

Generation Y — Entitled or Astute?

For those of you who attended our January luncheon with Gail Evans, you may remember her talking about the younger generation in the workplace and how more experienced working women should try to help and mentor younger women who may seem "entitled" rather than being annoyed by them. We saw a recent article on Career Journal that took this concept a step further and suggested we can actually learn from Generation Y in the workplace. In her article "Three Things We Can Learn from Generation Y," Eileen Gunn points out that Generation Y embraces communication in a way that older generations have never thought of and who are used to finding out information at work in a concealed, roundabout way. Generation Y uses various different

modes to communicate and they crave feedback from everyone (bosses, coworkers, etc.) about what they should be doing and how they can do it better next time. Thus, Generation Y finds out the information they need to know to complete their assignments quickly. Gunn also says that Generation Y recognizes that they do not always have to be climbing the ladder in an upwards direction to be successful. Generation Y thinks it's more important to be happy in a job rather than advancing and being miserable. Sounds like pretty good advice to us. Click here to read Eileen Gunn's article:

<http://executivetalent.com/myc/climbing/20060725-gunn.html>

Save the Dates for These Upcoming JPWN Events:



March 26, 2008 Cathey Steinberg

Ms. Steinberg's presentation will be titled "The More Things Change The More They Stay The Same." The event will begin at 11:45 am at King & Spalding LLP, 1180 Peachtree Street, 16th Floor, Atlanta. The price is \$20 for members or \$30 for non-members. Please email info@jpwn.org for more information.



May 6, 2008 Peggy Parks

Ms. Parks is president of The Parks Image Group, Inc., and she is a member of the Association of Image Consultants International. Her presentation will be titled "Edge Out Your Competition: Color Power." The event will begin at 11:45 am at King & Spalding LLP, 1180 Peachtree Street, 16th Floor, Atlanta. The price is \$20 for members or \$30 for non-members. Please email info@jpwn.org for more information.



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Do We Have to Hit You Over the Head With It? Promote Yourself in the JPWN Newsletter

Ronni Solomon

As a lawyer at a number of law firms, I have heard the phrase "raising your profile" in more than one practice group meeting. Law firms use it to inspire associates to go out there and start climbing the ladder to business development. But I had not really thought that the time involved in writing an article or participating in other activities like speaking at a professional seminar would really pay off and translate into business or a good job opportunity. I became a convert to this philosophy during my journey into the sales industry for one year. Getting some perspective by working outside of a law firm made me realize why it was so important. That whole year in sales I was angry at myself that I had not taken the initiative earlier when I practiced law.

So when I started my new job early last year practicing law again, one of my resolutions was to try to write more articles. The first couple of months on the job, I was slow and a little nervous waiting to ramp up. Then, I had a brainstorm: Why don't I write an article now on my specialty, e-discovery, when I don't have a huge workload, and see what happens? So I wrote an article. Then, through luck and networking, it was published in the *Fulton County Daily Report* (for you non-lawyers out there, it's THE legal newspaper in Georgia). I was thrilled. My firm was thrilled.

The story could have ended there, and I would have been happy. But it continues. A lot of things happened from that one article. Prominent people in the community, who I did not know, emailed me and told me how much they enjoyed the article. The story was reprinted on www.law.com, which gave me national exposure. Various e-discovery industry blogs carried the story and commented on it. People started calling me from outside Atlanta and asked for my opinion on e-discovery issues. The *Wall Street Journal* interviewed me for a story they were printing on e-discovery. After that experience, I am not just a believer. I am evangelical about the importance of taking action to raise your profile.

This brings me to the JPWN Newsletter. Now I am not trying to compare our little newsletter with the *Daily Report*. Nor am I suggesting that publishing an article in JPWN will lead to an interview with the *Wall Street Journal*. But you never know! And writing an article on your area of expertise (with practical tips for our readers) can lead to an opportunity that you would not have had or known about prior to publishing the article. And we make it so easy! It can be a new article or one you wrote for another publication and want to reprint (with permission from that other publication of course). As a bonus, you can use the article on your resume or carry it with you to a job interview or pitch for business. After all, you are published!

