

Welcome to a New Year - EWI of Wichita



The board has been working on an engagement process. One of those processes at the board level includes a formalized way of welcoming new members when they join EWI. But, why stop there. As we collaborated on how to improve our process at the board level, we realized we are members too and sometimes as members we easily lose sight of new and additional representatives who have joined EWI. To that end, this year we plan to implement into the

Connect an announcement of new members and additional representatives. This month help the board welcome **Tracee Adams** our newest representative with **Morgan Stanley**.

Why you should be at the November Meeting

Our November meeting is not one that we hope you miss. From the survey, we learned that our members have great ideas and we hope to capitalize on one of those ideas for November. We plan to continue our focus on engagement by having roundtable discussions in a speed dating format. The topics will be on issues that the board believes our Chapter members can provide meaningful perspectives on to help us improve the value to you and your firm's EWI membership.

Not to reveal too much, we plan to have two members facilitate and scribe at each table on topics like

- membership involvement;
- improving the membership experience;
- what does success look like to our chapter;
- what companies would we like to attract to join EWI; and
- what is a good balance between the diversity of our membership and their program interests

In closing, I hope you read a special article in the Connect that responds to the financial history of EWI of Wichita. The board found the information insightful explaining the B/C/DP and Operating Budgets for our Chapter.

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Wichita Reading Rally 2015 Was A Huge Success!

This year's Reading Rally was held at Colvin Elementary on November 4. We had 131 Third Graders who participated in the program and 25 EWI Members volunteered.



From Your EWI Wichita Board of Directors



Dawn Truman | Vice President

Our Wichita Chapter had 8 members in attendance at this year's LCAM which was held in Tulsa, OK. There are many benefits that come from attending LCAM. Introduction to new leadership skills, inspirational encouragement from nationally ranked speakers, team building exercises, and the list goes on. For me personally, one of the greatest rewards is the opportunity to deepen my relationships with our own chapter members. It is a truly a time that exemplifies EWI's mission – *bringing together key individuals from diverse businesses for the purpose of promoting members firms, enhancing personal and professional development, and encouraging community involvement.*



Stacy Cofer | Communications

Thanks to all who have already helped me as we strive to provide timely, relevant information about EWI. Jan Baggett will be assisting me. Sherii Farmer will be managing the monthly Connect newsletter. Jeanetta Bolin is training Teresa Arthur to oversee the website. Debbie Pfingsten and Jessica Emrick are providing pictures. I am still in need of stellar women to supervise Public Relations, Executive Outreach as well as Social Media, mainly Facebook, Twitter and LinkedIn, so please let me know if you are willing to take on one of these tasks.



Karen Smith | Director at Large

Kudos to Teresa Arthur and her team! This year EWI Wichita Reading Rally provided an opportunity to hear from author Matt Deighton. Matt read to the students about him and his pet Molly's experience in the Greensburg tornado. Matt spoke about the power of healing through animals and that's what Molly did. American Red Cross volunteers were present and announced that certificates were available for a free smoke alarm. "Reddy" the dog was present and gave all the boys and girls a hug. The students were given a t-shirt, an autographed hard back book and some school supplies. Each teacher received a \$100.00 Wal-Mart gift card. We followed tradition and had pizza and beverage along with the opportunity to write their own story. Thank you to those who contributed: East Kellogg Wal-Mart, Meritrust, Westar Energy, Commerce Bank, PEC, SJCF, HealthCore Clinic, Wichita Metro Chamber, Dawn Truman, Hyatt Regency, Marriott Hotel, Associated Integrated Marketing and Little Caesar's for a deep discount on the pizzas.



Wendy Glick | Membership

At last month's meeting our newly elected president, Tracy Lucas, spoke so eloquently about her vision for EWI Wichita in 2015-16 and beyond. For me it can be summed up in one word – *Engagement*. As I reflected on her vision I immediately thought of the theme for this year's **United Way...“Be There.”** It is designed to encourage parents to make sure their children go to school. You can't learn if you aren't there. The same holds true for your engagement in EWI. You can't experience the comradery, the networking or the professional development if you don't

attend the meetings, participate in the service projects or even just read the newsletter! So what are you going to do to become engaged in EWI this year?

Tracy is excited about the upcoming year of EWI and so am I. Each month in my little column of *The Connect* the membership committee will give you their answer to the following questions, “When you think about the future of EWI Wichita what excites you the most?” This month we hear from vice-president Dawn Truman . . .

“I am very excited about EWI and the direction of both corporate and our chapter. Companies that are adaptive and change with the economy and evolving business practices not only survive they thrive. The fact that we are collectively increasing our initiatives for growth not only in numbers but in hearing the needs of our chapters and adjusting our focus lets me know that we will not just survive we will thrive!” Thanks Dawn! We'll take that one to the bank!



