

chapter PULSE

EXECUTIVE WOMEN INTERNATIONAL®

www.ewi-memphis.org
www.executivewomen.org

An Individual Chapter Publication

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PROGRAMS

FEBRUARY CHAPTER MEETING

February 19, 2004
5:30 PM

Cook Convention Center

255 North Main

The 2004 EWI Trade Show is about to be a reality. Our response has been very good, just as I expected from our member firms. The meeting will be hosted by one of our own firms, the Cook Convention Center. You are all aware of the remodeling and reconstruction work that was done to the Convention Center and I consider it a privilege to be able to have a chapter meeting at this nationally recognized facility. This is a great opportunity for us to hold our first Trade Show in this State-of-the-Art facility, since it is meant to be used for business services to our city.

This Trade Show is a very special time for our representatives to promote their firms; one of the important aspects of our organization. I know we are all proud of our firms and appreciate the support they give us and EWI.

Invitations will go out to your executive extending them an opportunity to "get to know"

PEACHIE BAILEY

something about the other firms they share a partnership with in EWI. Please encourage your executive to come; get them geared up to be part of this "Toot Your Horn" night. Each of us should be happy and excited to show our professionalism and what we are capable of achieving with this Trade Show.

Your attendance is very important, even if you don't set up a booth. You never know when and how you may have helped someone by coming to a meeting and sharing a kind word. It is also important to show support to our member firms who so graciously host many of our meetings, such as the one being hosted this month by the Cook Convention Center.

Don't forget to bring your parking ticket to Yvonne the night of the meeting – she will stamp your ticket for free parking.

I can't wait to see you all!

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2004 CALENDAR OF EVENTS

FEBRUARY

2/19/04 5:30 PM
February Chapter Meeting
Mini Trade Show/Firm Recognition
Cook Convention Center
255 N. Main Street

2/24/04 5:30 PM
February Board Meeting
Hosted by Martha Pallesen and
Krisie Heuer
Saks, Inc. – "Pool House"
1025 Cherry Road

MARCH

3/18/04 5:30 PM
March Chapter Meeting
Mid-Year Business Meeting
Crescent Club
6075 Poplar

3/22/04 5:30 PM
Note Date Change
March Board Meeting
Hosted by Barbara McConville
Trammell Crow Company
825 Crossover Lane, Bldg C, #100

CONFERENCES/ANNUAL MEETINGS

April 22-24, 2004
Spring Conference
Dallas, Texas

May 20-22, 2004
Spring Conference
Portland, Oregon

September 23-25, 2004
Leadership Conference & Annual
Meeting
New Orleans, LA

September 22-24, 2005
Leadership Conference & Annual
Meeting
Salt Lake City, UT

SHARE THE NEWS

Please send submissions for the PULSE to:

Christina Andrews
Valley Products Company
Phone: 901.348.6625
E-mail: candrews@valleycpg.com

DEADLINE: Last working day of each month.

The Memphis Chapter PULSE is published monthly by the Memphis Chapter of EWI®.

PRESIDENT'S MESSAGE KRISTI RICHARDSON



An email was sent recently outlining the new vision and strategic directions for EWI. In planning for our future, it also required an assessment of our current organization. A study of trends in our demographic and business environment showed some interesting statistics about our current membership. Did you know:

- Within our organization, there has been an increase in the number of members who are both the executive and representative. Currently, 11% of EWI members are female entrepreneurs and owners of their own businesses.

- Over 51% of our membership is between 45 and 54 years of age, and 21% are 55 or older. The sustaining membership category (those who have retired from the workforce) represents 16% of the total number of paid memberships in EWI. Given our demographics, this category is expected to grow.

The Corporate Board is paving the way for our organization to grow and strengthen! Some of the new strategies include our new vision:

To be the leading connection for business professionals.

The bold directions set to achieve this new vision represent EWI's resolve to:

- Pursue its position as the conduit between our members and their needs in the business environment.
- Capitalize on our unique position with the connections we offer.
- Maximize the EWI Experience for our member firms and representatives.



*Creating a
Better Balance*

The Operating Principles will be mission-focused, visionary, and member-driven. These principles will be achieved through collaboration and flexibility.

