

Letter from the President



Greetings,

"Snowflakes are one of nature's most fragile things, but just look what they do when they stick together."

We found out exactly what happens when many, many snowflakes stick together. On February 1st we all experienced blizzard like conditions which forced us to make the decision to cancel our membership meeting. Consideration for the general safety of all traveling was a key factor in making this decision. I would like to thank our membership for their support in this decision and hope everyone had a fun snow day. If you weren't shoveling or blowing snow, hopefully you were staying warm inside and making/baking more items for our Handmade and Heartfelt raffle.

Our membership meeting on March 1st is a business meeting and we will be receiving updates on committees and chapter business. The Ways and Means committee has put together many wonderful items from our members for the much anticipated Handmade and Heartfelt Raffle with all proceeds going towards our operating funds. The Philanthropy Committee will kick off our "Underwear Party" with our partner for this initiative Meta House. A representative from Meta House will be at our meeting to share some background on this wonderful organization which helps women end substance abuse while still being able to care for their children at the facility. If you are shopping, pick up a few underwear items for the moms and their kids at the Meta House. All sizes are appreciated and needed. Still undecided on a size; buy your own size or your children or grandchildren's sizes to donate.

We will also present the names of the members who will represent the Milwaukee Chapter at the Spring Conference in Tulsa, Oklahoma on April 14-16. The chapter has budgeted to send two members. This includes air fare, registration and hotel room. If you interested in attending, please contact me before March 1st.

Anyone have spring fever, thinking about golf? It's never too early to start bringing together your foursomes for our annual Swinging for Scholarships Golf outing on August 11 at Ironwood Golf Course. All proceeds go towards our EWISP and ASIST scholarship programs.

Looking forward to seeing everyone on March 1st!

Rocky

2010-2011 Officers & Directors



President

Rocky Theisen-Kapp
Johnson Controls, Inc.



**Vice President/
President-Elect**

Cortney Ewald Ihde
Ewald Automotive Group



Secretary

Jessica Beyer
The Schroeder Group S.C.,
Attorneys At Law



Treasurer

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Mary Kay Cosmetics



**Recruitment/Retention
Director**

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Prescott Miller Jewelers



Sergeant-at-Arms

Lisa Fairweather
Charter Manufacturing Co.,



Ways & Means

Lisa Cohen
Heritage Printing



**Communications
Director**

Lyn Woppert
Wildtree



EWISP Chair

Yili Cao
YMCA of Metropolitan
Milwaukee



ASIST Chair

Rachel Adas
Krause Funeral Home



**Board Advisor
Program Director**

Lora Burback
Oldenburg Group

Bulletin Board Items

Happy Birthday

March 8

Sue Brown

United Way of Greater Milwaukee



Future Chapter Meetings

March 1, 2011

Flemings - Business Meeting and Underwear Party Kickoff
Speaker: Representative from Meta House

March 29, 2011

EWISP at the Crowne Plaza Hotel
Speaker Rich Meeusen, Chairman/CEO Badger Meter

May 3, 2011

ASIST at Aloft

Professional Development Webinar

"The Power of Relationships"

Date: Tuesday, March 8, 2011

Time: 2:00 pm (CST)

Presenter: Deborah Rinner

(Presenter at 2010 LCAM)

Information on Upcoming Chapter Development Training and Professional Development Webinar can be found in the weekly Corporate Connect.

Download prior webinars or listen to archived broadcasts from the Professional Development Teleseminar link on the EWI Member website.

Please make a special note of the changes to our upcoming meeting schedule.

In observation of Independence Day the July Membership Meeting has been moved to July 12th.

The August Membership Meeting has been moved to August 11th, and will coincide with our Swinging for Scholarships Golf Outing.

FUTURE BOARD MEETINGS

[Click here to review past Board Meeting minutes](#)

The next Board meeting will be held
March 8, 2011 at Johnson Controls
7:30 am

Members are welcome to attend.

