

# ewi CONNECT

HOUSTON'S 2018 AUGUST EDITION

CHARTERED 1957

## PRESIDENT'S MESSAGE



**Marji Zamora,**  
**Minuteman Press**  
**Post Oak**

Determined, persistent, tenacious, perseverance, stick-to-itiveness – whatever label you apply, it's about hanging on through the challenges and bumps in the road to eventually achieve your goals.

Now, not to put too fine a point on it but while each of these words represents the same ideology, I will admit to having a strong preference for **tenacity**.

It seems to me that tenacity is about so much more than not giving up on a goal. It's about pushing through barriers of doubt and self-limiting beliefs, and most importantly, having the willingness to persist despite all odds.

Standard goal setting advice subscribes to the importance of being realistic, and there's a lot to be said for that approach when it comes to many areas of life. But I also believe that when we focus solely on achieving what is 'realistic' it's far too tempting to remain well within our current comfort zone. We achieve the most growth when we challenge ourselves to go beyond what is comfortable, beyond what even seemed possible when we began the journey.

Tenacious people are planners, and while they are disciplined and apply an unwavering approach to going after their desired outcome, they clearly understand the difference between not giving up and stubbornly doing the same thing over and over hoping for a different outcome.

Those who are tenacious focus on growth with purpose so they continually evaluate their actions and progress; remain flexible and adjust their methods and leave nothing to chance. They are masters at self-motivation, avid learners and have no qualms about asking for help when the need arises.

~Seth Godin

We begin by going for a goal that is just a little out of reach, something that requires that we must obtain new knowledge and learn new skills in order to achieve, and then continue to build on each successive accomplishment. This is an approach that can be mastered by any determined individual and it is surprisingly easy to know if and when you're ready to make the leap because it inevitably boils down to just how badly you want to achieve something.

Do you tenaciously pursue your dreams and goals? Do you ever set BIG goals that require you to reach beyond your comfort zone? *Let today be the day you give up who you've been for who you want to be.*

**Onward to Excellence!**



### 2017-2018 Officers & Directors

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Marji Zamora  
Minuteman Press Post Oak

#### President Elect

Jessica Sebesta  
Topgolf Spring-Houston

#### Secretary

Tasha Alkiswany  
Sewell Automotive Companies

#### Treasurer

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Houston First Corporation

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Houston Galleria

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Rebekah Wesley  
Jackson and Company

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Tara Converse  
Recipe for Success

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Houston First Corporation

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[ewihouston.org](http://ewihouston.org)

## SAVE

JOIN US FOR A KENDRA SCOTT POP-UP SHOP  
RAFFLE FOR EVERY PURCHASE MADE!

## THE

THURSDAY, SEPTEMBER 13TH | 5:30PM -  
8:30PM

HOTEL GRANDUCA HOUSTON

1080 UPTOWN PARK BLVD | HOUSTON, TX  
77056

## DATE

20% OF SALES DURING THE EVENT BENEFITS  
EXECUTIVES WOMEN INTERNATIONAL (EWI)

PLEASE SEND ANY SPECIFIC JEWELRY  
REQUESTS TO [TARA@RECIPE4SUCCESS.ORG](mailto:TARA@RECIPE4SUCCESS.ORG)  
KENDRA SCOTT WILL BRING YOUR ITEMS AND  
SET THEM ASIDE!

CARD ONLY FOR PAYMENT. NO CASH OR CHECK



## EWI of Houston Calendar of Events

**September 13, 2018:**

**Chapter Meeting**

Hotel Granduca

**September 19, 2018:**

**EWI Board Meeting**

Raleigh Marriott Crabtree Valley  
4500 Marriott Drive, Raleigh, NC 27612  
Call in will be available for those not in attendance.

## EWI Corporate Calendar of Events

**September 20-22, 2018:**

**LCAM**

*Raleigh, NC*

**October 2, 2018, 2:00 p.m. CST:**

**Webinar**

How to Stand Out in Your Organization  
5 Habits for Transforming Through a Challenge  
Presenter: Cordelia Steinberg  
[https://zoom.us/webinar/register/WN\\_Mfb1-j6fS3OtrGu8ho\\_llw](https://zoom.us/webinar/register/WN_Mfb1-j6fS3OtrGu8ho_llw)

## Did You Know?

**Watch for the launch of our new website!**

**Coming soon!**



# Happy Birthday!

## **AUGUST**

LaTonya Edmeade– Transitional Member  
Rebecca Bartholomew– Lockton Companies  
Elisa Garcia– Houston First Corporation  
Barbara Camino– WOW  
Priscilla Massey– WOW  
Carmen Nadolney– WOW  
Carolyn Toriggino– WOW  
Stephanie Hill– AVDA (Aid to Victims of Domestic Abuse)  
Rebekah Wesley– Jackson and Company  
Kelly Grieve– Quanex Building Products Corporation  
Tara Converse– Recipe for Success  
Linda Petticrew– Shell Energy Resources Company

August 2  
August 4  
August 12  
August 13  
August 19  
August 20  
August 23  
August 27  
August 27  
August 27  
August 31





# Happy Birthday!

## **SEPTEMBER**

Liz Palacios– Hilcorp Energy Company

Barbara S. Callender– WOW

Mary Sue Patronella– WOW

Mildred Loyd– WOW

Beverly Johnson– WOW

Sheree Speck– Speck Insurance & Financial Services, PLLC

Analisa Terrell– Houston First Corporation

Cherie Fontenot– Petroleum Club of Houston

Lannis Jenkins– Silver Eagle Distributors

Cheri Ferguson– Schlumberger Limited

September 1

September 6

September 8

September 9

September 11

September 21

September 22

September 23

September 23

September 25

# Happy Anniversary!

## **AUGUST**

ELP Enterprises, Inc., DBA MC Business Products 4 years

JW Marriott Houston Downtown 4 years

Media Distributors, Inc. 4 years

Sewell Automotive Companies 4 years

## **SEPTEMBER**

Petroleum Club of Houston 3 years





**Thursday September 20 – Saturday, September 22**

## **CONFERENCE FACT SHEET**

### **Conference Registration**

Log in to [ewiconnect.com](http://ewiconnect.com) to access conference registration.

