

BPW River City

An edition of the News and Views

Leadership BPW



Our next event is on
JANUARY 18th

Downtown Development Corporation

One Riverfront Plaza
401 W. Main Street,
Suite 1702
Louisville, KY 40202

Show your interest in our community by joining us.

Thanks,
Christine Taylor

RSVP to
Cmtaylor222@aol.com
974-4730

January Speaker: Wendy L. Darling



We have been experiencing significant changes in our country this past year. Although this has created hardship for many, and leaving millions of others uncertain what the future may hold, this is also a time of great opportunity. Wendy Darling will be presenting a way to use these times to assess your current situation, and begin strengthening the quality of your life. The times are calling

for all of us to 'rise to the occasion,' pull together, offer our gifts, and lend a helping hand. Together we can, and will, make a difference!

Wendy L. Darling, the founder of Thumbprints International, offers presentation, seminars, and private coaching. She is also the founder of Your Fairy Godmother Club, an online community dedicated to turning dreams into reality. With more than 30 years of experience as a management and organizational development consultant, executive, entrepreneur, life success coach, keynote speaker and radio show personality, Wendy

Darling brings a myriad of experiences and perspectives to her work. A true visionary, Wendy inspires audiences to look at new ideas and methods of operation.

Wendy previously wrote a Positive Parenting column and was a contributing columnist with Metro magazine, Dallas Family and Today's Dallas Woman Magazine. Wendy also hosted her own radio show in Boca Raton, Florida. In her community, Wendy is involved in a variety of youth initiatives and serves on the board of NAWBO (National Association of Women Business Owners).

Make Your FEBRUARY Luncheon Reservation Today!

Inside this issue:

Letter from the Prez	2
Membership Announcement	3
Professional Development Program	4
We Are Going to Frankfort	5
January Calendar	8
DECA	9
Our Corporate Sponsors	10

For lunch reservations, email your reservation to **Jeanine Holden** at JHolden@kforce.com



Lunch Reservation **Deadline**

***Thursday, Feb. 4th by 4 p.m.! ***

You may register in the same manner for a member or a guest, please be sure to specify that the person is a guest. Be advised: You are financially

responsible for any reservation you make whether you (or a guest) attend. Reservations are not required for non-eaters.

FEBRUARY MONTHLY LUNCHEON MEETING

Wednesday, FEBRUARY 10th, 2010

at The Jefferson Club

Top Floor, 500 West Jefferson St.

12:00 Noon - 1:00 PM

Our menu for this meeting is:

LUNCH BUFFET: The Buffet includes Salad Bar, Soup of the day, two Entree selections, a Starch & a Vegetable, along with Rolls & Butter, Iced Tea and Coffee, and platters of Brownies and Cookies on each table. *Meeting attendance is free, and open to the public. Lunches are \$20.*



Please have checks made out in advance to speed-up the check-in process.

A Letter From the Prez:

Hi everybody!!

HAPPY NEW YEAR!! I hope that everyone had a safe and wonderful holiday season. I hope that 2010 is a prosperous and happy new year for everyone. I am very excited to hear what Wendy Darling has to say to us this week at our January luncheon about staying optimistic in times of change.

It is not too late to participate in our Leadership program. Our next event is the Downtown Development Corporation on January 18th. Details are in this newsletter. I hope that you will find something that excites you and that you will attend those events.

Our Professional Development Program (PDP) began this last Saturday on 1/9/2010. It consists of 4 Saturdays beginning last weekend from 9:30am-12:30pm. We got off to a really good start last weekend with approximately 10 people in attendance. We are hoping to offer another program later in this year, so if you were not able to participate this month, watch for details in future newsletter to join us then.

There is also a segment about DECA (Delta Epsilon Chi) at the end of our newsletter about a volunteer opportunity for BPW River City. DECA is a non-profit student organization preparing its members for careers in marketing, management and entrepreneurship. They are looking for judges for 16,500 high schoolers competing in role-playing, case studies and prepared presentations. I'm sure they could use our help. I hope you will read the article and participate if you are available. All of the contact information is in the article.

I hope that you will take the time to read this newsletter and see if anything is of interest to you. I look forward to seeing you at our next luncheon this week on January 13th.

Thanks,

Sue Woods

BPW/River City
2009-2010 President



Sue Woods

*BPW River City President,
2009-2010*

"Our Professional Development Program (PDP) began this last Saturday on 1/9/2010. It consists of 4 Saturdays beginning last weekend from 9:30am-12:30pm."



Leadership BPW Events:

Haven't been to a leadership event? Not sure you can complete all the requirements?

It's okay, come join us. We explore the community to understand Louisville better.

Please contact me with your interest in participating in the Leadership events and I will

add you to an email list to remind you of all the upcoming events. (cmtaylor222@aol.com)

I will continue to use Facebook in addition to email contact. If you prefer to use Facebook please join our group at <http://www.facebook.com/group.php?gid=120043407378> you must first set up a profile

to join this group. It is not necessary for you to add me as a friend.

Our next event is on **January 18th, Downtown Development Corporation**.

Show your interest in our community by joining us.

Thanks, Christine Taylor

RSVP to Cmtaylor222@aol.com or 974-4730



Business and Professional Women River City Membership

Announcement

There has been a LOT of changes for BPW this past year but BPW/River City is as exciting, informative and productive as ever! If you have not attended lately, PLEASE make reservations to come to the next meeting! You will be so glad you did!

Membership has looked a little different this BPW year (2009-2010). Since there are no longer national dues, we will be basing membership on your renewal month through May this year for 2009-2010. Below you will find membership fees as they have been pro-rated. \$25 of that will be forwarded to the State BPW for your membership with the organization.

June 2009-May 2010	\$75
July 2009-May 2010	\$70
August 2009-May 2010	\$65
September 2009-May 2010	\$60
October 2009-May 2010	\$55
November 2009-May 2010	\$50
December 2009-May 2010	\$45
January 2009-May 2010	\$40
February 2009-May 2010	\$35



If you do not remember your renewal month, and have not gotten an email, please contact Lorie Marcum at lmarcum@secc.org. IF your membership renewal month is February, March, or April you will receive an email.

Beginning in March (2010) we will invoice everyone for their renewal membership dues in the amount of \$75.

Please forward your renewal membership dues for 2009-2010 BPW year to **BPW River City, P.O. Box 36004, Louisville, KY 40233.**

THANK YOU for doing your part to help out in this difficult transition year!

Have you been to www.bpwrc.org lately?

Do you want the most up to date information about Business and Professional Women / River City? Check out our new and improved website at www.bpwrc.org. Be sure to bookmark our webpage. As a BPW/RC member, you will

want to visit this site often!

Have you missed an issue of the eNewsletter? You can find it on our newly updated website.

Did you hear about an event at the monthly meeting and want to know more? Visit www.bpwrc.org!

Do you have information that you need to relay to the BPW/RC membership? The BPW/RC website is the way to go!

Contact Malena Kraig at mkraig@insightbb.com for website submissions.



Your Name Here: BPW Name Badges

Have you ever noticed those ladies at the monthly luncheon meetings with those snazzy BPW name badges?

Well, now you can have one made just for you. They are only \$9.00 each.

Have you ever thought to yourself, "I wonder where she got it? I want one!"

Order yours today at www.bpwsupply.com. Click on "Personalization" on the lower left hand corner.



Overview of the Professional Development Program 09-10

The Kentucky Federation Professional Development Program (KFPDP) is a series of ten (10) professional leadership training Modules. The program contains a cutting edge approach to the 2010 workplace and beyond. This program instructs a participant on how to define their leadership style, as well as how to identify personality traits for personal empowerment. Identifying your personal brand will help you set and reach both personal and professional goals. The Kentucky Federation PDP training package includes a Participant's Development Guide, and downloadable particulars for Local Organizational use.



The class dates are:

1/09/10

1/16/10

1/23/10

1/30/10



All classes will be held at the Anthem Blue Cross and Blue Shield building.

Take responsibility for your career path and development with this investment in yourself.

The modules are:

Module 1: **The Legislative Process** (Women's Right to Vote, Equal Rights Amendment, How a Bill Becomes a Law)

Module 2: **Behavioral Styles** (Understanding Yourself and Others)

Module 3: **Communicate** (Stand Up and Stand Out)

Module 4: **Networking** (A Skill for Life; Business Etiquette, A Key to Success)

Module 5: **Interviewing and Negotiation**

Module 6: **Creating Your Personal Brand** (How to Re-Brand Yourself in the Current Business Environment)

Module 7: **Identify your Leadership Style using the DISC Model of Human Behavior**

Module 8: **Parliamentary Process** (A Road Map for Effective Meetings)

Module 9: **Media** (First Impressions, Dress and Attire for the Media Interview, How to Get Coverage for Your Business and Organization, Using the Press Release and Preparing Media Packets, Understanding Social Media)

Module 10: **Communication Skills in the Workplace** (Long-Term Goals)

We Are Going to Frankfort!

Please save the date: **Tuesday, February 23, 2010** →several Legislators will stop by to see us

We are going to go to Frankfort, Kentucky, to lobby legislators on women's issues. Details will be sent out soon but they will be similar to what we have done in years past. We will meet with →we will attend a Committee Hearing

→break for lunch

→attend a session in the House and/or Senate to see our Legislators at work

→a Lobbyist who will help explain the processes that go on in Frankfort We will have more information about specific Bills soon. Bills are being filed now.

