

# PROFESSIONAL WOMEN'S FORUM

Volume 23, Issue 1



Dedicated to the Advancement of Women at Work January 2018

[www.professionalwomensforum.com](http://www.professionalwomensforum.com)

## January 3 Meeting—Mary Jo Perino-Ford

Join us in January to kick off the New Year with insights from Mary Jo Perino-Ford! Mary Jo is trying to perfect the balancing act. The former sports anchor at WLEX18 now has three jobs. By day she is a pharmaceutical sales representative, hosts a radio show every weekend, and appears weekly on "Hey Kentucky" on WLEX-TV with Matt Jones. Listen to Mary Jo's unique and humorous insights on being an early female sportscaster in a male-dominated world, and juggling multiple careers, and professional and personal demands.

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Mary Jo Perino-Ford earned her bachelor's degree in broadcast journalism from the University of Missouri. She went on to a career as a sports reporter for CNN and WLEX-TV in Lexington, KY, where she covered everything from high school to professional sports. Mary Jo earned five awards from the Associated Press for her work in hosting the LEX 18 High School Sports Zone and her coverage of the Kentucky Derby. She is currently a specialty pharmaceutical representative and hosts a weekly radio show. She appears weekly on the "Hey Kentucky" show on WLEX-TV with Matt Jones.

Mary Jo is married with two children, Sam who is 11 and Vivian who is two.

### Next Meeting:

**Wednesday, January 3, 2018**

Location: Copper Roux  
861 S. Broadway  
Lexington, KY 40504  
(859) 523-7915

Time: 11:30-1:00

Members: \$25

Guests: \$29

Check, cash, or credit card\*

\*\$1 service fee if using a credit card.

\*\*When registering for this meeting please let us know if you need a vegetarian plate or gluten-free.\*\*

Parking—Free!

**REMINDER!!! NEXT MEETING JANUARY 3, 2018.**

Please Email: [Prowomensforum@aol.com](mailto:Prowomensforum@aol.com) or call 859-233-1171 and leave a message for the Professional Women's Forum. Reservations must be in by Friday, **December 29, 2017, 5:00 p.m.** A confirmation note will be sent for all e-mail reservations. **If you do not receive one, please call.** Only cancellations received by 10:00 a.m., Monday, January 1, 2018, will not be charged. After this, you will be billed. **A reservation is a promise to pay. Reservations are required.**

If you are going to bring a guest (which we hope), please inform us of their name, company name, telephone number and email address. **Be aware that if your guest does not come, you will be charged. A guest may attend twice in a fiscal year (October-September) before deciding to join.**

To speed up the registration process at the meeting, please tell us when making a reservation if you **really, really**, need a receipt. We can have the receipt written before hand and you can have more time to eat and meet others. Thanks for helping us out!

## December 6 Meeting Recap: Jon Carloftis

The Professional Women's Forum was thrilled to have world-renowned landscape designer, Jon Carloftis, speak at the December 6 meeting. It had been 10 years since he had come to PWF to talk and a lot had changed for him, both personally and professionally. 10 years ago he had spent most of his time in New York City designing rooftop gardens. Now, he has moved back home to Kentucky and prefers a much quieter lifestyle with his family and friends.



Born in Rockcastle County, he started his presentation by saying that he had a degree in Business Communication from the University of Kentucky. But after graduating he headed to New York to do landscaping for hopefully the rich and famous! He made business cards and handed them out to the door people of high-rise apartment buildings. Word got around of his unique style of transforming ugliness to beautiful settings. He said he was very fortunate to find good people to work with.

At the meeting, Jon's mother, Lucille, accompanied him along with his sister and niece. He said that he likes working with women because they know how to get things done! He also likes to support local businesses and mentioned the family owned businesses of Pemberton's Greenhouses and Kelly Nursery, LLC.

Jon gave some tips to transform a garden:

- ◆ Plan a garden in the winter
- ◆ Garden bones first
- ◆ Define a color palette
- ◆ Long bloom times
- ◆ Dwarf Varieties
- ◆ Location, location location
- ◆ Make it your own



Jon likes to dumpster dive to find great stuff to incorporate into this designs! He likes reclaimed wood and other antiques. Some of his projects include restoring the Kentucky Governors Mansion, Mount Brilliant Farm, the UK Arboretum, Walnut Grove Farm, The Summit, and Eastern Kentucky University. He and his partner, Dale Fisher, purchased Historic Botherum, built in 1851, in downtown Lexington a few years ago and are lovingly bringing it back to life. He has transformed it into a beautiful masterpiece. He has opened it up for fundraisers which have raised more than \$2 million for a variety of charities. There is no job too small, Jon said, and he won't take a job he can't do. He has to be entertained! He said he would like to be like a Labrador, i.e., more laid back, but he is a terrier! He is always digging for the prize!

The next page has a few pictures of his handiwork!

Contact Jon Carloftis at Jon Carloftis™ Fine Gardens, (917) 613-8983, [joncarloftis@joncarloftis.com](mailto:joncarloftis@joncarloftis.com).



**PWF Committee Notes**—contact the committee chair for information

**Membership/Networking:** Tamara Combs, 859-963-2241, [tamara.combs@brittonjohnsonlaw.com](mailto:tamara.combs@brittonjohnsonlaw.com)

—Be inviting!!! Ask your friends and business associates to join PWF! Let’s not keep the best kept secret to ourselves!

**Dreambuilders:** Melissa Bright, 859-492-1128, [mcbright@twc.com](mailto:mcbright@twc.com)—Please see Melissa’s updates on pages 6-10.

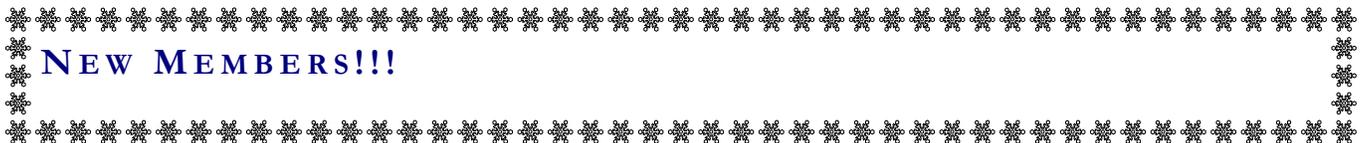
**Program:** Susan Jones, 859-258-2555, [susan@sbjoneslaw.com](mailto:susan@sbjoneslaw.com)—If you have a speaker or topic of interest that you think would appeal to the members, please contact Susan.

**PR/Social Media:** Marci Adams, 859-421-2057, [maadams115@gmail.com](mailto:maadams115@gmail.com)—The committee assists with social media and public relations.

**Technology:** Rhonda Bartlett, 859-271-8977, [rb@rbdesignstudio.com](mailto:rb@rbdesignstudio.com)—The committee helps with the PWF website and meeting setup.

***Third Wednesday PWF Networking Lunches  
Will Become Third Thursday Lunches!***

***Check the weekly e-mail blasts for the next date and location.***



**Please welcome our new members for November and December:**

**Jan Choate, CFO/Marketing Director, Total Care Environmental, LLC**

**Laura Day DelCotto, Founding Member, DelCotto Law Group PLLC**

**Allison Arnett Gillum, Investment Services Coordinator, CUSO Financial Services/UK Federal Credit Union**

**Stephanie Hojan, Vice President, Health Systems Informatics**

**Lisa Satin**

**Donna Smith, Managing Partner, SKW CPA's & Advisors PLLC**

**Julia Thamann**

**Lucy A. VanMeter, Attorney, Stoll Keenon Ogden**

This is the list as of December 15, 2017

## January Spotlight Member—Rhonda Bartlett

Before Rhonda Bartlett became a member of Professional Women's Forum way back in 2000, PWF did not have a website or any social media presence. Thankfully, she has brought the organization into the 21st Century with her skills as the President/Web Designer of RB Design Studio, LLC. Her company is celebrating 20 years in business! "My main responsibilities are gaining new clients, running day-to-day operations of the business, client relations, troubleshooting, and occasionally, when I'm lucky, I get to do a little graphics or website design."



