



## RSFbpw Newsletter –September

September 17, 2009

Luncheon

11:15 – 1:30

At The Inn in Rancho Santa Fe

Dear Members & Guests,

I want to thank our August speaker, Liz Goodgold, Chief Nuancer and CEO of The Nuancing Group. She presented How to Create a Hot Personal Brand So That Customers and Clients Choose You. Liz was wonderful and give us all some red hot tips for updating our personal brands. The challenge for our next meeting will be to put what we learned into action. I'm asking everyone to present their new 7 second answer to 'what do you do?' Please stand up and shine.

The September speaker is Mr. Jeff Dowler. He will be speaking on the hot topic of Social Media. What is Social Networking and How to Use Online Social Media Strategies to grow our business. Please invite friends and associates.

The meeting will be in the Azalea Room this month. (in back past the pool)

We are looking forward to this last quarter of 2009 meetings. In October we have a wonderful line up of member speakers. The November meeting will feature an extended networking time with a shopping bazaar open to all members to display and sell items. This is also an opportunity to showcase your business even if you don't have retail items to display. We will start taking reservations for vendor tables at the October meeting (limited to ½ table per person). Also, we will be featuring a special Thanksgiving celebration that honors our Nation's Freedom.

The beneficiary of the 2009 Holiday Charity will be My Girlfriend's Closet. This is a local organization providing clothing to any San Diego area teen girl who needs it. For more information about this wonderful group please visit [www.mygirlfriendscloset.com](http://www.mygirlfriendscloset.com). We will have more information about how you can help before the October meeting. We will be collecting donation items for three consecutive meetings.

Reminder: new and current members please remember to send your short biography to Betty Potter, to be included along with your headshot for our website.

I will be absent this month but look forward to seeing everyone in October. I hope you have a great meeting.

Sincerely,  
Pamela Croft, President

**RSFBPW Board Members:**

RSVP & Treasurer: Betty Potter  
VP Membership: Cheryl Giustiniano  
Recording Secretary: Marika Iler  
Correspond. Secretary: Nancy Bahr Kelly

VP Programs: Sandra Kay  
Publicity: Julia Uhl  
Greeters: Julee Jobe and Kim Horner  
Hospitality: Darlenska & Connee Johnson

*\*Please mark your calendars for Future Meetings  
October 22, (4th Thurs.), November 19 (3rd Thurs.) and December 17, the holiday luncheon. (3rd Thurs.)*

Meeting Registration Process for September 17, 2009:  
Reservations may be made online at [www.rsfbpw.com](http://www.rsfbpw.com) to pay by PayPal (do not have to have a paypal account to use) - OR  
Mail checks to Betty Potter , 505 Arden Dr., Encinitas, Ca. 92024. (payable to RSFBPW)  
Your cancelled check is your receipt. Note: if mailing, sometimes mail is late or lost, so please confirm by email also. Always put your return address on your envelope!

Members must RSVP and pay before 11:00 am Mon. Sept. 14, for member’s cost and to be eligible for the door prize drawing. To get a 2nd card entered in for the drawing, email Betty that you’ve seen these secret words: harvest moon.

Please email or call with any questions 760-753-7644. Email: [bettyap@sbcglobal.net](mailto:bettyap@sbcglobal.net) or [info@rsfbpw.com](mailto:info@rsfbpw.com)

Sorry, no refunds or changes after Sept. 15th. Please call Betty, not The Inn, with cancellation or special requests - and Please, only take the choice you ordered and do not ask the waiter for a different choice. This is a catered lunch with meal choices pre-ordered. If you have a special request or a cancellation, please contact Betty on/or before Aug. 15th.

**Reservations for:**

Name\_\_\_\_\_

Guests only or members with changes need fill out below:

Business\_\_\_\_\_

Address\_\_\_\_\_

City & Zip\_\_\_\_\_

Phone\_\_\_\_\_ email\_\_\_\_\_

Salad: spinach salad w/diced chicken, blue cheese, toasted walnuts & balsamic dressing\_\_\_\_

Hot Dish: chicken piccata w/lemon beurre blanc & vegetables\_\_\_\_\_

Vegetarian salad: Cobb salad w/avocado, bleu cheese, tomatoes & eggs w/balsamic dressing on the side\_\_\_\_\_

Members \$30 \_\_\_\_\_ (before Sept. 14)      Guests \$35 \_\_\_\_\_

Reservations for\_\_\_\_\_      Amount enclosed:\_\_\_\_\_