

## President's Message



Happy November!

LCAM, Installation, Budget Planning, Strategic Planning...Inspiring! Exciting! Challenging! Exhilarating!...and Thankful! Thank you, EWI, for providing me with the opportunity to experience all of these wonderful moments!

I want to share my story of appreciation with you. While standing in the “express” check-out line of a store recently, the cashier was patiently assisting a purchaser who was short of funds. In the course of downsizing her purchases to an amount she could afford, the cashier patiently recalculated the purchase total and recounted the change handed to her several times and did so with calm, respect and patience. The other customers and I waited patiently for our turn. Then one customer began complaining loudly and rudely instructed the cashier to send her customer to the side in order to service the rest of us in the line. The cashier calmly thanked him for his suggestion but continued servicing her customer with the utmost professionalism. Thankfully no one joined him in his tirade and he left.

With the customer finally taken care of, the cashier smilingly thanked the next customers for their patience and continued to service them with the same professionalism. My wait was about 30 minutes to purchase three items. Although it took longer to check out, those extra minutes were well worth witnessing a wonderful act of human kindness in maintaining an individual’s dignity.

So many times we look for the short lines and for the quick check out times – c’mon, admit it. But that day, I realized that the extra time can sometimes reap surprising benefits if you open yourself up to them. And honestly, being positive about the delay sure felt better than being negative and feeling frustrated.

Thanksgiving is upon us and I know that your thoughts are quickly going through your lists of things to do...Endless? Yes! Overwhelming? Yes! Achievable? Absolutely! How? The same way you’ve been doing them all this time...one at a time. The key is to make the effort to enjoy the journey in spite of the challenges and be thankful for the opportunities and experiences.

So be thankful for those little bumps in the road ... the unexpected challenges that spring up out of nowhere. EWI is teaching me that no matter how many things are on my To Do list or how stressed I may feel, I’m thankful that I “get” to do these things (vs. I “have” to do them). I am so fortunate to have a firm that supports me and a membership that entrusts me with these duties.

Nadine Uratsuka  
2012-2013 President, EWI of Honolulu



**Executive Women International**  
EWI of Honolulu

**Wednesday, November 14, 2012**  
**Hale Koa Hotel, Kalia I & II**  
**2005 Kalia Road**  
**Honolulu, HI 96815**

5:30 pm Networking  
6:00 pm Dinner/Program  
Cost: \$35

Parking: \$5 with hotel validation/kiosk payment  
*(parking garage located across of hotel on Maluhia Street)*

**Speaker: Matt Levi “Children of the Homeless”**

*Matt Levi has been a private detective in Hawaii for almost 25 years, following a career as an investigative reporter on Hawaii television. He has continued to do documentary programs since leaving full-time television.*

**Dinner Menu:**

**Chicken and Mahi mahi**

*Baked Chicken Breast with Curried Honey Orange Sauce Paired with a Mahi mahi Filet Topped with Seafood Stuffing and Glazed Five Grain Garden Medley Rice Seasoned Fresh Vegetables*

**Or Vegetarian Fettuccine**

*(alternative entrée—preorder required)*

**Assorted Mesclun Greens**

*With Pan Roasted Macadamia Nuts and Cranberry Vinaigrette*

**Strawberry Cream Cheesecake**

*Dinner rolls and freshly brewed coffee or hot tea*

Please contact **Jocelyn Palafox by noon, Wednesday, November 7, 2012** at **Jocelyn.palafox@mesa-air.com** or 808.838.7900 to RSVP your regrets OR if you will be bringing a guest. Also, please contact Jocelyn if you would like to order the “Vegetarian Fettuccini” as your entrée.

Note: 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 notice is received 7 days prior to the event date.

## Honolulu Chapter Board Meeting Highlights

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

- The August 2012 financials were accepted with revisions.
- The September 2012 disbursements were approved.
- The draft 2012-2013 budget will be presented to membership at the October 10, 2012 business meeting.

### **Corporate Committees**

- Although it has been a challenging year, Shelley Okubo has enjoyed being the Chairperson for Retention and Recruitment. Shelley will be deciding whether to serve as Vice Chair for Executive Engagement or 75th Anniversary Endowment Program Fundraiser.
- Lois Asato will be serving on the LCAM Selection Site Committee.

### **EWI Sustaining Members**

- According to the bylaws and standing rules, sustaining members should not be working/employed.

### **Announcements**

- The Strategic Planning Session for the Board will be held on Saturday, October 20, 2012, 8:00 am - 3:30 pm, Oahu Country Club.
- The next Board of Directors Meeting will be held on Wednesday, October 31, 2012, 11:30 am, at The Plaza Club.
- The November dinner meeting is scheduled for Wednesday, November 14, 2012, at the Hale Koa Hotel, cost \$35 inclusive. Matt Levi will be speaking on Children of the Homeless.

