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ewi CONNECT

CORPORATE EDITION

ewiconnect.com

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MAY 2015

Letter from President



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

"Whether you reach success or failure in life has little to do with your circumstances; it has much more to do with your attitude...with your faithful courage...with your choices!"

- Nido R. Qubein, President of High Point University

The EWI marketing campaign is a choice that chapters now have to utilize. The resources provided can be used to reach out into their communities and sing the praises of EWI. **FIND YOUR THRIVE WITH EWI** is the focus of the EWI campaign. The objective of the campaign was to reach out to new prospective members with the goal to catch the audience's attention within the first few seconds of the presentation. Chapters have already started utilizing the graphics on their social media pages and websites, and we are pleased to have heard from many of you that you like the campaign.

The definition of Thrive is to grow and develop successfully; to flourish and succeed and to progress towards or realize a goal despite or because of circumstances. The THRIVE campaign emphasizes that *EWI supports members growth and development to flourish and succeed in their careers and that EWI can assist members in achieving their goals. In the same way the THRIVE campaign also emphasizes EWI's growth as an organization; the major focus for the campaign.* The THRIVE message was created with the idea that it would have a twist to it and stand out in order to catch the viewers' attention.

EWI Corporate will be following the marketing plan that was laid out, and we urge you to share EWI's Facebook page with your friends on social media and use the tag lines in your newsletters. All of the materials for the campaign can be found in the member's only section of the website under Chapter Resources at the top of the page or by visiting ewiconnect.com/thriveresources. You will need to log in to access the page. Under 'Flyers', is a 5 page document that includes visual images, a list of opportunities that EWI membership offers and a RESULTS page which is basically an ROI explaining why someone should join EWI. This package, in its entirety or separated can be easily sent to new prospective members and can also be sent to executives to remind them of why they are members of EWI. Take some time to check out all the materials and let us know if there is anything more you would like to see.

The only way this campaign is going to work is if chapters utilize it to its fullest. A recent survey of academics found that word-of-mouth marketing can play a significant role in helping to recruit. The survey showed that 39% of non-members are either waiting to be asked to join, or might be persuaded to join. According to the "2014 Membership Marketing Benchmark Report" from Marketing General, Inc., word-of-mouth recommendations were the most effective marketing method for acquiring new members. So encourage your members to spread the news about EWI among their friends and business colleagues by utilizing the materials now available.

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New Face in the Corporate Office



Hi, my name is Kristen Harmston and I'm so excited to be a part of the EWI team! For several years I was lucky enough to be a stay-at-home mom to my three kids, but now I am venturing back out and I feel like I'm in the right spot. I was born and raised in SLC, UT but for a few years lived in Chesapeake, VA which forever turned me into an official beach lover! While I still miss it, I love hiking and am a brand-new skier. When I'm not going to one child's sporting event or another I like to stay home and read or watch a movie.

I really am thrilled for this opportunity and am looking forward to being involved with such a great organization.

Save the Date for Professional Development

**Elevate Efforts to Elevate
Excellence**
Tuesday June 2 - 3:00pm ET
[Register Now](#)

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

To help with recruitment, the Membership Committee has launched the **THRIVE FOR FIVE** campaign. Chapters who bring in **5 new member firms** within the next 5 months (April 1 - August 30) will be eligible for one (1) free registration for LCAM! Let's get some competition going among the chapters in your area!

Don't forget to contact the Corporate Office for your copy of the Prezi presentation that can be loaded to a laptop for presentation to a prospective member or used at your membership receptions. This is also an excellent presentation to present to Executives to remind them why they are a member of EWI!

WHAT'S HAPPENING IN EWI?

- The Reading Rally Committee has been very busy. You can download the [Ignite Your Imagination flyer](#), which includes this year's book selections and the wish list from Emerson Elementary School in Tulsa, Oklahoma where the corporate reading rally will be held on September 23. Once again the committee will be collecting [Box Tops for Education](#) and the EWI member who collects the most redeemable Box Tops will receive an Amazon Kindle. The committee needs your help to meet their goal to collect 77 autographed books and 77,000 book pages. Please take a look at the flyer and see how you, your firm or your chapter can assist the committee.
- On May 21, a webinar will be held for Chapter Presidents, President Elects and B/C/DP chairs to roll out a new option for chapter literacy programs, [Little Free Libraries](#). The mission of Little Free Libraries is to promote literacy and the love of reading by building free book exchanges worldwide; and to build a sense of community as we share skills, creativity and wisdom across generations. Their goal is to build 50,000 libraries around the world and their key strategy is to promote reading for children, literacy for adults and libraries around the world. Now I know some of you are probably thinking "another campaign outside our chapter communities", but you would be wrong. This is something you can do in your own communities at very little cost to you or your chapter. Take a moment to find out more in the separate article on [Little Free Libraries](#) below.
- This is the time of year when we call on our Chapter Leadership to consider stepping into Executive Women International Corporate Board Service. If you are a past Chapter President, please consider Board service. To all of our representatives, please encourage the Past Chapter Presidents in your chapter to apply. Deadline to submit the [Application for Corporate Board Position](#) is June 1.
- It's also that time of year when Chapters should be starting to send out Straw Ballots for next year's Chapter Board.
- Scholarship Deadlines are also coming up:
 - EWISP notification of chapter winner is due in the Corporate office on May 15
 - ASIST notification on June 15

This past month EWI of Milwaukee hosted the 2015 Spring Conference and did a fabulous job! From opening night, which celebrated their chapter's 50th Anniversary, to the key note speaker who said we should celebrate our accomplishments by saying "WhooHoo!" every once in a while after doing a great job; to the debut of Academy of Leadership Alumni Kristi Emmons, EWI of Memphis as an Academy faculty member; to learning how to attract and retain the emerging workforce; to learning about the literacy crisis in our schools and among the adult population; it was a jammed pack weekend of information. EWI of Milwaukee definitely deserves a **WHOOHOO!** Thank you for hosting the event.