Jenny Stephens | Fundraising

Thanks for trusting me to direct the fundraising activities for the EWI Wichita chapter this year. I am confident that my committee and I will put together some fantastic and profitable events to help continue the many traditions important to the EWI Wichita chapter. While many seasoned EWI Representatives understand the fundraising needs for the chapter, some representatives are unaware of the importance and necessity of fundraising for the chapter. Our fundraising dollars help to support:

EWISP (\$2,000) and ASIST (\$1,000) Scholarships – We all know the value of an education and it is truly inspiring to award our chapter scholarships to those in need each year. These grateful recipients strive in turn contribute to the betterment of our community for many years to come.

EWI Reading Rally – (\$2,000-\$3,000) – While this year's annual event has been heavily underwritten through targeted grants from local retailers and contributions from many member firms and representatives, this support is not certain and therefore must be budgeted for if its continuance is a desire of the chapter.

LCAM Registration Fees and Travel (\$3,000-\$4,000) – A tradition and now a requirement of the Chapter of Excellence is for chapter leadership to attend the EWI Leadership and Annual Meeting (LCAM) held in a different host city each year. As part of this effort, the chapter pays for travel, hotel expense and meeting registration fees for the outgoing chapter president, incoming chapter president, and incoming chapter vice president. Additionally, each chapter participates in opening night ceremonies that also require money to prepare for. The chapter has long felt that this tradition was important to those who have accepted the leadership responsibilities of the chapter.

Wild West Forum Attendance – (\$500 - \$1,000 – In addition to the LCAM travel mentioned above, the Wichita chapter is a contributing chapter to the Wild West Forum. While this gathering of chapters is limited in nature it's contribution to our leadership is important. The expense of this every –other- year event is variable based on the hosting chapter within our forum and its distance from Wichita. Members of the forum are Denver, Colorado Springs, Kansas City, Omaha, Des Moines and Wichita.

As you can see, without outside support and investment growth from our endowment, the chapter can pay up to \$11,000 each year to continue these important EWI traditions. Thanks for your pledge of support. We hope to have a fantastically Fun FUNdraising year.

68th Leadership Conference & Annual Meeting – Tulsa, Oklahoma



**Tulsa, Oklahoma –
September 23-26,
2015**

Forty-five EWI Chapters had representatives attending the Leadership Conference and Annual

Meeting (LCAM) this year. The opening celebration was themed “Let’s All Go to the Fair!” The atmosphere was ignited as we renewed friendships and created new connections with EWI representatives from across the country.

The Alumni Experience – Angela Telford

The Alumni Experience is a program established for the Academy of Leadership graduates. Candace Parry and I attended Wichita this year.

Our presenters were bestselling author, Michael Wallis; and Director of the Philbrook Museum of Art, Rand Suffolk.

Michael Wallis had a very impressive career that included the stressful reporting while working at Time Magazine and meticulous work of researching facts for writing books. Upon retirement, Michael traveled all over the U.S. but fell deeply in love with Route 66 and specifically the progress and impacts of the highway through Tulsa, Oklahoma.

Michael has written many books but was invited to EWI to tell us about his book “Beyond the Hills: The Journey of Waite Phillips.” This book is a detailed account of Waite Phillips, a very successful oilman and philanthropist, his twin brother and their respective families. Yes, Phillips is the origin of the oil company Phillips 66. I don’t want to give away the book details but Waite’s life events led him to success and to become a renowned philanthropist.

Hearing Michael speak, I couldn’t help but to think his voice sounded familiar. He disclosed that he was the voice of the “Sheriff” from the movie “Cars” and shared his experiences consulting and working with the actors and representatives of Pixar on the

development of the movies. Michael shared a fun fact from his discussions with Paul Newman who was the voice of “Doc Hudson” – Paul told Michael that since completing the movie “Cool Hand Luke” he hadn’t been able to eat another hard-boiled egg! Michael did swing back around to the focus of his speaking event, the home built by Waite and Genevieve Phillips, which is a 72-room mansion constructed for the enjoyment of their children and then donated to the City of Tulsa.

“State of EWI”: Corporate Board Report

It was reported that 7 Chapters had returned their Charters since the last LCAM in 2014. The Board has been diligent about cutting expenses with the reduction of firm memberships. The Corporate office budget can only make ends meet if the level of firm memberships are maintained at a level of 1,400, currently there are 1,438 firm memberships. Corporate reports a decline in representatives attending LCAM.

- 2012 – 344 representatives
- 2013 – 333 representatives
- 2014 – 281 representatives
- 2015 – 226 representatives

The Board sought and received feedback on how to approach the 2015-2016 year. LCAM feedback will be sought via a survey. Efforts will be made to reduce the cost of attending LCAM. BCDP funds will be returned to the Chapter. Membership Advisors will be put back into place and into action. Forums will share information with all chapter memberships. Regional Forums will be promoted. The Corporate Board will be going back to the basics and working toward membership growth at the Chapter levels.

The Alumni were treated to a trolley ride and docent led tour of the Philbrook Museum. Photo to the left is a view of the Museum Garden.



2015 EWI LCAM – cont. from page 3

Leadership Caucus Sessions – Dawn Truman

Building Relationships and Networks with Polish – by Rachel Wagner. She shared 11 effective etiquette skills for business professionals. Rachel discussed the importance of networking with purpose and how to strategically enter a room and a conversation. I will share more on this subject at our chapter meeting this month.

