



# EWI CONNECT

HONOLULU EDITION

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## Letter from the President



Can you believe that February is already upon us? We had an engaging firm night in January with Clint Schroeder, our guest speaker and President of member firm, Hagadone Printing Company. We all learned more about the digital marketing world and walked away with **exciting** possibilities for our own companies and businesses. Do you know what a landing page is and how it can help drive business to your website? If you missed January's meeting, connect with someone who attended and exchange information. A big mahalo to Julie Vaughn and Clint Schroeder and Hagadone Printing Company for sponsoring our firm night!

As we enter the New Year, many of us have set goals and resolutions to focus on for 2015. Last month, many of you contacted me with your resolutions for 2015. Thank you to Brenda Kanno (Research Corporation of the University of Hawaii), Jodi Uehara (APP Hawaii), Leona Hee (Miller-Hee Realty), Maegan Brandt (Insurance Solutions), Michelle Nakahara (Starwood Hotels in Hawaii) and Julie Vaughn (Hagadone Printing Company) for all of your inspiring resolutions for the year. A special thank you to Roseann Bronston (Archipelago Hawaii) for her response to my challenge: "I stopped making New Year's resolutions because I want to try to change things more than just once a year. Bottom line...I need to be doing those changes as soon as I acknowledge them!" Great advice for us all! Well said, Roseann.

Many of you have stated that you'd like to become more engaged in EWI, meet new members, and to surround yourself with good energy. Your next challenge for the next two months (Connect Challenges are getting more difficult!) will be to have a one-on-one with another EWI member that you'd like to get to know better. It could be a phone call or an actual chat over coffee or a meal. (Please...emails don't count.) Get to know the other EWI member and strengthen your connections. Then, contact me once completed with the results of your one-on-one. Since this challenge is a little more time consuming, I am giving you extra time to complete. Please email me ([chkim@hiprince.com](mailto:chkim@hiprince.com)) by February 27th with a brief summary of your one-on-one. Thank you to Cathy Haga (Cartridge World) for the wonderful suggestion during a Retention and Recruitment committee meeting.

At the start of our term, I selected the word **excite** as EWI Honolulu's focus for 2014-2015. As a reminder, the definition of **excite** from Merriam Webster: **to call to activity, to raise to a higher level, to cause feelings of enthusiasm, and to make someone feel energetic**. I am asking all of you to challenge yourself to attend our monthly dinner meetings, participate in your committees and, to actively strengthen your connections in EWI.

I look forward to seeing all of you on **Wednesday, February 11<sup>th</sup>** at the Waialae Country Club, our next business meeting. Up for discussion will be proposed changes and updates to EWI of Honolulu's Standing Rules. Your input is valuable and we look forward to your attendance to help us attain quorum!

Warmest aloha,

Cora Kim  
President  
EWI of Honolulu 2014-2015



## Executive Women International Honolulu

Wednesday, February 11, 2015

### Featuring Guest Speaker Craig Chong President & CEO, Fresh Leadership

Born and raised in Hawaii, Craig is the President of Fresh Leadership, a strategic consultancy company that is focused on providing executive coaching, leadership consulting and strategic planning for leaders in a broad range of industries including education, construction, retail, development, financial, medical, technology, alternative energy, land management, government, churches and non-profits.

His discussion areas will include:

- Executive Coaching
- Strategic Planning
- Organizational Change Management

Registration: 5:30 – 6:00 p.m.

Program: 6:00 – 8:00 p.m.

Location: Waialae Country Club, 4779 Kahala Avenue

Cost: \$45 per person, no host bar

Menu:

- House Salad
- Braised Boneless Short Ribs with Red Wine Ume Sauce and Sautéed Fresh Island Fish with Lemon Caper Butter (vegetarian option available)
- Waialae Ice Cream Pie
- Basic Beverages Included; Coffee & Tea

Regrets deadline: February 4<sup>th</sup> to Karen Choe, Sergeant-At-Arms, choek@ft.newyorklife.com

Mail cash or check to: New York Life,  
Attn: Karen Choe  
841 Bishop St., Suite 1900  
Honolulu, HI 96813

*Note: It is your responsibility to inform the sergeant-of-arms by email or telephone before the RSVP deadline if you are not able to attend. You will be billed for any missed meetings unless notice is received by the deadline.*

# Honolulu Chapter Board Meeting Highlights

December 10, 2014

## **Treasurer's Report:**

The October and November financials and the November disbursements were approved.

