



A LITTLE BIRDIE

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With 2009 just hours away, two of our Members offer advice on how to make the most out of our EWGA memberships and how to reduce stress (assuming we have *any*) in our lives.

Networking: In Business and In Golf

By: Berith Jacobsen

Did you ever notice how some women have such 'magnetic' personalities, that you are drawn to them in conversation, on and off the golf course? Women are 'natural networkers' or better yet, 'connectors.' They like to establish a bonding-type communication between one another, share like interests, join, unite and help one another.

A good connector 'has your back.' They are personally invested in seeing you succeed because they know, like and trust you. They've always got you in the back of their minds. In a way, they are 'personal walking ambassadors' for you.

Being involved in EWGA since 1992, I've had an opportunity to meet A LOT of women. As a result, it has always been my personal philosophy to be an effective 'connector of people.' As such, I've learned a few rules along the way:

- 1) Never expect anything in return. If your intent is to give in order to get, intelligent women will see right through this façade.

- 2) Stop keeping score. If you introduce a businesswoman to another and hope that by doing so, they'll return the favor, don't keep track. If you can't do it out of the goodness of your heart, don't do it.
- 3) Make sure that it's a win-win situation. Know the woman's personality so you can judge if introducing her to a potential job opening or network contact, will work out.
- 4) Your influence is determined by how abundantly you place other women's interests first.
- 5) Add value to a conversation, round of golf, introduction or business meeting. Otherwise, don't participate.
- 6) Make women feel good about themselves. At work and at home, we are constantly tested by business associates, family and friends. Therefore, surround yourself with 'feel good' women, not 'put downers' or critical ones of your actions or worse yet, those you cannot trust.
- 7) You have friends three ways: a) For a reason, b) For a season and, c) For a lifetime. If a friendship is based on a 'use you, use me' mentality, your 'friendship' will be short-lived. The most valuable gift you can give a friend is your 'authentic' self. If you have to put on 'airs' or someone is your friend because of your financial statement, it is not a friendship but a transaction amongst strangers.
- 8) If you want to have 'people' skills, then be a 'person.' Be authentic.
- 9) As the bible says, 'it is better to give than to receive.'
- 10) Reach out and become an 'initiator.' Invite another EWGA member to a business function, to be part of your foursome or to have coffee. It is only then that women will start thinking of you and reciprocating.

When I've met women for the first time through EWGA, either at a 'networking' event or on the first tee, I get to know them, know their interests, and start to understand who they are as a person. I'm a naturally curious individual and although, I am a 'gregarious introvert,' I have a good sense of self. I know with whom I'd like to surround myself, in business and in friendship. Therefore, because golf is a metaphor for life, I will play golf with an EWGA member if I'm considering doing business with them OR referring them for a job. If they conduct themselves with honesty and integrity on the course, I automatically assume that they will conduct themselves similarly off the course. If they cheat, they're done.

I hope these past and present members won't mind me mentioning them because they have supported me and shared in the successes of my golf-related businesses over the years and are part of my T.E.A.M. ... Together Everyone Achieves More! (This is my company & personal philosophy!)

Ronda Palsulich: A close friend and my C.P.A. until early 2008 when she sold her accounting practice. (Ronda was our chapter's Treasurer for 5 years and since she won't blow her own horn, I'll tell you how conscientious she is. She audited our chapter's books and found \$7000 in charges that had not been credited to our EWGA account.) Ronda is soon to be with Clifton-Gunderson in their DTC office.

Sherry Moon: For the past 14 years, Sherry has been a graphic artist for my logoed products company, TEAM 2000, (www.team2000.net).

Jean Burr: An account executive for a credit card processing company, Royal Merchant Services, which I use for my business, TEAM 2000.

Lori Bryant: A close friend, retired Intel® executive and now, a member of my Colorado Golf Trails Advisory Board (www.coloradogolftrails.com), a new division of TEAM 2000.

Laurie Williams: A past member. I referred Laurie to Champion® Sportswear and she was their Resort Rep. for a few years.

Kris Holmes: I introduced her to IZZO Systems, a division of IZZO which developed its own line of golf clubs. Kris was the senior accounting manager for the company for a couple of years and is now the CFO for Western Union. (Kris found out about the position through Rose Valvoda, a past EWGA member, who is a Director within Western Union.)

Joy Spring: She and her husband own *Leisure Trends*, a sports marketing research company in Boulder and she has introduced me to key people in the ski industry.

Betsy Wiersma: Founder of CampExperience®, an amazing women's luxury retreat. I was able to speak on behalf of EWGA at her 3 day retreat in Copper Mountain to recruit new members to our chapter and other chapters around the country. Also, as a result of this 'connection,' I spoke at the Colorado Women's Chamber of Commerce luncheon last year on 'Breaking the Grass Ceiling: Learning Golf as a Business Skill Set.'"

Trish Barron: Legal Counsel for GolfTEC®, Trish introduced me to the Marketing Dept. and I've helped another friend and golfer, organize their annual conference and have some logoed products in for consideration.

Harlene Bowman: A past Denver chapter member who is now in Phoenix and last week, I put her in touch with Mary Jo Becker, who is our chapter treasurer and who is spending the winter in Arizona. When Harlene lived in Colorado, she introduced me to the Buyer at Starz Encore and I ended up doing logoed products for a number of their cable channels... and still do!

