

**For Your Information**

**WOMEN IN LEADERSHIP POSITIONS**  
*Making Connections, Sharing Expertise,  
 Inspiring Confidence, Encouraging Growth.*

**SANTA BARBARA ASSOCIATES**

**PRESIDENT'S MESSAGE**

Dear Associates,

As we wind down summer and approach the Fall Season, so many gears are set back into motion. Students of all ages, including some of you, are furthering your education and setting your professional achievement bar higher; those task lists that languished during the heat of summer are dusted off and begin to make their climb up the priority list.

We are all expectant and in many cases overzealous as to what we will be able to accomplish and contribute as the current year revs up, only to begin its wind-down phase, while we simultaneously look toward the new year with anticipation.

You might wonder why I would speak of these things, as it is August /September, not December/January. I mention these because summer time equates to fun times with friends and family, and caring for those who are not able to celebrate right now. Then, as if a light switch is flicked on, as we move into Fall, we have the sense of "Let's kick it into gear and get those 'To Dos' done."

Reflecting back on this year for me personally, it has

Hi <<First Name>>,

We hope to see you at one of our upcoming programs at the University Club, all held on the second Thursday of the month. Drop by and join other SBA members for lunch!

Sincerely,

The Program Committee

**BOOK CLUB**

The group meets on the second Tuesday at noon in the Sola Room at the University Club. Lunch is \$20.

If you have any questions or want more details, please contact Marci Friedlander at [marci.friedlander@cox.net](mailto:marci.friedlander@cox.net) or (805) 687-4969.

**PROGRAM LUNCHEON**

**Santa Barbara Associates Speaker Luncheon  
 Thursday, September 10th, Noon – 1:15, University Club Library**

*Speaker: Barbara Gaughen-Muller*



**REVOLUTIONARY CONVERSATIONS  
 = SUCCESS IN EVERY  
 CONVERSATION**

Have we lost the art of conversation? In this wired up world, how do we speak to our associates? Speak to our kids and grandkids who ask us to text them?

Today 50% of marriages end in divorce and the top reason: Communications gaps. A Gallup study estimates the cost of disengaged employees is more than \$300 billion a year. In 20 minutes you'll learn how to save time, be heard and be understood.

Barbara is the founder of Gaughen Global Public Relations, an author, a business leader and conference speaker for the 70th birthday of the United Nations. She is co-author of *Revolutionary Conversations*, *The Tools You Need for the Success You Want*, which introduces not just a concept but a new way of communicating: the [S.H.A.R.E.™ Tools](#).

She has a B.A. from San Diego State University and Masters work in Organizational Behavior from the University of California, Santa Barbara and San Diego State University.

She is currently the host for [Meet the Speakers](#), and president of the United Nation Association, Santa Barbara Tri-Counties Chapter

been a year of many transitions: I successfully completed the most important phase of a multi-year technology project, another grandchild joined our family, a daughter moved out of state to attend graduate school, another son and daughter each received a promotion into management, a son purchased a house for his family, I participated in an SBA Board Retreat to address topics brought to our attention by each of you... and the list goes on.

Interleaved among these celebratory personal and professional milestones, this has also been a year of many losses... dear friends, some of whom were Associates, children of dear friends, world events that affected those I know personally... and the list goes on.

*Cold Tangerines, Celebrating the Extraordinary Nature of Everyday Life*, by Shauna Niequist, a Westmont graduate turned author, walked me through all the transitions I have experienced this year, well actually, from my teen years to today. Shauna made me laugh, cry, rev up, become quiet and contemplative, and most of all, she helped me "celebrate the extraordinary nature of everyday life."

I learned how to notice and be thankful for the little moments, and not miss them because I had been so focused (and stressed out) on the big milestones. I also became thankful that we do not journey alone, but with family and friends that reach father than any one of us can even imagine.

And as I reflect on what Santa Barbara Associates has meant to me in the 33 years I have been a member, I am thankful for you, I am thankful for each of the marvelous professional women who serve with me on your Board, and I commit to you that together we purpose to bring value, friendship, inspiration, rejuvenation, mentorship, and a sense of belonging to you through your SBA membership.

As we kick off the fall season, I am celebrating the small steps taken each month by a team of volunteer board members who care about you, who

Barbara's late husband, Dr. Robert Muller and she wrote *7500 Ideas and Dreams for Peace and a Better World* which is shared in a [FREE daily email](#) to subscribers world wide.

Please invite a guest and RSVP by September 5th to Jo Wideman [widemanjo@gmail.com](mailto:widemanjo@gmail.com). Cost for the luncheon is \$25.

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### AUGUST/SEPTEMBER BIRTHDAYS

August 30  
**Diane Harmon**

Aug 31  
**Maggie Mixsell**

September 23  
**Carol Hershey**

September 24  
**Jo Wideman**

September 26  
**Helen Free**

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### 2015 LUNCHEONS AND ACTIVITIES

#### Upcoming Events - Mark your calendars!

Speaker luncheons are held on the 2nd Thursday of the month at noon at the University Club.

**Holiday Party:** December 7th (location TBD)

**Annual Meeting 2016:** 5:00 Jan 25th

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### QUICK LINKS

[Our Website](#)

Submit member news, updates, articles and other newsletter communications to Lisa Braithwaite:  
[coachlisab@gmail.com](mailto:coachlisab@gmail.com)

To make address, email, or other contact information changes, please contact Jo Wideman at [widemanjo@gmail.com](mailto:widemanjo@gmail.com) or 805-450-1057

For SBA website login and password information, please contact Suzanne Giddings: [spg@moonlightphotographic.com](mailto:spg@moonlightphotographic.com)

are listening to your voice,  
and are purposing to bring  
to you a new and vibrant  
Santa Barbara Associates.

Please SAVE THE DATE for  
the Santa Barbara Annual  
Meeting scheduled for  
Monday January 25, 2016,  
stay tuned, and get ready  
for a wonderful year ahead.

Wishing each and every one  
of you a beautiful Santa  
Barbara fall,

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**SANTA BARBARA  
ASSOCIATES  
2015 Board of Directors**

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**Nikki Ayers,** Vice President  
**Louise Andrae,** Secretary  
**Pat Jones,** Treasurer

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