



ewi CONNECT

HONOLULU EDITION

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Letter from the President



Happy New Year, EWI of Honolulu! I can't believe that it's 2015! Remember when we were anticipating the start of the year 2000 and Y2K conversion? Seems like just yesterday! And, here we are some 15 years later.

The start of the New Year is always an **exciting** time. This is a time to set your New Year's resolutions (both personal and professional) and focus on goal setting. It's a time to start anew and begin with a fresh slate. What are your New Year's resolutions? Your next *Connect Challenge* is to email me (chkim@hiprince.com) your top 3 New Year's resolutions. Share your resolutions with me by January 12th and you'll have completed the second *Connect Challenge*!

Last month, I challenged anyone reading the Connect to send any ideas or suggestions to help keep EWI of Honolulu on the right track. Thank you to Leianne Pedro (member firm Honolulu Star-Advertiser), Jill Walder (mPower Hawaii), Ada Iwasaki (SH Consulting, LLC), Julie Vaugh (Hagadone Printing Company), Maegan Brandt (Insurance Solutions, LLC), Brenda Kanno (Research Corporation of the University of Hawaii), and Karen Garcia (Hawaiian Electric) for your brilliant suggestions. We received such great feedback including how to enhance the EWI Honolulu brand, improve visibility of member firms and focus on possible member benefits amongst our firms, improving the look of the board highlights in our monthly Connect, participating in larger special events to improve our visibility, encourage participation in our monthly corporate webinars, adding recipes to the monthly Connect, and focus on improving communications within our organization. All of your suggestions were discussed with the Chapter Board as we embark on the New Year together.

At our December meeting, I had asked Julie Vaugh to share with us her comments on how to keep EWI on the right track and I would like to share them here again in case you missed the meeting: "Through my career and even in my personal life, I have come to realize *Communication* is one of the most important factors to being successful. Individuals have to foster an open line of communication and be comfortable addressing all factors, good and bad. We can only move forward, grow and excel by communicating our feeling, experiences, and thoughts." Mahalo Julie for sharing your words of wisdom with us!

Please join us at the January membership meeting on Wednesday, January 14th, 5:30 p.m. at the Pomaika'i Ballrooms for our first firm night of the year. Hagadone Printing Company's executive, Clint Schroeder, will be featured and will speak to a number of relevant issues including digital marketing and how it can help your business, how to convert more online traffic and how to find out what your competitors are doing online. It will be an informative evening and look forward to seeing you all there!

Let's all ring in 2015 with a bang and let's all get **excited** for the year ahead!

Warmest aloha,

Cora Kim
President
EWI of Honolulu 2014-2015



Executive Women International Firm Night Wednesday, January 14, 2015

Featuring guest speaker Clint Schroeder
President, MBA, CSE, CME

Clint Schroeder joined Hagadone in early 2010. Prior to becoming part of the Hagadone family, Clint served as Vice President of Sales/Advertising/Marketing for Gannett Co, Inc. at The Honolulu Advertiser, Hawaii's largest newspaper.

Clint possesses 18 years of media, publishing, marketing, and commercial printing experience, as well as experience working in the Denver and Chicago markets.

His topics of discussion:

- What is Digital Marketing and how it can help your business.
- How to find out what your competitors are doing online.
- How to track and measure your results.
- How to convert more online traffic.
- How to avoid costly digital marketing mistakes.



Registration: 5:30 – 6:00 p.m.
Program: 6:00 – 8:00 p.m.

Location: Pomaikai Ballroom at Dole Cannery, 735 Iwilei Road, Honolulu

Cost: \$40 per person, no host bar
Parking: FREE, sponsored by Hagadone

Menu: Dinner Buffet (vegetarian options available)

Regrets deadline: January 7th 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-at-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

November 19, 2014

Committee Reports:

ASIST – Wanda Sanchez

- The committee will discuss whether limits should be placed on the amount of times a recipient can apply or win an ASIST scholarship. Recommendations will be presented to the Board for consideration.

Communications and Marketing – Jocelyn Palafox

- December 2014 Connect scheduled for release on Friday, 11/21/14.
- Deadline for December Connect articles is Wednesday, 12/17/14.

EWISP – Jennifer Ihara

- Committee members will reach out to their assigned schools for EWISP exposure.

Philanthropy – Wendy Kia

- Business attire donations will be collected at the December dinner meeting for the YWCA Dress for Success Program.

Program – Cassie Townsend

- December's meeting will be at the Japanese Cultural Center, Ewa Ballroom. The speaker will be from the Dress for Success Program.
- January's meeting will be a firm night with Hagadone Printing. Clinton Schroeder, President of Hagadone, will speak on 'How To Target Your Customers'.
- February's meeting will be at Waialae Country Club.
- The YWCA Fuller Hall was approved as the March 2015 meeting venue.