\$650 – May 1–June 30 – Early Registration

\$750 – July 1 – Conference – Regular Registration

\$195 – Leadership Caucus

### **Raleigh Marriott Crabtree Valley**

You will receive a hotel reservation link with your conference registration confirmation. Chapters are encouraged to only book the amount of rooms needed at the time that they register for conference. To ensure that all EWI members are able to reserve a room within our room block, we will be monitoring conference registrations and hotel reservations to make sure that paying conference attendees are able to reserve a room at the hotel. If we have questions, we will be contacting members for clarification.

Book by August 20 at our special rate of \$179 per night.

### **Transportation to/from Raleigh Durham Airport**

The Marriott Crabtree Valley is located 11 miles East of Raleigh Durham (RDU). Airport shuttle service is complimentary and available upon request. Dial 919-781-7000 to request shuttle pickup. Estimated taxi fare to and from the airport from the conference hotel is \$35 each way.

### **Conference Attire**

Conference attire is Business Casual Attire. We encourage all attendees to be comfortable, yet represent their firms and chapters professionally. We will not be having any formal events so there is no need to bring along formal gowns or cocktail attire.

Saturday morning's Annual Meeting attire – Business Professional

### **Chapter Photographs**

We will be offering professional headshots and chapter photo sessions throughout the conference. Incoming Presidents will have an opportunity to take a headshot during Leadership Caucus on Wednesday, September 19 during Leadership Caucus. Chapter Group Photos will be available throughout conference. More information to follow.

### **Leadership Caucus**

We are excited that this year's Leadership Caucus is once again a full day of EWI basics, history, operations and important information for all Chapters. We invite all INCOMING President's and Presidents Elect to join us on Wednesday, September 19, 2018 for a day filled with learning, engaging, inspiring and some fun as we **Retain. Grow. Inspire.** for the coming year.

## Chapter PIN/Sticker Exchange

We highly encourage chapters to bring a chapter/city pin or sticker with them to this year's conference to use when you interact and connect with other conference attendees. Traditionally, we've had a pin/sticker exchange at our opening reception and attendees continue to use them as the conference gets underway when meeting others. This year, we encourage all members to connect and network with as many EWI members as they can throughout the conference, beginning when you arrive. Please feel free to be creative and select something that represents your chapter and your hometown in the best possible way!

## Conference Florist Options

We have researched florists in the Raleigh area for your information. If your chapter would like to recognize leaders within your chapter for the closing luncheon with a floral corsage or flowers in their room during the conference, we recommend the following florists. You may reach out to them on your own and they will deliver flowers to the hotel for a small delivery fee. We do not have an official florist at this year's conference since we do not have a formal evening reception and some chapters may elect not to purchase flowers due to this change.

<b>Watered Garden Florist</b> <a href="http://wateredgardenflorist.com">wateredgardenflorist.com</a> 919-828-2600 Tuesday-Friday 10-5 pm Saturday by appointment	<b>Fallon's Flowers of Raleigh</b> <a href="http://fallonsflowers.com">fallonsflowers.com</a> 919-828-4134 Monday-Friday 7:30 am-6:00 pm Saturday 8 am-4 pm Sunday 9 am-2 pm
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## EWI Jewelry

President's pins can be ordered from Borsheims. Call 800-642-GIFT (4438) or visit [www.borsheims.com](http://www.borsheims.com) (search EWI for options).

## LCAM 2018 Sponsorship Opportunities

We have a variety of conference sponsorship opportunities this year. We encourage chapter participation, firm participation and individual contributions to help EWI provide our annual meeting and conference to all those that attend. We greatly appreciate everyone's support! Sponsorship options are available on our website at [ewiconnect.com/lcam2018](http://ewiconnect.com/lcam2018) and in the Member Information Center (MIC) to download and review along with a letter to provide to your firm for support. A separate communication will be sent to all members to extend sponsorship opportunities to you and your firm. If you have questions on sponsorships, please contact Cortney Ihde at [cortney@ewiconnect.com](mailto:cortney@ewiconnect.com) or 262-269-5625.

## Dinner Reservations

Friday Evening is a free night to celebrate your chapter successes, connect with other EWI members and explore the city. The Raleigh Convention and Visitor's Bureau has provided [this recommended restaurant list](#). Select the "Midtown Raleigh" area to view restaurants near the conference hotel. It is recommended that your chapter secure dinner reservations ahead of the conference.

## Academy of Leadership – New Module!

On Friday, September 21, Lori Giovannoni will present "**Communication Secrets of Outstanding Leaders**" for our Academy of Leadership Module. This module investigates and delivers the following:

- How to communicate effectively with each workplace generation
- Mastering the art of "Critical Conversations"
- Defining successful behaviors and skills of a leader with "Conversational Intelligence"
- Finding your voice and maximizing your influence as a leader.



