

ewi CONNECT

CORPORATE EDITION

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Letter from President



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ENGAGE EWI

I recently read Jon Gordon's book **ONE WORD that will change your Life**, and thought why can't we use that in EWI to focus on ONE WORD each year that will strengthen our chapters and bring our members together. My One Word for EWI this year is **ENGAGE** and this year's theme is **Engage EWI**. So what does that mean? Let's take a look at the definition of ENGAGE and how it applies to EWI membership:

- *To get and keep someone's interest or attention:* If your members aren't engaged, it's because they don't feel like the programs are worth their time. By keeping their attention and interest through strong and relevant programs and events, you retain your members.
- *To hold the attention of:* As members become more engaged at the Chapter level, their attention is held and they become engrossed in EWI. The next step is to engage them in corporate activities, from monthly webinars to conferences and Board forums. It's important to communicate these events to your members at monthly meetings and in your chapter newsletter.
- *To induce to participate; to become involved:* Involve members at the chapter level through committees and share experiences from EWI conferences and Academy of Leadership courses with them at your monthly meetings. By doing this you can induce your members to want to participate even more.
- *To do or take part in something:* An engaged member will participate more, **but remember at the end of the day, members make a decision based on the way the organization makes them feel.**
- *To attract or please:* Once you please a member, you have to continue to please them so they will want to continue to be a part of the organization. EWI can be that place that members find that connection with others; and it's important that you find out what your members want from their membership and what attracted them to EWI in the first place.

This past year the Board rephrased the strategic plan to focus on **rebuilding the core membership in North America**. Focusing on membership growth and strengthening the core membership will be the main focus this year. EWI's vision is **to be a global women's organization with 5,000 engaged members who empower others for positive change**. That's a huge vision and it's going to take each and every one of us to make it happen. To focus on fulfilling EWI's mission, Chapters have to drive membership growth from the chapter level and focus on the EWI experience as the key component to increasing EWI's value. That experience includes the relationships you build; the professional development opportunities EWI offers and your chapter's community involvement projects.

When I joined 17 years ago, EWI had 4000 member firms and at my first LCAM in Los Angeles there were 800 attendees. Today we have 56 chapters; and 1500 member firms, and almost 300 in attendance at LCAM this year. In the last 10 years we have lost 1500 member firms at an average of 150 member firms a year.

400in4 CONNECTIONS

FINAL MEMBER DRIVE RESULTS

20 NEW MEMBERS

Thanks to everyone who participated in the **400in4 Member Drive**,

Thanks to your efforts, EWI experienced a **44%** increase in membership applications as compared to the same period last year!

ewi

Save the Date for Professional Development

Body Language Confidential
 Tuesday November 4 - 3:00pm ET
[Register Now](#)

2014-2015 Officers & Directors

President

Gail Sheely, author of *Passages* said *"If we don't change, we don't grow. If we don't grow, we are not really living. Growth demands a temporary surrender of security."* EWI needs to grow, and I can't stress enough that growth has to start with each and every one of you. It can't happen without your support, but in order for EWI to be around in the future, change must happen, chapters have to start looking at different ways to bring in new members.

Chapters have been given a new option with the approval of the new individual membership category. I urge you as you bring in individual members that you balance your membership still with large firms, medium firms and small and individual members. Don't focus on just one category, try to keep it balanced.

Walt Disney said *"Conditions change so rapidly that we must keep our aim constantly on the future"*. Walt Disney was a visionary and one of the most successful business leaders of his time but his success came after several failed business attempts. Like most intelligent leaders he looked at the failures as opportunities to learn.

That is what EWI needs to do; to look at what is working and what is not; and with that in mind the decision was made to hire an outside marketing firm. Last year's Corporate Board realized that what we have been doing to grow membership isn't working and we need fresh eyes to help set EWI in the right direction to move forward and rebuild. I hope that some of you were able to discuss EWI with the representatives from DJG. The marketing firm's will be assisting us with materials, tools and strategies to support chapter's retention and recruitment efforts and the plan is to launch that campaign before year end.

Another avenue for growing EWI is our new affiliate Collegiate Program. These young women are ambitious, intelligent, and energetic and want to give back to their communities. They are the future generation in the workforce. I have no doubt they will play a big role in securing the future of EWI. These young ladies will one day very soon start their own careers and by associating with EWI while at the College level will want to introduce EWI to their new firms and become active representatives. As we start to build more EWI Collegiate chapters across the US and Canada, the hope is that those being formed in current chapter cities will be able to partner together on events and programs. And where we don't have chapters, I have faith that these young women once they reach the workforce will be instrumental in helping to charter new EWI chapters because *they see the value of membership in EWI!* And isn't it cool that it all began with one of EWI's scholarship winners coming up with the idea!

This board, along with Executive Director Cowley, will continue to monitor the corporation's financials at our and if necessary will make cuts to stay within budget, as was done this year. I thank the delegates for their support in approving the budget and the one-time special assessment to generate needed working capital into our general account.

I asked the incoming Board members to read Jon Gordon's new book, *The Carpenter*. The Carpenter inspires you to lead others through servant leadership, compassion and humility. The story is about Michael who is attempting to save his business in the face of adversity, rejection, fear and failure. *Does this sound familiar?* It definitely reminded me of what we are experiencing in EWI with membership growth and retention. Michael learned that there's no such thing as an overnight success but he also learned some important steps to help make him and his team be more successful.

One of the first steps is **Believing**. *"When you believe, the impossible becomes possible". Don't look at your challenges, look up and look out into the future. Don't focus on your circumstances; focus on the right beliefs that will help you build your chapters.*

The book states that the three greatest success strategies are **Love, Serve, and Care**. *"You love, you serve and you show people you care"*. In our chapters we can do this by focusing on the **love** we have for EWI and its mission and members, rather than the fear of losing it. When you build your chapter with love, it can't help but grow.

