

Letter from the President



Thank you everyone who attended our November 3 Chapter meeting at the beautiful Wallace House. After hearing about its history and experiencing a fabulous meal, I'm ready to return one day soon to use the "Come Back Coupon" that we received. Bill Corwin with A Tech Easy Living and Aisha Syed with LegalShield had all of us thinking about security systems and identity theft. The information they shared was jaw dropping

while making us realize we should be more aware of how easy it is for someone to hack into our personal lives. It is nice to know we have two local companies that can help protect our investments.

Thank you to Jennifer Parrish and the Ways and Means Committee for another successful year with the Gourmet Nut Fundraiser. The scholarship fund will receive approximately \$2,234.85 – a 7% increase over last year's nut sales. The pick-up date will be Friday, December 5th from 4:30 until 6:00 pm at In The Bag. And a big "congratulations" goes out to Nancy Cook, Janette House and Deb Lyons for having the highest sales which in turn earned them a dinner with me. I'm anxious to hear which restaurant we will be dining at.

Purely Social hosted an event on October 28 at Simpson College's Ankeny Campus to support the Simpson College Speaker Series with James Autry and Sally Pederson. James and Sally shared stories from their newest book "Choosing Gratitude 365 Days a Year: Your Daily Guide to Grateful Living". After many laughs and realizing how grateful life can be, several ladies enjoyed purchasing an autographed book and some social time at Jethro's.

The Philanthropy Committee collected 23 bags and boxes of gently used professional clothing, shoes, scarves, and purses to be delivered to "Found Treasures," the resale store for Beacon of Life. The volunteers at the store were very excited and pleased with our donations. Thank you Linda Buchanan and Tara Ely for collecting and dropping off the donations and thank you to all

2014-2015 Board

President

Chris Harvey
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Vice President

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Ways & Means Director

Jennifer Parrish, Waste Management
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the ladies who made a donation! We can only imagine how many smiles we created.

December's holiday cheer brings a few more Philanthropy projects with YESS, Toys for Tots and Capitol View Elementary School. For those who would like to donate, YESS will be collecting any type of rolled wrapping paper at the December 1 meeting. In the next several weeks, YESS will share the December dates that EWI members can volunteer to wrap presents for the YESS kids who will be at their campus over the holidays.

Toys For Tots: At the December 1 meeting, we will also be collecting a new unwrapped toy from those who would like to donate to Toys for Tots.

Our Chapter will be sponsoring the preschool and kindergarten students at Capitol View Elementary School with coloring books, crayons and various goodies from Delta Dental on December 17. Linda Buchanan will share more information at the December 1 meeting.

Ho Ho Ho!!!! I'm looking forward to our December 1 holiday gathering/meeting which will take place at Noodle Zoo, 601 E. Locust Street, Des Moines. For some holiday fun, we will be having a white elephant gift exchange. All you need for a white elephant gift is: 1) an item valued at \$10 and under which could be a new item or an item from your home; 2) gift wrap it to look pretty; and 3) let the laughs begin. We encourage you to invite your friend(s) or family member(s) to join us as we would enjoy the opportunity to fill Noodle Zoo with as much holiday cheer as possible.

Special Gift: At the November meeting the vote passed to promote Individual Memberships within our Chapter. The December 1 meeting would be a great event to bring a possible new prospect to help us kick off January with many new Individual Memberships. I "engage" each of you to bring a guest(s) as you never know what I've got up my sleeve for the member who brings the most guests.

Happy Turkey Day!

Chris Harvey
Chapter President
Representing Iowa Credit Union League



November Board Meeting Recap

Secretary: The November Board meeting was held on Monday, November 3. The minutes of the October 6, 2014 Board meeting were approved.

Treasurer: Financials were provided through September 30, 2014. The Treasurer's report and listed payments were approved.

