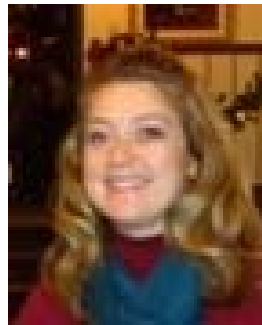


Letter from the President

This month, we celebrate one of EWI Milwaukee's long standing traditions at our membership meeting with our annual Heartfelt and Homemade Raffle. There are many talents within each of us and we will celebrate the baker, chef, crafter, scrapbooker, glass decorator, and many more at special evening on February 7th at the Hamilton in Milwaukee. We will also be hearing from local author Maureen Kolb, which is a special treat for all of us. You will have an opportunity to purchase her book for \$15, so please bring cash or a check for payment.



I would like to plant a seed for everyone relative to our upcoming March Meeting at the Milwaukee Public Museum on March 6. INVITE A GUEST! This meeting will most likely contain a bit of our chapter business with committee updates and a brief program but the majority of our time will be spent mingling, networking and visiting the Cleopatra Exhibit now on display. This is a great opportunity to bring prospective guests, old friends of EWI and offer an opportunity to connect! Mark the date and bring someone you have wanted to ask to a meeting for a while!

We would like to extend a well-deserved THANK YOU to Saz's Catering, the Marcus Center for the Performing Arts and the Program Committee for facilitating a wonderful membership meeting in January. Our surveys responses were very positive regarding the tours available, the room for dinner and the food itself! Thank you to those who were able to make our meeting and to those who were not able to make it, you were MISSED!

Since February is synonymous with LOVE and Valentine's Day is right around the corner, I thought I would share a poem I found that resonates with me regarding our chapter and the many friends and representatives we have. Enjoy and see you on the 7th!

My Valentine Friend

Valentine's Day reminds me how meaningful my feelings are for you.

You have a special place in my world that no one else could fill.

Out of your overflowing heart, you add color and light to my life.

You continually cross my mind, like a precious dose of sunshine, lighting me up inside-- as I think of you and the lasting memories we have created together.

No Valentine gift is as precious to me as you are, my Valentine friend.

By Joanna Fuchs

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

2011-2012 Officers & Directors

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Cortney Ewald-Ihde
Ewald Automotive Group



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SalesSmith Inc.



SECRETARY
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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



Inside this issue:

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MEMBERSHIP REPORT

EWI Milwaukee Chapter has:

- 42 Member Firms
- 46 Representatives
 - 3 Lifetime Members
 - 3 Sustaining Members
 - 1 Member in Transition

Postings:

No postings at this time.

Any objections to this posting must be made in writing by your executive on firm letterhead to the **Chapter President, [Cortney Ewald-Ihde](#)**, within **10** days of the posting or receipt of this newsletter.

Philanthropy Committee Update

Attention Non-Profit Members:

The Philanthropy committee is seeking information from EWI Milwaukee member firms that are non-profit organizations. Let EWI help promote your organization for the greater good of our community. Do you have an exciting event coming up? Have a need for supplies? Use the EWI Connect to shout it out to your fellow members.

Please contact [Lisa Cohen](#) to make a submission or for questions about content the Philanthropy Committee is seeking.

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

February 7, 2012 @ 5:30 p.m.

Membership Meeting

Program: Stop Telling Start Asking
Heartfelt & Handmade Raffle
Venue: The Hamilton

February 14, 2012 @ 7:30 a.m.

Board of Directors Meeting
Crowne Plaza Milwaukee West

February 21, 2012

Chapter Social
Sips 'n Strokes

March 6, 2012 @ 5:30 p.m.

Membership Meeting
Program: TBD
Venue: Milwaukee Public Museum

March 13, 2012 @ 7:30 a.m.

Board of Directors Meeting
Crowne Plaza Milwaukee West

March 29-31, 2012

Spring Conference
Richmond, VA
Mary Caye Smith and ___ will be attending on behalf of EWI Milwaukee

April 3, 2012 @ 5:30 p.m.

