



AWE



Expand Your Reach. Enrich Yourself. Elevate Each Other.

LETTER FROM THE FOUNDER



Dear Members and Friends of AWE,

2011 was a momentous year of expansion for AWE. We have now launched in five geographies - Boston, New York, Chicago, San Francisco, and Los Angeles. The rapid growth of our U.S. footprint both confirms AWE's value for women today and elevates our vision for the future.

Looking ahead to 2012, our focus will be on encouraging a dialogue about ownership. At a time when there is a troubling, collective sense of being oversold, it has never been more imperative to own what is ours. We've experienced the belt-tightening consequences of being foreclosed upon and downsized. Leaders of financial, business, government, athletic and religious institutions across the globe have sold us a bill of goods -- or bads, as the case may be. Social media bombards us from all sides, cajoling us to participate in the connectedness that accompanies our Facebook, Twitter and LinkedIn accounts. The downside is overexposure. If we're not mindful about where our images end up, we risk being bankrupted in more ways than one.

In the New Year, let's help one another redefine ownership as having less to do with material things, and more to do with our *selves*. When the clock strikes midnight on December 31st, let's reassess our own value -- what I call our "Personal Profitability." Whether it's a well-deserved promotion, a revised resume, a business idea you haven't pursued, or more time for yourself and the ones you love- isn't now the time to stop selling yourself short and start owning what matters most to you?

Jerry Colona, my advisor and colleague, recently introduced me to the poet David Whyte, who says that the antidote to exhaustion is not rest. It is *whole heartedness*. Often we give peripheral things permission to exhaust us. When we lack affection for what we're doing, we become depleted. As Dante writes, anything or anyone who does not bring you alive is too small for you.

Here's to surrounding ourselves with people and things that bring us life, to living whole-heartedly, to rediscovering our true value, and to claiming it as our own.

Sending you warm wishes for the happiest of holidays and a 2012 of your own intentional design,

Elise Lelon

A GIFT FOR YOU

NEW MEMBERS

Sign up with a friend by December 31st, together save 25% on your 2012 membership.

EXISTING MEMBERS

Refer a friend to AWE and, when she joins, get 10% off your 2012 membership.

Email us: info@myAWEonline.com or call **646.896.1081**

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OUR TOP NEW YEAR'S RESOLUTION

30.30.30

Move **30** minutes a day

Meditate or be in silence **30** minutes per week

Learn **30** new things, people, or places in 2012

See all of our our resolutions on page 3



Alexis Maybach, Co-founder GILT Group
Guest Speaker at AWE NY Launch



MEMBER WINS AND 2011 HIGHLIGHTS

PROMOTED TO THE C-SUITE



After two years as Vice President of Business Development, AWE Boston member, **Heather Coughlin**, was named CEO of ISIS Parenting. ISIS Parenting partners with leading medical institutions to deliver prenatal education, products and support to the greater Boston area's expecting and new parents.

"I want to thank each and every one of you for the guidance, support and insight you've offered. Elise, most importantly, has been a wonderful coach as I prepared for this strategic transition and set the tone for (as she calls it) my personal "brand" of leadership. I am grateful to her and the rest of the Boston AWE group for helping me get to "next" with this, and know that I will only draw on the group more as time passes."



AWE NY Executive Circle member, **Kimberly Hicks**, was promoted to Chief Administrative Officer of the International Securities Exchange in November. Now managing the company's finance and accounting teams, Hicks plans to continue enhancing the firm's operational effectiveness by focusing on excellence, teamwork and integrity.

The International Securities Exchange (ISE) operates a leading U.S. options exchange and offers options trading on over 2,000 underlying equity, ETF, index, and FX products.

"I joined AWE this past year and have been working with Elise for two years. Both AWE and my work with Elise have provided me with a trusted space for honest exploration and feedback on where I stand versus where I want to be. I've gotten the tools to help me get there and a push when I needed it. The one-on-one coaching and group experience offered me solutions to the challenges I've faced as a leader."

MORE WINS



AWE Boston member, founder and CEO, **Kip Hollister**, was honored once again by the Greater Boston Chamber of Commerce. Hollister Staffing Inc. was one of 10 companies recognized with a *Small Business of the Year Award*. For 27 years, this accolade has been given to the area's top ten small and high growth businesses that demonstrate achievement in management, workplace excellence, product innovation, and social responsibility.



Sarah Biller, AWE Boston member and founder of Cambridge, Massachusetts based start-up, Capital Market Exchange Inc., drove the company to go live with its bond market analytics tools that aim to predict moves in the \$90 trillion global market before they happen. In addition, Capital Market Exchange landed impressive clients and board members in 2011.

"I am so glad that I have the women of AWE to help me consider my most pressing challenges and provide perspective from their own experiences."



