

# KA LONO KILOHANA

"THE SUPERIOR OF MESSAGES"

Na Kilohana O'Wahine Chapter #6289 District VI

Honolulu, Hawaii



Volume 1, Issue 4

Date (November 2009)

A CHAPTER OF THE AMERICAN BUSINESS WOMEN'S ASSOCIATION

## President's Message

November 2009

Dear Na Kilohana Members,

Thank you Cordie, Linda and the "ABWA Sistahs" for the rip roaring "Celebration" at the October meeting. The skit & dancing was so much fun and we all shared a toast to 60 more years of ABWA and Na Kilohana.

As the holidays approach, we have many events planned and would love to have your participation. Please save these dates:

Orientation Meeting for New & Existing Members – Tentative 11/21 (Yvonne to plan)

Salvation Army Angel Tree at Kahala Mall (Donna is firming up the date)

Easter Seals' Gingerbread House Event – 12/13 (Lee Ann to provide details)

I also want to acknowledge and thank the following members who are doing "double duty":

Leilani and Vendy – Co-Secretaries & Hospitality Volunteers

Lynn – Publicity & Program

Lee Ann – Website & Scholarship

Patti – Fundraising & Newsletter

If you have not signed up to help on a committee this year and can help in any of these areas, please contact any of the members above. They would appreciate your help!



Our President Iris Yafuso

See you at the November 11<sup>th</sup> meeting. Invite a friend or business associate to join us! Take care. Iris

## Fall Enrollment Event Highlights...

Co-Chairs Cordie Fukuhara and Linda Yamashiro put together another fun-filled Fall Enrollment event for our members and guests and we also had a lot of goodies from the National Women's Leadership Conference, too. We were entertained



by our talented dancing stars: "Da ABWA Sistahs" (photo of Stanton Mineshima, Nancy Walter, Linda Yamashiro, Myrtle Ching-Rappa and Lynn Miller) sharing the many ABWA exciting facts and wonderful benefits of being a part of it ALL!

### Inside this issue:

Upcoming Events & Announcements	2
Executive Board & Committee Chairs	2
Power of Forgiveness...	3
Best Practices Update	4
Top Ten Finalist, Lee Ann Matsuda	4
State Joint Chapter Event	5
WIN!	6

**The mission of the American Business Women's Association is to bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support, and national recognition.**

## Upcoming Events



Join Us! Mark the Date!  
Bring a Guest! Be There!

**November:**  
21st: Orientation:TBA

**December:**  
Salvation Army Angel Tree  
9th: Christmas Celebration  
Bring your 24 goodie items and be ready to play those games for prizes! Bring your \$10 grab bag gift, too.  
13th: Easter Seals  
Gingerbread House Event

**January:**  
**Happy New Year!!**  
13th: Dinner Meeting

Member Ed Event: TBA

**February:**  
10th: Dinner Meeting  
16th or 23rd: Big City Diner Fundraiser

**March:**  
10th: Spring Enrollment Event  
20th: Garage Sale - Kahala

**April:**  
9th & 10th: District VI Spring Conference - Reno NV  
14th: Dinner Meeting



Do you offer a service or are you selling anything? Place your Ad with photo here. Ask for details.

## Announcements

Women in  
Business in  
Hawaii....

Nov. 11, 2009, Wed.,  
Monthly Dinner Meeting  
Time: 5:30 - 8:30 p.m.  
Place: Japanese Cultural Center, 5th floor  
2454 S. Beretania Street  
Speaker: Rich Budnick

Topic: "Did you know...Significant facts about Women in Business in Hawaii "

Vocational Speaker: Dr. Eliza Kim

Menu: Vegetable relish plate, Fresh fruit salad, Baked ham with glaze, Turkey with gravy, Cranberry sauce, Baked potato, Corn niblets, Pumpkin pie

Iced Tea, Hot Coffee and Tea with condiments

Cost: \$23.00 (no shows

will be billed.) Parking: \$5.00

RSVP: Nov. 9th by 3:00 p.m. through E-vite or Fran Hamasaki, Hospitality Member at 455-4737 or email: hama2@hawaii.rr.com

Donations: Members A-M

Favors: Gloria Kelly

Chapter meets the second Wednesday of every month. Please join us.

