

FROM THE PRESIDENT

All I can say is **WOW!** Not only did we dive deep into the world of AI, but it's also officially April—and the daffodils will be blooming any day now. 🌸 That alone lifts the spirit, and the early spring birds at home have already been putting on a show. 🐦

🌐 Exploring AI in Our Professional Lives

The group continued its exploration of **artificial intelligence**, focusing on how it works and how it can support members across different industries. The conversation highlighted:

- The basic mechanics of AI and how it learns from patterns.
- Everyday examples of AI are already embedded in tools we use.
- Ways AI can streamline tasks, support decision-making, and enhance productivity.
- Individual reflections on how AI could be applied in each member's role.

📁 Tools for Staying Current and Organized

Members also discussed several digital tools that help professionals stay organized, informed, and efficient:

- **OneNote** — for capturing notes, organizing ideas, and keeping information accessible across devices.
- **OneDrive** — for cloud storage, file sharing, and collaboration.
- **Box** — for secure document management and team workflows.

The group compared how each tool fits different work styles and organizational needs, emphasizing the importance of choosing platforms that support ongoing learning and adaptability.

💬 Meeting Tone and Takeaways

The discussion was open, collaborative, and idea-driven. Members shared personal experiences with technology, asked questions, and explored how digital tools and AI can help them stay current in their careers. The session encouraged curiosity and highlighted opportunities for continuing learning.

📅 Looking Ahead to April

Next month, we will hear from **Chris and Kelly**, who will share their favorite **Microsoft Outlook tips and tricks**. I've already had a sneak peek, and you're going to love it!

Deb Longseth
President, EWI of Des Moines
Representing Syverson Strege



RESERVATION FORM

Firm: _____

Representatives: _____

Guests: _____

MONTHLY PROGRAM

Friendly Reminders: Please register for the meeting, even if you pay annually or quarterly, so we know the number of attendees for the catering order. Don't forget to wear your EWI name badge to our meeting!

Monday, April 6, at 5:30 p.m.

Location: TPI
2600 Gannett Avenue
Des Moines IA 50321

Program: Outlook – Perspectives from Two Power Users
presented by Chris Harvey & Kelly Betts

Dinner: Sunflower Catering

EWI Des Moines
Committee Chairs
2025-2026



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Robin Taylor

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Beth Kneeskern

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Membership (Director)**

Christine Healy

Programs (Director)

Robin Taylor

Marla Wylie

**Marketing &
Communications (Director)**

Mary Ann Moore

Fundraising (Director)

Marla Wylie

Scholarship Selection/ASIST

Committee Co-Chairs:

Christine Healy

Kim Fankhauser

Kelly Betts

3 non-EWI participants

Hospitality/Lunch Bunch

Committee Chair:

Gloria Criswell

Philanthropy

Committee Chair:

Kelly Betts

B/C/DP Investments

Committee Chair:

Chris Harvey

Parliamentarian

Michelle Cook

Advisor

Robin Taylor

Budget

Deb Longseth

Robin Taylor

Strategic Plan

Chris Harvey

Deb Longseth

Robin Taylor

**Advisory Council
(Past 6 Years)**

Kelly Betts

Chris Harvey

Barb Hobson

Deb Longseth

Robin Taylor

President, EWI Corporate

Vicki Chapman



MISSION

Executive Women International 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 enhance professional growth and development within a diverse group of women while empowering them to make a difference as they inspire others.

VALUES

Integrity Excellence Respect Collaboration

Member Firms:

- ~Catch Des Moines
- ~Delta Dental of Iowa
- ~Hubbell Realty Company
- ~Iowa Realty
- ~Iowa State Fair Blue Ribbon Foundation
- ~KPMG LLP
- ~Meredith Family Offices
- ~Shazam
- ~Syverson Strege
- ~The Printer Inc. (TPI)
- ~TrueNorth Companies
- ~Waldinger Corp.
- ~Velera



2025-2026 CORPORATE BOARD OF DIRECTORS

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vchapman@swbc.com

President Elect - Holly Stephenson, AT&T, EWI of San Diego,
hs1269@att.com

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michele.rundstrom@altria.com

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lori.heerlyn@tdwilliamson.com

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Director – Lesley Cornathan, Columbus Conventions, EWI of Columbus,
lcornathan@columbusconventions.com

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jenniferclark@dallashearingflundation.org

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35Director@ballsfoods.com



Announcing EWI's new Business Operations Specialist



The EWI Corporate Board is pleased to announce the appointment of **LaTonya Perez** as Business Operations Specialist.

In this role, LaTonya will oversee the organization's daily operational functions, enhance administrative workflows, and collaborate closely with the Corporate Board, Chapter Boards, and our entire membership to ensure smooth, efficient, and high-quality business operations.

With her prior service on the Corporate Board and multiple Corporate committees, along with her extensive background in the nonprofit sector, LaTonya brings exceptional organizational insight, a passion for service, and a steadfast commitment to advancing the mission of Executive Women International. We are confident she will be an outstanding asset as we continue to strengthen and expand the support we provide to our chapters and member firms.

LaTonya and her family will be relocating to Boise, Idaho this summer as her husband transitions into a new phase of his professional journey. Her official start date will be **June 8, 2026**. Until then, the Corporate Board will continue managing all office responsibilities.

