

PULSE

Executive Women International brings together key individuals from diverse businesses for the purpose of:

- Promoting member firms
- Enhancing personal and professional development
- Encouraging community involvement

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executivewomen.org

Success:

It's All in the Follow-Through

A friend of mine has great ideas, but for many years didn't have much success with those ideas. People were always saying, "I don't see how your ideas don't work out. You have such great ideas."

My friend's response was always, "Ideas have never been my problem."

My friend was not too great at following through. He had good intentions, he tried hard, but somehow once the excitement of a new project wore off, he couldn't seem to keep going.

Once my friend mastered follow-through, his life took off in directions he could never have imagined.

I know that follow-through is difficult for many of us. It's like we're just not wired to finish things, or at least not everything.

Before I talk more about the importance of follow-through, I want to say that I don't believe you should necessarily finish everything you start. Some things don't need to be finished, and some things should definitely be abandoned early.

That said, I think finishing the important things, following through on our big dreams and projects, is extremely important, and I think I know why this follow-through is so hard.

I believe if we're honest with ourselves, the reason we don't follow through on so many things that would insure our success is that we're so accustomed to not succeeding, we're afraid of what might happen if we succeed.

I think many of us may not realize that what we're doing is avoiding the what-if of success.

But if you really commit to success, if you let go of thoughts of failure, what would happen? What would you find if you agree to keep going?

Any golf pro can tell you it's not just in your swing, it's in your follow-through.



That's the key to success, too. You may be great at initiating projects, and even getting them on the road to success.

But if you can't follow through, you'll never be where you want and need to be.

I believe there are three key ingredients to great follow-through.

First, you have to be committed to your project for the long-term. You have to tell yourself and everyone else that you will, absolutely, carry this through.

Second, you have to plan carefully before you embark on a new venture, to know what it's going to take to complete the journey. Where are you going, and what roads will you travel?

Third, you have to be sure that what you're about to do is really what you want to do. I think this may be the biggest cause of failure to follow through, at least for many people I know. It's easy to get excited about something, but then how do you keep the excitement up? The only way I know is to choose something you have a high level of passion for from the beginning.

How can you make sure you follow through on your next project?

- Choose something you know you won't get tired of quickly
- Commit to following through on this project, no matter what obstacles you face
- Plan your actions in following through on this project.

■ David B. Bohl

Husband, father, friend, Life Coach and Lifestyle Designer David B. Bohl is the creator of Slow Down FAST at www.slowdownfast.com. To sign up for

David's bi-monthly newsletter, The Bohl Report, please visit his website: http://www.slowdownfast.com/the_bohl_report.html

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MEMBER ALERT

Delegate Count deadline for the Annual Meeting is Monday, June 23, 2008.

Professional Development Teleseminars

On May 22, 2008 Bobbi Sims (EWI of Corpus Christi) taught us about follow-through and what we can do to accomplish all we set ourselves out to do. The EWI Leadership Link is devoted to this topic. Make sure you visit the website to access the resources you need to become a master of accomplishment!

Nan DeMars, EWI of Minneapolis, will be enlightening us on The Importance of Teaching Ethics on August 19,

2008. With today's ever changing business world, this is one teleseminar you won't want to miss! We will start at 7:00 pm ET. Registration information will be coming soon.

If you have missed any Professional Development teleseminars this year, contact Misty in the Corporate Office to order your CD.

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PRESIDENT'S MESSAGE



As mentioned in my last message, I want to use this column to talk about each element of our tag line "EWI: A Perfect Fit for Connections, Careers and Communities." This month I want to share with you what Careers means to me.

Careers refers to the professional development EWI offers. This is where I've personally received the most value from my membership in our organization; and, my firms have enjoyed a more knowledgeable, confident and experienced employee. An area where I've experienced the most development has come from my involvement in leadership positions at the Chapter and Corporate levels -- from serving on and chairing committees to serving as the Chapter and Corporate President. There's nothing like "on the job" training to really learn and apply new skills.

