

April 2010



Dear EWI Members:

The first flowers of Spring have finally arrived. It is wonderful to see the gift of spring after such a long hard winter.

We need your gift of time as well. Please remember our Reading Rally on April 16<sup>th</sup> at the Glassmanor Elementary School. Your efforts to volunteer at this event will be appreciated.

In addition, if you are willing and able to serve on the Corporate Board and/or EWI Committees, checkout the Corporate website for eligibility and application procedures at [www.ewiconnect.com](http://www.ewiconnect.com).

Please extend a warm welcome to our newest member **Ann Maria Baldine and her firm La Musa**. Thank you Susan Wranick for making such a great connection. The Corporate Board is tracking the recruiting efforts of EWI members from October 1, 2009 through September 1, 2010 and will be announcing the Top Recruiter Awards. This is your chance to win a great prize and also support membership growth in our own Chapter. We have great momentum, so keep those referrals coming!

As for your own professional development, the next webinar will be held April 20, 2010. The speaker, Mary Lou Dobbs of EWI of Albuquerque will present *Repotting Yourself: Financial-Emotional-Spiritual Flow*. Contact the Corporate office to register.

Also, keep in mind that the EWI Fellows program is available to all eligible members. This program is another example of one how your EWI membership can benefit your career. See the article on page 5 for more details.

I hope to see you all at our April Chapter Meeting on Wednesday, April 14th. We will hear about Heart Health Advocacy from Lisa M. Tate, Chief Executive Officer, WomenHeart. What a wonderful way to begin your spring!

*Jennifer Wild*

2009-2010 President, EWI of Washington, DC  
Alternate Perspectives, Inc.

### 2009-2010 OFFICERS & DIRECTORS

**PRESIDENT - Jennifer Wild**  
Alternate Perspectives, Inc.  
202-237-7746  
jwild@alternateperspectives.org

**VICE PRESIDENT - Toni Little**  
24/7 Technology Solutions, Inc.  
703-764-2866; tlittle@24-7inc.com

**SECRETARY – Detta Voesar**  
Susan I Wranik Associates  
301-907-0740; dvoesar@verizon.net

**TREASURER – Karin Arnette**  
Karin's Custom Images  
703-450-4053; karinsci@aol.com

**SARGEANT AT ARMS -  
Debbie Williams**  
Wisdom & Williams  
202-457-0617  
deb@wisdom-williams.com

**MEMBERSHIP DIRECTOR  
Julia Kennedy**, H Street Ventures  
202-289-1401  
jkennedy@hstreetventures.com

**PROGRAM DIRECTOR –  
Patricia Ripperger**  
FMC Corporation  
202-956-5204  
patricia\_ripperger@fmc.com

**PUBLICATION DIRECTOR –  
Karen Kuhn**  
Verizon  
202-515-2408; Karen.kuhn@verizon.com

**WAYS & MEANS DIRECTOR  
Paula Heichel**  
Wells Fargo Advisors  
202-861-4475  
paula.heichel@wfadvisors.com

**B/C/DP DIRECTOR  
Jocelyn Hunter**  
Columbia Lighthouse for the Blind  
202-454-6422 ; jhunter@clb.org

**ADVISOR – - Nancy Dinse**  
Gray Loeffler, LLC  
202-775-4436 ndinse@grayloeffler.com



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Wednesday, April 14, 2010

**HEART HEALTH ADVOCACY**  
*Featuring Lisa M. Tate , Chief Executive Officer*



**SHULA'S STEAK HOUSE**  
Marriott Tysons Corner  
8028 Leesburg Pike, Vienna, VA 22182

6:00 PM Networking  
6:30 PM Dinner  
7:15 PM Presentation  
COST: \$40

**PARKING: COMPLIMENTARY**  
**RESERVATIONS REQUIRED**

Please RSVP to Debbie Williams by Friday, April 9th  
phone: 202-457-0617  
or e-mail: [Deb@Wisdom-Williams.com](mailto:Deb@Wisdom-Williams.com)

*\*\*Cancellations made within 72 hours of the meeting date, those who do not RSVP or "no shows" will be charged the meeting fee. Members with outstanding meeting fees must bring their account current to attend future meetings. Prepayment of meeting fees is appreciated and welcomed.*

Please remember to bring non-perishable food items  
to support the Gethsemane United Methodist Church Food Pantry.

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**EWI is your**  
**Business Connection!**  
Send your press release or ad to

Publication Director Karen Kuhn at [karen.kuhn@verizon.com](mailto:karen.kuhn@verizon.com)

## Meet Our Speaker

**Lisa M. Tate** has enjoyed a career of more than 25 years in public affairs, healthcare advocacy, and non-profit management. In 2007, she joined WomenHeart: The National Coalition of Women with Heart Disease as chief executive officer.

