

Letter from President



"The world was hers for the reading."

- Betty Smith

Good Day EWI!

What an amazing month April was for EWI! I hope you all had wonderful celebrations in your Chapters to kick off our 75th Anniversary year. The highlight for me was, without a doubt, being able to share the historical biography of Lucille in video format with all those in attendance at Spring Conference. I hope that all of you took the time to watch the video that we sent to you on Monday, our actual Anniversary day.

I would like to congratulate EWI of Chattanooga on delivering a stellar Spring Conference experience. The quality of the speakers was superb. Each and every one of them was inspiring! A hearty thanks to our Academy of Leadership Dean, Lori Giovannoni, for delivering the wonderful new module on Emotional Intelligence. Our next module to be presented will be the Power of The Diverse Communicator with Colette Carlson as an optional registration for the Wednesday of LCAM week.

I am happy to advise that EWI has received payment through our insurance providers for 85% of the losses from misuse of funds by our former executive director. Our insurance does not cover the costs we incurred for forensic accounting and legal expenses. Our insurance providers will in turn have the right to seek full restitution from the former executive director while criminal charges proceed. The criminal investigation is continuing and we are urging prompt filing of criminal charges.

The deadline is fast approaching for corporate board service. Applications must be in by the 15th of May. As I look back fondly on these past four years of corporate service, I can emphatically say that every past Chapter President should seriously consider building on their EWI leadership experience by applying! It is so very rewarding to serve at this level and I count my blessings each and every day for the learning opportunities I have been presented with. For more information, please see Advisor Stokes' report below. I know that Vice President/President-Elect Anderson would also love to hear from you if you are interested in corporate committee work as well.

Yet again, the registration for LCAM has been opened before May 1 and I want to thank the office staff for their diligence in meeting that target! Our goal in opening registration early is twofold. First, it allows member representatives the maximum window of opportunity to present their firm with a request to attend or allows representatives that are paying their own way to budget accordingly. Secondly, it allows us to gauge attendance and plan more efficiently.

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Karen Skirten
TierOne Travel
EWI of Calgary

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Ronwyn Anderson
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Mary Helen Johnston
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Lisa Stokes
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The Opening Reception on Wednesday evening will be a 1930's style garden party on the lawn of the Sheraton San Diego Hotel and Marina. Start searching now for the perfect hat!

I hope you are as excited as I am with the line-up of speakers we have secured. We have some extremely wise and entertaining individuals booked that will offer you incredible learning opportunities, both professionally and personally. One of my favorite speakers, Amanda Gore, is going to kick things off at our opening breakfast, followed by Ken Blanchard's daughter-in-law, Madeleine Blanchard, who is as gifted as Ken but offers a delightful female perspective on leadership.

Friday has been designated as EWI Foundation Day, providing us with a local, national, and global perspective on literacy – which ties into the directives of the EWI Foundation.



What if illiteracy was eradicated?
What if every child had access to an education?
What if 171M people could be lifted out of poverty through education?
What if EWI could be part of that change?
What if your Chapter had a partner locally focused on global literacy?
What if your Chapter could donate only \$250.00 to educate a girl for a year?
What if your Chapter could build a library for only \$5K?
What if EWI was known globally as a supporter of literacy?
What if EWI could impact 75,000 children through education?

We will share highlights via video from Wednesday's visit to Monarch School by the Literacy Committee and also make a very special presentation to school officials. Monarch School is a school for homeless children in the San Diego area. Secretary/Treasurer Banogon kindly forwarded this [news clip](#), which I encourage you to view.

We will also be able to meet and learn from one of their most famous students, Inocente, whose life story was featured in an Academy Award winning documentary this year. Please be sure to read Director Hillegass' report on how you can help the Literacy Committee achieve their goal of donating 75,000 pages to the Monarch School!

Offering his insights on literacy challenges within North America is LeVar Burton, actor, Executive Producer, and host for 25 years on PBS' Emmy Award winning Reading Rainbow. (You may also know him from his roles in Roots or on Star Trek.)

