

## Letter from President



*"Many hands, hearts and minds contribute to anyone's notable achievements."*  
- Walt Disney

Good Day EWI!

Well, like all good things, this too must end. This will be my last newsletter to you as Corporate President. What an honor and privilege it has been to serve in this capacity! As Walt said in the above quote, any achievement is the direct result of many individuals. I cannot thank my fellow Corporate Board members, Chairs, Vice-Chairs, Committee members, Wendy and the staff enough for all of their hard work and dedication to EWI this year. A huge thank you to all of our Chapter Presidents and Board members as well, for leading with purpose and excellence! A special thank you to EWI of Calgary, my chapter, as well, for all of their support. We are blessed to be part of such a dynamic organization with so much to be proud of.

Last month was an active month of listening. We held a special Open Forum call with our Chapter Presidents, followed by the Annual Meeting Preview call. In addition, the board members and I have all reached out to the Chapter Presidents in our "fleet" of Chapters to field any questions on the Annual Meeting agenda items. Those conversations and comments from therein will form the basis for my message today. As your President, it is my responsibility to ensure that our membership and elected delegates fully understand the rationale behind the proposed bylaw amendments. As I listened on the Annual Meeting Preview call and through our conversations with you, there seem to be some misperceptions about intent. I am pleased to have this opportunity to hopefully provide a clearer understanding.

Repeatedly, we hear Chapters asking Corporate for assistance in recruiting. As such, our mission this year was to eliminate as many hurdles as we could that impede our growth while increasing communication with clarity and transparency. So, in that spirit, let me address some key points:

**Article III Membership** - When studying this bylaw in particular, it was very evident to us that while the intent is sound, the language therein was being misinterpreted. We actually had identified this issue as one of our tactics under one of our five year Strategic Plan objectives;

Five Year Objective: Be an organization of 5,000 engaged members

2012-2013 Strategy: Make growth our number one priority by removing obstacles

2012-2013 Tactics: Educate our membership on the proper use of the Major/Minor classification system and move to NAICS codes

### 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

Darlene Banogon  
North Island Credit Union  
EWI of San Diego

#### Director

Benita Collins  
Dallas Area Rapid Transit  
EWI of Dallas

#### Director

Cindy Hillegass  
Dalco Roofing & Sheet Metal, Inc.  
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

In particular the words, “non-compete” in the current bylaw had to be addressed. If we follow the prescribed procedures wherein each firm has a Major and an individual Minor industry classification, there can be member firms with the same Major. Again, let me be very clear, that no Firm “owns” a Major. They can, and are entitled to, hold an individual Minor classification. We have some Chapters and Firms that block prospective member firms because they hold the same Major. This is wrong and was not the intent of this bylaw. If we want to grow our membership at the Chapter level, changes need to be made to the bylaw so that this erroneous interpretation is eliminated. We are trying to clarify this issue so that no prospective firm is turned away. We landed on “diverse group of businesses” because that mirrors our Mission Statement. The second thing we needed to do was to implement a move to NAICS instead of SIC codes for determining Majors and Minors. NAICS is far more robust when it comes to Minor classifications, again giving you, the Chapters, more latitude in the list of Minors to choose from.

Before writing this I did a bit of an experiment in the NAICS system. The first example I would like to cite is how to classify a hotel. First code in NAICS is 72, Accommodation. Second code is 1110 for Hotels. Under 72-1110 there are 21 subsets of hotel “minors” to choose from. Let’s look at another...law firms. First code is 54 for Professional, Scientific and Technical Services. Second code is 1110 for Offices of Lawyers. Under 54-1110 there are 23 subsets of “minors” to choose from. The last example, since I had a direct question on this is universities. If you go to code 61 for Educational Services, then move to 1310 for Colleges, Universities and Professional Schools, there are 22 subsets to choose from. So, as you can see, there is a plethora of choice for our Chapters to choose from when classifying a new member firm.

