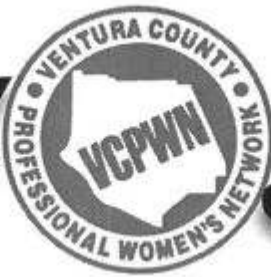


Focal Points



Ventura County Professional Women's Network

October - December 2006

Promoting the professional and personal growth of Ventura County women through education, mutual support, and sharing of resources

VCPWN

Meeting Calendar



Location:

Wedgewood Banquet Center
5880 Olivas Park Dr. Ventura

Thursday, October 12

Dr. Noelle Nelson - *The Power of Appreciation*

Thursday, November 9

Networking & Silent Auction

Thursday, December 14

Dark for the holidays

Networking begins at 5:30 p.m.

Dinner, with networking continuing at 6:30
Program 7:15
Adjourn 8:45

VCPWN Board of Directors Meetings

All members are welcome to attend board meetings, and Minutes are posted on the website at www.vcpwn.org:

Tuesday, October 24

Tuesday, November 28

December Dark

Location:

Cypress Place
1200 Cypress Point Lane, Ventura
Dinner and meeting 6:00 p.m.

Breast Cancer Caught Early

By Martha Jaffe

I consider myself a very lucky person. This month, October, will be six months since I completed my round of radiation for breast cancer. I had known about the possibility of breast cancer since April 2005, watched it and continued on with my life during that time. In September 2005 it was time to check out the small lump in my left breast and found it was DCIS (ductal carcinoma in situ) in its early stages. I had it removed, and to make a long story short, another cancer was found in my right breast when I had an MRI to make sure everything was removed from the left breast.

The cancer in the right breast was an entirely different variety, an infiltrating ductal carcinoma. Fortunately, both these cancers were found very early and removed. The lymph nodes were checked and found to be clean. To be on the safe side, the doctors recommended I take 37 radiation treatments on both breasts to "sterilize" the area. I was very fortunate in that I had no side effects. I am now on the 5-year plan of an estrogen inhibitor, Femara, with no side effects.

The amazing part of this entire saga is that I was able to continue with my life of work, family and travel. During this time I went on my annual "Ladies Hiking and Camping" trip in July, visited friends in northern California in October, did a backpacking trip to Torres del Paine in the Patagonia area of Chile in November, and took my daughter and grandsons skiing in De-



ember. The doctors were patient and worked with me, allowing me to continue with my plans. The "deal" I cut with them was to allow me to follow through on these plans and I would then be in the area for all my treatments (January-April 2006).

I am such a fortunate woman. I have wonderful doctors, friends and family. I have all of you at VCPWN; my networking group, BNI, and my business associates and clients. Everyone was patient and allowed me to continue with my life, which allowed me lead my life as normally as possible. Without all of the good thoughts and prayers, my experience would have been difficult.

If any lessons are to be learned, self examination, early detection and a positive attitude toward life is the best medicine.

p_mjaffe@yahoo.com

Travel Planners International

President's Message

As we glide into the fall and winter months, VCPWN sets its sights on Membership and increasing our value. You, the members, are the true value of this organization. Guests often remark on the warmth and welcoming atmosphere they encounter at our meetings.

So, why does our membership seem to be dwindling? We all lead busy lives and make time for the things that are important to us. VCPWN is important to me. Is it to you? Is it important enough to share with friends? The second Thursday of each month is an opportunity for us to renew ourselves in a nurturing setting, and promote our business at the same time. Who wouldn't want to be a part of that?

I challenge members to bring a guest to a meeting and let them see for themselves what they could be enjoying on a monthly basis. Talk up our big holiday silent auction to be held in November—great company, great program and shopping at the same time! The cost to join VCPWN is reasonable and the benefits are enormous. Take the challenge—invite a friend to the next monthly meeting. Share the excitement.



Shirley Lorraine
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www.weekenders.com/shirleyscloset
www.spencerlorraine.com



Between the Lines

I got some new headshots done and I actually liked several of them. This may not sound like a big deal, but as I become more of "a certain

age" it seems to be harder and harder for me to be able to look at myself in pictures. So, when Jim DiModica took about 100 photos for the cover of my new book and other shameless promotions, I was thrilled at the results. Better yet, he charged a fraction of what other professional photographers were asking.

