

LETTER FROM THE PRESIDENT



Always sit about 11 inches from front air bags, do not veer for deer, keep your hands on the wheel at 8 and 4 not 10 and 2, do **not** purchase the paint protection package but **do** purchase the undercarriage rust protection, you do **not** need to get three damage estimates – you can take your car straight to R Jones BODYPROS for repair! These are just a few of the auto facts and safety tips we received during our August Firm Night presentation

at R Jones BODYPROS. Our thanks go to Christy Jones, Bob Jones and Clint Dudley for an informative and fun evening. Who knew that an exploding airbag was so loud or that it contains nitrogen! Our appreciation is also extended to Mike Taylor with In the Bag Catering for yet another great dinner (I heard the strawberry shortcake was the best!) and his generous donation to YESS. We also need to send Mike another big **HAPPY BIRTHDAY** wish!

Our 41st Annual Executives Night is Monday, September 10, 2012 at the Renaissance Des Moines Savery Hotel. You certainly don't want to miss this event as we celebrate our member firm executives, our special Executive of the Year and four very deserving scholarship winners. This is an evening that recognizes the core and culture of our organization. Additional information can be found within this newsletter. Please note that everyone will need to contact Melissa Clevenger to RSVP and give her your dinner selection for this special meeting.

In just a few weeks Christine Healy, Kim Fankhouser, Sheryl Nichols, Linda Buchanan, Nancy Cook, Tara Ely and I will be heading to LCAM (Leadership Convention and Annual Meeting) being held in Dallas, Texas. This is an incredible four days of networking, personal and career development, making new friends and yes... shopping! We are very excited to welcome Tara as a first time LCAM attendee and recipient of our chapter LCAM grant. This is now budget time for many of our member firms and the perfect opportunity to approach your executive with the benefits of attending LCAM 2013. I would also encourage you to consider applying for the LCAM grant next year... the 2013 convention will be held in San Diego! I know we will have many great stories to share when we return from convention this year.

Looking forward to seeing everyone September 10!

Regards,

Barbara Eslick
Representing Renaissance Des Moines Savery Hotel

2011-2012 Officers & Directors

President

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BOARD RECAP By Carol Bahls

Secretary: The August Board meeting was held on Monday, August 6. A motion to approve the July 9 Board of Directors minutes was approved.

Treasurer: Financials were provided through June 30. The Treasurer's report and listed payments were approved.

President: EWI updates were sent and corporate weekly updates were received. Attended the Purely Social event at Ikonox Studio. The Hospitality Committee has requested that each member send a "fun fact" about their firm. The Philanthropy Committee has requested notebooks for YESS be brought to the August meeting. Purely Social is hosting a "Super Greens" cooking class at Hy-Vee on Tuesday, August 7. Cost is \$10.

Vice President: EWI communications were received. Attended the Executive Night committee meeting. Assigned Sheryl Nichols as mentor to new member Carmella Heckard. Sent the budget information to the Budget Committee members and will meet August 8. Designed executives' invitation for the Executive Night. Designing the program for the Executive Night. Working on the chapter banner. Working on the LCAM sticker. Working on assigning members to club committees. LCAM attendees are Barbara, Christine, Sheryl, Linda, Nancy, Kim, and Tara. Dates to remember: 2012 LCAM is September 13-15, 2012 in Dallas, Texas. President's Caucus starts September 11, 2012; incoming vice president and president should attend. August 10, 2012 – President – Due to the Corporate Office: Form 6: Delegate/Alternate Credential Form AND Fees. The schedule for upcoming webinars was reviewed.

Sergeant-at-Arms: As of July 30, 2012, the Des Moines Chapter of EWI consisted of 41 member firms, 52 representatives, 9 life members, 2 sustaining members, 1 transitional member. Present at the July 9 Chapter meeting were 24 member firms for 57% representation, 31 representatives for 58% attendance, 5 chapter life members, 0 sustaining members, 3 guests. Attendance of the board members at the July 9 board meeting was 67%. Board Members: please remember to sign in at the hospitality table!

Membership: Membership as of July 31: 41 Member Firms, 53 Representatives, 9 Chapter Life Members, 2 Sustaining Members, 0 Transitional Members, and 0 Open Reps. Second reps: Christine Healy for Iowa Realty. Transitional member change: Christine Healy was a transitional member for a short time this month, but is now a second rep for Iowa Realty.

Program: The September 2012 EWI Executive Night will be held at the Renaissance Des Moines Savery Hotel on Monday, September 10, at 401 Locust St, Des Moines, IA 50309. The evening will begin at 5:30 pm with a Cocktail Reception to include Butler Passed Hors d'oeuvres. Welcome and Dinner will start at 6:00 pm followed by our keynote speaker, presentation of Scholarships and Executive of the Year award. The Board meeting will begin at 4:15 pm in the Executive Board Room. The September menu, dinner expense and program were accepted with no objections.

