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*Sun Trust Bank*

### Vice President

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*Cross, Fernandez & Riley LLP*

### Secretary

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*Enterprise Florida*

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 *DeVry University*

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*PSTCorp.com*

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### Program Directors

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*Art's Catering*  
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*FL High Tech Corridor Council*

### Publications Director

Trish Niedergeses  
*Longaberger®*

### Ways & Means

TBA

### Director-at-Large

Patty Hoenig  
*Oviedo Transcription Service*

## ORLANDO CHAPTER SILENT AUCTION

### Date:

Tuesday, November 13, 2007

### Program:

Chapter Fundraiser

### Location:

Holiday Inn Altamonte Springs  
230 W Highway 436  
Altamonte Springs  
(Wymore Road and 436)  
(407) 407-8624455

### Schedule:

5:30 p.m. 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, November 9, 2007

### RSVP:

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

## 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:**

It's hard to believe yet another year is nearing an end. Our 2007/2008 Board was inducted by former President, Joyce Catogni, at our October meeting held at the Lexington Hotel. We also enjoyed one of our favorite fundraisers, the Brown Bag Auction.

This month, we will enjoy our annual Silent Auction which is our largest fundraiser for our scholarship awards. Please make personal contact to your guests so we will have a strong attendance. Don't forget to RSVP to Patty Hoenig no later than November 8th.

At our December, we will have our Christmas ornament exchange, business meeting and philanthropy. I ask you to let me know right away about your choice of philanthropy for this meeting so we can coordinate timely.

Our chapter has accomplished many things to be proud of over its 22 years. I hope we can take it to the next level, so with that said, our theme will be "Kick it up a Notch" as one of my favorite chefs, Emeril Lagasse, would say.

As your new President, I am very excited about the upcoming year. In order to meet your expectations for leadership development and philanthropic support to our community, we will deliver a survey via email very soon. Your feedback is important and will be utilized to have inviting programs that will inspire and educate you.

At LCAM, the EWI Corporate mission statement was summed up nicely.....**Career, Community and Connections**. Your Board will work hard to deliver this message. We plan to make 2008 all about YOU. I extend my thanks to each of you for all that you do for our chapter.

## Calendar of Events

### November 2007

13<sup>th</sup> Silent Auction 5:30PM

27<sup>th</sup> Board Meeting  
GrayRobinson 5:45PM

### December 2007

18<sup>th</sup> Chapter Meeting 5:30PM

TBA Board Meeting  
GrayRobinson 5:45PM

### January 2008

15<sup>th</sup> Chapter Meeting 5:30PM

22<sup>nd</sup> Board Meeting  
GrayRobinson 5:45PM

## Who Wrote the Quote?

“That which dominates our imaginations and our thoughts will determine our lives, and our character” (*answer Nosreme odlaw hplar*)

## Your News to Share

This space is for you. What do you need to share with your EWI colleagues – let us know for the next issue.

## News from Corporate

### PROMOTE YOUR MEMBER FIRM: ADVERTISE IN THE 2007 YEAR-END PULSE

The 2007 Year-End *PULSE* is in production and scheduled to be distributed to **ALL** EWI representatives in February 2008. This year-in-review edition serves many great purposes:

- It is an ideal opportunity for promoting your member firm and taking advantage of exposure through advertising to our EWI international audience and network.
- It will be an excellent record of EWI's accomplishments during the 2007 year.
- Our accomplishments are presented in a format which makes this edition an effective marketing and recruiting tool.

The deadline for advertisement submission is **Friday, November 30, 2007.**

To submit an advertisement, order additional copies, or request more information, contact Misty Hudson at the EWI Corporate Office: [misty@executivewomen.org](mailto:misty@executivewomen.org).

### Ad Specifications/Rates

(Notes: Ad widths are listed first, followed by ad heights.)

<b>1. Back Cover Ad</b> Size: 8-3/8" x 10-7/8" (Bleed ad: Add 1/8" to all four sides) Full color	 \$700
<b>2. Full Page Ad</b> Size: 8-3/8" x 10-7/8" (Bleed ad: Add 1/8" to all four sides) Full color Black-and-White	\$650 \$550
<b>3. One-half Page Ad</b> Size: 7-3/4" x 5" Full color Black-and-White	\$450 \$350
<b>4. One-quarter Page Ad</b> Size: 5-1/16" x 2-1/2" Full color Black-and-White	\$300 \$200
<b>5. One-eighth Page Ad</b> Size: 2-1/4" x 3-3/4" Full color Black-and-White	\$150 \$ 90
<b>6. Inside Back Cover Placement</b> Minimum one-half page ad; must be full color	add \$50

# Time Tips:

## Time Savers - Five Time Saving Techniques

By Dr. Donald E. Wetmore

Dr. Wetmore's Time Management seminars show people how to get more done in less time, with less stress; to help them have more time for the things they want to do in their work and business lives.

If you can recapture a wasted hour here and there and redirect it to a more productive use, you can make great increases in your daily productivity.

Here are five of the time saving techniques he shares in Time Management seminars, each one of which will help you to get at least one more hour out of your day of additional productive time.

### 1. Maintain Balance

Your life consists of Seven Vital Areas: Health, Family, Financial, Intellectual, Social, Professional, and Spiritual. You will not spend equal amounts of time in each area or time every day in each area. But, if in the long run, you are spending a sufficient quantity and quality of time in each area, then your life will be balanced. But ignore any one of your areas, (never mind two or three!) and you will get out of balance and potentially sabotage your success. Fail to take time now for your health and you will have to take time for illness later on. Ignore your family and they may leave you and cost you a lot of time to re-establish relationships.

### 2. Get the Power of the Pen

A faint pen has more power than the keenest mind. Get into the habit of writing things to do down using one tool (a Day-Timer, pad of paper, Palm Pilot, etc.) Your mind is best used for the big picture rather than all the details. The details are important, but manage them with the pen. If you want to manage it you have to measure it first. Writing things down helps you to more easily remember all that you need to accomplish.

### 3. Do Daily Planning

It is said that people do not plan to fail but a lot of people fail to plan. Take the time each night to take control of the most precious resource at your command, the next twenty-four hours. Plan your work and then work your plan each day. Write up a To Do list with all you have to's and all of your want to's for your next day. Without a plan for the day, you can easily get distracted, spending your time serving the loudest voice rather than attending to the most important things for your day that will enhance your productivity.

### 4. Prioritize It

Your To Do list will have crucial and not crucial items on it. Despite the fact most people want to be productive, when given the choice between crucial and not crucial items, we will most often end up doing the not crucial items. They are generally easier and quicker than crucial items. Prioritize your To Do list each night. Put the #1 next to the most important item on your list. Place the #2 next to the second most important item on your list, etc. Then tackle the items on your list in order of their importance. You may not get everything done on your list, but you will get the most important things done. This is working smarter, not harder, and getting more done in less time.



### 5. Control Procrastination

The most effective planning in the world does not substitute for doing what needs to be done. We procrastinate and put off important things because we don't sense enough pain for not doing it or enough pleasure to do it. To get going on something you have been putting off, create in your mind enough pain for not doing it or enough pleasure to do it. I prefer the pleasure approach. Take a procrastinated project and turn it into to a game. Work with one thing in front of you at a time so other things won't distract you. ("Out of sight, out of mind.") Break it down to little bite-sized, manageable pieces. Get it started, take the first step and you will likely continue it to completion.

*Dr. Don Wetmore is an attorney and full time Professional Speaker who specializes exclusively in the topics of Time Management and Personal Productivity. He conducts his nationally acclaimed Time Management Seminars throughout the world for people who want more out of life, in less time, with less stress, with more time and balance for their personal lives. His in house seminars are always entertaining, fast paced, and filled with practical, common sense ideas and tools. One of the country's leading experts on the topic, he is the author of "Beat the Clock". You may contact him directly at [ctsem@msn.com](mailto:ctsem@msn.com).*

## EWI Orlando Member Firms

A & N Title Inc.

American Business Advisors

Arts Sandwich Shop & Catering

Bank of America

Brite Top Roofing

Creative Gift Consultants

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

Orange Lake Country Club

PSTCorp.com

Oviedo Transcription Inc.

Seminole Community College

Seminole County Sheriff's Office

Sun Trust Bank

The Reserve Network

University of Central Florida – Foundation

Westcorland Title Insurance

Zimmerman, Kiser & Sutcliffe, PA

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### Websites:

[www.executivewomen.org](http://www.executivewomen.org)  
[www.ewiorlando.co](http://www.ewiorlando.co)

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***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](mailto:pesn98@bellsouth.net)

**Fax:** (407) 557-3731

**Deadline for publication is the  
25th of each month**