We must embrace a more “open” stance in our Chapters by welcoming in new member firms without objections. In fact, I would go so far as to say that no Firm has the right to object to a posting and if we had been using this bylaw correctly, no Firm ever had the right, unless they had the exact same minor classification. As we stated earlier, after reviewing and surveying Chapters about the procedures surrounding membership, we are removing the official “posting” process and leaving it in the Chapter’s hands going forward. Again, with the objective of removing barriers to potential new firms, easing Chapter operations and giving you latitude so that you can lock in that new member quickly!

**Article VI Membership** - Changing this bylaw allows latitude for the Corporate Board to be smaller in size, thus cutting costs, while mirroring the Chapter bylaws. As you can see from the budget actuals this year, flying nine individuals along with shared accommodations and meals for meetings is prohibitive. By mirroring the Chapter bylaws we bring consistency and an opportunity for savings. One of my biggest regrets this year is that I was unable to visit many Chapters because we just could not afford it. I stand by Ronwyn’s budget for next year wherein she has asked to maintain four face-to-face meetings. As she said it so well, “How could your board function if you only met three times a year?” We have been as diligent as possible with the travel budget, only allowing flights for Board Forums, and then paring back those that did attend.

**Article VI Election and Term of Officers** – Staggered terms is most often used for strategic, governance model boards. Staggered terms will ensure we comply with the Corporate Bylaw requirement of three returning board members and ease recruitment challenges.

**Corporate Article XVII Amendments and Chapter Article VIII Committees** – We have again been advised by our legal counsel that while we have the necessary “special meeting” noted in our bylaws as per California Law, we have no mechanism or method for holding a special meeting, thus we are not in compliance with California Law, which of course we must be. This was presented last year and did not pass, but largely I think because we did not adequately explain why the change was required. We do not foresee a need to have a Special Meeting, but by law, we must be prepared to do so.

**Chapter Article V Membership** – This arose out of a situation that occurred within a Chapter this year wherein a representative paid for their own membership and then quit that company and wanted to port the membership to their new employer. So, until, and if, an individual membership classification exists, we do need to address this for Chapters who might face this same situation.

**Chapter Article V Membership** – This relates to Chapter/Honorary Life Members that are bestowed by the Chapter upon some very deserving individuals. In most cases, Corporate has no record of these very special members of EWI. As the rationale states, RONR states that if a member is a Chapter Life/Honorary member then they are automatically a member of the larger organization. Again, somewhere along the line, the intent of this classification was misconstrued. If a Chapter chooses to bestow this title, they are free to make any concessions to the applicable Chapter dues; however, the individual still needs to be listed as a Sustainer with Corporate, subject to the Sustainer dues. A lot of Chapters assume the annual \$30 corporate dues on behalf of the honoree, which is fine. Of course, if the Chapter Life/Honorable member is still working at a firm, then the normal firm representative dues are applicable. We had a situation last year wherein a Chapter Life Member tried to register for LCAM and could not because they were not in the system. A very sad situation given that this woman had been a proud member of our organization for 30 years in her Chapter and we did not know who she was at Corporate. Proud Chapter history is our collective history and as such, these individuals need to be recognized when they have a request of Corporate.

The rest of the proposed bylaw amendments are mostly editorial changes or simply designed to align the Corporate and Chapter bylaws to one another. I must, at this time, profusely thank Darlis Vauble, Bev Kennedy, Sylvia Napper, Judy Russell, Carolyn Feltus, Karen Jorgensen, Karen Kuhn, Becky Lundmark, Peggy Quade, Jennifer Thornton and Lisa Stokes for their tireless work this year on the Board Governance committee in preparing these amendments for our consideration.

