

## FROM THE PRESIDENT

💎 **What a fantastic time we had at our last meeting!** Picking out sparkly new Touchstone Crystal jewelry was such a treat, and Karen was an exceptional hostess. Her generosity in sharing her profits with our scholarship program is deeply appreciated. Thank you to everyone who purchased a piece (or two... or three 😊).

### 🎓 **Scholarship News**

We are thrilled to announce that **Princess Winters** was selected to receive the **ASIST Corporate Scholarship** (see page 7). She will be awarded **\$4,000** and will also enjoy a quick trip to LCAM to be recognized. Princess has shown remarkable determination, perseverance, and commitment to her educational journey. Please join us in celebrating her achievement!



### **Fundraising News**

Our **Fall Flower Sale** 🌸 is officially underway! Marla sent the order information, and all orders are due **Wednesday, August 5**. Please email your completed forms directly to Marla. Delivery is expected around **Labor Day**, with more details to follow. We're also preparing for our **Fall Nut Sale**, so stay tuned for those details. 🥜

### **Upcoming Events**

- **August Meeting – Waldinger Corporation.** Join us for a fun and inspiring evening with guest speaker **Michelle Bonugli, Administrative Professionals of Iowa – Expressing Your Worth as an Executive Assistant.**
- **Lunch Bunch – August 19 at Noah's Ark.** A perfect opportunity to invite a friend and introduce them to **EWI**.
- **Recognition Night – September 10.** We look forward to seeing you as we welcome our scholarship winners and special speaker **Tracey Garvis Graves.**

### **Looking Ahead**

👥 As we gear up for the coming year, we encourage every member to step forward in some capacity. It will take all of us to work together to keep our chapter moving forward with strength and purpose. I look forward to hearing your **“yes”** - even a small commitment makes a meaningful difference!

Warmly,

*Deb Longseth*

*President, EWI of Des Moines*

*Representing Syverson Strege*

## Onward & Upward - Accelerate Your Potential

### Fear vs Curiosity Perfectionism vs Flexibility

We've all experienced the positive and negative pull of these. Michelle Bonugli with Administrative Professionals of Central Iowa will share with us her real life example of trying to start a business while also managing a chronic illness. She's learned a lot and will lead a value packed conversation.

Monday, August 3  
5:30 pm to 7:30 pm

Waldinger Corporation  
6200 Scout Trail  
Des Moines, IA 50321



CONNECTIONS | CAREERS | COMMUNITY

RSVP by  
Wed., July 29th  
[www.EWIDSM.org](http://www.EWIDSM.org)

Meal provided by  
The Tavern

## 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, August 3, at 5:30 p.m.**

**Location:** The Waldinger Corporation  
6200 Scout Trail  
Des Moines IA 50321

**Program:** Onward & Upward - Understanding Fear vs Curiosity and Perfectionism vs Flexibility  
Presented by Michelle Bonugli of Administrative Professionals of Iowa.

