

## President's Message



FUN~FRESH~PRESENT....

44 people were *present* to experience an EWI moment on October 12, 2011. CONNECTIONS were made between new, existing, and prospective Representatives. CAREERS were enhanced through public speaking, exchanging ideas, and the history of EWI through a Jeopardy game. 13 former EWI Presidents shared highlights from their presidency. Five of those Presidents, (retired or in career transitions) re-connected with our Honolulu Chapter! COMMUNITY *fun* energized the room in a perfect way to end a Wednesday. Time present was worthwhile.

I was glad to be present at LCAM. The EWI Leadership Conference and Annual Meeting (LCAM) held in Minneapolis was a jolt of inspiration! Presidents Caucus motivated 2011-2012 Chapter Presidents with ideas and concepts to bring home. MyEWI was launched as EWI's social media platform on ewiconnect.com. MyEWI can be used as an Intranet, will build CONNECTIONS, and can streamline EWI information to your personal specifications. Let's embrace MyEWI as a potential efficiency tool for EWI Honolulu Chapter. **Please register & participate in the MyEWI webinar on November 15, 2011 at 10:00 a.m. – 11:00 a.m. (Hawaii time). Your feedback will assist EWI in the success of MyEWI.**

I'm wondering....how many representatives actually read the monthly Connect newsletter? Responses from last month let me know that at least 3 people read it. If you are reading this message, please send me an email ([tracyw@ins-solve.com](mailto:tracyw@ins-solve.com)) before the November 9<sup>th</sup> meeting. Your name will be entered in a drawing for a prize!

While challenges exist each term, please know that EWI of Honolulu is blessed with 48 Member Firms and extremely successful fundraising events. Many Chapters do not share this solid foundation. Thank you for contributing to our strength.

Your Board of Directors committed to be PRESENT at a FUN, FRESH retreat on 10/14 – 10/15/11. Ideas from LCAM will be shared and utilized. Team Building will strengthen and empower the leadership. Prior goals will be reviewed, measured, and incorporated into a strategic plan. Your response to surveys, feedback to Committee chairpersons, and participation are essential. Together, we will energize each other to step aside, give each other "five", then step over as one voice to achieve new heights.



President  
EWI of Honolulu 2011-2012



**EXECUTIVE WOMEN INTERNATIONAL  
HONOLULU CHAPTER  
Fresh ~ Fun ~ Present**

Wednesday, November 9th, 2011

Manoa Grand Ballroom aka Japanese Cultural Center

(2454 S Beretania - Across from  
old Star Market/ Longs in Moiliili)

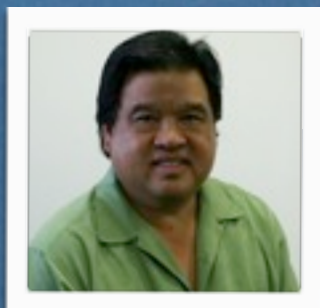
Diamond Head Ballroom

*5:30 p.m. Be present to Connect - Networking*

*6:00 p.m. Dinner & Program*

*COST: \$33 per person*

*PARKING: \$5 with validation*



**HOLISTIC HEALING AND WELLNESS**

Excellent health is an important component in our daily lives and allows us to be productive as we deal with balancing family, work and extra curricular activities. Dr. Jon Ho will share how holistic, healing energy and wellness can assist each one of us achieve the goal of being healthy.

With over 20 years in clinical practice and 30 years of marital arts as a teacher and practitioner, he will demonstrate how the mind influences the body in sickness and health and how this effects integration. He believes and practices with his patients the proper foundation of nutrition and body movement. His knowledge will bring new awareness on how you can nurture your health rather than battle your disease.

**DINNER BUFFET MENU**

Fried Rice, Salad Bar, Braised Beef with Vegetables, Baked Chicken with  
Mushroom Sauce, Fried Noodles, Vegetable du Jour, Rolls, Dessert and Beverages.

Please contact Debbie Hirasaki by noon, Wednesday, November 2, 2011 via e-mail

to [dyoshida@bisihi.com](mailto:dyoshida@bisihi.com) or call 592-5006 to RSVP.

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 are unable to attend. You will be billed for any missed meetings unless prior notice is received.

## Honolulu Chapter Board Meeting Highlights

**Wednesday, September 28, 2011**  
**Insurance Solutions LLC, Suite 1711 Conference Room**

### **Approval of Minutes:**

The minutes of the August 29, 2011 Board of Directors meeting were approved as published.

