

Letter from President



"One of the most sincere forms of respect is actually listening to what another has to say."

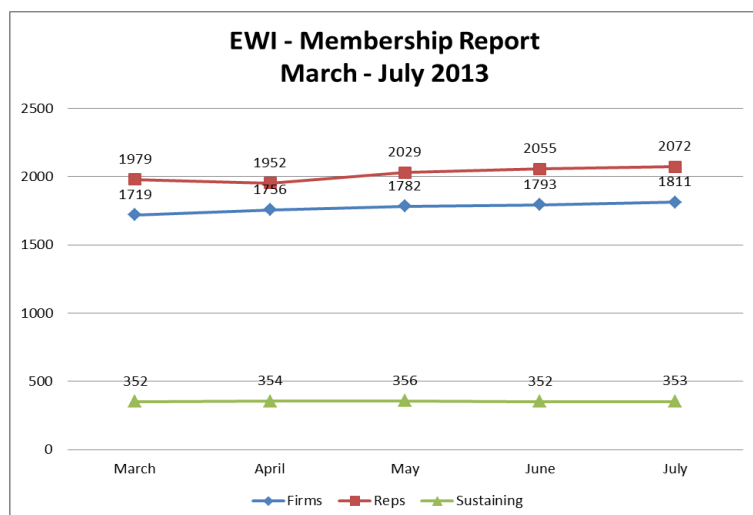
- Bryant McGill

Good Day EWI!

The past few months have seen the board attend numerous Chapter Board Forums with great feedback, best practice sharing and innovative thought processes coming to light. What better form of respect (a core value of EWI) is there than to listen to one another? I am always excited to read the board member and staff reports after attending a forum and seeing the excited posts on social media sites from those who attended. One Voice, One Vision! Listening is the catalyst that will get us there.

You are going to be asked to raise your voice once more below when the LCAM Site Selection Committee and ED, COO Cowley ask you to complete a survey to you to choose our LCAM city for 2015! Please do take the time to cast your vote for where in the Central Division we will be meeting. A huge thank you to all those Chapters who took the time to formally express their interest in hosting LCAM two years from now! The board looks forward to sharing the results of the survey at LCAM this year in San Diego, which we are now just six short weeks away from.

I was thrilled to see the results of our growth since renewals and wanted to share them with you today. Since March, we have grown our number of firms by 5.35%, our number of representatives by 4.7% and even our Sustainers saw a tiny climb of .28%.



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

Follow EWI:    

ewiconnect.com

The fact that we are moving in the right direction is more important than the rate of ascension! Congratulations to all those who referred new members firms during our membership campaign. See ED, COO Cowley's report for more specific information on the campaign and the grand prize winner's name!

As you all know, growth has been the mantra all year long. It is an absolute mandatory focus for the entire organization, not only for this year, but in reality, for the next four years. Here are the latest 20 Mile March results as of the end of July, [read the report now](#). I think we all want to see healthy Chapters with engaged members who are learning new skill sets while they represent their firms and support their communities.

The question then must be not why, but how? How do we empower you to grow your Chapters? Customizing our messaging and tailoring the ROI we refer to based on our audience is essential, as evidenced in this great article that Jenni Burns, EWI of Phoenix forwarded to me on attracting the younger demographic. [Read the article now](#). I am so happy that all those attending LCAM this year will hear Lindsay Pierce, former national ASIST winner, speak to us about an exciting new collegiate pilot program she is spearheading.

There will be many opportunities at LCAM to listen to one another and to gain perspective and strength for your use at both the Chapter level and within your member firms. By now, many of you will have reviewed the suggested bylaw amendments for our 66th Annual Meeting. So many of them are about removing as many barriers or impediments to growth as possible...discounted pricing for firms with two or three representatives (allows for succession planning and continued Chapter stability), clarity around our language for member firm classification (allows an inclusive vs. exclusive stance in our Chapters and eases recruiting efforts) and finally, staggered corporate board terms (which better articulates current realities and offers continuity and stability in leadership roles).

The proposed Corporate operating budget places emphasis on marketing initiatives and Chapter development strategies...an essential step to continuing on with our rebuilding process. The budget for the EWI Foundation (B/C/DP) was designed to maximize our ability to leverage our philanthropic efforts, building better overall EWI brand awareness.

