

## Letter from the President



Dear EWI Friends,

March is Women's History Month, and it is certainly fitting that I recognize Janet Yellen, the first woman to chair the Federal Reserve System where she took her seat at the head of the table just 13 months ago. Chair Yellen was recently recognized by Forbes Magazine in the #2 spot of the world's 100 most powerful women. Now that's making history. In March 2014, Chair Yellen delivered remarks at the Women's History Month Reception, at the U.S. Capitol in Washington DC. This excerpt from her speech is particularly powerful.

*"... For me, one lesson from history is that it is no coincidence that America's great success in the past century came as women steadily increased their participation in every aspect of society. Starting with gaining the vote, just a few years before International Women's Day, "The American Century," as it's sometimes known, was also a century of progress for women. Fundamental to our country's values, to those ideals that have been and continue to be so influential around the world, is the principle of equality for all, including for women."*

I imagine that each of us, both women and men, have a woman who has served as a role model and mentor. It is inspiring to see so many influential women in today's global marketplace. Your EWI colleagues are also wonderful mentors and coaches. We have our own history makers right here in Richmond – to note just two – Michelle Lovatt served as EWI Corporate President in 2004-2005 and Debbie Clark received the Lucille Johnson Perkins Award for Outstanding Representative in 2014. These two women are not only EWI leaders, but they are also great mentors, coaches, advocates and business partners. We are fortunate to have them as members of our Richmond Chapter.

I am excited that we installed 3 young women during the March 12<sup>th</sup> meeting, **Brittany Vincent** and **Rachel Griggs** are the new representatives for **Cherry Bekaert LLP** and **Meg Gouldin** will be representing our newest member firm **Strange's Florist**. I hope you will take a few minutes to meet them and welcome them to EWI of Richmond.

Finally, I would like to extend my thanks to **Virginia Credit Union** represented by **Viki Frankenburger** and **Angela Roisten** for hosting the March meeting. The financial planning panel discussion, featuring five of our member firms, **Virginia Credit Union**, **The Money Mom**, **SunTrust Bank**, **Woody's Funeral Home** and **Federal Reserve Bank of Richmond** collaborated to bring us practical information about debt reduction and retirement planning.

I look forward to seeing you next month for a fun Firm Night and Silent Auction at **Ironbridge Sports Park**.

Warm regards,  
*Karen Kuhn*  
Federal Reserve Bank of Richmond



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## Richmond Board News

### B/C/DP Director

By Debbie Clark  
Universal Corporation



B/C/DP needs your help with lots of upcoming events: If your firm would like to donate items to the scholarship goody bags, we need 19 items (they don't have to be identical) to give to the scholarship recipients (13) and judges (6). Reynolds Community College has once again offered to donate the fabulous gift bags

– now we need to fill them up! Please bring to monthly meetings before the May 14 EWISP night (we need 6) and before July 9<sup>th</sup> ASIST night (we need 13). You may give items to Brenda Long (ASIST Chair), Elizabeth Fraizer (EWISP Chair) or Debbie Clark (B/C/DP Director).

We also appreciate any firms who wish to sponsor a dinner at the EWISP awards night (for 3 students, their 2 parents, 3 judges and 3 sponsoring school counselors). This is another great way to promote your member firm and give back to our community! EWISP Committee has invited 53 high schools to participate this year, and the deadline for receiving applications is April 1, 2015. Our May 14 EWISP Awards Night Speaker is Dr. Lisa D. Freiman, Director, Institute for Contemporary Art, Virginia Commonwealth University, and hosted by our member firm VCU at their School of Business, Snead Hall Atrium. ASIST Committee has been inviting participants through our local and corporate website, as well as posted on Reynolds Community College website, and the deadline for receiving applications is April 10, 2015.

Also, mark your calendars for July 9, 2015, for ASIST Awards Night hosted by Dr. Gary L. Rhodes, President of our member firm Reynolds Community College.

Our Literacy Committee is planning a chapter literacy night at a Richmond Raiders Game to partner with Project IMPACT and celebrate in a literacy night at the Raiders Game on June 6, 2015. A fun-filled and rewarding night for your whole family (food, crafts, reading program, and cheering our very own Richmond Raiders to victory)!

Our chapter could not reach out to our community in these three wonderful programs without your volunteerism and the support of our strong firm executives and firms – thank you!

### Fundraising

By Dee Dee Van Buren  
T.A.C. – Solutions



Get ready for “Accessorize Your Attitude” silent auction featuring new & GU (gently used) purses, jewelry, scarves, etc. to our April meeting or contact us sooner to arrange for us to pickup your items. We will have the event in April at the Ironbridge Sports Park's Firm night. Kit Hull, Viki Frankenburger or Dee Dee Van Buren will gladly accept your donations.

### Treasurer

By Karen Huffman  
Federal Reserve Bank of Richmond



Chapter Financial Summary:  
General Operating \$ \$43,555.33  
B/C/DP \$ 63,189.94

### Recruitment and Retention

By Ann Bushey  
Martin's Food Markets



EWI membership is making my job so easy and so busy! Thank you for your continued support with inviting many wonderful guests to our monthly meetings. Because of your efforts we installed another new member firm at the March meeting. This is what makes the EWI Richmond Chapter such a success – you!

**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.

## Professional Development

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

### Soft Skills Are Essential For A Lasting Career

There are certain skills that you must possess to succeed in the career you have chosen. Soft skills are at the top of the list. You can have all the right hard skills in the world, but if you do not know how to relate to others, you are sure to fail. Let's take a look at how developing soft skills will benefit you long term.



#### What Are Soft Skills?

First, we need to define what soft skills are. This includes personality traits, character and other emotions that will help an individual socialize with others. It is also the ability to interact with others in an effective and harmonious way. Surely you know that person that everyone just loves because they know exactly how to work a crowd.

Soft skills are a bit more than just schmoozing those around you. They are understanding how to communicate with others in a way that brings unity to the group. Employers are looking for team players. Those with soft skills are able to work alongside others and resolve issues.

#### Why Are People Skills Important?

Having the ability to socialize with others is an important part of life. Some feel that this is not an important part of the workplace. However, soft skills are what makes you a part of a team. Also, soft skills are part of developing leadership.

Communication is another successful soft skill. Being a good communicator to those around you is a highly important part of being successful.

Another part of soft skills is the ability to adapt to changes in the job. Changes will happen in your job. It is vital to be able to go with the flow in order to reach your career goals.

#### Building A Good Reputation Through Soft Skills

The ability to communicate and socialize with others will help you to build a good reputation. When others understand your character and know you to be an upstanding individual, it will give you the opportunities you need to grow.

Many college graduates are entering the workforce without possessing the soft skills that are essential for them to succeed. Keeping these types of skills at the forefront of your skillset is vital to building a lasting career.

*If you have any questions about this article, or how we can help you develop your soft skills contact us today!*

~ Written for us by our associate Gary Sorrell, Sorrell Associates, LLC. Copyright protected. All rights reserved.

Heather H. Williamson Ph.D.

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Leadership \* Performance \* Strategy

## 4 Leadership Skills You Can Learn from People at the Top

When you think of the most respected leaders, who comes to mind? Is it a business executive or perhaps someone in politics? Those who achieve success in positions of authority often share the same strategies as they motivate and bring people together.

Without essential [leadership skills](#), managers can fall flat, failing to inspire or achieve business goals. Here are four tips you can learn from people in power positions to help you hone your leadership skills at work:

### 1. Speak to the people.

The most memorable leaders give eloquent and passionate speeches that motivate the masses. In fact, all of the best executives and politicians are good at [communication](#). Be sure to keep your door wide open and make yourself accessible. Allocate time to speak to your workers every day, whether it's at the water cooler, in the few moments before or after a meeting or when touring the office playing catch-up. When you have news to share, good or bad, tell everyone at once, rather than a select few — that's how rumors start. Also, never withhold vital information or play fast and loose with the truth.

### 2. Listen to your employees.

Communication is a two-way street. Just as you want to relay important information, you want to receive it, too. The best managers genuinely hear what people have to say. When you [listen to your employees](#), they feel their opinions are valuable — even more so if you act on their suggestions or follow their recommendations. Giving staff a safe environment to air grievances is therapeutic and helps instill trust in your workforce.

### 3. Lead with conviction.

Successful leaders know how to face even the trickiest of situations with [conviction and confidence](#). For example, you may have an office bully in your midst or the company is going through a restructuring. These types of situations are bound to affect office morale. If you don't act, or if you hesitate too long, you can make a problem much worse or give an aggressor the upper hand. If your actions are decisive and swift, your workforce will have confidence in your ability to lead them through troubled times.

### 4. Lay out your vision.

Respected executives and politicians generate support for what they intend to do and they're skilled at explaining those ideas to others. Whether you're planning to set the department in a bold new direction or simply change the way staff meetings are conducted, be sure to present the idea straightforwardly so your employees are able to understand and play a role in implementation. This is the best way to foster enthusiasm and instill confidence in your capabilities — two leadership skills that every manager needs on their side.

~ Article from OfficeTeam blog, a Robert Half Company (Copyright protected, reprinted with permission) ~

## Member News and Highlights



Sincere thank you to SunTrust for the generous donation to our Business/Career/Development Program.



Universal Corporation

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Congratulations to Dominion Virginia Power for receiving Fortune magazine's No. 1 ranking for electric and gas utilities in this year's annual "Most Admired" companies survey. Dominion Virginia Power has been ranked each of the past 10 years, coming in second in 2012, 2013 and 2014. This accolade adds to another received in late 2014, when Dominion Virginia Power was named Electric Light & Power's "Utility of the Year."



Congratulations to Dee Dee Van Buren on her interview by the NRA to kick off a Refuse To Be A Victim® awareness campaign. The Refuse To Be A Victim® program is often misunderstood and is not well attended. Most people want to pretend nothing bad happens to good people and certainly not to them. Refuse To Be A Victim® covers how to stay safe and keep your loved ones safe in various situation's and much more. To see the Dee Dee's NRA interview visit: <http://www.nranews.com/cam/video/cam-and-company-2015-dee-dee-van-buren-staying-safe-in-the-nra-s-refuse-to-be-a-victim-program>.


**Dates to Note**

<p><b>April 9, 2015</b></p>	<p><b>Firm Night at Ironbridge Sports Park</b>  <i>Accessorize Your Attitude Silent Auction</i>  <i>*Casual attire recommended</i></p>	<p><b>June 11, 2015</b></p>	<p><b>Career Development Seminar &amp; Executive Appreciation Dinner</b>                  Speaker: Mark Mullinix, First Vice President &amp; COO, Federal Reserve Bank of Richmond                  Seminar:                  3 p.m. – 5 p.m.                  Networking/Dinner:                  5:30 p.m. – 8 p.m.                  Location: Federal Reserve Bank of Richmond</p>
<p><b>April 23 - 25, 2015</b></p>	<p><b>2015 EWI Spring Leadership Conference</b>  <b>“Leadership by the Lake - Spread Your Wings &amp; Mind”</b>                  Hosted by EWI of Milwaukee                  Location: Hilton Milwaukee City Center</p>	<p><b>July 9, 2015</b></p>	<p><b>ASIST Night</b>                  Hosted by Member Firm Reynolds Community College                  Location: Reynolds Community College</p>
<p><b>May 14, 2015</b></p>	<p><b>EWISP Night</b>                  Speaker: Dr. Lisa D. Freiman, Director, Institute for Contemporary Art, Virginia Commonwealth University                  Hosted by Member Firm VCU                  Location: VCU at their School of Business, Snead Hall Atrium</p>	<p><b>August 13, 2015</b></p>	<p><b>Richmond Raiders Firm Night</b>                  Location: Sports Realty</p>
<p><b>June 6, 2015</b></p>	<p><b>Chapter Literary Night With Project Impact and the Richmond Raiders</b>  <i>Fun family event with reading program, crafts, food and cheering on your favorite Richmond Raider!</i>                  Hosted by Member Firm Richmond Raiders                  Location: Richmond Coliseum                  Time: 5:30 p.m.                  Game Starts at 7:00 p.m.</p>	<p><b>September 23 – 26, 2015</b></p>	<p><b>2015 LCAM</b>                  Tulsa, OK                  More details to follow</p>



Sending birthday wishes to the following EWI members:

**20-Debbie Clark**  
**25-Kathleen Stull**  
**31-Marjorie Hawkins**

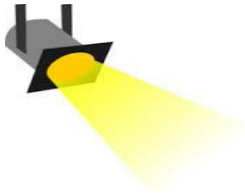


CONNECTIONS | CAREERS | COMMUNITY

**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 MEMBER FIRM SPOTLIGHT



Richmond International Raceway is more than just a raceway. We're a community member, a source of innovation, economic impact and history. We believe in working side-by-side with fellow community members to make the Richmond area a better place to live, work and play in. A vital part of the Richmond area since 1946, RIR strives to be a leading partner by giving back to the community that has helped grow the facility to what it is today.

