

LETTER FROM THE PRESIDENT



What better way to kick off the New Year than at a member firm that is truly an icon in Des Moines. The Des Moines Register has been a part of our city since 1849 and we are fortunate to have them as a member firm. We were honored to have Laura Hollingsworth, President and Publisher, present an overview of how present day media is changing and how they are meeting those ever changing needs. Kevin Johnson, Vice President of

Operations, was an excellent tour guide as he took us through the facility and explained The various production processes. A sincere thank you to Laura and Kevin for taking time from their very busy day to meet with us. I would also like to recognize Kim Thomas for coordinating the meeting arrangements and the departing gifts which were a very nice surprise! And of course, member firm In the Bag provided yet another great meal thank you Marty Kennedy and Mike Taylor!

Please contact me right away if you did not receive the renewal and meeting fee forms that were sent out on December 27. The completed forms and money must be sent to Chris Anderson by February 1, 2012. If you have any questions or need assistance with the forms please contact me, Chris Anderson, or Christine Healy.

Our Purely Social committee has been very busy looking for fun and unique activities around town. Did you ever want to design and make your own jewelry? If so, don't miss our next event on Friday, February 10. Everyone will meet at El Chisme in Valley Junction for dinner and then on to Fish Lips for a 2 hour class on making bracelets. The cost is \$35 and we must have a minimum of 10 people for the class. Please contact Tara Ely at 515-256-5114 or taely@dsmairport.com if you would like to attend. These social events Are also a great opportunity to invite someone who might have an interest in joining our chapter! Great way to check us out in a fun, non- threatening environment!

The February 6 meeting will be held at Gino's West and is one of two business meetings for the year. The board members and committee chairs will present what has been accomplished so far this year and what plans they have in store for the upcoming months. Please let us know if you have any recommendations or suggestions for speakers, meeting sites, social events or creative ways to attract new members. We would like to challenge each of you to participate in at least one event this year and to contribute a suggestion or idea to help grow our chapter.

Stay warm.....looks like winter has finally arrived!

Regards,

Barbara Eslick
Representing Renaissance Des Moines Savery Hotel

2011-2012 Officers & Directors

President

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BOARD RECAP By Carol Bahls

Secretary: The January Board meeting was held Monday, January 9. A motion to approve the December 5 Board of Directors minutes was approved.

Treasurer: Financials were provided through November 30. The Treasurer's report and listed payments were approved.

President: EWI updates were sent and corporate weekly updates were received. Attended the Chapter Leaders Webinar conducted by Lisa Stokes and David Horsager. Attended the EWI Membership Renewals Webinar. Lena Roche called to let me know that Avis Eckels, our founding president and primary contact for the development of the Des Moines chapter, passed away Friday, December 16 in Denton, Texas at the age of 86. Her firm was the Stoner Broadcasting System. Erin Ort had a baby girl, Claire Evelyn, on December 17. Capitol View School gift giving day was a great success! Thanks to Michelle Cooke, Judi Brown and Rosemary Link for assisting and to Lana Lichtenstein for organizing. There is potential to underwrite this project again next year. Next Purely Social event is Friday, February 10 at Fish Lips in Valley Junction. Dinner at El Chisme followed by the wirework bracelet class. \$35 – must have 10 people.

Vice President: Assigned mentors, met with Treasurer to prepare new report, participated in Membership Renewal Webinar. Dates to Remember: Tuesday, January 17, 2012 – Leadership As It Relates to Change – Colette Carlson – 2:00 p.m. CST. 2012 Spring Conference is March 29-31, 2012 in Richmond, Virginia. 2012 LCAM is September 13-15, 2012 in Dallas, Texas. Dates and deadlines were reviewed.

Sergeant-at-Arms: As of January 9, 2012 the Des Moines Chapter of EWI consisted of 47 member firms, 57 representatives, 9 life members, 2 sustaining members, 1 transitional member. Present at the December 5 Chapter meeting were 33 member firms for 68% representation, 36 representatives for 64% attendance, 6 chapter life members, 1 sustaining member, 10 guests. Attendance of the board members at the December 5 board meeting was 90%. Board Members: please remember to sign in at the hospitality table!