Our "Day of Literacy", a special EWI Foundation Day on the Friday of LCAM this year is our official launch of a new marketing campaign for our philanthropic arm. We have designed this special day of programming in honour of our 75th Anniversary and the cause we all care so deeply about...literacy. We have seen a disturbing trend in our Chapters wherein fundraising has become a primary focus, thereby burning out our member representatives, which, in turn, create attrition and then a residual lack of willing bodies to serve at the board level because of the work inherent with the roles. As such, we have spent hours and hours researching ways in which we can help promote our image as a unique organization devoted to literacy without exhausting our member representatives. We will be announcing several innovative ways that are less taxing for you to support your own communities and the greater community of EWI. We cannot wait to share them with you! Please note that there will be opportunities for you on the Friday of LCAM to empower other lives either from a personal, firm, or Chapter level: mentoring a college student, funding a girl's education or sponsoring a new school library! It is going to be an inspirational day for EWI!

I cannot close out my report on July without sharing the good news that we have been advised by legal counsel that criminal charges are being filed against our former ED. The Attorney General's office of Utah advised our lawyer, Dennis Astill, of this development last week.

I hope that everyone will enjoy the rest of what summer has to offer...weekends, vacation time, weekend getaways, or perhaps you are opting to explore your own city or backyard. Whichever the case, I do hope that you are making time for yourself too!

See you soon in sunny San Diego!

Kindest Regards,



Karen Skirten
2012-2013 Corporate President
TierOne Travel, EWI of Calgary

INSIDE EWI
THE OFFICIAL BLOG OF THE EWI CORPORATE PRESIDENT

Follow EWI:    

Letter from Executive Director, COO



The Membership Campaign wrapped up on July 31. I want to personally thank everyone that recruited a new member during the campaign. We processed a total of 67 applications for new member firms during the three-month campaign and added eight new second and third representatives for a total of 75 new members. Well done! Of course, the recruiters are waiting for the announcement of the campaign drawing for the trip to LCAM and it is: **Christina Almanza** with Vulcan Park Foundation, EWI of Birmingham. Congratulations, Christina! We look forward to seeing you in San Diego.

Another "campaign" that just wrapped up was the selection process for LCAM 2015. We received eight applications from Chapters in the Central Division. The LCAM Site Selection Committee reviewed and scored all of the applications and narrowed it down to two cities. Now it is up to you to make the final choice between Milwaukee and Tulsa. **[You can view information about each city here.](#)** Voting will close on August 16. **[Vote now.](#)**

While we are on the topic of LCAM, there are some important dates coming up:

- Regular registration closes August 12. Late registration increases to \$750. Also, cancellations now carry a \$100 administrative fee.
- The hotel room block closes August 14. If you haven't booked your room yet, be sure to make your reservation before the 14th to lock in our group rate.
- Form 6 - *Delegates Notification* is due to the Corporate Office by August 9 and must include the delegate fee(s).
- This is the last call to submit photos of your Chapter's celebration of EWI's 75th Anniversary for inclusion in the video that will be aired during LCAM. Your submission must be received no later than August 14.
- The Annual Meeting Preview call is scheduled August 20 at 2:00 pm ET. This is your opportunity to discuss the agenda items that will be voted on at the Annual Meeting and ask any questions. The phone number is 888.858.6021 and the participant code is 3102468646.

Another project is wrapping up this month as well. The Member Services Committee has been working on the conversion from our old Major/Minor Classification system to the North America Industry Classification System (NAICS). In conjunction with the Corporate Office, we have identified the majority of NAICS codes for our current member firms. Chapter Presidents and Retention & Recruitment Directors will receive their Chapter listing on Friday with instruction to verify the codes and assist with identifying any missing codes.

As you can see, we are making progress in a lot of areas. One area that has languished for a few years has been our ability to focus on non-dues revenue, particularly for B/C/DP. We really need additional resources to make improvements in our professional development offerings and to increase our other philanthropic initiatives. I am pleased to report that the B/C/DP Board of Trustees took a bold step to help us revamp, revitalize, and rebrand B/C/DP as the EWI Foundation by budgeting for a full-time employee to work specifically on fundraising and program development for the Foundation. Having this dedicated resource focused on this piece of the organization is going to help us make great strides and bring EWI to a new level. I am so excited at the prospect of all that we will be able to do for our members and our community. I know we have a lot of great talent among our EWI membership. If you are interested in applying for this position, please review the [job description](#) and submit your resume to me by Friday, September 6.

Again, my thanks to the recruiters for your efforts in increasing our membership, congratulations to Christina, and welcome to the 75 new members!

Regards,

Wendy Cowley
Executive Director, COO

ATTENTION! We have moved to a new webinar platform. Please take a moment to ensure that your system has the correct requirements to run the web access or download the Live Meeting client. **[Click here for details and to download today.](#)** If you would like to pretest your system please contact Brittany Jones at the Corporate Office at brittany@ewiconnect.com.

