

Des Moines eWiConnect

FROM THE PRESIDENT

Happy May Day! How can it be May already? We kicked off the season with an energizing April meeting, and a big thank you go to **Chris Harvey** and **Kelly Betts** for sharing their expertise on **Microsoft products**. Many of us walked away with new tips to put into practice. If you missed it, Kelly also recommended a few helpful **books** to continue learning.



LCAM 2026 will take place September 16-19 in **Mobile AL**, and full event details are now available. The hotel block is officially open — and yes, my room is already booked. Who's planning to join me this year?

Coming up in May

- ~ **Firm Night** at True North Company, where we'll dive into insurance insights and enjoy time connecting with one another.
- ~ **Flower orders** are in — thank you to everyone who participated. Watch your inbox for pickup information.
- ~ **Lunch Bunch** at Gilroy's on Wednesday, May 20, at 11:30.

Enjoy the beautiful spring season and all the color it brings. 🌸🌺🌷

Deb Longseth
President, EWI of Des Moines
Representing Syverson Stregé

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, May 4, at 5:30 p.m.

Location: TrueNorth Companies
6800 Lake Drive, Suite 250
West Des Moines IA 50266

Program: TrueNorth Companies – Insurance and You

Representatives from TrueNorth Companies will provide an overview of the current state of the insurance market that group members are hearing about in the news, especially as they receive their coverage renewal offers. TrueNorth will discuss the different ways that consumers can obtain insurance, the benefits or weaknesses of each method, how insurance companies and insurance agencies differ and work together, the best way to be confident you have the right coverage and answer any questions.

Dinner: Barn Town Brewing – Mac & Cheese Bar with Brisket and Grilled Chicken, a selection of toppings, salad and chocolate chip cookies.

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

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

Secretary – Lori Heerlyn, T. D. Williamson, Inc., EWI of Tulsa,
lori.heerlyn@tdwilliamson.com

Director – LaTonya Perez, The Rose, EWI of Houston, lperez@therose.org

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

Director – Jennifer Clark, Dallas Hearing Foundation, EWI of Dallas,
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



May 26 – Chris Harvey



**Lunch Bunch March 18
at The Machine Shed**

**Lunch Bunch
Wednesday, May 20
Gilroy's
1238 8th Street
West 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.

| <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 |