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May 2018



Our Mission

Executive Women International (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 Vision

To be a global women's organization of 5,000 engaged members empowering others for positive change

Our Values

Integrity | Excellence | Respect | Collaboration

LETTER FROM OUR CORPORATE PRESIDENT

Welcome to the month of May and Happy Belated Mother's Day!

Just in case you were unable to participate in last month's Leadership call on April 25th, I wanted to recap a few highlights:

- [Membership Stats](#)

Members - 1,096; Chapter Life - 50; Chapter Sustaining - 232, Corporate Life - 12; Individual Member - 24; Member-at-Large - 1; and Collegiate - 79

- [Dates and Deadlines](#)

See reminders below

- [B/C/DP](#)

- The deadline for Chapter Scholarship judging to be completed is June 1, 2018. No applications will be accessible after this date.
- The Corporate Reading Rally will be held on Wednesday, September 19th in Raleigh, North Carolina. (More details soon, but you will need to arrive early to participate.)

- [Corporate ByLaws](#)

The Committee will review the proposed bylaw amendments and submit their report to the Corporate Board. The Corporate Board will review and discuss the report during their next meeting.

- [Recruitment and Retention](#)

Drum roll, please! And the winners of the Membership Campaign are - EWI of Detroit-Windsor (Under 25 Chapter Members) and EWI of Richmond (Over 26 Chapter Members). Each winning Chapter will receive one complimentary LCAM registration for this year's celebration of 80 years in Raleigh, North Carolina. Congratulations!

- EWI Investments

The Committee will be meeting for the quarterly review of the EWI Investment Portfolio soon.

- Corporate Nominating Committee

If you are a past Chapter President, we encourage you to apply so that you can share your business and leadership talents and passion for EWI. Applications are due May 31st.

Did you receive the EWI's 80th anniversary announcement via email on April 29th? The Corporate Board was very excited to share this important communication, and we hope that you were able to share this with your executive.

Did you hear? LCAM 2018 registration is now open! An email announcement was sent on May 1st, and it was jam-packed with all of the information you will need to attend the 71st LCAM in Raleigh, North Carolina. The Corporate Board, the LCAM 2018 Committee, and the Corporate Office are very excited and look forward to seeing many of you September 20-22! We will be providing you with periodic LCAM 2018 updates in the Connect newsletter and on the monthly Leadership Calls, so stay tuned.

I was very pleased and honored to preside over the Chartering Ceremony of our newest Chapter who was officially chartered on May 4, 2018! Congratulations to EWI of Saskatoon, located in Saskatchewan, Canada. I want to extend my heartfelt appreciation to every member of this Chapter for their warm welcome. Thank you for your generous hospitality! Please read more about the Chartering Ceremony and watch a short video of highlights from the event by clicking on the link provided below under Chapter Anniversaries.

Please know that your membership is valued, and we appreciate all that you do for the organization as we continue to *Flourish*, *Grow*, and *Thrive* together!



Fondly,

Cheryl

Cheryl Hawkins
2017-2018 EWI Corporate President
EWI of Washington DC
Firm: American Clinical Laboratory Association

CORPORATE OFFICE UPDATES

Greetings!

This month we have many operational updates:

- **Request for Webinar Speakers** - Our webinar programming for 2018 has been completed! Thank you to Susan Ward, EWI of Knoxville, and Lara Bryant, EWI of Huntsville, for their speaker referrals this past month. Although this year's calendar has been fulfilled, please know that we are already planning our programming for 2019, so keep your speaker introductions flowing to the Corporate Office.
- **LCAM 2018 Information** - All LCAM 2018 Information has been uploaded to the Member Information Center under Resources/LCAM 2018 - Raleigh, NC, and can also be found on our website at www.ewiconnect.com/lcam2018. Please see opportunities to get involved and promote your member firm below in our LCAM 2018 highlights.
- **EWI Online Redbubble Store** - We have uploaded the LCAM 2018 Logo to our Redbubble store to allow more diversity and choices for chapters to order items for Chapter Board Retreats, EWI merchandise and clothing. [Visit the store online here.](#)

Please note the many new features of this month's Connect newsletter. We have deadlines approaching, LCAM information, a feature on EWI of Houston's fundraising campaign this year, and the chartering of our newest chapter in Saskatoon, SK, Canada! And be sure to make some connections in other chapters to keep growing in your EWI journey!



