

Letter from President



"Start by doing what's necessary; then do what's possible; and suddenly you are doing the impossible."

- Saint Francis of Assisi

Dear EWI Membership,

Happy New Year! I hope this finds everyone well rested after a holiday season with joyous family time, and that your hearts are lifted and filled with optimism for 2013.

This is an exciting new era of leadership for EWI. It gives me enormous pleasure to announce the appointment of Wendy H. Cowley as our new Executive Director/Chief Operating Officer. Wendy brings years of EWI passion and experience to the table along with an impressive background in management. The entire Board of Directors and I offer Wendy our heartfelt congratulations as she prepares to assume the position February 4. We are confident that the appointment of Wendy was the best decision for the organization today and when looking to the future needs of EWI.

We would also like to thank each of the candidates who applied for the position. Your dedication and passion for EWI is evident and very much appreciated.

I would like to also thank the following members of the Personnel Committee taskforce for their enthusiasm, guidance and expertise demonstrated in this hiring process:

- Carolyn Woodmansee, Personnel Committee Chair, EWI of Spokane
- Lisa Stokes, Corporate Board Advisor, EWI of Harrisburg
- Ronwyn Anderson, Corporate Vice President/President-Elect, EWI of Nashville
- Karen Thompson, Past Corporate President, EWI of St. Paul
- Verla Kelley, EWI of Atlanta

2012-2013 Officers & Directors

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TierOne Travel
EWI of Calgary

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Soft-Lite Windows, LLC
EWI of Nashville

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North Island Credit Union
EWI of San Diego

Director

Benita Collins
Dallas Area Rapid Transit
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Director

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Dalco Roofing & Sheet Metal, Inc.
EWI of Minneapolis

Director

Cortney Ewald-Ihde
Ewald Automotive Group
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Director

Mary Helen Johnston
M & J Photography
EWI of Corpus Christi

Advisor

Lisa Stokes
B.R.P. Entertainment
EWI of Harrisburg

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As promised, this month I want to share the consolidated results from the membership survey we conducted this fall; specifically the three key questions we asked you for input on.

[View the Survey Summary](#)

As I reported in a recent blog, when asked **“What keeps you involved in EWI?”** the majority of respondents listed Connections first, then Careers and then Community. This is wonderful to see as it endorses our focus on building membership through a concerted focus on recruitment at the Chapter level. Twenty Mile Marching! It also reconfirms that our tag line of the 3 C’s is still relevant and that they are listed in the correct order. When we talk about the return on investment (ROI) of EWI membership it is critical to focus on the “Connections” firms and their representatives can make as a member of EWI. [Click here to download a new, updated postcard for your use when explaining the benefits.](#)

The second key question we asked was, **“How did you get involved in EWI?”** Again, the responses indicated that we are on the right track if we focus on recruiting the firm and not the individual representative. One of the new key marketing pieces we are working on is the Annual Report, which will be distributed to all members and their Executives later this month. It is our belief that this e-zine will be a key marketing tool for your recruitment efforts.

The last question we summarized results for was **“How could EWI better serve the membership?”** The number one initiative you indicated was Marketing/Webinars. I am thrilled to advise that several of our current initiatives are focused on marketing the EWI brand to a greater extent. In addition to the newly revamped recruitment materials and the Annual Report, the office staff is looking at new, inexpensive software that will help us to create a marketing video for our collective use. In addition, we are focusing on forming strategic alliances with the goal of leveraging our philanthropic efforts for greater brand awareness. What we do collectively for literacy, be it Business Literacy (Academy of Leadership), Scholarship Programs (ASIST, EWISP and Fellows), or Reading Rally’s, EWI needs to be identified as a premiere supporter of literacy initiatives. “Community” is one key differential of EWI that we must market more aggressively, thereby bringing increased awareness to “Connections” and “Careers”.

The B/C/DP Committee, along with the Board have been focused on choosing a new “Doing Business As” name for B/C/DP and the final selection was **“The Executive Women International Foundation”**. By re-branding this critical arm of our organization we can better articulate and leverage our philanthropic efforts. One of the first tasks for our new Executive Director will be to develop a comprehensive marketing plan for the Foundation; strategic partnerships at the corporate level that will also ease Chapter operations for philanthropy, dedicated web presence, increased benefits and offerings for our Alumni members and our highly anticipated launch of offering Academy of Leadership to all of our members via an online learning application.

