

Letter from the President

Hello EWI of Milwaukee!

'Tis the Season for thanks and giving, celebrations, and reflections of the year we have had and the goals we have achieved, not only with EWI, but in our careers and our personal lives. Most people started this year aspiring to be something better than we were at the beginning of the year. Some wanted to volunteer more, to learn a new skill, to reconnect with a loved one, to focus on improving ourselves, to get a promotion, to lose weight, to spend more time with our families, to take a dream vacation and many of us were able to take the next step to get us where we wanted to be – progress was made.

At our recent Firm Recognition Night (FRN), we were able to reflect and celebrate the strength, diversity and energy in our chapter as Rocky Theisen-Kapp (Johnson Controls, Inc.), Board Advisor, provided an insightful review of the 2010-2011 board year. She shared the many unique programs, speakers and topics presented as well as some of our more memorable meetings, such as our Heart Felt and Homemade Raffle in February, our tour of Junior Achievement in July, and our September Meeting with guest speaker, Tim Nerenz of Oldenburg Group Inc. At FRN, we were also reminded that through our connections and relationships, our businesses continue to thrive. Susan Davis, VP of Human Resources for Johnson Controls, Inc., provided just a brief summary of how EWI has enhanced and provided value for their firm and we thank her for her positive endorsement of our organization. A special THANK YOU to Lora Burbach (Oldenburg Group Inc.), Chair of the FRN Committee, and the committee as a whole for your attention to detail, your dedication to our chapter and all of the elements you contributed to make our event a special one for our executives.

Our December Meeting will be held at Westmoor Country Club in Brookfield on Tuesday, December 6th. This is our traditional holiday meeting where we not only celebrate the season, but provide gifts for those less fortunate than ourselves. Please remember to bring your Giving Tree Gift to the meeting and return them to Debbie Knepe (Non-Profit Center of Greater Milwaukee). If you were not able to get a gift tag, please consider bringing a new, unwrapped toy for our Toys for Tots collection. We will have a member of the US Marine Corps at our meeting to share the history of the program with us.

This holiday season, I encourage you to reflect on the past year. What have been your challenges? What have been your successes? Who has contributed to your growth as a person, as a professional? Have you thanked them for their guidance, their help, their dedication to your success? If you have, you are ahead of the game! If not, consider saying a simple "Thank You" to that person who helped you and tell them how they impacted you. In your own way, you are helping to recognize them and show them that you noticed. Sometimes that's all it takes to keep the momentum going, to keep the energy flowing, to strengthen that relationship.

My THANKS TO YOU:

Thank you, EWI of Milwaukee, for teaching, mentoring, guiding and showing that you care about the development, history, tradition, and vitality of our chapter and the individuals that make our chapter what it is. Thank you for your passion, dedication and feedback throughout the year (remember to fill out the survey!). Thank you for all that you give each and every day to ensure our chapter's success. Thank you, simply, for being YOU!

A Very Blessed Holiday Season to YOU all!



Cortney Ewald-Ihde
Ewald Automotive Group
Chapter President
cihde@ewaldauto.com



2011-2012 Officers & Directors

PRESIDENT
Cortney Ewald-Ihde
Ewald Automotive Group



**VICE PRESIDENT/
PRESIDENT ELECT**
Mary Caye Smith
SalesSmith Inc.



SECRETARY
Mary Burns
Major League Baseball



**TREASURER &
COMMUNICATIONS DIRECTOR**
Jess Beyer
The Schroeder Group, S.C.,
Attorneys at Law



MEMBERSHIP DIRECTOR
Loren Skerencak
The Krizek Group
Northwestern Mutual



SERGEANT-AT-ARMS
Shannon Lutze
Amerprise Financial



PROGRAM DIRECTOR
Debbie Knepe
Nonprofit Center of Milwaukee Inc.