Publications: The August newsletter was published in a timely manner. Articles for the September Newsletter are due to Deanna Dunn, Deanna.dunn@adecon.com by Friday, August 10. The committee has also selected three newsletters to submit for the board to review and select one for submission to the EWI newsletter contest.

New Business: Board members approved Barbara Eslick and Christine Healy as LCAM delegates and Nancy Cook as the alternate. The issue related to the "election" vs. "recommendation" of the new Corporate Board of Directors by the Nominating Committee was discussed. The Board determined that they don't have enough information to support one side or the other at this time. The Board chose the March newsletter to submit for the EWI newsletter contest. The Board approved awarding the LCAM scholarship to Tara Ely. The Board unanimously approved using the speaker fee donated by the Executive Night speaker for the Capital View Elementary School fund.

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

September 10, 2012 – Renaissance Des Moines Savery Hotel
4:15 p.m. Board Meeting

September 10, 2012 – Renaissance Des Moines Savery Hotel
4:15 pm - Board Meeting in the Executive Board Room
5:30 pm - Cocktail Reception
6:00 pm - Welcome & Dinner
7:00 pm - Speakers & Recognition

September 18, 2012 - Lunch Bunch 11:30 a.m.
Downtown – Ritual Cafe
West Des Moines – Bravo

2012 Program Schedule

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

Sep. 18, 2012 @ 11:30	Bravo 120 S. Jordan Creek Pkwy. West Des Moines 515-225-0660	Ritual Café 1301 Locust St, #D Des Moines 515-288-4872
Oct. 16, 2012 @ 11:30	Bang Bang 6240 Mills Civic Pkwy. West Des Moines 515-440-2264	Baby Boomers 303 East 5th Street Des Moines 515-244-9107

HAPPY BIRTHDAY!!

Christy Jones, R Jones Body Pros – September 7
Leslie Herman, Drake University – September 16
Michelle Cook, FBL Financial Group - September 21
Lena Rocha, Chapter Life Member - September 23
Gloria Criswell, Sustaining Member – September 29

FIRMS IN THE NEWS!

- According to Midwest Real Estate News, a publication that monitors the region's commercial real estate industry, **Faegre Baker Daniels LLP** is ranked # 25 among midwest law firms with a real estate practice.
- **Greg Edwards, the president and CEO of the Greater Des Moines Convention & Visitors Bureau**, will serve as chair of the Destination Marketing Association International board of directors. He will oversee strategic planning and the direction of this association in advocating for worldwide tourism. The organization represents more than 3,500 professionals from 600 destination marketing organizations in more than 20 countries.
- Representatives from the **Greater Des Moines Partnership and Wellmark Blue Cross and Blue Shield** are hosting a webinar on diversity councils and how they add value to a business. The webinar will take place at 1 p.m. on Aug. 23.

SHARE THE NEWS!

Please send all submissions for the EWI Connect Newsletter to:

Deanna Dunn at 515.327.6200
or
Deanna.Dunn@Adeconna.com

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

THANK YOU!

I want to thank EWI of Des Moines for making it possible for me to continue to serve as your Vice President/President Elect 2011-2012. I am looking forward to my term as president.

Christine Healy, Iowa Realty

August 2012 Philanthropy Project for YESS

Thanks so much for the great contribution of spiral paper pads collected at last week's meeting.

Jana Daisy, Community Activities Manager at YESS, sent the following comment:

You ladies collected a LOT of notebooks,
WOW!
Thanks ladies!!

The Philanthropy Committee

The Des Moines Chapter of Executive Women International®

Invites you to attend our

41st Annual Executives' Night

September 10, 2012

Renaissance Savery Hotel

5:30pm – Cocktail Reception

6:00pm – Welcome

6:15pm – Dinner

7:00pm Speaker

*Followed by Executive of the Year and
ASIST Scholarship Winners*

Purely Social Enjoys Another Great Outing!

On Tuesday August 7th, Kim Fankhauser, Michelle Cook, Dawn Black, Lara Utter, Leslie Herman, and Tara Ely took a Super Greens Cooking class at the Mills Civic HyVee. The ladies learned how to prepare kale chips, spinach smoothies, grilled romaine, and spinach balls. Dawn even played sous chef to the dietitian for the one of the recipes...she did a great job chopping up the strawberries! Barbara Eslick, Christine Healy, Tammy Marcisak, and Christy Jones later joined for dinner at Bonefish Grill.

Below is a fun recipe that we want to share with the membership from our experience that night:

Spinach Smoothie

1 cup vanilla almond milk
1 container (6oz) Chobani vanilla yogurt
1 banana, sliced into 1" chunks frozen
1Tbsp natural peanut butter
2 cups raw spinach

Optional: 1/2 scoop PinnacLife fiber cleanse power, 1/2 scoop chia seeds

Combine ingredients in a blender. Blend until smooth and ENJOY!

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

NEW FIRM POSTINGS

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

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

Firm/Representative/Executive	Major	Minor
Civic Center / Leslie Jasper	Fine Arts	Performing Arts / Live Theater

MEMBER SPOTLIGHT

MICHELLE COOK

Michelle has been a member of EWI since 2004. To quote Michelle: "It's a great group of women! There is so much knowledge and resources, that if you're looking for something... anything...someone will know who to contact or where to find it!" She is a past president of EWI Des Moines Chapter and is currently serving on the Philanthropy Committee.



Michelle has been with FBL Financial Group for 24 years, 21 years in her current position as a Real Estate Investment Specialist (a commercial mortgage loan closer). Through FBL, she is involved with United Way and also prepares meals for the Young Women's Resource Center's Young Mom's group.

Married to Clark for almost 15 years, they share an interest in NASCAR racing and antiquing. When you next see Michelle, ask her how she manages to get up every morning at 4:30 a.m. to get to her workout class... In her spare time, she plays volleyball and spends time with her two nieces and two nephews.

FIRM SPOTLIGHT

FBL FINANCIAL SERVICES

FBL protects livelihoods and futures through their vision to be the most trusted insurance company in America by knowing their customer and working with them to make life simpler and more secure. Products and services include insurance, annuities, and investments. They employ over 1,100 people. Farm Bureau Property & Casualty Insurance company was formed in 1939, followed by Farm Bureau Life Insurance Company in 1945. In July 2012, FBL Financial Group marked 15 years as a public company.



FBL has been recognized over the past year in the following areas:

- Ranked number 83 on FORTUNE magazine's 2011 list of the top 100 fastest growing domestic and foreign companies.
- Recognized by United Way for its volunteerism, cited in the Volunteer category for organizations with 800 or more employees.
- Farm Bureau Life, an FBL Financial Group Company, was just named to the 2012 Ward Group's 50 top performing life-health insurance companies. (This is the 13th time they have been recognized.)
- FBL Financial Group and the Iowa Farm Bureau Federation marked their inaugural year by sponsoring the World Food Prize Foundation's Iowa Hunger Summit.

EWI Executive for FBL Financial Group is Roger PJ Soener and EWI Representative is Michelle Cook. For more information go to their website at www.ffg.com.

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 Advisory Council Cindy Fleischacker Michelle Cook Sarah Roeder 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 Marcisak 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 Bahl</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, September 10, 2012
Executive Night**

Date:	Monday, September 10, 2012
Program:	Executive Night
Program Location:	Renaissance Des Moines Savery Hotel 401 Locust Street Des Moines, IA 50309 Phone: 515-244-2151
Schedule:	4:15 pm - Board Meeting in the Executive Board Room 5:30 pm - Cocktail Reception 6:00 pm - Welcome & Dinner 7:00 pm - Speakers & Recognition
Menu:	<u>Salad</u> – Maytag BLT Salad – Baby Bibb Salad with Grape Tomato, Maple Peppered Bacon, Maytag Blue, and Red Wine Vinaigrette <u>WHEN MAKING YOUR RESERVATION, PLEASE INDICATE WHICH ENTRÉE YOU ARE SELECTING:</u> <u>Main Course (Choose One per reservation)</u> _____ Beef Filet Au Poivre – Peppercorn crusted filet mignon finished with a brandy cream sauce _____ Scallion-Crusted Sea Bass – Scallion-crusted Chilean sea bass filet served with lemon beurre blanc _____ Florentine-Stuffed Chicken – Spinach, red pepper, and feta cheese stuffed breast of chicken with parmesan cream sauce _____ Eggplant Cannoli with Cappellini – Thinly-sliced eggplant stuffed with spinach and ricotta served with cappellini pasta marinara <u>PLEASE STATE YOUR ENTRÉE CHOICE WITH YOUR RESERVATION</u> <u>Dessert</u> – Individual Grand Marnier Cheesecake with Butter Pretzel Crust A cash bar will be available Dinner provided by Renaissance Des Moines Savery Hotel
Cost:	\$45.00 includes one drink ticket (Please note that this meeting expense is NOT part of the meeting fees that can be paid in advance.)
Directions/ Parking:	From I-235 , take the 3 rd street exit and head south towards Grand Avenue; at Grand Ave. turn right & parking will be available at the 4 th & Grand Parking Garage. Street or metered parking is also available and is free after 6:00 pm.
Dinner Reservation Deadline:	<u>Friday, August 31, 2012</u> <ul style="list-style-type: none"> ▪ <i>Please remember that all Representatives have MUST RSVP "yes" OR "no" for this meeting</i> ▪ <i>All Representatives will be billed \$45 for this meeting unless otherwise noted.</i> ▪ 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: If you are <u>unable</u> to attend, you MUST notify Melissa <u>by</u> the reservation deadline.</i>
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)

ALL ATTENDEES MUST PAY THE \$45 MEETING COST FOR EXECUTIVE NIGHT