

(4.625% APR)¹

We thought this was
a great auto loan rate.

And then we lost
our mind completely.

(No car payments for 90 days)²

Three months, 90 days. No car payments at all.
Enjoy your new car without thinking about the
payments. That great rate applies to used cars, too³.

Could life be simpler? That's what a credit union does.
Eliminates the other stuff that makes life difficult.

Go. Now. After all, if lower payments always look
good, just think how *no* payments will look.

Three ways to apply:
Online, by phone, or at a Community Branch.

(650) 508-0300 and press 3 for loans
(800) 632-4600 and press 3 for loans

Remember, if you're reading this, you can join Provident.

All loans on approved credit. 1) APR (Annual Percentage Rate) is 4.625% is subject to change and may vary depending on credit rating, loan term, and vehicle type. 2) No car payments for 90 days or no monthly car payments. 3) New loan and conditions may apply. Monthly payments on a 24-month, 48-month loan with a 4.625% APR would be \$266.99. 2) 90 days (up to approximately 90 days) after loan start; interest accrues from day of start; 3) 0% to 14.99% financing available on pre-owned cars up to \$10,000. See Redwood Shores website for details.

Auto Loans Well Engineered



Redwood Shores Community Branch
210 Redwood Shores Parkway
(650) 591-7845
Allie Anagnostou, Branch Manager

Provident Community Branch Locations:
Belmont, Daly City, Eureka, Hayward, Los
Angeles, Los Gatos, Menlo Park, Millbrae,
Monterey, Oakland, Redwood Shores,
Sacramento, San Francisco, San Jose, San
Mateo, Walnut Creek

PROVIDENT
CREDIT UNION

Whatever It Takes



providentcu.org

ONE CITY PROGRAM OFFERS INCENTIVE TO SAVE WATER, THE OTHER BUILDS COMMUNITY *By Ed Everett, City, Manager*

This month, I'd like to bring to your attention two great programs that the City is administering. One is a rebate incentive to buy a high-efficiency washing machine, and the other is a small grant program to help with your grass-roots community activities.

First, the washing machine rebate - using a high efficiency clothes washing machine saves water and uses less detergent. It also helps to keep the Bay clean by decreasing the amount of detergent phosphates ultimately discharged into our sensitive Bay ecosystem that supports plants, wildlife, and fish.

When you purchase a new washing machine, you have an opportunity to help save water and money, and reduce detergent phosphates. To make your decision easier, Redwood City will send you a \$150 rebate when you buy a high-efficiency machine, or a \$250 rebate when you buy an ultra-high efficiency washer. Washers are compared by their "water factor" - a number

which rates the machine's efficiency based on how many gallons of water are used per cubic foot of laundry. A typical clothes washer has a water factor of 12 to 13. A high efficiency machine has a water factor of 9.5 or less. An ultra-high efficiency machine clocks in with a water factor rating of below 6.0 - that's about twice as efficient as a typical machine.

These rebates are part of Redwood City's Water Resource Management program, to encourage the use of these water- and energy-saving washing machines. It's a great incentive to buy either type of efficient washing machine, which can save an estimated \$144 to \$177 annually in water, power, and detergent costs. A typical household can save up to 5,100 gallons of water per year with a high-efficiency machine, and up to 6,800 gallons when an ultra-high-efficiency machine is used.

And, because they're more efficient cleaners they can save you 50% or more in energy costs. The 'tumbling' action is more gentle on clothing than traditional 'agitator' action, and reduces the amount of detergent needed per load.

A high- or ultra-high efficiency washing machine is a great investment for your household, for the environment, and for our water supply. See your favorite appliance store or call Redwood City's Water Resources Management office at 650-780-7436 for more details.

Now, here's information on our new Community Improvement Grant Program - City grants of up to \$300 are available for your community engagement projects, beautification, neighborhood participation activities, or other projects that bring people together and build community. The purpose of this grant program is to help you implement your own creative ideas for making your street, block, neighborhood, or community a better place to live and work.

