Letter from President

Aloha,

The new year marks the beginning of many things such as a new calendar, a time to make a commitment to oneself, and a time to start fresh in working toward whatever goal you have set out for you, your company and perhaps the people who surround you. It is a good time to re-energize, move forward and work on the list of things you’ve set your sights on and make a plan. Then the rest is up to you!

Your chapter board is working with their respective committees in order that they may provide you with an invaluable experience and purpose for 2010. Whether it is a heartwarming scholarship dinner for EWISP or ASIST, a fun and successful golf tournament, a member firm night or a feel good/make a difference philanthropic event, it is with great honor that your board works together to accomplish this. With this in mind, below is a list of opportunities and goals gathered during the last few weeks by your board members and we would like to humbly share this with you. It’s a start for your board and definitely an ongoing process!

Strategic Planning “Opportunities & Goals for 2010”

Opportunities:

- Partnering with another non-profit organization to work on a philanthropy project. This will increase EWI’s exposure to the community as well as provide possible networking opportunities with other organizations.

- Provide engaging speakers or topics for monthly dinner meetings to boost meeting attendance.

- Promote opportunities for members to get to know each other (e.g., through simple ice breaker type games or planned activities).

- Foster goodwill and support of our students in the community by having EWI members mentor them by allowing them to participate in our activities (properly approved/supervised by parent) such as philanthropy events, committee work shadowing, attend dinner meetings, etc. These students are the future leaders of the world.
Goals:

- Increase EWI membership.
- Explore additional fundraising opportunities.
- Ensure that we constantly promote member firms either through the EWI Connect, at monthly dinner meetings or other events.
- Continue “marketing” EWI in the community.
- Focus on membership retention.
- Focus on “quality” of new member firms rather than quantity.
- Continue to ensure financial solvency.
- Continue to look for ways to reduce operating expenses.
- Ensure that programs for monthly meetings are in keeping with EWI’s mission/purpose (e.g., ensuring that firm/executive will support the value of membership and programs provided).
- Better educate representatives so they understand what EWI is all about and their responsibilities (EWI is not a “club”...we are a professional organization).

Happy Birthday!

Adele Tsukamoto Jan 9
Mary Eichholtz Jan 18
Sherilyn Tamayose Jan 23

• Successful golf tournament.
• Mentor newer representatives for chapter leadership positions.
• Assign ASIST chair responsibilities to VP/President –Elect as was done in the past.
• Continue to promote EWISP and ASIST scholarship programs...these are the vital links to the communities in our mission statement.

Look forward to working with you! Happy New Year!

Sheri Tamayose
President
EWI of Honolulu 2009-2010

Attention All EWI Jewelry Creators

We're planning a EWI Jewelry Show and would love to showcase your talents at the March 10th business meeting. Limited number of tables are available. Please email smiyabara@punahou.edu or call 945-1361 if you’re interested in showing your jewelry. Deadline is Feb. 10 or when space is filled.

Happy Birthday!

Adele Tsukamoto Jan 9
Mary Eichholtz Jan 18
Sherilyn Tamayose Jan 23

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.
Toby Tamaye
President, AT Marketing

AT Marketing is a Hawaii based firm that is experienced in advertising, public relations, event marketing and social media for Hawaii residents and its tourism markets. In 2008, his firm was recognized by Pacific Business News as Hawaii’s 16th fastest growing company. He is also a 2009 class member of Pacific Business News Forty Under 40. The firm’s client list includes Royal Hawaiian Center, various restaurants, retail, nightclubs, bar lounges, activities, financial institutions and major festivals & events.

Toby is a sophisticated user of social networking and has been a guest speaker for organizations such as the Hawaii Tourism Authority, Pacific Asian Travel Association and Meeting Planners International. He has more than 1,000 Facebook friends, has a huge twitter following and is known for throwing “tweet-up” twitter events for his clients.

Follow Toby on twitter@atmarketing.

Wednesday, January 13th, 2010
PACIFIC BEACH HOTEL
Neptune Restaurant

$35.00 Dinner Buffet
Hosted Parking

5:30 p.m. Registration
6:00 p.m. Dinner Buffet
6:30 p.m. Toby Tamaye

Dinner Buffet includes: Appetizers, Soup, Salads, Bread, Island Fish Trilogy of Moki, Onaga & Mahi Mahi, Big Island Shortribs, Garlic Fried Rice, Organic Vegetables, Assorted Desserts, Coffee, Hot Tea, or Iced Tea.

Please RSVP if you will NOT be attending or if you are bringing a guest to:
Cora Kim of Hawaii Prince Hotel Waikiki
by noon, Monday, January 4, 2010 via e-mail at cchkim@hiprince.com or phone 943-4147.

