

PULSE EXECUTIVE WOMEN INTERNATIONAL®

THE LEADING CONNECTION FOR BUSINESS PROFESSIONALS

Chartered in 1951

Pomona Valley Chapter

September, 2005

EWI® MISSION AND VISION

Executive Women International® is an organization that brings together key individuals from diverse businesses for the purpose of:

- Promoting member firms
- Enhancing personal and professional development, and Encouraging community involvement

Executive Women International®
 Pomona Valley Chapter presents
“BAHAMAS BLAST – A TROPICAL NIGHT”



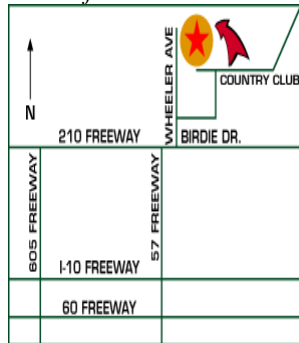
COST

\$35.00
Members & Guests

\$31.00
Sustaining Members

Directions: From the 210-East, exit Foothill Blvd. Head east to Wheeler Ave. Left (north) on Wheeler Ave. Right on Birdie Drive. Follow Birdie Drive until Country Club Drive. Turn left to the club.

From the 210-West, exit Fruit St. and turn right. Left on Baseline Rd. Right on Wheeler Ave. Right on Birdie Drive. Follow Birdie Drive until Country Club Drive. Turn left to the club



Please come experience an evening of tropical inspired cuisine, music and an opportunity To support adults returning to school to make a better life for themselves and their families

Thursday September 29, 2005
 At
 Sierra La Verne Country Club
 6300 Country Club Drive
 La Verne, CA 91750
 (909) 596-2100



Menu

Scrumptious Buffet
 provided by
 Mary Bottjer
 Sierra La Verne
 Country Club

Resort Wear (no denim).
 Bahamas/Calypso Attire Optional

We appreciate your generosity in helping us raise funds to benefit ASIST Scholarships and other Chapter Programs

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 6:00pm - Social Hour & No Host Bar
 7:00pm - Dinner
 6:00 - 8:30pm - Silent Auction

RSVP by **NOON** on Monday, September 26, 2005

to: Char Costantino, Sergeant-at-Arms Century 21 Prestige Properties
 1024 W. Foothill Blvd. Upland, CA 91786
 Phone (909)920-4629 Fax (909)398-1824

All representatives have a standing reservation for monthly meetings. If you are unable to attend, you **must** notify the Sergeant-at-Arms before NOON Monday September 26, 2005. **You will be charged for your reservation if you do not cancel prior to this time & date.**

President's Message

What a wonderful LeRoy Haynes Center firm night we had last month at Etiwanda Gardens. Darrell Paulk, Kristine Gutierrez, staff, and one of the residents did an outstanding presentation providing us with program and volunteer information, future vision, video of a former resident currently serving in the military, and song by a current resident. LHC has been a member of EWI since 1984 – we appreciate the value they bring to our Chapter.

Delores Peich, Heather Dickerson and I will travel to Salt Lake City for the 58th Leadership Conference/Annual Meeting later this month. Please keep us in your thoughts for a safe trip.

Mary Ann Macias
Pilgrim Place in Claremont Inc.
Pomona Valley Chapter President, 2004-2005



September Silent Auction **“BAHAMAS BLAST – A TROPICAL NIGHT”** at Sierra La Verne Country Club

Every Pomona Valley Chapter firm/representative is being asked to recruit at least two items with a retail value of \$30.00 and above. With everyone's participation we should be able to meet our goals this year. September 29 is fast approaching – and help from everyone is needed to support our ASIST scholarship and other philanthropic and Chapter programs! We hope to net at least \$3,000 this year. Here's the membership support needed:

► **Donations** - We need each of you to donate or solicit two to three items at a minimum value of \$30 each for the silent auction. We will have a “live” auction if we have a number of larger and/or valuable items.

► **Attendance** - Invite friends! We have a membership of 42 and if everyone brought at least two friends we'd fill the room. This is very important – we need lots of bidders for a successful event.

► **Helpers** – The Ways & Means and Program Committees will be assisting, but we will need more helpers in areas such as setup, cleanup, cashiers, basket assembly, etc. Contact Silvia Marshall at: (909-627-6131 ext. 221) to sign up for an area of interest.