Jim isn't a VCPWN member — not yet, anyway — but I've heard several members say they needed updated photos, so maybe if we show him what a cool bunch of ladies (and gents) we are, we'll persuade him to join. I asked him to make me look young and thin. Well, he's not a magician, but he's a damn good photographer: www.jdimoco.com

Sheila Lowe, *Focal Points* Editor and handwriting analyst/handwriting expert. sheila@sheilalowe.com
www.superceu.com
www.claudiaroseseries.com

New Member Spotlight

Veronica Daube started working at the Membership Representative for the Oxnard Chamber of Commerce in August after having worked as the former Fund-raising Coordinator for CAREGIVERS: Volunteers Assisting the Elderly. She has been a resident of Oxnard all her life with the



exception of the two years she spent earning her Bachelors De-

gree in Psychology from Sonoma State University. She is an active volunteer in the community and is trying to start a Ventura chapter of the Jaycees, of which she plans to be the founding president. She loves to dance. Swing and Ballroom are her favorites but occasionally you will see her two-stepping to the latest country song or learning hula with her Hawaiian family. As a lover of music she will begin her latest hobby, Taiko drumming, this fall. Veronica loves working with people and is looking forward to meeting all of you. Please feel free to send her an email at v.daube@oxnardchamber.org, or give her a call to say hello. She looks forward to meeting all of you at future VCPWN events!



A quarterly publication of
Ventura County Professional Women's Network

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MEETING REVIEWER

Carol Leish

The News Behind the News

Meeting Review by Carol Leish

"You cannot make good news out of bad practice" – Edward R. Murrow

The news behind the news, according to our May speaker, Leslie Marshall, occurs "as you see in the movie, *The Wizard of Oz*. Dorothy is in the Emerald City. A big booming voice of the Wizard comes out, *'Hello down there.'* Her dog, Toto, pulls the curtain and you see a little man." Thus, you can call the news behind the news an illusion or 'entertainment.'

Leslie received her Masters Degree in Broadcast Journalism from Emerson College and has been in broadcasting for over 18 years. A nationwide syndicated talk show host, she's been featured on Fox News Network, CNN, MSNBC, and was a regular member of the variety panel on the Denis Miller show in 2005.

She left the news "because I couldn't stop giving my opinion. So I became a public talk show host, but not like Jerry Springer or Oprah." You can see liberal Leslie debate a conservative between 7:20 and 7:30 a.m. on Wednesdays on FOX News.

According to Leslie, we, the public, want to believe what we hear on the radio, see on TV and read in the newspaper. "The news behind the news is a form of entertainment," she says. "You get what you want because of supply and de-

mand." In April of this year, a survey was taken, asking people where they got their news. The survey results showed that we get our news from: 1) Fox News, 2)BBC, and 3)Al Jazeera!

Leslie cautioned us to "Remember that opinion is just opinion, not fact or fiction. Is it a beauty contest or the news? It's run by men and viewed by men. Women work within it."

She reminded her audience of when the news used to be a matter of getting the facts out of people. "We have that today," she quipped. "Leslie Cauley, a reporter for *USA Today*, discovered that on May 11, 2006, AT&T, Verizon and Bell South had the largest data base of all our personal phone records." Yet, the news continued to be strangely slanted that day, when Leslie noted that, "Today's lead AP stories included, *'American Idol shocked with latest cut,'* and *'Oops she's done it again-Brittany Spears pregnant for second time.'*

We do have a choice of what we read and what we watch. Remember the words of Edward R. Murrow, "A reporter is always concerned with tomorrow. There are the tangibles of yesterday. All I can say that I've done is agitate for ten or fifteen minutes and then boom it's gone."

capable@ix.netcom.com



EVENTS

Call to make reservations: 656-6011

UPCOMING

October Meeting

Dr. Noelle Nelson discusses the *Value of Appreciating Your Clients, Vendors, and Customers for Greater Success.*

"Understanding your impact on those around you, what happens when you make valuing people your first priority. . . at Work, at Home and in Love. . . is the Key to successful relationships and prosperous business ventures. . . It's the Power of Appreciation."

www.dr.noellenelson.com



Dr. Noelle Nelson

November Meeting

The holidays will soon be upon us – what better time to hold our bi-annual networking meeting and silent auction!

Come prepared to give an amusing twenty-second commercial that might win a prize.

