



CONNECTIONS | CAREERS | COMMUNITY

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 be a professional organization that creates value for its member firms and their representatives through career development, business connectivity, and involvement in local communities.

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.

**STRATEGIC PLAN PROGRESS REPORT
2007-2008: Building on our Foundation**

 **Not Yet Started**
 **In Process**
 **Completed**

<i>Action Item</i>	<i>Status</i>
■ Establish recruitment strategy for 25-40 year olds	
■ Design retention strategies	
■ Create sponsorship programs	
■ Create recognition programs	
■ Revise Chapter Membership Orientation Program	
■ Construct a formal definition of EWI diversity	
■ Simplify procedures	
■ Focus on financial responsibility and sustainability	
■ Create brand awareness and marketing strategy	
■ Continue outstanding education programs	
■ Continue literacy focus and scholarship programs	
■ Assess year one	