I leave you with one more thought from Nido R. Qubein: "You can live every day of your life. You can be alive to the tips of your fingers. You can accomplish virtually any worthwhile goal you set for yourself." Have a great month!

Literacy Initiative - Little Free Libraries

In the beginning - 2009 - Todd Bol of Hudson, Wisconsin, built a model of a one room schoolhouse as a tribute to his mother, a former school teacher who loved reading. He filled it with books and put it on a post in his front yard. His neighbors and friends loved it. He built several more and gave them away. Each one had a sign

LCAM 2015

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

The April webinar hosted 100 participants. Congratulations to EWI of Denver for having the most attendees on the April webinar!

Recruitment Tip of the Month

The Vital Role Email Plays in Membership Acquisition

When it comes to sustained membership acquisition and retention, few tools are more important than a strong email list. Email allows you to have instant contact with your membership and prospective members that is interactive. The power of email is easy to see when you start to utilize a strong email list to bring in more members and retain the members that you have.

How powerful is email in membership acquisition? Read on to find out!

[READ MORE >>](#)

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EWI of San Diego

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Soft-Lite Windows, LLC
EWI of Nashville

that said FREE BOOKS.

Rick Brooks, of the University of Wisconsin-Madison, saw Bol's do-it-yourself project while they were discussing potential social enterprises. Together, the two saw opportunities to achieve a wide variety of goals for the common good. Each brought different skills to the effort, Bol as a creative craftsman experienced with innovative enterprise models and Brooks as a youth and community development educator with a background in social marketing.

By the summer of 2010 the mission and purposes served by the little boxes of books were becoming clearer. The original models had all been built with recycled materials. Each was unique but all shared the theme of exchanging good books and bringing people together for something positive.

The Little Free Library Mission

- To promote literacy and the love of reading by building free book exchanges worldwide.
- To build a sense of community as we share skills, creativity and wisdom across generations.

The Little Free Library Goal

To build 50,000 libraries around the world.

The Little Free Library Key Strategies

Promotion of reading for children, literacy for adults and libraries around the world.

EWI's philanthropic focus of literacy is a perfect match for this international initiative. Little Free Libraries can be installed throughout all of our communities with little or no financial resources. In addition, by partnering with local businesses and organizations for sponsorship of libraries, EWI will gain unique media attention which will not only impact favorably on the literacy focus but also provide opportunities for membership gain.

Little Free Library has developed a number of tools to assist chapters in expanding this initiative into our chapter communities. These resources are posted on the Corporate Website at ewiconnect.com/littlefreelibraries. In addition, the Corporate Literacy Committee has developed a Chapter Implementation Guide and will be conducting an informative webinar on **May 21 at 3:00 pm ET**.

Professional Development Article

Ticket to the Hall of Fame

By Brandon Kelly, Executive Coach, Record Holder, Professional Speaker

What do the Naismith Museum; Cooperstown; Canton, Ohio; and St. Augustine, Florida all have in common? They are homes of Hall of Fame for professional sports. Those that are enshrined in their respective hall of fames have several things in common: they found their passion, they practiced harder, played longer, set records, and made a direct impact on their sport or event that changed how it was played. How do you compare?

Hall of Famers had a drive that is unflinching and would not tolerate mediocrity in every aspect of their daily endeavors. The good news is that we can all learn from these Hall of Famers and take these characteristics that they possessed and use them in our management techniques, your sales practices, running your organization, or in everyday activities.

Does your company have a Hall of Fame? If your company doesn't have one then create it! Look around and see whose names are on the plaques or who's pictured with a lasting achievement. What did they have to do to get to the hall of fame, and what can you learn about their performance that will elevate yours? There are tracks all around you leading to success and you need to see how and where you measure up to them if you want to get noticed or promoted.

Ask what it was that helped that person to get enshrined and how you can go about learning from them to improve your performance. Then train everyday as if you were going for the record and see how you compare to the hall of famers.



JOIN THE CONVERSATION!



Chapter Anniversaries

EWI of Chattanooga

May 1987
Celebrating 28 years

EWI of Chicago

May 1952
Celebrating 63 years

EWI of Hampton Roads

May 1987
Celebrating 28 years

EWI of Kansas City

May 1959
Celebrating 56 years

EWI of Los Angeles

May 1939
Celebrating 76 years

EWI of Oklahoma City

May 1959
Celebrating 56 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

Office Hours: 9:00am-5:00pm MT
Email: ewi@ewiconnect.com
Phone: 801.355.2800

Address: 3860 S 2300 E, Ste 211
Salt Lake City, UT 84109

Register today for the May professional development webinar and join Brandon Kelly to discover learn more about how to elevate your efforts to greatness.

Corporate financial statements for 2nd quarter are now available online at **ewiconnect.com**.

Our condolences to EWI of Hampton Roads on the loss of member representative Rosemarie Murphy. Our thoughts are with you during this difficult time.

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