Eligible projects will have a positive impact and will offer an opportunity for neighbors to get to know one another as they work together toward a common goal of community improvement and engagement. This program is one way the City is helping people to strengthen the foundation of our entire community. More information and applications are available online by visiting www.redwood-city.org/manager/initiatives/cigpf.html, at the Office of the City Manager at 1017 Middlefield Road, or by emailing (mail@redwoodcity.org) or calling the City Manager's office at 650-780-7300.

Kathy Chang, M. A., Realtor



Direct 650 759 5055
kathy.chang@carmoves.com
www.RealtorKathyChang.com
高效率, 完整, 贴心的服务



IMAGINE THE POWER OF MARKETING TO 4300 sales associates in just northern California when you partner with Coldwell Banker! We have 63 offices throughout N. CA and the #1 market share in this region.

Here is how you will benefit: more exposure to the realtors will lead to more activity; more activity will lead to more offers; more offers will lead to higher selling price of your home.

When it comes to selling and buying a home, having the right representation makes all the difference. In addition to my innovative marketing system, I also offer many unique services to my clients. When you are ready to sell, buy, lease or invest, call me for your personalized service. Your satisfaction is my top priority.

YOUR BEST PARTNER IN REAL ESTATE

The Bay Area Professionals for Over 50 Years

Anderlini¹, Finkelstein³, Emerick² & Smoot

- Significant Personal Injury
- Employment Discrimination
- Wrongful Termination & Harassment Law
- Landlord-Tenant Law
- Business Formation, Development & Transactions
- Real Estate & Construction Law
- Commercial & Personal Litigation
- Automotive Law
- Corporate & Partnership Law
- Professional Liability/Malpractice
- Insurance Law
- Wills Trust & Estate Planning

A Full Service Law Firm Of Experienced Trial, Personal and Business Attorneys Dedicated To Providing You With Individualized Attention And The Highest Quality Legal Services.

¹ Past President of the California State Bar Assoc., San Mateo Bar Association

² Past President of the San Mateo County Trial Lawyers Assoc..

³ Emphasis in Real Estate

650-348-0102

400 SOUTH EL CAMINO REAL 7TH FLOOR, SAN MATEO

www.afelaw.com

Find Out For Free, How Much Your Redwood Shores Home Is Worth. Just Order Information by Phone...



If you're going to sell your **Redwood Shores** home in the next six to 12 months, what you do right now to prepare for the sale could make a difference of thousands of dollars.

Now you can get a **FREE** comparison of your home's value and tips on how to prepare your home for sale

Just call 1-888-550-2019 for a 24 hour **FREE** recorded message.

NEWS FROM OUR LIBRARY DIRECTOR

My name is Dave Genesy and I'm the new (or not-so-new by now) Library Director. I am so pleased to be working for such a great library with strong support within the community, including the Foundation! I believe that libraries are essential in building and celebrating community.

Literacy and education are fundamental to community health and well-being, and it starts with our youngsters. One of my specific goals is to see the library take a lead in helping our families nurture the skill and love of reading and to succeed in school. The Library Foundation's support of the Traveling Storytime and Teen Homework Center are great examples of this.

My other passion is to create exciting vibrant destination libraries that are the center of the community and used by all. I'm a fan of "C" words: community, customer, collaboration, celebration, choices, comfort, convenience. These describe some of the components that comprise a library for the entire community: welcoming buildings with friendly knowledgeable staff, with spaces, services and materials for all ages, with rules that are customer-friendly and is easy and convenient to use.

As a library director I am learning once again: about this wonderful community with all it's diversity, and its very unique ethic of helping each other; and how the library can help build a healthy community.

ANNOUNCING RCTV

REDWOOD CITY COMMUNITY TELEVISION

Redwood City is now broadcasting on its own cable television channel, entitled RCTV, providing the residents of Redwood City with interesting and useful local municipal programming. Residences with cable provided by RCN can view RCTV on Channel 26. Those residences which have Comcast as their cable provider will find RCTV on channel 27.

RCTV is broadcasting as a service to the community of Redwood City. The current programming consists of videos and 'PowerPoint' presentations covering a variety of subjects, including:

- * Tips for safe disposal of household hazardous waste
- * An overview of the Redwood City Parks Department
- * A bulletin board with community and event information
- * A video overview of the City's code enforcement program
- * A feature on the Redwood City Library foundation
- * Information on the City's automatic payment system for utility bills
- * Video features on protecting our watershed, and on less-toxic pest control at home
- * An overview of the retail-cinema project
- *.And more.