I have also fielded some questions in regards to the proposed 2013-2014 budget, specifically the \$10 per year increase for a firm with one representative and the tiered structure for firms with two or three representatives. First and foremost, one must realize an increase of \$10 per year is just pennies a day which barely offsets the cost of us handling more for Chapters from both a time and

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hard cost perspective. By having renewals processed online by the office, there is more time required and subsequent bank charges for credit card payments. We are committed to doing this though, as it eases Chapter Operations (another core strategic objective this year). Secondly, and, most importantly though, we cannot continue to fall short at renewals by \$50,000 a year and not have a residual effect from that. We hope that the tiered dues for firms will encourage them to identify potential successors for their primary representatives before they retire or advance so far in their careers that they cannot continue with EWI. As I have said before, it is far easier to sell to an existing "client" vs. securing a new one. It also costs less in time and effort by about a 20:1 ratio.

I also heard a concern that it will be a nightmare for Chapters to track first, second and third representatives. MemberPoint easily tracks that for all of us.

My fervent wish is that this message will help you to understand some of the issues at hand that EWI needs to address in order for us to move forward. We have made huge strides this year that we can all be proud of:

- Migration to MemberPoint with self-editing member profiles, centralized billing and receipting that will elevate our level of professionalism while easing Chapter operations
- Hiring an EWI experienced ED/COO that will finally bring some much-needed stability to the Corporate office
- A new home office location at far less expense
- Release of our first Annual Report
- New marketing materials for your recruitment use
- Move to NAICS system for Majors and Minors
- Rebranding of B/C/DP to the EWI Foundation with established key initiatives, again, to leverage our brand awareness and make recruitment and fundraising easier for you
- A plan developed to assist Chapters with <25 Firms
- Created a Corporate Ethics Committee
- Reviewed and revised all procedural documents (last done in 2005)
- Started filming of the "Why do you Belong" recruitment video which will be finalized at LCAM and released for all Chapter's use shortly thereafter.

The highlight for me though was undoubtedly the day we had 75 roses delivered to Lucille's gravesite. Thank you Anna McCutcheon for making my dream of finding Lucille come true!

My closing thought is that, "If nothing changes, the future will undoubtedly look the same". Please remember to 20 Mile March each and every year and embrace "One Vision" of being 5,000 members strong!

I hope you will support the new Board as you have supported my team and I. It has been a very fulfilling year as your Corporate President. Thank you for affording me this opportunity and I will hopefully see you at LCAM!

Kindest Regards,



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



**ATTENTION!** Due to continued interface issues for our members with Live Meeting, we have moved to a new platform, provided by member firm Moreson Conferencing. Please take a moment to ensure that your system has the correct requirements access the webinar platform.

**[Click here to test your system now.](#)**

**Professional Development  
Webinar**

**Tuesday, October 1, 3 PM ET:**

**Perfecting the Flip  
with Beth Noymer Levine**

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

## Chapter Anniversaries

### EWI of Colorado Springs

September 1983  
Celebrating 30 years

### EWI of Fort Wayne

September 1989  
Celebrating 24 years

### EWI of Mobile

September 1968  
Celebrating 45 years

## Director Reports

### Ronwyn Anderson

Soft-lite Windows, LLC, EWI of Nashville  
2012-2013 Corporate Vice President/President Elect



We are looking for a Chapter to host Spring Conference next year – so if you would like more information please contact me at [ronwyn@soft-lite.com](mailto:ronwyn@soft-lite.com) or if you just want to know what it's like to host, please contact Ani Yacoubian, at [aniv@comcast.net](mailto:aniv@comcast.net), President of EWI of Chattanooga, who hosted the 2013 Spring Conference.

We are once again at the time of the year where we reach out to you our membership to see if you would be interested in serving on a Corporate Committee. This is an opportunity to make new connections and learn new skills. If you are interested in serving please contact the appropriate Committee Chairs.

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### Darlene Banogon

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



- Proposed 2013-2014 Budget
- LCAM expenses and B/C/DP
- Quarterly Financial Reports

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### Benita Collins

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



**My, My How Time Flies By:** What an extraordinary year for Executive Women International! The months have passed so very quickly. It has been a privilege to serve on the 2012-2013 Corporate Board of Directors.

