

Letter from President



*"Simplicity in character, in manners, in style;
in all things the supreme excellence is
simplicity."*

- Henry Wadsworth Longfellow

Good Day EWI!

Well, here we are at the beginning of July and already winding up the third quarter of our operational and fiscal year. It is hard to believe that we are three fourths of the way done and are about to start the sprint to the finish line, so to speak!

As I reflect back on the past three quarters, I am pleased with the progress we have made in removing as many of the hurdles that impede Chapter growth as we could, or at least embarking upon a path towards that goal. The board and I have made very conscious decisions this year in setting the priorities for the work to be accomplished. The work needed to not only support Chapter growth initiatives by removing or easing these obstacles but also answer the key question of, "Will it ease Chapter operations?"

As with any strategic initiative, we first analyzed our current state, which for EWI meant reviewing our processes and governance documents. How can we make it simpler for Chapters to recruit, engage and retain member firms while operating in a very efficient and professional way?

The first key component was to implement the conversion to MemberPoint, our new database that allows members to self-edit their data. It also allows Retention and Recruitment Directors to enter new member firms online, which in turn allows for online receipting thereby improving our image as a professional organization.

When we actually reviewed the bylaws and their respective processes surrounding new member firms, we realized that they were lacking clarity and as such, were often misinterpreted. You will see some suggested amendments in the delegate packet which will be distributed to Chapter leadership on July 22. These amendments will bring clarity to our language regarding new member firms. No firm can "own" a Major classification. They do however "own" a Minor classification. To support this critical change, we continued the research into moving to NAICS codes vs. SIC codes to determine the Major and Minor classifications of our firms.

The committee charged with this research has done some amazing work this year and we will be launching the move to NAICS codes at LCAM in San Diego. In the interim, the board decided that we could not ask our Chapter Recruitment and Retention Directors to take on the task of identifying all existing firms under this new system. Instead, the Corporate Office will be identifying each of our current firm's respective NAICS codes and will then forward that list to the Chapters for verification. Once we have all existing firms identified, we can then embrace moving to this new system for identifying Majors & Minors, commencing October 1, 2013. We will need your

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Karen Skirten
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assistance in getting these codes verified by the member firms as quickly as possible. Details with timelines will be forthcoming from Wendy and her team, along with the NAICS Committee members.

The North American Industry Classification System (NAICS) codes are government issued codes issued by both the US and Canadian governments. A huge thank you to Judy Russell, Jenni Burns, and Corporate Director Ewald-Ihde for their work on this project this year!

We then looked at our dues structure. As we continue to ease Chapter operations by tasking the Corporate Office with projects, the operating costs for the organization increase. This, combined with declining renewals, has necessitated the Board to recommend a slight increase of \$10 in the annual dues for 2013-2014.

This is not an announcement I wanted to make, however it is an essential change. On a bright side though, there is some good news too! A huge hurdle for growth was overcome last year by moving to anniversary renewals. To support that further, we have again recommended a discount for the second and third representatives of firms in the 2013-2014 proposed operating budget, also to be released on July 22, 2013. When we looked back at the change in our membership numbers after we removed the discount for a firm with two representatives, we lost 688 firms the following year at renewals. Again, we strongly feel that a discount in dues for firms with two or three representatives can be a great tool for membership growth. As is true in any sales environment, it is always easier to sell to an existing client vs. securing a new one!

I want to congratulate those Chapters who have been diligent in keep their eyes focused on their 20 Mile March. I cannot stress enough how critical it is for each Chapter to reach their goal this year and for the next four years. To see your latest status update, please see the [20 Mile March report](#).

The board and I got to view the new printed marketing materials firsthand at our Board meeting last month and they are amazing, professional pieces that you will be proud to utilize in your recruitment efforts! A small supply has been forwarded to all Chapters who currently have under 25 member firms as part of our strategic planning with them. All other Chapters can print materials using local contacts or order a supply through the office using [Form 12 – Chapter Marketing Materials Order Form](#).

In our review of the processes for new member firm recruitment, the board has approved the removal of an official “posting” process from our Chapter Resource Guide. Each Chapter seems to be handling the posting process in very different ways...some pre-post their targeted firms, some wait until they express interest and some don’t post until the new firm has paid, some post in their chapter EWIconnect, some send out emails to existing firms. As such, we examined this closely and feel that this process is best determined by each Chapter themselves and can be added into their Standing Rules vs. corporate dictating a somewhat antiquated process. We want to empower the Chapters to manage this on their own, in the hopes that it too can ease Chapter operations. We just ask Chapters to remember when setting these processes that “speed to close” is critical in making a great first impression with a new member firm.

At the end of the day, we all want new member firms to join EWI so that our Chapters are in a healthy state and comprised of a diverse group of businesses. As long as the Minor classification is not held by an existing firm in the Chapter, there is no real need to engage in an objection process unless there are mitigating factors, i.e. proven unethical business practices by the prospective firm. We must open our stance and be an organization that is inclusive. Inclusivity, though, does not mean that we will abandon our standards of wanting industry-leading firms to be involved in EWI.

As you know, each new member representative receives a welcome email from Corporate. Soon, this will include a link to a new member orientation webinar. The webinar will highlight the Corporate Office functions, ewiconnect.com, and, most importantly, the new idea and file sharing center powered by SharePoint, the next module we have added to our MemberPoint conversion. The Board members are currently testing this new module and already we can see great functionality. SharePoint allows user groups i.e. Corporate and Chapter boards, committees, etc., a “cloud” area for the storage of common documents. More details will be forthcoming shortly!

In closing out this July message, I wish everyone great success with their recruitment efforts for this last 90 day stretch!

Kindest Regards,



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

INSIDE EWI
THE OFFICIAL BLOG OF THE EWI CORPORATE PRESIDENT

Letter from Executive Director, COO



I just returned from the Southwest/Pacific Board Forum hosted by EWI of Albuquerque. The Forum was attended by representatives from EWI of Tucson, EWI of Phoenix, EWI of San Diego and, of course, EWI of Albuquerque. I appreciate that we all belong to the same organization and I know the importance of protecting our brand and image in marketing the organization, but I love experiencing the uniqueness of each Chapter and region. Albuquerque is the epitome of Southwestern culture from architecture – lots of turquoise and adobe buildings – to New Mexican cuisine. That uniqueness aside, the attendees got right down to business discussing the same topics that other Chapters I've been in contact with are talking about. One unique thing at the Forum was that they brought in outside speakers to give their perspective on top of mind issues including:

- An advertising executive who shared information about gaining publicity through press releases, TV and radio spots, and social media,
- An executive from a non-profit who discussed their organizations approach to board leadership and development,
- A twenty-something talked to us about how to recruit and communicate with her demographic, and
- A managing director of an arts organization spoke about how they approach and do fundraising in that organization.

Each speaker was followed by a discussion about how what they shared could apply to EWI. There was so much synergy within the group and everyone left energized. A special shout out to Rachel Justus for coordinating the day – thank you Rachel.

The delegate packet will be distributed to Chapter leadership on July 22 and an open forum call to discuss the proposed 2013-2014 budget and bylaw amendments will take place on August 20 at 2:00PM EST. Please make sure to discuss these items with your Chapter members to stay informed about the future of EWI.

I am excited to report that, to date, 269 member representatives from 50 chapters have registered to attend. I encourage every member representative to consider attending LCAM 2013 and join us as we celebrate 75 years!

Regards,

Wendy Cowley
Executive Director, COO

ATTENTION! We have moved to a new webinar platform. Please take a moment to ensure that your system has the correct requirements to run the web access or download the Live Meeting client. **[Click here for details and to download today.](#)** If you would like to pretest your system please contact Brittany Jones at the Corporate Office at **brittany@ewiconnect.com**.

Professional Development Webinars

Tuesday, July 9, 3 PM ET:

How Women Lead: 8 Essential Strategies
with Sharon Hadary
[For more information and to register, click here.](#)

Tuesday, August 6, 3 PM ET:

Women: Power & Status
with Linda Talley
[For more information and to register, click here.](#)

HAVE YOU HEARD! If you attend six professional development webinars you will receive one Academy of Leadership module credit. Sign up today!

Chapter Development Webinar–
Thursday, July 25, 3 PM ET:

Online New Member Process with Corporate Office's Brittany Jones
[For more information and to register, click here.](#)

Director Reports

Ronwyn Anderson

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



I am very excited to report this month that the Events Committee, Chaired by Kerry Feltenberg, EWI of Phoenix, and its subcommittees are very active as they continue to hold conference calls and plan all the upcoming events.

[READ MORE >>](#)

Darlene Banogon

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



As part of my duties as Corporate Secretary/Treasurer I have the pleasure each month of reading Chapter Connects and Board Minutes. This time of year is always my favorite because most Chapters are holding their Scholarship Programs. It's always so gratifying to read about your Chapter scholarship recipients and the community involvement activities that each Chapter is involved in.

Chapter President Messages are very informative. I have learned so much about each of you! I love reading about what your Chapters are doing; your programs; special events and of course your fundraisers. Everyone does a great job of keeping your members informed about your goals for the Chapter, Chapter activities and what's coming up.

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Benita Collins

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



It is that time of year when chapters are filling their Slate of Board Officers for the new term. Some are facing difficulty in filling key positions and are in need of members to step up to leadership roles. I must say, I remember being very reluctant to accept roles on the

Board; however, I never regretted my decision once I made it. Each experience proved to be a growing experience that outweighed my fear of failing, commitment or dislike. Be encouraged to take a step into servant leadership in your chapter; your contributions are needed.

In Expansion Committee News...

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Cortney Ewald-Ihde

Ewald Automotive, EWI of Milwaukee
2012-2013 Corporate Director

The Member Services Committee has been actively working on providing guidance and resources on our upcoming revision to how our chapters will classify firms as we approach LCAM in September.



Other committees under Member Services (Regional Board Forums, Executive Engagement, Chapter Resource Guide, Chapter Development Webinars, Member Retention) are wrapping up the final plans for the rest of the board year and have done a fantastic job in seeing their initiatives through.

[READ MORE >>](#)

Cindy Hillegass

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



Literacy Committee

The literacy committee is pleased to announce the two books selected to correspond with our Corporate Reading Rally theme:

- **Bats in the Library**, written and illustrated by Brian Lies (Grades K-2)
- **Adventures at Green Apple Acres – Book 2**, written by EWI of Harrisburg's Cynthia Sudor and illustrated by Christina Wald

Order these wonderful books for your Chapter Reading Rally today! [2013 Reading Rally Order Form](#)

FELLOWS DEADLINE EXTENDED! The Corporate Board and Office are pleased to announce that the deadline for applications for the Fellows Scholarship has been extended. Applications must be received in the Corporate Office on or before July 15, 2013.

[READ MORE >>](#)

Mary Helen Johnston

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



The Awards Committee and Chair Jeannette Davis have been busy reviewing the nominations for the Lucille Johnson Perkins Awards. The winners are.....you will have to come to LCAM to find out! Thanks to all that sent in nominations.

The EWIconnect competition is the next Awards Committee deadline and if you have a great newsletter encourage your publication chairman to submit an entry by July 31st.

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Lisa Stokes

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



It came to my attention recently that the Vision for our Board Governance change has not been communicated well. In an effort to clarify the need for the change....I am devoting my article this month to this topic.

With this in mind, it is important to realize that Board governance is a *philosophy*, but also a *process*.

In our previous board makeup, we defined specific focus for a board member, ie: marketing director, membership director, program director....This format led to having board members laser focus into one dimension of the organization by chairing a specific corporate committee instead of evaluating, questioning, researching and planning from a bird's eye view - looking at the organization collectively and objectively. Additionally, having board members chair committee's inhibited succession movement as committee members were not afforded chair or committee leadership positions unless they served on the board. Our shift allows membership to serve in this capacity and board directors to be mentors and liaisons to the committees.

There are many models that give terrific framework to change the board culture and we believe that a hybrid of many models will work for us if we focus on key aspects of several of them.

[READ MORE >>](#)

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.

Wendy H. Cowley

Executive Director, COO

Brittany Jones

Operations & Events Administrator

Kim Manookin

Office Administrator

Bonny Steele

Webmaster

Office Hours: 9 AM - 5 PM

Email: ewi@ewiconnect.com

Phone: 801.355.2800

Address: 3860 South 2300 East, Ste 211
Salt Lake City, UT 84109



Trust Tip Clarity

Being capable, but having no vision is poor stewardship. We, as individuals and organizations, can't afford that. Without clarity, speed and meaningful actions are impossible. With clear focus we not only become more efficient and effective, but we also build trust.

Helen Keller, the first deaf-blind person to earn a Bachelor of Arts degree, said, "The most pathetic person in the world is someone who has sight, but has no vision."

How can you be clear on your vision? Share your vision at least every thirty days, if you don't your team most likely doesn't know it. Make a list of some more ways you can be clear on your vision.

David Horsager is a St. Paul-based business strategist, professor, keynote speaker, author of the book **THE TRUST EDGE: How Top Leaders Gain Faster Results, Deeper Relationships, and a Stronger Bottom Line** (Free Press, Oct. 2012), and strategic consultant for EWI. You can learn more about him online at www.DavidHorsager.com.

LCAM 2013

CELEBRATING THE PAST — EMBRACING THE FUTURE

Thank you to our LCAM 2013 Sponsors! **Interested in becoming an LCAM 2013 Sponsor?** Contact Lourdes Navarro at lnavarro@eironclad.com.



September 18-21, 2013 San Diego, CA (Chapter City)

Get excited for the 66th Leadership Conference and Annual Meeting (LCAM) in sunny San Diego, California. This year marks a milestone for the organization...**75 years!** We have planned a special LCAM Celebrating the Past, Embracing the Future that you won't want to miss. We will celebrate our rich history and offer exciting programming and first class presenters, including [Amanda Gore](#), one of America's most admired experiential speakers, and former host of PBS' Reading Rainbow, [LaVar Burton](#). A keynote address by [John Wood](#), former Microsoft executive and founder of Room to Read, will launch a new global literacy initiative. This year's conference programming is sure to inspire you. Click here to view the [Schedule at a Glance](#) and visit ewiconnect.com for the full slate of presenters.

\$650 – Regular registration July 1 – August 12

\$750 – Late registration begins August 13

Academy of Leadership is being offered as a stand-alone event with separate registration. Colette Carlson will present *Leadership: The Power of the Diverse Communicator*. This module will cover: defining characteristics of a diverse communicator, three styles of communication, benefits and challenges of personal leadership styles, importance of negotiation and conflict resolution skills.

Registration - \$275

REGISTER NOW



Located on San Diego Bay, enjoy the beautiful San Diego city skyline, bay and marina views at Sheraton San Diego Hotel and Marina. We are just minutes from the historic Gaslamp District, Seaport Village, the San Diego Convention Center, the San Diego Zoo and many other great attractions.

BOOK YOUR ROOM



Sponsored Events

Morning Yoga Sessions

Start your Thursday and Friday mornings with a 45-minute yoga session, sponsored by EWI of San Diego. Class will be held from 6:15 AM to 7:00 AM. [Click here for details](#). Registration is required.

San Diego City Tour & Harbor Dinner Cruise

On Thursday, September 19 tour fun and fabulous San Diego from the comfort of a Goldfield Stage motor coach. Board at 5:15 p.m. at the Sheraton San Diego, and enjoy a guided tour that includes historic Old Town, scenic Balboa Park, and the colorful Gaslamp Quarter.

All aboard the luxurious yacht *California Spirit* at 7:00 p.m. on Thursday September 19 for your Harbor Cruise and Dinner. Enjoy a narrated tour and spectacular waterfront views of San Diego's evening skyline, with an elegant Dinner Buffet. The evening features a special Silent Auction event to benefit EWI San Diego Chapter initiatives.

City Tour and Dinner Cruise \$80.00

City Tour Only \$20.00

Dinner Cruise Only \$65.00

[Click here to reserve your spot today!](#)

Please contact Debbie Wilmot, EWI of San Diego, with any questions.



We are pleased to announce that EWI of San Diego member firm Fuse Events has organized several San Diego excursions before and after LCAM. These excursions include the San Diego Zoo, Sea World, and Old Town San Diego. [Click here and reserve your spot today!](#)