## Executive Board 2009-2010 Committee Chairs



Women IN Business

**President:** Iris Yafuso  
master\_kipper@hotmail.com

**Vice-President:** Yvonne Ako  
yvonne.ako@boh.com

**Co-Secretaries:**  
Leilani Alcover  
leilani@hotmail.com  
Vendy Goroza  
lillianvg@hotmail.com

**Treasurer:** Donna Miyashiro  
dmiyashiro001@hawaii.rr.com

**Audit:** Liz Robinson  
**Business Associate:** Lauren Horikoshi & Yvonne Ako  
**Community Service:** Myrtle Ching-Rappa  
**Enrollment Events:** Cordie Fukuhara  
**Hospitality:** Myrtle Ching-Rappa  
**International Night:** Eliza Kim  
**Member Ed:** Claire Arakawa  
**Membership:** Roeana Alexander

**Newsletter:** Patti Ann Hokama  
**Nominating:** TBD  
**Program:** Lynn Miller  
**Progressive Dinner:** Sharon Matsuo  
**Publicity:** Lynn Miller  
**Scholarship:** Lee Ann Matsuda  
**Ways & Means:** Patti Ann Hokama  
**Website:** Lee Ann Matsuda  
**WOY/Top Ten:** Myrtle Ching-Rappa & Lee Ann Matsuda

## The Power of Forgiveness! Excerpted from Sonia Choquette

Forgiveness is a very intelligent policy as well, and by keeping your grudges few, not only do you keep you awareness sharp, but you also keep your eyes, ears, and heart open to whatever opportunities may present. By forgiving you can always be comfortable no matter who you encounter at any time. Those who forgive keep moving along to greater and greater professional heights. Those who don't just get victimized and lose out.

It's good for your health.

It increases your longevity.

It increases your awareness and intuition.

It eases the frown lines between your eyes and costs less than Botox.

It improves your energy and attracts people to you.

It lifts your heart and creates positive vibes around you.

It makes life easier for you and everyone around you.

It increases your ability to be present, which translates into business dollars in the long run.

It sharpens your creativity.



**Reasons to Forgive...**

## ABWA National Conference Schedule

### SAVE THE DATES!

District II: March 19-20th The Woodlands, **Texas**

District VI: April 9-10th Reno, **Nevada**

District III: April 16-17th Itasca, **Illinois**

District V: April 30th - May 1st Indianapolis, **Indiana**

District IV: May 14-15th Annapolis, **Maryland**

District I: May 21-22nd Naples, **Florida**

### 2010 National Women's Leadership Conference:

October 28-30th Chattanooga, **Tennessee** to see: Rock City Gardens, Ruby Falls, Buttonwillow Church Civil War Dinner Theatre, Riverbend, Coolidge Park, and the Chattanooga Choo Choo!!



**Save the Date for the 2010 ABWA Conference**

## Fundraising Event

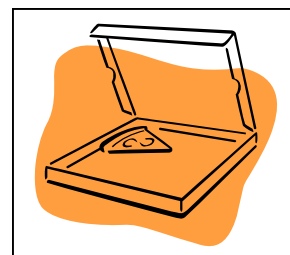
### Pizza Hut Pizza Night Event is on NOVEMBER 3RD:

Earning \$ for our organization has never been this fun and easy! Pizza Hut will donate 25% of total sales generated on November 3rd from

the claim check which credits our organization for the purchase. Be sure to email the PDF flyer out or print copies and give them to your friends, family, co-workers, networking groups, even to those on the

neighbor islands, too! As an added benefit, \$25 in gift card will be given to us for reaching a \$1000 sales goal!

