

October 2009



### Message from the Corporate President

*Louise Anderson, EWI of Memphis*

I am honored and excited to serve you as Corporate President for 2009-2010. Working together with the Corporate Board, Corporate Office Staff, and you, the Membership, we can advance EWI into the forefront of professional organizations. Being a member of the Corporate Board is an honor, and a responsibility that we take seriously. I assure you that as members of the Corporate Board, these individuals devote countless hours working together with the Corporate Office and the membership to ensure that our organization functions at the top level. Thank you for your vote of confidence and trust in this Corporate Board.

Some of our goals for the year are:

- We will continue to utilize open communication. An organization is as strong as the whole, and the best way to achieve this unity is to be transparent and respectful of each other.
- As a result of feedback we have received from the membership, we have made changes to some of the policies and procedures. We encourage you to continue to share your thoughts and ideas.
- Quarterly financial reports will continue to be provided to the membership. When you receive these reports, please review them and if you have a question let us know.
- The Corporate *EWIConnect* will continue to be distributed on a weekly basis. This communication is designed to provide each member with valuable information about the Corporation and updates on current programs. As a member, it is your responsibility to read these communications to keep current.
- Work continues on revising the Procedure Manual for simplification and ease of use. There is a task force comprised of representatives from each of the three divisions who are working diligently on this project. Our goal is to have the updates completed by next year's LCAM.
- We are reviewing our current Bylaws for clarity and should there be revisions needed, we will bring that to you for approval at next year's annual meeting.
- We have updated our website and continue to evaluate it to make it user friendly.

*Continued on page 5*

## CALENDAR OF EVENTS

### *Chapter Dates to Remember*

#### October 14, 2009

Networking Event  
SunTrust

Wine tasting with  
paired hors d'ouvres

#### \*\*November 4, 2009\*\*

#### Note Date Change

Joan Fletcher,  
Winning Ways  
*Leadership Comes from Within:  
Tapping your Hidden Potential*  
SunTrust

#### December 9, 2009

Holiday/ Philanthropy Dinner  
2009 Awards Presentation  
*Guest Speaker*  
Tony Cancelosi, CEO  
Columbia Lighthouse for the Blind  
SunTrust

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### *EWI Corporate Events*

#### April 22-24, 2010

Spring Conference  
Hosted by  
EWI of Memphis  
Memphis, TN

#### September 23-25, 2010

63<sup>rd</sup> Leadership Conference  
& Annual Meeting

Kansas City, MO



### 2009-2010 President's Caucus

By Jennifer Wild, 2009-2010 President  
EWI of Washington, DC

What a thrill to be involved in President's Caucus! We had a wonderful speaker who inspired us to be great leaders and heard from all members of our new Corporate Board on their plans and vision for EWI for the upcoming year. Louise Anderson will be a fantastic Corporate President and she wants to come to visit our DC Chapter. The best part of the President's Caucus was meeting other newly elected Presidents and sharing ideas, energy and excitement. I am convinced this will be a hallmark year for EWI DC! Our goal of ensuring all our members get what they want and need from EWI will help us retain our membership and recruit new members. I encourage the "each one bring one" slogan and ask that you invite your colleges to attend one of our fantastic programs. We have so much to offer and the most important treasure we have is YOU!

## Connections



From left: DC Chapter at the "Little Black Dress Party"; Center, Cheryl Hawkins and former DC Chapter member Sheryl Kratzer [now, EWI of Cincinnati]; Bob Kuhn joined the group for a casual dinner at the Spaghetti Factory.

*Julie Kennedy, Nancy Dinse, Patti Ripperger, Cheryl Hawkins, Jenny Wild, Carol Trageser, Jillian Pham, Karen Kuhn*

## Careers

### Releasing Leadership Brilliance – Academy of Leadership

by Patti Ripperger

My LCAM experience has been better each time I've attended --- my expectations become higher and I have never been disappointed. I now arrive prepared to take in as much as possible, and make the most of the boundless networking opportunities.

