

# BPW River City

An edition of the News and Views

## July Luncheon: Speed Networking



CONGRATULATIONS  
Tammy Moley, fellow BPW member and State Director of Best Buddies for a FABULOUS spotlight article in the June 11 edition of Business First.

Get a copy of Business First and check it out!  
Page 31 - GREAT JOB Tammy! Best Buddies is in good hands with you in the lead!!



Have you ever heard of Speed Networking?

We hadn't either so we decided to create our own Speed Networking event for BPW/RC at the July meeting! This will be an entire meeting dedicated to networking and tips for

networking. Please grab a colleague and/or friend, about 30 business cards and come to the meeting Wednesday, July 14. PRE-NETWORKING begins at 11:30 - this will be networking on our own until the program begins at noon. Make sure to make your reservations by Thursday, July 8.

If you have give-a-ways, small business banners or anything else (beside your business cards) you would like to display,

please contact Lorie Marcum at [lorie.ma@yahoo.com](mailto:lorie.ma@yahoo.com) in order to arrange for delivery BEFORE the meeting on the 14th.



## Make Your JULY Luncheon Reservation Today!

Lunch Reservation Deadline:

**Thursday,  
July 8th by 4 p.m.!**

**\*NO EXCEPTIONS!\***



If you miss the reservation deadline, you may still attend. The Reservation is for those who intend to have lunch at the meeting. There will be a table for non-eaters at each meeting.

Meeting attendance is free, and open to the public. Lunches are \$20 for members or guests. 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.*

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

### Inside this issue:

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### JULY MONTHLY LUNCHEON MEETING

@  
[University Club of Louisville](#)  
Cardinal Blvd, (North Entrance Belknap Campus), Louisville, KY  
(502) 852-6996

**Wednesday,  
July 14th, 2010**

**12:00 Noon - 1:00 PM**

For lunch reservations, email your reservation to

[BPWreserve@gmail.com](mailto:BPWreserve@gmail.com)

## A Letter From the Prez:

President's Letter

June 22, 2010

Past, Present and Future

BPW, River City

Let's start this year by getting to know the "Past" presidents of BPW/River City, the women who made this organization what it is today. We are the "Present", the women who will lead this club into the future. Our "Future" now depends on what we do with our membership. Let's bring in new members and get them involved with the our organization. I am asking for your help in planning our future.

Now let's meet the fantastic group of women to represent us on the Executive Board and Standing Committees.

Executive Board: Jennifer Morrison, President-Elect & KPWW Chair; Jeanine Holden, VP Programming; Lora Hardin, VP Finance; Sue Woods, Past President & Treasurer; Donna Dumstorf, Corresponding Secretary; Tiffany Cardwell, Recording Secretary and Bonny Manning, Parliamentarian.

Standing Committee Chairs; Phyllis Hargrave and Teresa Cleary, Membership Co-Chairs; Alex Rohleder, Foundation Chair; Lisa Shear, E-Newsletter Chair; Malena Kraig, Web Page Chair; Sha-Rese Moore, Logistics Chair; Becca Shannon, Rising Flame Chair; Bonny Brown, Legal Counsel; Yvette Norsworthy, Historian; and Mary Ann Schweda, Links for Life.

Please get on the web-site [www.bpwrc.org](http://www.bpwrc.org) and check out our committees and get involved. You won't regret it!

Violet Clark

2010-2011 BPW/RC President

(502) 968-8785, (502) 296-5766 cell

[Vclark2009@gmail.com](mailto:Vclark2009@gmail.com)



Violet Clark

BPW River City  
President,

2010-2011

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*"Our "Future" now depends on what we do with our membership. Let's bring in new members and get them involved with the our organization. I am asking for your help in planning our future. "*

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## Have you been to [www.bpwrc.org](http://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](http://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](http://www.bpwrc.org)!

