

LETTER FROM THE PRESIDENT



I was so sorry to have missed our May meeting! From comments that I have received both the dinner and the speaker were a big hit. Our thanks go out to Detective Justin Keeler for his very informative presentation on Facebook and Internet safety. It is so important to have an understanding of the impact of internet communications and how it can impact our lives. I

would also like to recognize Jennifer Parrish and the Hospitality Committee for putting together "Like" fans for everyone and our member firm In The Bag Catering for their donation of gift bags that were also used as centerpieces. Applause is being sent to President -Elect Christine Healy for stepping up and running her first of many board and chapter meetings...great job Christine!

Registration for LCAM is now open and the early Bird registration fee of \$635 will be available until May 31. The Fairmont Hotel is offering an incredible conference rate of \$149....their regular rates are generally \$300+! It is a beautiful hotel in a very exciting and vibrant part of Dallas. The conference will begin Wednesday, September 12 with an Opening Reception and then Thursday, Friday and Saturday are jam packed with great speakers, workshops and social events. Please contact Christine Healy if you will be going or think you might be going. And don't forget that we do have the LCAM Grant that will be awarded to a member to help with expenses. Please complete the form that was sent out last week and submit it to Christine Healy by July 3.

I am sure that everyone is looking forward to our June 4th Golf Outing at Willow Creek! Gina Andre is still searching for prizes for our golfers so please contact her if you have a gift item that you can contribute.

Please note that there has been a change in location for the downtown Lunch Bunch in June –

Tuesday, June 19 at 11:30
Downtown: Centro
West Des Moines: Coach's pizza

See you at Willow Creek!

Regards,

Barbara Eslick
Representing Renaissance Des Moines Savery Hotel

2011-2012 Officers & Directors

President

Barbara Eslick
Renaissance Savery Hotel
BEslick@ShanerHotels.com
365-7237

Vice President

Christine Healy, Acme Printing Co, Inc.
CHealy@AcmeIowa.com
244-1723

Secretary

Carol Bahls, Grand View University
CBahls@GrandView.edu
263-2802

Treasurer

Chris Anderson
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ChrisA@TheMembersGroup.com
457-5207

Sergeant-at-Arms

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MelissaC@netINS.com
830-0681

Marketing Director

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Ways & Means Director

Robin McKinney, Flynn Wright
RMckinney@FlynnWright.com
558-8658

BOARD RECAP By Carol Bahls

Secretary: The May Board meeting was held on Monday, May 7. A motion to approve the April 2 Board of Directors minutes was approved.

Treasurer: Financials were provided through March 31. The Treasurer's report and listed payments were approved.

President: EWI updates were sent and corporate weekly updates were received. Registered for the May EWI webinar – Juggling is a Circus Act – Not a Success Strategy. Attended EWI Webinar Success Redefined on April 5. There has been no further communication regarding the regional board forums. We can discuss further at the June board meeting. ABWA Fundraiser that I attended was interesting. Will get information to Robin McKinney for review.

Vice President: EWI communications were received. Met with Chris Anderson to prepare Forms 1 and 31. Please send new firm logos for new EWI banner. Dates to remember: 2012 LCAM is September 13-15, 2012 in Dallas, Texas. Webinar – Therese Marie presents Juggling is a Circus Act...Not a Success Strategy on Thursday, May 10, 2:00 P.M. (CDT). Webinar – Jeri Mae Rowley presents Leading with Emotional Intelligence on Thursday, June 14, 2:00 P.M. (CDT).

Sergeant-at-Arms: As of April 30, 2012, the Des Moines Chapter of EWI consisted of 42 member firms, 52 representatives, 9 life members, 2 sustaining members, 0 transitional members. Present at the April 2 Chapter meeting were 28 member firms for 67% representation, 31 representatives for 60% attendance, 5 chapter life members, 2 sustaining members, 4 guests. Attendance of the board members at the April 2 board meeting was 58%. Board Members: please remember to sign in at the hospitality table!

Nominating: Straw ballots are ready to be distributed for open nominations. Nominations are due by May 27.

Membership: Membership as of April 30: 42 Member Firms, 52 Representatives, 9 Chapter Life Members, 2 Sustaining Members, 0 Transitional Members, and 0 Open Reps. Second rep drops: Rita McGinnis. Transitional member change: Removed Freda Pollock. New firms requesting posting in April 2012: Café Promotions /Kathy Donlin (rep & exec) and Broken Arrow T-shirt Printing & Embroidery/Kortni Remer/Mary Stocker.

