

## President's Message



Happy New Year!

EWI's Fiscal year (October 1 – September 30) gave us a jump start on the year ahead. What have we accomplished thus far?

- EWI Honolulu Chapter is energized with a *FUN~FRESH~PRESENT* theme
- EWI Honolulu Past Presidents shared a bit of history at October's membership meeting
- A beach house retreat stimulated creativity and unified the Board. Strategic planning and interactive activities conveyed the value of engaging representatives. EWI mission focus and EWI branding will reinforce our quality organization.
- Reading Rally at Honolulu Zoo's Learning Center: 100 attendees
- Four New Member Firms
- Holiday hats & attire generated festivity as we progressed to resolve the GET issue. Connections prevailed as Lisa Yamada pointed us to a specific person that will discount the penalties and interest!! Thank you for being *PRESENT* to act on our challenge, Lisa!

Personally, I am blessed to lead an awesome Board of Directors! Each individual possesses incredible talent that they are so willing to share. This Board truly cares about YOU! I've witnessed positive changes. I see growth as leaders evolve, and I'm excited as each step moves us towards new heights!

**Wanda Sanchez** diligently dedicates hours to revamp the multiple budget draft revisions as new information presents different scenarios.

**April Tengan** cheerfully prepares agendas and correspondence. HMSA generously printed Golf Tournament posters and other marketing materials displaying the fresh EWI Logos.

**Cora Kim** effectively delegates responsibilities to the Communications & Marketing committee while keeping track of deadlines. Cora absorbs and implements ideas communicated to the Board. Please notice the website update.

**Maegan Brandt** and the Ways & Means Committee are *Jazzed* committing to two fundraising events. Thanks

Ways & Means for accepting the challenge! Save the dates: "Jazz it up with EWI & Michael Paulo" on March 10, 2012 and August 24, 2012 EWI Golf Tournament.

**Leianne Pedro** and the Membership Crew increased the Member Firm Goal to 55. Right on! Successes include Archipelago Hawaii, City Mill, Lamination House, and Social Wahines. With non-renewal notices expected, assist your Membership Crew! Please forward quality Member Firm prospects.

**Debbie Hirasaki** tracts RSVPs by email & voice mail time stamp! Sergeant-at-Arms committee sacrifices missing part of the program waiting for late arrivals. Enjoy the connections at 5:30 p.m. Debbie won Best Holiday Attire in her Santa suit....fantastic!

**Adele Tasaka** and the Program Committee graciously coordinate my detailed requests for meetings. An extra emphasis is placed on Programs because meetings are critical to our membership. Attendance and energy at Membership Meetings determine the heartbeat of an organization. Monthly meetings must be worth your valued time and keep you motivated to return.

**Brenda Kanno** religiously keeps our policies & procedures in order tracking necessary documentation for the Chapter. As mentioned previously, Brenda is EWI Honolulu's only Past Corporate President. Brenda chairs the Corporate Finance Committee this year. She will be a wealth of information as EWI Corporate moves towards 12 month annual renewals versus Calendar year renewals.

**Lauralei Tanaka** and the Philanthropy team targeted 100% participation collecting goodies to send the US Troops. The special stickers visually recognized participants. Lauralei's expertise was instrumental in preparing the GET documents.

**Shelley Okubo** provides continued support while scholarship Chairs **Jane Rock** and **Wendy Kia** are orchestrating incredible 2012 EWISP and ASIST programs.

So what are your goals for 2012? What are you going to do different to get a desired result?

VP/President Elect **Nadine Uratsuka** challenged herself to get a fresh experience by doing something different. If you missed December's meeting, be sure to ask her about Coach. Nadine will perfectly step over and continue the momentum this amazing Board of Directors generated.

Be part of the 2012 achievement!

