

C MMUNIQUE

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THE TEEN IMAGE INSTITUTE COACHING CERTIFICATION

An extensive two-day certification seminar for consultants, educators, seminar leaders, youth ministry, and individuals wishing to teach young women the importance of self-esteem, social etiquette, wardrobe selection, dining manners, skincare, self-image and confidence.

This exciting seminar provides details regarding how to start a SUMMER ETIQUETTE CAMP and coach high school/college students, sorority groups, Girl Scouts, and sports teams. The Teen Image Institute will be conducted only once during 2010.

Topics include:

- 15 Steps to Higher Self-Esteem
- Social Etiquette
- Skin Care & Makeup Application (all skin types)
- Dining & Table manners
- Poise, Grace & Posture
- Body Care
- Thank you notes
- Fashion: What to Wear & When
- Dressing for the Prom & Special Occasions: A check-list
- The Debutante Ball: An Unforgettable Occasion for the Under-Privileged
- Designing an Etiquette Camp for Teens
- Job Interviews: How to Look, Act
- Personal Presentation Skills: Speaking with Confidence
- Hair Care & Styling; Hair Accessories
- How to Introduce Friends, Family & Self
- How to Enter Any Occasion with Confidence
- Self-Organization
- 20 Image Mistakes & How to Avoid Them
- Guest Etiquette - Away from Home
- Vision Board Workshop
- Personal Image and Self-Branding

Date: April 10-11, 2010
Location: The Seelbach Hotel
Fee: \$425.00



SOCIALIZING WITH YOUR TARGET MARKET by Sandy Spardaro

We've all likely heard of many of the components that we collectively call "Social Media". The usual suspects:

- Facebook - www.facebook.com
- Twitter - www.twitter.com
- LinkedIn - www.Linkedin.com
- Youtube - www.YouTube.com
(the 4th most visited site on the web)

How must we do things differently with social marketing than we do with traditional marketing? The Internet allows us access to any information from anywhere. It's become a necessity for consumers to once again revert to personalization and this community of platforms gives us opportunities that go beyond paid advertising.

How can businesses capitalize? Because in Social Networking, the ultimate objective is to be found by internet "spiders" (or search engines) the idea is to get creative with unique ways to be found. Seek ways to share your

expertise or list your company name using multiple avenues.

- Blogs
- Local association sites
- Directory Listings
- Links to a variety of social media profiles
- Strategic alliances

What's the Strategy? Remember that this is not a platform for paid advertising; rather it is a platform of communication networking. The name of the game is swapping valuable information. A reputation can grow virally by being consistently seen as an expert in your field.

1. *Decide what channel to use for what purpose.*
2. *Make a reputable name for yourself:*
 - Avoid continuous sales pitches
 - Be a resource not a spammer
 - Start provocative discussions for the exposure and educational purpose
 - Share opinions respectfully; don't be rude...ever.
3. *Keep your content updated and relevant.*
4. *Manage your time wisely.*
5. *Be more observant than loud.*

Want to know how to set up your profiles? Need a little guidance on finding good content? If you'd like to learn more about Social Media contact Sandy Spardaro at:
sandy@ssmarketingsolutions.com
www.ssmarkitingsolutions.com
608.304.4399

Sandy Spardaro will be a featured speaker at PWN International Conference August 13-15, 2010. Contact her if you wish to schedule an appointment during Conference weekend.

**PWN INTERNATIONAL
CONFERENCE
AUGUST 13-15, 2010
THE SEELBACH**

- 9 powerful international speakers
- Author book signing & reception
- Riverboat dinner & dance cruise
- All conference material, meals & welcome reception included.

Deadline: April 1st
Register online
www.prowoman.net

**INSPIRATIONAL
QUOTES FOR WOMEN**

The battle of the sexes is as old as the hills. In patriarchal societies, women are conditioned to accept men as the superior sex. But awareness, education, and life's struggles have led women to shed their inhibitions. Great women leaders, artists, scientists, and other professional women have inspired other women to overcome social obstacles. Read some inspirational quotes by women and for women.

Susan B. Anthony, Women's Activist
Modern invention has banished the spinning wheel, and the same law of progress makes the woman of today a different woman from her grandmother.

Maya Angelou, African American Poet
How important it is for us to recognize and celebrate our heroes and she-ros

Emily Dickinson, Poet
Not knowing when the dawn will come, I open every door.

Martha Graham, American Choreographer
Nobody cares if you can't dance well. Just get up and dance. Great dancers are not great because of their technique, they are great because of their passion.

