



# COMMUNIQUE

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Kerry Hammond

THE ALLIANCE OF PROFESSIONAL WOMEN

## Executive Director

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## Connecting Women Personally, Professionally and Philanthropically

### Note from the Editor

I'm excited to tell you that this issue of the Communique is full of interesting articles, great tips, and fun events. **Read up, there will be a quiz.** Seriously, every other month there will be a book giveaway at the Networking Luncheon.

**In order to win, you will need to answer a quiz question and the answer can be found in the pages of the Communique.** Happy reading.

KERRY HAMMOND Executive Director

# QUIZ

### March Networking Luncheon

Join us for a fun Networking Luncheon  
**Thursday, March 10, 11:30 am – 1:00 pm,**  
 at the Streets of Southglenn.

We will enjoy a delicious meal at **IVY AT THE GLENN**, located at 6955 S York St., Centennial, Colorado 80122.



There will be a **New Member Orientation** at 11:00 am for new or prospective members, followed by open networking at 11:30 am. Lunch will be served at noon and we will hear from our luncheon sponsor **PAM FOLEY** of **Well & Company**. We will also hear a brief camp note from **BETSY WIERMSA** of **CampExperience**. The lunch will conclude by 1:00 pm.

**The Lunch will include French Onion Soup as a starter.**

**Entrees (choose from):**

Prime Rib Dip - French Baguette, Au Jus, Creamed Horseradish OR

Ivy Seasonal Salad with Salmon and Balsamic Vinaigrette OR

Chicken Carbonara - Creamy Fettuccine Noodles in Alfredo Sauce with Pork and Sweet Peas OR  
 Vegetarian Pita Pocket - Seasonal Vegetables Stuffed in Flatbread with Cheddar and Swiss

Cheese and Ranch Dressing

Dessert: Mini Ice Cream Cones

As always, there will be lots of nifty door prizes, including a Private Pilates Session, a One-On-One Coaching Session, and an Ivy at the Glenn Gift Certificate.

**CLICK HERE**  
 to Register

Cost: \$35 members; \$45 non-members. Register by Monday, **March 7**, no walk-ins or late registrations, please.

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and **Charlene Wilson**

## From Our March Luncheon Sponsor—Pam Foley

### Well and Company

*All-natural, gluten-free, non-GMO and organic products designed to help you achieve focus, a greater sense of well-being and optimum health*

I began to take **Well and Company** products last year as a part of my effort to feel great and have the highest level of energy possible. Aging well has always been a priority, and the ingredients in the products seemed to be ones that would help me on my quest.

Like many people, I found that all too often, I lived from event to event - looking forward to the next vacation, to the weekend, to losing 10 pounds. But then, I decided to focus on self-care, and was able to find happiness in the spaces between those events. For me, this meant a yoga practice, taking supplements like Well and Company, eating cleanly and seeking a career that fed my inner being.

**DR. JAMES ROUSE**, the creator of Well and Company says that, “the more that we look outside of ourselves – living outside-in – the more we blame the government or technology or society for our unhealthiness – the more that we say, ‘I can’t ride my bike to work until someone builds a bike lane for me’ – just like we look to healthcare and managed care to be the solution to our health problems – the more we are mismanaged and disappointed. Living inside-out means deciding to be the catalyst, the dissenter, the one who’s going to be uncomfortable first. Leaning into what is uncomfortable is a great source of inspiration and happiness.”

Considering this, I decided to step into that place of self-care – began to go to bed earlier, to get up in the morning to work out, to make eye contact with my husband, to hug my kids a little longer before school – and try to do all of these things with more presence. This practice really felt like a form of personal social activism and a great way to make my life full.

Science shows that our thoughts impact the function of our bodies. When we send positive thoughts, our bodies respond with a host of natural, healthy chemicals that allow our bodies to function more effectively. Combining positive thinking with the scientific benefits of daily Well and Company products will enhance the results.

I once heard a speaker who said, “If you ever find yourself in a dark room and you feel like your light is being dimmed, you have the choice and the responsibility to excuse yourself from that room immediately.”

I decided to choose something else. You can too. Because you can.

## April Networking Luncheon

**SAVE THE DATE** for our **April Networking Luncheon** on **Thursday, April 14th**. We will be enjoying lunch at the **Cherry Creek Country Club**. The menu is still being finalized, but it's guaranteed to be delicious. Check the APW website and the weekly What's Happening emails for a registration link and entrée choices later this month.

## From Our April Luncheon Sponsor—Jill Klancke

*From APW Member Jill Klancke, Klancke & Cook, Attorneys at Law*

You might be surprised how many people have prepared their estate documents and then believe that everything is in order when that is simply the farthest thing from the truth. The truth is that if you haven't prepared a relationship-centered estate plan, a written legal plan only accomplishes a small portion of creating stability from generation to generation. Worse, a written estate plan that does not shore up the potential emotional pitfalls that may surface after your death could be worse than no estate plan at all.

Day after day, I talk with families in conflict caused by the death of a parent. Rarely is it directly about money. Often it is about family possession and division of monetary gifts that make a child—a 30-, 40- 50- or even 60-year-old child—feel slighted, justified in his or her grudge or otherwise put out. You see, we are all walking around in adult bodies, while still embedded in our brains are the memories of perceived wrongs we were subjected to as children—an older sibling locking us in the closet or embarrassed us in front of someone important, or what about that parent who failed to attend some event that was very special to us? Who knows what it is. All we can tell you is that in over 35 years of practice, we know it's true. Most adults revert to the age of 13 when dealing with their siblings after a parent's death.

Every day we see reasonable, kind, thoughtful parents inadvertently attempt to set up conflict for their “children” by doing what they think is best in providing for them.

### Take this example:

*“My daughter, Catherine, is 30 years old, unmarried, no children and is a cardiologist. She has more money than she knows what to do with. My son Bryan is 32 years old, married with three children. He and his wife work hard but some times struggle to make ends meet. I want to write my will to leave the bulk of my estate to my son who would make good use of it, rather than my daughter for whom it will do little more than simply add to her portfolio. My two children have always gotten along very well, so I asked Catherine what she thought about my idea. She said that it is a fine idea; she does not need the money so go ahead and give most of it to Bryan. She said she mainly would just want some personal items. I know Catherine well and I believe her that she is being sincere in her comment. What do you think?”*

Believe it or not, this is a very easy question. The answer: divide your estate 50/50 between your two children and then forget about it. Ignore your daughter's comments completely. Remember what we said above? When you speak to your daughter, you think you are talking to a mature person. The 13-year-old Catherine has always had the hidden belief that you preferred the baby of the family, Bryan, over her. If you leave her a lesser share, you will confirm that belief forever. There is a part of her that will always think that if you really loved her equally, you would signify that love within your final written document on this earth by giving as much to her as you give her brother. Do not alter that plan. There is nothing stopping her from helping her brother; just let it be her decision, not yours.