In so far as better corporate communication is concerned, we have reverted back to the Connect template with Director Reports for better sharing of our initiatives while also continuing on with the monthly Leadership Connect issue. I am also blogging weekly in the hopes of sharing information more rapidly. If you have not visited the blog site, you can do so by clicking on the “Inside EWI” link below and subscribing to it, so that it arrives in your inbox weekly. Our office staff is also making a concerted effort to post more frequently on social media sites. We are planning on holding an Open Forum

**Professional Development
Webinar—Wednesday, January 9,
3 PM ET:**

**Real Leaders Negotiate
with Colette Carlson**
[For more information and to
register, click here.](#)

**Leadership Development
Webinar—Thursday, January 24,
3 PM ET:**

**Social Media Tips
with Corporate Office Staffers
Bonny Steele and Jordan
Koehler**
[For more information and to
register, click here.](#)

Chapter Anniversaries

EWI of Corpus Christi
January 1983
Celebrating 30 years

EWI of Houston
January 1957
Celebrating 56 years

EWI of Minneapolis
January 1960
Celebrating 53 years

EWI of Phoenix
January 1957
Celebrating 56 years

EWI of Wichita
January 1970
Celebrating 43 years

call in February for all members to participate in. This will be, in essence, a virtual Town Hall meeting. If there are other avenues of communication you would like to see us utilize, please don't hesitate to let us know. The board members and I are always just a phone call away!

Chapter Development is also a key area you have indicated that we need to focus on. Kim Fankhauser, Expansion Committee Chair and her team are working diligently on several initiatives, including two new potential Chapters in Canada. I have also just been contacted by a young lady who is a past recipient of a EWISP scholarship. She would like to establish EWI groups not only on her own college campus, but on campuses throughout North America. We are also keenly focused on the MAL membership classification and developing product offerings that support the "Career" mandate for them, i.e. Academy of Leadership online. This month I hope to meet with the Executive Director and President of International Executive's Association to discuss a strategic alliance. They currently have 110 Chapters, some in cities where we do not currently exist and visa versa.

Last, but certainly not least, is that you indicated we need to reduce the cost to attend LCAM. I am happy to report that this year we will not be including a mandatory Academy of Leadership module in the registration fee. An optional AoL module will be offered. Of note here is that we will be launching a new module at Spring Conference in Chattanooga, April 18-20th. The new module is ***"Emotional Intelligence and Leadership - Making the Connection"***.

In closing, I would like to make another plea to the membership for those interested in corporate committee service to step forward and let me know. We are in desperate need of a Vice-Chair for Member Retention, working with Jenni Burns, EWI of Phoenix, who is our Member Services Chair. In addition, we still need volunteers to serve on a variety of committees. If you are thinking of trying corporate service this is an excellent starting point and usually only requires one conference call a month, plus whatever take-away items the committee is working on. Is it time for you to learn a new role within EWI? We would love to support you in this goal.

Again, thank you for all that each of you does for EWI and Happy New Year!

Kindest Regards,



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

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.

Shannon Glaittli
Member Services Administrator

Brittany Jones
iMarketing/Communications & Events Administrator

Jordan Koehler
Office Administrator

Bonny Steele
Webmaster

Office Hours: 9 AM - 5 PM
Email: ewi@ewiconnect.com
Phone: 801.355.2800
Address: 7414 S. State Street
Midvale, UT 84047

INSIDE EWI

THE OFFICIAL BLOG OF THE EWI CORPORATE PRESIDENT

Congratulations to Philadelphia, Rochester and Seattle for achieving their 20 Mile March! Congratulations to Birmingham, Corpus Christi, Dallas, Des Moines, Detroit-Windsor, Huntsville, Jackson and Shreveport-Bossier City on keeping momentum on the 20 Mile March. **[See where you Chapter is on the 20 Mile March here!](#)**

Director Reports

Ronwyn Anderson

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



A New Year is once again upon us and what a great time to make New Year resolutions. I would like you all to consider joining me in a resolution to:

“Growing and strengthening our organization as One Voice and One Vision for the future”.