Membership Meeting
Program: TBD
Venue: Harley Davidson Museum

April 10, 2012 @ 7:30 a.m.

Board of Directors Meeting
Crowne Plaza Milwaukee West

May 1, 2012 @ 5:30 p.m.

Membership Meeting
Program: EWISP/ASIST Scholarship Awards Dinner & Program

May 8, 2012 @ 7:30 a.m.

Board of Directors Meeting
Crowne Plaza Milwaukee West

June 5, 2012 @ 5:30 p.m.

Membership Meeting
Program: TBD
Venue: TBD

June 12, 2012 @ 7:30 a.m.

Board of Directors Meeting
Crowne Plaza Milwaukee West

July 10, 2012 @ 5:30 p.m.

Membership Meeting
Program: TBD
Venue: TBD

July 17, 2012 @ 7:30 a.m.

Board of Directors Meeting
Crowne Plaza Milwaukee West

August 9, 2012 (Thursday)

Membership Meeting & Annual Golf Outing
Program: Swinging for Scholarships Golf Outing
Ironwood Golf Course, Sussex

August 14, 2012 @ 7:30 a.m.

Board of Directors Meeting
Crowne Plaza Milwaukee West

September 4, 2012 @ 5:30 p.m.

Membership Meeting
Program: TBD
Venue: TBD

September 11, 2012 @ 7:30 a.m.

Board of Directors Meeting
Crowne Plaza Milwaukee West

September 14-16, 2012

LCAM
Dallas, TX

October 2, 2012 @ 5:30 p.m.

Membership Meeting
Program: TBD
Venue: TBD

October 9, 2012 @ 7:30 a.m.

Board of Directors Meeting
Crowne Plaza Milwaukee West

November 13, 2012 @ 5:30 p.m.

Membership Meeting
Program: Firm Recognition Night
Venue: TBD

November 20, 2012

Board of Directors Meeting
Crowne Plaza Milwaukee West

December 4, 2012 @ 5:30 p.m.

Membership Meeting
Program: TBD
Venue: TBD

December 11, 2012 @ 7:30 a.m.

Board of Directors Meeting
Crowne Plaza Milwaukee West

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

Members are welcome to attend the Board Meetings.

Please contact [Cortney Ewald-Ihde](#) to reserve a seat. (dates are subject to change)



Do you take time to appreciate the people that drive the school bus that takes your children to and from school each day? Often taken for granted, these caring people are tasked with tremendous responsibility, the welfare of our children. This year Wisconsin's School Bus Driver Recognition Week is February 13-17, 2012 and a wonderful opportunity to recognize and support the work they do.

Maneuvering through traffic in darkness and daylight, bitter cold and brutal heat, school bus drivers travel thousands of miles in all kinds of conditions while maintaining the conduct of the children on the bus, to deliver their precious cargo, to school and home again. The breadth and scope of this responsibility is great.

Throughout School Bus Driver Recognition Week, GO Riteway encourages students, parents and schools to share a smile and a heartfelt thank you to the drivers dedicated to performing their duties in a safe and courteous manner. Motorists, give bus drivers a break, slow down, and watch for children getting on and off the bus.

Please join us in recognizing all these caring people and the outstanding work that they do.

If you would like to learn more about GO Riteway or become a school bus driver please visit goriteway.com.



**LET US TAKE YOU TO THE AIRPORT
FOR LESS THIS NEW YEAR!**

[Book your ride here](#) to receive a 10% discount on our airport shuttle service. Feel free to share this email offer with your friends and family. We will have special deals like this at different times throughout the year.

Offer only available on shuttle vans and cannot be used with other discounts or offers. One round trip, or two one way reservations per user. Other restrictions may apply. Must take trip in 2012 calendar year and book by 2-29-12.

Barb Cromell: barbara.cromell@goriteway.com

Lois Daute: lois.daute@goriteway.com

Go Riteway Transportation Group

The American Cancer Society has partnered with the United Health Foundation to create a new Facebook site--**American Health Ranking's: Take Action for Change.**

Simply click on the link below, "Like" the site, commit to do one healthy act each day and the **VOTE for the American Cancer Society** as the charity of choice. (*Or, if you feel so inclined you can split your votes between the Y and ACS.*) United Health Foundation will make a financial contribution for each vote.

