



Great leaders are made, not born.



Cathy O'Connell  
WLF President

## Our President's Message

Happy New Year! Instead of resolutions for a New Year, I believe in first being grateful for what I have, and then setting intentions for what I want to create.

As we start 2008, I am grateful for many things. I am grateful for the women in our community who lead us to new heights, especially Indian Wells Mayor Mary T. Roche, who founded Women Leaders Forum, and the four other women who lead Desert Cities as Mayor. I am grateful for the powerful women who have served on the WLF Board in the past and I am grateful for the amazing women who are currently serving on your board to make Women Leaders Forum even better. I am grateful for the many hours of love and sweat given by the many volunteers who helped make our Global Forum a huge success; and I am grateful to every one of you who have supported WLF with your membership, your donations and your tireless efforts to better the lives of women in the Coachella Valley.

My intentions for WLF in 2008 are to become even stronger as an organization; to support our members with programs that are educational and inspirational; to support the leaders of tomorrow with mentoring and scholarship; to support each other with friendship, leadership and joy. This can only happen with the involvement of every one of you. This is your organization and I invite you to add to your personal intentions this year the gift of your time to this amazing organization! Thank you for the honor of helping all of our intentions to become a reality in 2008!

— Cathy O'Connell

## WLF Global Forum a "Perfect Ten"

— Mary Roche, Mayor, Indian Wells

The Coachella Valley is a community of caring individuals who are ever striving for the betterment of all mankind. That dedication was on



world wide display this past week when Women Leaders Forum of the Coachella Valley (WLF) co-hosted a global conference with The International Alliance for Women (TIAW), reaching 50,000 members. More than 300 women and men from 15 diverse countries, including Russia, Germany, France, England, Kosovo and Canada attended this one of a kind, attitude changing, careering

enhancing, character shaping, action promoting and mind boggling conference. The significance of this event for the Coachella Valley cannot be overstated.

Global Forum Continued on Page 4

## Dates to remember...

### MEMBER & GUEST LUNCHEONS

January 30, 2008

March 26, 2008

Location: Indian Wells Country Club  
11:30 a.m.

### MEMBER & GUEST LUNCHEON & SCHOLARSHIP AWARDS

May 21, 2008

Location: Indian Wells Country Club  
11:30 a.m.

### MEMBERS ONLY SUMMER PARTY

June 5, 2008

Location: TBD

### PROGRAMS

Young Women Ambassadors

Annual Leadership Competition

February 16, 2008

Location: CSUSB Auditorium  
9 a.m. - 11 a.m.

Women Leaders Entrepreneurs Mixers

February 21, 2008

Desert Springs Marriott — Lobby Bar  
5:30 p.m.

April 10, 2008 — Location: TBD

Wall Street Teens

April 5, 2008

Location: Indian Ridge Country Club  
9:30 a.m.

### FUNDRAISER

4th Annual A Nite Out with the Girlz

April 23, 2008

Renaissance Esmeralda  
6 p.m. — 9 p.m.

## Thanks to our sponsor!

# Palm Springs Life

California's Prestige Magazine

## Young Women Ambassadors News

The Young Women Ambassadors cordially invite WLF members to attend our annual Leadership Competition, Saturday, February 16th, from 9 a.m. - 11 a.m. in the CSUSB Auditorium on the campus of California State University, Palm Desert.

This year's competition is entitled "Leadership in Action!". More than fifty Ambassadors representing seven valley high schools will vie for the Leadership Trophy through innovative presentations that always surprise, inspire and challenge us all. Please show your support for our Ambassadors and the outstanding work they do for WLF. For more information, email Jane Treacy at [jtreacy@dc.rr.com](mailto:jtreacy@dc.rr.com) or call (760) 469-3366.

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## "New" Nite Out with the Girlz

The "NEW" Nite Out With the Girlz" is fascinating, fun, and filled with fabulous events. Imagine the Esmeralda ballroom transformed into a global Marketplace – streets featuring jewelry, furs, accessories, art, clothing, and edibles. Strolling musicians, jugglers, and magicians. A Silent Auction tempting you with unique offerings. A gourmet dinner, swinging orchestra, and awesome entertainment.

Invitations will be mailed soon, so line up your friends and circle your calendar in pink, black and silver for April 23, 2008. For more details contact Judy McAbee at [jmcabee@arthritis.org](mailto:jmcabee@arthritis.org) or (415) 205-7266.



## WLF Website

[womenleadersforum.org](http://womenleadersforum.org)

Check out the redesigned website for updated information on WLF events and a special "Members Only" area that includes the Roster, the Bylaws and more. You can even RSVP to events!

