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CORPORATE EDITION

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Letter from President



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

"So many women believe they can only have success at the expense of other women. They couldn't be more wrong. The power we women hold within us is a light, a light that loses nothing by being shared. It is our job as women to inspire, pave the way and give hope to other women"

-Adrian at Top Shelf

This month marks the 35th anniversary of Women's History Month and this year's theme, "Weaving the Stories of Women's Lives" reminds me how important it is to share our stories and keep them alive. The stories of women's lives, and the choices we make, will encourage future generation of girls and young women to think larger and bolder, and give boys and men a fuller understanding of the female experience. There is real power in hearing women's stories, and we do that so well in EWI, from telling the story of EWI founder Lucille Johnson Perkins to inviting women leaders to share their experiences at our chapter meetings, just to name a few. Sheryl Sandberg on her TED Talks presentation "Why we have too few women leaders", said women have to start sitting at the table, believing in themselves, owning their own success; to reach for new opportunities. She said that she wants her son to have a choice to contribute fully in the workforce or work from home and be a full partner in raising his family, and she wants her daughter to have the choice to not just succeed but to be liked for her accomplishments; meaning that being a strong woman leader shouldn't be any different than being a strong male leader. Sheryl realizes this won't happen during her generation, but she sure hopes it will happen in the next. In order to do this, our generation has to start sharing our stories, leading the way and reaching out for new opportunities.

ENGAGE IN EWI PROGRAMS

EWI SPRING CONFERENCE - April 23- 25, 2015

EWI's Spring Conference is being hosted this year by EWI of Milwaukee, and the theme "Leadership by the Lake - Spread Your Wings & Mind" is one way our members can reach for new opportunities in professional development and networking. Spring Conference has always been one of my favorite EWI events because the attendance is smaller and you can really get to know other EWI members. I encourage you to attend this event; it will be well worth your time. Visit ewimilwaukee.org for conference information and registration.

PROFESSIONAL DEVELOPMENT WEBINARS

Did you notice that upcoming webinars are posted through July on the website? This year's committee, chaired by Tracey Amernick from EWI of San Diego, has been working diligently to book the webinars early so members can plan ahead. Don't forget that these webinars are open for anyone in your member firms and are free!

BOARD FORUMS

In the last few years we have really done a great job of keeping the momentum going and meeting regionally to share best practices with other chapters through our Board Forums. Let's keep it up. If your region hasn't planned a Board Forum for 2015, start reaching out to other chapters in your area to get one planned. These forums are another opportunity

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Save the Date for Professional Development

Servant Leadership: A Business Management Strategy

Tuesday April 7 - 3:00pm ET
[Register Now](#)

Spring Conference

April 23 - 25, 2015
Hilton Milwaukee City Center
[More Information and](#)
[Registration](#)

LCAM 2015

September 23-26, 2015
Hyatt Regency Tulsa
Registration Coming Soon

The February webinar hosted 157 participants. Congratulations to EWI of Dallas and San Antonio for having the most attendees on the February webinar!

Recruitment Tip of the Month

It's How You Make Them Feel

Recently on one of our EWI Recruitment calls, Christy Smallwood was taking us through the process of recruitment to membership. There was a comment she made that struck me. When you have a guest attend a meeting, it's how you make them feel while they are at a meeting that makes the difference. Read on to find out how Ann Bushey and EWI of Richmond have the great success they have in this area.

for strengthening your chapter, professional development and getting to know members from other chapters. Last year I was lucky to attend the Southwest/Pacific region hosted by EWI of Phoenix, the Texarkoma forum, hosted by EWI of Dallas, and the Southern chapter's forum hosted by EWI of Jackson. If you've never attended one and want to know how to get started, reach out to these chapters. Every one of them did an excellent job and the attendees all came away engaged with ideas to bring back to their chapters. Once you have it planned, be sure to let Corporate know so we can add it to the events calendar.

EWI REMINDERS/UPDATES

If your chapter would like to propose an amendment to the Corporate or Chapter bylaws, the deadline for submitting them to the Bylaws Committee, chaired by Bev Kennedy, EWI of Minneapolis, is April 29, 2015. Chapter Presidents should watch for a communication soon.