Every small change is one step closer to making a big difference in our nation's health. Pledge your Act of Change here and not only can you impact your own health, the health of your family and the health of your community, you can also vote for one of the non-profit partners who are constantly striving to improve our nation's health. You can pledge as many Acts of Change as you'd like and you can vote for your designated non-profit organization once every day.

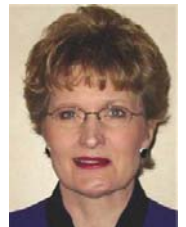
https://www.facebook.com/AmericasHealthRankings?sk=app_289452394426896



Laurie Rappa
American Cancer Society
Laurie.Rappa@cancer.org

Timewise Moisture Renewing Gel Mask \$20

- Instantly Hydrates
- Locks In Moisture
- Nourishes
- Softens
- Purifies
- Firms
- Smoothes
- De-Stresses
- Minimizes Pores
- Calms



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THANK YOU FOR HELPING RAISE \$50 MILLION FOR OUR COMMUNITY

Your support helps more than 400,000 people in Milwaukee, Ozaukee, Washington and Waukesha Counties.



Tom Cardella
MillerCoors

Kris Rappé
We Energies

Jim Popp
Chase



Special thanks to the 68,000 people who join us in Living United.



LIVE UNITED[®] **United Way**
UnitedWayMilwaukee.org United Way of Greater Milwaukee



Susan Cota
United Way of Greater Milwaukee
scota@unitedwaymilwaukee.org



Tracy Loken Weber named as one of the 40 Under 40 by the Business Journal



Tracy Loken Weber
Milwaukee Achiever Literacy Services
tweber@milwaukeeachiever.org

News From Fedex

Orphaned Grizzly Bear

Chinese Pandas Touch Down in Paris

Holiday Shipping Recap



Stephanie LaMarque
Fedex Smartpost
stephanie.lamarque@fedex.com

[Marcus Center for the Performing Arts MCAccess](#)

MCAccess is a simple, online-based program allowing corporate employees access to discounted tickets for Broadway & Off Broadway shows at the Marcus Center for the Performing Arts in Milwaukee Wisconsin.

Each participating company is provided with a unique website link to be sent internally via email to its employees. The email contains show information and deadlines to order tickets. Employees then log-on to the site fill out the order form via the web page and supply their credit card information to purchase tickets.

Best of all, offers are sent before the general public has the opportunity to purchase and often at 10-15% discounts. By allowing employees to make individual purchases on the web, this virtually eliminates the work and staff time normally required of companies to plan an employee event.

[Click HERE for an informational Brochure](#)

For more information, please contact:

Group & Corporate Sales Please Contact Group Sales Account Executive John Barnes:

414.273.7121 x210 or 1.888.367.8101

Lisa Frechette

Saz's Catering Inc.&

Sazama's Fine Catering

lisafrechette@sazamas.com



Courtesy of:
Mary Burns
Major League Baseball
mary.burns@mlb.com



The Major League Spring training season begins on February 29th.

The Major League Regular Season begins on Wednesday, April 4th.



Getting to know EWI Members

Learn more about Liz Fredrichs from the Better [Business Bureau of Wisconsin](#).

Who recruited you/how did you learn about EWI?

I was invited to the EWI golf outing by Cortney Ihde-Ewald. That's when I first learned about the organization.

What made you want to join EWI?

The women I met were genuine and seemed to really enjoy the organization, networking, and contributing to worthy causes at the same time. It seems like a good fit.

What about your firm are you most proud of?

We help thousands of people every day in communities statewide with trustworthy and up to date information. We also will help every business; whether they invest in our organization or not; we do our best to help them with information and resources. Working for an organization that believes in ethical values resonates with me personally, and we have so many great businesses in WI that it is a joy to work with the owners and employee's.

Can you share one piece of personal information that you are most proud of?