I used to think I couldn't take time from my work schedule to make the trip to LCAM --- how shortsighted of me -- I cannot overstate the value in attending.

The leadership conference is most worthwhile --- dynamic speakers with new ideas and messages we definitely learn to implement in our personal and professional lives, as well as continuing benefits.

The Academy of Leadership session by Simon T. Bailey was exceptionally enlightening and motivating. His positive energy is contagious to gigantic proportions. For a glimpse of Simon's brilliance, subscribe to his newsletter at [www.simonbailey.com](http://www.simonbailey.com)



I encourage everyone to plan for next year's LCAM in Kansas City, Sep. 23-25, 2010. It was exciting and gratifying to see our colleague Jillian's perspective, as a first time attendee of LCAM -- I wish this experience for every one of our members!

### **"The Recession isn't over, it's just different!" – Jim Mathis**

by Julia Kennedy



Our plenary session featured speaker, **Jim Mathis**. He is the author of the book, "Reaching for Resilience, Reaching beyond Excellence". As the room settled in to listen to Jim's guidance his opening line was, "The recession isn't going away". The room went dead silent. I guess everyone wanted him to tell us just the opposite. That all we need to do is wait a little longer and everything will be just like before. But the truth and fact of life is, he's right. The recession isn't going away because it's already had an effect on us. It has already changed the way we think about spending money, borrow money, or invest our money. He further went on to say, "The economy is not down, it's just different." This is exactly why we need to change the way we think about doing business and we need to grow by being different and taking risks. Reinventing yourself. That is the message I took away from his speech. In fact, I had to leave early because my firm was taking just such a step. H Street Ventures is embarking on a new way of conducting business by

partnering with several other real estate experts to form a larger consulting group, Prudencia Consulting Group. I am reinventing myself. Just the act of doing something different has energized me. It has focused my optimism in a new direction and it feels right. Just having heard Jim's talk gives me confidence that we are taking the necessary steps to success. The recession isn't going away, so reinvent yourself.

For a more information about Jim Mathis, visit [www.jimmathis.com](http://www.jimmathis.com).

### **Another perspective – by Carol Trageser**

LCAM is always a burst of energy to complete our journey. I felt that this one really took into account the challenging times we are facing but taught me if we apply a positive success strategy along with creative plans we can enrich our lives along with our work force and EWI. I may not be able to change the world but I can be significant in changing my role.

## Community



The second grade class from Roosevelt Perry Elementary School in Louisville, KY enjoyed a special lunch and a reading of "When Donkeys Fly" by author Ginger Hodge, during the Reading Rally luncheon. The school was presented with a check for \$5,000, thanks to contributions from several member firms.

## Reflections on LCAM

by Jillian Pham

The 62nd LCAM held in Louisville, KY, was my very first time experience attending the event. I have been a member of the EWI DC chapter since May 2008. I held a position as co-director on the programs committee. Having served on the Board for our local chapter, to get more experience and learn more about the organization, I thought LCAM was going to be the same but only at a corporate level. However, I was very pleasantly surprised. The entire experience, from attending the Academy of Leadership seminar, the professional speakers, the Reading Rally, the EWISP award, networking events, to the opportunities to get to know my fellow chapter members in attendance on a personal level, was priceless. One cannot realize the commitment put forth into our organization until one attends LCAM. I run two businesses and this year has really worn on me. I wasn't sure how I would be able to commit to EWI at a level I wished to going forward. After attending LCAM, I realized I don't have to hold a position on the Board or hold a title to be an active member. I have renewed inspiration and am motivated, even as a member to do what I can to promote membership or sponsorship of our philanthropic efforts. For my professional and personal life, my experience at LCAM taught me to work on reaching a balance, because with the right balance, we women **can** do it all.

