

February 2010



Dear EWI Members:

Happy Valentine Day!

Our Chapter had a wonderful business meeting last month and we are looking forward to a great February. We enjoyed a fabulous meal prepared and served by our own member, **Mindy's Catering**, and hosted by the **American Clinical Laboratory Association**. Thanks to both for helping us hold such a successful business meeting. All members are excited about our upcoming Gala and our philanthropic opportunities.

Our Membership Committee is moving full steam ahead and we hope to gain new members in 2010 to share the great opportunities EWI DC has to offer. We are holding our EWI orientation hosted by Karen Kuhn from Verizon on Tuesday, February 2nd. Director Julia Kennedy, partner at H Street Ventures LLC, and the Membership Committee have prepared a great program.

I hope you are all planning to attend our February monthly meeting to be held at the CulinAerie Academy on February 10th. CulinAerie is a recreational cooking school in downtown Washington DC offering a wide range of cooking classes and events including baking and pastry instruction, wine and spirits tastings, series classes, knife skills, cooking technique workshops and international cuisine seminars. I know it will be informative and fun and provide us a chance for networking and teambuilding.

In addition, mark your calendars for Firm Night, March 10th to be held at **Verizon**, 1300 I Street NW, Washington, DC. We will learn about the latest and greatest communications technologies. Please invite your Executives to attend! Finally, every February 14th across the country, candy, flowers, and gifts are exchanged between loved ones in the name of St. Valentine. When I think about whom to send Valentine wishes to, I think of all of you. Thank you all for your camaraderie, your giving spirit, and the professional expertise you share with fellow members throughout the year. See you all soon!

Jennifer Wild

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

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CONNECTIONS | CAREERS | COMMUNITY



1131 14th Street, NW

6:00 pm **Networking**
6:30 pm **Cooking Class & Dinner**
7:45 pm **Announcements**

Parking: \$6 Valet next door
 at The Donovan House

Metro: McPherson Square [Blue/Orange lines]

Cost: \$45.00

[4H*Register Online *](#)

Or visit: 5H **www.culinaerie.com/rescalendar**

Questions? Contact Patti Ripperger 202-956-5204 or patricia.ripperger@fmc.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.***

CulinAerie is an ideal private party and corporate event venue. Our beautiful facilities are perfect for team-building and team-bonding events, holiday parties, summer associate events, amateur chefs’ challenge competitions, alumni gatherings, birthday parties and bridal showers. To plan a unique and fun event with a culinary motif, contact us at 202-587-5674 or at info@CulinAerie.com.

Connections



What if, instead of just refreshing people, Pepsi helped refresh the world? This is the exciting concept behind the **Pepsi Refresh Project**. An evolution of Pepsi's 2009 "Refresh Everything" campaign, the Pepsi Refresh Project launched in the US on January 13th, with consumers and employees across the country invited to submit ideas to move the world forward at www.refresheverything.com.

This year-long, multi-million-dollar, groundbreaking grants program is designed to help move people's ideas from wishful thinking to reality in 2010. Throughout the year, Pepsi will award grants of various amounts to individuals and groups to support ideas - big and small - that will lead to positive change. From a simple idea, like repurposing industrial materials for community art projects, to an idea with broader impact,

like converting abandoned buildings into community centers, Pepsi will provide consumers with a platform for sharing their ideas. Grant recipients will then be selected by consumers through a democratic process, moderated by a third-party agency.

**EWI is your
Business Connection!**
Send your press release or ad to
Publication Director Karen Kuhn
at karen.kuhn@verizon.com



Exclusive Special Offer for EWI Members! York Flowers has a special offer for all EWI members...Free delivery (no delivery charge) for all local deliveries for Valentine's Week (February 8-14 – a savings of \$10-\$20 depending upon zip code). **And** for your out-of-town orders, no service fee (a savings of \$9.95). These special offers are valid on roses, mixed cut flowers and all other types of gifts that York Flowers offers. Our talented design staff will take special care of your order!!!

Call, 202-363-1150 and remember to ask for the EWI discount when placing your order.



Corporate News

Mark Your Calendar!
Professional Development Webinar
Join us for **Social Networking: Fostering
Connections | Careers | Community
Through New Media**

February 4, 2010. 7:00 p.m.
Register today! www.ewiconnect.com

Careers

Building Community at Work

Do you want to build community and profits simultaneously? Then start rewarding achievement in every way possible. I have attended many achievement awards presentations and you can't beat the smiles and group support you see as each individual strides to the platform to receive the public (yes, public) recognition. What gets rewarded gets done. It's as simple as that. These are not contests, pitting team member against team member; they are performance achievement awards for a job done well. Awards are not given, they are earned. Hard work is rewarded on the stage, photos are on the big screen in front of everyone, plaques and certificates are presented. Jeffrey Gitomer says, "Make sure it's on your blog, in your e-zine and posted on your website." Reward in public, reprimand in private.

