

Letter from President



November is one of my favorite months most definitely because of Thanksgiving! The Thanksgiving holiday is often overlooked for the popular, commercialized and retail Christmas holiday. For me, it seems that we rush through Thanksgiving to get to the “popular” holiday season of Christmas and New Year. Christmas is the granddaddy of Holidays with presents, traditions, family and food!

Thanksgiving has all of the same benefits as Christmas with the presents (gifts) being everything you’re thankful for! But picture this, with your eyes closed, your mind quieted, your heart bowed and your head lifted toward the sky – what are you most thankful for? What moves you to laughter, smiles, joy and tears? At LCAM 2013 in San Diego we were blessed and entertained by Amanda Gore! She exhorted us to put on our “Gratitude Glasses”. When life gets challenging (and it will!), work and financial worries hit you (and they will!), health concerns, fofoer people, whatever it is that brings you to a place of worry, frustration, sorrow or fear **put on your “Gratitude Glasses”**. I have so much to be thankful for. At this present time things are really upside down for me...new career challenge, family member’s fragile health, financial woes, and education decisions can’t get me down because I have so much still to be thankful for! I am thankful to former EWI representative, Doreen Tavares and former PBN Publisher, Mary Beth Lohman for introducing me to EWI of Honolulu. Little did I know three years ago how important, how special, how thankful I would be for this organization and the representatives who embody Connections, Careers and Community. I encourage you to **Engage** and **Connect** fully in EWI and be richly blessed – you will be so very thankful in ways only you can comprehend. **Excite your Career**, register for the upcoming corporate career webinar on November 12 led by fabulous Colette Carlson. Seek connection over perfection, dare not to compare, embrace the power of authenticity and acceptance. **Enrich your Community** and join the Philanthropy committee on Nov. 8 for an hour of Jazzercise with Salvation Army Women’s Way Family Treatment Program residents.

EWI of Honolulu, Thank You! You fill up my tank! And always remember, at the end of each and every day we have so much to be thankful for!

Leianne Pedro
Honolulu Star-Advertiser
2013-2014 President, EWI of Honolulu

2013-2014 Officers & Directors

President

Leianne Pedro, Honolulu Star-Advertiser

VP/President-elect

Cora Kim, Hawaii Prince Hotel Waikiki

Secretary

Miki Hwang, Cowabunga! Computers

Treasurer

Roseann Bronston, Archipelago Hawaii

Ways & Means

Wanda Sanchez, Bank of Hawaii

Membership Director

Maegan Brandt, Insurance Solutions LLC

Sergeant-at-Arms

Candace Yuen, Aston Waikiki Beach Hotel

Programs

Jennifer Ihara, TW Telecom

EWISP Director at Large

Karen Mendes, APP Hawaii

Communications & Marketing Director

Jasmine Mancao, Pacific Business News

Appointed Positions

Advisor

Nadine Uratsuka, Accuity, LLP

Bylaws/Parliamentarian

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

ASIST Chair

Adele Tasaka, Hawaii Visitors & Convention Bureau

Philanthropy Chair

Francine Lee-Kadota, Meridian Properties Inc.



EWI of Honolulu Business Meeting and LCAM report

Your attendance to reach a quorum to conduct business is appreciated.

Wednesday, November 13, 2013

5:30-8:00 pm

3660 on the Rise

\$40 Per Person – No Host Cash Bar

Parking \$1.00 with validation

Participate in the budget review and approval process
and learn about the LCAM experience in San Diego, CA!

Menu

Mesclun of Nalo Greens with Lemon Miso Dressing

Shichimi Seared Breast of Chicken with Soy Citrus Sauce
(or Vegetarian Entrée of the Evening)

Dobash Cake

Coffee or Tea

Please contact Candace Yuen by noon Wednesday, November 6, 2013 at candace.yuen@astonhotels.com or 921-6272 to RSVP your regrets OR if you're bringing a guest.

