

## Letter from President



***"Excellence is the result of caring more than others think is wise, risking more than others think is safe, dreaming more than others think is practical and expecting more than others think is possible."***

- Ronnie Oldham

Good Day EWI!

First and foremost, I would like to extend our care and concern to those members in Oklahoma. The recent tragedies from the tornadoes have placed you all firmly in our thoughts and prayers. As your communities rebuild one can only hope that there will be great healing through the power of sharing the common vision of a brighter future.

Since March, the office and board have been very active in a number of post-renewal initiatives. The first of which was of course to re-examine the budget in comparison to the actual revenues realized and course-correct, where possible, for the balance of the year.

The second initiative was to forward an exit survey to those firms who did not opt to renew. The results of which I would like to share with you today in the hopes that we can better align our practices to match those missed expectations.

The great news is that when asked if they would consider rejoining EWI in the future, 65.3% said, "Yes!" When asked what the Chapter could have done differently for them or their firm to renew, again 65.3% said, "Nothing". These are great statistics which lends credence to the suggested practice of reaching out to these same firms again in a year's time to discuss rejoining.

When asked, "Why did you/your firm not renew your membership", 38.4% of the respondents cited "Other" reasons, 30.7% cited budget cuts, 19.2% cited time commitment and 11.5% cited value of membership. It is interesting to note though that 48% of them rated the affordability of membership as either great or excellent. If they chose "Other", we asked them to expand upon that and there were a variety of reasons listed. A common theme though for these responses was in their perceived treatment by others in the group: made to feel unwelcome, rude treatment, lack of respect, treated poorly, etc. To eradicate this, we must all embrace and live our values of **Integrity, Excellence, Respect and Collaboration**.

We also asked the respondents to rate their experience with a variety of key EWI deliverables. Two key issues identified were the variety and quality of Chapter programs, with some comments specifically citing a lack of relevance to them in the programming received. We must remember to always focus our programming around

### 2012-2013 Officers & Directors

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TierOne Travel  
EWI of Calgary

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topics that are relevant to our firms. A good rule to follow is to ensure that the topic relates to one of our 3C's...Connections, Careers, Community.

What is disheartening to me is that 88.4% of them did not partake in our Professional Development Webinars due to a lack of awareness. This is congruent with the number of attendees we are seeing registered as a percentage of our membership base. Since 88.4% of them advised that they had read their Chapter Connects, vs. only 53.8% of them had read the Corporate Connect, we are going to start forwarding critical messaging and webinar details to the Chapter Publication Directors for inclusion in their monthly Chapter Connects.

The office will be sending the specific survey results to those Chapters who had non-renewing members participate. The results speak volumes and hopefully can be a great planning tool for the Chapters.

The third initiative we have undertaken as a result of our renewal process is to reach out to all Chapters who are now sitting with less than 25 member firms on their rosters. Our bylaws state that a minimum of 25 firms is required to charter a Chapter, and yet 47% of our Chapters are now sitting below that mark. We have identified three primary areas of focus for the balance of this year for the board and office and Rebuilding Chapters is one of them.

Each board member is working with the Chapters in their fleet that are in this position to mutually establish a plan of action to get them back to 25 firms as soon as possible. To support this, the office has researched and compiled prospect lists within their communities for recruitment purposes. These Chapters will also have the new marketing tools to utilize in their rebuilding efforts.

At the start of this year, I asked each Chapter to embark on a 20 Mile March, wherein they were asked to increase their membership by 20% not only this year, but for the next four years. This is a critical objective for the organization and we are committed to assisting you in whichever way we can. Membership recruitment is every member's responsibility. To see where you Chapter is in their 20 Mile March, [click here](#). Again, for tips on how to have those conversations with potential member firms, I invite you to listen to the Recruitment and Retention webinar that I conducted in February. It is posted on the website for easy access.

At the end of the day though, the best way to recruit is to share your EWI story with those within your circle of influence. With the move to anniversary renewals, those conversations can happen throughout the year now and do not need to wait until the fall. If any organization can complete a 20 Mile March, I know EWI can! We regularly move mountains by sheer will power as evidenced by the number of times I am amazed at what a group of EWI members can accomplish in their Chapters!

The pursuit of "Excellence" starts with oneself and as Vince Lombardi Jr. said, "Perfection is not attainable, but if we chase perfection we can catch excellence!"

Wishing you all a wonderful month of June! Remember, early bird registration for LCAM ends June 30<sup>th</sup>. I hope to see you in San Diego!