Achievement awards and incentives are stimulus packages at their best. In challenging economic times your sales and service will carry the company. Bailouts don't stimulate anyone. When someone wins an award there is pride of accomplishment and the incentive to do the same if not better next time. Superstars love the awards and recognition, which only makes them better. People in the

audience are inspired to win an award the next year. And by the way, have as many awards as your achievers earn. Don't limit them to one per year.

General Motors received a hefty bailout from the United States Government, but Ford held out to succeed on their own. In 2009, it was Ford and Toyota who excelled in sales. How many of the GM bailout billions were teaching their dealers and sales people to excel in their endeavors? None. Bail someone out and they will learn that they don't have to work to get rewarded and that you will do it again. Challenge them to excel and reward excellence and they will learn to do it better each time. You disrespect your people and your sales will lag far behind the competition and your goals. Respect your people and they will respect your company. Reward your people and they will reward you with sales and excellent service. By the way, Toyota learned how to build cars successfully by studying...the United States in the 1930s. Wonder what we changed?

Management would do well to invest in the people who do the work. "Are you giving your lowest-level employees the power to make crucial customer-relations decisions without supervision? If not, you're making a huge mistake," Mike Figliuolo, founder of Thought leaders, LLC writes. "When

leaders trust their workers to do the right thing, employees are more likely to go the extra mile for a customer, because they're not worried about upsetting their boss," he notes. Here's another thought: rather than reduce compensation plans and kill morale, you should boost performance and productivity through rewarding achievement. I've heard it said many times that you can't "cut" your way to success or survival. I spoke to countless leaders in the winter of 2009 who decided to cut back on sales training and recognition to tighten their belts in the recession. Each was outperformed by their competitors.

How can you win the top achievement award? Have a positive attitude with every prospect or customer you come in contact with. Meet the challenge of each day with a "can-do" spirit. Do what you can to serve others well. Treat everyone like they are the most important person in the world and it will reward your efforts and your business. You should endeavor to work harder and smarter than you did on the last contact. Don't compete with others. It will lead feelings of superiority or inadequacy. Compete with yourself. Decide to be the best YOU that you can be and go a little farther with each contact with the public.

JIM MATHIS, CSP is an international speaker, author, trainer and coach. To subscribe to his personal and professional development newsletter, please send an email to: subscribe@jimmathis.com with the word SUBSCRIBE in the subject line. An electronic copy will be sent out to you every month. For more information on how JIM and his programs can benefit your organization or group, please call 888-688-0220, or visit his web site: www.jimmathis.com.

Community

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

Back by popular demand!

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
2nd Wednesday of the
month unless otherwise
noted.*

February 10, 2010

Susan Holt: Cooking
Demonstration
CulinAerie School

March 10, 2010

Firm Night
Featuring Verizon Wireless
Verizon

November 6, 2010

EWI Gala Fundraiser
Top of the Town

**Corporate Events
April 22-24, 2010**

Spring Conference
Hosted by
EWI of Memphis
Memphis, TN

September 23-25, 2010

63rd 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
- CQ-Roll Call Group
- FMC Corporation
- Goodyear Tire & Rubber Company
- Gray Loeffler, LLC
- H Street Ventures
- Karin's Custom Designs
- Metro Floors
- Mindy's Catering
- Monarch Title
- Music Express Worldwide Limousine
- Pepsi Bottling Group
- Price Modern
- SunTrust Bank
- Susan I. Wranik Associates
- TRAK Companies
- USAA
- Verizon
- Wells Fargo Advisors
- Wisdom & Williams
- York Flowers



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Gala Fundraiser

Silent Auction Items Needed...

**2010 Executive Women International Business Career Development Program Silent Auction Fundraiser
November 6, 2010**

EWI B/C/DP is a nonprofit organization chartered under section 501 (c)(3) of the Internal Revenue Code
(Tax ID Number 74-2456897)

Description of donated item:

Please list any restrictions, time limits, or deadlines (*Note: Silent Auction will be held on November 6, 2010. Please allow sufficient time for usage from the date of event):

Approximate Retail Value: \$ _____

Name & Address of Donor: _____

Firm Contact Person: _____

Phone Number: _____ **Fax Number:** _____

In order to catalog all the donated auction items, please confirm your participation by returning this form to Delores Colonese by October 25, 2010. If you have donated a non-tangible item, please send a visual display (i.e. brochure or picture). Upon receipt of your auction item, a contribution certificate form will be sent for tax purposes.

Please return this completed form to: Delores Colonese, Pepsi Bottling Group, 2611 Pepsi Place, Cheverly, MD 20781, or fax the form to (301) 341-2355.

Please send all donated items to:

Pat Wetzel, SunTrust Bank, 1445 New York Avenue NW, Suite 500, Washington, D C 20005

If you need to make arrangements for delivery, please call Pat Wetzel at 202-879-6229

Item solicited by EWI Representative: _____

If you have any questions, please call Delores Colonese 301 341-2337