In addition, our organization will work towards creating an EWI identity. The Corporation is committed to creating and building an identity for EWI that will represent our distinct attributes, character and benefits. By creating and building a brand identity for EWI, we will:

- Build a foundation from which to differentiate EWI from the competition.

Cont'd on next page

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.

President's Message, Cont'd from previous page

- Increase potential for corporate sponsorships which will offer non-dues revenue support for our programs and initiatives.
- Gain name recognition, attention and credibility.
- Allow us to compete with other professional associations based on our opportunities and connections versus price of membership.
- Provide a positive EWI experience for our members and external markets.
- Position EWI for success in increasing our membership base and expansion efforts.

I hope you agree that this well-planned strategy helps secure a very promising future for EWI. Let's commit our Chapter to being part of this forward-thinking plan as we develop our leaders of today ... and of the future!

POSTINGS

Company: **Corporate Lodging II**

Major: Hotels and Resorts

Minor: Corporate Leasing

Company: **BridgeStreet Accommodations**

Major: Hotels and Resorts

Minor: Corporate

Company: **The Memphis Magazine**

Major: Publishing

Minor: Magazine

All members were notified by Kristi Richardson via email or mail on 1/27/04. Upon Board approval, the Membership Director posts the major and minor classification and firm name either in the Chapter publication or by special mailing, *stating that if no written objections are received from a member firm executive within ten (10) days of posting*, the Membership Director will contact the prospective firm to pursue membership. If an objection is received *in writing from the executive*, the Membership Director will notify the Board of Directors and advise the referring representative of the objection.

Please contact **MEMBERSHIP DIRECTOR Nancy Askew-Regidor**,
Peabody Hotel, 529-4196, if you have objections.

BOARD RECAP

TREASURER'S REPORT

General Account	\$ 6,952.60
Investment Accounts	\$ 12,571.10
Total	\$ 19,523.70
B/C/DP	\$ 4,475.89

SERGEANT-AT-ARMS REPORT

There were 39 active reps, one guest and two sustaining members for a total of 42 present at the January 15, 2004 Chapter Meeting at the University Club. With 54 member firms and 39 firms represented, we had a 71.2% attendance record.

MEMBERSHIP REPORT

Firms	49
Sustaining	11
Reps	54
Transitional	0

WAYS & MEANS REPORT:

January Income	
door prizes	\$ 166.00
cookbooks	\$ 60.00

BILLING REMINDER

There are many ingredients that go into making our meetings successful. Being prompt in giving an account of your attendance and your guest is a viable part of the planning for these meetings. Please be diligent in your responsibility to your chapter and give an accurate account of your intentions each month when the Sergeant-at-Arms Committee calls for your participation.

This is a reminder to all members that if you have a dinner reservation for the Chapter's regular monthly meetings, the headcount is turned in by noon on Tuesday preceding the Thursday meeting. If you do not cancel your reservation by noon on Tuesday, your firm will be billed for that month's dinner reservation. If you have a reservation and do not come to the meeting, you will be marked as a "No Show" and your firm will be billed.

HAPPY BIRTHDAY!



1 Sherry McCraw
6 Carolyn Hunter
14 Marilyn Hury
(Rhodes College)
15 Nancy Jarratt
18 Rebecca Tomaszczuk
(A & I Travel)
23 Deborah Diggins
23 Robert Hester, Jr.
(Deloitte & Touche)

SHARING AND CARING MARTYE SLAYTON

In this column of each issue, those who have been mentioned with special concerns during the month will be listed. Updates, as appropriate (and as known) will also be shared.

Special Concerns - Illness

- Edna Tullos
- Evonne Siemer
- Melinda Edwards
- Judy Derry, former Tucson Chapter Representative
- Paul Slayton, Martye Slayton's brother-in-law

Special Concerns - Losses

- Molly Smith, loss of her mother, Sue Coffey
- Melinda Edwards, loss of her mother's husband, Glen Barton
- Tara Hurley (EWI Executive Director), loss of her grandmother
- Betty Loveless, loss of her nephew, Martin Brown

Please continue to remember the needs of these mentioned. If you have anything you would like to share with the membership, please contact any committee person.

