

March 2010



Dear EWI Members:

March is upon us and the winds are blowing! The winds are also blowing for our EWI DC Chapter. We have had some dynamite programs this year including our February Meeting at the CulinAerie Academy where we enjoyed a fabulous time cooking a great meal together. I hope you all mark your calendars for Firm Night, March 10 to be held at Verizon, 1300 I Street NW, in Washington, DC. We will learn about the latest and greatest communications technologies. Please invite your Executives to attend. For those who have not been to a Chapter Meeting in awhile, you don't know what you are missing. We really do have a wonderful time and I always learn so much. It is a great to catch up with our entire Chapter. If we have not seen you in awhile, be sure to put EWI on your calendar. You are worth it!

Spring is just around the corner and I hope some of you are planning to attend the Corporate Spring Conference hosted by the Memphis Chapter in April. I know many of our DC team will attend LCAM this year in September in Kansas City, Missouri. We are also in the midst of planning our Gala Fundraiser for November 6 at Top of the Town. This evening promises to be the *Washington Event of the Year* and the Planning Committee have lots of fun and surprises in store for us.

If you know a firm who would benefit from our group, please contact Julia Kennedy. Julia and her Committee have worked diligently to attract new members and we owe them a salute!

We have had our share of snow this year, but as we begin to thaw out and look forward to spring, we have new opportunities to renew our EWI friendships. Our EWI friendships improve our lives. Our EWI friends are nurturers, motivators and role models. They are a source of self-esteem, affection, and good times. They offer us hope when things are bleak and share our joys and successes. During a Chapter meeting we can lose ourselves in a pleasant activity and perhaps laugh and breathe easier. For a taste of spring, come and experience our DC EWI Chapter!

Jennifer Wild

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

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Wednesday, March 10

Firm Night

Sponsored By



IT'S THE NETWORK

Smart Solutions for Smart Business

1300 Eye Street, NW

WASHINGTON, DC 20005

6:00 PM Networking

6:30 PM Dinner by Mindy's Catering

7:15 PM Verizon Wireless Presentation

PARKING: GARAGE AT 1401 H STREET OR 1350 I ST (ENTER ON 14TH)

METRO: MCPHERSON SQUARE

COST: \$40.00

*** RESERVATIONS REQUIRED ***

Please RSVP to Debbie Williams by Friday, March 5

phone: 202-457-0617

or e-mail: 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 BRING AN OLD WIRELESS PHONE TO SUPPORT THE
VERIZON WIRELESS HOPELINE PROGRAM TO HELP VICTIMS OF DOMESTIC VIOLENCE**

Since 2001, when the recycling program launched, Verizon Wireless has collected nearly 6.5 million phones and put more than 76,000 phones with 228 million minutes of service into the hands of domestic violence victims, thanks to the generosity of consumers and businesses who have donated phones to HopeLine.

HopeLine Details

HopeLine accepts wireless phones and accessories in any condition from any carrier for reuse and recycling at Verizon Wireless Communications Stores nationwide. Phones given to HopeLine that can be refurbished are sold for reuse, and those without value are disposed of in an environmentally sound way.

Proceeds from the HopeLine program are used to provide wireless phones and cash grants to local advocacy organizations that focus on domestic violence prevention and awareness.

For more information, or to donate a used cell phone, please contact Karen Kuhn, 202-515-2408 or Karen.kuhn@verizon.com.

Connections



SunTrust Tops All Banks in Recent Independent Customer Service Survey

In January 2010, the independent research firm Forrester published the results of their third annual Customer Experience Index (CxPi), a survey of more than 4,600 consumers about their customer service interactions with 133 different firms in 14 different industries. Despite the fact that CxPi ratings for the overall banking industry dropped significantly, SunTrust's customer experience results *improved* dramatically, compared with previous findings. According to Forrester's *Customer Experience 2010: Banks* report, SunTrust's 11-percentage-point gain was "considerably higher" than any of our competitors. This improvement resulted in SunTrust having the highest Customer Experience Index ranking among all banks in the survey.



Careers & Connections



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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
[Invited guest speaker, Maureen McDonnell, First Lady of Virginia]**

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

8:30 – Program begins

12:30 – Lunch

3:30 Conclusion

\$75 Registration

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

Careers

5 Ways to Reach Your Goals

By Jenny Wells

Do you have lots of goals in life? Are you trying to think about ways to reach your goals? Are you frustrated that you are reaching your goals and do you want some new ways to reach them? Well, here are five ways to reach your goals that may help you make life easier.

First, write them down. Right down your goals and put them on a piece of paper that you can put in front of the mirror. Every morning take a look at them and remember them. This will help you get through the times when you feel tired or dejected. This will help you get through times when you have to work very hard and you forget why you are doing that. When you want to reach your goals, you will have to work really hard. Writing them down and understanding them are a first step to reaching them.

Second, have a plan of action. To reach your goals, make a plan of action. Knowing what you have to do to reach them will help you to reach them faster. Putting them down on a piece of paper will help you follow the all of the time. Also, planning for them will help you understand what is necessary to reach your goals.

Third, we reevaluate every month. After you have written down your goals, it is important to reevaluate your plan of action every month. For example, is your goal to be prosperous? Is being rich important to you? Are you wondering how to be wealthy? Well, each month take a look at your plan of action and figure out whether or not these steps will help you reach your goals. Also, review your goals every few months to make sure that these are still in line with what you want. Reevaluating things allows you to change tactics and strategies in case you are approaching him incorrectly. It is important to self reflect to make sure that there is not an easier or smarter way to do things.

Fourth, tell everyone about your goals. Saying your goal out loud will help you push yourself towards doing them. Your friends and family will keep you accountable and make sure that you reach your goals. By telling people, you are making your goals real. If you remain silent, and you don't tell anybody about what you desire, then nobody can help you and nobody will cheer for you when you reach your goal. Also, telling people your goal will make it more realistic. Now you will have to try doing something about it.

Finally, do as much as you can all the time. Some people have goals, but they don't do anything about them. If you want to reach your goal do as much as you can about your goals all the time. Don't just sit there, take action. Try everything. If somebody gives you a suggestion keep that in mind. Don't just ignore that new suggestion. The more things you try the more likely you will be to reach your goal.

Whether your goal is being rich and prosperous or something completely different, try these tactics to reach it.

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Jenny Wells is an image consultant for women in Los Angeles and Miami. She has found that your image helps you reach your goals because looking good means feeling good. She believes that if you want to become prosperous you have to look the part. For more tips on dressing for success, see some of her articles on SavvyLifeCoach.com.

Article Source:

http://EzineArticles.com/?expert=Jenny_Wells

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

Publication Director Karen Kuhn at karen.kuhn@verizon.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.

March 10, 2010

Firm Night
Featuring Verizon Wireless
Verizon

November 6, 2010

EWI Gala Fundraiser
Top of the Town

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

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
- FMC Corporation
- Goodyear Tire & Rubber Company
- Gray Loeffler, LLC
- H Street Ventures
- Karin's Custom Designs
- 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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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