Please contact Rocky Theisen-Kapp

to reserve a seat.

(dates are subject to change)

- Apr 5
- May 10
- Jun 14
- Jul 19

LinkedIn



Chapter website
ewimilwaukee.org

Milwaukee Chapter Mailing Address*

Executive Women International Milwaukee

PMB #293
6650 W. State Street, Unit D
Wauwatosa, WI 53213

**Please use this address for all chapter dues, meeting fees and sponsorship payments. Thank you!*

EWI of Milwaukee March Business Meeting

Tuesday, March 1, 2011
5:30 PM Networking~ 6:15 PM Dinner

Custom Menu

7:15 PM Program



Handmade &
Heartfelt Raffle



Meta House
Under Wear Party

Fleming's Prime Steakhouse & Wine Bar

www.flemingssteakhouse.com/milwaukee

15665 W. Bluemound Road, Brookfield, WI 53005
(SW corner of Bluemound & Moorland Roads, in parking lot of Brookfield Square Mall)

Menu: A special menu is being prepared and members will place individual orders for dinner. This dinner is **not a buffet** and attendance responses (including guests) must be received by the deadline, in order to assure seating availability.

If you are bringing a guest, we would like to make them feel welcome ~ therefore, please make sure to provide me the following information when you RSVP, so that we know a little about them: Full Name, Company Name and Address, Contact Phone Number and any other details you would like to share about your guest.

We kindly request that you RSVP (whether or not you plan to attend) on or before Tuesday, February 22, 2011, as we have to provide a final count to the restaurant.

Flemings offers valet parking for a fee of approximately \$5.00.

Committee News

Inclement Weather Causes Cancellation of Meeting

The EWI Milwaukee Board of Directors made the unanimous decision to cancel the February 1st Membership Meeting. Consideration for the general safety of all traveling was a key factor in making this decision. This is the first cancellation in the history of the chapter. The decision was predicated on this announcement from the National Weather Service.:

The National Weather Service has issued a blizzard warning for southern Wisconsin, from Fond du Lac to Madison to Dodgeville through Wednesday. Wind gusts of 40 to 50 mph are expected with nine to 16 inches of new snow.*

*A 60 mph wind gust was recorded in southern Milwaukee County.



Yili from the Y sent this picture of her house

Old man winter might delay us but he can't stop us!

The Handmade and Heartfelt Raffle has been rescheduled for our Tues, March 1 Membership meeting at Flemings,
15665 West Bluemound Rd, Brookfield.

Needed: Handmade and/or **Heartfelt gift items like...**

hand painted crafts baked goods artwork gift baskets jewelry
scarves quilts gift cards food & more

Questions? Call or email Lisa at:



414-303-0881 or lisa@clickheritage.com

Committee News

New Postings

Ernst Communications Group LLC

Major: Advertising

Minor: Public Relations

Swipeworks

Major: Finance

Minor: Credit Card Companies

Hatch Staffing

Major: Employment Services

Minor: Employment Staffing Service

Membership Report

- 39 Firms
- 41 Representatives
- 3 Lifetime Members
- 3 Sustaining Members
- 0 Members in Transition



Members are encouraged to promote EWI to their friends and business acquaintances and bring them to a Membership meeting as a guest. Think about what brings you here. Do you know a photographer, banker, or a relocation specialist.....?

Our members are hand picked. Help our chapter grow!

Special Reminder . . . Caring & Sharing

A special life event . . . job promotion . . . milestone . . . new born child . . . ill family member . . . retirement?

Please remember to relay this type of information to the Caring & Sharing Committee or a member of the Board of Directors.

We have a phenomenal group of women in our Chapter and sometimes a little recognition can really touch a person and ultimately make our world a better place. If you have an extra dollar or two, please remember to put it in the purse located at the registration table at every meeting.

