

chapter PULSE

EXECUTIVE WOMEN INTERNATIONAL®

An Individual Chapter Publication

Chartered in 1985

Orlando Chapter

March 2008

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Patty Hoenig
Oviedo Transcription Service

Date:

Tuesday, March 18, 2008

Speaker: Gaby Acks

Program: Philanthropy
Edgewood Children's Ranch
See their Wish list on page 3

Location: Mimi's Cafe
4175 Millennia Blvd.
Orlando, FL 32839
Phone: (407) 370 0333

Schedule:

5:30 p.m. to 9:00 p.m.

Price:

Members \$30, Guests \$35

Please remember we must pay once a reservation is made. No shows are responsible for sending payments to the Chapter Sergeant at Arms. Payment for your meal is due at the event.

Reservation Deadline:

Friday, March 14, 2008

RSVP:

Sergeant-At-Arms
email:dcumpston@orl.devry.edu
Fax: (407) 345.2828

You must RSVP your meal choice to our Sergeant-a-Arms Pork Chops or Salmon

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, and
- Encouraging community involvement.

VISION

The leading connection for business professionals.

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President's Message



Dear EWI Orlando Chapter Representatives:

Can you even believe that 2 glorious months of our new year have already passed? When I was in school (and that was much longer ago than I care to remember),

time could not move fast enough. Now, I wonder where it went!

We enjoyed a great speaker at our February meeting, Jamie Yasko-Mangum. The information she shared in her presentation and contained in her book will be used by all of us. I have already begun sharing tips I've learned with my team.

We have lined up our 2nd quarter programs based on your survey responses. Read on through this issue to learn more and mark your calendar. Guests are always welcome to give them a taste of who and what we are all about.

Scholarship is well under way and Jennifer is doing a great job chairing that committee.

Many of you offered yourself for certain committees in our chapter survey, however, we do not know who volunteered for what. We would like at least 2 more folks to help with our Scholarship and that need is immediate. Please call or email me to let me know how you can help.

Thank you, wonderful women of the Orlando Chapter, for your support and feedback.

You are valued and admired by me.

Happy Spring and Happy Easter!!



Philanthropy Spot Light



Edgewood Children's Ranch

In 1966 Juvenile Court Judge D. Arthur Yergey felt a burden – the need for a residential facility for young boys who had exhibited negative social behavior due to family circumstances. Our Lord led Judge Yergey to John W. "Jack" Lynd, who subsequently opened Edgewood Ranch in Orlando. The goal of Yergey and Lynd was to rescue and rehabilitate these children. Through loving care, hard work and prayer the boys were given a safe environment in which to alter their destructive behavior, to learn and to grow.

The results of that Holy Guidance have been dramatic. As of 2002, Edgewood Children's Ranch has had nearly a 90% success rate serving more than 3600 frightened, troubled boys and girls. In 2001 there were 93 children who benefited from the program and 129 parents were provided with parenting classes.

Through its residential coeducational program for boys and girls, ages 6-17, the Ranch today is able to accommodate more than 70 children at a time. Yet the methods and goals are the same as in 1966 - love and prayer, bringing about mended hearts and lives.

Edgewood Ranch is located on the shores of Lake Hiawassee in Southwest Orlando. In 1968 "Aunt" Minnie Rouse donated 110 acres of land to the Edgewood program.

This generous donation is now the site of eight residential cottages, two school buildings, a chapel, gymnasium, and warehouses. Orange groves on the land provide work experience for

the ranchers through care of the trees and harvesting of crops, which add to the income of the ranch.

Please see our website for many more details and history of the program and facilities at www.edgewoodranch.org

How can EWI help the *Edgewood Children's Ranch*? *The Wish List*:

(Please consider donating the largest size possible – in this home bigger is better and more helpful at mealtime with all the children)

Mayonnaise
Syrup
PAM (or any other cooking spray)
Brown Sugar
Flour
Sugar
Cereals (any kind)
Oatmeal (Quaker Oats, not the instant kind)
Pancake Mix
Gift Cards in any denomination to Sam's Club or Wal-Mart for purchasing birthday gifts for the kids.

This opportunity to help the ***Edgewood Children's Ranch*** may be a great time to ask your colleagues, Executives, neighbors, friends and families to help also.

Have you heard about Oprah's BigGive ?

Who Wrote the Quote?

Some people give time, some money, some their skills and connections, some literally give their life's blood. But everyone has something to give."

Hsub arabrab

News From Corporate:

The follow letter was sent out to many firms as EWI begins a 3-year campaign of growth and

focus for the future. It is very exciting! If you have questions about EWI Corporate Board – you can email our member Diana Larsen, the *Corporate Marketing and Public Relations Director*.

January 21, 2008

Dear Prospective Marketing Agency:

Executive Women International ("EWI") is currently seeking proposals from parties interested in partnering with EWI to develop an international branding and marketing campaign. The goal of this campaign will be to enhance the perception of EWI as the leading connection for business professionals and their firms. A sub-component of this goal is to update or change EWI's corporate logo and graphic standards to support the effort to market one of the "best kept secrets" for membership in a professional organization.