The other area where extreme conflict and completely broken relationships arise is from the distribution of personal possessions. Feel free to ask if there is anything of yours that is very special to them; input is great! Just make sure the final decision is yours and you've conveyed that to them. Once you have made the hard decisions of who gets what, write it down in the memorandum and store it with your will. Deal done.

Jill Klancke has been practicing law within the Denver area for over 29 years.  
Klancke and Cook, 303-584-0500, [klanckecook.com](http://klanckecook.com)



Jill Klancke and David Cook

## Showcase Your Business at the Member Appreciation Luncheon!

Our **10th Annual Member Appreciation Luncheon** is just around the corner. Block your calendar for **May 14**, from 11:00 am to 1:00 pm for our **special 2-hour event**. We will be returning to the Denver ChopHouse and Brewery in LoDo for this luncheon!

The cost to be a swag bag sponsor is \$35 for APW members and \$45 for non-members. Being a sponsor is a great way to get noticed by all of the dynamic women who attend our special springtime event. Provide a special giveaway or goodie to be given to all attendees at this luncheon in our “Bag.”

We’re even looking for a bag sponsor. We need someone to donate 100 bags with their business name or logo. Not only will these hold all of the swag, but your business name will be front and center. This is great exposure and a fun way to market your business.

### Sponsorship information and dates:

Deadline for sponsor sign-up of SWAG bag contents – **April 29**

Cost \$35 – members, \$45 – non-members.

Deadline for dropping off of SWAG contents – **May 6**. Drop off locations to be announced.

### How it works:

We will provide a Blacktie link on our website to sign up for becoming a SWAG sponsor. Then, you prepare 100 gift-type items/items of value to be put into the bags for each attendee. Have some fun finding a creative gift to showcase your business!

At a later date, we will be posting a link to RSVP to attend the event; this will be a separate link from the SWAG bag sponsorship link. If you need someone to help with your fun swag order, consider APW member, **JOANNA JOHNSON**, at 303-522-3686 or Email: [joanna@e2businessgifts.com](mailto:joanna@e2businessgifts.com).

## Thoughts and Tips From Our Members: Spring “Tune-Up” for Golf

*Contributed by APW Member Ann Wolta Blackstone, PGA Teaching Professional*

Spring is right around the corner and here is a drill to get you ready for the golf season. It is called the “**Stick Drill**” and can be used to get the proper posture for your golf swing whether you are a new or advanced golfer. Most golfers bend their knees first and try to bend over the ball from their waist. To obtain the proper posture for your golf swing, you need to bend from the hips first, maintaining a straight spine, and then flex your knees for an athletic position.

“**Stick Drill**” - Take a golf club or broomstick and place it along your spine holding it with one hand against the back of your head, and the other pressed against your tailbone. Keeping the stick on your back, bend forward from the hips with your legs straightened; keep the stick touching your spine. After you are tilted from the hips into a golf posture, slightly flex your knees and relax.

**Hint** - If the golf club/stick came off your spine at your head or lower back, you do not have the proper golf posture. The club/stick should stay on your spine at both points. Bend from your hips, not your waist.

Proper golf posture is one of the most important swing basics. It allows the golfer to turn easily and achieve a proper swing plane, creating consistency in your golf swing. It is a learned behavior and will become more familiar with practice. Do 10-15 repetitions each day and you will achieve a better posture.



**SPRING “TUNE-UP” SPECIAL - (4) 45-minute golf lessons for \$225 (\$50 off the regular price). Call Ann at 303-940-8626.**

**ANN WOLTA BLACKSTONE** LPGA “Life” Teaching Professional

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## QUARTERLY

*A Members-Only Event*

The APW Members Only Book Club has been revamped, rejuvenated and reevaluated. Our book club was such a success last year that we decided to hold club meetings on a bi-monthly basis rather than quarterly. That means more books and more great discussions.

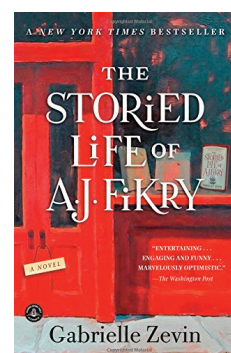
The books have been chosen by the members who attended the Kick-Off event at the Tattered Cover. We have six titles that will carry us through January 2017, three fiction and three non-fiction, so there is something for everyone.

The dates and books are listed below. The club will always begin at 7:00 pm, but locations will vary, so watch the APW Website and the weekly What's Happening emails for more information.

**March 21, 2016: *The Storied Life of A.J. Fikry* by GABRIELLE ZEVIN**

A. J. Fikry's life is not at all what he expected it to be. He lives alone, his bookstore is experiencing the worst sales in its history, and now his prized possession, a rare collection of Poe poems, has been stolen. But when a mysterious package appears at the bookstore, its unexpected arrival gives Fikry the chance to make his life over—and see everything anew.

LEIGH MILLER will lead the 7:00 pm discussion at the Tattered Cover Bookstore in Aspen Grove, 7301 S Santa Fe Dr, Littleton, CO 80120



**May 16, 2016: *Liar, Temptress, Soldier, Spy* by KAREN ABBOTT**

LESLIE GARSKE will lead the discussion and host the event in her home.

**July 11, 2016: *Me, My Hair & I* by ELIZABETH BENEDICT**

ANNE MOORE will lead the discussion and host the event in her home.

**September date TBD: *New York* by EDWARD RUTHERFORD**

Discussion leader and location TBD

**November 28, 2016: *Twain's End* by LYNN CULLEN**

KRISTI SULLIVAN will lead the discussion and host the event in her home.

**January date TBD: *My Life on the Road* by GLORIA STEINEM**

Discussion leader and location TBD

If you're an APW Member and would like to join the Book Club, contact LEIGH MILLER at [millerleigh13@gmail.com](mailto:millerleigh13@gmail.com).



