

Letter from President



The laps have almost been completed! We're on turn four...headed down the straight away for the checkered flag! I can't believe my term as your President is almost over. It has zoomed by.

The second business meeting of the year was held on July 12 and I'm happy to report we had a quorum so our business was able to be conducted! The tapas were wonderful!

Something different – imagine that. All representatives heard the updates from the board and committee chairs on their work these past months. All have been very busy.

At the June meeting, I shared with the Chapter that there were three qualified candidates to receive the ASIST Scholarships and \$4,000 was approved. I'd like to congratulate the following, all of whom are attending Mercy College of Nursing: Sara Brauchman received \$2,500; Shawna Snuggs received \$1,000; David Perrine received \$500. We have submitted Sara's application to Corporate for additional funds. Thank you to all of the applicants and the Scholarship Committee, including our three non-EWI members, who assisted in selecting the recipients. We hope they can all join us at September's Executive's Night.

Congratulations to Cyndi Lorenzen and Betty Dean on each receiving a \$500 LCAM scholarship. LCAM is a terrific opportunity to learn more about EWI and network with our representatives from around the country.

It's never too late to start thinking about the Executive of the Year Award. Your nominations are due to me no later than July 30. A letter detailing your firm's length of time as a member, support for the Des Moines Chapter, your Executive's involvement in the community and their support of you, as the representative, in regards to chapter involvement, is what is needed. The award will be presented at Executive's Night on Tuesday, September 7.

Our August meeting will be at YESS, located at 918 SE 11th Street, with member firm In The Bag catering. As Kim Thomas mentioned in her report, we will be holding a school supplies drive for YESS. Please bring school supplies to the August meeting. See a full list of needed schools supplies on page nine of the EWI Connect.

See you then!

Michelle Cook
Representing FBL Financial Group, Inc.

LOCAL BOARD

Michelle Cook, President
FBL Financial Group, Inc.
michelle.cook@fblfinancial.com
225-5546

Cindy Fleischacker, Vice President/President Elect
Coldwell Banker, Mid-America Group
cfleischacker@midamericagroup.com
224-8889

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gaandre@dsairport.com 256-5106

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chealy@acmeiowa.com 244-1723

Betty Dean, Sergeant-At-Arms
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Margie Marble, Marketing Director
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mmarble@desmoinescvb.com 699-3436

Darlis Wambold, Membership Co-Director
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darlisw@iowacreditunions.com 221-3013

Linda Snethen, Membership Co-Director
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lsnethen@waldinger.com 323-5104

Cyndi Lorenzen, Program Director
Global Spectrum/Iowa Events Center
clorenzen@iowaeventscenter.com
564-8141

Judi Brown, Publications Director
RDG Planning & Design
jbrown@rdgusa.com 288-3141

Paulette Schultz, Ways & Means Director
Iowa Health Des Moines,
Methodist, Lutheran, Blank
schultp2@ihs.org 241-5867

Sarah Roeder, Advisor
Iowa Network Services, Inc.
sarahr@netins.com 830-0362

Board Recap *By Gina André*

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Secretary: The July Board meeting was held July 12. The minutes from the June 7 Board meeting were approved with one correction.

Treasurers: Financials were provided through May 31. A motion to approve the Treasurers report and payments was made and approved.

President: EWI Updates were sent June 16 and June 21. Michelle completed and sent in the survey regarding the proposed changes to Corporate and Chapter Bylaws, including comments on the numerous typographical errors. Michelle Cook participated in the webinar with Simon T. Bailey on June 24. It's never too late to start thinking about Executive of the Year. Submissions are due July 30.

Vice President: News from the Corporate office - The 63rd Annual LCAM will be held in Kansas City, Sept. 23-25. The deadline for the early-bird rate is August 6. Let Cindy Fleischacker know if you plan to attend, as she is making a list with contact information. Also, Cindy will be glad to help find hotel roommates. Cindy noted that the correct phone number for the hotel is 1-800-266-9432. Chapter notes - The Hospitality and Program Committees, along with the Sergeant-at-Arms, need to meet after the August chapter meeting to review details for Executive's Night. Cindy continues to assign the Board and Committee positions for next year. LCAM scholarship applications were due to Cindy by June 1. Two applications were received. An e-mail vote was completed June 30.

