



Letter from President

Wasn't it great to see so many guests at the February meeting? Maybe they heard that Mindy's was catering. Or perhaps they heard about the great programs that we are having this year. And wasn't Lisa Goodman a wonderful example of the year that is planned? And don't forget the lovely tour of the Woodrow

Wilson House. We hope these guests will consider joining EWI.

Plans are underway for an orientation event for new members and prospective members. This is another way to learn more about EWI and connect with our newest members. We will keep you posted on the date and time.

Speaking of our latest event, Lisa sure made us think long and hard about starting a business on our own, especially in these hard economic times. She had a lot of good information for all of us and laid it out pretty clear that it isn't as easy as we would like to think.

In case you are starting to think about spring and summer vacations and such, it's not too early to start thinking about the Leadership Conference and Annual Meeting in Louisville, Kentucky on September 24-26. We hope to have a big delegation going this year, so don't be afraid to submit an application for leadership funds through our Chapter if you are thinking about going and could use a little extra financial help.

I have enjoyed my year as President so far and one of the best things is connecting with all of you at each meeting. On March 11, we have the opportunity to hear Steven Dorfman of Driven to Excel present "Be What you Set out to Be". How many of us are what we set out to be today compared to what we were doing when we first entered the workforce? Sounds like another fabulous speaker. See you at the March meeting.

Best regards,
Nancy Dinse
The Loeffler Group

CALENDAR OF EVENTS

Chapter Dates to Remember

March 11, 2009

Chapter Business Meeting

And guest speaker
Steve Dorfman
Driven to Excel

SunTrust

* * * * *

May 5, 2009

EWI Professional Development
Teleseminar
Dr. Jennifer Wild
*"Emotional Intelligence & the
Importance of Community"*

EWI Corporate Conferences
April 25-27, 2009

Leaders Summit
San Francisco, CA
Academy of Leadership Alumni only

September 24-26, 2009

LCAM 2009
Louisville, KY

**EWI® Chapter Meeting
March 11, 2009**



**Chapter Business Meeting
Followed by guest speaker
Steve Dorfman
CEO, Driven to Excel**

**Bonaroti Restaurant
428 Maple Avenue, E.
Vienna, VA 22180
Phone: 703-281-7550
Free Parking in Lot**

6:00 pm Networking Reception
6:30 pm Dinner and Program
Meeting Fee: \$40

Reservations Required – Guests Encouraged
Please RSVP no later than Friday, March 6, 2009
to *Loesje Troglia*
via phone: 202-419-8508 or 703-241-2212
or e-mail: *Loesje Troglia ltroglia@cq.com*

Metro Station: Vienna Station [Orange Line]

CHAPTER STANDING RULES: Cancellation 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.

About Steve Dorfman

As the CEO of Driven To Excel, Inc., Steve Dorfman is committed to helping organizations and individuals build powerful employee and client relationships. With over a decade of experience, Mr. Dorfman is a renowned expert on empowering and inspiring business owners and salespeople in their professional careers through individual and group coaching. Are you "showing up" the way you intend to be showing up; being perceived the way you intend to be perceived?

Recognized as an expert on connecting with employees and clients and possessing a passionate commitment to mentorship, Steve Dorfman delivers. He believes that as human beings, we all share a common interest -- a desire to make a positive difference for another human being. Steve Dorfman enjoys giving his participants the opportunity to shine in their field by distinguishing themselves, thereby unleashing their own personal power.

Connections



Since 1990, Best Messenger has featured a unique business model to provide fast, reliable deliveries for thousands of customers around the region and across the country. A strategic concentration on the Washington business community and surrounding areas means that a courier is *always* nearby - even during rush hours.

Your email documents or faxes, large or small, are printed and delivered to any court, embassy, or government agency in minutes.

Capitol Hill line-standers monitor the supply and demand for seats to get you into every Congressional, Senate & Supreme Court hearing.

EWI is pleased to welcome new Martin Smith as our Best Messenger.

