

SIERRA MAR/VALLEY SUNSET DISTRICTS WINTER CONFERENCE

The Sierra Mar and Valley Sunset Districts will have their combined Winter Conference on January 23rd at the Ramada South El Monte Hotel in South El Monte. State President Janet Ramsey will be the State Representative to the Conference and will deliver her State of the State address. Maryann Weston, Sierra Mars's Issues Management coordinator, will speak on multi-generations in the workplace. Another featured speaker will address feminism and its importance in Women's Studies in college.

Our Valley Sunset District members were such a success in portraying outstanding women in California's Golden years, that by request, our VSD performers will present remarkable famous women of the 20th Century for the luncheon portion of the conference.

Each of our Districts will have a break-out time for our business meeting. So officers, chairmen and club presidents should be prepared for their two minute verbal reports and a written report.

ATTENTION: Members will be fined \$1.00 if they are not wearing their membership pins.

Each local organization is requested to create a centerpiece for the tables, which will then be given to the EMERGENCY REPORT ASSOCIATION. This organization gives items to families in need and to shelters. Small personal items, Pampers, soap, things to help hygiene and etc. will be accepted. Prize to the most original.

Discussion will be held on the EPW organization that is being formed as well as our status without the BPW Foundation. Come and be informed and put your input into action.

It is also a time to enjoy the fellowship of other BPW members from the Sierra Mar District. Looking forward to seeing all of you at the Winter Conference.

Note: See conference registration on page 5.

Marjory Hopper, *Issues Management Coordinator; Valley Sunset District*



BUSINESS WOMAN WITH HEART

DIANE FORTNER, owner of Right At Home (providing in home care, helping seniors maintain their independence), considers her work with Right at Home "The hardest work I've ever done... and the most rewarding."

"I am so fortunate to work with my husband, Bob Hingston in our business. Bob is 3rd generation born and raised in the Crescenta Valley. We have four children and three grandchildren giving us the 4th and 5th generation born and raised here in our wonderful community. Though we have just entered our third year in business, our parent company (Right At Home Inc.) recognizes us in the top 20 (of 165 offices) in the U.S.A. We are often asked "How do you do it"? The answer is simple: "Employ Caregivers whom I would hire to take care

of my mom". These dear people give from their heart, and are not just working for a paycheck. The folks we hire really are the Best of the Best!

What can be so hard about providing an employee to care for a senior? It is when I get a phone call to let me know that one of most beloved client's has passed. "Why did I choose this business anyway"? Then the telephone rings the very next minute, and the voice on the other end is calling to let me know that our employee has made the most positive impact in her mom's life that she has seen in the last two years. Yes, we ARE making a difference!

Bob and I are known for maintaining the independence that is so important to our seniors. Helping clients with things such as their recovery from hospital stays and being the reason they are active again; assisting with grocery shopping, helping with household chores, escorting them to the doctors; or planting a garden together These simple things bring the biggest smiles, and make our hard work feel so worthwhile. And quite often, it is our clients who remind us to "stop and smell the roses", and to that, I smile.

Diane Fortner
Right At Home
(818) 249-6896 - Crescenta Valley Office
(626) 584-8130 - Pasadena Office
Diane is one of the newer members of Verdugo Hills Local Organization.

Welcome
2010
Happy
New
Year

PLEASE DO THIS FOR THE SPCA - LITERALLY ONE SECOND!



Hi, all you animal lovers!

This is pretty simple... Please ask ten friends to each ask a further ten today!

The Animal Rescue Site is having trouble getting enough people to click on it daily so they can meet their quota of getting FREE FOOD donated every day to abused and neglected animals. It takes less than a minute (about 15 seconds) to go to their site and click on the purple box 'fund food for animals for free'. This doesn't cost you a thing.

