

# Horizons

the monthly publication of the Business & Professional Women of Raleigh - Women Helping Women

January 2004, No. 57, District IV, Raleigh, NC  
Mary Ellen Randall, President

Peggy L. Gooch, Editor, [plg@ipass.net](mailto:plg@ipass.net)  
[www.BPWRaleigh.org](http://www.BPWRaleigh.org)

## January Meeting

**DATE:** January 27, 2004

**TIME:** 5:30 pm - Networking  
6:15 pm - Dinner and Meeting

**PLACE:** Embassy Suites (Crabtree)  
4700 Creedmoor Rd.  
(entry off 2<sup>nd</sup> level parking deck)

**PROGRAM:** *Empowering Ourselves by Mentoring - A Trilogy of Mentoring*  
Alison Hiltz, owner, Edutainment, Inc.

## Meeting Reservations

**MEMBERS** – To make a reservation or to cancel a standing reservation, visit our website: [www.BPWRaleigh.org](http://www.BPWRaleigh.org), or call the message line at 919.899.5043 by **noon Friday, January 23**. If you have a standing reservation and can not attend a meeting, you must cancel; otherwise, you will be billed for the meal. Once reservations are guaranteed to the hotel on Friday afternoon, they must be paid at the door or billed as a “no show.” The cost for members is \$21.

**GUESTS** - To make a reservation, please send a check for \$25 to “BPW/raleigh” to:

BPW Raleigh  
PO Box 90301  
Raleigh, NC 27675

**Checks must be received by noon Friday, January 23, to guarantee your reservation.**

**MENU** House Salad  
Baked Ham with Pineapple  
Chef's Choice of Rice  
Vegetable Medley  
Freshly Baked Bread w/Butter  
German Chocolate Cake  
**Vegetarian Alternative:**  
Eggplant Parmesan

**IMPORTANT:** *If you want the vegetarian alternative, you must specify at the time of reservation. Menu changes can not be made at the meeting without extra cost.*

## President's Message

*Mary Ellen Randall*

With a New Year comes new resolve and a time to take stock in what we have and what is really important to us. It is easy to get caught up in the day to day happenings, to focus on what is immediately before us, and to short change our true priorities.

When setting your priorities for the New Year, please don't forget yourself. As women, we tend to put everyone else first and often neglect our needs. After all, if we are refreshed and replenished we can care more for others and accomplish so much more!

One way to care for ourselves is to dedicate time to activities that meet our needs. For example, taking a course in a topic of interest can further our personal or career goals. Giving a class on a topic we excel in (and we all excel, Ladies), fulfills our need to be caring and to be admired.

Mentoring is one of those activities which pays back in many, many ways. When you are mentored, you gain knowledge and advice. When you mentor, you share your experience and feel fulfilled. You have passed on to another, your life experience and legacy.

This month we will hear about three "generations" of mentoring and how powerful an experience this can be. Remember, mentoring is another way to "empower ourselves!"

I look forward to seeing you on the 27th! Happy 2004!

## 2004 Calendar of Events

### February

- 4 Board Meeting (6:15 pm) - Ascot Technologies
- 24 Monthly meeting (5:30 pm) - Embassy Suites, Crabtree

### March

- 2 New Member Orientation

## Board Meeting Minutes

*Nancy Smith, Recording Secretary*

January 7, 2004

Attendees: **Mary Ellen Randall, Cathy Smith, Laura Hartwick, Nancy Smith, Jennifer Farley**

Note: next board meeting will be Wednesday, February 4, 2004 at the Ascot Technologies office. All are welcome.

### Membership – Laura Hartwick

We will again plan a “Membership Challenge” for our January meeting and a New Member Orientation for Tuesday, March 2. If you are bringing a guest or if you referred someone to the meeting, remind your guest to mention your name when checking in so that you are eligible to win the “Membership Challenge” prize.

