

## Letter from the President



Aloha EWI of Honolulu! Your new chapter board and I look forward to an **Exciting** year of EWI events as we continue to uphold the mission of EWI through: **Connections, Careers, and Community**.

At the Leadership Conference and Annual Meeting held in Washington, D.C. last month, all incoming Presidents were tasked with coming up with one word to help strengthen our chapter and which would help to bring our chapter members together. I chose **Excite** for EWI of Honolulu to continue on with Past President Leianne Pedro's theme of the 3 E's: **Engage, Excite, and Enrich**. Let's keep Leianne's momentum going!

It was definitely an **exciting** LCAM for EWI of Honolulu. Our Honolulu Chapter had a total of 10 representatives in attendance! This was definitely something to be proud of as so many were impressed that we had traveled such a long distance to be present.

- Starwood Hotels in Waikiki was honored as a finalist for Outstanding Member Firm for all of EWI. Their support of EWI of Honolulu is too numerous to mention here – from continued sponsorship of our golf tournaments, providing complimentary meeting space to various committees over the years, donations to our scholarship judges, the list goes on and on. We thank member firm, Starwood Hotels in Waikiki and member representatives Julie Loo and Michelle Nakahara for all they do for EWI Honolulu.
- In addition, Brenda Kanno of member firm, Research Corporation of the University of Hawaii, was honored as a finalist for Outstanding Member Representative. Brenda is a Past President of EWI of Honolulu and also served as a Corporate President of EWI. She continues her involvement on corporate committees and chapter committees along with being EWI of Honolulu's Parliamentarian. Brenda's commitment to EWI is such an asset to us. We truly thank Brenda for her ongoing support.

From Merriam Webster, the definition of **excite** and how it relates to EWI:

- **To call to activity** – Encourage members to attend monthly dinner meetings, actively participate in your committees, and network with the rest of the membership
- **To raise to a higher level** – Invite a guest to the next dinner meeting to help spread the word on EWI, attend a corporate webinar and invite a coworker to participate as well (it's free!), commit to participating in one philanthropy project this year to help enrich our community
- **To cause feelings of enthusiasm; to make someone feel energetic** – Think about what triggers you to participate and get excited. Is it attending a scholarship dinner meeting and hearing the recipient's stories? Hearing an amazing guest speaker at our monthly dinner meetings? Connecting with new members and guests at our events?

I am asking all of you to get excited and get engaged. Let's all work together to continue to make EWI of Honolulu an organization that we can all be proud to be connected to.

**"Let's get excited!"**

Warmest aloha,

Cora Kim  
President  
EWI of Honolulu 2014-2015

## Social Media For Business

Panel of Experts: Social Media Club of Hawaii



*Join us as we learn about social media for business!*

**When:** Wednesday, October 8th, 2014

**Time:** Registration-5:30pm-6:00pm, Program: 6:00pm-8:00pm

**Location:** Hilton Waikiki Beach, 2500 Kuhio Avenue

**Cost:** \$35.00 per person (includes one glass of wine)

**Parking:** \$8.00 validated parking

**Menu:** Dinner Buffet (vegetarian option available)

**Regrets Deadline:** September 30th to Karen Choe, Sergeant-At-Arms,  
choek@ft.newyorklife.com

**Mail cash/check to:** New York Life, Attn: Karen Choe,  
841 Bishop St. Ste 1900, Honolulu, Hawaii 96813

Note: It is your responsibility to inform the sergeant-at-arms by email or telephone before the RSVP deadline if you cannot attend. You will be billed for any missed meetings unless notice is received by the deadline.

# Honolulu Chapter Board Meeting Highlights

August 20, 2014

## **Approval of Minutes:**

Approved the minutes of the July 23 Board of Directors' meeting.

## **Treasurer's Report:**

- As of July 31, 2014, account balances (unaudited) were as follows:  
General Operating Account: \$87,275.80  
B/C/DP: \$58,314.22
- The August 2014 disbursements were approved.

## **Committee Reports:**

### **ASIST – Adele Tasaka**

- Funds are being disbursed for the five awardees except LorMona Meredith, who has not yet requested her funds.
- Our candidate, Yvette Hamalian, did not make the EWI Corporate ASIST finalist list.

