



September Newsletter

Keeping members up-to-date and sharing news in our network

Message from Debra LaTourette, SYNEX F2F, Sr. Executive Sponsor
Sr. VP Human Resources, North America, TW, UK, SYNEX Corporation

What's Your Presence?

Don't have one? Unsure? The next time you are in a meeting or business gathering, look around and ask yourself, "Do I Have Presence in the Room?"

Here are what I think can be quick pointers to create 'Presence' and improve your professional poise:

1. Posture conveys confidence. Stand tall and remember to use good posture when sitting in a meeting, making a presentation or walking down the hall in the office.
2. Consider your speaking voice. Articulate and don't be lazy in your pronunciation of the words you use. Complete your words. Ex: "Good morning!" versus "Good Mornin'!" In other words, use proper grammar and work towards eliminating filler phrases such as: "like", "um" and "you know." Be aware that "you guys" is not an appropriate way to address a group in a professional setting, especially if the group includes women.
3. Dress the part. Poorly fitting or disheveled clothing sends a negative message to your clients and co-workers. Their impression will be that you are not neat or clean and therefore most likely unorganized. Shoes should be clean and in good repair and allow you to walk comfortably and well balanced. The killer heels look great for a night on the town but they will not serve you well if you are wobbly on your feet during a customer meeting or luncheon.
4. Positivity is infectious and can impact how you perform on the job. So have a positive attitude and avoid work place gossip and politics.
5. Etiquette! Be aware or brush up upon the rules of etiquette whether you are hosting a client for a business lunch or are a guest at one.

And remember first impressions are lasting, especially in one's career world. Your audience forms an opinion even before you open your mouth AND your body language conveys more than half of what you are communicating. Only you have control over the way you carry yourself, and your behaviors and communication style can help project your self-confidence. So if you can't remember 1-5 above, at least remind yourself before you enter that meeting or luncheon, **YOUR 3P's** – Poise, Posture and Presence!

Message from the Editor

Wow, hard to believe that summer is coming to an end and the beautiful colors of fall will soon be setting in. It's been a whirl wind summer. I hope you all were able to take some time to enjoy the summer with friends and family.

Our membership keeps growing! Please join me in welcoming our newest members (names below). This week Denna and I had the pleasure of sitting down with one of our newest members to share the SYNEX F2F story. There's a positive energy that becomes infectious that renews the passion of being involved in this wonderful women-focused community.

This month I had the opportunity to interview Brigetta Koepke, a millennial with a passion to keep generation silos down. She shared her insights on the millennial generation and a few misconceptions. I enjoyed our time and was inspired by

her professional approach to identify generation misconceptions and to see how we have common goals that define our success.

Be sure to check out the great read by Heather Huhman, [*Millennial Women: A Force To Be Reckoned With*](#). And the great feed by Amy Cuddy.

To our newest members and all, please don't hesitate to give us a call or an email if you have any questions or want to share an idea that can help us continue to grow. Our contact information can be found on the site at <https://www.synnecorp.com/f2f/>

Happy reading.

Janis Hodgins, Co-Chair, SYNEX F2F JanisH@synnex.com

Member Feature Article: with Brigetta Koepke, Channel and Marketing Programs Manager, Lenovo at SYNEX

Millennial Misconceptions

In keeping to hot topics, this month's featured member is one of our growing population's most prominent generations—a millennial. I sat down with Brigetta Koepke, Channel and Marketing Programs Manager, Lenovo at SYNEX, to ask a few questions, leaning slightly on the topic of millennials. It was a refreshing perspective on a stereotyped generation that for me, has received some bad rap, but when put into perspective through the eyes of a millennial, I saw the passion of desire for success.

Generations:

Baby Boomers	1946 - 1964
Generation X	1965 – 1980
Generation Y: The Millennial	1981 - 2000
Generation Z	1995 - 2016

Source <http://www.marketingteacher.com/the-six-living-generations-in-america/>

Brigetta Koepke started her career with an internship in SYNEX' marketing department and landed her first full time job after graduating magna cum laude from Clemson with a Bachelor of Science in Marketing. She has flourished in the corporate world and has extended her professional knowledge, participating as an executive council member of Future Leaders, a CompTIA initiative and SYNEX *Share the Magic* Committee.

Eager to get her career in full gear, Koepke recalls being enrolled in a newly created "Discovery Program" at SYNEX. It gave her the opportunity to spend 2 week periods in multiple departments to learn the business from all sides. Koepke admits her professional maturity grew exponentially with this process early in her career.

"I was very appreciative to see the full scope of our business (SYNEX), it was a great way for new hires to be integrated into the company. As a millennial I think this is a great way to attract young talent. We want to learn as much as we can as fast as we can. Yes we (millennials) want to be leaders quickly, but many recognize correctly the hard work that must be put in; you can't fault anyone for that", said Koepke.

When asked, what was the most prominent myth about millennials? Koepke responded, "the unwillingness to earn stripes. Millennials are perceived as people who don't think they need to pay their dues, and work longer and harder to climb the corporate ladder."

For Koepke, this statement needed context. Millennials recognize that their contributions, commitment and loyalty are drivers for success. Working in an office, long hours, taking no vacation is not the way in which they prove their value. And this shouldn't be the way a business looks at driving employees to succeed. Success is about hard work (which carries different meaning in different organizations), meeting challenges head on and having flexibility to do things just a little bit different. (Yes, flexible hours fits in here.) Millennial or not, results are key indicators of a great employee. Having a manager who encourages and fosters personal growth doesn't hurt either.