Program: The June 2012 EWI golf outing will be held at Willow Creek Golf Club on Monday, June 4, at 140 Army Post Rd, West Des Moines, IA 50265. This is a golf outing followed by a Great Western BBQ Buffet. The afternoon begins at 2:30 pm with tee times from 2:30 through 3:45 pm for those wishing to golf. Please call and ask for Joe Schafer at 285-7770 to set up your tee times. The cost to golf is \$23.00 per person inclusive which includes a cart (based on 2 people per cart) for 9 holes. The Board meeting will begin at 4:15 pm with networking (cash bar) beginning at 4:30 pm. Dinner will follow at 6:00 pm. The Awards Presentation will take place after dinner and Dan Clark, CEO of Willow Creek Golf Club, will present the prizes. Gina needs prizes. The June menu, dinner expense and program were accepted with no objections.

Publications: The May newsletter was published in a timely manner. Articles for the June Newsletter are due to Deanna.Dunn@Adecon.com by Thursday, May 10.

Ways and Means: Spring Flowers: Pick-up was May 2 at the Acme warehouse. Profit (without extra sales) is at \$2,596.05. Possible additional fundraiser: We are thinking something like a "Girls Night Out" – Include wine, desserts, possible fashion show, entertainment and other women-focused vendors. If you have any ideas or would like to be a part of it, please let Robin McKinney know.

New Business: The Corporate Board is available to join the Board meeting for a conference call on the following dates: July 9, September 10, and November 5.

CALENDAR OF EVENTS

HOTLINE INFORMATION

Jennifer Parrish –
Email: JParris1@WM.com

To report a member illness, birth or death of family members within the EWI organization

DATES TO NOTE

June 4, 2012 – Willow Creek
4:15 p.m. Board Meeting

June 4, 2012 – Willow Creek
4:15 pm – Board Meeting
5:30 pm – Networking
6:00 pm – Dinner
7:00 pm – Awards Presentation

Jun 19, 2012 - Lunch Bunch 11:30 a.m.
Downtown – Centro
West Des Moines – Coach's Pizza

2012 Program Schedule

June	4	Willow Creek	On-site	Golf Outing
July	9	Iowa Credit Union League	Tasteful Dinners	Firm Night & Business Meeting
August	6	R Jones BodyPros	In The Bag	Firm Night/Ladies' Night Out Presentation
September	10	Renaissance Savery	On-site	Executive Night
October	8	Smokey D's	On-site	Installation of Officers
November	5	Wellmark	On-site	Firm Night
December	3	Willow Creek	On-site	Holiday Auction

2012 Lunch Bunch Schedule

Jun. 19, 2012 @ 11:30	Coach's Pizza 560 S. Prairie View West Des Moines 515-223-2233	Centro 1011 Locust St. Des Moines 515-244-7033
Jul. 17, 2012 @ 11:30	Gino's West 5513 Mills Civic Pkwy. West Des Moines 515-226-2320	The Gas Lamp 1501 Grand Avenue Des Moines 515-282-5323

REMINDER! REMINDER!

Anyone not attending meetings must contact Melissa Clevenger at: melissac@netins.com or call Melissa at 830-0681. Please give all money to Melissa.

The reservation deadline for the June 4 meeting is Friday, May 25, 2012.

HAPPY BIRTHDAY!!

Lana Lichtenstein, Delta Dental of Iowa – June 2
Mary Granneman, Chapter Life Member – June 15
Judi K. Brown, RDG Planning & Design – June 16
Debra Gray, KPMG LLP Accounting – June 25
Marcia Wing, Essex Meadows, Inc. – June 30

SHARE THE NEWS!

Please send all submissions for the EWI Connect Newsletter to:

Deanna Dunn at 515.327.6200 – or
Deanna.Dunn@Adeccona.com

All submissions are due the
first Friday after
our monthly meeting.

FIRMS IN THE NEWS!

