

A NOTE FROM OUR PRESIDENT

Erika Erlenbach

Is it February already? What a great start to the year! Our new meeting format seems to be working out well and those of you who haven't made one of our Executive Exchanges, please give it a try. We've had our first "Meet Up" which, our Past President Dana arranged, and the feedback has been great. Dana had some EWLKN join her at the Our Town Cinemas for a movie and wine...a great idea! One of the things we heard from our members on the last survey was that you wanted to get to know the other members better and both the Exchanges and "Meet Ups" are ways of doing that. Be on the lookout for a "Meet Up" organized by a different member each month...it may be sipping a glass of wine somewhere, or white water rafting...no matter what, it's sure to be a good time!

Have you checked out our website lately? If not, please do! Another comment we received on the survey was that our website needed to be current...and while it's a work in progress, we are actively updating. If you notice something inaccurate, please let one of the board members know. We are in the process of putting in member bios so if you haven't already, please send yours to Dana ASAP. Ladies, don't forget the "Day of Dance" Expo is coming up and we will have a booth. Be on the lookout for more information and please visit that and the LKN Chamber Business Expo as well.

Finally, I'd like to welcome our new members! We are thrilled to be counting some of the most influential women in LKN part of our group. Our members are what make this group what it is, so keep attracting those movers and shakers by inviting them to meeting. *Wear pink and prosper!*

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MARK YOUR CALENDARS

- **Second & Fourth Wednesdays of the Month - 8 a.m. Member/Guest Meeting – Alton's Kitchen, Cornelius (Please visit our website for more information on these meetings)**
- **February 25th - Day Of Dance, Charles Mack Center www.iredellmemorial.org; Stop by Our Booth and Say Hi At This Fabulous Event - Page 2.**

WELCOME NEW MEMBERS !!! 😊 !!!

Karen Anderson, CFM, Senior Financial Advisor
Merrill Lynch, Huntersville, NC 28078
karen_c_anderson@ml.com

Mary Colvin, Owner
Camp Wagging Tails, Cornelius, NC 28031
mary@colvin.com

Serena Murry, Chiropractor
Advanced Spinal Fitness, Mooresville, NC 28036
serenalmurray@gmail.com

Raminder Saluja, MD – Owner
Saluja Cosmetic and Laser Center
Msaluja21@hotmail.com

Please extend a warm welcome to our new members and check out our website soon for more information on these incredible ladies!

www.executivewomenoflkn.com

ANOTHER YEAR YOUNGER...

- **Dana Jordan**, Associate Publisher, Lake Norman Women's Magazine – 1/31
- **Stacey Hinman**, Owner Primrose School – 2/15
- **Nicole Whitehead**, Owner Advanced Spinal Fitness – 2/17
- **Lisa Squatriglia**, Owner Summit Insurance – 2/19

The Mission of Executive Women of Lake Norman is to encourage and facilitate the growth, performance and visibility of professional women in the Lake Norman area by creating opportunities to foster relationships through support, mentoring and innovative programs.



We're expecting more than 500 women to attend. If you are interested in being a vendor, please send an email to Kelley.Daspit@iredellmemorial.org.

Day of Dance[®]

FOR YOUR HEALTH

Saturday, February 25, 2012

Bring your friends and family to dance, learn simple ways to stay healthy, enjoy music and participate in health screenings.



Day of Dance® for Your Health is powered by Spirit of Women®, a national network of hospitals and healthcare providers across the United States that adhere to the highest standards of excellence in women's health, education, and community outreach.

Schedule:

8:00 a.m. – 2:00 p.m.
9:00 – 10:30 a.m.
10:30 a.m. – 3:00 p.m.
11 a.m. – 3:00 p.m.

Registration and free health screenings
Catered breakfast with keynote speaker
Shopping and spa services
Dance demos and lessons

Location: Charles Mack Citizen Center, 215 N. Main Street, Mooresville

Breakfast: \$10. Register online or call 704-878-7447.

General Admission: Free, no registration necessary.

Web: www.iredellmemorial.org

More Info:

Door prizes drawn every 15 minutes. First 100 women receive goodie bags with coupons from national & local businesses. Learn how dancing can be fun and heart healthy!



- **February 8th** – Executive Exchange – If you could not make this meeting, please check out our website blog for feedback and ideas on topics chosen by our members for discussion.
 - Breakfast sponsored by Dr. Andy Castillo, M.D. Laser Studio, Mooresville, NC www.mdlaserstudio.com
- **February 15th** – Monthly Board Meeting @ McIntosh Law Firm – 4:00p.m. If you have any topics, feedback or suggestions that you would like on the agenda, please contact the board prior to Feb. 12th.
- **February 22nd** – Speaker: Rochelle Toga Figa, Breakthrough Strategist
- **February 25th** – Day of Dance - *COME VISIT EXECUTIVE WOMEN OF LKN at the DAY OF DANCE.* Our group will be hosting a booth at this wonderful event.

WEIRD THINGS YOU DIDN'T KNOW ABOUT VALENTINES DAY...

- Men spend almost **twice as much** on Valentine's Day as women do. This year, the average man will spend \$156, while the average woman will only spend \$85.
- More than one-third of men would prefer not receiving a gift. Less than 20 percent of women feel the same way.
- Around this season, a dozen long-stemmed roses can cost an average of \$75, or about 30% more than the normal price-\$58.
- More than nine million pet owners are expected to buy gifts for their pets this Valentine's Day.
- 15 percent of U.S. women send themselves flowers on Valentine's Day.
- More at-home pregnancy tests are sold in March than in any other month.
- Teachers receive the most valentines, followed by kids, mothers, wives and sweethearts.
- Over 50 percent of all Valentine's Day cards are purchased in the six days prior to the holiday.
- One billion valentines are sent each year worldwide, making it the second largest card-sending holiday of the year behind Christmas. Women purchase approximately 85 percent of all valentines.
- Hallmark produced its first valentine in 1913.
- Today, Hallmark employs an 80-person research staff to analyze the sales pattern of previous valentines. That analysis, combined with more than 100,000 annual customer interviews, focus groups and in-store observations, will help create roughly 2,000 cards in Hallmark's core Valentine's Day line.

HAVE AN EXECUTIVE REFERRAL? WHAT NEXT?

Do You Know Any Women That May Be A Good Fit For Our Group? Please feel free to invite her to a meeting or, if you would feel more comfortable having the Membership Chairs contact her direct, please e-mail Marilyn Celenza and Kathy Holden - executivewomenoflkn@gmail.com. Our website also provides information on our group: www.executivewomenoflkn.com

Decision maker ~ Professional accomplishments ~ Involved in the community ~ Has interests/hobbies outside of business ~ Business is not over-represented in group ~ Ambitious goals personally, professionally and for group ~ Professional image ~ Exhibits professional integrity ~ Has professional networking experience