**Mark your Executive's Calendars with these Dates:**

Saturday, March 10, 2012 "Jazz it up with EWI and Saxophonist Michael Paulo"

Wednesday, April 11, 2012 A National educational concern....Race to NoWhere

Wednesday, May 9, 2012 EWI Scholarship Program (EWISP)

Wednesday, July 11, 2012 Adult Students in Scholastic Transition (ASIST)

Friday, August 24, 2012 EWI Golf Tournament

**Board Challenge:**

40 Representatives present at each meeting thanks the Program Committee for their planning effort.

40 Representatives present creates energy in a room.

40 Representatives present confirms a solid organization to the speaker & guests.

51 Firms = the option for 3 delegates at Leadership Conference & Annual Meeting. (New Goal 55 Firms)

\$40,000 Net Income from Fundraising activities, \$50,000 Stretch Goal

Be Present at LCAM in Dallas September 13-15, 2012

Identify Board Successors

Hau'oli Makahiki Hou,



Tracy Wong

President

EWI of Honolulu 2011-2012

# *Executive Women International*

## Honolulu Chapter

### Fresh-Fun-Present

**WEDNESDAY, JANUARY 11, 2012**

OAHU COUNTRY CLUB  
150 COUNTRY CLUB ROAD  
HONOLULU, HI 96817



CONNECTIONS | CAREERS | COMMUNITY

5:30PM BE PRESENT TO CONNECT AND NETWORK  
6:00PM DINNER  
COST: \$37

**Speaker: Toby Tamaye**

**HOW TO MARKET A BUSINESS, NON-PROFIT OR EVENT USING SOCIAL MEDIA**

Social media marketing should now be a part of your integrated marketing programs. Social media is becoming the key marketing program to reach younger and college educated demographics and higher income households.

This month's dynamic speaker, Toby Tamaye, is President of AT Marketing, a Hawaii-based firm experienced in advertising, public relations, event marketing, and social-media marketing for Hawaii residents and its tourism markets. He is ranked as one of the top 25 most influential PR and travel consultants in the world on Twitter and recognized as one of the top 20 social media influencers in Hawaii. Four of the most popular social media platforms will be presented: Facebook, Twitter, Yelp and Foursquare. Come and learn some tips on how to grow your followers, address privacy issues with social media and who the top social media influencers are in Hawaii today.

**Dinner Menu:**

House Salad with Papaya Seed Vinaigrette  
Roasted Beef Tender and Butter Poached Spiny Lobster  
Seasonal Vegetables and Mashed Potatoes  
Bread Pudding with Vanilla Anglaise



PLEASE CONTACT DEBBIE HIRASAKI BY NOON, WEDNESDAY, JANUARY 4, 2012  
[DYOSHIDA@BISIHI.COM](mailto:DYOSHIDA@BISIHI.COM) OR 592-5006 TO **RSVP** AND IF YOU WILL BE BRINGING A GUEST.

**SINCE THIS IS THE FIRST MEETING OF THE YEAR, WE ARE ASKING ALL MEMBERS TO CONFIRM YOUR ATTENDANCE.**

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 7 DAYS PRIOR TO THE EVENT DATE.

## Honolulu Chapter Board Meeting Highlights

**Thursday, November 17, 2011**

**Insurance Solutions LLC, Suite 1711 Conference Room**

### **Approval of Minutes:**

The minutes of the September 28, 2011 Board of Directors meeting were approved as published.

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

The outstanding GET tax liability was discussed and will be brought to entire membership at the December business meeting.

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

General Operating Account:      \$62,585.94  
B/C/DP:                                 \$68,145.35

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

General Operating Account:      \$61,069.87  
B/C/DP:                                 \$67,548.65

A motion was made and seconded to accept the September 2011 and October 2011 financials.

### **Committee Reports:**

#### **ASIST**

- The ASIST Dinner is scheduled for Wednesday, July 11, 2012 at the Japanese Cultural Center. The calendar of events and deadlines were announced.
- Scholarship budget of \$7,300 with \$6,000 allotted for scholarships
- The Sheraton Waikiki will host the interview session scheduled for May 19, 2012.
- HMSA will print the dinner flyers.

#### **Communications and Marketing**

- Articles for the January newsletter are due on Monday, 12/12/11
- Updates to the website are being worked on. Mayuki has completed the test site

#### **EWISP**

- EWISP awards banquet is scheduled for May 9, 2012 at the Blaisdell Center.
- In 2012, EWISP will be awarded to High School Seniors instead of High School juniors.