Do you have information that

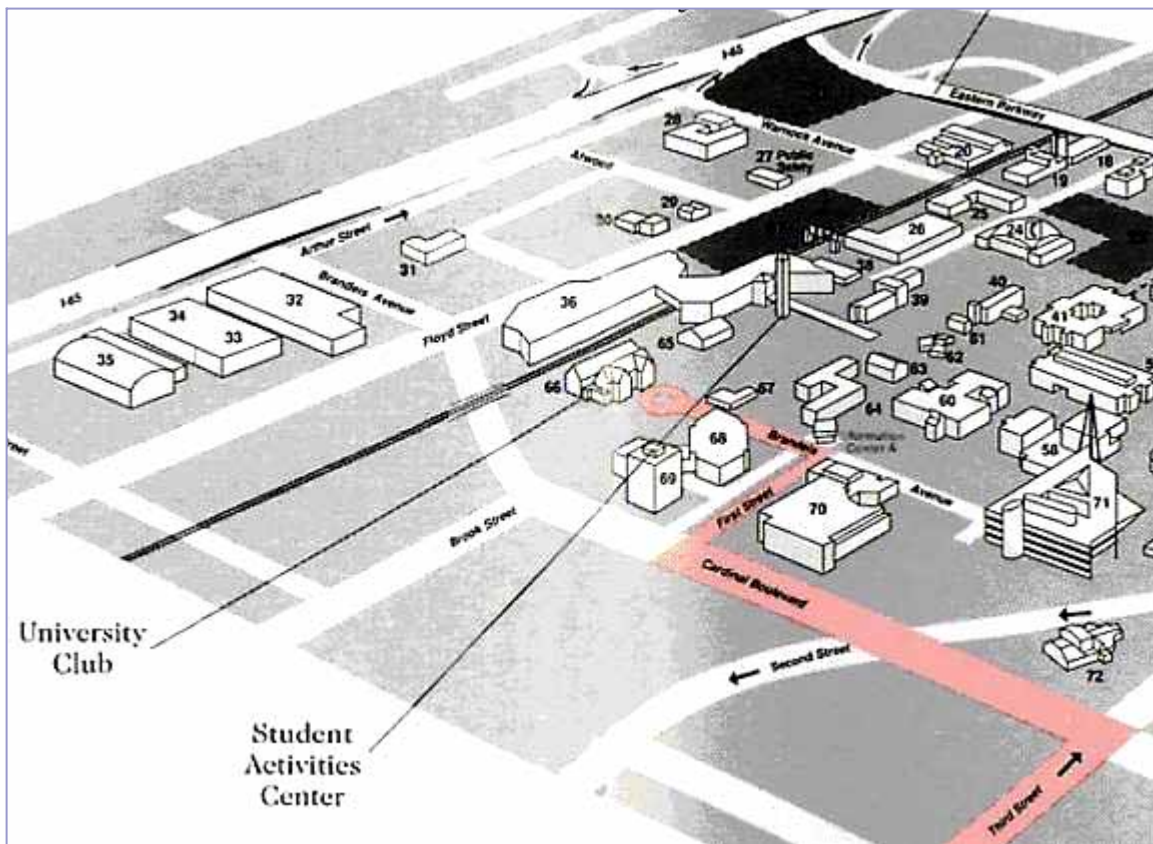
you need to relay to the BPW/RC membership? The BPW/RC website is the way to go!

Contact Malena Kraig at [mkraig@insightbb.com](mailto:mkraig@insightbb.com) for web-site submissions.

## Our New BPW/RC Luncheon Location:



The Club is located on the northeast corner of UofL's Belknap Campus off Cardinal Blvd. Enter at the North Entrance/School of Music and take a left. You will run directly into us. Free parking is located on the left. See map below:



Please note, the University Club is located on Belknap campus which has one address. The physical address of 2001 South Brook St. will not work if you try to search using Mapquest or put into a GPS. If you need assistance give us a call at 852-6996 and we will help.

### Google maps provides the best listing and directions:

[Click here for information](#)

[University Club of Louisville](#), Cardinal Blvd, (North Entrance Belknap Campus), Louisville, KY - (502) 852-6996

## Summer Vacation Safety Tips

Don't allow your vacation to be ruined by worries over the security of your home while you are away on vacation. By remembering and practicing some simple safety precautions you can ensure that your vacation will be fun and relaxing.

Make sure your home looks occupied, and make it difficult for someone to break-in. Be certain all your door and window locks are well constructed and in working order. Don't forget to double-check basement windows and garage door to make sure they are locked. If you have a home alarm system, activate it.

If you have not already done so, mark your valuables inside your residence with a unique number (some people use their driver's license number) in the unlikely event that your home is burglarized and your property stolen while you are away. Take and store in a separate location photographs or videos of items that are small or valuable. Marking your valuable property for future identification will significantly increase the chances that you will be able to recover the property if stolen. Make your home appear "lived in." Leave your shades or

blinds in their normal positions. Stop mail and newspaper deliveries and ask a trustworthy neighbor to pick them up every day. Ask a neighbor to maintain your property by keeping lawn mowed or watered. Put several home lights and perhaps even a radio on an automatic timer so they turn on and off at appropriate times. Remember, you are trying to make it appear that your house is "lived in." Never leave a house key "hidden" outside your home under a doormat, in a flower pot, or on the ledge of a door. Instead, leave a key with

a trusted neighbor or family member in case of an emergency. Provide your trip plans and emergency contact telephone number to a neighbor, family member or friend.