Marian Wright Edelman, American Activist,
Families in Peril

We must not, in trying to think about how we can make a big difference, ignore the small daily difference we can make which, over time, add up to big differences that we often cannot foresee.

Diane Ackerman, Poet
[quoted in Newsweek, September 22, 1986]
I don't want to get to the end of my life and find that I lived just the length of it. I want to have lived the width of it as well.

Elizabeth Cady Stanton, Activist
[Declaration of Sentiments, First Women's Rights Convention] *We hold these truths to be self-evident, that all men and women are created equal.*

Ralph Waldo Emerson, Writer
Let us treat men and women well; treat them as if they were real. Perhaps they are.

Ayn Rand, Novelist
Thinking men cannot be ruled.

Barbara Bush, First Lady
[at Wellesley College Commencement]
Somewhere out in this audience may even be someone who will one day follow in my footsteps, and preside over the White House as the President's spouse. I wish him well!

Carrie Chapman Catt, Women's Rights Activist
[in a speech at the Senate] *No written law has ever been more binding than unwritten custom supported by popular opinion.*

Mary Wollstonecraft, Writer,
A Vindication of the Rights of Women
Women are systematically degraded by receiving the trivial attentions which men think it manly to pay to the sex, when, in fact, men are insultingly supporting their own superiority.

Margaret Thatcher, British Politician
In politics if you want anything said, ask a man. If you want anything done, ask a woman.

Susan Faludi, Pulitzer Prize-Winning Journalist,
Backlash: The Undeclared War Against American Women
Feminism's agenda is basic: It asks that women not be forced to 'choose' between public justice and private happiness.

Whoopi Goldberg, American Actor
[quoted on the Today show] *An actress can only play a woman. I'm an actor, I can play anything.*

Simone de Beauvoir, French Author,
The Second Sex
One is not born a woman, one becomes one.

Nadia Boulanger, Conductor
[on becoming the first woman to conduct the Boston Symphony Orchestra] *I've been a woman for a little over 50 years and have gotten over my initial astonishment. As for conducting an orchestra, that's a job where I don't think sex plays much part.*

Elizabeth Cady Stanton
Because man and woman are the complement of one another, we need woman's thought in national affairs to make a safe and stable government.

**MOTIVATIONAL QUOTES
BY WOMEN**

Even in this day and age, women face discrimination and prejudice. Yet, women all over the world continue to work hard to make a difference -- to alter their lives and the lives of others. Here are some highly motivating quotes by women of substance. These women have spoken from their heart, and their words leave an indelible impression on the reader's mind.

Erica Jong, author
Everyone has talent. What is rare is the courage to follow the talent to the dark place where it leads.

Harriet Beecher Stowe, writer
Never give up, for that is just the place and time that the tide will turn.

Nadezhda Mandelstam, Russian writer,
Hope Against Hope
I decided it is better to scream. Silence is the real crime against humanity.

Dianne Feinstein, politician
[on women's role in government] *Toughness doesn't have to come in a pinstripe suit.*

Anne Frank, writer

Anne Frank: The Diary of a Young Girl
Parents can only give good advice or put them [children] on the right paths, but the final forming of a person's character lies in their own hands.

Eleanor Roosevelt, activist

You Learn by Living
You gain strength, courage and confidence by every experience in which you really stop to look fear in the face. You are able to say to yourself, "I lived through this horror. I can take the next thing that comes along." You must do the thing you think you cannot do.

Susan B. Anthony, feminist

It was we, the people; not we, the white male citizens; nor yet we, the male citizens; but we, the whole people, who formed the Union.

Anne Frank, writer

In spite of everything I still believe that people are really good at heart. I simply can't build up my hopes on a foundation consisting of confusion, misery and death

Oprah Winfrey, American TV personality

As you become more clear about who you really are, you'll be better able to decide what is best for you - the first time around.

Indira Gandhi, Indian politician

You must learn to be still in the midst of activity and to be vibrantly alive in repose.

Peace Pilgrim, spiritual leader

When you find peace within yourself, you become the kind of person who can live at peace with others.

Anne Frank, writer

How wonderful it is that nobody need wait a single moment before starting to improve the world.

Janis Joplin, American singer

Don't compromise yourself. You are all you've got.

Dr. Joyce Brothers, American psychologist

Love comes when manipulation stops; when you think more about the other person than about his or her reactions to you. When you dare to reveal yourself fully. When you dare to be vulnerable.