Professional Development Webinars

There is no professional development webinar schedule for September, due to LCAM 2013.

Chapter Development Webinar— Tuesday, August 20, 2 PM ET:

2013 Annual Meeting Preview
[For more information and to register, click here.](#)

Chapter Anniversaries

EWI of Calgary

August 1964
Celebrating 49 years

EWI of Rochester

August 1997
Celebrating 16 years

EWI of Saint Paul

August 1976
Celebrating 37 years

Director Reports

Ronwyn Anderson

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



I am delighted to report that I have just returned from attending the Texarkoma Forum in Corpus Christi. The forum was well attended with representatives from San Antonio, Dallas, Houston, NW Arkansas, Tulsa and Oklahoma City. The forum discussion was done by a representative drawing a question from a bowl, answering the question and then having other members add to the discussion.

[READ MORE >>](#)

Darlene Banogon

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



COUNTDOWN TO LCAM & NEW MEMBER APPLICATION PROCESSING

We're on countdown to LCAM and my chapter, EWI of San Diego, is looking forward to welcoming everyone to what we think is a great city. The 2013-2014 Proposed Budget and Proposed Bylaw changes were sent to the Chapter President's and Secretaries on July 22nd; and the following day Chapters received notification of the number of delegates each Chapter is authorized for Annual meeting.

[READ MORE >>](#)

Benita Collins

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



I have come to realize that as EWI members we have an advantage over most organizations in allowing our members to serve on chapter Boards and moving into Corporate positions. This allows leadership to identify with chapter concerns and relate to issues on all levels. This lends to a strengthened foundation and greater sustainability.

In Expansion Committee News...

[READ MORE >>](#)

Cortney Ewald-Ihde

Ewald Automotive, EWI of Milwaukee
2012-2013 Corporate Director



Month 11 of Our Board Year...can you believe it is August already? Summer has flown by, but EWI activities have been vital and thriving with energy, synergy and plans for success to end our year positively moving our chapters and our organization forward.

The Member Services committee has been busy completing this year's initiatives and planning for a successful time at our Leadership Conference and Annual Meeting (LCAM) in San Diego in September.

[READ MORE >>](#)

Cindy Hillegass

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



Literacy Committee

The literacy committee is pleased to announce the two books selected to correspond with our Corporate Reading Rally theme:

- **Bats in the Library**, written and illustrated by Brian Lies (Grades K-2)
- **Adventures at Green Apple Acres – Book 2**, written by EWI of Harrisburg's Cynthia Sudor and illustrated by Christina Wald

Order these wonderful books by **August 16** for your Chapter Reading Rally today! [2013 Reading Rally Order Form](#)

The Literacy committee is still collecting books for our 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!

[READ MORE >>](#)

Mary Helen Johnston

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



I recently attended the Texarkoma Regional Board Forum and have to share the experience with all Executive Women International members. EWI is going through many changes. Change can be a real challenge to each and every one of us, and yet, it is essential to our growth and, ultimately, to our survival.

[READ MORE >>](#)

Follow EWI:    

ewiconnect.com

Lisa Stokes

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



What is the role of the Board Advisor?

For those of us who have served on our Chapter Board and in some cases the Corporate Board transitioning to the Board Advisor can sometimes be a challenge in that we go from several years actively forming a strategic path for the organization and then suddenly are in a bystander, support role.

This month's article focuses on the tremendous importance and validity of this role.

