

S.O.S. – SEND ONE SUIT- WEEK® 2007- March 11-17

It's that time of year again to Send One Suit to Dress for Success®. This annual national effort during Women's History Month seeks to raise awareness and donations to benefit the women served by Dress for Success® across the country.

In 2007, DFS Seattle will serve over 2,500 women. In order to assist these women, we need clothing as well as financial contributions. A donation of just one suit and accessories can empower a disadvantaged woman to start a new life of self-sufficiency and success. Your financial support will help us in continuing to offer our suiting, employment retention and career development programs. It costs us approximately \$190 to suit one client in interview appropriate clothing and to support her with the educational tools for employment retention. Our goal is to raise \$12,500 through S.O.S. Week sponsorships and contributions. There are multiple opportunities to

support S.O.S. Week and the critical work of Dress for Success®:

* As a Presenting Sponsor you **commit to contribute \$2,500** to our Suit Fund.

* As a Participating Sponsor you **organize a Suit, Accessory and/or Financial Drive** at your company.

* As an In Kind Product and/or Service Sponsor you help us secure new clothing/accessories donations, clothing racks, food/drinks for S.O.S. Week volunteers, postage, design and printing of event collateral and event PR.

Who to Contact? If you have ideas for helping with a suit/accessory drive, know of sponsors who could help, or want to volunteer for the effort, please contact Laura Kussick, S.O.S. Week Chair at lkussick@comcast.net or the Seattle Development Office at mmohrlok@ywcaworks.org or 206-490-4384. Visit our website for updated information at www.dressforsuccess.org/seattle.

~ Lynn Lampe

Thank you to our Local Sponsors of S.O.S. Week 2007 to date

National Title Sponsor: Dressbarn. Women should bring their donation of a new or nearly new suit to one of over 800 Dressbarn stores during S.O.S. Week. Visit www.dressbarn.com for store locations in our area.

Presenting Sponsor: Jeri Rice. Special sale on March 16th during S.O.S. week...see our website for details.

JERI RICE

Participating Sponsors: Association for Women in Communications / Hatton Godat Pantier / Kimpton Hotels Seattle / Marsh USA / Starbucks / State Farm Insurance / Washington Mutual / Your Sister's Closet.

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Managed by the YWCA of Seattle-King County-Snohomish County

SEATTLE

DRESS FOR SUCCESS®



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DRESS FOR SUCCESS®

SEATTLE

The Changing Room

Building Confidence, Changing Lives

Spring 2007

YWCA
MOVING WOMEN AND FAMILIES FORWARD

Dress for Success® Seattle is managed by the YWCA of Seattle-King County-Snohomish County

TIP:
Use

www.GoodSearch.com to search the Internet and select Dress for Success® Seattle as your charity of choice. Every time you do, money goes to Dress for Success® Seattle.

The Changing Room

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The Power of Love, Respect, and Perseverance

When you were growing up, didn't you always dream of having superpowers? Today, one of the top-rated shows is called "Heroes". It is about ordinary people who find that they have extraordinary powers. I have a story to tell you about someone who possesses exceptional abilities that helped save her family and each day is making sure that those in need discover the same strength within themselves.

Tracey Williams came from upstate New York right after high school. Her father sent her out West because the opportunities were brighter in Seattle. She found a job in retail right away.

Tracey was gaining experience in the field when she married and had her son. She took time off to raise him. Then she went to work as an Administrative Assistant. This gave her steady hours from 9 to 5, and allowed her to spend more time with her family. Soon her daughter was born. She took time off again. Tracey decided to go back to school. Then she had her third child. She stayed home for a couple of years. Her next job was with the IRS. Tracey had a fourth child, and took some time to spend at home with her also. It was the story of a middle-class mother and wife whose life centered on her family.

At 40 years old, she had her "waiting to exhale" moment. She woke up and faced the reality that her marriage had turned cold and loveless. She felt she needed to be a little self-aware for once and provide her kids with a happier home environment. She left her marriage, thinking it would not be a problem to get a job based on her work experience. She never imagined she would be homeless.