Barbara De Angelis, American researcher

You never lose by loving. You always lose by holding back.

Dolores Huerta, activist

If you haven't forgiven yourself something, how can you forgive others?

Mother Theresa, social activist

I know God will not give me anything I can't handle. I just wish that He didn't trust me so much.

Joyce Carol Oates, writer

It is only through disruptions and confusion that we grow, jarred out of ourselves by the collision of someone else's private world with our own.

Louisa May Alcott, American novelist

Love is a great beautifier.

Dolly Parton, singer

If you want the rainbow, you've got to put up with the rain.

Maya Angelou, poet, educator

You can write me down in history with hateful, twisted lies, you can tread me in this very dirt, but still, like dust, I'll rise.

Helen Hayes, American actress

Rest and you rust.

Kaethe Kollwitz, German artist

I am gradually approaching the period in my life when work comes first. No longer diverted by other emotions, I work the way a cow grazes.

Doris Lessing, writer

The Golden Notebook
None of you [men] ask for anything -- except everything, but just for so long as you need it.

Bella Abzug, lawyer

We are coming down from our pedestal and up from the laundry room.

Susan B. Anthony, women's activist

There never will be complete equality until women themselves help to make laws and elect lawmakers.

Susan B. Anthony, women's activist

A woman must not depend upon the protection of man, but must be taught to protect herself.

Ayn Rand, writer

The smallest minority on earth is the individual. Those who deny individual rights cannot claim to be defenders of minorities.

Virginia Woolf, writer

Each has his past shut in him like the leaves of a book known to him by heart and his friends can only read the title.

Maya Angelou, poet, educator

It is this belief in a power larger than myself and other than myself, which allows me to venture into the unknown and even the unknowable.

HARRIET BEECHER STOWE (1811-1896)

Quotations from Harriet Beecher Stowe, author of Uncle Tom's Cabin and other novels and books.

Selected Harriet Beecher Stowe Quotations

- *The past, the present and the future are really one: they are today.*
- *If women want any rights they had better take them, and say nothing about it*
- *Women are the real architects of society.*
- *I no more thought of style or literary excellence than the mother who rushes into the street and cries for help to save her children from a burning house, thinks of the teachings of the rhetorician or the elocutionist*
- *I did not write it. God wrote it. I merely did his dictation.*
- *When you get into a tight place and everything goes against you till it seems you could not hold on a minute longer, never give up then for that is just the place and time that the tide will turn.*

- *So much has been said and sung of beautiful young girls, why doesn't somebody wake up to the beauty of old women?*
- *Common sense is seeing things as they are; and doing things as they ought to be.*
- *The truth is the kindest thing we can give folks in the end.*
- *Friendships are discovered rather than made.*
- *Most mothers are instinctive philosophers.*
- *Although mother's bodily presence disappeared from our circle, I think that her memory and example had more influence in molding her family, in deterring from evil and exciting to good, than the living presence of many mothers. It was a memory that met us everywhere; for every person in the town seemed to have been so impressed by her character and life that they constantly reflected some portion of it back upon us.*
- *The bitterest tears shed over graves are for words left unsaid and deeds left undone.*
- *Perhaps it is impossible for a person who does no good to do no harm.*
- *Any mind that is capable of real sorrow is capable of good.*
- *It's a matter of taking the side of the weak against the strong, something the best people have always done.*
- *To be really great in little things, to be truly noble and heroic in the insipid details of everyday life, is a virtue so rare as to be worthy of canonization.*
- *What makes saintliness in my view, as distinguished from ordinary goodness, is a certain quality of magnanimity and greatness of soul that brings life within the circle of the heroic.*
- *One would like to be grand and heroic, if one could; but if not, why try at all? One wants to be very something, very great, very heroic; or if not that, then at least very stylish and very fashionable. It is this everlasting mediocrity that bores me.*

- *I am speaking now of the highest duty we owe our friends, the noblest, the most sacred--that of keeping their own nobleness, goodness, pure and incorrupt . . . If we let our friend become cold and selfish and exacting without a remonstrance, we are no true lover; no true friend.*
- *A little reflection will enable any person to detect in himself that setness in trifles which is the result of the unwatched instinct of self-will and to establish over himself a jealous guardianship.*
- *In all ranks of life the human heart yearns for the beautiful; and the beautiful things that God makes are his gift to all alike.*

MOTHER TERESA (1910-1997)

Mother Teresa, born Agnes Gonxha Bojaxhiu in Skopje, Yugoslavia, felt a calling early to serve the poor. She joined an Irish order of nuns serving in Calcutta, India, and received medical training in Ireland and India. She founded the Missionaries of Charity and focused on serving the dying, with many other projects as well. She was able to garner considerable publicity for her work which also translated into successfully financing the expansion of the order's services.