Please join us in congratulating LaTonya and welcoming her to this important role!



2026 Emerging Executive Women Program

Hello EWI members:

The corporate board is pleased to offer the Emerging Executive Women program again for 2026!

Here's what a couple of our 2025 winners had to say about the program and their experiences:

Tia Scott (EWI of Harrisburg) sees the award as a catalyst for personal transformation, explaining:

"I'm truly honored to be selected as one of the 2025 Emerging Executive Women program winners. I will be using the funds to deepen my own coaching journey — investing in transformational innerwork that will enable me to develop powerful, actionable strategies for success. This investment will not only help me continue to grow personally but will also amplify the success of my clients, creating ripple effects across the communities I serve."

Molly Murphy (EWI of Omaha) shared how this opportunity will directly impact her educational goals and career advancement:

"With the help of this grant and the leadership coaching that accompanies it, I will have the tools and support needed to finally take the plunge and invest in myself by pursuing a Master's in Legal Studies. This degree will allow me to assist our HR team in navigating complex legal challenges while broadening my overall impact as a leader within our company. I'm excited to embark on this next chapter and grateful for the support that makes it possible."

The program is launching today, and winners will be announced in April. The links to the program guidelines and the application are listed below.

If you have any questions, please contact the Growth and Engagement Director, Lesley Cornathan at lcornathan@columbusconventions.com or 614-827-2661.

CLICK HERE for Program Guidelines and
Application

**Des Moines Chapter of Executive Women International
2026 Spring Flower Fundraiser
Flowers are from Central Iowa Floral**

Payments Accepted: Exact cash, check or PayPal **Buyer's Name:** _____ **Pick-Up Date/Time:** Around Mother's Day (May)

Buyer's Phone: _____

EWI Member Name & Phone #: _____

10" Hanging Baskets	Cost Each	Quantity	Total Amount Due
Fuchsia Wave Petunia	\$25		
Pink Wave Petunia	\$25		
Purple Wave Petunia	\$25		
Sun-Loving Combo Basket (assorted colors in one basket)	\$25		
Total Hanging Baskets			
12" Patio Pots contain 5 coordinated plants	\$30		
Total Patio Pots			
4.5" Geraniums	\$6		
Red	\$6		
Pink	\$6		
White	\$6		
Salmon	\$6		
Coral (Orange)	\$6		
Violet	\$6		
Total Geraniums			
3" Accent Plants	\$4		
Spike	\$4		
Vinca Vine	\$4		
Asparagus Fern	\$4		
Total Accent Plants			
6" Purple Fountain Grass	\$10		
Total Purple Fountain Grass			
Bedding Plant Flats	\$25		
Impatiens Mix	\$25		
Begonia Mix	\$25		
Petunia Mix	\$25		
Total Plant Flats			
Grand Total			



12" Patio Pot



10" Hanging Combo Basket

EWI members: Order Deadline: Monday, April 6 by Noon

Pick-Up Location: Delta Dental of Iowa

Send orders to: Marla Wylie's email: mwylie@deltadentalia.com Phone: 515-343-7480

Payments accepted: Exact cash, check, or we now accept PayPal. For PayPal, send your total amount to ewidessmoines@gmail.com. See back of page for instructions.

Birthdays



April 14 – Kelly Betts



Lunch Bunch
Wednesday, April 15
Ted's Coney Island
3020 Ingersoll Avenue
Des Moines

2025-2026 BOARD OF DIRECTORS

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dlongseth@onlyworkforyou.com

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rhondasmal2@yahoo.com

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TPI
chealy1142@gmail.com

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Catch Des Moines
maryann@catchdesmoines.com

Program Director

Robin Taylor
Iowa State Fair Blue Ribbon Foundation
robin@blueribbonfoundation.org

Fundraising Director

Marla Wylie
Delta Dental of Iowa
mwylie@deltadentalia.com

2026 LUNCH BUNCH



Beginning in 2026, Lunch Bunch will be held the third Wednesday of each month.

<u>Restaurant</u>	<u>Address</u>	<u>Date</u>
Star Bar	2811 Ingersoll Avenue Des Moines	Wednesday, January 21
Urban Cellar	640 South 50th Street West Des Moines	Wednesday, February 18
Machine Shed	11151 Hickman Road Urbandale	Wednesday, March 18
Ted's Coney Island	3020 Ingersoll Avenue Des Moines	Wednesday, April 15
Gilroy's	1238 8th Street West Des Moines	Wednesday, May 20
Jethro's BBQ 'N Bacon Bacon	1480 22nd Street West Des Moines	Wednesday, June 17
Cosi Cucina	1975 NW 86th Street Clive	Wednesday, July 15
Noah's Ark	2400 Ingersoll Avenue Des Moines	Wednesday, August 19
The Tavern Valley Junction	205 5th Street West Des Moines	Wednesday, September 16
Gateway Market	2002 Woodland Avenue Des Moines	Wednesday, October 21
Cooper's on 5th Valley Junction	227 5th Street West Des Moines	Wednesday, November 18
HiFi Brew Lounge	103 South 11th Street West Des Moines	Wednesday, December 16