

Chartered 1970

November 2013

A Message from the President



The recent EWI Leadership Conference and Annual Meeting (LCAM) held in San Diego was an eventful few days. Having had a couple of months to digest the relevance to the Wichita chapter, it is my pleasure to relay my thoughts.

LCAM is a great opportunity to meet corporate staff and emerging leaders from all over; renew acquaintances and visit with old friends.

Whether you remember representatives from 2012 LCAM in Dallas or Spring Conference in Chicago or Chattanooga, the common denominator is EWI. We come together to discuss our common goals, our regional and economic challenges that face many chapters, and to share ideas that will lead to growth at the chapter level.

It is apparent and extremely gratifying to lead a strong chapter. While many chapters face the challenges of struggling to comply with the minimum requirement of 25 member firms, the EWI Wichita chapter is a healthy 45+. When other chapters have no one willing to accept the challenges of leadership, EWI Wichita has had great volunteers step up in the leadership at the board level. Once again Wichita is a great place to be. We are blessed with the freedom to focus our efforts

strategically while others fight to survive. My takeaway from witnessing that dynamic was that we need to be prudent with our resources, focused on activities that will add to our growth and be intentional in our committee activity.



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President's Message (continued)

Vice President/President Elect Kim Weprin and I attended Tuesday's Leadership Caucus led by Lori Giovannoni. As implied, that session was for incoming chapter leadership. Its main focus was on becoming creative leaders; thinking outside the box; welcoming change and fresh ideas; and developing strategies within the chapter that attract and cultivate the next generation of chapter leaders. There is a strong bias toward inclusiveness – attracting the executive as representative model. The most insightful contributors in that session were leaders from new and high growth chapters. They reiterated the requirement that the chapters deliver on their promise of Career | Connection | Community. It became apparent that the chapters that been on a fast-track of growth had a healthy balance of experienced chapter representatives working side by side with the next generation to achieve that end.

We heard many speakers in the remaining days, some with a targeted message in career advancement like Madeleine Blanchard; others that added levity like Amanda Gore and Bobbie Staten; and others that were inspirational – Inocente, Mark Shriver, John Wood and Alaina Podmorow. Listening to this variety of speakers was an opportunity that doesn't often present itself.

While I enjoy listening to others as a member of the audience, the most beneficial moments to me as incoming president to the chapter were the opportunities to interact with other chapter leaders; hear how their committees work; learn how other chapters achieve success in alternate ways; and make contacts with leaders of other chapters who are willing to share information on an ongoing basis. It is my opinion that the 45 minute break-out session on Thursday was one that had the most impact on our group as a whole. All of our representatives had different topics, different chapters and representatives at our tables and heard a great number of exciting and diverse ideas to bring back to Wichita. It reminded me of a 45 minute version of the Wild West Forum....Giddyup!

2012/2013 EWI Wichita President Theresa Hogan and I represented the chapter as delegates at the Annual Meeting. There was little objection to any of the proposals and they all passed. While Theresa and I were clearly an outvoted minority on several of the issues, it was apparent that many of the changes were out of necessity for those chapters struggling to survive. The take away from the annual meeting is that EWI had to change to remain a viable organization in many of the markets with representative chapters. Having had two chapters turn in their charters this year, and witnessing the ongoing struggle with others, EWI corporate had to be able to institute change organizationally, but thankfully has given the chapters autonomy to make decisions at the chapter level through the chapter standing rules.

All in all, I was extremely proud of the representatives of the EWI – Wichita Chapter. Not only did we have eight engaged, enthusiastic and outgoing representatives at LCAM, but we had representation at the corporate level. Our chapter received recognition by having two scholarship winners at the corporate level. Thanks to all of you who contribute to making us a successful chapter. Your efforts clearly make us shine nationally.

EWI Mission Statement

Executive Women International (EWI) brings together key individuals from diverse businesses for the purpose of: promoting member firms; enhancing personal and professional development, and encouraging community involvement.



CONNECTIONS | CAREERS | COMMUNITY

Leadership Caucus, September 18, 2013

By Kim Weprin, Associated Integrated Marketing, Inc.

This was my first LCAM and first experience with Lori G.!! For those of you who have not had the opportunity to experience Lori G., she is a vibrant, enthusiastic wealth of information and one of the best speakers I have had in a leadership seminar EVER!