### RIR the Community Member

- 600 hours. The number of volunteer hours RIR staff members contributed to the local community in 2014.
- From helping with Junior Achievement projects to picking up trash from the side of the road, RIR staff members take pride in our community.
- Along with volunteer hours, RIR Cares donated \$25,000 through seven grants to local Richmond-area charities in 2014.

### RIR a Source of Innovation

- RIR brings new, creative ideas to the Richmond area by thinking outside the box.
- Our staff has won six Innovation Awards through our parent company, International Speedway Corporation. That's more than any other track among the ISC family.
- Recently, RIR was named the 2014 Track Marketing Team of the Year at the 2015 NASCAR Marketing and Communications Summit.

### RIR's Impact on the Local Economy

- \$400 million. Our annual impact on the Commonwealth of Virginia.
- We have account holders from all 50 states, Mexico and Canada, making RIR and Virginia a destination spot for many people. This allows the local businesses to showcase what the Commonwealth has to offer.
- Beyond our race weekend, the Richmond Raceway Complex saw 285 days of activity in 2014, bringing in vendors and visitors from across the country.
- 150 different organizations held events at the Complex in 2014, including boat shows, RV and camping shows, craft shows, and more.

Beyond being a dedicated community member with innovative ideas and economic impact, RIR also brings media coverage. With over 100,000 likes on Facebook and 53,000 followers on Twitter, we bring awareness to a whole new audience. All the success that we see through the years is due to us being a community member that strives to give back to the community who built us.

For more information on our community impact or to learn more about our upcoming NASCAR weekend, April 24-25<sup>th</sup>, please visit [rir.com](http://rir.com).

### EWI Firm Representative

Megan Hazzard  
804-228-7506  
[mhazzard@rir.com](mailto:mhazzard@rir.com)

## EWI of Richmond Member Firms

**36 Member Firms**  
**43 Representatives**

Altria Group Distribution Company (AGDC)  
Barrett Capital Management, LLC  
Better Business Bureau of Central Virginia  
Bon Secours  
Cater Nation  
Cherry Bekaert LLP  
Dominion Resources, Inc.  
The Dunmar Companies  
The Federal Reserve Bank of Richmond  
Greater Richmond Chamber of Commerce  
Greater Richmond Partnership, Inc.  
Haley Buick GMC  
Hilton Garden Inn Richmond Downtown  
Hunton & Williams  
Ironbridge Sports Park  
KSPH  
Legacy of Virginia  
Legal Resources  
Martin's Food Markets

The Money Mom  
Reynolds Community College  
Richmond International Raceway  
Richmond Raiders  
Richmond Region Tourism  
Robert Half International  
RVA Home Team w/Keller Williams Realty  
Southern States Cooperative, Inc.  
Strange's Florist  
SunTrust Bank  
TAC Solutions  
Transformation Group, LLC  
United Way of Greater Richmond & Petersburg  
Universal Corporation  
Virginia Commonwealth University  
Virginia Credit Union, Inc.  
Westminster Canterbury Richmond  
Woody Funeral Home, provider of Dignity Memorial

### 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
Marjorie C. Hawkins, American Airlines, Inc.	Chapter President, 1974
Fran E. Minner, Hunton & Williams	Chapter President, 1989
Jane S. Reilly, Greater Richmond Transit Company	Chapter President, 1979
Debora Honodel, Southern States Cooperative, Inc.	Chapter President, 1996

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
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
Elizabeth M. Perry, Trigon Healthcare, Inc.	Chapter President, 1995
Kit Hull, Bill's Barbecue	Representative 1993-2012

Thank you all for your invaluable service to EWI!