

Message from the President

Dr. Jenny Wild, Alternate Perspectives, Inc.



Connections EWI is a great place to make connections that last a lifetime. The connections made in our Chapter and in other Chapters around the country add value to our lives. We connect at our monthly meetings and help each other in both personal and professional ways. EWI of Washington DC creates a sense of connection among its member firms and representatives that is difficult to replicate. Many of our members have been members for

years and are always willing to help a fellow member in need, support a worthy cause, and sometimes, just have fun together! Our members feel that sense of connection and they say that is why they are a part of EWI.

Careers EWI of Washington DC enhances the careers of our members by providing constant opportunities to expand professional development through our monthly programs. We provide top notch speakers from around the DC area on topics such as governmental affairs, being a leader, health and well being, and successful communication skills. The benefit of annual corporate conferences and corporate webinars, just adds to the variety of opportunities our members share. Webinars such as **SHIFT – Releasing Leadership Brilliance in the New Normal** with Simon T. Bailey or **Get FIRED UP without Burning Out!** with Carol Grace Anderson are two recent examples of these great programs.

Community I always look forward to the Adult Students in Scholastic Transition (ASIST) Awards dinner every year. This scholarship provides financial assistance to adult men/women, age 18 and over, to continue their education and achieve self-esteem, improve and impact their personal life, employment, family and community. ASIST funds are provided to select recipients to aid in obtaining skills needed to achieve career goals and objectives. Our Reading Rally is also a way to give back. The ability to read is a powerful tool and essential to the future success of today's youth. Over the years, EWI's Reading Rally events have promoted literacy in our nation's capital and surrounding areas. The Reading Rally touches the lives of each volunteer member and each child who take part in the event. As Joseph Brodsky said, *"There are worse crimes than burning books. One of them is not reading them."*

EWI helps you and your firm achieve success. I believe EWI DC is the premier executive women's organization in the Metropolitan Area and I hope you value your membership. You are EWI.

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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

EWI Welcomes a New Chapter

On June 3, 2010, EWI celebrated the chartering of our newest Chapter – **EWI of Grande Prairie, Alberta, Canada.**

Members of the new chapter joined the EWI Corporate Board at a special luncheon to mark the occasion.

EWI Welcomes Another New Member

**Crowne Plaza Hotel
The Hamilton – Washington DC**
1001 14th Street, NW
Washington, DC

Washington, DC Hotel's Address Near White House, Mall

Welcome to the distinguished Hamilton **Crowne Plaza®** Hotel of Washington, DC. This hotel's location near the White House, one block from the METRO and only five miles from Reagan National Airport ensures convenience for business and leisure guests alike. Our unique, 1920's boutique - style hotel's accommodations offer Washington, DC travelers a comfortable home near the area's best attractions.

Among hotels in Washington, DC, we are known as "The Place to Meet." We provide nearly 18,000 sq ft of event space and services, including a Crowne Meetings Director, a Daily Meeting Debrief and a two-hour RFP Response Guarantee. The Washington, DC Convention Center is a short walk away, as are Fortune 500 companies and government agencies, including IBM, Associated Press, Department of Justice and the EPA.

As the best of hotels in Washington, DC for leisure travelers, our facility is within walking distance of the National Mall, Verizon Center, Lincoln Memorial and Smithsonian museums. We're also just minutes from major universities, such as George Washington, Georgetown and Howard. Nationals Stadium and RFK Stadium are only a short Metro ride away.

With a full-service Starbucks, on-site dining at 14K, Fitness and Business Centers, Wi-Fi access and Crowne Plaza Sleep Advantage® program, it's hard to beat our boutique - style hotel's amenities. Our seasoned staff looks forward to your visit.



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
- Online Learning Opportunities
- 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

Academy Fosters Principle-Focused Leadership



Courses Include:




- * Academy of Leadership Online
- * Professional & Volunteer Leadership
- * Power of the Diverse Communicator
- * The Leadership Experience
- * Power of Relationships
- * Annual Alumni Experience

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.