Pre-payment policy: Dinner payments are due to Candace (mail to: 2570 Kalakaua Ave., Honolulu, HI 96815) no later than Friday, November 8, 2013.

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

Tuesday, September 30, 2013

Approval of Minutes:

Approved the minutes of the August 27 Board of Directors' meeting.

Treasurer's Report:

- None to report

Committee Reports:

ASIST – Adele Tasaka

- No report

Communications and Marketing – Jasmine Mancao

- EWI Honolulu Connect newsletter was realigned to meet Corporate template requirements.
- Website updates have been made throughout the year to keep website current.

EWISP – Karen Mendes

- No report

Membership – Maegan Brandt

- New member firms: Aston Hotels, City & County of Honolulu, Hyatt Regency Waikiki, Merrill Lynch, New York Life, and Sam Kasnetz.
- Resigned member firms: A Little Bit of Everything, Aloha Data Services, Aloha Friday Beverage Co., and Hilton Waikiki Beach.
- New Representatives: Candace Chun, Kaulani Reiticado, Stephen Small, Karen Garcia, Leianne Pedro, Jasmine Mancao, and Melissa Tree.

Philanthropy – Francine Lee-Kadota

- Bookfest & Reading Rally – Friday, October 18, 2013, 6-7:30p.m.
- Jazzercise – Friday, November 8, 2013, 6-7:00p.m.
- Clothing, shoes, & accessories collection – Wednesday, December 4, 2013
- Holiday Cookie Decorating – Friday, December 6, 2013, 6-7:30p.m.

Program – Jennifer Ihara

- October 9, 2013
Location: La Salle Ballroom
Cost: \$40
- November 13, 2013
Location: 3660 on the Rise
Cost: \$40-\$45
- December 4, 2013
Location: Tsukiji Fish Market and Restaurant
Cost: \$32.95 buffet and 15% gratuity
Theme: Christmas

Sergeant-at-Arms – Candace Yuen

- There were 40 representatives, seven guests, five no-shows at the September 11 membership meeting.
- 71% member representatives were in attendance.

DATES TO NOTE

November 8, 2013

Philanthropy's Jazzercise,
Salvation Army Women's
Way 6:00 – 7:00 pm

November 13, 2013

Membership Meeting,
3660 On the Rise

December 4, 2013

Christmas Dinner Meeting,
Tsukiji Fish Market &
Restaurant

December 6, 2013

Philanthropy's Holiday
Cookie Decorating,
Salvation Army Women's
Way 6:00 – 7:30 pm

Happy Birthday!

Susan Miyabara	November 3
Karen Mendes	November 4
Kathy Rehg	November 4
Akiko Sakamoto	November 13
Roseann Bronston	November 16

Ways and Means – Wanda Sanchez

- We had a total of 146 golfers at our 18th Annual Scholarship Golf Tournament on Friday, August 23, 2013 at the Hawaii Prince Golf Club.
- The golf tournament netted \$30,018.08.

Unfinished Business:

No unfinished business to report.

New Business:

- We will be participating in the Festival of Giving fundraiser at the Ward Centers from Friday, November 1, 2013 to Sunday, November 3, 2013. Each member will be given ten tickets to sell at \$10 each. 100% of proceeds will go to EWI. Shelley Okubo will send out an email to membership.
- In the November issue of Modern Luxury magazine, they will be running a special feature called, “Dynamic Women of Hawaii”. EWI will be the beneficiary of 15%-20% of the ad sales generated by this feature. Leianne Pedro will request a contract/agreement from the publisher.
- President Leianne Pedro’s last day at Olsten Staffing is October 31, 2013, but new employment options are in the works.
- Increase in membership dues by \$10 and tiered membership were approved at LCAM. The 2013-2014 budget will be adjusted and approved at the November business meeting.

Next Meetings:

- The next membership meeting will be held on Wednesday, October 9, 2013, at the La Salle Ballroom above the Pagoda Restaurant.
- The next Board of Directors Meeting will be held on Wednesday, October 23, 2013, at 5:30 pm. Location TBD.

