

ewi CONNECT

RICHMOND EDITION

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November 2017

Letter from the President



What a great kick off to the new EWI Richmond chapter board it was at the October membership meeting! Thank you for welcoming your new 2017-18 EWI Richmond Chapter Board so graciously. I would like to thank Karen Kuhn, representing the Federal Reserve Bank of Richmond, and Vera Thoms, representing Dominion Energy, for their outstanding work conducting the new chapter board installation. Many thanks to Karen Huffman, Past Chapter President representing Federal Reserve Bank of Richmond, for her leadership during this past year. I look forward to her support as Advisor during this upcoming year.

Our November membership meeting will be a firm night at Virginia Credit Union. We will have the pleasure of learning from one of their leaders, Todd Feldman, Chief Marketing Officer and Senior Vice President, Marketing. Todd will talk on "Living to Work or Working to Live? Three Simple Things to Balance Life and Career." We are so grateful for VACU's support of the EWI Richmond Chapter and it is always a pleasure to be in their beautiful space at the Boulders.

November is a month with many holidays. Let's not forget to thank a veteran for his/her service on November 11 in honor of Veteran's Day. We close out the month celebrating Thanksgiving, a day in which the Pilgrims celebrated their first harvest in the New World.

This is a perfect time to thank you and your firm for your involvement with the EWI Richmond Chapter. Your board looks forward to providing you with more connections, enhancing your professional development and supporting our community throughout the 2017-18 term.

Thank you,

Ann Bushey
Chapter President
Reynolds Community College

Like us on Facebook



2017-2018 Officers & Directors

President

Ann Bushey, Reynolds
Community College

Vice President

Michele Rundstrom,
Universal Corporation

Secretary

Mary Kay Campbell,
Shamin Hotels

Treasurer

Noel Mahler,
Morton's, The Steakhouse

Retention & Recruitment

Jennifer Benton,
Virginia Credit Union

Sergeant-at-Arms

Anita Saunders,
Greater Richmond Partnership

Programs

Susan Lawton, Federal
Reserve Bank of Richmond

Director-at-Large

Sandy Naumann, Marsh &
McLennan Agency / KSPH

Communications Director

Olivia Smith, Better Business
Bureau of Central Virginia

Advisor

Karen Huffman, Federal
Reserve Bank of Richmond

Parliamentarian

Angela Roisten, Virginia Credit
Union

Richmond Board News

Communications

By Olivia Smith

Better Business Bureau of Central Virginia



I can't want to see everyone Thursday night at Virginia Credit Union for this month's chapter meeting!

Are you a social butterfly that loves posting, tweeting, sharing, and liking all things EWI RVA on social media? I have the committee for you!

Join my awesome and exciting committee and let's grow together!

Contact me today at osmith@virginia.bbb.org if you are interested in increasing our online presence in the Richmond area!

Have you taken any great images at an EWI event, work event, or just a funny picture? Send them my way and wait to see your shining smile throughout our social sites!

Treasurer

By Noel Mahler

Morton's, The Steakhouse



Chapter Financial Summary as of 10/31/17:

SunTrust Account

General Operating \$43,495.30
B/C/DP \$73,505.52

Virginia Credit Union Account

General Operating \$16,811.55
B/C/DP \$43,976.03

Retention & Recruitment

By Jennifer Benton

Virginia Credit Union



EWI Membership Campaign "Let's Get Our Grow On!!!"

Who wants to go to LCAM, Leadership Conference & Annual Meeting, this year!!?? Well look no further! Corporate is awarding LCAM Registration to members in the Chapter with the highest percentage net growth starting NOW until March 31, 2018. Not only is Corporate offering prizes, WE ARE TOO! Stay tuned for more details. So between the two scholarships we already offer to help pay for LCAM cost, Corporate's new Campaign and other incentives yet to come..... we should all be going to LCAM in Raleigh, NC, this year!!!!

GROW BIG, OR GROW HOME!!!!

Programs

By Susan Lawton

Federal Reserve of Richmond



We look forward to kicking off our chapter year at Virginia Credit Union, where Angela Roisten's executive, Todd Feldman, is sure to offer sage advice on the topic of "Living to Work or Working to Live: Three Simple Things to Balance Life and Career." Mr. Feldman is VACU's Chief Marketing Officer and Senior Vice President of Marketing.

WANTED: Enthusiastic individuals to join the Program Committee! We'd like to tap into your contacts and creativity to:

- line up interesting guest speakers and topics for our monthly membership meetings to boost attendance and attract new members;
- obtain appealing raffle items and assist with facilitating the monthly raffles;
- acquire gifts for our guest speakers, to show the chapter's appreciation for their time and talents; and
- plan fundraising projects for the chapter.

Serving on the Program Committee will not entail a huge time commitment, so if you're looking to contribute but don't have a lot of time to offer, this committee is for you! Contact Susan Lawton (susan.lawton@rich.frb.org or 804-697-8042) today!

