

President's Message

Dear EWI Orlando Chapter Representatives:

I have been listening to the book *The Tipping Point* by Malcolm Gladwell during my commute to the office. It's a thought provoking book about how little things can make a big difference. If you haven't read it, you should.



The idea of the Tipping Point is that a social epidemic or mass acceptance happens because of the following:

The Law of the Few: A tiny percentage of people do the majority of the work to build momentum **The Stickiness Factor:** Stickiness means that a message makes an impact – it's memorable

The Power of Context: Human beings are a lot more sensitive to their environment than they seem

Malcolm's message has a great amount of depth and the book fully explains each of these ideas. The reason I am sharing this with you is because I think EWI has the history, fortitude and innovativeness to become an even greater organization. Take into account our prestigious but small group of member firms, EWI's recent corporate rebrand and using the knowledge and resources we share to leverage us professionally.

Can EWI become a social epidemic like the ideas described in the Tipping Point? That may be wishful thinking, but EWI has enough substance to spread quickly and dramatically. We just need to be the change agents to spread the message and make it happen. The February meeting is for prospective members and themed "Girls Night Out". Invite prospective members and help EWI Orlando reach the Tipping Point.

Happy New Year! We kicked off the New Year with a wonderful meeting.

Program:

Communicating with Difficult & Challenging People during Difficult & Challenging Times

We had a great meeting with Speaker Byron Sabol. Each member will receive a copy of Byron's book "Taming the beast - Success with Difficult People"

In This Issue:

- Message from the President1
- Chapter Meeting1
- EWI Webinar Registration..... 2
- Member Announcements.....2
- Scholar Awarded 3
- Board Meetings 3
- Tax Planning Resource 4
- Second Harvest Food Bank Letter to EWI 4
- Member Information.....5

EWI Webinar Registration Link

Dear Members,

The Corporate Office apologizes for our error in sending out a faulty registration link. As you know, this is our first webinar and we are still working out some of the kinks. Thank you for your understanding and please follow the link below even if you believe you have already registered.

**Join us for Social Networking: Fostering
Connections | Careers | Community
Through New Media**

February 4, 2010

7:00 pm ET

6:00 pm CT

5:00 pm MT

4:00 pm PT

[Please click here to register and receive login instructions.](#)

February Chapter Meeting

Date:

February 16, 2010

Time:

5:30 – 6:00pm Networking

6:00 – 8:00pm Dinner/Speaker

Location: Suntrust College Park

2305 Edgewater Dr. Suite A
Orlando, FL 32804

Program:

RSVP:

Debbie Dibartolo

Phone: (321) 377-9562

Email: debbie2201@live.com

Member Announcements

January Birthdays:

Ellen Andrews

Jennifer Johnson

*Will be presenting the Webinar for
February*

What do the 2008-2009 global recession and EWI have in common? Nothing!

The EWI Corporate Board and Corporate Office staff are pleased to announce that from Annual Dues renewal (February 15, 2009) to December 31 2009, EWI enjoyed an impressive 12% overall growth.

Officers & Directors

President

Jennifer Johnson
Cross, Fernandez & Riley LLP

Vice President

Diana Larsen
GrayRobinson, PA

Secretary

Sally Bobber
Metro Orlando EDC

Treasurer

Lynette Gaylord
SunTrust Bank

Membership Director

Ellen Andrews
FL High Tech Corridor Council

Program Director

Rachel Benash
Enterprise Florida

Publications Director

Caroline Montalvo
Monti Interpreting, Translation & Transportation Services

Ways & Means Director

Erika Wagner
Seminole State College

Sergeant at Arms

Debbie DiBartolo
Seminole County Sheriff's Office

Director- at- Large

Diane Cumpston
DeVry University

Scholars Awarded



Good morning. This is a quick note to update you on my academic progress (so you can see the scholarship "at work"). My first semester of school at the Florida Hospital College of Health Sciences is officially over. My final grades are as follows:

Anatomy & Physiology B+
Anatomy & Physiology Lab A-
Medical Terminology A
Microcomputers A-
Introduction to Occupational Therapy A

Needless to say, I am pretty proud of myself, especially with the grades in anatomy. It was tough trying to attend classes, study and have time for my family but we made it work. I am enjoying my winter break, going to my sons' school holiday parties and looking forward to another successful semester in January.

Thank you, again, for helping me achieve an important goal. Lisa

Board Meetings for 2010

(Friday from noon – 1pm)

February 19 – Conference Call
March 19 – Conference Call
April 16 – In-Person
May 21 – Conference Call
June 18 – Conference Call
July 23 – In-Person
August 20 – Conference Call
September 17 – Conference Call

Tax Planning Resources

<http://www.cfrcpa.com/content/Resources/Tax-Planning-Letters>



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

Second Harvest Food Bank of Central Florida

Dear Friends at Executive Woman International!

On behalf of the Board of Directors and staff of the Second Harvest Food Bank of Central Florida, I would like to extend our sincere thanks to you for coordinating a food drive to support the mission of the Second Harvest Food Bank of Central Florida.

Your food drive collected a total of 103 pounds of food!

Because of the support of caring people like you, the Food Bank distributed **21 million pounds of life-sustaining food** over the past twelve months alone. This enabled our partner agencies to provide more than 14 million meals per year to those suffering from or at risk of hunger.

Thank you for your support!

Sincerely,

Mindy Ortiz
Volunteer Services & Food Drive Manager

EWI Orlando Member Firms

Arts Sandwich Shop & Catering

Cross, Fernandez & Riley, LLP

DeVry University

Enterprise Florida

FL High Tech Corridor Council

GrayRobinson, PA

Gulf Eagle Supply

Hansard Accounting & Consulting Inc.

Longaberger, Inc.

Metro Orlando Economic Dev Commission

Monti Interpreting, Translation & Transportation
Services

Orange Lake Country Club

Oviedo Transcription Inc.

Seminole Community College

Seminole County Sheriff's Office

SunTrust Bank

Zimmerman, Kiser & Sutcliffe, PA

Executive Women International®

Corporate Office
515 South 700 East, Suite 2A
Salt Lake City, UT 84102-2801
Phone (801) 355-2800
Fax (801) 355-2852

Contact Information:

Email: ewi@executivewomen.org

Websites:

www.ewiconnect.com

www.ewiorlando.com

**SHARE THE NEWS! SHARE THE PULSE
WITH YOUR EXECUTIVES TOO!**

Send submissions for the Chapter Pulse
to:

Contact: Caroline Montalvo
E-mail: Caroline@montitrans.com
Ph: 407-830-6007
Fax: 407-260-5934

Deadline for publication is the 25th of
each month



CONNECTIONS | CAREERS | COMMUNITY