

# Houston ewiConnect

*Working Together is when the Magic Happens!*



## From Our President

My goal for this year is to reconnect with each other through service to our community, networking, professional development, and fun socials. So far, I feel as though we have had a great start at accomplishing this goal, but we are just beginning. We have so much planned for 2025 and I hope you all are having as much fun connecting as I am!

I have to say it was nice to be a “guest” at the February meeting at Hilcorp. If you were not able to attend the Emerging Leaders meeting, you missed a great time and message! Everyone had fun with a lot of laughter in the air, need I say we are a competitive group!

Executives’ Night is a little over six weeks away and I am so excited for a fun night to honor our Member Firms, Executives and raise money to give back to our community! There is still so much to get done so if you have time, ideas, or donations please let us know!

We are working to confirm a date and time to volunteer at the Houston Food Bank this month and I hope you all can join! Please look for an email coming soon with details.

As always, I am here if you have any questions or concerns. I am YOUR President and I am here to do what is best for all of EWI of Houston.

Working Together is when the Magic Happens!

*Cindy Baker*

### 2024-2025 Officers & Directors

**President**

**Cindy Baker**

*Black Haw Group*

**President-Elect**

**Lily Portales**

*Hilcorp Energy Company*

**Secretary**

**Courtney Castellanos**

*Lockwood, Andrews & Newnam, Inc.*

**Director-at-Large B/C/DP**

**Anna Bryant**

*HEB*

**Treasurer**

**Shari Schiffman**

*Douglas Elliman Real Estate*

**Membership Director**

**Kristin Skille**

*Experience Houston*

**Sergeant-at-Arms**

**Cristina Barron**

*Martha Turner Sotheby's International Realty*

**Communications Director**

**Lisa Diaz**

*Metromarketing Services, Inc.*

**Fundraising Director**

**Carole Pitts**

*Martha Turner Sotheby's International Realty*

**Program Director**

**Barbara Stokes**

*Amegy Bank*

# Save The Date!

**Thursday, March 13th**

Luncheon Honoring our Sustaining Members - Ciro's Italian Grill

**Tuesday, April 1st**

Happy Hour - The Corinthian Houston

**Thursday, April 10th**

Executive Appreciation / Casino Night - The Ballroom at Tanglewood

**Thursday, May 8th**

Honoring Past Presidents - Cadillac Bar

**Saturday, June 14th**

EWI Pillowcase Project Benefiting Child Advocates

**Saturday, June 21st**

The Rose Shrimp Boil

**Thursday, July 10th**

Scholarship Night - Amegy Tower

**July 11th - 12th**

Texoma in Tulsa, OK

**September 17th - 20th**

LCAM in Houston



Scan For  
Event Calendar



# Save The Date!


*Save the Date*  
AGENDA & HOTEL INFO TO FOLLOW

**TEXOMA 2025**

TULSA, OKLAHOMA  
**JULY 11 -12**  
\$250 EARLY BIRD  
(\$300 AFTER JUNE 01)  
REGISTRATION WILL OPEN SOON

**\*\*OPTIONAL PLEASE JOIN US!\*\***

**EWI TULSA BUSINESS MEETING**  
DINNER WILL BE SERVED  
**JULY 10**  
\$45 SEPARATE FEE



Scan For  
Event Calendar



The logo for Houston ewiConnect, with "Houston" in a small orange font above "ewiConnect" in a blue script font.

# Houston ewiConnect

# Celebrate!

## Representative Birthdays

Mar 2 - Shari Schiffman, Past President 2022

Mar 5 - Courtney Castellanos

Mar 15 - Debra Crabtree

Mar 15 - Anna Bryant

Mar 25 - Barbara Stokes

Mar 30 - Pat Thomas, Sustaining Member

Mar 31 - Lana O'Neil

## Member Firm Anniversaries

### March

1 - D. Jones Photography

4 - Metromarketing Services, Inc.