So I am going to be like your Jewish mother who only wants what's best for you and hock you to write a story for JPWN. Come on. This is free advertising. What are you waiting for? And if you are not going to write a story, the least you could do is send us two sentences about something positive that is going on in your life.

Hope everyone has a wonderful and Happy New Year!!!!

Ronni

Reprinted from the *Jewish Times*

By Suzi Brozman

It was beshert. **Stacy Tenenbaum**, who used to write wonderful food articles for the *Jewish Times*, recently attended a Jewish Professional Women's Network (JPWN) cocktail party that turned out to be more than fun for her. Tenenbaum, who works for Premiere Global Services, won a door prize from Premier USA, which distributes Israeli spa products from the Dead Sea. Coincidentally, several years ago, she did a story for the *Jewish Times* on skin care and interviewed Joe Sneh, CEO of Premier USA.



Featured Jewish Professional Woman 15 Minutes with Debbie Sonenshine

Debbie Sonenshine is our ninth featured woman and a JPWN member. She is a realtor with Coldwell Banker. Debbie lives in Sandy Springs with her husband of 34 years, Stan. They have an adult daughter, Rachel, who lives in New York. JPWN spent some time getting to

know Debbie better.

How did you come to live in Atlanta? I went to University of Florida for college. The summer between my Junior and Senior year, I lived in Atlanta and volunteered at Grady Hospital. I lived off of Buford Highway (you may recall at the time it was known as “Jewford Highway”). I actually met my husband the first week I was here; we lived in the same apartment complex. When I graduated from college in Gainesville in March I immediately went to graduate school in Athens to study social work. I enjoyed doing more than studying, so I left Athens and started working as a social worker at Grady in pediatrics, which I loved. I truly enjoyed so much being a social worker. I loved it so much that after Rachel was born, I wanted to continue working, and actually did a job share. I was one of the first people to ever do that.

How did you get into the real estate business? After eight years of working as a social worker, I got burned out. So many people told me I should do real estate, but I didn't listen! I took vocational tests, which indicated I should be in sales. Then I went to a headhunter who interviewed me, and wanted to know how many words I typed per minute. I said I didn't know how to type – or do shorthand! As I was leaving the headhunter's office, I took a few moments to chat with the receptionist. She was looking at the want ads for a house. We became engaged in conversation, which ended up with me giving her advice. I had an epiphany: I realized I could sell something that involved emotion and use my social work skills. Rachel turned 3 the week I went into real estate. I jumped in with both feet and never looked back. Residential real estate is a people business, and I'm a people person, so it worked out. One thing I learned in graduate school is whether you're evicted or living in your dream house, it's still a lot of

stress to move, so I keep that in mind when I'm helping people. Also, frequently when people move there are other things going on . . . divorce or a death in the family, a new job or a job transfer, or a new baby. Those situations create additional stress, and I'm mindful of that. I'm still a social worker, just to people who have money!

Please tell us about your work connection to your sister. My sister, Ava Fledman, is a real estate closing attorney. She went to law school at 47 and graduated as valedictorian! She's very service oriented. We like working with her because she does whatever it takes and you don't have to go through a lot of people to get her, and she gives everyone personal attention. She's very organized and computer literate. It's great that I can refer business to her.

How did you start mentoring Rhianna Mintz Shemper? At the time I met Rhianna, she was in college at UGA getting a degree in real estate, and she needed to do an internship. She called several agents, but no one wanted to mentor her. She was referred to me and I said yes immediately. I had had part time students before and they made copies and got coffee, but since Rhianna wanted to be an agent, it was great. I took her on listing calls and to closings. She's so bright and mature, that when she graduated, I wanted her to work for me and not as my competition! We have worked together for almost five years now and it's been fabulous. I know I can go out of town and that everything will be handled properly. It's a benefit to her, too, because she has been able to get started faster than if she started on her own. She started out as an assistant and really has become my partner.

