

Letter from President



For the last several years as my business has grown, the holidays get a little crazy at my house. We have found we must work as a team for our family to survive the busy season. My husband and son help me with packing and shipping baskets, cooking dinner, and yes even laundry. Because we work as a team, we are able to survive the business of the season and even take time to enjoy it. If I did it on my own, we would have no groceries, no clean clothes, or we probably wouldn't be able to walk through the house. It's amazing how their help and support allow me to do what I love and to be able to enjoy the holiday season.

When I think of the task before us, growing EWICONSULTANTS, it will take our membership working as a team for us to accomplish this goal.

Of course the most obvious task will be for us to invite just one guest to our Membership Blitz at the January Meeting. Just think if we all asked and brought one visitor, we could have 70-80 people at our next meeting. That would be double the opportunity to connect and promote your firm and educate our community about EWICONSULTANTS. Peggy Quinn our EWICONSULTANTS Corporate President will be sharing "EWICONSULTANTS- Building and Growing Connections, Careers and Community" with our membership and guests. We will also be sharing a video that was shown at LCAM celebrating our 70th year anniversary. I think you will find that our January Meeting will not only be educational, but inspiring!

Our teamwork does not stop at our January meeting. It takes our entire group to make EWICONSULTANTS run smoothly! At our November meeting, we broke out into our committees and started planning for the 2009 year. Whatever committee you chose or were assigned to, needs your input and help to complete our goals for the year. Has your committee met since then? Have you contacted your committee chair and asked what you can do to help? Everyone is busy, but if we all do just a little, it makes a monumental task seem small.

Several members have shared that the membership is not aware of their firm or what they do at their firm. Attend a couple of committee meetings and I promise you will make a connection and have the opportunity to promote your firm. The most amazing part of serving on a committee is the difference you can make in another person's life. It may just be another EWICONSULTANTS member whose life is changed because they got to know you! Remember our centerpiece at the October Installation meeting? Remember how beautiful it was after we all put our gems (brilliance) together? It would have not been so beautiful with just one or two gems. Let's use our brilliance to make EWICONSULTANTS shine this year!

So before you leave the office for the Holidays be sure to find one person to invite to our January meeting. Let Vanessa or Diann know you have a guest and then follow up with them before Jan 6th. More information is in this issue of Connect (Pulse).

Call your committee chair and ask if there is anything you can do to help with the January meeting. We need your help to make this meeting successful!

In the midst of the shopping, baking, decorating, wrapping, shipping, eating, partying and traveling, my hope is that you find time to remember the Reason for the Season!

Merry Christmas and God bless you and your Families.

See you in 2009!

Dawn Mueller, The Perfect Gift

LOCAL BOARD

Dawn Mueller, President
The Perfect Gift, Huntsville

Nancy Gauldin,
Vice President/President Elect
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Vanessa Akins, Membership Director
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Letter from Corporate President Peggy Quinn



I invite you to link up with EWI Connect, the official publication for Executive Women International! What an exciting time to be a member of EWI as we engage our new marketing and branding campaign and take EWI to the next level of international exposure and cutting edge, promotional design. We have a new look and a new style to further our 70 years of building Connections, Careers and Community!

Our transition to market EWI through our new promotional initiatives at both the Corporate and Chapter level will take time, talent, and treasure to

ensure a communication standard that reflects the quality, character, and value of EWI membership.

During our transition period in 2008 and beyond we will:

Review our communication, educational, and supplementary materials to ensure they accurately support the new logo, branding initiative, and our value added benefits of membership.

Plan and design apparel, accessory, and gift items to accommodate the new logo and the needs of the membership. Support the development of more user-friendly Corporate & Chapter websites for use at the Corporate and Chapter levels to support the consistency of communicating our brand, value, benefits, and mission. Promote The EWI logo as a label of distinction associated with quality, value, and a mission that embodies firm promotion, personal and professional development, and community involvement.

It has been said a dream without a plan constitutes a wish. EWI was not conceived upon a wish in 1938, but it was envisioned as a dream! That tiny acorn of a dream was supported by a plan and as Lucille Johnson Perkins stated that plan was dependent upon "the continued strength of our combined and active membership, civic works, and future growth." That recipe for success has continued over the years to be the foundation upon which EWI has measured its progress whether supported by times of economic prosperity or challenged by periods of economic uncertainty.