Karin's Custom Images



Karin's Custom Images (KCI) is the advertising specialty provider of choice in the Washington DC metropolitan area. With a diverse clientele that includes Federal agencies, professional associations, and large national firms and by using the Internet to imaginatively display products, create proofs for clients, and oversee the myriad details that can present themselves during production, Karin's Custom Images has developed a reputation for top quality products and responsive service for organizations large and small.

"Our customers are busy and we make shopping with us convenient," Karin Collis Arnette said. "In fact, we bring samples, catalogs and ideas right to the office, enabling our clients to quickly select products and designate delivery locations."

A native of the Washington, DC metropolitan area, owner Karin Collis Arnette has more than 30 years of sales and customer service experience to her credit. An Honors graduate of George Mason University with a degree in Business Administration, Karin said her earliest business-

related memories are of working in her family's business: *Karin's Florist*, located in Northern Virginia.

Since launching her company, Karin's Custom Images, nearly two decades ago, Karin has been a relentless networker. If there was an Olympic Medal for business networking, she would have brought home the gold! In 2002, the Vienna-Tysons Chamber of Commerce named Karin Arnette, "Entrepreneur of the Year." In 2008, she was named Businesswoman of the Year by the Vienna-Tysons Regional Chamber of Commerce.

Karin is a 2003 graduate of Leadership Fairfax, and is a founding member of the Professional Networkers Alliance, where she serves as Treasurer. She is a founding member of The Networking Community, and is a member of the Vienna-Tyson Chamber of Commerce's Marketing Committee. Karin is also on the board of the Intelligent Community and Homestretch.

Whether you have a specific idea in mind or want to try something new or different, Karin's Custom Images is the ***Place to Find Everything You Will Need To Attract Your Target Audience.***

karin@karinsci.com | Phone: 888.731.1157 | 703.450.4053 | Website: kainscustomimages.com

Careers

2009 Education/Professional Development Opportunities

Have you planned how you can achieve the most from your EWI membership? Let EWI help make that connection to enhance your career. EWI has an education program that fits your needs at an affordable price.

If you haven't visited the Corporate Website yet, please take a moment to check out the opportunities available to you through our Academy of Leadership online course, EWI Online courses, the Fellows Scholarship program, and the Professional Development Teleseminar series that are available to all EWI representatives and employees of their firms.

Academy of Leadership: The completion of any three Academy of Leadership courses by July 1 is a prerequisite to attend The Leadership Experience at LCAM in Louisville, KY. Courses include:

- Academy of Leadership ONLINE
- *Professional & Volunteer Leadership* – qualifies for B/C/DP funds
- *The Power of the Diverse Communicator*
- *The Power of Relationships*
- *The Leadership Experience* – only available at LCAM
- *Annual Alumni Experience* – includes a special leadership event such as the bi-annual Leaders Summit to be held in San Francisco in April 2009

EWI Online offers eight different courses designed for maximum learning, while allowing you to complete them at your own pace in the comfort of your own home or office. The different suites available are:

- Managing Oneself and Others presented by Peter Drucker
 - Business Strategy Essentials presented by Peter Drucker
 - Leading Change presented by Peter Drucker
 - The Keys to Sales Success presented by Tom Hopkins
 - Effective Business Writing Series presented by Richard Lederer
- Business Practices and Strategies presented by Deming, TCB, and Forbes
 - Six Sigma Yellow Belt Certification the DMAIC Process-Production (for manufacturing companies) presented by Juran Institute
 - Six Sigma Yellow Belt Certification The DMAIC Process – Transactional (for service-oriented businesses) presented by Juran Institute

EWI Fellows Scholarship program awards financial assistance to active EWI representatives. Applications are due April 30, 2009. You have given to EWI, now EWI wants to give back to you.

Professional Development Teleseminars are offered by professional speakers within our EWI organization and outside our organization. Mark your calendars for the upcoming teleseminar featuring Jenny Wild of DC Member Firm Alternate Perspectives.

