

## Topics of Interest



On Wednesday May 4, an email was sent to our membership with several attachments regarding the EWI Wichita Strategy, updates made to the Standing Rules and a summary of what was modified, added or deleted from the original Standing Rule document. I hope that you have had time to look over these documents so that a motion can be made in the upcoming May meeting. Our May meeting this month will feature guest speaker, Mr. Ed O'Malley of the Kansas Leadership Center. In his presentation he will

turn the idea of leadership upside down and guide us through an exploration of how this skill is incredibly rare and needed more than ever in today's organizations and communities.

Following our 4 p.m. professional development program at Larkspur, will be a business meeting. At the business meeting we will plan to provide an update to the membership on the board's position regarding the latest communications at Corporate, ask for a motion to be made for the approval of the two outstanding documents and the board will address other outstanding topics related to EWI. The business meeting will begin around 5:30 p.m. and heavy hors d' oeuvres will be served.

The Corporate website is up with document resources loaded. If you have not received a communication from Corporate regarding this, please reach out to [ewi@ewiconnect.com](mailto:ewi@ewiconnect.com).

According to the 2013 Annual Report, EWI provided \$500,000+ in scholarships. The Adult Students in Scholastic Transition (ASIST) scholarship program and the Executive Women International Scholarship Program (EWISP) provide scholarships through both the Chapter and Corporate levels. I thought this important to share and was truly amazed – how awesome of a contribution from a membership base of 1600 people.

Because of misuse, the Wichita board has decided to remove the “pay by account” option on the RSVP reservation page from our website. This option's intended use was for members that pay lump sum amounts to cover chapter meeting fees. This convenience is still available - simple select the cash/check option when RSVPing. By selecting the cash/check option, the Sergeant of Arms

### 2015-2016 Officers & Directors

#### President

Tracy Lucas  
High Touch Technologies

#### Vice President

Dawn Truman  
J.P. Weigand & Sons, Inc.

#### Secretary

De Nelson  
City of Wichita

#### Treasurer

Davna Gould  
HealthCore Clinic

#### Fundraising

Jenny Stephens  
Star Lumber & Supply Company, Inc.

#### Membership

Wendy Glick  
Catholic Charities

#### Director at Large

Karen Smith  
Westar Energy

#### Sergeant-at-Arms

Tami Barker  
The Hyatt Regency, Wichita

#### Programs

Pam Fullinwider  
Wichita State University Foundation

#### Communications Director

Stacy Cofer  
Butler Community College

#### Advisor

Kim Weprin  
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## From Your EWI Wichita Board of Directors



### Karen Smith | Director at Large

It's that time of year, graduation! That means our ASIST and EWISP Scholarship chairs are hard at work as well as our judges. EWISP scholarship applications were due on April 1 and

ASIST scholarship applications were due May 1. Our judges who graciously volunteer their time and talents review the applicants, ensure they live in the appropriate counties (as listed in our criteria) and complete the rubric as defined by EWI Corporate. Once the judges rank the applicants the information is then returned to the appropriate scholarship chair (Nancy Umholtz – ASIST and Stacy Guinn – EWISP) and brought before our board for confirmation. Before you know it we'll know whom the lucky women are who will be receiving EWI Wichita scholarships. It's exciting times.

On another note, thank you to Jessica Emerick for agreeing to chair the 2016 Reading Rally. We've had great chairs in the past who have held excellent reading rallies with the help of their committees, Jessica will be no different. I look forward to what Jessica and her team will decide for our students at Colvin Elementary this fall.



### Pam Fullinwider | Programs

#### Upcoming Meetings

**Wednesday, May 18, 2016**  
**4 –6 p.m.**  
**Larkspur, 904 E Douglas Ave.**  
**Speaker, Ed O'Malley, CEO, Kansas Leadership Center**  
**Topic: Engagement and Leadership**

#### Meeting timeline:

- 4 – 4:15 p.m. – Check in at name tag table, introduce Ed O'Malley
- 4:15 – 5 p.m. – Program and Q & A
- 5 – 5:30 p.m. – Social (cash bar opens)
- 5:45 p.m. - 6:30 p.m. – Business Meeting

#### **Menu:**

- Cash Bar (open)
- Heavy hors d' oeuvres (hot and cold)



### Congratulations

to EWI Wichita Chapter, Director at Large – Karen Smith for recently being selected as a 2016 Women In Business honoree by the Wichita Business Journal.