## CHAPTER BOARD

**Nadine Uratsuka**, President  
Accuity, LLP

**Cora Kim**, VP/President-elect  
Hawaii Prince Hotel Waikiki

**Susan Miyabara**, Secretary  
Punahou School

**Wanda Sanchez**, Treasurer  
Bank of Hawaii

**Jocelyn Palafox**, Sergeant-at-Arms  
go! Airlines

**Roseann Bronston**, Membership Director  
Archipelago Hawaii

**Rosanna Costales**, Program Director  
Pacific Business News

**Kelly Nishimura**,  
Communications & Marketing Director  
Remedy Intelligent Staffing

**Pam Unabia**, Ways & Means Director  
Allied Builders System

**April Tengan**, EWISP Director-at-Large  
Hawaii Medical Service Association (HMSA)

## APPOINTED POSITIONS

**Shelley Okubo**, Advisor  
Aqua Hotels & Resorts

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

**Karen Mendes**, ASIST Chair  
APP Hawaii

**Leianne Pedro**, Philanthropy Chair  
Hagadone Printing Company

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### **Important Dates**

- November 14: Membership Meeting, Hale Koa Hotel – Kalia I & II, 5:30 pm
- December 5: Membership “Holiday” Meeting, Waialae Country Club, 5:30 pm
- December 18: Board of Directors Meeting, location tbd, 5:30 pm,
- August 23, 2013: \*Save the Date\* 18<sup>th</sup> EWI Annual Golf Tournament, Hawaii Prince Golf Club
- September 19-21, 2013: \*Save the Date\* LCAM (EWI’s 75<sup>th</sup> Anniversary), San Diego, California



**Save the Date**  
**18<sup>th</sup> ANNUAL**  
**EWI GOLF TOURNAMENT**  
**Friday, August 23, 2013**  
**Hawaii Prince Golf Club**  
**91-1200 Fort Weaver Road**  
**Ewa Beach, Hawaii 96706**

## November Membership News

In reflecting on my one year membership in EWI of Honolulu, I asked myself “What did you expect from this group and did you get it?” This brings us to the ROI – return on investment. I’m not sure what I expected other than Leianne Pedro said this was an excellent group of positive women. That alone was the incentive I needed. Did I find that? The answer is a big yes and more. I met strong, positive women who manage to combine the strength of a business representative with the giving spirit of a friend. Not only did I make “business” connections, I made friends. Did I get a return on my investment? YES!

If Leianne had not mentioned EWI of Honolulu, I would not have had this opportunity to grow professionally and personally. Now is the time I need to “pay it forward”. One of the goals of the Membership Committee is to help introduce other Firms to EWI of Honolulu. This is where we need your help. Please think about other businesses that would benefit from the connections of EWI of Honolulu and invite them to our meetings. You just might make a difference for them as well.

Aloha!

Roseann Bronston

Archipelago Hawaii

Membership Director, EWI of Honolulu

808.263.8891 ext. 206

### Happy Birthday!

Star Miranda	November 1
Susan Miyabara	November 3
Karen Mendes	November 4
Kathy Rehg	November 4
Valerie Kubota	November 6
Akiko Sakamoto	November 13
Roseann Bronston	November 16



#### **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.

## Getting To Know You



ISLAND  
INSURANCE  
COMPANIES

Cizette Sato, CPCU, AU  
AVP, Underwriting Services Division  
Island Insurance Companies  
Phone: 808.564.8572  
Email: [csato@islandinsurance.com](mailto:csato@islandinsurance.com)

Executive: Beverly Ament, Senior Vice President & Chief Underwriting Officer

Cizette Sato, Assistant Vice President of Island Insurance, Underwriting Services Division, is the replacement representative for Lisa Yamada. She has 30+ years of experience in the Property and Casualty Insurance Industry and has worked for Island Insurance for the past ten years. Besides assisting in the management of the Underwriting Services Division, she is also responsible for the training and supervision of the commercial lines underwriting staff.

Island Insurance is a locally owned insurance company that was founded in 1939 and has been recognized nationally as one of the Top 50 Property and Casualty Insurance Carriers in the nation by Ward Group. Cizette has three children and five grandchildren. In her spare time, she enjoys traveling, spending time with her grandchildren and volunteering for Hospice Hawaii.

Cizette serves on the EWISP Committee.



# PACIFIC BUSINESS NEWS

Jasmine Mancao  
Audience Development, Account Executive  
Pacific Business News  
Phone: 808.955.8066  
Email: [jmancao@bizjournals.com](mailto:jmancao@bizjournals.com)

Executive: Bob Charlet, Publisher

Pacific Business News... Hawaii's Best Selling Business Weekly  
*\*Member firm since 1998*  
*\*2013 will mark 50 year anniversary*

Jasmine is the Audience Development Account Executive for Pacific Business News and her duties include maintaining and increasing PBN's subscriber base, assisting in event production and support of all in-house PBN events, circulation back up to accounting and receptionist. She has been with PBN for ten years.

Jasmine enjoys the beach, shopping, movies and spending time with her children, Nick (11 years old) and Cody (three years old).

Jasmine is a new Representative, replacing Leianne Pedro, who moved to Hagadone Printing. Both Jasmine and Rosanna Costales, Director of Events, represent PBN. Jasmine serves on the ASIST Committee and Rosanna is the chair of the Programs Committee.

Ask Jasmine about PBN's special subscription offer.

Visit this website to subscribe: <https://secure.bizjournals.com/promotion/jasmine>



Bob Charlet, Publisher of Pacific Business News, buys raffle tickets from Jasmine Mancao at the 2012 EWI Golf Tournament.



**HAGADONE**  
Print | Market | Manage

Samantha Condry, Account Executive  
& Leianne Pedro, Vice President of Sales & Marketing  
Hagadone Printing Company  
Phone: 808-847-5310  
Email: [SamanthaC@HagadonePrinting.com](mailto:SamanthaC@HagadonePrinting.com) & [LPedro@HagadonePrinting.com](mailto:LPedro@HagadonePrinting.com)

Executive: Clint Schroeder, President

Samantha “Sam” Condry, Account Executive, and Leianne Pedro, Vice President Sales & Marketing, are the EWI representatives for Hagadone Printing Company. While Hagadone is widely known for being Hawaii's largest commercial printer, the company also offers a wide range of business marketing and communication services, including publications, direct mail, specialty marketing items, web design, social media and digital printing. Hagadone is the only company in Hawaii that recycles glossy magazines and newsprint paper.

Sam does strategic planning for her accounts and new business acquisition and has been with the company for four and a half years. She has three children, Shaun (26 years old), Jessica (19 years old) and Cameron (11 years old). For fun, Sam likes to brew her own beer.

Leianne’s new role with Hagadone, as the Vice President of Sales & Marketing, encompasses responsibilities over strategic planning for key accounts, new business acquisition, seeking out and leading on new growth opportunities, and overseeing all of Hagadone's sales divisions: commercial, publications, mailing, marketing, specialty, electronic media and digital printing.

Sam serves on the EWI ASIST Committee and Leianne is Chair of EWI Philanthropy Committee.



Samantha Condry and LeiAnne Pedro

Francine Lee-Kadota, Realtor Associate  
Meridian Properties, Inc.  
Phone: 808.223.9293  
Email: [Francine.leekadota@gmail.com](mailto:Francine.leekadota@gmail.com)

Executive: Jerry Park, Principal Broker

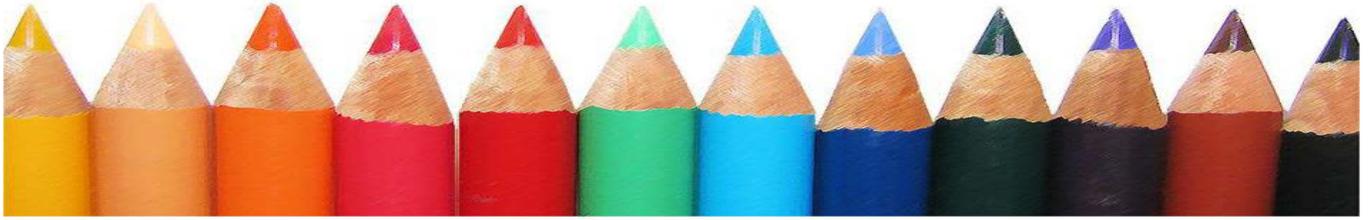
Francine is a Realtor Associate with Meridian Properties, Inc. Meridian also has a lending arm called Meridian Funding. They do residential loans, commercial loans and refinances. Francine has had an active real estate license for about 26 years and finds satisfaction in finding a place buyers can call their own home or that special investment property. She also helps sellers obtain the best price for their property in the least amount of days on the market. As a property manager, she tries to find that "perfect?" tenant, checking the tenant in and out, handling repairs, etc.

Francine has been married to Alan Kadota for 27 years and they have a daughter, Chelsie and son, Marc Alan. Chelsie works in the fashion industry in L.A. as an Assistant Merchandiser for BCBG and Marc Alan is currently attending the University of Hawaii with a double major in Management Information Systems and Accounting. Francine also has granddog, Nala, who is a mix of Bishon, Maltese and Terrier and is three and a half years old. Francine enjoys spending time with her family and Nala. Her favorite outdoor activities are body boarding, volleyball, and walking. Francine also has a condominium apartment listing opposite the Hawaii Prince Hotel. It has a wonderful Ala Wai Harbor view. Be sure to ask her about the sunset and the green flash.

Francine has previously been involved with the Hospitality Sales & Marketing Association and is looking forward to similar great experiences and relationships with EWI.

Francine is on the EWI Philanthropy Committee.





## Did you know ...

### “EWI Communications”

Do you have news or events about your company that you'd like to share with our membership? Simply provide the information/flyer to the Communications & Marketing Director and we will get back to you after the Board's review and approval. Once approved for distribution, the information will be shared via an email or hard copy at a meeting or it might also be highlighted with an article in our monthly Connect newsletter.

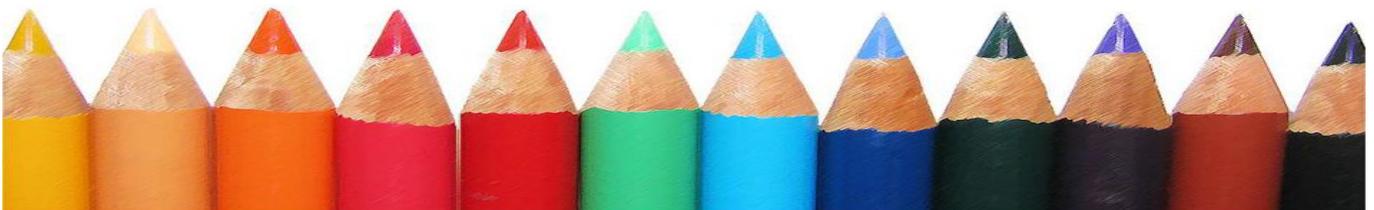
Why does the information need to be vetted? The Board performs its due diligence to ensure that the information is appropriate for distribution does conflict with or jeopardize EWI in any way. For instance, did you know that the EWI Business/Career/Development Program (B/C/DP), as an IRS 501(c)(3) organization, is bound by the following: "... the corporation shall not participate in or intervene in (including the publishing or distribution of statements) any political campaign on behalf of or in opposition to any candidate for public office."

While one of the tenets of EWI's mission statement is to promote our member firms, the Board is responsible for the actions taken by the chapter and its members. This is no different from press releases and other announcements from companies (like our own firms) who follow established protocols prior to the release of any information. This ensures that the information passed on to members are in line with EWI's mission/vision.

We encourage our member firms to share newsworthy items – we love to hear from you! So let us know about the great happenings at your firm and we'll help you spread the word!

**NOTE:** EWI membership directory information is to be used strictly for EWI purposes.

This corner of information is to help us all understand the various facets of our organization. If you have a question or suggestion for other topics, please let us know!



## The History of the Tillie Award



### Recent Tillie Awards

2008 EWI of Columbus – Reading Rally efforts

2009 EWI of Chattanooga – Recruited 23 new member firms and maintained 95% retention

2010 EWI of Grand Prairie, Canada – Recruited firms to double chapter size

2011 EWI of Des Moines - 40 years of history scanned onto a thumb drive

2012 EWI of Honolulu – Marketing video, Jazz event, Golf Tournament, Membership growth, two Corporate Committee Chairpersons. Chapter embodied “One Voice”.

In 2008, the EWI 70<sup>th</sup> Anniversary Committee stumbled upon some old files, which included several Chapter notebooks from the 1950’s, 1960’s, and 1970’s, which included detailed annual activity reports. With these records, a trophy inscribed with “Tillie Award” was found. Additional investigation revealed the story behind the Chapter notebooks and the history of the award.

According to a 1955 INK (EWI’s magazine) article, the Tillie Award was the brainchild of 1951-1952 Past National President, Ruby Sorber, of Payne Heating Company, Los Angeles Chapter. Ruby recognized the need for an incentive to improve the general quality of the Chapter notebooks and provide additional communication exchange between the Chapters and Corporate Office. Each year a national committee was appointed to judge the Chapter notebooks for the finest chapter reporting. In 1951, the first Tillie was awarded to EWI of Las Vegas and in 1971 EWI of Wichita received the Tillie. The award then disappeared.

To commemorate EWI’s 70th Anniversary, the 2007-2008 Corporate Board resurrected the Tillie Award as an important part of EWI history. 2007-2008 Past Corporate President, Wendy Cowley modified the award to include recognition for best practices.

In her EWI 2011-2012 Corporate President's Annual Report, Lisa Stokes states, “I was honored to bestow the Tillie Award, an award that the presiding President designates based on a chapter's focus on the annual initiatives of the board, to EWI of Honolulu.”