## Keynote Speaker

**JuliAnn Stitick**

[www.juliannstitick.com](http://www.juliannstitick.com)

JuliAnn's Girlfriend Guarantee: Walk away with the 3 biggest mistakes that are stopping women from growing, thriving and flourishing in today's modern, fast-paced world. Plus 3 Quick Start Baby Steps to stop making these mistakes today!

JuliAnn Stitick reverse engineers visionary brand experiences based on brand purpose. She has worked with trusted brands such as Lexus, Nordstrom, Disney, VISTAGE, and the like for over 22 years. Her expertise in helping her clients connect with their audience has also attracted notable Oscar and Golden Globe winning clients. JuliAnn has the ability to pull from the heart of a brand's core purpose and point it to their ideal customer so they will attract, connect and convert new clients and influential fans.

## Reading Rally

Our Reading Rally will be held the morning of Wednesday, September 19th. Incoming Chapter Presidents and Presidents Elect attending Leadership Caucus will be attending the Reading Rally. More information on our school will be forthcoming. We encourage all chapters to collect books and bring them to LCAM. Our goal is to collect 800 books to celebrate our 80th Anniversary of EWI!

## Thursday Evening – EWI's 80s Themed Anniversary Celebration

We encourage 80's style and colors, so get out your leg warmers and your scrunchies, jean jackets and high top tennis shoes, too! This is one birthday celebration you won't want to miss! More information on this event is forthcoming.

## LCAM Justification Kit

EWI has provided an LCAM Justification Kit for member representatives to use to gain approval to attend the conference with your firms. You can find these documents at [ewiconnect.com/lcam2018](http://ewiconnect.com/lcam2018) or search the LCAM 2018 folder in the MIC.

## RFPs for Service Providers

The EWI Corporate Office is accepting Requests for Proposals for a Conference Photographer and a Conference Printer. RFPs have been posted in the Member Information Center (MIC) and we highly encourage all chapter member firms who are interested in providing an RFP to EWI for these services to apply as soon as possible. Interested parties should submit a cover letter and completed proposal(s) in electronic format to the attention of:

**[cortney@ewiconnect.com](mailto:cortney@ewiconnect.com)**

**SUBJECT LINE: RFP Proposal for LCAM**

All proposals must be submitted electronically **NO LATER THAN Friday, June 8, 2018**. Preference will be given to current EWI member firms. EWI reserves the right to request clarification on all submitted information and to request additional information if deemed necessary. These requests may come after the deadline for receipt of proposals. Please direct all questions to the attention of Cortney Ihde at [cortney@ewiconnect.com](mailto:cortney@ewiconnect.com) or 262-269-5625.

**Questions??? – Any questions can be directed to the EWI Corporate Office  
at 262-269-5625 or [Cortney@ewiconnect.co](mailto:Cortney@ewiconnect.co)**

# HAVE YOU MET OUR NEWEST EWI CHAPTER REPRESENTATIVES?

Submitted by Elisa Garcia, Houston First



**Naseeka Cox,  
Relocation Coordinator for  
Martha Turner Sotheby's International Realty**

Naseeka manages and facilitates all real estate transactions, including property management services for corporate accounts. She communicates with corporate clients, manages and communicates with assigned realtors, and manages all vendors in partnership with her firm.

Naseeka is originally from Brooklyn, NY, and is of Caribbean decent. She has resided in Houston for the past 8 Years. Both Naseeka and her husband Antoine are Navy veterans. They have a 14 year old son, a 12 year old daughter, and have been married for 15 years. Naseeka's interests include health and wellness, cooking and traveling. She also enjoys learning about different cultures and helping others by volunteering at her local church.



**Anna Ramirez,  
Senior Executive Assistant for  
Quanex Building Products**

Anna supports the President/CEO, Board of Directors, Sr. VP, General Counsel and the Deputy General Counsel.

Quanex Building Products Corporation is an industry-leading manufacturer of components sold to Original Equipment Manufacturers (OEMs) in the building products industry. Quanex designs and produces energy-efficient fenestration products in addition to kitchen and bath cabinet components.

Anna grew up in the Clear Lake area and currently lives in the Uptown area. She loves to explore new places through travel and enjoys camping, hiking, or anything that allows her to disconnect from city life and reconnect with nature. Anna also enjoys wine tasting in the Texas Wine Country.

## HAVE YOU MET OUR NEWEST EWI CHAPTER REPRESENTATIVES? (Continued)



**Tracy Ramsey,  
Partner,  
The Visa Team**

The Visa Team is a global passport and visa company specializing in all types of visas including work, entry, business, and tourist visas. Tracy's role as a partner includes general management, finance, marketing, sales, legal compliance, and human resources.

Tracy is a proud Houstonian and has lived here her entire life. She has been fortunate to travel the world but has always been excited to return home. Tracy's mom is a retired businesswoman and her sister and brother-in-law are her best friends. She has two adult sons and two beautiful nieces. Tracy loves to travel, sports, and anything involving water; boating, fishing, skiing, and swimming.



**Wendy Gonzales  
Executive Assistant to the President  
The Plaza Group**

The Plaza Group is a distributor of petrochemicals.

Wendy is from Rosenberg, TX. She moved away to the Austin area but has been back in Houston for about 6 years. Wendy is married and has a step daughter who is a U.S. Marine and a step son who recently graduated from high school.

Wendy loves cooking, everything outdoors, and is highly active at Anchorbend Church.