Marketing: The marketing committee put together a press release and asked our marketing department to publish the article. Judy Smith is looking into *Business Record* Pillars of Philanthropy ads to see if we can be a part of that publication.

Membership: Membership as of December 21: 47 Member Firms, 54 Executives, 56 Representatives, 9 Chapter Life Members, 2 Sustaining Members, 1 Transitional Member, and 0 Open Reps. In an effort to encourage all members to actively participate in recruitment, the committee would like to walk all members through an exercise during the February meeting. Potential new members and members who indicated they will not renew for 2012 were discussed.

Program: The February 2012 EWI meeting will be held at Gino's West on Monday, February 6 at 5513 Mills Civic Parkway, West Des Moines, IA. Phone is 515-226-220. The evening will begin with networking at 5:30 pm. Dinner will begin at 6:00 pm and the Chapter Business Meeting at 6:45 pm. The Board meeting will begin at 4:15 pm at Gino's West. The February menu, dinner expense were accepted with no objections.

Publications: The publications committee published the January newsletter in a timely manner. Articles for the February *EWIConnect* are due to Deanna Dunn by Wednesday, January 11. An article on extending invitations for people to join EWI will be included in the newsletter. Also, a "New Member Spotlight" will be included with a picture of the new member, if possible. It was suggested that the "Firm Spotlights" include the names of the rep(s).

Ways and Means: Fall fundraiser nut sale final profit: \$1,064.50. Christmas Auction final profit: \$2,140.00. Plan to meet with committee in January or at February Meeting. We are thinking something like a "Girls Night Out" – Include wine, desserts, possible fashion show, entertainment, and other women-focused vendors. If you have any ideas or would like to be a part of it, please let the Ways and Means committee know.

New Business: All current members will have an anniversary date of January 1. All new members will have an anniversary date of the month that their check is received by corporate. Barbara Eslick is creating a tracking form for new members that will focus on solicitation and retention.

CALENDAR OF EVENTS

HOTLINE INFORMATION

Jennifer Parrish –
Email: JParrisl@WM.com

To report a member illness, birth or death of family members within the EWI organization

DATES TO NOTE

February 6, 2012 – Gino's West
4:15 p.m. Board Meeting
February 6, 2012 – Gino's West
4:15 pm – Board Meeting
5:30 pm – Networking
6:00 pm – Dinner
6:45 pm – Chapter Business Meeting
February 10, 2012 – Purely Social
Dinner & Jewelry Making, Time TBD
February 21, 2012 Lunch Bunch 11:30 a.m.
Downtown – Baratta's
West Des Moines – El Rodeo

2012 Program Schedule

Month	Date	Location	Dinner	Program
February	6	Gino's West	On-site	Business Meeting & Informational Speaker
March	5	Iowa Event Center	On-site	Firm Night
April	2	Wellmark	On-site	Firm Night
May	7	Christopher's	On-site	Sally Pederson Speaker on The Iowa Initiative

2011 Lunch Bunch Schedule

DATE	West Des Moines	Downtown
Feb. 21, 2012 @ 11:30	El Rodeo 1310 NW 118 th Street Clive 515-440-2210	Baratta's 2320 South Union St Des Moines 515-243-4516
Mar. 20, 2012 @ 11:30	Biaggi's 5990 University West Des Moines 515-221-9900	Gateway Market 2002 Woodland Ave. Des Moines 515-243-1754

REMINDER! REMINDER!

Anyone not attending meetings must contact Melissa Clevenger at: melissac@netins.com or call Melissa at 830-0681. Please give all money to Melissa.

The reservation deadline for the February 6, 2012 meeting is Monday, January 27, 2012.

HAPPY BIRTHDAY!!

