

### Letter from the President



We had a great January meeting at Cross, Fernandez & Riley and heard an excellent presentation on the tax changes for 2010. It was a very enlightening meeting and we greatly appreciate Cross, Fernandez & Riley hosting us.

EWI is the called "the best kept secret in town." You will not find another organization that has the unique mission statement that EWI has.

Most organizations are strictly for the purpose of Networking or Development. We cover the entire spectrum of Connections/Careers/Community. We have over 2800 member firms and approximately 70 Chapters throughout the United States and Canada. This exclusive membership can open the door to many connections. If you mention that you are a member firm with EWI to a fellow member no matter where you are located you will find that they will go out of their way to help you to the best of their ability.

The second aspect of the Mission Statement includes personal and professional development. I have been involved in EWI for approximately 14 years. I have grown tremendously and learned valuable leadership skills that you carry with you for your entire career. When I first joined, I started out on the Board of Directors of the Chapter, in 2003 I became President of the Chapter, I then began to work on Corporate Committees, have held several positions on the Corporate Board of Directors and right now I Chair the Planned Giving Committee for the Corporation. 14 years ago I would never have been able to create a Program for the organization from scratch and Chair a Committee like this. I am a Leadership Alumni Graduate and through EWI have heard such speakers like Stephen Covey, Simon Bailey, Jon Gordon, Harvey McKay, Frances Hesselbein, etc. These have been awesome opportunities to grow.

And, of course, we do our best to give back to the community. We donate to various philanthropic causes, we participate in a reading rally each year, and we give scholarships to High School Juniors and Adults in Scholastic Transition.

Our members are proud to be part of this organization and I hope as you help us recruit new members this year that you can share your enthusiasm for EWI and all these wonderful qualities of this unique organization.

Diana Larsen

### 2010-2011 Officers & Directors

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Diana Larsen  
Gray Robinson

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(Open)

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Diane Cumptson  
DeVry University

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Rachel Benash  
Enterprise Florida

## Member Spotlight



### Patrice Lynch - CBR Public Relations

What is one thing most people don't know about you?

Wow. Just one. I'll let you decide. I was hit by a drunk driver at age 22 and barely survived. At 16, I handled the

overhead audio when the store I worked in was held up and a customer was kidnapped. I lived for three years with young adults trying to get their lives back from drugs, etc. I'm an Air Force brat. My Dad retired from Grand Forks, ND.

What was your first job?

Besides babysitting, I worked the Customer Service Desk at Roses Department Store

What book are you currently reading or your favorite song on your iPod?

I just finished "The Help" and am looking for my next book.

How long have you lived in Orlando?

My family moved back to Orlando 40 years ago when my Dad retired from the Air Force. I guess I had enough traveling – I never left.

Inspire us with your favorite quote?

My favorite saying is "Are you kidding me?"

My favorite quote is "What lies behind you and what lies in front of you, pales in comparison to what lies inside of you." Ralph Waldo Emerson

## Our Next Meeting

### Women and Heart Disease

featuring

Heather Seckel, ARNP of Florida Hospital



Date: Tuesday, February 15th, 2011

Time: 5:30 Networking,  
6:00 Dinner & Meeting

Location: [Crowne Plaza Orlando](#)

304 West Colonial Drive; Orlando, FL 32801

Phone: (407) 843-8700

Cost: \$30 Members & Guests to cover dinner costs

RSVP to [Melissa Henriques](#) or phone 407-373-6886

(Please see note below to all EWI Members)

Heather Seckel, ARNP is a Nurse Practitioner with the Florida Hospital Cardiovascular Institute. She is a graduate of the University of Florida and is Board Certified by the American Nursing Credentialing Center. Heather is passionate about heart disease and has a background in general cardiology, electrophysiology, congestive heart failure, emergency medicine, and internal medicine. Heather is currently the Coordinator for the Arrhythmia and Ablation Center and nurse practitioner for the Electrophysiology directors Dr. George Monir and Dr. Scott Pollak. Previously, Heather worked with our chest pain observation unit to provide optimal cardiac care to our community and focusing on decreasing our patients' lengths of stay. Heather has an interest in preventative medicine, research studies, and the management of acute/chronic cardiac disease. She is a member of the Heart Rhythm Society, the Heart Failure Society of America, and a Sigma Theta Tau International Honor Society of Nursing Member.

