

ewi CONNECT

CORPORATE EDITION

ewiconnect.com

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NOVEMBER 2015

Letter from President



Dianne Luckett
2015-2016 Corporate President
Irby Electrical Distributor

We want to share more of the exciting news and updates from LCAM 2015 in Tulsa!

Award Winners

We have highlighted all of our LCAM Award winners [here!](#) Congratulations again to all!

Membership Advisor Program

Our Retention Director, Cheryl Hawkins, is currently working on the process to reinstate and update the Membership Advisor Program. She and her committee are streamlining the original process to make it efficient and more effective for our Chapters' current needs. You will be hearing from them very soon.

Membership Renewals

We are ready to begin the end of the year anniversary renewal processing. During LCAM, and since that time, we have heard from many of our Chapters that some wish to have the Dues Renewal Process brought back to the Chapter level.

While having Corporate collect annual dues has provided workload relief to some chapter membership and treasurer efforts, many have found that they have lost the more "personal" touch with renewing member firms and have actually lost more of the firms that renew on an anniversary date that falls during different parts of the year. This opportunity for the Chapters that wish to handle their dues renewals could also alleviate some of the responsibilities of the Corporate Office Staff while going through this transition period.

There has not been a final decision made as to the direction we will be taking on this initiative. We respect the wishes of our Chapters and want to do everything we can to make this process as easy as possible. The Board will be meeting this week to discuss all of the options at our disposal that will be the most beneficial for our organization as a whole. We definitely want and need your input.

Dates and Deadlines Calendar - Due November 30, 2015

- **Annual Operating and B/C/DP Financial Reports:** This past year the Corporate Office did not require quarterly financial statements, just the year-end annual report, which is due this month. Please make sure to include copies of your September-end bank statements with these reports. This information is used for filing the corporation's tax filings and it is important that the reports be received in a timely manner.

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VIEW & DOWNLOAD LCAM PHOTOS

[View the gallery](#)

Gallery ID: EWITulsa2015

December Professional Development Webinar

[The Magic of Influence: How to
Create Allies at Work to Get More
of What You Need and Want](#)

December 1, 3:00 pm ET

ewiconnect.com/webinars

2015-2016 Officers & Directors

President

Dianne Luckett
Irby Electrical Distributor
EWI of Jackson

Vice President

Benita Collins
Dallas Area Rapid Transit
EWI of Dallas

Secretary/Treasurer

Jill Gaffney
Greenleaf Landscaping, Inc.
EWI of Spokane

Director

Cortney Ihde
ActionCOACH
EWI of Milwaukee

Director

Darlis Vauble
WoodmenLife
EWI of Omaha

- **B/C/DP Projects Participation Form:** This form is for Chapter philanthropy projects which occurred from October 1, 2014 thru September 30, 2015.
- **On-going:** Please remind your new Communications Directors and Secretaries to send Chapter newsletters and minutes monthly to secretary@ewiconnect.com

The comprehensive Dates and Deadlines Calendar will be available on the Corporate website by next week.

Director
Cheryl Hawkins
American Clinical Laboratory Association
EWI of Washington DC

Advisor
Darlene Banogon
North Island Credit Union
EWI of San Diego



JOIN THE CONVERSATION!



LCAM Reading Rally Update

EWI recognizes that for all of us, the future truly begins with one simple, yet compelling declaration: "Hey, I can read!" We also appreciate that a literate community fosters rewarding careers and invaluable connections.

In 1992, EWI adopted literacy as a Corporate initiative that is now highlighted annually at LCAM via the Corporate Reading Rally spearheaded by the Corporate Literacy Committee and the host Chapter.

The beneficiary of the 2015 Corporate literacy initiative was Emerson Elementary School. 311 students strong, Emerson Elementary is located just a few blocks north of downtown Tulsa.

During the "all student" assembly, EWI presented to Emerson Elementary special gifts of Lego Mindstorms robotics labs, a library book truck, an atlas stand, STEM (which stands for science, technology, engineering and mathematics) connections reference books, art connection reference books, and a cash donation which the school will use to purchase iPads. EWI of Houston donated three (3) very beautiful rugs which will be placed prominently in the all-purpose room of the school. We also celebrated the collection of more than 77,000 pages in books donated to the school from EWI chapters. The students were then able to "shop" from this assortment of books to take home for their home library. Each student received a draw-string bag. In total, EWI, LCAM sponsors, and other generous donors provided more than \$8,000 to make this gifting possible. Thank you to all who donated and sponsored.

Since September 23, Julie Brothers has received many writing contest entries from the students of Emerson Elementary. The winner of the writing contest was Deidra Shaw. Our congratulations to Deidra! Her picture and a copy of her essay will be posted to the ewiconnect website as soon as we have received those.

A huge thank you to the following individuals who were instrumental in making the literacy initiative at Emerson Elementary a success:

Debbie Ash, 2015 Literacy Corporate Chair, Alzheimer's Association, EWI of Tulsa
Donna Andrest, Double Tree by Hilton, EWI of Tulsa
Cynthia Sublett, World Travel, EWI of Tulsa
Heather Rettedal, Arvest Bank, EWI of Tulsa
Dana Nichols, Cimarex, EWI of Tulsa
Karen Kellogg, JP Morgan Chase, EWI of Tulsa
Annette Washburn, EWI of Houston
Diane Barber, EWI Director, Harrisburg, PA
Elisa Hartung, Usborne Books & More, EWI of St. Paul
Randall White, President, Usborne Books & More
Heather Cobb, Vice President, Usborne Books & More

Corporate Office Update

One of the initiatives discussed at Town Hall at LCAM was the future of the Corporate Office and if a brick and mortar building was actually necessary at this time. The Board is currently meeting with the landlord and listing agents to determine any opportunities that may be available to either reduce the lease term or find another tenant altogether. They understand our concerns and are willing to

Chapter Anniversaries

EWI of Pomona Valley
November 1951
Celebrating 64 years

EWI of Shreveport-Bossier
November 1959
Celebrating 56 years

EWI of Albuquerque
November 1978
Celebrating 37 years

EWI of Honolulu
November 1967
Celebrating 48 years

EWI of Denver
October 1965
Celebrating 50 years

EWI of New Orleans
November 1954
Celebrating 61 years

EWI of Huntsville
November 1992
Celebrating 23 years

Corporate Office Serving EWI Membership

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

Kristen Harmston
Office Administrator

Bonny Steele

work with us. We are committed to keeping our membership abreast of all of the possibilities we may have to reduce expenses while continuing to serve our membership with the excellent customer service that we all expect.

SOCIAL MEDIA/WEBSITE Experts - You are Needed and Wanted

The Corporate Social Media and Website Committee is revving up our communications' engine and we need willing and able representation from our membership to participate, get involved, and contribute your gift of knowledge to EWI.

We will begin meeting via conference call in mid to late November on a monthly basis and begin working on strategic initiatives to help further EWI's virtual presence online and create a user-friendly environment within our website. We have three members already signed up and would like to have anyone interested get involved.

Please contact Board Director Cortney Ihde, ActionCOACH, EWI of Milwaukee at cortneyihde@actioncoach.com or 262.901.4331 to get involved!

Managing the Membership Experience

For many of our members that attended the Retention and Recruitment session at LCAM in Tulsa, The EWI corporate board introduced the book, "Managing the Membership Experience" by Mark Levin and Sue Froggatt. This very valuable resource guide is available to all chapters by purchasing an online copy at <http://www.suefroggatt.com/>. Levin and Froggett state, "If you read this book carefully and actively you will never approach membership in the same way again."

The following testimonials from other membership organizations should encourage all of our Retention and Recruitment committees to follow the guidelines of this very experienced team of Levin and Froggatt.

"This book is an excellent tool for membership professionals. It gives them the ability to better understand the life journey your members are on and where their organization can add tangible value. Anyone interested in ensuring they have a sustainable, successful, and member-centric organization will benefit from the insights shared in this book." -Anne Czeropski, Senior Manager of Member Experience and Chapters, Applied Client Network

"Every membership or association manager should have a copy of this book. The in-depth and unique knowledge and experience of Sue and Mark have enabled them to produce the first book of its kind in an area of absolutely essential need. I am certain that every person who takes the time to read and absorb the content within this book will have light-bulb moments about how they can help their organizations to manage the membership experience. The book is easy to read and follow and will take membership development to the next level. This is a great piece of work from two of the most respected people in the membership world." -James Jeynes FRSA, Chief Executive, MemNet.biz

Please remember that it is up to our member firms and representatives to recruit and retain members for your chapters but the corporate board is always here to help you meet those goals.

Respectively Yours,
Jill Gaffney-EWI Corporate Secretary/Treasurer

Webmaster

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During the Memorial Appreciations of LCAM 2015, Leona Pappas, EWI of San Antonio, was inadvertently left off of the announcement. Our sincerest apologies for this oversight. We would like to share her love for this organization as noted in excerpts of her obituary below.

In Memory of Leona Maude Pappas



November 11, 1921-June 29, 2015

Retired Television Editor of the San Antonio Express. She was 93.

The family moved to San Antonio in September 1936, where Leona graduated from Thomas Jefferson High School in 1940. She was hired at the Express Publishing Co. in 1946 and enjoyed a 39-year career at the newspaper. She

then became the first woman TV Editor in San Antonio in 1969. She traveled to Europe and to three Olympic Games; interviewed stars like Bob Hope, George Burns, Dick Van Dyke, and Lucille Ball; played basketball with the Harlem Globetrotters; and attended ABC, NBC, and CBS functions in Los Angeles, New Orleans, Las Vegas, and New York. Leona developed the TV magazine that appeared in the Sunday newspapers for decades. She was awarded the Texas Communicator of Achievement Award in 1997 by Texas Press Women, was named a Headliner in 1979 by Women in Communications, and was listed in the fourteenth edition of Who's Who in the South and Southwest. She retired from the Express-News in 1985.

Leona dedicated much of her unlimited energy and enthusiasm to Executive Women International (EWI) for 57 years. In 1958, when a chapter of EWI (formerly called Executive Secretaries, Inc.) was formed in San Antonio, 36-year-old Leona attended the first meeting as the representative for chartering member firm San Antonio Express & News. She jumped whole-heartedly into EWI. She served on most committees and held most board positions, serving as President of the San Antonio Chapter in 1966. She also served on the international EWI Membership Committee and represented the San Antonio Express-News at seven annual meetings. Her two most prized awards received from EWI were The Chapter's M.V.P. (Most Valuable Person) in 2006 and Chapter Life Member (the highest honor EWI can bestow) in 2009. Up until a few months before her passing, Leona was still faithfully serving on committees and attending meetings of her beloved EWI Chapter. Despite not having a driver's license, she seldom missed a chapter meeting. In fact, she had perfect attendance most years. Leona was an inspiration and encouragement to many EWI members. She encouraged and inspired others to step beyond their comfort zones and face challenges in business and personal endeavors. Leona called EWI one of the loves of her life, saying, "EWI has brought me joy and happiness and taught me about the business world. It helped me to grow my career. I just can't tell you how much I have learned through my membership."