24 - Daikin Comfort Technologies

24 - Hilcorp

28 - Hyatt Regency

# Membership

## Current Membership:

37 Member Firms  
39 Representatives  
12 Sustaining Members  
3 Honorary Members  
as of Feb. 20, 2025

Membership in EWI offers unique professional and personal opportunities and networking opportunities and networking benefits for members through:

- Leadership and professional training
- Local-to-global business, community and philanthropic growth and involvement through chapter and corporate activities
- Access to corporate and chapter websites geared to business connections
- Increased networking ability through an international directory that lists major businesses, and decision-makers
- Focused personal and professional development through our quarterly magazine, the Pulse

EWI membership is by invitation only and consists of a variety of companies within the business community. The firm holds the membership and appoints a key individual as a representative. If you would like more information about the Houston Chapter membership process, please visit: <https://ewihouston.org/join>



# Member Spotlight

## Congratulations!



Congratulations to **Ms. Lana O'Neil, Regional Director of Imagen Venues!** Lana is a current Executive Women International Houston Chapter Member and is the Representative for Imagen Venues, who recently celebrated their 2 year Member Firm anniversary. As a first-year member, Lana served as the Professional Development Chair of EWI from 2023-2024. Lana has dedicated her time and talents to EWI, particularly in her community involvement and professional development programs.

She is also a Meeting Professionals International (MPI) Houston Area Chapter member. We recently learned that, as a member of MPI, she will serve as the 2025 President-Elect and the 2026 President. Let's congratulate Lana on this accomplishment!

### Support our Member Firm, Imagen Venues

Imagen Venues, renowned for full-service event hosting, operates in Houston. We're celebrated for crafting and delivering enjoyable and successful events in Texas. With an expansive and adaptable space, we specialize in a diverse array of custom events such as corporate functions, convention parties, team-building exercises, welcome parties, conferences, appreciation celebrations, product launches, trade shows, fundraisers, and grand private gatherings. Our Houston venue is conveniently located just minutes from downtown, making it a prime choice for your next event.

**Imagen** • VENUES

[www.imagenvenues.com](http://www.imagenvenues.com)  
[www.linkedin.com/company/imagen-venues](http://www.linkedin.com/company/imagen-venues)  
[www.instagram.com/imagenvenues/](http://www.instagram.com/imagenvenues/)

HOUSTON: 11903 Eastex Freeway, Houston, TX 77039

DALLAS: 7700 John W. Carpenter Freeway, Dallas, TX 75247

# Meeting Recap

## February 2024

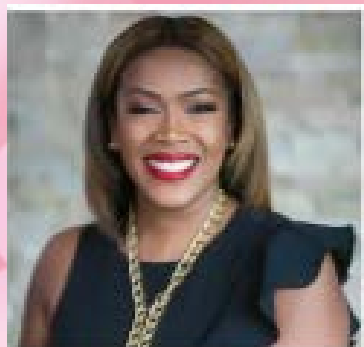
Hilcorp Energy Company hosted the February EWI meeting at 1111 Travis.

Emerging Leaders Forum - If you weren't able to be there, you missed a great meeting!

As always, LaTonya Perez brought her own spin to learning about EWI, the various board positions, and committees. She had us play a round of EWI Bingo and a round of Jeopardy to educate and refresh our memories on the different roles and committees within EWI. Of course, LaTonya had us all laughing and competing as only she can. Smiles all around!

Landi Spearman, CEO of Organized Shift spoke to the group about leadership and the importance of self-care. The talk was very interactive as we formed a circle around one another to remind us all that we are not alone and have each other to lean on.

The room was so beautifully decorated, and everyone got to take a flower arrangement home. A special Thank You to Erlinda Quintanilla (previous EWI member), and Hilcorp Energy Company for everything you did to make our evening so special!