President: EWI updates were sent and Corporate weekly updates were received. Attended webinar "Beyond the Conference: What Now"; provided Chapter Vice President with mentor binder and forms; wrote President's letter and edited draft copy of November *Connect*; worked with Deb Madison-Levi and Molly Lydon in organizing a Purely Social Event; participated in the demo webinar/conference call with Chris Drexel from Star Chapter that Erin Ort organized; attended lunch bunch; attended Simpson College Speaker Series with James Autry and Sally Pederson and attended dinner at Jethro's; participated in conference call with Omaha Chapter President, Cheryl McCall, to organize a learning/development session for Board members from various chapters; currently working with the Omaha Chapter Vice President, Jamie Borman, regarding Chapter of Excellence; and completed B/C/DP Projects Participation Form for EWI Corporate. The Individual Membership Bylaw provision will be discussed and voted on at the Chapter Membership Meeting.

Vice President: EWI communications were received. General Notes: Participated in a webinar/conference call with Chris Drexel from Star Chapter inquiring about a new EWI Des Moines Chapter website. The board plans to discuss this at the next board meeting. Prepared member binders and assigned a mentor to Samantha Damman. November 3 is a Firm Night at Wallace House and members are encouraged and reminded to bring donations to the meeting for Beacon of Life. Upcoming Event: 2015 Spring Conference will be hosted by EWI Milwaukee on April 16-18, 2015.

Sergeant-at-Arms: As of October 27, 2014 the Des Moines Chapter of EWI consists of: 43 member firms, 48 representatives, 8 life members, and 1 sustaining member. Present at the October 6, 2014 Chapter meeting were: 32 member firms for 68% representation, 30 representatives for 70% attendance, 5 chapter life members, 1 transitional member, 1 sustaining member and 2 guests. Attendance of the board members at the October 6, 2014 board meeting was 92%. Reservation deadline for the December 1 meeting is Friday, November 21. Board Members: please remember to sign in at the hospitality table!

Marketing: Postings were made on Facebook for the Simpson Speaker Series event and Purely Social outing to Jethro's.

Retention and Recruitment: Membership remains at 43 Member Firms, 48 Representatives, 0 Transitional Representatives, 8 Chapter Life Members, and 1 Sustaining Member. Open Rep Firms: Coldwell Banker Mid-America Group Realtors; Flynn Wright; Iowa Network Services; Renaissance Savery Hotel, and Tero International, Inc. We were recently notified that Kim Thomas has relocated to Illinois. Plans are on hold for a Retention and Recruitment committee meeting in the near future to strategize for the 2014-15 membership year.

Program: Our December meeting will take place at Noodle Zoo, 601 E. Locust Street, Des Moines. Dinner will be provided by Noodle Zoo and the menu consists of: sundried tomato bruschetta; chicken breast in a sherried cream sauce; tossed greens with pears and walnuts; and penne pasta sautéed with fresh vegetables. A bar will be available to purchase beer, wine and soda. The Board meeting will begin at 4:15 p.m.; appetizers and cocktails will be available from 5:30-5:45 with dinner served from 5:45-6:15. From 6:15-7:30 there will be mingling and a connection activity. A Toys for Tots drive and white elephant gift exchange will be offered. Our January Chapter meeting will be held at the Des Moines Area Religious Council's headquarters located at 1453 Mulberry Street in Des Moines. Catering will be provided by In the Bag.

Publications/Directory/Website: After compiling all the newsletter information, a draft of the November newsletter was sent out to the committee members on October 14. After revisions were made, the final copy of the newsletter was sent to the entire membership on October 17. The website was updated with the November newsletter as well as lunch bunch locations for November. The Member Directory was also sent out on October 17 to the entire membership with a few updates. The status of committee duties was reviewed. New business: Christy was contacted by the webmaster for EWI Omaha. She first congratulated us for winning the Chapter of Excellence Award. She then asked permission from us to copy the look and layout, and working of our Chapter website for the Omaha Chapter website. After discussion, the Board agreed to grant permission to share our chapter website with the Omaha Chapter. Articles and additions to the calendars, news and notes are due to Christy Jones and Stephanie Cardwell by Friday, November 7. Please make sure to submit articles by this time so that the newsletter can be completed the following week. Send emails to christyj@rjonescollision.com and stephanie.cardwell@drake.edu.