## WLF January Luncheon Meeting

**MEMBER & GUEST LUNCHEON**

**Wednesday, January 30, 2008**

**11:30 a.m.**

**Indian Wells Country Club**

Bring a friend and join your fellow WLF Members at our first Luncheon of the year! Our guest speaker is Michelle Krans, President and Publisher of The Desert Sun. Make your reservation today and get ready for a fun-filled, energetic season with Women Leaders Forum!

Reservations are required by no later than January 24, 2008 at 12 noon. Dress code enforced - no denim, please.

\$30 Members/\$40 Guests  
(A Reservation Made is a Reservation Paid!)

Seating is limited! Call (760) 837-7222 or log onto the website [womenleadersforum.org](http://womenleadersforum.org) for credit card reservations.



**Michelle Krans, President  
The Desert Sun**

## About The Speaker

**Michelle Krans**

Michelle Krans, President and Publisher of The Desert Sun, has been with Gannett Co., Inc. for 16 years. Her background includes marketing, advertising sales, strategic planning and business development. She has served different roles at The Desert Sun including Director of Marketing and Advertising, with oversight of the newspaper's online, marketing, advertising sales and custom publishing divisions.

Krans has been instrumental in the launch of several products over the years including the creation of the innovative newspaper campaign, "Get it Into Your Life," as well as market share growth of the newspaper through such new sections and publications as Desert Magazine, 92260, Healthy Living, Food & Drink and Snapshots. Additionally, Krans has overseen the newspaper's community involvement, including its sponsorship of such events as the Palm Springs International Film Festival and Pacific Life Open.

Krans has received five president's rings in the past six years-in 2005, she received the prestigious honor of Advertising Executive of the Year, as well as a Chairman's Award after winning her fifth ring between the advertising and marketing disciplines.

WLF applauds Michelle Krans on her vast achievements and the organization is proud to select Ms. Krans for their inaugural, "Breaking the Glass Ceiling" award. Thanks for being a great role model and mentor to the women of the Coachella Valley.

## Wall Street Teens

The 2007 Wall Street Teens event, which attracted 90 local high school girls for a full-day of learning, was a huge success. We expect to have even more attendees for this year's event which will be held on Saturday, April 5 from 9 a.m. to 3 p.m. at Indian Ridge Country Club.

There will be two sessions this year. One session will be Personal Finance, covering topics such as saving money, budgeting, managing credit, smart shopping and avoiding identity theft. The second session will be a panel of 3 - 4 successful women in different fields who will share their experience, passion and advice with the girls — demonstrating anything is possible with a dream and determination. There will also be a luncheon presentation on table etiquette and networking.

The event is provided free-of-charge for high school girls. We welcome and encourage WLF members to attend (fee: \$50). Please contact Rebecca Kenary (760) 469-3875 or rebeccakenary@yahoo.com for more information or to help with this event.

## WLF Membership Update



"...Not what we give, but what we share, For the gift without the giver is bare" --J.R. Lowell. We are pleased to announce that we have almost 50 new dynamic members since September! We are excited about the "gifts" and talents that these leaders bring to share to inspire other women, as well as be inspired themselves.

Annual Spring Membership Renewal reminder letters and profile updates will be sent in January. We are currently updating our records from these responses. Committee Chairs then will contact those members who have shown participation interests. We want to involve every member. If you have not been contacted yet, please call Patty Spicer at 346-7955. We are planning a special New Member Orientation soon to provide information about each committee and program and to get to know each other better.

It was voted that we will move toward an annual dues renewal period rather than two renewal periods. More details and information on rates will be forthcoming. WLF is making a major difference all over the Coachella Valley, and that difference is YOU!

— Rev. Patty Spicer, Membership Chair

## WLF New Member Orientation

**Wednesday, January 30, 2008 — 11 a.m.**

New members (and old members interested in learning more) are encouraged to come early to this month's luncheon for an orientation on what Women Leaders Forum is all about. Learn about our mission, committees and events and see how you can get involved. Members of the Board and Committee Chairs will be there to answer your questions. We will be finished and join luncheon festivities at 11:30 a.m.



**New WLF Members** - Some of the new members gathered for a photo at the December luncheon.

## New WLF Members

WLF is now 219 members strong!  
Welcome to these 39 new members:

- Kersteen Anders
- Ines Allen
- Terrie Andrade
- Kathryn Barta
- Sue Brodie
- Brenda Burger
- Susan Byerly
- Cathy Dravis
- Shelly Farwell
- Cynthia Flores
- Simone Fortier
- Lynette Fox
- Lauren Gershen
- Connie Golds
- Jeanette Janik
- Melanie Lane
- Jacquie Litto
- Dr. Ellie Love
- Maureen Kamborian
- Paula Klein
- Jacquelon Manion
- Judy McAbee
- Reese Michaelson
- Laurie Muhlhauser
- Linda Pelegrino
- Sherry Pena
- Fern Rudd
- Annette Said
- Marcia Stein
- Kathryn Stevens
- Norma Strong
- Kirsten Swiackey
- Nila Tatum
- Sadie Tourkaman
- Col. Patricia Webb
- Susan Weisbart
- Gina Welles
- Karen Williamson
- Nancy Whitlock
- Karen Vizer

## 10th Annual Wine & Music Series

Proceeds from the concert on March 29th will benefit Women Leaders Forum. We want to make sure we get a lot of support for this event so they will continue to hold a date for us each year. Plan to attend and tell your friends.

The Gardens on El Paseo in Palm Desert  
Saturday, March 29, 2008  
Reception 5:30 p.m. - 6 p.m.  
Concert 6 p.m. - 7 p.m.  
Performer: Janita

Stellar speakers included eminent social scientist, historian and human rights advocate Dr. Riane Eisler, marketing guru Libby Gill, Netherlands-based management whiz Mirella Visser, and Volvo North America President Anne Bélec.

As the conference unfolded, energy and a sense of purpose radiated throughout the room. Many realized that despite geographical distance - not to mention socio-economic and cultural differences - we all have a lot in common - the desire to achieve basic human dignity. And to do so, there must be a commitment to help others to develop personal self-respect through enhanced economics and improved living standards.

Statistics show that with loans as minute as \$50.00 through a TIAW Village Bank program, women in third world, poverty stricken countries, have transformed not only their lives, but the lives, health and education of their families, children and communities. With help from concerned individuals, TIAWs' goal for 2008 is to add another 25 banks to the currently existing 75 in over 22 countries. To demonstrate full partnership with TIAW, Women Leaders Forum stepped up to the plate and pledged to open a bank immediately.

From Dr. Eisler we learned of the new "Caring Economics", the subject of her newest book, "The Real Wealth of Nations." She challenges conventional wisdom that evaluates the economic health of a nation by placing a dollar value on a product only when it is sold. The new paradigm must include all aspects of "human capitol," including the replacement worth of caregivers, volunteers, and stay at home parents. And it must include all of humankind so that neither men nor women are denied any part of their humanity.

The Coachella Valley extended its long reach, this time in the name of human growth. What a blessing for all of us.

For more information contact:  
**womenleadersforum.org**

## Women Leaders Forum

### MISSION STATEMENT

"Women Leaders Forum is a dynamic, diverse, nonpartisan Valley-wide organization providing leadership, mentoring and educational opportunities to women of all ages; connecting members locally, regionally, nationally and globally."

### BELIEF STATEMENT

Women Leaders Forum - Providing leadership tools and support, connecting women valley-wide in all stages of life.

### TAG LINE

Great leaders are made, not born.

### VISION

Supporting women to be the best that they can be.

### CONTACT INFORMATION

Women Leaders Forum  
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Email: [tsabatello@womenleadersforum.org](mailto:tsabatello@womenleadersforum.org)  
Website: [womenleadersforum.org](http://womenleadersforum.org)

### BOARD OF DIRECTORS

PRESIDENT - Cathy O'Connell  
PAST PRESIDENT - Patti Gribow  
VICE PRESIDENT - Diane Kline  
SECRETARY - Jane Treacy  
TREASURER - Kathleen Valentine

### BOARD MEMEBERS

Barbara Stenning - Publicity  
Ellen Grosser - A Nite Out with the GIRlz  
Kate Spates - Communications  
Patty Spicer - Membership  
Reesa Manning - Women Leaders Entrepreneurs  
Diane Lucas - Programs  
Christy Majors - Development  
Jasenka Sabanovic - Women Leaders Entrepreneurs

### PROJECT CHAIRS

#### LEADERSHIP ACADEMY

Christy Majors

#### WALL STREET TEENS

Rebecca Kenary

#### SCHOLARSHIPS

Mary T. Roche

#### YOUNG WOMEN AMBASSADORS

Jane Treacy & Patricia Nugent

#### MARKETING/NEWSLETTER

Kate Spates & Paula Jo Ubben, Image Marketing Concepts