Donations may be dropped off at any of the following locations (see below) (please do not wait until the day of the event to deliver donations, as we need to put baskets together prior to the start of the Auction):

- Deliver to Creative Gift Basket Services, 618 East “A” St., Upland (Vivian Shiffman, 951-733-7182)
- Deliver to Anheuser-Busch Sales, 2800 S. Reservoir, Pomona (Sylvia Marshall, 909-627-6131 ext. 221)
- Deliver to Pilgrim Place, 660 Avery Road, Claremont (Mary Ann Macias 909-399-5507)



SPECIAL NOTICE: Congratulations New Grandmothers!!

Linda Cook's daughter, Michelle, gave birth to Victoria Joy on August 22.

Mary Ann Macias's daughter, Victoria, gave birth to Isis Soleil on August 31.

A Big **“Thank You”** to **Pat Carlson** for her contribution to the Reading Rally of (100) bookworm book marks to LeRoy Haynes Center last month.

From: Michelle Lovatt, Corporate President
Re: Hurricane Katrina Response

Many of you have continued to inquire about the safety of our EWI members in the areas affected by Hurricane Katrina. We are relieved to report that we have heard from even more of our members on the Gulf Coast all of whom are safe and ask simply for our prayers and support.

In response to this unprecedented national disaster, the EWI Business/Career/Development Program Board of Trustees have voted to donate \$100 on behalf of each EWI Chapter and the Corporate headquarters to the American Red Cross which has launched an immense emergency relief effort to meet unprecedented humanitarian needs, mobilizing workers and supplies to address the urgent, critical care of disaster victims. The donation will total \$7,500.

We have also had many requests for books for the shelters in the affected areas. Joan Routh, 2005 Reading Rally Chair will coordinate a Hurricane Katrina Book Drive for any individuals, Chapters or Firms who would like to collect and donate books to the shelters. In addition, a portion of the books collected at LCAM will be given to the EWI Hurricane Katrina Book Drive. As you prepare for your own Reading Rally's in October, I encourage you to also collect books for this cause. Shipping addresses will be sent to the Chapter Presidents immediately after LCAM.

Thank you all for your calls and inquires. We will continue to keep you updated.

MEMBER BIRTHDAYS

September 7	Marlene Keith * Michelle Lawrence * Ella Perry
September 10	Heather Dickerson
September 17	Linda Cook
September 22	Sue Henry
September 23	Donna Lai
September 28	Susan Hanson
September 30	Tracy Stepp

REMINDER:

- ▶ Firms or members may sponsor the centerpieces or invitations for up-coming Chapter meetings – contact: Kristine Gutierrez at LeRoy Haynes Center. (909) 593-2581 ext. 218.
- ▶ Firms or members remember to update your personal information on the EWI website.
- ▶ 2005 Leadership Conference & Annual Meeting. Salt Lake City, UT {September 22-24, 2005}

Officers and Directors

PRESIDENT
Mary Ann Macias
PILGRIM PLACE
(909) 399-5507

VICE PRESIDENT/ PRESIDENT ELECT
Delores Peich
THE CLAREMONT CLUB
(909) 625-6791

MEMBERSHIP
Michelle Lawrence
GOURMET GOURMET CATERING SVCS.
(909) 920-6400

ASSIST/PHILANTHROPY DIRECTOR
Sue Henry
IMAGE CONCEPTS
(909) 624-0601

SECRETARY
Kathleen Spear
GRABER OLIVE HOUSE
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PROGRAM DIRECTOR
Kristine Gutierrez
LEROY HAYNES CENTER
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WAYS & MEANS CO-DIRECTORS
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(909) 933-2374

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PUBLICATION DIRECTOR
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R&D PEST SERVICES, INC.
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Sylvia Marshall
Anheuser- Busch Sales, Pomona
(909) 627-6131

SERGEANT-AT-ARMS
Char Costantino
CENTURY 21 PRESTIGE PROPERTIES
(909) 920-4629



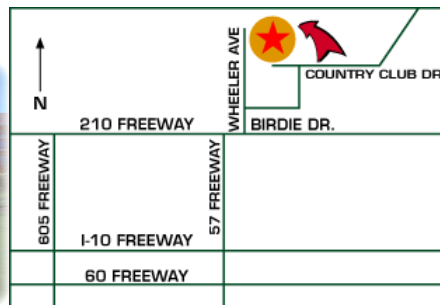
EWI MEMBER SPOTLIGHT –

Sierra La Verne Country Club located in the rolling foothills of the majestic San Gabriel Mountains, the club surrounded by great natural beauty. It also a place where relaxing is easy. There is a mood of quiet elegance; a spirit of tranquility and privacy, and for the retiree or overworked professional, this atmosphere is a welcome and needed relief.