This October, AWE San Francisco member, **Nancy Egan**, was named General Council of Nanometrics, a leading supplier of advanced metrology systems and proprietary technologies in optics, software and systems integration designed to meet the process control requirements of today's advanced semiconductor technologies.

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ELISE IN THE NEWS



To learn more visit www.myAWEonline.com

AWE LOVES

NEW YEAR'S RESOLUTIONS

30.30.30

Move for **30** minutes a day.

Meditate or be in silence for at least **30** minutes per week.

Learn **30** new things, people, or places in 2012.

RECAPITULATION

Before closing your eyes in bed each night, take *one minute* to review the things you did well that day, your mini (or major) victories, the things that made you even proud of yourself. If your mind wanders to the places you got stuck or fell short, gently guide it back to a positive moment in your day and end with that vision in mind. If you do this regularly, your unconscious will be more positively inclined during your sleep, and you are more likely to wake up optimistic.

THINK TWEAK

In 2012, it's worth considering a tweak here and there, instead of a massive identity overhaul. In *The New Yorker*, Malcolm Gladwell referred to Steve Jobs's real genius as being "The Tweaker". So whether it's an update of your bio, flattering new photos that you love, or a fresh elevator pitch to try out at cocktail parties – make a tweak.

EAT AT HOME

It's healthier, cheaper, cathartic (if you like to cook), and most important, it allows you downtime to spend with your family and friends, appreciating the ordinary instead of ordering the over-priced.

FORGIVE SOMEONE. LET SOMEONE FORGIVE YOU. FORGIVE YOURSELF.

For recommendations on how to begin any one of these simple but profoundly transformative acts of love and kindness, email or call us. We have a bunch of gentle ways to get you started.

AWE WORTHY THINGS

GIVE

Arzu Peace Cords, only \$15, handwoven bracelets by Afghani women – great holiday gifts for girls and women. Proceeds support the humanitarian work of U.S. Troops abroad and provide sustainable income for communities in Afghanistan. Click [HERE](#) to give.

GO

PopTech 2012 Conference: Toward Resilience. Reykjavik, Iceland in June. Click [HERE](#) to go.

MOVE

Dr. Evan's 9 minute visual lecture, "23 and 1/2 Hours" might change (or save) your life. Click [HERE](#) to get moving. Seriously.

WATCH

Springboard founder, Kay Koplovitz's TED Talk on the power of women to change the economy. Koplovitz is the inspiring founder of USA Network, Chairman and CEO of Koplovitz & Co., and creator of Boldcap Ventures. Click [HERE](#) to watch.

FURNISH

Vintage sales on One Kings Lane. Click [HERE](#) to get great furnishings at up to 70% off.

INDULGE

The Marbella Club, Marbella, Spain. Prince Alfonso Von Hohenlohe of Madrid founded the Marbella Club in 1954 and it has been the vacation refuge of choice ever since for international jet-setters, Hollywood Stars, members of aristocracy and leaders of countries and businesses across the globe. Click [HERE](#) to indulge.

SOME OF OUR MEMBER COMPANIES



ON DECK FOR 2012

UPCOMING EVENTS

AWE BOSTON C-Suite Retreat

January 26-27, Boston, MA

AWE SF Executive Circle Retreat

February 3-4, San Francisco, MA

AWE CHICAGO Moms on a Mission

February 16-17, Chicago, IL

AWE NY Executive Circle Retreat

March 2-3, New York, NY

PAST AND FUTURE RETREAT TOPICS

C-SUITE

Growing in Recessionary Times, Harvesting Talent, Negotiation, Conscious Leadership

EXECUTIVE CIRCLE

Profitable Decision Making, Strategic Roadmap, Breaking Through Boundaries, Personal Branding

MOMS ON A MISSION

Becoming an Entrepreneur, Start-Up 101, (Re) Discovering your Passion, Re Invention: A Framework for Action, On-Ramp Back into the Workforce, Time Management

AWE

WHERE COLLECTIVE WISDOM CREATES
GROUNDBREAKING CHANGE

BENEFITS

Targeted, High Impact Networking w/ Top Tier
Local & National Members

Best Practices, Tools & Resources for Building
Bigger Ideas, Better Businesses
and Our Best Selves

One-on-one Coaching to Clarify Your Goals, Offer
Practical Strategies & Support Achievement



Connie Duckworth
Guest Speaker at AWE Chicago Launch



Niqui Hunt, SVP Commercial Development at
Revance Therapeutics & Patti Kampmann,
President at Day One



JOIN US

To learn more about which **AWE** group is right for you, pricing details, and membership benefits, email us at info@myAWEonline or call to schedule an interview with AWE Founder at **646.896.1081**