Unable to find a job, and with no child support from her ex-husband, she found herself and her four children moving to four different shelters in a year. She was about to give up and split the children among her relatives to give them some more stability. Her children begged her to stay together as a family. They reminded her that she had always been a positive force in their lives. The children applauded her for being the best mom that anyone could ever have.

She continued to hold it together for them, and found a temporary Program Assistant position with Dress for Success Seattle where she had recently come in as a client. She impressed the people she worked with by her efficiency and positive outlook. When a position at the front desk of YWCA Opportunity Place opened up, they offered her the job without hesitation. Within a year, she moved up to the position of Case Manager. Tracey now helps resolve barriers that may be keeping others from being employable. She wants to be an advocate for children and family rights. For someone who felt she needed to focus on her dreams, she is a big part of helping others realize theirs.

When she asked her children what they wanted for Christmas, they said they wanted to help someone who is less fortunate. To raise children who are so rich in heart and soul is a super feat in itself. Tracey has proved herself to be that extraordinary heroine, and all of us at DFS Seattle are fortunate to have her as part of our family of success stories.

~ Vivian Miller-Rahl



YWCA 2007 Benefit Luncheons Coming Up

Bellevue - March 6, 2007 ~ Keynote: Lisa Ling
Seattle - March 27, 2007 ~ Keynote: Kavita Ramdas

There are several opportunities to help us reach our goal of raising \$75,000 for Dress for Success® Seattle. For more information or to sign up as a guest or table captain call the DFS Seattle Development Office at 206-490-4384.

www.youlookfab.com

Tips from fashion stylist Angie Cox

Afraid of trying something new?

Don't be. This season marks the beginning of watershed changes in fashion, and the only way to see if they will work for you is to try them on. By all means be mindful of what's best for your body type and lifestyle; but don't be inhibited by preconceived ideas about what will look good and what won't. You might be pleasantly surprised with what you see once you've plucked up the courage.

For example, if you think that:

* **you can't wear red** – you can if you find the correct shade

* **you aren't slim enough to wear skinnies** – you are if you match them up with a shapely A-line tunic top

* **you can't wear a belt on your natural waist** – you can if you find the right width of belt for your size

* **you can't wear gold** – you can if you mix and match it correctly

* **you are too pale to wear cream or white** – you're not if you create a contrast with another item of clothing or with your makeup

* **voluminous sleeves are too fussy** – they're not if you select three-quarter sleeve lengths

* **you are too short to wear longer lengths on top** – you're not if you keep the longer lengths just above your crotch point.

If the new look is still too daunting for you, take a fashion savvy friend along for moral support. Be bold and experiment with something that's different to what you would normally pick out. Nothing ventured, nothing gained!

~ Angie Cox, Volunteer dresser at Dress for Success® Seattle

Lights, Camera, Community Activism, Action!

This headline describes Dress for Success® Seattle's all-round volunteer Whitney Keyes quite accurately. An integral part of its Community Advisory Board for over two years, Keyes has served as a table captain at various luncheons, and secured media coverage and community attention for DFS Seattle time and again. A local media and marketing maven, Keyes is now producing her own show centered on 'mixing serious stuff and girly fluff' found at www.WhitneyAndWyatt.com. The lifestyle program is the type of project that gets Keyes excited about her work. She brings this same enthusiasm to DFS Seattle and the women she mentors there.



Whitney Keyes

Over two years ago, Whitney attended the annual Closet Treasure Sale where she met DFS Seattle Program Manager Tamika Vinson and things got rolling from there. Committed to working in her community, Whitney was eager to get involved, but hadn't heard too much about DFS Seattle. Her 20 years of experience in public relations and outreach prompted her to ask, "how can we get the word out?" In her first year of volunteering Keyes secured more positive local media attention than ever for the organization.

It seems Keyes gets as much as she

gives. She is especially committed to further developing the organization's employment retention program, the Professional Women's Group (PWG) and assists its members with resume writing, public speaking, and professional skills development. She also was crucial in implementing the organization's new mentor program for PWG members. "It's so fulfilling to

go to the monthly PWG meetings where I've gotten to know the clients. I hear their stories and see the results. Nothing beats 'hey, I got a job!' I go home feeling happy and connected to other women," she shares.