Corporate Board Officers and Directors, the Fellows Selection Committee, Trustees of Business/Career/Development Program (B/C/DP), Corporate Staff or any relation to them are ineligible to make application to the Fellows program.



RETHINK	REVITALIZE	REACH OUT
		
CONNECTIONS	CAREERS	COMMUNITY

What's Your Social Media Game Plan?

by Amy DeLouise

If, when asked this question, a voice in your head (or your boss) shouts "Social Media Takes Too Much Time!" then consider these facts:

1. There are now more Facebook users than the population of the United States. About 100 million more.
2. There are now more social networking users--and more social network usage--than email users or email usage. (Nielsen Research) A lot of this thanks to mobile usage. (Mashable)
3. Social media users are devoting 883 percent more time to SM sites now than in 2003. In the last year alone, time spent on social networking sites has surged 73 percent. (Nielsen)
4. Twitter now boasts 75 million users, with unique visitors increasing 1,382 percent in a one year period (and that's two-year old data—from February 2008 to February 2009).

What does this mean for the busy executive? For one thing, your customers, your employees, and your prospective customers and employees are part of these virtual communities. If you aren't engaging them there, you are missing some serious opportunities. But back to the time issue. Who's got enough of it to check Facebook, Twitter and blog every day? Let alone respond to 200-plus emails?

Consider time-savings available to you through social media. For example, I have several projects that I manage using online social media tools for file-sharing, messaging and scheduling. Yes, we still get email notifications when messages go through these systems. But using a Facebook-like interface allows us to keep track of conversation threads in one place, without having to search through email by subject, name or date (admit it, you do that to find info you filed nowhere else!). So it's a time-saver. Ditto with Twitter and Facebook. If you build a following for your business or product, then when you need to get an important message out—whether a serious one like a product recall or a fun one like you just won a big award—all you do is upload one message. No mass emailing, no layout and production, no fuss. Case in point: a friend recently sent a video crew to Las Vegas for a major production but their luggage ended up 200 miles away. No sweat. He tweeted and in minutes had assembled enough gear locally to get the show started until the airline got their cases returned. If you're a lover of Linked In, try it for getting intel on customer needs and new developments in your industry by joining relevant discussion groups. And don't forget what an incredible and speedy resource LinkedIn is to find a qualified vendor or new hire by reaching out to your network.

Social media is evolving and so are we. But don't put your head in the sand and ignore it or you just might wake up in the desert.

Amy DeLouise is a cause marketing video producer and branding consultant. When she has time to blog, she does so at www.amydelouise.com. Her twitter handle is @brandbuzz.

Additional professional development resources may be found at
http://www.ewiconnect.org/ScriptContent/careers/car_pdresources.cfm

Community

- Literacy Initiative – Reading Rally for elementary students
 - **Be a Leader – Be a Reader** - EWI of Washington DC began serving Glassmanor Elementary School in 2008 donations of cash, books and school uniforms.
- Adult Students in Scholastic Transition (ASIST)
 - This scholarship provides financial assistance to adult men/women, age 18 and over, to continue their education and achieve self-esteem, improve and impact their personal life, employment, family and community.
- Executive Women International Scholarship Program (EWISP)
 - This scholarship is awarded to high school juniors who are pursuing a four-year degree in any business or professional field of study. The award is based on scholastic achievement, leadership qualities, goals, extra-curricular activities and communication skills.
- Academy of Leadership
 - In 2009 EWI of Washington DC provided Professional Leadership Awards for members to attend the Leadership Conference & Annual Meeting, Presidents Caucus and Academy of Leadership. These programs are specifically designed to enhance the leadership skills of future volunteer leaders.