READ MORE >>

Congratulations to the 2013 Corporate EWISP Scholarship Recipients

First Place EWISP Winner - \$5,000

Rita Shehirian
EWI of San Diego

Second Place EWISP Winner - \$3,000

Carolyn V. Tran
EWI of Seattle

Third Place EWISP Winner - \$2,000

Joi Stevens
EWI of San Antonio

EWISP Winner - \$1,000

Sloan T. Bennett
EWI of Nashville

EWISP Winner - \$1,000

Catherine S. Boulos
EWI of Chicago

EWISP Winner - \$1,000

Natalia Gonzalez
EWI of Dallas

EWISP Winner - \$1,000

Kaitlin N. Newton
EWI of Chattanooga

EWISP Winner - \$1,000

Amanda Owsley
EWI of Wichita

Congratulations to the 2013 Corporate ASIST Scholarship Recipients

First Place ASIST Winner - \$10,000

Bruce Bochicchio
EWI of Atlanta

Second Place ASIST Winner - \$5,000

Elizabeth Fregoso
EWI of Chicago

Second Place ASIST Winner - \$5,000

Courtney Flanagan
EWI of Phoenix

Third Place ASIST Winner - \$2,000

Lashauna Bellamy
EWI of Washington, DC

Third Place ASIST Winner - \$2,000

Daniell Brown
EWI of Houston

Third Place ASIST Winner - \$2,000

Stephanie Mudd
EWI of Oklahoma City

Third Place ASIST Winner - \$2,000

Joan Williams
EWI of Detroit-Windsor

Third Place ASIST Winner - \$2,000

Angela Williams
EWI of Shreveport-Bossier City

Third Place ASIST Winner - \$2,000

Nichole Baltazar
EWI of Saint Paul

Third Place ASIST Winner - \$2,000

Sherry Flowers
EWI of Mobile

Third Place ASIST Winner - \$2,000

Natalie Marie Jimenez
EWI of Milwaukee

Third Place ASIST Winner - \$2,000

Rhiannon Weillbacher
EWI of Columbus

Third Place ASIST Winner - \$2,000

Barbara Lugen Bearden
EWI of Knoxville

Third Place ASIST Winner - \$2,000

Sheila Keopke
EWI of Wichita

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

Kim Manookin

Office Administrator

Ashley Warberg

Member Services Administrator

Bonny Steele

Webmaster

Office Hours: 9 am - 5 pm MT

Email: ewi@ewiconnect.com

Phone: 801.355.2800

Address: 3860 South 2300 East, Ste 211
Salt Lake City, UT 84109

Follow EWI:    

ewiconnect.com

LCAM 2013

CELEBRATING THE PAST — EMBRACING THE FUTURE



LCAM 2013 starts in 42 days! Are you registered yet?

If you haven't already registered for LCAM 2013, there is still time. Get registered today!

[REGISTER NOW](#)

[BOOK YOUR ROOM](#)

What to Wear

Tuesday

Leadership Caucus

Jeans and EWI tee shirt, which you will receive at registration

Wednesday

Leadership Caucus

Academy of Leadership

Business Casual

Opening Celebration

1930's Garden Party, wear your 1930's hat

Thursday and Friday

Business Casual

Saturday

Annual Meeting

Business Casual

Closing Gala

Formal Attire

Transportation

EWI will provide shuttles for shopping and dining. Shuttles will depart from the hotel and make stops at the Gaslamp District and Seaport Village. Shuttles are free for EWI attendees. Wristbands will be available at registration.

Shuttle Schedule:

Friday, September 20 5:00 - 9:00 pm

Saturday, September 21 12:00 - 4:00 pm

Corsages

Don't forget to mention EWI LCAM 2013 for your 25 percent discount.

San Diego Flowers by Coley
6602 Mission Gorge Road
San Diego, CA 92120
Phone: 619.563.0903
Toll Free: 800.488.8114
www.sdfbc.com



Sponsored Events

Morning Yoga Sessions

Start your Thursday and Friday mornings with a 45-minute yoga session, sponsored by EWI of San Diego. Class will be held from 6:15 AM to 7:00 AM. [Click here for details.](#) Registration is required.

San Diego City Tour & Harbor Dinner Cruise

On Thursday, September 19 tour fun and fabulous San Diego from the comfort of a Goldfield Stage motor coach. Board at 5:15 p.m. at the Sheraton San Diego, and enjoy a guided tour that includes historic Old Town, scenic Balboa Park, and the colorful Gaslamp Quarter.

All aboard the luxurious yacht *California Spirit* at 7:00 p.m. on Thursday September 19 for your Harbor Cruise and Dinner. Enjoy a narrated tour and spectacular waterfront views of San Diego's evening skyline, with an elegant Dinner Buffet. The evening features a special Silent Auction event to benefit EWI San Diego Chapter initiatives.

City Tour and Dinner Cruise \$80.00

City Tour Only \$20.00

Dinner Cruise Only \$65.00

[Click here to reserve your spot today!](#)

Please contact Debbie Wilmot, EWI of San Diego, with any questions.



We are pleased to announce that EWI of San Diego member firm Fuse Events has organized several San Diego excursions before and after LCAM. These excursions include the San Diego Zoo, Sea World, and Old Town San Diego. [Click here and reserve your spot today!](#)

Complimentary admission to the USS Midway is being offered to LCAM 2013 attendees. You can sign up on the Fuse Events website to receive your tickets.

Follow EWI:    

ewiconnect.com

Thank you to our LCAM 2013 Sponsors! **Interested in becoming an LCAM 2013 Sponsor?** Contact Lourdes Navarro at lnavarro@eironclad.com.



O·P·I



EWI of Honolulu, Milwaukee, Nashville, Oklahoma City, Omaha, San Antonio, Tacoma