Connecting people with information is top of mind for Keyes whose upcoming web-based news and lifestyle show is sure to entertain. From politics and social issues to how-to's such as finding comfortable shoes or hiring a personal trainer, www.WhitneyandWyatt.com will also highlight DFS Seattle. Keyes' dedication to the organization doesn't end as her work load grows. "I'm inspired by my involvement. [The team] at Dress for Success® Seattle is so good at identifying what volunteers are passionate about and creating opportunities to give back. Plus, I've never been thanked so much!"

~ Jennifer Porter

THANK YOU Dress for Success® Seattle Volunteers!

In 2006, over 100 volunteers invested a whopping 4,700 hours of service in our organization and the women we serve. Our volunteers do everything from dressing our clients, sorting the clothing donations, organizing the monthly Professional Women's Group meetings, mentoring, serving on our Community Advisory Board and helping us raise awareness and money, helping with events, in

the office and with putting this newsletter together. We can't thank each and everyone of you enough for your dedication and passion.

If others are inspired to volunteer for DFS Seattle, contact Tamika Vinson at the DFS Office at tvinson@ywcaworks.org or 206-461-4474.

Current most urgent need for volunteers: Graphic Designers!

4th Annual Closet Treasure Sale raises over \$18,000!



THANK YOU to the Closet Treasure Sale Planning Team and all event volunteers for making Closet Treasure Sale 2006 such a success!



Thank you to all of the event's clothing donors! The amount and quality of clothing donated for the event was tremendous and made Closet Treasure Sale 2006 a huge success.



Thank you to Presenting Sponsor Schwabe Williamson & Wyatt P.C.



Thank you to Founder and Host of Closet Treasure Sale, Nicole Mertes of Women's Image Institute.

Thank you to Supporting Sponsors Mellon Private Wealth Management Group / Four Seasons Cleaners and **Contributing Sponsors:** Tommy Bahama / DiBello Group / Celestial Catering / Sole Food / Marcell Marias / Starbucks / Vu Designs / Unico / Cocoa Chai Chocolates / Beth McCaw / Thea Stone / Reena Saade / The Container Store / Eileen Fisher / J.Jill / Tom Dempsey / Karan Dannenberg / Totally Michaels / Pedersen's / Alexandra's / Betsey Johnson / Crown Plaza Hotel / Merry Abeel / Bowie Salon & Spa / Makasha Jewelry / Happn'N'Stanzc / SparkDesigns / Tiffany & Co. / Mary Lou Harris Designs / Xenia Mara / Vanessa Kuykendall / Closet Fly / armcandy / Kathy Evans / Karen Rahl / Spa Scotta / Choix Couture / Imousa / P.A. Jens / Women's Image Institute / Hellams Vineyard.

Save The Date for our 5th Annual Closet Treasure Sale!

Friday 10/26/2007 4 - 8 p.m. and Saturday 10/27/2007 9 a.m. - 3 p.m.

See www.dressforsuccess.org/seattle for details.

A Cause to Celebrate – Fall 2006 Major Donor Event

It is not often that we get to show all of our major donors at Dress for Success® how much we appreciate their support. So when we had the chance this last September 28th, we did it by rolling out the red carpet and giving them the "star" treatment. The Hotel Monaco donated the Paris Ballroom; we had food and wine from the Alexis and Vintage Park Kimpton Sister hotels, and a preview of our latest Dress for Success® video. Jiselle, who was the client featured in our Fall newsletter, told her story. For a fully pampering event we had the students at Gene Juarez Academy offer complimentary mini manicures. Then there were gift bags laden with donated spa products, chocolates, gift cards, and fabulous goodies. It was truly an evening to celebrate!

~ Vivian Miller-Rahl

2006 in Numbers

It takes three things to keep our organization going: money, in-kind donations of clothing/accessories/services and volunteers!

With the help of our generous and committed supporters and our amazing Community Advisory Board we've raised a stunning \$188,000 for our DFS Seattle programs and services in 2006. THANK YOU to each and everyone of you who understands that clothing donations and volunteer time alone do not pay the bills for space, phone, electricity, staff and more!

Thanks to our over 4,000 donors who contributed their valuable clothing and accessory donations and services, our clients can select from a terrific inventory when coming in to get dressed at DFS Seattle or the YWCA Working Wardrobe! We truly appreciate your continued support.