WAYS & MEANS
Sherri Povolo
Crowne Plaza Milwaukee West



EWISP DIRECTOR
Kathy Marchant
Olympus Group



ASIST DIRECTOR
Ginny Czarnecki
Mueller Communications



BOARD ADVISOR
Rocky Theisen-Kapp
Johnson Controls



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MEMBERSHIP REPORT

EWI Milwaukee Chapter has:

- 40 Member Firms
- 41 Representatives
 - 3 Lifetime Members
 - 3 Sustaining Members
 - 1 Member in Transition

Ways & Means Report

Yankee Candle Fundraiser

Many thanks to everyone for participating in the Yankee Candle Fundraiser. EWI had 28 representatives participate in the fundraiser. Collectively we sold over \$5,000 worth of Yankee Candle merchandise. EWI Milwaukee will net a profit of approximately \$2,100!!! This is a great addition to the Chapter's operating funds.

Candles will be delivered directly to Sherri Povolo at Crowne Plaza. Stay tuned for more information from Sherri regarding logistics for pickup/delivery if you are unable to attend the December 6, 2011 membership meeting.

Happy Holidays!!
Ways & Means Committee

DATES TO NOTE:

December 6, 2011 @ 5:30 p.m.
Membership Meeting
Westmoor Country Club
Program: US Marines & Toys for Tots

December 13, 2011 @ 7:30 a.m.
Board of Directors Meeting
Crowne Plaza Milwaukee West

January 10, 2012 @ 5:30 p.m.
Membership Meeting
Program: The Evolution of EWI and
What It Means to You
Venue: TBD

January 17, 2012 @ 5:30 p.m.
Board of Directors Meeting
Crowne Plaza Milwaukee West

February , 2012 @ 5:30 p.m.
Membership Meeting
Heartfelt & Handmade Raffle
Venue: TBD

February , 2012 @ 5:30 p.m.
Board of Directors Meeting
Crowne Plaza Milwaukee West

[Click here to review past](#)

[Board Meeting minutes](#)

A great woman is made up of qualities that meet or make great occasions.

Make it a great day.

Happy Birthday from EWI of Milwaukee.

Michelle Strobel	Briggs & Stratton Corporation	12/4
Kathy Marchant	Olympus Group	12/7
Linda Sauntmon	Life Member	12/24
Jessica Beyer	The Schroeder Group, S.C., Attorneys at Law	12/29

Hip 'N Happening Heartland Forum (Midwest Board Forum)
November 4-5, 2011—Fort Wayne, Indiana
by Jess Beyer

Sherri Povolo, Ways & Means Director, of Crowne Plaza Milwaukee West and Jess Beyer, Treasurer & Communications Director, of The Schroeder Group, S.C., Attorneys set out in a Dodge Charger rented from Mayfair Rent-a-Car (Ewald Family Entity) on November 4, 2011 to attend the first ever Midwest Board Forum. These ladies had no idea what was in store for them in the day or so to follow.

After several tolls and lots of good music, Sherri and Jess were greeted at Holiday Inn, Fort Wayne, Indiana (a family member to Crowne Plaza in the InterContinental Hotels Group). Lisa Fabian, President of EWI Fort Wayne, Allen County Education Partnership hosted a fabulous forum beginning with a welcome reception for attendees arriving on Friday, November 4th. The event was filled with good food, trivia and great conversation which lent to a great segue to Saturday's full day of idea sharing.

Forum attendees gathered at the Student Life Building at the North Campus of Ivy Tech Community College, an EWI Fort Wayne member firm on Saturday, November 5th. Here each Chapter was given the opportunity to ask questions and provide feedback among fellow Chapters. The Chapters in attendance included: Chicago, Columbus, Fort Wayne, Kentuckiana, Cincinnati, Detroit-Windsor, Indianapolis and Milwaukee. The following topics were discussed: EWI Corporate Overview and Board Rolls, Strategic Planning, MyEWI, Fundraising, Retention & Recruitment and Marketing & Promotions. Attendees were thrilled to have this opportunity to share, build relationships and most of all win prizes!

Lisa Fabian had a give away at every turn of the forum which helped keep attendees stay motivated and keep the atmosphere enjoyable. Sherri and I were the winners of a bag of Hershey Kisses for "Keeping it Simple," which has been the Corporate Board's mantra for the past year. The prizes did not stop there! EWI member firm Allen County Education Partnership provided each Chapter with a bag of children's book to kick off their literacy initiatives. In addition, Lisa coordinated a basket swap. The intention of the swap was for each Chapter to provide a basket filled with items representative of their Chapter to swap with another Chapter to use for fundraising. Sherri and I are excited to let you know that we selected Fort Wayne's basket which included a John Deere battery operated children's riding mower (see photo below)! This will make a great auction or raffle item at our August golf outing.

