



THE WOMEN'S EXECUTIVE CLUB

BUSINESS TO BUSINESS. WOMEN TO WOMEN.



A Message From The President MARILYN WILSON

Dear Women Executive Club Members,

As President of WEC, I was thinking about my role and how my Leadership could make a positive difference. We are women in business, empowered everyday to make a difference in our businesses, with clients, friends, family and with each other. I thought I would share with you what it means to me to be a true leader and what I strive to be. I challenge you each to think about your Leadership style and hope that some of these attributes will add value and make you better Women Executives.

Defining a Leader

Taken from: Ryan May, Business Term of the Day.

There are a limitless number of ways to describe the attributes of a true leader. Leaders are driven by what they can do for other people and, as such, often possess the following traits:

- Readily willing to listen and make decisions based on a diverse range of views
- Acts as a guide or a coach, as opposed to those who dictate
- Provides credit for success to subordinates (rather than accepting it for themselves)
- Enables and empowers by providing free reign on business functions
- Enlightens people through development and education, whether based on the leader's personal experience or outside resources
- Inspires others through a level of personal belief in the business venture
- Motivates people through positive reinforcement and rewards
- Leads by example
- Serves people, looking out for their best interest

Serving Others Through Empowerment

The above mentioned traits have one thing at their center: people. And it's this focus on people that seems to motivate many of the most successful leaders, from athletic coaches to business entrepreneurs. Often possessing an innate ability to see in others what those people may not see in themselves, the true leader cultivates the best in people and genuinely wants to see them succeed.

Also viewed as a mentor, the true leader delivers empowerment by providing resources, enabling others to realize options and possibilities they hadn't thought of through exposure to external or internal education and development. Within this scenario, the leader is motivated to liberate subordinates rather than control them, thereby generating a more collaborative environment that leads to innovation, competitive edge and overall success.

Though this approach is impractical for military or law enforcement, where following the orders of an authoritarian leader is necessary due to the often confidential nature of information, on the whole, true leaders in the civilian world strive to help others learn, grow and develop by freeing them from the limitations that hold them back. In doing so, these individuals inspire a natural state of loyalty that, as seen in the 100 Best Companies to Work For cited in a recent article, leads to unquestionable success.

Thank you for being a Women Executive Club Member and for being a Leader in what you do!

Marilyn

NOVEMBER

Chief Dan of the
Boca Police Dept

DECEMBER

Holiday Bazaar
Still time to get a table...
Don't forget to bring a toy!



WEC 2011-2013 BOARD OF DIRECTORS!

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Marilyn Wilson

VP of Membership
Toni Neives

VP of Communication
Pat Roseboom

VP of Programming
Staci Garcia

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& Holly Wright**

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**Dana Lee Csutoros
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Flora Doone

"Perseverance is failing nineteen times and succeeding the twentieth."

- Julie Andrews

Member News

Members share information, successes and a bit of this & that...

Green Advertising has recently been awarded several new account assignments:

- Envera Security Systems, providing virtual security for businesses, gated communities, hotels and resorts;
- Elevation Burgers, a newly expanding chain of fast, casual restaurants, offering certified organic free-range all-natural ingredients;
- Speyer Investment Research, for MyBrightMountain.com
- Bogart's Bar & Grille, part of the Rapoport Restaurant Group, located on the premier level of Cinemark Theatres in Boca Raton.

- FAU video project to celebrate their 50th Anniversary.

Phyllis Green, Chairman

Holly Wright would like to invite WEC Members to the Coral Springs Chapter of American Women's Business Assoc. Ladies Night Out Event, Nov. 15th. at the Heron Bay Marriott.

This super event runs 5:30pm to 9pm and has 10 local restaurants serving a taste of... over 30 shopping vendors, 150 raffle prizes and a fashion show by Cabi. We expect over 300 local ladies. Great night out with friends and networking. To RSVP, Members can go online (provide web site from flyer) and register for \$25.00 prior to the night of the event.

For more info, contact Holly Wright at yourautosource@hotmail.com

ILIT, GRANTOR, CRUMMEY LETTER -

If these are words you are familiar with, Jennifer Ruby would like to share with you an exciting software that was devel-

oped by her employer. Built with Advisors in mind, Crummeyservice is a cloud based software that removes the administrative burden of Irrevocable Life Insurance Trusts (ILIT'S) by automating the Crummeys Letter process and storing data in a secure data vault, accessible by the click of a mouse 24/7. This software has been in use with large National Law Firms since 2009 and is now available to you. To learn more, go to: <http://www.crummeyservice.com/videos.php> and Ask Jennifer about special pricing for WEC members.