## New: Attention ALL EWI Members

Going forward for the March meeting, please note that you will have a **standing reservation**. It is your responsibility to email Melissa Henriques at [Melissa.J.Henriques@erac.com](mailto:Melissa.J.Henriques@erac.com) or call her at 407-539-4546 if you **cannot attend** the meeting. As a courtesy, please RSVP within 72 business hours of a scheduled meeting of your intention. If you do not cancel your reservation for the monthly meeting, you will be billed \$30 for the meal. The EWI board has voted on this change, as we have been having members confirm their attendance to the meeting, and then not show up. This is unfortunately resulting in extra meals that the chapter has to pay for. Thank you for your understanding!

## Welcome New EWI Member!

EWI Orlando would like to extend a very warm welcome to Cheryl Daley. Cheryl comes to us from Seminole State College, Office of the President. Please take a moment to introduce yourself. Cheryl may be contacted at:

[daleyc@seminolestate.edu](mailto:daleyc@seminolestate.edu)

Office Manager, President's Office

Department: President's Office

100 Weldon Blvd

Sanford, FL 32773

(Look for Cheryl featured in our Member Spotlight next issue!)

## Update your information

Please bring your business card to our next EWI meeting. We would like to make sure we have the most up to date contact information for you on file...you may send it as a V-card or hard copy in person. Please give to [Rachel Benash](#). Thank you! (Don't forget to write down your birth month & date!)



**Happy Belated Birthday to  
Ellen Andrews (Jan 2011)**

## Bring an associate

We encourage all of our members to bring an associate with you to our meetings - it goes to getting the EWI message out!

### DATES TO NOTE:

**February 9, 2011**

EWI-Orlando Board –Lunch  
Meeting - GrayRobinson –

**February 15, 2011**

EWI-Orlando Chapter  
Meeting (see above)

**February 24-26, 2011**

**Alumni Summit**  
Hershey, PA

**April 14-16, 2011**

**EWI Spring Conference**  
Tulsa, OK (read on....)

**September 22-24, 2011**

**SAVE THE DATE!** 64th LCAM in Minneapolis

## Remembrance

Diane Cumpston's father recently passed away; please keep her in your thoughts or prayers.

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Please keep Ellen Andrews in your thoughts and prayers regarding the loss of a very special member of her family.

## Note



C/F/R would like to help you prepare for the upcoming tax season with a year-end planning guide that includes strategies for individual, business and financial planning. C/F/R's tax planning guide is available at [download here](#).



Special thanks to Sybil Adkins for providing lunch to the EWI Board on Feb 9<sup>th</sup> Yum!!!

## Scholarship Night – May 17th



Mark your calendar for Tuesday, May 17 for Scholarship Night. The location will be at the Crown Plaza Hotel in Downtown Orlando. This is a great meeting to bring prospective new members and/or your Executive. In our Mission Statement it is important to give back to the community and we do so by awarding the EWISP Scholarship (given to 11th grade Juniors in High School for academic excellence) and ASIST (Adults in Scholastic Transition given to adults who are trying to go to college based on financial needs). These scholarships make a difference in the lives of the recipients and this is a meeting you won't want to miss.

## This Valentine's Day - take time to . . .

honor a loved-one all year round by donating to the organization you love – EWI B/C/DP.

Click the link below  
or Contact Lynne Shaffer, 877.439.4669 for more  
information.



## Something Special



### Mary Lou Dobbs, past president of EWI chapter in Albuquerque, NM

Mary Lou Dobbs, owner of Executive Benefit Strategies in Albuquerque, NM, has always been a high achiever. Dobbs has learned the lessons of letting her true self emerge and ridding herself of old beliefs that blocked her ability to achieve personal satisfaction.

Her book “Repotting Yourself” Financial, Emotional, Spiritual Flow was published by o-books in 2010.

Dobbs is Number One in her chosen field of insurance sales. At Lincoln National Life, she became the only woman in the company’s 75-year history to win a national sales contest. During her eight-year tenure with Wells Fargo, the fourth largest bank and financial institution in the United States, Dobbs functioned as a master coach, working with bank presidents and managers to embrace change and then coach and mentor their own employees. When she assumed the position of senior vice president of the company’s new Insurance Department, she became the top national salesperson for six consecutive years.

Learn more about Mary Lou Dobbs at: [www.repottingyourself.com](http://www.repottingyourself.com)

### EWI ® Mission and Vision

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



CONNECTIONS | CAREERS | COMMUNITY