Committee News

Meta House

Reclaiming Women's Lives, Rebuilding Families

Meta House programs include:

- A **residential treatment program** housing up to 43 women and 17 children and offering them 24-hour care, 7 days a week;
- **Outpatient treatment services** for women able to maintain sobriety while remaining in their own homes while attending Day, Outpatient, or Intensive Outpatient Treatment;
- **Meta Housing** - transitional and permanent housing for families headed by recovering women in need of a safe and affordable place to live, while still benefitting from supportive services.

Our speaker, **Wendy Cozzens, Director of Development**, will give us an overview of Meta House's services and the positive impact it's having on the community.

[Click here to learn more about Meta House, & read some of their stories.](#)

This year's Underwear Drive is your opportunity to help the women and children living at the Meta House residential treatment facility.



Do you have a story to tell? Send your firm news, announcements, ads and ideas to ewimkeconnect@gmail.com by **March 15th** for inclusion in the April issue

Firm News

SAVE
the
DATE



EWI®

Thursday
August 11,
2011



Swinging for Scholarships

Support EWI's High School & Adult Scholarship Programs

Thursday, August 11, 2011

5th Annual EWI Scholarship Golf Outing

Executive Women International® of Milwaukee

IRONWOOD GOLF COURSE
W270 N6166 Moraine Drive, Sussex, WI
www.ironwoodgolfcourse.com

10:30 am Registration
11:45 am scramble format
Shotgun start - \$120.00/golfer

For more information contact:

Sherri Povolo

414-389-8569 Direct

414-254-0247 Mobile

spovolo@crowneplazamilwaukee.com

Registration Form Available At:

ewimilwaukee.org/golf_outing.htm

HELP SUPPORT SWINGING FOR SCHOLARSHIPS!

INTERESTED IN DONATING A RAFFLE PRIZE or OTHER DONATION?

Contact Sherri Povolo 414-389-8569 spovolo@crowneplazamilwaukee.com



Firm News



The Lombardi Trophy Comes Home to Titledown

It's Mr. Rodger's Neighborhood Now



Super Bowl Fever

Here we go! As the Pittsburgh Steelers get ready to take on the Green Bay Packers in Super Bowl XLV, employees at FedEx Ground and FedEx SmartPost are eagerly supporting their hometown team.

To make this weekend's festivities even more interesting, FedEx Ground COO Mike Mannion and FedEx SmartPost President Ward Strang have agreed on a friendly food-focused wager. Should the Steelers prevail in Sunday's game, Ward will provide Mike and his team in Pittsburgh a savory cheese and bratwurst assortment from Wisconsin. If the Packers are victorious, Mike will send Ward and his staff in New Berlin, Wis., a taste of Pittsburgh's finest dining fare -- from Primanti's to Heinz.

FedEx Ground is proud to support another Super Bowl wager between Allegheny County Executive Dan Onorato and Brown County Executive Tom Hinz by providing in-kind shipping of charitable goods to the winning county.



Stephanie Lamarque, FedEx SmartPost

Firm News

We Energies, city of Waukesha receive Urban Forestry Council award

We Energies and the city of Waukesha have received a joint award from the Urban Forestry Council, recognizing the partnership that was formed to address two blocks of trees in the north central section of the city that had grown too large for the urban environment.

The trees, with branches that were touching or close to primary and secondary power lines, often caused outages according to Larry Axlen, regional forester, Customer Operations - Waukesha Service Center. The trees also shed branches during wind storms, causing debris to collect on streets, sidewalks and residents' yards.

Residents, the city of Waukesha Forestry department, and We Energies all were unhappy with the situation.

We Energies and the city worked together for six months to develop a plan to remove the trees and replace them with utility-friendly alternatives. We Energies handled the initial trimming to remove the branches



Sharon Fryjoff, we energies

that were mingling with the power lines. The city completed the task by removing the rest of the trees, trunks and stumps.

In the spring of 2011, We Energies will help with the purchase of trees that the city will plant. The replacement trees will be Japanese tree lilacs, an ideal species that Axlen calls a "utility friendly tree." In addition to an ideal maximum height, the tree is salt tolerant, which makes it a good match for an urban setting where streets are salted in the winter for traffic safety.

The city of Waukesha nominated the project for the award because of We Energies' willingness to jointly solve the problem, according to Axlen.

The award was presented Feb. 1 during the annual conference of the Wisconsin Arborists Association.



RCB Awards acquires Brookfield Awards

Milwaukee's custom awards, trophy and recognition program provider, RCB Awards has acquired Brookfield Awards, increasing their customer base by an additional 30%.

RCB plans to retain all Brookfield Awards employees, and will convert warehouse space at their 6,500-square-foot facility to accommodate for increased production.

RCB Awards works with companies and individuals to create programs and products that recognize achievement. Their client list includes GE Healthcare, Aurora Healthcare, Badger Meter and M & I Bank.

RCB Awards is looking forward to another great year in 2011.



Cindi Denevan, RCB Awards

Firm News

RITWAY

BUS SERVICE, INC.

Wisconsin Clean Cities, Southeast Area (WCC-SEA) knows that protecting the public and the environment is a serious subject for Riteway Bus Service, Inc. In December WCC-SEA recognized Riteway for their efforts presenting them with the 2010 Clean Energy Champion award.



Riteway was chosen for this award in acknowledgment of their outstanding support of Wisconsin Clean Cities and its mission to promote cleaner air and energy security through alternative fuel development and related strategies.

Taking steps to a greener fleet Riteway has practices in place such as idle reduction and fuel conservation programs, emission control technologies, newer, lower emitting vehicles and in early 2011 hybrid school buses that will be powered by solar energy. Ronald Bast, President of Riteway remarked, "We are excited to be entering the world of hybrid transportation technology. By incorporating the use of a solar power station to provide the electricity to recharge the hybrid buses, we greatly reduce our carbon footprint and contribute to a cleaner environment."

In addition to the solar powered vehicles, Riteway will be converting several of their GO Airport Connection vehicles to run with cleaner burning propane fuel. For more information about Riteway or GO Airport Connection visit: www.ritewaybus.com or www.goairportconnection.com If you are interested in learning more about Wisconsin Clean Cities, Southeast Area visit their website at: www.wicleancities.org.



Rochelle Bast, Riteway Bus Service

Firm News



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

CONSIDER YOURSELF EMPOWERED

When you join the Y, you become a member of an organization of people committed to making a difference in themselves and those around them. With a focus on developing the potential of kids, improving health and well-being, and giving back, your membership will not just bring about meaningful change in yourself, but in your community, too.

JOIN US! (414) 224-9622 YMCAMKE.ORG




GET FREE Y-WEAR WHEN YOU JOIN



OFFER VALID FEBRUARY 1 - 28
One free item per household. Visit ycommunity.org/join for details.



Yili Cao,, The Y




LITERACY NEVER GOES OUT OF FASHION

Thursday, March 31, 2011—11 a.m. to 2 p.m.
Empire Room, Hilton Milwaukee City Center
509 W. Wisconsin Ave.

A fashion show and luncheon to benefit
Milwaukee Achiever, Adult Literacy and Workforce Development.

Individual Tickets \$50; Prêt-à-Porter Sponsor \$250; Haute Couture Sponsor \$500
For tickets and information contact Bruce Goodman at 262-781-6083.

Bruce Goodman *A.J. Ugent Furs*




Tracy Loken Weber Milwaukee Achiever Literacy Services

Firm News

Do Good. Feel Great.



Volunteers help our community in countless ways. And they benefit too – with better health, increased satisfaction, and enhanced skills in the workplace.

Find the right opportunity at VolunteerMilwaukee.org or call 414-273-7887.

Do good. Feel great.
Volunteer!