With Gratitude -

Courtney Ihde

EWI Corporate Office Manager
Executive Asst. to the EWI Corporate Board of Directors
Executive Women International
O: 262-269-5625 (you can text this number)
E: courtney@ewiconnect.com

LCAM 2018 - RALEIGH, NC



The 2018 LCAM Committee is working diligently to bring our organization a fabulous professional development opportunity this year with a large amount of celebration and fun mixed in. The following are updates to report and ways you and your firm can become involved with EWI's 80th Anniversary and 71st Leadership Conference and Annual Meeting:

LCAM Vendor Showcase - If you or someone you know is interested in being a vendor at LCAM, please review our [Vendor Registration Form](#) for details and pricing. We have room for up to 15 businesses and would love to provide a full shopping experience for conference attendees. For questions, please contact Sue Fleming, EWI of Spokane at sue.fleming@avistacorp.com

LCAM National Anthem Singers - We are seeking musically gifted members to sing both the United States and Canadian National Anthems at our opening breakfast. If you are able to participate and showcase your talent in this way, please contact LCAM Committee Chair, Darlis Vauble, EWI of Omaha, at dvauble@woodmen.org

LCAM Volunteers - No conference is complete without wonderful volunteers. If you are attending LCAM 2018 and would like to volunteer during conference, please contact Tina Braley, EWI of Milwaukee, at tina@4anyprinter.com. Opportunities include registration, set-up, meal greeters, and more!

LCAM Swag Bags - We'd love to see your firm represented at LCAM and our EWI Swag Bags are the perfect way to have your company logo in front of our attendees. A quantity of 300 logo'd items can be provided by your company to include in our conference Swag Bags. For more information, please contact Deborah Vaughn, EWI of Memphis, at deborah.vaughn@staples.com.

LCAM Hotel Suites - Over the past couple of years, we have chosen smaller hotel venues to allow EWI to enjoy the entire meeting venue to itself. With that, we are noticing fewer suites being available for chapters with an interest. As we look to future LCAMs, please let us know in the post LCAM survey your interest in suites for future LCAM planning.

"Totally Awesome 80s!" Birthday/Anniversary Celebration - Our Thursday Evening Event will be a celebration of the 80's and we encourage all attendees to put their creative hats on. The evening will include a Lip Sync Contest, a Costume Contest (for best 80's flair), a DJ to play your favorite 80's hits, and a photo booth to capture every memory. Get out your neon legwarmers, your jean jackets and your scrunchies - this will be a celebration you won't want to miss. Stay tuned for more details!



PRESIDENTS' CALL

Wednesday, May 23, 2018 - 2:00 p.m. CDT - Save the DATE!

Our Chapter Presidents' Call will be held on Wednesday, May 23, 2018 at 2:00 p.m. CDT.

Each month, we have an open discussion to share best practices and exchange ideas between our chapters. We encourage all chapter officers to attend this call each month and share information from the call with your chapter.

A separate email invitation will be sent to all Chapter Officers with call-in information.



PROFESSIONAL DEVELOPMENT WEBINAR

Please see our upcoming programming and register today. Don't forget to share with your co-workers as another benefit of membership!

**Establishing Influence Through
Personal Branding**

Presenter: Lori Highby

**Tuesday, June 5, 2018
3:00 PM EDT / 12:00 PM PDT**



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How to Design Community and Corporate Social Impact to Reverse Burnout, Immediately Engage, and Grow

Presenter: Peter Atherton

Tuesday, July 10, 2018
3:00 PM EDT / 12:00 PM PDT



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ARTICLE OF THE MONTH

Corporate Social Impact: A Formula to Win Personally, Professionally, and Organizationally

Whether newer to the workforce or with 20-plus years' experience, so many of us, are:

1. Feeling the weight of burnout and disengagement,
2. Yearning for more meaning and purpose, and
3. Wanting to make a difference in solving issues facing our world and those we care about.

Organizationally, many of us are also struggling to attract and retain top talent, clients, vendors, and investors to help us grow and be sustained.