So what really attracted Koepke to work at SYNEX? Her response was quick and surprising.

“I love that we refer to everyone as partners. Vendors, resellers and even my colleagues—we’re all partners. The very word makes me feel a part of something greater. I can have greater impact when I know I am partnering or collaborating with others to find solutions that are results-driven.”

Keeping in mind that partnering is working with everyone in the business, internal and external, the mindset for Koepke is about breaking down silos and partnering where it makes good business sense. This thought process spurs creative thinking where an idea may become a new business. My take on this, millennials think big and like to be a part of something big—a good employee trait for business growth.

The words “entitlement” and “lazy” also came up as stereotypes of the millennial generation.

“Yes, there are attitudes of entitlement and some lazy individuals but isn’t that really a personality trait that can be seen in every generation? For millennials who are inspired by their jobs and motivated to make a difference, these traits don’t exist,” explains Koepke.

My interview with Brigetta was dynamic and I quickly learned that we found common ground on many levels, sharing ideals but from different perspectives, and discovering our goals were the same—to make a difference, be a part of something great, and have an impact on business and people.

Welcome New Members

A sincere “welcome” to our newest SYNEX F2F Members (July 12 –September 13, 2016):

Lisa Compton

Joanne Kouzan

Jeanie Haselden

Dorothy Remmer

Kimberly Buchanan

Stefanie McManus

Phionna Cowan-Hoffman

Jessica Moore

Lisa Forbes

Shannon Kilcoyne

Amy Platt

Stacia Lomax

Jill Young

Terrence Dickerson

Siu-Hua (Sue) Tang

Roxanne Leone

Pillar Updates



Education Update with Chair, Cheryl Henry, CherylH@synnex.com

Many thanks again to Kathryn Rose for her webinar series **Stand Up to Stand Out**. This webinar series was our first co-hosted with CompTIA’s AWIT Community (thank you Cathy Alper and team) and SYNEX F2F.

Stand Up to Stand Out:

Part 1 – Stand Up to Stand Out, Part 1 – the CEO of YOU

Part 2 – Stand Up to Stand Out, Part 2 – Building Blocks for Success

Part 3 – Converse and Connect Using Twitter

Part 4 – Profiles in Success and Q&A

We are working to make these video presentations available on the SYNEX F2F web site.

Upcoming webinars: To Be Announced.

If you’ve got a topic of interest that you’d like us to investigate for an upcoming webinar, please contact Cheryl at CherylH@synnex.com



Mentoring Update with Co-Chairs, Jennifer Eley,
JenniferE@synnex.com and Qiana La Croix QianaL@synnex.com

The mentor and mentee, Mentoring Excellence training program was held on July 26, in the Greenville office and through live streaming, presented by Qiana La Croix. Mentors and mentees had an opportunity to meet one another during the lunch break. A follow-up with the groups will be made to ensure mutual successes in the matching



Networking with co-Chair, Felicia Hall, FeliciaH@synnex.com and
Suzanne Barrette, SuzanneB@synnex.com

SYNNEX 2016 Inspire Conference, September 29-30, 2016: We are very excited to have Sandra Gault, Founder and President of TrueGault, join us at the SYNNEX Inspire Conference this fall. Sandra will present at the SYNNEX F2F Luncheon, Thursday, September 29, at 12:20pm – 1:20pm, Room 202C, TD Convention Center, SC. TrueGault will also be in the Inspirational Hall (Vendor Pavilion) on Thursday and Friday alongside SYNNEX F2F.

Sandra Gault, Founder and CEO, True Gault –“geek in high heels”, broke the mold and reshaped the way women think about high heels. Sandra talks about how her technology experience and passion for shoes have become her brand: True Gault www.truegault.com

SYNNEX Canada 2016 Inspire Conference, October 12 - 14, 2016: SYNNEX F2F will host a networking event with guest speaker (to be announced) at this year’s conference held at the Metro Toronto Convention Centre, 700 Level, meeting room (tbd) on October 12th at 4:00pm – 4:45pm. Light refreshments will be served.



Philanthropy with Co-chairs, Stephanie Gosnell,
StephanieG@synnex.com and Stephanie Ballenger,
StephanieB@synnex.com

SYNNEX F2F Professional Clothing Drive across North America is now running. If you are able to make a donation of professional women’s clothing in a SYNNEX office near you, please reach out to the contact person listed below. Donations are now being collected in Fremont, Greenville, and Toronto.

- ❖ Fremont, Felicia Hall
- ❖ Carson, Qiana LaCroix
- ❖ Greenville, Denna Mensch
- ❖ Guelph, Dorothy Remmer and Bridget Liersch
- ❖ Toronto, Suzanne Barrette

Halloween Costume Sale, this initiative has been cancelled this year.

Never Stop Learning!

Remember, the SYNEX F2F web site is filled with great reads, feeds and videos.

WATCH: [Amy Cuddy: Your body language shapes who you are](#) (ted.com)

READ: Heather Huhman: [Millennial Women: A Force To Be Reckoned With](#)

What's your personal favorite read, feed or video? Let us know so we can share with others.

Email us at F2FAdvisory@synnex.com

Pass it on and get your peers to join

Become a SYNEX F2F Member www.synnex.com/synnexf2f/

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