

A Message from the President



Welcome to December. “It’s the most wonderful time of the year” as the song goes. It can be crazy and very busy with the anticipation and preparations for the Holiday Season. Hope and generosity fill the air as we decorate our homes, shop for gifts, attend Christmas parties, and be part of the audience at Children’s Christmas plays. Our list is not complete until we’ve viewed “the must watch” Christmas movies and searched for the perfect Christmas decoration for the EWI Christmas gift exchange.

During the December 12 Chapter meeting we will be having the annual **EWI Christmas gift exchange**. I know I look forward to the gift exchange every year and hope everyone else does too. It is exciting to watch which gifts get stolen, who does the stealing and how many times the item changes hands. What will be the favorite this year? Will there be any Representatives running to the store to try and purchase the favorite item? If you have never been a part of this exchange, I encourage you to participate. It is a lot of fun.

Don’t forget, we are also collecting items for the St. Anthony’s Shelter, which is part of **Catholic Charities**. See the list of items they are requesting in this issue of the Connect.

With Christmas coming we also look forward to a new year. Here is a heads up on some of the plans for next year.

- We start off January with a chili cook-off. If you have a great chili recipe and want to enter it in the chili cook-off notify **Tami Barker** with The Hyatt Regency. There will also be a cake and wine walk. **This would be a great meeting to invite your Executive, spouses, and friends.**
- February **Angela Telford** with Sedgwick County Zoo will enlighten us on MyEWI.

Continued on next page, Plans

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President's Plans for Next Year

Continued by **President Theresa Hogan**

- In March we are having the fireside lunches and dinners. If your firm would like to host a lunch or dinner contact **Tami Barker** with The Hyatt Regency.
- For the April meeting we are going to try something very different, moving the meeting to a Tuesday. Tuesday April 16 works better for WSU and also works better for any one attending the Spring Conference.
- Now we jump ahead to July when we are having the Casino night with a silent auction. The theme is *Christmas in July*.
- During August. For Executive's Night this year we are going to highlight our firms. We are working on the idea of each firm having a display table so that every firm gets highlighted.

As you can see there are a lot of exciting and fun things planned for this year. So let's keep the excitement going and the participation high so we will continue to have a strong Chapter.

Hope you all have a Very Merry Christmas!

Theresa Hogan
Juhnke, Campbell and Associates
Wichita Chapter President

Philanthropy Committee Update

By **Karen Smith**

This month the Philanthropy Committee is featuring the firm **Catholic Charities**, Representative **Mary Merklien-Smith**. The service EWI of Wichita chose to focus on was the St. Anthony Family Shelter. Although the request list is broad enough for your desired choice, EWI of Wichita is placing a focus on fresh fruit, frozen and canned fruit and fruit juices. These items are scooped up the fastest. Other requested items include: white towels (all sizes), twin and full size blankets, white twin and full size sheet sets, full size pillows. For a full list of items see page 9.

**Leave a legacy gift and enhance financial security
for those who will benefit from EWI's programs.**



Call or go online
for more details about how you
can make a difference.



Dial Toll Free: 1-877-4-EWI-NOW or go to www.ewiconnect.com

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EWI Corporate

Would you like to begin using a signature block with the Wichita EWI sponsored logo? To download the image, go to the Corporate website Members Only section, under Chapter Resources, Logos & Templates and scroll down to Chapter Email Signature Logos, click the Wichita link. It will open to an image that can be saved to your desktop and dropped into your email.



St. Anthony Family Shelter at **Catholic Charities** is a family-centered environment, providing homeless families with basic needs, assistance and support to gain stable housing, education on parenting and other life skills, and referrals to community resources. After leaving the shelter, families may participate in a follow up program to help ensure their success.

Enlisting the Help from EWI of Wichita

By **Tami Barker**

Do you have an inner chef just waiting for the moment to share your cooking skills with your friends? Do you think your Chili is Awesome? Or do you just like to compete?

The Fundraising Committee is having a Chili Cook-Off at the January Chapter meeting and contestants are needed to compete. We encourage you and your executive or Firm to develop your Chili creation to share with your fellow EWI members. There will be judging and prizes in several categories.

