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CORPORATE EDITION

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JANUARY 2015

Letter from President



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

"Whether you want them or not, the New Year will bring challenges; whether we seize them or not, the New Year will bring new opportunities."

- Michael Josephson

The New Year is upon us and the possibilities are endless. I'm sure everyone has thought about and written down some New Year's resolutions; and we all know that in a month, we will have forgotten them. I've mentioned Jon Gordon's book *One Word that will change your life* in a previous message, but it was definitely written with New Year's resolutions in mind. Jon states "Resolutions are easily forgotten, but *One Word* sticks. By living a single word that embodies the essence of your life at the moment, you'll find renewed purpose and meaning throughout the year." My personal one word for 2015 is HOPE. I recently received a message from Bryd Bagget that said "Hope is the ability to hear the melody of the future; Faith is the courage to dance to it today." For EWI, my hope continues to be that our chapters will grow. I have faith that the members of EWI want to grow and strengthen their chapters and continue to serve their communities. I've seen that with some of the chapters' Facebook posts this past month. Some of the ones that stick out in my mind are:

- At **EWI of Wichita's** December meeting, instead of their traditional member ornament exchange, their members donated food boxes to a local elementary school that gives them to the families most in need during the holiday break. Twenty boxes were promised and fifty were delivered!
- **EWI of Tucson** supported Toys for Tots and the Diaper Bank with a collection of toys, diapers and donations from member firms. For a small chapter, EWI of Tucson is always serving their community.
- During this time of year, especially with renewals underway, it's a great opportunity to thank our firms and their representatives for their support during the year and update them on chapter accomplishments. Kudos to the creative way that **EWI of Columbus** thanked their membership for their support. Using Animoto, they put together an animated greeting card with music and photos of their chapter events and sent it to their members as a holiday greeting.

Your Corporate Board and Corporate Office were busy this past month.

- The first quarterly Leadership Council call was held with Chapter Presidents and Vice

In This Issue

[Professional Development Article](#)

Save the Date for Professional Development

Effective Communication Through Emails

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

Spring Conference

April 23 - 25, 2015
Hilton Milwaukee City Center

The December webinar hosted 75 participants. Congratulations to EWI of Corpus Christi and Harrisburg for having the most attendees on the December webinar!

Recruitment Tip of the Month

Create an EWI "MAC" Attack

MAC stands for Membership Acquisition Channels and simply means the more channels you create for member recruitment - the more members you will gain and the more revenue your chapter will earn.

Read on to discover ways to turn member inquiries into genuine prospects.

[READ MORE >>](#)

2014-2015 Officers & Directors

President
Darlene Banogon
North Island Credit Union
EWI of San Diego

Presidents. During the call, the 2013-2014 year-end financials were reviewed. The recording of that call has been posted on the website under Chapter Development Webinars, and the year-end financials are posted under Chapter Resources/Corporate Communications/Financial Documents. As expected, EWI did experience a loss, mainly due to the decrease in membership, resulting in a revenue shortfall of \$73,578 in new and renewing memberships and the lower than expected turnout at LCAM 2014 in Washington, DC which caused a shortfall on the LCAM budget of \$40,000. Even with the loss in LCAM attendance, the event still made a profit thanks to the Corporate Office's management of the event and sponsorships from the 2013-2014 Corporate Board of Directors' member firms, as well as from other member firms and chapters. With the anticipation of a loss during the year, the 2013-2014 Corporate Board, under the direction of Ronwyn Anderson, cut expenses of approximately \$150,000 during the year; thus the overall loss at year-end was \$68,591.

- The Corporate Office also held a Technical Assistance webinar on changes to the EWISP and ASIST scholarship applications; that recording is also available on the website. Thank you to the members of the Scholarship Review Task Force for their efforts in this process, Julie Frey, EWI of Milwaukee; Judie Harris, EWI of Oklahoma City; Mary Savage, EWI of Spokane; Sylvia Spivey, EWI of Philadelphia; Suzanne Sullivan, EWI of Jackson; Kristine Pepin, Managing Director of EWI Foundation; and Diane Barber, Corporate Board Liaison, EWI of Harrisburg.
- The Marketing Committee and Corporate Board received a preview of the marketing campaign, and it was exciting to see what is being developed. We are expecting a rollout in either February or March.

Be sure to click on the Membership Recruitment "Tip of the Month" in this Connect. The Membership Committee, under the direction of Christy Smallwood, EWI of Kentuckiana, is providing monthly tips on membership recruitment. The November tip focused on how enthusiasm makes all the difference; *"when you present your personal EWI experience to others, people are naturally drawn to it"*; and in December it's all about time, and how following the TIME principles will improve your marketing efforts. This month's tip comes from Renea Callery, EWI of Detroit Windsor on Membership Acquisition Channels -*the more channels you have, the more members you can recruit!*

We had some highs and lows this past month; the lows being that we were notified by EWI of Grande Prairie and EWI of Northwest Arkansas that they are turning in their charters. We will miss these members and hope that some will plan to join as Members-at-Large and continue to take advantage of the benefits EWI has to offer. The highs for the month was that EWI of Tulsa's LCAM Committee has secured the first LCAM 2015 sponsorship from **Merrill Lynch Wealth Management** of \$10,000 as a Title Sponsor, and the Expansion Committee, chaired by Anna McCutcheon, EWI of San Diego, received an inquiry from a former member of the EWI of Mexico City chapter wanting to re-charter that chapter.

In closing, the Corporate Board and Corporate Office thank you for your continuing support and look forward to 2015. We're excited and optimistic about the journey ahead of us throughout this New Year and the new opportunities it will bring. *Happy New Year!*

Professional Development Article

Five Quick Email Etiquette Tips in the Workplace

Courtesy of www.better-writing-tips.com

Perhaps unsurprisingly, email is still regarded as the main cause of confusion. 64% of respondents said that they had sent or received an email that unintentionally caused anger or resentment.

Top gripes from recipients were too many 'reply alls', confusing, vague, overlong emails and

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JOIN THE CONVERSATION!



Chapter Anniversaries

EWI of Corpus Christi

January 1983
Celebrating 32 years

EWI of Houston

January 1957
Celebrating 58 years

EWI of Minneapolis

January 1960
Celebrating 55 years

EWI of Phoenix

January 1957
Celebrating 58 years

EWI of Wichita

January 1970
Celebrating 45 years

Corporate Office Serving EWI Membership

The Corporate Office deepens its

poor grammar. Email senders cited no replies, misinterpreted messages and brusque replies. Do these sound familiar?

1. Use a meaningful subject line

Help your reader prioritize your message with a useful subject line. Instead of 'Meeting' try 'Agenda for Project Meeting 15 July'

2. Don't send spam

Instead of hitting 'reply all' by default, think about who is in the 'To' and 'CC' fields. Do they really need to see this?

3. Use a greeting and a sign off

A simple 'Hello (Name)' and 'Kind regards' sets a professional but friendly tone. You don't have to worry too much about pleasantries if you include these.

4. Get to the point

Answer the important who, what, when questions in the first two (short) paragraphs. The background and detail can wait, if they're needed at all.

5. Don't use emphatic punctuation

ALL CAPS, multiple exclamation marks, and emoticons just confuse readers. Yes, we can see you're emphasizing something. But what?!?!?

A little email etiquette can go a long way towards reducing conflict and confusion in the workplace. By respecting the needs of readers there's a higher chance your emails will be read, understood and acted on.

Join **Dr. Joan Gallagher**, Vice President of University Advancement at Friends University, as she discusses effective communication through emails during the February EWI professional development webinar. [Click here](#) to register.

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.

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