EWI also offers more structured professional development opportunities through its educational programs. These include:

- **The Academy of Leadership:** a program intended to foster principle-centered leadership developed on the philosophy that everyone possesses leadership qualities and leadership can and must be taught.
- **The EWI Online** program offers eight distinct suites of classes designed for maximum learning, while allowing you to finish at your own pace. You will learn from experts like Peter Drucker, Tom Hopkins and the Juan Institute.
- **Teleseminars** are offered throughout the year on a variety of business topics. The teleseminars are free and open to all employees of member firms. In conjunction with the teleseminars, under the Leadership Link on our website, you will find articles, books and other resources on the current teleseminar topic.

Additional information about these programs is available on our website at executivewomen.org.

I encourage you to take advantage of these professional development opportunities and also to step up to leadership positions available in your Chapter and at the Corporate level. To borrow a phrase from the Army, we want you to "be all that you can be."

Wendy Cowley
Regence BlueCross
BlueShield of Utah
EWI of Salt Lake City

EXECUTIVE DIRECTOR'S MESSAGE

You may have already heard the name "Lead Star" -- two Marines who have taken their leadership lessons from the front, back home to you. Angie and Courtney spoke to the Academy of Leadership Alumni at the Leaders Summit in 2007 and are coming to LCAM this year to present a day-long Academy of Leadership module.

The Lead Star website has great leadership nuggets, lessons, and quotes. My favorites are about leaders who (dare) to take action -- *"Dreams come true when you chase them. In order to be successful, you must have the ability to spot opportunities disguised as hard work and dreams hidden by obstacles. Do not wait for assistance and advice, if you have all the information you need -- do it. When you commit yourself to becoming a stronger leader, you'll spend less time procrastinating and more time taking action."* (www.leadstar.us)



EWI is full of women who take action. Let me cite a few impressive examples of EWI action I have seen recently:

- A young representative takes the membership lead in a small Chapter.
- For the first time, a representative secures an LCAM sponsorship that promotes her member firm.
- A new Reading Rally Chair finds a community school in need and arranges for a book donation and a new library.
- A long time EWI representative commits to all the modules in the Academy of Leadership to enhance her own professional development.
- A Membership Advisor steps in to assist a Chapter fundraiser.

There are ways to take action in your firm as well. Share your ideas, mentor a new employee, find news ways to cut expenses.

As Angie and Courtney suggest, learn to spot opportunities, commit yourself, and dare to dream. *"In what areas of your life can you begin to be more proactive? What goals do you have that you haven't taken any action steps toward achieving? When you choose to lead your life, you'll quickly discover that you're able to achieve success on your terms."* (www.leadstar.us)

Let EWI help you achieve this success. Take advantage of networking and professional development opportunities: meet more representatives at your Chapter meetings, take a class with EWI Online, sign up for the Academy of Leadership, attend the Leadership Conference and Annual Meeting.

Suzette Smith
Executive Director
EWI Corporate Office

Live your dreams -- with EWI. ■

executivewomen.org

Have you noticed the changes being made to the corporate website? The emphasis has been on updating the colors, using real photographs of our representatives and showing all the many aspects of our mission statement.

No matter what your position may be, the corporate website has all sorts of information that will help your role in EWI. For instance, did you know that not only is the Procedure Manual and EWI Directory located on the website, but all of the Professional Development Programs; Scholarship Programs, Links to your Chapter Websites, Speaker's Bureau, Merchandise Shoppe, Sponsorship Opportunities, and much more.

I encourage you to take a few minutes to go exploring on executivewomen.org and find out all the valuable information that you have at your fingertips. If you need a login or password, contact Misty

Hudson at misty@executivewomen.org or call the Corporate Office at 801.355.2800.

If you have a suggestion regarding the website to make it even more user friendly, I would be very happy to hear it. Please feel free to send your suggestion to me at dlarsen@gray-robinson.com.

Just a reminder, if an article has been published in your local newspaper or a representative had a spot on TV, please don't forget to send a copy to the Corporate Office so we can get that posted on the website.

Diana Larsen, Corporate Marketing/Public Relations Director
GrayRobinson, P.A.
EWI of Orlando

CONNECTIONS ■ CAREERS ■ COMMUNITIES

LCAM EVENT PARTNERSHIPS

Partnering with EWI offers your organization the opportunity to:

- >>Target EWI's extensive network of individuals and businesses
- >>Create opportunities for customized touch points
- >>Develop and foster lasting business relationships
- >>Gain valuable insight about customers

EWI offers a variety of sponsorship and partnership opportunities, including event sponsorships, literacy sponsorships, affiliate partnerships, and corporate partnerships. We will work with you to customize a sponsorship that is the perfect fit for your business. For more information, contact EWI Executive Director, Suzette Smith, at 801.355.2800.

New Professional Development Opportunities

Have you registered yet for any of EWI's new programs?

Our partnership with **KRM Information Services, Inc.**, offers virtual seminars facilitated by respected experts such as Harvard Business School and Kiplinger Washington Editors on a variety of leadership and management topics. These audio seminars are available for any number of participants from one registered site. Schedules change monthly and current offerings are listed in our weekly email broadcasts.

EWI Online went live in March with eight different suites of classes designed for maximum learning, while allowing you to complete them at your own pace in the comfort of your own home or office. These suites are packed full of knowledge to build your leadership tool kit.

Two new modules have been added to our Academy of Leadership:

1. Lead Star will present their program, *Leading from the Front*, at LCAM in Palm Springs.
2. EWI recently announced Academy of Leadership Online,

which provides the opportunity to complete another new module, *American Management Association: Effective Management Series*, from your very own desktop. Either of these new modules can count as one of three Academy modules that are a prerequisite to register for *The Leadership Experience* and join other alumni who have graduated from the Academy of Leadership. If you're already an alumni member, you're still welcome to participate in the new sessions.

Don't forget that all of EWI's professional development programs are available not only to you as your firm's representative, but also to any employee of your member firm.

We continue to research other programs in support of EWI's strategic initiative to continue outstanding educational programs and welcome any comments or suggestions.

Audrey Puko
Corporate Education/Professional Development Director
Verizon Communications Inc.
EWI of Pittsburgh

2007-2008 Strategic Plan Update

The Strategic Plan continues to focus on the mission of EWI and within the parameters of the 2007-2008 Building On Our Foundation initiatives. Some recent accomplishments to support our strategic goals are as follows:

- Sponsorship package and posting on Corporate Website
- Addition of six new firms in San Francisco satellite efforts
- Creation of Task Force for Procedure Manual and Bylaws review
- Chapter Investment Policy and Procedure document
- Marketing RFP and review of top three firms for selection and hiring process

- Partnership with KRM to present virtual seminar events
- Academy of Leadership online learning opportunity
- New Member Orientation teleseminar scheduled for June 2008
- Formal definition of EWI diversity

A Strategic Plan link can be found on the EWI Corporate Website at executivewomen.org for additional information and updates. The Strategic Plan Scorecard reports the current status of all 2007-2008 initiatives. Articles addressing the above mentioned accomplishments can be found in this issue of the PULSE.

Not Yet Started

In Process

Completed

- Establish Recruitment Plan for 25-40 year-olds
- Design Retention Plan
- Create Sponsorship and Recognition Programs
- Revise Chapter Membership Orientation Programs
- Construct a Formal Definition of EWI Diversity
- Simplify Procedures
- Focus on Financial Responsibility & Sustainability
- Create Brand Awareness
- Continue Outstanding Education Programs
- Continue Literacy Focus & Scholarship Programs
- Assess Year One



We look forward to seeing many of you in Palm Springs, September 18-20. We have an excellent line up of speakers that will add to your professional development goals.



Lead Star

Angie Morgan and Courtney Lynch of Lead Star will be presenting a new day-long module as part of our Academy of Leadership. They founded

Lead Star in 2004 to teach practical, relevant, and inspiring ways to grow and develop leaders based on their experiences as Marine Corps Officers, private sector professionals, and entrepreneurs.

Prior to creating Lead Star, Angie and Courtney, former Marine Corps Captains, had a combined 18 years of military experience. Following her time in uniform, Angie pursued a career in pharmaceutical sales, where she was quickly promoted and recruited within the industry based on her exceptional sales performance and leadership. After working with corporate giants like Pfizer and Novartis, Angie changed course to dedicate her efforts and energies toward her passion: leadership training. Courtney's private sector experience includes managing a top-notch sales team for Rational Software, earning her law degree at William & Mary and practicing at one of the nation's leading law firms. Both women are mothers and believe that strong leadership skills are the key to a balanced, fulfilling life.



The Drum Café

The Drum Café is a team building program that will bring power, passion and energy to the Plenary Session at LCAM. They are an interactive,

hands-on program that is designed for entertainment, team building and experiential learning, relating music and rhythm, metaphorically to the dynamics of working together in an organization.

The Drum Café concept, the oldest form of team building, is a unique hands-on application of African drums and percussion that is not only suited for team building, but for powerful general session kick offs, closings or awards banquets.



Terry Feit

Terry is a Partner in Deloitte's Strategic Clients Group, with over seventeen years serving and working for companies in the Manufacturing, Technology, Media and Entertainment industries.

The development and retention of people is one of Terry's great passions. Terry has held the position of Pacific Southwest Regional Women's Initiative Network Leader (WIN Leader) since 2006. In her role as WIN Leader, Terry is responsible for the broader effort of connecting women within the firm with each other, providing additional mentoring, personal and professional development opportunities, and helping women in the marketplace.

Terry received a B.S. in Accounting from California State University, Long Beach. She lives in Huntington Beach, CA with her husband Randy and two school age sons, Jeffrey and Jonathan.



Sarita Maybin

Sarita Maybin is a high energy speaker whose audiences have fun learning how to stay positive, constructively confront tough communication situations and work together better.

Sarita is a former university administrator with a Masters degree in Counseling, a Toastmasters Humorous Speech Contest winner and a past president of the National Speakers Association, San Diego chapter. She is the author of "If You Can't Say Something Nice, What DO You Say?"



Mary Marcdante

Mary Marcdante is an inspiring and dynamic professional speaker who will help the people in your organization discover how to keep themselves inspired, enthusiastic, and healthy on a daily basis. A communication and stress management expert, Mary has spoken to over 250,000 people and given over 1500 speeches, seminars, and workshops around the world to a diverse group of clients.



Lori Giovanonni

Over 200,000 people have benefited from the services of Lori Giovanonni and Assoc. Inc. and have participated in programs presented by Lori. LGA's niche market is leadership development for women with more than 50,000 women participating in its leadership courses.

Giovanonni's long history of volunteering in the community led to her winning the Athena Award as Business Woman of the Year in 2001-2002. She was also identified as one of "30 Women To Watch" by Salt Lake Business Magazine in 2005.



Anna Liotta

Anna Liotta, CEO of Resurgence, Inc., has spent more than 15 years speaking and consulting with organizations and leaders on effective leadership and marketing communications.

Anna holds a Masters degree in Interpersonal Communications from the University of Washington and a B.A. in Communications Management from the University of Portland.

An award-winning, international speaker Anna has presented at the IDEA Fellowship Conference, Best of Organizational Development Summit, Institute for the Development of Educational Activities, and Rotary International. The IDEA Conference ranked her #1 out of 400 of her peers in Highest Satisfaction and Best Value. In 2003, she was honored by the Puget Sound Business Journal as one of the "Top 40 Business Leaders Under 40".

Thank you to our Sponsors:



Membership Campaign Update

Ahhh, Spring. When our minds turn towards renewal and our hearts begin to bloom again! Such a wonderful, time of year full of possibilities and growth. A great time to catch up with old friends and meet some new ones. As we enjoy beautiful weather, the blooms and looking forward to mowing the grass for the first time, we are reminded of the power of potential and the possibilities for growth.

Spring is also a great time to focus on creating new and exciting growth possibilities for your friends and colleagues through membership in EWI.

We've had an exciting year so far, full of great tele-seminars, powerful new tools available in our new Academy of Leadership Online program (Six Sigma, anyone?), a strong spring conference in Chicago and a lot of new faces in our Chapters. What an exciting time to be a member of EWI!