Our connections with firms, executives, representatives, EWI Chapters, and the non-EWI global network will be instrumental in advancing our growth and in engaging the mission of EWI. Allow yourself and your Chapters to dream and to engage our marketing and branding plans as we build and grow EWI through:

Connections by global networking with member firms and key professionals
Careers through personal and professional development

Community through literacy and scholarships

Keep the dream alive as you invest in the future of EWI!

2008-2009 EWI Corporate President
Peggy Quinn

JANUARY PROGRAM

We have a tremendous program planned for our first meeting of the year. We'll meet in Adtran's East Tower, meeting room, second floor. (see map on page 4.)

Our speaker: Corporate President, Peggy Quinn. (See her letter in this issue.) She is certain to be an inspiration. Such an excellent experience for our chapter professionally as well as to share with potential new member firms.

So come CELEBRATE an exciting start to our 2009. Bring a guest or two for our membership drive to share with us on this special night.

Let's show what a great organization EWI is and start our year off with FIREWORKS!!! Remember -- the more the Merrier!

Networking	5:30 p.m.
Program/Dinner	6:00 p.m.
Cost:	\$25.00

ADTRAN, Inc.
901 Explorer Boulevard
Huntsville, AL 35806
256-963-8000
Directions to ADTRAN's East Tower - Main Entrance
From 1565, exit at Research Park Boulevard and go north.
From University Drive, go south on Research Park Boulevard.
Take the Bradford Drive West exit to the traffic light at Explorer Boulevard.
Go straight at the light into the East Tower entrance to ADTRAN.
Parking is available in Visitor parking to either side of the courtyard.

Meeting and Guest Reservation Deadline 5:00 pm Wednesday, December 31, 2008

Notify: **Diann Ward, Bill Ward Real Estate Team**
 Website: **www.ewihsv.org**
 Email: **SAA@ewihsv.org**
 Phone: **256.534.1886**

Remember: You have a **STANDING** Reservation. You **MUST** notify Diann your regrets by the **Deadline** or you will be charged \$25.00 for a missed meeting! If you are bringing **Guests**, notify Diann with the name, title, company, and who will pay.

Treasurer's Report

Financial Summary as of November 31, 2008

General Operating Funds:

Regions Bank	
Checking:	\$ 9,138.18
Savings:	\$ 1,094.33
Total Gen Funds	<u>\$10,232.51</u>

Business/Career/Developmnt Program (BCDP)

Regions Bank	
Checking:	\$ 594.10
Regions Bank CD	\$ 21,793.08
Wachovia Securities	
Portfolio Value:	\$ 14,877.78
Tot BCDP Accounts	<u>\$37,264.96</u>

CONGRATULATIONS!

Libby B. Neveu of Tecolote Research, Inc. was recently promoted to Advanced Analyst.

Success Story

The 45th anniversary of Mary Kay was celebrated this fall. The Company was founded by Mary Kay Ash, with her life savings of \$5,000, the help of her 20-year-old son, Richard Rogers, and a dream - a dream based on the Golden Rule and the principles of God first, family second and business third. More than four decades later, Mary Kay® products are sold in more than 35 markets worldwide, and the Company's global independent sales force exceeds 1.8 million. The Company's success, however, can best be summed up by these words of wisdom from Founder, Ms Ash, "The success of Mary Kay Inc. is much, much deeper than just dollars and cents and buildings and assets. The real success of our Company is measured to me in the lives that have been touched and given hope." We extend our heartfelt thanks to you for helping to continue Mary Kay's legacy and perpetuating her dream of enriching women's lives worldwide.

The Membership Committee posts firms for possible membership. Objections to this membership must be received in writing from a member firm executive within ten (10) days of posting. If no objections are received, membership committee will contact the firm(s) for membership.

Business name: Beason & Nalley
 Rep Name & Title: Sandra Baker, CPA
 Executive Name: Don Nalley
 Major: Accounting & Auditing
 Minor: CPA Firm

Business Name: Avon Products
 Rep Name & Title: Janie Riley, Assistant
 Executive Name: Priscilla Riley, Consultant
 Major: Consumer Service
 Minor: Skin Care & Cosmetics

Business Name: Verizon Wireless
 Rep Name & Title: Kelly Shrout, Sales Mgr
 Executive Name: Kelly Shrout
 Major: Communication Service
 Minor: Cellular Phone

Direct questions/objections to Vanessa Akins by email at vakins@hsvutil.org.