## HAVE YOU MET OUR NEWEST EWI CHAPTER REPRESENTATIVES? (Continued)



**Cindy Baker**  
**Executive Assistant to Partner/Executive Vice President**  
**Senterra LLC**

Senterra owns and is in partnership with various companies including luxury car dealerships, luxury villas in Cabo, storage facilities, and land ownerships.

Cindy was raised in Hawaii but has lived in Houston for 40 years. She has two sons who are married and has five grandchildren she adores.

Cindy loves having fun. She enjoys sports, hanging out with friends, and trying new adventures. She is also involved in various organizations nationwide and locally.

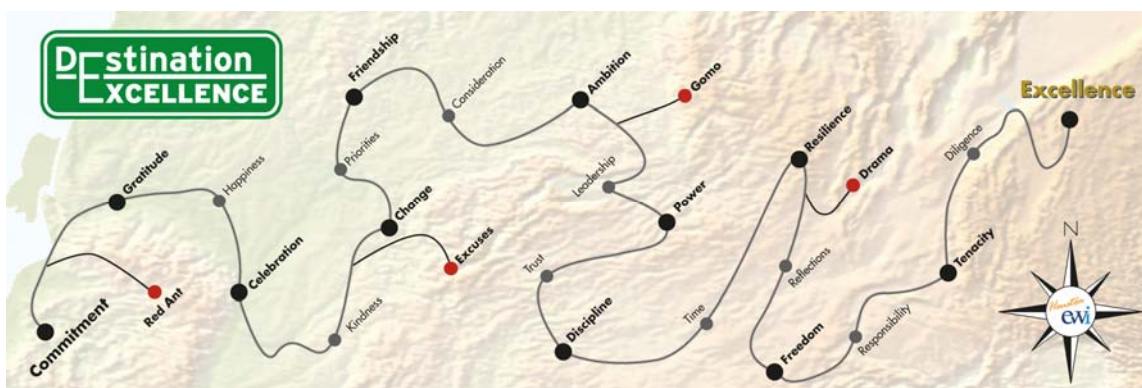
### More New Member Introductions Coming in September:

Jessica Townsend, Austin Industrial

Craig Howard, The Ballroom at Bayou Place

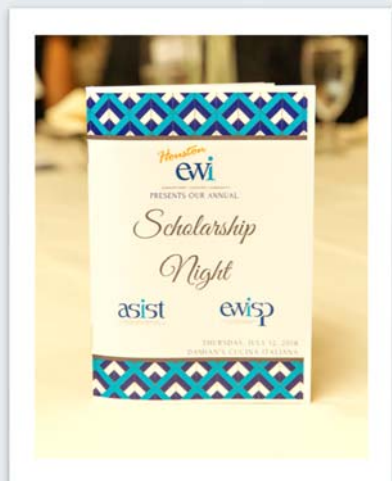
Stephanie Howard, The Ballroom at Bayou Place

Lily Portales, EOG Resources



# JULY MEETING RECAP– SCHOLARSHIP NIGHT

Submitted by Lisa Diaz, Morton's the Steakhouse, Houston Galleria  
with assistance from Rebekah Wesley, Jackson and Company



While a thunderstorm brought rain to the Houston skyline, EWI of Houston was tucked away in the warm ambiance of the private dining room at Damian's Cucina Italiana. Like the rain that nourishes and makes life possible, we were gathered to help make dreams come true for our 2018 EWISP, ASIST, and Past Presidents' Scholarship winners.

After our networking reception, we sat down to enjoy a delicious meal of Insalata Mista; a choice of Lasagna Bolognese, Pollo alla Marsala, and Trotelle alla Verdura entrées; and choice of Tiramisu or Lemon Tart for dessert.

EWI of Houston President, Marji Zamora, representing Minuteman Press Post Oak, welcomed the group and shared an inspirational story about elephants. In summary, when elephants are small they train them to stay in place by tying them to a stick in the

ground that is strong enough to hold them. They learn that they can never get away from the stick and that if they try, they will feel pain. When elephants are huge and strong and could easily break free from the stick their trainers are able to use the same stick to keep them in one place because the elephants have stopped trying to resist. This story reminds us to consider what "sticks", or mental roadblocks, are holding us back in life and to never ever stop trying to break free and achieve our dreams.

Following Marji's welcome, Barbara Stokes, representing Amegy Bank, gave a moving invocation which was followed by the introduction of our scholarship winners and presentation of their stories.

Director-at-Large, Business Career Development Program (BCDP), Rebecca Wesley, Representing Jackson and Company shared the history of EWI of Houston's Scholarship programs with the group.

The BCDP began in 1974 when Sears, Roebuck and Co. invited EWI to become involved in a community project to encourage the development of careers in business among high school students. Sears co-sponsored and funded the program from 1975 through 1981. In 1982, a revised program co-sponsored by Lanier Business Products was initiated.



On January 1, 1989, EWI assumed full responsibility to fund and administer the program. The name was changed to Executive Women International Scholarship Program in 1990. In 1993, the scholarship program was renamed the Business Career Development Program and expanded to encompass a broader range of educational and philanthropic endeavors, including the Adult Students in Scholastic Transition or ASIST program.

The ASIST program was added at the chapter level in 1992 to provide financial support to adult students in a variety of transitional situations. In 1997 a pilot program was instituted to give national ASIST awards and in 2010 EWI of Houston recipient, Marie Pempa, won the first place award in the national competition.