**Landi Spearman, CEO**

Principal Change Consultant | Executive & Team Coach,  
Organized SHIFT

OrganizedSHIFT.com  
Landi@OrganizedSHIFT.com  
832-953-4347  
about.me/LandiSpearman



# Houston EWI Connect



Lily Portales, Hilcorp Energy Company; Barbara Stokes, Amegy Bank; Cindy Baker, Black Haw Group; Elisa Garcia, Houston First Corporation



Shivangi Chauhan, Metro Star Van Pool; Lana O'Neil, Imagen Venues; Christina Hutchinson, Mark Kamin & Associates



Patti McLean, Daikin Comfort Technologies; Erlinda Quintanilla, Hilcorp Energy Company



Lily Portales, Hilcorp Energy Company

# Houston EWI Connect



Emerging Leaders Forum



Emerging Leaders Forum



LaTonya Perez, The Rose



Emerging Leaders Forum



Patti McLean, Daikin Comfort Technologies; Isabel McKinney, Harvest Midstream



Cristina Barron, Martha Turner Sotheby's International Realty; Patti McLean, Daikin Comfort Technologies

# Houston EWIConnect



Anna Bryant, HEB



Cindy Joutraw, CenterPoint Energy, Inc.



Shari Schiffman, Douglas Elliman Real Estate; Courtney Castellanos, Lockwood, Andrews & Newnam, Inc.



Landi Spearman, Organized Shift



Landi Spearman, Organized Shift; Carole Pitts, Martha Turner Sotheby's International Realty



Sallynda Martens, Grit Productions & Expositions

# Professional Development

## KEEPING A LID ON YOUR POTENTIAL? HERE'S HOW TO PUSH IT HIGHER

By John Maxwell

There's an axiom that applies to all of us. Whether it's for business or our personal lives, this axiom can either help us reach our full potential, or make sure we never get there. It's called the Law of the Lid, and the sooner we understand our relationship to it, the sooner we can advance in our own unique development. The axiom goes like this: Your potential success level is locked in direct relation to your ability to lead. Your leadership ability sets the lid on how far you can go. Lead well, and the sky's the limit. Lead poorly, and the lid will limit any progress you wish to make.

### How to raise your personal lid

To grow in your effectiveness as a leader, you first need to grow yourself. Your efforts to grow need to be intentional and they need to happen every day—literally. Pick a task that you would like to improve on. It can be small (and should be), but make sure you do it every day without exception so that it becomes a habit. It's called an irreducible minimum, and it's a way to avoid the big intentions that inevitably lead to burnout instead of progress.

Let's say you committed to reading more, but the commitment only starts with two pages a day. It may not seem like much, but how much will you read if you keep that commitment every single day for a year? As momentum builds, you'll read more because you want to. But always make sure that you hold yourself accountable to hit your minimum, even on days when you feel overloaded.

Leadership has a multiplying effect. A little change can turn into into a big transformation down the road. And that transformation can lead to an improved performance for your team. If you develop yourself and raise your leadership lid, it will permeate throughout the entire organization and motivate those around you to do the same. If you pour back into yourself, your leadership lid will start to float upwards, and then you will have the resources to motivate those around you.

Managers task, but leaders inspire. And by focusing on developing yourself and your leadership, your personal leadership lid can be launched into the stratosphere.

# Fundraising

## Support Executives' Night, 2025

### Purses with a Purpose:

Turn stylish accessories into fundraising magic! Donate new or gently loved designer bags to add flair and fun to this year's event.

**Contact:** Cindy Baker (Black Haw Group)  
(713) 965-2909 or [cindyb@blackhawgroup.com](mailto:cindyb@blackhawgroup.com)



### Liquor Wagon:

Help stock the ultimate party starter! Contribute bottles of liquor, mixers, or chic bar accessories for our sought-after Liquor Wagon raffle.

**Contact:** Shari Schiffman (Douglas Elliman Real Estate - Texas)  
(832) 320-2057 or [shari.schiffman@elliman.com](mailto:shari.schiffman@elliman.com)

### Wine Pull

Help us top last year's success, where we raised over \$2,000 with 60+ bottles donated! Contribute wine valued at \$50+ (minimum \$25), or make a tax-deductible cash donation to help purchase premium bottles.