#### **Membership**

- 49 Member Firms (as of November 15, 2011)
- 51 Representatives

### 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 Hawaii

**Wendy Kia**, ASIST Chair  
Marie Louise Fine Garment Cleaners

**Lauralei Tanaka**, Philanthropy Chair  
HTH Corporation

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- 1 Sustaining Members
- 1 Life Chapter Member

*Welcome to New Member Firms:*

- Archipelago Hawaii
- City Mill
- Jetway Beverages
- Lamination House
- Social Wahines
- Pacific Business News, one additional representative

The following firms will be posted for January 2012:

- dckPacific, Jocelyn DesLaurier
- Allied Builders Systems, Pam Unabia
- Roberts Hawai'i , Allison Maertens
- Turtle Bay Resorts, Bonnie Holmbeck

***Philanthropy***

- December - Collection will be made for I Love TROOPS
- April – Clothing Drive for Dress for Success
- July – School Drive
- October – Reading Rally

***Program***

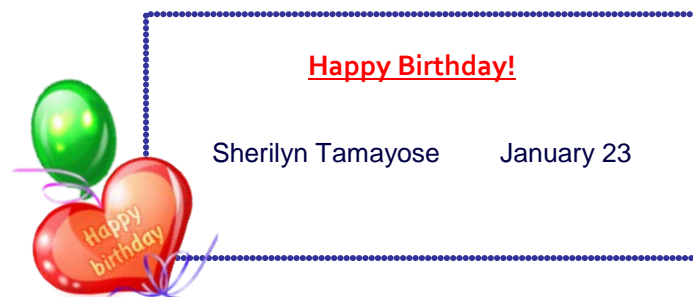
- The November 9, 2011 meeting will be held at the Japanese Chamber of Commerce.
- The December 7, 2011 will be held at Kapiolani Community College.
- The January meeting will be held at HCC or Oahu Country Club featuring social media by Toby Tamaye.
- EWI Survey Results were distributed.

***Sergeant-at-Arms***

- There were 31 representatives, 6 guests and 0 no-show at the November 9, 2011, Dinner Meeting.held at the Japanese Cultural Center.
- 23 member representatives attended compared to 33 in November 2010.

***Ways & Means***

- The committee requested payment for deposit to the Hawai'i Prince Hotel Golf Club.
- The Wine Tasting/Jazz Concert will be held on March 10, 2012 at the Hawai'i Convention Center.

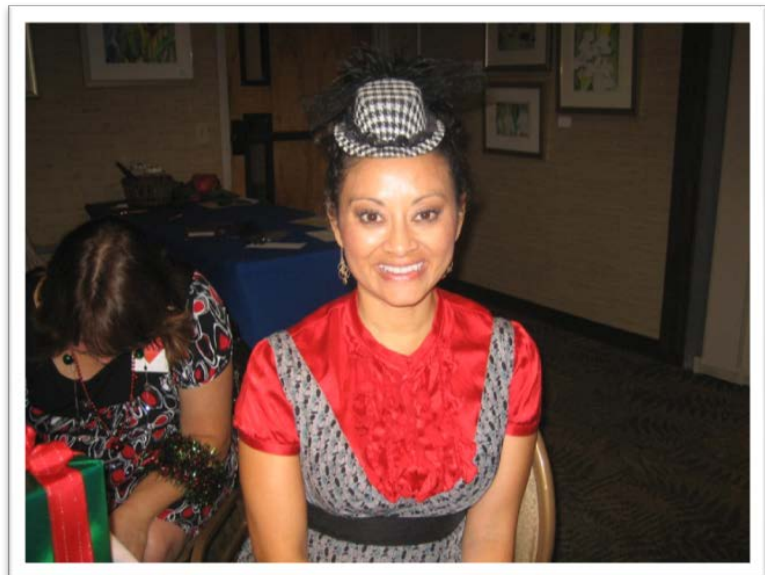


## EWI December Business Meeting

December 7, 2011

Ka Ikena Dining Room – Kapiolani Community College

It was a festive evening as everyone got into the spirit to mark the holiday season upon us. The Program Committee challenged everyone attending the dinner to dress in your favorite holiday attire and holiday hat for the night. Debbie Hirasaki (Business Insurance Services, Inc.) won by a unanimous vote for “Best Holiday Attire.” And, Star Miranda (Plaza Club) won a prize for “Best Hat.”