## JULY MEETING RECAP(continued)



The Executive Women International Scholarship Program (EWISP) is open to all high school seniors in public, private, and parochial schools within the geographic boundaries of EWI of Houston. Students are scored based on financial need, academic performance, and community involvement. The process includes a written essay as well as a personal interview for the finalists.

EWI of Houston works with the local school districts and high school counselors to seek the most qualified and worthy applicants. Many high schools hold a competition among eligible high school students to determine the applicant who will represent the school. Over \$145,000 has been awarded to more than 30 high school seniors since 2011. These students are realizing their dreams at

universities such as Dartmouth, Rice, MIT, Texas A&M, and University of Texas to name a few.

EWISP Chair, Alyssa Aboloff, representing Sullivan Group, introduced the 2018 winners:

***2018 Cherry York EWISP Award—Omotese Ekhuemelo***

***2018 Opportunity Award— Jack Brogan***

***2018 Opportunity Award— Caleb Lamb***

***2018 Opportunity Award— Jazmin Lopez***

***2018 Opportunity Award— Nina Su***

***2018 Opportunity Award— Kelly Tseng***

***2018 Opportunity Award— Hayley Williams***

Next, the Past Presidents' Award was announced by 2016-2017 EWI of Houston Past President, Donna Gurney, representing JLT Specialty USA.

***2018 Past Presidents' EWISP Award— Crystal Chinn***

***2018 Past Presidents' ASIST Award— Danielle Gutierrez***

The Adult Students in Scholastic Transition Profram (ASIST) awards scholarships to adult students at transitional points in their lives. To be eligible for the program, candidates must be able to define their career goals and objectives and the steps required to attain the goal. Applicants may be single parents, individuals just entering the workforce, or displaced workers who are striving to improve their life through education. EWI of Houston works with educational providers and social service agencies to identify potential candidates.

Since 2011, EWI of Houston has awarded over 35 scholarships totaling more than \$155,000. At least fifteen of our winners have completed their course of study and successfully attained their goal. They have gone on to become teachers, nurses, physical therapists, occupational therapists, dental hygenists, and more.

ASIST Chair, Mary Margaret Carroll, representing MM Carroll and Associates, introduced the 2018 ASIST Scholarship Winners.

***2018 Shirley Hover ASIST Award— Olga Cach***

***2018 Opportunity Award— Tedra Hall***

***2018 Opportunity Award— Samira Ben Salka***

***2018 Opportunity Award— Ahmad Sayyedahmad***

***2018 Opportunity Award— Garreth Braxton Smith***



## JULY MEETING RECAP(continued)

The EWI of Houston scholarship programs would not be possible without our judges. The ASIST and EWISP programs are judged by a panel of three judges who represent three very important sectors of the city– Business, Community and Education. They donate many hours reviewing and scoring each application. The judges then conduct a personal interview with each finalist. We appreciate the time and dedication of each of our judges.

### ***EWISP Judges***

***Brittany Darrington, Project 88***

***Paul Kilian, Martha Turner Sotheby's International Realty***

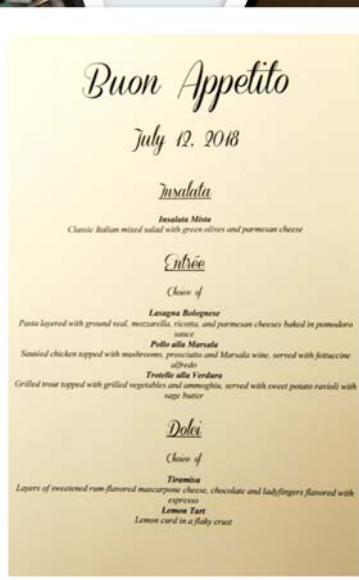
***Cynthia Lee-Rogers, Texas Southern University***

### ***ASIST Judges***

***Cindy Herndon, Retired Teacher***

***Kathy Hibbard, United Way of Greater Houston***

***Debbie Youens, Old Republic Title***



## 2018 EWISP and ASIST Scholarship Winners



Back Row L-R:

Jack Brogan

Garreth Braxton Smith

Samira Ben Salka

Tedra Hall

Ahmad Sayyedahmad

Caleb Lamb

Front Row L-R:

Olga Cach

Omotese Ekhuemelo

Crystal Chinn

Danielle Gutierrez

Kelly Tseng

Photo By:

David Jones, D. Jones Photography





Marji Zamora, Minuteman Press Houston Post Oak  
Alyssa Aboloff, Sullivan Group  
Rebecca Wesley, Jackson and Company  
Mary Margaret Carroll, MM Carroll and Associates

Carolyn Toriggino, WOW  
Bari Ross, WOW  
Mary Speltz, CIMA ENERGY, LTD.