## **Committee Reports:**

### **ASIST – Wanda Sanchez**

- The committee will be contacting the various colleges to encourage their participation.
- The revised EWISP application form will be available from Corporate in early January.

### **Communications and Marketing – Jocelyn Palafox**

- Connect articles from Member Firms are welcome to share information and/or to promote company activities.
- Pictures used for social media efforts are on hold until all signed media releases are obtained.

### **EWISP – Jennifer Ihara**

- Board approval will be requested for revised criteria for the Lynette Tamaye Award to include digital media submissions.
- The revised EWISP application form will be available from Corporate in early January.

### **Philanthropy – Wendy Kia**

- Dress for Success clothing drive was a huge success. Mahalo for your donations!

### **Program – Cassie Townsend**

- Waialae Country Club was approved as the February 2015 meeting venue (\$45 per person).
- Cassie Townsend will be relocating to Washington D.C. at the end of the month so will no longer be her firm's Representative to EWI.

### **Retention & Recruitment – Michelle Nakahara**

- Membership count is 58 member firms and 62 representatives.
- A membership brochure was created and presented to the Board for review. Once approved, this brochure would be provided to all new and prospective members.
- Awards are being proposed for Outstanding Member Firm and Outstanding Member Representative. The proposals will be discussed at the next Board meeting.

The majority of our Member Firms are on a calendar year renewal cycle so Corporate has sent renewal notices to those firms. If payment is made by credit card, Corporate adds a \$10 processing fee to the total payment (\$285 for check payments vs. \$295 for credit card payments).

### **Sergeant-at-Arms – Karen Choe**

- December 4, 2014 Meeting Attendance: 27 representatives and 6 no shows = 44% attendance.
- Effective January 2015, the Board approved the Sergeant-At-Arms processing of the monthly dinner credit card payments to assist the Treasurer in timelier processing.

## 2014-2015 Officers & Directors

### **President**

Cora Kim, Hawaii Prince Hotel Waikiki  
(808)943-4147 / chkim@hiprince.com

### **VP/President-Elect**

Maegan Brandt, Insurance Solutions, LLC  
(808)853-3403 / maeganb@ins-solve.com

### **Secretary**

Kelly Nishimura, Remedy Intelligent Staffing  
(808)733-8550 /  
kelly.nishimura@remedystaff.com

### **Treasurer**

Roseann Bronston, Archipelago Hawaii  
(808)263-8891 /  
roseann@archipelagohawaii.com

### **Ways & Means Director**

Karen Garcia, Hawaiian Electric Co., Inc.  
(808)543-4601 /  
karen.garcia@hawaiianelectric.com

### **Retention & Recruitment Director**

Michelle Nakahara, Starwood Hotels in Waikiki  
(808)931-8451 /  
michelle.nakahara@starwoodhotels.com

### **Sergeant-at-Arms**

Karen Choe, New York Life Insurance  
(808)529-6300 / choek@ft.newyorklife.com

### **Programs Director**

Jocelyn Collado, Becker Communications, Inc.  
(808)533-4165 /  
jocelyn@beckercommunications.com

### **EWISP Director at Large**

Jennifer Ihara, Level 3 Communications  
(808)441-8561 / Jennifer.Ihara@level3.com

### **Communications & Marketing Director**

Jocelyn Palafox, Mokulele Airlines  
(808)232-6656 /  
jocelyn.palafox@mokulelehawaii.com

### **Appointed Positions Advisor**

Shelley Okubo, Aqua Hospitality  
(808)748-2244 / sokubo@aquahospitality.com

### **Bylaws/Parliamentarian**

Brenda Kanno, Research Corporation of  
the University of Hawai'i  
(808)988-8311 / bkanno@rcuh.com

### **ASIST Chair**

Wanda Sanchez, Bank of Hawaii  
(808)694-4505 / wanda.sanchez@boh.com

### **Philanthropy Chair**

Wendy Kia, Marie Louise Fine Garment  
Cleaners  
(808)593-1110 / marielouisefgc@msn.com

**Ways and Means – Karen Garcia**

- The January 2015 Connect will include the Save the Date notice.
- The golf application will be posted to the website once it is finalized.

**Unfinished Business:**

- None

**New Business:**

- Standing Rules (Brenda Kanno) – Most major changes came from the amended Bylaws which were adopted at LCAM. Content removed from the Bylaws was added to the Standing Rules. A draft of the revisions was presented and further revisions below will be added by Brenda for review at our next Board meeting.
  - SAA: Add new SAA duty of processing the monthly dinner credit card payments.
  - Media Releases.
  - Lynette Tamaye Award: Award or some variation of it will continue to be awarded until the funds in the account are depleted.
  - ASIST: possibly add additional criteria/rules if committee recommends/Board approves.
- The Fidelity Bond that the chapter is required to carry will now cover 5 individuals (the 4 officers and the Sergeant-at-Arms).

**Next Meetings:**

- 1/14/15 -- January Membership Meeting, 5:30 pm, Pomaikai Ballroom.
- 1/21/15 -- Board Meeting, 5:30pm, Hawaii Prince Hotel, Board Room.

**DATES TO NOTE**

**February 11, 2015**  
Dinner Meeting  
Waialae Country Club

**February 16, 2015**  
Board Meeting  
Hawaii Prince Hotel

**Happy Birthday!**

Miki Hwang	Feb 3
Abigail Jacinto	Feb 3



CONNECTIONS | CAREERS | COMMUNITY



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@ewihonolulu



Executive Women International (EWI) Honolulu

#ewi

Great News Bookworms!! Julie Vaughn of member firm Hagadone Printing Company will now be leading our EWI Honolulu Book Club. Please feel free to contact Julie (juliev@hagadonedigital.com) if you are interested in attending our quarterly book club meetings. Info on the next book club meeting will be announced shortly. Thanks Julie!





**The 2015 ASIST & EWISP Scholarship Applications are now available on our EWI of Honolulu Website.**

Interested applicants should contact:

**ASIST**

Wanda Sanchez (ASIST Chair) - [wanda.sanchez@boh.com](mailto:wanda.sanchez@boh.com)  
Application Deadline = March 13, 2015

**EWISP**

Jennifer Ihara (EWISP Chair) - [jennifer.ihara@level3.com](mailto:jennifer.ihara@level3.com)  
Application Deadline – March 31, 2015

We look forward to receiving many applications and are excited to be awarding up to \$30k in scholarship dollars this year!



**SAVE THE DATE**

**20th ANNUAL EWI GOLF TOURNAMENT**  
**Friday, August 14, 2015**

**HAWAII PRINCE GOLF CLUB**  
**91-1200 FORT WEAVER ROAD**  
**EWA BEACH**

FOR MORE INFORMATION  
Contact: Karen Garcia  
Phone: 808-543-4601  
Email: [karen.garcia@hawaiianelectric.com](mailto:karen.garcia@hawaiianelectric.com)

Your participation supports EWI Honolulu Chapter's scholarship programs for high school seniors (EWISP) and adult students in transition (ASIST).





## is going VIRAL!!

Your 2014-2015 Communications & Marketing Committee will be working to take EWI Honolulu's Social Media platforms to the next level. With your help, we are hoping to put EWI Honolulu in the social media spotlight, one hashtag at a time.

### Here's how you can help:

- Please email us any photos from EWI events, meetings, etc., that we can post to social media.
- Committees – If you have any events or news you'd like us to share, please email us. You can include photos, flyers or just verbiage you may want posted
- **COMMUNITY!!** Any community events you'd like us to share? Please email us as much info as possible, including flyers or entry forms. Read a great local article on Star Advertiser or Hawaii News Now recently? Forward it to us and we'll see if it something we can post!
- **CAREERS!!** Any exciting news about your firm, career fairs, business articles, etc. These are great to help tie into our 3 C's!!
- You can send all emails to: [jocelyn.palafox@mokulelehawaii.com](mailto:jocelyn.palafox@mokulelehawaii.com)
- If you use Facebook, please be sure to like and share our Facebook page – Executive Women International (EWI) – Honolulu Chapter. Also, please tag us and #ewihonolulu on any photos or posts about EWI
- If you use Instagram, please be sure to follow us @ewihonolulu, tag us in your posts and use #ewihonolulu



Instagram

# Got some



Don't Forget:

The Communications & Marketing Committee is here to help you and your firm to promote any upcoming events and/or big announcements!! If there is anything you'd like to share with membership, please send it to us in word or pdf format. Email [jocelyn.palafox@mokulelehawaii.com](mailto:jocelyn.palafox@mokulelehawaii.com) with your submissions or for more info.



