

chapter PULSE

An Individual Chapter Publication
EXECUTIVE WOMEN INTERNATIONAL®

Chartered in 1992

Huntsville Chapter

March 2007



President's Message

I am so proud to be able to report to you our membership renewals were great this year! We renewed 50 Member Firms and 52 member Representatives and 2 Honorary Life Members. We also have already added a new member firm and representative! We welcome Jerry Rosensteel of Life Strategies to our membership! I want to thank our Treasurer Libby Neveu and our Vice-President/President Elect Pam Holtzclaw for their tremendous work during January and February renewals, they made it happen. Our membership goal this year is 25 NEW Member Firms, and March is the month we will concentrate on that goal!

This month we CELEBRATE EWI MEMBERSHIP!

Our Ways & Means Committee, Programs Committee & Membership Committee have joined together to bring us a fantastic event! March 6th starting at 3 o'clock you are invited to attend our Membership Blitz/Fundraiser & Personal Development Seminar, "Dealing with Difficult People" presented by Nancy Covert of Dale Carnegie Training. Everyone in your company & everyone you know are invited to attend from 3 p.m.-5 p.m. for this great program. Cost is only \$20 per person and we need your reservations before February 28th to make sure Nancy has plenty of training materials. Those firms we have posted for membership this year will be invited to stay for our Chapter Meeting/Diner as a guest of Membership and be invited to join our wonderful organization. You can find all the details on our chapter website:

www.ewihsv.org .

Challenge for the month...
"How many potential new members will you bring to the March Membership Blitz? And how many of your co-workers could

use some help "Dealing with Difficult People"? Will you bring them? Can't wait to hear all about it!
Celebrate EWI!

Lynn

CALENDAR OF EVENTS

March

- 6 Chapter Meeting
Dale Carnegie
Membership Drive, VBC
- 14 Board Meeting
Adtran Main Bldg.
1st Floor Cafeteria
Conference Room

April

- 3 Chapter Meeting
NCAC
- 11 Board Meeting
Adtran Main Bldg.
1st Floor Cafeteria
Conference Room

May

- 1 Scholarship Banquet,
HSV Country Club
- 9 Board Meeting
Adtran Main Bldg.
1st Floor Cafeteria
Conference Room

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EWI Huntsville Chapter Meeting

Dale Carnegie: "Dealing with Difficult People" Seminar

Membership Drive

Von Braun Center

Park in the North Parking Lot across from the Coca-Cola Company and tell the parking attendant that you are attending the EWI meeting to get your parking fee waived. There will be signs inside the building telling you where to go.

Networking from 5:30 - 6:00.

Dinner will be served at 6:00

Menu:

Grilled chicken, baked cod, green beans, corn, roasted potatoes, pasta pomodoro, toss salad, double chocolate layer, strawberry cloud.

Program:

Our **March Meeting/Fund Raising Event** will include a two hour Dale Carnegie Session entitled **"Dealing with Difficult People"** Nancy Covert will be giving the presentation.

Regrets/Guests: Deadline Wednesday, February 28th by 5:00pm
Notify: Susan Elder, DeMarle-at Home via Evite email. See page 8 for more details.

Remember that you MUST notify Susan of your Guests by the Deadline so they are included

DIRECTIONS:

