

Featured Jewish Professional Woman

Renay Blumenthal

Senior Vice President, Public Policy, Metro Atlanta Chamber of Commerce

Renay Blumenthal has been the Senior Vice President of Public Policy at the Metro Atlanta Chamber of Commerce for almost two years. She grew up in Atlanta and has a genuine passion for the city, its quality of life, her work, and Judaism. She spent a few minutes with JPWN recently to discuss her work and the value of networking and Judaism.

What are your responsibilities at the Metro Atlanta Chamber of Commerce?

I head up the public policy division and supervise eleven people. My group develops policy positions on topics of concern to the business community, such as education, transportation, and environmental issues. We determine a strategy to advocate and lobby for those positions and network with legislators, lobbyists, and others to achieve these strategies.

How has Judaism enriched your life?

I attribute my value system to the Jewish religion. The culture and teachings of the Judaism make up my moral compass.

Why do you think networking is important?

It is crucial to develop relationships. The people we know and meet are the biggest unspoken necessary tool to being a working woman.

What networking tips would you give to others trying to rise in their professions?

Reach out to people and don't wait for them to reach out to you. You'll find that most people are very receptive when you reach out to them and show interest in what they do and how they got there.



Hatzaot

(Advice/Suggestions)

1. As Nadia Bilchik says in her training programs and upcoming book, "Network most when you need it least."

2. Be generous with giving attribution and credit. Your team will reward you with more hard work.

3. Ask for outside advice on a subject you really don't feel comfortable dealing with. This can be a signal of strength.

AUGUST

Gail Cohn	- 9th	Shari Dollinger	- 22nd
Susan Banner	- 3th	Barbara Goldman	- 23rd
Sarah Popowski	- 19th	Joan Sasine	- 25th
Samantha Bank	- 22nd	Beth Tieman	- 25th

SEPTEMBER

Renay Blumenthal	- 7th
Faye Dresner	- 20th

OCTOBER

Ronni Abramson	- 16th
Jodi Hoffman	- 18th
Stacy E. Hyken	- 23rd

Yom Huledet (Birthdays)



From the Founder Ronni Solomon Abramson

When I invited my friends to JPWN's first event on July 12 featuring Deborah Lauter, some of them said something along the lines of "I do not need to network for my job or business so I am not a good candidate to attend JPWN's events." I think this is a common misconception about networking in general - that the only reason to attend networking events is if you have a goal of generating new business. It is also a misconception about the goals of JPWN; networking through JPWN is not only about finding a great job or obtaining business from a new referral source. It is also about making friends, finding mentors or being a mentor, becoming part of a community of Jewish women, and building relationships. I can easily foresee a woman attending a JPWN event making connections that help her find a nanny or select a private school, join a synagogue or be set up with another JPWN woman's son, grandson, or brother.

The fact is that people network for different reasons. Renay Blumenthal, our featured Jewish Professional Women in this issue of the newsletter, was quoted in the *Atlanta Jewish Times* as saying that she believes JPWN is a unique organization because "Jewish women share a special bond." Her words rung so true to me. Being Jewish is a way of life *and* a culture. No matter where I have attended school, worked, or traveled in the world, I have been amazed by the similarities I share with other Jewish women (school, camp, Israel program, etc.) and that they had a similar upbringing with the same type of

amazing and loving "Jewish mother." The connections common to Jewish women are why I thought of the idea for JPWN. I was hoping to build a community for myself so that Atlanta would become home for me and I would feel as comfortable here as I did growing up in South Florida and going to college and law school in New York.

Having said that JPWN is about more than trying to find a job or referral sources, I do not mean to downplay at all the value of networking through JPWN for business development reasons. Nadia Bilchik, our speaker for our September 8th event, will talk about the importance of networking for business reasons in her presentation on Networking for Success. I read recently that a referral generates 80% more results than a cold call and that approximately 70% of all jobs are found through networking. I strongly believe that the bonds and connections made through JPWN will help many women professionally-whether it is by obtaining referrals, finding a dream job, or in talking to other women in a similar field who can validate your career or job choice or lead you down a new path you never considered.

