



Women's Forum West Newsletter

May 2011

SPECIAL EVENTS

Please mark your calendars for these upcoming WFW Special Events

July 29 - 31 - Summer Camp at Westerbeke Ranch - Join us for a lively tour of Art in Sonoma led by artist and member of the Arts Guild of Sonoma, Kirk Hinshaw. We will visit a variety of studios in the area - painters, ceramists, sculptors, jewelers and mixed media artists - as well as the Arts Guild Gallery. This will be an opportunity to hear from the various artists on their inspiration and why they have chosen to work in a particular medium. Some of the artists will have their work available for



sale.

PRESIDENT'S LETTER

May 2011



Dear Forum Members,

Excitement is permeating our Forum. I have many updates to share: Rome is just a few weeks away, Summer Camp and Germany approach. First a few changes.

Women's Forum West is in the process of changing its name! At the February 2011 meeting, the Board of Directors of Women's Forum West unanimously approved changing our name to IWF Northern California. This will be submitted to the membership for their approval via electronic ballot in June. IWF has

Other activities include a cooking class and dinner at Ramekins on Friday night and on Saturday a wine tasting featuring Sonoma county wines and women winemakers and much more.

On Sunday morning we will begin the day with a relaxing yoga and stretch class led by master instructor, Suzanne Shonbrun. Suzanne has been teaching yoga and Pilates for well over 20 years and has a background in dance and massage therapy, and she teaches anatomy and physiology at the California Institute of Massage and Spa Services.

This is a not to be missed event!!

This is a Members only event.
To Register Today [Click Here!](#)

FIRST TUESDAYS

June 7 - 1st Tuesday Breakfast

- City Club - Speaker: Linda Cleaver, MD - Topic: "Designing the Rest of Your Life and Time: Renewing Your Energy, Health & Yourself".

[Click Here](#) to Register.



HANG AROUNDS AND MOVIE NIGHTS

One of the ways WFW members can get to know each other better, in a comfortable setting, is

requested that all Forums adopt a uniformly branded name. This change was recommended after the completion of a global research study about strengthening our brand internationally and within the USA. As a global organization we need to maximize our ability to attract and retain members, procure speakers, enhance program participation, and sponsorship revenue. The new branding will help to differentiate the IWF and Leadership Foundation's brands while protecting the brand equity and goodwill that has been built. With the name change we will have a closer identification with the International Women's Forum, which will bring our Forum more recognition as a part of this dynamic international organization of empowered women. Our new name will also help us in promoting the 2012 International Conference that we will host in San Francisco.

The IWF's Brand Refresh Initiative is in its final stages with the roll-out planned for June. At that time, a new IWF logo and new visual identity will be announced. If approved by the membership, IWF Northern California will transition to its new name and logo at the same time. As we join other Forums in this name and branding change, we will help build greater consistency of forum name usage across IWF and will further clarify the IWF network and strengthen both the affiliate forum and global brands.

BOARD CHANGES

Asieh Mansour was recruited to a high level position at CB Richard Ellis. We congratulate her on her appointment to be head of Americas Research and Senior Managing Director of Global Research and Consulting. This is a wonderful opportunity for Asieh, but will require extensive global travel. As a result, Asieh will step down from our Board and her role as Treasurer. Denise Allen will assume the Treasurer's responsibilities and Sheri Barden will become our Secretary. The Board approved these changes at the May 3, 2011 meeting.

through group meetings such as Hang Arouns and Movie Club events. These get-togethers are hosted by a member at her home or other location of her choice. These events are intended to provide a forum for socializing, learning from each other, and having fun! These events are members-only.

June 28, 2011 – Movie Night - South Bay

Hostess: Marianne Briscoe

Movie: Robert Altman's *Gosford Park*

Remaining Details Pending

All members are welcome.