And lastly, if you park a vehicle in your driveway, remember to remove the garage door opener (if you have one). A burglar can easily access your vehicle in the driveway and then enter your garage or residence.

See our Basic Burglary Prevention Tips in Adobe PDF format. This is also on our FPCPDNEWS.COM website (document section).

## 27th Annual Labor Day Weekend Pioneer Run/Walk



The Links for Life Committee and AT&T Pioneers challenge all BPWRC members to STEP UP

TO FIGHT BREAST CANCER, Saturday, September 4, 2009 in the 27<sup>th</sup> Annual Pioneer Run/Walk. The USATF certified and sanctioned race starts promptly at 8:00 a.m. rain or shine at the Seneca Park softball fields. Cost is \$20 in advance and \$25

after September 4, 2010. Applications are available at local running stores and online at Fleet Feet, www.fleetfeetlouisville.com, or at the registration tables the day of the race. Pre-race pack pickup available at Fleet Feet during store hours. Late

registration will begin at 7:00 a.m. and close at 7:45 a.m.



## We Are Updating Our Contact List

We kindly request that everyone complete the following information and send it via email to [bpwrcmembership@ymail.com](mailto:bpwrcmembership@ymail.com)

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ (home or office?)

Phone: (H): \_\_\_\_\_  
 (C): \_\_\_\_\_  
 (O): \_\_\_\_\_

Email: \_\_\_\_\_ (home or office?)

Old Email: \_\_\_\_\_  
 (We would like to remove wrong or old email addresses from our email distribution list.)

Please remember to update your information whenever you have changes to this information. We don't want you to miss any BPW news!

## Tween Insight

As the mom of tweens, Rebecca Gaynier wanted to create an online place for them to talk, make friends, and learn. Along the way, she founded a business that gives marketers valuable insight to the tween consumer.



*iTwixie founder Rebecca Gaynier's daughters Maddie, Abby, and Julia helped her realize the site could create a place for tweens to talk, as well as help marketers shape products being aimed at the group.*

Each member of the [iTwixie](#) network may see herself through the lens of "I'm so random!"—the mantra stamped on each page of the social-networking site—but collectively they aren't.

It's that aggregate knowledge of the inner workings of the 8-to-14-year-old girl that Rebecca Gaynier and iTwixie's

other founders are banking on to create a revenue model for the social-networking site designed for tween girls.

A mother of three tween-age daughters, Gaynier wanted to create a place online for tweens to talk, make friends, and learn. At the same time, she saw a way to make a business that could help shape the type of products being sold to children in this age group.

"The big a-ha is all of the marketing insights are made to empower tween girls," she said, by offering brands a chance to see what a tween girl is really interested in, instead of forcing teenage products on younger children.

Gaynier has a three-pronged approach for revenue: market insight reports, sponsorships, and affiliate partnerships, and a small monthly subscription fee for a premium chat feature. She expects the company to be cash-flow positive by next summer. Everything Gaynier is planning takes into account the young age of the site's members, so the interaction is closely monitored.

Gaynier is still developing the pricing model for the insight reports. To gauge the girls' interest in activities and brands, the site uses polls, surveys, commenting, and voting, and the company has designed an algorithm to discern quantitative facts from the qualitative research.

Insights gathered by iTwixie could have some real value to marketers if the website can prove its audience and show that the data is predictive of behavior, said Cait Poyner Lamberton, assistant professor of marketing for the University of Pittsburgh's [Katz School of Business](#).

"One of the really good things about engaging tween girls, in addition to learning what their viewpoints are now, (is) you can track their changes and opinions as they move through and age out," she said.

The website, [itwixie.com](#), launched a year ago when the startup was part of Alpha Lab, a business incubator run by the nonprofit [Innovation Works](#). As part of that program, the site received a \$25,000 investment.

The company is now in a space in Oakland, Pennsylvania, and has just closed on an investment of \$45,000 from [Idea Foundry](#) as it gears up to produce its first annual report of insights collected from the site.

"The expansion of her business model from a really attractive destination for young girls into more of a market-research firm for national brands and national retailers is what we were interested in," said Michael Matesic, CEO of Idea Foundry.