Their corporate sponsors/advertisers use the number of daily visits to donate food to abandoned/neglected animals in exchange for advertising. Here's the web site! Please pass it along to people you know. <http://www.theanimalrescuesite.com/>

AGAIN, PLEASE TELL 10 FRIENDS!

VALLEY SUNSET DISTRICT

ELECTED DISTRICT OFFICERS

President

JANE HENDRICKS

310-665-9891 • janehendricks@att.net

Immediate Past President

MARJORY HOPPER

562-699-6288 • mjhop6334@aol.com

Vice President

REV. KANDACE KRAPU

310-500-8027 • kandacekrapu@aol.com

Secretary

DENISE LUCKHURST

818-525-1827 • dluckhurst@cox.net

Treasurer

KATHLEEN HOLLAND

805-306-9205 • hollandhome@sbcglobal.net

Nominations Chair

SANDRA SANDERS

805-643-5928

LOCAL ORGANIZATION PRESIDENTS

Burbank President

DENISE LUCKHURST

818-525-1827

Conejo Valley President

MARY LOU WETTER

805-492-5698

Greater San Fernando Valley President

ROSEMARY ENZER 818-884-7204

MARY STEVENS 818-899-4903

Hollywood President

JANE BOYD

310-624-3374

BPW of Orange County President

PEGGY ANDREWS

909-845-8295

San Parnando President

JULIE RUELAS

818-361-8804

Santa Barbara President

CONNIE STAHL

805-985-4118

Sunland-Tujunga President

CELIA EIBEN

818-352-5514

Verdugo Hills

KANDICE ASTAMENDI

818-507-9898

IMPORTANT BPW WEBSITES

Valley Sunset District.....bpwvsd.org

California Federation.....bpwcal.org

USA.....bpwusa.org

International.....bpw-international.org



President's Message

Here it is time for the Winter message from the District President. This officer has been busy - with moving to a new home in Torrance and opening a gift shop as well. Thanksgiving has passed and the December holidays are upon us. Neighborhood lights and decorations are going up. Yet it seems just yesterday when we had the District Fall Conference, and the State Fall Board meeting. My grandmother would say "When you get old, the days, months, and years fly faster." Well she was right.

Linda Wilson, President of Sierra Mar and our Vice President of Issues Management, Marjory Hopper, have the January 23, 2010 Joint Winter Conference under control. State President, Janet Ramsey, will join us at the Ramada Inn in South El Monte. And we will also have the honor and pleasure of having Mary Ward, State Legislation Chair, and Lesa Rasmussen, former State Vice President and a 2010-2011 candidate for President of the California Federation attending. This officer urges all our officers, chairs, LO officers and members to attend. These ladies are traveling a long distance to bring us the latest information on our reformation at state level and the future of BPW California.

The calendar year is coming to a close. The new year brings with it the hope of better times and new challenges for our state, the country, and the world. May it also be a good year for the federation, our district, and each of you. Your president wishes all a most enjoyable holiday season.

*Jane Hendericks, President
Valley Sunset District*

Jane Hendricks, President BPW Valley Sunset District

CELEBRATE FABULOUS WOMEN OF ACHIEVEMENT

Start looking for those TALENTED, SPECIAL, and FABULOUS, women to represent your local organization's Woman of achievement. Each LO may have one or more women to be recognized. They may come from within your own LO, or from the community at large. They share the qualities of dedication, commitment, and service to others and the community. So, let's honor the many special things they do for our LO's and our community by making them a Woman of Achievement!

Valley Sunset District's four categories and the criteria for each are:

1. BPW WOMAN OF ACHIEVEMENT: This woman is a model BPW member.
2. BPW COMMUNITY WOMAN OF ACHIEVEMENT: Presented to a BPW member who has distinguished herself in her career and her community.
3. COMMUNITY WOMAN OF ACHIEVEMENT: A woman who is not a member of BPW, is located (business or residence) within the general geographical area of the local organization who has distinguished herself in her career and communities.
4. WOMAN BUSINESS OWNER OF THE YEAR: A woman who may or may not be a member of BPW, whose business is located within the geographical area of the local organization. The award, given in recognition of National Business Women's Week, is designed to honor women for their accomplishments in the business world and within the community.