GOT SWAG? The Program Committee is in need of speaker gifts and raffle prizes! This is an excellent way to promote your member firm. Please contact Susan Lawton to arrange for item pickup.

Respectfully submitted,

Susan R. Lawton
Federal Reserve Bank of Richmond

Director-at-Large

By Sandy Naumann

Marsh & McLennan Agency



Stay tuned for an exciting announcement and more information on our partnership with The Children's Museum of Richmond and an upcoming Membership Book Drive Campaign!

EWI 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

Senior Executives Top Challenge For 2018...

Engagement = Motivation =
Performance = Productivity
= Profitability

Employee Engagement!

What is employee engagement? Engaged employees really care about the company. They are willing to "give whatever it takes" to make the company the best it can be. Engaged employees have an emotional bond to the company, which results in higher levels of productivity, increased customer satisfaction, and decreased absenteeism and turnover.

However, a recent study by MSW Research, Gallup, & Dale Carnegie Training shows that only 29% of employees around the world are fully engaged. Now you can see why this is a top challenge for senior executives!

This is not just an HR situation. This is a critical business issue. The entire company, including the "top brass," needs to be involved, responsible, and encouraged to make engagement the top priority in the company.

The ability to engage and retain talent has an incredible affect to the company's bottom line. According to the Bureau of National Affairs, turnover costs approximately 1.5 times the annual salary and costs businesses around \$11 billion annually. In addition to increased turnover costs, disengaged employees are unproductive and drag morale down. What is this costing you?

What to do... what to do?

If you want to increase employee engagement within your company, concentrate on these areas:

Business foundation - vision, values, mission, strategy, and effective communication with all employees. Clear expectations, quality feedback, and perception of employee's job importance are vital. Commitment is the foundation of engagement.

Positive relationships - ensure your relationships with your employees are strong. They must believe in your leadership abilities and have trust that they are a valued part of the team. This is key!

Taking initiative - make sure everyone is a part of the solution and feels empowered. Ask for their opinions and thank them for being a part of the answer.

Career advancement opportunities - ask employees what their career aspirations are with your company. Do they want to move up, stay the same, try a different position, or get additional training? Help them advance personally and professionally.

Reward engagement - whatever type of reward system that will work best for your employees must be consistent and worthy. Incentives for work 'well done' go a long way to enhance engagement. Recognition programs like employee of the month, awards dinner, summer picnic, bonuses, and/or a write up in your company newsletter are all good ways to show your appreciation.

Learn to ask questions to invoke continuous engagement.

Take time to talk with employees on a regular basis. Ask questions to help you learn what may be needed. Simple questions like:

- ✓ How are things going?
- ✓ What is working well?
- ✓ What could use improvement?
- ✓ Do you have all the tools necessary to do your job effectively?
- ✓ Are there any areas in which we could be doing better?
- ✓ If you were the president, CEO, or owner, what would you do differently?

Make sure you respond to their answers and thank them. If you implement one of their suggestions make sure you recognize them with your reward system.

Use the above steps in your hiring process too and you will have more engaged employees in your workplace. Always keep on your guard to identify non-engaged employees and take immediate action.



"There are only three measurements that tell you nearly everything you need to know about your organization's overall performance: employee engagement, customer satisfaction, and cash flow...It goes without saying that no company, small or large, can win over the long run without energized employees who believe in the mission and understand how to achieve it..."

- Jack Welch, former CEO of GE

Heather H. Williamson Ph.D.

President

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<http://www.linkedin.com/in/drheatherwilliamson>



Leadership * Performance * Strategy

More from Transformation Group LLC:

If you struggle with getting your employees to do their job, knowing what you need to do to hold your team accountable or have other employee challenges, I am only opening up 5 spots this week so [Reserve your FREE 20-Minute Employee Challenge Makeover Assessment spot today!](#) Just [click here](#) to schedule some time to talk

If you want to learn more strategies on how to be a more confident and effective boss, **check out my [Live FB Trainings each Tuesday](#)** in my Private Facebook Group: Transformational Business Leaders- Taking Action and get my tips to help you learn how to do just that and more! <https://www.facebook.com/groups/transformationalbusinessleaders/>

EWI MEMBER FIRM NEWS

Federal Reserve Bank of Richmond:

CONVERSATIONS
with **THE FED**

**Prosperity:
Will Our Children Be
Better Off Than Us?**

November 8, 2017 @ 5:30 p.m.

FEDERAL RESERVE BANK OF RICHMOND

Have you ever wondered if our children will be better off than us?

Even small changes in the growth of our economy can have a big impact on us, especially on the economic prospects for our children. These changes also matter for monetary policy. Join the conversation on November 8 with Richmond Fed Research Director, Kartik Athreya, as we explore why this issue is important to us and how it affects you.