If you need a copy of the flyer, please be sure to let us know so we can forward it.



November 3, 2009  
All Day Sales = 25% profit



Best Practices Award 2010 for Na Kilohana O'Wahine Chapter!!!

## Best Practices Goal Tracking Update

- Chapter Requirements: Professional Speakers (9) -45 min. documented programs...7 to go.
- League in good standing! O.K.
- New Slate in good standing by 6/30! O.K.
- Paid Insurance fee... will do.
- Member Interest Survey and Results! O.K.
- Chapter Business Plan! O.K.
- Chapter Budget! O.K.
- Star Award) chapter members as of 7/31! 31 members now....
- Min. (3 Level III, 4 Level II or 6 Level I) primary members chapter sponsored conference attendees... we can do it!
- In IRS compliance! O.K.
- Submit Best Practice Binder to National by 7/31... will do.

## Presenting LEE ANN MATSUDA...

Awesome, now one of the ABWA Forever Tens...

**Name: Lee Ann Matsuda**  
**Chapter: Na Kilohana O Wahine Chapter**  
**Occupation: Senior Vice President of Finance/CFO, Easter Seals Hawaii**



Visit Lee Ann Matsuda, Top Ten Finalist on the ABWA National Website.....www.abwa.org

"ABWA not only helped me get on the right path to rediscover my passions, but it has also been in integral part of my professional successes, personal triumphs and recovery from so-called failures. When I first became an ABWA member, I was a young 29 year old, recently promoted to a management position at a major company. I was often the youngest person in attendance. What I found was that ABWA provided me with a safe, nurturing environment in which to grow. This suppor-

ive environment was cultivated by the members in my chapter and the programs established by the national organization. The spring and national conferences provided me with opportunities to learn from the messages of top-notch speakers and the experiences of fellow members from across the country. I was also fortunate enough to play a key leadership role in hosting a spring conference in Hawaii in 2005 which greatly contributed to my growth as a business professional."

A member of the senior management team of a 501 (c)3 public charity, Lee Ann serves as the Senior Vice President of Finance/Chief Financial Officer for an affili-

ate of the second largest health care organization in the world. During her tenure with Easter Seals Hawaii, she has managed more than 86% growth in the organization within three years, the administration of federal, state and city grants related to a construction project which resulted in a debt free completion of a 20,000 square foot multi service facility in July 2009, the upgrade of accounting and financial reporting systems, and more. She was recognized in 2009 as a Pacific Business News CFO of the Year finalist.

## ABWA State Joint Chapter Meeting 9/28/2009

Na Kilohana was well represented on the home front attending the State Joint Chapter Event held during the ABWA National Women's Leadership Conference in Kansas City. Members Roberta Takamoto, Gloria Kelly, Eliza Kim, Leilani Alcover and Vendy Goroza had a great time. Our Myrtle Ching-Rappa's beautiful centerpieces decorated the tables.



The key note speaker, D. Trinidad Hunt was inspirational. Pointers taken off of her "My Ideal Self" card on Becoming a Self-Directed Learner lists:

1. The Ideal self exercise: Pick a time frame of 3-5 years and imagine yourself as you would like to

be. Besides IQ, look at your EQ and SQ which stands for Emotional and Social Qualities.

2. Gain Perspective: Do a reality check. See yourself as others see you.
3. Set Goals, Reasons, and Action steps: Focus on one quality at a time and set a specific achievable goal for this quality and add 3 reasons why you want it.

4. Practice and Persevere: Set a small goal every morning and remember to remember to practice during the day.
5. Develop Self-awareness: Pay attention to both internal and external signals. Be aware and read both facial expressions and body language and respond appropriately.
6. Use Self-reflection daily:



Thank you to our sisters for being the ambassadors for our chapter!

Key Note Speaker: D. Trinidad Hunt, International author, consultant/trainer and key note speaker. Elan Enterprises elantrin@aol.com

At the end of the day ask yourself 3 questions and set a small improvement goal for the next day:

What worked?