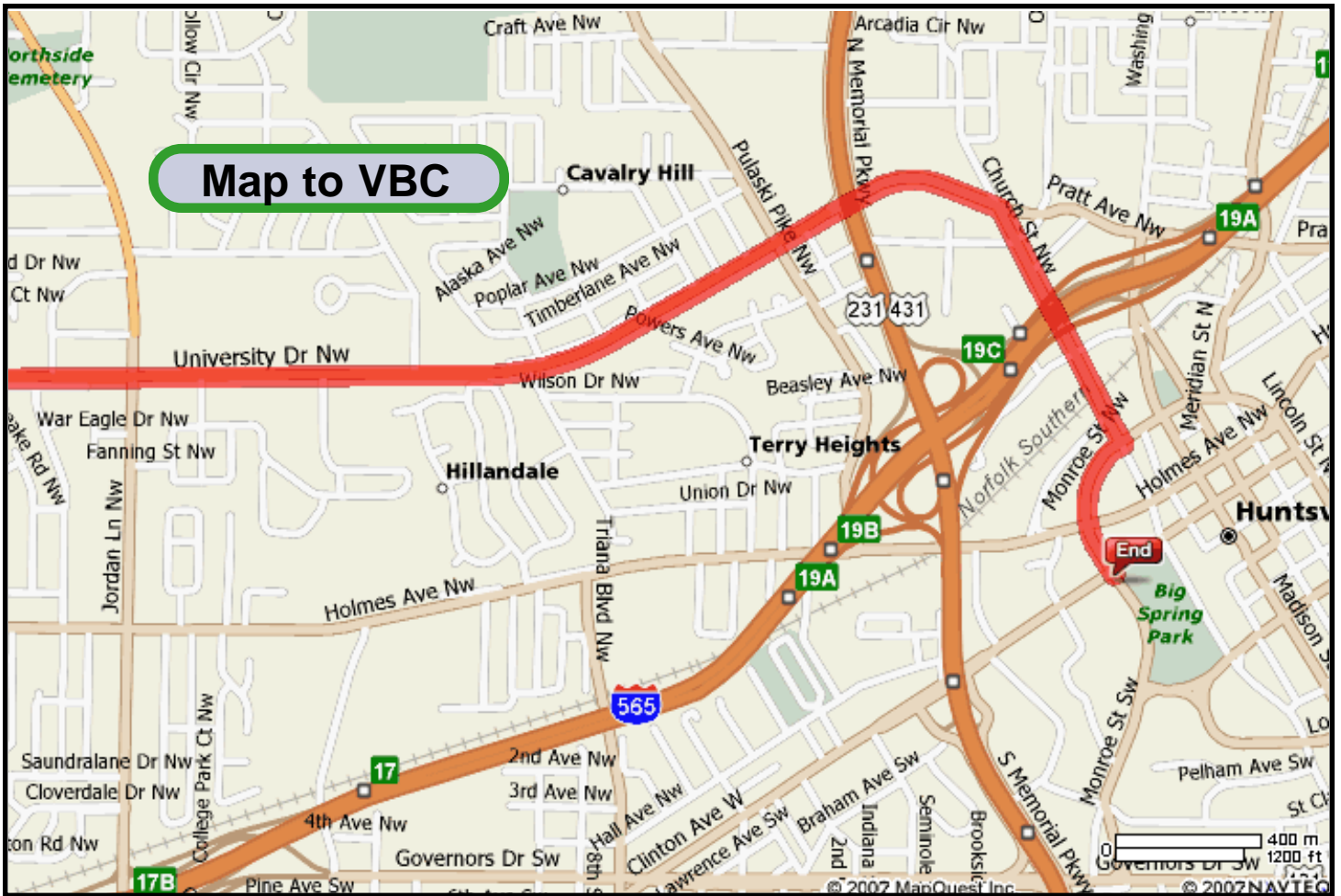
DIRECTIONS:

1. Take **UNIVERSITY DR NW**. East towards downtown.
 2. Turn **SLIGHT RIGHT** onto **CHURCH ST NW**. (0.5 miles)
 3. Turn **RIGHT** onto **MONROE ST NW**. (0.3)
 4. End at Von Braun Ctr. at 700 Monroe Street
- SEE MAP ON PAGE 3**Map to

Please Remember...

you have a
STANDING Reservation for
ALL EWI Chapter Meetings.
If you cannot attend,
Notify Susan Elder via Evite email
or by phone:
256-922-1701

**Failure to CANCEL your
Reservation will result in
charges for non-attendance.**



Just Around the Corner...

DRESS FOR SUCESS COMING IN APRIL

We will start accepting your dry-cleaned, gently used suits at the March Meeting so start setting aside some suits today!

"We often hold on to things we no longer use because we paid "good money" for them. But what is the value of a designer suit that just hangs in your closet, getting older and dustier every year? ZERO. Donate that suit, and it could be worth \$30,000 a year to the woman who wears it to an interview and gets the job."

The One-Minute Organizer "Plain & Simple" by Donna Smallin.

