

Letter from President



Happy February!

The beginning of the calendar year marks membership renewal for most of our firms and provides us with the opportunity to renew our EWI commitment. We have bid a fond Aloha to a few of our members. To the rest of our membership I say, "Mahalo!" for reaffirming your commitment as we continue our focus on Connections, Careers, and our Community!

We are blessed with a membership that has supported our Chapter through exceptional challenges in sustaining our financial as well as our membership health. I am especially pleased to welcome our new members. It gives me pleasure to announce that in December we received an unexpected donation of \$5,000 to our Business/Career/Development Program (BCDP) fund. Thanks to our generous donor, we are able to increase our 2013 scholarship award amounts for both EWISP and ASIST.

The charitable action of our anonymous donor reinforces the "Why EWI?" in me. While I may not be able to financially afford such a generous monetary donation individually, my involvement in EWI provides me with the opportunity to be equally giving as part of a group. What we cannot achieve on our own, we can absolutely achieve as a team! That's a pretty sizable 'return on investment,' don't you agree?

Meeting and getting to know the students, families and individuals associated with our EWISP, ASIST and philanthropic activities is always an eye-opening, heart-warming and educational experience. It is so rewarding to see how our funds make a real difference in people's lives. Best of all, we 'get to' do this... and more if we want to!

EWI's focus areas, Connections, Careers, and Community, are at the heart of who we are and generates an array of benefits (new/improved skills, invaluable business and lifelong personal relationships) and distinguishes us from other organizations. The 3 C's jointly maintains and sustains our flow of energy, creating the momentum that drives our Chapter. As such, it is our duty to grab hold of each and every opportunity to do what we do best – make Connections, build Careers and reach out to our Community! Thank you for continuing your commitment and for realizing the value of your membership.

Wishing you all an auspicious Year of the Snake,

Nadine Uratsuka
2012-2013 President, EWI of Honolulu
Accuity LLP



CONNECTIONS | CAREERS | COMMUNITY

February 13, 2013

The Plaza Club

900 Fort Street Mall, Pioneer Plaza



What is your professional image?
Is dressing for success important?

We all know that first impressions have a lasting impression. Join us on February 13 and let's learn how to do it right.

Cost: \$40.00 for Buffet

(Beef Shortribs Kalbi Style, Steamed Island Fish with Ginger, Cilantro and Soy Sauce, Steamed Rice, Chef's Seasonal Vegetables, Caesar Salad, Chinese Chicken Salad, Potato Salad, Green Beans & Artichoke Salad, Rolls & Butter, Assorted Petit Fours, Coffee and Tea)

Parking is \$3.00 after 4:45pm

Nani Mahoe, Personal Stylist Manager, Nordstrom
Tennile Masaki, Beauty Stylist, Nordstrom
Alyssa Fung, Fashionista's Market

Please contact **Leah Harvell by noon, Wednesday, February 6, 2013** at Leah.Harvell@remingtoncollege.edu or 791.9204 to RSVP your **regrets** OR if you will be bringing a guest. Do not forget our new pre-payment policy - dinner payments are due to Leah (mail to 1111 Bishop Street, Suite 400 Honolulu, HI 96813) no later than **Friday, February 8, 2013**.

Note: It is your responsibility to inform the Sergeant-At-Arms by email or telephone by the 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.



IMPORTANT INFORMATION RE: SERGEANT-AT-ARMS

Please be advised that Jocelyn Palafox will be taking a leave of absence from work and EWI as she prepares and cares for her second child. In her absence, SAA committee member Leah Harvell with member firm Remington College will be handling the RSVPs for our monthly meetings. Jocelyn plans to return sometime in June. We appreciate your understanding and cooperation during this period.

Beginning February 2013, all monthly dinner meeting RSVPS and pre-payments should be sent to Leah Harvell.

Leah Harvell, Remington College
 1111 Bishop Street, Suite 400
 Honolulu, HI 96813
email: leah.harvell@remingtoncollege.edu
office: 808.791.9204 (direct line)
fax: 808.533.3604

- Your kokua matters! What happens when you are counted as attending?
- You are included in the headcount in the number of meals ordered
 - Our chapter is then billed for your meal
 - If you do not pay for your dinner invoice, the chapter sustains the loss for the meal

Our chapter's budget does not allow for losses in unpaid dinner fees and therefore impacts funds available for other programs.

If you are unable to attend a meeting, please notify the SAA immediately and no later than the stated RSVP deadline. Let's keep our chapter financially healthy!