"What I like best about my job is that we are able to produce products for our clients that will enhance their online presence. That also includes graphics that go along with the website, creating custom pieces such as Christmas cards, business cards, promotional graphics pieces, as well as large road-front signage."

Some inspiring thoughts to share include the following: "I'd say my inspiring thoughts would be 'Never give up!' Especially, in the role of a woman business owner, there are times when you want to throw in the towel and say, 'I Quit!' I'd say to that, 'Don't!' You have been given a gift in the form of your business. Pull up those bootstraps and keep on keepin' on! The reward is so well worth it!"

"In my off time, my partner, Len, and I love to have new adventures visiting museums, parks, taking our kayak or our sailboat out on the lake (weather permitting, of course), and going on motorcycle rides on his classic 1978 Honda Goldwing!"

"My partner, Len, and I have a cat named Remus who is our 'child.'"

"Try to always keep a positive attitude and see the good in others and in all situations. It has proven to be successful for me."

Rhonda is currently the Technology Chair for PWF and you will see her helping out at meetings with the audio visual equipment along with designing the PWF website.

Contact Rhonda Bartlett, RB Design Studio, LLC, at (859) 271-8977, [rb@rbdesignstudio.com](mailto:rb@rbdesignstudio.com) or visit her website, [www.rbdesignstudio.com](http://www.rbdesignstudio.com)

*Great opportunities to help others seldom come, but small ones surround us every day.*

*Sally Koch*



## Summary of 2017 PWF Dreambuilder Projects

### \*APRIL: Lexington Woman's Club clothing center

**Agency Focus:** Lexington Woman's Club is an all volunteer organization that has provided clothing to elementary children of need in Fayette County for over 65 years. Each year they also provide a scholarship to a non-traditional Fayette County female college student. Their annual signature fund raiser is **Bids for Kids** and will be held **Saturday, April 29th at 10 a.m. at Embassy Suites**. Volunteering at the center to help a child shop is an experience that will tug at your heart when you see a child's eyes light up with a bag full of new clothes that they were able to pick out for themselves.

**Dreambuilder Agency Team:** Angela Crow and Vera Thomas

**Goal:** was 50 Sets of socks and underwear, with as many hats and gloves as possible to support the children's clothing drive organized by Lexington Woman's Club

#### **Donation Summary:**

**Item Donations:** 67 sets of socks and underwear for boys and girls with additional items

**Monetary donations** \$436 which is sufficient cash to purchase whatever they need to even out the sets or fill in for specific size needs not included in the donations.

**Special Thanks** to Angela Crow's church group who also contributed to the donations.

**Results to goal:** More than achieved goal and provided much needed resources



### \*JUNE Carnegie Literacy and Learning Center

**Agency Focus:** The Carnegie Center empowers people to explore and express their voices through imaginative learning and literary arts. The Carnegie Center encounters active, critical and creative learning needed to advance a career, provides educational opportunities for people of all ages and levels of training, offers literary events, family programs, education workshops, professional development seminars, writing classes, book groups and many other programs.

**Dreambuilder Agency Team:** Rhonda Bartlett and Hannah Emig

**Goal:** 20 books (KY women writers preferred), 20 blank lined journals; 10 reams of copy paper (white/color), 5 boxes of pens, 2 tablets of flip chart paper, 5 boxes of large paper clips, 5 tape refills & 2 dispensers

#### **Donations received:**

##### **Item Donations**

Two bags of Books, One bag Lined journals, One bag Magazines and Various Office supplies

Plus a very generous donation from Hurst Office supply

A large box of copy paper and 2 additional packages of copy paper. A few packets of highlighter or color markers for the board sorry for got which kind. A few boxes of black pens. 2 staplers, about 20 Hurst pens, The roller white out for papers, 4 date books

**Monetary donations** Small amount of cash/checks to the center

**Results to goal:** More than achieved goal and provided much needed resources.

**\*AUGUST** Kentucky Refugee Ministries

**Agency focus:** KRM is an outreach community that advocates for and provides resettlement services to refugees to encourage hope and an increased sense of belonging and inclusion to our future American citizens.