The board noted that several members are overdue with dues payments; the membership committee will send out reminders. All members can easily make dues payments on the BPW national website using a credit card: [www.bpwusa.org](http://www.bpwusa.org)

### Budget – Jennifer Farley

We will begin sending “invoices” to people who commit to dinner meetings but do not attend as we have been paying for more dinners than we can afford.

### Fundraising – Cathy Smith

Dinner Meeting sponsors are needed—please contact Cathy Smith if you are interested or know someone who might be interested.

We’ll be reminding members during our next meeting of the web advertising & web link opportunities on our own website: [www.bpwraleigh.org](http://www.bpwraleigh.org).

### YC, Scholarship & Business Woman of the Year –

Anyone interested in helping with these committees is encouraged to contact Mary Ellen Randall. We are currently in the planning phase.

### Special Events – Peggy Christie

Peggy is currently calling for volunteers to help with the WUNC spring fundraiser and will try to coordinate with Triangle BPW.

### Website – Shiloh Burnam

The board discussed guidelines for posting items on the website. Any articles will be reviewed in advance, and the reviewer will decide the order of publication in cases when there are multiple submissions.

## January Program Update

*Margaret Rosenfeld*

Alison Hiltz will lead our January program on **Empowering Ourselves by Mentoring - A Trilogy of Mentoring**. The program will focus on the impact of mentoring through the eyes of different generations.

Alison Hiltz was one of the original founders and a former Director of Community Partners Charter High School after being within the Wake County school system for 19 years. She currently owns Edutainment, Inc., a consulting group consisting of experienced educators, administrators and researchers who have joined together to provide essential support services to schools districts, schools and charter schools. Each consultant is a licensed teacher and/or administrator with more than 20 years of school-based experience. Edutainment specializes in four main areas: school climate, Special Education services, instructional support and teacher support.

Alison will describe her history of mentoring and introduce one her mentees, Winnie Lameck, who is a teacher and coach at Community Partners Charter High School. Winnie will introduce one of her mentees, Summer Finneran, a senior at Community Partners Charter High School.

## Membership Update

*Laura Hartwick*

The Membership Committee is issuing another Membership Challenge for the January regular meeting. Let’s all kick off the new year by inviting guests and potential new members to join us. Guests can register for the meeting online or by phone. Just remember to have them mention your name at the time of reservation for you to get credit for the Membership Challenge. The BPW member sponsoring the most guests of the evening will win a prize, so start recruiting now!

Please welcome our newest BPW/Raleigh members: **Theresa Curran, Raven Lawton, and Jill Shannon**. We look forward to seeing you at the upcoming BPW meetings and special events!

Our next New Member Orientation is scheduled for Tuesday, March 2. This is a time for all new members to learn more about the organization, and hear personal stories from existing members on benefits they have received by becoming a member. The orientation will be held at Ascot Technologies in Cary. Mark your calendars!

## Empowering Ourselves - Sharing Our Stories

*Cathy Smith*

Last October, *SHARING OUR STORIES* was introduced to members as a way to raise funds for our organization, as well as a way to learn more about one another. The idea is to share your stories of inspirational moments where you've learned, grown, overcome, recovered or conquered.

We'll collect our stories, poems, quotes or other writings and compile them into our BPW "Recipes for Success." We'll print copies to be sold within our membership, friends, and families to raise funds to support our activities. While we're learning more and appreciating one another, we're also helping our local organization.

To help get the project started, we are making it part of the networking event at the January meeting. Each of us will get a piece of paper with a question designed to elicit a "success tip" as a response. We also will receive the name of another person at the meeting to ask the question and record their response.

You can also send us your story. Was there an incident, a person, an event that caused you to have an "ah-ha" moment? Do you have a success story to share that we can learn from? Or simply be inspired and encouraged? Maybe just realize that we are not alone?

Please send us your story! Include your name and telephone number. If you have a particular favorite quote or verse that inspires you, feel free to submit it, but please give credit to the author.