Lunch on Friday will feature our National ASIST winner sharing with us their inspiring life story. This will be followed by an afternoon with John Wood and Alaina Podmorow, both of whom were moved to change the world through literacy. Alumni members will have an additional session with John late in the day that is going to be unforgettable!

I invite you to register and attend LCAM and learn so much more! See you in San Diego! [Click here to Register!](#)

Kindest Regards,

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

INSIDE EWI

THE OFFICIAL BLOG OF THE EWI CORPORATE PRESIDENT

Membership Campaign Launches May 1, 2013!

The EWI® Corporate Office is excited to announce a new membership campaign. The campaign will run May 1 – July 31, 2013. As an incentive, the member representative who recruits a new member will receive a \$10 Amazon gift card and be entered to win a trip to LCAM 2013 in San Diego – which includes airfare, four nights hotel, and registration.

New updated, eye catching marketing collateral has been created to assist Chapters in their recruitment efforts. The new collateral includes a:

- [Postcard \(6"W x 4.25"H\)](#)
- [Mailer \(9"W x 6"H\)](#)
- [Trifold brochure](#)
- [Marketing booklet \(5.5"W x 8"H\)](#)
- [Print Ad \(in multiple sizes\)](#)

To maintain the integrity of this new collateral, the items must be professionally printed. If you do not have a resource in your Chapter, collateral can be ordered through the Corporate Office at cost plus shipping.

There are many resources available to recruit new members. Below are several suggestions:

- Your local Chamber of Commerce
- The Better Business Bureau in your area
- Local business journals that highlight area businesses
- Google searches including key words like "Name of your City," "new business," and "the year"

There is also a great Retention & Recruitment webinar by Corporate President Karen Skirten, which can be viewed online [here](#).

We hope these tools will help n your recruitment efforts and assist in meeting your 20 Mile March goals.

As always, the Corporate Office is here to help. We are only a phone call or email away.



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

Chapter Anniversaries

EWI of Atlanta

May 1960
Celebrating 53 years

EWI of Chattanooga

May 1987
Celebrating 26 years

EWI of Chicago

May 1952
Celebrating 61 years

EWI of Grande Prairie

May 2010
Celebrating 3 years

EWI of Hampton Roads

May 1987
Celebrating 26 years

EWI of Kansas City

May 1959
Celebrating 54 years

EWI of Los Angeles

May 1939
Celebrating 74 years

EWI of Oklahoma City

May 1959
Celebrating 54 years

Professional Development Webinar – Thursday, May 9, 3 PM ET:

The Power of Thinking Big: Five Steps to Make your Mark Now with Regina Barr

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 – Tuesday, May 21, 3 PM ET:

Fabulous Fundraising with Chapter Development Webinar Chair Lisa Fabian

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



If you are interested in furthering your career, joining a professional association is a good start. Since most association have national or local conference – EWI HAS BOTH – you can learn “best practices” or new ideas, participate in Academy of Leadership to enhance and take charge of your career, meet and brainstorm with others looking to share and learn new information. Another benefit of enhancing your network is that you could find a mentor or be in a position to become a mentor to someone else.

[READ MORE >>](#)

Darlene Banogon

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



Chapter Newletters,
State Filings,
Spring Conference,
Chapter Board Service,
LCAM and more!

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Benita Collins

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



“Sometimes, you have to look back in order to understand the things that lie ahead.”

– Yvonne Woon, *Dead Beautiful*

Greetings to all! This quote resonates with me for it portrays the feelings I experienced while watching the 75th Anniversary tribute video to our founder, Lucille Johnson Perkins at Spring Conference in Chattanooga. Lucille imparted a vision that has sustained this organization and I am exceedingly thankful to be a part of her legacy.