The Wednesday Leadership Caucus course was entitled “Chapter Leadership: Making Great Things Happen.” One of the things Lori drove home throughout the day was the opportunity leadership has to serve the organization. Board positions are service positions, not positions of power. If we all go into our positions thinking this way, there is nothing we can’t achieve! As Albert Einstein said, “Nothing truly valuable arises from ambition or from a mere sense of duty.”

Inspiration was another key topic throughout the day. As leaders we have the ability to manage the energy of the chapter with the words we use. Positive speakers tend to encourage positive outcomes. If we “create the inspiration, the chapter will have the aspiration.”

One of the morning’s activities was to work on a chapter standard message for the questions, “why should I join EWI?” This is something we, as a board, have been discussing for over a year. Having a solid, collaborative message that we all know and share will help us grow as a chapter; the basic statement we could all adjust to make our own. We all have such strong feelings about why EWI is important, yet sometimes we have difficulty expressing those thoughts. Creating a standard for the chapter would benefit all of us.

The afternoon centered around motivation and ideas and what we could do as leaders to encourage participation and development within our chapter. Lori G. really focused on thinking outside of the box as well as leveraging the talents of those within the chapter. How could we, as leaders, leverage our chapter assets (our representatives) and grow our chapter, while providing more value to the representatives and member firms? Sounds like a tall order, right? Well, as John C. Maxwell wrote, “With Teamwork the Dream Works.” I think we can do it!

In summary, after attending my first LCAM and my first Leadership Caucus, I am more dedicated than ever and determined to help Jenny “Renew and Renovate” this year! I hope everyone who has not yet had a chance to attend an LCAM gets to soon. And I can’t wait until I get to sit in on a Lori G. seminar again!



Opening Celebration – 1930's Garden Party, September 18, 2013

By Angela Telford, Sedgwick County Zoo

The theme for the opening celebration was a 1930's Garden Party. This was the final opportunity to celebrate the 75th Anniversary of EWI and our founder Lucille Johnson Perkins. The Bayview Lawn at the Sheraton San Diego Hotel & Marina was a perfect location for the outside venue. A photo was taken during the setup of the event that provides a great example of the hotel's proximity to the ocean with a freighter gliding by the Bayview Lawn. The lawn was set with round tables, featuring quotes from the 1930's. There were fans distributed on the table for all attendees that featured the 75th logo and were a great souvenir. Coca-Cola provided beverages for all in a 1930's style bottle which could also be kept as a souvenir. Croquet and badminton were setup on the lawn and even the Wichita Chapter representatives tried their luck. It was a lot of fun! The wine-pull proceeds from the evening benefited the EWI Foundation.

All attendees were decked out in 1930's apparel, from the amazing hats the Wichita Chapter wore (provided by Jenny Stephens), to our friends from the Omaha Chapter who were dressed like 1930's bank robbers including the trench coats, hats and pretend automatic weapons - and who had taken hostage a representative from the Omaha Chapter in the photo included below.



Opening Breakfast, September 19, 2013

By Theresa Hogan, Juhnke, Campbell & Associates

Do you know who your joy buddy is? Amanda Gore the Keynote speaker for the opening breakfast asked all of the LCAM attendees. She stressed that we need to become an “IGNITER” by helping to light others’ pilot lights rather than “FOOFERS” who complain all the time and blame everyone else when things go wrong. As women we need to remember to help ourselves first and then help others just as the Airline Attendants point out to all airline travelers. First you put on your oxygen mask then help anyone around you that needs help. As a stress reliever, she suggested that you pretend to put on the oxygen mask and take a few deep breaths. It may cause others to look at you strange or may be even smile to help break the tension. Per Amanda, we let fear make us afraid of change. Sometimes we let fear of what other thinks (FOWOT) control our actions. We should remember FARC, which stands for:

FOCUS -choose to focus on the good
AWARE - become aware of what triggers your fears
REPEAT –repeat, repeat
CELEBRATE – everything

Joy, as Amanda tells us, is a blessing from God. We should want to become a “Chief Joy Facilitator”, which is someone who celebrates not only our personal joys but others’ joys. We need to be grateful for all the big and small blessings in our lives. As we put on our gratitude glasses we acknowledge all the grateful moments and joys in our lives. You can acknowledge the grateful moment with a TA DA!!

We ended the breakfast by standing shoulder to shoulder stretching across the ballroom singing “Look on the bright side of Life.”

Remember to wear your gratitude glasses and celebrate the grateful moments with a TA DA!!

Become an Igniter.

TA DA!!!!!!



Town Hall Meeting, September 19, 2013

By Denise Wickham, Berry Companies, Inc.

The Town Hall Meeting was a gathering to hear some updates from and ask questions of the EWI Corporate Board. The topics covered were:

Corporate Website Update - EWI Corporate will continue working with chapters to get a website template

Sharepoint – A site for Communications Directors to share best practices

NAICS Codes – This is a new system for categorizing all firms

EWI Foundation – EWIfoundation.org - Corporate will be getting someone in place to manage this – supporting literacy will be the main goal

BCDP Financial Report – Just need an annual report from chapters, no more quarterly reports

Marketing:

- Website template for chapters
- Chapter Connect template
- EWI video for marketing chapters

Annual Dues Renewal:

- Anniversary renewal since April
- Pre-renewal review
- Updates
- Payment
- Post renewal
- Global Aspirations/Goals – Hope to extend chapters to other countries besides USA and Canada
- EWI/Collegiate – Starting to get chapters started on college campuses around the USA



“Ask the EWI Expert”, September 19, 2013***By Angela Telford, Sedgwick County Zoo***

Attendees were welcomed to round table discussions session entitled “Ask the EWI Expert.” Each round table discussed different key elements for Chapter issues including; Retention, Recruitment, EWI Foundation Programs, NAISC (codes), Programming, Board Governance, Executive Engagement, Strategic Planning & SOE, Marketing and Corporate Resources. These discussions groups were well received by the attendees.

EWI Scholarship and Literacy Luncheon, September 20, 2013***By Angela Telford, Sedgwick County Zoo***

The 2013 Literacy Initiative supported the Monarch School in San Diego California. Efforts served 350 students and collectively Chapters provided over \$500,000 towards literacy efforts in 2012.

The first place 2012-2013 ASiST Scholarship winner of \$10,000 was Bruce Bochicchio, submitted by the Atlanta Chapter.

The first place 2012-2013 EWiSP Scholarship winner of \$5,000 was Rita Shehirian, submitted by the San Diego Chapter.

The Wichita Chapter had two Corporate Scholarship winners – Sheila Keopke, \$2,000 ASiST and Amanda Owsley, \$1,000 EWiSP.



Annual Meeting, September 21, 2013

By Theresa Hogan, Juhnke, Campbell & Associates

The 66th Annual meeting was called to order at 9:12 am by Corporate President Karen Skirten. The 2012-2013 Corporate Board was introduced along with the other guest seated at the head table. The Credential Committee report showed the following:

There were 343 total Annual Meeting/Convention registrants:

- 94 Accredited Delegates
- 53 Alternate Delegates
- 94 Number of votes
- 48 Votes necessary for a Majority vote
- 63 votes necessary for a 2/3 vote
- 72 votes necessary for a 3/4 vote



All of the bylaw amendments passed except the one on Chapter membership: Classes of membership – Membership for individual. This was approved to go to a special committee to research, investigate and report on the feasibility of the new membership for individuals. The proposed corporate budget was approved.

Karen Skirten gave her final remarks. She gave a review of her year paying special attention to the 75th year of EWI. She also announced that the 2015 LCAM will be in Tulsa Oklahoma. The new Corporate Board was installed by Sandra Fields the 1999-2000 Corporate President. Each of the new Corporate Board was asked to tell their EWI story. After each of the Board was introduced new President Ronwyn Anderson had them join her in reciting the following commitment to EWI Membership:

To always put what is best for EWI ahead of personal feelings.
To work together to create a strong sense of shared purpose.
To take responsibility for decisions made.
To create a culture in which tolerance and co-operation are highly valued.
To have transparent and authentic communication.
To be good financial stewards.
To always be respectful and encourage forgiveness.
To honor the Mission Vision and Values of EWI.

The meeting was adjourned 12:17 pm.

If anyone would like to read the meeting minutes let me know.