**Contact:** Patti Strawther (James J. Postl Interests)  
(832) 444-1113 or [patti.strawther@shell.com](mailto:patti.strawther@shell.com)



# Fundraising

## RaiseRight:

## Fundraising Made Simple and Impactful!

The holiday season is upon us, and there's no better time to embrace the convenience of RaiseRight for your shopping needs. By purchasing gift cards and shopping online through RaiseRight, you can contribute effortlessly to EWI of Houston's scholarship fund while taking care of your holiday preparations!

### How RaiseRight Works:

1. Purchase Gift Cards: Buy eGift cards for your favorite brands through RaiseRight.
2. Shop or Gift: Use the cards for your own shopping or as thoughtful gifts for family and friends.
3. Earn Automatically: A percentage of every purchase goes directly to our scholarship fund, with no extra cost to you.

### A Member's Experience:

"I use RaiseRight multiple times a month to reload my Starbucks gift card, shop at my favorite stores like Total Wine & More and PetSmart, or purchase gift cards for presents from places like Bath & Body Works, Ulta, Dick's Sporting Goods, and Target. With over 500 brands to choose from, it's so easy to support our mission while shopping!"

### RaiseRight for EWI Events:

Don't forget to use RaiseRight for your Door Prize commitments or Executive Night auction items. Every purchase you make supports EWI Houston's mission of connection, careers, and community.

Ready to make an impact while you shop? Visit [RaiseRight.com](https://www.RaiseRight.com) or contact us for more information on how to get started. Together, let's make this holiday season one of giving and growth!

### Start Today—Support Tomorrow!

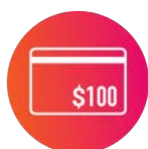
# Fundraising

Effortless fundraising, endless earnings

Join the 50,000+ organizations that trust RaiseRight as their #1 fundraising platform.

## How it works

RaiseRight is the easiest fundraising program you can run to benefit your members, families, and communities.



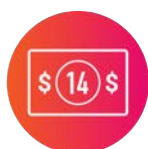
### BUY A GIFT CARD

Buy a \$100 GAP eGift card from RaiseRight with 14% earnings. Pay with your bank account, debit card, or credit card.



### USE IT

Your \$100 eGift card is delivered to your online RaiseRight Wallet instantly.



### EARN AUTOMATICALLY

With a 14% rebate, you automatically earn \$14 for your fundraising account. Way to go!



### THANKS, GAP!

Your earnings come from the brand, so no extra money comes out of your pocket.



## Fundraise faster, with multiple ways to earn

Fundraise faster with multiple ways to earn—using gift cards and online shopping through RaiseRight.

Click through to your favorite brands' websites, go shopping, and earn by completing a purchase. Plus, you can earn extra by using a gift card from RaiseRight as payment! No extra fees, just extra earnings.

*Pro-Tip!* Install the *RaiseRight Earnings Browser Extension* and never miss an opportunity to earn while shopping online.

## Hundreds of brands, hundreds of ways to earn



With something for everyone, there's no limit to how much your organization can earn.

### Ready to get started? We're here to help

Toll Free: 800.727.4715 Option 3 | Support@RaiseRight.com



The merchants represented are not sponsors or otherwise affiliated with RaiseRight. The logos and other identifying marks used are trademarks of and owned by each represented company and/or its affiliates. Please visit the company's website for additional terms and conditions. © 2024 RaiseRight

# Communications

Connect with EWI Houston!