I would say I'm most proud of managing my MS and changing my lifestyle, career and priorities to embrace what's truly important; my family, my relationships, and my faith. I'm fortunate to work with a group of people I enjoy and respect in an organization I believe in; to be blessed with my health again, to have a great husband, and a faith that gets me through every challenging circumstance in life.

Can you share a piece of information about yourself or your firm that most people aren't aware of or wouldn't expect?

Most people don't know how much the BBB contributes to local community consumer news and government agencies. We are a grass roots organization that people contact every day nationwide and we share information across our system to shut down and reveal scams and frauds regularly. We also run consumer news through our website and now have an interactive site where consumers and can post local scams; which the BBB will then investigate, at [bbb.org](#).

Most people contact us to find out if a company is legitimate; and what we know about them. 98% of all our contacts are "pre-purchase" and only 3% are complaints related, though most people know us for complaints. Today, we also have customer reviews posted on our reports; along with video's, pictures, and social media. Our mission is to connect people seeking trustworthy businesses; and we were the first organization to create this idea of connecting business and consumers through the internet.

Getting to know EWI Members

Learn more about Laurie Rappa from [The American Cancer Society](#).

Who recruited you/how did you learn about EWI? I was introduced to EWI by Rachel Adas (who then took a new job and hasn't found her way back!)

What made you want to join EWI?

I was really impressed by the personal and professional connections between EWI members. It has a very different feel from other groups I have joined.

What about your firm are you most proud of?

I am most proud of the American Cancer Society's resources including programs and services to help people stay well, get well, find cures and fight back against this disease that affects so many lives. ACS has been involved in every major advance in the fight against cancer--the connection between smoking and lung cancer, the role of diet and exercise in colon cancer, and new data linking sitting to an increased risk of dying--and we continue to focus on creating a world with less cancer and more birthdays every day (350 today and 1,000 in the future).

Can you share one piece of personal information that you are most proud of?

Personally, I am most proud of my daughter, Maggie. She is 8 1/2 and is a 3rd grader this year. I was very sick when she was born and am thrilled that I have the opportunity to enjoy her journey through childhood.

Can you share a piece of information about yourself or your firm that most people aren't aware of or wouldn't expect?

In my spare time, I direct the choir and plan worship at Lake Park Lutheran Church on the East Side of Milwaukee. I also play the piano and the organ (very loudly, if possible).



What an exciting night at the Marcus Center for the Performing Arts! There was great opportunity for networking, fabulous tours of the Marcus Center for the Performing Arts, AND free raffle prizes for 10 lucky members courtesy of Mary Burns, Major League Baseball.

The focus of the evening was the Evolution of EWI and what it means to you as a member. The following topics were discussed:

- 2012 Calendar of Events**
- 2011-2012 Corporate Structure**
- 2012 EWISP**
- Referral Challenge from Ewald Automotive Group**
- Constant Contact**
- MyEWI**
- 2012 Spring Conference Raffle Drawing**
- Chapter Social Event**
- Golf Committee Update**

Be sure to RSVP and attend future meetings to you can take in all the fun and excitement that EWI Milwaukee has to offer you. Please continue to provide feedback to your board as we continue to make arrangements to energize our organization.



Barb Benish, Briggs & Stratton provides the meeting invocation.



Making *Connections* at the January 10, 2012 EWI Membership Meeting at the Marcus Center for the Performing Arts.



Cortney Ewald-Ihde provides information about the new EWI Corporate Structure.



Debbie Knepe, Nonprofit Center of Milwaukee shares information about volunteer opportunities.



Guided tours of the Marcus Center for the Performing Arts.



Learning about all of the events that take place at the Marcus Center.



CONNECTIONS | CAREERS | COMMUNITY

Corporate Office

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



Membership Incentive Program Results

In June 2011 we launched an incentive program for new member firms for the remainder of 2011 and are pleased to announce the results:

New Member Firm Winner

Purity Dairies, EWI of Nashville - Free 2012 EWI Membership

Additional Reps to Existing Firms Winner

Dallas Area Rapid Transit, EWI of Dallas - Free 2012 EWI Membership

Representative Recruiting Winner

Leianne Pedro, EWI of Honolulu - \$1000.00 Cash

Chapter Recruiting Winner

EWI of Honolulu - Customized EWI Chapter Banner Stand

Congratulations winners, and thank you to all who participated!

