



connect • lead • unite • build

An incubator of women leaders

Dear <<First Name>>,

Connect

The CLUB started the New Year with a focus on its goals for 2013 and with a session designed to focus our members and their guests on their leadership goals for 2013. Rather than setting resolutions or specific goals, we invited a guest speaker to help us dig a little deeper to identify what we wanted to accomplish in 2013 through a “visioning” workshop. On January 17th, we gathered for our New Year’s visioning workshop with [Wendy Wallbridge](#), Founder of On Your Mark Corporate Coaching and Consulting and Co-Producer of the recent TEDxSandHillRdWomen event. Wendy facilitated a powerful process where we celebrated our successes of 2012, reflected on and released our perceived failures, and then focused on the future. As part of the process, participants made a commitment to use the fullness of our gifts, talents, radiance and creativity to make good things happen in the world! Participants felt both the permission and the responsibility of those words and committed to hold each other accountable for the visions we set for 2013.

Wendy invited members to receive a free chapter of her upcoming book as well as occasional newsletters (inspirational messages, TEDx updates, announcement of book publishing date, and an invitation to join the TEDxSandHillRdWomen Facebook group). Just go to: <http://www.spiralup.com> where it says Join the Community. Thanks, Wendy!

We also heard the CLUB's vision for 2013: to continue to grow our membership (from 100 to 300 in 2013), to deepen the connections between our members, to strengthen our leadership skills, to raise funds to reach \$100,000 by June 30th so that we can lease the CLUBhouse, and to bring men into the conversation in a constructive way that allows them to help us move the needle beyond 15% women in leadership positions. We look forward to achieving our 2013 vision with you!

A huge thank you to our event sponsor and one of our Charter Sponsors, WilmerHale, for hosting this event!

Lead

Thanks to our Committee Co-Chairs for the leadership they will provide in their new roles! Please see their committee updates below.

Programming Committee (Sujatha Ganesan and Mindy Morton)

The committee will be meeting in February to finalize the 2013 Event Calendar. If you are interested in participating in the Programming Committee, please email the co-chairs at programming@theclubsv.org

Sponsorship Committee (Jennifer Adams Draffen and Geeta Kadambi)

If you think your company may be interested in sponsoring or you are interested in participating in the Sponsorship Committee please email the co-chairs at sponsorship@theclubsv.org.

Membership Committee (Pam Fulmer and Linda Rost)

If your application was accepted but you have not yet completed the [membership agreement](#) or paid [the membership fee](#), please do so. For questions please contact us at membership@theclubsv.org.

Real Estate Committee (Co-chairs needed!)

If you are interested in participating in or co-chairing the Real Estate Committee, or if you have any leads on cost-effective space, please email realestate@theclubsv.org.

Philanthropy Committee (Ginna Baldassarre and Sangeeta Tiwari)

We Give Back to Community: It's not just about us. We also take an active interest in supporting the communities in which we live and work.

As we lay out our plan for the Year 2013, we are exploring different ways to give back to our communities. *The CLUB Gives Back*, a philanthropic program open to all interested CLUB members, will show that we are ready and willing to go beyond our professional growth to make a difference. Aligned with the CLUB's mission and vision, we want to support women in our communities in various impactful ways. Some examples include donating clothes and other career accessories to support women transitioning to the workforce and helping young women in college by planning career days and providing information to help them make important educational and career decisions.

In order to ensure *the CLUB Gives Back* reflects the CLUB's collective interest, we invite you to participate in our [survey](#) and share your thoughts and ideas on ways to serve women in our community. This program will give us a great opportunity to take part in charitable causes that help empower women to succeed. We hope to hear from you and thank you for your interest!

If you are interested in participating in the Philanthropy Committee, please email the co-chairs at philanthropy@theclubsv.org.

Unite

Leveraging Feminine Leadership: Session One – Building Awareness by Shifting Perspectives

Save the date: March 28, 2013 (5:30PM - 9:00PM)

PricewaterhouseCoopers - San Francisco, CA

We are excited to introduce the first in a series of conversations about a hot topic in management circles – how to leverage the unique power of feminine leadership to maximize profits. Increasingly, studies are revealing that certain traditionally female traits are highly effective in motivating teams, streamlining administration and benefitting the bottom line. The first step in leveraging feminine leadership capital is building awareness. This inaugural session in the CLUB's *Leveraging Feminine Leadership*

series is intended to start doing just that.

Recognizing that any significant shift in our culture requires awareness and insight from both men and women, the CLUB will invite a diverse group of professionals to participate in this awareness-building conversation.

