



The PINNACLE

THE OFFICIAL NEWSLETTER OF WOMEN FOR EXCELLENCE

"Women For Excellence, Inc. is a not-for-profit professional women's organization dedicated to providing resources for women to continue to achieve economic prosperity, promoting leadership and professionalism, fostering networking opportunities and being of service to our community."

WOMEN FOR EXCELLENCE 2012

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Message From the President

Susan J. Brotman, P.A.



Once again, I truly thank you for allowing me to continue as your 2012 President. When prospective new members tell me how impressed they are with the group and that they intend to join, and when I hear the speaker, as I heard from Greta Schulz comment on the caliber of professional women belonging to Women For Excellence, I am very proud to be a part of WE.

Hopefully, many of you saw the Time Magazine March 26, 2012 issue with the cover story about women overtaking men as the primary breadwinners in American households. Author Liza Mundy pointed out that more families will be supported by women head-of-households than by men. It is not just the increase in single parent families, but it is also a growing occurrence in two-earner families. Today approximately four out of ten women earn more their husbands, but this is no reason for us to celebrate yet, because sadly enough, women earn only

81% of what their male counterparts earn in business, and similarly, in the last 20 years, the number of women in managerial positions only rose 3%. This is particularly curious in light of the fact that almost 60% of all college students are women, and they earn a majority of doctorate and master degrees, and they are therefore greater equipped to move into higher level jobs, while high paying industrial jobs that once provided a man with a high school education the ability to support a family are disappearing.

Just as middle school girls often "dumb themselves down" to hide how smart they are, single, successful women often hide their success. I personally know someone who was a judge and told men she would meet on the dating scene that she simply "worked at the courthouse." Likewise, married women are still not totally comfortable out-earning their husbands. To deal with the change in status within the family and society's perceptions,

continued on page 2

Save The Date!

Luncheon Meetings • Mark your Calendar

May 3rd

Frank Gallo, Physical Trainer/Teacher at St. Andrews Country Club. Topic: Krav Maga - Self Defense for All Women. An interesting and enlightening discussion and demonstration for women who may not know they are at risk.

May 10th

2nd Quarterly Event-Bingo
5:30 pm Lite Dinner – 6:30 pm Game Time
Cost: \$25.00 Per Person Cash Only (Preferably Small Bills)
Woodfield Hunt Club Recreation Room. More Info To Follow.

June 7th

Fla. State Rep. Lori Berman Will Give Us An Update On The Recent Happenings In Tallahassee.

July 5th

Special Networking Meeting.

Please mark your calendars for the **FIRST Thursday** of every month.
2012 will be an exciting year.

Milestone Events

Not wanting to miss a happy, well-wishing occasion or the opportunity to express our condolences, we need your input. If you know of a life cycle event we should print, please contact Barbara Manus at 997-4073, or preferably by e-mail: beesunny2@att.net.

Congratulations To:

Dr. Tonia Turner, Sheila Gabel And Elaine Weinberg And Their Committee For All Their Hard Work, Making Sure That Bellagio Nights Gala Was So Successful.

Elaine Russell, Winner Of The Wine Trolley At The Bellagio Nights Gala.

Greg Weiss, Winner Of The Texas Hold 'Em competition and the 7-night Cruise.

Chim Francisco, For Her Appointment As A Judge Of The 2012 Fau Business Plan Competition.

Condolences:

To The Family Of Nancy Crown, Who Passed Away On April 5th From Breast Cancer.

Chadia Meroueh And Family, On The Loss Of Her Beloved Aunt Barbara.

Get Well To:

**Gwen Herb
Sheryl Wides (Promo Girl)**

President's Message continued

successful women often try to elevate or at least equalize the status of husbands who are "house husbands" that stay at home or make less, by bragging about their hobbies, cooking skills, or what great fathers they are. When the males were the primary breadwinners, and women were deemed merely homemakers, we rarely heard a man brag about how clean his wife kept the house, her needlepoint hobby, or her child rearing skills because by elevating their spouse to anywhere near the importance of the working husband was a danger to the male ego and the status quo. We've come a long way, but we're still traveling!!

Once again I must say that the women in today's society, and specifically WE members, are a force to be reckoned with.

Susan

Note To Our Members:

Maggiano's has been kind enough to keep our luncheon fee the same throughout the several years of increased food costs. That cost is now being passed along to us.

Please note that, as of July 1st, the cost of the luncheon will be \$27.00.

Letters To The Editor:

"... the newsletter was exceptional this month. Susan's message was excellent and the articles all very informative and interesting. Great job to all involved!!!" Holly W.

"Great job to the woman who worked so hard for our First Gala Event. It was a huge success!!!" Teri F.

Who's Afraid Of Virginia Different?