"I was inspired by WomenHeart's unique mission, committed volunteers and devoted advisors from all corners of the health care community. No one else does what we do for women, and the need is huge," says Lisa.



Prior to WomenHeart, Lisa spent 14 years with the National Association of Children's Hospitals and Related Institutions (NACHRI) as vice president, public affairs. Under her leadership, NACHRI's public affairs programming received distinctions including a Telcon Award for the Most Outstanding Broadcast for the Public Good for a national town meeting on expanding children's health insurance coverage, and received an award of excellence from the American Society of Association Executives for advocacy campaigns.

Earlier in her career, Lisa managed public affairs programs for the American Academy of Pediatrics and co-founded and chaired the Coalition for America's Children with 400 organizational members nationwide. She currently serves on the board of the Public Affairs Council, the national organization of corporate public affairs executives.

She received a degree in journalism from the University of North Carolina, Chapel Hill, and most recently her Certified Association Executive certification. Lisa resides on Capitol Hill in Washington, D.C. with her husband, Ragnar, and two children, Evan, 13 and Mia, 11. **Need more information?** [www.WomenHeart.org](http://www.WomenHeart.org)

## Connections



Columbia Lighthouse for the Blind will host its 51st Annual Camp Lighthouse, for children who are 6 -12 years of age, beginning Monday, June 28, 2010 and ending, Friday, July 2, 2010, 9 a.m. – 3 p.m. each day. Camp Lighthouse will take place on the campus of The Catholic University of America in Washington, DC. To request a camper application or to learn more details, please contact Andrea Noel, (240) 737-5171 or [arnoel@clb.org](mailto:arnoel@clb.org). If you would like to volunteer at the camp, please complete the application included with this newsletter. For more information, contact Jocelyn Hunter, Jocelyn Hunter, [jhunter@clb.org](mailto:jhunter@clb.org).



## Verizon Rated No. 1 Telecom Company on Fortune's List of the World's Most Admired Companies March 5, 2010

*Fortune Magazine's* "World's Most Admired Companies" list is out and Verizon ranked No. 1 in the telecommunications industry, edging out second-place finishers AT&T and Vodafone. Barely making it onto the telecommunications industry list was Comcast at No. 8, the only cable company mentioned. The Fortune "Most Admired" list measures which companies have the best reputation. Fortune looks at several key attributes of reputation, including innovation, quality of products and services and financial soundness.

Verizon finished first in six of the nine attributes measured and improved our positioning in three compared with last year.

## Careers

### EWI Fellows Scholarship

The EWI Fellows program is a Corporate program that awards financial assistance to active EWI representatives admitted to accredited baccalaureate, graduate, or post graduate programs. Financial assistance is awarded through the EWI Business/Career/Development Program (B/C/DP), a 501(c)(3) corporation that offers a variety of scholarships and educational programs. The Fellows program supports the EWI B/C/DP mission. Applications, with an application fee of \$25 non-refundable USD, payable to EWI can be submitted from now until **May 30, 2010**, to the EWI Corporate Office. Awards will be announced July 1, 2010.

Questions? Contact Corporate Fellows Liaison, Carol Reniger, EWI of San Fernando Valley at 805.526.1598 or [basket.maven@usa.net](mailto:basket.maven@usa.net) or Darlene Banogon at [dbanogon@myisland.com](mailto:dbanogon@myisland.com).

### Corporate Elected and Appointed Positions

It is time to begin thinking about serving on the 2010-2011 Corporate Board as well as in an appointed position or Corporate Committee for the coming year. The importance of identifying our leaders cannot be underestimated. Our leaders' capabilities, vision, and success as a unit will impact the strategic direction of our organization and its future.

Any past Chapter President may submit an application for a position on the Corporate Board. Remember though there can only be one representative from a Chapter serving on the

Board at any given time. Chapters are no longer required to vote and nominate a candidate. The Nominating Committee will review all applications and select the best qualified candidates. The structure and duties and responsibilities of the Corporate Board will change this year to support the goals and objectives of the 2010-2011 leadership team. Applications and position descriptions can be found in the 3.24.10 edition of the EWI Corporate Connect.

Contact Peggy Quinn, Corporate Advisor, at [maquinn@memphis.edu](mailto:maquinn@memphis.edu) with questions.



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### ***EWI of Richmond Presents***

***Redefining Success in Today's Economy – an EWI  
Women's Symposium  
Saturday, June 12, 2010***

***Featuring Lori Giovannoni  
[guest speaker, Maureen McDonnell,  
First Lady of Virginia]***

***7:30 – 8:30 – Registration, Continental breakfast  
and Tradeshow***

***8:30 – Program; 12:30 – Lunch; 3:30 Conclusion  
\$75 Registration***

***Hilton Short Pump Hotel (new hotel and spa in  
Richmond) – EWI rate \$99 per night***

## Connections

### Top Recruiter Awards

The Corporate Board is tracking the recruiting efforts of EWI members from October 1, 2009 through September 1, 2010 and is thrilled to announce the following Top Recruiter Awards.