Our **March Meeting/Fund Raising Event** will include a two hour Dale Carnegie Session entitled **"Dealing with Difficult People"** The fee is \$20 (it's usually \$50 so this is a great deal!).

Anyone can attend -- let's all chip in and help promote this event. If your guest wishes to stay for dinner please note that on your E-Vite to Susan so we can order enough dinners. Your guest will be responsible for the cost of their dinner unless you have submitted them for posting as a new member.

The proceeds will go towards our scholarship fund. Please let Dawn Mueller know if you will be attending.

PROFESSIONAL DEVELOPMENT SERIES: DEALING WITH DIFFICULT PEOPLE

Tired of the antagonists, intimidators, complainers, passive resistors, blamers, nay-sayers and trouble-makers that waste your time, create conflict, destroy productivity and constantly put you on the defensive?

Call them what you will, but these are the people who make your workday harder than it needs to be. They think the company can't do anything right. They're always ready to say "no". And they challenge you at every turn.

Wouldn't work be a lot more productive and a lot less exhausting if you could somehow turn these problem people around? Well, now you can learn how to at the EWI Professional Development series:

Dealing with Difficult People

This dynamic, two-hour seminar will show you how to use Dale Carnegie's proven human relations principles to transform dysfunctional behavior into useful work patterns.

You'll learn specific techniques to:

- Put "intimidators" in their place
- Get the "silent-Sams" to open up
- Move the person who says "no" to everything to "yes"
- Turn whiners into doers
- Defuse anger before it explodes
- Criticize behavior – and not be hated for it

Difficult people not only make work miserable for you and everyone around them, they also create conflict that destroys morale and kills productivity. Getting rid of them is hard because they are often the most litigious people you have. But there is a way to counteract their behavior and change things for the better.

About Dale Carnegie Training

Dale Carnegie Training®, is a performance-based training company represented in over 65 countries. It gives people the opportunity to sharpen their skills and improve their performance in areas such as leadership/management, communication, presentations, human relations, and teamwork development.



**Proceeds From Seminar
To Benefit Executive
Women International
Scholarship Fund**

SCHEDULE

March 6, 2007
3:00 to 5:00 P.M.
Von Braun Center

FEES

\$20 per participant
Registration deadline: Feb 28, 2007

Call Lynn Moore at 348-8750 or
fax form to 726-8750

Membership Postings

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.

**Amy D. Thompson DMD,
PC-Family & Cosmetic Dentistry**

Major: Dental

Minor: Restorative & Cosmetic

111 Park Place Suite F

Huntsville, AL 35806

489-1431

Referred by: Dawn Mueller, The Perfect Gift

**Kate Webb
Muzak**

Major: Fine Arts

Minor: Music

Referred By Dawn Mueller, The Perfect Gift

**Kim Norwood
Superior Bank**

Major: Finance

Minor: Mortgage

Referred By: Abigail Rizzardi, Corr Wireless

**Karen Blackwell
Linex of Huntsville**

Retail service.

Major: Automobile Industry

Minor: Automotive Components, After-market

Referred By Shelly Graham

Installments: None this month

Direct questions/objections to Shelly Graham by email at

w356mbr@costco.com

If you want to nominate a new member firm, visit the website or contact Shelly for a referral form.

2007 Professional Development News

EWI Partners with Dale Carnegie

We are excited to announce a partnership with **Dale Carnegie** for the delivery of a 2007 web seminar series. These web seminars will be conducted on a quarterly basis. The exact dates and content are currently being developed. Details will be announced soon.

Academy of Leadership on Tour

The City of Chattanooga will be the location for our pilot **2007 Academy of Leadership on Tour**. **The date: Saturday, March 31, 2007.** Modules offered at the event will include: "Professional and Volunteer Leadership: Thinking Like a Genius" (Module 1), "The Power of the Diverse Communicator" (Module 2), and "Leadership: The Power of Relationships" (Module 3). Registration will be offered to EWI member firms and their employees as well as non-member firms, educational institutions, and the public at large.