Scope of Project

We envision the scope of the project to encompass an international branding and marketing campaign that focuses upon, but is not limited to, EWI's:

- **Internal audience** – members in our existing Chapters. Efforts for this audience will be directed toward achieving membership buy-in for the new branding initiative with an ultimate goal of retaining member firms and educating them about how to market their own Chapters.
- **External audience** – non-members in existing locations and those individuals, companies and organizations outside the geographical boundaries of current EWI Chapters. External marketing efforts will focus upon branding EWI in potential locations for new Chapters to assist in growth of the organization.
- **Corporate Website** – executivewomen.org.
- **Publications** – *PULSE* magazine and newsletter.
- **Scholarship programs** – Executive Women International Scholarship Program (EWISP), Adult Students in Scholastic Transition (ASIST) and Fellows Program.
- **Professional development opportunities/programs** – Academy of Leadership, Academy Online: The Certified Professional Leader's Program, Leadership Link, Leadership Conference and Annual Meeting (LCAM) and Presidents Caucus.
- **International Literacy Initiative** – Reading Rally.
- **Tagline** – "EWI – A Perfect Fit " and its three business components: Connections, Careers and Communities.

Expectations

Using the initiatives laid out in the strategic plan, the selected firm will lead development of a brand concept that will:

- Unite the EWI membership behind a single marketing message.
- Establish the image of EWI.
- Maintain a “top of mind” awareness throughout the regions where there are currently EWI Chapters and areas where there is potential for new EWI Chapters.
- Result in increasing membership in the existing Chapters and establishment of new Chapters throughout the United States and Canada.

In addition, the selected firm will make recommendations for updating EWI’s Corporate logo to reflect the mission and vision statements.

Building on the strategic initiatives, the selected firm will recommend strategies, timelines and budgets, and performance-based evaluative criteria for the international branding and marketing campaign.

Posting of Prospective New Members:

This is the place to see new names and firms. Help your EWI Orlando Chapter grow – invite another professional to a meeting.

Contact: Michelle Roberts, Membership Director
407.422.7159
Michelle.Roberts@OrlandoEDC.com

Board Meeting Minutes:

Date: February 25, 2008

The following Committee reports were accepted as presented.

(All reports are emails to members prior to the Business Meeting of February 23rd. For reprints please contact Board members directly)

Committee Reports:

Secretary Report: Minutes of January 22, 2007
Treasurer Report

Membership Report
Programs Report
Sergeant at Arms Report
Director at Large Report
Publications Report
Public Relations/Media Report

Old Business: Lynette Wiggs and Joyce Catogni are completing all the necessary paperwork to reestablish the Chapter’s 501-C3 status.

Scholarship preparation is finished. The external selection committee has been selected. Jennifer Johnson will be in-servicing the committee members via conference call. The scholarship committee will be working together to complete the process.

New Business: The President stressed the need to fill the Ways and Means Chairperson. At the next Business meeting all members will be asked to volunteer for a committee at registration.

The membership surveys were printed and distributed to each Board member to be discussed at the April Board Meeting. The future speakers and activities for 2008 will be chosen based on the members preferences stated in the survey.

Important Time Reminder:



March 9th turn you clocks ahead 1 hour

Need help getting organized or
a special gift – call me
Baskets are my business
Trish Niedergeses 407.257.0359



EWI - Orlando Chapter Calendar of Events

March

Chapter Meeting
Tuesday, March 18, 2008
5:30 pm – 9:00 pm
Location: Mimi's Cafe
Topic: Philanthropy – Edgewater Children's Ranch

Board Meeting
Tuesday, February 26, 2008
5:45 pm
Location: Conference Call

April

Chapter Meeting
Tuesday, April 15, 2008
5:30 pm – 9:00 pm
Location: Captain and Cowboys Restaurant
Topic: Health and Nutrition

Board Meeting
Tuesday, April 22, 2008
5:45 pm
Location: Conference Call

May

Chapter Meeting
Tuesday, May 20, 2008
5:30 pm – 9:00 pm
Location: Citrus Club
Topic: Scholarship Night

Board Meeting
Tuesday, February 26, 2008
5:45 pm
Location: GrayRobinson

June

Chapter Meeting
Tuesday, June 17, 2008
5:30 pm – 9:00 pm
Location: DeVry University
Topic: Saying "Thank You" with a personal touch
(This event will cost each guest \$10.00 for the products you will be making and taking with you).

Board Meeting
Tuesday, June 24, 2008
5:45 pm
Location: TBA

July

Chapter Meeting
Tuesday, July 15, 2008
5:30 pm – 9:00 pm
Location: TBA
Topic:

Board Meeting
Tuesday, July 22, 2008
5:45 pm
Location: TBA

August

Chapter Meeting
Tuesday, August 19, 2008
5:30 pm – 9:00 pm
Location: TBA
Topic: Philanthropy & Business Meeting

Board Meeting
Tuesday, August 26, 2008
5:45 pm
Location: TBA

September

Chapter Meeting
Tuesday, September 19, 2008
5:30 pm – 9:00 pm
Location: Gray Robinson
Topic: New Membership Meeting

Board Meeting
Tuesday, September 23, 2008
5:45 pm
Location: TBA

October

Chapter Meeting
Tuesday, October 21, 2008
5:30 pm – 9:00 pm
Location: TBA
Topic: Installation of new Board and
Brown Bag Auction

Board Meeting
Tuesday, October 28, 2008
5:45 pm
Location: TBA

EWI Orlando Member Firms
American Business Advisors
Arts Sandwich Shop & Catering
Brite Top Roofing
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
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®

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.executivewomen.org
www.ewiorlando.com

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

Send submissions for the Chapter Pulse to:

Contact: Trish Niedergeses
E-mail: pesn98@bellsouth.net

Fax: (407) 557-3731

Deadline for publication is the 25th of each month