- **Meredith Corp.** recently announced the start of DIGS, a new home and garden lifestyle channel that will be broadcast on YouTube. The new channel is the result of YouTube's 100 new original channels launched last fall. The **DIGS** channel features eight original series developed and produced by Meredith Video Studios that cover crafting, entertaining, gardening and home improvement.
- **Drake University** students are taking an active role in creating a more sustainable future for Greater Des Moines. Working closely with the **Greater Des Moines Partnership** and the city of Des Moines, members of the Drake Law School class "Sustainability and the Law" have drafted changes to the Des Moines city code to ensure environmental friendliness and social responsibility while promoting economic vitality.
- The United Way of Central Iowa honored 11 organizations and individuals at its annual Live United recognition luncheon. **Meredith Corp.** won the Spirit of Central Iowa recognition, which is given to a company that improves community conditions in education, income and health. Other organizations recognized for the categories of "Give," "Advocate" or "Volunteer" were **Delta Dental of Iowa** and **FBL Financial Group Inc.**
- **Meredith Corp.** has announced launches of family, home and health publications and online networks that expand its reach in Vienna, Budapest, Saudi Arabia and Asia.
- **David Maxwell of Drake University and David Stark of Blank Childrens Hospital** received the annual Distinguished Leadership Awards from the Greater Des Moines Leadership Institute on May 3.
- **The Greater Des Moines Convention and Visitors Bureau** has launched its annual summer advertising campaign. For the first time, the GDMCVB has expanded its reach to include Southern Minnesota and Northern Iowa, and has added digital billboard advertising. Among its coop advertising partners is the **Iowa State Fair.**
- **BOS, the restaurant in the Renaissance Savery Hotel,** will donate all proceeds from its prix fixe menu on May 18 & 19 to support the Des Moines Central Campus Culinary Arts and Restaurant Management Class. The students will serve and prepare the dinner.
- **April was a record month for the Iowa Events Center.** A total of 66 events took place in Wells Fargo Arena, Hy-Vee Hall, and Community Choice Credit Union Convention Center at Veterans Memorial last month, attracting approximately 100,000 guests and providing an economic impact of nearly \$4 million for Polk County businesses. "The number of events we held in April is a true testament to the complex's flexibility, which enabled us to host many different events at the same time," said Chris Connolly, general manager of the Iowa Events Center.

EWI ASSIST SCHOLARSHIP AVAILABLE SHARE THE OPPORTUNITY WITH THOSE YOU KNOW!

Scholarship Program Seeks Applicants

The Des Moines Chapter of Executive Women International (EWI) is announcing financial aid available through their Adult Students in Scholastic Transition (ASIST) program. This program is designed to provide financial assistance for adults in the community who are in transitional situations or who are in need of financial aid in order to further their education. The group plans to award up to four scholarship grants totaling \$5,000. Applications are available by emailing Kim Thomas (kthomas@dmreg.com) and are due by 5 pm, Friday, June 1, 2012.

NEED YOUR HELP!

Our Program Committee needs prize donations for the June Golf Outing. If you or your company can help out please contact Gina Andre, gaandre@dsairport.com or any program committee member. We can make arrangements for pick up.

SO PRECIOUS!

Christine Healy has a new grandson,
Hunter James Amos,
8.36 lbs & 21.5"
Born May 6, 11:16pm.



THE DES MOINES REGISTER SELECTS YESS AS THE RECIPIENT OF THEIR ANNUAL VOLUNTEER DAY

Kim Thomas, member representative from the Des Moines Register, nominated YESS; sharing the mission of their organization. Her colleagues voted and YESS was selected from a list of multiple organizations that employees could volunteer at. The Des Moines Register's Volunteer Day will happen on June 13th and we'll have a follow up in our next month's newsletter.

2011-2012 Corporate Officers & Directors

President

Lisa Stokes
B.R.P Entertainment
EWI of Harrisburg

VP / President- Elect

Karen Skirten
TierOne Travel
EWI of Calgary

Secretary

Darlene Banogon
North Island Credit
Union
EWI of San Diego

Treasurer

Kerry Feltenberg
Arizona Grand Resort
EWI of Phoenix

Directors

Nancy Harrison
Everything Just So
EWI of Chattanooga

Cindy Hillegas
Dalco Roofing & Sheet
Metal Inc.
EWI of Minneapolis

Carolyn Woodmansee
Washington Trust Bank
EWI of Spokane

Corporate Advisor

Sharon Bennett
Lifetouch
EWI of
Cincinnati/Northern
Kentucky

SUBMIT YOUR RECOMMENDATIONS FOR OUR LEADERSHIP TEAM IN 2012 – 2013!

