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ewi CONNECT

CORPORATE EDITION

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Letter from President



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

A few months ago I read the following in the EWI of Richmond Connect from Chapter President Karen Kuhn and it really struck me. Are our members missing out on opportunities and don't even realize it? Here's Karen's story:

*"I had the honor to serve as Chapter President of EWI of Washington DC several years ago. During that time, I noticed that a charter firm (a florist) did not have a representative and no one was attending monthly meetings. When I contacted the firm's CEO to share with him that many of the other representatives did not know that we even had a florist as a member, and that he was missing opportunities to develop new business relationships, he realized that he had a big problem. Not only was he paying for an unused membership, but more importantly, he was missing out on new business. Fortunately the solution was pretty simple. The CEO thought that only a woman could represent his firm. When I explained that a woman or a man could be the firm's representative, he had the solution and appointed his sales director - a terrific young man - as the firm's new representative. And as they say, the rest is history. But that's not the end of the story. You see, it is not just being a representative of your firm that matters; it is about being **PRESENT** to cultivate relationships with other EWI representatives that lead to new business opportunities and professional networks. The young man I mentioned is an active member and contributor of the EWI of Washington DC. He has continued to nurture his EWI clients, and has been recommended many times to other EWI firms across the country. That firm is no longer just a name on a membership roster. They are present and engaged in the EWI mission - and reaping the benefits of membership."*

Be sure to follow-up with executives when there is an open representative position; that personal follow-up could save a membership. EWI offers something for everyone, let's make sure our members know about all of it! Our new THRIVE campaign's Prezi presentation can be an excellent tool to present at new member orientations and receptions and to Executives during Executive Nights. Use your Executive Nights to promote what your Chapter does and what EWI offers. Contact the Corporate Office for your chapter's copy of the Prezi presentation; 11 chapters have already done so. And don't forget the personal testimonials. Last month I had the honor of speaking at a membership reception for EWI of Los Angeles. I followed a group of Los Angeles members, both long term and new, who spoke about what EWI has done for both their firms and their own lives. I wish I had a camera and taped these presentations. There was so much passion about the organization in each testimonial. I was extremely impressed by the impression a new individual member had about the organization and how she is looking forward to engaging more in the chapter.

Don't forget those monthly anniversary renewals; now that the bulk of membership renewals is over we tend to forget that we also have memberships that are now renewing on their anniversary date. Over the last few years, Corporate has seen that this is where a lot of memberships don't get renewed because chapters aren't as focused on renewals after that big push at year-end. Let's not let any membership lapse. All they may need is a phone call reminder to renew their membership.

Our **FIVE TO THRIVE** membership campaign is off to a great start. During the first month of the contest (April), a total of 24 new members joined EWI chapters. Congratulations to EWI of Tulsa who was in the lead with three new members, however there are several

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Save the Date for Professional Development

Business Ethics
Tuesday July 7 - 3:00pm ET
[Register Now](#)

LCAM 2015
September 23-26, 2015
Hyatt Regency Tulsa
ewiconnect.com/lcam2015

The May webinar hosted 83 participants. Congratulations to EWI of Chicago, Knoxville, Lehigh Valley and Omaha who tied for having the most attendees on the May webinar!

Corporate Office Updates

- We are saddened to report the passing of Pauline Knight, Past Corporate President, 1977-1978, and member of EWI of Minneapolis. Our thoughts are with Pauline's family and the Chapter.
- The Corporate Office has completed updates to your membership profile. You can now view Chapter Service history and Academy of Leadership attendance in your profile.
- Requests for Proposal for LCAM 2015 services including printing, photography, and graphic design are now being solicited. For information visit



chapters following closely behind with two new members each: **Albuquerque, Birmingham, Des Moines and San Diego**. Who will take the lead? Maybe another chapter will sneak in. Remember there is an LCAM registration for the chapter with the most new members joining by the end of August. *Let's see that EWI competitive spirit soar!*

