



TWFG Announces...

**Your Business
Spot Light
For
TWFG Members**

March 6th

**Showcase
Your Business
RSVP Today
events@twfg.org**

Space Is Limited.

**Details to
Follow ...**

**Save the Date
2012**

March 3

April 17

May 1

June 5

July 10

Sept 12

Nov 6

SPEAK WITH IMPACT TO WIN BUSINESS

By Marla Seiden— [Seiden Communications Inc.](http://www.seidencommunications.com)

Effective speaking is critical to winning and retaining business. In fact, public speaking topped the list of Villanova University's 10 skills that everyone in business should have no matter what industry they're in. Dynamic speakers close more sales, stand out as industry experts and advance their careers.



Whether you're giving an "elevator" speech during a networking event, presenting to a client, leading a meeting, or giving a speech, it is important to develop and deliver a memorable and compelling message. Everyone can learn to speak with more confidence and power.

It's as simple as knowing the following **SEVEN SPEAKING TIPS**

- Create a single, clear **MESSAGE** based on what the audience needs and wants.
- Support and explain the message with **QUOTES, STATISTICS, STORIES.**
- Engage the audience by creating opportunities for **PARTICIPATION**, such as raising hands, role playing, quizzes and other exercises
- Develop a strong **INTRODUCTION and CLOSE** that includes a call to action and leave them wanting more
- Speak with **PASSION, CONFIDENCE AND ENERGY** using **VOCAL VARIETY**, appropriate **FACIAL EXPRESSIONS, GESTURES, EYE CONTACT and PAUSES.**
- **BREATHE** from the diaphragm for energy, relaxation and focus
- **PRACTICE, PRACTICE, PRACTICE**

Take advantage of every speaking opportunity that comes your way. The more you speak before one person or larger groups, the greater your comfort level and performance success. Then watch your business grow.

Marla Seiden is president of Seiden Communications Inc., a presentation skills training and public relations firm based in New Hyde Park.

www.seidencommunications.com

SPEAK FOR SUCCESS WORKSHOP

**Presented by Marla Seiden
Thursday, January 26th 2012— Garden City**

**For more information
visit www.seidencommunications.com**

Any questions email: seicom@optonline.net

The Financial-Emotional Conundrum Part I - Together - By Ada L. Hasloecher

There are many aspects of our “being” that make us human “beings.” We are sentient beings, spiritual beings, physical beings and emotional beings. Normally, we don’t sit around all day contemplating what makes us who we are, but whether we are conscious of it or not, all those “beings” are motivating forces within us that compel us to make decisions one way or the other.

I don’t think it would be farfetched to say that we are often motivated by our emotions. When something happens to us, we take our emotional pulse (so to speak); think how we are feeling about the given situation and then most likely make decisions based on that criterion alone. Making decisions based on emotions is not necessarily a good thing or a bad thing. It’s just something we do. Whether we are conscious of those emotions or not, they often propel our decision making process before our minds, our bodies, our spirits catch up...perhaps.

Along with other deeply held “emotional” issues that may need to be addressed in the mediation in order to move the process forward, one of the most important has to do with the couple’s finances. At first blush, you may not put the terms “financial” and “emotional” in the same sentence, but if you think about it, aren’t many of us emotional about our finances?

What happens when a couple is about to split households? How is this going to be accomplished? If money is already tight for the couple (and from what I can see, many couples are experiencing this regardless of their income), then each party may potentially feel that their security/safety is about to be threatened, therefore the defenses come up and each goes to their proverbial corner to try and figure out how to move forward... alone.

When emotions are high – perhaps clouding rational thinking – the past comes up with all its “shoulda, coulda, woulda” mind chatter. Add the fuel of anxiety and frustration to the mix and you have the makings of spontaneous combustion! It may feel that there is no way out, but actually, there is: the way forward is to work **together** - as counter intuitive as this may seem.

In mediation, we look at the entire picture **together**, we gather information **together**, we assess the situation **together**, we brainstorm solutions **together** and finally we craft a mutually workable solution... yes, **together**.

