



Creative Women of Pinnacle Peak
8711 E. PINNACLE PEAK ROAD, PMB 244
SCOTTSDALE, ARIZONA 85255
WWW.CWPP.ORG 480.502.1773

NEWSLETTER

NOVEMBER 2009

CALENDAR
DATES

NOVEMBER 17
BOARD MEETING

****NOVEMBER 18****
LUNCHEON TROON
COUNTRY CLUB

DECEMBER 2
WINE TASTING AND
COCKTAIL BUFFET

DECEMBER 15
BOARD MEETING

****DECEMBER 16****
LUNCHEON
GRAYHAWK GOLF
CLUB

JANUARY 19
BOARD MEETING

JANUARY 20
LUNCHEON TROON
NORTH GOLF
CLUB

FEBRUARY 12
VALENTINE
LUNCHEON RITZ
CARLTON HOTEL

****HOMEWARD
BOUND
JEWELRY
DRIVE****

Dear Friends,

We officially launched our Fundraising with the *Holidaze Boutique* and early indications point toward a wonderful success. Final figures will be available at the November luncheon. Many thanks to *Marsha Gershberg* and *Linda Ehrlich* for orchestrating the event, working through the summer, coordinating the vendors, transforming the Ballroom into a visual mecca of color and shopping, and bringing together so many members to work. Thank you also to *Diane Andreasen* and *Viki Brown*, both of whom were stationed all day at Check-out to oversee its efficiency.

Without missing a beat, we now focus on the *Wine Tasting and Cocktail Buffet* at Penske Racing Museum on Wednesday, December 2nd. Invitations have been mailed, and the committee is motivated to introduce an exciting new venue which should be of interest to the gentlemen. They can view championship racing cars while sipping vintage wines. Please invite friends and mail in your reservations today.

Due to Thanksgiving vacation, the Silent Auction committee would greatly appreciate your donations by the November 18th meeting in order to process each item, design visual displays, write thank-yous and prepare program information.

Traditionally, we sponsor a diaper or linen drive for Homeward Bound in November and December. This year they are requesting old jewelry or watches. Please go through your jewelry box and bring in discarded items in a plastic bag.

I look forward to seeing you on November 18th at Troon Country Club.

Happy Thanksgiving, and may you be surrounded by family and friends.

Joanie Burchmore, President



WINE TASTING COCKTAIL BUFFET



PENSKE RACING MUSEUM

WEDNESDAY, DECEMBER 2, 2009

6:00 – 10:00 P.M.

\$85.00 PER PERSON

Cocktail Buffet by Chef Michael DeMaria
Music by Melanie and Van
Cocktail Attire

Directions: Going south on Scottsdale Road, turn right at the second light (Chauncey Lane) after the 101, then take the first left into the parking lot.

Need extra invitations for the Penske Event?
Call *Joanie* at 480.659.1776 or Joaniemore@hotmail.com

PENSKE SILENT AUCTION

BRING WINE DON'T WHINE

JUST ONE BOTTLE

Due to last year's success with members donating a bottle of fine wine, we are asking you to do it again.

Please bring it to the November 18th Luncheon at Troon Country Club. If you are unable to attend, contact a committee member for pick-up.

In addition to the wine, we will be *happily* accepting Silent Auction donations.

Due to Thanksgiving vacation, our deadline for accepting donations is Friday, November 21st.

Sandy Foss, Jane Poucel, Joanie Burchmore, Co-chairs



LUNCH AT THE RITZ

FRIDAY, FEBRUARY 12, 2010

RITZ CARLTON HOTEL

10:30 – SOCIAL AND TABLESCAPES RAFFLE

12:00 – LUNCHEON

HAPPY VALENTINES DAY!

Fabulous Tablescapes, a lovely lunch, wonderful auction items, and terrific ladies!

We promise you an enjoyable day to remember.

Get your teams together to organize your table tops. Call *Toy Martin* at 480.473.7923 for ideas and suggestions.

Join the fun and help make this fundraising event a huge success. The charities need our support.

Thank you, *Polly Ringdahl* and *Pat Kolander*, Co-chairs

HOLIDAZE BOUTIQUE UPDATES

Thank you to all of the volunteers and shoppers who made our first Boutique a resounding success. We couldn't have done it without you. We had shoppers galore, who contributed to a fabulous day. The merchandise was varied and people shopped from 10am until 6pm. Your efforts will support our many charities throughout the valley.