2010 ASIST Awards

Front Row, left to right

ASIST Winner Reshma Begum, ASIST Winner Rochelle Compton

Back Row, left to right

Demitri Warren, Director of Life House; Terry Flood, Executive Director, Jubilee Jobs; Jocelyn Hunter, B/C/DP Chair, Columbia Lighthouse for the Blind, Phala Johnson, ASIST Committee, Goodyear Tire & Rubber Company





CONNECTIONS | CAREERS | COMMUNITY

Wednesday, August 11, 2010

Join us for Firm Night at the Showroom of



**Haworth, Inc.
575 7th Street, NW Ste 200
Washington, DC 20004**

6:00 pm Networking

**6:30 pm Cocktail Buffet
by Mindy's Catering**

Member Firm Presentation

Price Modern, Libby Sponsler

Parking: Garage at 601 F Street, NW

Metro: Gallery Place (red line) 7th & H Streets

Cost: \$40.00 members and guests

Reminder: donations for the 'pantry' are welcome

Reservations Required

RSVP: Debbie Williams by Friday, August 6th

Phone: 202-457-0617 or email: 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 meetings.***

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

Member Firms

- 24/7 Technology Solutions, Inc.
- A Thyme to Taste
- Alternate Perspectives, Inc.
- American Clinical Lab Association
- 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
- Hamilton Crowne Plaza Hotel
- Karin's Custom Images
- La Musa
- Metro Floors
- Mindy's Catering
- Pepsi Beverages Company
- Price Modern
- SunTrust Bank
- Susan I. Wranik Associates
- TRAK Companies
- Verizon
- Wells Fargo Advisors
- Wisdom & Williams
- York Flowers



Calendar of Events

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

August 11, 2010

Firm Night
Price Modern
@ Haworth
Catered by Mindy's Catering

September 8, 2010

Annual Business Meeting
& Board Installation
Hamilton Crowne Plaza Hotel

October 13, 2010

Election Outlook
Hon. Thomas Loeffler and
Hon. William Gray
SunTrust

November 6, 2010

EWI Gala Fundraiser
Top of the Town

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Corporate Calendar

September 23-25, 2010

63rd Leadership Conference
& Annual Meeting
Kansas City, MO

Want to qualify to win a great weekend get away?

It is as easy as.....



EWI Representatives can qualify to win a “Rustic weekend at *Azure Knoll** Berkeley Springs, West Virginia” just by successfully soliciting a donation for our silent auction to be held during the *Washington DC Chapter Gala* on November 6, 2010 at Top of Town.

(1) Solicit an item for our Silent Auction (2) **Arrange to have the item delivered to Pat Wetzel at SunTrust Bank by October 1, 2010 (3) Receive one raffle ticket for every item delivered. Then, join us for the raffle at our October meeting (do not have to be present to win)

Azure Knoll
 Friday and Saturday*
 5 Bedrooms, 3 Baths
 Fireplace, Wood Burning Stove, Fire Pit
 Wine Room, Library
 Gas Grill
 Golf Course Near By
 En Suite Massage Therapist Can Be Arranged

Mutually agreed upon date in 2010 or 2011

Donation by:
 Paula Heichel, CFP®
 First Vice President-Investments
 Wells Fargo Advisors, LLC
202-861-4475

*Additional nights available at \$200 per night



CONNECTIONS | CAREERS | COMMUNITY

**Call Pat Wetzel, SunTrust Bank, 202 879-6229 to arrange for delivery of silent auction donations.



Gala, Casino and Silent Auction

Reservation Form

**Executive Women International
Business Career Development Program (B/C/DP)
November 6, 2010**

**Top of the Town
Arlington, VA**

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

Please Reserve my tickets for the EWI Gala

	\$100 per person	\$175 per couple
Name	_____	
Company Name	_____	
Address	_____	
City, State, Zip	_____	
Phone: _____	Email: _____	
Number of Tickets	_____	

I cannot attend. Please accept my contribution of \$_____

Make checks payable to *Executive Women International, Washington DC*

Mail to: Paula Heichel
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