

## Letter from President



Our June program on “The Balancing Act – Tools for the Lifestyle You Want” was very enlightening for me. I found that I sleep too many hours, need to cut down on meetings and spend more time on health, fitness and leisure activities. I hope everyone who attended this program was able to work through the process of rebalancing their day to day activities to achieve their desired target lifestyle.

My firm currently has a women’s initiative and has developed a Book Club along with a Blog <http://whobookclub.wordpress.com/>. Our current book is *Womenomics: Write Your Own Rules for Success* and I invite you all to read along with us and share your ideas. I am halfway through the book, which was written by two very successful women in the media, Claire Shipman and Katty Kay. In the book, they describe the power that professional women have today based on new economic trends.

The book states that companies with more women managers are more profitable and women do more of the buying than men. Include that with a looming talent shortage due to the retiring baby boomers and younger generations wanting more work flexibly, it all adds up to a workplace revolution. Could this mean more freedom and flexibility for professional women who are struggling to manage and balance their careers? Let’s hope.

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## EWI Spring Conference in Memphis, Tennessee

by Diana Larsen, GrayRobinson Law Firm

In April I had the pleasure of attending the EWI Spring Conference in Memphis, Tennessee. What an action packed couple of days with great speakers and, as always, good fun.

Since I am already an Academy of Leadership Alumni I attended all the Career Track Sessions. On Friday we heard from:

- Lauren Young, Executive Director of Kemmons Wilson Family Foundation; on Philanthropy;
- Carey Lohrenz, VP Sales and Business Development of The Corps Group gave an excellent presentation on How to Share Responsibility. She went over how to be a high performing team by using the four basic execution momentums – Prepare/Executive/Debrief and Adjust. By using these skills you will definitely stand out above everyone else.
- Lynda Childress, President of EWI of Chattanooga who also gave an incredible presentation on Developing Volunteers;
- Peggy Quinn, Professor at the University of Memphis and Past Corporate President of EWI presented on Follow Up and Following Through and how important that is to our success in the business community and EWI; and
- Corporate President Louise Anderson gave an update on what was happening with the organization.

Saturday morning brought a great presentation on the Wilson Family Business by Spence Wilson, President of Kemmons Wilson Companies, a presentation by Corporate Board members Darlene Banogan, Education/Professional Development Director and Lisa Stokes, Marketing and Public Relations Director. As you know, I Chair the Corporate Planned Giving Committee and I gave a presentation on our new Planned Giving Program with the help of my fellow committee members. The absolute best presentation was left for last. We heard an incredible presentation on Business Ethics by the Senior Vice President of Sales for FedEx Worldwide Services Dan Mullally.

Basically Spring Conference is a mini LCAM (Leadership Conference and Annual Meeting) and I want to encourage all of you to consider attending this year. It is being held in Kansas City, MO on September 23-26, 2010. We currently have 4 people attending from the Chapter and you always come back fully energized and learning more about leadership and EWI than you can ever imagine. Please feel free to contact me at [Diana.larsen@gray-robinson.com](mailto:Diana.larsen@gray-robinson.com) and ask any questions or discuss any concerns you might have about LCAM. It is an event you don't want to miss.

## September Meeting

### Philanthropy Night

Date: September 14, 2010

Time: 5:30PM-7:30 PM

Location: Ronald McDonald House  
– Winnie Palmer  
1630 Kuhl Avenue  
Orlando, Florida 32806

RSVP: Debbie Dibartolo

Phone: 321-377-9562

e-mail: [debbie2201@live.com](mailto:debbie2201@live.com)

We will be cooking for the residents at the Ronald McDonald House. For more information on this organization, visit <http://www.rmhorlando.com/>



Have ideas for the EWI Orlando's October 25<sup>th</sup> Anniversary Celebration?

Interested in volunteering with the 2010 Reading Rally?