Donations were also collected for the I Love Troops project organized by Lauralei Tanaka, (HTH Corporation) Philanthropy Chair and her Philanthropy Committee. Members collected snacks, books, magazines, and other goodies to be mailed to the troops in care packages early next year.

Business was also conducted at December’s members’ only meeting. The 2012 proposed budget was approved by the membership. Each director reported on the latest happenings for their committee. Maegan Brandt (Insurance Solutions, LLC), Ways & Means Director, also announced a spring fundraising event. Save the date – Saturday, March 10, 2012 at the Hawaii Convention Center for a jazz festival featuring saxophonist, Michael Paulo! More details to follow. We’ll need everyone’s support at the spring event and our annual EWI Golf Tournament to be held on Friday, August 24, 2012 to reach our fundraising goal this year.

We also welcomed Nadine Uratsuka (Accuity LLP) as our new Vice President/President-elect for 2011-2012. Nadine shared her enthusiasm for an exciting year ahead. Thank you Nadine!

Other announcements included Jane Rock (Neal S. Blaisdell), EWISP Director, advising all of us of the change in the EWISP scholarship. Previously, the EWISP scholarship awarded high school juniors based on merit. This year, EWI corporate has changed the scholarship to award high school seniors. The scholarship

applications will now be based on 50% merit and 50% need. Jane and her committee will be busy creating a template for other years to follow.

Congratulations also goes out to Shelley Okubo (Aqua Hotels & Resorts) for her position as Corporate Vice-Chair, Recruitment & Retention Committee with an emphasis on Executive Engagement. Shelley will be sharing her experiences with the corporate committee as the year goes on.

The next board meeting is scheduled for Thursday, December 22, 2011 at 6:00 p.m. at Buca di Beppo. Our next membership meeting will be held on Wednesday, January 11, 2012 at 5:30 p.m. at the Oahu Country Club.

Happy Holidays to All!



*President, Tracy Wong (Insurance Solutions, LLC)*



*Dawn Kaniaupio (4 Miles LLC) giving the "Thought of the Day."*



*Sheri Tamayose (First Hawaiian Bank), Edith Won (Terrence Y. J. Won, DDS), Leona Hee (Miller-Hee Realty), and Susan Tanigawa (C.S. Wo & Sons) discuss the 3 Cs – Careers, Connections & Community.*

# Ways & Means Fundraising Events

Save the Date  
March 10, 2012

EWI Jazz-It Up Benefit Concert  
Hawaii Convention Center



with Saxophonist Michael Paulo & featured smooth jazz artists to be announced soon

Platinum Sponsor



Gold Sponsor



## Available Smooth Jazz Concert Sponsorships

- Platinum Sponsor- \$5,000
- Gold Sponsor- \$2,500
- \*\*\*Individual ticket prices forthcoming

Save the Date  
August 24, 2012

EWI Annual Golf Tournament  
Hawaii Prince Golf Club



CONNECTIONS | CAREERS | COMMUNITY

## Available Golf Sponsorships

- Platinum Sponsor- \$2,500
- Gold Sponsor- \$1,000
- Team of Three Golfers- \$550
- I cannot attend, but enclosed is our donation check for \$\_\_\_\_\_ and/or we would like to donate the following to be used as tournament prize (s).

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For more Information

Contact Maegan Brandt, Ways & Means Director

Phone: (808) 853-3400 or Email: [maeganb@ins-solve.com](mailto:maeganb@ins-solve.com)



## Membership News – WIIFM and WISH and WOOHOO

**WIIFM** - “What’s in it for Me”? How about a chance to win a free dinner and a \$20 Ruby Tuesday Gift Card!

January is the perfect time to host a guest and your executive to “CONNECT”, enhance their “CAREER” and impact the “COMMUNITY” at our Jan. 11<sup>th</sup> dinner meeting. Will you be the lucky EWI representative to win a free dinner for February?

**WISH** – “Which Individual Should Help”? Each and every one of us! Tell us who you **WISH** to join EWI in 2012.

**WOOHOO** – just because we’re amazing women making “CONNECTIONS”, enhancing “CAREERS” and impacting “COMMUNITIES” – Can I get a **WOOHOO!!**

Aloha,  
Leianne Pedro  
Pacific Business News  
EWI Membership Director  
808-955-8002

### **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.