**Are you a morning person?** Is it hard for you to break away from the office to attend a luncheon? Then **Coffee Connections might be right for you.** Join APW members and prospective APW members to talk about your business over a cup of coffee, tea or breakfast. Discuss business and business-related topics while making a few friends. Leave when you need to, our end time is approximate.

When: **Friday, March 18**, 8:30 to 10:00 am (Central Denver)

Where: **Trompeau Bakery**, 2950 S. Broadway (2 blocks south of Yale)

RSVP: **LEIGH MILLER** [millerleigh13@gmail.com](mailto:millerleigh13@gmail.com) or 720-272-2853

When: **Friday, April 15**, 8:30 am to 10:00 am (DTC)

Where: **Espresso Americano** at The Landmark, 5370 Greenwood Village Plaza Blvd., Greenwood Village

RSVP: **LAUREN KAPLAN** [lauren@thekaplans.com](mailto:lauren@thekaplans.com) or 303-912-2576

## Public Affairs Meetings

The next Public Affairs Committee meeting will be held on **Tuesday, March 8, 2016**. The speaker will be **ISABELLE CAMPANELLA**, a clinical nurse educator at the University of Colorado's Birth Center. One in four American women returns to work within two weeks of childbirth. Isabelle will speak to the harm this causes to new mothers and their babies. She will discuss the necessity for paid maternity leave for all mothers, which is the policy of all industrialized nations except for the United States.

In April, the Public Affairs Committee meeting will be held on **Tuesday, April 12, 2016**. The speaker will be **CATE BLACKFORD** of Hunger Free Colorado. Cate will speak about the fact that one in seven Coloradans struggle with hunger. Many of those hungry are children. Hunger Free Colorado has found that Colorado's state-supervised, county-based food stamp program underperforms in its mission to get people registered to receive food stamps. Cate will discuss possible solutions to this situation so that more people do not have to go hungry.

To participate in the Public Affairs Committee, members only have to come to the monthly meeting to discuss current events over breakfast and listen to a speaker. The Committee meets at Zaidy's Restaurant at First Avenue and Adams Street in Cherry Creek. We start networking at 7:00 am, and at 7:30 am. we start breakfast and the speaker. Meetings usually wrap up at 8:30 am. You buy your own breakfast.

If interested in attending or if you have any questions, please contact **NORA KELLY**, at [nvkesq@gmail.com](mailto:nvkesq@gmail.com) or at (303) 377-5518.

## Save the Date for the 5th Annual Helping Women + Changing Lives Luncheon

Mark your calendars and plan on joining us this year for our **5th Annual Helping Women + Changing Lives Luncheon** (HW+CL) on **Thursday, September 8, 2016**. This luncheon will take place at the PPA event center located at 2105 Decatur Street, Denver CO 80211.



Our **annual luncheon funds the three philanthropic missions** of our **Alliance Foundation: Village Banks, Scholarships, and Local Outreach.**

**BUT WE NEED YOUR HELP.** We're looking for table captains and luncheon sponsors for this great cause. Sponsorship is an amazing marketing opportunity for your business and a way to give back at the same time. Each sponsorship category provides a different level of exposure for your business at the September event, at our monthly networking luncheons, and in our bi-monthly newsletter.

If you would like more information, please contact **KERRY HAMMOND** at [AllianceFoundation1@gmail.com](mailto:AllianceFoundation1@gmail.com).

We have some wonderful HW+CL Sponsors who have already pledged their support, please consider joining them to make our 5th luncheon the best yet.

### OUR HW+CL SPONSORS:

Changing Lives:  
Eide Bailly

Creating Hope:  
Sullivan Financial Planning, LLC  
FirstBank  
AXA Advisors  
Capital Sisters  
Creative Financial Staffing

Building Promise:  
LIV Sotheby's International Realty

In-Kind Sponsors:  
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**Luncheon Sponsors****Lorni Sharrow****Moye White**

November 2015

**Kristi Sullivan****Sullivan Financial Planning**

October 2015

**Cari Harris and Megan Henson****Etcetera**

August 2015

**Pamela Wilson****The Care Navigator**

July 2015

**Alliance Foundation**

June 2015

**Jayne Sanders****Precision Wisdom™**

April 2015

**Betsy Wiersma****CampExperience****Corporate Members**

March 2015

**Anne Angerman****Jill Klancke**

February 2015

**Interested in becoming a Networking Luncheon Sponsor? Call 303-368-4747**

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Sheila Drew

Jill Klancke

Ky Agnew

Maura Ridge

Be advised that the Communiqué is not private, only the APW Member Directory is restricted to members only, and can be viewed on the Internet.

The Alliance is a member of and proudly supports: Colorado Women's Lobby, and The International Alliance for Women

## Alliance Foundation Announcement

We are pleased to welcome a **new Alliance Foundation President. MELISSA RICHARDS** of **LIV Sotheby's International Realty** has taken over the leadership of the Alliance Foundation. Melissa is also one of the HW+CL Luncheon Fundraising Committee co-chairs. We welcome her and look forward to being a part of the Foundation under her leadership.

When Melissa isn't leading the Foundation, planning the HW+CL Luncheon, or selling homes, she is thinking about networking (no, she doesn't sleep). Read below for a few of Melissa's tips for effective networking.

## Thoughts and Tips from Our Members: Effective Networking

*Contributed by APW Member and Alliance Foundation President, Melissa Richards, LIV Sotheby's International Realty*

**What is networking?** According to Merriam-Webster, networking is the exchange of information or services among individuals, groups, or institutions; specifically: the cultivation of productive relationships for employment or business.

**Networking is about connection**, it is a low-cost marketing method for developing sales opportunities based on referrals; it is an opportunity to make "it's not what you know, it's who you know" work for you and your business.

The age old question is: **how does one effectively network?** There are **10 important principles** for effective business networking. I'd like to point out **two of those principles**:

- 1. Elevator Speech:** Describe yourself concisely. For example, you meet a potential client in an elevator and he/she asks "What do you do?" You have no more than 20 seconds to explain (maybe less) what you do and to impress the prospective client so much that they ask for your contact information. Be sure your elevator speech covers your name, your business name, where you are located, what part of town you work in, your personal specialization, and your goals.
- 2. Be Different:** Aim high, be the best at something, be irresistible! If there is no difference between you and other providers, your potential customers have no reason whatsoever to choose to work with you. You may ask yourself: what if there is no difference? Find a way to create one. Maybe it is simply a matter of redefining what you already do, maybe you could benefit from changing how you describe your business or how you describe yourself. Still struggling? Talk to some of your existing customers and find out what they are missing from other providers or what can be improved. Be sure to incorporate this difference in your elevator speech.

