

March 2011

Message from the President



Dear EWI Members:

Our emails and telephones have been a buzz with planning our 35th anniversary celebration in April. Again I am astonished at the creativity and volunteerism in our chapter. We have some exciting plans and a joy filled celebration coming. Please invite your executives to attend. We will make an eVite or invitation available to send to your executives. They will come as our guests.

Mayor Vince Gray has been invited and Sharon Bennett, EWI Corporate president will be attending. Sharon is from Ohio, is devoted to EWI and her wish is to bring our chapters together as much as possible to share with one another. During the planning stages of the anniversary celebration I have received a dozen emails from members around the country and Canada, with suggestions and information about their own celebrations. I've already heard from four of our DC past presidents that they are excited to be with us on April 13th.

So many of you have volunteered to be on the anniversary planning committees that we have almost 100% participation. We have room for all and welcome everyone's input.

I was struck by a quote from **Steve Jobs**, "**Be a yardstick of quality. Some people aren't used to an environment where excellence is expected.**" Remember that Steve Jobs was actually fired from Apple at one point. He was rehired and we know the rest of the story. In our organization, our yardstick has always been excellence and we often exceed those expectations. All of our members are so versatile and willing to share their talents.

Our February meeting at Carmine's was such a treat, wonderful food and service, and the breast cancer topic so well presented. In March we will go to another new restaurant, The Caucus Room, to hear a panel of experts on a topic we need to learn and understand in order to operate in this cyber world of ours. The topic is "Social Media" which is a conversation on an Internet media that can critique, insight, motivate, educate, or just say "hi" to one or millions of people. Look at what has happened in the Middle East because of Social Media. Invite your colleagues to join us on March 9th. We also hope to hear from our members who traveled to the Leadership Weekend in Hershey Park, PA.

Sharon Bennett will be leaving our anniversary event to head for the EWI Spring Conference in Tulsa, OK. We know she'll have a great review for our Washington, DC Chapter and the hospitality she will receive. While here she will be staying with Paula Heichel in her Capitol Hill home and Susan I. Wranik has arranged for a tour guide and limo for the day. Thanks to everyone who has so generously donated so our celebration will be one to remember.

Toni C. Little

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Connections

- Expand your global network of business professionals
- Access EWI's International Directory, website and publications
- Promote your firm through Chapter and Corporate advertising, partnerships, and sponsorship opportunities
- Utilize the Affiliate Shopping/Service Programs

Membership Postings

The following firms have been approved for posting by the Chapter Board of Directors. Objections must be submitted in writing by the member firm Executive stating the nature of the objection. Any objections must be received within 10 days of this notice by Susan Wranik Membership Director at siwranik@verizon.net.

Carmines

Major: Restaurant

Minor: Specialty Restaurant

Rep: Kyle Carnegie, Manger of Special Events and Catering

The Reznick Group

Major: Accounting

Minor: Finance

Rep: Ledra May, Director of Administration

CT Partners

Major: Executive Recruiting

Minor: Consulting

Rep: Barbara Jordan

DC Happenings

[Chocolate Lovers Festival](#)

March 5-6, 2011.

Old Town Fairfax, Virginia. Enjoy a festival of everything chocolate! See the Chocolate Challenge, an arts contest featuring breathtaking art made completely of chocolate, sample chocolates, historic re-enactments, children's activities, craft show and more.

[Adventures in Travel Expo](#)

March 12-13, 2011. Washington

Convention Center. Learn about a wide variety of adventure travel packages and tours, attend educational seminars, meet leading travel writers and participate in free hands-on activities.

[National Cherry Blossom Festival](#)

March 26 - April 10, 2011. See the blossoming of thousands of cherry trees on the Tidal Basin in Washington, DC. The capital welcomes spring with this annual tradition begun by the gift of 600 trees to the United States from Japan in 1912. Don't miss the [parade, kite festival, concerts, fireworks and cultural events.](#)

Save the Date!!
April 13th, 2011

EWI DC Chapter 35th Anniversary Celebration!

Join us for dinner and champagne to help celebrate 35 wonderful years as a DC Chapter of EWI.

Our guest speaker will be Sharon Bennett, our corporate EWI President. Sharon will be flying in to celebrate and share this historic night with us!



EWI Mission Statement

Our mission is to bring together key individuals from diverse businesses for the purpose of:

- Promoting member firms
- Enhancing personal and professional development
- Encouraging community involvement



Careers

Participate in:

- Academy of Leadership Program
- Professional Development Webinars
- Leadership Link access for skill building
- Network monthly with leading experts in business and career development
- Develop leadership skills through service on Chapter and Corporate Boards
- Benefit from an EWI Fellows Scholarship



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Professional Development Webinar ~ Power of Relationships

TUESDAY, MARCH 8, 2011

3:00 PM (ET), 2:00 PM (CT), 1:00 PM (MT),
NOON (PT), 10:00 AM (HAWAII)

**** Open to all employees of EWI Member Firms ****



DEBORAH RINNER

Deborah Rinner is the Director of International Protocol and Corporate Etiquette Programs for Tero International. Joining the Tero Team in 2002, Deborah is certified as a Corporate Etiquette and International Protocol consultant from the Protocol School of Washington, D.C. She brings to Tero expertise on business etiquette and cultural communication issues that arise daily in business situations and that are pertinent to presenting a positive image in our changing times.