**Dinner:** The Tavern

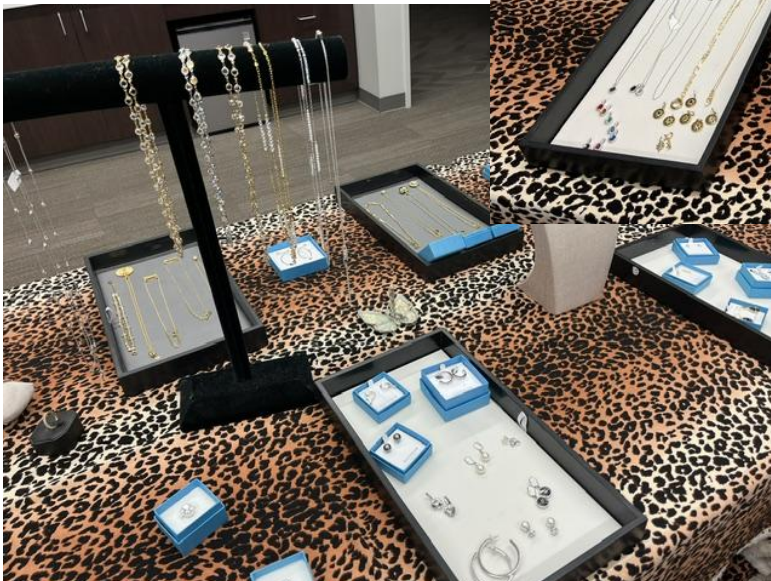
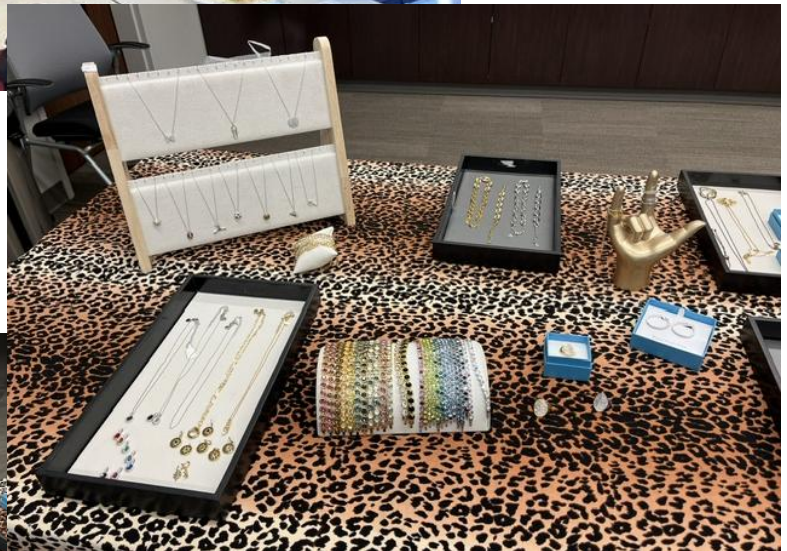


# JULY MEETING RECAP

## Des Moines EWI Meeting

July 13, 2026

Karen Olejniczak with Touchstone Crystal shared her sales' proceeds with our chapter for our ASIST Scholarship.





## Chapters of Opportunities

Executive Women of Des Moines invites you to join us for a special evening as we recognize our scholarship winners for the 2026-27 academic year.

With special guest speaker and local author:  
Tracey Garvis Graves



Learn more about Tracey at  
[traceygarvisgraves.com](https://traceygarvisgraves.com)

Thursday, September 10, 2026  
5:30 p.m.

Rewind Hotel  
6075 Mills Civic Parkway  
West Des Moines, IA 50266

Cost is \$55 | RSVP by September 2 | [chealy1142@gmail.com](mailto:chealy1142@gmail.com)  
or mail to

Christine Healy | 3724 SE 26th Street | DSM IA 50320

**Princess Winters: \$5,000 from EWI of Des Moines; \$4,000 from Corporate**

Princess is halfway to her Bachelor's degree in Business Law at Drake University. Drake offers an accelerated program, "John Bright College", that allows her to complete her Associate's degree while being a full-time working mom. Princess graduated Magna Cum Laude from the program on May 19 of this year. Immediately following her undergraduate degree in Business Law, she is set to apply to Drake School of Law. Upon her completion of law school, she wants to pursue a career working in criminal and civil law. She currently works as an administrative assistant for the State Public Defender's Office. She is a single mother to a 12-year-old and 1-year-old boys. She feels strongly that this life's work will contribute greatly to community involvement because her greatest passion is people and the pursuit of fairness in litigation.

**Laura Orozco: \$2,500 from EWI of Des Moines**

Laura Orozco is pursuing a Bachelor of Social Work degree at Grand View University. As a single mother, full-time employee, and first-generation advocate for her family, she has learned the importance of perseverance, resilience, and service to others. Her personal experiences overcoming domestic violence and navigating the challenges of rebuilding a safe and stable life for her children inspired her to pursue a career in social work. These experiences have given Laura a deep understanding of the barriers many individuals and families face when seeking help and support. Through her education, she hopes to become a compassionate and effective social worker who empowers survivors, advocates for vulnerable populations, and helps individuals and families access the resources they need to thrive. She is committed to using both her lived experience and professional training to make a meaningful difference in the lives of others.

**Ashley Collins: \$1,500 from EWI of Des Moines**

Ashley is studying for an Elementary Education degree at William Penn University. Upon completion of her degree, she wants to pursue a career as a general education classroom teacher. Ashley is newly married and her blended family includes eight children aged 11-28, and three grandchildren. She feels strongly that her work as a teacher will contribute greatly to community involvement through the raising of today's youth by providing an emotionally safe and successful academic learning atmosphere.





Hello, EWI Members

We're thrilled to announce that LCAM 2026 is just a few months away, and we're ready to make this year's conference in Mobile, Alabama, September 16-19, an unforgettable experience! This is your chance to shine – we invite you to put your firm front and center by becoming a sponsor and elevating your brand at LCAM.

EWI offers a wide range of sponsorship opportunities, each packed with valuable benefits. Whether your firm is looking for vendor tables, ad space in the printed program guide, reserved seating, gala tickets, or more, there's a level to suit every interest. Sponsoring the event, or even just a portion, is a fantastic way to support our mission of Careers, Connections, and Community, while gaining exposure and making meaningful connections.

This year, sponsorship is especially important to us, and we're aiming for participation from every Chapter and member. Your support will be instrumental in ensuring a successful and prosperous conference for all.

As we gear up for this year's event, we are reaching out to ask for your help in making it a tremendous success. We'd love for each Chapter to contribute a basket for the Silent Auction, along with a single item for our daily door prizes. Our themes this year are Nautical for the Opening Reception and Onyx & Ivory for the Gala. Your support is essential to ensure that everyone attending receives something special each day.

With everyone's participation, we can create a memorable experience and spread joy throughout the event. Please help us by providing these items and encouraging your Chapter members to join in. Each contribution, big or small, will make a difference and help us reach our goal. Thank you so much for your enthusiasm and generosity.

And don't forget – early bird registration for LCAM is still open through June 30! Secure your spot now and enjoy significant savings.

Let's work together to make LCAM 2026 the most memorable conference yet, with your brand at the heart of the event. We can't wait to see what we accomplish together!



Dear EWI Members,

On behalf of the EWI Corporate Board of Directors, thank you to everyone who participated in this year's ASIST and EWISP Scholarship Programs.

Each year, these scholarships represent the very heart of EWI's mission—empowering individuals through education and creating opportunities that change lives. We were inspired by the outstanding applications submitted from chapters across our organization.

We would like to extend our sincere appreciation to our **Chapter Scholarship Chairs and Chapter Judges**. Your time, dedication, and thoughtful evaluations are the foundation of this program. Because of your efforts, each chapter was able to identify exceptional candidates to advance to the corporate level.

We also want to thank our **Corporate Scholarship Judges** for their countless volunteer hours spent reviewing applications. Your commitment to a fair and thorough evaluation process ensures these scholarships are awarded to truly deserving recipients. We are incredibly grateful for your service.

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## A Special Thank You to the Corporate Scholarship Committee

The success of the ASIST and EWISP Scholarship Programs would not be possible without the dedication, countless hours, and passion of our Corporate Scholarship Committee.

Please join us in recognizing:

- **Jennifer Clark**
- **Alicia Clark**
- **Shari Schiffman**
- **Christine Healey**
- **Renee Gaines**

This incredible team works behind the scenes for months coordinating timelines, answering questions, communicating with chapters, organizing applications, supporting the judges, and ensuring every detail of the scholarship process runs smoothly.

A very special and heartfelt thank you goes to **Alicia Clark**. Alicia is truly the heart of our scholarship program. Her knowledge of every aspect of the ASIST and EWISP scholarships is unmatched, and she generously shares that expertise with all of us. She has been an invaluable mentor, problem solver, and guiding force throughout this process. Quite simply, without Alicia's dedication, institutional knowledge, and willingness to help whenever needed, we would truly be lost. Thank you, Alicia, for everything you do to make these life-changing scholarship programs such a tremendous success. Your hard work often happens behind the scenes, but it does not go unnoticed and is deeply appreciated by all of us.

Congratulations to our 2026 Corporate Scholarship recipients!

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## EWISP Corporate Scholarship Winners

Each recipient will receive a **\$1,000 Corporate EWISP Scholarship**.