**MELISSA RICHARDS, CRS, Realtor**  
LIV Sotheby's International Realty

## Communiqué Committee

Kerry Hammond, Editor  
Chelsey Burns, Co-Editor  
Sandy Smith, Co-Chair

## Communiqué Sponsors

Sandy Smith/Alexander Smith Design  
[www.alexandersmithdesign.net](http://www.alexandersmithdesign.net)

## Editor Notes

## From The Editor

The deadline for submitting articles for the COMMUNIQUÉ is Noon on the **15th** of each month. All submissions must be **electronic**. The COMMUNIQUÉ provides stories of interest & information to Alliance members. Please send **ideas, comments, contributions, and questions** to **Kerry Hammond** at [execdir@apwcolorado.org](mailto:execdir@apwcolorado.org)

## Saint Patrick's Day

Saint Patrick's Day, feast day (March 17) of St. Patrick, patron saint of Ireland. Born in Roman Britain in the late 4th century, he was kidnapped at the age of 16 and taken to Ireland as a slave. He escaped but returned about 432 to convert the Irish to Christianity.

## Outreach Committee

*Contributed by APW Member Cari Harris, ETCETERA*

## A NIGHT TO BE REMEMBERED...

The APW Outreach Committee kicked off their 2016 Year of Outreach with a hugely **successful Happy Hour and Personal Care Item Drive to benefit Arapahoe House** on Thursday, January 28. Arapahoe House's mission is to provide a continuum of accessible, affordable, and effective services for individuals and families with alcohol, drug, and other behavioral health problems.

Beacons Community Space, in Cherry Creek North, was the perfect backdrop to the evening that hosted 45+ women (both APW members and non-members) who came to participate in the spirit of giving back. Guests were treated to an exciting **fashion show** featuring the Spring 2016 women's designer clothing collection **ETCETERA** modeled by APW members. A big thank you to **LESLIE GARSKE, DANA LYNCH, MELISSA RICHARDS, and MEGAN HENSON** for entertaining the crowd while modeling, and **PAM FISCHER** for helping me coordinate the evening's festivities and delicious food. The final result was a gathering that was intimate and festive; one that generated bins full of items Arapahoe House was grateful to take back to their facilities. Stay tuned for more events like these as we continue the Outreach Committee's mission to serve those who need our support in the community.

## Editor's Note:

The original purpose of this event was a Suit Drive to collect clothing items. If you have any of these items and need help deciding on a worthy recipient, consider the following organizations:

Rags Consignment Shop  
Dress for Success  
CWEE – Center for Work Education and Employment



Photo Collage by APW Member Sigrid Swerdlin



## So That Happened: News from Our Committees

### SCHOLARSHIP COMMITTEE



*Contributed by APW Member Sarah Zessar, Founder of Discovery College Consulting, LLC*

“If you think education is expensive, try ignorance.”

– **DEREK BOK**, former President of Harvard University

The women of the APW understand and appreciate the importance of education. Despite the rising cost of a college education, the benefits of that education are extraordinary: over the course of a lifetime, a person with a Bachelor's degree will earn an average of \$1 million more than a person with a high school diploma. Additionally, according to Georgetown University's Center on Education and the Workforce, by 2020, 65% of jobs in the U.S. will require education and training beyond high school. In Colorado, that number is 74%.

It's easy to show people statistics like these and to convince them that they need to go to college. Yet for some women, earning a college degree is difficult, if not impossible, due to finances and life circumstances. That is why the APW provides scholarships to three local women, each of whom desires to improve her economic opportunities, enhance her career, and create a better life for herself and her family.

The scholarships APW awards are offered annually to juniors with financial need and a minimum GPA of 3.0 and who are also involved in their communities. The new Scholarship Committee was formed in order to engage the scholarship recipients in our community for the purpose of connecting personally, professionally, and philanthropically. During our first meeting, we discussed developing a buddy system where APW members will invite scholarship recipients to luncheons and other events. If you are interested in being a buddy and/or in joining the committee, contact **ANNE MOORE** at [avatar.anne@gmail.com](mailto:avatar.anne@gmail.com) or 773-551-2810.

## Volunteer Opportunities – How to Get More Involved in Your Community

*Contributed by APW Members Megan Henson, The Traveling Vineyard and Cari Harris, ETCETERA*

**The Delores Project** is one of the recipients of the **Outreach Committee's** support. They provide safe, comfortable, overnight shelter for adult unaccompanied women in a welcoming and peaceful environment. Women in this program receive support from transitional advocates or case managers to identify resources for securing and maintaining long-term housing. Their priority is to make sure the women are safe at night, and guests are not required to provide identification or evidence of need.



Megan Henson



Cari Harris

The Outreach Committee organizes volunteers from the APW to cook or prepare the food for a shelter meal, and 5-6 people will actually be present at the Delores Project to serve the meal to the guests. Not only do we provide them with a meal, but we also give them an uplifting experience simply by lending a hand, sharing a story, or offering a smile. In the long run, we are the ones who feel a huge reward for participating.

The ladies we serve love Outreach Tuesdays...many of them wait patiently to be asked to come back for their second round after we feed the initial 60. It's a lot of fun for the servers too, as we stand in assembly line fashion deciding what our role will be in serving these deserving ladies. In a word...**REWARDING!**

**Please join us for APW's next Community Outreach event**, which will take place at **The Delores Project** on Tuesday, **March 29** from 6:15 pm to 8:00 pm. We are looking for six volunteers. Please email **BETH JOHNSON** ([bethany.johnson@moyewhite.com](mailto:bethany.johnson@moyewhite.com)) or **ABBE PENSACK** ([abbe.pensack@gmail.com](mailto:abbe.pensack@gmail.com)) to sign-up to assist with this incredibly rewarding evening.

