



# FWA IN ACTION

CONNECTING • EDUCATING • ADVANCING

ONLINE NEWSLETTER OF THE FWA ASSOCIATION OF NEW YORK

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## PRESIDENT'S MESSAGE

May is the time to remember the special women in our lives. On May 8th we will be celebrating Mother's Day. At the Financial Women's Association, we will be honoring on May 19th two remarkable women at the [2011 Annual Dinner and 27th Women of the Year Awards](#). For the private sector, we are recognizing [Irene Dorner](#), President and CEO of HSBC USA Inc. and for the public sector, [Sylvia Ann Hewlett](#), Economist and Founding President of the Center for Work-Life Policy. I hope that you will join me for this inspirational evening!

In addition to our signature event, the FWA has a very active calendar as we enjoy spring and gear up for summer.

Professionally, you may enjoy:

- Learning about the [Impact of the International Financial Reporting Standards](#) on May 9th
- Hearing about the [Secrets from the Coaches](#) on May 10th
- [Executive Impact and The Power of Presence](#) on May 12th
- Becoming the [Fearless Sales Person](#) on May 25th
- [Improvising While Communicating](#) on June 8th

Personally, participate in:

- [Tasting Sangria and Networking](#) on May 11th
- Gearing up your [Summer Business Wardrobe at J. Crew](#) in Long Island on May 17th
- [Managing Worry in Your Life](#) on June 2nd

As I watched the movie **Rio** with my family last weekend, I was reminded of the incredible FWA International Conference to Brazil. Many thanks to Lily Klebanoff Blake, Karen Elinski, Adrienne Glasgow, Nancy Sellar, Simone Vinocour and the International Conference Committee for making this such a successful conference and outstanding trip! Thanks as well as to our generous corporate, government and non-profit supporters: BNP Paribas, BNY Mellon, BM&F Bovespa, Banco de Brazil, Chartis, Citi, Banco Central do Brazil, CVM, Deloitte, Deutsche Bank, ING Bank, Prudential, TIAA-CREF and US Embassy.

Please refer to my impressions below as well as the perspectives from International Conference Delegates, [Patti Domm](#) of CNBC and [Joan Lappin](#) of Gramercy Capital Management Corp.



**Susan Ganz**  
FWA President  
2010-2011

## UPCOMING EVENTS

[Preparing for a Sea Change](#) *How Will Accounting Convergence and International Financial Reporting Standards (IFRS) Impact You?*  
Monday, May 9 *New*

[Meet & Mingle: Summit, NJ](#)  
Monday, May 9

[Transition Tuesday: Secrets from the Coaches](#)  
Tuesday, May 10 *New*

[Sangria Tasting and Networking Party – Olé!](#)  
Wednesday, May 11

[Executive Impact and The Power of Presence](#)  
Thursday, May 12 *New*

[FWA-LI: Shift into Summer with J.Crew](#)  
Tuesday, May 17

[2011 FWA Annual Dinner and 27th Women of the Year Awards](#)  
Thursday, May 19

[The Fearless Sales Person](#)  
Wednesday, May 25 *New*

[How to Manage Worry in Your Life](#)  
Thursday, June 2 *New*

[Entrepreneurs Interactive Presentation and Speaker: The Ability to Improvise While Communicating](#)  
Wednesday, June 8 *New*

## OTHER EVENTS

[ACG-NJ: Between the Aisles & Behind the Scenes: A discussion of the current trends, opportunities and challenges impacting the](#)



With summer almost here, we are preparing for the [FWA's Wall Street Exchange](#). If you know of any college students between their junior and senior years about to begin a summer internship in financial services in the NY metropolitan area, be sure to encourage them to apply now to this summer's program. This is a wonderful opportunity for young people to enhance their job experience through career development workshops and networking with FWA members and our corporate supporters.

Grocery Retail Industry  
Wednesday, May 4

[2011 Microfinance USA Conference](#)

Monday- Tuesday, May 23-24

### NEW MEMBER ROLL

Meet our [new members](#) for 2010-2011

### MEMBER SERVICES

(Login Required)

[Job Postings](#) **15 New**  
[Bulletin Board](#) **3 New**  
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### HOW TO JOIN THE FWA

Invest in yourself. [Visit our website](#) to learn about the value of membership and the requirements for membership.

### FOLLOW US ON



I'm looking forward to celebrating with you at the Annual Dinner on May 19th!

Warm regards,

### BRAZIL PERSPECTIVES

Brazil is a country of contrasts:

- Mixture of cultures, with significant Portuguese, Italian, Japanese, and African influences
- Diverse geography, especially in Rio where you have beaches, mountains, jungle and buildings all in one city
- Tremendous business opportunities with oil discoveries, preparations for the 2014 World Cup and 2016 Olympics and commodity trading to countries across the globe
- Dichotomy of social classes with the very rich at one end and the poor at the other with a growing middle class
- Challenges: balancing growth with the need to manage the inflation rate (currently around 6%), lower interest rates (currently in the 11.75% range), and improve the educational system

Opportunities for women are important to the Brazilian President's Dilma Rousseff's agenda. The focus is on work for women, women's rights and education, health care and public mechanisms to support women (i.e., affordable day care centers, low price meals in restaurants). In our conversations with the business people, non-profit representatives and government representatives that we met what became very apparent was the interest in business women within Brazil to connect with one another and help one another to advance their careers. We had opportunities to share how the Financial Women's Association carries out its mission of *connecting*, *educating* and *advancing* women in business and finance.

Personally, I was taken in by what I learned and experienced in Brazil from the economic perspectives to Samba lessons. I was inspired by our wonderful speakers and touched by the warmth of the Brazilians. I cannot wait to go back and share this emerging country with my family.

## FWA CELEBRATES...

Here are the latest achievements to share about our FWA members and supporters.  
Congratulations to all!

- **Stephanie Chau**, FWA Member and President and CEO of SC Global Associates, who is chairing the China Panel for [ACG NY's BRIC Conference](#) on May 3rd  
(FWA Members: visit the [Bulletin Board](#) for the conference discount code)
- **Patti Domm**, FWA Board Member and CNBC Executive Editor, News, on receiving the Society of American Business Editors and Writers' Award for her blog
- **Judith Gerberg**, FWA Member, former FWA Board Member and President of Gerberg and Co., who was recently quoted in a Newsweek article on the challenges currently facing well-educated, middle-aged men looking for work.

Please continue to reach out to me to share your achievements and milestones as well as your personal stories about your FWA connections - how you may have helped one another with a business issue, find a job or have even done business together.

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The Financial Women's Association is the leading professional organization that connects, educates and advances women in business and finance.

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