Deborah's role at Tero involves training, research and design, and executive coaching. She is also an experienced keynote addressing audiences in corporate cross cultural communication and organizational applications of business etiquette and protocol as well as change management, leadership development, and negotiation skills.

.. REGISTER NOW ..

www.ewiconnect.com

EWI Corporate Calendar Updates

Monday, April 11, 2011

Chapter Development Training:

Fundraising

"Tips to Help You Run a Successful Fundraiser"

with Sue Fleming

April 14-16, 2011

EWI Spring Conference

"Leadership: A Growth Experience"

Location: Tulsa, Oklahoma

Monday, May 9, 2011

Vice Presidents Chat

with Lisa Stokes

Tuesday, May 24, 2011

Chapter Development Training: Secretary

"Taking Minutes Shouldn't Take Hours:

A Guide to Accurate and Succinct Meeting Notes"

with Lisa Fabian

September 22-24, 2011

SAVE THE DATE!

64th LCAM in Minneapolis, MN

September 13-15, 2012

SAVE THE DATE!

65th LCAM in Dallas, TX



To all EWI Representatives pursuing an undergraduate, graduate, or post-graduate degree, EWI can help with your expenses!

Apply Today for an EWI Fellows Scholarship!

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The **2011 Executive Women International Alumni Summit** was held February 24-26 at The Hershey Hotel in Hershey, Pennsylvania. Cheryl Hawkins, Carol Trageser, and Pat Wetzel represented the Washington DC Chapter.

The 2011 Executive Women International Alumni Summit began with a networking reception that was held in the beautiful Fountain Lobby

of the hotel. After getting re-acquainted with fellow Alumnus and meeting some new members at the reception, we were treated to a traditional Harrisburg Chapter dinner meeting. The guest speaker was Corporate President, Sharon Bennett. Sharon shared some inspiring tips on how we could “*Keep it Simple*” while continuing to grow and flourish as an organization. Along with the Harrisburg Chapter members, we participated in a “Purse Power” silent auction. This was so much fun! We brought back the details with the hope of convincing our Chapter to do something similar in the near future. (*The Harrisburg Chapter raised \$900.00 from this easy and fun silent auction!*)

On Friday morning, we began our day with a delicious buffet breakfast – can you say deep-dish dark *chocolate* bread pudding with a white *chocolate* sauce? By mid morning, we were treated to an encouraging presentation by Pennsylvania State Senator, Patricia Vance (R-31). She discussed her busy day-to-day schedule, and how she became Senator after serving 14 years in the Pennsylvania House of Representatives. She talked about the challenges she faces and how she strives to fulfill her mission while maintaining the respect of her constituency. As she said “I don’t want to be loved but I do want to be respected”. After listening to Senator Vance, it was clear how important it is that each of us to find ways to give back to our community and EWI certainly gives us that opportunity to stretch our wings into the community a bit.

As if that were not enough to get our creative juices pumping, panelists from Capital Blue Cross, Hershey Foods, Starbucks, and Giant Foods discussed the role of Corporate Social Responsibility and the role each of our businesses play in managing our business processes to produce an overall positive impact on society. Each of us truly understood at the end of this rousing discussion that corporate social responsibility stands firmly on the foundation of engaged employees and their ability to execute the strategic plan of the business. It was easy to liken this to EWI...it takes the active involvement of the entire team to execute on our mission.

Friday afternoon, we were treated to a scrumptious buffet lunch and yes there was more *chocolate*! Afterwards, we took a bus tour of Hershey. We all know that Hershey is famous for *chocolate*, but I don’t think we really appreciated how much history stands behind the “sweetest place on earth”. We toured Founders Hall at the Milton Hershey School, the Deardon House, and Mr. Hershey’s original home. The Milton Hershey School is an awe-inspiring place which offers children from disadvantaged backgrounds the opportunity of a lifetime. During our visit, we were privileged to talk to two high school seniors about their living experiences at the school. The Deardon House depicts the lifestyle of student home life in the 1950s. If you ever get the opportunity to visit the area, this is definitely a must see!

Friday evening, we attended a cocktail reception at the High Point Mansion, the home of Mr. and Mrs. Hershey, followed by a tour of and dinner at the

Hershey Story Museum. As if our day had not been busy enough, when we arrived back to The Hershey Hotel we were treated to cupcakes and cocktails influenced heavily by *chocolate*, of course, in the Oasis Room in the Spa of the Hotel. Whew - what a day!