Des Moines Chapter Executive Women International Straw Ballot 2012-2013

The Nominating Committee would appreciate your participation in helping prepare a proposed slate of officers and directors for 2012-2013.

Please enter your first recommendation for each board position, and if desired, a second recommendation. Consider entering your own name if there is a position of interest to you. Serving on the board or leading a committee is a great way to learn more about EWI and contribute to the success of our chapter. Please note that a minimum of three directors, which include the President-Elect, must have served on the Chapter Board the previous year. No director shall serve more than five consecutive terms.

If you have questions regarding the responsibilities of any of the positions, please contact Cindy Fleischacker, your advisor, or any current officer or board member. If you prefer to submit this form electronically, please contact Cindy at Concierge@ColdwellBankerMAG.com

Board Position	1 st Choice/Recommendation	2 nd Choice/Recommendation
President	Christine Healy	
Vice President/President-Elect		
Secretary		
Treasurer	Chris Anderson	
Sergeant-at-Arms		
Marketing Director		
Membership Director (co-directors)		
Program Director		
Publications Director		
Ways & Means Director		

Please return your completed form **by May 27**, to Cindy Fleischacker.

Email: Concierge@ColdwellBankerMAG.com

Fax: 224-8784

Mail: Coldwell Banker Mid-America Group Realtors, 1401 50th St, Ste. 105, West Des Moines, IA 50266

MEMBER SPOTLIGHT

SARAH ROEDER

I have worked at Iowa Networks Services, Inc. for 11 years. INS provides a centralized digital television service to the Independent telephone companies throughout the State of Iowa. My position deals with the content that is carried on that service. I work with programmers such as ESPN, MTV, and Turner Networks to evaluate, negotiate carriage rights, and manage the process of turning up content.



I have been a member of EWI for 9 years. My current committee is Bylaws/Website/Directory. The biggest goal was to incorporate photos into the membership directory. This was mostly completed as of March.

I joined EWI because I saw an opportunity to grow personally and professionally, get involved, and have some fun. EWI has served me well in all of those areas.

My husband, Trevor and I have been married for 11 years. We have two children Luke, 10 and Elissa, 15 months. I've always loved saving memories whether with photos or mementos. Combine that with my love of technology, and I'm now currently learning the ins and outs of photography and digital scrapbooking.

FIRM SPOTLIGHT



DES MOINES INTERNATIONAL AIRPORT

The Des Moines International Airport (DSM) sits at the crossroads of the two major interstates of the continental U.S. and is the only Port of Entry airport in the state of Iowa. In November 2011 it became its own airport authority and is served by eight main air carriers [Southwest Airlines will begin service in 2012] which provide multiple daily flights for approximately 2 million passengers annually. Due to its location, DSM also has a strong presence of air cargo carriers. Its cargo apron is about 1.7 million square feet which is equivalent to enough concrete to pave 37 miles of sidewalks. The airport occupies 2,735 acres, has two 9,000 ft. runways and provides over 4,500 parking spaces.

DSM employs 75-85 people and they annually donate cash and food items to the Food Bank of Iowa. EWI executives representing the Des Moines International Airport firm are Don Smithey, Executive Director and Kevin Foley, Assistant Executive Director/General Manager with Gina Andre and Tara Ely as the EWI Representatives. For more information go to their website at www.dsmairport.com

NEW FIRM POSTINGS

The following firm has been approved by the board for posting:

Firm/Representative/Executive	Major	Minor
Café Promotions / Kathy Donlin	Promotional Services: Advertising Specialties & Sales	Business Service – Motivation / Incentive
Broken Arrow T-shirt Printing & Embroidery / Kortni Remer / Mary Stocker	Advertising Specialties Printing	Printing: Services & Supplies / Miscellaneous Printing

If no written objections are received from an executive of a member firm within ten (10) days of posting, the Membership Committee will contact the firm.