**Please attach this paragraph to your contribution:**

I hereby consent that Raleigh-BPW may publish the attached article (the "Work") in Recipes for Success. I guarantee that the Work is original, has not been published previously, is not under consideration for publication elsewhere, and that any necessary permission to quote from another source has been obtained (a copy of any such permission should be sent with this form). I also warrant that the Work does not libel anyone, infringe anyone's copyright, or otherwise violate anyone's statutory or common law rights.

Signature: \_\_\_\_\_

## Member News

**Anita Baxter** has accepted a position as Accountant at Sytec Business Solutions, a computer systems integration company. She had been there as a contractor since August, and accepted the full time position this month. Congratulations, Anita.

**Laura Hartwick** was promoted to Director of Sales at Productivity Point International in December. Laura has been working with PPI as a Sales Manager since 2001. She has been a BPW member for over three years, and is currently serving on the board as 2nd Vice President/Membership Chair.

The BPW Raleigh website provides a great service for members. It is a very inexpensive way to be seen not only by our own members, but by anyone who is searching the site. Entrepreneurs, or anyone with sales or business development responsibility, should be especially interested in appearing on the site. Call **Shiloh Burnam** for more information.

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## Happy Birthday Ladies!

*You're not getting older, you're getting better!*

Birthday ladies are asked to participate in the Birthday Bonus fundraising activity by bringing a wrapped gift (value up to \$15) for raffling to a monthly meeting. All proceeds support our annual scholarship and programs.



**December**  
Gloria Salim-Brown  
Susan Lyon  
Linda Liles  
Peggy Gooch

**January**  
Katherine Sliva  
Mary Ellen Randall  
Mary Oviatt  
Marina Lando  
Mary Virginia Holshouser  
Theresa Curran  
Peggy Christie

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## November Dinner Meeting

*Helga Gutmann*

**Laura Hartwick**, presiding president for the evening, called the meeting to order at 6:15pm. During dinner, members and guests exchanged business cards and shared examples of how mentors have helped their business careers.

Speaker Yolanda McGill of "Self-Help" was introduced by **Margaret Rosenfeld**. The theme of "Empowering Ourselves Financially" allowed the speaker to explain how she found her dream job at "Community Self Help: creating ownership and economic opportunity". Yolanda works as Policy Counsel in the Center for Responsible Lending.

She is intimately involved in home lending, small business lending, and is a licensed lobbyist. She researches banking laws and assists litigators to work against foreclosures by predatory lenders. She recited statistics that show the financial vulnerability of single women with families to support. Single women file most bankruptcies. She is working for a LIS - Living Income Standard. At present, she is involved in fighting against House Bill 1213 that addresses the predatory lending practices. Since this bill is industry backed, the outcome will not be good for women.

**Laura Hartwick**, recognized the sponsors for the evening: **New Member Carol Orrell**, Roling Specialist; and AIM International, Inc. (Advanced Information Management), which is helping financial institutions to outsource their work to North Carolina companies.

**Incoming State President, Terry Kilmartin**, invited members to participate in the "Policy in Action" forum to be held in Washington, DC in February 2004. State conference will be June 11 and 12, 2004, in Rocky Mount. National Conference will be July 13-17, 2004, in Fort Lauderdale, FL. Terry asked members to volunteer for STATE Chairs for next year.

While members bought tickets for the Birthday Drawing, Laura had an "open mike" session: Member **Crystal Potter** finally has found a full-time job! **Laura Benson** offered opportunities to help with a Christmas List for Charity.

Reminder: **Mary Ellen Randall** collects old cell phones, printer cartridges, etc. Call Mary Ellen for details.

## Triangle BPW Receives Good Coverage On Their Reality Store

The following is an excerpt from an article that appeared in the *Durham Herald-Sun* on December 28, 2003:

### Students get a taste of reality

Age 13 might seem a little early to worry about things like child support and mortgage payments. But it's better to start thinking about such unpleasant things too early than too late.

Eighth graders at Shepard Middle School got a crash course in consequences when, for the third year, volunteers from the Triangle Business and Professional Women put on a program designed to simulate the perils of adulthood.

As part of an exercise called "The Reality Store," each student was randomly assigned a job, a monthly income, a marital status and number of mouths to feed. Then the students were sent off through the gymnasium to purchase the things they would need and want.

"A lot of light bulbs go off" when students realize how quickly their imaginary paycheck dwindles when faced with the requirements of food, clothing, shelter, said Celia Dickerson, the project organizer.

Students with low-paying jobs realize they'll have to settle for a DATA bus pass instead of a used car, and those with children find they are paying a daycare bill rather than buying concert tickets.

The simulation also throws curveballs at the students, requiring them to roll a pair of dice to determine an unexpected windfall or expense.

John Thomas, 14, drew the latter.

"My mother's gotta move in with me, and I've gotta buy her a sofa bed -- for \$300," he said with a pained look.

Now is the time for them to learn about the unpredictability of adult life, Dickerson said.

Linn Lopez, Shepard's career development coordinator, said The Reality Store drives home lessons she could never get across just by talking.

## Fundraising News

We continue to need meeting sponsors to help us raise funds for projects. We want to attract the attention and support of businesses that have a target market comprised greatly of women.

Please ask for copies of the brochure that has been developed to promote the idea of sponsorships. We rely on members to send us contact information for those businesses you support so they may be given the opportunity to sponsor at one of several levels.

Our ongoing fundraisers are:

Weekenders representative, **Peggy Gooch**, gives BPW/raleigh a percentage of sales to members.

**Mary Fox** donates a portion of all sales of **Fox Lane Pearls** to BPW/raleigh. This exquisite jewelry from China is a great value for yourself or as a gift.

**Ginny Fox** donates a portion of the rental fee of her mountain condo to BPW/raleigh.

**Maine's Four Season Candle Company** donates a portion of all sales to BPW/raleigh. The fragrances make great gifts or accents for your own home.

## Special Events Update

*Peggy Christie, Special Events Chair*

### WE HAD A GREAT TIME!

Thanks to the 29 people who attended the holiday brunch on December 6. It's always fun to just hang out for the sole purpose of socializing and it was good to see Lib Hendren and Amy and Diane Holt again. As usual, the Yankee Gift exchange was a lively success; so much so, we almost drowned out the meeting in the next room!

### RECYCLE YOUR USED GREETING CARDS

St. Jude's Hospital will recycle your holiday and all-occasion cards, making new cards from your old ones. Bring only the front of used cards (without writing on the other side of the card) to our January meeting at Embassy Suites and I'll mail them to St. Jude's for you.

### FESTIVAL AT UNC-TV

Join us in the studios of UNC-TV, our statewide public television network to answer phones, take pledges and eat free food during *FESTIVAL*, UNC-TV's annual on-air, call-in pledge program. *FESTIVAL* is February 21 - March 28 and we're hoping to team with Triangle BPW to take calls. Our studio date has not been confirmed, but we're looking at a Thursday evening in March. It's a lot of fun and training is provided. You can sign up at the January meeting or contact Peggy Christie at [pchris1298@msn.com](mailto:pchris1298@msn.com) for more information.

## Doing Business

Support BPW/raleigh and reach potential customers by placing a monthly ad in Horizons. We acknowledge and thank our sponsors.

### Fox Lane

Affordable Cultured Pearls



#### Mary Fox

Representative

By Appointment

(919) 846-1945  
mjfoxie@aol.com

**15% goes to BPW Fundraising**

Support BPW by placing an ad in the Horizons newsletter. The newsletter is distributed to professional women who are BPW members, state and district officers, and visitors to meetings:

#### Advertisement Pricing

Business card	\$15/issue	\$75/6 issues
Half-page	\$30	\$150
Full-page	\$50	\$250

#### BPW Member rates

Business card	\$10/issue	\$50/6 issues
Half-page	\$25	\$125
Full-page	\$45	\$225

To place an ad, contact the editor, Peggy Gooch [plg@ipass.net](mailto:plg@ipass.net) or 919.848.7794