

Letter from President



"Life isn't a matter of milestones, but of moments shared."

- Rose Kennedy

HAPPY 75th Anniversary EWI! April is a joyous month for us to celebrate our anniversary as a premiere organization, impacting thousands of lives each year! What a journey it has been for us as a whole, as well as individually. We have so much to be proud of as we look back over the past seven and half decades. I often wonder if our beloved Founder Lucille Johnson-Perkins envisioned the extent to which her dream would flourish; promoting our member firms, enhancing the lives of our member representatives through professional development and of course, the philanthropic impact we make each and every year?

On Saturday, April 20, in Chattanooga, Tennessee, I will be honored to share with the Spring Conference attendees the first in-depth biography of Lucille. The 75th Anniversary Committee, with Anna McCutcheon as head sleuth, has uncovered quite a lot of material on Lucille. Hers was a sad, tragic story in so far as her final days were concerned. However, I know all of us will find comfort in the way in which EWI will be honoring her later this month in San Francisco. I cannot thank Anna enough for making this dream of mine come true! I had said to the committee, "We must find her!" and with typical EWI dedication and passion, they did.

If you have not registered yet for Spring Conference there is still time! I hope to see many of you there from the surrounding Chapters, along with the 99 attendees already registered (as of March 21). It is going to be a wonderful launch to our 75th Anniversary year!

The corporate board and I met in Salt Lake City last month and had the incredible privilege of meeting in our new corporate offices! Wendy and her team have created a warm, welcoming and extremely professional home for EWI. The walls are filled with our historical documents and photos and are a real tribute to our past. I encourage each of you to visit the office if your travel plans allow!

During our visit we were fortunate to meet with our Lawyer, Dennis Astill and our Accountant, Scott Czaja. I am happy to report that our legal concerns with our former ED are progressing as expected. The passion and care these two gentlemen have for our organization was very evident to us. Our thanks were extended to them and their dedicated staff for all of their assistance to EWI.

2012-2013 Officers & Directors

President

Karen Skirten
TierOne Travel
EWI of Calgary

Vice President

Ronwyn Anderson
Soft-Lite Windows, LLC
EWI of Nashville

Secretary/Treasurer

Darlene Banogon
North Island Credit Union
EWI of San Diego

Director

Benita Collins
Dallas Area Rapid Transit
EWI of Dallas

Director

Cindy Hillegass
Dalco Roofing & Sheet Metal, Inc.
EWI of Minneapolis

Director

Cortney Ewald-Ihde
Ewald Automotive Group
EWI of Milwaukee

Director

Mary Helen Johnston
M & J Photography
EWI of Corpus Christi

Advisor

Lisa Stokes
B.R.P. Entertainment
EWI of Harrisburg

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We also had the great pleasure of spending time with our Consultant David Horsager. We reviewed our current status on working through the strategic plan and were also able to identify three top priorities for the balance of 2013. All of these priorities support our Vision statement; ***"To be a global women's organization with 5,000 engaged members who empower others for positive change."*** One Vision!

The three priorities for the board and office to focus on are: *Rebuilding & Retaining, Marketing Initiatives* and the launch of our *EWI Foundation*.

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Corporate Office Communications

Chapters submitting proposed bylaw changes should email the proposed amendment(s) completed on the **Form 5 - Proposed Amendment to Corporate/Chapter Bylaws** to the following individuals no later than **April 24, 2013**, which is 150 days prior to the Annual Meeting.

Bev Kennedy, Corporate Bylaws Committee Vice Chair, millie0712@aol.com
Karen Skirten, Corporate President, kskirten@tieronetravel.com
Darlene Banogon, Corporate Secretary/Treasurer, dbanogon@myisland.com

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REMINDER: The 75th Anniversary Committee is asking that every Chapter dedicate some time at their April meeting to celebrate this momentous milestone in our history. Most importantly, they would like you to document the event and

forward your photos or videos to the Corporate Office so they can be compiled into a presentation for everyone's enjoyment at LCAM in San Diego.

Update from Executive Director, COO

I am pleased to announce the permanent addition of Kim Manookin to the Corporate Office team. Kim was hired part-time in January following Shannon's departure. Kim is an Honorary Life Member of EWI of Salt Lake City so she's very familiar with the organization. Her knowledge and experience are a great addition to the office.

