



# Women's Resource Center NEWSLETTER

A Quarterly Newsletter

December 2008 – Volume 11:2



## Pat Heim video series scheduled for February 2009

During February 2009, two video presentations with **Pat Heim, Ph.D.**, CEO of The Heim Group and best-selling author, are scheduled.

Heim has been leading The Heim Group since 1985. She is internationally recognized as an expert in the area of research on gender issues and differences in the workplace. Heim has brought together a team of speakers and facilitators who are dedicated to identifying and solving gender-related issues which are invisibly present in business today.

Men and women live in different cultures. As a result they have different rules regarding what is considered "appropriate" adult behavior. Unfortunately neither gender is aware of these disparate norms and rules and often misread what is being communicated. Women may see men as belligerent and insensitive. Men often see women as over-emotional. What they don't understand is that both men and women are doing what works in their own culture. Unfortunately, the same behavior can backfire across culture. Consequently, what seems natural to one gender culture can seem mysterious and baffling to the other.

In her thoughtful and lively presentation, ***"The Power Dead-Even Rule and Other Gender Differences In The Workplace,"*** Heim will explain some of the different rules of the male and female cultures and help viewers understand and learn to improve workplace communication between men and women instead of placing the blame on either gender. ***The Power Dead-Even Rule*** is scheduled for Tuesday, February 3, 2009.

The second session, ***"Invisible Rules,"*** is scheduled for Tuesday, February 10, 2009, at noon. Heim discusses what seems natural to one gender culture can seem mysterious and baffling to the other. The differences are not right or wrong but they can result in confusion and conflict. By making these *invisible rules* visible, Dr. Heim provides the basis for better understanding, communication and teamwork.

Location for both sessions is the Forum, D.P. Culp University Center. The **Heim** video series is sponsored by the Office of Women in Medicine and the Women's Resource Center. For more information on this *Women's Professional Enrichment Lunch Break Series*, contact the Women's Resource Center at 423-439-7847.

Article contents adapted from The Heim Group web site at <http://www.heimgroup.com/index.asp>.



## From yoga to heart health – women's health series lineup

*Women's Health Series* seminars scheduled for December 2008 and February 2009 include presentations by local and regional professionals on yoga fitness and heart health for women. Whether you are looking for a way to reduce some of the stress associated with the, oftentimes, hectic holiday season or looking for heart-related health information to enhance your daily lifestyle, then join us for one of the following women's health seminars.

Do thoughts of standing in long lines, sitting in snarled traffic, wrestling through throngs of holiday shoppers, or traveling and entertaining family and guests make you feel weak in the knees? Are you looking forward to the joy of holidays, but not the stress that often accompanies the season? Certified yoga teacher **Tonya Moreno, M.S., C.Y.T.**, can aid in alleviating some of that holiday-related stress. In her hour-long seminar, ***"Surviving the Holidays with Yoga,"*** Moreno will discuss, demonstrate, and provide instruction on how you can use yoga while you are out shopping, traveling, or at the end of a long day to help reduce the effects of holiday stressors. Participants attending this seminar need to dress comfortably.

In addition to teaching yoga, Moreno is an educational advisor with the TRIO Program at Tusculum College in Greeneville, Tenn. She received a master of science degree in education and curriculum from the University of Tennessee-Knoxville.

The **Moreno Women's Health Series** seminar is scheduled for Thursday, December 11, 2008, at noon. Location is the East Tennessee Room in the D.P. Culp University Center.



On Thursday, February 12, 2009, **Phyllis Eldridge, R.N., N.A.S.P.E.**, clinical specialist with Medtronic, Inc., is guest speaker for ***"Preventing Sudden Cardiac Arrest."*** Location for the Eldridge seminar is the East Tennessee Room, D.P. Culp University Center, at noon.

Sudden cardiac death (SCD) is a sudden, unexpected death caused by loss of heart function (sudden cardiac arrest). It is the largest cause of natural death in the U.S., causing about 325,000 adult deaths in the United States each year. SCD is responsible for half of all heart disease deaths. Eldridge will discuss how sudden cardiac

arrest is different from a heart attack, along with the symptoms, causes, and risk factors associated with sudden cardiac arrest. Implantable cardioverter-defibrillators (ICD) are prescribed for people whose risk factors put them at great risk for sudden cardiac death; Eldridge will discuss the ICD at length and provide an overview of ICD technology for the consumer. Even if you are not at risk for sudden cardiac arrest, oftentimes many of us are caring for a family member or loved one with an ICD implant and don't know what to expect along the way; this *Women's Health Series* seminar will help address many of those concerns.

For more information on the **Moreno** or **Eldridge** seminars, contact the Women's Resource Center at 423-439-7847.



## Personal finance seminar set for February 2009

**Becky Frazier**, investment representative with Edward Jones in Kingsport, is guest speaker for **"Women and Investing,"** on Tuesday, February 17, 2009, at noon. This investment-based seminar is designed to assist you in putting time-tested rules of successful investing to work for your future needs. Frazier will discuss budgeting for investing, diversification, identifying quality companies, and working with investment professionals.

Location for the **Frazier Personal Finance Lunch Break Seminar** is the East Tennessee Room, D.P. Culp University Center.



## Murray to conduct visioning workshop

**Pam Murray, B.A., M.B.A.,** local artist and creative coach, returns to campus during Spring Semester 2009 to conduct a three-part series entitled **"Creating a Vision Board that Works."** Murray's three-session series of workshops is focused on assisting you in being a person of your own creation and your own choosing by knowing what is most important to you personally and being in more deliberate control of the major areas of your life. Participants will be **Creating a Vision Board that Works . . .** through understanding the Universal Law of Attraction and your own personal desires.

What would it feel like to have what I want? Seeing things as you desire them to be attracts them as you would like them to be. When you see yourself through the eyes of others, as people most often do, you often find yourself in a place that you do not wish to be. When you see yourself through your own eyes, and know what your heart and soul truly desires, you will be able to bring more

control into your life, to make your law of attraction a positive attraction.

Scheduled for Tuesdays during February and March 2009, the dates for the **Murray** three-part series are **February 24, March 3, and March 10.** All sessions will be held at the Women's Resource Center, Panhellenic Hall, basement suite 2, at noon. **Reservations are required.** To reserve a space or should you need additional information, contact the Women's Resource Center at 423-439-7847.

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## Black History Month February 2009

**Theme:**  
*Quest for Black Citizenship in the Americas*

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## Saluting the Women of ETSU



## Dunn earns state award for work in trauma care

In October 2008 **Dr. Julie Dunn**, associate professor of surgery at East Tennessee State University's James H. Quillen College of Medicine, received a Meritorious Service Award from the Tennessee Hospital Association.

This honor recognizes Dunn's efforts in strengthening trauma care services in Tennessee – services that also include improving the level of reimbursement for care. Dunn is currently director of Trauma at Mountain States Health Alliance and is a member of the American College of Surgeons' Tennessee Committee on Trauma. She also chairs the Trauma Care Advisory Council for Tennessee.

Earlier this year, Dunn was selected by the American College of Surgeons (ACS) and the American Association for the Surgery of Trauma (AAST) to receive the Health Policy Scholarship.

Dunn joined the medical school faculty in 1998 following the completion of her surgical residency at ETSU.

Congratulations on receiving this prestigious award!

Article contents adapted from the East Tennessee State University web site at [http://www.etsu.edu/etsu/news\\_text.asp?Action=ListEvent&EventID=7518](http://www.etsu.edu/etsu/news_text.asp?Action=ListEvent&EventID=7518).



## Dumond among first in nation to earn certification as HIV expert

Dr. Julie Dumond, assistant professor of pharmacy practice at East Tennessee State University's Bill Gatton College of Pharmacy, is among the first pharmacists in the nation to earn designation as an HIV Subject Matter Expert for 2009-2010 from the American Academy of HIV Medicine (AAHIVM). She received this honor after successfully passing the AAHIVM HIV Specialist Credentialing Exam.