Martye Slayton, Chair (328-5051) mrelayton@kwilson.com • Joye Allen (291-1403) joye@aitvl.com • Judy Baird (937-21200) judy_baird@saksinc.com • Nadine Lakey (763-1220) nlakey@jfdays.com • Miriam Leffler (761-9777) mwleffler@aol.com • Barbara McConville (683-7659) bsmcconville@buckman.com • Sherry McCraw (755-2931) meme@midssouth.rr.com • Judy Thompson (529-5700, ext. 221) jthompson@orgill.com • Annetta Vick (312-2950) avick@hobsonrealtors.com

YOU WERE MISSED!

The following EWI members were missed at our January 15 meeting at The University Club. We hope all of you will be in attendance at the February 19 meeting:

- | | |
|---------------------|----------------------------|
| <i>Active Reps:</i> | Molly Smith |
| Rose Ann Bradley | Angela |
| Paula Crow | Washington |
| Karla Griffin | Lori White |
| Jackie Hicks | <i>Sustaining Members:</i> |
| Joy Holt | Nina Beebe |
| Laura House | Carrie Ann Hardy |
| Carol Ann Koch | Dodie Hunter |
| Sharon Lincoln | Nancy Jarratt |
| Cindy Lynch | Francis Jones |
| Betty Mark | Sherry McCraw |
| Maude McGraw | Phyllis Rowden |
| Nicole Reed | Edna Tullos |
| Margie Rhodes | |

PHILANTHROPY CHARLIE NELSON

The Philanthropy Committee continues to assist our adopted family. Philanthropy Committee Reminder – please bring non-perishable items for donation to our adopted family. Other items you might like to donate could include gently used clothing, school supplies, travel/hotel soaps, shampoos, etc. Every little bit is appreciated! For more info, contact Charlie Nelson at 529-4514 or cnelson@mifa.org.



ATTENDANCE REQUIREMENTS

According to the Chapter Bylaws, "Each Member Firm must be represented by a Representative or an Executive at seven (7) meetings within the Chapter year." If the seven meeting requirement is not met within the calendar year 2004, that firm will be billed for seven meetings.

Barbara McConville, Sergeant-at-Arms

WAYS AND MEANS

We have a TERRIFIC opportunity to support a fund-raising project for Executive Women International that will not cost anyone any extra money, time, muscle, etc.!

KROGER Grocery has a program that enables EWI to receive 5% of every shopping dollar that is spent by our members, friends, family, co-workers, etc. We are asking you to support our organization by shopping with the Kroger Fund-raising Gift Card. Every time you place your grocery money on the card to pay for your merchandise, we earn 5% of every dollar and cent. The Kroger Fund-raising Gift Card can be reloaded over and over again at any Kroger store. It works like a debit card! Plus, the card will maintain your balance until your next visit to Kroger. Just present your Kroger Fund-raising Gift Card to a Kroger cashier, load the gift card with your grocery money and "Go Krogering!"

Some frequently asked questions:

- Yes, this card may be used at the Kroger Pharmacy or for any type goods sold in the Kroger Stores. The only exclusions are lottery tickets and gas (at present – they will let us know if there is any change to this policy).
- Yes, you may use your personal Kroger Plus shopping card for discounts along with the Kroger Fund-raising Gift Card.
- You are allowed to place up to \$500 at a time on the card. More may be placed with a separate transaction, but remember that this is the same as cash and, if lost or stolen, someone else can gain access to your Kroger dollars. This card should be protected just like cash.
- If lost or stolen, your card can be de-activated and the funds moved to a new card by contacting the Kroger office or through Krissie

Heuer (during Kroger home office business hours).

- The cards do not expire as long as there are funds on the card. If the card is used down to a "zero" balance and that "zero" balance lasts over 90 days then the card will expire and it will be necessary for you to get a new card.
- EWI will receive funds after our card holders spend \$5,000. A statement and check (if applicable – when our cards have reached \$5,000) will be received each month for 5% of the earned funds.
- Each card will cost \$5.00 to purchase. You will then need to take the card to a Kroger store and place any amount on the card that you choose. For example, say you place \$75.00 on the card to begin. At that point you will have access to \$80.00 on the card you have in hand, \$5.00 from the beginning balance plus the \$75.00 that was placed on it. Therefore, the original \$5.00 purchase price is available for you to spend on grocery items.