- **Brylee Casebolt** – Wichita Chapter — **\$1,000**
- **Kelsey Medrano** – Houston Chapter — **\$1,000**
- **Holland Thompson** – Tulsa Chapter — **\$1,000**
- **Jordyn Peters** – Birmingham Chapter — **\$1,000**
- **Kendall Elliott** – Richmond Chapter — **\$1,000**

## ASIST Corporate Scholarship Winners

- **Princess Winters** – Des Moines Chapter — **\$4,000**
- **Alayshia White** – Omaha Chapter — **\$3,000**
- **Megan Riddle** – Honolulu Chapter — **\$2,000**
- **Sheri McMahan** – Albuquerque Chapter — **\$1,000**
- **Olivia Burks** – Jackson Chapter — **\$1,000**
- **Aleicia Ross** – Oklahoma City Chapter — **\$1,000**
- **Robin Germann** – Tulsa Chapter — **\$1,000**
- **Ange Michelle Nguimsop** – Dallas Chapter — **\$1,000**
- **Rahsana Cox** – Birmingham Chapter — **\$1,000**
- **Sanobar Shaikh Saiyad** – Houston Chapter — **\$1,000**
- **Priscilla Martinez** – San Antonio Chapter — **\$1,000**

Congratulations to each of our recipients! Your determination, perseverance, and commitment to continuing your education are inspiring, and we are honored to support you on your educational journey.

To every applicant, thank you for sharing your stories and aspirations with us. While not everyone can receive a scholarship this year, we hope you continue pursuing your educational goals and encourage you to apply again in the future if eligible.

Finally, thank you once again to every chapter that participated. Your investment in these programs helps fulfill EWI's mission of promoting education, personal growth, and lifelong learning. Together, we are making a lasting difference in the lives of our scholarship recipients.

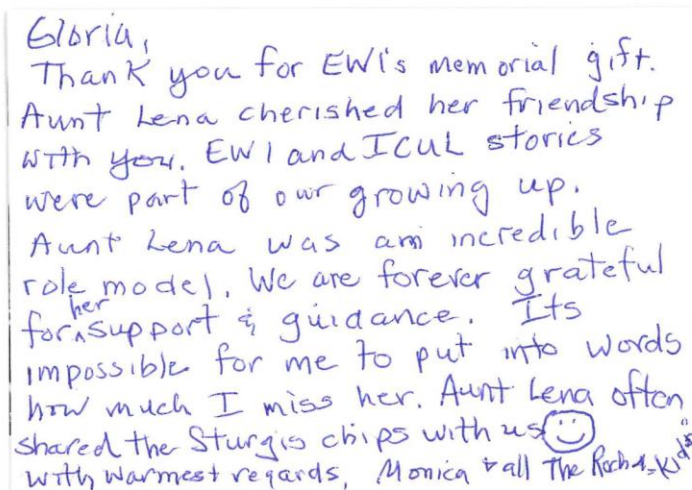
Congratulations to all of our winners and thank you to everyone who helped make another successful scholarship season possible!

Note to Lena Rocha's family from EWI on one of our note cards

EWI of Des Moines was fortunate to have Lena as a member of our organization for many years. We extend our deepest sympathy to her family and loved ones during this difficult time.

In honor of Lena's memory and the impact she had on our community, we are pleased to present this contribution in her remembrance.

June 13, 2026



Gloria,  
Thank you for EWI's memorial gift.  
Aunt Lena cherished her friendship  
with you. EWI and ICUL stories  
were part of our growing up.  
Aunt Lena was an incredible  
role model. We are forever grateful  
for <sup>her</sup> support & guidance. It's  
impossible for me to put into words  
how much I miss her. Aunt Lena often  
shared the Sturgis chips with us. 😊  
With warmest regards, Monica & all The Rocha's

***Des Moines Chapter of Executive Women International 2026  
Fall Mum Fundraiser  
Mums are from Central Iowa Floral***

**Buyer's Name:** \_\_\_\_\_

**Buyer's Phone** \_\_\_\_\_

**EWI Member:** \_\_\_\_\_

**Member's Phone:** \_\_\_\_\_

| Mums                                                             | Quantity | Cost Each | Total \$ |
|------------------------------------------------------------------|----------|-----------|----------|
| Red 10" Deco Pot                                                 |          | \$25.00   |          |
| Total # of Red                                                   |          |           |          |
| Yellow 10" Deco Pot                                              |          | \$25.00   |          |
| Total # of Yellow                                                |          |           |          |
| Orange 10" Deco Pot                                              |          | \$25.00   |          |
| Total # of Orange                                                |          |           |          |
| Purple 10" Deco Pot                                              |          | \$25.00   |          |
| Total # of Purple                                                |          |           |          |
| 12" Fall Patio Pot –<br>combination of varied plants             |          | \$50.00   |          |
| Donation: I want to make a gift to<br>further the mission of EWI |          |           |          |
| <b>TOTAL</b>                                                     |          |           | \$       |



Our EWI Des Moines Chapter awards scholarships to further adult education and we support various non-profits throughout the community.

