

ewi CONNECT

CORPORATE EDITION

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Letter from President



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

*Without involvement, there is no commitment.
Mark it down, asterisk it, circle it, underline it.
No involvement, no commitment.
- Stephen Covey*

My theme this year was *Engage in EWI*. I've seen the engagement in more members taking part in the monthly webinars. Each month when I read chapter newsletters, I can see our Chapters are committed to their communities through scholarships and literacy initiatives. When we rolled out the new Find Your Thrive with EWI marketing campaign, some chapters immediately started utilizing the materials on social media, chapter websites and sharing the materials with members in their newsletters. EWI of Calgary used the materials right away at their membership recruitment event and EWI of Salt Lake has added the materials to their website. EWI Corporate is following the marketing plan that was rolled out on our Facebook page, and I urge everyone to share EWI's corporate Facebook page with all your friends on Facebook, and use the materials on your Chapter pages.

Overall there is a lot of commitment in EWI, but we need more and I'm hoping a lot of you will show that commitment by attending EWI's Leadership Conference and Annual Meeting (LCAM) in Tulsa, September 23-26. I've heard from members that the cost for the conference is too expensive, so I thought I would share some costs for other conferences I have run across recently. The American Society of Administrative Professionals (ASAP) conference costs \$1,695 - \$1,925 and the Network for Executive Women (NEW) costs \$1,195 - \$1,495, both for 3 full days. Our conference costs \$700 if you register before August 31. Compared to these other conferences, LCAM looks like a great deal to me! Please consider committing to attend this year's LCAM; it will be well worth the investment to both yourself and your firm.

I remember my first LCAM in Atlanta, it was one of those WOW moments in my life. I can't really explain it if you've never attended; you just have to attend and see for yourself. It's a great opportunity to network with your peers from other chapters; learn from our speakers and share your ideas. This year we will be in downtown Tulsa at the Hyatt Regency. There's a hotel shuttle available for pick up at the airport and take you to surrounding areas. On opening night, we are planning a State Fair theme with games and fair food! We have Gail McWilliams and the Drum Café for Keynote and Plenary sessions. Both I have heard before and know you will really enjoy them, especially the Drum Café (everyone gets a drum!). Two Academy of Leadership courses are being offered, *Women & Leadership: The Power of Your Story* and *Power of the Diverse Communicator*, both taught by Academy Alumni Heather Williamson and Kristi Emmons. For Academy Alumni, we have a special visit planned to the Philbrook Museum, which was once the home of oilman Waite Phillips. We are planning two workshops on Membership and Programs to share best practices and Town Hall has been extended this year to give you more time to discuss EWI concerns before the Annual meeting. In addition, on Thursday evening, EWI of Tulsa is planning an optional event, *Pearl Snaps and Cowboy Hats*, with BBQ, line dancing and a live band. So get your boots on and meet us in Tulsa, September 23-26, 2015.

As I mentioned above, Town Hall has been extended and we want to make sure we cover topics you want to discuss about EWI. So far on the agenda, in addition to the Corporate budget and any bylaw changes, is the credit card fees study that was completed by the Finance Committee this year, marketing campaign usage and what do you need from the EWI database. Please send your list of what other topics you would like to discuss to the Corporate Office.

This past month has been quite busy. First with the Southwest Pacific Board Forum, then the Corporate Board met in Tulsa and a Leadership Council call with Presidents and Vice Presidents was held.

In This Issue

[Online Learning Opportunities](#)
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Save the Date for Professional Development

Business Ethics

Tuesday July 7 - 3:00pm ET
[Register Now](#)

Think Like a Negotiator - The 5 Biggest Mistakes and their Solutions

Tuesday August 4 - 3:00pm ET
[Register Now](#)

LCAM 2015

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

The June webinar hosted 71 participants. Congratulations to EWI of Honolulu and Richmond, who tied for having the most attendees on the June webinar!

Recruitment Tip of the Month

Recruiting the Future Top 10 Ideas for Getting New Members

Recruiting is one of the most important tasks we face. After all, it's the future of our organization. Whether speaking, sending mail, having events advertising of face-to-face, there are some proven techniques for improving your recruiting efforts. Here are ten tips to help find and win new members:

1. Make sure you have a clear picture of who wants to join - Who will benefit from

I'm excited about the opportunities we have shared with our membership this year. In May we launched the Little Free Libraries as an option for Chapter literacy programs and this past month we launched new online learning opportunities. In conjunction with the roll out of our partnership with two online learning firms, Dale Carnegie and Lorman Educational Services, Dale Carnegie offered a special ***Women in Leadership Forum: How We Define and Attain Success***, on June 24 for Chapter President's and Vice Presidents. Due to limited space for the roll out, the forum was recorded and is available to all members and anyone from your firms for 30 days, ending July 24. Please take the opportunity to listen to this recording before it expires. **[You can access it online here.](#)**

Don't forget that the LCAM Reading Rally Committee is still looking for donations from Chapters and members to help stock the Emerson Elementary School Library with items requested by the school. The Committee is once again collecting Box Tops and the member who collects the most will win an Amazon Kindle. And don't forget the books, the Committee's goal is for 77 autographed books and 77,000 pages of books.

Sad news this past month with the loss of Past Corporate President Pauline Knight from EWI of Minneapolis. Pauline spoke at 2011 LCAM in Minneapolis. EWI of Minneapolis Chapter member, Jack Hillegass, wrote an article on the things he learned from Pauline after the event. One of which was that *Pauline acknowledged the need for change in order to continue shaping the future of EWI and the many lives we touch.* Pauline will definitely be missed.

Additional sad news in that EWI of Washington DC's 2015 ASIST scholarship winner suddenly passed away, leaving an 16 year son. Our hearts go out to the family of DeVeel Clark and the members of EWI of Washington DC

And, we have lost another chapter. EWI of Hampton Roads notified us that the chapter would be closing at the end of August.

On a positive note: The Thrive for 5 Membership Campaign results for the end of May show EWI of San Diego and Tulsa tied with 4 new members firms, followed closely by EWI of Birmingham and Richmond at 3 each, and a 7-way tie for 3rd place with 2 each from EWI of Albuquerque, Des Moines, Milwaukee, Mobile, Nashville and San Antonio. There's plenty of time to recruit new members before the end of August and win that LCAM registration!

Corporate Literacy Initiatives

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](#)**.



EWI READING RALLY

Ignite your Imagination

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

Remit 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. Please mail all unexpired coupons to:

Account Book
Attn: Heather Rettig
502 S Main St.
Tulsa, OK 74103

All Box Tops must be received by September 4, 2015.

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 Carren Brown & Alyssa Nassner (K-Grade 2)

the value we provide? Target those people for membership.

2. Use a strong universal selling proposition (USP) - Ask your current members why they joined. Then, take those answers and turn them into a clearly stated proposition.

3. Create a sense of urgency - Find ways of offering membership that make it important to do it today.

4. Answer objections upfront - Objections are a sign of interest so make sure you have the answers that will overcome the most common objections to EWI's offer.

5. Make it easy to join (and renew).

6. Make all your recruiting efforts personal - No matter what medium you choose, prospects respond to personalization.

7. Lead with the benefits. Satisfy their needs. Then talk price. - After you have convinced them that they will benefit from membership, using your USP, then talk about how valuable membership can be.

8. Use your network - Your personal network and your firm's institutional network are your greatest recruiting assets. By tapping into members, friends, colleagues, even lapsed members, you will uncover new avenues that lead to new prospects.

9. Establish a regular, measured recruiting program - Recruiting should be a planned, implemented, and measured part of your daily Chapter routine.

10. Learn from your success - Find what works for you and keep doing it! Find out what doesn't work, then revise and try again. Keep changing it until it works, then keep doing it!

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Professional Development Article

Negotiation Just Takes Some Skill - You can Easily Learn the Skills

Eldonna Lewis Fernandez

How can you get the confidence you need to be a good negotiator? Simple, it just takes skill and skill comes through repeating the process over and over again.

Think about the Tomb of the Unknown Soldier in Arlington VA. The military members that guard the tomb do so with precision and skill. They would not be permitted to guard the tomb until they have done hours of training to become proficient. It's the same with negotiation or anything you want to become good at. It takes drilling your skills over and over again. You can't become good at anything until you experience it again and again. The thing is, you have to start somewhere and often times that's where people stop because of fear.

Fear of the unknown often stops up from doing things that we could get good at with a little training. Fears of failure or rejection are other reasons we stop short of getting better at something. Negotiation is often one of those things that many people have fear of accomplishing because of some of these reasons. We fear looking like an idiot in the negotiation or performing poorly and tanking the deal.

We have the ability to get good at anything we put our mind to if we just do the work. The power is in the work but most people don't want to do the work. You won't feel comfortable negotiating if you don't negotiate.

For some, it may take a little more experience than other. How do you get the experience you need and skill when you don't know how or fear doing it? Unfortunately there is no simple solution; you have to just do it to get better at it. There is no magic pill or quick fix, but you can train your skills before you have to sit down and do the big deal. Where can you do that? How about going to a yard sale, asking for a discount at a department store or a restaurant? Starting with small steps is the way to go and will lead to bigger leaps in the future.

Getting into the habit of asking for the deal when the stakes are small builds confidence when the stakes are bigger. Go out and get some experience!

Register today for the August professional development webinar and join Eldonna Fernandez, 23 year Army Veteran and leadership, contracts management and negotiation expert, in learning to think like a negotiator and avoid common mistakes.

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

Kristen Harmston
Office Administrator

Bonny Steele
Webmaster

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