More information to come – but if you would like to participate we need to develop our list now – so please email **Tami Barker** at tami.barker@hyatt.com to let her know if you and your firm would like to compete.

Dates to Remember

Chapter Meeting Dates:

- December 12
- January 18, Chili Cook-off

Aligning the Strategy with the Message

By **Tracy Lucas**

The Communications Committee is laying the foundation for including an **Executive Corner** in the EWI of Wichita Connect.

As part of the larger vision for EWI of Wichita, Board Members agreed that the inclusion of this type of article not only supports the strategic plan, it helps to promote the EWI of Wichita firms.

To encourage participation at the executive level, the committee has formulated a process to simplify the executive's commitment and will lay the ground work for future publications.

- Representative makes a plea to executive
- Executive is provided a question(s) to respond
- Executive picture is used with article
- Bio of executive is included
- Bio of Firm is included
- Option for promoting products/services/programs of firm

Our featured firm this edition is charter member Associated Integrated Marketing. Firms will be approached by the Communication Committee to participate; for more information contact **Tracy Lucas**.

Glossary of Terms for EWI

EWI – Executive Women International

BCDP – Business Career Development Program

LCAM – Leadership Conference Annual Meeting

ASIST – Adult Students in Scholastic Transition

EWISP – Executive Women International Scholarship Program

Executive Corner – Synergy between Firm and Customer

Associated Marketing Integrated, Inc.



Bill Fialka | CEO

Firm joined in 1970

Representative

Kim Weprin joined in 2012

When asked the question

In a tough economic climate it is important to understand what the motivators and drivers are of your customers, in what ways do you practice “walking in the client’s shoes”?

I have had the advantage of spending part of my career on the client side thus have some understanding of the many issues they face. We spend a lot of time talking with our clients and with one another about issues they are facing, and remember a number of those issues are the same that we are facing and working through ourselves.

A little bit about Associated Integrated Marketing

By Humans. For Humans.

At **Associated Integrated Marketing**, we humanize brands by making them more likeable, relatable and relevant to their target audiences. In other words, we give brands the same human characteristics we look for and admire in others to create human-to-human brand connections based on emotion,

affinity and shared purpose. Yet we can’t do this without understanding your target audience and reaching them when and where they are most receptive to your message. Sometimes this requires digital media, sometimes traditional. But most often, it’s a combination of digital, social, traditional, nontraditional and point of sale efforts that build the human associations your brand needs. That’s why we’ve built experience across a wide range of disciplines, including:

* Strategic Planning * Advertising * Branding * Consumer Protection * Database Management & Marketing * Dealer Programs * Digital Strategies * Social Media * Direct Marketing * Event Marketing & Management * Media Planning & Placement * Packaging * Public Relations
* Qualitative/Quantitative Research * Technical Writing * AV Production



EWI of Wichita Member Firms

Above & Beyond Corporate Gifts
Allen, Gibbs & Houlik, LC
Associated Integrated Marketing, Inc.
Berry Companies, Inc.
Carolyn Sayre’s Fine Jewelry
Catholic Charities
Center for Health and Wellness
Cessna Aircraft Company
CNH America
Commerce Bank, N.A.
Docuforce
Dress for Success
Giant Communications
High Touch, Inc.

Hyatt Regency Wichita
Integrated Facilities Group
J.P. Weigand & Sons, Inc.
J.R. Koontz Flowers
Juhnke, Campbell and Associates
Kansas Heart Hospital
Kansas Strong...The Kansas Oil & Gas Resources Fund
Marriott Hotel
Meritrust Credit Union
Midwest Single Source
Murfin Drilling Company, Inc.
Ponca Products
Professional Engineering Consultants, PA
Professional Mechanical Contractors, Inc.

Right at Home
Schaefer Johnson Cox Frey Architecture
Sedgwick County Zoo
Spirit Aerosystems, Inc.
Star Lumber & Supply
TCK – The Trust Company of Kansas
The Specialists Group
United Way of the Plains
Wells Fargo Advisors
Westar Energy
Wichita Children’s Home
Wichita Metro Chamber of Commerce
Wichita State University
Wichita State University Foundation
Wichita. City of

41 Member Firms * 49 Representatives * 8 Second Representatives * 18 Life Members

Committee Chairs at work

At the November Meeting committee chairs provided a look into the upcoming months

Tami Barker is leading the fundraising effort for EWI of Wichita. Each month tickets can be purchased at the Chapter Meetings to win a themed gift. The funds raised by this effort are placed into the fundraising account to support EWISP and ASIST. In November, EWI of Wichita raised \$73.00. Plan to purchase tickets for the Christmas themed gift donated by **Rhonda Fullerton** in December.

Jessica Emrick announced the next several months' programs for EWI of Wichita.

De Nelson, responsible for orientation/retention announced she is looking for representatives that want to be mentors to new EWI of Wichita members. If interested please reach out to her for the mentoring program guidelines.



The Kansas Leadership Center

The guest speaker at the November meeting was Ed O'Malley of the Kansas Leadership Center (KLC). He spoke to the group about what KLC is and what it does for developing leaders in our community.

It's beginning to feel like Christmas

Remember to bring your Christmas gift

What happens when you bring a bunch of ladies in a room together with a bunch of Christmas gifts to exchange? We'll find out on Wednesday December 12 as EWI of Wichita will celebrate the season by having a Christmas gift exchange at the Crestview Country Club. Plan to attend and bring a gift to exchange with your fellow EWI sisters. Gift limit is \$10.

December Chapter Meeting

Date: December 12

Location: Crestview Country Club, 1000 N 127th (Andover)

The December Menu

Special House Salad

Fresh greens, tomatoes, avocado, Cucumber, radish, blue cheese crumbles, and Italian dressing

Petite Filet with Bordelaise

Garlic Roasted Potatoes

Asparagus Bundles

Rolls

Strawberries Romanoff in

Tuile

CELEBRATIONS IN DECEMBER – HAPPY BIRTHDAY LADIES

Catherine Thorpe
Joan Wamsley
Angela Telford
Marg McAdams

December 11
December 19
December 23
December 29

Donna Eastwood

December 30

Executives in the News

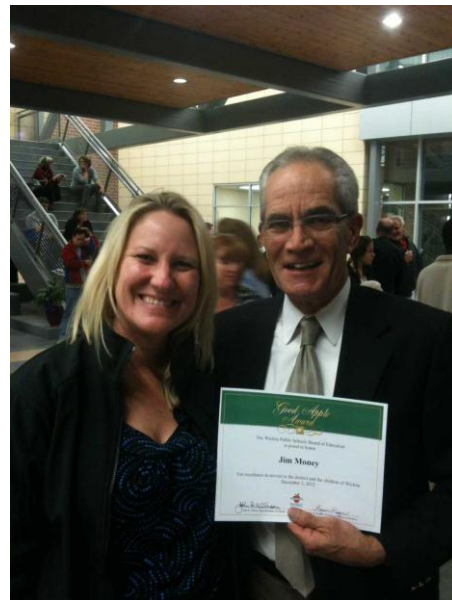
Congratulations to several executives who have been honored

Jim Money, Executive Vice President of **The Specialists Group, LLC** receives the Good Apple Award from USD259 for his work with Downtown Rotary, Reading is Fun-damental (RIF) program. Mr. Money has been the coordinator for Jefferson Elementary school for years. "The kids love him and he's read to almost every child in that school, they all know Mr. Money!!!" says Joan Rapp, The Specialist Group representative.



Jim Money, Executive VP reading to the classroom and receives his award

The Specialist Group LLC joined EWI of Wichita in 1987



Stephen Stewart, General Manager of **The Hyatt Regency** receives the Distinguished Service Award.

The Hyatt Regency joined EWI of Wichita in



Scott Ernest, President and CEO of **Cessna Aircraft Company** receives WBJ 2012 Newsmaker Honor

Cessna Aircraft Company joined EWI of Wichita in 1970



Wayne Chambers, President and CEO of **High Touch, Inc.** receives WBJ 2012 Newsmaker Honor

High Touch, Inc. joined EWI of Wichita in 2011



Top: Joanie English, newest representative for Giant Communications visits with Connie Velghe and Jenny Stephens.