All goodies aside, the best take away from the event was receiving valuable information from Chapters who have found and created great success for their sustainability in our current economical state. Many of the ideas shared have been related to the Milwaukee Chapter Board and hopefully we can use this information to be successful as a Chapter and grow together as individuals while maintaining our three C's (Connections, Careers and Community).

The Midwest Board Forum was indeed exciting and well appreciated by all Chapters involved. Due to that positive feedback, this will continue as an annual event! Thank YOU for supporting Milwaukee representation at the Midwest Board Forum.

**Thank you to
Lisa Fabian, President of EWI
Fort Wayne for hosting. Please
be sure to check out Fort
Wayne's [EWI Video!](#)**





2012 Scholarship Committees Annual Appeal

for

SCHOLARSHIP GOODY BAG ITEMS

It's never too soon to set something aside for spring!

As the EWISP and ASIST committees begin plans for the 2012 scholarship programs, we want to get our advance notice out and ask for your help in obtaining promotional items from your firm to include in our "goody bags" for the three EWISP scholarship recipients and the three ASIST scholarship recipients (6 total). Assorted items such as pens, pen sets, portfolios, key chains, T-shirts, post-its, etc. are appropriate. With fewer bags to fill, please consider supporting the event with a few higher end items if possible. Keep in mind that these items do not have to be identical. However, any contribution you are able to make is appreciated. Please bring them to any upcoming meeting or we are happy to make arrangements for pick up.

Thank you from your EWISP and ASIST Committee chairs,
Kathy Marchant and Ginny Czarnecki



2012 Spring Conference

March 29-31, 2012

Richmond, VA (Chapter City)

Spring Conference will be hosted by EWI of Richmond in the beautiful and historic city of Richmond, Virginia. Experience a *new* Academy of Leadership Course presented by Colette Carlson, tour the historic Richmond region, and network with EWI friends! Registration information will be available in December.



Ewald Automotive Group & EWI

What's in it for the Chapter?

Between October 4th and December 31st, 2011, Ewald Automotive Group will donate **\$250 per vehicle sold** that comes from a EWI of Milwaukee Member's referral.

Simply contact Cortney Ewald Ihde at 414-777-4393 or cihde@ewaldauto.com if you, or someone you know, is in the market for a vehicle. If your referral results in a vehicle sale, Ewald Automotive Group will contribute \$250 per referral to our operating funds.

This offer will expire on December 31 - don't delay - refer today!

Visit www.ewaldauto.com for current specials, inventory, directions and locations!

Mr. Peter Kordus (Building Service, Inc.) and Mrs. Annette Kordus Co-Chair Rockin' Down the Highway!

ROCKIN' DOWN THE HIGHWAY

SAVE THE DATE

AUTO SHOW GALA 2012

Friday, February 24, 2012

PRESENTED BY ADAMM
Automobile Dealers Association of Mega Milwaukee

A FUN & FABULOUS GALA SHINDIG
Mix & mingle among the trendiest new cars & cool '60's decor • Dine & cocktail at delectable hors d'oeuvres dinner stations & cocktail bars • Rock the night away with Rockola, America's premier classic rock experience from California • Enjoy jazz sounds in the Coffee House Garage

SILENT & LIVE AUCTION

PROCEEDS BENEFITTING JUNIOR ACHIEVEMENT
Empowering young people to own their economic success.

FRONTIER AIRLINES CENTER
400 West Wisconsin Avenue • Milwaukee, Wisconsin

CO-CHAIRS
Annette & Peter Kordus
Holly & Brad Schlossmann

For additional information, please visit www.adamm.com or call 414.359.9000, ext. 5.

Important information regarding automobile insurance:

[Wisconsin's New Automobile Insurance Law](#)

Please feel free to contact [The Schroeder Group, S.C., Attorneys at Law](#) if you have questions regarding your car insurance coverage in conjunction with a claim or accident.

REDEFINE ELEGANCE WITH MARY KAY!