Sheryl Wides
Promo Girl

Why is everyone so afraid to be different? To stand out? To be memorable?

I believe men and woman live within a perception of how society believes they should act. How society believes a financial planner should talk and look. A banker has to be in a suit, a business owner in a networking meeting in that same business suit.

What would happen if you took a chance and stepped outside of yourself? What would happen if you decided to create a memory of you or what you said? Would the world end? NO! Will a few people laugh at you? Perhaps they will and perhaps they will laugh WITH you. Will you stumble and fall? Highly doubtful, but if you do, play off of it as they will remember you!

Remember that failure to distinguish yourself from your competition is a recipe for failure.

Ok so how to do this? The first step is to think about what you are willing to do. Are you willing to wear a bright color a special pin or hat? Do you wear a logo laden shirt, jacket or hat? Wear or use a prop? Be a joke or story teller. What are you willing to do? How far outside of your skin are you willing to venture?

The next step would be to break down what you do. Who is your target audience? Who are your primary groups of customers? What areas can you focus on, choosing one for each meeting or commercial you do.

The third step is to brainstorm ideas, words, props, etc... Brainstorming is most effective when you sit down alone with yourself, paper and a pen. Write down everything and anything you think about. Ask a friend or trusted advisor to brainstorm with you.

Ok, now gather all of this information

and develop your "differentness". What will make you stand out? What will make you be a memory to someone else?

Perhaps a banker will do something with dice or monopoly money? A massage therapist, acupuncturist or skin care professional should be using props and maybe a lab coat. Someone in Life Insurance can play off of the Game of Life. A fitness instructor, owner or personal coach can wear a jump rope or "band" around their neck like a scarf.

There are so many ideas. I would love to help anyone with ideas on how to stand out, create a great tag line and make a memory! Feel free to email or call me for ideas.

Remember.. A man or a woman's greatest strength develops at the point where they overcome their greatest weakness... so take a chance! Be different. Change it up!

INFORMATION SECURITY ALERTS

Social Web Sites Can Be A Security Threat

First Southern Bank's Security Officer
Submitted by Lisa Jensen

As social networking sites like Twitter and Facebook continue to grow in popularity they continue to attract more attentions from attackers. Most people who use Facebook have seen an application titled "Who Has Viewed Me" or similar applications which are in reality just attempts to steal information from you. Another method is using URL shorteners which are in common use, but can be dangerous because they may redirect you to a malicious site.

According to the security software company Sophos, 43 percent on all social network users were tagged by creative Phishing scams designed to steal banking and credit card info in 2010.

Your best defense if you use these sites is to be very wary of links and applications that you are not familiar with and trust.

SPOTLIGHT *On a member*

Cindy Winter

*Vice-President, Branch Manager
IberiaBank*

Originally from New York, Cindy moved to South Florida with her parents and brother when she was in the 3rd grade. Growing up in Deerfield Beach, enjoying all that south Florida has to offer.

Choosing to enter a program in High School that gave her credit for working and the connection to work in a bank was how Cindy got her start on a career that has lasted more than 3 decades. While attending college locally she realized that banking was where she wanted to be. She loves the ability to help clients reach their dreams by showing them solutions to achieve them. It doesn't matter if is helping a client learn online banking, saving for a new car, or a small business customer obtain a Line of Credit to help their cash flow. She is not happy when she meets someone, and finds that their bank is not willing to look at them as an individual and they put up with that kind of service.

Cindy feels she has been blessed by having so many wonderful mentors in her banking career. She uses the best from each and tries to reflect that in her management style. Outside of the organizations that Cindy has worked for, she has met and become friends with many great ladies. She tries to surround herself with positive people. She considers Lori Dubow, Tammy Saltzman, Jean Matthews, and Janet Swann to be some of the most positive in her life.

When not working, she enjoys spending time with her husband Jeff as her first choice whether it is dinner with friends, attending sporting events, plays, symphony, craft fairs or botanical gardens.

Her motivation is *"making a difference every day"*.

Words of wisdom I give other women in business is an old cliché: Love what you do and it won't be work.

Unconventional Gardens: The Exciting New World Of Vertical Aeroponic Garden Dr. Diane Stevens, Juice Plus

Have you ever tasted an apple picked right off of the tree or a carrot fresh from the garden? There is clearly a difference in the taste of fresh local organic foods versus those foods that are picked before they are ripe, and then placed in storage before traveling many miles to your market where you are finally able to buy them. Add to this the growing concern of knowing where our food comes from.

The interest in community gardening and obtaining food from local sources is greater than ever, and is also driven by the Locavore movement. Locavores are people who are interested in eating food that is locally produced, not moved long distances to the market and interested in more sustainable food production.