July - TBD -

Hang Around in Cindy's Rose Garden

Our President, Cindy Eisenberg, will host a Hang Around in her rose garden in July. This special afternoon will feature Carolyn Parker, a rosarian (expert in roses), who will give a class in flower arranging. Carolyn is the designer of Cindy's rose garden! Each guest will go home with a lovely vase filled with roses that she has learned to arrange during the class. A pot luck luncheon will keep everyone happily fed! Watch your email for full details and registration.

SAVE THE DATE

Mark your Calendar Today for these events!

ROME

The Rome conference sold out. We have almost 30 members attending from Northern California— a record plus multiple spouses and guests. The Rome Forum's own June Di Shino, a culinary historian, has helped me arrange a dinner and plan a menu for our Forum at La Campana, the oldest restaurant in Rome. It should be an extraordinary culinary experience! Presidents and members of the Germany, Israel, Ireland, Dallas, Illinois and Rome Forums, including our Brigadier General Barbara Faulkenberry will join us for dinner and to share the IWF connection.

SUMMER CAMP

This promises to be an extraordinary weekend of shared camaraderie. Claire Carlevaro has opened the doors for us to visit a variety of artists' studios with noted member of the Arts Guild of Sonoma, Kirk Hinshaw, leading the tour. Gwen Mazer and Linda Moriarty are working to provide an unforgettable experience, including dining at Ramekins and wine tasting with Robyn Flash-Boyle led by Bibiana Gonzalez, the Lynmar Estates' winemaker. Elaine Petrocelli will lead a discussion about publishing alternatives and opportunities with our members who have published books. And don't forget the usual massages, hikes and relaxing by the pool that are always options and key attractions of our weekend. Summer camp is a very special shared weekend where deep and lasting friendships are forged.

GERMANY

Barbara Faulkenberry and Anja Gockel, President of the German Forum have created an incredible experience for our 3 Forums – Northern and

**September 26, 2011 - Marsha VandeBerg interviews Jane Wales about World Affairs
– Dinner Meeting/New Member Reception**

December 12, 2011 - Holiday Party at the home of Cecilia Herbert

January 10, 2012 - Annual Meeting at the Metropolitan Club

WELCOME TO OUR RECENT NEW MEMBERS

Caryl Athanasiu



Caryl Athanasiu is Executive Vice President and chief operational risk officer of Wells Fargo and Company. The group she heads provides enterprise leadership and oversight for operational risks including regulatory compliance and anti-money laundering activities. Athanasiu also heads the company's Enterprise Risk Management Committee, comprised of senior business heads accountable for identifying, evaluating and ensuring remediation of the most significant existing and emerging risks for the enterprise.

Sara Holtz Client Focus



Sara Holtz is the Founder and CEO of ClientFocus. ClientFocus helps successful women lawyers become rainmakers. She has coached hundreds of women partners from the nation's leading law firms to help them grow their

Southern California plus Germany. We will have a wonderful and highly varied experience in Germany with beautiful scenery, visits to cultural treasures, fellowship with our friends from the other Forums PLUS unprecedented access to US military facilities to learn about United States' Africa Command including a visit to Ramstein where our wounded military personnel are cared for after evacuation from forward hospitals in the Middle East theatres of operation. Barb has also arranged for us to meet with some of the African women with whom she is collaborating. We will also learn about US Military relations in Europe and visit with German soldiers. This trip will be an amalgam of history, culture, scenery, great food, fine wines, and unique exposure to learning about America's place in the broader world via our military. Along the Mosel and in Berlin the German Forum is providing warm hospitality and behind the scenes access to many treasures. Join us if you can!!

Finally, we are working with IWF toward the 2012 Leadership Conference slated for San Francisco. Exciting things are happening in our Forum and in IWF. Wonderful events and exciting trips give us myriad opportunities to grow individually, in our friendships and as a Forum. IWF Northern California continues to grow as a strong leadership organization for women in the world of business and the world at large.

Your Board is dedicated to providing you with high quality opportunities for interaction and connection with one another.

Please let me know if you have any comments or suggestions. We welcome your input.

With warm wishes for a glorious summer,

Cynthia Eisenberg
President

practices. She is the author of *Bringin' In the Rain: A Woman Lawyer's Guide to Business Development*.

Judy Patrick
Women's Foundation of California



Judy Patrick is President and CEO of the Women's Foundation of California. Prior to her appointment in 2008, Judy held the post of Executive Vice President of Programs for nine years. In that role, Judy led the Foundation's advocacy and policy change work, including the development of the groundbreaking Women's Policy Institute. She also worked to develop

programs to strengthen grant partners' organizational capacity and to evaluate the impact of their work.

Laureen Seeger
McKesson Corporation



Laureen E. Seeger is Executive Vice President, General Counsel and Chief Compliance Officer of McKesson Corporation. As the corporation's chief legal officer, Ms. Seeger oversees the Law Department for McKesson and its subsidiaries. Prior to her appointment in March 2006, Seeger was Vice President and General Counsel of McKesson Provider Technologies (MPT), McKesson's healthcare information technology solutions business.

Kit Yarrow
Golden Gate University



Kit Yarrow is a consumer psychologist, professor at Golden Gate University, author of *"Gen BuY: How Tweens, Teens and Twenty-Somethings are Revolutionizing Retail"* (Wiley, 2009), and a Huffington Post blogger. As a trusted consumer expert, she's a frequent speaker, consultant and media source.

STELLAR PRIOR EVENTS

Global Innovation Innovation with Vivek Wadhwa

New Member Reception, Dinner and Discussion

CALENDAR OF EVENTS

MAY - JULY, 2011

May

May 3 – WFW Board Meeting - 6 pm – 8 pm World Affairs Council

May 17 – Peninsula Book Club

May 25-27 – IWF World Cornerstone Conference, Rome, Italy

June

June 7 - 1st Tuesday Breakfast, City Club, Speaker: Dr. Linda Cleaver, Topic: stress management and general well-being issues and, fatigue.

June 14 – WFW Board Meeting - 6 pm – 8 pm - World Affairs Council

June 21 – Peninsula Book Club – Hostess: Joanne Howard

June 28 - Movie Night – South Bay – Hostess: Marianne Briscoe

June TBD - Tour of the renovated Oakland Museum

July

July 5 – 1st Tuesday Breakfast, City Club

July 19 – Peninsula Book Club

July 29-31 – Summer Camp, Westerbeke Ranch

July TBD - Hang Around – East Bay – Hostess: Cindy Eisenberg



Telle Whitney greets
Vivek Wadhwa

Connections, conversations and even some controversies were all part of the “Global Technology Innovation” new member reception, dinner and discussion on April 14th at Il Fornaio. The evening started with each new member being officially welcomed by President Cindy Eisenberg, their sponsor or designated greeter. Then this enthusiastic group of 30 attendees enjoyed Italian appetizers, wine and networking during the reception. A four course

dinner followed and energetic conversations continued at all the tables.

Member Telle Whitney introduced the guest speaker, Vivek Wadhwa who has a diverse and unique work background. Currently a senior research associate with the Labor and Worklife



Kathy Anderson &
Rebecca Barfknecht



Cindy Eisenberg, new member
Lauren Seeger and
Barbara Creed

Program at
Harvard Law

School, he also holds academic positions at Duke and Berkeley. In addition he advises start up companies, is a columnist for BusinessWeek.com and contributes to TechCrunch, a popular tech blog. He also founded two software companies as a technology entrepreneur. As part of his remarks, he talked about education in China and India, outsourcing, the impact of immigrants on innovation and the role of women in Silicon Valley. He stated that “Silicon Valley has a gender problem,” something he realized at an event when there were no women CEO’s. He said that women need to “learn to help each other and rise above the discrimination.” Mentoring was identified as a key component of the

July TBD - Charlan Nemeth - Creativity - What you and Nobel laureates have in common - Dinner in San Francisco.

SPECIAL THANKS

We are grateful for our members who have organized or presented at WFW events recently. We have had the opportunity to attend many interesting activities and wish to acknowledge:

-Telle Whitney and Joanne Howard for arranging our wonderful evening at Il Fornio and our speaker, Vivek Wadhwa.

