

# ewi CONNECT

## RICHMOND EDITION

Chartered June 1967

April 2017

### Letter from the President



There are people who wait all year for April 1<sup>st</sup>. The fake bugs and snakes have been collected, the keys have been swapped and the stories have been carefully thought through. You already know why: because it's fun (at least for the pranksters)! The true origins of April Fools' Day are uncertain, but many people have theories; like the beginning of spring marks a time of fun pranking. April is a great time for the EWICONNECT organization as the Corporate Board and Chapter Boards have been in their roles for about six months. Many goals have been completed and others are underway. Committees are working together on their activities and, believe it or not, several people are working toward year-end items such as 2017 LCAM and 2017-2018 Board positions.

A big accomplishment for the Richmond Chapter is the new member firms that have joined in the past six months. The Community Foundation represented by Tanya Johnson and Morton's Steakhouse represented by Noel Mahler were installed in January. Synergy Technical represented by Cathy Redford was installed in March. Another accomplishment, thanks to the work of our Communication Committee and others, we launched online dues renewal and prepaid meals on our website. In a few simple clicks, a member can pay for their membership dues and prepaid meals for the year. Lets keep up the great work!

The EWICONNECT Corporate Board held a President's Call on March 29<sup>th</sup>. Here are a few highlights from the call:

1. 2017 LCAM in Grapevine, TX: Online registration will open in mid-April and the early bird registration fee will be \$575.00. The registration fee will go up to \$625.00 on June 16<sup>th</sup> through August 15<sup>th</sup>. Late and walk-in registration will be \$700.00 and this year's Leadership Caucus will cost \$100.00. Be on the look-out for more information from the corporate office.
2. EWICONNECT Corporate President, Jill Gaffney, shared exciting news about a new EWICONNECT chapter working on their charter. The chapter is located in Saskatoon, Canada, and currently has 11 members. If you're on Facebook, take a moment and like their chapter Facebook page.
3. The Corporate Board Nominating Committee is now accepting applications for the 2017-2018 Corporate Board. If you are a past chapter president and are interested in serving on the Corporate Board, please go to the EWICONNECT Corporate website for more information.
4. April 21, 2017, is the deadline to submit bylaws amendments to the Bylaws Committee.
5. More information to come from Corporate on a retention contest for the chapters and the Corporate Literacy initiative for this year.
6. EWICONNECT numbers as of March 28, 2017:
  - 1330 chapter reps
  - 49 chapter life members
  - 44 chapters and 1 in the works
  - 229 sustaining members
  - 13 individual members

I look forward to seeing everyone at our April Membership Meeting on April 13, 2017, at Reynolds Community College, represented by Ann Bushey. In honor of the upcoming National Women's Health Week, we will hear from PartnerMD and will participate in interactive stations focusing on women's health.

Sincerely,  
*Karen Huffman*  
Federal Reserve Bank of Richmond

### 2016-2017 Officers & Directors

#### President

Karen Huffman, Federal Reserve Bank of Richmond

#### Vice President

Ann Bushey, Reynolds Community College

#### Secretary

Lori Brooks, XLDesign4U

#### Treasurer

Sarah Scott, Dominion Resources

#### Retention & Recruitment

Jennifer Parrish, Virginia Credit Union

#### Sergeant-at-Arms

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#### Programs

Sarah Gonzalez, First Class Limo & Richmond Concierge

#### Director-at-Large

Sandy Naumann, Marsh & McLennan Agency / KSPH

#### Communications Director

Michele Rundstrom, Universal Corporation

#### Advisor

Toni Bastian, Richmond Region Tourism

#### Parliamentarian

Susan Lawton, Federal Reserve Bank of Richmond

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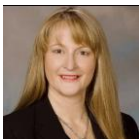
## Richmond Board News

### Recruitment and Retention

By Jennifer Parrish  
Virginia Credit Union



**"Let us help you celebrate life - personally and professionally."**  
Mary Griffith, Chocolatier, Virginia's Finest Chocolates by Mary



Straight from one of our guest speakers!

If I hadn't told you who it was, you would have probably thought I had pulled the quote off of our EWI Corporate website, right!? Aligning or sharing values has been an integral part of any successful business for many years. It is a key ingredient for creating a strong, healthy organization. Key to creating a culture from which we can all grow and thrive. When communicating to others about the wonderful things EWI does in the community and for us personally, part of our message includes EWI's culture and core values... **Integrity | Excellence | Respect | Collaboration**. These values are the foundation of our culture. These are the same values we look for in our partners and members also. These values are who we are and what make EWI the extraordinary organization that it is. So please take every opportunity to share our great story so we can continue to strengthen and grow our chapter. Thank you all for everything that you do!