Retention & Recruitment – Michelle Nakahara

- Membership count is 58 member firms and 62 representatives.
- The New Member Pau Hana reception went well. Thanks to Leonn Kaleikini for graciously hosting the event at her condo and also donating the food.

Sergeant-at-Arms – Karen Choe

- The SAA will now process the monthly credit card payments for dinner meetings.

Ways and Means – Karen Garcia

- Festival of Giving was a success and \$4,000 was raised.
- 'Save the Date' flyer for the 2015 golf tournament is being prepared.

Unfinished Business:

- Items in the Hawaii Self Storage (town storage unit) will be relocated to a Mililani unit at no charge.

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

New Business:

- Standing Rules Revisions – The Board will review and discuss revisions to the Standing Rules at the next Board meeting. Once the Board approves the revised Standing Rules, it will be presented to the membership for approval.

Next Meetings:

- 12/3/14 -- December Membership Meeting, 5:30 pm, Japanese Cultural Center Ewa Ballroom.
- 12/10/14 -- Board Meeting, 5:30pm, Hawaii Prince Hotel.

DATES TO NOTE

January 14, 2015
Dinner Meeting
Pomaikai Ballrooms

January 21, 2015
Board Meeting
Hawaii Prince Hotel

January 27, 2015
Book Club Meeting
Amuse Wine Bar

EWI Book Club Announcement

Do you love to read? Do you like to connect with other members? Join us!

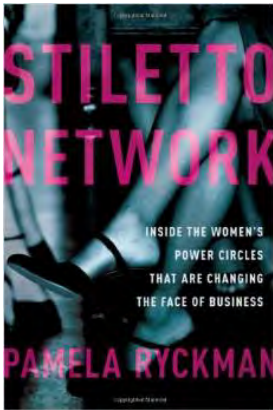
Our book club is now meeting quarterly! At meetings starting in January we will discuss two book selections.

January Meeting:

January 27th at 5:30pm at Amuse Wine Bar

Business Book: “Stiletto Network: Inside the Women's Power Circles That Are Changing the Face of Business” by Pamela Ryckman

Fiction Book: “May We Be Forgiven: A Novel” by A.M. Homes



Do you have a book suggestions? Want to join our mailing list? Want to RSVP? Email: maeganb@ins-solve.com

Happy Birthday!

Jenny Li	Jan 20
Sherilyn Tamayose	Jan 23
Sherrie Hill	Jan 25
Alyssa Miyake	Jan 31



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Executive Women International (EWI) Honolulu

#ewi

Aloha Member Representatives,

Please share this "Save the Date" flyer with your executive and others. More information is forthcoming, including the application/brochure.

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



The flyer features a scenic view of a golf course with a lake and palm trees. The text is overlaid on this image. A golf ball with the EWI logo is positioned in the bottom right corner of the flyer.

A Hui Hou (“Until we meet again”)

We want to wish Cassie Townsend of Staffing Solutions, a fond farewell as she will be relocating to Washington DC. We will miss Cassie and wish her well. We hope she attains all the success she deserves. Her loyalty and work ethic has been an inspiration to us all. Cassie served as our Program Director, but resigned in December to prepare for her big move. Aloha Cassie!



We are excited to announce that Jocelyn Collado of Becker Communications will be the new Program Director, replacing Cassie Townsend of Staffing Solutions. Jocelyn will serve as Program Director for the remainder of the chapter year (until September 2015). Congratulations Jocelyn and welcome to the Board!



Honolulu ewi 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
- 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 with your submissions or for more info.

EWI WEBINAR



Professional Development

WHEN:
Tuesday, January 6, 3:00 pm ET

REGISTER:
www.ewiconnect.com/webinars

DURATION:
60 minutes (includes Q&A)

TOPIC: STOP COMPETING & START CREATING
THE LIFE YOU WANT TO LIVE

You have to realize that giving yourself permission is step number one to start living your best life. You will learn:

- To acknowledge what is keeping you locked up
- How to be the architect of your own life
- Who are your basement dwellers versus your penthouse cheerleaders?
- How to create your own opportunities by leaning on your circle

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.

Featured Presenter:



Nicole Matthews

Nicole Matthews, CSEP, is Founder and Lifestyle Architect of The Henley Company, LLC., a global event, travel, and lifestyle concierge firm based in San Diego, CA. With the belief that life should be experienced in a big way, she focuses on helping clients to live the life they want and produce the experiences they want to remember. Nicole is an accomplished business owner, professional speaker, and now author of "Permission: Stop Competing & Start Creating the Life You Want To Live"

This opportunity made possible by EWI member representative: