

# ewi CONNECT

CORPORATE EDITION

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## Letter from President



Darlene Banogon  
2014-2015 Corporate President  
North Island Credit Union, EWI of San Diego

*"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." - Maya Angelou*

I think the same goes for our members. The way we make our members feel is so important in keeping them engaged in EWI. I was reading an article this month about credit unions and how they have to continually re-board their members and remind them of what their products and services are, whether that be through email, a personal note or phone call. The same is true about our members. We seem to get very complacent in our chapters and think that everyone knows what LCAM is, what our scholarship programs do for the community, and that we offer free monthly professional development webinars to not only our representatives but anyone in their firms. Maybe we all need to take a step back, and re-board our members each year; remind them of the benefits of EWI and thank them and their executives for their continued membership. Does your chapter send a recap out each year to your firm executives publicizing your chapter's accomplishments? If not, you should! What better way to make sure they are aware of the chapter and what it has to offer them and their representatives. In addition to thanking each for their membership, you might ask them if they would like to host a firm night or speak to the chapter about their firm or their personal journey to leadership.

This month marks the 95<sup>th</sup> anniversary of the ratification of the 19<sup>th</sup> Amendment, giving women the right to vote. Something that spanned 72 years before it came a reality. We have a lot to thank those suffragettes, such as Susan B. Anthony, Elizabeth Cady Stanton, Sojourner Truth and Carrie Chapman Catt - just to name a few - for. Those who fought for the rights of women. *Do you realize that if women had never got the vote, that EWI probably would not have ever become a reality?* We ourselves will be sending chapter delegates to vote at our annual meeting in Tulsa. If you have never attended EWI's Leadership Conference and Annual Meeting (LCAM), it is eye opening to see the delegate body at work. **There is still time to plan your trip to Tulsa for LCAM 2015. Regular registration pricing has been extended to August 14.** I urge you to join your fellow EWI members at this event.

Congratulations to our 2015 corporate scholarship winners and the EWI chapters they originated from. The scholarship luncheon is always one of the choice events at LCAM. My very first EWI Chapter meeting was a Scholarship program and I can still remember the student's story; they are always so inspirational. Talking about inspiration, here's one that all of us should be proud of.

Over the last several months I have enjoyed reading your chapter newsletters and celebrating with you as you award scholarships in your communities. As I was reading EWI of Phoenix's newsletter there was an update on their 1997 EWISP winner, who was also the recipient of the \$10,000 EWISP Corporate scholarship. If you attended 1997 LCAM in Atlanta you would have met this remarkable woman, Shannon May. Shannon was awarded a full ride to Harvard where she graduated Magna Cum Laude. Part of her education included international studies at the University of Beijing, followed by attending the University of California at Berkley where she earned her PhD. Shannon was recently recognized as one of the **15 Women Who are Changing the World** and was featured on the front page of the business section of the Wall Street Journal, interviewed by CNN and invited to speak at the International Childhood Educational Conference in Denmark. Shannon and her husband, Jay Kimmelman, co-founded Bridge International Academies, after raising over \$100 million for that project and gaining the support of Mark Zuckerberg, Bill Gates, Kelloggs, and the Clinton Global Initiative, just to name a few. Bridge International Academies was established six years ago to provide quality education to some of the more poverty stricken areas in the world, where more than 2.7 billion

## In This Issue

### [Corporate Scholarship Winners](#)

Materials for the 68th Annual Meeting of Executive Women International have been posted to [ewiconnect.com](http://ewiconnect.com). You will need to log in for access.

### **Save the Date for Professional Development**

**No September Webinar  
See you at LCAM!**

#### **LCAM 2015**

September 23-26, 2015  
Hyatt Regency Tulsa

[ewiconnect.com/lcam2015](http://ewiconnect.com/lcam2015)

*The July webinar hosted 53 participants. Congratulations to EWI of Columbus, Oklahoma City and Omaha, who tied for having the most attendees on the July webinar!*

## Recruitment Tip of the Month

### **Optimized Membership Marketing Through Behavior**

Behavioral information has always been a cornerstone of membership marketing. When we select data for campaigns as marketers, there is implied behavior in the different files we use. Here are some examples of the types of data we use when setting up membership campaigns, the behavior inherent in the data, and what it means to us as membership marketers.

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people are living on less than \$2 a day. Bridge International Academies whose headquarters are in Kenya has 4,600 staff, 359 academies and 125,000 students. They create employment opportunities for people building schools and teaching at their schools. They are expanding to Uganda and Nigeria in September; with India, Pakistan and the Philippines to follow. They have developed high-quality education software to deliver detailed lesson plans to students and to monitor performance of both students and teachers and have provided tablets for 5,000 classrooms. In addition to English, Shannon speaks fluent Mandarin Chinese, Technical Chinese, Spanish and Swahili. Shannon and her husband Jay, and their two daughters, ages 4 and 1 live in Nairobi. What an extraordinary woman and we, as members of EWI can say we were at the start of her journey! *Now, doesn't that make you feel good about being a member of EWI?*

Another way you can feel good is by helping us collect 77,000 pages of books for the LCAM Literacy Initiative at Emerson Elementary in Tulsa. We also have a wish list of items the school needs. If you would like to make a donation please send your checks to the Corporate Office and mark the "Literacy Initiative". If you are at LCAM Wednesday afternoon (and not involved in the Leadership Caucus), and would like to join us at the school, you are welcome!

I know all of you are on pins and needles waiting to hear if your chapter is in the running for the Thrive for 5 membership campaign. At the end of July, EWI of Tulsa is leading with 8 new members, followed closely by EWI of Richmond with 6 and with 5 each by EWI of Milwaukee, Calgary and Birmingham. Since April, EWI has 90 new members! I would love to hit 100 by end of August. Start following up on all those prospective members who attended meetings this year. *This race is still wide open and anyone can win!*

On July 31 we wished a fond farewell to Kristine Pepin in the Corporate Office. It was a hard decision for the Corporate Board to make, but a necessary one. We had promised the membership to give the position 18 months and see if it could sustain itself or come close, but the truth is funds weren't out there in a national arena. Organizations, just like our chapters, want their funds to stay in their local communities. We wish Kristine well in her future endeavors and will miss her cheery personality. She did excellent work with our professional development webinars, and the scholarship and literacy programs, as well as working with the new Academy of Leadership presenters. She will be missed.

## Corporate Scholarship Winners

Congratulations to the winners and their sponsored Chapters!



**First Place - \$5,000**  
Leigh Schlecht  
EWI of Milwaukee

**Second Place - \$3,000**  
Leah Nelson  
EWI of Wichita

**Third Place - \$2,000**  
Helen Li  
EWI of Richmond



**First Place - \$10,000**  
Anila Butt  
EWI of Washington DC

**Finalists - \$2,000**  
Heidi Amos  
EWI of Albuquerque

Kimberly Whitt  
EWI of Birmingham

Naomi Xayavongsa  
EWI of Denver

Anna Tuckerz  
EWI of San Antonio

## 2014-2015 Officers & Directors

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EWI of San Diego

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## JOIN THE CONVERSATION!



## Corporate Office Serving EWI Membership

The Corporate Office deepens its commitment and level of service to EWI. We commit to a 24-hour turnaround in email responses and answering voice messages, unless the office is closed or the person you need to reach is out for the day.

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