As you may know, this is a LONG session for Kentucky Legislators this year, so hopefully, more progress will be made and good things accomplished for all Kentuckians during this session.

Please mark your calendars now and make plans to be with us in Frankfort on February

23rd. If you can't make the entire day, try to attend either the morning or afternoon sessions. You will be amazed at what you learn!

Spread the word - invite your fellow BPW members, friends and family to attend.

See you in Frankfort, Phyllis Hargrave

Links for Life Comedy Caravan Event



Just in time to erase the winter blahs...at least for a night. The Links for Life Comedy Caravan event is back by popular demand! Mark your calendars for **February 18th** for a night of food and fun.

Dinner will be catered by



Bravo's and the laughs will be non-stop. Tickets are \$25 and can be purchased from any Links for Life Committee member. Mary Ann Schweda will have tickets available at each BPW RC

Monthly Meeting and can be contacted with questions.



Downtown Development Corporation



The Downtown Development Corporation (DDC) coordinates the planning, development, design, and operational functions of the central business district, through an agreement with Louisville Metro.

DDC assists in analyzing and developing major real estate projects, urban design programs, and downtown loan programs.

The Downtown Development Corporation (DDC) is a private 501 © (3) non-profit organiza-

tion dedicated to the long term economic health of downtown Louisville. The DDC for the past 18 years has played a crucial role in bringing the public and private sectors together as partners in downtown Louisville's redevelopment and revitalization. Its activities include long term planning, with the DDC serving as the lead entity in the development and implementation of the Louisville Downtown Development Plan in 2002; the creation and administration of financing mechanisms, such as the nationally

recognized Downtown Housing Fund; and the initiation of pre-development activities covering a variety of downtown development projects. The Downtown Development Corporation also serves as the agent for Metro Louisville on downtown projects and initiatives involving the public sector.

The DDC is managed by a 25 member Board of Directors, which is currently chaired by Mary H. Griffith of National City Bank. Its Vice-Chairman is James S. Welch, Jr. of Brown Forman Corporation.

Mission Statement

The Downtown Development Corporation is a private sector,

non-profit corporation representing the community's civic and business leadership, responsible for planning for the long-term economic health and vitality of downtown, providing a forum for establishing downtown development priorities among private and public entities, and taking strategic catalytic actions to move these priorities forward.

Downtown Development Corporation
One Riverfront Plaza
401 W. Main Street, Suite 1702
Louisville, KY 40202
(502) 584-6000

2009 Leadership BPW Program

Leadership BPW consists of meetings with community leaders who will share their knowledge about various community initiatives, community resources, places of interest and corporations. The goal is to become more educated about our city's resources, while developing attributes to become future business/community leaders. We are able to ask all the questions we want of these community leaders who have specifically opened their doors to accommodate our leadership program.

The committee chairs doubled the number of events for this year's program from 9 to 18 events. This will give participants 2 events per month to select from.

LEADERSHIP BPW DATES:

Jan. 18, 2010	Downtown Development Corp 5:30 - 6:30 pm
Feb. 2, 2010	Sullivan University noon
Feb. 22, 2010	Norton Commons 5:30 - 6:30 pm
Mar. 2, 2010	Print House for Blind 3:00 - 4:00 pm
Mar. 15, 2010	Persimmon Ridge 5:30 - 6:30 pm
Apr. 6, 2010	Louisville Convention Center & Visitor's Bureau 5:30 - 6:30 pm
May 12, 2010	Graduation Day at BPW luncheon meeting noon

For more info contact Cindy Vaughan at : CindyVaughan14@bellsouth.net

or

Christine Taylor at: cmtaylor222@aol.com



Important Dates to Remember:



January

- 13 Monthly BPW/RC Meeting - Jefferson Club
- 18 Board Meeting - Arison Insurance

February

- 15 Deadline for state office nominations
- 10 Monthly BPW/RC Meeting - Jefferson Club
- 15 Executive Board Meeting - Arison Insurance

March

- All Month Women's History Month
- 15 *Kentucky Cardinal* deadline
- 10 Monthly BPW/RC Meeting - Jefferson Club
- 15 Board Meeting - Arison Insurance
- 27 North Central Region Meeting

April

- 1 [Deadline for STATE awards submissions](#)
- TBA Equal Pay Day
- 14 Monthly BPW/RC Meeting - Jefferson Club
- 19 Board Meeting - Arison Insurance
- 30 [BPW/KY Foundation Scholarship Application deadline](#)