Donna Gurney, JLT Specialty USA  
Shari Schiffman, John Daugherty Realtors  
Sara Waguespack, John Daugherty Realtors

Photo By:  
David Jones, D. Jones Photography





Stephanie Cleary,  
Martha Turner Sotheby's International Realty  
Stephanie's Son, Daniel Cleary

Shawnie Boudreaux, Austin Industrial  
Karen Hunt, Metromarketing



Mr. & Mrs. Dan Domeracki, Schlumberger

Photo By:  
David Jones, D. Jones Photography

## PROFESSIONAL DEVELOPMENT

*Submitted by Tara Converse, 2017-2018 Professional Development Chair, representing Recipe For Success*

### A New Way of Working: Foster Freedom and Responsibility

*Adaptability and high performance are key.*

<https://www.thriveglobal.com/stories/23576-a-new-way-of-working-foster-freedom-and-responsibility>

by Patty McCord

In an executive meeting one day at Netflix, we suddenly realized that in nine months we would account for a third of U.S. Internet bandwidth. We had grown around 30 percent a quarter for three quarters in a row. At the time, we were still thinking that we might eventually be as big as HBO, but not for many years. Our head of product did a quick calculation of how much bandwidth we'd need in a year if we maintained our current growth rate. He then said, "You know, that would be a third of U.S. Internet bandwidth." We all just looked at him and blurted out in unison, "WHAT?" I asked him, "Does anyone at the company know how to make sure we can manage that?" He answered, with the honesty we always hoped for, "I don't know."

In my fourteen years on the executive team at Netflix, we constantly faced such daunting growth challenges, sometimes existential ones, and in technologies and services that we were pioneering. There was no playbook; we had to make it up. From the moment I joined Netflix, when the company had barely launched, the nature of our business and our field of competitors evolved continuously and incredibly rapidly. Our business model, the technology that drove our services, and the teams of people we needed in order to execute had to do more than keep pace—we had to anticipate changes and proactively strategize and prepare for them. We had to hire stellar talent in whole new areas of expertise and fluidly reconfigure our teams. We also had to be ready at any moment to cast aside our plans, admit mistakes, and embrace a new course. The company had to perpetually reinvent itself—first figuring out how to keep our DVD-by-mail business thriving while simultaneously throwing ourselves into learning how to stream; then moving our systems to the cloud; then beginning to create original programming.

My book is not a memoir of the building of Netflix. It is a guide to building a high-performance culture that can meet the challenges of today's rapid pace of change in business, written for team leaders at all levels. Netflix may be an especially stark example, but all companies, from start-ups to corporate behemoths, must become great adapters. They need the ability to anticipate new market demands and to pounce on remarkable opportunities and new technologies. Otherwise, the competition will simply innovate faster. Now that I am consulting with companies all over the world, from large blue chips like J. Walter Thompson to fast-growth newcomers like Warby Parker, HubSpot, and India's Hike Messenger, as well as a number of fledgling start-ups, I see the wider landscape of challenge vividly. It's striking how similar—and pressing—the fundamental problems are. Everybody wants to know the same thing: how can they create some of their own Netflix mojo? More specifically, how can they create for themselves the kind of nimble, high-performance culture that has made Netflix so successful? That's what this book is about: how you can draw on the lessons that we learned at Netflix and apply the principles and practices we developed to managing your own team or company.

Did we do everything right at Netflix? Not by a long shot. We had plenty of stumbles, some very public. And we didn't have a big aha moment about how to meet our challenges; we evolved a new way of working through incremental adaptation: trying new things, making mistakes, beginning again, and seeing good results. Ultimately, we created a distinctive culture that supports adaptability and high performance. I am not going to claim that tackling the challenges of rapid change is easy in any way or for anyone. The good news is that we found that inculcating a core set of behaviors in people, then giving them the latitude to practice those behaviors—well, actually, demanding that they practice them—makes teams astonishingly energized and proactive. Such teams are the best drivers to get you where you need to go.

#### **People Have Power; Don't Take It Away**

The first step in adopting the practices I'll present is embracing a management mind-set that overturns conventional wisdom. The fundamental lesson we learned at Netflix about success in business today is this: the elaborate, cumbersome system for managing people that was developed over the course of the twentieth century is just not up to the challenges companies face in the twenty-first. Reed Hastings and I and the rest of the management team decided that, over time, we would explore a radical new way to manage people—a way that would allow them to exercise their full powers.

## PROFESSIONAL DEVELOPMENT (continued)

We wanted all of our people to challenge us, and one another, vigorously. We wanted them to speak up about ideas and problems; to freely push back, in front of one another and in front of us. We didn't want anyone, at any level, keeping vital insights and concerns to themselves. The executive team modeled this: We made ourselves accessible, and we encouraged questions. We engaged in open, intense debate and made sure all of our managers knew we wanted them to do the same. Reed even staged debates between members of the executive team. We also communicated honestly and continuously about challenges the company was facing and how we were going to tackle them. We wanted everyone to understand that change would be a constant and that we would make whatever changes of plan, and of personnel, we thought necessary to forge ahead at high speed. We wanted people to embrace the need for change and be thrilled to drive it. We had come to understand that the most successful organizations in this world of increasingly rapid disruption will be the ones in which everyone, on every team, understands that all bets are off and everything is changing—and thinks that's great.

To build that kind of company, we were intent on creating a culture of great teamwork and innovative problem solving. We wanted people to feel excited to come to work each day, not despite the challenges but because of them. I'm not going to say that working at Netflix wasn't often extremely hair-raising. Some of the decisions we had to make were radical plunges into the unknown, and that was often truly scary. But it was also exhilarating.

The Netflix culture wasn't built by developing an elaborate new system for managing people; we did the opposite. We kept stripping away policies and procedures. We realized that the prevailing approach to building teams and managing people is as outdated as product innovation was before the quickening pace of disruption demanded the development of agile, lean, and customer-centric methods. It's not that companies aren't trying all kinds of things to manage better; but most of what they're doing is either beside the point or counterproductive.