Historically, AAHIVM has awarded expert designation to physicians and other health care professionals. However, the academy launched a new pilot program this year that invited pharmacists with a background in this field to participate in the HIV Specialist Credentialing Program.

Dumond joined the ETSU Gatton College of Pharmacy faculty in 2007 after completing an HIV pharmacology fellowship at the University of North Carolina-Chapel Hill. She earned her Pharm.D. degree from the University of Michigan College of Pharmacy and completed her residency at Borgess Medical Center in Kalamazoo, Mich.

In addition to her research and teaching responsibilities, she does consulting work with the ETSU HIV/AIDS Center of Excellence, which is part of ETSU Physicians and Associates.

Article contents adapted from the East Tennessee State University web site at [http://www.etsu.edu/etsu/news\\_text.asp?Action=ListEvent&EventID=7450](http://www.etsu.edu/etsu/news_text.asp?Action=ListEvent&EventID=7450).



## Herrin elected to board of directors of Humanities Tennessee

Roberta T. Herrin, Ph.D., director, Center for Appalachian Studies and Services (CASS), has been elected to serve a three-year term on the board of directors of Humanities Tennessee.

Humanities Tennessee was founded in 1973 through National Endowment for the Humanities (NEH) funding and is "dedicated to developing a sense of community through educational programs in the humanities across Tennessee . . . with two distinct focuses: studies of community history and cultural life and studies of language and literature."

The organization oversees several NEH-funded programs that support community history and cultural life, including the Tennessee Community History Program, Digital Humanities Tennessee and a Grants and Awards Program. In addition, it sponsors such literature, language

and literacy efforts as the Southern Festival of Books, Tennessee Young Writers' Workshop and Letters about Literature.

Article contents adapted from the East Tennessee State University web site at <http://www.etsu.edu/univrel/accent/ac080829.pdf>.



## 6th Annual "HEAD 2 TOE"

During the last five years the annual "HEAD 2 TOE" project and sale has provided the opportunity for more than 350 young women from the upper-east Tennessee and southwest Virginia region with the option of purchasing prom- and formal-wear at "rock-bottom" prices. An annual project that offers alternatives to high-ticket attire for prom-goers, "HEAD 2 TOE" makes a large selection of fashionable, like-new gowns available for young women to purchase at a price of \$25 each and oftentimes accessories can be purchased for just a few additional dollars. All proceeds from the sales of the items will benefit Girl's Inc. of Johnson City/Washington County.

Serving as a drop-off site for "HEAD 2 TOE" donations, the Women's Resource Center is accepting donations through January 30, 2009. Items requested include prom or formal dresses, shoes, and/or accessories. The annual "HEAD 2 TOE" sale is held in February of each year at Girl's Inc., which is located in the heart of Johnson City at 227 Library Lane. So go through your closets at home and locate that like-new prom and formal-wear clothing taking up your valuable closet space and donate those items to a great community-based project.

**"HEAD 2 TOE"**  
**Campus drop-off site:**  
**Women's Resource Center,**  
**Panhellenic Hall - Basement Suite 2**  
**Office Phone: 423-439-7847**

## Women's Resource Center NEWSLETTER

The ETSU Women's Resource Center Newsletter is published quarterly at East Tennessee State University, Johnson City, Tenn.  
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**Harriet P. Masters**, director  
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## ETSU Women's Resource Center Program Schedule

For more information on the events listed contact the *WRC* at 423-439-7847.

DECEMBER 2008 – FEBRUARY 2009

### *Main Campus Programs*

Thursday, December 11

***“Surviving the Holidays with Yoga” – A Women’s Health Series Lunch Break Seminar.*** Certified yoga teacher **Tonya Moreno, M.S., C.Y.T.**, will discuss, demonstrate, and provide instruction on how you can use yoga while you are out shopping, travelling, or at the end of a long day to help reduce the effects of holiday stressors. See article pages 1-2.

**LOCATION & TIME:** D.P. Culp University Center, East Tennessee Room, noon.

Wednesday, December 17

**Book Review Group.** Participants will meet to discuss ***The Elegance of the Hedgehog*** by Muriel Barbery. New readers welcome.