The program guide is available at www.redwoodcity.org/rctv. Approximately two hours and twenty minutes of material is currently being repeated around the clock. The regular programming is preempted by City Council meetings on most Monday nights at 7:00 pm, or at other times for system maintenance.

At this time the City does not have any production capability or studio facilities. RCTV emanates from City Hall via a dedicated computer which is set up to broadcast through the cable system within Redwood City only. We continue to work on ensuring an uninterrupted broadcast, however there may be times when the broadcast is interrupted due to technical problems—we apologize in advance for any such issues.

Programming suggestions and submissions are welcome - inquire by calling 780-7305 or emailing mail@redwoodcity.org.

PICNIC RESERVATIONS

REDWOOD CITY NOW ACCEPTING PICNIC RESERVATIONS AT DESIGNATED PARKS



Up until now, park visitors sometimes had difficulty ensuring that a picnic site was available at one of Redwood City's most popular parks. Sometimes, park-goers would even get up before the crack of dawn to run out to their favorite park and sit on a table to reserve the spot. Others would take a chance, and keep their fingers crossed hoping for an available picnic table to accommodate a dozen friends for a fun day in the park. Those difficulties are over as Redwood City is now accepting picnic reservations.

Eight beautiful Redwood City parks have picnic areas available to reserve until October 31st of this year, and beginning again in March of 2005 (March 1st to October 31st is the Parks Department's designated picnic season). The parks where picnic reservations may be made are: Red Morton, Stulsaft, Stafford, Mezes, Spinax, Hoover, Marlin, and Shorebird. All of these City parks have bathrooms, tables, and other great park amenities to ensure a wonderful picnic with family and friends.

It only costs \$10 to reserve a picnic spot (non-residents pay an additional \$10 fee), and reservation requests may be made by calling 780-7327 or by sending an e-mail to picnics@redwoodcity.org. For more information on the great variety of Redwood City parks and their amenities, please visit www.redwoodcity.org/parks.

The Redwood City Parks, Recreation and Community Services Department provides recreational facilities and activities for all ages and interests, and supplies building and custodial services for City buildings. In addition, Redwood City Parks provides the facilities for social, educational, and cultural activities at the Fair Oaks Community Center, which offers information, referral, and counseling services to persons living in Redwood City and neighboring communities. Redwood City Parks is more than you think! Its website is located at www.redwoodcity.org/parks.



PUZZLED ABOUT YOUR GARDEN?

Call Richard or Raymond Tyler for Garden Consultation (650) 591-6845

8:30 – 5:30 - 7 days a week at Carlmont Nursery. There is a one time charge of \$75.00.

This charge will be refunded to you after your total purchases equal \$750 or more.

Save your receipts. When the total of your receipts equals \$750, ask for your refund.

Buying or selling your home? Call Mary today! 650-598-8183

CERTIFIED RESIDENTIAL SPECIALIST

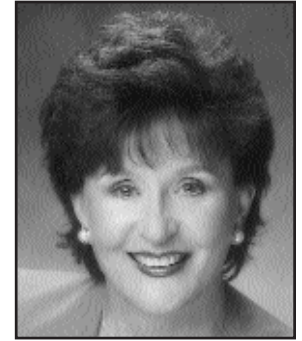


70 WATERSIDE CIRCLE, REDWOOD SHORES

This wonderful home in Sandpiper Lagoon is truly in "Model Condition" 4 spacious bedrooms. 2.5 Baths, Family Room, eat-in kitchen and a 2 car garage. Sparkling and easy to maintain wood floors on the ground level and neutral color berber carpet upstairs add to the warmth and pizzazz. Master bath shower and floor have been recently upgraded w/Brazilian tile. Kitchen appliances are new and the latest in brushed stainless. Recessed lighting and new wall plates, some on dimmers. Custom built-in maple wood office furniture in one bedroom is suited for any executive. Custom window treatment throughout. Kid friendly community. Offered at \$959,000