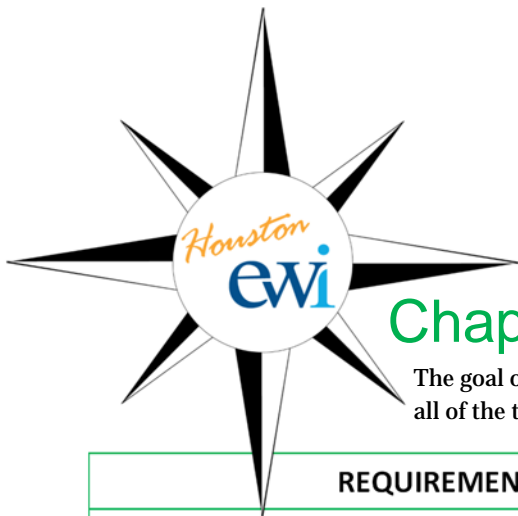
Most companies are clinging to the established command-and-control system of top-down decision making but trying to jazz it up by fostering "employee engagement" and by "empowering" people. Compelling but misguided ideas about "best practices" prevail: bonuses and pay tied to annual performance reviews; big HR initiatives like the recent craze for life-long learning programs; celebrations to build camaraderie and make sure people have some fun; and, for employees who are struggling, performance improvement plans. These foster empowerment, and with that comes engagement, which leads to job satisfaction and employee happiness, and that leads to high performance, or so the thinking goes.

I used to believe this too. I started my career in HR at Sun Microsystems and then Borland Software, implementing the whole gamut of conventional practices. I negotiated all kinds of tantalizing bonuses. I dutifully rallied my teams for the dreaded performance review season and coached managers through the performance improvement process. When I ran diversity programs at Sun, I even spent \$100,000 on a Cinco de Mayo party. But over time I saw that all of those policies and systems were enormously costly, time-consuming, and unproductive. Even more important, I saw that they were premised on false assumptions about human beings: that most people must be incentivized in order to really throw themselves into their work, and that they need to be told what to do. The "best practices" that have been developed on the basis of these premises are, ironically, disincentivizing and disempowering.

Yes, engaged employees probably deliver higher-quality performance, but too often engagement is treated as the end-game, rather than serving customers and getting results. And the standard beliefs about how and why people are engaged in their work miss the true drivers of work passion. As for empowerment, I simply hate that word. The idea is well intentioned, but the truth is that there is so much concern about empowering people only because the prevailing way of managing them takes their power away. We didn't set out to take it away; we just overprocessed everything. We've hamstrung people.

What I came to understand deeply and in a new way once I made my way into the scrappier start-up world is that people have power. A company's job isn't to empower people; it's to remind people that they walk in the door with power and to create the conditions for them to exercise it. Do that, and you will be astonished by the great work they will do for you.





## Chapter of Excellence Qualification Tracker

The goal of the Houston Chapter is to become a Corporate Chapter of Excellence. We must complete all of the task below by September 1, 2018. This is our progress as of December 1, 2017

REQUIREMENT	COMPLETE	ON TRACK	NEEDS WORK
The Chapter must sustain a minimum of 25 member firms	✓		
There is member firm and representative retention of 90% or more annually		✓	
Monthly marketing/public relations initiative including relevant presence in social media	✓		
Chapter must be 100% consistent with the EWI brand in all media types from print to social media. Chapter must use the EWI approved chapter website templates	✓		
Holds an Executive Appreciation program and provides quarterly communication with all executives	✓		
Executive Advisory Board comprised of at least 3 member firm executives	✓		
The Chapter Board is established following the EWI Chapter Bylaws, Article III, Chapter Board of Directors, Section 1. Number and Qualifications of chapter board members	✓		
The Chapter has a minimum of nine professional and philanthropic related programs yearly (e.g. speakers, trainings)	✓		
Incoming President or Vice President must attend the Leadership Caucus and Leadership Conference and Annual Meeting (LCAM) in September	✓		
At least one chapter representative serves on a corporate committee	✓		
Financial reporting is 100% timely and the chapter operates under a balanced budget	✓		
The Chapter awards at least one ASIST or EWISP scholarship annually	✓		
There is a community literacy initiative implemented by the Chapter annually	✓		



CONNECTIONS | CAREERS | COMMUNITY

## EWI of Houston Vision Statement

EWI of Houston aspires to be the premier business organization of choice for member firms and their key individuals. Recognized by the Houston community as an avenue to achieve personal and professional excellence, every activity of the Houston Chapter will fulfill at least one of the objectives of the EWI Mission Statement.

## Our Mission

EWI brings together key individuals from diverse businesses for the purpose of promoting member firms, enhancing personal and professional development, and encouraging community involvement.

## Our Strategic Goals

- To strengthen, expand, and broaden membership.
- To provide member firms with meaningful benefits.
- To actively promote education for all representatives.
- To achieve a high level of community visibility through service.

## Our Vision

To be a global women's organization of engaged members empowering others for positive change.

## EWI Corporate Office

1288 Summit Avenue,  
Ste. 107, PMB124  
Oconomowoc, WI 53066

Direct: 262-269-5625  
you may also text this number as it is a cell phone!

## EWI of Houston Connect Newsletter

**Feature your firm in a monthly Firm Spotlight!**  
**Have news? Share it in the Connect Newsletter!**

### Contact:

Lisa Diaz  
2018 EWI of Houston Communications Director,  
Morton's The Steakhouse, Houston Galleria  
[lisa\\_diaz@ldry.com](mailto:lisa_diaz@ldry.com)  
713-629-9589

**Submission deadline:** 3rd Friday of each month.

[www.ewiconnect.com](http://www.ewiconnect.com)  
[ewi@ewiconnect.com](mailto:ewi@ewiconnect.com)  
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# Join the Journey ...Win a Cruise!