DATE: Friday, Nov. 18 (5pm-8pm) & Dec. 2 (5pm-8pm)
Saturday, Nov. 19 (10am-4pm) & Dec. 3 (10pm-4pm)
Sunday, Nov. 20 (12pm-4pm) & Dec. 4 (12pm-4pm)

PLACE: 4231 Carolyn Ct, Franklin (Hidden Lakes Subdivision:
North of Rawson Ave, One Mile West of 27th Street)

I can't wait to see you at my Open House! Come and browse at your leisure or sit down, relax and try everything that's new for the Holiday! Save time, money & stress with my **Exclusive Holiday Gift Service!**

- *Signature Scents for Her & Him, Stocking Stuffers & Holiday Glamour!
- *Special **PINK** Pricing, Door Prizes & Gift Ideas for your Santa List!
- ***Bring a friend!** Let her in on the fun and you'll both receive a special gift!

Call me today to schedule your appointment to guarantee my immediate attention! **Redeem this card for 1/2 off any item you've never tried!**

Can't make it? Call or e-mail me and we'll find a time that works for you, so you can get in on the Drawings & Specials! Let me be your **Personal Santa!!!**

Donna Munnik
Independent Sales Director
[Mary Kay
dmunnik@wi.rr.com](mailto:MaryKay.dmunnik@wi.rr.com)
414-423-0224



We Energies Named Best in Midwest for Keeping the Lights On

Award recognizes most reliable electric utilities nationwide

MILWAUKEE – For the seventh time in the past 10 years, We Energies has won the ReliabilityOne™ award in the Midwest for superior reliability of its electric system.

The award is based on the company's performance for the year 2010. The ReliabilityOne™ award is given annually by PA Consulting Group to the utilities that have excelled in delivering the most reliable electric service to their customers.

We Energies serves more than 1.1 million electric customers in Wisconsin and Michigan's Upper Peninsula and more than 1 million natural gas customers in Wisconsin. We Energies is the trade name of Wisconsin Electric Power Company and Wisconsin Gas LLC, the principal utility subsidiaries of Wisconsin Energy Corporation (NYSE: WEC). Learn more about Wisconsin Energy Corporation by visiting www.wisconsinenergy.com.

Read the full story [here](#).



Sharon Fryjoff
Executive Assistant
WE Energies



United Way of Greater Milwaukee is the largest investor in health and human services in our community. It funds over 160 programs at 80+ agencies. To achieve its goal, United Way focuses on three critical areas: EDUCATION, **INCOME** and **HEALTH**, the building blocks to a better life.

UNITED WAY IN THE NEWS:

Great news! United Way was featured in a recent article in the *Journal Sentinel*, "Bader Foundation announces grant to reduce infant mortality \$75,000 to United Way of Greater Milwaukee to support community efforts":

See the full article on the JS Online website: <http://www.jsonline.com/features/health/133856893.html>

Launching of the Infant Mortality Initiative at United Way in July 2011:

See the full article on the JS Online website: <http://www.jsonline.com/news/milwaukee/126300623.html>

BUILD STRONG COMMUNITIES

For running a United Way campaign... Visit website: <http://www.buildstrongcommunities.org/>

\$48,000,000

The 2011 United Way Community Campaign ends Tuesday, December 13 with a goal to raise \$48 Million for the community.

GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED



Susan Cota

Executive Assistant to Mary Lou Young
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P: 414-263-8140

United Way of Greater Milwaukee
GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED

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Tracy Loken Weber, Programs Director for [Milwaukee Achiever](#), greeted Mrs. Barbara Bush at the [National Literacy Coalition](#) Conference in Houston, TX for the Stand for Literacy kickoff where attendees were able to sign the Right to Literacy Scroll.

This scroll will be traveling to Milwaukee for an upcoming EWI Milwaukee meeting for members to sign.

How will you stand for literacy?



The Gift of Literacy

Looking for that perfect gift?

This Holiday Season please consider giving the

Gift of Literacy

through a contribution to

Milwaukee Achiever Literacy Services!



Donate online at

www.MilwaukeeAchiever.org



Mail your gift to

Milwaukee Achiever Literacy Services, Inc.

5566 North 69th Street

Milwaukee, WI 53218

Attn: Tammy Knutson, Accountant

Your gift will help adult learners gain better reading skills, learn English, earn a GED, or improve their job-related skills.

Thank you for supporting our mission!