Sergeant-at-Arms: As of June 7, the Des Moines Chapter of EWI consists of 49 member firms, 59 representatives, 7 life members, 1 sustaining member, 1 EWING member, and 1 transitional member. Present at the June 7, Chapter meeting were 31 member firms for 63% representation, 38 representatives for 64% attendance, 5 chapter life members, 1 sustaining member and 17 guests. Attendance of the Board members at the June 7, Board meeting was 80%. Board members: Please remember to sign in at the hospitality table.

Nominating: A quorum is needed at the August meeting to approve the slate of 2010-2011 officers.

Marketing: No report.

Membership: Membership as of July 12: 49 Member Firms, 54 Executives, 58 Representatives, 7 Chapter Life Members, 1 Sustaining Member, 1 EWING Member, 1 Transitional Member, and no Open Reps. New firms since June 2009: Simpson College (11/09); Grand View University (1/10); Drake University (2/10); Mary Kay Cosmetics (5/10). No new firms requested Board approval for posting in June 2010.

Program: Details for the August program were presented. The August EWI Board and Chapter meetings will be held on Monday, August 2, at YESS, 918 SE 11th St, Des Moines, IA. The evening will begin with tours of the facility. The first at 5:30 p.m. and the second at 5:45. Each will last 30-45 minutes. Dinner at 6:30 p.m. will be followed by a speaker from YESS at about 7:30. Dinner will be provided by In The Bag. They will be donating back to EWI and YESS again. A motion to honor Mike Taylor at the August meeting with a \$100 downtown gift card was made and approved. The August menu, dinner expense, and program have been accepted with no objections. Future Meetings: September – Executive's Night at the Iowa Event Center; October – Installation of Officers at the Des Moines International Airport with catering from In The Bag; November – Josephs Jewelers with dinner at Centro; December – Wakonda Club.

Publications: Articles or items for the August *EWI*Connect newsletter are due to Judi Brown by noon on Friday, July 16.

Ways and Means: The 9th Annual "Lunch and Learn" was held on Thursday, June 10, at the Renaissance Savery Hotel. Our guest speaker was Gavin Jerome who provided tips on how to reduce the stress in our lives by keeping humor and laughter at the forefront. 118 guests attended the event. Following is a breakdown of receipts and expenses: ticket sales - \$5,190.00, raffle sales - \$780.00, expenses - (\$2,822.80), for a total profit of \$3,147.20. Special thanks to the following firms who contributed items for the five raffle baskets with sales totaling \$780.00: Kirke Financial Service, LLC, The Waldinger Corporation, RDG Design, Josephs Jewelers, Iowa Health-Des Moines, Wellmark Blue Cross & Blue Shield of Iowa, Renaissance Savery Hotel, Coldwell Banker Mid-America Group Realtors, The Mansion, Waste Management, Iowa State Fair Blue Ribbon Foundation, Greater Des Moines Convention and Visitors Bureau. Sincere "thank you" to Flynn Wright and Acme Printing for their contributions toward the design and printing of our Lunch and Learn invitations and programs. The "Lunch and Learn" was the last activity to be completed by the current Ways and Means committee. Following is a recap of the projects and profits (give or take a little) for the year: nut sales - \$1,889.43, spring flowers - \$2,426.45, December auction - \$2,382.00, Lunch and Learn - \$3,147.20, for a grand total of \$9,845.08. Paulette made the recommendation to have two people co-chair the Ways and Means Committee because of the workload. Thanks to everyone on the committee who helped to make it a very successful year!

Board Recap Continued...

New Business: Imaging: On Monday, July 19, Michelle Cook will purge old documents from committee chairs according to the schedule she sent. The documents that need to be kept will be scanned onto disks. The speaker for Executive's Night will be Craig Armstrong, Vice President of the Iowa Speedway. A motion to make a \$200 contribution to Craig Armstrong's charity of choice was made and approved. There was discussion on the option of providing a drink ticket to each person who attends Executive's Night. The suggestion was made to increase the price of the dinner to offset provision of a drink ticket. The decision was tabled until the August meeting so that Cyndi Lorenzen can work on the options. An e-mail vote was taken on June 25, 2010, and it was approved to award \$500 LCAM scholarships to Cyndi Lorenzen and Betty Dean.

Vice President's Update

The 63rd Annual LCAM will be held in Kansas City, **Sept. 23-25**. Let me know if you plan to attend, as I am making a list with contact information. We will coordinate carpools once I have completed the list. So far, we have 18 members attending. Register by August 7 for early bird pricing!

Reserve your room at the KC Marriott Downtown by calling 800-266-9462. Use our group name: Executive Women International for discounted rates.

- **LCAM schedule is as follows:**

Sept. 21: evening reception for incoming Presidents and Vice Presidents

Sept 22: Presidents Caucus (training for incoming Presidents and Vice Presidents), Evening Reception for everyone

Sept 23: Registration, Breakfast, Academy of Leadership, Reading Rally luncheon, General Reception and Opening Gala Dinner

Sept 24: Keynote Breakfast, Educational Tracks, Chapter Chat, Scholarship Luncheon, Education Tracks continued. Free time in the evening

Sept 25: Breakfast and Delegate sign-in, Annual Meeting, Delegate Session (for Michelle and Cindy), Free time in afternoon, Chapter photos, General Reception, Closing Gala Dinner, After Party.

I continue to assign the board and committee positions for next year. Assignments are nearing completion.

LCAM scholarships applications were due to me by June 1st. I received 2 applications. An email vote was completed and we are awarding a \$500 scholarship to both Cyndi Lorenzen and Betty Dean. Next year's LCAM will be held in Minneapolis and any first-timers can apply next year for this award. So start thinking about this!

Executive's Night is right around the corner and it's time for Hospitality and Program Committees to start organizing and coordinating this annual VIP event. I will meet with those committees and Sergeant At Arms immediately after the August Chapter Meeting.

CONNECTIONS

CAREERS

COMMUNITY

Message Board

AUGUST BIRTHDAYS

- 2nd Paulette Schultz, Iowa Health Des Moines-
Methodist, Lutheran, Blank
- 5th Mary Long, Meredith Corporation
- 7th Laveta Pfaltzgraff, Iowa Health Des Moines-
Methodist, Lutheran, Blank
- 15th Margie Marble. Greater Des Moines Convention
And Visitor Bureau
- 30th Peggy Ward, Des Moines Radio Group
- 31st Robin McKinney, Flynn Wright, Inc.
- 31st Darlis Wambold, Iowa Credit Union League

“East Meets West” Lunch Bunch

Many thanks to all that attended the Lunch Bunch outing on
June 23, 2010 at Raul's Mexican Restaurant. What a great turnout!



DATES TO NOTE

July 20, 2010

Lunch Bunch 11:30 a.m.
Downtown –
Star Bar
West Des Moines –
Coach's Pizza

July 23, 2010

Board Reports & Committee
Reports - Due to
Cindy Fleischacker

August 2, 2010

YESS
4:15 p.m. Board Meeting

August 2, 2010

YESS
5:30 p.m. & 5:45p.m. Tours
6:30 p.m. Dinner

SHARE THE NEWS!

Please send all submissions for the
EWI Connect Newsletter to:

Contact: Judi K. Brown
Phone: 515.288.3141
Fax: 515.288.8631
E-Mail: jbrown@rdgusa.com

All Submissions are due the first
Friday after our monthly meeting.

Reminder - Reminder

The reservation deadline for the
August 2nd Meeting is Friday, July 23rd.

Anyone not attending, must contact Betty
Dean at: bettyjdean@gmail.com
Or call Betty at 778-0370.