Mother Teresa was awarded the Nobel Peace Prize in 1979. She died in 1997 after long illnesses, and was beatified by Pope John Paul II on October 19, 2003.

Selected Mother Teresa Quotations

- *Do not wait for leaders. Do it alone, person to person.*
- *Kind words can be short and easy to speak, but their echoes are truly endless.*
- *We think sometimes that poverty is only being hungry, naked and homeless. The poverty of being unwanted, unloved and uncared for is the greatest poverty. We must start in our own homes to remedy this kind of poverty.*

- *There is a terrible hunger for love. We all experience that in our lives--the pain, the loneliness. We must have the courage to recognize it. The poor you may have right in your own family. Find them. Love them.*
 - *The dying, the cripple, the mental, the unwanted, the unloved-- they are Jesus in disguise.*
 - *In the West there is loneliness, which I call the leprosy of the West. In many ways it is worse than our poor in Calcutta. (Commonweal, Dec 19, 1997)*
 - *It is not how much we do, but how much love we put in the doing. It is not how much we give, but how much love we put in the giving.*
 - *The poor give us much more than we give them. They're such strong people, living day to day with no food. and they never curse, never complain. We don't have to give them pity or sympathy. We have so much to learn from them.*
 - *I see God in every human being. When I wash the leper's wounds, I feel I am nursing the Lord himself. Is it not a beautiful experience?*
 - *I do not pray for success. I ask for faithfulness.*
 - *The silence is so great that I look and do not see, listen and do not hear. The tongue moves in prayer but does not speak. [letter, 1979]*
 - *Let us not be satisfied with just giving money. Money is not enough, money can be got, but they need your hearts to love them. So, spread your love everywhere you go.*
 - *If you judge people, you have no time to love them.*
-

KATHARINE GRAHAM (1917-2001)

Katharine Graham is best known for her role as publisher of the Washington Post newspaper, and for the role she played as the head of the Post during the Nixon Administration and the Watergate scandal.

Selected Katharine Graham Quotations

- *To love what you do and feel that it matters — how could anything be more fun?*
- *So few grown women like their lives. (1974)*
- *The thing women must do to rise to power is to redefine their femininity. Once, power was considered a masculine attribute. In fact power has no sex.*
- *If one is rich and one's a woman, one can be quite misunderstood.*
- *Some questions don't have answers, which is a terribly difficult lesson to learn.*
- *We live in a dirty and dangerous world. There are some things the general public does not need to know, and shouldn't. I believe democracy flourishes when the government can take legitimate steps to keep its secrets and when the press can decide whether to print what it knows. (1988)*
- *No one can avoid aging, but aging productively is something else.*
- *A mistake is simply another way of doing things.*

INDIRA GANDHI (1917-1984)

Indira Gandhi was the Prime Minister of India from 1966 to 1977 and from 1980 to 1984. Daughter of Jawaharlal Nehru, a hero in winning independence from Britain, Indira Gandhi was also a follower of Gandhi in her early years. Indira Gandhi was elected Prime Minister in 1966, and her administration was often controversial. After using the military to

put an end to a Sikh separatist operation, Indira Gandhi was assassinated by her Sikh security guards in 1984.

Selected Indira Gandhi Quotations

- *You must learn to be still in the midst of activity and to be vibrantly alive in repose.*
- *My grandfather once told me that there were two kinds of people: those who do the work and those who take the credit. He told me to try to be in the first group; there was much less competition.*
- *Martyrdom does not end something, it is only a beginning.*
- *You cannot shake hands with a clenched fist.*
- *There are moments in history when brooding tragedy and its dark shadows can be lightened by recalling great moments of the past.*
- *I don't mind if my life goes in the service of the nation. If I die today every drop of my blood will invigorate the nation. -- said the night before she was assassinated, October 30, 1984.*
- *To bear many children is considered not only a religious blessing but also an investment. The greater their number, some Indians reason, the more alms they can beg. (1975)*

LUCILLE BALL (1911 - 1989)

Lucille Ball began her career in musical comedy, became a success in radio comedy, starred in several movie comedies, and achieved her greatest popular success with her TV show, I Love Lucy, first airing in 1951 and running until 1957. She also starred in The Lucy Show (1962-68) and Here's Lucy (1968-74). Lucille Ball and Desi Arnaz, who produced I Love Lucy together as well as starred in the show, were married from 1940 to 1960. Lucille Ball managed Desilu Productions from 1962 to 1967 and Lucille Ball Productions from 1967 to 1989.