In current "R&R News", so happy to welcome our newest firm and rep, Cathy Redford with Synergy Technical! If you haven't already, please take a moment to introduce yourself and welcome her to our chapter!

### Communications Director

By Michele Rundstrom  
Universal Corporation



Spring is a time of renewal, spring flowers and birth. In fact, we are celebrating 50 years of our birth as a chapter this year. During this season, please take time to renew your commitment to EWI by engaging with us through meetings, social media and committee participation. Enhance your leadership training and professional development by attending LCAM. Sow new seeds for membership in the future, and let's watch our chapter blossom! It's time to spring into action!

#### You can send your EWI photos for the past 50 years to us by:

1. Directly to me by email at [rundstm1@universalleaf.com](mailto:rundstm1@universalleaf.com).
2. Upload them to our Flickr account in the folder we created titled "50<sup>th</sup> Anniversary". Login details and link below:

Username: EWIRichHistory@yahoo.com  
Password: EWIRichmond1  
<https://www.flickr.com/>



### Treasurer

By Sarah Scott  
Dominion Resources



Chapter Financial Summary as of 3/31/17:

#### SunTrust Account

General Operating \$46,240.90  
B/C/DP \$75,118.67

#### Virginia Credit Union Account

General Operating \$16,762.45  
B/C/DP \$43,809.32

### Programs

By Sarah Gonzalez  
First Class Limo & Richmond Concierge



Spring has sprung at long last! I was sorry to miss seeing everyone at the March membership meeting, but I know Mary Griffith of Virginia's Finest Chocolates offered a delicious, and informative, talk. Thank you to Richmond International Raceway and Megan Hazzard for hosting us. You can't beat the view from the Torque Club!

We have lots of great programs in the coming months, including the always wonderful EWISP Awards Night in May and ASIST Awards Night in July. I look forward to catching up with everyone on April 13th at Reynolds. PartnerMD will be joining us and providing a unique and interactive health experience. See you there!



## Chapter News



### EWI of Richmond 50<sup>th</sup> Anniversary Committee Update -Toni Bastian, Richmond Region Tourism

The planning committee is hard at work creating what will be a memorable 50<sup>th</sup> Anniversary Celebration. Mark your calendar and mark your executive's calendar for **September 14, 2017**. Dominion is hosting our event at their beautiful location on the banks of the James River. It is a night you will not want to miss!

Please contact me at [tbastian@visitrichmondva.com](mailto:tbastian@visitrichmondva.com) if you would like the opportunity to promote your firm through a sponsorship or an in-kind donation. All sponsorships or in-kind donations valued at \$100 or more will receive acknowledgement in the evening's program and the Connect newsletters leading up to the event.



Thank you to our amazing committee members!

*Lori Brooks, XLDesign4U  
Ann Bushey, Reynolds Community College  
Mary Kay Campbell, Embassy Suites by Hilton Richmond  
Deborah Clark, Universal Corporation  
Viki Frankenburger, Virginia Credit Union  
Kate Franzen, Glint Events  
Sarah Gonzalez, First Class Limo*

*Karen Huffman, Federal Reserve of Richmond  
Susan Lawton, Federal Reserve of Richmond  
Brenda Long, Dominion Resources, Inc.  
Michelle Lovatt, Richmond Region Tourism  
Donna Rominiecki, Cater Nation  
Michele Rundstrom, Universal Corporation  
Nina Whittleton, Classic Party Rentals*



### September 21–23, 2017 LEADERSHIP CONFERENCE & ANNUAL MEETING Grapevine, TX (Dallas Area)

Registration opens mid-April



EWI of Richmond is pleased to offer two 2017 LCAM Awards to firm representatives to attend the 2017 LCAM (Leadership Conference & Annual Meeting) on September 21-23, 2017 in Grapevine, TX.

1. The 2017 Richmond LCAM award will pay registration fees for **one** Richmond Chapter representative to attend the 2017 Leadership Conference & Annual Meeting (LCAM), to include an Academy of Leadership (AOL) module. (\$1,000.00 early bird value)
2. Richmond Region Tourism is offering the Michelle Lovatt Award. This award will pay for LCAM Registration for a **FIRST TIME** Richmond Chapter representative to attend the 2017 LCAM to include an Academy of Leadership (AOL) module. (\$1,000.00 early bird value).