May








- All Month Military Appreciation Month
- 1 Deadline for ALL Local and Regional Award Submissions
- 1 Submit Regional YC information to State YC Chair
- 12 Monthly BPW/RC Meeting - Jefferson Club
- 17 Executive Board Meeting - Arison Insurance





January 2010



Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 	2
3	4	5 Leadership BPW 5:30 Bucks for Brains U of L	6	7	8 <i>E-Newsletter Article Submission Deadline</i>	9  www.bpwrc.org Information Submission Deadline
10	11	12  E-Newsletter Distribution	13  12:00 Monthly BPW/RC Meeting @ Jefferson Club	14	15	16
17 Leadership BPW 5:30 Downtown Development	18  5:45 Full Board Meeting @ Arison Insurance	19 	20	21	22 <i>E-Newsletter Article Submission Deadline</i>	23  www.bpwrc.org Information Submission Deadline
24	25	26  E-Newsletter Distribution	27	28	29	30
31						



Contact: Shane Thomas
Phone: (703) 860-5000
Cell: (703) 597-9747
E-mail: shane_thomas@deca.org

FOR IMMEDIATE RELEASE

1,000 Kentucky businesspeople needed to judge DECA's business and marketing students

DECA's international conferences will bring 16,500 members and \$14 million to Louisville-area economy

One-thousand local business members who are supervisors, managers, directors and executives in the business, marketing, finance and hospitality and tourism fields are needed on Monday, April 26, 2010 to judge DECA's competitive events.

More than 15,000 high school students and advisors with interests in finance, hospitality and tourism, marketing and management will convene in Louisville, Ky. for DECA's annual International Career Development Conference held April 24-27, 2010. Nearly 1,500 of their college counterparts will meet April 17-20, 2010, with judging occurring Monday, April 19, at the Galt House Hotel.

Local business members wishing to volunteer their time and expertise should call Shane Thomas, DECA's Director of Competitive Events, at (703) 860-5000. Training is provided on-site the day of the event for judges.

DECA members will compete against state/provincial finalists in one of DECA's 60 competitive events based on industry and national curriculum standards. Students will compete in role-plays, case studies and prepared presentations in events such as Accounting, Advertising Campaign, Business Operations Research, Business Law and Ethics, Entrepreneurship, Fashion Merchandising, Hotel and Lodging Management, Restaurant Management, Retail Merchandising and Sports and Entertainment Marketing.

DECA members will pump more than \$14 million into the Louisville-area economy during these international conferences. More than 1 million square feet of convention center space will be used, 30,000 hotel room nights will be reserved, 15,000 tickets to area attractions will be purchased, 250,000 meals will be served and countless souvenirs will be purchased.

DECA is a 501(c)(3) not-for-profit student organization preparing its members for careers in marketing, management and entrepreneurship. DECA operates in all 50 United States, the District of Columbia, Puerto Rico, Guam, the Virgin Islands, Canada, Mexico and Germany. The United States Congress, the United States Department of Education and the district, state and international departments of education authorize DECA's programs.

Quotes from DECA members, judges, and school board members

"I have been a business manager for many years and I have learned methods of speaking and marketing and have found DECA to be more informative than the formal training I received as a manager within my organization. I have learned to respect DECA and feel it is a must for high school seniors before entering college or the work force. If given a choice, a DECA member would earn a position within my organization over someone without DECA on their resumé."

- Mona Fulkerson, Grayson County School Board Member

"DECA was one of the most influential parts of my development as a person. It took me to many parts of the country and introduced me to many great friends and business relationships that I still rely on today."

- Jason Benefiel, Former Kentucky DECA Member

"The level of expertise that the competitors demonstrated was not only extraordinary, but reinforced my level of confidence in the youth of America."

- Lisa Skaggs, Former DECA Judge

A VERY SPECIAL THANKS TO OUR CORPORATE SPONSORS:



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Louisville / Jefferson County Metropolitan Sewer District

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CONVENTION CENTER**

BPW eNewsletter Submission and Distribution

BPW's eNewsletter goal is distribution on the 2nd and 4th Tuesday of every month. If you would like to include information in the eNewsletter, please submit your announcement via email, in paragraph form, in 50 words or less to BPWeNewsletter@aol.com by 7pm on the Friday prior to that following week's eNewsletter's release. ALL SUBMISSION REQUESTS WILL BE FORWARDED FOR APPROVAL BY A MEMBER OF THE BPW/RC BOARD. If approved, announcements will be posted to the next release. Preference is given to BPW members and sponsors. By default, all submissions will be posted on a one-time basis in the next pending BPW eNewsletter. If you require your submission to run more than one time, you will need to include the "run-until" date in your submission request.