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Sunday, June 11, 2006

Q&A

'Be selective about your priorities'

Jeanne Forbis

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Intel Corp.

Title: Arizona public affairs manager.

Web: www.intel.com.

Phone: 480-554-2075.

What advice would you give other professional women to help them strike a healthy work-life balance? "To be selective about your priorities and know that you can't possibly do everything. I give 110 percent at work, I give 110 percent at home, and I try not to let one overshadow the other."

What is your ideal way to unwind and have fun? "Reading books to my two daughters who are both under 3 years old. The major issues you deal with during the day are nothing compared to getting through a Dr. Seuss book without getting tongue-tied. "

MaryAnn Guerra

Translational Genomics Research Institute.

Title: Chief operating officer.

Web: www.tgen.org.

Phone: 602-343-8507.

What advice would you give other professional

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women to help them strike a healthy work-life balance? "Know your own core values and make decisions about your life around those values. Be comfortable in your skin, and stand by your personal needs and desires."

Reveal something about yourself that few people know, but you wish they did. "I love camping in tents, building fires and cooking on a campfire. It is great to get away from everything and be able

to get back to basics -- and to get dirty."

**Amy Malloy**

City of Apache Junction.

Title: Business advocate.

Web: [www.ajcity.net](http://www.ajcity.net).

Phone: 480-474-5064.

What advice would you give other professional women to help them strike a healthy work-life balance? "Be honest to yourself. You are only one person.

"Be great at that person, and don't try to be all things for all people."

Reveal something about yourself that few people know, but you wish they did. "I have 34 first cousins, I am a third-generation Arizona native, and my great-grandma was the first Miss Arizona."

**Rebecca Sitton Egger**

Egger Publishing Inc.

Title: Author.

Web: [www.sittonspelling.com](http://www.sittonspelling.com).

Phone: 480-596-5100, 888-937-7355.

What advice would you give other professional women to help them strike a healthy work-life balance? "We are always adjusting, fashioning and shaping aspects of our life in an effort to achieve this elusive element called balance. My advice is to simply enjoy the process."

What is your ideal way to unwind and have fun? "To read, ski and travel. And gardening. I love bright, blooming flowers."

### **Andy Kramer**

Banner Health Foundation.

Title: President and CEO.

Web: [www.bannerhealth.com](http://www.bannerhealth.com).

Phone: 602-747-4499.

What advice would you give other professional women to help them strike a healthy work-life balance? "It's important to develop a network of supporters at work and home and to set realistic expectations. My vision of the woman who can do it all was unrealistic. I have learned to ask others for help, which was difficult initially, but I know I am stronger because I am able to ask."

What is your ideal way to unwind and have fun? "I've always found exercising to be a powerful way to unwind and recycle my energy, because it naturally lifts my spirits.

"I also enjoy sharing nightly dinners with my two sons. Our conversations are relaxed, and by sharing openly, we have developed empathy for one another and can ensure that our priorities remain in perspective."

### **Bobi Seredich**

Equanimity Inc.

Title: President.

Web: [www.alifebalance.com](http://www.alifebalance.com).

Phone: 480-905-5680.

What advice would you give other professional women to help them strike a healthy work-life balance? "I would suggest to know yourself, your values and passions, and then stick to them.

"Don't compromise for immediate gratification.

"Look at your professional and personal life with your long-term vision in mind, and then be patient."

Reveal something about yourself that few people know, but you wish they did. "I was a very good student in school but an extreme perfectionist.

"In junior high, I was one of the top spellers, but every year I would choke at our annual spelling bee. I was so nervous to spell in front of a large audience.

"It wasn't until I started working after college and was forced to speak in front of groups that I slowly worked my nerves down and began to learn how to self-soothe.

"I own a speaker's bureau and training company today. I sometimes laugh when I am in front of a group to think about how sweaty my palms would get and how my dry mouth would paralyze me from actually speaking."