

February 2012 | Vol. 4, No. 2

President's Message



Chinese New Year gives us another chance to celebrate, start fresh, and begin a new page in life. It is also a time of festival riddled with superstitions and tradition. Besides the Chinese, athletes, gamblers, and many nationalities have their own superstitions and traditions. Are you superstitious? What are your family traditions?

Reflecting on superstitions and traditions many times brings us back to teachings from our great-grandparents, grandparents, parents, Uncles and Aunties. Do we know the history behind rituals performed or customs passed on? While many traditions have heritage behind them, it's amazing how many things we do simply because it's what the prior generation did. Fond memories may surround traditions, while a few superstitions we could do without.

My opinion is that ethnic cultures paint colorful memories for future generations to embrace and perpetuate. In Hawaii, we have the option to blend diverse cultures into a "local" style of our own. The beauty created is so visible in Hawaii's people, culture, and food! And yet, each culture retains a rich uniqueness in its own traditional style.

EWI Honolulu has tradition as well. Protocol is part of EWI's history. Some procedures may raise the question, "What was the reason behind this?" When that question pops in your mind, I challenge you to step forward and raise the issue. You may learn a bit of heritage, or more importantly, spearhead something new. EWI is the perfect platform to test yourself, evolve, and develop the best you!

At January's Meeting, Toby Tamaye talked about Social Media and how communication methods have drastically changed in a short period of time. Facebook has surpassed Google in number of users. Facebook's IPO is expected to raise \$100 Billion. When the Denver Broncos beat Pittsburgh Steelers, 9420 Tweets per SECOND were tagged on Twitter about Tim Tebow.

Change is inevitable. If you're not evolving, you're dying. Think of brands like Kodak, Blockbuster, Sears, Kmart. These were all leading brands at one time. The effects of not shifting with the consumer have impacted them all.

CHAPTER BOARD

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Communications & Marketing Director
Hawaii Prince Hotel Waikiki

Maegan Brandt, Ways & Means Director
Insurance Solutions

Jane Rock, EWISP Director-at-Large
Neal S. Blaisdell Center

APPOINTED POSITIONS

Shelley Okubo, Advisor
Aqua Hotels & Resorts

Brenda Kanno, Bylaws/Parliamentarian
Research Corporation of the University of Hawai'i

Wendy Kia, ASIST Chair
Marie Louise Fine Garment Cleaners

Lauralei Tanaka, Philanthropy Chair
HTH Corporation

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Heck....I laugh thinking of my father who years ago said, "Leave me alone, I don't need a cellular phone." Today, the 79 year old man communicates with texts. I see him perk up and get excited at the "bing" of a new text alert!

Gung Hee Fat Choy!



2011-2012 President, EWI Honolulu



Gung Hee Fat Choy in this Year of the Dragon!

Important Dates

February 8: Membership Meeting, 5:30 p.m. at Willows Restaurant

March 10: EWI Jazz-It Up Benefit Concert, Hawaii Convention Center



Executive Women International Honolulu Chapter Fun-Fresh-Present

BRIDGING THE GENERATION GAP

Making the Differences Work for Instead of Against You

Today's workplace is different than any in history. We now have four generations working side by side; each with their own unique set of values, expectations and communication styles. These differences can be a source of conflict and frustration, or they can be used to enhance growth and success.

This dynamic presentation will help you better understand, more effectively communicate, work with and lead people regardless of their generation. At the end of our time together you will be better equipped to identify the four generations in the workplace, understand the values and approach to the workplace of differing generations, improve cross-generation communication skills, and promote teamwork in a mixed generation workplace.



Speaker: Jeffrey Owens

How often have you heard, "This generation's attitude toward work is so different these days." Our speaker, Jeffrey Owens, is a speaker, trainer, and consultant who specializes in improving organizational and personal effectiveness. He is a recognized expert on workplace violence and bullying and on mitigating interpersonal conflict. Jeffrey will not just recite principles or theories; he draws on his personal experience of over 30 years as a law enforcement officer, business owner, professional trainer and platform speaker.

Wednesday, February 8, 2012

The Willows
901 Hausten Street
Honolulu, HI 96826
Room: Rainbow Room Top

Time: 5:30 p.m.