2013-2014 EWI Corporate Board

Leaving Microsoft to Change the World – John Wood

By De Nelson, City of Wichita

It all started with a case of job burnout – an overworked Microsoft executive, John Wood, escaped to Nepal for a much-needed backpacking getaway. While hiking in the Himalayas, John met a Nepalese “Education Resource Officer” who invited him to visit a school in a neighboring village. Little did John know that this short detour would change his life forever. At the school, John saw the harsh reality confronting not only this village, but millions of Nepalese children—a dilapidated schoolroom and a severe shortage of books. John was stunned to discover that the few books this school had—a Danielle Steele romance, the Lonely Planet Guide to Mongolia, and a few other backpacker castoffs—were so precious that they were kept under lock and key...to protect them from the children! As John left the village, the headmaster made a simple request: “Perhaps, Sir, you will someday come back with books.” His request would not go unheard. John emailed friends asking for help collecting children's books, and within two months had collected over 3,000 books. The following year, John and his father, accompanied by a train of eight book-bearing yaks, returned to the village in Nepal. Seeing the faces of the children with the books convinced John to leave the corporate world and devote himself to becoming the Andrew Carnegie of the developing world. In late 1999, John quit his executive position with Microsoft and started Room to Read.

John stated that no child should be told they were born in the wrong place at the wrong time. Room to Read can send a child to school for one year for \$250. Instead of only sending a monetary donation, Room to Read organizers work together with the local people, empowering them to become stakeholders in the project. Today, Room to Read is a global organization dedicated to promoting and enabling education through programs focused on literacy and gender equality in education. This goal is achieved by establishing school libraries, building schools, and publishing local-language children's books, training teachers on literacy education and supporting girls to complete secondary school with the life skills necessary to succeed in school and beyond.

Room to Read’s programs have benefitted more than 7.8 million children so far and are on track to reach 10 million children by 2020.

Impact

Schools Constructed	1,627
Libraries Established	15,082
Books Published	874
Books Distributed	12.8 million
Girls Education Participants	20,378
Children Benefited	7.8 million

EWI President Karen Skirten presented John a check for \$5,000 toward the Room to Read program! The San Diego Chapter also presented a check for \$1,000.



“Education is the most powerful weapon which you can use to change the world.”

-Nelson Mandela

Focus on Literacy: National – Mark Shriver

By Pat Campbell, Wichita State University

Mark Shriver, son of Robert Sargent “Sarge” Shriver and Eunice Kennedy Shriver, spoke regarding national literacy. He is an interesting and engaging speaker who had a little fun talking about the competitiveness between his brothers and sister. He promoted the book he wrote about his father, “The Good Man,” who created the Peace Corp and Head Start. His mother, Eunice Kennedy Shriver, started the Special Olympics organization.



Being from a family who were the driving forces behind many national philanthropic organizations he fell into a natural role as founder and leader of “Save the Children, Early Childhood Education Programs,” literacy focused organization based on the promotion of early childhood education. He believes education is the great equalizer when done right.

Save the Children focuses on early childhood education and the importance of funding pre-school. Mark shared several important statistics. Poverty and illiteracy are strongly linked. Sadly, the children of families in poverty are most often 18 months behind by the time they are four years old. When children are reading well by the time they are at a third grade level their futures are much brighter.

Save the Children works with families to educate the parents about the importance of children hearing many words from the time of their birth forward. If there are no books in the home, he says talk to the babies and preschoolers. Let them hear words. Statistics prove that just hearing words gives children an advantage for becoming good readers.

Mr. Shriver challenged EWI members to create acts of hope; demand from politicians investment in early childhood programs, instructing that, “politicians respond to money and votes.” And, he knows we can take a powerful message to those who can make a difference. Because of the example of his mother and her quest to include the intellectually disadvantaged in sports and the development of Special Olympics, he knows **there is nothing like a woman on a mission!**

His closing statement was, “never doubt the power of a few people to change the world.”

We should be very proud of the work EWI does for literacy.

**Join EWI in the
Nation's Capital**



**for the 67th
Leadership Conference &
Annual Meeting.
You won't want to miss
the monumental gathering
at the
Crystal Gateway Marriott.
LCAM 2014 will offer
connections, career
enhancement, and
community involvement.**

**Mark your calendar for
September 11-14, 2014!**

LCAM 2013

San Diego
ewi

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CONNECTIONS | CAREERS | COMMUNITY



Beautiful



City!





Lovely



Ladies!