Thanks to all of you for your support and for being excited about JPWN. Suellen and I are so thrilled with your reaction to our first event. I am looking forward to seeing you all on September 8.

Book Corner

Suggestions for books

Jean Hollands, *Same Game Different Rules, How to Get Ahead Without Being a Bully Broad, Ice Queen or Ms. Understood*

Lois P. Frankel, *Nice Girls Don't Get the Corner Office, 101 Unconscious Mistakes Women Make that Sabotage their Careers*

Pat Heim, *Hardball for Women, Winning at the Game of Business*

Sara Myers McGinty, *Power Talk, Using Language and Authority and Influence*

Deborah Kolb, *The Shadow Negotiation, How Women Can Master the Hidden Agendas that Determine Bargaining Success*

Marlene Marks, *Nice Jewish Girls: Growing Up in America*

Tova Mirvis, *The Ladies Auxiliary*

Letty Cottin Pogrebin, *Three Daughters*

Wendy Mogel, *The Blessing of a Skinned Knee: Using Jewish Teachings to Raise Self-Reliant Children*



JPWN Recipes

Cream Cheese & Lox Hye Roller

Ingredients: 1 round Hye Roller soft crackerbread or similar brand of large, flexible, round, flat bread; 3-4 oz. herbed cream cheese; 2 oz. fresh basil leaves; 6 oz. lox.

Optional: crumbled feta cheese or shredded mozzarella, sliced scallions, sliced olives, sliced artichoke hearts, shredded onions, sliced avocado, sliced mushrooms.

Instructions: Cover entire round of bread with a thin layer of herbed cream cheese. Spread basil leaves over 3/4 of the cream cheese, leaving about 4 inches at one end with cream cheese only. Cover basil leaves with lox. Add some optional ingredients if desired. Locate the area covered with cream cheese only. Starting at the opposite end, roll the bread as tightly as possible toward the end covered in cream cheese. The fillings will probably shift as you roll the bread, but keep rolling - the cream cheese only area will blend with these shifted fillings and the cream cheese acts as a "seal" to hold the roll together. Slice and serve or wrap it in plastic wrap tightly and refrigerate for later use.

This recipe was submitted by **Suellen Bergman**. Please submit any original recipes to Ronni Abramson at rabramson@pogolaw.com to be included in future newsletter issues.

Hashra'ah (Inspiration)

*When you get what you want in your struggle for self
And the world makes you queen for a day,
Just go to the mirror and look at yourself,
And see what that woman has to say.
For it isn't your father or mother or husband
Whose judgment upon you must pass;
The person whose verdict counts most in your life
Is the one staring back from the glass.
She's the person to please, never mind all the rest,
For she's with you clear up to the end.
And you've passed your most dangerous, difficult test
If the woman in the glass is your friend.
You may fool the whole world down the pathway of life,
And get pats on your back as you pass.
But your final reward will be heartache and tears
If you've cheated the woman in the glass.*

-Author Unknown

Save the Dates...

September 8, 2005

Nadia Bilchik

Television Anchor, Keynote Speaker, Trainer and Communications Consultant.

Ms. Bilchick will speak on communication for success in networking. <http://www.nadiabilchik.com>

Invitation for this event

Sold Out



November 3, 2005



Susan Hitchcock

Turknett Leadership Group, Vice President of Client Services and Executive Director of Women's Initiatives. Ms. Hitchcock will speak on work-life balance.

<http://www.turknett.com>

December 1, 2005

JPWN Cocktail Party

5:30 p.m. - 7:30 p.m.

Powell Goldstein LLP, One Atlantic Center Fourteenth Floor, 1201 W. Peachtree Street

Directions Here

January 10, 2006

Cynthia Good

CEO and Founding Editor of Pink Magazine. Ms. Good will speak on entrepreneurialism. <http://www.pinkmagazine.com>



March 28, 2006

Rabbi Dr. Analia Bortz

Rabbi, Medical Doctor and Bioethicist - Congregation Or Hadash.

<http://www.or-hadash.org>

May 9, 2006

Barbara Babbit Kaufman

Author, motivational speaker, business entrepreneur, and biathlete.

<http://www.attitudeisit.com>