### **Treasurer's Report:**

As of July 2011, account balances (unaudited) were as follows:

General Operating Account: \$50,422.16  
 B/C/DP: \$63,643.25

As of August 2011, account balances (unaudited) were as follows:

General Operating Account: \$65,828.56  
 B/C/DP: \$63,193.97

A motion was made and seconded to accept the July 2011 and August 2011 financials.

A motion was made and seconded to approve the July 2011 disbursements.

### **Committee Reports:**

#### **ASIST**

- The Committee will be meeting to start planning
- Reminder: old documentation with personal information should be shredded or stored securely.

#### **Communications and Marketing**

- Articles for the November newsletter are due on Wednesday, 10/12/11
- The October newsletter will be released on Friday, 09/30/11

#### **EWISP**

- The Committee will be meeting to start planning.

#### **Membership**

- 47 Member Firms (as of September 28, 2011)
- 51 Representatives
- 1 Sustaining Members
- 1 Life Chapter Member

## CHAPTER BOARD

**Tracy Wong**, President  
 Insurance Solutions

**Nadine Uratsuka**, VP/President-elect  
 Accuity, LLP

**April Tengan**, Secretary  
 Hawaii Medical Service Association  
 (HMSA)

**Wanda Sanchez**, Treasurer  
 Bank of Hawaii

**Debbie Hirasaki**, Sergeant-at-Arms  
 Business Insurance Services, Inc.

**Leianne Pedro**, Membership Director  
 Pacific Business News

**Adele Tasaka**, Program Director  
 Hawaii Visitors and Convention Bureau

**Cora Kim**,  
 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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***Welcome to New Member Firms and Representatives:***

- City Mill, Kristen Ribella, Administrative Assistant
- Archipelago Hawaii, Roseann Bronston, Vice President
- Lamination House, Eleanor Rego, Territory Manager
- Lamination House, Lynette Courtney-Noa, Territory Manager (2<sup>nd</sup> rep)
- Pacific Business News, Rosanna Costales, Events Manager (2<sup>nd</sup> rep)

***Potential Members Approved to be Posted:***

- Leonn Kaleikini membership to begin January 2012.
- Susan Ho, Accountemps (repost).
- Danielle Scherman, Social Wahines

***Prospective Member Firms:***

- Pam Unabia of Allied Builders, Reid Chung of Morgan Stanley, Samantha Condry of Hagadone Printing, Lorena Horiuchi of Oahu Country Club

***Membership Drive Incentive:***

- For each guest/prospective member hosted, the representative's name will be entered into a drawing for a complimentary dinner.

***New Member Goodie Bag:***

- Ask member firms to bring promotional items to welcome new members with a goodie bag. If company promo items are not available, other items will be accepted.

***Philanthropy***

- Reading Rally - October 29, 2011, 11:00 a.m.-12:00 p.m., at The Honolulu Zoo
- Looking for a minimum of 10 volunteers.
- The 2011-2012 committee would like to align philanthropy projects with the monthly dinner meeting program.

***Program***

- The October 12, 2011 Meeting will be held at Royal Garden at the Ala Moana Hotel. A tribute will be made to past EWI presidents.
- The mission is to provide creative and quality programming to meet member's interest/participation and increase membership attendance.
- A survey will be sent out for topic and speaker suggestions for monthly meetings.

***Sergeant-at-Arms***

- There were 31 representatives, 7 guests and 1 no-show at the September 14, 2011 Installation Dinner held at 3660 on the Rise.
- 64% member representatives attended compared to 68% in September 2010.

***Ways & Means***

- Next year's golf tournament is scheduled for Friday, 08/24/12 at the Hawai'i Prince Golf Club.
- A Jazz Concert/Wine Tasting Event is planned as an additional fundraising opportunity. This event featuring jazz musician Michael Paulo is tentatively planned for the February membership dinner meeting.

**Unfinished Business:**

- The board members reviewed the EWI Marketing Video and provided feedback.

**New Business:**

- The board retreat is scheduled for 10/14-10/16 at Hauula Beach House
- MyEWI Intranet is the new platform that will be used to share information. A webinar is scheduled for Tuesday, 11/15/11.

**Announcements:**

- The 2012 Installation Dinner will be held on Wednesday, 09/19/12 since LCAM will be held a week earlier.
- The next dinner meeting is scheduled for Wednesday, 10/12/11 at 5:30 p.m. at Royal Garden, Ala Moana Hotel.

**Adjournment:** 7:20 p.m.

**Important Dates**

- November 9: Membership meeting 5:30 p.m. at Manoa Grand Ballroom (Japanese Cultural Center of Hawaii, 2454 South Beretania Street), Diamond Head Ballroom
- November 17: Board of Directors meeting 5:30 p.m. at Insurance Solutions, LLC

**Happy Birthday!**

- |                   |             |
|-------------------|-------------|
| Star Miranda      | November 1  |
| Susan Miyabara    | November 3  |
| Kathy Rehg        | November 4  |
| Danielle Scherman | November 5  |
| Valerie Kubota    | November 6  |
| Roseann Bronston  | November 16 |



## Summary Reports from LCAM 2011

### Connections – “EWired – Social Media / Chapter Technologies”

By Shelley Okubo

I attended this workshop to learn more about the social networking and media information for EWI. The corporate office is moving full steam ahead to get representatives better acquainted with MyEWI, the internal social network for our organization. Melissa Menatti, Operations Manager, at the Corporate Office, will be in charge of this website along with Nancy Harrison (EWI of Chattanooga). Melissa announced there will be a webinar on November 15<sup>th</sup> for all reps. She is working on trying to get it recorded so it will be available to everyone.

EWI’s internal audience is identified as anyone who is part of the EWI organization through salary, membership, or dues, which also includes all of our executives.

EWI’s external audience is identified as anyone not within the corporation, chapter, member firm or member rep and is basically the public at large. It includes such things such as:

- Website
- Facebook
- LinkedIn
- Advertising
- eConnect
- Recruitment material

Nancy Harrison (EWI of Chattanooga) went over the corporate website and Karen Skirten (EWI of Calgary) showed us how her chapter pays for a chapter meeting on-line, using Pay-Pal. Both Cora and I found this to be very interesting. It would eliminate having “outstanding” payments because everything is paid up front and the payment goes right into our account. The rep gets a receipt which is used for their reimbursement. There was concern, however, regarding the % for use of credit cards through Pay Pal.

### Connections - “Board & Committee Leadership”

By Shelley Okubo

Lisa Stokes (EWI of Harrisburg and Corporate President 2011-2012) discussed the three main areas of Board Governance which is defined as:

- Governance – the By-Laws, policies and communications
- Leadership – setting and evaluating short and long strategic goals
- Fiduciary – monitoring budgets, finances and investments to ensure financial stability.
  - She noted that any monies deposited into the B/C/DP account cannot be moved into the Operating account.

This workshop basically expanded on these three parts.

**Career – “Finding your Voice – A Leadership Experience”  
By Shelley Okubo and Cora Kim**

Our Academy of Leadership course was conducted by Lori Giovannoni, EWI of Salt Lake. She has conducted many AOL sessions and was most recently hired to be the Dean of the Academy of Leadership.

Lori broke us into pairs of two and asked us to identify the “brand” for four women: Oprah Winfrey, Mother Teresa, Sarah Palin and Hilary Clinton. Through the years brands can change. Lori noted the more competent you are viewed, you can deviate from the rules.

Lori asked us to identify our brand. Shelley identified her brand as being professional, dependable, trustworthy, friendly and upbeat.

Some comments from Lori included:

- Vocabulary matters
- Nothing takes the place of relationships
- Rapport minimizes the differences/distance you’re speaking to
- Think like an entrepreneur
- It is in our language that we are identified
- The greatest effort is getting off “our back.”
- Leadership can and must be taught.
- Everyone possesses leadership potential.
- There are stellar examples of leadership within Executive Women International.

The second half of the class was about a behavior test called D I S C. We were given a booklet to complete to help us identify if we were D – Dominance, I – Influence, S – Steadiness or C – Conscientiousness. The DISC® Dimensions of Behavior helps you to discover and capitalize on your unique behavioral strengths. This test can also help you better respond to the communication needs of other people.

- D- type people are: Motivated to solve problems and get immediate results; Tends to question the status quo; Prefers direct answers, varied activities, and independence. Tracy identified herself as a D-type person.
- I – type people are: Motivated to persuade and influence others, Tends to be open, verbalizing thoughts and feelings; Prefers working with people rather alone. I identify myself as an I-type person.
- S – type people are: Motivated to create a stable, organized environment; Tends to be patient and a good listener; Prefers participating in a group rather than directing it, also prefers listening more than talking. Cora identifies herself as an S-type person.
- C – type people are: Motivated to achieve high personal standards; Tends to be diplomatic, carefully weighing pros and cons; Prefers environments with clearly defined expectations. Brenda identified herself as a type C-type person.

Lori G. is an excellent trainer with so much energy and enthusiasm for this topic. I would recommend this class to anyone. With Lori developing other classes for the Academy of Leadership we are sure to benefit from Lori’s expertise into the future.



Top: Wednesday's night Progressive Dinner – Joe's Garage Restaurant  
Middle: Tracy and Shelley at Saturday's Annual Meeting  
Bottom: Cora, Tracy and Shelley at the Saturday night "Closing Gala"

Welcome new member firm, Social Wahines, and EWI representative, Danielle Scherman!

Our current membership count is as follows:

48 member firms  
52 representatives  
1 Sustaining Member  
1 Lifetime Chapter Member

***Make Connections with two New Membership Opportunities:  
Bring a guest or prospective member and win a free dinner***

To drive membership and increase attendance at our monthly dinner meetings, each time you bring (and host) a guest, prospective member or your executive to a monthly dinner meeting, your name will be entered into a drawing. At the end of the dinner meeting, the winning name will be announced. The free dinner is for the next month's dinner meeting. Two guests, two entries, etc. Be sure to RSVP for your guest with Sergeant-at-Arms, Debbie Hirasaki by the appropriate deadline.

***Welcome New Member Goodie Bag***

The membership committee will collect promotional items from member firms to introduce new members to current members. These promotional items can be things you already have in your office such as logo pens, notepads, cups, etc. If you don't have promo items, a candy bar with your business card attached or a personal handwritten card works also! The membership crew will bring the goodie bag to the monthly dinner meeting and members can drop their promotional items into the bag(s). When the new member is introduced at the dinner meeting, they will be presented with a lei and a goodie bag filled with aloha from their new friends. So bring at least 5 items to the next dinner meeting on November 9<sup>th</sup> and be sure to welcome our newest members with warm aloha EWI-style!

## 8<sup>th</sup> Annual International Women's Leadership Conference



Top- Mary Ann Sullivan, Current Affairs, Andrea Gall-Krasnick, Jet Way Inc, Jane Rock, Neal Blaisdell Center, Ina Chang, Aloha Data Services, Inc., Lauralei Tanaka, HTH Corporation, Star Miranda, Plaza Club  
 Seated - Vernelle McElfresh, AMEC Earth & Environmental, Lois Asato, Hawaii Convention Center, Mary Beth Lohman, Pacific Business News (missing April Tengan, HMSA)  
 (We met up with PBN's executive, Marybeth Lohman, who was also enjoying the conference.)

On September 20<sup>th</sup>, our EWI chapter sponsored nine members to attend Hawaii's 8<sup>th</sup> Annual International Women's Leadership Conference at the Sheraton Waikiki. It was a day long event full of inspiring women who shared with us their personal stories overcoming adversity and challenges. We heard from some of the top women in industry and government. Last year, I was lucky enough to attend and was so proud to see our ASIST candidates introduce the remarkable speakers such as Sister Rosemary who created a tailoring school to help the refugees of Uganda, and Jin Kyu Robertson, a former housemaid who became a US Army Major and Harvard PhD and Dr. Connie Mariano, former White House Physician and first women to become a Rear Admiral General. I felt that it was such an awesome and uplifting experience I was thrilled when last year's EWI Board of Directors budgeted for it.

This year's conference was just as inspiring. We heard from women with many different backgrounds who achieved great things in spite of adversity and challenges and rose above and shattered glass ceilings. One of the most moving to me was the story of Nicole Marquez, an inspiring dancer who accidentally fell 6 stories and broke her neck, back, pelvis, and punctured a lung. She had the audience in tears as she told how she pushed and preserved and was grateful for what she had. Nicole believes that one day she will dance again. She does not know when but she will dance.

Here are some thoughts from the other attendees:

**Star Miranda (Plaza Club):** I loved the conference and it really inspired me to be all in at work, my business (especially) and projects that I do. The main theme that I heard throughout the conference is that it takes "hard work" and it is not something that will happen overnight, whatever your goal is. Also, "Strive for the bigger things in business to give back to the community" Elim Chew. I hope that I can attend next year again, I have recommended to all of my friends!

**April Tengan (HMSA):** That was such an inspiring conference. All of the speakers were motivating. Some of them came from humble backgrounds or were hit by adversity but they never gave up. They worked hard to be successful. I feel very fortunate that EWI allowed me to attend. I hope that other women will be able to experience this motivating conference in the future. As Denise Jelinski-Hall quoted, "Your attitude determines your altitude. You have a choice! Expect greatness from yourself and others."

I hope you all are able to attend next year's conference, I promise you will NOT be disappointed!

Aloha~Lauralei Tanaka, HTH Corporation

#### **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.