Kindest Regards,



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

# INSIDE EWI

THE OFFICIAL BLOG OF THE EWI CORPORATE PRESIDENT

## Chapter Anniversaries

### EWI of Harrisburg

June 1979  
Celebrating 34 years

### EWI of Little Rock

June 1965  
Celebrating 48 years

### EWI of Richmond

June 1967  
Celebrating 46 years

### EWI of Seattle

June 1953  
Celebrating 60 years

### EWI of Tucson

June 1980  
Celebrating 33 years

**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.](#)

**Professional Development Webinar –  
Tuesday, June 11, 3 PM ET:**

**Powerful Speaking for Powerful  
Results  
with Kerry Robertson**  
[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, June 27, 3 PM ET:**

**The Right Fit: Recruiting Chapter  
Leaders with Cynthia Greening, EWI  
of Detroit-Windsor**  
[For more information and to register, click here.](#)

## Letter from Executive Director, COO



I completed my first 100 days as Executive Director and Chief Operating Officer for EWI last month. It's been a hectic but very productive time at the Corporate Office. I have truly enjoyed reconnecting with so many members via phone and email as well as in person at the Spring Conference and the Wild West Board Forum. Working with the Corporate Board and Corporate Office team, some highlights of our accomplishments include:

- Completed a pilot of the Annual Dues renewal process on the new membership database program. As part of that process, several functionality issues were identified and corrected. Processes have been documented and updated as necessary.
- Anniversary Renewal Dues facilitated by the Corporate Office launched in April.
- Online new member application process released in March along with an update to Form 15 - *New Member Application*.
- New marketing materials were created and a membership campaign kicked off May 1.
- New logo approved for EWI Foundation as part of the rebrand initiative for B/C/DP identified in the Strategic Plan.
- LCAM site selection process completed for 2014.
- Relocated the Corporate Office and secured new contracts for internet, telephone and conference call services expected to save \$250-\$300 per month.
- Reviewed all duties and tasks performed in the Corporate Office and updated job descriptions.
- Updated existing operating procedures and created new Standard Operating Procedures related to MemberPoint, the membership database program, and identified cross-training opportunities.

A key emphasis in reviewing operating procedures was a careful look at the accounting procedures and a meeting with Scott Czaja, CPA from Haynie & Company. I want to acknowledge that there were good financial practices in place that allowed the alleged embezzlement to be identified quickly. To ensure we have adequate checks and balances, those processes have been beefed up. There is no one person in the Corporate Office that touches the entire accounting process. Additionally, all checks are signed by two individuals and all credit card and bank statements are reconciled by an external bookkeeper. Detailed financial reports are reviewed by the external bookkeeper and the Corporate Board each month. In our continuing effort to provide transparency, [click here](#) to view financials for the Second Quarter of the 2012-2013 Fiscal Year. A summary sheet is included that provides explanations for some of the line items that may pose questions. You will note the Budget column is the approved budget from two years ago as the proposed 2012-2013 Budget was not adopted.

The Corporate Budget Committee has begun work on a proposed 2013-2014 Budget for presentation and delegate approval at the 2013 Annual Meeting. The Committee is taking into consideration the proposed budget from last year as well as actuals from this year. We look forward to sharing this information as it becomes available.

The new dues renewal process was implemented with the intent of reducing some of the work required at the Chapter level. We will continue to evaluate processes and reporting requirements to further streamline chapter operations so you can focus on recruiting and retaining membership. Remember, the Corporate Office is here to serve you, the members of EWI. Please let us know how we can help.

Regards,



Wendy Cowley  
Executive Director, COO



**REMINDER:** Forward your photos or videos from your Chapter's 75<sup>th</sup> Anniversary celebration to the Corporate Office so they can be compiled into a presentation for everyone's enjoyment at LCAM in San Diego.

## Director Reports

### Ronwyn Anderson

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



Our Leadership Conference and Annual Meeting is just three short months away, registration is available online and I hope many of you are making plans to join us in San Diego!

The Events Committee is in the full throws of plans for this upcoming event, with RFPs being sent out, finding the Color Guard and every other detail to ensure that our time together will build new connections through networking, enhance our careers with plenty of professional development and enrich the local community school we support.

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### Darlene Banogon

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



I'm sure all of us at times feel we just don't have enough time in the day to get everything done. If you feel this way, take a moment to stop, smell the roses and take a breath. Then do me a favor, make a note that 3<sup>rd</sup> Quarter Financials (Forms 1 and 31) for the period covering October 1, 2012 thru June 30, 2013 are due on July 31, 2013. I would hate to have to assess your chapters a late fee of \$100 for each of these forms. That would be a total of \$200! *Plan early to avoid penalties.*

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### Benita Collins

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



The Joy of Summertime

Living in Texas with long hot summers, this should not be a time of fond memories; however, I cannot help but reminiscence of times gone by when I was that little girl running through the sprinkler with that brand new bathing suit or sliding face down into a water filled slip-n-slide or just rushing to eat a Popsicle before it melted into slush. I hope you have sweet memories and will take the time to make new ones as the season comes upon us.