To nominate a member firm, request a referral form from any board member. The completed form should be sent to Vanessa.



**Please send
 Membership
 changes/corrections to
 Patty Barron, VT Aepco**

**[patty.barron@peoavn.redst
 one.army.mil](mailto:patty.barron@peoavn.redst

 one.army.mil)**

January 2009 Membership Blitz

ADTRAN, Inc.
901 Explorer Blvd.
Huntsville, AL 35806

The Membership Committee is excited about all the leads we are getting for the upcoming year. We are already hard at work and making tremendous progress. We have adopted the corporate goal as our individual chapter's goal for the upcoming year:

RECRUIT ... RETAIN ... GROW.

On January 6, 2009, Peggy Quinn, EWI Corporate President will be our guest speaker. In conjunction with this program, we are planning our first membership blitz for 2009, step one in recruiting new members to EWI. This promises to be an excellent program and a wonderful way to jump-start the New Year. To make the blitz a success, the Membership Committee needs your help.



Put your thinking caps on and make a physical list of all the companies you do business with. What comes to mind? The local veterinarian? Your dentist or hygienist? Your masseuse? (The possibilities are endless, aren't they?) How many friends do you have with whom you have not shared the EWI opportunity? Add them to the list. As you continue to develop your list, remember this is not solely about numbers. This is about

CONNECTIONS | CAREERS | COMMUNITY. We are seeking representatives who will benefit from the membership and who will be active in the organization.

This event is so incredible; corporate has a few recruitment incentives:

- Each representative who recruits a new member firm during the period of October 1, 2008, through May 31, 2009, will receive an EWI eco-friendly shopping bag with the new EWI logo. How many bags will YOU earn?
- Each recruiter's name will be entered into a drawing for a 2009 registration to LCAM. How many chances will YOU have in this valuable drawing?

The Membership Committee is also offering two recruitment incentives:

- The representative who has the most guests attend the January membership blitz will receive a special prize to be presented at the February meeting.
- The representative who has the most guests join our chapter during the period of January 6, 2009, through March 5, 2009, will receive a special prize to be presented at the April meeting.

Together let's make this membership blitz a success!

Membership Committee Members: Vanessa Akins, Abigail Rizzardi, Patty Barron or Dawn Mueller. Please contact any of these members for more information or assistance with this program.

**You are invited to
Executive Women
International's
Huntsville Chapter
Meeting
Tuesday, January 6, 2009
5:30-7:30 p.m.
ADTRAN**

**Peggy Quinn
Corporate President
will present
"EWI - Building and
Growing Connections,
Careers and
Community"**

**RSVP to Vanessa Akins
at 533-1241**

How to Make a Better First Impression

1. Look your best so you feel confident about the impression you are making and about you. Keep in mind, the way you treat yourself is the impression that someone has of how you will treat them.
2. Demonstrate immediately that the other person - not you - is the center of action and conversation. Show that you are not self-centered, and first-time acquaintances will be eager to see you again.
3. Demonstrate good listening skills. Give positive verbal cues: "Hmmm? interesting!" "Tell me more, please." Nonverbally, you show you're a skilled listener by maintaining steady eye contact.
4. Use the name of a new acquaintance frequently. It will retain in your memory for the next meeting and it shows that you have paid attention from the start, catching the name during the introduction. Equally as important, you'll make conversations more personal by including the listener's name several times.
5. Be careful with humor. Although a joke can be an icebreaker, stay away from sarcastic remarks that could backfire. Because you don't know a stranger's sensitivities, prolonged joking might establish barriers you can't overcome.
6. Confrontations with somebody you've just met will destroy rapport before you even start building it. Wait until you have established credibility before you challenge another's statements.
7. Rather than mumble, speak so you're easily heard. Enunciate clearly. Alter your pitch, to avoid the dullness of a monotone. Display animation in both voice and facial expression.