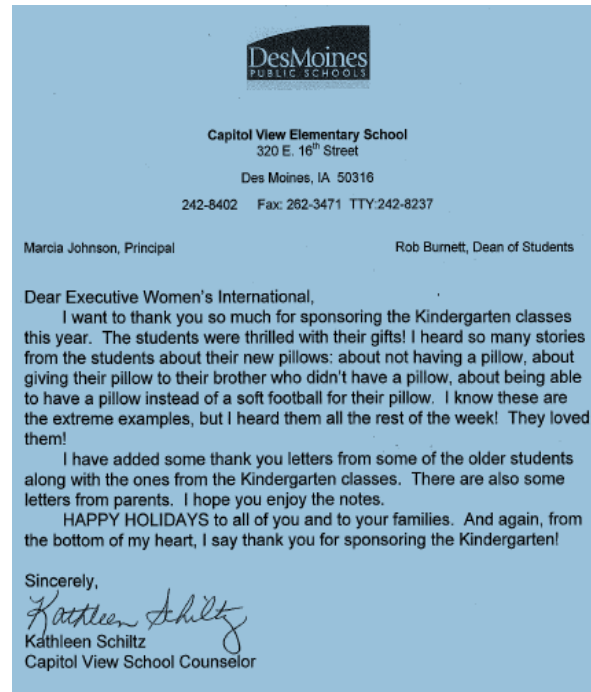
Elaine Rund, Telligen – February 3
Kim Thomas, Des Moines Register – February 6
Cindy Fleischacker, Coldwell Banker Mid-America Group - February 15
Erin Ort, Jesse, Keeling & Associates – February 21
Debra Lyons, Shazam, Inc. – February 23
Cyndi Lorenzen, Global Spectrum/Iowa Events Center – February 25

Donations from Delta Dental & Renaissance Savery Hotel benefit local Elementary

Five members of our EWI Chapter joined the 83-member kindergarten class at Capital View Elementary School for their holiday celebration on December 14th.

Barbara Eslick, Judi Brown, Michelle Cook, Rosemary Link and Lana Lichtenstein participated by taking their position at gift stations of pillows, pillow cases, bath towels, and story books to hand to each child. Every child really appreciated their gifts. What a heart-warming experience!

Thank you so much to the Renaissance Savery Hotel for their generous donation that allowed our EWI Chapter the opportunity to provide the school-chosen gifts for the kindergarten class! Thank you to Delta Dental for the gift pack with toothbrush, toothpaste and floss for each student!



FIRMS IN THE NEWS!

- **Carolyn Helmlinger, President and CEO of Mid-America Group and Coldwell Banker Mid-America Group Realtors** retired on January 1, 2012. Steve Colman has been promoted to President of Mid-America Group Commercial Properties and Randy Clarkson will take over as President of Coldwell Banker Mid-America Group, Realtors.
- The Iowa Sports Connection and **the Des Moines Radio Group** have signed a three-year agreement to make 1350 KRNT the official flagship radio station for the Iowa Sports Connection Radio Network
- **The Greater Des Moines Partnership** will have its opening night legislative reception from 5 to 7 p.m. on Jan. 9. The event will take place at the World Food Prize Hall of Laureates, 100 Locust St. Registration is \$15 for Partnership and affiliated chamber members, and \$30 for non-members.
- **Meredith Corp.** has signed an agreement with Disney Publishing Worldwide to acquire the assets of Family Fun magazine. Launched in 1991, the magazine targets mothers of children ages 3-12 with a focus on family activities.
- **Feed Energy's** production facilities in Des Moines, Sioux City and Pacific Junction received recertification in the American Feed Industry Association's Safe Feed/Safe Food program, which was established in 2004 to develop a proactive role in feed-based safety standards. Feed Energy was one of the first facilities of its kind to receive original certification in the program.

Extend an Invite!

We all have been fortunate to experience the “gifts” our EWI Membership provides and for each of us, those “gifts” are different. **We’re asking you to reflect on what these are for you, and to think of who you know that might also enjoy these benefits.** Consider extending an invitation to:

- business partners
- friends
- neighbors
- networking contacts

So, the next time you are in contact with that person, be it an informal lunch, coffee, chat at the gym or bumping grocery carts at the store, listen for ways in which they might benefit from EWI and ask if it’s something they might also enjoy. If they seem inclined, please extend an invitation to them to visit a lunch bunch, purely social event or a meeting.

So rather than feeling as if you are trying to “sell” EWI on being member, think of it as **extending an invitation** to a friend. Because, in reality, it’s something you enjoy and benefit from and believe they might also. Think how much fun it would be to see yet another friendly face at our next EWI event!