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 telephone by the RSVP deadline if you cannot attend. You will be billed for any missed meetings unless prior notice is received.
Honolulu Chapter Board Meeting Highlights

Wednesday, December 9, 2009
First Hawaiian Bank, 28th Floor Conference Room

President Sherilyn Tamayose called the board meeting to order at 5:49 p.m.

Approval of Minutes:
The minutes of the October 28, 2009 meeting were circulated and approved.

Treasurer’s Report:
• No new report given.
• A motion was made and seconded to approve the following payments:
  − Anna Tam, ASIST 2009 Recipient - $1,000 to Kapiolani Community College
  − 3660 on the Rise - $990 for the November 10th, 2009 Membership Meeting
  − Susan Miyabara - $8.38 reimbursement for the purchase of leis
  − Lauralei Tanaka - $16.60 reimbursement for the purchase of two books of stamps

Committee Reports:
ASIST
• Submitted verbal report.
• First committee meeting will be on January 20, 2010.
• A check was received from member firm Insurance Advantage, LLC in the amount of $1,000 donated toward the ASIST scholarship.

Communications and Marketing
• Submitted verbal report.
• Michelle requested articles for January EWIClone to be submitted to her by December 11th to meet her December 16th deadline to proofers. Doreen Tavares will be providing an article on the departure of Larry Fuller.
• Michelle expressed the need for more member firm recognition in the EWIClone. She also wants to encourage more people to read the newsletter, therefore will look at innovative articles to feature.
• Sherilyn suggested featuring member representatives in the newsletter. She also mentioned that the update of the website, to include new board members, contact information, and events, will be the next focus. It should be up the first of the year.

EWISP
• Submitted written report.
• A contact list of school counselors was updated and letters will be sent soon to inform them of the EWISP Scholarship.
• The next meeting will be on January 7th, 2010.

Membership
• Verbal report given by Sherilyn Tamayose.
• Membership renewals were distributed on December 2, 2009.
• New Member - Ina Chang, Aloha Data Services, has been posted.

Philanthropy
• Submitted a written report.
• The next event will be Bingo at the Pearl City Nursing Home on Saturday, February 6, 2010.
• April is looking for donations of toiletries to be given out as prizes and also volunteers to assist with the activity.
Program
• No report.

Sergeant-at-Arms
• Submitted written report.
• There were 21 member representatives, 1 sustaining/life member, 8 guests, and 3 no shows at the November 10th Membership Meeting at 3660 on the Rise.
• 48% member representative attendance compared to last year’s 64%.

Ways & Means
• Verbal report submitted by Sherilyn Tamayose.
• 2010 EWI of Honolulu Golf Tournament taking place at the Hawaii Prince Golf Course on August 27, 2010.

Unfinished Business:
• RSVPs for “Standing NOs” for monthly dinner meetings
  – Kathleen Yoshinaga and Denise Sasaki will remain standing NOs for future meetings.
  – Adele Tasaka, Joan Graham, Merryl Iraha, and Kathleen Chin will RSVP on a normal basis.
• Records Retention, Self-Storage, and Disaster Recovery
  – Shelley and Sherilyn had lunch with Ina Chang of Aloha Data Services to inquire about data services. Need to determine number of pages to obtain price quota.
  – Sherilyn asked board members to prepare and gather their respective records after year end 2009 (as required by corporate office new records and retention schedule) and give to Zenaida in CD form. Zenaida will mail to corporate office as mandated for disaster recovery purposes.
• Strategic Plan
  – Sherilyn distributed her President’s Message which included the board’s 2010 Strategic Plan to all for review. She will submit and send out by December 16th.
  – We will continue to do a reflection on our Strategic Plan at future Board of Directors meetings.

New Business:
• International Directory & Chapter Membership renewals
  – Each member representative is able to edit and update the International Directory for their respective firms.
  – Michelle will send an email blast to all to find members that still need to receive their EWI Corporate website log-in and password.
  – Another email blast will be sent within 1-2 weeks to remind all to submit their membership renewals and verify which members will be continuing with EWI of Honolulu in 2010.
  – Membership Summary Sheet is due on January 15th, 2010 to corporate.
• Future Board Meeting dates for 2010
  – We will continue to meet every last Wednesday of the month at 5:30pm at the First Hawaiian Center 28th floor Conference Room.
• Mentoring/communication
  – Sherilyn advised all to maintain excellent communication and mentoring within committees and amongst members.
• B/C/DP & Philanthropic Projects for 2010
  – Forms 29 and 30 will be completed and submitted to corporate by December 31, 2009.

Announcements:
• The next Membership Meeting will be held on Wednesday, January 13, 2010 at the Pacific Beach Hotel, Neptune Restaurant at 5:30 p.m.
• The next Board of Directors meeting will be held on Wednesday, January 27, 2010 at the First Hawaiian Center 28th floor Conference Room at 5:30 p.m.

