pass the baton of the WLF presidency this summer, I want to say that it has been my pleasure and privilege to lead you, and I look forward to staying actively involved in WLF.

Thank you for all you have done and continue to do to empower your life and the lives of others!

— Cathy O'Connell

Dates to remember...

March 11, 2009

WLF Luncheon
Young Women Ambassadors
Trophy Competition
Indian Ridge Country Club - Palm Desert

March 28, 2009

Wall Street Teens
IW Club at the Indian Wells Golf Resort

April 16, 2009

Desert Women Entrepreneurs Mixer
Keynote: "The Biz Sherpa" Peggy Mengel
IW Club at the Indian Wells Golf Resort

May 20, 2009

Annual Meeting & Board Installation
Exciting Keynote Speaker TBA
Indian Ridge Country Club - Palm Desert

June 3, 2009

"Girls Just Wanna Have Fun"
Miramonte Resort & Spa - Indian Wells

Event dates subject to change.
For ongoing updates check
www.wlfdesert.org

Thank you to our sponsors!



**INDIAN WELLS
TENNIS GARDEN**

DWE's "Mexican Fiesta" Mixer celebrates growing Microbank Program

More than \$3,100 raised towards next microbank initiative

Nearly 60 WLF members and supporters attended the February Desert Women Entrepreneurs Mixer held on Thursday evening, February 19 at Leeds & Son, the exquisite fine jewelry salon on El Paseo in Palm Desert.

The evening celebrated the launch of the WLF/TIAW first microbank in the village of San Bartolome Actopan, Mexico, which was established thanks to WLF founder Mary T. Roche's generous donation to The International Alliance for Women's (TIAW) Microenterprise Development Program.



WLF Microbank Program Chair Margot Nelligan gave an illuminating overview of the microfinancing program, and spoke about the female clients who are benefiting from it. She also shared future objectives for WLF's

microfinancing efforts, which include funding a new microbank every year, and navigating through federal and state requirements with the goal of funding a local microbank in the Coachella Valley.

This exciting evening raised more than \$3,100 for WLF/TIAW's next Microbank. A heartfelt thank you to all!

To learn more about the WLF/TIAW Microbank Program, visit www.wlfdesert.org (Programs).

A very special thanks to our hosts, Leeds & Son, for the beautiful venue and fabulous refreshments and thank you to our raffle donors:

- The Blue Pig
- The Bungalow
- Casuelas Café
- The Morrow Institute
- Renaissance Esmeralda Resort & Spa
- Renaissance Medical Spa
- J. Russell Salon and Judy Mathes
- Shape Wear

Young Women Ambassadors stay active this Spring

The Young Women Ambassadors (YWA) continue to represent WLF with distinction. They donated two handbags with choice items for the "Go Red for Heart" luncheon held on February 6 and also attended the seminars. March and April are also action-packed.

On March 11, the Ambassadors will hold their annual Trophy Competition during the WLF luncheon at Indian Ridge Country Club in Palm Desert (check out February 23 *The Desert Sun* to see a wonderful profile). This year, the Ambassadors have selected "Going Green" as their theme. We hope you'll join us for a contest that promises to be exciting and fun!

From March 23-29, the Ambassadors and more than 50 of their classmates will assist at "Fashion Week" on El Paseo, serving as hostesses and helping the models to dress.

On March 28, the winners of the Trophy Competition will be announced when the Ambassadors participate in WLF's annual "Wall Street Teens" event to be held at the new IW Club at the Indian Wells Golf Resort.

April brings a special "Health and Fitness" day. Ambassador Carla Berkowitz, a junior at Palm Desert High School and a black belt in karate, will demonstrate and teach the basics of self-defense. Also coming up in April is a new YWA event: Gourmet chef Debbie Clark will help the Ambassadors prepare a sumptuous meal for our April meeting.

To learn more about the Young Women Ambassadors program, visit www.wlfdesert.org (Programs).

Wall Street Teens 2009 set for March 28

Last year's Wall Street Teens event was a big success, attracting 80 local high school girls for a full day of learning at Indian Ridge Country Club. WLF expects to have even more attendees for this year's event, which will take place on Saturday, March 28 from 9 a.m. to 2:30 p.m. at the beautiful new IW Club, located at the Indian Wells Golf Resort.

This year's Wall Street Teens event will feature three sessions:

Session I will consist of a Career Panel showcasing four successful women in diverse fields who will share their experience, passion, and advice with the girls, illustrating that anything is possible with a dream and determination.

In Session II, College of the Desert's Eve-Marie Andrews will educate the girls "All About Scholarships."

Finally, during Session III, Rebecca Kenary will inspire the young women to attain "Financial Independence," covering topics such as saving money, budgeting, managing credit, and smart shopping. Wall Street Teens will also offer brief presentations on table etiquette and networking during lunch.

This dynamic event is provided free of charge for female high school juniors and seniors. We welcome and encourage WLF members to attend, and/or sponsor a student's attendance. Cost is \$40 per person for WLF members; \$50 for non-members; \$50 for teen sponsorship. For more information or to volunteer for this year's Wall Street Teens, please contact Rebecca Kenary at (760) 469-3875 or at wallstreetteens@wlfdesert.org.

Member Badges now available by special request

Traditionally, WLF purchased and awarded its special magnetic membership badges as a perk for members to proudly wear at our events. Most members requested these badges, but few picked them up at the luncheons and events. The Membership Committee was inundated with boxes of name badges at big expense to WLF, so the Board decided to forego badges for new members.

However, as Women Leaders Forum continues to grow in prominence, prestige, and programming, the badges are seen as both a recognition and networking tool. Once again, our new members are making an appeal to have and wear our badges to the events, so we will order them again by special request. If you want one, or would like us to see if we already have a personalized badge for you, please contact Rev. Patty Spicer, revphs@aol.com, (760) 346-7955.

You can be proud to wear the WLF badge as an active member who makes a difference by providing leadership, mentoring, and educational opportunities to women of all ages. This badge is a statement of authority and achievement--and it may be your best wardrobe accessory yet!

Colonel Pat Webb inspires all at WLF January luncheon



WLF Member Colonel Pat M. Webb from the United States Air Force shared her inspirational story of how she has forged through the "glass ceiling" in military and civilian life at the WLF Member & Guest Luncheon held on January 28, 2009 at Indian Ridge Country Club.

Col. Webb served as a senior advisor to Senator Hillary R. Clinton (D-NY) and will continue to work with the former senator in Clinton's new role as Secretary of State. Colonel Webb is presently the senior individual mobilization augmentee (IMA) and reserve advisor to the director of warfighter system integrations and deployment at the U.S. Air Force headquarters in Washington D.C.

Need some levity in your life?

What happens when three dynamic women's organizations join forces? The party of the year, of course! This June, Women Leaders Forum, in partnership with The Girlfriend Factor and Palm Springs Women in Film & Television, present "Girls Just Wanna Have Fun," a swingin' soiree scheduled for Wednesday, June 3, 2009, beginning at 5:30 p.m. at the Miramonte Resort & Spa in Indian Wells.

This lively evening will include refreshments, an absolutely awesome DJ, and a boutique for your shopping pleasure. Mark your calendar and stay tuned for details – you won't want to miss this girl's night out.



Membership News

"A small group of thoughtful people could change the world. Indeed, it's the only thing that ever has."

– Margaret Mead

WLF is changing the world with its programs, mentoring, and vision; and it will take all of us to move forward toward our wonderful goals.

The Membership Committee is now focused on connecting with new and former members on a personal level by telephone or e-mail. We want to get to know you better and get your feedback about WLF.

Please expect a phone call and be ready to give us some input about the organization or give us your questions that we can answer and share with the whole organization. If you can't wait, please don't hesitate to call me at (760) 346-7955.

We are delighted to announce that we have seventeen new members since January, 2009. (See names below.) Those who were not introduced at the January luncheon will be introduced at the March 11 luncheon. Come help us welcome our new members.

— Rev. Patty Spicer
Vice President, Membership

Welcome New WLF Members!

Iris Anderson	Elayna Freiberg
Susan Ausman	Penny Bingham
Jackie Black	Wendy Formica
Christine Blue	Amelia Simmons-Pillay
Sara O'Flynn	Ellen Kane
Sharon Harris	Katrina Lambert
Vicki Smith	Susie Blair
Karen Price	Parris Loder

Shannon Phillipson

Save the date!

Women Leaders Forum of the Coachella Valley
presents

2009 Annual Leadership Conference

"Leading with Optimism...Looking Forward"

Friday, October 23, 2009

Miramonte Resort & Spa, Indian Wells

Mark your calendars & stay tuned for more information!

DWE Mixer buzzes with technology

On Thursday, January 15, 2009 at the Hyatt Grand Champions Resort, Villas and Spa, electronic marketing expert, Marty M. Fahncke, shared cutting-edge, effective ways to market and promote business, products and services on the internet without the need for a website. He demonstrated that "testimonials" are important for business owners and that newsletters are "out" and "blogging" is "in."

Marty strongly suggested that all business owners learn to "Podcast" because the human voice allows clients to feel the passion for a business. This is easily accomplished by purchasing a \$49 Olympus Reader from Sam's Club, downloading to the computer, and storing on iTunes. Another strategy is to learn to navigate and put your business on YouTube. YouTube is free, and Marty suggested buying a Flip Video Camera for \$149 to easily download to YouTube.

Marty also recommended www.HelpAReporter.com. This website looks for experts, and he stated that "... everyone is an expert in something." Marty suggested checking this site at least three times a day. He learned of the crash of the US Airway jet within seconds of it crashing into the Hudson River. This site immediately sends out an alert for any experts relating to an event.

Another important avenue for marketing a business is the website, www.linkedin.com, which Marty calls a form of guerrilla marketing. LinkedIn offers a forum to build a network of trusted professionals, provides links to corporate websites, includes a blogging area, and offers a Q&A section. He also states that joining Facebook is a must, as joining the site is free and advertising costs are only five dollars. Moreover, he suggested completing both the personal and business sections on your Facebook profile.

Lastly, the fastest growing technology is Twitter because it is mobile! This is the future, and Marty declares it is life changing, addictive and powerful. Marty also suggested that if you are just starting out, only try one or two of these powerful technology sites!

Women Leaders Forum

MISSION STATEMENT

Women Leaders Forum, a dynamic, diverse, non-partisan organization, provides leadership, mentoring and educational opportunities to women of all ages and connects members in the Coachella Valley and worldwide.

VISION

Supporting women to be the best that they can be.

CONTACT INFORMATION

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EXECUTIVE COMMITTEE

PRESIDENT: Dr. Rev. Cathy O'Connell

PAST PRESIDENT: Patti Gribow

FOUNDING PRESIDENT: Mary T. Roche

VICE PRESIDENT, Membership: Rev. Patty Spicer

VICE PRESIDENT, Development: Christy Majors

VICE PRESIDENT, Marketing: Kate Spates

SECRETARY: Jane Treacy

TREASURER: Rebecca Kenary

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Rev. Dr. Audrey Reed: Co-Chair, Girls Just Wanna Have Fun!

Reesa Manning: Co-Chair, Desert Women Entrepreneurs

Jasenka Sabanovic: Co-Chair, Desert Women Entrepreneurs

Diane Lucas: Historian

Jan Silver Maguire: Marketing Chair, Leadership Conference

Diane Kline: Education Chair

PROJECT CHAIRS

WLF LEADERSHIP CONFERENCE: Dr. Rev. Cathy O'Connell

WALL STREET TEENS: Rebecca Kenary

SCHOLARSHIP PROGRAM: Rebecca Kenary & Ellie Weiner

YOUNG WOMEN AMBASSADORS: Jane Treacy & Patricia Nugent

WLF MEMBER/GUEST LUNCHEONS: Judy Mathes & Kathy Stiles

WLF/TIAW MICROBANK PROGRAM: Margot Nelligan

MARKETING/NEWSLETTER:

Kate Spates & Paula Jo Ubben, Image Marketing Concepts