There are many financial decisions that have to be made at this time. The most beneficial approach to really figure out the best way to allocate the available resources is to work **together** toward a mutual goal. And that mutual goal is that each person will have what they need going forward.

Part II – How do we get there together?



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TWFG Golf Prepares For 2012

The golf committee met in November to start planning our highly anticipated 3rd golf season. We began developing our plans for our golf season.

Keeping all beginners in mind we are considering setting up a virtual golf lessons in March and April. Practice sessions will be available for anyone who want to tone up their swing.

Golf Wednesdays will be put into place for the summer months. We are looking into Oyster bay a possible place to play. It is our plan to set up the dates for the golf outings for 2012 early in the year.

In 2012 we look forward to having an even bigger and better golf season.

If you would like to join the golf committee please email twfggolf@gmail.com.





What To Do With Your Thanksgiving Leftovers

On Oct. 13, 2011 TWFG members and friends gathered at Cirella's Café in Saks, Walt Whitman Mall.



Chef Anthony Trobiano And Kendall Jackson Family of Wines demonstrated an evening of "What to do with your Thanksgiving Leftovers". The food was so very delicious, recipes easy and the wine was perfectly paired with each course.

Chef Anthony made every course and explained in detail how to prepare. As h added the ingredients to the pan the smell of Thanksgiving filled the room. everyone really loved having our food prepared right in front of us. It was fabulous.

Adam, the Kendall Jackson representative gave an extensive education on all the wines presented from types of grapes to fermentation to paring it. A gift bag was given to each guest, compliments of the Cirella Family. We look forward to visiting again soon. It is a great way to do something for ourselves.

For more information about Cirella's go to, <http://www.cirellarestaurant.com/live/saksmain.html>.

Special Thanks to Joan Reilly for all of her time and effort in making this wonderful evening possible.



TWFG Launches New Website

We are proud to announce the new TWFG website. Board member Audrey Rogers has been working for several months with web developer Yvonne Sydnor President of Yvonne Productions Inc. Our goal is the have a state of the art website with content is a true reflection of the group.

After launching the site we will be working on projects to help make TWFG more visible which benefit all of us. TWFG will be linked to Facebook so please hit the "like" button.

In addition we look forward to developing a way to search our member by industry, which is a state of the art member directory.

The TWFG newsletter is on the website. Articles written by our members have their contact information set as links which has been picked up by search engines thus providing visibility.

We look forward to working on the website so it "adds value" to the membership.

Please provide any comments, questions and suggestions, email website@twfg.org.





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benefits us all.**

*We salute the work of The Women's Financial
Group.*

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You'll Never Eliminate Rejection

There's no getting around it... rejection is part of the selling experience.

While you can't eliminate experiencing rejection, you can learn to deal with it.

And, you can learn to overcome your fear of it. But first, you must identify what it is that you're afraid of. Is it failure?

This was our topic for the November 1 2011 meeting with Rob Fishman from Sandler Training.

As usual, Rob imparted his knowledge & coaching with us on a very pertinent topic in today's environment. What was so great about this meeting, was the interaction between Rob & the audience. He imparted to us the fact that rejection is a part of our everyday lives so how do we cope with it, address it and handle it.

The meeting was enlightening, educational, and gave us all confidence in handling our own rejections in life – whether it be in our personal or career lives. Thank you Rob for an evening well spent!



A Vision for TWFG ...

Each year President Tommie Michalik & the board members have been working on developing a team for the American Cancer Society's Making Strides for Breast Cancer Walk in October at Jones Beach. This year Long Islanders 55,000 walkers helped raise 2.9 million outpacing the rest of New York, New Jersey, including NYC.

We had a visor created with the TWFG logo for our team members. This is a very important cause that effects so many of us, family and friends. We look forward to building our team for next year. Save The Date—Sunday October 21, 2012.

TWFG members if you have not received your visor please email Audrey Rogers: website@twfg.org.

