



# TFW™

## Resources and Information: Version 4



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Don't miss **The Blueprint**, the spring issue of TFW, which be mailed in a week. If you are not a paid subscriber you need to subscribe today, otherwise you will miss out on learning from women who have unique stories to tell and contributors who are experts in helping women be successful in their careers.

An annual subscription of TFW is only \$29.60, a small price to pay to be connected to real women, making real progress towards real success.

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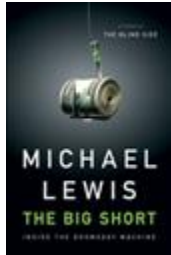


### The Blueprint TFW™ Spring 2010 Issue

*"The Blueprint"*  
*Be the architect of your own career.*

Diane Reyes, a woman who makes changes happen at Citigroup, makes the case for having a well-defined career blueprint and the ability to execute.

Read the complete article in the upcoming issue of TFW. If you have not subscribed [do so today!](#)



## Weekly Reading

### *"The Big Short"* by Michael Lewis

The #1 New York Times bestseller: a brilliant account—character-rich and darkly humorous—of how the U.S. economy was driven over the cliff.

When the crash of the U. S. stock market became public knowledge in the fall of 2008, it was already old news. The real crash, the silent crash, had taken place over the previous year, in bizarre feeder markets where the sun doesn't shine, and the SEC doesn't dare, or bother, to tread: the bond and real estate derivative markets where geeks invent impenetrable securities to profit from the misery of lower- and middle-class Americans who can't pay their debts. The smart people who understood what was or might be happening were paralyzed by hope and fear; in any case, they weren't talking.

[The Big Short](#) can be found at many book retailers.



## In the News...

### ***TFW's Most Influential People***

We are shaped by those who have inspired, challenged and guided us through the success and failures of our life experiences. These individuals have influenced us to become the fabulous women we are. TFW is interested in knowing who is the most influential person in your life.

Please [Take my Survey: Most Influential People](#) and tell us who was your most influential person in your life. The survey results will be shared in an upcoming TFW Resources and Information issue.



## In the News...

### ***Do you use your work gear for personal use?***

Check out this story: *Sexting case raises workplace privacy issues. Technology advances blur line between work and personal lives* by Eve Tahmincioglu from [MSNBC](#) April 19, 2010.



## Women at the Top™

### **Women at the Top™ Author Interview -- May 20, 2010 (12 noon CDT)**

Join Regina Barr, founder of the WATT™ Network, as she interviews Angela O'Mara, author of [Lipstick. Laptops. Life.](#)

Poignant, wise and witty, *Lipstick. Laptops. Life.* tells the tale of Angela's determination to bring her company and herself back to the top, after finding herself at the helm of a sinking ship during the worst global economic recession in history. On her journey, she calls on parts of herself that were lost along the way. Through this self-realization, she uncovers seven modern-day feminine business archetypes that guide her down her new road to success.

It's FREE to attend but registration is required. [Register here.](#)



## Interesting...

### 5 Tips for an Elevator Pitch that Gets Results by [Susan Gunelius](#)

Elevator pitches are powerful marketing tools that tell your story in less than a minute. They are useful for any business person to have in her arsenal of networking tools to help with business, career or personal development.

The five tips below can help you craft an elevator pitch that people actually listen to, remember and respond to. Make sure you're prepared with your own killer elevator pitch when the next opportunity presents itself for you to use it!

See the complete article published May 5, 2010 Work in Progress, [Forbes.com](#)



## In the News...

### Best-Paying Jobs For Women by Jenna Goudreau, Forbes.com

What happens when women make up half of the workforce and they are more likely than ever before to be primary or co-breadwinners in their families? It means it's increasingly crucial for women to earn top dollar for their labor.

Read the entire article at [ABCnews.com](#)