-First Tuesday Breakfast briefings organized by Linda Moriarty and presenters Adele Hayutin and Carol Fleming.

-Book Club organized by Cailean Sherman and Denise Brosseau, hosted by Cailean Sherman and Susan Nycum.

-Peninsula Breakfast Club organized by Barbara Creed.

- Nannette Griswold, Barbara Creed, Nina Gruen, Donna Hall, Susan Hoganson and Cecilia Herbert for their hard work on our Membership Committee.

-Denise Brosseau for her technology expertise and on-going help with our website, online newsletter and all things technical.

-Joanne Howard, Program Chair for her tireless efforts in arranging the wide range of programs that WFW brings to its members.

- Cailean Sherman, Nannette Griswold, Sheri Barden, Judy Johnson, Gwen Mazer, Sue Sprunk and Asieh Mansour for On-Boarding our new members.

support that women need to reach leadership roles. During the Q & A session, many old and new members challenged the speaker providing a stimulating exchange of information.

MEMBERS ABROAD

by Kathryn Johnson

While in London in April, the Forum UK hosted a luncheon in Carol Mayer Marshall's honor. She was welcomed by 10 very interesting British women and the conversation included the current assault on women's rights in England and their reaction to their economic woes. Carol also welcomed all of them to the San Francisco Gala in 2012. She was also invited by the Forum UK to join some of its members on a trip to Ireland. Members from the Irish Forum along with visiting Forum UK members hosted a meeting at Queens College in Belfast to bond with the Northern Ireland Forum members and to meet prospective new members for the Northern Ireland Forum. Carol thoroughly enjoyed her three days with these women both in Dublin and Belfast. The highlight was a tour they gave her of Belfast along with an understanding of their history and the violence that has marked so many of their recent years.

One of the Dublin members who entertained Carol in April, is visiting San Francisco in May. Carol is returning the hospitality shown to her in Ireland by hosting a luncheon in her honor to meet some of our WFW members. Carol's experience emphasizes the international advantages of membership in the Forum. When traveling, meeting local Forum members is often the highlight of your trip.

FIRST TUESDAYS PAST

1st Tuesday – March 1, 2011 – Speaker: Adele Hayutin



What effect do the Baby Boomers have on various nations around the world? Are the demographics of a much lower birth rate going to create problems for Japan? These and other questions about population demographics around the globe were covered in a fascinating discussion by member Adele Hayutin, Director of the Global Aging Program at the Stanford Center on Longevity at Stanford University. The realities of fewer and fewer working adults supporting the ever burgeoning senior population will have ripple effects throughout the western economies. On the flip side is the much higher birth rate in much of the developing world. As seen in recent events, this is resulting in a large population of young people looking for jobs and more freedoms than the totalitarian regimes of many nations have been willing to give. Revolution can be the result! Adele brought these ideas into close perspective and brought great insight to the importance of population demographics in many aspects of human and national interactions.



1st Tuesday – April 5, 2011 – Speaker: Carol Fleming

How do you tailor your message to your specific audience? How do you make your “elevator speech” more about the listener and less about yourself? Member Carol Fleming, Owner and Founder of The Sound of Your Voice, spoke to a

capacity audience about the need to speak TO your audience and not AT them. She emphasized how important it is to find a way to get your message across in a way that makes the listener see value for herself in what you have to say. The key to effective verbal interaction is in how well you really connect with the listener. Carol spoke about eye contact, tone and timbre of the voice, your verbal pace and body language. This was a very interesting and interactive event where everyone came away with information that can be applied to their daily encounters in both personal and professional settings.

NEWSLETTER

We are planning for a newsletter every other month. New board member, Jenny Erwin, will oversee our website and newsletter. Please share your ideas with Jenny. We do want to celebrate our members' achievements in the "members in the news" section of our website. Please send Patti (info@womensforumwest.org) a copy-ready paragraph or two on your awards, accomplishments or other note worthy items.