What are your greatest successes? I'm most proud of my daughter. She's a very successful, bright, independent woman. She works for Google, and she is getting married in November. I'm also proud of my 26 years of success in real estate and being able to have a good reputation. I take for granted being married for a long time, but that's an accomplishment, too.

Please share your story about buying an ambulance. About five years ago, the spring after 9/11, there was a bombing at the hotel in Israel during Seder, and I wanted to do something to help, but felt very helpless. I remembered the adage “if you save one life it's as if you saved the whole world.” I realized that I would never be a doctor or a fireman or move to Israel. I thought, what could I do? Hospitals and ambulances save lives. If you have an

Person, Place or Thing... Announcements

Congratulations to **Dorian Denburg**, Senior Attorney - Chief Rights-of-Way Counsel at AT&T, who has been elected Vice President of the National Association of Women Lawyers (NAWL), the voice of women in the law. Additionally, Dorian just chaired the highly successful 2-day Third General Counsel Institute. The Institute is a collegial, interactive opportunity for ambitious, successful women inhouse counsel who want to build professional and management skills to improve the functioning of their legal departments and interaction with C-suite executives with focus on strategic decision-making, what it takes to improve their skills and knowledge and measurements of success for general counsel.

Mazel Tov to **Ronette Bloom Throne** on the birth of her baby girl Hannah Shaina Throne, born at 4:05 p.m. on November 20, weighing 7.2 lbs and measuring 20 inches long.

Mazel Tov to **Jodi Mansbach**, Conference Co-Chair, and **Renee Rosenheck, Rachel Pomerance, Nina Rubin, Anna Hartman**, and the other creative people at JAC! on their latest venture: Limmud. Limmud is a festival, a learn-in, a place to explore. Join teachers, artists, thinkers and writers -- plus some special out-of-town guests -- Saturday evening, March 1, and all day Sunday, March 2, at Oglethorpe University for the Southeast's first Limmud. Choose from over 80 sessions that explore the vibrancy of Jewish life through song, text, film, discussion, and hands-on workshops. Hunger Walk participants can board a bus at Oglethorpe and attend morning sessions and still make the afternoon community event. For more information, visit www.limmudse.org.

Sara Kogon is honored to serve on the Host Committee of the Jewish Federation of Greater Atlanta's committee to promote the Hadag Nachash concert (Israel's hottest rock band) on February 6th at 8pm at Center Stage Theater. Join Sara and buy your ticket for \$20 at www.ShalomAtlanta.org/concert.

We welcome your announcements, job postings, achievements, etc. and would love to kvell with you. Please email us at info@jpwn.org.



Hannah Shaina Throne

Continued: Profile of Debbie Sonenshine

ambulance arrive quickly, you can save lives. I heard about Magen David Adom, which is the Red Cross of Israel. I remembered a local group that raised money to buy an ambulance. Not only did I want to do that, too, but I was *going* to do that. I've never had so much passion for something before; usually I'm very pragmatic. I told some friends, and they got on board. I wrote a passionate letter to friends, clients and colleagues, and people sent me donations. I went to newspapers I advertised with, and they agreed to write articles for me. It was fun to come home and get letters with donations for this goal. I was taking Melton at the time and through that had a connection to Epstein, which arranged for a class of 2nd graders to take this on as a project. The students raised \$5,000. They made a whole presentation while wearing paper hats that advertised raising money for the ambulance (in Hebrew) and they sang in Hebrew. I cried through the whole thing. In total, we raised \$75,000, so we purchased a "deluxe" ambulance that had a mobile intensive care unit with all the cardiac equipment so that the doctors could work in route enabling patients to go right to the operating room. Before its trip to Israel, the ambulance was dedicated here in front of my office in Atlanta. Appropriately, it was my father's 75th birthday. Friends and family came to see and touch a dream come true. It was a tangible tribute to my parents and the tikun olam they always taught us. It was tremendously satisfying to have an idea and the passion and know that it's going to happen. And it did. And you could touch it. It is probably the most exciting thing that's ever happened to me.

Hear Ye, Hear Ye

We'd love to get your input into our next newsletter. Please send all submissions to info@jpwn.org by March 31, 2008.