Junior Achievement of Northern Alabama

Volunteer Networking Lunch March 6th at Ryan's on University Drive

It has been a struggle finding a place that can accommodate everyone and get you in and out in a reasonable time period. I think Ryan's will be a good place for us to meet throughout this year.

So please mark the **1st Tuesday of the month for 11:30 to be at Ryan's on University Drive** (just east of the Parkway across from Richard's Lighting). I will send out a reminder and request for RSVPs at the end of the month.

We have quite a few classes that are waiting for volunteers this spring. Some have deadlines coming up and we will miss the opportunity to reach these students so please consider these classes and let me know if they will fit into your schedule:

Madison City Schools:

Heritage Elementary – Our Nation for 5th grade class that needs to start on Thursday, February 15th at 9:10 a.m.

West Madison Elementary – Economics for Success for three 6th grade classes that need to start on Friday, February 23 at 10:20, 11:20 and 12:50

Huntsville City Schools:

Whitesburg Middle School – Economics for Success for five 7th grade classes that need to start on Tuesday, February 20 at 8:00, 10:59, 12:16, 1:12, and 2:08.

Madison County Schools:

Hazel Green High School – Success Skills for two 12th grade classes that need to start the week of March 26th at 9:30 and 11:20. There are about 40 additional classes for elementary, middle, or high school that need volunteers. A complete list can be found on our website .

-----Kathy Ciliax
Program Manager, Junior Achievement of Northern Alabama

Sergeant-At-Arms Membership & December Meeting Attendance Report

Chapter Membership:

Member Firms:	51
Member Firm Representatives:	53
Sustaining Members:	0
Life Members:	2
Transitional Members:	2
Firms Not Represented by Reps:	1
Total Representatives:	57

Meeting Attendance:

Firms Represented by Reps:	34
Firms Not Represented:	16
Firms Represented by Guests:	1
Percentage of Firms Present:	69%
Representatives Present:	35
Guest Representatives Present:	1
Sustaining Members Present:	0
Life Members Present:	1
Transitional Members Present:	0
Total Members Present:	37
Percentage of Members Present:	65%
Guests Present:	10
Total Attendance:	47

On a Personal Note...

Cindy Miller has won the 2007 Innovator of the Year Award from Media Fusion Inc. for her work in developing and streamlining production processes.

Congratulations to Donna Bell who recently announced her Engagement.

2007 Fellows Scholarship Program

We are now accepting applications for our 2007 Fellows Scholarship Program awards! Applications are due by April 30, 2007.

The Executive Women International Fellows program is a Corporate level program that awards financial assistance to active EWI representatives working towards a degree at an accredited college or university. Traditional or online courses qualify for scholarship assistance. The Fellows program supports the educational goals of our membership and the EWI B/C/DP mission. We encourage you to promote the award within your Chapters using our "Fellows Dollars" (see attachment). Distribute these "Fellows Dollars" to your Chapter members and share with them the benefits of this exciting educational opportunity!

EWI representatives will find guidelines and instructions for application to the Fellows Program at executivewomen.org. The following materials can be viewed and downloaded on the EWI website:

- Introductory PowerPoint Presentation
- Fellows Program Detailed Description
- Fellows Program Application

AWARDS

- Five \$1,000 Undergraduate Awards
- Four \$2,500 Graduate/Post Graduate Awards
- One \$5,000 Undergraduate Deborah A. Taylor Award

If you have questions please contact Michelle Squire at the Corporate Office, 801.355.2800.

EXECUTIVE WOMEN INTERNATIONAL®
THE LEADING CONNECTION FOR BUSINESS PROFESSIONALS

2007 FELLOWS DOLLARS

THIS NOTE EMPOWERS YOU TO PURSUE YOUR EDUCATIONAL GOALS.

Judy Russell
2006-2007 CORPORATE PRESIDENT

APPLY TODAY FOR A FELLOWS PROGRAM SCHOLARSHIP:

- Five \$1,000 Undergraduate Awards
- Four \$2,500 Graduate/Post-Graduate Awards
- One \$5,000 Deborah A. Taylor Scholarship

FOR APPLICATION, SEE EXECUTIVEWOMEN.ORG. DEADLINE APRIL 30.
THIS NOTE IS NOT LEGAL TENDER AND MAY NOT BE EXCHANGED FOR ANY PURPOSE.