The Site Selection Committee, chaired by Toni McCord, EWI of New Orleans, notified the Eastern division chapters last month to send in their applications for hosting LCAM 2017. We look forward to seeing which chapters will apply. If your chapter is interested, the deadline is April 17, 2015.

The new membership campaign is almost ready for rollout. The Committee continues to work diligently with the marketing firm. We hope to have all the materials ready before the end of this month.

The minutes of the 67th Annual Meeting have been reviewed and approved by the Minutes Review Committee and are available on ewiconnect.com under Corporate Communications.

I hope you will share your story with someone this month in honor of Women's History Month. You never know who you might inspire by sharing!

EWI Foundation Update

- It is a busy time for grant writing and researching possible grant opportunities. We are anxiously awaiting response from three grant applications that have been submitted for our literacy efforts and Academy of Leadership. We will submit a request by the end of this month for the local Chapters' efforts with their Reading Rallies. If you have an organization or foundation you think meets our priorities of literacy, scholarships or professional development opportunities, please contact me.
- The scholarship process is in full swing. All Chapters should be securing judges for the selection process - refer to the [B/C/DP Resource Guide](#) for criteria. Feel free to contact me with questions at any time: Kristine@ewiconnect.com or 801.355.2800.
- We are pleased to see a large increase in members participating in our monthly webinars. Karen Kuhn, EWI of Richmond, stated, "I wanted to take a moment to share some great feedback about the February webinar - *Creating Effective Email Communications* by Dr. Joan Gallagher. After listening to the original presentation, I shared it with a colleague and we decided to offer the presentation to a group of administrative professionals. We presented the webinar to approximately 30 Federal Reserve team members in Richmond, Charlotte and Dallas - using a video conference presentation. We distributed the handout to the attendees and displayed it with the audio presentation to the audiences at the three locations. Those people not in a video conference center were able to listen by phone, and follow along with the handout. After Q&A with Dr. Gallagher ended, we continued the discussion for a few more minutes. I have had several people email me or stop me in the hallway to compliment EWI on a great program."

The committee is working hard to bring you the most relevant topics. Please contact me if you have suggestions on potential speakers. Mark your calendar for the upcoming webinars:

- April 7 "Servant Leadership: A Business Management Strategy"
- May 5 "Creating a Coaching Culture for Success"
- June 2 "Elevate Efforts to Elevate Excellence"
- July 7 "Business Ethics"

- The Corporate Literacy Committee is meeting on a regular basis and finalizing plans for the LCAM Reading Rally at Emerson Elementary School in Tulsa, OK.

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Chapter Anniversaries

EWI of Detroit-Windsor

March 1968
Celebrating 47 years

EWI of Jackson

March 1956
Celebrating 59 years

EWI of Nashville

March 1959
Celebrating 56 years

EWI of Tulsa

March 1956
Celebrating 59 years

The event will take place on Wednesday, September 23.

- Reading Rally Funding Sources:
 - Kohl's: Visit their website at www.kohls.com/employeesinaction. You can submit a brief application for five Kohl's volunteers for four hours and receive \$500. Apply early at each Kohl's stores for your event (an application is required for each store).
 - Don't forget your local community programs that offer a percentage to your organization such as Kroger's Reward Program, Fred Meyer, or City Bank Rewards Program. Do you have ideas that you can share with other Chapters about national programs? If so, send them my way and I will compile a list to share.

Professional Development Article

The Servant Leader

The servant leader is one who recognizes the need to enrich the lives of those he or she serves as a means to creating success for all. By creating more successful players on a team, the team becomes more successful. By putting clients, customers or guests needs first at all costs, those people will in turn reward us with their future business, as well as that of their friends and family. Surprisingly, many if not most businesses fail to do this well, or even at all. We must ask ourselves as business leaders if we are charging our customers exactly what we should be for our products or services, meaning are we providing the same or slightly better value than what they are paying us for? If so, then consider this: What would our business look like if we began providing more value than our clients or customers could *ever possibly pay for*? How about our employees? What would our business look like if we decided not simply to employ our workers but to provide more value for them and more opportunity than they could have imagined for themselves? How would our business look if all were offered the opportunity of a path to ownership? How would this affect productivity? Morale? Sales? Culture?

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Register today for the April professional development webinar and join Greg Provance to discover learn more about how to be a servant leader.

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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

Vacant
Member Services Administrator

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