Ways & Means: Nut orders will be collected from October 15-31, with delivery on Friday, December 5 at In the Bag. We will extend the deadline to Thursday, November 6 in case any additional orders are received.

New Business: Erin Ort presented a report on the Star Chapter webinar that several board members participated in and also did research on online payment options with PayPal and Square. Star Chapter is an online membership software that could assist our Chapter with redesigning of our website, technical support, automation with meeting sign-up, fundraising payments, Board packets, marketing, etc. Erin will research the contract terms and references and share that information with the Board prior to any decision.

Linda Buchanan reported on Capitol View Elementary School holiday gifts. There are 102 kindergarteners who will receive hooded sweatshirts. We are awaiting information from Capitol View to decide if we will also be donating anything to the preschool class. We will also do a wrapping paper drive for YESS at the December meeting. Linda will check for a date to wrap gifts at the shelter.

Chris Harvey discussed the addition of the Individual Membership provision to our Chapter Standing Rules. The provision as prepared by EWI Corporate states, "B. Individual Member. The Chapter shall have the option of including the Individual Member class of membership. An Individual Member shall be an employee of a business which is not a Member Firm of the Chapter." Katherine McClure asked whether the provision includes membership to unemployed individuals. After discussion, it was determined our chapter has the discretion to include unemployed individuals in our Chapter's Standing Rules and this will be discussed with the membership at tonight's meeting.

Find EWI Des Moines:



CONNECTIONS | CAREERS | COMMUNITY

November Chapter Meeting Highlights

What a great night at the Wallace House! Enjoy some of the photos.





Calendar of Events

Monday, December 1 – Meeting & Holiday Event: Toys for Tots Drive and White Elephant Gift Exchange

Anyone not attending the meeting must contact Carol Bahls at: cbahls@grandview.edu or call 263-2802. **The reservation deadline for the December 1 meeting is Friday, November 21!**

HAPPY BIRTHDAY!!

December 14
December 18
December 21

Sandra Taylor
Deb Longseth
Micki Sandquist

Plaza Florist
Syverson Stregé & Company
American Lung Association

2014 Program Schedule

Date	Venue	Program
December 1	Noodle Zoo	Holiday Party – Toys for Tots & White Elephant Gift Exchange

2015 Program Schedule

January 5	Des Moines Area Religious Council	TBD
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2014 Lunch Bunch Schedule

Date – 11:30 am	West Des Moines Meets on Tuesdays	Downtown Meets on Thursdays
December 16 & 18	<u>Club Car</u> 13435 University Avenue, Clive 226-1729	<u>Exile Brewing Company</u> 1514 Walnut Street 883-2337

2015 Purely Social – Lunch Bunch Schedule

**3RD TUESDAY & FOLLOWING THURSDAY OF EACH MONTH
WEST DES MOINES & DOWNTOWN LOCATIONS**

Date – 11:30 am	West Des Moines Meets on Tuesdays	Downtown Meets on Thursdays
January 20 & 22	<u>Cool Basil</u> 1250 - 86 th Street, Clive 225-8111	<u>Noah's Italian Restaurant</u> 2400 Ingersoll Avenue, DM 288-2246
February 17 & 19	<u>El Rodeo</u> 1310 NW 118 th Street, Clive 440-2210	<u>akebono</u> 215-10 th Street, DM 244-5972
March 17 & 19	<u>Biaggi's</u> 5990 University Avenue, WDM 221-9900	<u>Centro</u> 1003 Locust Street, DM 248-1780
April 21 & 23	<u>Fire Creek</u> 800 S. 50 th Street, WDM 224-0500	<u>Olympic Flame</u> 514 E. Grand Avenue, DM 243-4361
May 19 & 21	<u>Olive Garden</u> 3600 Westown Parkway, WDM 224-0824	<u>Red Bistro</u> 2925 Ingersoll Avenue, DM 274-0097
June 16 & 18	<u>Coach's Pizza</u> 560 S. Prairie View, WDM 223-2233	<u>Open Sesame</u> 313 E. Locust Street, DM 288-3151
July 21 & 23	<u>Bar Louie</u> 7105 Mills Civic Parkway, WDM 422-9640	<u>MALO</u> 900 Mulberry Street, DM 244-5000
August 18 & 20	<u>P F Chang's</u> 110 S. Jordan Creek Parkway, WDM 457-7772	<u>Star Bar</u> 2811 Ingersoll Avenue, DM 244-0790
September 15 & 17	<u>Bravo</u> 120 S. Jordan Creek Parkway, WDM 225-0660	<u>Café Baratta's in the Historical Building</u> 600 E. Locust Street, DM 281-3294
October 20 & 22	<u>Johnny's Italian Steakhouse</u> 6075 Mills Civic Parkway, WDM 333-5665	<u>Mad Meatball</u> 401 SE 5 th Street, DM 288-2404
November 17 & 19	<u>Waterfront</u> 2900 University Avenue, WDM 223-5106	<u>Quinton's</u> 506 E. Grand Avenue, DM 244-6624
December 15 & 17	<u>Club Car</u> 13435 University Avenue, Clive 226-1729	<u>RoCA</u> 208 Court Avenue, DM 282-3663

Get to Know Your Chapter Leaders – The Directors

Here's your chance to get to know more about the new EWI Chapter leadership team... not what they will do in their role, but who they are! This is the second in a three part series featuring the Officers, Directors and Committee Chairs.



President - Chris Harvey has been with the Iowa Credit Union League for 8 years and serves as the Executive Assistant to the CEOs of The Members Group and TMG Financial Services. In January, she will start her 7th year with EWI. She has 4 children, 7 grandchildren and enjoys spending time with family and friends.



Vice President - Carmella Heckard is the Executive Assistant to the President at the Greater DM Partnership. She has been employed there for 8 years and has been in EWI for 3 years. She is married to her husband Dave and has a 12 year old son Justin. She enjoys camping, boating, gardening, making maple syrup and is also a 1st year beekeeper.



Secretary – Deb Lyons is the Sr. Executive/Legal Secretary to the President and CEO of the SHAZAM Network. Deb has been employed with SHAZAM for the past 19 ½ years and has been a member of EWI for 9 years. Deb has two daughters – one lives in Ankeny and the other in Dallas, TX. She is a first-time grandma to Holden who is six months old. Deb enjoys traveling, reading, church activities, trying out new restaurants, and getting together with friends and family.



Treasurer – Erin Ort has been with Parkstone Wealth Advisors/ Ameriprise Financial Services for 12 years and is a Certified Financial Planner. She has been in EWI for 5 years.



Sergeant at Arms - Carol Bahls is the Executive Administrative Assistant to the President of Grandview University and has been employed there for 9 ½ years. She has been in EWI for 4 ½ yrs. She enjoys reading, walking, writing, church activities and playing guitar with her retro band.

Firms in the News and Announcements

Delta Dental

- Delta Dental was honored by Easter Seals Iowa for its support during the past year. Delta Dental received the Inclusion Business of the Year award. (October 29 Business Record)