EWI 2007 Program Calendar

Date	Location	Program	Speaker
12/5	Airport Sheraton	Christmas Program:	Asbury Handbells
1/9	ADTRAN	"Fitness on the Go"	UFC
2/6	VBC	Self Defense	Vicki Wood
3/6	VBC	Dale Carnegie "Dealing with Difficult People"	Nancy Covert
4/3	North Alabama Child Advocacy Center	TBD	Chris Newland Catherine Hereford
5/1	HSV Country Club	Scholarship Banquet	Scholarship Winners
6/5	HSV Utilities	Energy Conservation	HSV Utilities



SHARE YOUR NEWS!

Send submissions to:
Cindy Miller, Publications Director
Phone: 256.532.3874
E-mail: cindy@fusiononline.com
Website: www.ewihsv.org

Membership Procedures

(Reference Section 2, Chapter 2: Chapter Board of Directors Procedures)

1. **Prospective Member Firm Referral/Recommendation Form**

Chapter representative identifies a prospective new member firm, completes a Prospective Member Firm Referral/Recommendation Form, and forwards to the Membership Director for processing.

2. **Classification of the Prospective Member Firm** Before any approach to a firm is made, the Membership Director refers to the EWI classification listing to determine the proper minor classification in the appropriate major category, and compares with the Chapter's current firms to determine any conflict.

3. **Board Approval**

The Membership Director presents the above information in complete detail to the Board of Directors for approval.

4. **Posting for Membership**

Upon Board approval, the Membership Director posts the major category and minor classification and firm name, including the executive's name and title in the Chapter PULSE, stating that if no written objections are received from a member firm executive within ten (10) days of posting, the membership committee will contact the firm. In some instances, in order to expedite the membership process, firm posting may occur via email.

5. **Firm Contact by Membership Director**

If no objections are received, the Membership Director contacts the firm to pursue membership with the firm.

6. **Representative Contact**

The Membership Director invites the firm's representative to the next meeting as a Chapter guest.

7. **Application Forms**

The firm will receive an application for membership and other forms for completion, with the request that they be returned to the Membership Director as soon as possible, along with a check for appropriate fees.

8. **Receipt of Application and Check**

Immediately upon receipt of the application and check, the Membership Director must send the application and check to the Chapter Treasurer for processing. Membership application must be sent to the EWI Corporate Office within 30 days of executive's signature date.

9. **Letters of Welcome from Chapter President**

The Chapter President writes to the executive and representative to welcome them to the Chapter.

10. **Invitation to the Upcoming Chapter Meeting**

The Membership Director invites the new member to be installed at the next chapter meeting.

Prospective Member Firm Referral/Recommendation Form

Prospective Member Firm

Potential Rep Name and Title

General Description of Products/Services Offered

Executive Name and Title

Address

Phone Number

Email Address

Web site

Referred/recommended by:

Thanks for helping us build our membership!

Who We Are

EWI
EWI
EWI

YOUR CONNECTION TO BUSINESSWOMEN
AROUND THE WORLD



MISSION

Executive Women International is an organization, which brings together key individuals

from diverse businesses for the purpose of:

- ① **Promoting member firms**
- ② **Enhancing personal and professional development**
- ③ **Encouraging community involvement**

VISION

"The Leading Connection for Business Professionals"

Huntsville Chapter Member Firms

AAA-Alabama ♦ ADTRAN, Inc.

Advanced Engineering & Planning Corporation (AEPCO)

AIDS Action Coalition (Davis Clinic)

ALL CLEAN Carpet & Upholstery ♦ Armstrong Relocation

Balch & Bingham LLP ♦ Bill Ward/Doris Sisk Real Estate Team

Clementine's Catering ♦ COLSA Corporation

Corr Wireless ♦ COSTCO Wholesale

Crestwood Medical Center ♦ Curves

Dale Carnegie Training ♦ Demarle at Home ♦ Doncaster

Eagle Collision Center ♦ Embassy Suites

Enterprise Rent-A-Car ♦ Enterprise Rent-A-Truck

Fountain of Youth ♦ Huntsville Chamber of Commerce

Huntsville Utilities ♦ Intuitive Research & Technology Corporation

ITC DeltaCom, Inc. ♦ J.R. Enterprises

Junior Achievement of North Alabama ♦ Life Strategies

Madison Drug ♦ Madison Square Chrysler Jeep, Inc.

Mary Kay Cosmetics ♦ Media Fusion, Inc. ♦ N & L Enterprises, Inc.

Northwestern Mutual Financial Network

Organization of Small Business Owners (OSBO)

The Orthopaedic Center ♦ Parisian

Publix Super Markets, Inc. ♦ Regions Bank

Science Applications International Corporation (SAIC)

Snelling Personnel Services ♦ State Farm Insurance

Swafford Jewelers, Inc. ♦ Tastefully Simple

Tecolote Research, Inc. ♦ Theresa's Sewing Workroom

The Perfect Gift ♦ UAB School of Medicine, Huntsville Campus

University Fitness Center ♦ The University of Alabama in Huntsville Von

Braun Center ♦ Wachovia Securities

Wiregrass Hospice ♦ Woody Anderson Ford

Honorary Life Members: Rhonda Gray and Charlene Little

Officers & Directors

PRESIDENT

Lynn Moore, Mary Kay Cosmetics
lmoore33@knology.net
256-830-5278

VICE PRESIDENT / PRESIDENT ELECT

Pam Holtzclaw, Wachovia Securities
pamela.holtzclaw@wachoviasec.com
256-564-6420

SECRETARY

Kathy Walton, Snelling Personnel Services
kwalton@snellinghsv.com
256-382-4000

TREASURER

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lbneveu@knology.net
245-955-1291

SERGEANT-AT-ARMS

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susan.elder@knology.net
256-922-1701

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WAYS & MEANS DIRECTOR

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256-682-9526

DIRECTOR-AT-LARGE

Charlotte Dawson, Armstrong Relocation
cdawson@goarmstrong.com
256-772-6664

ADVISOR

Jennifer Wellman, Publix Supermarkets
Jjw7804@aol.com
256-650-2390

EWI – Huntsville Chapter

PO Box 51
Huntsville, AL 35804

EWI Chapter Meeting Reminder Notices go Evite!

RSVP/Regrets and RSVP/Guests will now be gathered via Evite, a web-based invitation program.

You will receive an email from Susan Elder(info@evite.com).

Open the email and click on the button that says "View Evite Invitation".

The invitation will have an area "Will You Attend?". Please click the following:

- **Yes – If you ARE attending.**

Per our Chapter Standing Rules everyone still has a standing reservation for each Chapter Meeting. Meaning you are assumed to be attending each meeting UNLESS you cancel your reservation before the deadline date. For those of you that prepay their dinner dues, a cancelled reservation does give you a credit on your account for that meal. You may use your credit to invite guest, to purchase raffle tickets, apply it to next year's tab or donate it to the scholarship fund. You do not have to respond to this e-vite UNLESS you want to cancel your reservation. However, by answering YES to this e-vite does remove you from the list that will receive a 2nd reminder about the upcoming Chapter Meeting

- **No – If you ARE NOT attending. If you cannot attend, please cancel your reservation so that you will not be charged the \$20 dinner dues.**
- **Maybe – Please DO NOT USE.**
- **Add a Comment – If you have a guest attending, please provide the correct spelling of your guest's name, their position, company name and who will be paying for their dinner dues.**
- **Total Guests ___ (incl. you) – Please use if you are inviting a guest. (It will default to 1.)**

Please make all RSVP communications through Evite rather than through my email address, susan.elder@knology.net.

Feel free to email or call me with questions on how to use Evite.

Publication Guidelines: The Huntsville edition of the *Pulse* is published by and for Executive Women International. Our mission is to deliver accurate and professional information about our organization, members, and their firms. Deadline for submission of articles or announcements for the Newsletter is the Thursday following the monthly EWI Huntsville Chapter meeting. Submissions should be presented in MS Word or compatible file formats. All submitted information or news related items are subject to editing for grammar and space.

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