PACIFIC BUSINESS NEWS WOMEN WHO MEAN BUSINESS

# 2015 Online Nominations Now Open



Images from PBN's 2014 Women Who Mean Business sold-out event at the Royal Hawaiian.

### 2015 PACIFIC BUSINESS NEWS BUSINESSWOMAN OF THE YEAR

Help us honor Hawaii's outstanding women executives in the for-profit and nonprofit categories who:

- ▶ Demonstrate exceptional leadership
- ▶ Possess business acumen
- ▶ Have displayed a strong commitment to making Hawaii a better place through their hands-on approach to community service
- ▶ Previous PBN Businesswoman of the finalists are eligible (Previous PBN Businesswoman of the Year winners are not eligible)

### 2015 PACIFIC BUSINESS NEWS WOMEN TO WATCH

Know someone who has gone above and beyond the call of duty to make a difference at her company, the organizations she supports or within the community?

We'd love to give that person the honor and recognition she deserves, even if that person is you!

#### Who are women to watch?

- ▶ Women who have made significant contributions to the overall success of their company, nonprofit or community
- ▶ Women who have gone above and beyond what is expected of them in any situation
- ▶ Women who have demonstrated leadership potential
- ▶ Women who have an outstanding work ethic
- ▶ Nominee can also submit a separate nomination in the Businesswoman of the Year category so long as the candidate meets the requirements

### SELF NOMINATIONS ARE WELCOME

[www.bizjournals.com/pacific/nomination/71831](http://www.bizjournals.com/pacific/nomination/71831)

### NOMINATION DEADLINE 5PM, FRIDAY, FEBRUARY 6, 2015

#### SAVE THE DATE

**THURSDAY, APRIL 16, 2015**

Evening Reception & Awards Program for PBN's 2015 Women Who Mean Business Honorees and Hawaii's Top 25 Women-Owned Businesses

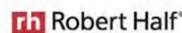
#### QUESTIONS?

Contact PBN's Audience Development Director, Rose Balagtas at 808.955.8072 | [rbalagtas@bizjournals.com](mailto:rbalagtas@bizjournals.com)

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EWI WEBINAR



Professional Development

Featured Presenter:

WHEN:  
Tuesday, February 3, 3:00 pm ET

REGISTER:  
[www.ewiconnect.com/webinars](http://www.ewiconnect.com/webinars)

DURATION:  
60 minutes (includes Q&A)

TOPIC: Effectively Communicating thru Emails

For most everyone in business, whether for themselves or working for someone else, email has become a large percentage of their communications. For some businesses, email is the most critical type of communications—surpassing even the old standby, the phone.

You will learn a few tips to enhance your email communications that will save you time and increase your effectiveness.

Our firm is a member of Executive Women International® (EWI®), a global women’s organization with an equal focus on Connections, Careers and Community. Through this membership our employees have access to professional development webinars featuring great presenters who are excited to help you become better at what you do and how you do it. With subjects ranging from Goal Setting and Achievement to Communication and Emotional Intelligence, these webinars are a must see. This is a benefit extended to member firms’ employees, only. Please do not forward to anyone outside our firm.

**Dr. Joan Gallagher**



*Joan is the vice president of University Advancement at Friends University in Wichita, KS. She oversees all aspect of the University Advancement division, which is responsible for developing and nurturing University relationships and partnerships within the community and with various institutional constituencies. Her previous work with several Fortune 100 companies included developing a wide array of strategies. She has served in positions at Caremark RX Inc./CVS, Eckerd Corporation, and Zurich Scudder Investments.*

This opportunity made possible by EWI member representative: