

THE RIVER REVIEW

February 2011

News For The Residents of River Place

Volume 5, Issue 2

Steve Harper says, "Relationships Have a Ripple Effect!" **At Four Points Chamber of Commerce Luncheon**



His specialty is connecting people. He's made it his mission to add value to those that he has come in contact with. Steve Harper, author of *The Ripple Effect: Maximizing the Power of Relationships for Life and Business* has a trail of successful business ventures in his wake that make insights valuable to any business leader. Harper is the guest speaker of Four Points Chamber of Commerce February Luncheon. "Every action that we take has the power to create ripples; positive and negative. Taking the time to understand the impact you can make on others can enrich your life and increase your chances of success ten-fold," said Harper. Come gain perspectives on how to grow client relationships:

- Thursday, February 17th
- Time: 11:30 a.m. to 1:00 p.m.
- At River Place Country Club, 4207 River Place Boulevard.

Membership is not a requirement to come to the luncheon but you'll want to register online by February 11 to ensure your seat and receive early-bird discount pricing! While you are at the Four Points Chamber of Commerce website be sure to check out the other networking activities offered by the chamber including the monthly Happy Hour and bi-monthly networking meetings at Concordia University.

The Four Points Chamber of Commerce provides networking opportunities at social gatherings, luncheons and business network meetings. Now over 100 members strong and growing, the Four Points Chamber of Commerce brings businesses together along highway 620 from Hudson Bend and Mansfield Dam to Anderson Mill and along Ranch Road 2222 from Jester to Volente to support business growth in the community. For more information about upcoming events visit www.fourpointschamber.com or contact us at FourPointsChamber@gmail.com or call (512) 551-0390. Membership inquiries may also be sent directly to membership@FourPointsChamber.com.

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Contact Lisa Sejnowski, chairman NWA COF, at sejnowski@sbcglobal.net or 345-3149.



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Newsletter Article Submissions

Interested in submitting an article? You can do so by emailing riverreview@PEELinc.com or by going to <http://www.peelinc.com/articleSubmit.php>. All news must be received by the 9th of the month prior to the issue. So if you are involved with a school group, scouts, sports etc – please submit your articles for The River Review. Personal news for the Stork Report, Teenage Job Seekers, special celebrations and military service are also welcome.

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Hill Country Education Foundation

Launches Membership Drive

Submitted by Michelle Beck

The Hill Country Education Foundation launched a six-month membership drive to recruit families, individuals, students and faculty to their organization. Members of HCEF will help to support Four Points-area students achieve academic success in the areas of entrepreneurship, leadership, science, technology, engineering and math (STEM).

Specifically, memberships will help the Foundation reach their goal of providing:

- Grants to teachers, administrative and parent organizations that focus leadership, entrepreneurship and STEM education.
- Teacher development/training grants to support new or established curricula
- Enrichments programs, such as FIRST® LEGO® League Robotics Clubs



- Scholarships to Vandegrift High School students pursuing careers in science, technology, engineering or mathematics (starting in 2012)
 - A community children's library in the Four Points community
 - College Insider, a college-readiness program for parents and students
- Annual membership levels range from \$100 for families and \$50 for individuals to \$15 for students and \$1 for faculty. To

learn more about membership benefits and to pay online, interested parties can go to www.hillcountryeducationfoundation.org.

About Hill Country Education Foundation

A 501(c)(3) non-profit organization, the Hill Country Education Foundation enhances the educational experience of students living in the Four Points community of Austin, Texas. HCEF achieves this enhancement through the development and financing of innovative, quality programs and projects for students attending or preparing to attend Vandegrift High School, specifically in the areas of leadership, entrepreneurship, science, technology, engineering and math (STEM).

(Continued on Page 5)

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Hill Country Education Foundation - (Continued from Page 4)

HCEF's vision is based on the belief that an exceptional education is essential both to the well being of individual students and to the civic health of a community. HCEF brings educators and citizens together to excel this educational experience by providing schools the additional tools needed to teach and engage children and by expanding the horizons of knowledge within the community through special programs and projects. HCEF endeavors to empower tomorrow's leaders while strengthening the community as a whole, now and into the future, in Austin and beyond.

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Tips for Enjoying Networking Events

By Amy Wolfgang, M.Ed.

Many of us know someone who is in the midst of a job search. They may be looking for their first job after graduating, a new job after being laid off, or a totally new career. Job seekers use many different avenues to find a job but one of the most effective is networking. It is one thing to speak with your neighbor about opportunities at his or her company but, eventually, many job seekers will need to utilize different networking events.

Great opportunities are found at networking events but, at the same time, they can be intimidating because we may not know anyone there. Networking events can strike fear in many people, even those with outgoing personalities, so here are a few tips on how to make networking events more pleasant, less overwhelming and more productive.

Tip 1: Take a Deep Breath

Remember that many people are uncomfortable at networking events. It is much more prevalent than you probably know. With that said, go into the event with a relaxed and positive frame of mind. Identify how you relax – taking deep breaths, visualizing a positive experience, etc. Employ those methods before you enter the networking event.

Tip 2: Appear Approachable

Smile! If you have a smile on your face, others will be encouraged to speak with you. Other open body language you should employ includes:

- keeping your arms uncrossed
- standing up straight (don't slouch)
- making eye contact with those around you

While you are at the event, take notice of others' body language. See if you can tell what aspect of their body language makes them look either approachable or closed off. That will help you with your own body language.

Tip 3: Utilize the Event Activities

The toughest networking scenario is when you don't know anyone at the event and go by yourself. In this case, try to use the activities or functions at the event to your advantage. Does the event have a bar or buffet? Once you are in the food or beverage line, begin speaking to someone also in line. Are you at an art gallery? Approach a piece of art and chat about it with someone else who is also looking

(Continued on Page 7)



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Tips for Enjoying Networking - (Continued from Page 6)

at it. It's much easier to speak to people when you already have some common ground.

Networking isn't easy and intimidates many people, however, it can lead to a powerful advantage over other job hunters! Hopefully the tips above give you the confidence to attend networking events. Who knows, you might really enjoy meeting new people and be surprised at the doors it opens for you!



February Events *at the Wildflower Center*

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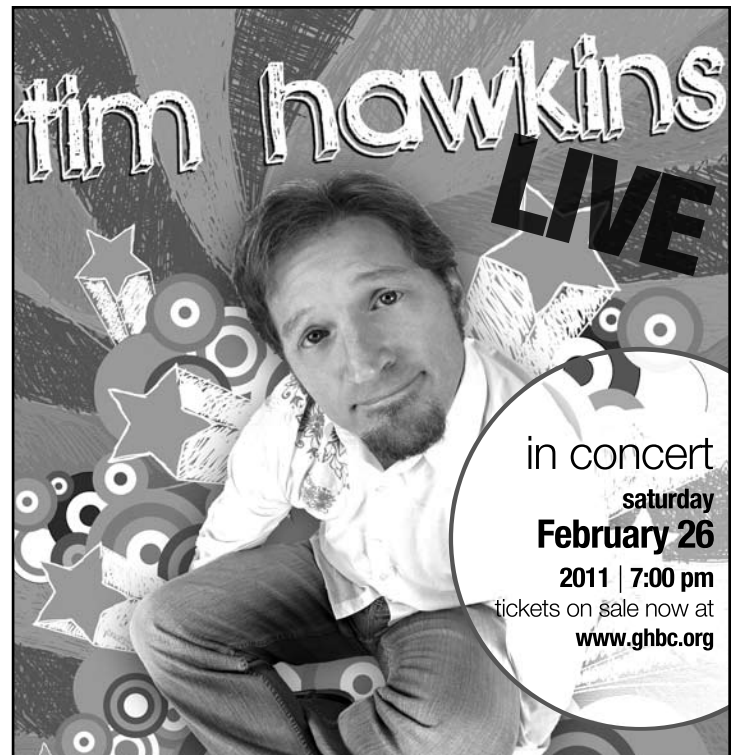
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LETTER TO THE EDITOR

Windy in the Oaks.

How important is 2222? Think of an artery, say the carotid that feeds blood to your brain, or the vena cava superior that feeds blood to your heart! Not vivid enough? Think spinal column, the brain-to-body main route.

RR2222 is a lot more important than any of those! We all know that! The "We" are those of us who live up here and need to get down there, going to the Heart Hospital, Brackenridge, or St David's; to 10th and San Jacinto; to the Blanton; to the Capitol; to Fino's, Zax, Fonda San Miguel, or Marcellos; to ABE; to Bass, Bates, or Dell halls; to Book People; to ACL; to ...I hear you--don't belabor the point!

The regulars know all the spots. The single lane eastbound at 360 and the feckless drivers who start out in the middle lane and have to force their way in before they end up at the Arboretum! The right turn onto Mopac where the same feckless drivers (or their clones) prepare by being in the middle, or even the left lane, coming down to the Starbucks! The right hand turn lane leaving 620 for 2222 that floods with every shower, slowing traffic to a "pig-in-the-muck" crawl!

And who in their right mind shops at HEB between 3:30 PM and 6:30 PM? Talk about needing the charity of strangers? You could miss a birthday AND an anniversary waiting for a break! And if Aunt Molly is the first car in line, we could have a new president before you get home!

Speaking of waiting, who ever decided to put Steiner Ranch Elementary at the intersection of the only two ways out of the place? And now the same folks who gave you that one, the HEB exit, and the Shell station on the 90 degree curve, will be giving you the Randall's exit! This could be a real humdinger. The developers say the library is a pipe dream, but we are looking at a first class, colossal, "Ishtar" nightmare here! A good old Texas, mile long back up, before we even see the Safeway sign! And the turn lane will be one Humvee, or three Prius (or is it Prius's, or Priuses, or Priui?) long! "You betchum General Custer, we got a lot of angry Sioux, Blackfeet, and Comanche coming our way before this dustup is over."

"And what about traffic lights?" Already in the last three (maybe

four and a half), weeks we have two new lights and we are not even to 360 yet. (How many people out there have got the Trifecta, the River Place, Sitio Del Rio, and McNeil lights on one trip?)

"WE NEED THE LIGHTS TO GET PEOPLE OUT ONTO 2222!" is the explanation and/or justification of the TxDOT! No, **NO, NO!** Keep them OFF the road entirely! Okay, big concession here, they are mostly Texans, after all. No one between 620 and Mopac gets to enter 2222 until 10:00 AM in the morning and after 3:30 PM, or they have to watch continuous reruns of the UCLA, Iowa State, and Kansas State games! On a 72 inch, Blue Ray Screen! With no beer, no ribs, no potty break, and Bob Stoops doing the commentary!

Phew!

We're out of breath and we haven't yet hit on why there is no right turn arrow out of Steiner when there is a left arrow in! And what is the skinny on the cupcake wars at 2222 and 620? And how do you get out of Wells Fargo/Walgreens (WFW), at almost any time of day? And what about the "DO NOT DRIVE ON THE SHOULDER" sign halfway down the right turn lane from 620 onto 2222? Who would get to work if we waited for that three foot (okay, maybe it's five foot) long turn lane painted on the road? And do we have to wait for a seven- or eight-car pileup before we get some lines turning west from 2222 to 620? Aunt Molly almost had me in Smokey J's cooker one day as she headed for a \$100.00 cupcake!

And then we have the eternal questions surrounding 2222. Is the best way to I-35 (if you must go there at all), to take 2222 across Mopac, past Covenant Pres, past the HEB and the Walgreen's, past Lamar, past the State Smokies, past Leif Johnson, and hop the flyover? Where do the car jockeys at Chez Zee park your wheels? Is there an underground cavern someplace? And what is the story behind all the empty space at River Place, behind WSW, and next to Terry Davison? Are these guys sane? We are in an economic disaster and you cannot get in and out of these places in fewer than 30 minutes. What is it going to look like when things pick up? Oh yeah, see paragraph six!

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The Hunger Games Trilogy

By: Suzanne Collins

Remember the compelling and cult-following TV show, *Lost*? To me, *The Hunger Games* is the literary equivalent in that the writers creatively demonstrated survival and unity when faced with extremely harsh circumstances. The difference is that while *Lost* was the result of a plane crash on a strange island where anything could happen, *The Hunger Games* is ruled by the Capitol where young adults fight to the death as a form of entertainment for the government.

Set in the not so distant future, North America as we know it has been completely reorganized into separate districts (12 of them) all closely controlled by the militant, big brother, harsh "Capitol." These districts were formed when the Earth had become so violated environmentally and morally that war broke out. As a reminder to all of the segregated districts that rebellion is not tolerated, there is a yearly "Hunger Game" where a male and female from each district aged 12-18 is chosen at random to fight each other to the death. There can only be one victor and everything is televised, complete with sponsors.

It is in district 12 that the heroine, Katniss Everdeen lives with her mother (a healer) and her younger sister. Her father was killed in a mining accident but left his oldest daughter with the gifts and talents of hunting, which is her family's key to survival.

When Katniss' sister is chosen as one of the "tributes" to fight in the hunger games, Katniss volunteers in her place. Her male counterpart, Peeta, is also chosen.

Their experience at the Capitol and the whole tradition around the hunger games is so intriguing and fascinating as are the people they encounter. However, it is the way the hunger games are so carefully and technologically orchestrated and Katniss' amazing ingenuity and will to live and survive that kept me reading and enjoying the brutal, yet thoroughly entertaining book. At the time I am writing this review, I am already on the final book of the trilogy! This book has it all -- a love triangle, a heroine, an underdog, fighting, mystery, science fiction--it is a reader's big Kit Kat bar! *Feel free to comment on this review, your thoughts on the book or suggest a book for me to review on my blog: <http://brittsbuzz.blogspot.com>.*



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RIVER REVIEW

Seton Family of Hospitals Forms Seton Heart Institute *Leading Cardiologist to Oversee Integrated Practice*

The Seton Family of Hospitals announced it has recruited a top cardiologist to direct the new Seton Heart Institute (SHI), Dr. Mark J. Pirwitz, FACC. Dr. Pirwitz will lead efforts to increase the hospital network's cardiac research and growing medical education programs in conjunction with UT Southwestern Medical Center of Dallas, one of the top medical schools in the nation. SHI is another example of the Seton Family of Hospital's commitment to provide continuity of care to Central Texans.

Dr. Pirwitz, who will serve as president and chief executive officer of the institute,

began his practice in Austin as an interventional cardiologist in 1996 before joining Spokane Cardiology in Washington in 2005. He has extensive cardiac research experience that includes participating in more than 100 clinical studies published in major medical journals such as New England Journal of Medicine, Journal of the American College of Cardiology, Circulation, Annals of Internal Medicine and Archives of Internal Medicine. Dr. Pirwitz's research focuses on various interventional cardiology devices such as cardiac stents and numerous pharmacologic studies involving patients with congestive heart failure, acute

coronary syndromes, elevated cholesterol and heart rhythm and heart valve problems.

"The strong ties Seton Heart Institute will have with UT Southwestern in Dallas will lead to new innovations in high-quality cardiac care for Central Texans," Dr. Pirwitz said. "This new institute is the ideal environment for patients to experience person-centered care as well as leading edge medical innovations."

The new Seton Heart Institute delivers advanced cardiovascular care, including the use of innovative technologies such as the Impella device, a minimally invasive catheter pump that can



Dr. Mark Pirwitz

(Continued on Page 11)



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Seton Family of Hospitals - (Continued from Page 10)

support the heart with up to five liters of blood per minute. The device is used to help a patient's weakened heart during coronary stent procedures that otherwise would not be immediately possible due to the patient's condition.