Criteria and applications can be located on our website at <http://ewirichmond.org/c/about/scholarships/>

## EWI Chapter's Member Firm Anniversaries

Happy Anniversary to the following member firms up for renewal in the month of April. We are proud to have you as a member firm in our organization and look forward to another great year! Renewal invoices are sent by email from our Treasurer Sarah Scott. In addition, EWI Corporate will send invoice reminders. Please use the invoice from our chapter for payment and mailing addresses. In addition, you can now renew online and/or process prepaid meals at <http://ewirichmond.org>.

Strange's Florists, Greenhouses & Garden Centers  
Haley Buick GMC  
XLDesign4U  
Froehling & Robertson



## Professional Development

Leadership tips from Dr. Heather Williamson, Transformation Group, LLC

### Elevating Your Professional Promise

There seems to be a point in everyone's career when things do not appear to be moving in the direction or pace that one had planned on or envisioned. Everyone at one point may have been (or may now be) in a place where they do not seem to be elevating their career. They work hard, play by the rules and still find themselves getting passed over for key positions or as a lead in a special project. Unfortunately, it is not *what they are doing* that's gets them overlooked but rather *what they could be doing* to make themselves stand out.

Just doing a great job is not enough to get to the next level. Let's face it, why would a manager want to put an employee in another position when they are doing a great job in the one they are in? The trick to attaining the next promotion is to carefully orchestrate a strategy that positions successes, aspirations, and skills in the forefront so that leadership takes notice. When you are on the radar, your chances for greater opportunities increase. The following are some insightful incentives to put you out front:



- Being a successful and productive team player doesn't mean that you don't have larger goals or ambitions. A manager may not consider you for a position if they are unaware that you want it. It is ok to be content in your current position and aspire to a higher one.
- Expand your daily network and create conversations with those in other areas and key positions. Just by asking about what is going on in another department may provide a lead for your advancement.
- There is no shame in sharing your accomplishments and all of the hard work that went into meeting that goal. Taking credit for a success is just another avenue to get you noticed.
- Moving on to the next level may mean having to learn a new skill. By getting that additional certification, you have given yourself an added step up from the competition. Look at what's trending in your field and let that be a guide to what could help set you apart.
- Everyone likes a team player. It is far more enjoyable to work with someone who is personable and people oriented. These skills are even more critical if you are moving toward management. The ability to get along with *all* people at *all* levels will play a pivotal role in your advancement.

Remember the ambition, excitement, and promise you felt when you were searching for the position you are now in? You now need to reposition those thoughts and strategies toward the next level you want to achieve. Think back to how you put yourself forward and landed your current job. This time, take your skills up a notch and let the key stakeholders know that you are ready, competent, and perfect for the next level.

~ By Alison Sfreddo, *The Training Connection, Inc.*



Heather H. Williamson Ph.D.  
 President  
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[drheather@transformationgroupplc.com](mailto:drheather@transformationgroupplc.com)  
<http://www.linkedin.com/in/drheatherwilliamson>



Leadership \* Performance \* Strategy

#### Now Open: Private 1:1 Boss Lady Leadership Coaching

My schedule is opening up and I wanted to make sure YOU got the scoop first to share a **pretty amazing opportunity**. Every six months, I work with 10 amazing women and men coaching them to become **transformational leaders in their business**.

If you are wanting to:

- ✓ **Build trust** among your staff and trust in your own decisions
- ✓ **Separate yourself** from being the 'colleague' to the 'boss'
- ✓ Understand what it **means to lead a team so you get the most from them**
- ✓ **Build YOUR self-confidence as a boss**

If so, then getting some **personalized attention from Dr. Heather is exactly what you need**, get yourself [registered today!](https://transformationgroupplc.leadpages.co/bosslady101/)  
 (link) <https://transformationgroupplc.leadpages.co/bosslady101/>

If you want to learn how to be a more confident and effective boss, **check out my Live FB Trainings each Tuesday in my exclusive group Transformational Business Leaders- Taking Action and get my tips to help you learn how to do just that! Click here to request to join-** <https://www.facebook.com/groups/transformationalbusinessleaders/>



## ewi WEBINAR

**Proof It! How To Be a Better Proofreader**

**Presenter:** Mandi Stanley  
**Date:** Tuesday, May 2, 2017  
**Time:** 3:00 PM (ET)



Proofreading is a skill ANYONE can learn. Join us to make sure your documents and emails are error free with no embarrassing mistakes. You will learn – and even practice – the following proofreading practices. You will learn:

- First, why any message bearing with your organization's name must be flawless
- How to use the "Newspaper Proof": a fail-safe three-step approaching to proofreading
- How to build your "Proofreader's Power Pack" with indispensable tools and resources
- How to proofread for quality under tight deadlines
- How to proofread in distracting office environments

If you're tired of reading over the same document four or five times – and still finding something to change – get ready to laugh and learn with Mandi as she shares her own proofreading horror stories and admonishes everyone to throw away your red pens!

