

Des Moines EVI Connect

FROM THE PRESIDENT

March Meeting & AI Tips – Join Us!

Spring is in the air 🌸, which means we're moving our clocks ahead once again! 🕒 Of course, we can't forget March Madness 🏀🏀🏀 - my personal favorite sports season. 😊

Thank you to everyone who attended the Capitol View event at the end of January.

We greatly appreciated the opportunity to learn from Jenny at 515 Wellness at our February meeting! Her extensive nursing background, combined with her dedication to advancing her expertise in wellness and hormone replacement, has led her to establish a successful woman-owned small business. Jenny brings both professionalism and a sincere commitment to supporting the individuals she serves.

At our March meeting, we will focus on **AI: Tips and Tricks from the Trenches**. This will be a roundtable discussion with directed questions to start the conversation. If you'd like, bring your laptop to explore what is being discussed. We will meet at **Delta Dental, 9000 Northpark Drive, Johnston IA 50131**. Please arrive by **5:30 p.m.** for security reasons.

We will enjoy a delicious meal provided by Great Caterers of Iowa featuring lasagna, salad, roasted vegetables, and cookies.

We hope you'll join us for this exciting and timely topic - and be sure to invite a friend!

Deb Longseth

President, EWI of Des Moines

Representing Syverson Strege



Des Moines EWI Meeting February 2, 2026 Learning about women's health from Jenny Myers/515 Wellness



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, March 2, at 5:30 p.m.

Location: Delta Dental
9000 Northpark Drive
Johnston IA 50131

Program: Artificial Intelligence (AI) is all the buzz in offices and homes. The C-suite is wanting more usage to make things faster and more efficient but offers no direction. Your kids are using it to do research for projects and to finetune their writings (hopefully not having it write the whole paper though!) CoPilot, ChatGPT, Claude, Gemini - what do you use? How do you create a detailed search to pull the information you want out of the cloud and then finetune it? But is it valid, accurate information? Oh, the questions in this new frontier!

Join a roundtable discussion sharing ways you use AI professionally and personally with fellow members. The discussion will be lead with feeder questions but can develop in any direction for which there are questions. Any and all questions, tips and tricks welcome. This is the perfect time to share your experience, ignorance and desire to know more.

Dinner: Great Caterers of Iowa – Lasagna, salad, roasted vegetables, and cookies.

EWI Des Moines
Committee Chairs
2025-2026



President (Officer)

Deb Longseth

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Robin Taylor

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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

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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



Estate Planning WORKSHOP

Estate planning is something everyone knows they should do, but it doesn't always take priority because of the initial time involved to gather needed documents, cost involved to have the documents created, and the decisions that need to be made in the process. If you are looking for guidance on how to get started on your estate plan, or already have an estate plan and want to easily educate your family and/or estate executor about what you have in place, then this workshop is for you!



Matt Roberts, MFM, CFP®, CAP®
CHIEF PLANNING OFFICER
Syverson Strege



Noah Ridgway, J.D.
ATTORNEY
Hagenow Gustoff Karas & Ridgway, LLP

Syverson Strege's Chief Planning Officer Matt Roberts, along with Noah Ridgway, attorney at Hagenow Gustoff Karas & Ridgway, LLP, will answer the following questions and more:

- › **Why are estate documents needed?**
- › **What information is needed to get started?**
- › **What are the components of an estate plan?**
- › **What are the next steps after documents are executed?**
- › **How do you communicate what you have in place with those who need to know?**

SCAN TO
REGISTER
ONLINE



Wednesday, March 11 | 11 a.m.-1 p.m.

This event is free,
but registration
is required

Lunch will be
provided for those
in attendance

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

SYVERSON
STREGE

To register, visit:
onlyworkforyou.com/resources/events,
scan the QR code above, or contact
Deb Longseth at (515) 225-6000 or
dlongseth@syversonstrege.com

A Few Ways to Help Out by Gina Jameson



CONNECTIONS | CAREERS | COMMUNITY

Chris Harvey asked that I write this article to share with our group as I love to help people and organizations. Here are some of the ways I donate items to various organizations...

Pop tabs – Do you or someone you know drink soda, energy drinks or juice that comes in a can with a pop tab? The Ronald McDonald House collects pop tabs as a fundraiser for their organization. They have little cardboard houses you can pick at the Ronald McDonald House for your house or work. Once you get them full, put them in a Ziploc bag and drop them off. They have bins for the pop tabs right inside their front door.

Clothing – Do you donate your clothes to Goodwill or Salvation Army? Another great option is to donate your clothes to Central Iowa Shelter Services or the Hawthorn House. The people utilizing CISS or Hawthorn House may not have transportation or money to shop at Goodwill or the Salvation Army. The organizations can only take clothing in season and machine washable since they don't have a lot of room. If you follow either organization on Facebook, you can find out when they are taking winter or summer clothing.

Clothing and Shoes that are worn – Do you have clothing that is stained or shoes that are worn and they would not be suitable for donating? Please search fillthebins.com to find the nearest location to you. In Waukee, the bin is in the parking lot at the Waukee YMCA, and each pound of shoes and clothing benefits the Waukee YMCA.

Leftover Food Containers – Do you get containers from restaurants with leftovers that have the black bottom with a clear lid? Central Iowa Shelter Services will use these containers for their Community Outreach program.

Hair Products, jewelry, lotions and luggage – If you have hair products, lotions or luggage you don't use, Families Forward will use any of these items.

Flower vases and balloon weights – Do you have extra flower vases or balloon weights in your house or garage that are just collecting dust? Try contacting your local florist to see if they will reuse them.

Packing materials – Do you have bubble wrap or air packets from your Amazon orders? Your local UPS store can use them to return Amazon orders.

Leftover Food – Do you handle catering for your company or another organization? If there is unconsumed food, you can contact Hope Ministries' Bethel Mission to donate the food items. It doesn't need to be a whole container or sealed. Call Bethel Mission in advance to arrange drop-off.

Coupons from DSM Sunday Paper - Do you get the Sunday Des Moines Register? About two times a month there are coupons in it. I cut them all out, then organize them by department, take them to Wal-Mart and place them by the products to help others save money.

If you have other ways to donate or help organizations, I would love to hear them. 😊



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



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35Director@ballsfoods.com



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



*March 12 – Nancy Cook
March 15 – Robin Taylor
March 20 – Laura Montgomery
March 22 – Gina Jameson
March 29 – Aisha Syed*



Lunch Bunch
Wednesday, March 18
Machine Shed
11151 Hickman Road
Urbandale

2025-2026 BOARD OF DIRECTORS

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Syverson Strege
dlongseth@onlyworkforyou.com

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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