Below are the Majors not represented in our membership:

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|-----------------------|--------------------------|-----------------------------------|
| Accounting | Air Conditioning | Animal Services |
| Banking | Beverages | Building Materials |
| Clothing Retail | Clothing Manufacturing | Cleaning & Janitorial |
| Confectionery | Consumer Merchandising | Delivery |
| Dental | Electrical Industry | Engineering |
| Fine Arts | Fundraising | Furniture, Fixtures & Furnishings |
| Grocery | Hair & Beauty | Hardware |
| Health & Recreation | Home Healthcare | Home Improvement |
| Human Services | Information Services | Medicine |
| Packaging Industry | Musical Instruments | Merchandise |
| Paper Industry | Performing Arts | Pest Control |
| Petroleum Industry | Pharmaceutical | Photography |
| Physical Therapeutics | Plumbing | Restaurants |
| Speakers | Satellite Communications | Speakers |
| Transportation | Utilities | |

The following firm has been approved by the board for posting:

Firm/Representative/Executive	Major	Minor
Kemin Industries / Kim Crocker	Chemical	Healthcare

If no written objections are received from an executive of a member firm within ten (10) days of posting, the Membership Committee will contact the firm. Contact Leslie Herman Leslie.Herman@Drake.edu or Robin Taylor (Robin@BlueRibbonFoundation.org)

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EWI of Harrisburg

VP / President- Elect

Karen Skirten
TierOne Travel
EWI of Calgary

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Darlene Banogon
North Island Credit
Union
EWI of San Diego

Treasurer

Kerry Feltenberg
Arizona Grand Resort
EWI of Phoenix

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Nancy Harrison
Everything Just So
EWI of Chattanooga

Cindy Hillegas
Dalco Roofing & Sheet
Metal Inc.
EWI of Minneapolis

Carolyn Woodmansee
Washington Trust Bank
EWI of Spokane

Corporate Advisor

Sharon Bennett
Lifetouch
EWI of
Cincinnati/Northern
Kentucky



MEMBER SPOTLIGHT

AMY DAY

I have worked for Simpson College for 6 years and was a part-time adult student for four years prior to that. Every day I get to help adult students make the decision to go back to college. It's something I truly enjoy because I know what it's like to be in their shoes. They come in anxious and full of questions. It's our job to walk them through the admissions process and help them find the best fit for their educational and career goals. To see them a few months later, smiling on their way to class is very rewarding. And it's even more special to celebrate with them a few years later when they graduate.

This is my 3rd year as a member of EWI and currently serve on the Scholarship Committee. This year the Scholarship Committee would like to increase awareness of the award among eligible students and attract strong applicants.

Our main reason for joining EWI is the opportunity to meet and network with so many wonderful women. EWI provides a friendly atmosphere to foster relationships, do business, and support the community through charitable work and volunteering- all in one place!

My husband, Klinton and I have been married for 6 years. Our son, Riley just turned 3 in December. Our family loves to vacation in tropical locales. I have been on 7 cruises and I'm ready for the next one. I even got married in St. Thomas while on a Caribbean cruise with 30 friends and family.



FIRM SPOTLIGHT

Coldwell Banker

Coldwell Banker Mid-America Group, Realtors® [Coldwell Banker] doesn't strive to be the biggest real estate company, just the best. To them, each customer is their most important customer, the customer they want for life. Coldwell Banker constantly explores new and innovative ways to serve customers beyond their expectations. They are the largest locally-owned real estate company in the Des Moines metro area with over 200+ full-time sales associates in five full service offices. Mid-America Group has over 35 years of experience, has been affiliated with Coldwell Banker since 1990 and has been an EWI member since 1995.

Coldwell Banker has been named to the prestigious Coldwell Banker® Chairman's Circle nineteen times. This designation is awarded to companies who achieved \$8,000,000 or more in adjusted closed gross commission income.

They pride themselves on the generous spirit of their associates. Whether the need is one of their own or the community, the team steps up and takes action lending their hands, their hearts and their resources. In 2010 the group raised over \$30,000 for the Fight Against Breast Cancer and donated 100 pounds of food to the local food pantry.

EWI Committee Assignments 2011 – 2012

<p>Advisor Cindy Fleischacker</p> <p>Budget Barbara Eslick Christine Healy Chris Anderson</p> <p>Directory/ByLaws/Website Sarah Roeder – chair Elaine Rund Sheryl Nichols</p> <p>Endowment Chris Anderson – chair Jean Wathen – non EWI Dessie Grannis – non EWI Michelle Morris – non EWI</p> <p>Historian Janette House</p> <p>Hospitality Jennifer Parrish – chair Brenda Tart Deb Lyons Marty Kennedy Paulette Schultz Rita McGinnis Bernie Rewalt Dawn Black Amy Boyce</p> <p>Marketing Cyndi Lorenzen – chair Margie Marble Sandy Taylor Christy Jones Betty Dean Judy Smith</p> <p>Membership Robin Taylor – co chair Leslie Herman – co chair Sarah Ennis Jackie Hellrung Deb BeLieu Mary Long Saloo Sadiq Aisha Syed</p>	<p>Official Greeter Barbara Eslick</p> <p>Nominating Cindy Fleischacker Christine Healy Judi Brown</p> <p>Parliamentarian Lena Rocha</p> <p>Past Presidents</p> <p>Advisory Council Cindy Fleischacker Michelle Cook Sarah 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 Baily Janette House Lena Rocha</p> <p>Philanthropy Lana Lichtenstein – chair Peggy Ward Marcia Wing Kim Fankhauser Marsha Rodd Michelle Cook Rosemary Link Mary Granneman Linda Snethan</p> <p>Program Gina Andre´ – chair Meghan Hammond Gloria Criswell Judy Jones Nancy Neilsen Nancy Cook Debra Gray</p>	<p>Publications Deanna Dunn – chair April Chumbley Darlis Wambold</p> <p>Purely Social Tara Ely – chair Karla Rivers Tammy Marcsisak</p> <p>Scholarship/ASIST Kim Thomas – chair Amy Day Jean Wathen – non EWI Dessie Grannis – non EWI Michelle Morris – non EWI</p> <p>Secretary Carol Bahls</p> <p>Sergeant at Arms Melissa Clevenger</p> <p>Treasurer Chris Anderson Erin Ort - Intern</p> <p>Vice President Christine Healy</p> <p>Ways and Means Robin McKinney – chair Linda Buchanan Elena Baas Ruth Hanrahan Karen Anderson Judy Brown Robin Jenkins Laveta Pfaltzgraff Karen Bailey</p> <p>President Barbara Eslick</p>
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**EWI® Des Moines Chapter
Monday, February 6, 2012
Chapter Business Meeting**

Date:	Monday, February 6, 2012
Program:	Business Meeting
Program Location:	Gino's West 5513 Mills Civic Pkwy West Des Moines, IA 50266 515-226-2320
Schedule:	4:15 pm – Board Meeting 5:30 pm – Networking 6:00 pm – Dinner 6:45 pm – Chapter Business Meeting
Menu:	Sliced Pork Loin with a Demi Glaze Bread Crumb Stuffing Seasonal Vegetable Salad Bread Cheesecake Assorted Drinks A cash bar will be available Provided by Gino's West
Cost:	\$20.00
Directions/Parking:	Directions: From I35, take the Mills Civic Pkwy exit. Go west over the interstate and turn north into West Glen at the first intersection. Gino's West will be on the first left. The easiest parking is on the north side of the building near Blue Moon. Guests can enter from the patio.
Dinner Reservation Deadline:	<u>Monday, January 27, 2012</u> <ul style="list-style-type: none"> ▪ <i>Please remember that all Representatives have a standing reservation.</i> ▪ Representatives paying monthly or quarterly MUST complete the form below and mail it along with your check to Melissa Clevenger <u>by</u> the reservation deadline. ▪ Representatives bringing a guest MUST notify Melissa 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 Melissa. ▪ Cancellation Policy: If you are <u>unable</u> to attend, you MUST notify Melissa <u>by</u> the reservation deadline.
Mail this form to:	Melissa Clevenger netINS, Inc. 312 – 8 th St, Suite 400 Des Moines, IA 50309 515-830-0681 melissac@netINS.com

Firm: _____
 Representatives: _____
 Executives/Guests: _____
 Amount Enclosed _____ (Please make check payable to EWI)