**In Expansion Committee News...**

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### Cortney Ewald-Ihde

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



The Month of June brings many people the best memories of their lives – weddings, graduations, summer parties, festivals, vacations to places never explored before – and many of those memories include new people and the connections we make with other people. Consider this as the summer unwinds and you interact with friends, neighbors, family and co-workers.

*How great would it be to have these newfound individuals as a part of your EWI life? What can you offer to these new people that they don't know about yet? Perhaps EWI is just what they have been looking for! Invite them to a future meeting in your chapter and share the EWI love!*

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### Cindy Hillegass

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



#### **Literacy Committee**

We continue to look for help for our Corporate Literacy committee. Help the corporate Committee and WIN big for your Chapter literacy committee at the same time!

The Literacy committee is still collecting books for our Executive Leadership Book Drive. Our Executives provide the extraordinary vision and sage advice that guide us as we forge our future, so they are just the leaders to nurture the K-12 students at the Monarch School in San Diego!

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### Mary Helen Johnston

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



This year the EWI Corporate Board rolled out a model focusing on chapter excellence in our three areas of focus - Connections, Careers, and Community. A blueprint was developed to incorporate the "best practices" of EWI Chapters throughout our organization. The blueprint was called the Standards of Excellence. These standards also incorporated the mission, vision and values of EWI. Leadership Caucus conducted at LCAM 2012 in Dallas, Texas introduced and covered the standards in great detail. Participants were given the opportunity to review and ask questions that might arise as the Chapter Presidents and Vice Presidents reviewed the standards which they in turn introduced to their Chapter boards back home. The standards were used by most Chapter Presidents as part of their goals for the 2012-2013 year.



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### Lisa Stokes

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



Thank you to everyone that applied to serve on the Corporate Board. The Corporate Nominating Committee will be meeting on June 14th and 15th to review all applications, references and complete phone interviews. We will have a slate to present to the Corporate Board and the Membership following the meeting. The slate will be voted on at the Annual Meeting in September.

In keeping with my messages to provide clarity and information about our continued focus on the Strategic Board Governance Model, This information from ASAE gives us the inside track to trends in volunteer organizations:

A QUIET REVOLUTION OF RESTRUCTURING GOVERNANCE IS UNDERWAY!

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## Trust Tip

### Extend Trust Wisely

It's not the big goals that make the big difference. Rather, it's all the little actions and decisions that will make you the person you'll become. Get into the habit of being truthful with yourself, and you'll find that other will trust you more easily as well.

Start extending trust wisely today:

- **Consider the real impact.** Is it just money—or is it lives? The amount of diligence and trust given should be in proportion to the magnitude of the real risk involved.
- **Consider the seriousness and frequency of any previous violations.** If it was *competence trust*, has that person been trained? If it was *character trust*, has that person expressed a desire to act with integrity?
- Give adequate support and training.
- Offer opportunities for accountability.
- **Start by taking small risks.** Do it in increments. It is fun, courageous, and most often worth it!
- **In order to trust others, you must be able to trust yourself.**

Your ability to trust yourself directly impacts your ability to trust others.

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](http://www.DavidHorsager.com).

## 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](mailto:ewi@ewiconnect.com)  
**Phone:** 801.355.2800  
**Address:** 3860 South 2300 East, Ste 211  
Salt Lake City, UT 84109

# LCAM<sup>2013</sup>

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](mailto: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**. This year's conference programming is sure to inspire you. Click here to view the [Schedule at a Glance](#). Other slated presenters include:

**John Wood**, former Microsoft executive and founder of Room to Read  
**Madeleine Blanchard**, Leadership Coach  
**Linda Larsen**, Funny Motivational Speaker  
**Inocente**, Artist and Documentary Subject  
**Alaina Podmorow**, Founder of Little Women for Little Women of Afghanistan  
**Bobbie Staten**, Motivational Humorist

\$600 – Early bird registration through June 30  
\$650 – Regular registration July 1 – August 12  
\$750 – Late registration begins August 13

Need some assistance getting your firm to support your trip to San Diego? Check out the [Justification Toolkit](#) for some helpful information showing the value of LCAM.



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**



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!](#)



## 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

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.

### San Diego Harbor Dinner Cruise

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!](#) Online registration will be coming soon.

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