**Enroll in this webinar!** [Register Now](#)

**EWI 50<sup>th</sup> ANNIVERSARY CELEBRATION**

EWI of Richmond would like to recognize and thank the following EWI 50<sup>th</sup> Anniversary Celebration Sponsors for their generosity and support:



**Dominion**

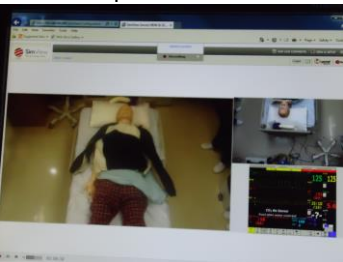


**Universal**  
UNIVERSAL CORPORATION

**REYNOLDS SPRING NURSING LUNCHEON**

On March 20, 2017, Reynolds Community College held its Annual Spring Nursing Luncheon to recognize scholarship benefactors and donors. Michele Rundstrom attended on behalf of EWI Richmond ASIST Scholarships. Dr. Gary L. Rhodes, President of Reynolds Community College, welcomed the group and thanked everyone for their generosity and support of the program. The nursing students performed a fascinating class demonstration on a typical opioid overdose patient and the life saving measures that are taken in those cases. Susan Hunter, Ph.D, Dean, School of Nursing and Allied Health, discussed the epidemic of opioid overdose and gave an overview of REVIVE! Opioid Overdose and Naloxone Education for Virginia. Did you know that there is a Standing Order that serves as a prescription for all Virginians who would like to obtain Naloxone? Virginia residents can now request Naloxone directly from the pharmacy without

having to visit their doctor or medical provider first. Naloxone is an opioid antagonist drug that reverses the effects that opioids have in the brain. For more information on REVIVE, click the picture below.



**REVIVE!**  
OPIOID OVERDOSE AND NALOXONE EDUCATION FOR VIRGINIA

## March Meeting Highlights

### RIR Firm Night



**Guest Speaker: Mary Griffith, Chocolatier, Virginia's Finest Chocolates**



Christine Slate, representing Cherry Bekaert LLP, introduced the evening's guest speaker, Mary Griffith, Owner of Virginia's Finest Chocolates by Mary. Mary educated membership about what real chocolate is and dispelled some common myths about chocolate. Mary shared her love of creating chocolate that is used as client gifts, milestone event favors, special requests, and more. In addition to creating custom chocolates, Virginia's Finest Chocolates also offers custom gift baskets and cookies that feature full-color edible images such as logos or photos.



Mary also teaches "chocolate camps" for all ages in the form of birthday parties, client gatherings, and wine and chocolate pairings. Through these camps she educates attendees about the history, farming, harvesting, and manufacturing of chocolate while having fun experimenting with different chocolates and chocolate techniques.



Dee Dee Van Buren, representing T.A.C.-Solutions, installed Cathy Redford as the representative for Synergy Technical. Cathy is Vice President of Sales and a founding partner of the firm that focuses on Microsoft Cloud commercial services. Dinner followed immediately after the installation and was provided by The Torque Club. Special thanks to Megan Hazzard and Richmond International Raceway for hosting our March meeting.

Karen shared a brief slide show to share the EWI Richmond Chapter's plan for future membership growth, and discussed chapter goals to become a Chapter of Excellence during the 2017 business year. The goals she addressed included efforts to recruit and install at least two new medium-sized member firms and to establish an Executive Advisory Board.



Toni Bastion, Chapter Advisor, representing Richmond Region Tourism, and chair of the 50<sup>th</sup> Anniversary Planning Committee announced that Dominion Resources, Inc., represented by Brenda Long, Sarah Scott and Vera Thoms, will provide 100 percent funding of the September membership meeting venue and dinner. The September membership meeting will focus on the EWI Richmond Chapter's 50<sup>th</sup> anniversary celebration. Our chapter is truly grateful for the proactive involvement and support of Dominion Resources, Inc., executives and member firm representatives.



The raffle was facilitated by Sarah Gonzalez (First Class Limo), with Brenda Long (Dominion Resources, Inc.) winning three VIP tickets to the Virginia Museum of Fine Arts with unlimited repeat visits through August 10th. The tickets were donated courtesy of SunTrust Bank, represented by Dee Duffey.

