

# ewi CONNECT

## CORPORATE EDITION

ewiconnect.com

ISSUE: 2014-15/3

DECEMBER 2014

## Letter from President



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

This is the season for wrapping gifts, spending time with family and friends, baking favorite family recipes, a magical time for children and a time of hope and joy. Holiday lights are everywhere and stores are brightly decorated. For some there is snow and for others like me, Santa is seen surfing at the local beach. During this time of year there's a lot of hustle and bustle, too many events, and not enough time to do everything. But I hope everyone will take some time and reflect on the joy in their lives. Take time to remember your most memorable Christmas. Mine was when I was eight years old; my parents had just sold our home in Savannah, Georgia and were getting ready to move the family to California in January. That Christmas we stayed at my great-grandparents' home. Now, my great-grandparents are Jewish so you can imagine how it felt for me and my two brothers, who were used to having a Christmas tree for Santa to leave us presents under. We were just so sure that Santa wasn't coming to Nana's house. But on Christmas morning we woke up and Santa had made a spot for each of us in a separate corner of Nana's living room. There were our Christmas stockings and presents from Santa. Santa had found us!

There is so much hope that surrounds this season. **John F. Kennedy** said "We should not let our fears hold us back from pursuing our hopes" and **Pope John XXIII** said "Consult not your fears but your hopes and dreams". My hope for EWI this holiday season is that we will grow stronger this year with the help of all our Chapters and members.

The board recently met in Phoenix, at member firm Arizona Grand Resort, for three days of meetings. We had the pleasure of meeting with some of the EWI of Phoenix board members during our trip and also had a very productive conference call with David James Group (DJG), the marketing firm that has been hired to assist EWI in putting together a campaign to help chapters in recruiting new members. Our main goal continues to be strengthening our core membership and keeping our members apprised of what is going on in EWI. With that in mind, here are some updates:

- **Leadership Council:** At LCAM, I mentioned that EWI would be holding Leadership Council meetings throughout the year. The first will be held for Chapter Presidents and Vice Presidents on **December 10** at 3:00 pm ET; 2:00 pm CT; 1:00 pm MT; Noon PT and 9:00 am HT. On the agenda for this meeting will be the 2013-2014 Year-End Financials, which will be posted on the website prior to the call; the LCAM survey; Individual Membership; revised scholarship applications and an update on the marketing campaign.
- **EWIConnect Award changing to Communications Award:** This year the EWIConnect Award will be changed to a Communications Award and will include not only ensuring the Chapter newsletter is using the correct EWI branding, but that the Chapter websites are up to date and that the chapter is using some type of social media. I've noticed some Chapters' websites have not been updated in a few years. So I urge all chapters to start updating their websites.
- **Collegiate Program:** The Board has approved three potential Collegiate Chapters for 2014-2015; The College at William and Mary, Williamsburg, VA; The University of Missouri - Kansas City, MO; and Temple University, Philadelphia, PA. Director Ihde and Lindsay Pierce, EWI Collegiate - University of Missouri are beginning to work with students from these schools to start the process.
- **Dues Renewals:** The dues renewals are underway for the year-end renewals. I've been hearing from members how easy the process is. It's important that the Chapters

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## Save the Date for Professional Development

**Stop Competing & Start Creating  
The Life You Want to Live**  
Tuesday January 6 - 3:00pm ET  
[Register Now](#)

*The November webinar hosted 193 participants. Congratulations to EWI of Dallas and San Antonio for having the most attendees on the November webinar!*

## Recruitment Tip of the Month

It's all about "T-I-M-E"

How easy is that to remember? Regardless of which marketing tools you choose to use (websites, social media, webinars, email, etc.), make sure it has "TIME" ingredients.

Read on to discover the **TIME** principles for use as you analyze and improve your marketing efforts you will follow a path that will lead to success.

[READ MORE >>](#)



review the reports from the Corporate Office and follow-up with their members to ensure renewals.

- **Year-End Compilation/Audit:** These reports for both EWI and the EWI Foundation are due into the corporate office by December 31 for the period of October 1, 2013 - September 30, 2014.

I wish all of you a joyous Holiday season. Enjoy making memories with your loved ones. Nothing is more important than the people in our lives and our relations with them. As you start your new year, think of this quote from Zig Ziglar: "January 1<sup>st</sup> is the first page of a 365 page book; write a good one!"

**EWI MERCHANDISE SHOPPE**  
**Holiday Gifts for Your EWI Friends!**  
 ORDER BY DEC. 17 FOR CHRISTMAS DELIVERY



**KEYCHAIN PURSE HANGER \$8**



**BUSINESS CARD CASE \$10**



**PASHIMA WRAPS \$17**



**RHINESTONE WATCH \$12**

These items and more are available online at [ewiconnect.com](http://ewiconnect.com).

**Give a Gift from the Heart**

EWI's planned giving program helps to fund **scholarships and literacy initiatives**

**You can donate:**

annuities	personal property
bequests	real estate
bonds	securities
cash	stocks
mutual funds	trusts

**We need you!**

Giving is a personal matter. Your gift, no matter the size, will help to sustain EWI's philanthropic efforts long into the future.