Sierra La Verne Country Club is a private country club with an 18 hole golf course, dining and banquet facilities with a complete social calendar. Our golf course provides members an excellent opportunity to enjoy a challenging game, but still relax in the tranquil beauty of the surrounding foothills.

Our club is a home away home where the genuine care and comfort of our Members and their guests is our mission. We will provide the highest levels of quality and personal service with a commitment to exceeding our Members and guests expectations, and providing value for our Members.

6300 Country Club Drive, LaVerne, CA 91750 Phone: 909-596-2100 Fax: 909-392-9514



We Create Lasting Memories in an Atmosphere of Elegance and Grace.



EWI MEMBER SPOTLIGHT – SUNKIST GROWERS

We are a leading international citrus supplier, but you might be surprised to know that we don't own a single citrus grove. And although we're a billion dollar a year organization, you can't buy stock-because there isn't any.

Why? Because Sunkist is a cooperative - a not-for-profit company. Our 6,000 members, all California and Arizona citrus growers, have joined forces to produce the high-quality Sunkist® fruit you've come to know and love. Sunkist is one of

the 10 largest marketing cooperatives in America and the largest marketing cooperative in the world's fruit and vegetable industry.

Cooperatives give producers clout. In today's competitive international market, an independent grower stands alone against the competition. As a member of a cooperative, each individual grower joins with other growers to gain a mutually larger market share. A cooperative of growers together can do many things that a grower alone cannot afford to do — develop a worldwide market, promote a brand name, access a global transportation system, develop comprehensive research capabilities, and gain governmental access to overseas markets — to name a few.

Packinghouses are critical to the Sunkist cooperative's success. These packinghouses represent the absolute best in the citrus industry, setting new standards in care and handling of Sunkist fresh lemons, oranges, grapefruit and seasonal specialties.

1870 Three navel orange trees from Brazil have just arrived at the Riverside, California home of Eliza and Luther Tibbets, a gift from State Agricultural Commissioner William Saunders. California's citrus industry is about to take off.

1875 After five years, the Tibbets' are harvesting their first crop. As word spreads about their sweet, seedless oranges, bud stock from Eliza and Luther's amazing trees is selling for \$5 a bud!

1877 The transcontinental railroad is complete. Joseph Wolfskill has shipped the first load of oranges to St. Louis, MO. The fruit survives the month-long trip and delighted easterners can't get enough of it. Let the wholesale marketing of California citrus begin.

1880-1893 The whole nation wants California citrus and trains are supplying it at a good price. Brightly colored crates depicting images of the fabulous west are helping to promote both citrus and the state.

1893 On August 29, the independent growers decide to band together and form the Southern California Fruit Exchange. Years from now, you'll know it as Sunkist Growers.

1905 With 5,000 grower-members, the association represents 45% of California's citrus industry. It's time for a new name that reflects its statewide presence: The California Fruit Growers Exchange.

1907 For the first time ever, a perishable fruit is being advertised and orange sales have increased by 50%.

1908 The Exchange's ad agency, Lord & Thomas, coins a new name to use in ad campaigns. This April, the trademark Sunkist is adopted for use on the highest quality oranges.

1914 Sunkist has opened a marmalade factory marking the beginning of the Sunkist Products Division.

1916 Ads are suggesting that we "Drink an Orange." What a cool new idea! Suddenly everyone wants orange juice. Consumption has gone from an orange to 2 oranges per serving.

1921 For the first time, oranges and lemons are being shipped direct by water to London via the Panama Canal.

1926 Fresh oranges stamped with the Sunkist trademark have started showing up in markets.

1940 The USDA has found a way to make high quality frozen orange juice concentrate - an important element in the new National School Lunch Act.

Citrus acreage in California is growing. More than 40,000 acres are under cultivation - up from 3,000 just a few years back. Citrus is fast becoming the economic base for the Golden State - and it will remain one of the state's few exports for years. But hard times are on the way.

1966 Competition from foreign citrus producers is stiff, but Sunkist is meeting the challenge. Exports during the 1966-67 season have reached an all-time high of 12.4 million cartons. Sunkist is selling oranges all over the world.

1993 Happy 100th birthday! Sunkist Growers now have 6,500 members in California and Arizona. The average grove is 40 acres. And worldwide annual sales are well over 80 million cartons of fresh fruit.

Today A visitor in Riverside stopped by to see Mother Navel, one of Eliza and Luther Tibbets' original trees. She's been designated California Landmark Number 20 and is carefully cared for in a little park near Palm and Magnolia Avenue.