Bottom: Dawn Truman and Carolyn Sayre smile for the camera; Pat Campbell introduces guest speaker at November meeting.



De Nelson lays out the goodie bags for those celebrating birthdays.



Mary Merklien-Smith and Teresa Arthur enjoying the November meeting.



Guest speaker for Kansas Leadership Center, Ed O'Malley speaks to the group

**BREAKFAST
with
SANTA!**

**Saturday
December 22, 2012
9:00am-11:00am**

WICHITA MARRIOTT HOTEL
9100 Corporate Hills Drive
Wichita, KS 67207

CALL FOR RESERVATIONS:
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**\$10 INCLUSIVE PER PERSON
PANCAKE BUFFET**

LOTS OF HOLIDAY FUN!
Crafts, Cookie Decorating &
Photo with Santa

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WICHITA**



12
20
12

SAVE THE DATE

2012

Holiday Luncheon

**There's no better reason to
celebrate the season!**



**The Wichita Marriott Hotel invites
you and your staff or coworkers to
join us for lunch this holiday
season.**

\$20.00

Inclusive Per Person

December 20, 2012

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9100 Corporate Hills Drive
Wichita KS 67207

CALL NOW FOR RESERVATIONS
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Seating at 11:00AM & 12:30PM

Buffet Lunch
Featuring some of
your favorite holiday
items:

Ambrosia Fruit Salad
Stuffed Olives, Pickles
& Crudites

Christmas Tortellini
Salad

Italian Panettone
Christmas Bread

Yorkshire Pudding

Carved Prime Rib
with Au Jus and Freshly
Grated Horseradish Root

Carved Whole
Roasted Turkey

Fresh Orange
Cranberry Sauce

Southern Cornbread
Stuffing

Honey Roasted Sweet
Potatoes

Tricolored Swiss Chard
with Roasted Rooted
Vegetables

Traditional desserts
including Holiday
Crepes made to order

Jessica Emrick would like to invite EWI of Wichita to the following events the Marriott is hosting in the month of December.



St. Anthony Family Shelter Wishlist

Linens (see article for details)	Napkins
Household cleaning products	Kleenex
Trash bags (all sizes)	Paper plates
Ziploc bags (all sizes)	Plastic cutlery
Bibles	Men's, women's and children's toiletries
Batteries AA & AAA	Men's, women's & children's underwear/socks
Art supplies	Hats, gloves, scarves
Washable markers/crayons	Scrubbing Bubbles
Jenga game	Clorox wipes
Deodorant (men's / women's)	Lysol spray
Shower curtains and liners	Baby lotion
Shape sorters	Hair accessories
Hand held games for older children	\$10 gift cards (Walmart, Walgreens, Quik Trip)



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EXECUTIVE WOMEN INTERNATIONAL

NEW ORLEANS CHAPTER

A NON-PROFIT ORGANIZATION

WAYS AND MEANS FUNDRAISER RAFFLE

ROYAL CARIBBEAN 6 - 8 DAY CRUISE RAFFLE

***** \$2,240 VALUE *****

ROYAL CARIBBEAN CRUISE GOLD* CERTIFICATE FOR TWO

CRUISE LENGTH: 6 – 8 NIGHTS

CRUISE DESTINATION: CARIBBEAN

SAILING TIME: SEPTEMBER – MAY (NO EXPIRATION DATE!)

INTERIOR STATEROOM FOR TWO

GOLD* - COVERS CRUISE FARE, TAXES & STANDARD RECOMMENDED GRATUITIES



www.vacationmakers.com

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DRAWING: DECEMBER 19, 2012 | 8:00 P.M. | CHATEAU GOLF & COUNTRY CLUB

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Please make all checks payable to “EWI New Orleans”