Present Yourself – by Cami Ressler. This session addressed brand management – at the company level and at a personal level. All brands are powerful and should be authentic, consistent, visible and valuable. Cami stressed the importance that strong branding provides greater control over your company’s destiny and over your own destiny. Your brand manages impressions that others have of your organization and of you. A strong brand allows you to:

- Differentiate yourself
- Maximize your career and leadership potential
- Operate from a position of strength - being real, genuine without perfection
- Present more effectively

Scholarship & Literacy Luncheon



EWI Corporate Reading Rally beneficiary is Emerson Elementary School, serving 311 students in grades K through 6th grade in Tulsa,

Oklahoma! It is easy to see why Emerson Elementary School and the 2015 Reading Rally theme, **Ignite Your Imagination**, match so perfectly!

Emerson Elementary School prides itself on offering an excellent educational program that fosters the whole development of each student. They believe that all children can be successful when they learn to recognize their own strengths and needs as well as those of others. Many students receive breakfast and all children qualify for free lunch. In addition, home resources, such as books are scarce. The school provides what it can, but funding only goes so far, as the money also must furnish critical school needs.

In spite of these challenges, the faculty, administration and staff inspire their students to achieve greatness!

That is why the 2015 Literacy Initiative is proud to partner with Emerson Elementary. As always membership has proven to be incredibly generous, supplying desperately needed iPads, robotics lab, library book truck, mobile library shelving, atlas reference stand, magazine rack and reference books, as well as rugs and books, sign by authors/illustrators and member firm executives for the school library.

ASIST Winners:

Adult Students in Scholastic Transition



Anile Butt – First Place

\$10,000 scholarship from EWI of Washington, DC.

Anile spoke during the luncheon sharing her story of personal struggles trying to survive as a woman, a wife

and mother of two girls in Pakistan, living in a threatening environment with barriers at every turn. Her remarkable experience displayed amazing perseverance and strength to keep her children safe as she continued to press forward with a life of her own and pursue her dreams. The **\$10,000 ASIST Scholarship** will help Anile obtain her goal of a career focused on early childhood education at the North American Montessori Center.

Other ASIST winners:

Heidi Amos (Albuquerque \$2,000), Janice Cole (Cincinnati \$2,000), Shalonda Haygood (Huntsville \$2,000), Anna Tucker (San Antonio \$2,000), Kimberly Whitt (Birmingham \$2,000), Naomi Xayavongsa (Denver \$2,000)

EWISP Scholarships:

Executive Women International Scholarship Program



Leigh Schlecht – First Place
Milwaukee, \$5,000 scholarship

Leah Nelson (Wichita \$3,000)

Helen Li (Richmond \$2,000)

Business/Career/Development Program

B/C/DP – What does this mean?

The Business/Career/Development Program through EWI has a rich history from its early corporate beginning in 1974, but what is it and how is it part of the fabric of EWI?

From 1974 – 1981 the B/C/DP was co-sponsored and funded by Sears, Roebuck and Co. to invite EWI to become involved in community projects and encourage the development of careers in business among high school students. Since that time it has changed its name to better align with the mission and is currently being transitioned to the EWI Foundation. The general purpose, regardless of the name used, has been to develop individuals to advance their career.

In August of 1986, status as a 501(c)(3) organization was adopted and following, the separation of two financial accounts was born: The Operating Fund and the B/C/DP Fund.

B/C/DP v. Operating – Why is this important to know?

In the most basic terms, EWI of Wichita has two financial accounts that our Chapter upholds. The B/C/DP helps fund our literacy corporate stewardship mission for EWISP, ASIST and Reading Rally. Since it is a 501(c)(3), the funds raised for this account cannot be transferred to our operating budget once they have been moved to the B/C/DP fund. Specific to EWI of Wichita, our Chapter set up an endowment with member firm, TCK – The Trust Company of Kansas in which a minimum balance of \$40,000 is required. When the balance in that account nears \$40,000 our Chapter needs to supplement the account to fund the EWISP/ASIST scholarships and our annual Reading Rally event. Our Fundraising Committee is the arm of our organization that brings together the ideas that support the funds for this mission.

The second account, our operating account is what sustains our Chapter's livelihood. Revenue comes to our Chapter in the form of Chapter Dues, Meeting Fees, and Fundraising Initiatives. Although these fees are applied to the operating budget, many times the expenses of our monthly meetings are more than what the Chapter generates. Over the last several years, member firms have been generous to offset the expenses by allowing us to have meetings in their office at no charge or have offered to cover food/bar expenses. In addition, member firms have been asked to help cover expenses through sponsorships or in-kind donations. This is not a healthy trend for our Chapter and we need your input. ***We believe that engagement is the key!***

The board is interested in your ideas on how to overcome this and look forward to seeing you in November when you can share your ideas so that we can better our Chapter and provide more value to you.

2015-2016 Upcoming Events

November Chapter Meeting

Wednesday, November 18
5:30-7:30 PM
High Touch Technologies

December Chapter Meeting

Wednesday, December 16
5:30-7:00 PM
Star Lumber