Having and growing your own garden can help reduce the environmental cost of transporting foods, thereby reducing your "carbon foot print" and promoting Sustainability. All of this equates to reducing the food bill for your family as well as eating cleaner and fresher, which is important because the chronic diseases of today are related to poor diet according to numerous studies.

When your space is limited you need to think creatively. As residents of south Florida we often do not have the space to grow a successful garden, or perhaps you don't have a "green thumb".

Dr. Dickson Despommier, Professor of Environmental Health



Sciences at Columbia University's Mailman School of Public Health says that "using traditional agricultural practices, we'll need new land equal to an area considerably larger than the United States to feed our future population. Conservative estimates project the current population to grow to 10 billion by the year 2050 and 80% of those people will live in urban centers".

The future is to turn to Vertical Gardening. The Tower Garden by Juice Plus is a unique vertical aeroponic garden system that makes it easy to grow vegetables, fruits and herbs at home. Aeroponics use both water and air to produce nutritious fruits and vegetables. It is easy to install and maintain, there is no dirt or weeds, and it is less climate sensitive so it makes gardening easier and faster. Produce grows in less time than it takes to grow in soil, and 50% of "pests" are eliminated because it is off of the ground. The Tower Garden can be set up on a patio, rooftop or balcony, either outdoors or inside.

The Tower Garden uses less than 10% of the water and land used in traditional gardening. Developed by Tim Blank, the chief horticulturalist from the Epcot Land Exhibit, vertical gardening is a tried and proven system.

For further information, please contact Dr. Diane Stevens at 561-789-7575, or e-mail: dianestevens@bellsouth.net.

THANK YOU FOR YOUR RAFFLE DONATIONS:

Elise Berrin	<i>Purium Health Products</i>
Shannon Davidoff	<i>Fitness for Women</i>
Carole Ferguson	<i>Honeybunch Florist</i>
Dr. Tanya Hlinka	<i>Atlantic Ave. Chiropractic</i>
Carrie Lynn	<i>Total Health Care</i>
Chadia Meroueh	<i>Auto Tech & Body</i>
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BIRTHDAYS

MAY

5th Noire Arenas
8th Carrie Lynn
20th Frankie Blankenship
25th Holly M. O'Neill

JUNE

1st Joyce Wyman
3rd Tonia L. Turner
6th Laila Dodson
6th Michele Trilling
9th Elise Berrin
15th Billie Eizenberg
24th Jane Vicale
27th Lori Berman

*“Trust comes from
delivering every day
on what you promise....”*

Bellagio Nights

March 31, 2012



WELCOME NEW MEMBERS



March new members l to r: Marci Figler (Caldwell Banker), Susan Brotman (WE President) and Doris Hass (Atlas Care Management)



April new member Deborah Schmidt, RN (Paradise Home Health Care) and Susan Brotman (WE President)

March & April Events



◀ **March Spotlight Speaker**
Elaine Russell
Lang Realty

Bellagio Nights ▶

Sheila Gabel, Dr. Tonia Turner and Elaine Weinberg, Chair Women



April Spotlight Speaker ▶
Dr. Tonia Turner
Beads on the Ave.

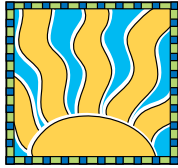


▲ **March Speaker**
Officer Gwynne Friters
Boca Raton Crime Prevention Unit

April Speaker ▶
Greta Schulz
Schulz Business SELLutions



Dawn Burke
President



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*A good deed is never lost: he who sows courtesy reaps friendship;
and he who plants kindness gathers love.*

Basil

OUR MONTHLY LUNCHEONS

Women For Excellence meetings are held
on the **FIRST** Thursday of the month at

MAGGIANO'S LITTLE ITALY

on St. Andrews Blvd. Boca Raton

Time: 11:15-1:00

Luncheons are \$40

Members take \$15 off for a timely RSVP

Membership is \$95

MAGGIANO'S
LITTLE ITALY

CHELSEA JARRELL
Banquet Sales Manager

20190 St. Andrews Blvd. • Boca Raton, FL 33433
ph 561.322.1017 • fax 561.361.7188

Raffles For Charity

All funds are ear-marked for our Women for Excellence Scholarship Fund, to benefit residents of Aid to Victims of Domestic Abuse. Their education enables the resident to become a productive member of the business/professional community, and allows her to support her children.

Your support is vital. Each member is asked to donate at least one (1) raffle prize minimum (value \$25.00)

This is WE's way to give back to the So. Florida community

RESERVATION POLICY

Ladies — We are required to give the restaurant a "head Count" for each luncheon and required to pay for the number of persons we provide them. If you call in your reservation and are a NO SHOW, you will be billed for the luncheon.