Thanks to Karen Skirten for her exemplary leadership and servant hood. Effective communication has been at the forefront of your agenda and I have learned so much from your guidance.

**Chapter News:** Many thanks to my fleet of chapters: Albuquerque, Dallas, Houston, Memphis, Phoenix, San Antonio, and Tucson. We have had an extraordinary year of accomplishment ranging from recruiting efforts, phenomenal scholarship giving, and philanthropic projects. You are true leaders and have strengthened the foundation of your chapters for others to build upon. There is much to look forward to in the year ahead and thanks to you your successors are prepared.

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### Cortney Ewald-Ihde

Ewald Automotive, EWI of Milwaukee  
2012-2013 Corporate Director



***The last Corporate Connect of the 2012-2013 Board Year...definitely a bittersweet moment in time considering how much we have accomplished this year on the Member Services Committee in a very BIG way!***

We have a few sessions planned to keep you up to date on the latest operational enhancements for EWI. We will have an Ask the Expert Session for 2 – 20 minute roundtable discussions on 10 topics. We recommend your chapter divides and conquers this session by assigning chapter members to separate tables to get the most info possible.

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### Cindy Hillegass

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



The Corporate Business / Career / Development Program (B/C/DP) Committee has accomplished great things this year. I invite you to read my annual report, included in the Delegate Binder, for a description of their wonderful work. It is my hope you see value in what they have done and thank them for their service.

I encourage you to step forward to serve at the Corporate level in whatever capacity you choose. The rewards of doing the hard work of serving on a Corporate Committee bring further personal and professional growth and personal satisfaction for a job well done. The only requirement to serve is to be a member in good standing. If you are interested, act now by contacting a 2013-2014 Corporate Committee Chair.

### Mary Helen Johnston

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



The Leadership Conference and Annual Meeting in San Diego, California is in a few days and all the preparations for travel, lodging, and meeting space have been arranged by our Corporate Office team. The keynote speakers have been contracted and a great amount of effort has gone into the selection of these great minds that will inspire, train and motivate our membership. The agendas have come together for our Leadership Caucus that will prepare our next generation of chapter leaders for the 2013 – 2014 presidential terms.

I look at all the preparation that has gone into this LCAM and I can't help but have high expectations.

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## Lisa Stokes

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



The EWI Nominating Committee:

Since we are only two weeks away from LCAM....I thought I'd use this time to discuss how the Corporate Nominating Committee is chosen.

As is the case with our phenomenal corporate nominating process....our bylaws provide direction about who serves on this committee and our processes provide direction about the application and review method for the committee to choose a slate.

[READ MORE >>](#)