I completed a review of all office tasks. Consequently, there has been a reassignment of some responsibilities with a focus on cross-training. Members of the Corporate Office team have been assigned as liaisons to Corporate Committees. The attached **organization chart** provides their new titles and primary areas of responsibility.

They are a great team and I am grateful to work with them each day.

Also, the traditional renewal process has been completed. Congratulations to EWI of Boise and Northwest Arkansas who both achieved 95% or higher retention rates. Six additional Chapters retained 90% of their members. They are: EWI of Albuquerque, Atlanta, Corpus Christi, Jackson, Lehigh Valley, and Phoenix. The overall retention rate organization-wide was 82.45%.

Thanks to EWI of Calgary, Colorado Springs, Des Moines, Indianapolis, Oklahoma City and San Diego for participating as beta chapters in the online dues billing system. We identified and adjusted the process based on their experiences. We are now processing new member applications and anniversary renewals through the new system.

**Professional Development Webinar –
Tuesday, April 9,
3 PM ET:**

**Easy Powerpoint Principles for
Leaders: Create Clear, Confident and
Convincing Communication
with Diane Windingland**

**For more information and to
register, click here.**

HAVE YOU HEARD! If you attend
six professional development webinars
you will receive one Academy of
Leadership module credit. Sign up
today!

**Chapter Development Webinar–
Tuesday, April 30, 3 PM ET:**

**Marketing for Chapters – Telling Our
Story with Corporate Office
Membership & Marketing
Administrator Jordan Koehler**
**For more information and to
register, click here.**

Chapter Anniversaries

EWI of Des Moines

April 1971
Celebrating 42 years

EWI of Indianapolis

April 1965
Celebrating 48 years

EWI of Lehigh Valley

April 1982
Celebrating 31 years

EWI of Omaha

April 1961
Celebrating 52 years

EWI of San Diego

April 1950
Celebrating 63 years

EWI of Spokane

April 1979
Celebrating 34 years

EWI of Washington, DC

April 191976
Celebrating 37 years

Director Reports

Ronwyn Anderson

Soft-lite Windows, LLC, EWI of Nashville
2012-2013 Corporate Vice President/President Elect



How – you ask – can a membership organization leverage photo and video sharing for member engagement and recruitment. In our super busy world, people can check out a visual that tells your story even quicker than reading a 140 character tweet! What is the value you ask – compelling pictures and video story telling can drive people to your website. Our organization has phenomenal stories to tell, about personal and professional growth as well as all the philanthropic endeavors in each of our communities. It's time to tell and share our stories!

[READ MORE >>](#)

Darlene Banogon

North Island Credit Union, EWI of San Diego
2012-2013 Corporate Secretary/Treasurer



HOW DO YOU SAY THANK YOU?

EWI over the years has made such a difference in my life, but none so much as this past month when I lost my father. From the first time I walked into a Chapter meeting in San Diego, I felt the caring and love from the ladies of this organization. That outpouring of love has kept me going in the last few weeks and I know will continue to do so, and it didn't just come from my home chapter of San Diego but the entire EWI organization. Thank you to everyone who reached out to me during this time. It was very much appreciated and accepted with love.

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Benita Collins

Dallas Area Rapid Transit, EWI of Dallas
2012-2013 Corporate Director



It is my pleasure to bring you an update on the Expansion Committee chaired by Kim Fankhauser, EWI of Des Moines. Kim is an outstanding leader that is full of passion, positivity and vision for this organization. In addition, the leaders that serve as vice-chair to the following committees have extraordinary skill and talent and it is a privilege to serve with them. Their progress is as follows:

The Emerging Leaders Committee, led by Monica Garza, EWI of San Antonio, is an outstanding group of young leaders with an age demographic of 24-35, who are working to identify strategies to increase membership for this age group, enhance involvement, and to encourage acceptance of leadership roles. They are requesting your assistance in the completion of the attached survey. [Take the survey now!](#)

[READ MORE >>](#)

Cortney Ewald-Ihde

Ewald Automotive, EWI of Milwaukee
2012-2013 Corporate Director



75 Years...

WOW – that is a long time and many successful years of growing talented female leaders through the efforts of thousands of member representatives, firms and executives. Thank you to those who came before us, those currently serving our organization and those yet to be members of our fine EWI...