Drake University

- 10 people to grab coffee with if you're new to the DSM startup community - Tom Swartwood, Entrepreneurship Center, Assistant Professor of Entrepreneurship at Drake University (October 22 Silicon Prairie News) <http://siliconprairienews.com/2014/10/10-people-des-moines/>
- Central Iowa PRSA announced PRIME award winners
The Central Iowa chapter of Public Relations Society of America celebrated the industry's best and brightest at the annual PRIME Awards Banquet, held Oct. 22 at Drake University. Winners include:
 - Merit Award: Drake University for "Big Brothers Big Sisters of Central Iowa 'Little Changes for Big Impact' "
 - Individuals honored for making noteworthy contributions to the public relations profession in Iowa include: Outstanding New Member Jennifer Glover-Konforst, Assistant Professor of Public Relations at Drake University. (October 30 Business Record)
- Drake University President Maxwell named to Iowa Business Hall of Fame
Three outstanding Iowa leaders will be the newest inductees to the Iowa Business Hall of Fame. Tom Aller, Past President of Interstate Power & Light; John Bloomhall, Chairman of Diamond V; and David Maxwell, President of Drake University, were selected by current Hall of Fame members to be honored during the Greater Des Moines Committee's annual Black Tie Dinner on Dec. 4 in Altoona. (October 24 Business Record)

The Greater Des Moines Convention and Visitors Bureau

- The Greater Des Moines Convention and Visitors Bureau accepted six awards at the 2014 Iowa Tourism Conference in Council Bluffs recently. Awards were for Outstanding Social Media Execution (the CVB's "Catchtributors" team strategy of social media execution and blog launch), Outstanding Event (Iowa Craft Beer Festival), Outstanding New Event (BACooN Ride), Lodging (Hotel Pattee) and two for Outstanding Promotional Material (Perry Area Chamber of Commerce). (October 24 Business Record)

The Greater Des Moines Partnership

- Registration open for Healthy People Healthy Places event
The Urban Land Institute is hosting Healthy People Healthy Places: Principles for Building Healthy Places Conference. The Healthy People Healthy Places Advisory Committee, AARP Iowa and the Greater Des Moines Partnership also are involved. The conference is from 8 a.m. to 3:30 p.m. Nov. 13 at the Greater Des Moines Botanical Garden. (October 15 Business Record)
- Central Iowa PRSA announced PRIME award winners
The Central Iowa chapter of Public Relations Society of America celebrated the industry's best and brightest at the annual PRIME Awards Banquet, held Oct. 22 at Drake University. Winners include:
 - Individuals honored for making noteworthy contributions to the public relations profession in Iowa include: Outstanding Iowa Advocate Susan Ramsey, Senior Vice President of Communications and Marketing at the Greater Des Moines Partnership. (October 30 Business Record)

Iowa Credit Union League

- Iowa Credit Union League earns national award
The National Credit Union Foundation will honor the Iowa Credit Union League with the prestigious 2015 Herb Wegner Memorial Outstanding Organization Award, one of the highest honors in the credit union industry. The award will be presented March 9 in Washington, D.C. (October 15 Business Record)
- The Members Group launches new MasterCard fraud detection product
A new fraud detection product developed by The Members Group will help banks and credit unions stop payment card fraud in real time, the company announced. The Clive-based payments processor is offering the fraud scoring software product, MasterCard Expert Monitoring, to its MasterCard-issuing credit unions and banks. (October 23 Business Record)

Lightedge Solutions

- Lightedge Solutions will be among businesses honored at the 2014 Economic Impact Award Winner awards lunch on November 12 at Downtown Marriott
(<https://www.desmoinesmetro.com/index.cfm?nodeID=78741&audienceID=1>)

Meredith Corporation

- Fitness Magazine relaunches website
Fitness Magazine announced the relaunch of its popular website, Fitnessmagazine.com, which the company said will offer readers a better user experience and access to custom content. (October 15 Business Record)
- Meredith secures rights to license Martha Stewart Living
Meredith Corp. announced yesterday that it has entered into a 10-year licensing agreement with Martha Stewart Living Omnimedia to acquire the rights to Martha Stewart Living magazine and the publication's website. (October 16 Business Record)

UnityPoint Health

- UnityPoint Health - Des Moines has begun construction on new emergency departments for Iowa Methodist Medical Center and Blank Children's Hospital. Renovations focus on the critical care and cardiac care units. (October 29 Business Record)

Wellmark

- Celebrate Business Award for Lifelong Learning to be presented to Wellmark on November 12
(Business Record 10/22/14)



Plaza Florist & Gifts

*Plaza Florist & Gifts will be hosting several DIY
Décor workshops over the holiday season*

Thanksgiving Centerpiece Class: Thursday, November 20 from 5:30 pm to 7 pm. Create a Thanksgiving Centerpiece with fresh flowers that match your style with our designers right by your side for your special holiday. Cost to attend is \$40 and includes all of your materials.



