

FROM THE PRESIDENT

May is quickly wrapping up, and summer is officially shifting into high gear. The **Iowa State Fair Corn Dog Kickoff**, the **Iowa State Fair**, family vacations, baseball games, and those long, hot summer days and nights — I'm here for all of it. The hotter, the better!

A big thank you to **TrueNorth Companies** for hosting us in May. Every time a storm rolls through, I find myself thinking about the chart Chris and Angella shared showing how dramatically insurance costs have climbed due to severe thunderstorms. It certainly puts things into perspective.

Last week, we held our **scholarship interviews**, and what a joy it was to observe and listen as our judges engaged with the applicants. I had never been part of the interview process before, so it was a meaningful and eye-opening experience.

Looking ahead, our **Annual Recognition Night** is scheduled for **Thursday, September 10**, at **The Rewind Hotel in West Des Moines**. The meeting will take place in the boardroom. More details will be available as the date approaches.

Be sure to make your reservations for LCAM in Mobile, AL! Looks like a full agenda of fun and learning.

Here's to a bright, busy, and memorable summer!

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, June 1, at 5:30 p.m.

Location: Iowa State Fair - Public Safety Building
491 East 31st Street
Des Moines IA 50317

Program: Stop the Bleed – Know What To Do When It Matters Most!

“Stop the Bleed” is a national training program designed to teach bystanders how to recognize and treat life-threatening bleeding emergencies before professional help arrives. Training covers techniques such as applying direct pressure, wound packing, and using a tourniquet .

Dinner: Catered by In the Bag

Des Moines EWI Meeting May 4, 2026 TrueNorth Companies' presentation and celebrating Cheri Cipperley's upcoming wedding

Comprehensive Risk Management

Life comes with more than just home and auto risks. At TrueNorth, we take time to understand your circumstances so we can look at **your overall level of risk**, not just your policies. By focusing on *what's changed* and *what matters most to you*, we help identify where you're well protected and where there may be gaps worth a closer look.



Depending on your situation, this may include conversations around coverage for:

- Home, auto, recreational vehicles
- Inability to work & loss of income
- Long-term care needs
- Lawsuit exposure
- Unexpected or sudden events

This doesn't mean you need to make changes. We're here to provide awareness, present clear options and support you in making informed decisions as your life evolves.



Protect Today, *Maximize Tomorrow.*
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CONNECTIONS | CAREERS | COMMUNITY

Save the Date

Recognition Night
Thursday, September 10
Rewind Hotel Board Room



CONNECTIONS | CAREERS | COMMUNITY

Lena K. Rocha
September 23, 1933 – May 8, 2026



Lena Rocha became a member of Executive Women International many years ago and was a charter member of the Des Moines Chapter. She represented the Iowa Credit Union League and worked there for more than forty years. Lena faithfully renewed her EWI membership every year since her retirement.

<https://www.dignitymemorial.com/obituaries/west-des-moines-ia/lena-rocha-12878440>

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

Driven by Confidence: Navigating the aspects of car ownership



Join us for a women-focused event designed to empower you with the knowledge and confidence to navigate every stage of car ownership.

Leasing vs. Buying
Understand the pros and cons so you can choose what suits you best.

Repairs & Maintenance
Gain the confidence to handle repair decisions and avoid unnecessary costs.

Insurance Made Simple
Decode coverage options and learn what you actually need.

EV, Hybrid & Gas Vehicles
Understand the true long-term financial costs of each type of vehicle.

SCAN TO
REGISTER
ONLINE



Whether you're purchasing your first vehicle, upgrading your current one, or simply want to feel more informed and in control, you'll walk away with clear guidance and the confidence to make smart, informed decisions on the road ahead.

Power of Connection: Women's Series

Driven by Confidence Event



Syverson Strege
4125 Westown Parkway
Suite 104
West Des Moines, Iowa

Thursday
June 11
5:30 - 7:30 P.M.

Food and
beverages will
be provided.

This event is free,
but registration
is required.

To register, visit: onlyworkforyou.com/resources/events,
Scan the QR code above or contact Deb Longseth at
(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

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hs1269@att.com

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michele.rundstrom@altria.com

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lori.heerlyn@tdwilliamson.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!



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

Birthdays



June 16 – Beth Kneeskern



Lunch Bunch
Wednesday, June 17
Jethro's BBQ 'N Bacon Bacon
1480 22nd Street
West Des Moines

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dlongseth@onlyworkforyou.com

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Iowa State Fair Blue Ribbon Foundation
robin@blueribbonfoundation.org

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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