**Dreambuilder Agency Team:** Lisa Hall and Susan Jones

**Goal:** Original goal was 20 blankets, and 20 bus passes. At the request of the agency we shifted the donation focus to Wipes and feminine napkins for the women served by KRM

**Donations Received:** Item Donations: 13 packages of feminine napkins of various styles and brands; 5 packages of wipes; Monetary donations : \$100 in checks and cash

**Results to Goal:** Met goal and provided much needed resources.

**\*OCTOBER** Susan G Komen Kentucky.

**Agency focus:** Access to breast cancer screenings and services can make the difference between an early breast cancer diagnosis (when outcomes are best), and a delayed diagnosis when the outcome may not be as positive. Seventy-five percent of our net funds stay local to help Kentuckians residents impacted by the disease. The remaining twenty-five percent is dedicated to critical global breast cancer research.

**Dreambuilder Agency Team:** Janey Moores, and Adrienne Grizzell

**Goal:** pink raffle items for survivor events: 100 individual home spa items- shampoo, conditioner, glycerin soaps, wipes, nylon bath scrubby, loafa, nail polish, nail brush, emery boards, face masks

**Donations received:** Item Donations: 20 items for What Pink Can Do Raffle basket including soaps/shampoos, gardening gloves, notebook with pens and notes, underwear, toothbrushes and toothpaste, nail files. Monetary donations: \$147

**Results to goal:** while we did not meet our goal in the number of items received, our donations were much appreciated and helped further their important work.

**\*DECEMBER** The Nest:

**Agency Focus:** The Nest is a very important community service in Lexington KY which serves women in a myriad of ways with multiple programs housed under one roof.

Domestic Violence Counseling and Advocacy Program; Crisis Childcare Program; Parent Education Classes, Annual project: Reindeer Express to provide toys, games and wrapping paper to families served by the center.

**Dreambuilders Agency Team:** Susan Jones and Melissa Stewart.

**Goal:** Wrapping Paper 50 rolls, TV themed Women empowering Toys and Board games 20;

**Donation Received**

Item Donations: Wrapping paper: 29 rolls with large assortment of bows; 23 movie themed toys and 9 board games

Monetary donations: \$530 – will provide toys for more than 25 children

**Results to Goal:** Combination of strong monetary donations and strong toys donations we more than met our goals.

## 2018 Dreambuilders Nomination Form

**PWF** is "dedicated to the advancement of women at work". One of the ways we show our commitment to women is through the **Dreambuilder projects**. Your current Dreambuilders Committee is working to identify some worthy community service groups for the coming year. You are invited to share suggestions for local groups that support women in Lexington through training, networking, or other important services.

**E-mail your completed nomination form to Melissa C Bright at [mcbright@twc.com](mailto:mcbright@twc.com) by Wed, Feb 7, 2018. Women Helping Women. Together **PWF** can make lots of dreams come true this year!**

Incomplete forms will not be considered

**Name of Non-Profit Organization:**

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**Primary contact's name, phone, email:**

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**Physical Address:**

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**How does this organization align with the **PWF** Mission statement** (Complete those that apply)

- Diverse group of people dedicated to the advancement of women at work.
  
- Support networks; mentoring opportunities for women to share strengths, talents, and experience;
  
- Leadership potential; career and personal development,
  
- Recognition of women's achievements and foster the advancement of women at work.

**What do you suggest that we collect to support this organization?** (Complete those that apply)

- New items: \_\_\_\_\_
- Gentle Used items: \_\_\_\_\_
- Office Supply Items: \_\_\_\_\_
- Recycling items: \_\_\_\_\_

**What would \$100 cash mean to this organization?**

**What would 2 hours of volunteer time for 5 women on one day mean to this organization?**

**What events /programs does this organization have planned for next year that we could support?**

**Link to Good giving.net profile or other state or national non-profit oversight group profile:**



## SUPPORT OUR ADVERTISERS!!!



**Rhonda Bartlett**

RB Web & Design Studio  
4750 Hartland Parkway  
Suite 248  
Lexington, KY 40515



rb@rbdesignstudio.com

www.RBDesignStudio.com 859.271.8977

Want to place a business card ad in the Professional Women's Forum newsletter? **Business card ads are \$10 per month.** Space is limited to 10 per month with the exception of special events. The Professional Women's Forum newsletter is published monthly. The newsletter deadline is the first Friday of the month prior to publication.

**Mail payment to:**

**PWF**

**P.O. Box 1762**

**Lexington, KY 40588**

### How PWF Partners with other Organizations in the community

- **Dreambuilders**: Each year the Dreambuilders Committee identifies agencies who support women who work in Lexington that are a good fit. Once an agency is selected, then the committee will work with that agency to identify items for donation and delivery of those collected items. Special events for that agency may be featured in the PWF newsletter and on the website/social marketing. That same agency may be considered for support again in three years. This practice allows PWF to support a wide range of groups who are supporting women in Lexington.

- **Members of other organizations are invited to Join PWF**. As a member there are opportunities for sharing information about upcoming events in the newsletter as well as placing information on the Member Information Table just as members enter the room. Also as a member you or your designate can attend the monthly meeting and network with members so that they know what is coming up at your agency.

- A relatively new option is the **PWF Spotlight program**, where an organization sponsors a meeting and has the opportunity to speak to the group for 3 minutes before the keynote speaker. Also the Spotlight organization receives recognition leading up to the meeting in the newsletter and on the website / social marketing.

### **PWF BOARD— 2017-2018**

Michelle Buerger, Chair: 230-9425, [michelle.buerger@bankatcity.com](mailto:michelle.buerger@bankatcity.com)

Beverly Clemons, Immediate Past Chair: 296-2800, [beverly@cmiconsulting.com](mailto:beverly@cmiconsulting.com)

Dereka Bradley, Secretary: 367-3705, [dereka.bradley@bankatcity.com](mailto:dereka.bradley@bankatcity.com)

Diana Hughes, CPA, Treasurer: 259-3403, [dhughes@hisle-cpa.com](mailto:dhughes@hisle-cpa.com)



The University of Kentucky (UK) Alumni Association, Fayette County Cooperative Extension Services, and UK Human Resources Staff Career Development are pleased to announce the winter/spring 2018 Central Kentucky Job Club schedule.

The purpose of the Job Club is to provide a positive environment for motivated job seekers to meet, connect, share and learn. The free group is open to the public and meets the second and fourth Tuesday of each month, from 9:00–10:15 a.m. at the Fayette County Cooperative Extension office, 1140 Harry Sykes Way (formerly Red Mile Place), Lexington, KY. Business attire is encouraged. Convenient, free parking is available.

Job Club is for you if you are motivated and currently out of work, underemployed or looking to make a career transition. In addition, recruiters and employers are always welcome and introduced to Job Club attendees.

For more information, call the UK Alumni Association at 859-257-8905, the Fayette Cooperative Extension office at 859-257-5582, or the UK Staff Career Development Office at 859-257-9416. Additional information including testimonials from former Job Club participants can be viewed at: [www.ukalumni.net/jobclub](http://www.ukalumni.net/jobclub).

#### Job Club Meeting Schedule\*:

**January 9: Central Kentucky Job Club Anniversary Keynote – Presented by Kim Knopf, Sleep Outfitters Founder & CEO**

**\*Central Kentucky Job Club 5<sup>th</sup> Anniversary Celebration\***

**January 23: Transferable Skills - Presented by Diane Kohler UK HR Staff Career Development and Caroline Francis, UK Alumni Career Services**

**February 13: Update Your Resume for Today's Market – Presented by Caroline Francis, BCC, MCC, UK Alumni Career Services**

**February 27: Getting Noticed From a Recruiter's Perspective- Presented by Greg Lyles, SPHR, Senior Consultant, Hanna Resources**

**March 13: Pink or Not – Does the Color of the Slip Really Matter? – Presented by Brian Simmons, SHRM-CP, PHR, Senior Human Resources Advisor, CMI Human Resources Consulting**