VOLUNTEER!

- Build
- Coach
- Cook
- Copy
- Create Art
- Drive
- Garden
- Greet
- Listen
- Make Music
- Mentor
- Organize
- Play
- Read
- Sell Tickets
- Serve on Boards
- Smile
- Teach
- Use Skills YOU Have!

VolunteerMilwaukee.org



Volunteer photo courtesy
United Community Center/
Centro de la Comunidad Unida

The Volunteer Center of Greater Milwaukee - A Service of the Nonprofit Center

Yili Cao., The Y



It's often the everyday irritants – searching for lost papers, sitting in traffic, tolerating petty annoyances at work – that may erode your ability to cope. For some people, this triggers headaches. You can't avoid daily stresses. But you can keep stress under control – which can help prevent headaches.

Consider these tips (and read more of them by clicking the link below)

*Manage your time wisely. Update your to-do list every day – both at work and at home. Delegate what you can and break large projects into manageable chunks. Tackle the rest, one task at a time.

*Be prepared. Organize your day ahead of time. Anticipate challenges. Try to keep your plan flexible, in case a headache strikes and you need to change course.

*Adjust your attitude. If you find yourself thinking, "This can't be done," snap back to attention. Think instead, "This will be tough. But I can make it work." Putting a positive spin on negative thoughts can help you work through stressful situations.

*Relax. Set aside time for yourself every day, even if it's only a few minutes. When you feel your muscles begin to tense, breathe deeply. Focus on inhaling and exhaling deeply and slowly for at least 10 minutes.

*Exercise regularly. Exercise is a proven way to prevent – and sometimes treat – headaches. Exercise also provides a break from the stress of daily life. Be careful to warm up slowly. Sudden, intense exercise can cause headaches.



*Laugh. Humor is a great way to relieve stress. Laughter releases endorphins, natural substances that help you feel better and maintain a positive attitude.

Read additional tips at this website on page 2 of the [article](http://www.mayoclinic.com/health/headaches/HE00002): <http://www.mayoclinic.com/health/headaches/HE00002>



Debbie Knepke, Non-Profit
Center of Milwaukee

Firm News

OLYMPUS GROUP

OFFERING EXPANDED CAPABILITIES

Olympus Flag & Banner has changed its name to Olympus Group. For 118 years, Olympus has been manufacturing the highest quality, custom-printed flags and banners. Over the last 10 years, through acquisitions and equipment purchases, we have gone through a transformation and have outgrown the "Flag & Banner" title. To better reflect our expanded capabilities, we are introducing a new corporate identity - Olympus Group.

Olympus Group is the industry leader in custom-printed and sewn graphics, as well as mascot costumes. Our custom team specializes in:

- Digital Printing (up to 16' wide)
- Fabric Printing (dye sublimation up to 10' wide)
- Screen-Printing
- Custom Mascot Costume Designs
- P.O.P. Marketing and Production

OLYMPUS CAPABILITIES HIGHLIGHT

Custom Printing	Mascot Division
<ul style="list-style-type: none"> • Custom Banners • Flags • Table Covers • Feather Banners • Backdrops • Tradeshow Graphic Packages • Retractable Banners • Street Banners • Tents • Bowhead Banners • Vehicle Graphics • Billboards 	<ul style="list-style-type: none"> • Duplicate existing mascots or create new designs from scratch • Visually exciting and functional designs • Corporate programs • Refurbishing programs • Mascot accessories • Complimentary concept sketch

Building Brand Identity

sales@olympus-flag.com

9000 West Heather Avenue, Milwaukee, WI 53224 | 800.558.9820 | 414.355.2010 | F 414.355.1931 | www.olympusgrp.com

HOST Promotion

Wildtree February 1 - 28, 2011

Host a

\$500

Wildtree Tasting Party

Receive ...

European Dipping Oil — Duo Set

Always the better choice ... Naturally.

