

### President's Message

**Dear EWI Orlando Chapter Representatives:**



September is the month for the EWI Leadership Convention and Annual Meeting (LCAM). This year it will be held in Louisville, Kentucky.

Louisville is “the home of the most exciting 2 minutes in sports”, the Kentucky Derby. It is also the largest city in Kentucky. The Louisville metropolitan area is commonly called Kentuckiana. Louisville was founded in 1778 and is named after King Louis XVI of France.

We will enjoy some of the sights, but more importantly, we will participate in some excellent leadership classes with some well known speakers. This education will provide valuable information that will enhance both our personal and professional lives. It also sets the tone for the chapter's incoming board and provides a forum where ideas and best practices are shared.

This will be my 4th LCAM. My first one was in Orlando at DisneyWorld. It only takes one and you are hooked. Where else can you go and be around a couple hundred amazing women, exquisite accommodations, delicious food, brilliant speakers and awesome entertainment? If you are unable to attend this year, start saving your money now for next year's event. I promise you will be extremely happy with your decision to attend and it will be worth every penny you spend!!

### September Chapter Meeting

**Date:**

September 15, 2009

**Location:**

RIVER ISLAND GRILLING CO.  
Orange Lake Resorts  
8505 W. Irlo Bronson Memorial Hwy  
Kissimmee, FL 34747-8201

[Directions](#)

**Program:**

Business Meeting/Fun Night

**Reservation Deadline:**

Tuesday, September 8, 2009

**Schedule:**

Reception starts at **6:00 pm**

**RSVP:**

Joyce Catogni  
Phone: (407) 830-7453/ Fax: (407) 834-6627  
Email: jcatogni@gulfeaglesupply.com

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## Officers & Directors

### President

Lynette Wiggs  
*SunTrust Bank*

### Vice President

Jennifer Johnson  
*Cross, Fernandez & Riley LLP*

### Secretary

TBA

### Treasurer

Trish Niedergeses  
*Longaberger®*

### Membership Director

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### Program Directors

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Patty Hoenig

*Oviedo Transcription Service*

### Publications Director

Colleen McGinley  
*PSTCorrp.com*

### Ways & Means Director

Trish Niedergeses  
*Longaberger®*

### Sergeant at Arms

TBA

### Director- at- Large

Joyce Catogni  
*Gulf Eagle Supply*

## Fun at Orange Lakes

Believe it or not our FUN night has finally arrived, so please everyone support our firm and come and join your member friends at Orange Lake Resort.

Sept. 15th, arrive by 6,(instead of 5:30pm) and we eat promptly at 6:30 while we have our meetig and then play Professional Miniature Golf at 7pm!

Mark your calendar now for our meeting at RIVER ISLAND GRILLING CO.@ River Island at Orange Lake Resort.

### Be sure to RSVP with your dinner request:

Choice of House or Caesar Salad

Choice of Tropical Grilled Chicken, rice, veggies

or

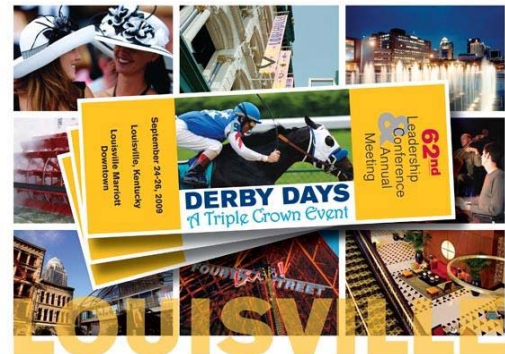
Cherry Chipotle Tilapia/spinach, tomato garlic mashed pototoes with sauce.

or

Surf & Turk K-Bob w/bbq sauce, yellow rice & veggies.

Key Lime Pie/Coffee/Tea or Soda

## Leadership Conference & Annual Meeting



### September 24-26:

EWI is excited to announce plans for the 62<sup>nd</sup> Leadership Conference & Annual Meeting in Louisville, KY.

This will be an amazing opportunity to enhance Connections, Careers and Community.

## Annual Scholarship Silent Auction 2009

### *Putting on the Ritz "A Celebration for Education"*

New "Top Hat" auction and an Awesome Raffle for a *Kindle* this year!



