

ewi CONNECT

LEADERSHIP EDITION

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MARCH 2013

Letter from Executive Director



We moved! The Corporate Office has completed the relocation to our new office. We are excited to host the Corporate Board this week and will be sharing pictures of the new space on Facebook. Be sure to check out the post next week.

The Annual Report was distributed last month. Hopefully, you've all had a chance to read it. It's a great message about all the good work we do through EWI. I encourage you to share it with prospective members.

Speaking of prospective members, now that the annual renewal process has been completed, it's time to start recruiting new members. We are reviewing all of our marketing collateral and will be pulling together a recruitment kit for you to use. Also, we will be hosting Chapter webinars in the near future to assist you with recruiting new members.

Finally, we have some exciting events coming up:

- **Spring Conference** – hosted by EWI of Chattanooga April 18-20, 2013. It's not too late to register! For more information and to register see page 4.
- **LCAM 2013** – the Sponsorship Committee is looking for sponsors for this year's conference. There are many levels of sponsorship available including an affordable Chapter sponsorship opportunity for only \$250. If your Chapter is interested in participating, please contact Lourdes Navarro at lnavarro@eironclad.com.
- **LCAM 2014** – the votes are in. Final results will be announced to the membership in the April Connect. Where are we going – Philadelphia, or Washington DC/Arlington? Be sure to read the April Edition of the Corporate Connect to find out!
- **LCAM 2015** – Now that the 2014 site has been selected, the Events Committee will soon be accepting applications from Chapters in the Central Division for 2015. If you are located in the Central Division, I encourage you to consider being a host city. Look for the more details coming your way.

With so many great events coming up, the value of EWI is easy to see. We hope to see you at Spring Conference and/or LCAM.



Wendy Cowley
Executive Director, COO

2012-2013 Officers & Directors

President

Karen Skirten
TierOne Travel
EWI of Calgary

Vice President

Ronwyn Anderson
Soft-Lite Windows, LLC
EWI of Nashville

Secretary/Treasurer

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North Island Credit Union
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EWI of Minneapolis

Director

Cortney Ewald-Ihde
Ewald Automotive Group
EWI of Milwaukee

Director

Mary Helen Johnston
M & J Photography
EWI of Corpus Christi

Advisor

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

Attention Chapter Treasurers

Financial Reports

The First Quarter has ended which means it's time once again to start compiling your financial information to file Form 1 and 31 for October 1 – December 31, 2012. The due date was February 28, 2013. *If you have not yet submitted your Chapter's forms please email them to ewi@ewiconnect.com by **March 20, 2013** to avoid a late fee.*

Attention Communications Directors

Executive Women International would like to recognize the efforts of the Chapter Communications Directors that dedicate their time to their Chapters' *EWIConnect* each month. We applaud you for all of the hard work and energy that goes into the newsletters you produce!

We are pleased to announce an *EWIConnect* contest to recognize the top three Chapter newsletters. ***EWIConnect* entries can be newsletters dated from October 2012 through July 2013.** The winning Communications Directors will be announced and awarded certificates at LCAM 2013! 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 **July 31, 2013**.

To view the 2012 winners, [click here](#).

For complete information, [read the memo](#).

Dates and Deadlines

Date	Chapter Responsible Party	Item
30	Treasurer	Chapter insurance fees due to Corporate Office – This has been extended as invoices have not yet been mailed to the Chapters

Recommendations

B/C/DP Director/EWISP Chair	Consult with President regarding collection of student applications; verify selection of judges
Program Director	Plan an EWI 75 th Anniversary tribute for April Chapter Meeting

Leadership Development Article

Qualities of Women Leaders

The Unique Leadership Characteristics of Women

When it comes to leadership, does gender matter? Is there a difference between women leaders and men who lead? If so, what are the unique qualities of female leadership that the most effective women leaders possess, and are they unique to women?

In 2005, a year-long study conducted by Caliper, a Princeton, New Jersey-based management consulting firm, and Aurora, a London-based organization that advances women, identified a number of characteristics that distinguish women leaders from men when it comes to qualities of leadership:

Women leaders are more assertive and persuasive, have a stronger need to get things done and are more willing to take risks than male leaders....Women leaders were also found to be more empathetic and flexible, as well as stronger in interpersonal skills than their male counterparts....enabling them to read situations accurately and take information in from all sides....These women leaders are able to bring others around to their point of view....because they genuinely understand and care about where others are coming from....so that the people they are leading feel more understood, supported and valued.

The Caliper study findings are summarized into four specific statements about women's leadership qualities:

1. Women leaders are more persuasive than their male counterparts.
2. When feeling the sting of rejection, women leaders learn from adversity and carry on with an "I'll show you" attitude.
3. Women leaders demonstrate an inclusive, team-building leadership style of problem solving and decision making.
4. Women leaders are more likely to ignore rules and take risks.

In her book *Why the Best Man for the Job is a Woman: The Unique Female Qualities of Leadership*, author Esther Wachs Book examines the careers of fourteen top female executives - among them Meg Whitman, President and CEO of eBay - to learn what makes them so successful. What she discovers echoes the Caliper study, including a willingness to reinvent the rules; an ability to sell their visions; the determination to turn challenges into opportunities; and a focus on 'high touch' in a high tech business world.

This evidence - that the leadership style of women is not simply unique but possibly at odds with what men practice - begs the question: Do these qualities have value in the marketplace? Is this type of leadership welcomed by society and by the public and private sector?

Dr. Musimbi Kanyoro, the World YWCA Secretary General, says attitudes toward leadership are changing, and what women offer is essential:

Domination as a leadership style is becoming less and less popular. There is a new growing appreciation of...those traits that women use to keep families together and to organize volunteers to unite and make change in the shared life of communities. These newly admired leadership qualities of shared leadership; nurturance and doing good for others are today not only sought after but also indeed needed to make a difference in the world....A feminine way of leading includes helping the world to understand and be principled about values that really matter.

Article provided by <http://womensissues.about.com/od/intheworkplace/a/WomenLeaders.htm>.

**Chapter Development Webinar -
Thursday, March 21, 3 PM ET**

**How to Deliver Great Programs:
Follow your P's and C's with
Corporate Events Committee Chair
Kerry Feltenberg and Corporate
LCAM Committee Vice Chair Anna
McCutcheon**

[For more information and to register,
click here.](#)



**Chattanooga, TN (Chapter City)
2013 Spring Conference
April 18-20, 2013**

We are pleased to announce that Executive Women International's 2013 Spring Conference will be hosted by EWI of Chattanooga. This sure-to-amaze event is scheduled for April 18-20, 2013. The theme is "Leaders with Vision - All Aboard to a Positive Future." April 20th is EWI's 75th anniversary date, so this is sure to be an extra-special day.

[MORE INFO](#)[REGISTER NOW](#)[BOOK YOUR ROOM](#)

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
iMarketing/Communications & Events Administrator

Jordan Koehler
Office Administrator

Bonny Steele
Webmaster

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