**March 27: Social Media and Your Career – Presented by Mikailyn Estes, Staffing Manager, Accountemps**

**April 10: An Insider Viewpoint on the UK Hiring Process – Presented by Sarah Bowes, Employment Director, UK HR**

**April 24: Searching For Your Next Career Opportunity –It's A (temporary) Full-time Job - Presented by Jon Caldwell, Senior Director, Talent Management & HR, Valvoline**

**May 8: The Hard Facts about Soft Skills - Presented by Greg Coker, President/CEO, The Institute for Soft Skills**

**May 22: Panel of Job Club Success Stories**

**\* Snow Policy: If Fayette County Public Schools are closed or on a delay, Job Club will not meet.**



## Corporate Sponsorships with PWF

Support PWF while obtaining tangible benefits for your organization.

Thank you for your time in learning more about the Professional Women's Forum's (PWF) corporate partnership opportunities. We are excited to offer you the following benefits as we join with you to promote your company to PWF members and to the circle of influence which the organization has locally. Full information on PWF is available at [professionalwomensforum.com](http://professionalwomensforum.com).

### The benefits of your corporate partnership will include:

- Opportunity to showcase your programs or benefits in membership & guests packets for a year
- Opportunity to reach potentially hundreds of PWF members to promote your products/services
- Recognition in PWF E-news blasts for 1 month prior to sponsored meeting
- Recognition on PWF website for one year from date sponsorship payment is received
- One complementary lunch provided at the monthly meeting you are sponsoring
- Corporate Partner Spotlight, 3-minute presentation & provide marketing materials for tables/display table at the monthly meeting being sponsored
- Corporate logo and link to your organization's website on [professionalwomensforum.com](http://professionalwomensforum.com), corporate logo on newsletter to PWF membership, link on Facebook, special name badge for corporate recognition when attending PWF monthly meetings and visual display with logo at monthly meetings.
- Host a special event at your location
- Opportunity to provide a door prize item

**Best of all, PWF is an organization whose members support each other and our corporate partners.**

Thank you for considering this opportunity to obtain visibility and representation within the business sector and gain access to our members as clients, suppliers, and subcontractors. This is an excellent opportunity for a collaboration that will bring a positive public and community relations image. If you have any questions about the corporate partnership levels, please feel free to contact us at [Prowomensforum@aol.com](mailto:Prowomensforum@aol.com).

Professional Women's  
Forum

Phone: 859-233-1171  
Email: Prowomensforum@aol.com  
www.professionalwomensforum.com



Thanks to all of you who  
have contributed to this  
newsletter!

#### *Dates to Remember:*

*January 1  
New Year's Day*

*January 3  
PWF meeting  
Copper Roux*

*January 15  
Martin Luther King, Jr.  
Day*

### *...the bottom line*

#### *What do you resolve?*

As we start the new year it seems appropriate to think back on the past year. Some of you, I know, would like to forget about 2017. Serious illness might have plagued you or a family member. Some of you might have lost a job or your business might have suffered. These are turbulent times, so if you made it through 2017 unscathed, congratulations! I'm not one to make yearly resolutions because if I don't achieve them it just makes me feel bad...like I failed. I don't need that! We all don't. But, here a few items that you might want to resolve for 2018:

- ♥ Move more! Sit less! Get outside and breathe the fresh air (when we have it!)
- ♥ Unplug. Put the phone down. Get away from the computer. Shut off the TV.
- ♥ Say thank you each day for at least one gift you have received.
- ♥ Give back. It may be by volunteering or writing a check to a favorite service organization.
- ♥ Smile more. Say hello to a stranger that you pass.
- ♥ Get the urge to purge. Clean out a closet or drawer. Someone else might be able to use that piece of clothing or a dish you don't use anymore.
- ♥ Shop/do business locally
- ♥ Rest

*Bottom line...*

May you all have the best year ever. Wishing you all good health and happiness!

Take care

*Professional Women's Forum*

P.O. Box 1762  
Lexington, KY 40588