The second strategy - **Serve**, *"You must serve in order to lead"*. Service requires a sacrifice, whether it's time, energy, love, effort or focus, serving others always costs something, but with service and sacrifice you gain so much more". I know that I have gained so much from my association with EWI.

And the last strategy - **Care**, when you show how much you care about EWI and your fellow members, *"you stand out in a world where most don't care; and caring leads to success"*.

So I urge all of you to take these three words **Love, Serve and Care** back to your chapters and believe that the impossible can be possible; and to look forward and grow your chapters.

John F Kennedy once said *"Dream of things that never were, and ask why not!"* I believe all of us in EWI have a dream that we want to see EWI succeed; *I know that I do.*

I once read that we all have a choice to be **Fearless or Fearful**. **Fearful** causes us to resist change, fight for the status quo and remain closed to new ideas. On the other hand, **Fearless** allows us to look at new ways of doing things, and empowers us to exceed our highest expectations. Fearless doesn't mean we aren't ever afraid or doubtful, it just means that we can choose to use those emotions to transform EWI into a stronger organization.

EWI can continue to survive as we are with 1500 member firms or we can make up our minds that we want to thrive and become that organization of 5000

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EWI of Harrisburg

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Jill Gaffney
Greenleaf Landscaping, Inc.
EWI of Spokane

Advisor
Rowyn Anderson
Soft-Lite Windows, LLC
EWI of Nashville

Chapter Anniversaries

EWI of Birmingham
October 1960
Celebrating 54 years

EWI of Colorado Springs
October 1983
Celebrating 31 years

EWI of Fort Wayne
October 1989
Celebrating 25 years

EWI of Kentuckiana
October 1960
Celebrating 54 years

EWI of Lethbridge
October 1996
Celebrating 18 years

EWI of Memphis
October 1957
Celebrating 57 years

EWI of Milwaukee
October 1965
Celebrating 49 years

EWI of Mobile
October 1968
Celebrating 46 years

EWI of New Orleans
October 1952
Celebrating 62 years

EWI of Tacoma
October 1986
Celebrating 28 years

engaged members! I choose to hope and have faith that EWI will grow. If EWI is to survive, we must GROW. My hope for EWI is that we become all we are meant to be! A strong organization of engaged members. But we can't do it without each and every one of you! So I ask you, are you fearful or fearless? Do you choose to just survive or to thrive? The members of the 2014-2015 Corporate Board **CHOOSE TO Thrive and GROW AND MOVE FORWARD!**

Annual Meeting Recap

Below is a recap of our attendance as well as the results of the business conducted at the Annual Meeting.

- 281 - Convention Registrants
- 85 - Accredited Delegates
- 49 - Alternate Delegates
- 85 - Number of Votes
- 43 - Number of Votes needed for a Majority Vote
- 57 - Number of Votes needed for a 2/3 Vote
- 64 - Number of Votes needed for a 3/4 Vote

Individual Membership Class - **Passed**

2014-2015 EWI Corporate Budget - **Passed**

State of Incorporation Change - **Passed**

Corporate and Chapter Bylaw Revisions - **Passed**

The complete bylaw revisions are available on ewiconnect.com. You will need to log in to gain access.

For complete information on the passed bylaw revisions and other passed items, speak to your Chapter Delegate or view the [2014 Annual Meeting Materials](#).

Professional Development Article

3 Tips to Become Extraordinarily Persuasive and Skyrocket Your Sales

What would you do if you could talk anyone into anything? Would you get more out of your networking? Negotiate better deals for yourself? Get your kids to clean the bathroom? Or would you have a little more fun and talk your way into a first class upgrade at the airport for free? Or talk your way out of a traffic ticket? Or would you get gutsy and talk your way into a presidential party you weren't invited to?

When you can persuade, you hold the keys to the universe. Anything you want can be yours.

But who has time to learn how to get these big results? Not you, right? Wrong. Follow these rules and with 15 minutes of practice, you'll be well on your way to becoming extraordinarily influential and getting lots more of what you want.

1. **Stop Judging** - Avoid assumptions and putting labels on people. Ask yourself what their thought patterns must be to create their presenting behavior.
2. **Get Others Into an Open Position** - Crossed arms and legs put a barrier up against whatever you're saying and can create closed thought patterns. Before you present your ideas, get your potential client to open up by giving them something to hold-a pen, flyer or drink. Do what it takes to get them to uncross.
3. **Nod Your Head Yes.** - But be subtle about it! We are wired to follow each other and where the mind goes, the body will follow. Soon you'll see them nodding along with you and you'll know they're in a positive state.

Traci L. Brown, is a body language and persuasion expert. You can learn more tips



JOIN THE CONVERSATION!



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#tbt

Watch out on Thursdays for throw-back photos from EWI's history.

#favquoteFriday

Tune in on Fridays for favorite quotes from EWI members.

Congratulations to EWI of Richmond's Dominion Resources executive Tom Farrell, who has co-written and co-produced

Field of Lost Shoes, which was released in theaters September 26, 2014. Based on a true story of the American Civil War, this is the tale of cadets from the Virginia Military Institute who are called upon to defend the Shenandoah Valley. [Click here to watch the official trailer.](#)

Corporate Office Serving EWI Membership

The Corporate Office deepens its commitment and level of service to EWI. We commit to 24-hour turn-around 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

Kristine Pepin
Managing Director

Brittany Jones
Operations & Events Administrator

Vacant
Member Services Administrator

Bonny Steele
Webmaster

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and tricks from Traci during the November EWI professional development webinar.
[Click here](#) to register.