SHI also provides a broad range of other cardiology services ranging from diagnostic tests such as echocardiography, stress testing and nuclear cardiac imaging. Other therapies will include the latest catheter treatments for peripheral artery disease including carotid stenting and less invasive treatment for abdominal aortic aneurysms. Cardiologists Dr. Mary Beth Cishek, Dr. Michael Lenis, Dr. Paul Roach, Dr. Matthew Rogers, Dr. Matthew Stahlman and Dr. Michael Watkins are the first members of the Seton Heart Institute.

Dr. Gerardo Kalife, FACC, FSCAI, also joins the Seton Heart Institute as an interventional cardiologist. Previously, Dr. Kalife was a member of Hall-Garcia Cardiology Associates in Houston. He is a recipient of several awards from the

Baylor College of Medicine that recognize his dedication to training and mentoring medical residents. His Seton Heart Institute office will be located in Seton Medical Center Williamson in Round Rock, Texas.

"The association of outstanding cardiologists with a health care network like Seton Family of Hospitals, Seton Heart Institute and UT Southwestern Medical Center will help ensure doctors are delivering compassionate care consistent with the highest standards of clinical quality," said Dr. Kalife.

Seton continues to be a regional leader in advanced care for heart failure and is the only health care system in Central Texas with the expertise and technology to perform heart transplants and implant ventricular assist devices.

About the Seton Family of Hospitals and Seton Heart Institute

The Seton Family of Hospitals is the leading provider of comprehensive, advanced health care services in Central Texas.

As a growing center for medical research and innovation, Seton is increasing access to care and securing its mission to improve the health of all Central Texans, especially the poor and the vulnerable. In Fiscal Year 2009, Seton provided almost a quarter of a billion dollars in charity care. Seton is a member of Ascension Health, the largest not-for-profit health network in the nation.

Seton is the only healthcare system in Central Texas with the expertise and technology to perform heart transplants and implant ventricular assist devices. The Seton Heart Institute extends the full continuum of heart care to participating clinics. More information can be found at www.setonheart.com.



Dr. Gerardo Kalife



Dr. Michael Watkins



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-- New England Journal of Medicine, 1998, Volume 338, pages 94 and 95.

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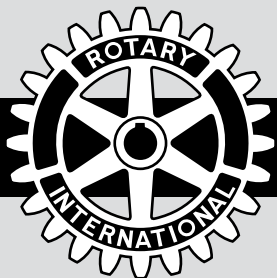
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Five Business Networking Groups in the Area

Are you looking to grow your business in 2011? If so, you might be interested in a few of the business networking groups in the area. These are a few to choose from:

STEINER RANCH REFERRALS BNI GROUP

Meetings are on Tuesday mornings from 8:00am to 9:30am at Hill Country Pasta House. Visitors are welcome! If you are interested please contact Elicia Rudberg at eliciarudberg@gmail.com for more information or visit www.BNIAustin.com.

FOUR POINTS BNI

Meetings are on Wednesday at lunch from 11:30am to 1:00pm at the River Place Country Club. Visitors are welcome! If you are interested please contact Amy Oehler at amy.oehler@unitedlendingusa.com or visit www.BNIAustin.com.

FOUR POINTS CHAMBER OF COMMERCE

The Four Points Chamber of Commerce provides networking opportunities at social gatherings, luncheons with guest speakers and activities. The Chamber brings businesses together along highway 620 from Hudson Bend to Anderson Mill and Ranch Road 2222 from Jester to Volente. Four Points Chamber supports business growth in the community where we live, work and play. In less than 6 months Four Points Chamber of Commerce exceeded its first year membership goals and continues

to grow! For information about participating in upcoming events or membership benefits visit www.fourpointschamber.com or call (512) 551-0390. Membership inquiries may also be sent directly to membership@FourPointsChamber.com.

A BUSINESS REFERRAL GROUP MADE FUN!