On Saturday morning, we dined on another *chocolate* inspired breakfast – and yes, you could not move without bumping into *chocolate* something. Our keynote speaker on Saturday was Kim Schaller, EVP, Hershey Entertainment & Resorts. She spoke about the role of women in leadership and the confidence needed to find your place at the “top”. The final speaker for the leadership workshop was Carol Price, author of “2 Minute Miracles”. Carol gave us insight into the elements and process of lateral leadership which gave us much to consider. She ended by sharing the secret of using our “dominant quadrant” to become Lateral Leaders.

This was truly a unique EWI experience, and it really does assist you in polishing your skills, and keeping your EWI connections strong and valuable. If you have not taken the four Academy of Leadership courses, we encourage you to enroll. The personal and professional development skills you will obtain are priceless. Once you have completed these courses, you too, can be included in the Alumni Experience!

We hope to see you at the next Summit!

Cheryl, Carol, & Pat



Positioning Yourself for Success!

Power positioning is presenting yourself to the right person, at the right time and place, in the right way, with the right message. If you can do that all day long, every day, you will be an incredibly successful professional. This applies to most every profession. We're always trying to sell something whether it's a product, a service, an image, you name it.

What separates the real pros from the amateurs is their ability to make whatever they are providing of vital importance to every prospect.

Such positioning is not something you can achieve quickly, or once for all time. It's a continuous process of discovering new ways to take charge of the way your clients and prospects see you.

The better you plan your strategy for positioning yourself, the more successful your efforts are going to be. There are, in fact, ten crucial factors to consider as you think through your own positioning strategies and tactics.

(1) You position yourself first in your own mind. The way you see yourself will shape the way others see you. The way you think about yourself determines how you do everything. It affects the way you prospect, the way you interview, the way you present, the way you close, the way you manage your time - it shapes everything you do. As a result, people will see you the way you perceive yourself.

(2) You position yourself with your attitude. Some people walk into a room and say, "Here I am!" Other people walk into a room and say "Ah, there you are!" The difference is whether we are self-centered or client-centered...Whether we are ego-driven or value-driven. Our attitudes toward our clients and prospects will always show up in the way we treat people. And, more than any other single factor, the way we treat others will determine the way they respond to us.

(3) You position yourself with your appearance. First impressions get set in stone very quickly. And, like it or not, the way you look is the most important factor in shaping those first and lasting impressions. All you have to do to see how vital good appearance is, is to reflect upon your own reactions to people you meet. Don't you pay more attention to people who look important than you do to people who look sloppy? Most crucial, your prospects judge your importance by the way you look.

(4) You position yourself with your actions. Your prospects determine your importance, your intentions, your reliability - and many other critical factors - by watching everything you do either as a person to be considered important or as someone to be dismissed as quickly as possible.

(5) You position yourself with your words. Every word you say positions you either as a person to be considered important or as someone to be dismissed as quickly as possible.

(6) You position yourself with your focus. The most pressing question on your prospect's mind is always, "What's in it for me?" The real pros position themselves as consultants and business partners to their clients. They always keep the focus precisely where it belongs - on the client, not on themselves or their products.

(7) You position yourself with your presentation. The way you go about setting up and making your presentation says a lot to prospects about how important it is to listen to you.

(8) You position yourself by the way you handle objections. Amateurs see objections as excuses for not buying or as invitations to do battle. But real pros recognize that objections show a prospect's legitimate concerns - issues which must be cleared up before the prospect will make a decision to buy.

(9) You position yourself by the way you close. The way you ask for an assignment can position you as a true professional with an offer which provides value for the prospect. Or the way you close can make it look like you're an amateur who's trying to get a prospect to do you a favor. The difference is tremendous.

(10) You position yourself with the way you follow-up. One of the most vital factors in positioning yourself as a professional is what you do once a sale has been made. Professionalism involves developing a long-term, mutually beneficial relationship with every client. It's turning one-time *customers* into clients who view you as a valuable resource in your area of expertise.

What really counts is not what you know or believe, but what your prospects think and feel. You make them believe in you by positioning yourself as a professional!

Dr. Nido Qubein is President of High Point University and Chairman of Great Harvest Bread Company.

For more articles visit Dr. Qubein website at www.ndioqubein



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JOIN US ON WEDNESDAY, MARCH 9TH



**401 9TH STREET, NW
WASHINGTON, DC, 20004**

**6:00 PM NETWORKING
6:30 PM DINNER
7:15 PM SOCIAL MEDIA PANEL PRESENTATION**

**METRO: ARCHIVES - NAVY MEMORIAL (GREEN/YELLOW)
GARAGE SELF PARK \$5 w/VALIDATION**

COST: \$50.00

***RESERVATIONS REQUIRED**

***RSVP: Debbie Williams by Friday, March 4th**

Phone 202-457-0617 or email Deb@Wisdom-Williams.com

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Calendar of Events

*Meetings are held on the 2nd
 Wednesday of the month unless
 otherwise noted.*



March 9, 2011

Social Media Networking
 Panel
 Caucus Room Restaurant

April 13, 2011

EWI DC 35th Anniversary
 Celebration
 Sun Trust Bank

May 11, 2011

ASIST Scholarship Award
 Dinner

EWI of Washington DC

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