**Please consider EWI today!**

[ewiconnect.com/give](http://ewiconnect.com/give)

#### 2014-2015 Officers & Directors

##### President

Darlene Banogon  
North Island Credit Union  
EWI of San Diego

##### Vice President

Dianne Luckett  
Irby Electrical Distributor  
EWI of Jackson

##### Secretary/Treasurer

Cheryl Hawkins  
American Clinical Laboratory Association  
EWI of Washington DC

##### Director

Cortney Ihde  
ViSalus, Inc.  
EWI of Milwaukee

##### Director

Diane Barber  
Capital Region Benefits  
EWI of Harrisburg

##### Director

Jill Gaffney  
Greenleaf Landscaping, Inc.  
EWI of Spokane

##### Advisor

Ronwyn Anderson  
Soft-Lite Windows, LLC  
EWI of Nashville

## Who qualifies for Individual Membership?

The Corporate Office and Board have been receiving questions about the new Individual Membership category. Let's take moment to discuss one of the major questions. *Who qualifies for Individual Membership?* The official Chapter Bylaws on the Individual membership category reads:

***B. Individual Member. The Chapter shall have the option of including the Individual Member class of membership. An Individual Member shall be an employee of a business which is not a Member Firm of the Chapter.***

The key words here are "an employee of a business". Chapters cannot have a Standing Rule that is in conflict with a Bylaw. The Bylaw allows for Individuals who are *employed only*. If you have written into your Chapter Standing Rules to allow for an individual who is currently unemployed or retired that is in direct conflict of the Chapter Bylaws and needs to be removed from the Chapter Standing Rules.

An Individual Member has all the rights of an active representative of a member firm and the Corporate assessment are the same as the first representative of a member firm. An Individual



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-  [pinterest.com/ewicorporate](https://pinterest.com/ewicorporate)



member has the right to vote, serve as a Chapter Officer or Director, and to serve on the Corporate Board.

The only way an individual who is not employed can be a member of EWI is either as a Transitional Member, providing the Chapter has provided for a class of Transitional Members in its Standing Rules (because as of this year's Annual meeting, the Bylaws no longer contain a provision for a class of Transitional Members) or as a Sustaining Member. Sustaining membership does remain in the Bylaws and states:

*C. Sustaining Member. A Sustaining Member shall be an individual who has been a Representative in good standing immediately prior to retirement from a Member Firm. A Sustaining Member shall have no voting rights and may not serve as an Officer or Director. A Sustaining Member may attend all membership meetings and functions. A Sustaining Member may transfer from one Chapter to another should the Sustaining Member move within the boundaries of another Chapter. A Sustaining Member shall be subject to Corporate and Chapter assessments for this membership classification. Should a Sustaining Member return to full-time employment, as full-time is defined by the employer, said Sustaining Member shall no longer meet the qualifications of a Sustaining Member.*

If you have any further questions regarding this please feel free to contact Bev Kennedy, Corporate Bylaws Chair at [millieo712@aol.com](mailto:millieo712@aol.com).

## Professional Development Article

### Basement Dwellers or Penthouse Cheerleaders?

As the new year quickly lands upon us, and we start to think about the need to join a gym and finally get the body we know is hiding beneath our good living layers, or we are desperate to do a new year's cleaning of closets to rid ourselves of what we no longer wear, I encourage you to do the same analysis of the people you surround yourself with. Take out a piece of paper right now and write down a list of the 10 people you spend the most time with. These can be both personally and professionally. Then decide if these Top 10 folks are really basement dwellers or penthouse cheerleaders. Basement dwellers are your negative nellys. They are the first to tell you that you can't or shouldn't, when in reality they are intimidated that you might just be more successful than they could ever dream to be. Your penthouse cheerleaders always start from a place of yes. Whatever crazy idea you might have, they are going to encourage you to make your dream a reality and be waving their pom-pom's in support.

It is important to take regular inventory of the people you are surrounding yourself with on a fairly consistent basis. Whales aren't born with barnacles; the barnacles get stuck to them over time. Friends are the same way. Without setting your basement dwellers free, we allow their voices to become our doubts. Enough already! The great thing about life is that it is yours to design - choose cheerleaders!

*Nicole Matthews, CSEP, is Founder and Lifestyle Architect of The Henley Company, LLC., a global event, travel, and lifestyle concierge firm based in San Diego, CA. With the belief that life should be experienced in a big way, she focuses on helping clients to live the life they want and produce the experiences they want to remember. You can learn more tips and tricks from Nicole during the January EWI professional development webinar. [Click here](#) to register.*

### Correction - Professional Development Webinar Committee

In the Corporate *EWIConnect* - November Edition, Darlis Vauble was incorrectly listed with EWI of Des Moines. She is a member representative with Woodmen of the World Life Insurance Society in EWI of Omaha.

## Chapter Anniversaries

### EWI of Boise

December 1978  
Celebrating 36 years

### EWI of Charlotte

December 1963  
Celebrating 51 years

### EWI of Dallas

December 1951  
Celebrating 63 years

### EWI of Knoxville

December 1987  
Celebrating 27 years

### EWI of Philadelphia

December 1969  
Celebrating 45 years

### EWI of Pittsburgh

December 1963  
Celebrating 51 years

### EWI of Salt Lake City

December 1953  
Celebrating 61 years

## Corporate Office Serving EWI Membership

The Corporate Office deepens its commitment and level of service to EWI. We commit to 24-hour turn-around 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

**Kristine Pepin**  
Managing Director

**Brittany Jones**  
Operations & Events Administrator

**Vacant**  
Member Services Administrator

**Bonny Steele**  
Webmaster

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