Part of the Strategic Plan this year was to find additional options that chapters could use in their communities for Literacy programs and to find a way to offer online learning to our members. Both of these initiatives were tasked to EWI Corporate Director, Diane Barber, EWI of Harrisburg and she came through with flying colors! Last month we rolled out the **Little Free Libraries** literacy initiative. If you weren't able to join the webinar on May 21, the recording is now available. This month we are rolling out one more new initiative, **Online Learning Opportunities**. Please read about this new initiative below. On June 24 our new partner, Dale Carnegie, will kick-off the Online Learning programs with a special presentation on *How Do You Define Success*. Due to limited space on their webinar line, Presidents and Vice Presidents will be invited to the kickoff. After the kickoff, the recording will be available for a limited time only, 30 days! So be sure to listen in and find out more about this new benefit EWI has available for members.

WHAT ELSE?

- **Scholarship Programs:** Chapter Scholarship programs are in full swing. I look forward to reading about them in the months to come. Don't forget to send out press releases to your community newspapers. This would be an excellent time to use the **"YOUR MAKE A DIFFERENCE"** marketing materials. Chapter ASIST winner notifications are due in the Corporate office by June 15.
- **Chapter Nominating Committee:** Has your chapter nominating committee met yet? It's that time of year to start getting your Chapter Boards in order for next year.
- **Leadership Council:** The next Leadership Council call for Presidents and Vice Presidents is scheduled for June 17; I'd like to hear from you on what topics to discuss during the call; just shoot me an email at dbanogon@northislandcu.com. Here are some topics I've been thinking about: *how are chapters using the new marketing campaign; how do chapters promote LCAM to their members and encourage attendance; and are you reviewing EWI benefits and accomplishments of chapter with Executives during Executive Nights?* What else do you want to discuss?

Are you thinking about serving on your Chapter Board? I leave you this month with a quotation from one of my favorite historic mentors, Eleanor Roosevelt. When I was first given the opportunity to serve on my chapter board, I had my doubts I could do it, but took advantage of this EWI benefit and found a skill I didn't know I had!

"The future belongs to those who believe in the beauty of their dreams."

EWI Announces Online Learning Opportunities

Online learning, sometimes referred to as e-learning, is a form of distance education which utilizes online courses delivered over the Internet. Courses can be accessed from desk top computers, lap tops, iPads and other electronic devices.

EWI is proud to have entered into arrangements with two very well-known organizations who focus specifically on opportunities for online learning.

Lorman Educational Services has provided 28 years of education to over 1.4 million professionals. This online learning opportunity is geared toward professionals who must obtain and maintain credentials within their business specialty (also known as continuing education requirements). Lorman courses are created to be concise, accurate, timely and impactful to businesses and individuals. Lorman provides live webinars and on-demand products. Lorman is rated A+ by the Council of Better Business Bureaus (rating scale of A+ to F). Lorman offers industry specific courses with online learning opportunities available in more than 25 fields.

Dale Carnegie Training focuses on giving people in business the opportunity to sharpen their skills and improve their performance in order to build positive, steady and profitable results. Founded in 1912, Dale Carnegie is rated A+ by the Council of Better Business Bureau (rating scale of A+ to F). Dale Carnegie provides live webinars for self-improvement and performance based learning opportunities in more than 50 classes.

EWI members will be granted a discount upon registering for classes with either Lorman or Dale Carnegie. Additional information will be posted to the website and a formal "launch" of the online learning opportunities will be held on **June 24 at 3:00pm ET**.

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Recruitment Tip of the Month

What is a Good Way to Recruit and Retain Members? Ask Them!

There's an abundance of information and advice about how to recruit and retain members for nonprofits and membership-based associations. But, these sources frequently ignore one exceptional source of information: **your actual members**.