2012-2013 Officers & Directors

President

Nadine Uratsuka, Accuity, LLP

VP/President-elect

Cora Kim, Hawaii Prince Hotel Waikiki

Secretary

Susan Miyabara, Punahou School

Treasurer

Wanda Sanchez, Bank of Hawaii

Ways & Means

Pam Unabia, Allied Builders System

Membership Director

Roseann Bronston, Archipelago Hawaii

Sergeant-at-Arms

Jocelyn Palafox, go! Airlines

Programs

Rosanna Costales, Pacific Business News

EWISP Director At Large

April Tengan, Hawaii Medical Service Association (HMSA)

Communications & Marketing Director

Kelly Nishimura, Remedy Intelligent Staffing

Appointed Positions

Advisor

Shelley Okubo, Aqua Hotels & Resorts

Bylaws/Parliamentarian

Brenda Kanno, Research Corporation of the University of Hawai'i

ASIST Chair

Karen Mendes, APP Hawaii

Philanthropy Chair

Leianne Pedro, Hagadone Printing Company



New! Process for Payment of Monthly Meeting Dinner Fees

- WHO:** All EWI of Honolulu Representatives
- WHAT:** New process for payment of monthly meeting fees – payment due in advance of chapter meeting (*by the Friday prior to the meeting*).
- WHEN:** Effective IMMEDIATELY
- WHY:** To expedite the check-in process at our monthly chapter meetings and provide a hassle-free experience. **Benefit:** *More time to interact/network with one another ... a valuable facet of our EWI experiences!*
- HOW:** Submit payment via credit card or check to the Sergeant-at-Arms as soon as the meeting details are provided to the membership (meeting flyers for the next month's meeting will be available at meetings and/or a separate email blast will be sent to membership containing the upcoming meeting details; also, details will be in the monthly Connect newsletter). See below for specific instructions on the different payment options.
- QUESTIONS:** Contact Leah Harvell, Acting Sergeant-at-Arms, leah.harvell@remingtoncollege.edu

PAYMENT OPTIONS

(Payment due the Friday prior to the meeting for Representatives and guests)

1. Credit Card Payment:

- Members with ACTIVE cards on file, send an email to the SAA authorizing EWI Honolulu to charge your card on file for the appropriate dinner amount. This email will be printed and used as back-up for charge authorization and will replace the credit card signature slips.
- No card on file? No problem! Simply email the SAA for a Credit Card Authorization Form. Complete and mail the form to the SAA. *For security purposes, we ask that you not email these forms as they contain sensitive information. The SAA will confirm receipt of your form and will fwd the form to the treasurer for set-up. Simply send your authorization email each month going forward.

2. Check Payment:

- Mail your check, made payable to EWI or Executive Women International, to:
Remington College
Attn: Leah Harvell
1111 Bishop Street, Suite 400
Honolulu, HI 96813

3. Cash Payment:

- We will continue to accept cash payments at the door at this time.

The SAA will confirm all payments via email once received. Receipts will be available at the door, however, should you require an immediate receipt, please email the SAA and they will be happy to provide you with one.

REMINDER: All members are responsible to inform the Sergeant-at-Arms if **unable** to attend by the RSVP deadline (7 days prior to the event date). Representatives will be billed for any missed/no-show meetings and cancellations unless proper notice is provided.

Honolulu Chapter Board Meeting Highlights

Wednesday, December 18, 2012
Hawaii Prince Hotel

Approval of Minutes:

The November 27, 2012 Board of Directors meeting minutes were approved.

Treasurer's Report (Nadine Uratsuka for Wanda Sanchez):

- The December 2012 disbursements were approved including the additional disbursement of \$157.05 for the November Connect charges from Cowabunga.
- An anonymous donation of \$5,000 was received. \$1,000 will be added to ASIST and \$1,000 to EWISP for scholarships.

Committee Reports:

ASIST – Karen Mendes

- Discussing theme, judges, and suggestions for speakers.
- Preparing press release.
- Revised budget for 2012-2013: \$8,000 total scholarship awards.
- 1st = \$3500; 2nd = \$2000; 3rd = \$1500 and 4th = \$1000
- Member firm participation: Committee to discuss and invite other member firms to participate (in addition to Remedy Staffing). Post in newsletter with timeline and announcement at meeting.
- Venue: Karen to confirm with Bank of Hawaii for interviews on Saturday, May 18, 2013. Awards Banquet venue being discussed.

Communications and Marketing – Kelly Nishimura

- Articles for the January Connect are due on Wednesday, December 12, 2012
- January Connect is scheduled to be released on Friday, December 28, 2012
- Mayuki Park at Cowabunga has changed our newsletter to be in accordance with the Corporate template starting with the December issue.
- Our website has been revised (as of November 13) with 2013 Golf Tournament date and the correction to "Allied Builders System". 2013 golf tournament application to be uploaded to the web once completed.

EWISP – April Tengan

- The scholarship program form and flyer were emailed to schools on December 3, 2012.
- Budget: First place = \$4,000, Second place = \$3,000, Third place = \$2,000;
- Lynette Tamaye Notebook Award = \$500
- Awards Dinner Venue: Waiialae Country Club (Kahala/Diamond Head Room) on May 8, 2013.
- Possible judges are being reviewed.

Membership – Roseann Bronston (written report)

- Total: 50 member firms, 53 representatives, 2 sustaining members, 1 life chapter member.
- New member firm: Sam Kasnetz
- Membership Drive Event: April 10, 2013

Philanthropy – Lianne Pedro (written report)

- Successful book and toiletry drive at the December 5 dinner meeting. All goodies were delivered on Tuesday, December 18 to the Salvation Army.
- On December 12, EWI of Honolulu members "rang the bells" at the Salvation Army Red Kettle at Downtown Longs from 11:00 am – 2:00 pm. Waiting for information of the total donations collected.
- Next planned activity is story time with the children of the Women's Way program in late January (date TBD).

Program – Rosanna Costales

- 1) February 13, 2013
 - a) Location: Gordon Biersch (to be confirmed)
 - b) Speaker options discussed
 - c) Cost: \$35-43 per person
 - d) Program: Membership
 - e) Theme: Fashion Week

- 2) March 13, 2013
 - a) Location: Dave and Busters (to be confirmed)
 - b) Program: Business or Membership TBD

- 3) April 10, 2013
 - a) Location: Plaza Club (to be confirmed)
 - b) May have a dinner sponsor
 - c) Theme: EWI 75th Anniversary
 - d) Special invite to past members

- 4) May, 8, 2013 – EWISP at Waialae Country Club

Other monthly meeting locations to be determined.

Sergeant-At-Arms – Jocelyn Palafox (written report)

There were 27 representatives, 1 sustaining, 6 guests, 4 no-shows, at the December 6 dinner meeting. 24 of 51 firms in attendance.

- Discussion: “Welcome Ambassador” Program

Ways and Means – Pam Unabia**Golf Tournament**

- Make committee assignments.
- Updating application and confirming details for tournament.

Other Fundraising Events

- Sake/Wine Fundraiser for March
- Further discussion about Eat the Street event

Next Meetings:

- The January Dinner Meeting is scheduled for Wednesday, January 9, 2013, 5:30 pm at The Mandalay Restaurant.
- The next Board of Directors Meeting is scheduled for Wednesday, January 23, 2013, 11:30 am at the HMSA Multipurpose Room.

The meeting adjourned at 6:23 pm.

February Membership News

Aloha! You might have noticed our "Why EWI" speech at our recent monthly meetings. We decided to start this because we all get so much from EWI and it is good to hear how others value their membership. We will continue this every month and if you would like to share your experience with EWI, please contact me.

In April, we will focus on 75 years of EWI by having a Membership Drive for our April 10th meeting. What does a membership drive entail? We will have a guest speaker from one of our member firms, as well as a few other presentations. We will make sure that we have plenty of time for networking and showing our guests the wonderful benefits of EWI. Mark your calendar and invite your special guest to the Membership Drive event at our April 10th meeting!

Aloha!
Roseann Bronston
Archipelago Hawaii
Membership Director, EWI of Honolulu
808.263.8891 ext. 206

Getting To Know You

Samantha Kasnetz, Owner & Executive
Samantha Kasnetz

Sam comes to us from New York City where she has spent the last 15 years doing sales and marketing. Her clientele is a list of Who's Who? including the NAACP, Associated Press, CBS, AVON, NBC, NHL, Sirius Satellite Radio and ABC, to name a few.

She earned her Juris Doctor degree from Texas Wesleyan University School of Law, her MBA in marketing and management from University of Dallas Graduate School of Management and her BA in English Literature with a minor in politics from the University of Dallas. sam's experience including running a state district family law court for a sitting judge and practicing divorce law in Dallas, Texas.

Sam is also a published author and while in graduate school, she coauthored an electronic data interchange treatise with one of her professors. In addition, she has written a children's book and the literature for the 302nd District Court in Dallas, Texas mandating a course for all couples going through a divorce.

In 1984, Sam was an Olympic team candidate for the United States Three Day Eventing Equestrian Team. She currently rides just to 'feed her soul'.

Oahu is Sam's latest stop in her amazing odyssey, and thus far, 'it's been a blast'!

Sam serves on the Membership Committee.



Email: qrst9471@gmail.com
Phone: 917.328.3355



DATES TO NOTE

February 15, 2013
Philanthropy Committee's Jazzercise, Salvation Army Women's Way from 6:00 – 7:00 pm

March 13, 2013
Membership Business Meeting, Harbor View Center – Nico's Pier 38

April 10, 2013
Membership Drive Dinner, Location tbd

May 8, 2013
EWISP Awards Dinner, Waialae Country Club

June 12, 2013
Membership Meeting, Sheraton Waikiki – Honolulu Suite

July 10, 2013
ASIST Awards Dinner, Oahu Country Club

August 14, 2013
Membership Meeting, Location tbd

August 23, 2013
18th EWI Annual Golf Tournament, Hawaii Prince Golf Club

September 11, 2013
Membership Meeting, Location tbd

September 18-21, 2013
LCAM (EWI's 75th Anniversary), San Diego

Philanthropy Committee Event



Join your Philanthropy Committee on **Friday, February 15** for some heart-pumping fun!

Our very own Roseann Bronston, from member firm Archipelago Hawaii, is a certified Jazzercise instructor and will get our hearts pumping with The Salvation Army Women's Way residents!

Date and Time: Friday, February 15, 2013 from 6:00-7:00 pm
Location: The Salvation Army Women's Way Program
845 22nd Avenue, Honolulu, Hawaii 96816

Call Leianne Pedro, Philanthropy Chair, at 808.226.7183 to RSVP or if you have any questions.

Happy Birthday!

Miki Hwang	February 3
Abigail Jacinto	February 3
Jun Look	February 16

DID YOU KNOW...

“How do we recruit new members?”

EWI of Honolulu follows a defined process for recruiting new members as outlined in the organization's Bylaws, Procedures Manual, Resource Guide, etc., as our membership is comprised of member firms, not individuals.

Normally, the Membership Committee, through its research, discussion with the Chapter Board, and/or through referrals or inquiries, identifies the types of firms to recruit. Firms must be classified via major and minor classifications and must be non-competing as mandated by the Bylaws. The classification listing is quite extensive, so there is wide latitude for classifying firms. Member firms of a Chapter may have similar major classifications; however, the minor classifications must be different.

Once the Membership Committee identifies prospective firms, it seeks the Chapter Board's approval to post the prospective firm. Once approved, the written posting is sent to the membership (via the Chapter's *EWI Connect* newsletter, email or by special mailing) and shall include:

- * firm name
- * firm classification (major/minor)
- * # of years the firm in business
- * other pertinent information
- * # of employees
- * name of the executive
- * name of the representative

Current member firms have the opportunity to object to a posting via written communication from the firm's executive. If there is an objection, a reason must accompany the objection so the Chapter Board can review and investigate. The Chapter Board has the authority to rule on the validity of any objections and accept or decline them. If a prospective firm is denied membership, the prospective firm may not reapply or be proposed for membership for a period of at least eighteen (18) months after the final determination unless otherwise determined by the Chapter Board.

If no objection to the proposed member firm is received in writing from any member firm executive within 10 days of publication, then the prospective member firm shall be invited to membership of EWI of Honolulu.

A recommended mix of member firms is a minimum of 25% each: Small Firms (1-25 employees); Medium Firms (26-99 employees); and Large Firms (100+ employees). It is also recommended to have a good balance of the types of firms, e.g, international, national, and regional, state or local firms.

Requirements of a representative include:

- Key individual employed by applicant firm.
- Ability to meet attendance requirements.
- Participation in chapter activities.

This corner of information is to help us understand the various facets of our organization. If you have a question or suggestion for other topics, please let your Board members know and we'll be happy to share the information in future articles!



It's almost that time of year again for EWI's Adult Students in Transitional Situations (ASIST) Scholarship.

For those of you who may not know, the ASIST program provides financial support and guidance to adults in the community who are in a variety of transitional situations. To be eligible for the program, candidates must be able to identify their career goals and objectives along with meeting the necessary educational and financial requirements.

EWI utilizes local resources such as colleges, career professionals, community agencies and service groups to pre-screen candidates. Selection criteria include financial need, socially, physically and economically disadvantaged adults, displaced homemakers and heads of household with small children.

Applications will be accepted through April 5, 2013.

The Honolulu Chapter of Executive Women International will distribute the awards to educational providers.

EWI hopes this award will enable each recipient to achieve self-esteem and positively impact an individual's personal life, employment, family and community.

If you know of anyone who might be interested in applying, please encourage them to visit our EWI of Honolulu website for information and access to the application.

<http://ewihonolulu.org/scholarships/asist.html>



NOMINATE NOW!

2013 Pacific Business News 15th Annual Women Who Mean Business
seeking nominations for Businesswoman of the Year and Women-to-Watch

Nomination deadline: **Monday, February 18, 2013**

2013 finalists to be notified via email on Wednesday, March 6, 2013.

For more details visit <http://www.bizjournals.com/pacific/nomination/43701>