

## Letter from President



Thanks to all who helped make our August meeting a success – Darlis Wambold of Iowa Credit Union League, our guest speaker, Miriam De Dios from Coopera Consulting, and Michelle Cook and FBL for hosting us. Dinner and dessert were great as usual! It was fascinating to hear about Miriam’s background and how she is using her experiences and talents to make an impact on others in the

Hispanic market.

The August meeting included collecting school supplies for YESS, and one order of Chapter Business. There was quite a mound of supplies and congrats to Gloria Criswell for winning the I-Cubs tickets provided by RDG Planning & Design. The Chapter approved the 2009-10 slate of Officers and Directors and I was so glad to see Parliamentarian, Lena Rocha, back at her post for that vote!

I know it’s hard to believe how fast this past year has gone but it is time once again for Executive’s Night. This is our formal event where we enjoy a lovely evening at the Renaissance Savery and the spotlight will be on all that we have accomplished this year. I’m excited to announce that Laura Hollingsworth, President and Publisher of member firm The Des Moines Register, will be our keynote speaker. Additionally, we will recognize the 2009 ASIST Scholarship winners and the 2009 Executive of the Year. There also may be a surprise or two included so you don’t want to miss it. All representatives are encouraged to bring their Executive but if they are unable to make it, we still want to see you there! **Please note the special RSVP instructions on the reservation page and that the date is Tuesday, September 1<sup>st</sup>.**

A couple of notes on LCAM: EWI of Des Moines will have a total of 7 attendees in Louisville and there are 2 proposed Bylaw changes that will be discussed and put to a vote at the Annual Meeting. Due to the timing of our August meeting, I was unable to present the proposed changes for discussion. Therefore, the proposals will be sent to all reps via an email update and we will offer a conference call the week of August 24<sup>th</sup> for anyone who has questions or wants to provide feedback or comments. You are also welcome to contact me directly.

Stay cool and I’ll see you the first **Tuesday** in September!

Sarah Roeder, Chapter President  
Representing Iowa Network Services, Inc.

## LOCAL BOARD

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283-1961

## Board Recap *By Gina André*

**Secretary:** The August Board meeting was held August 3. The minutes from the July Board meeting were approved.

**Treasurer:** Financials were provided through June 30, 2009.

**President:** E-mail updates were sent July 7, July 13, July 21, and August 2. Corporate is continuing to send out weekly e-mail updates. An e-mail was received from Membership Advisor (MA) Jane Allamong, EWI of Omaha regarding upcoming LCAM deadlines. A financials meeting was held that included Michelle Cook, Freda Pollock and Christine Healy, incoming Treasurer. New Website – Melissa Clevenger is working with INS Web Development group. The website will be unveiled at Executive's Night. At last update, INS had 2 hours in on the project and expected to have another 2.5 – 3 hours. Melissa & Sarah also sent him the Phoenix website to see if we could incorporate some things they did. EWING – Will continue to work with Corporate Expansion Director, Kim Fankhauser, on the pilot program for a junior level membership. Have drafted a letter to send to past ASIST winners. The goal is to have four of these memberships in place by October. Recruitment Challenge – An ongoing challenge has been issued for each Board member to bring in one new firm. Social Media Session – Thursday, August 13, at RDG Planning & Design. It will be an afternoon session held from 2:00-4:30 p.m. Executive Night – Tuesday, September 1. The speaker has been confirmed. It will be someone from the Des Moines Register. We have 1-3 potential Executive of the Year nominations. Deadline will be moved to the end of this week, August 7.

**Vice President:** Upcoming Conferences – The 62<sup>nd</sup> Leadership Conference & Annual Meeting (LCAM) will be on September 24-26, 2009, at the Louisville Marriott Downtown, 280 West Jefferson, Louisville, Kentucky, 502-627-5045 or toll free at 1-800-533-0127. We have seven representatives attending this year. Mentor Assignments – Cyndi Lorenzen for Lorna Bray with Iowa Health System; and Marlou Pieper for Dawn Black of Marriott ExecuStay. The 2009-2010 Board is set. Rita McGinnis will be contacting the prospective Board in the next month or so to confirm. Continuing to work on committee assignments and other planning for the 2009-2010 year.