Let's search, find, and honor the perfect woman/women to represent your LO. The deadline for submitting the names of the honoree's is February 1, 2010.

Please send the name of the honoree, and the category to District Chairman Kandace Krapu, 11041 Santa Monica Blvd. #815, Los Angeles, CA. 90025

The celebration Luncheon will be held on Saturday, February 20, 2010 @ 12:30 PM. at the Tam O' Shanter Restaurant, 2980 Los Feliz Blvd., Glendale, CA. 90039

I hope to see all of the local organizations represented at this very special event as we build awareness of BPW by honoring our Women of Achievement.

*Kandace Krapu,
District Vice President & Women of Achievement Chair.*

WHAT WOMEN HELPING WOMEN MEANS TO ME

By Jane Boyd

Yes, BPW's motto "Women Helping Women" means many things to different members. Here is my personal view. IMPROVEMENT—yes I have become a much improved member and person. Fellow members made me feel more welcome than ever before. If you have a question or a need....all you need to do is ASK. Even though I was very shy...I was pushed into being a president of a club. The help the members gave me was overwhelming over a successful two year period. This led to I.D. (Individual Development) Training which was a wealth of knowledge and skills and help.

Of course this does not mean automatic improvement, but starts continuing learning especially in talking to prospective members as well as our own members about their many interests. And I did learn to conduct meetings. This has led to successful solutions to problems.

I do know how to type, but I am computer illiterate, so, yes...a member comes to my aid, this is an example of "Women helping Women".

Another example is when our club or District needs financial help.....a members comes forward with a beautiful basket for a fundraising drawing!

Yes, I feel I am still IMPROVING and hope I am being helpful to members.

The FRIENDSHIPS made throughout many years with BPW is a force behind growth and much fun.

"WOMEN HELPING WOMEN" is indeed a two way street.

(Editor's Note: Jane Boyd is president of Hollywood Business & Professional Women and initially joined BPW in 1954 in Delaware) She has been president of Centinela and Hollywood BPW)

CONGRATULATIONS !

A little bit of Scandinavia has suddenly dropped into the Alpine Village shopping center in Torrance, California, near the junction of the Harbor and 405 Freeways at Torrance Blvd. and will open new vistas of the old and new Scandinavian shop. Owner, BPW District President Jane Hendricks, is there seven days a week from 11-6 to share stories and provide unusual gifts to purchase. Stop in to visit and enjoy. Congratulations, Jane.

SANCO
33 W. Torrance Blvd. Torrance, CA 90502 • 213-364-4425

VALLEY SUNSET DISTRICT

APPOINTED OFFICERS & CHAIRS

Parliamentarian
SANDRA THOMPSON

Consultant to President
MARY ETHEL PIERSON

Programs
MARJORY HOPPER

Legislation
SHIRLEY KELLSTROM

Membership/ID
VACANT

Foundation
MARLENE GREENFIELD

Finance
JOO HEE LEE

Public Relations
CONNIE STAHL

Nominations
MARY ETHEL PIERSON

Young Careerist
CONNIE STAHL

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www.bpwcal.org

LO PRESIDENTS:

If your members didn't receive this issue of the ValSun, please make sure their dues are current.

VALSUN AD RATES

SINGLE ISSUE

Full Page\$125
1/2 Page\$ 75
1/3 Page\$ 70
1/4 Page\$ 60
1/8 Page\$ 40
Business Card\$ 30
2 issues\$ 60
3 issues\$ 75

Contact for advertising,
Kathy Holland, 818-361-1920

INTERNATIONAL BPW NEWS



Bessie Hironimus alerts all members about the NGO-Commission on the Status of Women (CSW54) meeting in New York on February 25-March 6th, 2010 which includes BPW events and 2010 Global Forum for Women. It has been fifteen years since the Beijing Women's Conference where Project Five-O was born.

The agenda includes BPW Presidents Seminars; NGO Global Forum for Women Beijing +15, UN CSW54 15 year review of the implementation of the Beijing Declaration and Platform for Action, and the outcomes of the 23rd special session of the General Assembly (2000); BPW Leadership and Life-long Learning; BPW UN Workshop; and BPW 80th Birthday celebration. Space is limited so the earlier reservations will be recognized first.

For further information and registration form: administratior.un@bpw-international.org and <http://www.ngocsw.org/en/events/2020-forum>

IN MEMORIAM

David Enzer, husband of Rosemary Enzer passed on Wednesday, December 2, from liver cancer. A Celebration of Life will be held on January 31.

Rosemary is at home now and will be grateful for your prayers and best wishes.

NEW INFORMATION:

Jane Hendricks and Mary Ethel Pierson have a new address:

20809 Orchard Ave.
Phone: 310-787-0157
Torrance, CA 90502
email: janehendricks@att.net

**Sierra Mar/Valley Sunset
District**

Winter Conference

Saturday, January 23, 2010

Tentative Agenda

**Ramada South El Monte
Hotel
1089 Santa Anita,
South El Monte, CA**

**IMPORTANT!
WINTER CONFERENCE DETAILS**

- Registration needs to be in by or before January 16, 2010.
 - Each member needs to wear her BPW pin. Those members not wearing their pin will be charged a \$1.00 fine.
 - All cell phones need to be silenced or put on vibrate. No cell phone calls are to be answered in the meeting room. If any cell phone rings, there will be a fine of \$1.00 for the recipient. We will remind attendees of this at the meeting.
- L.O.s in each District have been asked to bring a basket for a centerpiece for the tables. Afterwards the baskets will be given to El Monte/South El Monte Emergency Resources Association, which provides basic needs such as food, clothing, motel vouchers (when funding is available), and rental/utility assistance for families who are homeless or at-risk of becoming homeless. Baskets may contain items such as toothpaste, shampoos, pampers, canned goods, warm mittens, socks, scarves, etc.
- There will be a 50/50 drawing with 50 percent of the amount collected going to defray the cost of the conference and the other 50 percent to one winner. Tickets will be \$1 for one, \$5 for six, \$10 for twelve, \$15 for 18 and \$20 for 25.

- 9:00 A.M.** Registration
- 9:30 A.M.** Call to OrderLinda Wilson/Jane Hendricks
Flag Salute(Valley Sunset)
Inspiration(Sierra Mar)
IntroductionsLinda Wilson/Jane Hendricks
Greetings from the State.....Janet Ramsey
Presentation of First TimersMary Morales/Kandace Krapu
Registration Report.....Lorene Gutierrez/Margaret Prickett
Standing RulesLila Hines/Sandy Thompson
- 10:00 A.M.** Future of Feminism
- 10:45 A.M.** Break
- 11:00 A.M.** State RepresentativesJanet Ramsey, Lesa Rasmussen and
.....Mary Ward
- 11:30 A.M.** Presidents' Reports.....Linda Wilson/Jane Hendricks
Reports from L.O. Presidents (2 minutes each)
- 12:00 A.M.** Luncheon
- 12:30 P.M.** Famous Women of the 20th CenturyMarjory Hopper
- 1:00 P.M.** Break
- 1:15 P.M.** Multigenerational WorkforceMaryann Wesson
- 2:00 P.M.** Break
- 2:15 P.M.** Breakout Business Sessions for each District
Roll Call
Quorum
Secretary's Report
Correspondence
Treasurer's Report
Standing Chair Reports
Special Chair Reports
Unfinished Business
New Business
Early Bird
- 3:15 P.M.** ReconveneRegistration/Attendance
.....Lorene Gutierrez/Margaret Prickett
50/50 Drawing
Announcements
 - Sierra Mar Executive Committee, February 19
 - Valley Sunset Executive Committee
 - Winter Board and GIA, March 5-7
 - Sierra Mar Annual Conference, April 17
 - Valley Sunset Annual Conference, AprilState Representative's Closing RemarksJanet Ramsey
Closing Remarks.....Linda Wilson/Jane Hendricks
Collect(Valley Sunset)
- 3:45 P.M.** Adjourn

SIERRA MAR - VALLEY SUNSET DISTRICT CFBPW

WINTER CONFERENCE

RAMADA INN SOUTH EL MONTE

1089 Santa Anita Avenue, South El Monte, CA 91738

(626) 350-9588 ~ Fax: (626) 350-3849

SATURDAY, JANUARY 23, 2010

Name _____

Address _____

City _____ Zip _____

Phone (H) _____ (B) _____

Cell _____ Fax _____

Email _____

Local Organization _____

CONFERENCE CAPACITIES (Check all that apply)

____ State Officer ____ Special Chair

____ District Officer ____ LO President

____ Member ____ First Timer

____ Standing Chair ____ Guest

Medical/Dietary Restrictions (check if applicable)

____ Vegetarian

____ Medical (be specific e.g. "no chocolate", etc)

REGISTRATION

____ Registration \$ 20.00 = \$ _____

____ Lunch \$ 25.00 = \$ _____

Chicken Primavera

____ TOTAL PACKAGE \$ 45.00 = \$ _____

____ Late Fee \$ 15.00 = \$ _____

TOTAL AMOUNT \$ _____

RESERVATIONS DUE BY: January 16, 2010

Send checks payable to Valley Sunset District BPW, with this form to:

Margaret Prickett
13790 Oro Grande Street
Sylmar, CA 91342-2208
Telephone: 818-367-0010

Registration postmarked after January 16, 2010, will be charged a \$15.00 late fee.

California Federation of Business and Professional Women VALLEY SUNSET DISTRICT WINTER CONFERENCE JANUARY 23, 2010

TENTATIVE AGENDA

| | | | |
|------------------|------------------------------------|------------|--|
| 8:45 – 9:30 a.m. | Registration | 12:00 p.m. | LUNCHEON |
| 9:30 a.m. | Call to Order | 12:30 p.m. | <i>Famous Women of the 20th Century</i> |
| 10:00 a.m. | <i>Future of Feminism</i> | 1:00 p.m. | BREAK |
| 10:45 a.m. | BREAK | 1:15 p.m. | <i>Multigenerational Workforce</i> |
| 11:00 a.m. | State Representatives Presentation | 2:00 p.m. | BREAK |
| 11:30 a.m. | Presidents' Reports | 2:15 p.m. | Break-out Business session for each District |
| 12:00 p.m. | LUNCHEON | 4:00 p.m. | Adjournment |

VALLEY SUNSET DISTRICT
BPW USA, INC., CALIFORNIA FEDERATION
c/o Shirley Kellstrom, Editor
7731 Clearfield Ave.
Van Nuys, CA 91402

ADDRESS SERVICE REQUESTED

*Saturday
January 23, 2010*

Sierra Mar Valley Sunset District CFBPW
Business Professional Women
WINTER CONVENTION
RAMADA INN SOUTH EL MONTE
REGISTRATION INSIDE

2009-2010 Theme: "TODAY - WHY BPW?"

MARK YOUR CALENDARS 2010

| | | | |
|-------------------|-------------------------------|------------------------|--------------|
| JANUARY 23 | Joint Winter Conference | VS District/Sierra Mar | Location TBD |
| APRIL | Valley Sunset District | Annual Conference | Location TBD |
| MAY 15-16 | California State Convention | | Location TBD |
| MARCH 6-7 | Calif. State Winter board/GIA | | Location TBD |