**GRAND PRIZE:** To the **representative** who recruits the **most new member firms** in the recruitment period

- Payment of Chapter and Corporate annual dues for 2011
- \$100 cash for the representative
- Feature article and announcement in a September issue of the *Corporate Connect*, as well as special recognition during LCAM.
- Congratulation letter sent to Executive

**SECOND PRIZE:** For each new member firm that joins during the recruitment period, the recruiter's name will be entered into a drawing for this prize

- Payment of Chapter and Corporate annual dues for 2011
- \$50 cash for the representative
- Congratulation letter sent to Executive
- Announcement in a September issue of the *Corporate Connect*, and special recognition during LCAM.

**NOTE:** To be eligible, the recruiter's name must appear on the membership application at the time of submission to the Corporate Office. In the event of a tie, each recruiter will receive the award.

We will be recognizing each month's top recruiter in the *Corporate Connect*. If you have any questions, please contact Corporate Membership Director Renea Callery at [reneaewi@gmail.com](mailto:reneaewi@gmail.com).

## Community



### Calling All Volunteers!

**Seeking volunteers for the EWI Reading Rally** at Glassmanor Elementary School on **Friday, April 16, 1:00 – 2:30 pm**. The address is 1011 Marcy Ave. Oxon Hill, MD 20745. Volunteers will greet the first grade students, read books, and help distribute the chapter's gifts which are books. Send e-mail to Jocelyn Hunter, [jhunter@clb.org](mailto:jhunter@clb.org) by **Wednesday, April 7**, if you can help.



HOMESTRETCH

*Empowering Families to Rebuild Lives*

### **Benefit Breakfast**

May 4, 2010

Gannett Building

7950 Jones Branch Drive

McLean, VA 22101

RSVP by April 27, 2010 contact:

[rmaddah@homestretch.org](mailto:rmaddah@homestretch.org) or

Karin Arnette, at [karinisci@aol.com](mailto:karinisci@aol.com)

The Business/Career/Development Programs of  
EWI of Washington DC  
Are made possible, in part, by the generous contributions of these member firms:



**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

**Chapter News**



**Mark Your Calendars!**

**EWI Gala and Silent Auction  
Saturday, November 6, 2010**

**Top of the Town, Arlington, VA**

**\$100 per person; \$175 per couple**

**Proceeds benefit the EWI Business/Career/Development Program [B/C/DP]**

**CALENDAR OF EVENTS**

*Meetings are held on the 2<sup>nd</sup> Wednesday of the month unless otherwise noted.*

**April 14, 2010**

Heart Health Advocacy  
Women Heart  
Shula's Tysons Corner

**April 16, 2010**

Reading Rally  
Glassmanor Elementary  
Oxon Hill, MD

**November 6, 2010**

EWI Gala Fundraiser  
Top of the Town  
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**April 20, 2010**

Teleseminar  
Repotting Yourself: Financial-  
Emotional-Spiritual Flow.

**April 22-24, 2010**

Spring Conference  
Hosted by  
EWI of Memphis  
Memphis, TN

**June 12, 2010**

Women's Symposium  
Hosted by  
EWI of Richmond  
Richmond, VA

**September 23-25, 2010**

63<sup>rd</sup> Leadership Conference  
& Annual Meeting  
Kansas City, MO

***Member Firms***

- 24/7 Technology Solutions, Inc.
- A Thyme to Taste
- Alternate Perspectives, Inc.
- American Clinical Lab Association (ACLA)
- Austin-Weston Center  
for Cosmetic Surgery
- Best Messenger
- Columbia Lighthouse for the Blind
- FMC Corporation
- Goodyear Tire & Rubber Company
- Gray Loeffler, LLC
- H Street Ventures
- Karin's Custom Designs
- La Musa *new member 3/10*
- Metro Floors
- Mindy's Catering
- Pepsi Bottling Group
- Price Modern
- SunTrust Bank
- Susan I. Wranik Associates
- TRAK Companies
- Verizon
- Wells Fargo Advisors
- Wisdom & Williams
- York Flowers



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Corporate Office

Contact Information

515 South 700 East, Suite 2A Email: [ewi@ewiconnect.com](mailto:ewi@ewiconnect.com)

Salt Lake City, UT 84102-2801 Website: [www.ewiconnect.org](http://www.ewiconnect.org)

Phone (801) 355-2800 Chapter: [ewi-dc.org](http://ewi-dc.org)

Fax (801) 355-2852

