

October 2009



Message from the President

Welcome to EWI of Washington DC 2009-2010! This year's Board has two mottos:

- [Looking to the Future While Respecting the Past](#)
- [The Year of Networking](#)

Our main goal this year is to **help you and your organization.**

This will be an amazing year for you to enhance Connections, Careers and Community. We will help you connect with others throughout the year, enrich your career by learning from our excellent speakers, and take pride in our Chapter's service to community.

When we do roll call this year we will ask you to tell us what you need from us (personally or professionally) and we will do our best to meet those needs.

We need you to sign up for a committee and we will hold true business meetings where committees can plan and achieve their plans.

We will make sure that you have an opportunity to sponsor an event and share the accomplishments of your organization and we will make sure that your organization realizes the benefits of belonging to EWI such as the leadership development and business development prospects.

We are committed to a balanced budget and provocative programs and we need you to attend meetings and bring prospective guests.

We will make EWI DC the *Premier Executive Women's Organization* in the Metropolitan Area and make you proud of your membership.

If you are new to EWI, please join us for a meeting and learn what we are about. You won't be sorry!

The Board of 2009-2010 knows we are the trustful Stewards of this great organization for the next year. I assure you we will have a wonderful year!

Best regards,

Jennifer Wild

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

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

63rd Leadership Conference
& Annual Meeting

Kansas City, MO

Chapter Meeting Notice

WEDNESDAY, OCTOBER 14, 2009

**Networking & Wine Tasting
with
Terrance Mason
Sommelier**

*Wines & Sommelier
Sponsored by*



**SunTrust Bank
1445 New York Avenue, NW, 9th Floor
Washington, DC**

TIME: 6:00 to 8:30 pm

PARKING: PMI Parking -- adjacent to SunTrust

METRO: McPherson Square - Blue/Orange Lines

COST: \$35.00 Members & Guests

RESERVATIONS REQUIRED

**Please RSVP to Debbie Williams by Friday, October 9
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.*

If you would like to be a sponsor of an upcoming monthly meeting, please contact Program Director Patti Ripperger at 202-956-5204 or patricia_ripperger@fmc.com.

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

Connections



For those of you who missed the presentation last month, here are 7 compensatory strategies to aid short-term memory.

- 1 POSITIVE APPROACH
- 2 ORDER
- 3 WRITE IT DOWN
- 4 REPETITION
- 5 ASSOCIATION
- 6 GROUPING
- 7 VISUALIZATION

Don't forget MRD™ as in “momentary retrieval delay” and the importance of “Give Me A Moment!” *Words count, because they condition.*(Wranik), so watch what you say!

All of the above will be included in Susan's forthcoming **Little Orange Book series.**

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American Clinical Laboratory Association

Partners in Promoting Health

The Clinical Laboratory Industry's Advocate

The American Clinical Laboratory Association (ACLA) is the clinical laboratory industry's leading advocate providing effective communication with Congress, regulatory bodies, other health care organizations and the public.

A not-for-profit association, ACLA represents the nation's leading national and regional clinical laboratories on key issues of common concern, including federal and state government reimbursement and regulatory policies. We have established relationships with key entities and individuals throughout government with responsibility for regulation of the clinical laboratory industry and payment for laboratory services.

Cheryl Hawkins became ACLA Member Services Coordinator in June 1996. She is responsible for the day-to-day operations of ACLA's Washington office, and is the contact person for all membership issues.



These beautiful & elegant Buche de Noels/Yule Logs make perfect gifts for your clients, friends, and family! They also make fabulous dessert center pieces for your holiday parties.



Delicious French Butter Cream Icing

Filling Choices: Mocha Crème, Vanilla Crème, Raspberry

Message: "Happy Holidays" or "Merry Christmas"

These cakes freeze well and stay fresh up to 10 days.

- Two sizes to choose from:
 - \$55 - Serves 15 to 30 people
 - \$75 – Serves 22 to 44 people (plus sales tax)
 - (Each slice is large and can be cut in half to achieve the higher number of servings)
- Personal Delivery Service: \$25 per location in the Washington, DC and Northern VA area
 - (If you place multiple orders to be delivered to one location for only \$25)
- We are taking orders from now until November 15th.
- No deliveries will be made after December 15th.
- Payments due at time of order and there's a 20% cancellation fee.

No cancellations or refunds after November 10, 2009.

Please call Jillian at 703-203-3633 or email jillian@athymetotaste.com

Shipping is not available.

Corporate News

"15 for 12" Membership Campaign

Beginning October 1, 2009, we will again be offering our "15 for 12" membership deal. When new member firms join October 1, 2009, they will receive 15 months of membership for the cost of 12. That is three **free** months of membership!

Community

October



October is [National Breast Cancer Awareness Month](#), also known as NBCAM for short. The pink ribbon will be visible virtually everywhere to remind men and women to raise awareness about breast cancer.

Fast Facts About Breast Cancer

- 1 in 4 women will be diagnosed with breast cancer in their lifetime.
- Over 200,000 women will be diagnosed with breast cancer in the U.S. this year.
- Over 40,000 women will die from the disease.
- Breast cancer occurs in men. In fact, over 1000 men will be diagnosed this year.

Verizon Wireless Steps Up Awareness Campaign During Domestic Violence Awareness Month



Throughout October -- national Domestic Violence Awareness Month -- Verizon Wireless is sponsoring special HopeLine phone collections across the nation where consumers can learn more about the epidemic of domestic violence and donate their old wireless phones to the company's long-running and exclusive HopeLine program to help victims.

"We're in the fortunate position of having a product that can help change the life of someone who has been affected by domestic violence, enabling them to get assistance or stay in touch with friends and family," said **Lowell McAdam**, president and CEO of Verizon Wireless. "While we put our technology to work for domestic violence victims every day," he continued, "Domestic Violence Awareness Month gives us the opportunity to engage the community and open up discussions around this very serious issue. We urge all wireless customers to visit a store or find a HopeLine event near them and donate their old wireless phones this month. Together, we can make a difference."

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.

The Business/Career/Development Programs of
EWI of Washington DC

Are made possible, in part, by the generous contributions of these member firms:



Careers

EWI is pleased to announce new online learning options. These classes, offered in distinct suites, are designed for maximum learning, while allowing you to finish a suite at your own pace. These suites are packed full of great knowledge to build your leadership tool kit. Each Suite is priced at only \$175, and registration is open to EWI member firms, representatives, and employees.

Contact the **Corporate Office** at 801-355-2800 with any questions, or visit the ewiconnect.com for details.

Managing Oneself and Others

Presented by Peter Drucker

Leading Change

Presented by Peter Drucker

Business Strategy Essentials

Presented by Peter Drucker

The Keys to Sales Success

Presented by Tom Hopkins

Six Sigma Yellow Belt Certification The DMAIC Process – Transactional (for service-oriented businesses)

Presented by Juran Institute

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

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Member Firms

24/7 Technologies
A Thyme to Taste
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Austin-Weston Center
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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
SunTrust Bank
Susan I. Wranik Associates
USAA
Verizon
Wells Fargo Advisors
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York Flowers



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