Jumpstart your Fall Wardrobe at Suite 602 at Barbara Katz!



Pssst...did you hear about the beyond amazing promotion at Suite 602 at Barbara Katz? If you mention this blog today

t h r o u g h November 20th, 2011 you will receive 15% off your ENTIRE Suite 602 purchase!! Yes, you will get 15% off on new Fall fashions from Michael Stars, Minnie Rose, Autumn Cashmere, Twisted Heart and many many more amazing contemporary designers. This is the perfect time to jump start your Fall wardrobe and indulge in some much needed retail therapy. Don't forget to mention you saw this.

Excludes prior sales, sales merchandise, special orders and gift cards. One per customer. Cannot be combined with any other store promotion.

Trudy Nadreau, Director Corporate Affairs, Double Eagle Distributing, Inc. was recently recertified for the eighth year in **TIPS Training** (*Training Intervention Procedures*). TIPS Training is a four-hour class that teaches a positive approach to serving alcohol that ensures responsible social enjoyment of alcohol beverages and helps servers and sellers of alcohol take a leading role in an effort to prevent intoxication.

TIPS is an informal information-sharing process that engages participants in a dynamic exchange of ideas to help people create the kind of environment that promotes safety and responsibility wherever alcohol is sold, served, or consumed. Social awareness and concern about the consequences of alcohol misuse have grown in recent years and with social awareness comes greater demands for responsibility, particularly for those who serve alcohol to the general public.

As a TIPS trainer for Double Eagle Distributing, Inc., an Anheuser-Busch Inc. wholesaler, our goal is to build skills, instill confidence, and empower participants to step in to situations and ensure that alcohol is being sold responsibly and legally. If you know of a business that might be interested in learning more about this program and would like to attend a class, please have them e-mail me tan10@doubleeagledist.com or call me at 954-426-2970 Ext. 571.

“Men, their rights, and nothing more; women, their rights, and nothing less.”

- Susan B. Anthony

TOW TO GO

**November 24, 2011 -
January 2, 2012**



The holidays have arrived and this is a time for celebrating with family and friends either by hosting parties or going to parties.

No matter what type of gathering you plan to attend, we want to make sure our holiday list includes using or volunteering to be a designated driver. More than 137 million American adults have been a designated driver or been driven home by one, according to a projection based upon the 2010 survey conducted by GfK Custom Research North America.

Since its inception in 1998, Tow to Go has safely removed more than 11,650 drunk drivers from the roads. Tow To Go is free and open to both AAA members and non-members and is 100% confidential. Tow To Go is designed to protect both the intoxicated driver and the motoring public from avoidable car crashes and is available throughout Florida, Georgia, and the western two-

thirds of Tennessee.

During this long holiday season, Tow To Go will be available from November 24, 2011 through January 2, 2012. If you feel you or someone you know has celebrated a little too

much, please call 1-800-AAA-HELP (1-800-222-4957) and you and your vehicle will be taken home free of charge, compliments of Double Eagle Distributing, Inc. and AAA Auto Club.

Double Eagle Distributing, Inc. and Anheuser-Busch want to thank our community for supporting our efforts to keep the roads safe by calling 1-800-222-4957 or by using a designated driver to help prevent drunk driving - especially during our busy holidays.

We at Double Eagle Distributing, Inc. want everyone to have a safe and memorable holiday season and by working together, we can help keep our roads safe in Florida. If you would like more information about our programs, please call Trudy Nadreau at 954-426-2970 Ext. 571.

Kudos 2 U!

Jennifer Ruby sends Kudos to:

- **Marilyn Wilson/Suntrust Bank** for being the Title Sponsor of our Fall Event and Margie Osborn/Wyndham Deerfield Beach Resort for hosting.
- **Members at Large** for planning a wonderful event. You ladies are amazing!!
- **Dana Lee Csutorus** for selling the heck out of 50/50..... \$80 went to the winner!!
- **Tricia Williams** for keeping the gift exchange flowing smoothly.
- **Holly Wright, Susan Toth, and Pat Roseboom** for making sure I was well fed and hydrated while working the check in desk during the Fall Event. :)
- **Anita Todras** for helping me out at the front check in desk.
- **Pat Roseboom** for keeping our members and guests up to date through email communications and being the official photographer at our events.



Happy
Birthday
November!