**Sergeant-at-Arms:** As of July 6, the Des Moines Chapter of EWI consists of 53 member firms, 64 representatives, 7 life members, 1 sustaining member, and 1 transitional representative. Present at the July 6, Chapter meeting were 31 member firms for 58% representation, 37 representatives for 58% attendance, 5 chapter life members, 1 sustaining member, 1 transitional member and 1 guest. Attendance of the Board members at the July 6, Board meeting was 80%. The reservation deadline for the September 1 (Tuesday) meeting is August 21.

**Nominating:** The Nominating Committee will be presenting to the membership at the August Chapter meeting the following slate of officers to serve on the Des Moines Chapter Board of Directors for the 2009-2010 term. The slate was posted in the August Chapter Connect. There were no other nominations presented to President Sarah Roeder. A quorum by firm will need to be present for the membership approval.

*President – Michelle Cook*  
*Vice-President – Cindy Fleischacker*  
*Secretary – Gina André*  
*Treasurer – Christine Healy*  
*Sergeant-at-Arms – Betty Dean*  
*Marketing – Margie Marble*  
*Membership – Deb Amensen and Darlis Wambold*  
*Program – Cindy Lorenzen*  
*Publications – Judi Brown*  
*Ways & Means – Paulette Shultz*

**Marketing:** Please send any additional ideas for individuals to complete the "You Should Get to Know" questionnaire to Robin McKinney. Posted Lunch-N-Learn information to all local community calendars. Received an estimate, and placed the order, for Corn stickers to be given out at LCAM. We will continue contacting new members to acquire their logos for our files.

**Membership:** Membership as of August 3: 52 Member Firms; 57 Executives; 63 Representatives; 7 Chapter Life Members; 1 Sustaining Member; 1 Transitional Member, no Open Reps. Second rep: Deb Belieu, Waldinger. New mentors assigned: Cyndi Lorenzen assigned to Lorna Bray, Iowa Health Systems; and Marlou Pieper assigned to Dawn Black, Marriott ExecuStay. Accepted an objection letter to the Mass Mutual posting from Ameriprise. The membership blitz has been cancelled. New firms since July 2008: Jesse, Keeling & Associates (11/08); Storey Kenworthy (1/09); Marriott ExecuStay (1/09); VentureNet Iowa (1/09); and Liquid Landscape Designers (4/09). New firms requesting Board approval for posting in September 2009: Regus – Wendy Amatangelo, General Manager (Referred by Judy Smith). A motion to approve this posting in the September EWIconnect newsletter was made and approved.

### IN THIS ISSUE

President's Message	1
Officers and Directors	1
Board Recap	2-3
Calendar of Events	3
Member Spotlight	4
Firm Spotlight	4
Thanks	4
Message Board	5
New Firm Postings	6
Meeting Reservation Form	7

## Board Recap Continued

**Program:** Details for the September program were approved. The September EWI Board meeting will be held on Tuesday, September 1, at Renaissance Savory Hotel at 4:15 pm. The 6:00 p.m. program will consist of a speaker, scholarship winner announcements, website unveiling, and Executive of the Year. The menu, dinner expense and program have been accepted with no objections.

**Publications:** The deadline for the September *EW/Connect* Newsletter was Friday, August 6.

**Ways and Means:** The 8<sup>th</sup> Annual Lunch and Learn was held on Thursday, July 30, at the Renaissance Savory Hotel. The guest speaker was Richard Rowe who presented "Are You a Puddle or Are You an Ocean?" Tickets were \$40 each or a table of 8 for \$285. There were 110 guests in attendance. Preliminary ticket sales totaled \$4,010.00 minus lunch expense of \$2,396.30 for a profit of \$1,613.70. There were four baskets compiled for a raffle which brought in \$670. Special thanks to the firms and individuals that contributed items for these baskets: Joseph's Jewelers; Iowa State Fair; Plaza Florist; Iowa Health – Des Moines; Kirke Financial Services; Meredith Corporation; Renaissance Savory Hotel; The Mansion; Coldwell Banker; Cyndi Lorenzen; Nancy Nielsen. Preliminary profit from the Lunch and Learn is \$2,283.70. A sincere Thank You goes to Flynn Wright and Acme Printing for their contributions towards the design and printing of our Lunch and Learn invitations and programs. This was the last activity to be completed by the current Ways and Means committee.

**New Business:** The 2009-2010 Ways & Means committee would like to consider selling holiday nuts instead of holiday flowers. If approved, it will be kicked off in October. The Board agrees that this is a good time for a change.

## 2009 Calendar of Events

### 2008/2009 Lunch Bunch Schedule

	<i>West Des Moines @ 11:30 a.m.</i>	<i>Downtown @ 11:30 a.m.</i>
August 18	HuHot Mongolian Grill 4100 University 457-9090	Carlo's O'Kelley's 6250 SE 14 <sup>th</sup> Street 953-0554
September 15	O'Charlie's 6240 Mills Civic Parkway 327-5448	Baratta's Restaurant 2320 South Union 243-4516
October 20	Red Lobster 3838 Westown Parkway 226-2150	Court Avenue Brewing Co. 309 Court Avenue 282-2739
November 17	Red Robin 6255 Mills Civic Parkway 223-0859	Drake Diner 1111 25 <sup>th</sup> Street 277-1111
December 15	ClubCar Restaurant 13435 University 226-1729	Renaissance Savory 401 Locust Street 244-2151

### 2009 Program Schedule

Month	Date	Location	Program	Focus
September (Tuesday)	1	Renaissance Savory Hotel	Laura Hollingsworth w/ The Des Moines Register	Executive Night
October	5	Iowa Events Center	Installation of Officers/ Directors/ Committees	Planning Meeting
November	2	Greater Des Moines Partnership	Feed Energy	Firm Night
December	7	Willow Creek Golf Course, Inc.	Not so Silent Auction	Holiday Auction

## Member Spotlight *by Kim Thomas & Sandy Taylor*

### SANDY TAYLOR

Sandy is the president and owner of Plaza Florist and Gifts which she has owned and managed for 26 years. Sandy truly enjoys seeing brides that come into her business to order flowers for their weddings that she remembers having done prom flowers for. She works closely with her designers, watching them develop their skills and become even better at their profession. Sandy has watched Plaza Florist grow over the years which prompted the move to their current location at 67th and Douglas. Sandy also teaches floral classes at DMACC. For those of you who have met Sandy, you can tell she has lots of energy and passion for her work!

Sandy's firm has been a member of EWI for 17 years, and she currently serves on the membership committee helping us maintain our current membership numbers and add new members throughout 2009. She joined EWI to increase her networking activities by meeting other women in the workforce.

Sandy is married to Emmett and has two grown children M. Brooke and Trevor. Since the kids are grown and out of the house, she pampers her little princess "Jasmine", a Papillion puppy. Sandy also proudly shares that she has six grand "pups" as well to hold her over until she can brag at a later time about having grandchildren!

If you think Sandy doesn't already have enough to do, read on! Her summer hobby is gardening. She has an extensive perennial border at her home which is a never ending challenge she says. She is constantly challenged to keep beautiful colors under her oak tree and get her wisteria to bloom! Sandy has a huge garden at the shop and she tries to keep it colorful all year 'round. When not in the garden Sandy's other hobbies include reading in the winter by the fireplace, and also serving on her worship team at church. As part of her role on the worship team, she also makes new banners, etc. for the sanctuary.

## Firm Spotlight *by Karen Bailey & Freda Pollock*

### WASTE MANAGEMENT

As the leading provider of comprehensive waste and environmental services, Waste Management collects approximately 66 million tons of solid waste annually from nearly 20 million residential, municipal, commercial and industrial customers in the U.S., Canada and Puerto Rico.

We operate the largest network of landfills in our industry, with 273 active sites managing the disposal of approximately 110 million tons of waste per year. To make disposal more economical for larger urban markets, where the volume of waste and distance to landfills or waste-to energy facilities tends to increase, we manage 355 transfer stations that consolidate, compact and transport waste in an efficient manner.

The average person produces 4.5 pounds of garbage every day, and we are expanding the ways in which those materials are recovered. One way we put waste to reuse is by using it to create clean, renewable energy. This can be done by recovering the methane occurring naturally in landfills for use in the generation of electricity, or to use it as an alternative fuel in industrial facilities. With 111 landfill-gas-to-energy plants currently in operation, we produce about 500 megawatts of green energy—enough to power more than 400,000 homes. We also convert waste into energy through a highly efficient combustion process. Our waste-to-energy subsidiary, Wheelabrator Technologies Inc., operates 16 plants that can process an aggregate of 21,340 tons of waste per day and generate more than 600 megawatts of electricity, enough clean, renewable energy to power 650,000 homes and replace nearly 7 million barrels of oil. Added to this, the power produced from waste to-energy plants has less environmental impact than almost any other source of electricity, according to the U.S. EPA.

Waste Management is also North America's largest recycler of household generated recyclables, processing close to 8 million tons of materials annually, including paper, cardboard, glass, plastic, metal and electronics. Through our operations, we provide cost-efficient, environmentally sound programs for municipalities, businesses and households across the U.S. and Canada.

In 2008 alone, we:

Managed enough recyclables to fill the Empire State Building more than 11 times, Oversaw enough commodities to fill 99,000 Boeing 737 airplanes, Recycled more than 40,000 tons of aluminum, saving enough energy to power 1.6 million televisions for 13 hours a day for a year.

## Thanks

### Lunch & Learn Thanks.....

There were four baskets compiled for a raffle which brought in \$670.00.

Special Thanks to the firms that contributed items for these baskets.

Joseph's Jeweler's  
Iowa State Fair  
Plaza Florist  
Iowa Health – Des Moines  
Kirke Financial Services  
Meredith Corporation  
Renaissance Savery Hotel  
The Mansion  
Coldwell Banker  
Cyndi Lorenzen  
Nancy Nielsen

Connections, Careers, and Community

## Message Board

### PURELY SOCIAL EVENTS

#### AUGUST

##### LIVING HISTORY FARMS

**Behind the Barn: BLT's**, Thursday, August 20, 6-9 pm  
**Featuring: The Roxi Copland Band** The Roxi Copland Band returns with a combination of jazz and pop with a dollop of soul. Our most popular BLT Day has gone twilight! Sample heirloom tomato varieties, Iowa made bacon, South Union Bakery foccacia, and then purchase a custom sandwich at our BLT bar. Admission is \$10 and includes a drink ticket. Don't forget a blanket or lawn chairs!

#### SEPTEMBER

##### LIVING HISTORY FARMS

September (in lieu of the Cubs game, I thought this would be fun)  
 September 13. All games begin at 2:00 pm.

##### **Historic Baseball Games,**

Join the Walnut Hill Bluestockings for a season of historic baseball! Watch the home team compete in 1870s-rules baseball game at the Walnut Hill Field. Cheer the batters or "strickers" as they call their pitch and "leg it" to first base. Support the team captain as he argues with the umpire and see if the one bounce rule will be enforced or if new fangled ideas of "catching on the fly" will prevail. The team makes sure kids have a chance to bat around at the end of the game!

Contact Betty Dean if you have any other questions. She can be reach on cell # 778-0370

Betty would like an RSVP for a general head count for both events, but everyone should come whether they RSVP or not. It is just for her information.

### SEPTEMBER BIRTHDAYS

7 <sup>th</sup>	Christy Jones, R. Jones BODYPROS
16 <sup>th</sup>	Julia Torstenson, Promotions. Ltd.
21 <sup>st</sup>	Michelle Cook, FBL Financial Group, Inc.
23 <sup>rd</sup>	Lena Rocha, Chapter Life Member
29 <sup>th</sup>	Gloria Criswell, Sustaining Member

### DATES TO NOTE

#### August 18, 2009

Lunch Bunch 11:30 a.m.

Downtown –

Carlo's O'Kelley's

West Des Moines –

HuHot Mongolian Grill

#### August 25, 2009

Board Reports Due to Sarah

#### September 1, 2009

Board Meeting

4:15 p.m. Renaissance Savery

#### September 1, 2009

Executive's Night

Renaissance Savery Hotel

5:30-6:00 p.m.

Cocktail Reception

6:00 p.m. Dinner

7:00 p.m.

Recognitions/Program

### 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](mailto:jbrown@rdgusa.com)

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

### Important: Reservations

The September Executives Night is  
 Tuesday, Sept. 1st. Whether or not you  
 plan to attend, all members must RSVP  
 for this meeting by Friday, Aug 21.