Selected Lucille Ball Quotations

- *I never thought I was funny. I don't think funny.*
- *I'm not funny. What I am is brave.*
- *Ability is of little account without opportunity.*
- *The secret of staying young is to live honestly, eat slowly, and lie about your age.*
- *If you want something done, ask a busy person to do it. The more things you do, the more you can do.*
- *Luck? I don't know anything about luck. I've never banked on it, and I'm afraid of people who do. Luck to me is something else: Hard work -- and realizing what is opportunity and what isn't.*
- *One of the things I learned the hard way was that it doesn't pay to get discouraged. Keeping busy and making optimism a way of life can restore your faith in yourself.*
- *I think knowing what you cannot do is more important than knowing what you can do. In fact, that's good taste.*
- *I would rather regret the things that I have done than the things that I have not.*
- *In life, all good things come hard, but wisdom is the hardest to come by.*
- *I have an everyday religion that works for me. Love yourself first, and everything else falls into line. You really have to love yourself to get anything done in this world.*
- *Once in his life, every man is entitled to fall madly in love with a gorgeous redhead.*
- *My God, I'm outliving my henna.*
- *Women's lib?...It doesn't interest me one bit. I've been so liberated it hurts.*
- *Politics should be the part-time profession of every citizen who would protect the rights and privileges of free people and who would preserve what is good and fruitful in our national heritage.*

- *It's a helluva start, being able to recognize what makes you happy.*
- *Not everything that is faced can be changed but nothing can be changed until it is faced.*
- *I regret the passing of the studio system. I was very appreciative of it because I had no talent.*
- *What could I do? I couldn't dance. I couldn't sing. I could talk.*
- *Heaven, no. I was shy for several years in my early days in Hollywood until I figured out that no one really gave a damn if I was shy or not, and I got over my shyness.*
- *You see much more of your children once they leave home.*
- *Use a make-up table with everything close at hand and don't rush; otherwise you'll look like a patchwork quilt.*
- *A man who correctly guesses a woman's age may be smart, but he's not very bright.*
- *What we did on [i]I Love Lucy was not slapstick. I worked with the Three Stooges years ago, and they were masters of slapstick, so I know what slapstick is.*
- *The best thing I learned from working with the Stooges was when to duck! It's true. Your timing has to be right so that you don't get hurt in the scene. The Stooges were always teaching people on the set how to duck.*
- *I don't do T & A very well because I haven't got much of either.*

CLARE BOOTHE LUCE (1903-1987)

Socialite Clare Boothe Luce, married to Henry R. Luce who published Time, Life, and Fortune, served in the US Congress from 1942 to 1946 and later as ambassador to Brazil and Italy. She also wrote plays, was a World War II war correspondent, and wrote articles and reviews. She was noted for her quips and wit.

Selected Clare Boothe Luce Quotations

- *Because I am a woman, I must make unusual efforts to succeed. If I fail, no one will say, "She doesn't have what it takes." They will say, "Women don't have what it takes."*
- *Thoughts have no sex.*
- *Male supremacy has kept woman down. It has not knocked her out.*
- *If God had wanted us to think with our wombs, why did he give us a brain?*
- *Censorship, like charity, should begin at home, but unlike charity, it should end there.*
- *No good deed goes unpunished.*
- *There are no hopeless situations; there are only men who have grown helpless about them.*
- *Courage is the ladder on which all the other virtues mount.*
- *Lying increases the creative faculties, expands the ego, and lessens the frictions of social contacts.*

SUGGESTED READING

- *Perfect Girls, Starving Daughters*
Courtney E. Martin
- *Princess Academy*
Shannon Hale

FROM LINDA ELLIS EASTMAN

Measure your success not by the position
you've reached in life...
but by the obstacles you've overcome

PWN CERTIFICATIONS & CONFERENCE SCHEDULE

April 10-11 24-25	The Teen Image Institute Women's Issues & Diversity
May 15-16 22-23	Save Our Youth Women's Issues & Diversity
June 19-20	Women's Issues & Diversity
July 10-11 17-18	Women's Issues & Diversity The Coaching Institute
August 13-15	PWN International Conference Author Reception & Book signing
December 4-5	The Entrepreneur Institute (Los Angeles)

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