### **Communications and Marketing**

- September Connect is scheduled to be released on Friday, August 29, 2014.
- Articles for the October Connect are due on Wednesday, September 10, 2014.
- Website changes and changing the banner on the Connect are planned.

### **EWISP – no report**

### **Philanthropy – Francine Lee-Kadota**

- Thank you to everyone who brought in Box Tops and donated books to our book drive!
- Jazzercise at the Salvation Army Women's Way on August 22, 6-7 p.m.
- Literacy/Reading Rally with the children of Family Programs at the Oahu Veterans Center in Salt Lake on October 23, 5:30-7:30 p.m.

### **Program – Jennifer Ihara**

- September 17 Business/Installation Meeting at The Plaza Club.
- October 8 Membership Meeting at Waikiki Beach Hilton. Buffet \$35 all inclusive, \$8 parking.
- November 12 Membership Meeting at KCC Ka'ikena Restaurant.
- Oahu Country Club was not available for the December 3 meeting. Other possible locations include Tsukiji's, Ice Garden room at the Honolulu Design Center, or HASR Bistro.
- Approved reimbursements to Jennifer for the March and June favors and centerpieces and Karen Garcia for the August meeting.

### **Retention & Recruitment – Maegan Brandt**

- There are currently 54 members. 5 pending members.
- A new member pau hana will be planned for any new members who joined from September 2013.

### **Sergeant-at-Arms – Candace Yuen**

- There were 29 representatives and 5 no shows at the August 13, 2014 membership meeting held at Neal Blaisdell Center.
- 54% member representatives were in attendance.

## **2014-2015 Officers & Directors**

### **President**

Cora Kim, Hawaii Prince Hotel Waikiki

### **VP/President-Elect**

Maegan Brandt, Insurance Solutions, LLC

### **Secretary**

Kelly Nishimura, Remedy Intelligent Staffing

### **Treasurer**

Roseann Bronston, Archipelago Hawaii

### **Ways & Means**

Karen Garcia, Hawaiian Electric Co., Inc.

### **Retention & Recruitment Director**

Michelle Nakahara, Starwood Hotels in Waikiki

### **Sergeant-at-Arms**

Karen Choe, New York Life Insurance

### **Programs**

Cassie Townsend, Staffing Solutions of Hawaii

### **EWISP Director at Large**

Jennifer Ihara, TW Telecom

### **Communications & Marketing Director**

Jocelyn Palafox, Mokulele Airlines

## **Appointed Positions**

### **Advisor**

Shelley Okubo, Aqua Hospitality

### **Bylaws/Parliamentarian**

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

### **ASIST Chair**

Wanda Sanchez, Bank of Hawaii

### **Philanthropy Chair**

Wendy Kia, Marie Louise Fine Garment Cleaners

**Ways and Means – Wanda Sanchez**

- The 19th Annual Golf Tournament was rescheduled to Friday, September 26, 2014 at Hawaii Prince Golf Club due to the hurricane.
- An email was sent to all teams and volunteers to notify them of the date change.
- There were no penalties imposed for rescheduling the tournament.
- We are still taking more teams and donations!

**Unfinished Business:**

- We will pay for one more month of storage for September at Hawaii Self Storage. Hoping to move and utilize the free unit in either Mililani or Kapolei by October or November. Cora is waiting for a response from Hawaii Self Storage.

**New Business:**

- Reviewed 2014-2015 Proposed Budget. Corrections will be made and revisions will be emailed to the board for approval.
- The goal is to sustain 55 members and gain 5 more.
- Moved ASIST and EWISP expenses to General Account. Reimbursements will come out of the General Account and only scholarship payments will come from B/C/DP.
- Removed LCAM 2016 Marketing expense since we will not be hosting.
- Approved an increase of \$10 for Connect assessment.
- Increased scholarship budgets to \$10,000 each for EWISP and ASIST.

**Next Meetings:**

- The next membership meeting will be held on Wednesday, September 17, 2014, 5:30p.m. at The Plaza Club.
- The next board meeting will be held on Wednesday, September 24, 2014, 5:30p.m. at the Hawaii Prince Hotel, Board Room.

**DATES TO NOTE**

**October 8, 2014**

Dinner Meeting  
Hilton Waikiki Beach

**October 23, 2014**

Reading Rally  
Family Programs Hawaii  
Oahu Vets Center

**November 12, 2014**

Dinner Meeting  
KCC Ka 'ikena Restaurant

**December 3, 2014**

Dinner Meeting

**Happy Birthday!**

Ada Iwasaki      October 16



CONNECTIONS | CAREERS | COMMUNITY



@ewihonolulu



facebook.com/ewihonolulu



@ewihonolulu



Executive Women International (EWI) Honolulu

#ewi

**EWI Book Club Announcement**



**October Book and Meeting:** *China Dolls* by Lisa See, October 21<sup>st</sup> at 11:30am at YWCA Café Julia

**Do you have a book suggestions? Want to join our mailing list? Want to RSVP?**

**Email:** [cassie@staffingsolutionsofhawaii.com](mailto:cassie@staffingsolutionsofhawaii.com)

# Congratulations to the 2014-2015 Board of Directors!!

## OFFICERS AND DIRECTORS FOR 2014 – 2015

**President:**

Cora Kim, Hawaii Prince Hotel Waikiki

**Vice President/President-Elect:**

Maegan Brandt, Insurance Solutions, LLC

**Secretary:**

Kelly Nishimura, Remedy Intelligent Staffing

**Treasurer:**

Roseann Bronston, Archipelago Hawaii

**Sergeant-at-Arms:**

Karen Choe, New York Life Insurance

**Communications & Marketing Director:**

Jocelyn Palafox, Mokulele Airlines

**Program Director:**

Cassie Townsend, Staffing Solutions of Hawaii

**Retention & Recruitment Director:**

Michelle Nakahara, Starwood Hotels in Waikiki

**Ways & Means Director:**

Karen Garcia, Hawaiian Electric Co., Inc.

**EWI Scholarship Program Director:  
(Director-at-Large)**

Jennifer Ihara, TW Telecom

**Appointed Positions**

**Advisor – Shelley Okubo**  
Aqua Hospitality

**Bylaws/Parliamentarian - Brenda Kanno**  
The Research Corporation of the University of Hawaii

**Adult Students in Scholastic Transition  
Chair – Wanda Sanchez**  
Bank of Hawaii

**Philanthropy Chair – Wendy Kia**  
Marie Louise Fine Garment Cleaners

## Highlights from our Board Installation Dinner at The Plaza Club...



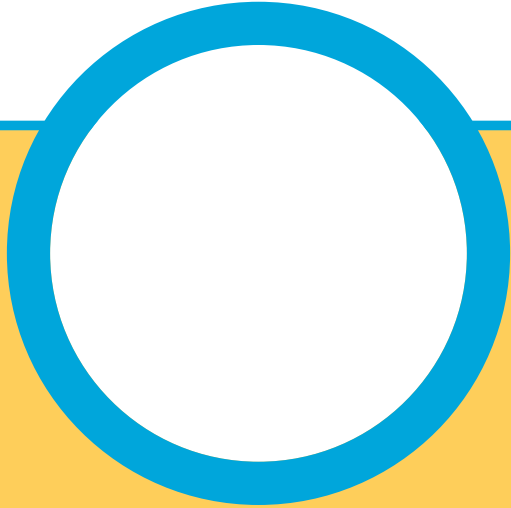
# Honolulu EWI is going VIRAL!!

Your 2014-2015 Communications & Marketing Committee will be working to take EWI Honolulu's Social Media platforms to the next level. With your help, we are hoping to put EWI Honolulu in the social media spotlight, one hashtag at a time.

