

## Perceptions From the Top



### A Look at Today

Do you remember your 20s or even your early 30s? I'm not too old that I don't remember my first "real" job. I was fortunate enough to be recruited right out of college to a company where I actually was using my degree from Kansas State University in Hotel and Restaurant Management. My first position was the Assistant Front Desk Manager at the Harvey Hotel in Wichita and not only was I pretty green and eager to learn, I wanted to

absorb the expertise of my boss. I am a Gen X.

Companies today are facing new demographics at work with five generations in the workplace at one time. In prior years, the three to four generations have not had many vast differences. With the newest generation - Gen Y, also known as millennials comprising about 75M - companies are looking for ways to adapt to this generation's differences in their professional values and embrace and engage workers born since 1980.

This month I'd like to encourage our membership to invite your executive, HR personnel or managers involved in leading millennials to attend our EWI Chapter meeting. We are excited to be offering a program that features a panel of five millennials, facilitated by Bobby Gandu, Admissions Director for Wichita State University. The topic Mr. Gandu will facilitate is - helping us understand millennials and what motivates them in the workforce and community. If you haven't reserved your spot today, plan to bring a guest and attend. The meeting will be held at the Hyatt Regency Hotel.

### A Look at the Past

I am excited to report that we had an overwhelming success story with our food box distribution for Colvin Elementary at our December Chapter meeting. EWI of Wichita made a goal of delivering 65 food boxes, up from 59 last year. Our group of phenomenal women brought in enough food items to deliver 77 boxes to the families at Colvin Elementary. Thank you EWI of Wichita and our firms that helped make this happen!

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## From Your EWI Wichita Board of Directors



### Dawn Truman | Vice President

Happy New Year! It is hard for me to believe we are already into 2016. I am looking forward to 2016 being a year of growth for EWI, our EWI Wichita chapter and our individual businesses. I am excited about our goal at the corporate level and the local level to bring us back to the basics. The focus on being member centric and adapting that focus to a 2016 theme and drive is critical to our success.

We are in the process of updating our Membership Orientation Manual and will present that in our board meeting this month for approval. I believe this will help jumpstart new members into our organization with a solid platform of information to expedite their involvement in our chapter. A special thanks to Gaile Garner and Helen Nicoli for their assistance with this project.

A great reminder for our strategy for 2016 - the difference between who you are and who you want to be is **WHAT YOU DO**. Thanks to each of you for the unselfish dedication of time, energies, and inspirations you each bring to our Chapter!



### Jenny Stephens | Fundraising

#### **BINGO!!!**

Join the Fun - February 17, 2016

Commerce Bank

1551 N. Waterfront Parkway, Wichita

- 5 Games of Bingo.... Fabulous Prizes
- Hot Seat Drawings
- Cupcake Carnival \$1 per Chance
- Alumni and Guests Welcome \$10 each

#### **Winners Choice Raffle!!!!**

Raffle packets will be distributed at the January 20<sup>th</sup> meeting. Packets will be mailed to those who are not able to attend. Each representative has been allotted 15 tickets but more are available to those who need them. Thanks for all of the firm and rep support of this great fundraising opportunity for our chapter.

The lucky winner of our raffle can select a trip from one of the three options preselected by our group. The trips have a relative value of \$3,000!

### cont. from page 1, President's Message

#### **A Look at the Future**

Engagement is the key! If you've heard me say it once, you've heard me say it a number of times. Being involved in EWI through attending meetings, sharing ideas, or being active in your committee will help sustain the organization.

I've been sending short bursts of information about becoming a member-centric organization. What does this mean? In simple terms we are on the verge of defining Value Groups in the organization to help foster a way of looking at our organization through a new set of lenses.

Stay tuned on how this endeavor will change EWI of Wichita and improve the value of your EWI membership.

## The Membership Experience

We learned at the meeting in November that all of our members have unique needs. Couple this with the diversity of our group and it only makes sense that each of you experience the value of your membership in different ways, creating some great membership experiences and some membership experiences that need improvement.

Over the next several months, the board will be going through a process to layout a concept for our chapter on becoming a member-centric organization. This concept was first loosely introduced at installation when I talked about **engagement being the key!** As part of that initial engagement process we conducted a survey. The survey led us into the development of the speed-dating meeting in November where we collaborated with the firms on what mattered to them. We learned what EWI of Wichita needed to focus on for the year. This year the board has been focused on creating a better process for reaching out to members more frequently, 2) using the executive advisory council to provide advice on meaningful programs, and as of late 3) the development of a long-term plan to address how to provide better value to the organization by creating Value Groups in the organization.

My goal with engagement is to continually improve involvement in our Chapter. As we have progressed with the collaboration tools of the survey and the speed-dating meeting, the objectives have modified slightly to provide a more inclusive sustainability plan. So today the challenge can be broken down into the following building blocks:

1. Increase Chapter attendance
2. Improve retention
3. Improve growth
4. Create a member-centric organization

### How You Play a Vital Role

First and foremost we need/want your input and feedback. We need better attendance at Chapter meetings; both of these are vital for our chapter. For this year creating a chapter with funds that support our operating expenses, increasing membership involvement to build upon the member-centric organization and learning more about what each of you value in EWI is a good start. Into the near-term future, growing the organization and bringing back the vitality of the organization that has many great positive attributes. We have a solid group of professional women who represent the Wichita community with their leadership in EWI and beyond.

The chart below is a visual illustration of how attendance to chapter meetings is critical for our sustainability:

CATEGORY	ACTUAL, PY	IN-KIND VALUE
Meeting Income	\$ 18,066.00	
Meeting Expense	\$ 17,160.00	\$ 4,500.00
		\$ (3,594.00)

Estimated in-kind value of expenses not recorded to reflect donated facilities, discounts or sponsored good/services

### BINGO & CUPCAKE WALK

#### February Chapter Meeting

Wednesday, February 17

5:30-7:30 PM

Commerce Bank – 1551 N. Waterfront Pkwy



#### Davna Gould | Treasurer

Bank Balances as of 12/31/2015  
 Commerce Operating \$8039.92  
 Meritrust Savings \$24,194.14  
 BCDP Commerce \$1979.49  
 BCDP TCK Trust \$50,914.06

Remember to check out the EWI website for the current monthly treasurer's reports.