(Be Present to Connect and Network)

Dinner: 6:00 p.m. – Buffet Cost: \$44.00
Parking: \$3.00 Valet parking

PLEASE CONTACT DEBBIE HIRASAKI BY NOON, WEDNESDAY, FEBRUARY 1, 2012 at dyoshida@bishihi.com or 592-5006 to REGRET or if you'll be bringing a guest. A standing reservation is made for every representative at all EWI Monthly Meetings. It is your responsibility to inform the Sergeant-at-Arms by email or phone by the RSVP Deadline if you are unable to attend. You will be billed for any missed meetings and cancellations after February 1, 2012 unless prior notice is provided 7 days prior to the event date.

RSVP Reminder

Sergeant-at-Arms, Debbie Hirasaki and Program Director, Adele Tasaka have the monthly task of coordinating venues, menus, logistics and speakers that contribute to outstanding meetings. Timely RSVPs are critical in orchestrating the final meeting details.

Think about the tasks of planning a party....Design invitations, make guest list, select the place, create a menu, draft room layout for interaction or space flow, decorations, music, favors, etc. The task list can go on and on. In addition to the tasks, a well planned event requires knowledge of the number of guests attending.

A standing "YES" reservation exists for all Member Representatives. If you are unable to attend a meeting, it is your responsibility to RSVP "No" ONE WEEK PRIOR (first Wednesday of the month) by noon. All meeting no-shows will be billed. The EWI Honolulu Chapter cannot afford to absorb dinner costs for no-shows.

Monthly meetings are the SECOND Wednesday of the month with the exception of:

March 10, 2012 **Jazz it Up** Reception, Wine, Beer, Sake Tasting & Concert event and the December 2012 Meeting scheduled the First Wednesday in December. Be Present and avoid the need to RSVP!



Alaynna Miguel & Debbie Hirasaki from the Sergeant-at-Arms committee

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.

Membership News

Show some LOVE ❤️ for EWI-Honolulu! Events are better when your friends are there too!! So, who's coming with you to February's EWI Dinner Meeting? Host a prospective member guest and have your name entered to win a free dinner in March! Thank you to Alaynna Miguel, Roseann Bronston, Star Miranda, Tracy Wong and "yours truly" for bringing guests to January's dinner meeting. Congratulations to Tracy Wong, winner of the free dinner meeting in February!

Promote your company and yourself! We're running low on "promo items" for our New Member Goodies Bags so please bring 5 items to the next dinner meeting and give to a member of the "membership crew."

Aloha,
Leianne Pedro
Pacific Business News
EWI Membership Director
808-955-8002

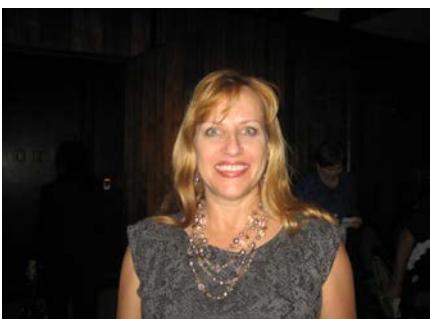
Meet our New Members!



Andrea Gall-Krasnick, Jetway Inc.

Andrea Gall-Krasnick (Angie) is the CEO and Founder of Jetway Inc., a local company based in Kailua that manufactures and sells the first brand of Jet Lag Beverages, i.e. ready-to-drink functional beverages that target relief and prevention of jet lag symptoms. In July 2011, Jetway introduced its first four brands of Jet Lag Beverages: two brands of Jet Lag Iced Tea ("Beijing" and "Tokyo") and two brands of Jet Lag Water ("Honolulu" and "San Francisco").

Andrea holds a Bachelor of Arts degree in Communications from the State University of New York and has more than 20 years of experience in advertising, marketing, and graphic design. She moved from New Jersey to Hawaii 15 years ago. She is married to George Krasnick. They have no children but they spoil and fuss over their nine-year old black cat, Harry. Andrea enjoys travelling, going to restaurants, drinking wine and entertaining friends at dinner parties. Andrea joined EWI to meet new people, make new friends, and to start giving back to the community.