Firm Recognition Night

EWI executives, members, and several life and sustaining members experienced a wonderful evening for Firm Recognition Night at Blue Mound Golf & Country Club on November 8, 2011. The FRN Committee pulled together an awesome array of silent auction items including a playing card raffle for Green Bay Packer tickets which included transportation to the game from Go Riteway! The silent auction landed EWI Milwaukee's scholarship fund approximately \$3,000 with a match from Mr. Wayne Oldenburg. Mr. Oldenburg's generosity did not stop there as he provided wines for the evening as well.



EWI Milwaukee Past Presidents

Board Advisor, Rocky Theisen-Kapp provided a year in review of her board term and Cortney Ewald-Ihde welcomed the 2011-2012 board members. Susan Davis of Johnson Controls joined the group that evening to share the many connections EWI Milwaukee has made for Johnson Controls and for herself. It certainly was an evening filled with inspiration and gratitude.

Lora Burback,
Oldenburg Group, Inc.
and
Jane Lawler,
Fuchs Business
Solutions
greet attendees.



Working the Silent Auction Table!

Ellen Aumann, Life Member and Pauline Kliefoth, Sustaining Member



Cindy Kunze, Indiana Insurance presented Rocky Theisen-Kapp with her President's Year Book

Rocky Theisen-Kapp, Johnson Controls and Cortney Ewald-Ihde, Ewald Automotive emcee the evening.



Wayne Oldenburg, Oldenburg Group, Inc.



Making connections: Jess Beyer and Sandy McGee, The Schroeder Group; Debbie Knepeke, Nonprofit Center of Milwaukee; and Donna Munnik, Mary Kay



Corporate Office

7414 South State Street, Midvale, UT 84047
Toll Free 1.877.4EWI-NOW



EVERYONE WINS!

Membership Incentive Program

The Corporate Board is pleased to announce a new incentive program for the remainder of 2011! We have designed the incentive to include all parties ... you, the new member firm, the existing firms and of course, the Chapter! Everyone has a chance to win and help grow our EWI network of members. The incentive plan will run from July 1 thru December 31, 2011. This incentive plan will take the place of the traditional 15 for 12 campaign.

Firms - New

Every New Member Firm that joins an EWI Chapter between July 1 and December 31, 2011, will have the \$50 Corporate administrative fee waived and will be entered into a drawing for a free 2012 EWI membership (Chapter and Corporate dues for all New Member Firms and their Representatives who joined during this time period)

Firms - Additional Representatives

Every Member Firm that adds an additional representative (maximum of three) between **July 1 and December 31, 2011**, will receive entrance into a drawing for a free 2012 EWI membership (Chapter and Corporate dues for all Representatives who joined during this time period)

Representatives

Every Representative who successfully recruits a new member firm (Complete membership application and funds must be received at the Corporate Office between July 1, 2011 and December 31, 2011) will receive an entry into a drawing for \$1,000 cash! (Representative's name can be entered multiple times – once for each new member firm recruited during this time period)

Chapters

The Chapter that recruits the most new member firms between July 1 and December 31, 2011, will receive a customized EWI Chapter banner stand or \$450 credit in the EWI Merchandise Shoppe. In the case of a tie, a drawing will be held to determine the one Chapter winner.

All winners will be announced in the January 18, 2012 EWI Connect.

WWW.EWICONNECT.ORG

2011/2012 Corporate Board

President

Lisa Stokes

EWI of Harrisburg
B.R.P. Entertainment

Vice President /President-Elect

Karen Skirten

EWI of Calgary
TierOne Travel

Treasurer

Kerry Feltenberg

EWI of Phoenix
Arizona Grand Resort

Director

Cindy Hillegass

EWI of Minneapolis
Dalco Roofing & Sheet Metal, Inc.

Director

Nancy Harrison

EWI of Chattanooga
Everything Just So

Director

Carolyn Woodmansee

EWI of Spokane
Washington Trust Bank

Secretary

Darlene Banogon

EWI of San Diego
North Island Credit Union

Advisor

Sharon Bennett

EWI of Cincinnati
Lifetouch

Executive Director

Lynne Shaffer

EWI® MISSION AND VISION

MISSION

Executive Women International® is an organization which brings together key individuals from diverse businesses for the purpose of:

- Promoting member firms
- Enhancing personal and professional development, and
- Encouraging community involvement

VISION

To be the leading connection for business professionals.