Winter Centerpiece Class: Wednesday, December 17 from 5:30 pm to 7 pm. Design a festive, winter centerpiece using fresh flowers to perfectly match your holiday decor. Our designers will be right by your side to make sure it turns out just right. Cost is \$50 and includes all of your supplies.



Winter Patio Pot Class: Tuesday, December 2 from 5:30 to 7 pm. Work with the pros at Plaza Florist to design a winter patio garden that wows your party guests. Cost to attend is \$60 and materials are included.

Winter Wreath Class: Thursday, December 4 from 5:30 pm to 7 pm. Create a festive winter wreath for your front door with the assistance of our professional designers using the colors and accents of your choice. Cost to attend is \$50 and all your materials are included.



Register here: http://www.plazaflorist.net/category/occasions/diy_home_decor_classes/display

Corporate Information

What is EWI?

Mission

Executive Women International (EWI) brings together key individuals from diverse businesses for the purpose of promoting member firms, enhancing personal and professional development, and encouraging community involvement.

Vision

To be a global women's organization of 5,000 engaged members empowering others for positive change.

Values

Integrity | Excellence | Respect | Collaboration

2014-2015 Corporate Officers & Directors

President

Darlene Banogon
North Island Credit Union
EWI of San Diego

Vice President

Dianne Luckett
Irby Electrical Distributor
EWI of Jackson

Secretary/Treasurer

Cheryl Hawkins
American Clinical Laboratory Assn
EWI of Washington DC

Directors

Diane Barber
Capital Region Benefits
EWI of Harrisburg

Cortney Ihde
ViSalus Inc.
EWI of Milwaukee

Jill Gaffney
Greenleaf Landscaping, Inc.
EWI of Spokane

Advisor

Ronwyn Anderson
Soft-Lite Windows
EWI of Nashville

Conference Information

LCAM 2015

LCAM 2016

Tulsa, Oklahoma Spokane, Washington

Professional Development Webinars

Want to check out some of the fabulous webinars that EWI has hosted? You can listen to the webinar recordings by visiting:
http://ewiconnect.com/?page_id=4018.

Find EWI Corporate:



**EWI® Des Moines Chapter
Monday, December 1, 2014
Holiday Party – Noodle Zoo**

Date:	Monday, December 1, 2014
Program:	Holiday Party – Toys for Tots Drive, White Elephant Gift Exchange, Wrapping Paper Collection
Program Location:	Noodle Zoo 601 E. Locust Street, Des Moines, IA 50309
Schedule:	4:00 Board Meeting 5:15-5:45 Appetizers/Drinks 5:45 Dinner 6:15 -7:30 White Elephant Gift Exchange
Menu:	Salad, Chicken Breast in a Sherried Cream with pasta and roasted vegetables.
Cost:	\$25.00
Directions/Parking:	Park on the south side of Noodle Zoo or use on-street parking.
Dinner Reservation Deadline:	<ul style="list-style-type: none"> Reservation deadline is Friday, November 21, 2014 <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 Carol Bahls <u>by</u> the reservation deadline. Representatives bringing a guest MUST notify Carol 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 Carol. Cancellation Policy: If you are <u>unable</u> to attend, you MUST notify Carol <u>by</u> the reservation deadline.
Mail this form to:	Carol Bahls Grand View University 1200 Grandview Ave, Des Moines, IA 50316 515-263-2802 Cbahls@grandview.edu

Firm: _____

Representatives: _____

Executives/Guests: _____

Amount Enclosed _____ (Please make check payable to EWI)