Mary Ficklin, CRS
Tel 650-598-8183
Fax 650-591-1043
Mary@maryficklin.com



- Top 1% of All U.S. Agents
- Hall of Fame/ Platinum
- Lifetime Achievement



100 BALTIC CIRCLE, REDWOOD SHORES

Spectacular! Unobstructed! Never-ending! Romantic! widest of wide water views from every room. This 2 master bedroom + loft, 3 full baths, 2 car garage pent house is amazing. Sky-high windows and ceilings, fireplace in living room, open floor-plan is perfect for entertaining. Sweeping 90 degree views expanding from the east bay to the south bay and absorbing all the natural sun light in between. Tasteful décor includes: granite kitchen counters, light colored carpets, top of the line appliances. Entire unit is in like-new condition. Offered at \$689,000.

Rental: 819 Mediterranean Lane, Redwood Shores
2 BD, 2 BA, 2CA, 2,065 sq. ft. high ceilings, on wide-wide water - \$2,700/mo

Visit Virtual Tours at www.maryficklin.com

TIPS FROM ACCURATE MAILINGS



DIRECT MAIL CATALOGS AND THE INTERNET MAKE A POWERFUL TEAM

Research conducted by the USPO and comScore, a leading internet research company, shows that when used together, catalogs and the internet have a powerful financial impact. Catalog recipients account for 22% of website traffic and 37% of its e-commerce dollars.

Here are some of the study's key findings.

If you mail customers a catalog:

- * They are twice as likely to make an online purchase
- * They purchase more often
- * They spend more meaningful time at your web site
- * They are more likely to purchase online with greater catalog frequency
- * They make 16% more visits, view 22% more pages and spend 15% more time at the web site than visitors who have not received a catalog

PETS GO POSTAL

Americans could turn photos of their kids and pets into stamps starting Tuesday, August 17—but that touch of vanity won't come cheap. Consumers can mail or e-mail pictures to Stamps.com Inc. and have them printed on certified U.S. postage stamps for about twice the cost of a regular stamp.

The Los Angeles company said it will not print pictures that are pornographic, libelous or political.

Steve Elder
steve@accuratemailings.com

SEPTEMBER



Home Repair & Remodeling Services
By K & J Designs
 Lic. #722980

Offering complete home repair and remodeling service at competitive pricing with our expert craftsmen. We are fully licensed and insured.

Design/Build

Working with your design or using our in house design staff we guide your project from building department submittal to project completion.

Woodworking Facility

Our complete woodworking facility in Belmont can be at your disposal for small cabinetry jobs or a complete Kitchen or Bathroom remodel. Our skilled craftsmen are available for small repairs, including electrical and plumbing problems.

Call us for a free Estimate - 650-596-9751

Update on Redwood City Library Fall Hours and Services



Redwood City Library is pleased to welcome back students of all ages, and to announce that the Main Library will open seven days a week on the following schedule: Monday through Thursday, 10 am - 9 pm Friday and Saturday, 10 am - 5 pm Sunday, 1 - 5 pm The Teen

Homework Center provides students in 6th through 12th grade with free homework assistance, helpful bilingual staff, Internet access, and use of Microsoft Office on a drop-in basis. The Center is available: Monday through Thursday, 4 - 7 pm. The Local History Room, located in the Main Library is open: Tuesdays noon - 9 pm Wednesdays, 4 - 9 pm Thursdays, noon - 6 pm. The "Ask Now" program provides immediate and reliable information from librarians throughout California 24 hours a day, 7 days a week: <http://www.Ask Now.org>. For more information, contact the reference desk at (650) 780-7026 at the Redwood City Main Library or visit www.redwoodcity.org/library.

The new Redwood Shores Branch Library is now in the planning stages. For more information, or to get involved, visit: www.redwoodcity.org/manager/news/2004/pr_shoreslibrary.html.

The Redwood City Public Library sponsors many free programs for children, families, and adults and helps our community to "understand the past, prepare for the future, and thrive in the present."

