

FROM THE PRESIDENT

Celebrating 250 Years

As we honor the 250th Birthday of the United States, we also welcome the arrival of the dog days of summer. This period from July 3 through August 10, traditionally marks the warmest stretch of the year. We encourage everyone to stay cool, hydrated, and enjoy the season.



June Meeting Recap

Our June meeting delivered an engaging and impactful experience. Special thanks to Brian Albright for presenting the Stop the Bleed program, an initiative designed to empower individuals to act quickly and effectively in emergencies. It is sobering to learn that uncontrolled bleeding is the leading cause of preventable death after injury yet encouraging to know that three straightforward techniques can equip anyone to save a life. We appreciate Brian's expertise and valuable knowledge he shared. He also made the training fun!

July Program Preview

We are pleased to welcome former EWI member Jennifer Parrish as our July guest presenter. Jennifer will showcase a selection of jewelry that brings "pop, sizzle, and bling" to any style. Attendees will have the opportunity to shop for necklaces, bracelets, and rings, with proceeds benefiting our ASIST Scholarship Fund.

Members are encouraged to invite guests - friends, colleagues, or anyone who may enjoy supporting a meaningful cause while discovering something beautiful. Please share this link widely to help extend our reach and impact. <https://www.touchstonecrystal.com/eventshare/P352300/?u=jparrish>

Thank YOU

Thank you to everyone who purchased spring flowers! We made an impressive profit, and I don't know about you, but my flowers are thriving!

Deb Longseth
President, EWI of Des Moines
Representing Syverson Strega



*July is all about the pop,
sizzle and bling -
be it necklace, firework,
bracelet or ring!*

Eat, drink and be merry as you shop Touchstone jewelry in support of our ASIST Scholarships.

Jennifer Parrish will have a wide selection of jewelry on display and will be donating her sales commission to the scholarship fund!

Invite a friend (or two) to join in the fun and please share the [party link](#), open for shopping from July 1 to 19.

Monday, July 13
5:30 pm to 7:30 pm

Syverson Stregge
4125 Westown Pkwy, Ste 104
West Des Moines, IA 50265



CONNECTIONS | CAREERS | COMMUNITY

RSVP by
Wed., July 8th
www.EWIDSM.org

Meal provided by
OPA! Italian & Greek
Restaurant.

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, July 13, at 5:30 p.m.

Location: Syverson Stregé
4125 Westown Pkwy, Suite 204
West Des Moines IA 50265

Program: July is all about the pop, sizzle and bling – be it necklace, firework or ring!
Eat, drink and be merry as you shop Touchstone Jewelry in support of our ASIST Scholarship fund!

Dinner: OPA! Italian & Greek

JUNE MEETING RECAP

Des Moines EWI Meeting

June 1, 2026

Iowa State Fairgrounds – Public Safety Building
Stop the Bleed – An interactive training program to recognize and treat life threatening bleeding emergencies.





CONNECTIONS | CAREERS | COMMUNITY

Save the Date

Recognition Night
Thursday, September 10
Rewind Hotel Board Room



CONNECTIONS | CAREERS | COMMUNITY

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



Discover Your Next Adventure

CLIENT TRAVEL WORKSHOP

Syverson Strege
4125 Westown Parkway, Ste. 104
West Des Moines, Iowa

Tuesday
July 21
11:30 a.m. - 1 p.m.

Lunch will be
provided for those
in attendance.

This event is free,
but registration
is required.

Have you been thinking about your next getaway? Whether you love guided tours, scenic escapes, cultural experiences, or bucket-list adventures, this workshop is designed to help you travel with greater confidence and excitement.



Karla Urwitz
OWNER & TRAVEL ADVISOR
BWK Travel

Join Us to Learn About:

- › Why travel can enrich your life and well-being
- › Importance of trip insurance and travel protection
- › Top destinations to consider for future travel
- › Best times of year to travel to popular locations
- › Helpful travel tips and tricks for smoother experiences
- › Different ways to travel: guided tours, cruises, independent travel, and more



Whether you are an experienced traveler or simply dreaming about your next trip, this workshop will offer inspiration, practical insights, and exciting ideas for future adventures domestically and abroad.

RSVP

Deb Longseth

(515) 225-6000 or DLongseth@syversonstrege.com

SYVERSON
■■■ **STREGE**



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

Treasurer – Michele Rundstrom, Altria Client Services LLC, EWI of Richmond,
michele.rundstrom@altria.com

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lori.heerlyn@tdwilliamson.com

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lcornathan@columbusconventions.com

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jenniferclark@dallashearingflundation.org

Advisor – Kathy Scott, Balls Food Stores, Inc., EWI of Kansas City,
35Director@ballsfoods.com



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!

Birthdays



July 4 – United States of America



Lunch Bunch
Wednesday, July 15
Coci Cucina
1975 NW 86th Street
Clive

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
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Sergeant-At-Arms/Membership

Christine Healy
TPI
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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.

<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