Led by executive coach, attorney and women's leadership expert Ida Abbott, our inaugural *Leveraging Feminine Leadership* event will explore modern-day challenges to tapping into the benefits of feminine leadership through a lively, thought-provoking, interactive workshop. Expect to be challenged to recalibrate your perceptions and expectations of women leaders, and to be energized by vignettes, constructive and engaging group discussions, and collective solutions-oriented brainstorming.

Build

If you know other inspiring and ambitious women who you feel would be a good fit for the CLUB, please direct them to our website at www.theclubsv.org to learn more and encourage them to apply. We are close to 40% lawyers, so encourage you especially to reach out to your non-lawyer colleagues so we can build our diversity. We will be reviewing our next round of applications in early February.

We are also launching on Twitter starting in February – please follow us at twitter.com/theclubsv

Upcoming Events

Committee Meetings: Committees will be meeting to ramp up for the year.

Member Coffees: We encourage members to gather at the following times/locations to informally connect with each other:

Thursday, February 7th – Palo Alto

Time: 8:00am – 9:00am

Location: Philz Coffee – 101 Forest Avenue, Palo Alto, CA

[Click here if you are planning to attend \(no other information required\)](#)

Friday, February 8th – Oakland

Time: 8:30am – 10:00am

Location: Pizzaiolo - 5008 Telegraph Ave., Oakland, CA

[Click here if you are planning to attend \(no other information required\)](#)

Friday, February 15th – San Francisco

Time: 8:30am – 10:00am

Location: The Creamery - 685 4th St, San Francisco, CA

[Click here if you are planning to attend \(no other information required\)](#)

Thursday, February 21st – Mountain View

Time: 8:00am – 9:00am

Location: Red Rock Coffee - 201 Castro Street, Mountain View, CA

[Click here if you are planning to attend \(no other information required\)](#)

Small Group Member Events: We'd like to connect members with similar interests in getting together for outdoor activities or coffees in smaller groups. Please take this [survey](#) to identify what you would like to participate in and whether you would like to lead that small group in organizing get-togethers.

[Leveraging Feminine Leadership: Session One – Building Awareness by Shifting Perspectives](#)

March 28, 2013 (5:30PM - 9:00PM)

PricewaterhouseCoopers (San Francisco, CA)

CLUB Challenge

“**Visioning.**” I've heard this idea quite a bit lately. Perhaps it's the New Year and the resolution mindset, but it seems to have application beyond the first of the year, particularly for leaders.

The idea of “visioning” always reminds me of a story someone once told me: a man was

imprisoned for some crime and, while in prison, he envisioned playing golf (which he had never before played). As the story goes, every day he envisioned himself playing through every stroke on a course, playing perfect golf. When he was released from prison, he set foot on a golf course for the first time and played like he had been playing for years. I have no idea whether or not this is a true story, but it is a powerful image. He learned to play golf simply by envisioning it.

This story resurfaced for me recently after talking with Wendy Wallbridge (our New Year's event speaker) about goal-setting. She offered a different way for me to think about the CLUB's 2013 goals – not in terms of what we want to do in March or June or September, but to place myself in December 2013 to imagine what the CLUB looks like then. What a transforming process! We all love pictures – they bring stories to life and fill our imaginations. The challenge lies in seeing a picture that does not yet exist – a picture you have the freedom to create. And then Wendy offered a different visioning perspective. In approaching a goal, aside from the result and the actions needed to accomplish it, she asked me to think about my context – who I am, how I see myself, how others see me – and how this impacts achieving my goals. We are the lens through which we see our future, but a lens affected by expectations and perceptions (both ours and others') that can change over time – and that we can control.

Around the same time, I was listening to the song "In My Mind," by Amanda Palmer. Something other than her fantastic voice compelled me to play it over and over again. I finally realized she was singing about visioning and her context. She considered the fact that she was not the person she (in the past) thought she would be. After some painful introspection, she concluded "I am exactly the person that I want to be." (Amanda Palmer, "In My Mind.") And it struck me – to be effective leaders, we need to be authentic, we need to be comfortable in our skin, confident – we need to be the person we want to be. Once we know who that is, we can create the context we need to achieve our vision.

Our challenge: As we stand at the beginning of 2013, who do we want to be in December 2013? Can we stretch that vision beyond what we know we can accomplish? Can we envision having (or developing) the confidence, the skills, the connections needed for that vision to materialize? Now that we know what we look like, can we envision the path from here to there through our contextual lens? And, when we

come to the CLUB Holiday Party in December 2013 and we reflect on the past year, will we conclude that “I am exactly the person that I want to be?”

- **Annie Rogaski, President and Co-Founder of the CLUB**

We look forward to a successful 2013!

The CLUB Board

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