#### WINNERS CHOICE TRIP RAFFLE

106 out of 625 tickets returned so far

17% to \$12,500 Fundraising Goal

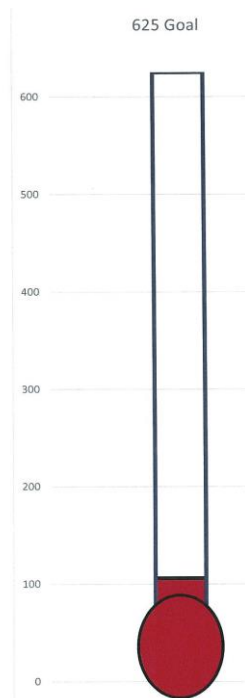
100% to Breakeven

#### Turn in tickets

- \* at our next meeting
- \* by mail to Davna Gould

#### Email for more tickets

- \* Jennifer Stephens
- jstephens@starlumber.com



### Davna Gould | Treasurer

Bank Balances at of 4/30/2016  
 Commerce Operating \$17,473.43  
 Meritrust Savings \$24,198.13  
 BCDP Commerce \$4990.49  
 BCDP TCK Trust \$51,969.29

Remember to check out the EWI website for the current monthly treasurer's reports.

## EWI of Wichita Strategic Plan

A complete review of the Strategic Plan by the VP and Strategic Planning Committee to be completed every two years in conjunction with the Strategic Plan Survey.

### Goal # 1:

**Increase attendance year over year for monthly meetings by 11%**

*Note: This is a lofty goal, our approved budget however calls for 15% increase based on the 2014-2015 attendance.*

**Here is a preview of how we can achieve the target goal and a comparison to last year.**

37 members (out of 52) to attend 12 meetings =	444
50 guests (total for the 2015-2016 year) =	50
65 executives (total for the 2015-2016 year) =	65
12 LM (total for the 2015-2016 year) =	12
<b>Total=</b>	<b>571</b>
<b>2014-2015 comparison</b>	<b>515</b>

### Tactical Actions:

1. Be proactive on program details in advance of meetings to provide more transparency to members at large
2. Send reminders and include program details in email reminders
3. Send a list of other executives that are attending the meeting to encourage other execs to attend
4. Provide strategic messaging to encourage reps to invite their execs or other appropriate guests to appropriate meetings
5. Share goals and results with the (board/membership) so that everyone can work together to achieve the goal
6. Seek membership ideas of clear benefit to the member firms and of interest to representatives
7. Invite co-workers and other guests to meetings to communicate EWI benefits to others
8. Encourage representatives to share development resources by sharing seminars, studies to augment all representatives leadership development
9. Select speakers and entertainment for meetings from potential member firms

### MISSION

**EWI brings together key individuals from diverse businesses for the purpose of:**

- Networking with other business for the purpose of promoting member firms
- Enhancing personal and professional development
- Encouraging Community involvement

### VISION

**To be “The Leading Connection for Business Professionals”**

### Goal # 2: Retain 90% of our membership (member firms and additional reps)

*Note: This goal is part of the Chapter of Excellence and is also included as part of the budget.*

**Here is a preview of how we can achieve the target goal and a comparison to last year.**

2015-2016	2014-2015
Renew 43 Member Firms	44 Member Firms
Renew 4 Additional Reps	8 Additional Reps
<b>47 total</b>	<b>52 total</b>

## Cont. from page 3 EWI of Wichita Strategic Plan

### Tactical Actions for Goal #2:

1. Identify the culture of EWI of Wichita
2. Create diverse programs that are meaningful to the membership
3. Emphasize member benefits through communications
4. Create mentor program and coach upcoming leaders
5. Assign co-chairs to assist with director roles
6. Assess chapter members on participation for board and chair persons and determine a strategy for encouraging participation
7. Once a week, focus on a member with a picture and their role in their company to send as an email to membership along with other communications to help create topics of interest
8. Update and maintain the member position database

### Goal # 3: Increase overall membership by 1 net new firm/rep through recruiting.

*Note: Based on Goal # 2 of 90% retention....the outcome of this target goal is intended to result in an overall higher number of members either through adding firms or adding additional representatives. The table below represents last year (2014-2015) results, a retention of 90% for this year (2015-2016) and adding additional firms or members based on the 2015-2016 budget.*

**Here is a preview of how we can achieve the target goal and a comparison to last year.**

2015-2016 – Goal # 2	2014-2015 – Budget	2014-2015 - Actual
Renew 43 Member Firms	Renew 45 Member Firms	44 Member Firms
Renew 4 Additional Reps	Renew 6 Additional Reps	8 Additional Reps
47 total members	51 total members	52 total members
<b>2015-2016 - Budget</b>		
4 new firms	7 new firms	
2 new additional representatives	2 new additional reps	
53 total members	60 total members	

### Tactical Actions:

1. Analyze chapter mix to determine gap/needs assessment based on standards of excellence
  - a) 1-50 employees
  - b) 51-200 employees
  - c) 200+ employees
  - d) By industry
2. Target 12 firms to actively pursue
3. Seek referrals from within the current membership
4. Invite prospective rep/exec to lunch to discuss membership benefits
5. Attend EXPOSURE through the Chamber to share the EWI message to potential prospective firms

### Goal # 4: Raise \$3,000.00 in fundraising efforts to respond to the chapter needs.

*Note: To provide a more realistic approach for the fundraising director and committee members the budgeting team brought this number from \$7200 to \$3000.*

### Here is a preview of how the number was determined.

Raise \$100 @ 12 meetings = \$1,200 Raise \$900 @ 2 fundraising meetings = \$1,800

## 2016 Chamber Honor's Night Awards

The Wichita Metro Chamber held its annual Chamber Honor's Night on April 7, 2016. The event is held to recognize and honor outstanding community individuals, exemplary corporate citizens, architectural achievements and commitments to the community.

As part of the outstanding awards recipients, EWI of Wichita's own Marilyn Pauly, Vice Chairman of Commerce Bank was awarded the Uncommon Citizen Award.



Established in 1974, the **Uncommon Citizen** is the Chamber's most prestigious individual award. It recognizes those who, by their individual efforts year after year, have made uncommon contributions to the people and institutions of Wichita and the surrounding area. Recipients are honored not only for their role in business but for their participation in cultural, civic, social and philanthropic activities. Congratulation to Marilyn!

### cont. from page 4, EWI of Wichita Strategic Plan

#### Goal # 5: Create a member-centric organization.

*Note: This goal should be considered as a multi-year process with an ultimate objective for improving goal #1, #2 and #3.*

#### Tactical Actions:

1. Educate membership on the member-centric concept by
  - a) Sharing the e-book, "Managing the Membership Experience"
  - b) Communicating messages in Chapter Meetings
  - c) Communicating messages in Chapter Connect
2. Identify what value groups are best suited for the organization
  - a) Conduct surveys
  - b) Focus roundtable discussions
3. Create a task force that is charged with developing tools to become a member-centric organization that provide value for each member in the organization



#### EWI April Chapter Meeting

A wonderful thank you to the member of the leadership panel who gave great insight into various topics at last month's chapter meeting.

Panelists: Judy Worrell, Dr. Elizabeth King, Marilyn Pauly, and Dawn Truman as the moderator.

### cont. from page 1, President's Message

will manage member accounts by deducting the fees from a positive balance account, requesting an invoice for the treasurer to submit to the member, and/or request payment at the meeting if the fee has not been settled.

Lastly, our target goals for attendance and retention for the proposed two-year strategic plan are slightly behind. I am optimistic that with the continued passion and engagement I've seen by our members, we will reach and exceed these numbers. Remember, engagement is the key! Your insight, thoughts and participation are important.