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ewi CONNECT

CORPORATE EDITION

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APRIL 2015

Letter from President



Darlene Banogon
2014-2015 Corporate President
North Island Credit Union, EWI of San Diego

Executive Women International is the premier organization dedicated to supporting a professional woman's ability to positively affect her company, her career and her community.

The above is a portion of the *elevator speech* which will be launched with the new marketing campaign on April 8. You can RSVP for the rollout in this Connect. The Marketing Committee, Chaired by Dianne Luckett, Corporate Vice President/President Elect, and the Board have been working with the marketing firm to launch this fresh new campaign that will include resources for chapters to promote EWI in their communities. As the campaign is rolled out, we urge all of you to embrace it and use the tools provided. It's up to each chapter to utilize it to the fullest with the intent being to get the name EWI out in your communities and grow the organization.

Along with the launch of the marketing campaign, the Membership Committee will also be launching a membership campaign that will run from April 1 thru August 31. The campaign is titled *"Thrive for 5"*. The goal is for each chapter to bring in five (5) new members in five (5) months! Of course, we don't want you to stop at five. The chapter with the most new members during the campaign will receive one (1) registration for LCAM 2015 in Tulsa (If there is a tie, a drawing will be held). So start asking for those referrals. The most powerful referrals come from a friend because you know that a friend has no ulterior motive but to do what's in your best interest. Research shows the importance of referrals. According to Paul and Sara Edwards (authors of "Getting Business to Come to You"), up to 45% of most service businesses are chosen by customers based on the recommendations of others. So who knows EWI better than our members? ASK them to refer their friends to EWI. *Who do you know in your community who would benefit from being a member of EWI? Who do you know in other EWI cities that could benefit from membership in EWI? Who does your executive know?* Referrals from members are the key to growing EWI. I know it works. I've watched it happen in San Diego over the last two years, each time a new member is brought in, they, in turn bring in someone they know!

The Corporate Board met in Manitou Springs, Colorado for a weekend of face-to-face meetings in March. EWI of Wichita member firm **Star Lumber & Supply** graciously donated a house for our use resulting in no hotel costs for the Board meeting. Thank you **Jennifer Stephens** for this wonderful donation. The Board truly appreciated the use of this beautiful home. I also want to thank members of EWI of **Colorado Springs** and **Denver** who took time out of their Saturday morning to meet with the Board and discuss EWI. It was a productive meeting and we really enjoy hearing from our members during these visits.

In This Issue

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Save the Date for Professional Development

**Servant Leadership: A Business
Management Strategy**
Tuesday April 7 - 3:00pm ET
[Register Now](#)

**Creating a Coaching Culture for
Success**
Tuesday May 5 - 3:00pm ET
[Register Now](#)

Spring Conference
April 23 - 25, 2015
Hilton Milwaukee City Center
[More Information and
Registration](#)

LCAM 2015
September 23-26, 2015
Hyatt Regency Tulsa
[ewiconnect.com/lcam2015](#)

*The March webinar hosted 88
participants. Congratulations to EWI of
Denver and Honolulu for having the
most attendees on the March webinar!*

Recruitment Tip of the Month

How to Win Back Past Members

It's a fact that your chapter is likely to have more past members than active ones. The question is how do you get



Also in March, the second Leadership Council call was held for Chapter Presidents and Vice Presidents. Executive Director Cowley reported on membership retention. As you are aware, the bulk of the renewals are due at the end of each year. This year, the office sent out 1,544 invoices with 1,237 renewed; in addition, 42 new members were recruited during January and February which resulted in a decrease in membership of 11%. We did lose three chapters; EWI of Grande Prairie, Northwest Arkansas and Rochester. Currently, we are averaging 19 new members a month, which definitely helped offset the loss in members. However, retention doesn't end with the bulk renewals; it is ongoing throughout the year. Last year we noticed a decline in retention in the anniversary renewals. Be sure to follow-up on those as you did the year-end renewals.

Since January, we have welcomed five (5) individual members into five (5) EWI chapters; and the Collegiate chapter pilot at Temple University held their first information session and signed up 15 new members!