<https://www.facebook.com/EWIHouston>



<https://www.linkedin.com/groups/12076399/>

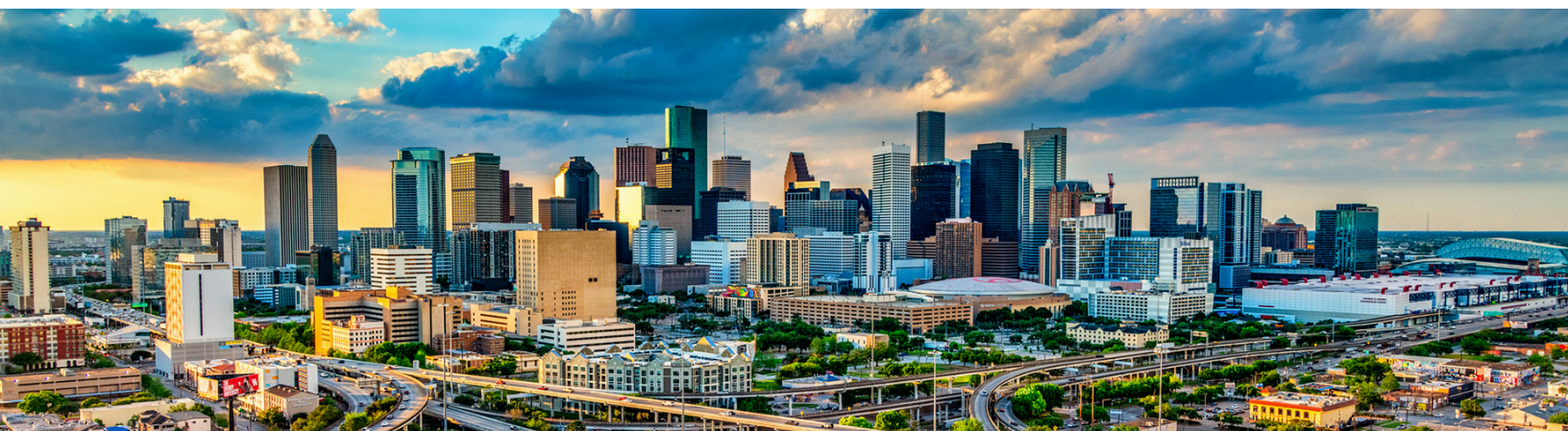


<https://www.instagram.com/ewihouston/>



<https://ewihouston.org/index.php>

To volunteer to help the communications team with EWI Connect, social media, and PR outreach, contact Lisa Diaz, Communications Director, at [lisa@sirenlis.com](mailto:lisa@sirenlis.com).



## EWI of Houston

# Mission 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 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 Mission

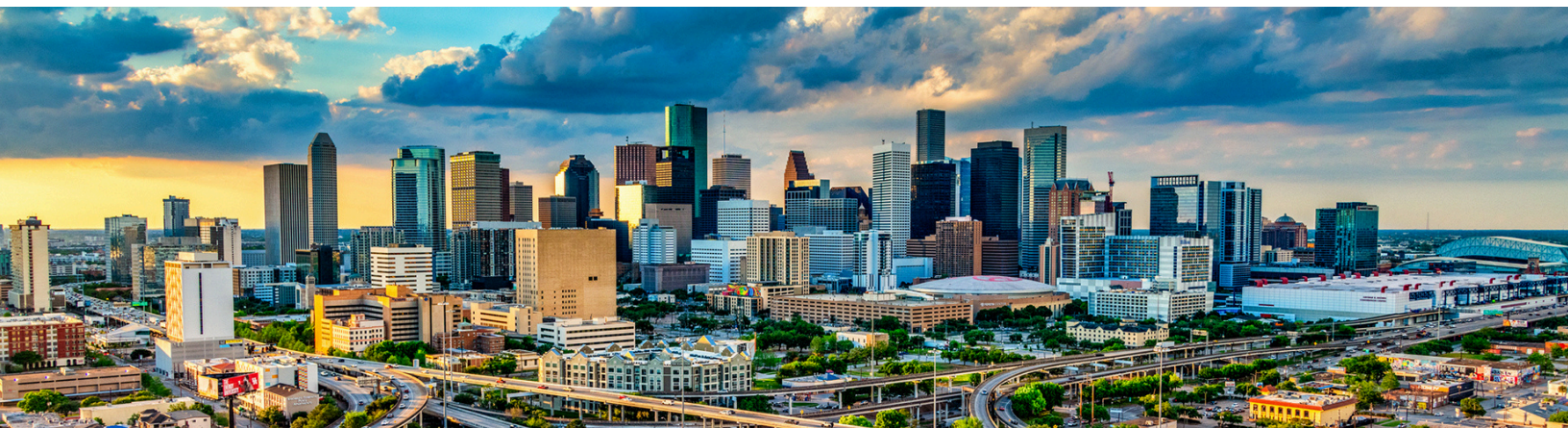
EWI brings together key individuals from diverse businesses for the purpose of promoting member firms, enhancing personal and professional development, and encouraging community involvement.