Marsha Gershberg and *Linda Ehrlich*, Co-chairs

HOLIDAZE BOUTIQUE RAFFLE/DOOR PRIZE WINNERS

The pre-registration raffle was won by Judy Peters. Donated by Co-Chair *Linda Ehrlich*, it's a light aqua chalcedony necklace with matching earrings. The door prize was won by Linda Owsley, who was invited by *Pat Kolander*. Donated by Chair *Marsha Gershberg*, it's two tickets to see *Little House on the Prairie, The Musical*, starring Melissa Gilbert as "Ma," playing at ASU Gammage.

“HOW DID YOU HEAR ABOUT THE BOUTIQUE” RESPONSES

At the **Holidaze Boutique**, we asked attendees to fill in a Raffle Slip for the Door Prize. The raffle slips provide valuable information on how attendees heard about the event. This is a phenomenal help in determining our advertising strategy for 2010.

First:

Our findings indicate that the most valuable avenue of advertising came from our CWPP members who invited friends to attend. Below are members whose names were **most** frequently listed (alphabetical order). Thank you so much to these ladies! Many responses said “From a friend” without specifying.

Patti Acridge	Shirley Bentdahl (a gold star to Shirley)
Viki Brown	Joanie Burchmore
Jackie Cromett	Linda Ehrlich (a gold star to Linda)
Sandy Foss	Marsha Gershberg
Marilyn Glasberg (a gold star to Marilyn)	Harriet Ingolia
Pat Kolander	Betty Lee
Nancy Maloney	Nancy Mavrides
Jane Poucel	Bev Wernick
Diana Wilkinson (a gold star to Diana)	Beth Zink

Second: members of Troon Country Club

Third: Newspapers and magazine publicity

Fourth: Poster

Favorite response: “From my hairdresser”

SEE IT OUR WAY

Creative Women of Pinnacle Peak was recently honored at the **Foundation for Blind Children** (seeitourway.org) in Phoenix. President *Joanie Burchmore* accepted the plaque, with a Braille overlay, for CWPP’s continued support and especially for this year’s grant that enabled the foundation to purchase a color copier. This technology can take textbooks, enlarge them to map size, and has the capability to scan both sides of the text to keep the weight down.

The CWPP logo appears on the recognition page of each book produced in the FBC Media Center.

Attending the ceremony with *Joanie Burchmore* were *Anne Cannella* and *Susan Markowitz*, Grant Co-Chairs.

The visually impaired large-print reader represents 50% of the clients at the foundation. Visual learning represents 90% of how we acquire knowledge and this larger formatted text will greatly enhance a student’s ability to learn with limited vision. In addition to fulfilling this need, the foundation also produces books in Braille for blind readers.

HOMeward BOUND JEWELRY DRIVE

WE WANT YOUR OLD JEWELRY!

Donations are down at many of our charities and needs are increasing. Homeward Bound families need our help and we've found an easy way to help.

Homeward Bound has teamed up with U.S. Charity Fundraisers, a locally-owned business, to help fill the void created by the downturn in the economy. This is your chance to turn those mismatched earrings, and other unused jewelry (or coins) into dollars for Homeward Bound.

Here is how it works:

Bring your old jewelry to the November and December luncheon and we will donate it to Homeward Bound. U.S. Charity Fundraiser's will buy the donations and you get the tax deduction. It is simple. Put your jewelry in a plastic baggie with your name and address, and bring it to the CWPP meeting. It is easy! And it will REALLY make a big difference to the families and children of Homeward Bound.

Thank you for your support.

PROGRAM LINE-UP

November: Simple Make-Up Techniques to Look Years Younger

Our November luncheon will feature a guest speaker from Zethina Cosmetics to share simple make-up techniques to look years younger. She has worked in the beauty industry for 20 years and spent countless hours on television and film sets for editorial photo shoots. In her years of working with models and celebrities, one thing emerged: we all have flaws that we want to hide.

December: The Gift of Holiday Music

January: Tutorial on the CWPP website

MEMBERSHIP DRIVE

Our membership has declined while charity needs have increased, exacerbated by the economic downturn. Our goal this year is for every member to sponsor just one new member.

By working together and inviting just one friend to join, we will double our membership roster and increase our effectiveness in funding women and children in need.