## Here's how you can help:

- Please email us any photos from EWI events, meetings, etc., that we can post to social media.
- Committees - If you have any events or news you'd like us to share, please email us. You can include photos, flyers or just verbiage you may want posted
- **COMMUNITY!!** Any community events you'd like us to share? Please email us as much info as possible, including flyers or entry forms. Read a great local article on Star Advertiser or Hawaii News Now recently? Forward it to us and we'll see if it something we can post!
- **CAREERS!!** Any exciting news about your firm, career fairs, business articles, etc. These are great to help tie into our 3 C's!!
- You can send all emails to: [jocelyn.palafox@mokulelehawaii.com](mailto:jocelyn.palafox@mokulelehawaii.com)
- If you use Facebook, please be sure to like and share our Facebook page - Executive Women International (EWI) - Honolulu Chapter. Also, please tag us and #ewihonolulu on any photos or posts about EWI
- If you use Instagram, please be sure to follow us @ewihonolulu, tag us in your posts and use #ewihonolulu





- , # ' ## + % &'% (\* ' # #(- # + &'\$)& ' \$+ ' -\$)& &' '%&\$ ) (' # ' &\* ' (&\$) \* &' # # '%\$#' '\$&' %' \$## (+ (\$ &&%&' #(\* ' (& \$#! \$# &# ' # ' &' % \$# &# ##)! (#

- &\$ ' '\$#! \* !\$%" #(+ # &' # \$# &# +\$&' \$%' !!\$+' \$! &' %' \$& (\* &%&' #(\* ' # & ( !)& ( & ) ( \$&%\$'( & ) ( %&& &' ' "- \$ &' % " )!(\$)&' %&\$ ' '\$#! \* !\$%" #(%&\$ & " %&\$&#( ' \$&' &\* \$# \$&%\$& ( # %(& \$ &' # \$" " (( ' )(\* "\$ # #(&# (\$#! \$! &' % &\$ & "\$&' \$#!' #&\$' )!( ) #' # \$!' ( & #' (\$# ' \$! &' % \$&##\$& (& (\$#!' ) #' # \$#\$" '\$ ! \$& % -' ! !! # ' # !!- %&\$ &' ' (\$%&\$" \$( !(& -



- , )(\* "\$ # #(&# (\$#! \$! &' % &\$ & "\$& '\$ \$#!' #&\$' )!( ) #' # \$!' ( & #' (\$# ' \$! &' % \$&##\$& (& (\$#!' ) #' # \$#\$" '\$ ! \$& % -' ! !! # ' # !!- %&\$ &' ' (\$%&\$" \$( !(& -

\$ # \$)(" \$& \$& (\$#! # \$&" (\$# \$( %(&# &-\$) \$&(\$ \$#( ( # (#\$# # &)" #(& (\$& \$&-\$)& !\$ ! %(&

## EWI Recruiting tips for New Members~

- Did you know there is a discount for second and third representatives from your firm? Who do you work with that would benefit from membership in EWI? Share the Join EWI Recruitment Flyer with them or invite them to our next Chapter meeting.
- The most powerful marketing tool EWI has is each member's personal story. Share your EWI story with friends, colleagues, your book club, and anyone else you think would benefit from membership.
- Are you mentoring a young professional? Share the value of EWI professional development opportunities through webinars, reference articles, and conferences.
- Share EWI Corporate's Facebook posts to your timeline.
- Email the "Why Join?" flyer to all your Outlook contacts. (Link text to document.)
- Do you know any lapsed EWI members? Reach out and invite them to an event.
- Do you belong to another association or group? If so, who do you know that would benefit from membership in EWI?
- The value is there! Share that EWI members receive 11 hours of professional development training through webinars at a value in excess of \$2,000 for a fraction of the price.



## Welcome New Member



Jocelyn Collado, *Account Director, Becker Communications, Inc.*

Jocelyn has nearly 20 years of experience in managing public, media and community relations for public and non-profit organizations. At Becker Communications, she specializes in media relations and promotional PR, and provides issue management and community relations support to the firm's corporate communications clients.

Prior to joining BCI, Jocelyn served as senior communications manager and acting chief of staff for the state of Hawaii's Office of Information Management & Technology. Her history with BCI goes back to 2005 where she supported travel and promotional clients. She also previously held the positions of communications director for the American Heart Association in Hawai'i, where she managed the local launches of several awareness and educational campaigns, and as communications manager for the Hawai'i State Chapter of the American Red Cross, where she oversaw public affairs and crisis communications.

Jocelyn received her bachelor's degree in public administration from the University of Hawai'i – West Oahu.

When she's not directing client programs, Jocelyn is busy perfecting her downward dog pose in yoga, indulging in her passion for food and wine, and living up to her reputation as a shoe diva.