Customer Promotion

Wildtree February 1-28, 2011

SPEND

\$60

receive Cheesy Cheddar Soup Mix (a \$7.50 value)



Lyn Woppert, Wildtree



Kathy Marchant, Olym-



Corporate



EWI Corporate Offices (NEW ADDRESS)
 7414 South State Street, Midvale, UT 84047
 Toll Free 1.877.4EWI-NOW
 Phone 801.335.2800 / Fax 801.335.2852
 Website: www.ewiconnect.org

2011 Corporate Board Members



President
 Sharon Bennett
 EWI of Cincinnati
 Lifetouch
 sbennettwei@gmail.com



Vice President /President-Elect
 Lisa Stokes
 EWI of Harrisburg
 B.R.P. Entertainment
 lstokes@brpentertainment.com



Secretary/Treasurer
 Renea Callery
 EWI of Detroit-Windsor
 Lake Trust Credit Union
 reneaewi@gmail.com



Recruitment and Retention Director
 Nancy Harrison
 EWI of Chattanooga
 nharrisonwi@gmail.com



Marketing Director
 Karen F. Skirten
 EWI of Calgary
 Tier One Travel
 kskirten@tieronetravel.com



Professional Development Director
 Ronwyn Anderson
 EWI of Nashville
 Soft-Lite Windows, LLC



Chapter Development Director
 Kerry Feltenberg
 EWI of Phoenix
 Arizona Grand Resort



Advisor
 Judy Russell
 EWI of Tulsa
 ONEOK, Inc.
 Judy.russellewi@gmail.com

EWI Spring Conference
"Leadership: A Growth Experience"
SAVE THE DATE!

Date: April 14-16, 2011
Location: Tulsa, Oklahoma
Registration Cost: Not to Exceed \$300

Hotel: Tulsa Marriott Southern Hills
Cost: \$89.00 per night,
 double Marriott reward points.

MORE INFORMATION COMING SOON!

September 22-24, 2011
SAVE THE DATE!
 64th LCAM in Minneapolis,
 MN

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

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.

Member Firm	Representative	Member Firm	Representative
1st Choice Heating & Cooling	Suzanne Ginter	Mary Kay Cosmetics	Donna Munnik
Ameriprise Financial	Shannon Lutze	Metro Milwaukee Association of Commerce	Bonnie Gomer
Badger Meter Inc.	Mary Herauf	Milwaukee Achiever Literacy Services	Tracy Loken Weber
Briggs & Stratton Corporation	Charlotte Caron Karen Pelczynski	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
Crowne Plaza Milwaukee	Sherri Povolo	Olympus Group	Kathy Marchant
Ewald Automotive Group	Cortney Ewald-Ihde	Prescott Miller Jewelers	Kathy Schnagl
FedEx SmartPost	Stephanie LaMarque	RCB Awards	Cindy Denevan
Fitness Advantage Trainer	Jaime Wooten	REL-EVENT Meeting and Event Solutions	Kat Hughes
Flower Lady – Fine Flowers & Gifts	Deb Karpfinger	Riteway Bus Service, Inc.	Rochelle Bast
Fuchs Business Solutions Inc.	Jane Lawler	SalesSmith Inc.	Mary Caye Smith
Heritage Printing	Lisa Cohen	The Schroeder Group, S.C., Attorneys at Law	Jessica Beyer
Indiana Insurance	Cindy Kunze	United Way of Greater Milwaukee	Sue Brown
Johnson Controls	Roxane Theisen-Kapp	UW-Milwaukee College of Nursing	Julie Frey
Krause Funeral Home & Cremation Services	Rachel Adas	We Energies	Sharon Fryjoff
The Krizek Group	Loren Skerencak	Wildtree	Lyn Woppert
Major League Baseball	Mary Burns	YMCA of Metropolitan Milwaukee	Yili Cao

Please send any roster changes to Mary Burns mary.burns@mlb.com