Roseann Bronston, Archipelago Hawaii

Roseann Bronston, Vice President of Archipelago Hawaii, has a Bachelor of Science degree in Business Administration with a concentration in accounting from Mount Olive College in North Carolina. Roseann has worked in many areas of business from employment with a CPA, to owning her own bookkeeping business and running a franchise business. Duties at Archipelago Hawaii include accounting, marketing and project management. Roseann is also a certified Jazzercise instructor and teaches at Red Hill Elementary School. Her volunteer work includes American Heart Association (Heart Ball and Heart Walk). Roseann has three

children Nicole (23), Steven (21) and Katherine (16).



HAWAII SELF STORAGE

THE ONE YOU CAN TRUST

®

Thank you to Brett Hitzeman from Hawaii Self Storage who was **PRESENT** at our January 11th membership meeting. Brett announced to the group that Hawaii Self Storage has graciously provided **FREE** storage to EWI! Thanks Brett for supporting our organization!

Better Security. Better Service. Better Value. Locally Owned.



Hawaii Self Storage provides award-winning services. Voted as "Hawaii's #1 Storage Facility" by Star Advertiser and Honolulu Magazine and "The Most Innovative Company" by Pacific Business News, we offer the best and latest in storage security, service, value, and community pride. Our trained professionals are trained to save you time and money, by customizing our services to your specific storage needs. Please contact us today to get a free storage estimate! CALL Brett at 306-1801 or email:

brett@hawaiiselfstorage.net. You may also visit: www.hawaiiselfstorage.com.

Locations:

Central Oahu

Hawaii Self Storage Mililani

Hawaii Self Storage Pearl City

Honolulu

Hawaii Self Storage Kaimuki

Hawaii Self Storage Salt Lake

West Oahu

Hawaii Self Storage Kapolei

Hawaii Self Storage Kapolei West

Let Hawaii Self Storage earn your trust and business today!



CONNECTIONS | CAREERS | COMMUNITY

EWI Jazz-It Up Benefit Concert

Sat. March 10, 2012, 6pm

Hawaii Convention Center

Featuring:



Pianist Keiko Matsui



Saxophonist Jackiem Joyner



Saxophonist Michael Paulo

Available Smooth Jazz Concert Sponsorships

Gold Sponsor- \$2,500

- Logo exposure on all EWI concert collateral
- Recognition at pre-concert reception
- VIP table at pre-concert reception
- Heavy Pupu & Open Wine Tasting
- 6 VIP reserved seats for concert
- 6 CD's Signed by Michael Paulo
- Group Photo w/Michael Paulo

General Admission- \$125

- VIP Pre-concert reception
- Heavy Pupu & Open Wine Tasting

*****Concert seating is on a first come, first serve basis*****

Get your tickets NOW!
Limited seats available

Your contribution will assist EWI of Honolulu in perpetuating the Mission of Executive Women International and to also provide generous scholarships for Hawaii's youth and adult students in transition. Our mission is to connect key individuals from diverse businesses, enhance personal and career development, and engage in community service projects.

Please make check payable to EWI and mail payment with this form to:

Maegan Brandt
c/o Insurance Solutions LLC
615 Piikoi St. Suite 1711
Honolulu, HI 96814

For more Information
Contact Maegan Brandt, Ways & Means Director
Phone: (808) 853-3400 or Email: maeganb@ins-solve.com

Ways & Means Fundraising Events 2012

Save the Date
Sat. March 10, 2012
EWI Jazz-It Up Benefit Concert
Hawaii Convention Center



Pianist Keiko Matsui



Saxophonist Jackiem Joyner



Saxophonist Michael Paulo

Smooth Jazz Featuring:

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*****Concert seating is on a first come, first serve basis******

Get your tickets NOW!
Limited seats available.

For more Information

Contact Maegan Brandt, Ways & Means Director

Phone: (808) 853-3400 or Email: maeganb@ins-solve.com

Save the Date
Fri. August 24, 2012
EWI Annual Golf Tournament
Hawaii Prince Golf Club



Available Golf Sponsorships

- Platinum Sponsor- \$2,500***
- Gold Sponsor- \$1,000***
- Team of Three Golfers- \$550***
- I cannot attend, but enclosed is our donation check for \$ _____ and/or we would like to donate the following to be used as tournament prize (s).**

*Tax deductible available

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Please make check payable to EWI and mail payment with this form to:

Maegan Brandt
c/o Insurance Solutions LLC
615 Pilikoi St. Suite 1711
Honolulu, HI 96814