*Drawing at our Annual Business  
Meeting, September 13, 2018  
MUST BE PRESENT TO WIN!*

Thank you to all of our members who are participating in our incentive program, Join the Journey... Win a Cruise! Because of the generosity of our sponsor, member firm **Schlumberger**, we have been able to increase the reward...

*We are giving away TWO cruises!*

That's right! We will be giving away the original cruise

**6 to 8 nights to the destination of your choice on Royal Caribbean**

and we will be giving away a second cruise, a

**4 to 5 night cruise to Caribbean on Royal Caribbean**

The last chance to enter will be at the September meeting. The only way to get an entry ticket is to be an active representative and attend our monthly meetings and your assigned committee meetings. Complete rules and details are available on our website.

Thank you to Schlumberger and representatives Cheri Ferguson and Linda Castillo for your generous support and making this program possible.



# Destination EXCELLENCE

## Join the Journey ...Win a Cruise!



Royal Caribbean  
INTERNATIONAL

Win a *Royal Caribbean* six (6) to eight (8) night cruise  
for two (2) people to the destination of choice:  
**Caribbean, Bermuda, Canada, Alaska or Europe**  
inclusive of the cruise fare, taxes and fees, and standard recommended gratuities.

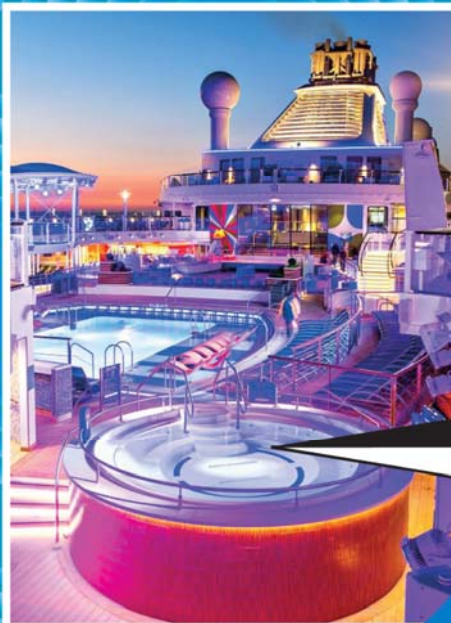
### How many entry tickets do you have?

You get an entry for every chapter meeting you attend, two tickets for attendance at a committee meeting and one ticket for phoning in to a committee meeting.

We will draw a winner to receive a 6-8 night Royal Caribbean cruise on September 13, 2018 at the EWI of Houston Annual Business Meeting (you must be present to win). Complete rules are posted on our [website](#)

Generously Underwritten by

**Schlumberger**



Houston  
ewi

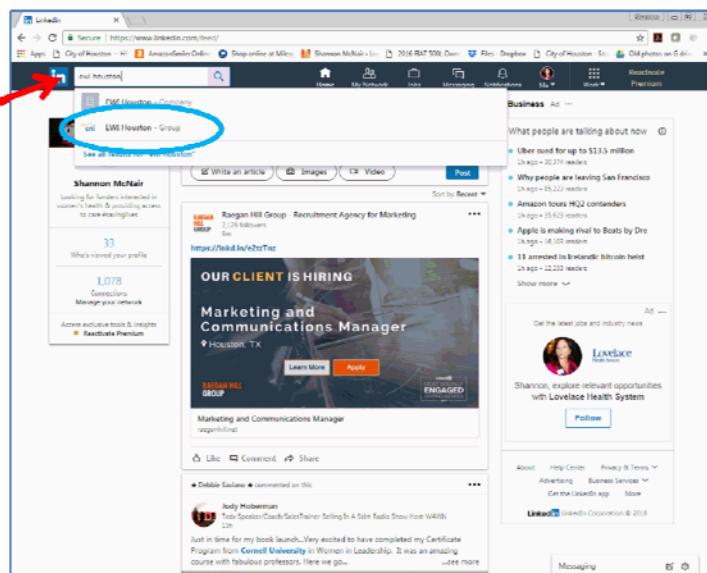
## EWI Houston has a group on LinkedIn!

As part of our quest for destination excellence, EWI Houston has created a LinkedIn group for our members. This group can be used to share professional development tips, promote member firms, post job openings, etc. All EWI Houston members are encouraged to join the group.

Once you are logged into your LinkedIn account, type EWI Houston in the search bar. The EWI Houston Group will appear.

Click the group to access the group page.

Select Join group and a group admin will approve your request.



**Once you are in the group – share information you feel would be relevant to your fellow EWI Houston members!**

## EWI CORPORATE UPDATES



### **Do You Receive the Corporate Connect and Other Emails from Corporate Office?**

If you are not receiving updates from the Corporate office, please check and make sure you have created a member profile in EWI's database. For additional assistance, contact the Corporate office, [ewi@ewiconnect.com](mailto:ewi@ewiconnect.com).

### **EWI Corporate Store - ONLINE**

A new online store for EWI branded merchandise is available on the Redbubble platform. Items are available for purchase online and can be ordered with either the Black/White EWI logo or the Full Color EWI logo. Items ship directly to you so there is no need to contact the office to order these items.



**[ORDER HERE](#)**



**Join us online in our  
EWI Corporate Facebook Group for Members Only:**

**[CORPORATE FACEBOOK](#)**



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