DATES TO NOTE

December 30, 2009

Deadline to Cancel Reservation for January 6 meeting

January 6, 2009

Monthly Meeting
5:30 pm Networking
6:00 pm Program & Dinner

January 14, 2009

Board Meeting at Berney Office Solutions, Wynn Dr. 11:30 am

January 14, 2009

Deadline for EWI Connect Submissions

February 21, 2009

EWTC – Held at Adtran – See next page for details.

April 23-25, 2009

2009 Leaders Summit
San Francisco, CA
Academy of Leadership Alumni

September 24-26, 2009

62nd Annual Leadership Conference & Annual Meeting, Louisville, KY

Sergeant-At-Arms Membership & Meeting Attendance Report December, 2008

Chapter Membership:	
Member Firms:	40
Member Firm Representatives:	41
Sustaining Members:	0
Life Members:	2
Transitional Members:	1
Firms Not Represented by Reps:	5
Total Representatives:	48
Meeting Attendance:	
Firms Represented by Reps:	23
Representative Attendance	24
Firms Represented by Guests:	0
Percentage of Firms Present:	56%
Sustaining/Life Members Present:	0
Executives Present	0
Percentage of Members Present:	55%
Guests /Speakers :	8
Total Attendance:	32

Executive Women of Tomorrow Conference

**Presented by
The Huntsville Chapter of Executive Women International**

February 21, 2009 at ADTRAN

Sponsorship Levels

Presenting Sponsor - \$2,500.00 (1 available)

- Premier billing in pre-event publicity including news releases, website, and mailings
- Co-spokesperson for television and radio interviews
- Prominent placement on printed materials for sponsorships received by printing deadlines
- Podium recognition for your company at the event luncheon
- Recognition at luncheon with centerpiece indicating sponsorship
- Opportunity to place marketing brochures and/or promotional items on tables at event
- Opportunity to place marketing brochures and/or promotional items in attendee's welcome bag
- First Right of Refusal for Presenting Sponsorship of 2010 EWTC Event

Platinum Sponsor - \$1,000.00 (5 available)

- Secondary billing in pre-event publicity including news releases, website, mailings
- Name or Logo on all printed materials for sponsorships received by printing deadlines
- Podium recognition for your company at the event luncheon
- Recognition at luncheon with centerpiece indicating sponsorship
- Opportunity to place marketing brochures and/or promotional items on tables at event
- Opportunity to place marketing brochures and/or promotional items in attendee's welcome bag
- First Right of Refusal for Platinum Sponsorship of 2010 EWTC Event

Gold Sponsor - \$750.00 (10 available)

- Recognition in pre-event publicity including news releases, website, mailings
- Name on all printed materials for sponsorships received by printing deadlines
- Recognition at luncheon with centerpiece indicating sponsorship
- Opportunity to place marketing brochures and/or promotional items in attendee's welcome bag
- First Right of Refusal for Gold Sponsorship of 2010 EWTC Event

Silver Sponsor - \$500.00 (10 available)

- Recognition in pre-event publicity on EWI website
- Recognition at luncheon with centerpiece indicating sponsorship
- Opportunity to place marketing brochures and/or promotional items in attendee's welcome bag
- First Right of Refusal for Silver Sponsorship of 2010 EWTC Event

Bronze Sponsor - \$250.00 (20 available)

- Recognition in pre-event publicity on EWI website
- Opportunity to place marketing brochures and/or promotional items in attendee's welcome bag
- First Right of Refusal for Bronze Sponsorship of 2010 EWTC Event

SAVE THE DATE!
 THE HUNTSVILLE
 CHAPTER OF
 EXECUTIVE WOMEN
 INTERNATIONAL
 PRESENTS THE THIRD
 ANNUAL
**EXECUTIVE WOMEN
 OF TOMORROW
 CONFERENCE**
**SATURDAY, FEBRUARY
 21, 2009**
8:45 A.M. TO 3:00 P.M.

ADTRAN, INC.
**CUMMINGS RESEARCH
 PARK, HUNTSVILLE**

**“OUTFITTING YOUR
 CAREER TOOLKIT”**

ACT Tips,
 Financing College,
 Finding Scholarships,
 Internships,
 Interview Skills,
 Job Shadowing,
 Networking,
 Volunteer Opportunities

Online registration available
 January 2009
 ewihsv.org