The meeting adjourned at 6:13 pm.

Save the Date
**EWI of Honolulu's 19th Annual
 Golf Tournament**
Friday, August 8, 2014
Hawaii Prince Golf Club

Your participation in this golf tournament will support EWI of Honolulu's scholarship programs for high school seniors and adult students in transition to pursue a higher education degree.

Golf EWI
 DIVERSITY | GROWTH | COMMUNITY

Ways and Means Committee Report

By Wanda Sanchez

The Committee held its first meeting on Saturday, October 12, 2013 and discussed the following:

Festival of Giving:

All passports have been distributed to Member Representatives. The Committee is requesting that each Representative sell 10 tickets. Deadline to turn in monies is October 25, 2013 to either Wanda Sanchez or Shelley Okubo.

EWI has been selected to have a booth during the Festival's weekend (November 1-3, 2013). Details will follow.

19th Annual Golf Tournament:

The golf tournament will be held on **Friday, August 8, 2014**, at the Hawaii Prince Golf Club. A "Save the Date" flyer is being prepared and will be mailed later this month or early next month.

As a means to generate early interest and support, the Committee will focus more on the purpose of tournament, which is to support our scholarship programs and will work towards getting more executive support and involvement.

Other Fundraising Events:

The Golf Tournament will be the Committee's main focus. However, other options will be considered if feasible (i.e., Festival of Giving, Macy's Shop for a Cause, etc.).

WELCOME NEW MEMBER:



Carol Shimomura
Vice President – Employee Benefit Sales
Pacific Guardian Life

Carol Shimomura is the Vice President of Employee Benefit Sales for Pacific Guardian Life Insurance Company, Limited. In her capacity, Ms. Shimomura is responsible for managing the broker sales channel for Employee Benefits products including generating new business, relationship management, development of sales materials and retention of in-force business for brokers assigned in the State of Hawaii, as well as the mainland.

Ms. Shimomura began her insurance career at Pacific Guardian Life over thirty years ago servicing its many policyholder customers. She left the Company and spent a few years with a structured settlement company, structuring plaintiff settlements through the defense attorney and insurance company via the purchase of annuities. With a passion for working with the brokers, she spent her next ten years at ravelers / MetraHealth / United HealthCare where she was also heavily involved with broker sales. She then joined Queen's Health Management where she was the sales manager for broker sales. While at Queen's, she was instrumental in implementing a formal brokerage program. Ms. Shimomura returned to Pacific Guardian Life in April 2001 as the Employee Benefits Sales Manager and now oversees the Sales department for Employee Benefits which includes, Temporary Disability Insurance (TDI), Group Life, Long Term Disability and Voluntary Products.

Ms. Shimomura earned a Bachelors of Arts degree in Communications from the University of Hawaii at Manoa.

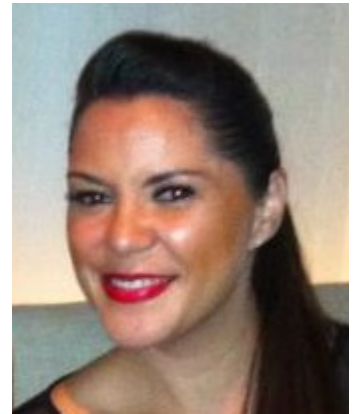


WELCOME NEW MEMBER:

Jocelyn Palafox
Corporate & Retail Sales Manager
Mokulele Airlines

Executive: Dave Berry
Executive VP and CEO

Jocelyn has found her way BACK to Mokulele Airlines (and EWI of Honolulu), after a 2 year stint with go! Airlines. Jocelyn originally joined Mokulele as an Executive Administrative Assistant in July 2011. In November 2011, go! sold the Mokulele Airlines Caravan service to Phoenix based Transpac Aviation. At this time, Jocelyn's position was transferred to go!, where she remained until her recent maternity leave. Upon returning from maternity, Jocelyn was offered and accepted the Corporate Sales Manager position at Mokulele and is happy to be back on board.



Of course, the change in employers meant a temporary sabbatical from EWI. Jocelyn previously served as the go! Representative and Honolulu Chapter Sergeant-at-Arms for a majority of the 2012-2013 term. Jocelyn was diligent in expressing the benefits and ROI of EWI membership to her executive and is extremely excited to be back with EWI as the Mokulele Representative.

Jocelyn's new role at Mokulele has been keeping her busy and has brought back some excitement to her work environment. As the Corporate Sales Manager, Jocelyn recruits, retains and assists all corporate accounts for Mokulele Airlines. Other duties include: assisting the marketing director with sponsorship events and donation requests; attending various industry conferences and trade shows; & frequent sales calls to travel agency desks and top performing corporate accounts.

With her new position at Mokulele, Jocelyn has the flexibility to work from home. Quality family time is important to Jocelyn as she tries to juggle work, community service activities, a toddler in pre-school, a new baby, a dog and being a wife. It's a daily struggle to keep it all together but she wouldn't have it any other way!

Jocelyn is so excited to be back with EWI of Honolulu and to be serving on the Membership Committee. With her recent success in persuading her executive to join, Jocelyn is motivated to continue the growth of our chapter.

Jocelyn and her husband Mike have a 4-yr old daughter, Ava, an 8 month old, Max and a 2 year old Olde English Bulldogge puppy, Ozzie.

Email: jocelyn.palafox@mokulelehawaii.com
Phone: (808)232-6656



RETENTION AND RECRUITMENT REPORT



To date, our Honolulu Chapter has 53 member firms, 56 member representatives, one Chapter Life Member and one Sustaining Member. Our goal is to be at 60 member firms by May 2014.

Start tapping into your contacts and bring them to a monthly meeting so they can experience first hand what EWI is all about and what a fantastic organization we are. You might be surprised at who might be interested in joining our Honolulu Chapter.

MEMBERSHIP INCENTIVE: For each guest you bring to our monthly dinner meeting, you will be entered into a drawing for a chance to win a free dinner towards a future EWI meeting.

If you have any questions please contact Membership Director Maegan Brandt of member firm Insurance Solutions. (808) 853-3403 or maeganb@ins-solve.com

Directory Changes

Please notify Membership Director Maegan Brandt of **Insurance Solutions LLC** if you have any **changes in your address, email, telephone number**, etc. so the change can be made in the directory.

maeganb@ins-solve.com

(808) 853-3403

EWI PHILANTHROPY COMMITTEE UPDATE !

Well, our first event for the 2013 – 2014 year kicked off with a Bookfest and Reading Rally at the Salvation Army Women's Way on Friday, October 18. Thank you to all that volunteered that night as well as for all the donations of books!

Our own Roseann Bronston, from Archipelago, will be leading the women at the Salvation Army Women's Way in Kaimuki to a night of Jazzercising on Friday, November 8 from 6 – 7 pm. If you would like to shed some pounds or ounces, please contact Francine Lee-Kadota at Francine.leekadota@gmail.com or 223-9293.

SAVE THE DATE for a night of Holiday Cookie Decorating at the Salvation Army Women's Way in Kaimuki from 6:00 – 7:30 pm on Friday, December 6. More details to follow.

We would like your suggestions on what you would like to see the Philanthropy Committee participate in for the coming year. You may contact any of our committee members. We thank you in advance for your suggestions and look forward to a wonderful year!