**Dates to Note**

<p>April 13, 2017</p>	<p><i>Interactive Presentation by</i>    <i>Location: Reynolds Community College, Parham Road Campus</i></p>	<p>June 8, 2017</p>	<p><i>Guest Speaker: Denise Kranich LINC</i>   <i>Location: TBD</i></p>
<p>May 11, 2017</p>	<p><b>EWISP AWARDS NIGHT</b>    <i>Location: Dominion Resources, Inc.</i></p>	<p>July 13, 2017</p>	<p><b>ASIST AWARDS NIGHT</b>    <i>Location: Reynolds Community College, Parham Road Campus</i></p>
	<p><b>SAVE THE DATE</b>  <b>EWI OF RICHMOND'S 50<sup>TH</sup> ANNIVERSARY CELEBRATION</b>  <b>September 14, 2017</b>  <i>Location: Dominion Resources, Inc.</i></p>		

If you would like to host a "Firm Night," recommend a speaker, or donate speaker gifts, please contact Sarah Gonzalez at [sarah@rvaconcierge.com](mailto:sarah@rvaconcierge.com)


Haven't joined a Committee yet? Now is the time to join. Choose from Recruitment and Retention, Communications, B/C/DP. Programs, Secretary and Sergeant-At-Arms.



Sending birthday wishes to the following EWI members:

**April**

- 5 - Ashley Abplanalp
- 15 - Joselyn Bedell
- 20 - Christy McCurdy
- 23 - Kit Hull



CONNECTIONS | CAREERS | COMMUNITY

**Mission Statement**

**EWI brings together key individuals from diverse businesses for the purpose of**

- Promoting member firms;
- Enhancing personal and professional development; and
- Community involvement

**EWI of Richmond Chapter boundaries** include the cities of Richmond, Williamsburg, Petersburg, Hopewell and Colonial Heights; and the counties of Caroline, Chesterfield, Goochland, Hanover, Henrico, New Kent and Powhatan

## EWI of Richmond Member Firms

**35 Member Firms  
41 Representatives**

Better Business Bureau of Central Virginia  
Cater Nation  
ChamberRVA  
Cherry Bekaert LLP  
Classic Party Rentals of VA., Inc.  
The Community Foundation  
Dominion Resources, Inc.  
Dunmar Moving Services  
Embassy Suites by Hilton Richmond  
The Federal Reserve Bank of Richmond  
First Class Limo  
Froehling & Robertson, Inc.  
Glint Events  
Greater Richmond Partnership, Inc.  
Haley Buick GMC  
Interbake Foods  
Legal Resources

Marsh & McLennan Agency / KSPH  
Morton's The Steakhouse  
The Money Mom  
Reynolds Community College  
Richmond International Raceway  
Richmond Region Tourism  
Strange's Florists, Greenhouses & Garden Centers  
SunTrust Bank  
Synergy Technical  
T.A.C.-Solutions  
Transformation Group, LLC  
United Way of Greater Richmond & Petersburg  
Universal Corporation  
Virginia Commonwealth University  
Virginia Credit Union, Inc.  
Westminster Canterbury Richmond  
XLDesign4U

### EWI of Richmond Chapter Life Members

These women are chapter life members due to their special meritorious service above and beyond the call of duty to the Chapter.

Diane Griffin, Dick Strauss Ford-Isuzu-Suzuki, Inc.	Chapter President, 1983
Debora Honodel, Southern States Cooperative, Inc.	Chapter President, 1996
Fran E. Minner, Hunton & Williams	Chapter President, 1989
Jane S. Reilly, Greater Richmond Transit Company	Chapter President, 1979

Thank you to each of you for all you have done and continue to do for EWI!

### EWI of Richmond Chapter Honorary Members

These women are chapter honorary members due to their service as chapter president and special service to the community while active in EWI.

Bev Beadles, Chesapeake & Potomac Telephone Company of VA	Chapter President, 1987
Jo Anne Cole, Retail Merchants Assoc. of Greater Richmond	Chapter President, 1973
Kit Hull, Bill's Barbecue	Representative 1993-2012
Elizabeth M. Perry, Trigon Healthcare, Inc.	Chapter President, 1995
Carolyn Raskind, Westminster Canterbury Richmond	Chapter President, 2000
Pat Sims, Robert L. Figg & Sons, Inc.	Chapter President, 1972
Lillie Stratton, Greater Richmond Partnership, Inc.	Chapter President, 1993
Carolyn Yates, Greater Richmond Chamber of Commerce	Chapter President, 1994

Thank you all for your invaluable service to EWI!