There are many factors that lead to these circumstances, but when the prolonged work overload is finally addressed and the workflow improved, how do we re-engage? After we have "mastered our craft" and "made a name" for ourselves, how do we find greater meaning and purpose... and make a difference beyond the office and our immediate families? Effective corporate social impact is the answer. Corporate social impact done well and strategically is a catalyst for personal, professional, and organizational growth, engagement, and improved branding.

Corporate social impact (often used synonymously with "corporate social responsibility" or "corporate responsibility") is generally defined as organizations taking action to "do good" and "make a difference" within environmental, social, and ethical governance domains, while being responsive to the need to successfully operate and create high value and profit business-wise for the benefit of customers, employees, and other stakeholders.

Corporate social impact can and should be customized to meet an organization's specific internal and external goals. Your corporate social impact is the vehicle to leverage the skills, talents, assets, gifts, experiences, and resources of your organization, employees, and even other stakeholders toward the constituents and communities you desire to be associated with. Corporate social impact that differentiates and attracts is no longer just about writing a check!

Well-designed corporate social impact programs have the intended benefit of enhancing an organization's culture. Such programs can also restore lost efficacy and offer participants personal and professional growth opportunities, as well as new connections outside of our typical product and service offerings. When continued, these programs boost our brand presence, build equity, and increase both actual and perceived value.

Based on a recent study of Fortune 500 companies by Deloitte, organizations typically fall into one of four social impact archetypes:

- *"Shareholder Maximizers"* focus on generating returns and represented only 11% of the companies studied.
- *"Corporate Contributors"* generally have programs or initiatives developed in response to external customer or internal employee desires with the goal to primarily mitigate risk. In this setting, external contributions are often centralized and limited in terms of choice. They can also take the form of more siloed and disparate financial donations or volunteer efforts within the organizations. 53% of the companies studied fell into this archetype.
- *"Impact Integrators"* are more internally motivated to achieve some sort of an external mission through the integration of business strategy and human capital, and worked across business units. In professional settings, integrating impact could involve designing staff engagement, development, and pro-bono activities more strategically and in ways that resonate both internally and externally. This archetype represented a growing 33% of companies.
- *"Social Innovators"* are more of the true social enterprises where the core mission is the business. Examples of these types of companies with which many of us may be familiar include Patagonia, which has a mission to "...cause no unnecessary harm" and "use business to inspire and implement

solutions to the environmental crisis", as well as TOMSo Shoes, which donates a pair of shoes for a child in need for every pair purchased. 3% of the companies fell into this newest archetype.

For most organizations today, the opportunity to immediately begin to inspire others and differentiate in the marketplace lies with being more strategic and purposeful as a "corporate contributor" or moving toward becoming an "impact integrator."

Organizational leaders can perform corporate social impact planning and design as a standalone initiative or as an enhancement to more conventional strategic planning efforts. Organizations who don't take the initiative to create conditions that attract and retain top talent run the risk of losing talent to more forward-thinking competitors, the fast-growing freelance economy, or to a new side-hustle (an entrepreneurial venture outside of our full-time job that aligns with our interests and passions).

Peter C. Atherton is an Impact and Growth Consultant, Speaker, Author of Reversing Burnout, Professional Engineer, and President and Founder of ActionsProve, LLC. Pete blogs weekly on topics related to personal, professional, and organizational growth and development, employee engagement, and corporate social impact. Join Peter for our July webinar on Tuesday, July 10 at 2:00 PM CDT.

DATES/DEADLINES UPCOMING

Applications for 2018-2019 Corporate Board Service - Due Thursday, May 31, 2018

We encourage our Past Presidents to consider applying for the EWI Corporate Board. It is a fabulous experience to see how our Corporate Board strives to assist our chapters and in providing our Leadership Conference to all chapter members and firms. Please contact Jill Gaffney, Corporate Board Advisor, with any questions at Jill@greenleafwa.com

2018 EWISP & ASIST Scholarship Winners - Notification of Chapter Winner Forms must be received by Monday, June 4, 2018 for Corporate Award Judging. We encourage all chapters to submit this form with a letter from your Chapter President explaining why your chapter's recipient should receive a Corporate Scholarship Award this year. Letters should be on Chapter Letterhead and be between 300-600 words. Forms and letters should be emailed to cortney@ewiconnect.com with the Subject Line: EWI of (CHAPTER) (EWISP/ASIST) Winner.