For more information about The Delores Project, please see their website: [thedeloresproject.org](http://thedeloresproject.org)

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## Thoughts and Tips from Our Members: 10 Ways to Reinvent Your Style in 2016

*Contributed by APW Member Dana Lynch, AICI FLC*

**Yep, I'm still on the New Year New You/Style Goal/Resolution Bandwagon.** Why not? **I'm feeling great about 2016 and am passionate about helping you make it your best year ever.**

So reinvention...sounds big, a little scary, right? Quite honestly, it's just a buzzword. Your style reinvention can be subtle or bold. Either way, changing up your style can completely change the way you feel. As an image and wardrobe consultant, I guide my clients through their reinventions. The main thing I can tell you is: once they make even a subtle change, no one ever wants to go back.

**Here are ten ways to reinvent your style, either subtly or boldly:**

1. **Subtle:** Subtly change your hair color. **Bold:** Get a completely new cut (and color).
2. Do you always wear black? **Subtle:** Add in a bright color. **Bold:** Try an all-white outfit. The most modern look is varying shades of white in interesting textures.
3. Change your handbag. **Subtle:** Change your bag for the seasons instead of carrying a year round bag. **Bold:** Create a hand bag wardrobe. Light leathers with light clothing; a black patent bag to go with black, and colors to suit your mood and add punch to your outfits.
4. Leather. **Subtle:** Try a lightweight leather jacket for spring/summer in any color except black. **Bold:** Try other garments such as tops and skirts in summer weight leather (or faux leather.) Very chic.
5. Create a signature look with color. **Subtle:** Add pops of a signature color to your wardrobe. (Extra)-**Bold:** Buy as many things as you can in this color. Wear it every day.
6. Show some skin. **Subtle:** Go sleeveless; try a shorter skirt; try a lower neckline (all of these in moderation, please.) **Bold:** Um, no bold for this one.
7. Always accessorize. **Subtle:** Swap silver for gold. If you always wear silver but have a sneaking suspicion you look better in gold, experiment with the metal. Rose gold is yet another gorgeous alternative. **Bold:** Swap your delicate pieces for bold statement pieces...and get ready for compliments.
8. Banish VPL's (visible panty lines) for good. **Subtle:** dip your toes in. Try 1 thong, 1 boy short and 1 light control panty, and see what suits you best. **Bold:** Clear out your lingerie drawer and go all out; buy all the colors of your preferred style that make you happy and feeling fabulous underneath it all.
9. Revamp your make-up routine. **Subtle:** emphasize a new part of your face. For example, if you always concentrate on your eyes, start playing up your lips instead. Find a few fabulous lipstick shades, and have a blast with them. **Bold:** Learn to subtly contour for special days. Strobing is a fun, new way to play with light on your face, and it's quick and easy.
10. Update your outerwear. **Subtle:** Do you yawn every time you reach for your sensible, black coat? Branch out with a colorful wool coat that will wake you up each morning. **Bold:** Swap your cloth coat for a feminine, puffer coat with interesting details like a belt or fur (faux or real) collar. Sure this may not be your choice for job interviews or important client calls, but choosing a fitted parka with sharp details like a belt or metallic snaps will update your look as well as keep you uber-warm.



Whether you choose mild or wild, one or all of the reinvention techniques, you're sure to make a difference in your wardrobe that will go a long way.

*Dana Lynch, AICI FLC, owner of Elements of Image. Visit [elementsofimage.com](http://elementsofimage.com) to subscribe to Dana's e-Style Tip and to receive her FREE special report, "12 Secrets to Looking More Polished at the Office and Beyond."*

## A Note from Our February Sponsor—Ky Agnew

### How to Earn a Living Caring for a Loved One



#### **Your home. Your Community. Your #1 choice!**

Personal Assistance Services of Colorado (PASCO), is a locally owned and operated Home Health Care Agency. PASCO serves consumers/clients in the greater Denver area (Adams, Arapahoe, Boulder, Broomfield, Clear Creek, Denver, Douglas, Gilpin, Jefferson, Larimer, Park and Weld counties). PASCO started operations on January 1, 1992, with one client, who years later still receives home health services through PASCO. What began as a simple two-person operation—an RN and a CNA/Back-up/Owner—grew through the years into a trusted and valued community organization. Innovative practices, Family Caregiver Services, along with a culture that fostered independence for its clients and dedication to its staff, have made PASCO the Colorado leader in Medicaid long-term care services.

#### **Family Members as PASCO employees (CNA's)**

When PASCO first began providing home health services, in 1992, a traditional model was in place: a Certified Nurse Aide (CNA) or Nurse would go to a client's house intermittently throughout the day and assist with daily living. 1999 witnessed a pretty significant change when a mother of a child with a disability asked if she could become a CNA for her child, and work with them exclusively. The idea was intriguing, and the question was put to Colorado's Health Care Policy and Finance (HCPF) and Centers for Medicare/Medicaid (CMS). The answer was that a family member could provide the care if they became a CNA and would be treated exactly as any other Certified Nurse Aide. Since that time, PASCO has been working with many family members to provide a free education, a livable wage and amazing full-time benefits at 28 hours a week. When a family member is a CNA, it ensures that the client gets total control over who provides the care/service. People using PASCO for either CNA or Nursing services also benefit from a comprehensive 24/7 on-call and back-up. Here is what is required:



1. Call 303-233-3122 ask for Mary or Maritza to help complete your over-the-phone assessment.
2. Complete application. Background check and References.
3. Select one of eight Certified Nursing Aid schools to attend. Your education is free!
4. Graduate between 3-8 weeks.
5. Attend a two-hour HR orientation and a free first aid and CPR class.
6. Intake nurse will allocate hours.
7. Medicaid Approval.
8. Start your new career as a family caregiver!