The site has 2,800 active members from roughly 95 percent of the country, Gaynier said.

by [Malia Spencer](#) Jun 04 2010

Read more: <http://www.portfolio.com/executive-style/2010/06/04/itwixie-social-networking-site-seeks-tween-girls-marketing-input#ixzz0rRacJqUL>

## BPW eNewsletter Submission and Distribution



BPW's eNewsletter goal is distribution on the **final Wednesday** of every month. If you would like to include information in the eNewsletter, please

submit your announcement or article via email, in paragraph form, in 50 words or less to [vclark2009@gmail.com](mailto:vclark2009@gmail.com) **by 7pm** on the Friday prior to that following week's eNewsletter's release.

**ONLY PRE-WRITTEN ARTICLES WILL BE ACCEPTED**, and we reserve the right to edit articles for content and/or length.

All submission requests will then be forwarded for approval by a member of the Executive

Committee of 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.

Article Submission Ideas: BPW Committee Chair event updates; Announcements of Achievements, Promotions, or Awards from Work, BPW, Civic Groups, etc.; Networking Opportunities; Employment Opportunities.



## 2010-2011 BPW/RC Board



### Executive Board:

Violet Clark, President

Jennifer Morrison, President Elect

Sue Woods, Treasurer

Lora Hardin, VP of Finance

Jeanine Holden, VP Issues and Management

Tiffany Cardwell, Recording Secretary

Donna Dumstorf, Correspondence Secretary

Bonny Manning, Parliamentarian



2010-2011 BPW/RC Executive Board: Violet Clark, *President*, Jennifer Morrison, *President Elect*, Sue Woods, *Treasurer*; Lora Hardin, *VP Finance*; Donna Dumstorf, *Corresponding Secretary*, Tiffany Cardwell, *Recording Secretary*; Jeanine Holden, *VP Programming*.

### Standing Committee Chairs:

Phyllis Hargrave & Teresa Cleary, Membership Co-chairs

Lisa Shear, E-newsletter, Chair

Debbie Pierce, Leadership Chair

Malena Kraig, Web Page Chair

Sha-Rese Moore, Logistics Chair

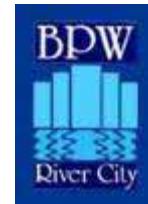
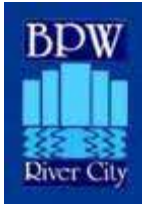
Bonny Brown, Legal Council

Yvette Norswothy, Historian

Alex Rohleder, Foundation Chair

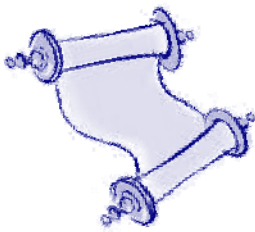
Mary Ann Schweda, Links for Life Chair

## Business and Professional Women / River City Past Presidents



Front Row - Bonny Manning (1992-1993), Bonnie Brown (1983-1984), Alex Rohleder (2001-2002), Betty Griffin (1989-1990), Kay Meurer (1995-1996)  
 Back Row - Debbie Pierce (2003-2004), Jane Younger (1991-1992), Laura Stallard (2006-2007), Sue Woods (2009-2010), Phyllis Hargrave (2007-2008), Lora Hardin (2005-2006), Beverly Truitt (1994-1995), Lydia Reid (2000-2001)

## Business and Professional Women / River City History



BPW/River City does not want to forget those, who over the years, helped make us what we are today. BPW's history includes our charter officers from 1976, our past presidents, and all of those other individuals who will always be a part of our success.