2018 Annual Meeting - Delegate Notification Form - Due August 17, 2018

Please be aware that all chapter delegates need to be selected, voted on affirmatively by your chapter and registered for the 2018 Annual Meeting by August 17, 2018. Delegate fees and registration need to be received in the EWI Corporate Office by this time.

CHAPTER RECOGNITION AWARDS

We invite all chapters to participate in the **Lucille Johnson Perkins Chapter Recognition Awards Program** by nominating a member firm or representative from your chapter. Each year, the EWI Corporate Awards Committee evaluates nominations from our membership and selects firms and representatives that most closely emulate our Awards Program Purpose, which is:

- To recognize the outstanding areas of support that a member firm has displayed within the EWI network on both Corporate and Chapter levels.
- To acknowledge the contributions a member firm has made outside the EWI network in growing membership and in communicating the value and benefits of EWI.
- To honor a member firm that has engaged the mission of EWI by enhancing personal and professional development and by encouraging community involvement.

This year's Award categories are as follows:

Small/Medium Sized Organization (Under 500 Employees)
Large-Sized Organization (Over 500 Employees)
Non-Profit Organization
Representative of the Year

Nominations are due to be submitted to the EWI Corporate Office by Friday, July 20, 2018. Please email all attachments to cortney@ewiconnect.com by this date. The [2018 Nominations](#)

[Form](#) can be found in the Resources section of the MIC under Awards.

Chapter Communications Awards - We would like to recognize the efforts of the Chapter Communications Directors that dedicate their time to produce Chapters' EWI Connect each month. Communications Award entries should be two (2) newsletters dated from October 2017 through July 2018.



If your chapter has outstanding social media or other communications you would like to include, please compile two (2) samples to include with your chapter Connect newsletter submissions. The winning Communications Directors will be announced and awarded certificates at LCAM 2018!

Submissions are due by July 20, 2018 and should be submitted with all attachments to cortney@ewiconnect.com. We look forward to celebrating your Communication Excellence at LCAM!

EWI of Houston Raises \$115,000 for their Chapter BCDP Initiatives

LaTonya Perez as interviewed by Cortney Ihde

This year, EWI of Houston set a lofty goal to raise \$100,000 at their Executive's Night with the proceeds benefitting their chapter's BCDP initiatives locally in the greater Houston area. We recently interviewed LaTonya Perez from Oakwood Worldwide and EWI of Houston Fundraising Chair for 2017-2018 to find out how they accomplished this huge success.

In 2017, LaTonya served as the chapter's EWISP chair. She had an intimate look at the applications and the stories that accompanied them and was instantly hooked on wanting to do more to help more people in need. This year, LaTonya agreed to chair the chapter's fundraising committee. She knew that she wanted to be a part of helping student and their communities through EWI's scholarships, Reading Rallies and the chapter's philanthropic projects, but they needed to raise the monies needed first.

With a committee of 7-8 very active member representatives, the Fundraising committee set out early in the board year with a plan to solicit donations, ask for support and utilize technology to increase donations. The committee used a list of previous donors and supporters to start. Next, they built a list of desired donations, such as airline tickets, Astro's baseball fire pit, jewelry and other items of high value that would get high bids in their silent auction. They also hosted private events to raise money.

Technology was also used this year. They partnered with an App called Qtego that allowed them to open bidding one week prior to their Executive's Night which allowed transparency and competition to ensue. The app provided updates and notifications to all members and executives that registered if they were outbid on an item and it allowed you to bid higher right away online. During their main event, there was also a feature that allowed you to make a cash donation simply by pushing a button in the app when the audience was cued to do so. This button alone raised nearly an additional \$7,000 for the chapter.