MT. SHASTA VACATION RENTALS NOW AVAILABLE

FOUR Mt. Shasta VACATION RENTALS. Clean. Charmingly decorated. 4 Individual units on a two and a half acre quiet forested parcel just 10 minutes from town. One of the nicest areas of Mt. Shasta! Completely furnished. TV. Washer/drier in every unit. Stocked with dishes and many other amenities. An ideal setting for couples, families or individual R and R.

Unit 1 3-Br 2-bath ranch home, with a large deck. Nestled in the trees. Very private. \$150 per day.



Unit 2 2-Br 1-bath with large living & dining room, covered porch \$135 per day



Unit 3 NEW town house, patio and large deck, off 2nd floor master bedroom. Vaulted ceiling. Lovely view. Handsomely decorated. \$125 per day
Special Rate for first time rental



Unit 4 Cute & cozy one bedroom COTTAGE with large deck. Very private. \$99 per day.



Details: <http://www.mtshastavacationrentals.net/>
 Questions: John at 650-593-5055
 Reservations: Sue at (530)-926-5965

REDWOOD SHORES CAR ENTHUSIASTS



On my daily walk through the various neighborhoods, I have noticed what seems to be a high percentage of "special" cars. Classics like model T's and A's, hot rods, mid-fifties, muscle cars, Corvettes, Mustangs, late model sport compact "tuner" cars, etc.

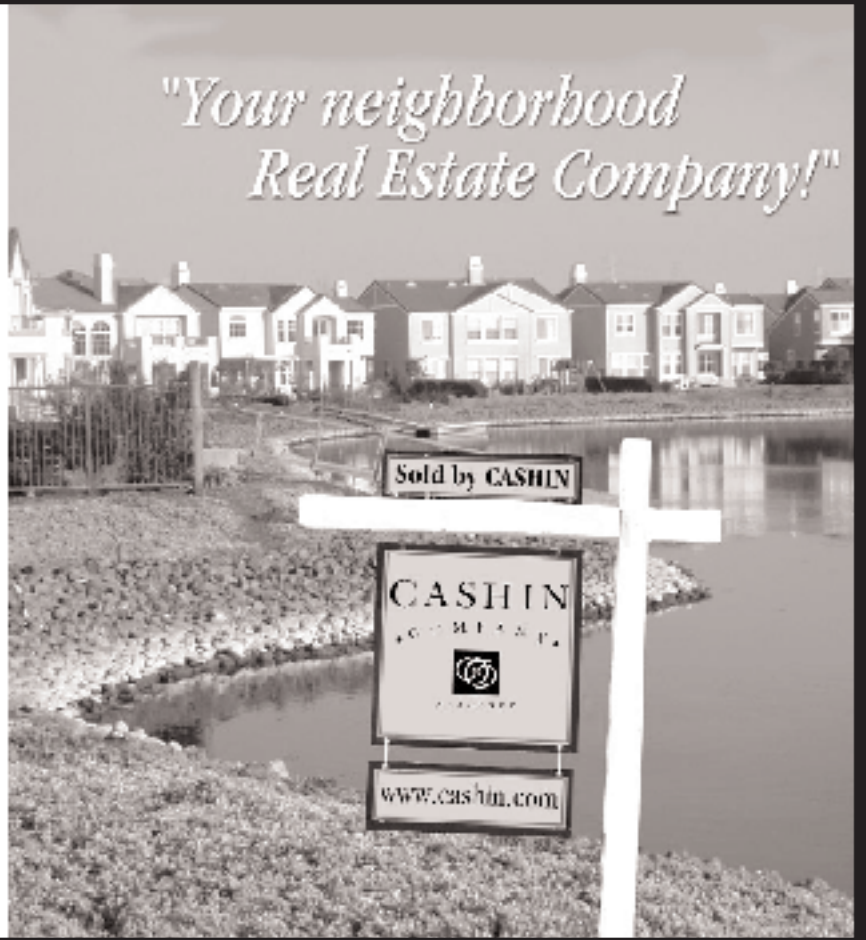
I would like to know if there is a local Redwood Shores Car Club. If not, I would like to hear from Redwood Shores residents and company employees who might have an interest in starting a local club. This would be an organization open to all enthusiasts; no model or year restrictions.

Please email any input to me at: fredgraz@aol.com. Please use the email subject heading of Car Club. Looking forward to comments and suggestions.