During the Leadership Council call the following was also announced:

- The 2013-2014 Annual Report is ready. Visit ewiconnect.com today to review it and share it with your executive.
- LCAM 2015 registration is now open; join us in Tulsa, September 23 - 26 to **IGNITE** your passion for professional development, **ENGAGE** in networking opportunities, and help the Tulsa community **THRIVE**.
- The LCAM Reading Rally Committee is ready to roll out the LCAM school wish list and suggested books for the year.
- A survey was sent out last week asking what workshops you would like to see LCAM 2015, and the length of future LCAM's. Please take a moment to complete the survey as it will really help in planning an event that our members want to attend.
- The Nominating Committee has opened the application process for the 2015-2016 Corporate Board. Deadline for the applications is June 1. If you are a Past Chapter President, please feel free to talk to any Board member about their experience serving on the Board and consider applying for Board service.
- *And There is more to come!...* In May we will be rolling out a new option for chapter literacy programs and in June, EWI will be partnering with several firms to offer new Online Learning programs.

Don't forget Spring Conference is this month in Milwaukee, April 23 - 25. It's not too late to join us for *Leadership on the Lake - Spread your Wings and Mind*. I'm looking forward to seeing many of you there!

Download a copy of this flyer for distribution to your Chapter [here](#).
For a flyer with detailed information on the Box Tops for Education initiative, [click here](#).

them back?

One thing for sure is that you will know more about your former members which means you can tailor messages to them in a way that shows you recognize your previous relationship.

[READ MORE >>](#)

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Darlene Banogon
North Island Credit Union
EWI of San Diego

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Chapter Anniversaries

EWI of Des Moines

April 1971
Celebrating 44 years

EWI of Lehigh Valley

April 1982
Celebrating 33 years

EWI READING RALLY



This year's Corporate Reading Rally beneficiary is Emerson Elementary School in Tulsa, Oklahoma. Help us make September 23, 2015 a day to remember!



All Box Tops must be received by September 4, 2015

Place Box Tops in plastic bags with your name and Chapter written on the bag. Each bag should contain 50 Box Tops. The EWI member who collects the most redeemable Box Tops will receive an Amazon Kindle Fire tablet and all unexpired coupons to:

Arvest Bank
Attn: Heather Pattedal
502 S Main St.
Tulsa, OK 74103

Autographs, please!



Do you know an author? EWI would like to collect **77 autographed books** for Emerson Elementary's library.

The organization's goal this year is to collect **77,000 pages**. Shipping instructions will be shared later.

2015 Book Selections

Secrets of the Apple Tree by Carson Brown & Alyssa Nasner (K-Grade 2)

Do Not, Be Kind, Spread Happiness by Bernadette Russell (Grades 3-6)



Selections are published by member firm Calhoun Books & More



Monetary donations are greatly appreciated to help us stock the library with a book truck, atlas stand, Lego robotics lab, iPads and science, technology, engineering and mathematics (STEM) and art reference books. Please send monetary donations to the Corporate Office no later than August 17, 2015 with the following note on the memo line: **EWI CORP LIBRARY TULSA**

EWI of Omaha

April 1961
Celebrating 54 years

EWI of San Diego

April 1960
Celebrating 55 years

EWI of Spokane

April 1979
Celebrating 36 years

EWI of Washington DC

April 1979
Celebrating 36 years

Corporate Office Serving EWI Membership

The Corporate Office deepens its commitment and level of service to EWI. We commit to a 24-hour turnaround in email responses 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

Kristine Pepin

Managing Director

Brittany Jones

Operations & Events Administrator

Vacant

Member Services Administrator

Bonny Steele

Webmaster

Office Hours: 9:00am-5:00pm MT

Email: ewi@ewiconnect.com

Phone: 801.355.2800

Address: 3860 S 2300 E, Ste 211
Salt Lake City, UT 84109

Professional Development Article

Five Reality Checks for Leaders

By Marcel Schwantes, Leadership from the Core

Every leader must check-in with their gut and ask some honest questions about his/her leadership at some point. That's why the best leaders never stop learning and growing. They will continually hone and fine tune their leadership skills in order to serve others better. On top of hard managerial skills that drive bottom-line results, they have uncanny intuition and perception (which CAN be developed, these are learned traits) to understand the emotional realities of the circumstances and people around them. They will then operate on those realities that support all of their behaviors and actions.

Having said that, we would like to offer a few reality checks for you to gauge your leadership aptitude, and assess whether changes need to be made going into 2015.

[READ MORE >>](#)

Register today for the May professional development webinar and join Marcel Schwantes to discover learn more about how to lead and be a leader.

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