**EWI members: Order Deadline: Wednesday, August 5th**

**Pick-Up Location: Delta Dental of Iowa** Time/Date – Around Labor Day

**Send orders to: Marla Wylie's email: [mwylye@deltadentalia.com](mailto:mwylye@deltadentalia.com) or call**

**Marla to decide how to obtain your orders. Phone: 515-343-7480**

**Payments accepted: Exact cash, check, PayPal, send your total amount to [ewidesmoines@gmail.com](mailto:ewidesmoines@gmail.com).**

Wendy Ingham, CEO of Variety – the Children’s Charity of Iowa, reached out to our chapter with the following request.

Young Variety Board is currently conducting a school supply drive for Carver Elementary School, a Des Moines Public School that has a very high free and reduced lunch rate. Would your team be interested in donating school supplies? We would be truly grateful for any level of support you can provide.

The items we still need are listed below:

- 278 Multicolor highlighters
- 425 Hand Sanitizers
- 1700 Black Dry Erase Markers
- 430 Reams of White Copy Paper
- 1430 Kleenex Boxes
- 1430 Disinfecting Wipes
- 430 Gallon Ziploc bags



## EWI Des Moines Committee Chairs 2025-2026

**President (Officer)**

Deb Longseth

**Vice President (Officer)**

Robin Taylor

**Secretary (Officer)**

Beth Kneeskern

**Treasurer (Officer)**

Rhonda Huegerich

**Sergeant-At-Arms/  
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

Rhonda Huegerich

**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

**President – Vicki Chapman**, SWBC, EWI of San Antonio,  
[vchapman@swbc.com](mailto:vchapman@swbc.com)

**President Elect - Holly Stephenson**, AT&T, EWI of San Diego,  
[hs1269@att.com](mailto:hs1269@att.com)

**Treasurer – Michele Rundstrom**, Altria Client Services LLC, EWI of Richmond,  
[michele.rundstrom@altria.com](mailto:michele.rundstrom@altria.com)

**Secretary – Lori Heerlyn**, T. D. Williamson, Inc., EWI of Tulsa,  
[lori.heerlyn@tdwilliamson.com](mailto:lori.heerlyn@tdwilliamson.com)

**Director – LaTonya Perez**, The Rose, EWI of Houston, [lperez@therose.org](mailto:lperez@therose.org)

**Director – Lesley Cornathan**, Columbus Conventions, EWI of Columbus,  
[lcornathan@columbusconventions.com](mailto:lcornathan@columbusconventions.com)

**Director – Jennifer Clark**, Dallas Hearing Foundation, EWI of Dallas,  
[jenniferclark@dallashearingflundation.org](mailto:jenniferclark@dallashearingflundation.org)

**Advisor – Kathy Scott**, Balls Food Stores, Inc., EWI of Kansas City,  
[35Director@ballsfoods.com](mailto:35Director@ballsfoods.com)

# Birthdays



*August 25 – Rhonda Huegerich*

*August 26 – Cheri Roberston*



**Lunch Bunch**  
**Wednesday, August 19**  
Noah's Ark  
2400 Ingersoll Avenue  
Des Moines

## 2025-2026 BOARD OF DIRECTORS

### President

Deb Longseth  
Syverson Strege  
dlongseth@onlyworkforyou.com

### Vice President

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

### Secretary

Beth Kneeskern  
KPMG LLC  
bkneeskern@kpmg.com

### Treasurer

Rhonda Huegerich  
TPI  
rhondasmal2@yahoo.com

### Sergeant-At-Arms/Membership

Christine Healy  
TPI  
chealy1142@gmail.com

### Marketing & Communications Director

Mary Ann Moore  
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.

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