Menu selections for you and your guests  
 must also be noted.

Please RSVP to Cindy Fleischacker at:  
[conciierge@ColdwellBankerMAG.com](mailto:conciierge@ColdwellBankerMAG.com) or  
 call Cindy at 224-8889.

## New Firm Postings

### POTENTIAL NEW FIRM POSTINGS, September 2009 Newsletter

The following firm has been brought to the board for potential approval and posting:

Firm/Executive/Representative	Major	Minor
<p><b>Regus</b>            5550 Wild Rose Lane, 4<sup>th</sup> Floor            West Des Moines, IA 50266            Phone: 414-243-5244            Fax: 972-692-8839            Rep: Wendy Amatangelo, General Manager            Exec: (possibly same)  <a href="mailto:Wendy.amatangelo@regus.com">Wendy.amatangelo@regus.com</a>            Referred by: Judy Smith</p>	<p>Real Estate</p>	<p>Renting/Proprietary</p>

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. Thank you.

Paulette Schultz, Co-Membership Director  
 Representing Iowa Health-Des Moines  
 Ph. 515-241-5891 or 515-241-5867  
 E-Mail: [schultp2@ihs.org](mailto:schultp2@ihs.org)

Deb Lyons, Co-Membership Director  
 Representing Shazam, Inc. (ITS, Inc.)  
 Ph. 515-288-2828, Ext. 4101  
 E-Mail: [dlyons@shazam.net](mailto:dlyons@shazam.net)

**EWI® Des Moines Chapter  
Tuesday, September 1, 2009  
Executives' Night**

<b>Date:</b>	Tuesday, September 1, 2009
<b>Program:</b>	Executives' Night
<b>Program Location:</b>	The Renaissance Savery 401 Locust Street Des Moines, IA 50309
<b>Schedule:</b>	4:15 pm – Board Meeting 5:30 pm – Cocktail Reception 6:00 pm - Dinner 7:00 pm – Recognitions/Program
<b>Menu:</b>	<p><b>When making your reservation, please indicate which entrée you are selecting:</b></p> <p>___ Sliced Vande Rose Farms premium Hereford Beef Tenderloin with potato gratin, caramelized pearl onions with a Bordeaux reduction &amp; fresh baby vegetables</p> <p>___ Vande Rose Farms premium Duroc Pork Tender wrapped in La Quercia Prosciutto with dried cherry sauce, parsnip puree &amp; fresh baby vegetables</p> <p>___ Lemon-crusted Chilean Sea Bass with Basmati rice pilaf, sundried tomato cream &amp; fresh baby vegetables</p>
<b>Cost:</b>	\$45.00 (Please note that this meeting expense is <b>NOT</b> part of the meeting fees that can be paid in advance.)
<b>Directions/Parking:</b>	<b>Directions:</b> The Renaissance Savery is located at 4 <sup>th</sup> and Locust downtown. Parking is available on the street at meters or in the parking ramp at 4 <sup>th</sup> and Grand. This ramp is accessible westbound on Grand and eastbound on Locust, turning north on 4 <sup>th</sup> .
<b>Dinner Reservation Deadline:</b>	<p><b><u>Friday, August 21 (no later than)</u></b></p> <ul style="list-style-type: none"> <li>▪ <b><i>Please remember that all Representatives must RSVP yes or no for this meeting. All Representatives will be billed \$45 for this meeting unless otherwise noted.</i></b></li> <li>▪ Representatives bringing a guest <b>MUST</b> notify Cindy 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 Cindy.</li> <li>▪ <b><i>Cancellation Policy:</i></b> If you are <u>unable</u> to attend, you <b>MUST</b> notify Cindy <u>by</u> the reservation deadline.</li> </ul>
<b>Mail this form to:</b>	Cindy Fleischacker Coldwell Banker Mid-America Group, Realtors® 1401 50th Street, Suite 105, West Des Moines, IA 50266-5924 E-mail: <a href="mailto:CFleischacker@midamericagroup.com">CFleischacker@midamericagroup.com</a> Fax 515-224-8784; Phone 515-224-8889

Firm: \_\_\_\_\_  
 Representatives: \_\_\_\_\_  
 Executives/Guests: \_\_\_\_\_

All attendees must pay the \$45 meeting cost for Executives' Night.