## Member News &amp; Information

## Alliance Networking Opportunities

**WHAT: NETWORKING EVENTS COMMITTEE MEETING**

When: Tuesday, **March 1** and **April 5**, 11:30 am – 1:00 pm  
 Where: **Natural Grocers**, Colorado Blvd. and Evans  
 RSVP: **LYNNE AMERSON**, [lynne.amerson@myfw.com](mailto:lynne.amerson@myfw.com)

**WHAT: OUTREACH COMMITTEE MEETING**

When: Wednesday, **March 2**, and **April 6**, 5:30 pm  
 Where: March: Home of **BRENDA MAHONEY**,  
 1085 S. Vine Street, Denver  
April: Home of **PAM FISCHER**,  
 2218 Franklin Street, Denver  
 RSVP: **BETH JOHNSON**, [bethany.johnson@moyewhite.com](mailto:bethany.johnson@moyewhite.com)

**WHAT: PUBLIC AFFAIRS COMMITTEE MEETING**

When: Tuesday, **March 8**, 7:00 am Networking, 7:30, Speaker  
 Where: **Zaidy's** in Cherry Creek, 1st & Adams  
 RSVP: **NORA KELLY**, [nvkesq@gmail.com](mailto:nvkesq@gmail.com), 303-514-3143  
 Speaker: **ISABELLE CAMPANELLA**,  
 University of Colorado Birth Center

**WHAT: MARCH NETWORKING LUNCHEON**

When: Thursday, **March 10**, 11:30 am – 1:00 pm  
 Where: **Ivy at the Glenn**, Streets of Southglenn,  
 6955 S. York St., Centennial  
 Cost: Members \$35; non-members \$45  
 RSVP: [CLICK HERE](#) to attend

**WHAT: COFFEE CONNECTIONS—CENTRAL DENVER**

When: Friday, **March 18**, 8:30 am – 10:00 am  
 Where: **Trompeau Bakery**, 2950 S. Broadway (between Yale/Evans)  
 RSVP: **LEIGH MILLER**, [millerleigh13@gmail.com](mailto:millerleigh13@gmail.com),  
 720-272-2853

**WHAT: MEMBERS-ONLY QUARTERLY BOOK CLUB**

When: Monday, **March 21**, 7:00 pm  
 Where: **Tattered Cover** Aspen Grove,  
 7301 S Santa Fe Dr., Littleton  
 RSVP: **LEIGH MILLER**, [millerleigh13@gmail.com](mailto:millerleigh13@gmail.com)  
 Book: *The Storied Life of A.J. Fikry* by **GABRIELLE ZEVIN**

**WHAT: PUBLIC AFFAIRS COMMITTEE MEETING**

When: Tuesday, **April 12**, 7:00 am Networking,  
 7:30, Speaker  
 Where: **Zaidy's** in Cherry Creek, 1st & Adams  
 RSVP: **Nora Kelly**, [nvkesq@gmail.com](mailto:nvkesq@gmail.com), 303-514-3143  
 Speaker: **CATE BLACKFORD** of Hunger Free Colorado

**WHAT: APRIL NETWORKING LUNCHEON**

When: Thursday, **April 14**, 11:30 am – 1:00 pm  
 Where: **Cherry Creek Country Club**,  
 2405 S. Yosemite St., Denver  
 RSVP: Watch for a link on the website soon

**WHAT: COFFEE CONNECTIONS—SOUTH**

When: Friday, **April 15**, 8:30 am – 10:00 am  
 Where: **Espresso Americano at The Landmark**, 5370  
 Greenwood Plaza Blvd #109, Greenwood Village  
 RSVP: **LAUREN KAPLAN**, [lauren@thekaplans.com](mailto:lauren@thekaplans.com),  
 303-912-2576

**WHAT: MEMBER SUPPORT COMMITTEE MEETING**

When: Wednesday, **April 20**, 11:00 am – 12:30 pm  
 Where: **Woody Creek Bakery**, DTC  
 RSVP: **JULIE SEQUEIRA**, [jsequeir@amfam.com](mailto:jsequeir@amfam.com)

## New Member Referral Thanks

Sending out huge **thanks** to our members for all the great new referrals to The Alliance of Professional Women!

Thank you to the following Alliance members who have referred a brand new Alliance member since our last Communiqué. We are grateful to **LEIGH MILLER** for referring **DONNA MACKEY** and **KATHLEEN GALLION**, and **LESLIE GARSKE** for referring **JUDY SUTTON** and **LAUREN HULSE**. I also want to thank **LEAH DIRKS** and **NORA KELLY** for their friendly, warm personalities. Each of them played a part in a new member sign-up, by just being themselves and welcoming a guest at an event. I think that's wonderful.

We appreciate each of you for sharing our fabulous organization and are pleased to run your business card ad as a small token of our appreciation in an upcoming newsletter. We also thank **SHERE CHAMNESS** for attracting new members to our organization through our APW website—nice job!

Receive a **FREE ad for referring new members to APW!** In an organization like APW, we depend on referrals to increase our membership. As a small thank you for referring a new member to APW, you will receive a complimentary business card ad in the Communiqué.



## Member News &amp; Information

## New Members

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KRISTIN JACOBSON - Vice President - Relationship Manager, **First Western Trust**, [kjacobson10015@gmail.com](mailto:kjacobson10015@gmail.com)

KIMBERLY BYERS - [kimbyers17@gmail.com](mailto:kimbyers17@gmail.com)

MARISSA PEACOCK – Business Development, **Arapahoe Sign Arts**, [mpeacock@arapahoesignarts.com](mailto:mpeacock@arapahoesignarts.com)

BENITA CREACY - [benita@advanceddivorcesolutions.com](mailto:benita@advanceddivorcesolutions.com)

TRACIE ROMERO – Account Executive, **Design Health Concierge**, [tracie.romero@designhealth.com](mailto:tracie.romero@designhealth.com)

LAURA STARK - Public Speaker - **National Speakers Association of Colorado**, [laura@laurastark.net](mailto:laura@laurastark.net)

DONNA MACKEY - [donnamackey.west@hotmail.com](mailto:donnamackey.west@hotmail.com)

LAUREN HULSE – Attorney, **Hulse Law Firm, LLC**, [lauren@hulselawfirm.com](mailto:lauren@hulselawfirm.com)

MONIKA PLAUT - [casopofice@gmail.com](mailto:casopofice@gmail.com)

ALLYN BADER BARCLAY - Professional Trainer and Strengths Coach, **Discover You**, [abb Barclay01@gmail.com](mailto:abb Barclay01@gmail.com)

KATHLEEN GALLION - [kdgallion@gmail.com](mailto:kdgallion@gmail.com)

ELIZABETH LINK - **Elizabeth Link Beauty**, [link.elizabeth@yahoo.com](mailto:link.elizabeth@yahoo.com)

JANET HURLEY – President, **HD Inc.**, [jmhurley@hdiymh.com](mailto:jmhurley@hdiymh.com)

JUDY SUTTON – Director of Operations, **Triumph Real Estate Corporation**, [judy@thesuttons.net](mailto:judy@thesuttons.net)

## New Member Profiles

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We asked our new members to tell us a little bit about themselves, and here's what we found out:

**DONNA MACKEY** - [donnamackey.west@hotmail.com](mailto:donnamackey.west@hotmail.com)

1. **Why did you join the APW?** I am relatively new to Denver and wanted to meet other women in the community.
2. **What are your hobbies?** Golfing, creative writing, and volunteering at the Denver Zoo.
3. **What is your position/business?** I retired in 2009. I worked for PepsiCo Canada for 29 years, most recently as a Manager in the Customer Service Centre.