#### Save the Date: November 17, 2009 from 5:30 – 9:00

5:30 – 6:30.....	Registration, Cocktails & Silent Bidding
6:30 – 7:15 .....	Dinner
7:15 – 8:30 .....	Final Bidding for Silent Auction by sections \$5 Top Hat live bidding 3 items
8:30 – 9:00.....	Live Bidding
9:00 – 9:30.....	Check out

Putting on the Ritz – Dress in high fashion and celebrate the opportunity for education. All donations will benefit our 2010 scholarship recipients.

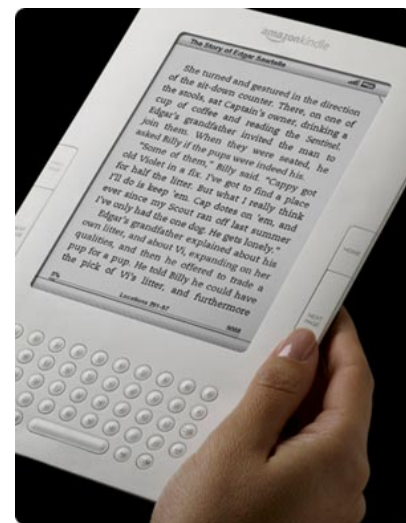
The EWI Scholarship Program (EWISP), are given to eligible high school juniors, which will be used during their college years.

The second category is given to our Adult Students in Scholastic Transitions (ASIST). The ASIST award provides financial assistance for education to local women returning to the workplace, who have the added responsibility of being head of their household.

Tickets will be \$30 per person (\$35 per person at the door) available October 1, 2009. We will have a wide variety of items to bid on in 3 different types of auctions, a raffle and a 50/50.

#### Available now- \$5 raffle ticket for a Kindle.

- 📖 Slim: Just over 1/3 of an inch, as thin as most magazines
- 📖 Lightweight: At 10.2 ounces, lighter than a typical paperback
- 📖 Wireless: 3G wireless lets you download books right from your Kindle, anytime, anywhere; no monthly fees, service plans, or hunting for Wi-Fi hotspots
- 📖 Books in Under 60 Seconds: Get books delivered in less than 60 seconds; no PC required
- 📖 Paper-like Display: Reads like real paper; now boasts 16 shades of gray for clear text and even crisper images
- 📖 Long Battery Life: 25% longer battery life; read for days without recharging
- 📖 Read-to-Me: With the new text-to-speech feature, Kindle can read every newspaper, magazine, blog, and book out loud to you, unless the book's rights holder made the feature unavailable
- 📖 Large Selection: Over 300,000 books plus more
- 📖 Low Book Prices: New York Times Best Sellers and New Releases \$9.99, unless marked otherwise



(Information from Amazon.com)

## Slate of Officers Nominated

President: ..... Jennifer Johnson  
 Vice President/Pres-Elect ..... Diana Larsen  
 Secretary ..... Sally Bobber  
 Treasurer ..... Lynette Gaylord  
 Sergeant-at-Arms .....Debbie DiBartolo  
 Membership Director ..... Ellen Andrews  
 Program Director .....Rachael Benash  
 Publication Director .....Caroline Montalvo  
 Ways and Means Director .....Erika Wagner  
 Director-at-Large ..... Diane Cumpston

### **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

## “15 for 12” Membership Recruitment Incentive

**It is coming back October 1, 2009!**

Now is the time to start posting new members and inviting prospective members to your Chapter meetings so they are ready to join October 1, 2009, and able to enjoy the full advantage of those three free months at the end of the year.

The “15 for 12” deal means that if a new member firm joins October 1, 2009, its membership dues cover the cost through December 31, 2010. What a valuepacked opportunity!

### **What can you do to bring in new members?**

- First impressions matter! Plan meetings and programs that will show prospective members the benefit of EWI membership.
- Discover what prospective members are looking for and advertise that aspect of EWI. Is it Connections through networking? Career advancement and training? Or Community Involvement? EWI can meet their needs.
- Share your story with interested firms and representatives. Why did you join?
- How has EWI benefited you, your career, and your firm?

### **How do you attract new members?**

- Plan a Membership Reception: There are guidelines for planning a Membership Reception on ewiconnect.com in the Members Only section under Membership Recruitment Tools.
- If you hold a Membership Reception, the 70th Anniversary DVD makes a great presentation, as well as highlights EWI and the value of membership.
- If one-on-one recruitment works best for your Chapter, start sending those invites out to prospective members. Set up a breakfast or lunch meeting, go for drinks after work, or whatever works!