If it weren't for our very committed volunteers, we could not keep DFS Seattle up and running. In 2006, over 100 volunteers invested a whopping 4,700 hours of service. THANK YOU, DFS Seattle Volunteers. We could not offer our services without you.

With the help of all of you we were able to serve 657 women at DFS Seattle and 1,615 at YWCA Working Wardrobe in 2006. Please know, that with your support, you help women not only get employed, but build a career.

Please think of us again in 2007!



DFS Seattle Donors Maud Follman and Laurel Spellman-Smith getting pampered by Gene Juarez Academy stylists.

Shine Like the Star You are

- Three Things You Can Do to Put the Spotlight on You -

When it comes to getting ahead, we have to be able to toot our own horn. We're never going to get that raise or promotion unless our manager knows what we're working on and is aware of the good work we're doing at our job. But talking about ourselves can feel awkward. For many people, self-promotion feels a lot like bragging.

Whether you're an introvert or an extrovert, there are a few tricks you can use to get started today on giving yourself a little boost in your business:

* **Put it in writing:** Some people have an easier time talking about their accomplishments in writing. Try writing your manager about your achievements regularly. You could do this every week or month by using email, a typed memo or even an old-fashioned, handwritten note. The best way to do this is to keep track of your goals and job responsibilities and when you find a time where you think you went above and beyond, let your manager know. You could even include quotes from co-workers, customers or vendors that have said positive things about you.

* **Promote with your partners:** When it comes right down to it, most of us don't do anything without interacting with others. They might be customers, co-

workers or partners, but when we have a success, it often involves other people. Why not share the spotlight and try to mention these other people. If you want your manager to know that you stayed late to help a customer, start by talking about the customer first. Explain her needs, what she was trying to accomplish and how you were able to use your strengths and skills to help solve her problem and represent the company. Just remember to highlight your important role and contributions, too!

* **Speak up in meetings:** As women, we are often taught to listen, to be polite and to speak when spoken to. In business, this isn't always the rule. In many situations, it is important for you to speak up and be the first to share your unique ideas, feedback on a new product or opinions about how to solve a problem. Even if your idea isn't used or doesn't work, the fact that you shared your views often shows your manager and team that you can think on your feet and that you have initiative, courage, passion, and leadership skills. If you're nervous about saying "I have a new idea..." try saying "Another idea we could consider is..."

~ Whitney Keyes

WOMEN2WOMEN: Nine Months of Guidance

They did it! In December 2006, four Professional Women's Group members completed our first Mentorship Program. For nine months, the members took steps towards becoming a lawyer, launching a song writing career, real estate investment, and a restaurateur. In order for them to achieve these goals, they were first paired with mastery students from the Academy of Coach Training (ACT), to help refine their action plan. After three months of laying a path and feeling more confident about their future, the ladies transitioned into six months of mentoring with Professionals in the community. During this time, the members put their plan into action. As

most of us know setting goals is the easy part. Overcoming the obstacles in order to achieve the goals is the true challenge. DFS Seattle is so proud of these members for all of their accomplishments during this journey.

Thank you ACT and our wonderful mentors Karen Calara, David Lowe, Arissa Peterson, and Dianne Woods! Your dedication to your mentees made their goals more of a reality. A huge thank you goes to the Dupar Foundation, Nordstrom and U.S. Bank for sponsoring the program.

If you would like to be a mentor, please contact Tamika Vinson at tvinson@ywcaworks.org.

White Center WorkFirst featuring Lynda Wolff

Can you explain your program to me?

White Center WorkFirst is a Department of Social & Health Services program that provides support and resources to low income homeless and transitioning clients to help them secure employment. Case Managers set up hiring events with local employers to help their clients connect with their occupational base. Case Managers also assist with primary needs, i.e. job search activities, resume writing, commercial interviewing, job preparation and placement.

What is your client base?

We serve men and women, generally 19 to 54 years old, from the West Seattle, Burien, SeaTac, Des Moines, Tukwila and White Center areas.

How long have you referred to Dress for Success® Seattle?