Please e-mail Jennifer Johnson [jjohnson@cfrcpa.com](mailto:jjohnson@cfrcpa.com)

### Missed the Webinar on

September 2, 2010

Presenter: Colette Acheson

Topic: The World of Facebook: The Potential, The Pitfalls, and Making It Work For Your Organization

Sign on to the corporate website to play or download past webinars.

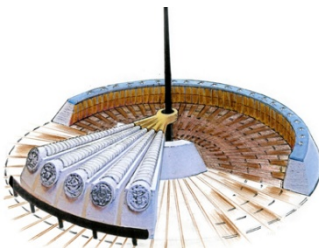
<http://www.executivewomen.org/>

## UCF Update

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A "Veterans Commemorative Site" is in construction on the south end of Memory Mall at the University of Central Florida. UCF Vice President and EWI Orlando Chapter Executive Al Harms, a retired Navy vice admiral, has passionately assumed the challenge of the construction campaign.

★ ★ ★ ★ ★  
**VETERANS**  
 COMMEMORATIVE  
 SITE



The site, designed by Navy veteran Don Reynolds of Sanford, will feature a U.S. flag in the center surrounded by a cast-bronze circle.

Five marble replicas of the U.S. Armed Forces seals will be sculpted onto horizontal columns extending from the outside to the center of the circle.

The foundation and structural work are nearing completion.

The marble and granite has arrived on campus, the flag pole installation and lighting systems are in work, and all remaining support preparations are well underway.

Final site assembly and finishing operations will be ongoing throughout the coming months with a dedication ceremony to be conducted later this year.

*There is still time to honor someone dear to you with a Tribute Gift. Donations can be made online at [www.foundation.ucf.edu/vets](http://www.foundation.ucf.edu/vets).*



Cultivating growth companies across the state is the mission of the Florida Economic Gardening Institute, funded by the Florida Legislature at the **University of Central Florida** (UCF) and involving a host of partners (including the Florida Economic Development Council, **Enterprise Florida**, Workforce Florida, the **Florida High Tech Corridor Council** and the Edward Lowe Foundation) committed to local delivery of statewide services to help second-stage companies achieve their potential.

At no charge, GrowFL will provide a suite of high-end, high-speed technical assistance and business resources to companies that have grown beyond the startup phase and need access to information and decision-making tools typically only available to larger companies. A team of highly trained and experienced analysts will be deployed to function not as consultants, but as an extension of your business ... consider them elite staff at your disposal to take your company to the next level. The Economic Gardening Team offers in-depth technical assistance on anything from extensive research into expanding your customer base to strategies for improving your leadership structure and business models.

For more information or to apply, please visit us on the web at [www.growfl.com](http://www.growfl.com).

## News from Corporate



<b>RETHINK</b>	<b>REVITALIZE</b>	<b>REACH OUT</b>
<b>CONNECTIONS</b>	<b>CAREERS</b>	<b>COMMUNITY</b>

### EWI® Mission and Vision Mission

Executive Women International® is an organization which brings together key individuals from diverse businesses for the purpose of:

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

### Vision

To be the Leading Connection for Business Professionals

## DATES TO NOTE

### August 31, 2010

Reading Rally T-shirt Orders must be received.

### September 23-25, 2010

63rd Leadership Conference & Annual Meeting  
To be held in Kansas City, MO

### September 22-24, 2011

SAVE THE DATE!  
64th LCAM in Minneapolis

## Special Open Forum Conference Call!

A special Open Forum meeting will be held on **Wednesday, September 1st at 7:00 pm (EDT)**. Guests will include Parliamentarian Carrie Dickson, and Corporate Counsel Dennis Astill. The purpose of the meeting is to discuss and answer questions regarding the proposed bylaw changes in preparation for Annual Meeting.

### Save the Date

#### October 19, 2010

25th Anniversary  
Celebration

#### November 16, 2010

Monthly Meeting and  
Fundraiser

#### December 21, 2010

Holiday Social and  
Ornament Exchange