Dates to note that will enhance your EWI Membership!

Register for Upcoming Webinars:

[The New Frontier QR Codes: Expanding the Relevance of Print](#)

December 14, 2011 @ 3:00 pm (ET)
Jim Rhodes

Watch Webinar Recordings:

[How to Communicate Effectively with a Virtual Team](#)

Laura Posey

[How to Manage a Committee and Plan Effective Meetings](#)

Dave Barrett

Click for the Most Recent
EWI Corporate Connect

[October EWI Corporate Connect](#)

Conferences:

March 29-31, 2012
Spring Conference
Richmond, VA!!

September 13-15, 2012
SAVE THE DATE!
65th LCAM in Dallas, Texas

EWI Milwaukee Courtesy Corner

Member to Member information regarding professional development books, articles and events.

Books:

[The Success Principles:](#)

How to Get from Where You Are to Where you Want to Be
Jack Canfield

[Viral Loop:](#)

From Facebook to Twitter, How Today's Smartest Businesses Grow Themselves.
Adam L. Penenberg

Articles:

[Threads:](#)

Take Thrifting to a Whole New Level
Kimberly Gomez

Events:

[Social Media for Non-profits](#)

Featuring: Christina Steder & Wayne Breithbarth
November 29, 2011 7:30-10:30 a.m.
United Way of Greater Milwaukee

[Morning Inspiration—Emotional Intelligence](#)

December 8, 2011 7:15-9:00 a.m.
Aurora Health, Waukesha

Please send information about professional development events, articles and books to [Jess Beyer](#).

EWI MILWAUKEE MEMBER FIRMS

Member Firm	Representative	Member Firm	Representative
1st Choice Heating & Cooling	Suzanne Ginter	Mary Kay Cosmetics	Donna Munnik
Ameriprise Financial	Shannon Lutze	Metropolitan Milwaukee Association of Commerce	Bonnie Gomer
Badger Meter Inc.	Mary Herauf	Milwaukee Achiever Literacy Services	Tracy Loken Weber
Briggs & Stratton Corporation	Barb Benish Michelle Strobel	Mueller Communications Inc.	Ginny Czarnecki
Building Efficiency Group – JCI	Pat Swilley	New Resources Consulting	Sarah Wendricks
Building Service, Inc. (BSI)	Lori Torrison	Nonprofit Center of Milwaukee Inc.	Debbie Knepke
Charter Manufacturing	Lisa Fairweather	Oldenburg Group Incorporated	Linda Werth Lora Burback
Colleen Horner Kitchen Bath Tile & Stone	Katie Knutson	Olympus Group	Kathy Marchant
Crowne Plaza Milwaukee	Sherri Povolo	Prescott Miller Jewelers	Kathy Schnagl
Ewald Automotive Group	Cortney Ewald-Ihde	RCB Awards	Cindy Denevan
FedEx SmartPost	Stephanie LaMarque	REL:EVENT Meeting and Event Solutions	Kat Hughes
Fitness Advantage Trainer	Jaime Wooten	Riteway Bus Service, Inc.	Rochelle Bast
Flower Lady Fine Flowers & Gifts	Deb Karpfinger	SalesSmith Inc.	Mary Caye Smith
Fuchs Business Solutions Inc.	Jane Lawler	The Schroeder Group, S.C., Attorneys at Law	Jessica Beyer
Heritage Printing	Lisa Cohen	United Way of Greater Milwaukee	Sue Cota
Indiana Insurance	Cindy Kunze	Social Security Administration	Karyl Richson
Johnson Controls	Roxane Theisen-Kapp	UW-Milwaukee College of Nursing	Julie Frey
Krause Funeral Home & Cremation Services		We Energies	Sharon Fryjoff
The Krizek Group	Loren Skerencak	Wildtree	Lyn Woppert
Major League Baseball	Mary Burns	YMCA of Metropolitan Milwaukee	Yili Cao
		Member in Transition	Karen Pelczynski

ROSTER UPDATES

If you have new firm information or have a new executive, please be sure to update Mary Burns at mary.burns@mlb.com to ensure our Roster stays up to date.