Tuesday, May 5, 2009 – Dr. Jennifer Wild – “Emotional Intelligence & the Importance of Community”

We offer three to four teleseminars during the year. Also available on our website are postings from past teleseminars along with the Professional Development Bookstore where you can purchase books from our speakers.

Visit the Corporate website at: ewiconnect.com and click under Careers and Community to see what courses fit your schedule. Contact Renea Callery if you have any questions, reneaewi@gmail.com or 313.962.6338.

Community



Please remember to bring non-perishable food items to support continue to support the Pantry.

Keep those cards and letters coming!

Our dear friend and Life Member Marye Hobson is on the mend and continues to Recuperate after breaking her ankle late last month. Please send her a card or note:

Ms. Marye Hobson
c/o National Lutheran Home
9701 Veirs Drive
Room 182/Bed 1
Rockville, MD 20850

Membership News and Incentives

Each representative who recruits a new member firm during the period October 1, 2008 thru May 31, 2009 will receive a EWI eco-friendly shopping bag with the new EWI logo. There is no limit, but make sure your name appears on the new member application. Each recruiter's name will be entered into a drawing for a 2009 LCAM registration. Three separate drawings will be held based on which division the Chapter is in (Eastern, Central or Western). The top recruiter will also win a 2009 LCAM registration. Each Chapter that has at least one more member firm as of June 1, 2009 than it had on October 1, 2008 will receive a free registration for an EWI Online course. Each Chapter that retains 95% of their member firms at renewal will receive EWI eco-friendly shopping bags for each member.

So go out and "Bag a new Member for EWI". We are all the best people to sell EWI and I know that you all will go out and **RECRUIT** new members, help to **RETAIN** the members we have and together we will all **GROW EWI**.

Membership Postings

The following firm(s) has been approved for posting by the Chapter Board of Directors. Objections must be submitted in writing by the member firm Executive stating the nature of the objection. Any objections must be received within 10 days of this notice by Julia Kennedy, Membership Director.

Wisdom & Williams Associates

www.wisdom-williams.com

Debbie Williams, CPC President

Major: Employment Services

Minor: Recruitment

Capital Hotels & Suites (Beacon Hotel, St. Gregory Hotel, M Street Bar & Grill)

www.Capitalhotelswdc.com

Cindy Alvarado, Sales Division

Major: Hotels and Resorts

Minor: Boutique Hotels

Diversity Edge Magazine

www.thediversityedge.com

Kizzie Bozeman Brown, Editor in Chief

Major: Publishing

Minor: Magazine

Horatio Alger Association

www.horatioalger.org

Margaret Slipek

Major: Association

Minor: Philanthropic

Northern Virginia Electric Cooperative

www.novec.com

Rep: Inia Burginger

Major: Electrical Industry

Minor: Utility Company

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Lucille Johnson Perkins Award

For Outstanding Member Firm

Nominations due by April 15, 2009!



CONNECTIONS | CAREERS | COMMUNITY

In 1938, Lucille Johnson Perkins recognized the importance and potential of an association of key women working with their executives to promote their firms and improve their community.

In September 2009 the Lucille Johnson Perkins Award will recognize one outstanding member firm as our first honoree. Each Chapter is permitted "one" nomination (Download Form 53).

Requirements:

- + *Connections — Promoting Member Firms*
- + *Careers — Enhancing Personal and Professional Development*
- + *Community — Encouraging Community Involvement*



Executive Women International®

All nominations must be submitted to the Corporate Office: 515 South 700 East Suite 2A/Salt Lake City, Utah 84102/Phone: 801.355.2800

EXECUTIVE WOMEN INTERNATIONAL®

Corporate Office

515 South 700 East, Suite 2A
Salt Lake City, UT 84102-2801

Phone (801) 355-2800

Fax (801) 355-2852

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www.ewiconnect.com

Washington DC Chapter Website: ewi-dc.org