What could have worked better?

Where do I want to improve tomorrow?

## Sharing More Words of Wisdom.... Track D attended by Patti

More thoughts from the National Women's Leadership Conference.....

Left Brain? Right Brain?

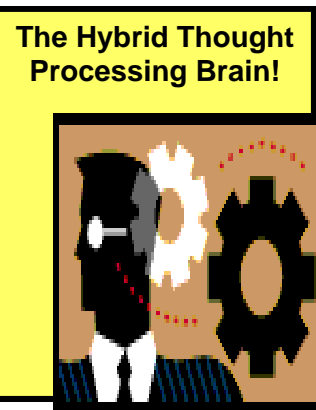
Conceptual Age R derivative thinking or WHOLE BRAIN is the now way of thought processing! We have now left the technological or information age of logic. Now, the way of making decisions are based on a more holistic thinking to process information. We still need the logic, certainly, but with so many choices we are now freed up to prioritize the non-rational, more emotional side of things along with our higher standards and expecta-

tions.

Effective communication with this new age is by telling a story, invent something new have play or humor in what you share to get the attention or desired action response. Less management knowing that feedback doesn't work and there is a need for consistent rewards due to lack of motivation. Image motivation with the socialization or the networking as the reward. Expectations are higher so presentation must be to surpass the standards because there is the expectation for more which is beyond the facts and

features which leads to more meaning behind why on should do things.

For example, since all cars in a given price range have the same basic features, there needs to be a few more emotional "other" reasons that sway a consumer in the direction of one brand over another. That might be a story line in an ad campaign, the way the salesperson treats the buyer or what friends have previously said about the car. It is time to appeal to both the right and the left brain at the same time... a more conceptual hybrid direction.



## ABWA's Proud Code of Conduct

Patti Ann Hokama, Chair  
Na Kilohana O' Wahine Chapter  
P. O. Box 283137  
Honolulu, Hawaii 96828  
  
Phone: 808 593-1803  
Fax: 808 593-1804  
Email: mail@reupdateinc.com



Chapter Emblem: An Original  
Hawaiian interpretation of  
ABWA's traditional flower, the  
white carnation.

Na Kilohana O'Wahine Chapter  
"The Superior of Women"  
Founded 1977

**We're on the web!**  
[www.abwahawaii.org](http://www.abwahawaii.org)

1. All members will serve as goodwill ambassadors for the American Business Women's Association.
2. Members will not allow their personal beliefs and convictions to interfere with the representation of ABWA's mission.
3. Members will always treat their member colleagues, guests, vendors and sponsors with honesty, respect, fairness, integrity, responsibility, kindness, and in good faith.
4. Members will maintain compliance with ABWA National, Chapter and Express Network Bylaws.
5. Members will not use their personal power to advance their personal interests.
6. Members will strive for excellence in their professions by maintaining and enhancing their own business knowledge and skills, and by encouraging the professional development of other members.

## ABWA... Women's Instructional Network (WIN)



*WIN is the future of  
ABWA. Get engaged to  
the changes ahead for  
the future generations of  
ABWA.*

### CHALLENGE TO MEMBERS:

WIN with WIN! The executive board challenges you to log on to WIN at [ABWA.org](http://ABWA.org) by Thanksgiving. Drawing will be held of all the members who log on and winner will be announced at our December meeting. (No it's not a trip to Tahiti or Vegas).

Follow these steps:

- 1) pay your \$15 to National if your membership hasn't come up for renewal yet
- 2) go to [ABWA.org](http://ABWA.org) and click on the WIN logo
- 3) click on member login

- 4) press click here to contact ABWA headquarters for your login
- 5) if you don't hear from them after a few days, email them again or call them
- 6) once you receive your login, you can get started
- 7) members 65 years or old may decide to opt out
- 8) call or email your exec board for assistance if none of the above works

Be Brave!!! See our new National officers and our District VI VP. See what they say about Na Kilohana!