Contact Leslie Herman Leslie.Herman@Drake.edu or Robin Taylor Robin@BlueRibbonFoundation.org

EWI Committee Assignments 2011 – 2012

<p>Advisor Cindy Fleischacker</p> <p>Budget Barbara Eslick Christine Healy Chris Anderson</p> <p>Directory/ByLaws/Website Sarah Roeder –chair Elaine Rund Sheryl Nichols</p> <p>Endowment Chris Anderson – chair Jean Wathen – non EWI Dessie Grannis – non EWI Michelle Morris – non EWI</p> <p>Historian Janette House</p> <p>Hospitality Jennifer Parrish – chair Deb Lyons Marty Kennedy Paulette Schultz Bernie Rewalt Dawn Black Amy Boyce</p> <p>Marketing Cyndi Lorenzen – chair Margie Marble Sandy Taylor Christy Jones Judy Smith</p> <p>Membership Robin Taylor – co chair Leslie Herman – co chair Jackie Hellrung Deb BeLieu Mary Long Aisha Syed Lara Utter</p>	<p>Official Greeter Barbara Eslick</p> <p>Nominating Cindy Fleischacker Christine Healy</p> <p>Parliamentarian Lena Rocha</p> <p>Past Presidents</p> <p>Advisory Council Cindy Fleischacker Michelle Cook Sarah Roeder Rita McGinnis Ruth Hanrahan Sheryl Nichols Laveta Pfaltzgraff Kim Fankhauser Judy Jones Nancy Nielsen Judy Smith Linda Buchanan Marsha Rodd Mary Granneman Nancy Cook Karen Bailey Janette House Lena Rocha</p> <p>Philanthropy Lana Lichtenstein – chair Marcia Wing Kim Fankhauser Marsha Rodd Michelle Cook Rosemary Link Mary Granneman Amy Smith Trisha Joseph</p> <p>Program Gina Andre´ – chair Meghan Hammond Gloria Criswell Judy Jones Nancy Neilsen Nancy Cook Debra Gray</p>	<p>Publications Deanna Dunn – chair April Chumbley Darlis Wambold</p> <p>Purely Social Tara Ely – chair Tammy Marcsisak Linda Ryan</p> <p>Scholarship/ASIST Kim Thomas – chair Amy Day Jean Wathen – non EWI Dessie Grannis – non EWI Michelle Morris – non EWI</p> <p>Secretary Carol Bahls</p> <p>Sergeant at Arms Melissa Clevenger</p> <p>Treasurer Chris Anderson Erin Ort - Intern</p> <p>Vice President Christine Healy</p> <p>Ways and Means Robin McKinney – chair Linda Buchanan Elena Baas Ruth Hanrahan Karen Andersen Judi Brown Robin Jenkins Laveta Pfaltzgraff Karen Bailey</p> <p>President Barbara Eslick</p>
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**EWI® Des Moines Chapter
Monday, June 4, 2012
Golf Outing**

Date:	Monday, June 4, 2012
Program:	Golf Outing
Program Location:	Willow Creek Golf Club 140 Army Post Rd West Des Moines, IA 50265 Phone: 515-285-7770
Schedule:	2:00 – 3:45 pm – Tee Times – CALL JOE TO SET UP TIMES 4:15 pm – Board Meeting 5:00 pm – Social & Networking 6:00 pm – Dinner 7:00 pm – Award Presentations
Menu:	Smokey Beef Brisket Smoked Pulled Pork Kaiser Rolls Mostaccioli Salad Country Style Baked Beans Potato Chips Brownie Assorted Drinks A cash bar will be available at 4:30 pm Provided by Willow Creek Golf Club
Cost:	\$20.00
Directions/Parking:	Directions: from I-235 take 63 rd St south to old Army Post Road, then turn west to the golf course.
Dinner Reservation Deadline:	<u>Friday, May 25, 2012</u> <ul style="list-style-type: none"> ▪ <i>Please remember that all Representatives have a standing reservation.</i> ▪ Representatives paying monthly or quarterly MUST complete the form below and mail it along with your check to Melissa Clevenger <u>by</u> the reservation deadline. ▪ Representatives bringing a guest MUST notify Melissa by phone or e-mail <u>by</u> the reservation deadline. You will then need to complete the form below and mail it along with your check to Melissa. ▪ <i>Cancellation Policy:</i> If you are <u>unable</u> to attend, you MUST notify Melissa <u>by</u> the reservation deadline.
Mail this form to:	Melissa Clevenger netINS, Inc. 312 – 8 th St, Suite 400 Des Moines, IA 50309 515-830-0681 melissac@netINS.com

Firm: _____
 Representatives: _____
 Executives/Guests: _____
 Amount Enclosed _____ (Please make check payable to EWI)