The Emerging Leaders Committee, led by Monica Garza, San Antonio Chapter, is an outstanding group of young leaders with an age demographic of 24-35, who are working to identify strategies to increase membership for this age group, enhance involvement, and to encourage acceptance of leadership roles. They are requesting your assistance in the completion of the attached survey. This serves as an initiative to garner response from the membership regarding programs and focus on this age group. **Take the survey now** to help Monica and her committee members accomplish their goals.

In other **Expansion Committee News...**

[READ MORE >>](#)

Cortney Ewald-Ihde

Ewald Automotive, EWI of Milwaukee
2012-2013 Corporate Director



in·spire: [*in·spahyuh r*] **verb, in·spired, in·spir·ing., verb (used with object)**

1. to fill with an animating, quickening, or exalting influence: *His courage inspired his followers.*
2. to produce or arouse (a feeling, thought, etc.): *to inspire confidence in others.*
3. to fill or affect with a specified feeling, thought, etc.: *to inspire a person with distrust.*
4. to influence or impel: *Competition inspired her to greater efforts.*
5. to animate, as an influence, feeling, thought, or the like, does: *They were inspired by a belief in a better future.*

Two-thirds into this year's board term and the definition above is the best way to describe the feeling of where I am with my board service in EWI. **INSPIRED! How are you feeling? And what are you doing to inspire others through your involvement in our organization?**

[READ MORE >>](#)

Cindy Hillegass

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



Literacy Committee

As we draw closer to LCAM you may be wondering, “How can I help the Corporate Literacy committee?” There are many ways you can help, including book donations.

[READ MORE >>](#)

Mary Helen Johnston

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



Awards Committee Chair Jeannette Davis and her committee are in the final stages of reviewing the judging matrix on the Standards of Excellence and expect a rollout of this information very soon. One aspect of the SOE that we will not be measuring will be the chapter login and use of MyEWI. This functionality was displaced with the conversion to our new database program. A tool to share best practices will be available in the future.

We are also reminding Chapters to nominate candidates for the Lucille Johnson Perkins Award.

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Lisa Stokes

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



If you view your role as a leader to empower others to become better at what they do, to achieve greater levels of skill and ability, and become better, more productive people in the process, then you are ready to serve on the EWI Corporate Board of Directors!

DEADLINE FOR CORPORATE BOARD APPLICATIONS IS MAY 15TH....and to that end, I continue to ask all representatives who have served as a Chapter President to consider applying to serve on the Corporate Board of Directors. It is an invaluable way to continue to develop leadership skills, learn about board governance and impact an organization in a visionary role.

Congruent to our new Policy Governance Model, Servant Leadership is the "technology" that drives the process.

Why serve on a board?

[READ MORE >>](#)



Trust Tip

Trust in Character

A major way to increase accountability is to reduce anonymity. There is a reason that crime is less per capita in small towns; people know each other. They know what each other is up to, and they talk. They know who is at the bar and whose car is parked outside of "that person's" house all night long. While gossip is certainly negative, small town accountability can promote higher character. If people know they are being watched, they are more likely to act above reproach. Anonymity dilutes accountability.

Five Ways to Build Character

1. Be humble.
2. Live out your principles and values.
3. Be intentional.
4. Practice self-discipline.
5. Be Accountable.

*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.*

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

Jordan Koehler
Membership & Marketing 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, Suite 211
Salt Lake City, UT 84109



Congratulations to EWI of Washington, D.C. on the selection of Arlington, Virginia as the location for LCAM 2014.

LCAM²⁰¹³

CELEBRATING THE PAST — EMBRACING THE FUTURE

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 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.

Sustaining Member Discount

We are pleased to extend to our sustaining members a discount for those that wish to take advantage of our a la carte registration - the \$75 individual event ticket administrative fee will be waived. Sustaining members should watch their inbox for the discount code this week.

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
Thursday September 19

San Diego City Tour

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. 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

Fill out the registration form to reserve your spot today! Online registration will be coming soon.

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!](#)