Here are a few keys tips from LaTonya and her committee for any chapter planning a big fundraising event:

- Start the work early. EWI of Houston's event was at the beginning of April. Letters soliciting donations and sponsorships were sent in early December before the end of the budget year and the holidays.
- Contact new companies and organizations and share what your chapter is doing. This is a great way to bring new people to the event itself and introduce them to EWI.
- Don't be afraid to ask for donations. When you are out and about, tell people what the chapter's goals are and ask if they can support the cause in some way. Every item helps!

After the event concluded and all donations were collected, the chapter raised \$115,000 to use during their 2018-2019 Board Year. The entire chapter is so excited at this milestone and even more proud to help more people in the Houston community.

Congratulations on a job well done. EWI is proud of you! For more information, please contact LaTonya Perez from EWI of Houston. Her contact information can be found in the Member Information Center Directory.

EWI Membership Roster



[Please click here](#) for our most updated membership roster of EWI Members. You will need to login to the Member Information Center to download the file. It is posted under Resources/EWI Membership List.

We encourage all members to review this list and connect with EWI members across our organization. EWI members help each other each and every day and this roster will make it easier for you to connect, learn and share with one another.

WELCOME NEW MEMBERS

We are happy to share our newest members with our membership!
Please reach out and welcome everyone who has joined EWI.
This list includes all membership changes and additions from April 1 to April 30, 2018.

Chapter	Member Firm	Representative	Membership Type
Detroit-Windsor	Strategic Recruiting Services	Shara Gunther	Chapter Member
Detroit-Windsor	Carlisle Etcetera Collection	Denise Lund	Chapter Member
Detroit-Windsor	Great Lakes Pot Pie	Jannie Teitelbaum	Chapter Member
Omaha	HDR	Paula Cooper	Chapter Member
San Diego	University of San Diego	Jennifer Simpson	Chapter Member
Milwaukee	The Medical College of Wisconsin	Regina Taylor	Chapter Member
Milwaukee	Generation Growth Capital	Laura Poll	Chapter Member
Dallas	Downtown Dallas	KeChan Patterson	Chapter Member
Houston	The Visa Team USA	Tracy Ramsey	Chapter Member
Houston	The Ballroom at Bayou Place	Craig Howard	Chapter Member
Houston	The Ballroom at Bayou Place	Stephanie Howard	Chapter Member

CHAPTER ANNIVERSARIES

Congratulations to the following chapters as they celebrate milestones during the month of May!

Chapter	Charter Month/Day	Charter Year	Current Year	Anniversary
Kansas City, MO	May 9	1959	2018	59

**And Special Congratulations to Our Newest Chapter
EWI of Saskatoon, SK**

[Read more about the Chapter's Chartering Ceremony on Friday, May 4th Here](#)

[View a Video of Weekend Highlights Here](#)

BOARD FORUMS

August 10-11, 2018

EWI of Tulsa will be hosting the Texoma Board Forum. Registration and more information will be announced soon!

In Memorium

EWI of Washington DC is sad to report the death of Lisa W. Scott (Chapter President, 2015-2016 and 2016-2017) on May 1, 2018. Lisa joined EWI representing Sun Trust Bank in 2014, and she really had a passion for the organization. She will be greatly missed and will forever remain in the hearts of all who knew her.

In lieu of flowers, you may make a donation to the American Heart Association Heart Walk
http://www2.heart.org/goto/Lisa_Angels

OR

ALS Association Walk to End ALS
http://web.alsa.org/goto/Lisa_AngelsALS

Please keep her family in your thoughts and prayers.

Need EWI Merchandise or Gear for Your Chapter?



Order Online at our RedBubble Online Store
<https://www.redbubble.com/people/ewiconnect/portfolio>

Available items include:

clothing, journals, notebooks, i-pad cases, phone cases, laptop covers, and much more! Wear EWI with pride!

EWI Membership Pins are also available from the EWI Corporate Office. Pins are \$4.00 each.

EWI Pocket Folders have arrived! Each full color glossy folder is \$2.50 each.

Simply email ewi@ewiconnect.com to place your order! Shipping and handling are additional.

See what's happening on our social sites:



We also invite you to join us online in our
EWI Facebook Group for Members Only

www.facebook.com/groups/ewimembers

Executive Women International,
1288 Summit Avenue, Ste. 107, PMB 124, Oconomowoc, WI 53066

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