Below is a summary update of some on the initiatives that are high on the priority list for the Member Services Committee.

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Cindy Hillegass

Dalco Roofing & Sheet Metal, Inc., EWI of Minneapolis
2012-2013 Corporate Director



The Corporate Literacy Committee is launching its Executive Leadership Book Drive. Our Executives provide the extraordinary vision and sage advice that guide us as we forge our future—so they are just the leaders to nurture the K-12 students at the Monarch School in San

Diego! Watch for the Chapter incentive program.

[READ MORE >>](#)

Mary Helen Johnston

M & J Photography, EWI of Corpus Christi
2012-2013 Corporate Director



One of my favorite motivational minds is Simon Bailey and one of my favorite topics he covers is finding our brilliance. It lies in our everyday activities and the direction of our attitudes. Executive Women International is a great organization which given its three C's of Connections, Careers Community should help develop all aspects of our professional lives. The value that EWI can bring however is directly related to our engagement in the organization.

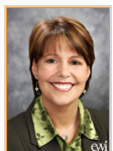
"Achieving real engagement - seizing the reins and actively creating the future - will only happen when people at work and in business take ownership of their own productivity".

- Simon Bailey

[READ MORE >>](#)

Lisa Stokes

**B.R.P. Entertainment, EWI of Harrisburg
2012-2013 Corporate Advisor**



IT'S AN EXCITING TIME TO STEP INTO EWI CORPORATE BOARD SERVICE

BE AN AGENT FOR CHANGE, A STRATEGIC LIASON AND A CHAMPION FOR GLOBAL LITERACY

The first thing I would like to do in my article this month is to again remind all members that have been a Chapter President and are the representative of a firm in good standing to [click this link](#), read the information and consider applying to be on the EWI Corporate Board!

Now on to my messages to provide clarity and information about our continued focus on the Strategic Board Governance Model.

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Trust Tip

Globalization and Trust

Globalization, the shrinking of borders and broadening of our business horizons, is an enormous component of business today. And consequently, the past couple of decades have seen an explosion in interest of getting business overseas. But for all of the wonderful benefits worldwide commerce brings, it presents an enormous trust challenge. Globalization, outsourcing, changing business models, and the effort to deal across cultures, value systems, and governments, create an ocean of opportunity for suspicion and distrust. Companies looking to expand into new market would do well to realize that the increased sales, better margins, and dynamic distributions they crave in other countries can only be realized when all parties trust each other. With different languages cultures, and customs to understand and attend to, that can be a bigger challenge than it seems

Tips for Global Interaction:

1. Be humble.
2. Be teachable.
3. Be observant.
4. Research customs ahead of time. Find out what is expected.
5. **Listen.**
6. Be quiet. Most cultures are not as loud as our American culture.
7. Be thankful.

*David Horsager is a St. Paul-based business strategist, professor, keynote speaker, author of the book **THE TRUST EDGE: How Top Leaders Gain Faster Results, Deeper Relationships, and a Stronger Bottom Line** (Free Press, Oct. 2012), and strategic consultant for EWI. You can learn more about him online at www.DavidHorsager.com.*

Corporate Office Serving EWI Membership

The Corporate Office deepens its commitment and level of service to EWI. We commit to 24-hour turnaround in email reply and answering voice messages, unless the office is closed or the person you need to reach is out for the day.

Wendy H. Cowley
Executive Director, COO

Brittany Jones
Operations & Events Administrator

Jordan Koehler
Membership & Marketing Administrator

Kim Manookin
Office Administrator

Bonny Steele
Webmaster

Office Hours: 9 AM - 5 PM
Email: ewi@ewiconnect.com
Phone: 801.355.2800
Address: 3860 South 2300 East, Suite 211
Salt Lake City, UT 84109



Chattanooga, TN (Chapter City) 2013 Spring Conference April 18-20, 2013

We are pleased to announce that Executive Women International's 2013 Spring Conference will be hosted by EWI of Chattanooga. This sure-to-amaze event is scheduled for April 18-20, 2013. The theme is "Leaders with Vision - All Aboard to a Positive Future." April 20th is EWI's 75th anniversary date, so this is sure to be an extra-special day.

Visit ewichattanooga.org for more information and to register.