## Congratulations to the 2013 Corporate EWISP Scholarship Recipients

First Place EWISP Winner - \$5,000  
Rita Shehirian  
EWI of San Diego

Second Place EWISP Winner - \$3,000  
Carolyn V. Tran  
EWI of Seattle

Third Place EWISP Winner - \$2,000  
Joi Stevens  
EWI of San Antonio

EWISP Winner - \$1,000  
Sloan T. Bennett  
EWI of Nashville

EWISP Winner - \$1,000  
Catherine S. Boulos  
EWI of Chicago

EWISP Winner - \$1,000  
Natalia Gonzalez  
EWI of Dallas

EWISP Winner - \$1,000  
Kaitlin N. Newton  
EWI of Chattanooga

EWISP Winner - \$1,000  
Amanda Owsley  
EWI of Wichita

## Congratulations to the 2013 Corporate ASIST Scholarship Recipients

First Place ASIST Winner - \$10,000  
Bruce Bochicchio  
EWI of Atlanta

Second Place ASIST Winner - \$5,000  
Elizabeth Fregoso  
EWI of Chicago

Second Place ASIST Winner - \$5,000  
Courtney Flanagan  
EWI of Phoenix

Third Place ASIST Winner - \$2,000  
Lashauna Bellamy  
EWI of Washington, DC

Third Place ASIST Winner - \$2,000  
Daniell Brown  
EWI of Houston

Third Place ASIST Winner - \$2,000  
Stephanie Mudd  
EWI of Oklahoma City

Third Place ASIST Winner -  
\$2,000 Third Place  
ASIST Winner - \$2,000  
Joan Williams  
Angela Williams  
EWI of Detroit-Windsor  
EWI of  
Shreveport-Bossier City

Third Place ASIST Winner -  
\$2,000 Third Place  
ASIST Winner - \$2,000  
Nichole Baltazar  
Sherry Flowers  
EWI of Saint Paul  
EWI of Mobile

Third Place ASIST Winner -  
\$2,000 Third Place  
ASIST Winner - \$2,000  
Natalie Marie Jimenez  
Rhianon

Weilbacher  
EWI of Milwaukee  
EWI of  
Columbus

Third Place ASIST Winner -  
\$2,000 Third Place  
ASIST Winner - \$2,000  
Barbara Lugen Bearden  
Sheila Keopke  
EWI of Knoxville  
EWI of Wichita

## 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

**Kim Manookin**  
Office Administrator

**Ashley Warberg**  
Member Services Administrator

**Bonny Steele**  
Webmaster

**Office Hours:** 9 am - 5 pm MT  
**Email:** [ewi@ewiconnect.com](mailto:ewi@ewiconnect.com)  
**Phone:** 801.355.2800  
**Address:** 3860 South 2300 East, Ste 211  
Salt Lake City, UT 84109



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CELEBRATING THE PAST — EMBRACING THE FUTURE



## What to Wear

### Tuesday

#### Leadership Caucus

Jeans and EWI tee shirt, which you will receive at registration

### Wednesday

#### Leadership Caucus

#### Academy of Leadership

Business Casual

### Opening Celebration

1930's Garden Party, wear your 1930's hat

### Thursday and Friday

Business Casual

### Saturday

#### Annual Meeting

Business Casual

### Closing Gala

Formal Attire

## Transportation

EWI, in conjunction with EWI of San Diego member firm Goldfield Stages, will provide shuttles for shopping and dining. Shuttles will depart from the hotel and make stops at the Gaslamp District and Seaport Village. Shuttles are free for EWI attendees. Wristbands will be available at registration.

### Shuttle Schedule:

Friday, September 20 5:00 - 9:00 pm

Saturday, September 21 12:00 - 4:00 pm

## Corsages

Don't forget to mention EWI LCAM 2013 for your 25 percent discount.

San Diego Flowers by Coley  
6602 Mission Gorge Road  
San Diego, CA 92120  
Phone: 619.563.0903  
Toll Free: 800.488.8114  
[www.sdfbc.com](http://www.sdfbc.com)



Photography for the conference is provided by EWI of San Diego member firm J. Dixx Photography.

## Sponsored Events

### Morning Yoga Sessions

Start your Thursday and Friday mornings with a 45-minute yoga session, sponsored by EWI of San Diego. Class will be held from 6:15 AM to 7:00 AM. [Click here for details.](#) Registration is required.

### San Diego City Tour & Harbor Dinner Cruise

On Thursday, September 19 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.

All aboard the luxurious yacht *California Spirit* at 7:00 p.m. on Thursday September 19 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

[Click here to reserve your spot today!](#)

**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!](#)

Complimentary admission to the USS Midway is being offered to LCAM 2013 attendees. You can sign up on the Fuse Events website to receive your tickets.

Thank you to our LCAM 2013 Sponsors!



O·P·I



EWI of Honolulu, Milwaukee, Nashville, Oklahoma City, Omaha, San Antonio, Tacoma