Because every organization's mission and methods are different, every organization's members have different motivations, passions, and interests. No one knows better why your members joined or what would motivate them to increase their participation than they do. And nothing makes members feel more valued than asking them to share their honest opinion about your organization and following up on their feedback.

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2014-2015 Officers & Directors

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North Island Credit Union
EWI of San Diego

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Irby Electrical Distributor
EWI of Jackson

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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

The Corporate Recognition Committee wants to Celebrate You!

Lucille Johnson Perkins Award - This award will be given to a large Member Firm, a Small Member Firm, a Non-Profit Firm and to a Member Representative. The purpose of this award is to recognize the outstanding areas of support that a member firm or member representative has displayed with the EWI network on both Corporate and Chapter levels. To acknowledge the contributions a member firm or member representative has made outside the EWI network in growing membership and in communicating the value and benefits of EWI. To honor a member firm or member representative that has engaged the mission of EWI by enhancing personal and professional development and by encouraging community involvement. The nomination form can be found on the Corporate Website. The deadline for submission is **June 15, 2015**.

Standards of Excellence - The Corporate Board and Awards Committee determines each year the progress Chapters are making in attaining Standards of Excellence designation. The Standards of Excellence now includes the Individual Membership category for those chapters that have adopted it. An email will be going out to Chapter Presidents and Vice Presidents this month giving all chapters the opportunity to take a survey about their chapter. You can view the Standards of Excellence document on the Corporate Website. The deadline for taking the survey is **July 15, 2015**.

EWI Communications Award - We would like to recognize the efforts of the Chapter Communications Directors that dedicate their time to produce Chapters' *EWIConnect*, and the utilization of social media each month. *EWIConnect* entries can be newsletters dated from October 2014 through July 2015. The winning Communications Directors will be announced and awarded certificates at LCAM 2015! Electronic copies will be shared with the Chapter leaders at the Leadership Caucus and on the Corporate Website for further distribution of ideas and best practices. The deadline for submission is **August 1, 2015**.

Professional Development Article

In today's business environment with the use of modern technology, we are working at a faster pace than ever before. We are expected to make business decisions more frequently than we once were, and our decisions tend to be more complex. Most ethical decisions that we face have less to do with "right versus wrong" and more to do with making a decision that is "most right" when examining a myriad of alternatives. Almost all of us know it is wrong to steal, yet some do it anyway. Such a decision is not an ethical dilemma, but a conscientious choice to violate a recognized moral principal - and the law - that to take another's property is wrong. Conversely, a true ethical dilemma takes time and analysis to achieve the best outcome.

In today's fast-paced business environment, it is difficult to find the time to appropriately perform such an ethical analysis and is often dismissed with an "I am principled. I know right from wrong. Let's move on." Ethical analyses are often left out of important decisions because of the time it takes to appropriately review. By examining major corporate scandals and tragedies, leading business ethicists Max Bazerman and Ann Tenbrunsel have studied how employees tend to unintentionally overestimate their own ability to do what is right. They have labeled this occurrence as "Ethical Blind Spots".

Register today for the July professional development webinar and join Matt Ellis, from *Woodmen of the World Life Insurance Society*, in examining how very well-intentioned employees sometimes neglect to notice or act on unethical behavior in favor of expeditiously making a business decision that they strongly feel will result in a positive business outcome.



Congratulations to the first class of graduates from EWI Collegiate at University of Missouri - Columbia. We wish these members well in their new journey in life and hope to see them as members in our chapters or as members at large as they settle into their new careers.

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Chapter Anniversaries

EWI of Harrisburg

June 1979
Celebrating 36 years

EWI of Richmond

June 1967
Celebrating 48 years

EWI of Seattle

June 1953
Celebrating 62 years

EWI of Tucson

June 1980
Celebrating 35 years

Corporate Office Serving EWI Membership

The Corporate Office deepens its commitment and level of service to EWI. We commit to a 24-hour turnaround in email responses 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

Kristen Harmston
Office Administrator

Bonny Steele
Webmaster

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