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Darlene Banogon

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



Information is available regarding:

Financial Reports
Dues Administration

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Benita Collins

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



Happy New Year! Welcome to a fresh new start and expectations of a productive EWI year! I so enjoyed the holiday season. My fleet of chapters had two calls this past month and in addition, one-to-one follow-up calls. This gave us an excellent opportunity to share and get to know one another better. We realized the theme of most of our December meetings were relative to relationship building and philanthropy. The chapters had grand participation in their efforts to touch the community on behalf of EWI through the generosity of their representatives.

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Cortney Ewald-Ihde

**Ewald Automotive, EWI of Milwaukee
2012-2013 Corporate Director**



HaPpY nEw YeAr!

2013 is here and I hope all of you enjoyed the holiday season with vigor and excitement.

As a new year begins, please know that the Member Services Chair, Vice Chairs and Committee Members are seamlessly moving forward with their initiatives this year. A few things to note that we need your help on:

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Cindy Hillegass

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



Is your Chapter participating or thinking about participating in the ASIST Scholarship program? Read the [ASIST Information](#) for more information.

If you have been an active EWI representative for more than one year and are attending or would like to attend college, and would like to apply for the Fellows Scholarship, [click here](#).

Since so many of you enjoy sharing your love of reading with family, friends, and the youth in your community, we invite you to submit nominees for the Reading Rally 2013 book selections! [Click here for more information and to submit a book](#).

[READ MORE >>](#)

Mary Helen Johnston

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



I would like to remind all of our EWI members to consider the direction we are going. Chapter Officers, is your membership clear about the vision that you have for your chapter? Are you clear about the vision that our Corporate President Karen Skirten has for our organization as it celebrates its 75 anniversary?

I am working with Jeanette Davis on the Corporate Board Awards Committee and we are very excited about the new Chapter of Excellence award. The Chapter of Excellence award can be attained by every chapter, not just one.

[READ MORE >>](#)

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

As Corporate Adviser, one of my duties is to chair the Corporate Nominating Committee. I'd like to take this opportunity in my Corporate Connect Article from now until nominations are due to provide some education and information to all members about general board service as well as specific details for EWI Corporate Board service.

As always, if you have any specific questions as these articles roll out in the coming months, please don't hesitate to email me.

The first installment below was shared with me by a fellow board member and I think it is a great start to the Board Service education process.

[READ MORE >>](#)

Corporate Office #ewipride Facebook Challenge

The deadline for submissions has been extended! You have until 5 PM MST Friday, January 11 to show your #ewipride and participate in our EWI Facebook Challenge. The EWI Corporate Office challenges you to wear an EWI logoed item (membership pin, t-shirt, sweater, etc.) each day. Take a picture of you wearing something EWI and email it to bonny@ewiconnect.com for posting on the EWI Corporate Facebook page to be entered into a drawing for a fabulous EWI Merchandise Shoppe Swag Bag! The Corporate Office will also be selecting a "most creative location" winner. We are excited to see our members show their EWI pride!

[For instructions on how to upload your submission to Facebook click here.](#)



CELEBRATING THE PAST — EMBRACING THE FUTURE

1938 ~ 2013

Some interesting facts from 1938:

- Superman comic book makes its debut
- First Xerox copy is made
- A national scare occurs after Orson Welles' "War of the Worlds" airs.
- The first use of a seeing eye dog occurs.
- Kate Smith introduces the song "God Bless America"
- First nylon toothbrushes hit the market
- Life expectancy was 59.7 years
- Ballpoint pens and Teflon were introduced
- New house cost an average of \$3,900
- Average income was \$1,731 per year
- New car cost an average of \$860
- Average rent was \$27 per month
- Tuition to Harvard was \$420 per year
- Movie ticket cost \$.25 cents
- Gasoline was .10 cents per gallon
- First class postage stamp was .3 cents
- Sugar was .59 cents for 10lbs
- Vitamin D Milk was .50 cents per gallon
- Ground coffee was .39 cents per lb.
- Bacon was .32 cents per lb.
- Eggs were .18cents a dozen
- Fresh Ground Hamburger was .13 cents per lb.
- Loaf of bread was .09 cents