**MARISSA PEACOCK** – Business Development, **Arapahoe Sign Arts**, [mpeacock@arapahoesignarts.com](mailto:mpeacock@arapahoesignarts.com)

1. **Why did you join the APW?** I joined the APW after going to a breakfast event and meeting other members. I felt welcomed and was excited about more APW members.
2. **What are your hobbies?** I enjoy skiing, reading, and going out for dinner with friends.
3. **What is your position/business?** I am in business development for an architectural signage company.
4. **What is something that few people know about you?** After having lived in China for 12 years I consider myself 1/3 Chinese. :-) I speak Mandarin and love going to Chinese restaurants in Denver so that I can speak in Mandarin.

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## Member News &amp; Information

## New Member Profiles

Continued from Page 13

**LAURA STARK** - Public Speaker - **National Speakers Association of Colorado**, [laura@laurastark.net](mailto:laura@laurastark.net)

1. **Why did you join the APW?** The reason I joined is because the majority of family “unpaid” caregivers are women (66%). I felt the pictures I saw on your website were the type of women I could help in the workforce.
2. **What are your hobbies?** My hobbies are hiking, walking, snowshoeing, and helping others.
3. **What is your position/business?** I am self-employed – yet my tagline is: “The Stark Reality of Caregiving.”
4. **What is something that few people know about you?** I became a long distance caregiver to my parents when I was only 39 and knew nothing. I am still a caregiver with 25 years and still going.

**LAUREN HULSE** – Attorney, **Hulse Law Firm, LLC**, [lauren@hulselawfirm.com](mailto:lauren@hulselawfirm.com)

1. **Why did you join the APW?** To connect with women both professionally and personally. I enjoy the luncheons and events and want to get more involved.
2. **What are your hobbies?** Swimming, racquetball, boating, and anything involving the water.
3. **What is your position/business?** I own the Hulse Law Firm and I am an attorney that primarily focuses on family law. I also provide simple estate planning services for clients.
4. **What is something that few people know about you?** I used to surf every week while in college.

**ELIZABETH LINK** – Elizabeth Link Beauty, [link.elizabeth@yahoo.com](mailto:link.elizabeth@yahoo.com)

1. **Why did you join the APW?** I joined APW because I was looking for a meaningful way to connect with other professional women as well as to be inspired by the various speakers that present helpful tools for navigating business as well as life in general.
2. **What are your hobbies?** I suppose most of my free time these days is spent putting time into my 2-year-old daughter so I pour my hobbies into her! I love photographing her and visual arts are always inspiring to me. My other main passion is natural health. I love cooking and reading various nutritional and health-oriented books.
3. **What is your position/business?** I specialize in French haircutting, balayage hair color, makeup artistry, and beauty photography. Pulling together the whole look is something I love to do.
4. **What is something that few people know about you?** I'm obsessed with thrift store shopping!

**KATHLEEN GALLION** – [kdgallion@gmail.com](mailto:kdgallion@gmail.com)

1. **Why did you join the APW?** I joined because I want to give back and I love the variety of causes that you are involved in. Also, getting to know new dynamic women is wonderful. It helps me grow and enjoy the amazing women in our city.
2. **What are your hobbies?** My hobbies are biking, hiking, skiing, golfing, walking, yoga, and reading. I need to find a creative hobby now that I am retired from the advertising world.
3. **What is something that few people know about you?** I am a native of Colorado, from LaJunta and Karval- a small town girl.

**JUDY SUTTON** – Director of Operations, **Triumph Real Estate Corporation**, [judy@thesuttons.net](mailto:judy@thesuttons.net)

1. **Why did you join the APW?** I attended a luncheon in October and was very impressed with the robust community service arm of APW. I have been wanting to increase my time in giving back to the community and felt this would be a great way to do that. Plus I'm excited to meet other professional, like-minded women.
2. **What are your hobbies?** I love to cook, hike, travel, read, play tennis, and paddleboard.
3. **What is your position/business?** I am the Director of Operations for Triumph Real Estate Corporation, a commercial real estate development and property management company.
4. **What is something that few people know about you?** I want to be on the Amazing Race.

## Member News &amp; Information

## Anniversaries

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APW wishes to **recognize** and **thank** the following women who joined The Alliance of Professional Women in March or April. We greatly appreciate your continued support of our organization.

17 years

**PATRICIA FOLEY HINNEN**

**Capital Sisters International**

8 years

**LEE WEISBARD**

**Lee Weisbard DDS**

3 years

**BRENDA MAHONEY**

**Cabi-Independent Consultant**

**LYNNE AMERSON**

**First Western Trust**

**KAREN SHIRLEY**

**Holmes Shirley Law**

2 years

**MICHELLE KU**

**MELISSA RICHARDS**

**JILL KLANCKE**

**LORIE STAFFORD THOMAS**

**KRISTIN PINEIRO**

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**LIV Sotheby's International Realty**

**Klancke & Cook, Attorneys at Law**

**Mountain View Communications**

**Wallace Scott, PC**

1 year

**PATSY BUTTERFIELD**

**AMANDA YIULL**

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## Alliance Thanks!

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### January Networking Luncheon

We mixed it up a bit in January and enjoyed a family style luncheon at **India's Restaurant**. The food was excellent and the private room of the restaurant was perfect for our group. Our luncheon hosts were Networking Events Committee Co-Chairs **LYNNE AMERSON** from **First Western Trust** ([lynn.amerson@myfw.com](mailto:lynn.amerson@myfw.com)), **KRYSTA GERSTNER** of **FirstBank** ([Krysta.Gerstner@efirstbank.com](mailto:Krysta.Gerstner@efirstbank.com)) and **PAM FOLEY** of **Wellness & Company** ([pamelapfoley@comcast.net](mailto:pamelapfoley@comcast.net)). We thank everyone in the Networking Committee for their hard work in bringing the speaker to our event.