EWI Executive Director Opening

All inquiries and resumes should be directed via email to
Michael S. Ruhland

mruland@DaconTechnical.com

with subject line: EWI Executive Director Position. Deadline for submissions is February 10, 2012.

[View Job Description](#)

WWW.EWICONNECT.COM

[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 Banogan

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:

Leadership Professional Development Webinar:
[Ten Tips and Tools to put GO! in your Goals](#)

Tuesday, February 14, 2012

Watch Webinar Recordings:

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

[MyEWI: The Basics](#)

[New Member Orientation](#)

Click for the Most Recent EWI Corporate Connect

[EWI Corporate Connect](#)

Conferences:

March 29-31, 2012

[Spring Conference](#)

Richmond, VA!!

September 13-15, 2012

SAVE THE DATE!

65th LCAM in Dallas, Texas

2013 LCAM Location: San Diego!

EWI Milwaukee Courtesy Corner

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

Books:

[LinkedIn Success](#)

Wayne Breitbarth

Articles

[Speak Your Truth Blog](#)

Colette Carlson

[One Word that Will Change Your Life](#)

Jon Gordon

[E-Updates: Eating with Men](#)

Laura Posey

Events:

[Professional Communication](#)

Waukesha Business Alliance
Young Professionals Luncheon
February 8th

Please send information about professional development events, articles and books to the

[Communications Committee.](#)

EWI MILWAUKEE MEMBER FIRMS

Member Firm	Representative	Member Firm	Representative
American Cancer Society	Laurie Rappa	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
Better Business Bureau of Wisconsin	Liz Fredrichs	Mueller Communications	Ginny Czarnecki
Briggs & Stratton Corporation	Barb Benish Michelle Stroble	My Virtual Project, LLC	Susi Schuele
Building Efficiency Group JCI	Pat Swilley	New Resources Consulting	Emily Phillips
Building Service, Inc. (BSI)	Lori Torrison	Nonprofit Center of Milwaukee Inc.	Debbie Knepeke
Burbach Insulation Co, Inc.	Christine Anderson	Oldenburg Group Incorporated	Linda Werth
Charter Manufacturing	Lisa Fairweather	Olympus Group	Kathy Marchant
Colleen Horner Kitchen Bath Tile & Stone	Katie Knutson	Prescott Miller Jewelers	Kathy Schnagl
Crowne Plaza Milwaukee	Sherri Povolo	RCB Awards	Cindy Denevan
Ewald Automotive Group	Cortney Ewald-Ihde Sue Flater	REL:EVENT Meeting and Event Solutions	Kat Hughes
FedEx SmartPost	Stephanie LaMarque	SalesSmith Inc.	Mary Caye Smith
Fitness Advantage Trainer	Jaime Wooten	Saz's Catering Inc.	Lisa Frechette
First Bank Financial Centre	Michelle Gaugert Kera Lindemann	The Schroeder Group, S.C., Attorneys at Law	Jessica Beyer
Flower Lady Fine Flowers & Gifts	Deb Karpfinger	United Way of Greater Milwaukee	Sue Cota
Fuchs Business Solutions Inc.	Jane Lawler	Saz's Catering Inc.	Lisa Frechette
Go Riteway Transportation Group	Lois Daute Barbara Cromell	Social Security Administration	Karyl Richson
Heritage Printing	Lisa Cohen	UW-Milwaukee College of Nursing	Julie Frey
Indiana Insurance	Cindy Kunze	We Energies	Sharon Fryjoff
Johnson Controls	Roxane Theisen-Kapp	YMCA of Metropolitan Milwaukee	Yili Cao
The Krizek Group	Loren Skerencak	Member in Transition	Karen Pelczynski
Major League Baseball	Mary Burns		

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.