## MyRegion.org

### Reprinted from News & Press

August 21, 2009

#### *Region Celebrates Progress In Implementing the Central Florida Regional Growth Vision*

Orlando, FL - Almost 300 government, business and civic leaders of the Central Florida region gathered this morning at the Hyatt Regency Orlando International Airport to celebrate the progress that the region has made in advancing the themes or 4Cs of the Regional Growth Vision that Central Floridians created two years ago: *Conservation, Countryside, Centers and Corridors*.

This vision is the result of a historic community conversation that took place for over 18 months with 20,000 residents and 600 community leaders and elected officials in the seven counties Brevard, Lake, Orange, Osceola, Seminole, Polk and Volusia, to find out what they wanted to see in their community's future when the projected population growth reaches 7 million residents by the year 2050.

Between 2006 and 2007, Central Floridians said that what mattered most to them revolved around conserving green space; taking care of our agricultural countryside; developing vibrant, economically thriving centers and connecting those population centers with effective corridors of transportation.

At the event, nearly 50 cities, counties, regional organizations and businesses showcased the accomplishments that have been made in implementing the 4Cs during a "Regional Trade Show." Participants were able to see first-hand how cities, counties, organizations, developers, environmentalists, private companies and planners have been working across jurisdictional boundaries in all kinds of projects - big and small - to make the future the residents want a reality and provide their thoughts and comments through Twitter, which were later presented during the program for reactions and suggestions.

"What you are seeing here today is the result of consensus among elected officials, business and community leaders in support of the vision and its implementation. In fact, more than 60% of the 93 municipalities in the region as well as dozens of regional and state organizations and private businesses are addressing issues related to the 4Cs and adapting their short and long-term strategies, programs and processes," said Shelley Lauten, President of myregion.org.

The Congress of Regional Leaders, comprised of elected officials representing each county, including mayors, commissioners and school board officials, serves as the regional organization dedicated to advancing the implementation of the Regional Growth Vision, demonstrating that growth-related changes can be implemented without government regulations or mandates, but instead through regional cooperation and collaboration.

"Many said that changing how leaders made decisions related to growth could be done only through regulations and government mandates," said Ed Timberlake, Chairman of myregion.org. "However, armed with only with the 'power of good ideas', in just two years elected officials and municipal staffs have taken the lead in moving forward growth practices that are advancing a shared vision for the future. Cities, counties and organizations have undertaken initiatives, both large and small, designed to positively impact how that community is growing while also enhancing the quality of life of its residents, which is an incredible accomplishment for the region and for Florida."

Those attending the event received a document containing a detailed compilation of the responses received from cities, counties, organizations and private businesses across Central Florida about their efforts in each of the four regional themes, as well as a brief synopsis of the challenges, barriers and opportunities for regional collaboration impacting each group.

Some of the highlights include:

Among the first locales to embrace the regional vision was the City of Tavares, in Lake County. Under the guidance of Mayor Nancy Clutts and their city council, Tavares formulated a city vision and have been aggressively working to ensure its fulfillment. In October 2008 the city council approved a new Downtown Redevelopment Master Plan. The plan provides strategies, with a clear implementation timetable, that addresses land uses, design, circulation and connectivity, public facilities, the environment and economic development. It promotes mixed-use development, envisioning an urban core where people can live, work, shop and be entertained all within a short walking distance.

Other cities across the region, including Lakeland, Orlando, Lake Mary, Oviedo, Deltona, DeLand, Cape Canaveral, Kissimmee and St. Cloud are also placing an emphasis on making their downtown and population centers attractive places where people will be able to live, conduct business and enjoy leisure activities all within close proximity.

To read more go to: <http://myregion.org/Aboutmyregionorgi/NewsandPress/tabid/112/Default.aspx>

## **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.**

**PSTCorp.com**

**Seminole Community College**

**Seminole County Sheriff's Office**

**SunTrust Bank**

**Zimmerman, Kiser & Sutcliffe, PA**

# **Executive Women International®**

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[www.ewiorlando.com](http://www.ewiorlando.com)

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

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