**LOCATION & TIME:** Women’s Resource Center, Panhellenic Hall, Basement Suite 2, noon.

Wednesday, January 21

**Book Review Group.** Participants will meet to discuss ***The Beach House*** by Jane Green. New readers welcome.

**LOCATION & TIME:** Women’s Resource Center, Panhellenic Hall, Basement Suite 2, noon.

Tuesday, February 3

***“The Power Dead-Even Rule” – A Women’s Professional Enrichment Video Lunch Break Series.*** **Pat Heim, Ph.D.**, CEO of The Heim Group and best-selling author, explains some of the different rules of the male and female cultures and helps viewers understand and learn to improve workplace communication between men and women instead of placing the blame on either gender. Sponsored by the Office of Women in Medicine and the Women's Resource Center. See article page 1.

**LOCATION & TIME:** D.P. Culp University Center, Forum, noon.

Tuesday, February 10

***“Invisible Rules” – A Women’s Professional Enrichment Video Lunch Break Series.*** **Pat Heim, Ph.D.**, CEO of The Heim Group and best-selling author, discusses what seems natural to one gender culture can seem mysterious and baffling to the other. The differences are not right or wrong but they can result in confusion and conflict. Sponsored by the Office of Women in Medicine and the Women's Resource Center. See article page 1.

**LOCATION & TIME:** D.P. Culp University Center, Forum, noon.

Thursday, February 12

***“Preventing Sudden Cardiac Arrest” – A Women’s Health Series Lunch Break Seminar.*** **Phyllis Eldridge, R.N., N.A.S.P.E.**, clinical specialist with Medtronic, Inc., is guest speaker. Eldridge will discuss how sudden cardiac arrest is different from a heart attack, along with the symptoms, causes, and risk factors associated with sudden cardiac arrest. See article pages 1-2.

**LOCATION & TIME:** D.P. Culp University Center, East Tennessee Room, noon.

Tuesday, February 17

***“Women and Investing” – A Personal Finance Series Lunch Break Seminar.*** **Becky Frazier**, investment representative with Edward Jones in Kingsport, is guest speaker. Frazier will discuss budgeting for investing, diversification, identifying quality companies, and working with investment professionals. See article page 2.

**LOCATION & TIME:** D.P. Culp University Center, East Tennessee Room, noon.

Wednesday, February 18

**Book Review Group.** Participants will meet to discuss ***Strange as This Weather Has Been: A Novel*** by Ann Pancake. New readers welcome.

**LOCATION & TIME:** Women’s Resource Center, Panhellenic Hall, Basement Suite 2, noon.

Tuesday, February 24

Tuesday, March 3

Tuesday, March 10

***“Creating a Vision Board that Works” – A Women’s Personal Enrichment Lunch Break Series.*** **Pam Murray, B.A., M.B.A.**, local artist and creative coach, is conducting this three-part series. Murray will guide participants through inner self-exploration using relaxing, simple techniques that are designed to aid participants in clarifying their respective desires to create a “vision board that works.” **Reservations are required.** See article page 2.

**LOCATION & TIME:** Women’s Resource Center, Panhellenic Hall, Basement Suite 2, noon.

**ALL PROGRAMS ARE FREE and OPEN TO THE PUBLIC.**

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**MORE NEWS *and* UPDATES**

***Women's History Month  
March 2009***



**Theme:**

***“Women Taking the Lead to Save our Planet”***

In 2009, the National Women's History Project will honor women who have taken the lead in the environmental or "green" movement. Rachel Carson, the founder of the contemporary environmental movement, has been chosen as the iconic model of the theme.



**HOLIDAY CLOSINGS**

ETSU will be closed December 25, 2008, through January 2, 2009.

The university will be closed on January 19, 2009, in observance of *Martin Luther King, Jr. Day*.

**Spring Semester 2009**

Classes begin January 15, 2009.

East Tennessee State University is a Tennessee Board of Regents institution and is fully in accord with the belief that educational and employment opportunities should be available to all eligible persons without regard to age, gender, color, race, religion, national origin, disability, veteran status, or sexual orientation.