Adjournment: 6:48 p.m.
Presenting Member Firm Aqua Hotels and Resorts

Aloha from Aqua Hotels & Resorts

Aqua Hotels & Resorts is a full-service management company founded in 2001 by Hawaii hotelier Mike Paulin. The company provides independent hoteliers and individual owners with full-service administration including revenue management, internet distribution, sales, reservations, as well as individualized and brand advertising and marketing for maximum profitability.

Currently managing 17 hotels and resorts throughout Hawaii, Aqua is headquartered in Waikiki. Aqua became Hawaii’s first employee-owned hotel company in 2008 when it executed an Employee Stock Ownership Plan. For information on the company and individual hotels, visit www.aquaresorts.com.

Fastest 50

Aqua was named to the ‘Fastest 50’ list by Pacific Business News for the third year. Companies on the list are Hawaii’s fastest-growing companies, based on percentage growth in revenue between 2006 and 2008.

Hotels added in 2009 ...

First row from left: Hotel Wailea Maui, Ilikai Hotel & Suites
Second row from left: Aqua Hotel Molokai, Kauai Beach Resort
Third row: Malei Sky Court

For more information about the company, or if you would like to stay at an Aqua property, contact Shelley Okubo, representative of member firm—Aqua Hotels & Resorts at 808-687-7110 / sokubo@aquaresorts.com. Website: www.aquaresorts.com.
EWI Member Volunteers

The Philanthropy Committee will be providing our services at member firm
**Pearl City Nursing Home's Bingo event on Saturday, February 6, 2010.**
The Committee is asking for donations of toiletries and other small items to use as BINGO prizes. Please bring your donations to the membership meeting on January 13. We are also looking for 10 volunteers to help at the event. We look forward to seeing you there!!!

**Pearl City Nursing Home.**
Pearl City Nursing Home is a nursing home providing intermediate and skilled level of care services
919 Lehua Avenue
Pearl City, HI 96782
Telephone: (808) 453-1919

Date: Saturday, February 6, 2010
Time: 10:00a.m.-12:00p.m.

**Agenda:**

- Set-up 10:00a.m. – 10:30a.m.
- Bingo Game 10:30a.m. -- 11:30a.m
- Game Wrap-up/Clean-up 11:30a.m. – 12:00p.m.

Please email April Tengan to sign-up at: april_tengan@hmsa.com
December Business Meeting
December 2, 2009
Honolulu Country Club

The holiday spirit filled the air as members wore red, green and festive Christmas accessories, and cheerfully greeted each other for the last meeting of 2009.

During the networking segment, Vicky Cayetano and her sister Ginny Tiu displayed their wares, Bags by Miche Hawaii, as members crowded to see the handbags with interchangeable shells. One simple bag can have 40 different looks. What a concept! Forget about transferring all your “stuff” from one bag to another. If anyone is interested in looking at more shells, you can contact member, Kathleen Yoshinaga of Stanley Ito Florist dba Kathleen Enterprises, who is a Miche representative.

Sheri Tamayose, President, introduced the many guests who joined us: Trevor Horibata and Christine Gansenberg of Pacific Basin Communications (Bonnie Horibata), Sheri Tsubata from Morgan Stanley Smith Barney (Val Tanaka), Ina Chang, President of Aloha Data and Eve Colton In of Concierge Services (membership), Vicky Cayetano and Ginny Tiu of Bags by Miche Hawaii (program), Laraine Heirakuji former EWI representative and past EWI president (Dee Fujii.)

Sheri also introduced Kara Chin, daughter of Kathleen Chin of Sirius Puppy Training. Kara is a junior and honor student at Mid Pacific Institute and will be volunteering her services as a graphic arts designer to assist with EWI Connect and to any committee that would like to use her services….i.e. invitations to EWISP and ASIST, signage for golf tournament.

Our delicious buffet dinner by Honolulu Country Club was preceded by a poem recited by Mary Ann Yeh of Current Affairs. The poem was entitled “How Do You Think?” author unknown. It reminded all of us the power of positive thinking…..having that “can do” attitude.

A quorum was present therefore Sheri proceeded with the business meeting. Representatives approved the previous meeting’s minutes, October’s Treasurer’s report and the 2010 proposed budget. KaNoi Lam, UBS Financial Services, provided us with an activity to help us understand the complicated budget process.

Mary Eichholtz of Sheraton Hotels our ASIST Chair, announced that they received a $1,000 scholarship donation from Insurance Advantage, LLC. The Executive is Van Nakashima, representative, Kay Sasaki.

The evening ended with lots of laughter and fun decorating gingerbread houses which were donated to the Ito Group facilities: Pearl City Nursing Home, Oahu Care and Kulana Malama. Although some houses looked better than others, they will equally be enjoyed by the residents.

Thank you to Sheri for the handcrafted dazzling Christmas tree she gave away in a drawing and for the beautiful Christmas card she made for each member so she can send Christmas cheer to someone else.