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January 2021 | Vol. 13, No. 1

## Letter from the President

*Aloha EWI and Happy New Year 2021!*

“What a wonderful thought it is that some of the best days of our lives haven’t even happened yet.” ~Anne Frank  
I’m happy for the start of a new year and have hopes of health and prosperity for our Honolulu Chapter. 2020 was a challenge and even though we are still in the midst of a pandemic, I refuse to give up hope that we will soon be able to gather in person and spend more time in the presence of our membership, community, and those we love.

Welcome to our newest member firm Kreative Konnections. I am very pleased and relieved to have Brenda Kanno join us through her own business after retirement from RCUH. Congratulations on your retirement Brenda and wishing you the best in the next stage of your journey!

Welcome to Lorrie Fitzgerald who was recently named as the rep for Insurance Solutions and Cathy Troy, the replacement rep of Kyoya Marriott Waikiki Complex, formerly known as Starwood Hotels. I’m looking forward to getting to know these ladies and hope that you will do the same. Please reach out to say hello and make them feel welcome! Watch for the newest membership listing arriving in your inbox soon!

If you joined our December firm night with Tiki’s Grill and Bar, you know that we were privy to Chef Ronnie’s favorite cookie recipe, MRS. MARGUERITE’S ITALIAN WHITE COOKIES, shared by chef’s mom Rita. I enjoyed the delicious recipes and the joy of the upcoming holiday that we shared. Thank you to our Programs Director Jen Ihara of Seal Masters of Hawaii for coordinating with Jenni Liu of Tiki’s for a fantastic event! Great job ladies!

Please join our January 13 membership meeting on Zoom at 5pm to learn about “10 Productivity Hacks for Today’s Busy Professional” with Jamie Champagne of Champagne Collaborations. I know I could use this insight. And, don’t miss our February 10 meeting with President & Creative Director Jalene Kanani of Noho Home. You won’t want to miss the opportunity to learn from our guest speakers and show your support by participating. We are more powerful when we empower each other and can accomplish so much more together than we ever could alone!

Let’s ring in 2021 with joy and enthusiasm for new beginnings!

With Warmest Aloha ~



JaDawn Perez

President, EWI of Honolulu 2020-2021

Member Firm American Carpet One Floor & Home







# HAPPY New Year

## 2021



### PRODUCTIVITY HACKS FOR TODAY'S BUSY PROFESSIONAL!



**Jamie Champagne**  
**Champagne Collaborations LLC**

Jamie is beyond her "passionate BA" title and truly embodies business analysis and adding value to those around her every day. An accomplished speaker, author, and trainer, she enjoys sharing with others, ways to improve their analysis skillsets, unique ways to look at the world, and how to be more accomplished with measurable results. You can find her speaking around the world, both in-person and online, on topics on business analysis, process improvement, project and change management, and data governance. She is an accomplished author with her book *Seven Steps to Mastering Business Analysis*, 2nd edition, and published courses on LinkedIn and Pluralsight. When she's not collaborating with her business partners, you can find her collaborating with her friends and family on the Hawaiian waters on a surfboard.

### Membership Meeting

**January 13<sup>th</sup>**

Membership Perks first 10 minutes

**5:00 PM** via Zoom

<https://zoom.us/j/5076756044>

WE ALL WANT MORE TIME IN THE DAY – THERE JUST NEVER SEEMS TO BE ENOUGH TIME TO GET EVERYTHING DONE! SIMPLE TIME SAVERS, “GET MORE DONE” TIPS AND CREATIVE INSIGHTS TO TAKE BACK MORE OF OUR DAY AND ACTUALLY ACCOMPLISH MORE OFF OUR TO-DO LIST IS WHAT YOU’LL GET IN THIS SESSION! TIPS WILL HIGHLIGHT EFFECTIVE USE OF EMAIL, IDEAS TO SPARK UP YOUR MEETINGS, AND SOME CREATIVE THOUGHTS TO WORKING WITH PEOPLE AND TECHNOLOGY! EASY, SIMPLE AND MOST IMPORTANTLY, EFFECTIVE TECHNIQUES TO HELP YOU DO MORE!



[www.champagnecollaborations.com](http://www.champagnecollaborations.com)

[Twitter.com/jamie\\_champagne](https://twitter.com/jamie_champagne)

@jamie\_champagne

LinkedIn: [www.linkedin.com/in/jamie-champagne/](https://www.linkedin.com/in/jamie-champagne/)

Facebook: [www.facebook.com/ChampagneCollab](https://www.facebook.com/ChampagneCollab)

YouTube: [www.youtube.com/channel/UCBs4vU7FouJNetmx7bBIUFA](https://www.youtube.com/channel/UCBs4vU7FouJNetmx7bBIUFA)

## 2020 - 2021 Chapter Leadership



JaDawn Perez  
American Carpet One  
Floor & Home  
President



Karen Mendes  
American Solutions for Business  
President Elect



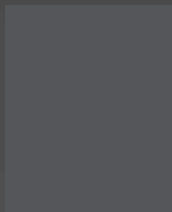
Secretary



Francine Lee-Kadota  
Keller Williams Honolulu  
Treasurer



Jenni Liu  
Tikis Grill & Bar  
Sergeant-At-Arms



Communications



Karen Yonemoto  
Pagoda Hotel  
Retention & Recruitment



Jennifer Ihara  
SealMasters  
Programs



Karynthya Trevino  
Bank of Hawaii  
Ways & Means



Wanda Sanchez  
Lamination House  
EWISP



Kirsten Brenner  
Island Events Hawaii  
ASIST



Allissa Carveiro  
Blood Bank of Hawaii  
Philanthropy



Brenda Kanno  
Research Corporation  
of the University of Hawaii  
Parliamentarian



Roseann Freitas  
Better Business Bureau  
Northwest + Pacific  
Advisor



CHANGE | ADAPT | FLOURISH



CONNECTIONS | CAREERS | COMMUNITY

### Mission

Executive Women International (EWI) 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 enhance professional growth and development within a diverse group of professionals while empowering them to make a difference as they inspire others.

### Values

Integrity | Excellence | Respect | Collaboration

**ewiconnect.com**  
**ewi@ewiconnect.com**

## Honolulu Chapter Board Meeting Highlights

November 25, 2020

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

- October 31, 2020 financials were disbursed, reviewed, and approved by the Board.

### ***Committee Reports:***

#### ***ASIST – Kirsten Brenner***

- Kirsten meet with Wanda Sanchez to collaborate and is planning to attend the ASIST Corporate Training call on December 17.

#### ***Communications – Karen Mendes***

- 11/01/20 - Newsletter distributed to membership and goes on website
- 11/13/20 - Articles due from committees for newsletter
- 11/23/20 - Newsletter Publish
- Provide feedback for any updates to the EWI of Honolulu website to Karen Mendes and JaDawn by email.

#### ***EWISP – Preet Nijjar***

- Working on updating the school listings.

#### ***Retention & Recruitment – Karen Yonemoto***

- 34 Member firms (2 companies with 2 reps):
- 33 representatives; 3 vacancies

Replacement Reps:

- Cathy Troy – Sheraton Waikiki - pending
- Lorrie Fitzgerald – Insurance Solutions - pending

#### ***Philanthropy – Allissa Carveiro***

- Puuhale Elementary School Book Fair update: Raised over \$1,000.
- December Friends & Family Blood Drive
  - A flyer was put in the December connect to promote a Friends & Family (F&F) blood drive, on December 1 - 15, 2020. EWI is encouraged to recruit their friends and family to donate blood during this period. When making an appointment to donate blood, the donor (or EWI member) must send an email to Alli to a) confirm appointment and b) be entered into a draw to win a \$25 Foodland gift card (will be chosen randomly).

#### ***Programs – Jen Ihara***

- Confirmed the following membership meetings:
  - December 2, 2020 – “Virtual” Firm Night with Tiki’s Grill & Bar.
  - January 13, 2021 – 10 Productivity Tips with Champagne Collaborations.
- If there are any suggestions for guest speakers, please contact Jen.

### **DATES TO NOTE**

Please Save the Dates in 2021!

Programs will be the 2nd  
Wednesday of each month.

January 13, 2021

February 10, 2021

March 10, 2021

April 14, 2021

### **Sergeant-at-Arms – Jenni Liu**

- November 12, 2020 – Conversation with Lyla Berg and Kepola, graduate of YWCA's Fernhurst Furlough Program Virtual Meeting.
  - 17 Member Reps; 2 Speaker; 4 Guests

### **Ways and Means – Karynthya Trevino**

- If you have any fundraiser ideas, please contact Karynthya.

### **Happy Birthday!**

Jan 20 Jenny Li  
Jan 23 Sherilyn Tamayose



CONNECTIONS | CAREERS | COMMUNITY



@ewihonolulu



facebook.com/Executive-Women-  
International-EWI-Honolulu-  
Chapter-323622051002758/



@ewihonolulu



Executive Women International  
(EWI) Honolulu

#ewihonolulu

### **Directory Changes**

Please notify Retention & Recruitment Director of any changes in your address, email, telephone number. Contact Karen Yonemoto, Pagoda Hotel email:

[karen.yonemoto@aquaaston.com](mailto:karen.yonemoto@aquaaston.com)

Share your news and photos in the monthly CONNECT

Contact: Karen Mendes [kmendes@americanbus.com](mailto:kmendes@americanbus.com) or call 808-723-4577

Submission deadline for February 2021 issue: January 13, 2020





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Aloha, everyone; this is Joseph Avery. I represent member firm 808Nanny. We are a nanny referral agency based here in beautiful Honolulu that provides mobile and in-home childcare services – specifically, nanny on-call and nanny placement services.

### **SO WHY EWI SOLILOQUY**

This little magical tale begins with me and my wife, Maribel Avery, accepting an offer from Roseann Freitas, who you all know is the Marketplace Manager at the Better Business Bureau here in Honolulu, to attend the Executive Women International (EWI) headwear merriment dinner in December of last year and join a group of lively folks learning about the organization. From there, we were hooked. We had the privilege of meeting Jenni Liu, Karen Mendes, and so many other fabulous people because WE ALL KNOW Roseann is quite the hyper-connector with her outgoing, gregarious personality.

At that dinner, we learned EWI membership offers member representatives a platform to promote their company, further their professional development, and give back to their community. Also, we wanted to take the initiative and be part of an organization of collaborative professionals with a giving heart who join in community spirit to positively influence locally owned small businesses and our island as a whole.

So, after that one enchanting evening inundated with delicious food and great company concluded, we (I) started doing some research and found this ...

### **MISSION**

EWI 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 enhance professional growth and development within a diverse group of women while empowering them to make a difference as they inspire others.

### **VALUES**

Integrity | Excellence | Respect | Collaboration

**I am going to repeat that last part once more ... Integrity, Excellence, Respect, Collaboration**

**Our own country and government can learn from that.**

Not to mention, at the time, EWI had been around for 81 years, with the local chapter here in Honolulu not trailing too far behind at over 52 years. In our minds, we felt the organization must be doing something right if they possess that kind of staying power. And, indeed, we were correct. Because, as it stands, EWI has been the leading association for business professionals and their firms throughout North America.



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Moreover, we appreciated our chapter had recently awarded \$16,000 in scholarships to deserving students:

\$8,000 to outstanding high school seniors through our Executive Women International Scholarship Program (EWISP), based on academic excellence and financial need.

AND

\$8,000 to our Adult Students in Scholastic Transition (ASIST) scholarship program, a program based on financial need for adult students in various tracks of their pursuit of higher education.

Additionally, we were elated that EWI hosts the Leadership Conference and Annual Meeting (LCAM), where all the chapters come together to network and participate in leadership classes. This is still something we would very much like to attend in due course.

Furthermore, we wholeheartedly bought into the **3 C's** that define EWI corporate and our chapter...

- Connections
- Careers
- Community

So, not to regurgitate what most of you already know, but we found it remarkable that in the first focus area, **Connections: Who are we?**, there are over 1200 active representatives in 38 chapters across the US and Canada. This is HUGE when you are a small business like us and doing everything you can to get your name out without access to an 8-figure advertising budget.

The second focus area, **Careers: How can we help?** We appreciated the fact that there are monthly meetings focused on career development, webinars available to any of our employees, and a program called Academy of Leadership Development exists, which consists of coursework and programming to empower each of us to learn, grow and personify leadership within our work environment and personal life. There have been hundreds of alumnae since 2001.

**Finally, Community: How do we give back?**

What can we say? Any organization that is philanthropic and provides local and national scholarship programs wins in our book. This was and is the case with EWI. Remember those scholarship programs I told you about earlier?

**Therefore, it is these collective reasons why we joined EWI and have never once looked back.**

## Roseann Freitas

PR and Communications Manager  
Better Business Bureau

## Irene Gonzalez,

Economic Development Specialist  
U.S. Small Business Administration

<https://www.trust-bbb.org/back-to-business>

### The Impact of Trust

Building Credibility and  
Advertising Honestly

Jan. 6, 2021 - 3-4pm MST

It pays to maintain a credible company. Businesses that prioritize trust, honesty and transparency are better equipped to weather financial crises like a pandemic.

- How to build credibility
- The impact trust can have on your bottom line
- What you say in advertising matters

### Cybersecurity

Basics for Businesses

Jan. 13, 2021 - 3-4pm MST

Your business has a cybersecurity issue. As technology evolves, so does the threat of a breach or a hack impacting your operation.

- The importance of cybersecurity and what resources are needed.
- Employee training on avoiding attacks and putting processes in place for remote workers
- Define business email compromise and how to train your staff.

### Mitigating Miscommunication

Dispute Conflict Management

Jan. 20, 2021 - 3-4pm MST

Most consumer-to-business transactions are conflict-free. But what happens when a dispute threatens to disrupt your company?

- What causes disputes between businesses and consumers.
- Learn the types of dispute resolutions available.
- Work on mitigating miscommunication with customers.

### Back to Business

The Power of Pivoting

Jan. 27, 2021 - 3-4pm MST

Business owners can't sit still. The pandemic is pushing businesses within every industry to constantly adapt in order to survive. It's time to get comfortable being uncomfortable.

- How to build an agile workforce to adjust quickly to change.
- Make innovation a part of your work environment.
- Understand why failing can help your company grow.



BETTER BUSINESS BUREAU®



# Member News January 2021



Member Firm: Hawaiian Electric

## Macadamia Nut Brittle

### INGREDIENTS

2 cups unsalted whole macadamia nuts  
1¼ cups granulated sugar  
1/3 cup light corn syrup  
1/3 cup water  
1 cup (2 sticks) unsalted butter, cut into small pieces  
1 teaspoon salt  
½ teaspoon baking soda



### DIRECTIONS

Preheat the oven to 350°F. Coat a 12"x17" baking pan with non-stick vegetable spray. Spread the nuts on a baking tray and toast for 8 to 10 minutes, turning the nuts after 5 minutes. Cool and then coarsely chop; set aside. Place the sugar in a deep medium-sized saucepan. Add the corn syrup and water, bring to a boil over medium heat. Boil until a layer of bubbles forms on top, 3 to 4 minutes. Cover the pan with lid and continue to boil 5 minutes longer. Remove the lid, add the butter, and stir with a wooden spoon until the butter has melted. Cook over medium heat until a candy thermometer registers 300°F, about 30 minutes, stirring occasionally. Immediately stir in the salt, baking soda, and nuts. Spread the nut mixture over the prepared pan, spreading it as thin as possible with a long, metal spatula. MAKES 1¾ POUNDS

Find our recipe and video for creating sweet and delicious  
Macadamia Nut Brittle at the link below.  
So 'ono!

View Holiday Recipe & Video: <https://ecard.hawaiianelectric.com/>





# Member News January 2021

Member Firm: Sam Kasnetz

There are a number of mediation organizations associated with the Hawaii Judiciary and the Access to Justice Program. The host for this episode is Jay Fidell. The guests for this episode are Tracey Wiltgen, Sam Kasnetz, Dyan Mitsuyama and Ellen Politano.

The panel will discuss the work of the Mediation Center of the Pacific, The 1st Circuit Family Court VSM and the Kapolei Access to Justice Room programs, the services they provide, how and to whom and how these services benefit the community.

Check it out here: <https://vimeo.com/462852479>



Mediation Center of the Pacific (Life In The Law)



On behalf of the **2020-2021 Corporate Board of Directors and Staff**, we'd like to wish all EWI Members a very happy holiday season and a successful, healthy and prosperous New Year!





## JANUARY 2021 PROFESSIONAL DEVELOPMENT WEBINAR

### Finding Your Financial Confidence

**Presenter: Pam Prine**

Co-Owner and Financial Advisor,  
Keystone Capital Management Group

**Tuesday, January 5, 2021  
3:00 PM ET / 10:00 AM HST**



This webinar is for women who want to take charge of their financial world. Author Eleanor Blayney said, "Helping women take charge of their financial situation does more for their self esteem and sense of inner serenity than years of therapy focusing on peripheral issues."

Members will learn:

- Why financial confidence still seems to be elusive for many women
- How women and small business owners can gain financial confidence
- Key benefits and possible advantages of working with a financial advisor to lay the foundation to your financial success

Pamela B. Prine is the co-owner of Keystone Capital Management Group, LLC, in Glendale, Arizona. Keystone is an investment and retirement planning firm committed to the growth and protection of their client's assets. Between Pam and her partner, Kim Dyer, they have over a quarter of a century of experience. As financial advisors they embrace the opportunity to educate, guide and simplify the complex. It is important to help people understand the unique challenges that exist relative to investments and retirement income planning in the volatile times ahead.

**JOIN THE MEETING**

[http://ewiconnect.zoom.us/webinar/register/WN\\_E-p4nwqQ1GFLgqGPuYyRw](http://ewiconnect.zoom.us/webinar/register/WN_E-p4nwqQ1GFLgqGPuYyRw)

Welcome to **MyEwi**

**WHO WOULD YOU  
RATHER TALK TO?**



**GO TO YOUR PROFILE  
TO UPLOAD A PHOTO**

Have you logged into your account on MyEWI?

Visit [www.ewiconnect.com](http://www.ewiconnect.com) today and login to see your EWI network, update your firm information and access documents, discussions and communities to further engage in your EWI membership!

You can also pay your renewal invoice online.

Be sure to upload your photo, too!

Go to : <https://ewiconnect.com/>

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- ✓ documents and resources
- ✓ online payments
- ✓ member profiles
- ✓ membership community

**[my.ewiconnect.com](http://my.ewiconnect.com)**

**\*\* Contest Alert \*\***

All EWI Honolulu Members who log into their EWI accounts and update their profile and include a photo will be entered to win a \$25 gift card.

1) Go to [ewiconnect.com](http://ewiconnect.com)  
Click My Profile and make updates

2) Go to [my.ewiconnect.com](http://my.ewiconnect.com)  
Click profile and make updates

3) Email to [KMendes@americanbus.com](mailto:KMendes@americanbus.com)  
when complete.

Drawing will be held on January 27, 2021 at our monthly Board of Directors meeting.