Our membership campaign is going so well, here are some facts that you need to know:

Number of Member Firms at Renewal 2008: **2236**
 Number of Representatives at renewals: **2580**
 Number of Member firms as of April 30, 2008: **2378**
 Number of Representatives on April 30, 2008: **2759**

That's a gain of 142 new Firms and 179 new Representatives.

We would also like to acknowledge our top 5 recruiters: Meg Gammage, Lynne Smith, Marie Ringle, Louise Anderson, and Karan Sills.

This is an extraordinary accomplishment in just over 9 weeks! Your recruiting events, open houses, firm nights, and special recruiting efforts are producing great results. I am so proud and thankful for each of you and the effort, concern and love you have for EWI. Please accept my heartfelt thanks and encouragement to keep working with and introducing EWI to your friends and colleagues. Helping people grow is what EWI is all about.

For more information on any EWI programs and to view our Recruiter's Incentive list, please visit executivewomen.org.

Onward and upward!

Carolyn Summerlin, Corporate Membership Director
 Ruddick Corporation
 EWI of Charlotte

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Diana Larsen on Affiliates/Partners

The expansion of our Affiliates/Partners Program has been very exciting this year. Did you know that Executive Women International has its own discounts with Avis® Rent-a-Car, Barnes & Noble, Wyndham Hotels and Resorts, O.C. Tanner, 24 Hourprint.com, Constant Contact®, TNT Vacations.com, Send Out Cards, and EWI Wireless Center? Let me describe some of the organizations and the EWI opportunities in this Program:

- ♦ **Avis Rent-a-Car** offers special discounts to EWI and is easy to use. Look on the EWI link for the special code;
- ♦ Receive 20% your next **Wyndham Hotels Reservation** by connecting through the EWI link;
- ♦ **TNT Vacation Center** offers unadvertised specials with savings up to 50% with no black-out dates;
- ♦ **EWI Wireless Solutions** can give you a savings of up to \$100 on your next cell phone purchase plus a 30-day risk-free satisfaction guarantee and a 7-day money back guarantee;
- ♦ **Constant Contact, Inc.** helps businesses, connect with their customers, clients and members. They offer a free trial with a 20% discount for 6 months and 25% discount for 12 months;
- ♦ **48 Hourprint.com** offers high quality, full color printed products with low prices and an additional 10% off; and
- ♦ **Send Out Cards**, an EWI member firm, assists you in sending your own personal or business cards to friends and colleagues.

Click on the Affiliates/Partners link from the home page of our Corporate website (executivewomen.org) and you will be connected to all of these partnerships. Just click on the icon and it will link you to an EWI page for that product. These discounts are available to your entire member firm. This is just another benefit we are bringing you to enhance the value of your membership with EWI.

Diana Larsen, Corporate Marketing/Public Relations Director
 GrayRobinson, P.A.
 EWI of Orlando

Expansion Update from Louise Anderson

We're diligent in our quest for satellite status for EWI of San Francisco by LCAM, 2008! Join us in welcoming new member firms and representatives:

- ♦ **Ace Parking Management** - Vanessa Usi
- ♦ **Cintas Corporation** - Liz Santilli
- ♦ **Hilton-Fisherman's Wharf** - Cara Allan
- ♦ **Jillian's @ Metreon** - Jennifer Mastro
- ♦ **McCormick and Kuleto's Seafood Restaurant** - Susan Richardson and Shayna Lawson
- ♦ **The Examiner** - Woniya Fedorof

These representatives are excited to be part of EWI and held their first lunch meeting on April 30, 2008, to get acquainted and brainstorm leads for additional firms.

Having achieved 50% of our goal, we know we can complete our quest by LCAM 2008! Please continue to send us information on firms in San Francisco, and make plans to attend LCAM in Palm Springs, CA, and be a part of welcoming members of our newest Satellite Chapter - EWI of San Francisco!

Louise Anderson, Corporate Expansion Director
 Maurice H. Joseph, Inc.
 EWI of Jackson

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