A big thanks to our guest speaker, **HILARY BLAIR** of **Articulate Real & Clear**, for her entertaining and thought-provoking presentation. It was interesting to learn new ways that we, as women, can use our voices more effectively. We also thank our door prize donors: **LESLIE GARSKE** donated Tocara jewelry, **SIGRID SWERDLIN** donated her own Photographic Postcards of Colorado in a handmade pouch, and we gave away some History Colorado Tickets.

### February Networking Luncheon

Our Committee Fair and Networking Luncheon at **Charcoal Restaurant** was a complete success and an exciting afternoon. Thanks to all the members who worked the committee fair tables, helping other members learn more about APW and how they can get involved.

Our luncheon hosts were our Networking Events Committee Co-chair, **PAM FOLEY** of **WELLNESS & COMPANY** ([pamelapfoley@comcast.net](mailto:pamelapfoley@comcast.net)) and Committee Member **MICHELLE KU** of **Addison Design** ([michelle@AddisonInteriorDesignDenver.com](mailto:michelle@AddisonInteriorDesignDenver.com)). They both did a great job of working with our high energy group and keeping us on schedule.

We thank our luncheon sponsor, **KY AGNEW** of **PASCO-Personal Assistant Services of Colorado** ([Ky.Agnew@pascohh.com](mailto:Ky.Agnew@pascohh.com)) for her presentation. Thanks also to our door prize donees: **LESLIE GARSKE** donated Tocara jewelry, **JILL KLANCKE** donated a Nordstrom Gift Card, and **BRENDA MAHONEY** donated a Cabi scarf.

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# calendar of events

You can now find an RSVP link to upcoming Alliance Events on our homepage! Go to [www.apwcolorado.org](http://www.apwcolorado.org) and click on the bold RSVP link – it will take you directly to the BlackTie RSVP page for the event for ON-LINE REGISTRATION See PAGE 12 for event information, event codes or contact for the event.

## MARCH 2016

S	M	T	W	T	F	S
		<b>1</b> <a href="#">Networking Events Committee Meeting</a> 11:30 am - 1:00 pm, <b>Natural Grocers</b> , Colorado Blvd and Evans, <b>LYNNE AMERSON</b> <a href="mailto:lynne.amerson@myfw.com">lynne.amerson@myfw.com</a>	<b>2</b> <a href="#">Outreach Committee Meeting</a> 5:30 pm, Home of <b>BRENDA MAHONEY</b> , 1085 S. Vine Street, Denver RSVP - <b>BETH JOHNSON</b> <a href="mailto:bethanyjohnson@moyewwhite.com">bethanyjohnson@moyewwhite.com</a>	<b>3</b>	<b>4</b>	<b>5</b>
<b>6</b>	<b>7</b>	<b>8</b> <a href="#">Public Affairs CM Networking</a> 7:00-7:30 am, Speaker-7:30 <b>Zaidy's of Cherry Crk</b> <b>NORA KELLY</b> <a href="mailto:nvkesq@gmail.com">nvkesq@gmail.com</a>	<b>9</b>	<b>10</b> <a href="#">Networking Luncheon</a> 11:30 am - 1:00 pm, <b>Ivy at the Glenn</b> , Streets of Southglenn, 6955 S. York Street, Centennial <b>CLICK HERE to attend</b>	<b>11</b>	<b>12</b>
<b>13</b> DAYLIGHT SAVING	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b> ST. PATRICK'S	<b>18</b> <a href="#">Coffee Connections</a> 8:30 - 10:00 am, <b>Trompeau Bakery</b> , 2950 S. Broadway (between Yale/Evans) Englewood, <b>LEIGH MILLER</b> , <a href="mailto:millerleigh13@gmail.com">millerleigh13@gmail.com</a>	<b>19</b>
<b>20</b>	<b>21</b> <a href="#">Quarterly Book Club</a> 7:00 pm, <b>Tattered Cover</b> at Aspen Grove <b>LEIGH MILLER</b> <a href="mailto:millerleigh13@gmail.com">millerleigh13@gmail.com</a>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>
<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>		

## APRIL 2016

S	M	T	W	T	F	S
					<b>1</b> APRIL FOOLS	<b>2</b>
<b>3</b>	<b>4</b>	<b>5</b> <a href="#">Networking Events Committee Meeting</a> 11:30 am - 1:00 pm, <b>Natural Grocers</b> , Colorado Blvd and Evans, <b>LYNNE AMERSON</b> <a href="mailto:lynne.amerson@myfw.com">lynne.amerson@myfw.com</a>	<b>6</b> <a href="#">Outreach Committee Meeting 5:30 pm</a> Home of <b>PAM FISCHER</b> , 2218 Franklin Street, Denver 80205 RSVP - <b>BETH JOHNSON</b> <a href="mailto:bethanyjohnson@moyewwhite.com">bethanyjohnson@moyewwhite.com</a>	<b>7</b>	<b>8</b>	<b>9</b>
<b>10</b>	<b>11</b>	<b>12</b> <a href="#">Public Affairs CM Networking</a> 7:00-7:30 am, Speaker-7:30 <b>Zaidy's of Cherry Crk</b> <b>NORA KELLY</b> <a href="mailto:nvkesq@gmail.com">nvkesq@gmail.com</a>	<b>13</b>	<b>14</b> <a href="#">Networking Luncheon</a> 11:30 am - 1:00 pm, <b>Cherry Creek Country Club</b> 2405 S. Yosemite St. Denver WATCH for link on Website	<b>15</b> <a href="#">Coffee Connections</a> 8:30 - 10:00 am, <b>Espresso Americano</b> at the Landmark, 5370 Greenwood Plaza #109, Greenwood Village <b>LAUREN KAPLAN</b> <a href="mailto:lauren@thekaplans.com">lauren@thekaplans.com</a>	<b>16</b>
<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b> <a href="#">Member Support Committee Meeting</a> 11:00 am, <b>Woody Creek Bakery</b> , DTC <b>JULIE SEQUEIRA</b> <a href="mailto:jsequeir@amfam.com">jsequeir@amfam.com</a>	<b>21</b>	<b>22</b>	<b>23</b>
<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>