Your 2013-2014 Philanthropy Committee

Joan Graham, Ada Iwasaki, Susan Tanigawa, Pam Unabia and Francine Lee-Kadota

Professional Development

Upcoming Webinars

Speak Your Truth to Stress Less



Date: **Tuesday, November 12, 2013**

Time: **3:00 pm ET**

Presenter: **Colette Carlson**

The truth is too many women feel emotionally and physically spent trying to be everything to everyone. Collapsing on our pillow, wondering where the day went, we beat ourselves up that we didn't get more done, and then we start tomorrow's list. Walk away from this webinar inspired to make positive long-lasting change. Laugh out loud and stress less as you learn how to:

- Eliminate unrealistic expectations and speak your truth
- Replace multi-tasking with multi-asking
- Understand the difference between time management and YOU management
- Seek connection over perfection/Dare not to compare – embrace the power of authenticity and acceptance

Colette Carlson is a funny human behavior expert and founder of Speak Your Truth, Inc. She inspires audiences worldwide to Think It! Speak It! Live It! – maximize relationships, revenue, and results by speaking your truth in your thoughts, words, and actions. Whether she's opening for Suze Orman, being featured in *Success* and *Working Mother* magazine, or speaking to Fortune 100 companies, Colette brings wit and wisdom to every program.

**To register for this webinar, please visit the corporate website @ www.ewiconnect.com
Select Member Resources, Professional Development**

PLEASE SHARE!

Forward this copy of the *EWI of Honolulu Connect* to your Firm Executive and let them know how we are promoting member firms, enhancing personal and professional development, and encouraging community involvement!

Spotlight your Firm in the Connect

So that we can "spotlight" your firm here in the *EWI of Honolulu Connect*, please submit your spotlight article to Communications & Marketing Director Jasmine Mancao of Pacific Business News at (808) 955-8066 or jmancao@bizjournals.com

Do you think EWI is a great organization to be a part of? What has being a member done for you personally, or for your firm? Send in your testimonial. Please send your submissions to Communications & Marketing Director Jasmine Mancao of Pacific Business News at (808) 955-8066 or jmancao@bizjournals.com. Use the Connect to connect!

LCAM²⁰¹³

CELEBRATING THE PAST — EMBRACING THE FUTURE

by Leianne Pedro

We celebrated EWI's storied history of 75 years at LCAM 2013. Just as the LCAM slogan states, ***We Celebrated Our Past and Embraced Our Future***. Joining in the festivities were approximately 330 attendees from chapters across the US and Canada.

Celebrating our past included a 1930's style Opening Night Garden Party in honor of our founder **Lucille Johnson Perkins**. We embraced our future by tweeting #LJPStyle and sharing pictures on Facebook and other social media sites. EWI of Honolulu chose to embrace the royal blue logo color of EWI in our attire and wear beautiful haku lei, which were created by master lei maker Ray Wong (Tracy Wong's father) as shown in the photo below. Vintage vehicles were scattered in the parking lot which made for lovely photo opportunities and a mobile photo booth captured the festivities posts to Facebook, Twitter and other social media sites.

There were several amazing and talented speakers who shared their expertise with us. My favorite was Amanda Gore. She's a hysterically funny Australian woman who inspired me to be an **igniter** and not a **foofer**. A foofer is a negative, crabby, problem-evoking individual. Rather than be a foofer, ignite other people's spirit pilot light. Amanda's advise is that as women we need to take care of ourselves. Think of when you're on airplane and the flight attendant is going over the emergency procedures. It is recommended that if you are traveling with a minor you put your air mask on first before assisting others. This is true in life...put your air mask on first! Wear "gratitude glasses".

EWI of Honolulu we have so much to be grateful for. We're a healthy chapter with an energized membership, exciting dinner meetings and wonderful philanthropic projects. We are a chapter that other chapters look up to! They seek out our experiences and best practices to strengthen their chapters. We were well represented with several EWI of Honolulu members serving on corporate board committees including Tracy Wong, Maegan Brandt, Shelley Okubo, Julie Loo and Lois Asato. Our very own Brenda Kanno was voted in by Chapter Delegates to the 2013-2014 Corporate Nominating Committee

Next year's LCAM is in Arlington, VA/Washington D.C. It is my wish that each and everyone of you can experience the learning, fellowship and pride of attending LCAM! Join me next year as it would be an honor to travel with you to the September 11-14, 2013 LCAM.





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