Fred Graziani

A Great Sign for Redwood Shores!

CASHIN COMPANY
650.598.4900
300 EL CAMINO REAL
SAN CARLOS, CA 94070
www.cashin.com



*"Your neighborhood
Real Estate Company!"*

RESTORED COURTROOM OPENS



WITH RE-ENACTMENT OF FAMOUS CASE QUENTIN KOPP PORTRAYS JUDGE BUCK

During Victorian Days at the Old Courthouse on Saturday, August 28th the San Mateo County

History Museum celebrated the opening of the restored Courtroom A with reenactments of its most famous case.

When Courtroom A opened in 1910, it was the only courtroom in San Mateo County. The architecture of the room reflected the grandeur of many public buildings of the era. The restoration of the magnificent, stained glass ceiling was a major portion of the work completed. Gold-gilded ceiling rosettes and the original wood furniture were also restored. Other improvements include new wiring and a climate-control system.

The Courtroom reopened with a reenactment of The Strange Case of Constance Flood. An inheritance case involving Menlo Park's Flood Family, it was one of Judge George Buck's most famous cases. While Judge Buck heard the case in 1931, it had its roots in a Victorian mystery. During the 1890's, a little girl named Constance lived with millionaire James Flood and his first wife, Rose. After Rose died, James married her younger

sister. Constance disappeared. San Francisco society did not hear of her again until after Flood's death in 1926, when Constance came forward to claim a daughter's share of the estate.

The Flood trial had all the elements that make for a sensational trial. James Flood's estate was worth \$18 million, over \$180 million by today's reckoning. A family of fame with influence and wealth was challenged by a person of relative poverty. As lawyers argued whether Constance was James Flood's daughter or just a charity case, national attention was centered on Courtroom A.

A central figure in the case, George Buck had come to California in 1874. When he presided over the Flood case, Judge Buck had been on the San Mateo County Bench for 40 years. "Boss" Buck was known as a stern, hard man in the courtroom. We are pleased to have the Honorable Quentin L. Kopp, Judge of the Superior Court, portraying Judge George Buck.

The Strange Case of Constance Flood is a production of the Association's Education Committee. The play is based on the book of the same name written by reporter Willa Okker Iverson who covered the trial for United Press.

GQ WIRELESS
FREEDOM OF MOBILITY SOLUTIONS

WIRELESS NETWORK & SURVEILLANCE PACKAGE

- 1 AirPlus Xtreme G 2.4Ghz Wireless Router
- 1 Enhanced 2.4Ghz Wireless Internet Camera with Pan/Tilt and Microphone
- Install & Connect Router ISP Connection
- Install & Configure Wireless Camera
- Enable & Configure Wireless Security
- Perform Standard Connectivity Testing
- Include Product Documentation & Drivers
- 1 Year Limited Manufacturer Warranty

Delivered, Installed, & Configured!

Regular Price \$614.97
Rebate Discount \$30.00
Your Price \$584.97

CUSTOMER REQUIREMENTS

- An active Ethernet-Based Cable or DSL Modem typically provided by Comcast, SBC Yahoo, Sprint, RCN, EarthLink or other ISP.
- A Computer with either Windows, MAC or Linux Based Operating Systems with an installed Ethernet Adapter.

FEATURES & BENEFITS

- The Industry's Fastest Wireless Network with speeds up to 108Mbps
- Enjoy Surfing the Web, Enjoy Sharing your Favorite Folders, Enjoy Sharing your Printers from virtually any location in your home or office without all the messy wires.
- Watch Your Children, Watch Your Pets and Watch Your Home from virtually any location in the world.
- Record, Watch and Listen while you Pan & Tilt the Camera via remote control or via Web Browser.

Offer Expires October 10, 2004

ORDER TODAY! CALL 650-369-1100
OR VISIT US ONLINE AT WWW.GQWIRELESS.COM

ENJOY FREEDOM OF MOBILITY(tm) WITH WIRELESS SURVEILLANCE

This month we'll discuss how you can enjoy a little more Freedom of Mobility, by having your very own Wireless Surveillance System.