Come prepared to shop til you drop – our silent auctions have the best merchandise in Ventura County. If you have something to donate, contact VCPWN's Director of Special Events, Marlene Herman:

marlene.herman@newacttravel.co

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Our October Meeting Sponsor is Maura Raffensperger, the Organizing Rx



www.organizingrx.com



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All ads subject to editor approval and are due by the 10th of the month preceding publication. Book your ad and renew directly on the VCPWN web site!
 for information about advertising in Focal Points, contact Susan McRae (805) 659-5580

www.sheilalowe.com
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 Overcome deficiencies
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When you really need to know . . . **Sheila Lowe, FACFE, CG**
 Handwriting Examiner

'Letter to the Editor'

My husband, Harry, and I attended the July VCPWN dinner meeting. On the way home Harry said that in the whole scheme of things around the world, how fortunate he was to be at that meeting in a room with all these women.

Women who at the same time understand the concept of community, since they bear the children, and, on the other hand, understand the concept of individuality, seeking, sometimes struggling, to find their own place in the world and making a difference in the business environment.

This embodiment of the entrepreneur is so fundamental to the survival of the human race, quite rare around the world today. These educated and courageous women are the hope of a brighter future for mankind.

Gwenlyn and Harry Norton

Do you need a mentor?

Or would you like to *be* a mentor?

Pam Vos, Director of Mentoring, has been working hard to create a program to help members to develop and grow their businesses. This twelve-week program is an incredible opportunity to learn from a professional woman at a nominal cost--the price of materials (\$12).

Pam will match you up with just the right person. You'll get to know each other, set some goals, and meet on-site to review what you've been doing and how you might be able to improve.

If you are interested in sharing your skills with someone just starting out, or if you are new in business and wondering what to do next, contact Pam Vos for Forever Fit!

pam@foreverfitforwomen.com

The Mentoring program is an important benefit of VCPWN membership, but it's only good if members avail themselves of the opportunity.

Brain Gym



The September meeting featured Brain Gym expert, Joyce Sherwood, who got everyone up out of their chairs, having fun by participating in a process she called PACE:

- P** - Positive (Do you feel ready to begin?)
- A** - Active (Do you feel like moving?)
- C** - Clear (Are you thinking clearly?)
- E** - Energetic (Do you have energy to learn?)

Joyce told us the importance of drinking water before beginning the activities because it helps the electrical conductivity of the brain. Some of the activities we learned included the Hook-up, Cross Crawl, and Brain Buttons.

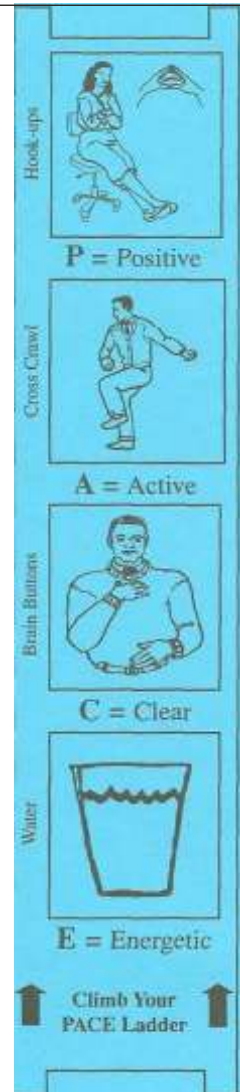
These processes have been successfully used with those who have ADHD, Alzheimers, and other difficult conditions. Children's reading levels were increased.

We learned that Brain Gym develops the brain's neural pathways through movement. It consists of 26 activities that help with concentration, memory, reading, writing, organizing, listening and physical coordination – and who couldn't use some help with that?

For more information: www.braingym.org

Joyce distributed bookmarks like the one illustrated on the right to help us remember the four activities of PACE:

- ☺ Start your **Energy** with a glass of water.
- ☺ **Clear** with Brain Buttons
- ☺ Get **Active** with Cross Crawls
- ☺ Develop a **Positive** attitude with Hook-ups



MEMBERS USING MEMBERS

The members in the column on the left announced that they used the services of the members in the column on the right July meeting

| | | | |
|----------------------|-----------------------------|------------------|-------------------------|
| Anna Kittleson | Aflac | Jim Nichol | Insurance Services |
| Lisa Collier | Custom Embroidery | Laura Parson | Data-Girl Business Svcs |
| Sue Gary | Promotional Products USA | Shu Ping Li | Acupuncture |
| Deborah Faneros | Farmers Insurance | Susan McRae | SeneGense Lip color |
| Shirley Lorraine | Weekenders | Laureen Lazzaro | Bank of the West |
| Maura Raffensperger | Organizing Rx | Pam Vos | Forever Fit |
| Alison Balter | Info-Tech Partners | Shirley Lorraine | Weekenders |
| Lisa Collier | Custom Embroidery | Pam Vos | Forever Fit |
| Laura Parson | Data-Girl Business Services | Lisa Collier | Custom Embroidery |
| Carol Powell | Troop Real Estate | Yolanda Bunes | Unique Travel Services |
| Marlene Hunau-Herman | New Act Travel | Shirley Lorraine | Weekenders |
| Sheila Lowe | The Write Choice! | Shu Ping Li | Acupuncture |
| Sheila Lowe | The Write Choice! | Martha Jaffe | Travel |
| Sheila Lowe | The Write Choice! | Susan McRae | SeneGense Lip color |
| Pat Douglass | Douglass Consulting Group | Barbara Marquis | Marquis Interiors |
| Laureen Lazzaro | Bank of the West | Shirley Lorraine | Weekenders |
| Laureen Lazzaro | Bank of the West | Susan McRae | SeneGense Lip color |
| Lisa Ross | Cypress Place Senior Living | Lisa Burton | Nature by Design |

August meeting

| | | | |
|--------------------|-----------------------|--------------------------|-----------------------------|
| Alison Balter | Info-Tech Partners | Leilani Machado-Costello | Massage for Women |
| Pam Vos | Forever Fit | Deborah Gallant | Lifework Catalyst |
| Pam Vos | Forever Fit | Laura Parson | Data-Girl Business Services |
| Deborah Gallant | Lifework Catalyst | Pam Vos | Forever Fit |
| Barbara Marquis | Marquis Interiors | Nancy Chaconas | Prepaid Legal |
| Sheila Lowe | The Write Choice! | Susan McRae | SeneGense Lip color |
| Alison Carlson | Vta Chamber of Comm. | Sue Reynolds | Juice Plus |
| Carol Leish | Call Me Capable | Leilani Machado-Costello | Massage for Women |
| Sue Gary | Promot.. Products USA | Shu Ping Li | Acupuncture |
| Ingrid Cabral Ward | Citibank | Denise Lawrence | Scintillating Soy Candles |
| Carol Powell | Troop Real Estate | Yolanda Bunes | Unique Travel |

September meeting

| | | | |
|-----------------|---------------------------|------------------|------------------------|
| Barbara Marquis | Marquis Interiors | Sue Gary | Promo. Products USA |
| Linda McCarthy | BNI | Don Williams | Insurance |
| Alison Balter | Info-Tech Partners | Shirley Lorraine | Weekenders |
| Carol Powell | Troop Real Estate | Susan McRae | SeneGense Lip color |
| Barbara Marquis | Marquis Interiors | Linda McCarthy | BNI |
| Sheila Lowe | The Write Choice! | Jim Nichol | Nichol Insurance |
| Lisa Collier | Custom Embroidery | Yolanda Bunes | Unique Travel |
| Mary Ann Lish | Off the Bolt | Gail Wergeland | Prudential Real Estate |
| Linda McCarthy | BNI | Barbara Marquis | Marquis Interiors |
| Sue Gary | Promo. Products USA | Cindy Mulhollen | Custom Jewelry Designs |
| Linda McCarthy | BNI | Beth Lyons | Cash Flow Solutions |
| Carol Powell | Troop Real Estate | Yolanda Bunes | Unique Travel |
| Linda McCarthy | BNI | Jim Nicol | Nichol Insurance |
| Lisa Collier | Custom Embroidery | Linda Gullede | Gullede Law Group |
| Carol Powell | Troop Real Estate | Pam Vos | Forever Fit |
| Lisa Ross | Cypress Pl. Senior Living | Susan McRae | SeneGense Lip color |

Blow Your Horn

- * Carol Leish's *Call Me Capable* game is being featured in the October issue of the national publication, *Teacher* magazine! A picture of the game Carol created appears with a write-up on how it's used in the classroom and its many benefits. www.callmecapable.com
- * Bonnie Warrington has "finally retired—for the last time." We may not be seeing her at meetings, but we can still keep in touch through her new information: 25815 McBean Pkwy, Suite 277, Valencia, CA 91355. Email: slvrbyr77@msn.com.
- * Marlene Herman and Chairdog, Watson Herman, raised \$1200 for both the 2005 and 2006 Canine Animal and Rescue League Pooch Parade Fundraiser campaign. Watson, whose portrait appeared on the Tee-Shirts for those walking in the Parade, will again chair next year's Pooch Parade along with Cali, whom Marlene adopted on Labor Day. marlene.herman@newacttravel.com
- * Our multi-talented president, Shirley Lorraine, appeared in the variety magic show "Slightly Wand-erful." The show was a fundraiser for Salvation Army Transitional Living Center. Donations still welcome! www.weekenders.com/shirleyscloset
- * Gwenlyn Norton's art piece titled 'Coffee for One' won an "Award of Excellence" at the California State Fair in Sacramento this summer. It measures 60" x 84" and consists of six separate canvases (none of which has a right angle) which her husband, Harry, constructed for her. The prize was \$180 and a crystal award. You can view it on her web site: www.gwenlynsgallery.com under Mixed Media.
- * Lisa Collier's shop, Custom Embroidery, in Ventura Harbor Village was voted #1 Embroidery Shop in Ventura County's Reporter. Lisa creates the computerized embroidered designs herself and attributes her success to providing quality apparel beautifully embroidered at reasonable prices. www.venturaembroidery.com
- * Sheila Lowe has finally sold her first mystery novel, *Poison Pen*, which features—a handwriting expert (what else!). The book will be released next spring, shortly after her other book, *The Complete Idiot's Guide to handwriting Analysis, Second Edition*. Read a sample chapter: www.claudiaroseseries.com



Do you have news you'd like to share with fellow VCPWN'ers? Blow Your Horn items may be sent to the Editor at sheila@sheilalowe.com.

Puns Part III

- ★ Dijon vû—the same mustard as before.
- ★ When two egotists meet, it's an I for an I.
- ★ A bicycle can't stand on its own because it is two-tired.
- ★ What's the definition of a will? (Come on, it's a dead giveaway!)
- ★ A backwards poet writes inverse.
- ★ In democracy your vote counts. In feudalism, your count votes.
- ★ A chicken crossing the road is poultry in motion.
- ★ If you don't pay your exorcist, you get repossessed.
- ★ With her marriage, she got a new name and a dress.
- ★ Show me a piano falling down a mine shaft, and I'll show you a flat minor.
- ★ When a clock is hungry, it goes back four seconds.
- ★ The man who fell into an upholstery machine is fully recovered.
- ★ A grenade thrown into a kitchen in France would result in Linoleum Blown apart.
- ★ You feel stuck with your debt if you can't budge it.
- ★ He often broke into song because he couldn't find the key.
- ★ Every calendar's days are numbered.
- ★ A lot of money is tainted. It t'aint yours and it t'aint mine.
- ★ A boiled egg in the morning is hard to beat.
- ★ He had a photographic memory that was never developed.
- ★ The short fortuneteller who escaped from prison was a small medium at large.
- ★ Once you've seen one shopping center, you've seen a mall.
- ★ Those who jump off a Paris bridge are in Seine.
- ★ When an actress saw her first strands of gray hair, she thought she'd dye.
- ★ Bakers trade bread recipes on a knead-to-know basis.
- ★ Santa's helpers are subordinate clauses.
- ★ Acupuncture is a jab well done



VCPWN is going to the Ventura Chamber of Commerce 2006 Business Marketplace

Volunteers are needed!

If you can spare an hour or two on October 19 between 1-6pm, contact Shirley Lorraine: slgumby@sbcglobal.net. We'll be at Booth #103 at Seaside Park, handing out information and talking to Business Marketplace attendees about VCPWN.

The Business Marketplace is the largest event the Ventura Chamber puts on each year and offers a wonderful opportunity for us to get out into the community and spread the word about our dynamic organization.

The more you participate in VCPWN, the more you will get out of your membership. Don't miss this special opportunity to serve your organization. You may be surprised at how a little contribution of time and energy reaps big personal rewards.

Bulletin Board



* Interested in carpooling to VCPWN dinner meetings? Add your name and location to the list on the Networking table.

* Problems downloading your copy of Focal Points? Contact our resident computer expert Alison Balter with the exact error message you received and she will help you resolve the issue alison@infotech-partners.com.

* We're still looking for a new logo. If you have any ideas for designs, contact President Shirley Lorraine: slgumby@sbcglobal.net

* If you have used the services of another member, we invite you to share your experience. Email Carol Powell and let her know who you've been doing business with during the last couple of months: carolleepowell@msn.com

* Remember to bring your promotional materials to place on the Networking table (and remember to remove them when you leave!).

* expand your networking opportunities Be a meeting sponsor.

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