What I am asking for each member to do now is to determine how many of these cards you will purchase at our next meeting (Thursday, February 19th) so that I can have these available for each of you that night. Now remember we want to have as many people as possible to be using these cards for their grocery purchases so that EWI gets the 5% credit for their purchases. If you can sell or give some of these \$5.00 cards to your family, co-workers, friends, etc. this will only enhance our accumulation of returns from this Kroger program. We have asked for Kroger to have a booth set up at our Mini-Trade Show and would like to

KRISSIE HEUER

get these cards out and being used as soon as possible.

I have had quite a few of our members order cards. If anyone else wishes they may contact Krissie Heuer by Monday, February 12, 2004, to order cards.

We are tremendously excited about the potential of this Kroger program and ask that each of our members participate and get your friends, family and co-workers on board participating so that we can expect great returns to EWI. Thanks to all for their support.

The Ways & Means Committee has been quite active during the last few months and the support of our EWI members has been tremendous. We continue to try to find ways to raise funds in a manner that brings in "outside" dollars so that we are not repeatedly going to the same ones for their participation. With this in mind, this project could be a wonderful way to raise significant funds on items that each of us spend money on anyway. Some of the returns that the Kroger representative showed us from other groups were quite impressive and, with our diverse group of individuals, we feel that this could be a significant portion of our fund-raising activity during the year.



Thanks for your consideration and help.

Thanks to our corporate sponsors! **2004**

Partners EWI® SPONSORSHIP ENDOWMENT PROGRAM

► **Women's Initiative**

Deloitte Started a Revolution

Deloitte is proud to be recognized as a leader in the advancement of women and an employer of choice. We have worked hard to expand opportunities for women, to help our professionals find **greater balance** in their lives and to create a culture that is open, inclusive, flexible.

Eliminating the barriers to the development of women is our objective—and it is a top priority. We're passionate about achieving this goal and hopeful that our **Women's Initiative** will serve as a model for employers around the world.

Ten years ago, Deloitte started a revolution by launching the **Initiative for the Retention and Advancement of Women**. We've come a long way since that time, and our accomplishments have been impressive. We are proud to support the **Memphis Chapter of Executive Women International** and their career development and scholarship programs.

Deloitte.

100 Peabody Place
Suite 800
Memphis, TN 38103
Phone: 322-6700
Fax: 322-6799

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2004

Friends EWI® SPONSORSHIP ENDOWMENT PROGRAM

- **Valley Products Co.**
- **Melinda Edwards**

Be a partner in education!

EWI® Memphis Sponsorship Endowment Program

EWI® is an international organization of more than 4,000 women representing 3,500 companies in 80 chapters in the U.S., Canada, and Europe. With corporate offices in Salt Lake City, EWI® was founded in 1938 to give business women from diverse industries a forum for promoting their firms, enhancing their personal and professional development, and engaging in community activities.

B/C/DP

To expand its forum for professional development and community involvement, EWI® established the Business/Career/Development Program.

B/C/DP is recognized as a charitable 501(c)3 organization per IRS Section 509(a) and contributes more than \$400,000 annually to charitable activities, touching the lives of thousands in the United States.

The Memphis Chapter has demonstrated its involvement by participating in such programs as the International Reading Rally and Race for the Cure.

ASIST

The Adult Students in Scholastic Transition program provides financial support to adult students at transitional points in their lives. Applicants may be at-risk adults; in financial need; displaced head of household with small children; or socially, physically and/or economically challenged adults.

EWISP

Recognized by Money magazine as one of the top 12 scholarship opportunities in the United States, the EWI Scholarship Program awards high school juniors with the means to further their education.

Since 1974, EWISP has helped selected students achieve their academic goals, enabling them to compete at both the chapter and corporate levels for scholarships. First place students may receive up to \$10,000 in scholarship money at the corporate level.

Send the following information:

Company Name _____

Contact Person _____

Address _____

Phone _____

Email Address _____

PARTNER Over \$1,001
 BENEFACTOR \$501 - \$1,000
 PATRON \$101 - \$500
 FRIEND Up to \$100

\$ Amount _____

Signature _____

Make check payable to:

Memphis Chapter EWI® B/C/DP

Contact:

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EWI Memphis Chair, Corporate Sponsorships
U. S. Postal Service
225 N. Humphreys Blvd.
Memphis, TN 38166-0865
Phone: 901.747.7424 Email: medward2@email.usps.gov

Yes! Our company wants to be a corporate sponsor of EWI's education and scholarship programs!