For the homeowner, you can now begin watching and even recording your favorite household items and objects from virtually any location in the world. Just imagine being able to watch what your children and what your pets are doing while you're away at work or on vacation.

For business owners, you can now start monitoring and even recording your staff's progress. Or you can simply allow your clients to observe the progress of your work up to the minute.

One of the latest wireless surveillance products is the Wireless Pan and Tilt Camera. The basic requirements are a wireless network and a power source. These cameras are typically 802.11b network devices that enable authorized users to pan and tilt the camera while simultaneously watching and listening in life-like color via a web browser. Some cameras will even send you an email notification when motion is detected at your monitored location. For more information or demo, please email me at: ahiggy@gqwireless.com or contact me directly at 650.369.1100.

About the Author:
 Amr Higgy, GQ Wireless,
 Wi-Fi Consultant
 Email: ahiggy@gqwireless.com



RECYCLED WATER PROJECT GETS UNDERWAY

The City Council recently approved several key components for implementing the Redwood City Recycled Water Project. These include recommendations made by the Recycled Water Community Task Force, which provide an opportunity for the City to avoid using recycled water at school yards, parks and playgrounds. Task Force recommendations also include replacement of natural grass with artificial turf at some schools and parks, continued use of groundwater at some locations, and additional, "active" water conservation programs.

Council approved a one-year sublease agreement establishing a project office at 303 Twin Dolphin Drive, in Redwood Shores. This office will serve as a base for project operations with easy access for potential recycle water customers. The office will also provide HOAs, residents and local businesses with direct assistance and information about water conservation for landscape irrigation. The office will open in October at which time contact information will be made readily available. The Council also approved an agreement with South Bayside System Authority (SBSA) for production and delivery of recycled water to Redwood City and two professional service agreements, one with

Whitley Burchett & Associates for program management services, and the other with Data Instincts for providing public information and outreach services. Two agreements for Professional Engineering Services were also authorized with Kennedy/Jenks Consultants—one for design of pipelines and another for customer site retrofits design.

Design and site preparation work is under way this fall at the SBSA treatment plant to enhance the facility for additional recycled water disinfection, storage and pumping facilities. SBSA has also contracted with several consultants and sub-contractors for project work at their facility, including two storage tanks located on SBSA property and buffer plantings around these new facilities. For more information please call Mark Millan at (650) 743-5759.

Complete information on this project is available at: <http://www.redwoodcity.org/water>

If you would like to receive periodic e-mail updates on Redwood City's Recycled Water Project, please send an e-mail request to: recycledwater@datainstincts.com



Anna Ow
Realtor



(650) 558-6904 direct

*Please call Anna Ow for a free comparative analysis
Interest rates are low. It's a good time to sell*



New Listing

810 Kraken Lane RWS



New Listing

18 Pelican Lane, RWS



New Listing

300 Baltic Cir #310, RWS

Gossamer Cove's largest model \$1,145,000 Charming 2 story updated condo \$519,000 Wide Water view condo
5 yr old, 5 br/3ba 2710sq ft. Spotless beauty. Remodeled kitchen & bath 2br+loft 1ba. 2 br+den/2ba, granite slab, new carpet.



Just Sold

702 Nature Lane, RWS

Water View - Gossamer Cove
4br + loft, 3 ba \$1,165,000



Just Sold

628 Island Place, RWS

Water front hm on gated island
4 br 2.5 ba SOLD @ \$1,015,000



Just Sold

435 Windfield Ln, RWS

Gossamer Village 3br+loft
SOLD @ \$930,000



Just Sold

108 Amalfi Way, RWS

Lagoon view Seacrest town
3br2ba SOLD @ \$715,000

Redwood Shores Health Center of the Palo Alto Medical Foundation



Same Day Appointments Available
Extended Hours • 7 a.m. to 6 p.m. Weekdays
9 a.m. to 12 p.m. Saturdays

- PHYSICIANS IN INTERNAL MEDICINE, FAMILY PRACTICE, PEDIATRICS, DERMATOLOGY AND ALLERGY
- ON-SITE LABORATORY, X-RAY AND MAMMOGRAPHY
- HEALTH RESOURCE LIBRARY
- PAM ONLINE—E-HEALTH SERVICES

