



*"Empowering women to grow and lead through nourishment of mind, body and soul."*

March 2011

## Letter from the President



February was Heart Healthy Month and we were fortunate enough to have a great presentation from Heather Seckel, Nurse Practitioner with the Florida Hospital Cardiovascular Institute. It was a fantastic meeting and we all learned how to take better care of our health.

This month brings another fantastic program. Jennifer Wakefield of the Metro Orlando EDC will be giving an enlightening presentation on Social Media. Changes in technology and new forms of communication are moving at lightning speed. We all need to keep up with all of these changes to stay marketable in today's society. This is a subject that we all need to learn more about and I encourage you to bring your colleagues, friends, and potential members to this meeting. We are still working hard to grow our Chapter and I encourage each of you to bring a potential new member so they can benefit from this great program and learn more about our unique organization. Each member that brings a potential new member with them on March 15th we will have a special gift for you.

Last month I talked about EWI being called "the best kept secret in town." Our unique mission statement of Connections/Careers/Community helps us to make a difference in our firms, ourselves and our local communities but also on a wider level throughout the United States and Canada. We are all so proud to be a part of this organization and I do hope that you want to share this organization with your friends.

Diana Larsen  
President  
EWI - Orlando Chapter

### 2010-2011 Member Firms

**GrayRobinson, P.A.**  
President - Diana Larsen

Vice President- (Open)

**SunTrust Bank**  
Secretary- Lynette Gaylord

**Metro Orlando Economic Development  
Commission**  
Treasurer - Sally Bobber

**CBR Public Relations**  
Ways & Means - Patrice Lynch

**Cross, Fernandez & Riley, LLP**  
Membership Director - Jennifer Johnson

**Enterprise Fleet Management**  
Sergeant-at-Arms Melissa Henriques

**Arts Catering**  
Program Director - Sybil Adkins

**DeVry University**  
Director At Large - Diane Cumptson

**Enterprise Florida**  
Publications Director - Rachel Benash

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**Monti Interpreting, Translation &  
Transportation Services**  
Caroline Montalvo

**Seminole State College**  
Cheryl Daley

**Seminole County Sherriff's Office**  
Debbie DiBartolo

**Florida High Tech Corridor Council**  
Ellen Andrews

**Gulf Eagle Supply**  
Joyce Catogni

**Hansard Accounting & Consulting Inc.**  
Sarah Hansard

## Member Spotlight


**Cheryl Daley, Office Manager  
Seminole State College**

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

That I have two different colored eyes. It is interesting to see who notices and who doesn't (most people don't notice). Those that do have the most interesting questions about it.

What was your first job?

My first job was a clerk at Woolworth's. My first "real" job was working for Polaroid Corporation in Cambridge, Massachusetts.

I worked there for 14 years, and most of my long-term friendships are with people I met at Polaroid.

What book are you currently reading or your favorite song?

I just read James Patterson's *Sundays at Tiffany's*. Very different from the usual James Patterson novels.

How long have you lived in Orlando?

Three months. I was born and raised in Newton, Massachusetts (just outside of Boston). For family reasons, I moved to Florida, and I am loving being out of the cold and snow.

Inspire us with your favorite quote?

"Choose a job that you love, and you will never have to work a day in your life." Confucius

## Our Next Meeting

**Social Media**

featuring

**Jennifer Wakefield, APR, Director Public Relations  
Metro Orlando Economic Development Commission**

**Date: Tuesday March 15, 2011**

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



**Metro Orlando EDC**  
3 301 E. Pine Street, Suite 900 •  
Orlando, Florida 32801  
(p) 407.422.7159

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

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

Members have a standing reservation. Cancellations are due 3 business days prior to a regularly scheduled meeting.


**Jennifer Wakefield, APR**

As Director of Public Relations, Jennifer is responsible for providing strategic direction for the organization's public relations efforts; managing media relations and social media; providing communication counsel to the organization's executives and board officers; and developing various communication and marketing materials. Jennifer holds her accreditation in public relations (APR), which signifies a high professional level of experience, competence and ethical standards. She has nearly a decade of public relations and marketing experience. [Read more about Jennifer.](#) . . .



**Metro Orlando EDC hires a new  
President & CEO - Rick Weddle**  
[Read more . . .](#)

## EWISP - ASSIST


**WE CAN HELP – YES, WE CAN!**

Our Chapter is, once again, preparing to provide a \$500 EWISP (Executive Women International Scholarship Program) scholarship to one deserving qualified candidate (currently a junior in high school) and either one \$2,000 or two \$1,000 ASIST (Adult Students in Scholastic Transition Scholarship Program) scholarship(s) to a qualified candidate past high school age who would be entering a college, university, or trade school, and/or the workforce for the first time; non-traditional students already enrolled in a college/university or trade program, are re-training due to changes in the workplace

or who otherwise are not the "traditional" college/trade school student who recently finished high school. We all know there are many, many deserving candidates out there and this is one way "we can help!" Judges have yet to be determined but I'll bet the judges will have a difficult time choosing among what I hope will be our many applicants! Diane Cumpston is heading this year's scholarship initiative, and she is pleased to have Jennifer Johnson guiding her along; however, she will be in need of assistance . . . so, stay tuned! Mark your calendar for Tuesday, May 17 for Scholarship Night. The location will be at the Crown Plaza Hotel in Downtown Orlando. We are hoping for a GREAT turnout so enter the date in your calendars now. Updates to follow!

## The Secret's Out – Help EWI Orlando Grow

No longer is EWI Orlando, a “best-kept secret” for exclusive networking with some of Central Florida’s top companies.

Contribute to our Chapter’s growth, by helping spread your enthusiasm and passion for our organization. Begin by thinking of industries that you would like to see represented in our membership. Here are a few:

- Financial planners and wealth advisors
- Recruiting and employee placement firms
- Promotional products
- Website Developers
- Digital media and advertising firms
- Hotels and Resorts
- Theme Parks
- Technology Companies
- Large Nonprofit Organizations

Next - spread the word about the benefits of membership:

- Expand your network of business professionals, with some of Central Florida’s elite companies
- Access to EWI International Directory, Website and Publications
- Promote you and your firm
- Participate in leadership programs, teleseminar and conferences
- Network monthly at dinner meetings
- Hear from speakers on a variety of topics
- Give back to the community through literacy initiatives, scholarship programs and other philanthropic giving programs

As you interact with professionals throughout your day, try and remember to mention our chapter and ways EWI may be a fit for their development and growth.

### DATES TO NOTE:

March 15, 2011  
EWI Orlando Chapter  
Orlando EDC

April 19, 2011  
EWI Orlando Chapter  
Meeting

April 14-16, 2011  
EWI Spring Conference  
Tulsa, OK

May 17, 2011  
EWI Orlando Chapter  
Scholarship Night  
Crown Plaza

September 22-24, 2011  
SAVE THE DATE! 64th LCAM in Minneapolis



Happy Birthday to . . .

[Patrice Lynch - March 12](#)  
[Debbie DiBartolo - April 6th](#)

**Leave a legacy gift and enhance financial security  
for those who will benefit from EWI’s programs.**



Call or go online for more details about how you can make a difference.

Toll Free: 1-877-4-EWI-NOW  
or Go to [www.ewiconnect.com](http://www.ewiconnect.com)

ewi  
CONNECTIONS | CAREERS | COMMUNITY

### 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



Keep it  
SIMPLE!

#### Vision

To be the Leading Connection for Business Professionals

**EWI - Orlando Chapter**