Helen Bartosek	11/18
Michele Corcione	11/30
Peggy Price	11/30

*Make a wish and
blow out the candles!*

**LET'S BUILD OUR
MEMBERSHIP
AND HAVE FUN
DOING IT!**

**SEPTEMBER Thru
DECEMBER...**

**BRING IN ONE NEW
MEMBER & RECEIVE A
FREE BIZ CARD AD!
BRING IN FIVE NEW
MEMBERS AND
RECEIVE A \$100
RUTH'S CHRIS
GIFT CARD!**

"The penalty of success is to be bored by people who used to snub you."

- Nancy Astor



WEC's Annual Holiday Bazaar is Wed., December 14th at Ruth's Chris Steak House

Holiday Bazaar!

NETWORK WHILE YOU SHOP!

Members can secure a free table on a first come basis. A second table can be purchased at \$25.

For non-members, tables are available at \$50 or two for \$75 and includes lunch for one vendor.

To secure a table, please RSVP with Pat Roseboom by November 4th at patroseboom@gmail.com.

It Happened In NOVEMBER ...

- 1512** Michelangelo's Sistine Chapel paintings were first exhibited
- 1789** Thanksgiving was first celebrated as a national holiday
- 1863** The color photograph process was patented
- 1893** The state of Colorado granted its women the right to vote
- 1895** Women's suffrage was provided for in the constitution of Utah, and became effective January 4, 1896. Utah was the second state to give women the vote
- 1913** The USA introduces an income tax
- 1921** The American Birth Control League was founded in New York City by Margaret Sanger. It combined the National Birth Control League which she had founded in 1914 with the Voluntary Parenthood League, that was founded in 1919 by Mary Ware Dennet
- 1930** Bank of Italy becomes Bank of America
- 1948** TS Eliot wins Nobel Prize for literature
- 1955** The Stereo-Radio was introduced
- 1963** President John Fitzgerald Kennedy (JFK) was assassinated in Dallas, Texas, while riding in a motorcade, and pronounced dead at 1 p.m.
- 1979** 63 Americans were taken hostage by Iran
- 1980** The *Who Shot J.R.?* Episode of the television evening soap Dallas was seen by more U.S. viewers than any other television program in history. This first show of the new season was watched by more than half the nation
- 1984** The first execution of a woman in 22 years, Margie Velma Barfield, age 52, who was convicted of murder, was put to death in North Carolina
- 1992** Carol Moseley Brown elected 1st black female in US Senate



"I stopped believing in Santa Claus at age six when my mother took me to see him in a store and he asked for my autograph." - Shirley Temple Black

The Coffee Council meets at 11:30 at Bogart's Bar & Grill. This is a great time to really get to know other WEC members as well as voice an issue with your business and receive help from the attending members. There is no fee to attend and a RSVP is not required.

November/December there will be no Coffee Council. Stay tuned for future Council meetings in January!

Lunches start at \$7.95 at Bogarts and each person is responsible for the cost of their own lunch. Hope to see you there!



BOGARTS
3200 Airport Road
ca Raton, FL 33431-6453

Mulled Red Wine Sangria



Bobby Flay's recipe on
www.FoodNetwork.com

Ingredients

1 bottle Spanish red table wine
1/4 cup fresh orange juice
1/4 cup brandy
3 tablespoons sugar
1 orange, thinly sliced
1 lemon, thinly sliced

Directions

Combine wine, juice, brandy and sugar in a medium saucepan over low heat and heat until the sugar has melted. Add the orange and lemon slices and let simmer for 5 minutes.

Serve in heat resistant glasses.

SPOTLIGHT YOUR BUSINESS



Would you like to set up a table with information, brochures and flyers to inform members about your business?

We will be setting up a list of all interested members so one person a month gets a chance.

Please email me if you are interested...

p.roseboom@langrealty.com

phi·lan·thro·py

[fi-lan-thruh-pee] noun, plural -pies.

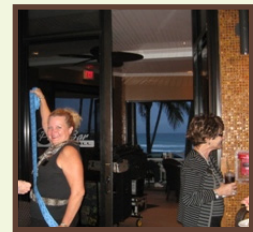
1. altruistic concern for human welfare and advancement, usually manifested by donations of money, property, or work to needy persons, by endowment of institutions of learning and hospitals, and by generosity to other socially useful purposes.
2. the activity of donating to such persons or purposes in this way: to devote one's later years to philanthropy.
3. a particular act, form, or instance of this activity: The artmuseum was their favorite philanthropy.
4. a philanthropic organization.

Origin: 1600–10; earlier philanthropia (Late Latin) Greek philanthropia -- love for mankind.

“Guilt is the gift that keeps on giving.”

- Erma Bombeck

Captured moments from October's Membership Outing



“Striving for excellence motivates you; striving for perfection is demoralizing.”
- Harriet Braiker