Medical Staff of the Redwood Shores Health Center

Located in the Marketplace across from Nob Hill
290 Redwood Shores Parkway, Redwood City

Contact us at (650) 598-3160 or
Visit our Web site at www.pamf.org



**Palo Alto Medical
Foundation**

A Cluster Health Affiliate

Community Based. Not For Profit

A DIFFERENT TYPE OF LEADERSHIP

by Helen Selenati

During our current times of uncertainty and turbulence, what leadership skills do you need to best manage your business and your employees now and during the next three years? Research has shown that it is not technical management skills but emotional intelligence leadership competencies that are most effective in building dynamic teams and successful businesses. The building blocks of emotional intelligence are self-awareness and accurate self-assessment, initiative, sound decision-making, empathy, communication, influence, adaptability and self-management.



Here's why these eight emotional intelligence leadership qualities are so important in retaining talented employees and sustaining personal job satisfaction for the manager.

•Self-awareness and accurate self-assessment: Without self-awareness and accurate self-assessment, managers may be too quick to get irritated with others, may create problems in their work relationships and in their personal relationships, may come across as abrasive, won't be able to admit mistakes or accept useful feedback, and won't have a realistic awareness of their strengths or limitations.

•Initiative: Leaders who have low levels of initiative will be responding to events, rather than being proactive, thereby finding themselves in continual crisis mode. When leaders aren't utilizing initiative, they may fail to seize strategic opportunities, either because they haven't started their analysis and planning process early enough or because they may resist taking well calculated risks.

•Sound decision-making: Managers with low decision making capabilities may spend more time than they can afford to in analysis, may not demonstrate the courage to make choices, may avoid taking responsibility, and may lack the commitment to execute a decision fully.

•Empathy: When leaders don't demonstrate enough empathy in times of uncertainty or crisis, they will likely be seen as indifferent, uncaring and in-authentic - all of which will make employees be less cooperative and less communicative. The manager may be left feeling misunderstood, and will have difficulty "reading" their employees.

•Communication: By not communicating well enough leaders will tend to avoid getting into dialogue about important issues, will often only communicate good news and will tend to try to hide bad news - hurting trust, and will have great difficulty in managing complicated issues. In addition, they will appear unavailable and uncaring to others, which will hurt teamwork and cooperation.

•Influence: When leaders lack influence they will fail to leave the right impression, will tend to alienate others rather than getting

Are you tied up in knots?

- Feeling that life is meaningless and without purpose?
- Wondering why you are feeling depressed and anxious?
- Frustrated with an uninspiring work life?
- Plagued by chronic pain or an illness that never lets up?
- Held hostage by habitual behaviors that no longer serve you?
- Having problems staying focused and completing tasks?

Embark on a journey of self discovery that can unfold into a more satisfying life experience.

Life Quest

Coaching & Consulting

Helen Selenati

Certified Coach and Counselor

650.596.0807

hselenati@comcast.net

support, may end up working too independently and even against the group, and will have difficulty motivating the group quickly enough to address challenges.

•Adaptability: Without flexibility and adaptability leaders will tend to respond negatively to new and changing situations. They may show emotional strain to others when they have to shift priorities; may tend to express frustration with change—even if it is for a positive purpose; may have difficulty adapting their responses and tactics to fit the emerging circumstances; and ultimately may often be hesitant in taking on new challenges.

•Self-management: Without good self-management leaders tend to react impulsively in stressful situations, possibly get overly stressed, angry or upset when facing rapidly changing situations or conflict at work; and sometimes respond to problems in a non-constructive manner—which often causes unwanted consequences.

The good news is each of these eight emotional intelligence competencies can be cultivated and developed. Daniel Goleman has written some excellent books on this topic which are ideal for self-study. Another proven way of developing these leadership qualities is through an individualized coaching program using validated assessments, feedback and ongoing dialogue with a personal coach.

Helen Selenati is a counselor and personal coach specializing in transforming newly appointed technical managers into dynamic leaders. She has been a resident of the Shores since 1995 and has a private practice in San Carlos. She can be reached at: hselenati@comcast.net or by calling 650-596-0807