Cynthia Smith: Ronda Palsulich introduced me to this Corporate Attorney with Inman, Flynn..., and Cynthia and I have worked together on a few legal issues.

There are MANY more connections I've made through EWGA but these examples of dynamic women have given me so much in terms of their time, friendship, trust and peace of mind.

The next time you play golf with EWG'ers, look to see how you can help one another succeed in business and in life!

Ms. Jacobsen is the Founder of the EWGA Denver Chapter, CEO, TEAM 2000, (www.team2000.net), Trailblazer, Colorado Golf Trails (www.coloradogolftrails.com), and Chief Thinker, TEAM THINK (www.teamthinkinc.com).

3 Best Kept Secrets to Reducing Stress

By: Peggy Green

Secret #1: Avoid unnecessary stress

- **Learn how to say "no"** - Know your limits and stick to them.
- **Think before you say yes** - Remember you may have to say "no" to a good "yes" in order to be able to say "yes" to an even better "yes".
- **Avoid people who stress you out** - Limit or end a relationship with these people.
- **Take control of your environment** - Don't let others get under your skin.
- **Avoid hot-button topics** - Stop engaging in conversations that get you worked up.

Secret #2: Evaluate tasks and time constraints

- **Pare down your to-do list** - Drop tasks that aren't truly necessary to the bottom of the list or eliminate them entirely.
- **Small Tasks** – Take your big tasks in manageable chunks.
- **Priorities** - Choose appropriate priorities for personal and business tasks.

Secret #3: Create a new reality of life

- **Ask yourself “what will best serve me?”** – It’s ok to put yourself first, so you can come from a place of good health to help others.
 - **Let go of expectations** – From yourself, friends and work.
 - **Create new home traditions** - Find some new activities that require less time and less money.
 - **Set financial budgets** - Remember what you can’t pay for now will impact you next month.
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UPCOMING SOCIAL EVENTS

With the holidays almost over, it’s time to get together with your EWGA friends. Start the New Year off by attending the three-part healthy living series offered by the Denver EWGA and presented by Peggy Green of Whole Body Fitness - www.WholeBodyFitnessColorado.com. Peggy is a licensed health and wellness coach and certified personal trainer who uses her experience and expertise to help clients reach new heights in increased energy, nutrition, weight loss, life balance and stress reduction.

Part I - Three Simple Steps to Losing Holiday Pounds and Becoming the Leaner, Happier You.

Tuesday January 13, 2009

Start the New Year with a new angle and a new perspective that will work for you. You will walk away from this seminar with strategies to start the New Year off right.

Part II - Foods That Increase Your Energy. What Are They and Where do You Find Them?

Tuesday February 10, 2009

With all the confusion about the nutritional value of foods, you need this seminar to help learn how to read, understand and use nutrition labels to help you lose weight or simply feel better.

Part III - *How to Win the Nutrition Game On the Road While Keeping the Boss, Clients and Yourself Happy.*

Tuesday March 10, 2009

Tired of eating out and/or making unhealthy choices while dining with bosses and clients? Learn how to eat out without sacrificing nutrition or your health.

- All seminars will be held at the boardroom at Bank of the West, 633 17th Street, 20th Floor, Denver, Colorado, from 6:00 p.m. to 7:30 pm.
- Space is limited so please register by January 11th for the first seminar, *Three Simple Steps to Losing Holiday Pounds*. All other registrations need to be completed the day before the seminar.
- To register, go to www.ewgdenver.com and click on “Events Registration”. Individual seminars are \$25. Members will save 20% if all three seminars are purchased in advance.
- Please contact Peggy Green with any questions @ Peggy@WholeBodyFitnessColorado.com or 303-345-1501.

All of Peggy’s seminars are open to EWGA members and their guests/family members.



January 29th Happy Hour

EWGA Members and their guests are invited to join us for drinks and appetizers, networking *and* culture on Thursday, January 29th from 6:00 to 8:00 p.m. at Metro Frame Works. Metro Frame Works is a framing studio by day and an art gallery by night (4400 Tennyson, Denver, CO 80127). This Happy Hour event is being sponsored by our new Membership Chair, Melanie Lunsford (www.MetroFrameWorks.com).

To register for this free event, go to www.ewgdenver.com and click on “Events Registration”.

MEMBERS SPOTLIGHT

NEED A GOLF GETAWAY?

Berith Jacobsen, the founder of our local chapter and owner of TEAM 2000 has launched a new company, *Colorado Golf Trails*[™], which will offer a series of all-inclusive, preplanned stay 'n play golf packages throughout Colorado. Golfers who purchase packages from *Colorado Golf Trails* will experience a golf getaway that includes spectacular scenery, stratospheric drives and high quality, name brand hotel accommodations.

Each “golf trail” offered by the company will feature approximately 12-16 Packages to allow you to choose the duration of stay; the quality of the hotel accommodations (from 2 Star to 5 Star) and the number of rounds of golf to be played. Round up your golfing buddies, female friends, couples, or business associates and schedule a getaway!

For more information about *Colorado Golf Trails*' getaways, visit the company's website, www.coloradogolftrails.com.