### BPW/River City 1976 Charter Officers

**President:**  
Cathy Huck Zion

**First Vice President:**  
Carol Holt Statsny

**Second Vice President:**  
Shirley Edward Kaelin

**Treasurer:**  
Susan Nichols

**Recording Secretary:**  
Doris Nathan Poteet

**Corresponding Secretary:**  
JoAnn Phillips  
**Founder and Past National President BPW/USA:**  
Kathryn G. Peden

### BPW RC PAST PRESIDENTS

1976-1977 Cathy Huck Zion

1977-1978 Liz Dahl

1978-1979 Heidi Margulis

1979-1980 Bonnie Lugg

1980-1981 Chris Block

1981-1982 Dr. Liliyalce Akers

1982-1983 Linda Pursell

1983-1984 Karen Olsen / Bonnie Brown

1984-1985 Carl Ann Hydson

1985-1986 Norma Goldberg

1986-1987 Mary Anna Vervillis Clark

1987-1988 Cynthia Jones

1988-1989 Alice Butler

1989-1990 Betty Griffin

1990-1991 Sandra Brashear

1991-1992 Jane Younger

1992-1993 Bonny Manning

1993-1994 Joyce Daugherty

1994-1995 Beverly Truitt

1995-96 Kay Meurer

1996-1997 Anne Wilhelmus

1997-1998 Vivian Hairston Blade

1998-1999 Paula McCraney

1999-2000 JoEtta Warren

2000-2001 Lydia Reid

2001-2002 Alex Rohleder

2002-2003 Cathi Canfield

2003-2004 Debbie Pierce

2004-2005 Gerri Bland

2005-2006 Lora Hardin

2006-2007 Laura Stallard

2007-2008 Phyllis Hargrave

2008-2009 Lorie Marcum

2009-2010 Sue Woods



# BPW/RC June 10th Luncheon



## Important Dates to Remember:



### June

21 Full Board Meeting @ USI Insurance, 9700 Ormsby Station Road Suite 200, 5:45-7 :00

### July

14 Monthly BPW/RC Meeting - [University Club of Louisville](#), Cardinal Blvd, (North Entrance Belknap Campus)

19 Executive Committee Meeting @ USI Insurance, 9700 Ormsby Station Road Suite 200, 5:45-7 :00

### August

11 Monthly BPW/RC Meeting - [University Club of Louisville](#), Cardinal Blvd, (North Entrance Belknap Campus)

23 Executive Committee Meeting @ USI Insurance, 9700 Ormsby Station Road Suite 200, 5:45-7 :00

### September

8 Monthly BPW/RC Meeting - [University Club of Louisville](#), Cardinal Blvd, (North Entrance Belknap Campus)

20 Full Board Meeting @ USI Insurance, 9700 Ormsby Station Road Suite 200, 5:45-7 :00

### October

13 Monthly BPW/RC Meeting - [University Club of Louisville](#), Cardinal Blvd, (North Entrance Belknap Campus)

18 Executive Committee Meeting @ USI Insurance, 9700 Ormsby Station Road Suite 200, 5:45-7 :00

### November

10 Monthly BPW/RC Meeting - [University Club of Louisville](#), Cardinal Blvd, (North Entrance Belknap Campus)

22 Executive Committee Meeting @ USI Insurance, 9700 Ormsby Station Road Suite 200, 5:45-7 :00

### December

8 Monthly BPW/RC Meeting - [University Club of Louisville](#), Cardinal Blvd, (North Entrance Belknap Campus)



# June 2010

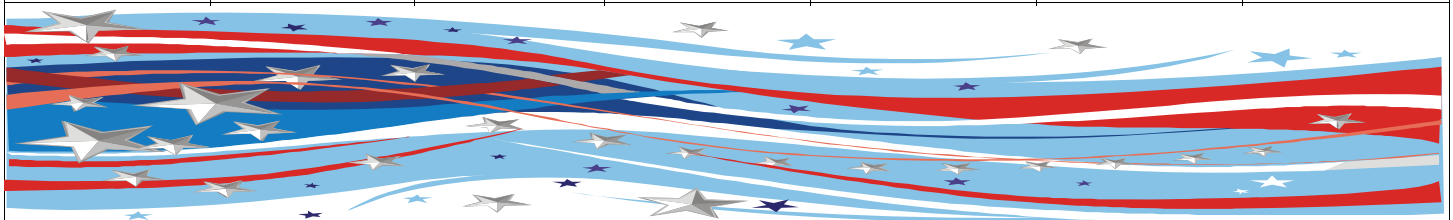


Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4 <i>E-Newsletter Article Submission Deadline</i>	5
6	7	8  E-Newsletter Distribution	9  12:00 Monthly BPW/RC Meeting @ University Club	10	11	12  www.bpwrc.org Information Submission Deadline
13	14	15	15	17	18 <i>E-Newsletter Article Submission Deadline</i>	19
20	21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

# July 2010



Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3  <a href="http://www.bpwrc.org">www.bpwrc.org</a> Information Submission <b>Deadline</b>
	5	6	7	8	9	10
11	12	13	14  12:00 Monthly BPW/RC Meeting @ University Club	15	16	17  <a href="http://www.bpwrc.org">www.bpwrc.org</a> Information Submission <b>Deadline</b>
18	19 5:45 Executive Board Meeting @ USI Insurance	20	21	22	23 <i>E-Newsletter Article Submission Deadline</i>	24
25	26	27	28  E-Newsletter Distribution	29	30	31



## A VERY SPECIAL THANKS TO OUR 2010-2011 CORPORATE SPONSORS:



### ***BPW eNewsletter Submission and Distribution***

BPW's eNewsletter goal is distribution on the **final Wednesday** 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 [vclark2009@gmail.com](mailto:vclark2009@gmail.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.