Need not be present to win | EWI License No.: E 4779

This raffle is conducted by EWI New Orleans, a not-for-profit organization. By purchasing, holding, and/or redeeming a raffle ticket, you agree to be bound by the complete official rules. The complete official rules may be obtained from any EWI New Orleans officer, by e-mail to cherrington@gibbs.com, or by mailing a self-addressed stamped envelope to EWI New Orleans, Three Sanctuary Blvd., Suite 301, Mandeville, LA 70471. Registration does not imply endorsement. You must be 18 years of age or older and must qualify under Louisiana law to purchase a raffle ticket and participate in this raffle. The purchase price for one raffle ticket is \$10.00. If all raffle tickets are sold before the raffle closes, each ticket will have a 1-in-1000 chance in winning the “Royal Caribbean 6 – 8 Day Cruise” certificate, valued at \$2,240.00. The Winner will be determined by random drawing. The drawing will take place on November 27, 2012 at approximately 8:00 PM. Winner need not be present. Winner will be notified by the mode of EWI New Orleans’ choosing. EWI New Orleans specifically disclaims any and all expressed or implied warranties, including without limitation warranties of merchantability and fitness for a particular purpose regarding the prizes offered. EWI New Orleans shall, will and can have no obligation for payment or delivery of any prize to any person other than the entrant. The winner of the raffle must claim the prize within 90 days of the drawing. If the winner does not claim the prize within 90 days of the drawing, the prize will be forfeited and will be retained by and benefit EWI New Orleans.

COMPLETE OFFICIAL RULES: Raffle promoters and/or EWI New Orleans are not responsible for lost or stolen entries. Raffle entries will be disqualified, in the sole discretion of EWI New Orleans, if attempts are made to disrupt the Raffle or circumvent the terms and conditions of these Official Rules. If the above occurs, EWI New Orleans reserves the right to remedy any such action, disruption, or circumvention in a manner, determined solely by EWI New Orleans that is fair and equitable to Raffle participants. The Raffle Numbers and Prize is not transferable or assignable and they are not redeemable for cash. Winner is responsible for the payment of any and all taxes and/or licenses and/or other related local, State, Federal fees that may apply to such winnings. Taxes on prizes are solely the responsibility of the winner. EWI New Orleans reserves the right to replace the advertised prize(s) with a prize of equal or greater value if the advertised prize(s) is/are no longer available. EWI New Orleans will not be responsible for replacing any lost or stolen elements of any prize package. Odds of winning depend on the number of eligible entries received, according to the eligibility requirements in this Raffle. Winner will be selected by random drawing from among all eligible entries received under the supervision of EWI New Orleans. All decisions by EWI New Orleans are final and binding. The manner by which winner will be notified is in the sole discretion of EWI New Orleans. If a selected winner cannot be contacted, is ineligible, or fails to claim a prize, an alternate winner may be selected.

RELEASES: By participating, entrants agree that EWI New Orleans, those involved in the development, production, implementation and distribution of this promotion and their respective parent companies, affiliates, subsidiaries, service providers, and agencies, and their directors, officers, agents, employees, attorneys, and any other person or entity associated with such entities and/or promotion shall not be liable for any and all claims, damages, losses or injuries, including any third party claims, arising from or relating to, in whole or in part, this Raffle, including entry and participation in this Raffle and acceptance, possession, use or misuse of the prizes. All entrants further agree that in the event of any third party claims, damages, losses or injuries, arising from or relating to a participant's entry or participation in this Raffle, they will indemnify EWI New Orleans, including its member firms, from any and all such claims, including the attorneys' fees related thereto. EWI New Orleans shall not be liable for entries and winner notification responses that are delayed, lost, misdirected, mis-delivered, marked postage-due, illegible, mutilated, incorrect or incomplete, and such entries will be not be eligible for this Raffle. Any person attempting to defraud or in any way tamper with this Raffle will be ineligible for prizes and may be prosecuted to the full extent of the law. EWI New Orleans reserves the right, in their sole discretion, to cancel or suspend this Raffle should viruses, bugs or other causes beyond their control corrupt the administration, security or proper play of the Raffle. EWI New Orleans further reserves the right to modify the rules of the Raffle in any way or at any time, as long as reasonable notice is given. For information of the Official Winner or a copy of these Official Rules, send a self-addressed, stamped envelope to: EWI New Orleans, Three Sanctuary Blvd., Suite 301, Mandeville, La 70471. Winner identify requests must be received within six (6) months of completion of the Raffle.