*Remember that all Representatives have a
standing reservation*

2010 Calendar of Events

2010 Lunch Bunch Schedule

DATE	West Des Moines @ 11:30	Downtown @ 11:30
July 20 th	Coach's Pizza 560 S. Prairie View West Des Moines (515) 223-2233	Star Bar 2811 Ingersoll Avenue Des Moines, IA 50312-4012 (515) 244-0790
August 17 th	PF Chang's 110 S. Jordan Creek Parkway West Des Moines (515) 457-7772	Drake Diner 1111 25th Street Des Moines, IA 50311-4207 (515) 277-1111
September 21 st	Romano's Macaroni Grill 4502 University West Des Moines (515) 267-8400	Baratta's 2320 South Union Street Des Moines, IA 50315-1730 (515) 243-4516
October 19 th	Red Lobster 3838 Westown Parkway West Des Moines (515) 226-2150	BOS 401 Locust Street Des Moines, IA 50309 (515) 244-2151
November 16 th	Red Robin 6255 Mills Civic Parkway West Des Moines (515) 223-0859	Court Ave Brewery 309 Court Avenue Des Moines, IA 50309-2230 (515) 282-2739
December 21 st	Club Car 13435 University West Des Moines (515) 226-1729	Palmer's Deli Ingersoll 2843 Ingersoll Avenue Des Moines, IA 50312-4012 (515) 274-4004

2010 Program Schedule

Month	Date	Location	Dinner	Program
August	2	YESS	In the Bag	Tour of facility
September	7 - Tuesday	Iowa Events Center	Ovations	Executive's Night
October	4	DSM Airport	In the Bag	Installation of Officers
November	1	Josephs Jewelers	Centro	Shopping!
December	6	Wakonda Club	On Site	Holiday Auction

PURELY SOCIAL EVENT by Deb Lyons

As discussed at the July meeting, the committee is gauging interest for participation in a cooking class. Cost is \$40 and includes wine, appetizer and three main courses to share and enjoy. Class will be held sometime the week of August 9 or August 16 (exact date to be determined) from 6:30 p.m.-9:00 p.m. at Chef Perry Washburn's home in Waukee. Class size is limited to 10-12. If there is additional interest, we will look at possibly holding two classes. Please contact Deb Lyons (dlyons@shazam.net) or anyone on the committee no later than Friday, July 23 if you are interested.

EWI - Des Moines Chapter - 2009-2010 Committee Assignments

Advisor

Sarah Roeder

BudgetMichelle Cook
Christine Healy
Cindy Fleischacker**Directory/Bylaws/Website**Melissa Clevenger - chair
Carol Andreas
Elaine Rund**Endowment**Kim Fankhauser - chair
Jean Wathen - non-EWI
Dessie Grannis - non-EWI
Michelle Morris - non-EWI**Historian**

Janette House

Hospitality/CourtesyLynn Neswold - chair
Jackie Hellrung
Aisha Syed
Bernie Rewalt
Amy Day**Marketing**Margie Marble - chair
Meghan Sabin
Cheryl Hall
Dawn Black
Sandy Taylor
Christy Jones**Membership**Darlis Wambold - co-chair
Linda Snethen - co-chair
Lana Lichtenstein
Marcia Wing
Judy Smith
Freda Pollock
Deb Amenson**Official Greeter**

Sarah Roeder

NominatingSarah Roeder
Cindy Fleischacker
Robin Taylor
Jennifer Parrish**Parliamentarian**

Lena Rocha

Past Presidents' Advisory CouncilSarah Roeder
Rita McGinnis
Ruth Hanrahan
Sheryl Nichols
Laveta Pfaltzgraff
Kim Fankhauser
Judy Jones
Nancy Neilsen
Judy Smith
Linda Buchanan
Marsha Rodd
Mary Granneman
Nancy Cook
Karen Bailey
Janette House
Lena Rocha**Philanthropy/Education**Kim Thomas - chair
Marty Kennedy
Nancy Cook
Michelle Wendell
Marcy Gerard
Deb BeLieu
Judy Jones
Rosemary Link
Andrea Mead
President
Michelle Cook**Program**Cyndi Lorenzen - chair
Rita McGinnis
Tammy Marcsisak
Barb Eslick
Nancy Neilsen**Publications**Judi Brown - chair
Kim Fankhauser
Karen Bailey**Purely Social**Deb Lyons - chair
Deanna Dunn
Peg Ward
Erin Tuel
Kristy Conrad
Mary Granneman
Leslie Herman**Scholarship/ASIST**Marlou Pieper - chair
Iris Armstrong
Dessie Grannis - non-EWI
Michelle Morris - non-EWI
Jean Wathen - non-EWI**Secretary**

Gina Andre

Sergeant-at-Arms

Betty Dean

Treasurer

Christine Healy

Vice President

Cindy Fleischacker

Ways & MeansPaulette Schultz - chair
Marsha Rodd
Robin McKinney
Gloria Criswell
Robin Taylor
Chris Anderson
Laveta Pfaltzgraff
Mary Long
Linda Buchanan
Sheryl Nichols
Carol Bahls

Member Spotlight *by Kim Fankhauser & Barbara Eslick*

Barbara Eslick

It's hard for me to believe that just 8 years ago I had never heard of EWI. When I started at the Renaissance Savery Hotel I was informed that the hotel was a charter member of the organization and that we needed to maintain an active membership. I have to admit that my first thought was how am I going to fit one more thing into my life. Now, I can't imagine my life without EWI! I have met such incredible women and have formed a number of very special friendships. Giving back to my community is important to me and EWI provides an outlet to help me do that. Through my participation on various committees as a chairperson or committee member and also serving as a board member I have had the opportunity to contribute to a number of the very worthwhile causes that EWI champions. Attending the monthly meeting is great but being an involved member is priceless! I am so very excited to have the honor to serve with Cindy Fleischacker this next year as her Vice-President! This new responsibility is one I take seriously and I look forward to the challenges and opportunities it offers.

Professionally, I have been in the hotel business for over 30 years and have relocated to 13 different locations. I also spent 9 years "on the road" in a regional hotel sales position that involved traveling approximately 40 weeks each year! (Now you know why I am single with no kids!) I have been the Director of Sales for the Renaissance Des Moines Savery Hotel for 8 years now and my team and I are primarily responsible for securing group rooms, catering functions, meetings and conferences for the hotel. Des Moines has been a wonderful place to live and I hope to remain here until it is time to retire on the ocean!

On a personal note I am the first born (we NEVER say oldest!) of 8 kids from Terre Haute, Indiana. I enjoy listening to classic rock music and lite jazz and will read almost anything. The ocean, snow, cars and wine are a few of my favorite things!

Firm Spotlight *by Karen Bailey & Andrea Mead*

Mary Kay

Mary Kay is a one-of-a-kind success story. Fueled by a passion for changing women's lives, founder Mary Kay Ash opened the door for women to look and feel beautiful and to experience success on their own terms. Mary Kay is painting the world pink. Not just with products and an incredible business opportunity, but with charitable efforts that can make a difference-like the ones that provide hope for survivors of domestic violence in the United States, Canada and Mexico or create brighter futures for children in Russia and China.

Mary Kay Ash built her business around the idea of bringing women together to have a good time and sample innovative products, while enjoying personalized service from Independent Beauty Consultants. More than 45 years later, women love our state-of-the-art skin care and must-have color products more than ever. In fact, many customers fall in love with the products and the opportunity to be their own boss and become Mary Kay Independent Beauty Consultants. There are more than 2 million independent sales force members in more than 35 markets worldwide helping women look and feel beautiful.

Mary Kay has opened up the door to freedom, flexibility, girlfriends, travel, prizes, and FREE cars! I can't imagine my life without Mary Kay!

WATCH ABC'S Nightline feature news story:

<http://abcnews.go.com/video/playerIndex?id=7295022>

Many Thanks *by Paulette Schultz*

Thank you so much for the great raffle items that you and your firm donated for our Lunch and Learn event. Our ticket sales totaled \$780.00, which was fantastic!! We couldn't have done it without the support of our member firms, so please extend my appreciation to the appropriate people in your company.

2010-2011 Board of Directors *by Sarah Roeder & Jennifer Parrish*

The Nominating Committee submits for approval the following slate of officers to serve on the Executive Women International Des Moines Chapter Board of Directors for the 2010 – 2011 terms:

Vice President/President Elect: Barbara Eslick
 Treasurer: Christine Healy
 Secretary: Carol Bahls
 Sgt At Arms: Betty Dean
 Ways & Means: Gina Andre
 Membership: Cyndi Lorenzen and Leslie Herman
 Program: Judi Brown
 Marketing: Paulette Schultz
 Publications: Robin McKinney

Any five representatives can submit in writing other representatives for nomination to the President up to and including July 23rd, at which time the nominations are automatically closed.

Should there be nominations other than those submitted by the Nominating Committee; the membership will be notified in writing at least 10 days prior to the August chapter meeting. The proposed slate will be voted upon by the membership at the August Chapter meeting.

YESS EVENTS

SAVE THE DATE: September Scrapbook Event at YESS!

Please note your calendars to join us for a heartwarming event as we scrapbook with the children at:

Youth Emergency Services & Shelter (YESS)
 918 SE 11th Street
 Des Moines, IA 50309

Monday, September 13
6 - 7 pm

Please contact Kim Thomas if you can scrap with us on September 13: kthomas@dmreg.com

Youth Emergency Services & Shelter (YESS)
School Supply Drive
Monday, August 2, 2010
(Donations to be contributed to YESS at our August Chapter meeting)

Join us by personally contributing much needed school supplies to the children who are sheltered at YESS, and let your creative juices flow to come up with ideas on how we convince our companies, co-workers, office supply vendors and others to join us in contributing school supplies as well. We will be collecting these supplies at our August 2 Chapter meeting which will be held at YESS. We'd love to really surprise them with what we can come up with to help these kids out as they prepare for the new school year. Please see the following list for ideas on what you can donate and help make a difference in the lives of these children. See page nine of the EWI Connect for a list of school supplies needed.

Questions: Contact Kim Thomas at kthomas@dmreg.com



Youth Emergency Services & Shelter (YESS) School Supply Drive

Book Bags/ Backpacks
Colored Pencils
Loose-leaf paper
3-Ring Binders
Index Cards
Rulers
Post-It Notes
Book Covers

Calculators
Markers
Graph Paper
Pens
Erasers
Construction Paper
Dry Erase Markers
New Athletic Socks

Planners
Pencil Cases
Protractor/Compass
Hi-lighters
Scissors
Pencil Sharpeners
Dictionary/Thesaurus
New Underwear

Children, age's birth through 17, find safety at YESS during that time when home is not an option due to the nature or level of crisis in their lives. Each day there may be 38 babies, toddlers, school-age children, and adolescents staying in the emergency shelter or at the Blumenthal Crisis Nursery. Counseling services help the entire family work through their problems.

For more information please contact:
Jana Daisy
Youth Emergency Services & Shelter
918 SE 11th Street Des Moines, IA 50309
515-282-9377

**EWI® Des Moines Chapter
Monday, August 2, 2010
Chapter Meeting/ Firm Night**

Date:	Monday August 2, 2010
Program:	YESS
Program Location:	YESS 918 SE 11 th St Des Moines 282-9377
Schedule:	4:15 pm – Board Meeting 5:30 and 5:45 pm – Tours – please be prompt for one of these if you want to tour 6:30 pm – Dinner
Menu:	“Over the Top” by In the Bag Gourmet salads Sandwiches – gourmet meats, cheeses, flatbreads, artesian rolls Heavy appetizers Gourmet cupcakes Chocolate dipped strawberries
Cost:	\$20.00
Directions/Parking:	Directions: from I-235 south on SE 14 th to Maury St, then west (right) to SE 11 th , then south again (left) to YESS. Please enter through the Crisis Nursery entrance on the north side which faces the parking.
Dinner Reservation Deadline:	Friday, July 23 <ul style="list-style-type: none"> ▪ Please remember that all Representatives have a standing reservation. ▪ Representatives paying monthly or quarterly MUST complete the form below and mail it along with your check to Betty Dean <u>by</u> the reservation deadline. ▪ Representatives bringing a guest MUST notify Betty by phone or e-mail <u>by</u> the reservation deadline. You will then need to complete the form below and mail it along with your check to Betty. ▪ Cancellation Policy: If you are <u>unable</u> to attend, you MUST notify Betty <u>by</u> the reservation deadline.
Mail this form to:	Betty Dean The Singing Gourmet 1231 72 nd Street Windsor Heights, IA 50311 515-778-0370 bettyjdean@gmail.com

Firm: _____
 Representatives: _____
 Executives/Guests: _____

Amount Enclosed _____ (Please make check payable to EWI)