Networking Northwest Austin is expanding its member base of businesses in our area. NWNWA members build close business and personal relationships. We believe in business by referrals and having a limited member base (not duplicating professions), so you will not see your competitors here. We have a caring, positive, involved group of people who not only wish to build their business, but also want to build the strength of our networking group. NWNWA is updating its meeting times. Call Rich Keith, President, for information. RKeith@primerica.com, (512) 632-0162, or visit <http://www.meetup.com/NetWorking-NorthWest-Austin/>

YOUR LOCAL CITY

Steiner Ranch has a new business networking group. Your Local City is a positive, membership based, business networking organization with 17 groups meeting all over the Austin area. The Steiner Ranch group meets every Friday at 8:00 am at Lakeside Pizza and Grill located in the Shops at Steiner Ranch at Steiner Ranch Blvd. and Quinlan. Come join us to grow your business.

The logo for Lazar Law, featuring the name "LAZAR LAW" in a bold, sans-serif font, with "Collaborative", "Family", and "Divorce" listed below it. To the right is a black and white portrait of Jodi R. Lazar, a woman with short dark hair and glasses, smiling.

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9th Annual Cedar Park Swimming Kids Triathlon

**May 1st, 2011
8:00 AM Start
Elizabeth Milburn Pool**

EVENT INFORMATION

This triathlon is a USAT sanctioned event. The purpose of the Cedar Park Swimming Kid's Triathlon is to offer kids between the ages of 7 and 15 the opportunity to experience a multi-sport event in a safe and positive environment. The age you turn during the calendar year of 2011 is the age group in which you will compete in. While competition is always part of any race, it is not the primary focus of this race. The main focus of this event is for the kids, their families and the community to have FUN!

The event will take place at the Elizabeth Milburn Park in the City of Cedar Park, located at 1901 Sun Chase Blvd., 78613, on Sunday, May 1st, starting at 8:00 AM.

- Limited to 300-Participants

Distance:

Juniors (7-10): 100m - Swim / 3 mile - Bike / 1k (.6 miles) - Run
Seniors (11-15): 200m - Swim / 6 mile - Bike / 2k (1.2 miles) - Run

Age Groups:

Individuals: 7-8, 9-10, 11-12, 13-15

Relays: Juniors (7-10), Seniors (11-15)

Relays can be all male, all female, or co-ed.

Awards

Every athlete will receive a finisher medal. Early registration participants will receive a FREE T-shirt. Trophies will be given for 1st through 3rd places per age group for boys and girls. Medals will be given for 1st through 3rd places for junior and senior relays.

- Over 301 participants registered in 2010
- Over 20-local Cedar Park business' donated money, gift coupons, or door prizes for all the participants
- Over 100 of our Cedar Park Swimming families donated all the food & drink, and Silent-Auction items, as well as volunteered on race day

- Web Site for Triathlon: www.leaguelineup.com/cptri
- Race Director: Rob Alspaugh (1stvp@cedarparkswimming.org) 512-733-2490

We are a year-round competitive swim club since 1995 sanctioned by USA Swimming and South Texas Swimming. A family-oriented club of 140+ swimmers, ages 6 – 20. Learn stroke mechanics, sportsmanship, goal setting, and rules of competitive swimming while making new friends and building team unity. Participate in some of the alternative athletic adventures of the club:

Cedar Park Kid's Triathlon

Tubing on Guadalupe River

Schlitterbahn Trip

Rock Climbing

Caving Expeditions

- Practice Location: Elizabeth Milburn Pool, Mon-Fri
- Contact: John Baltzell, Head Coach
- j_baltzell@hotmail.com 512.218.9664



www.cedarparkswimming.org



SHOW OFF YOUR SUPER HERO

Parents this is your chance to brag on your kiddos. We want pictures of your kids doing everyday things, school events, plays, sports, etc. Send in your pictures to be featured in the River Review.

E-mail your pictures to riverplace@peelinc.com by the 8th of the month.



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