## Our Vision

To enhance professional growth and development within a diverse group of women while empowering them to make a difference as they inspire others.

## Corporate Office

225 Michigan Street, PO Box 1933  
Grand Rapids, MI 49501  
Direct: (262) 269-5625  
ewi@ewiconnect.com  
www.ewiconnect.com



# Leadership

## Board of Directors



President  
Cindy Baker  
Black Haw Group LLC  
cindyb@blackhawgroup.com



President Elect  
Lily Portales  
Hilcorp Energy Company  
lily.portales@hilcorp.com



Secretary  
Courtney Castellanos  
Lockwood, Andrews &  
Newnam, Inc.  
CNCastellanos@lan-inc.com



Treasurer  
Shari Schiffman  
Douglas Elliman Real  
Estate  
Shari.Schiffman@elliman.com



Sergeant at Arms  
Cristina Barron  
Martha Turner Sotheby's  
International Realty  
cristina.barron@sothebys.realty



Membership Director  
Kristin Skille  
Experience Houston  
kls@experiencehouston.com



Program Director  
Barbara Stokes  
Amegy Bank  
barbara.stokes@amegybank.com



Fundraising Director  
Carole Pitts  
Martha Turner Sotheby's  
International Realty  
Carole.Pitts@sothebys.realty



Communications  
Director  
Lisa Diaz  
Metromarketing  
Services, Inc.  
lisa@sirenlis.com



Director at Large  
Anna Bryant  
HEB  
bryant.anna@heb.com



Advisor  
LaTonya Perez  
The Rose  
lperez@therose.org



Advisor  
Rebekah Wesley  
Jackson and Company  
rebekah@jacksonandcompany.com

# Leadership

## Committee Chairs



Asist Committee Chair  
Debra Jaime  
The Rose  
dj Jaime@therose.org



Bylaws Committee Chair  
Cindy Joutraw  
CenterPoint Energy, Inc.  
cindy.joutraw  
@centerpointenergy  
.com



Courtesy Committee  
Chair  
Lily Portales  
Hilcorp Energy Company  
lily.portales  
@hilcorp.com



EWISP Committee Chair  
Linda Petticrew  
Shell Energy Resources  
Company  
linda.petticrew@shell  
.com



Hospitality Committee  
Chair  
Cristina Barron  
Martha Turner Sotheby's  
International Realty  
cristina.barron  
@sothebys.realty



Member/ Retention  
Committee Chair  
Lily Portales  
Hilcorp Energy Company  
lily.portales  
@hilcorp.com



Nominating Committee  
Chair  
LaTonya Perez  
The Rose  
lperez@therose.org



Philanthropy Committee  
Chair  
Elisa Garcia  
Houston First  
Corporation  
elisa.garcia  
@houstonfirst.com



Professional  
Development  
Committee Chair  
Barbara Stokes  
Amegy Bank  
barbara.stokes  
@amegybank.com



Public Relations/ Social  
Media Committee Chair  
Lisa Diaz  
Metromarketing  
Services, Inc.  
lisa@sirenlis.com



Strategic Planning  
Committee Chair  
Kay Bart  
Skerl & Associates  
kbart@bartcohou.com



Web Committee Chair  
David Jones  
D. Jones Photography  
studio  
@djonesphoto.com