## Corporate News



CONNECTIONS | CAREERS | COMMUNITY

### EWI Branding & Marketing Campaigns

by Karen Kuhn

Over the past year, EWI has introduced a new logo, new website and a fresh new look. No doubt you have noticed that we are using some new phrases too such as **Connections, Careers, Community**. We have also incorporated some new thinking on how we brand and market EWI. You will be seeing and hearing the use of EWI of Washington DC, for example, rather than Executive Women International, Washington, DC Chapter. Why you might ask? It's simple. Think of IBM (International Business Machines), and KFC (Kentucky Fried Chicken), and you start to get the picture. Just like these well known brands, EWI offers different things to different people and different firms. The first step in marketing EWI is about name and brand recognition.



### Annual Meeting

by Nancy Dinse  
2009 Delegate  
EWI of Washington DC

It was widely anticipated that the debate would get heated on the Minneapolis Chapter proposed amendment to the Bylaws to the Chapter officers' term back to a calendar year rather than the current fiscal year of October through September. The Minneapolis Chapter tried to make their case, and although there appeared to be a lot of support for the amendment, it failed to pass by only 5 votes.

The 2010 Corporate Operating budget was approved without too much debate. There was concern voiced about the huge drop in the investments, but this was explained to be due to the economic situation and the drop in the stock market. New Corporate officers were elected with no opposition.

## Message from Corporate President Louise Anderson

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We recognize our fiduciary responsibility in handling the financial affairs of the organization and we do not take that responsibility lightly. As a board, we continually look for ways to be cost efficient. In the event our renewals are less than projected, we will make the necessary adjustments to remain within our budget. Although we are serving on the Corporate Board, we remain part of the membership, and as such, have a vested interest in EWI.

We are actively pursuing non-dues revenue. We have already received a pledge of \$5,000 toward our \$20,000 sponsorship goal for our operating budget. The grant writing team is in place and will be seeking all available grant opportunities.

An announcement was made at LCAM about our newest Satellite Chapter, EWI of Grand Prairie, AB, Canada. Our Expansion team will continue working with Grand Prairie as well as San Francisco to reach Charter status in the 2009-2010 year. The team will be researching other organizations to determine how they are expanding their membership base during these challenging times.

As in the past, our major focus is to retain our current members and increase our membership base. Our membership has declined due to companies restructuring, economic conditions, and changing priorities. We must be open to all possibilities for increasing our membership base, such as each representative recruiting one new firm in the coming year – we can do this and in so doing will double our membership base. To do this, some of us will have to step out of our comfort zone and seek out new firms, just as our founder, Lucille Johnson Perkins, stepped out of her comfort zone to form this organization, which was quite a step forward in 1938. Following her lead, we must step out of our comfort zone and work to retain our current membership; work to engage new members in the values and benefits of EWI membership; and explore new ways of accomplishing our goals. We are at a crossroads – and have an extraordinary opportunity to use this challenge to fuel our change! Social networks such as Linked-In, Facebook, and Twitter will be evaluated to keep EWI at the forefront of new technology.

Another area of focus will be the teleseminars. Our Professional Development team is already at work identifying speakers to provide cutting-edge information to us this year.

EWI has made a tremendous impact on a number of people for more than 71 years:

- high school students who have received a scholarship to further their education,
- adults returning to college to further their education and provide a better life for themselves and their families, with the help of EWI
- children and schools who have been helped through our literacy initiatives,
- communities who have benefitted from a helping hand.

Many of us have lifelong friendships as a result of EWI. We have a common bond among us, which is our love for EWI; the good works and professional development opportunities that we enjoy as benefits of membership.

EWI has evolved through the years because the members wanted a viable organization to promote the member firms; to enhance our personal and professional development; and to encourage community involvement. Let's take this opportunity to stabilize our EWI membership and secure our future! Let's stand together to grow our organization! This corporate board has committed to achieve these goals together with YOU, our members. Are you with us?

Warmest regards,  
***Louise B. Anderson***  
2009-2010 Corporate President

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