I have enjoyed referring my clients to Dress for Success® Seattle for the last four years because, "you are immediately available." A lot of the time clients have their clothes in storage or use up their resources. Fortunately we were able to send them over to you to make them look decent and feel great! "Clients always tell me they were treated with courtesy and respect."

Do you have any success stories that came through Dress for Success Seattle?

One client in particular became a member of the Professional Women's Group after being dressed. She became more informed of a proper dress style and aware of how to dress more professionally.

She became inspired and motivated after attending the meetings and she is now a Manager at a local retailer.

Lynda along with the White Center WorkFirst Case Managers has referred over 300 clients since 2003. We appreciate her dedication to make our partnership so successful. Thank you for all your hard work, Lynda. We commend you!

~ Ronda Sorensen

Celebrating Committed Community Partners

Dress for Success® Seattle Thanks KPMG for Its Support



Nicole Bourlier

Dress for Success® Seattle wishes to sincerely thank the Seattle office of KPMG for its ongoing support of our programs and our clients.

KPMG's KNOW program—which stands for "KPMG Network of Women" and aims to recruit and retain women in the audit practice—has been a great supporter of DFS Seattle. KNOW has sponsored a luncheon tables and has provided DFS Seattle with \$3,000 in grants in recent years. Finally, KNOW

member and KPMG employee Joey Klein serves on the DFS Seattle Community Advisory Board.

In addition, KPMG's Involve program, which is its community service brand responsible for sponsoring office-wide projects, hosted 17 benefit events last year, several of which assisted DFS Seattle. Involve has hosted tables at the benefit luncheons in the past two years, suit drives and donated \$1,000 in raffle proceeds in 2006. In conjunction with Involve, KPMG employees have sorted clothing for DFS Seattle and have gathered clothing that has been donated by other local organizations.

Niccole Bourlier is KPMG's senior analyst in charge of the Involve program

and coordinates all of Involve's programs for the entire Seattle office. Niccole explained that KPMG is "very committed to women's initiatives and giving back to the community" and that KPMG enjoys supporting DFS Seattle because the organization, in turn, supports local women.

KPMG's support of women in our community, through its support of DFS Seattle, has made a tremendous difference in the lives of our clients and their families. Thanks to KPMG, its KNOW and Involve programs, and its employees, DFS Seattle is in a great position as we head into 2007. We thank KPMG and its employees for their continued generosity and support!

~ Kasey Huebner

2007 Annual Kimpton Hotel Event to Benefit DFS Seattle

Planning for the 2007 Annual Kimpton Hotel Event is currently underway! This year the festivities will include an accessory drive hosted by Kimpton's Hotel Monaco, Alexis Hotel and Hotel Vintage Park during Send One Suit Week on March 16 in three downtown Unico office buildings. Kimpton Hotels Seattle will also be hosting a special wine hour at Hotel Vintage Park on Tuesday, April 17, 5-6:30 p.m., incorporating a silent auction and raffle. All proceeds from these events will go directly to Dress for Success® Seattle. Further details will be available soon at our website www.dressforsuccess.org/seattle.

~ Angela Minton



Women Helping Women Events raise more than \$4,000 and lots of suits and accessories

Dress for Success® Seattle would like to extend a heartfelt THANK YOU to the following individuals, companies, foundations and organizations that have chosen our organization as the beneficiary of their fall/holiday events:

Fashion Group Int., Seattle Chapter

awarded DFS Seattle with \$2,000 from their annual fundraising gala! Kasey Huebner, 2nd annual Cocktails for a Cause raised over \$1,100 for DFS Seattle! St. John hosted a suit drive "One Good Suit Deserves Another" in September of 2006 encouraging customers to bring in suits. In return they received a discount for new purchases. DFS Seattle received



the Suits as well as a \$500 corporate donation! Aoki & Sakamoto, Executive Women's Golf Association, General Electric, HomeStreet Bank Seattle, Cynara Lilly, Promesse, Sips&Shoes, South King County and Seattle HR Associations, Waggner Edstrom Worldwide, Women's Business Owner's Association hosted Suit/ Accessory

Drives to benefit the women we serve.

Inspired to organize your own creative and unique Women Helping Women Event raising money and awareness for DFS Seattle? Please contact the DFS Seattle Development Office at 206-490-4384 and we'll get you started!