[Register Here Today](#)

This event is free and open to the public, but advance registration is required. Please feel free to share with your friends and coworkers.

Reynolds Community College:



On October 19, 2017 Ann Bushey, Reynolds Community College, attended the 20th Annual Reynolds Community College Scholarship Luncheon. This event honored scholarship donors.

Angela Graves, ASIST winner; Saadia Jones, ASIST winner; Ann Bushey, EWI President and Makeba Berry, ASIST winner.

Transformation Group LLC:

LIVE Webinar

Hi Bosses!

If you have employees that you wish would get more accomplished or 'own' their job, this webinar is a must!

TOP 7 Strategies For Creating A High Performing Team In Your Organization!

Event Date & Time: Thursday, November 9 at 12:00 PM (Eastern)

During the webinar, I'll be showing you the simple steps that you can take with your employees to turn them from individual contributors to team rock stars every day.

In this webinar, you'll learn:

1. How to cultivate a team that performs highly and increases revenue and happiness among employees
2. How to create vision and environment that inspires your employees and turns them into super stars!
3. How to manage across your company to create a REAL competitive edge, not the traditional down approach
4. What the 7 strategies of high performing teams are with examples that you can implement IMMEDIATELY

This can help you build your dream team that you have been wanting, so click on the link below to register!

Feel free to share with other bosses who are interested in building their AWESOME team.

<https://transformationgroupllc.lpages.co/7strategieswebinar/>

Heather H. Williamson Ph.D.
President



Connecting with Steve Clary of Corporate Living Solutions

What is your role at Corporate Living Solutions?

My role at Corporate Living Solutions is President is Business Administrator

Do you have an office nickname? What is it?

“Shoes”

Tell us a little about yourself and your family:

Love to travel with my wife and we have two Scottish terriers.

Where do you see yourself in 10 years?

Traveling and living in the Philippines

Do you have a favorite line from a movie or book?

“Today cannot wait for tomorrow”

What are your hobbies?

Travel, Golf, Tennis and searching for antiques

Best vacation you have been on?

Traveling to Nice, Istanbul and the Greek Islands

Craziest or most adventurous thing you have ever done?

Flew in a hot air balloon



Steve Clary
 Owner, President
 Corporate Living Solutions
[\(866\) 266-6099](tel:(866)266-6099)
 Cell- [\(804\) 833-7623](tel:(804)833-7623)
 NVA office-[\(571\) 319-3623](tel:(571)319-3623)
 “Your stay is our only Business”
www.corporatelivingsolutions.com



Connecting with Tarsha L. Thompson of WRIC News

What is your role at WRIC?

My role at WRIC is HR Business Administrator

How has WRIC helped you in your career development?

Working for WRIC has allowed me the opportunity to pursue further development in my top two career concentrations, Human Resources Management and Accounting. Instead of having to choose one career path or the other, I was able to fulfill both passions in one position, and continue to learn and grow.

Tell us a little about yourself and your family:

I am a single mother of a beautiful and talented 21-year-old. She's a thriving junior at Christopher Newport University. I am a college graduate of Strayer University, with a Master's degree in Business Management. To meet me, some may not think I'm shy, but I really am. Those who know me most will say, I love to meet new people, I have a huge heart, I love my family and I embrace opportunities to grow as a person and to inspire others.



Tarsha L. Thompson, MBA
Business Administrator
WRIC News Where You Live
804-330-8855
tthompson@wric.com

What are your hobbies?

I love to dance, make jewelry, cook and various crafts

Three words that best describe you?

Loyal, True Friend, and Honest

Where do you see yourself in 10 years?

In 10 years I see myself as a fully established business woman from various angles. I foresee assisting my daughter in managing her very own dance studio, and supporting her in her career profession of science. Personally, I see myself as a fully established executive for WRIC or an entrepreneur, and just being an active part of our community.

Who was most influential in your life, and why?

By far my parents were a great influence in my life, but my grandmother was the most influential. She instilled courage and strength. She taught me how to always conduct myself as a lady at all times, she instilled the importance of family, love and acceptance of those that may be different. She advised me as a young women and single mom on how to be the best mother I could be despite certain situations. She was the very person that inspired and pushed me to be a person with a purpose.

Best vacation you've been to?

Disney World



EWI MEMBER FIRM SPOTLIGHT

abc 8 NEWS

NEWS WHERE YOU LIVE

WHEN IT COMES TO NEWS AND ENTERTAINMENT
CENTRAL VIRGINIA TURNS TO WRIC

- AWARD WINNING JOURNALISM, 8NEWS INVESTIGATES GOVERNMENT WASTE, FRAUD AND POCKETBOOK ISSUES
- AN EXPERIENCED WEATHER TEAM WITH CRITICAL KNOWLEDGE OF LOCAL GEOGRAPHY AND INDUSTRY CERTIFICATIONS
- A DEDICATION TO LOCAL NEWS THAT AFFECTS OUR COMMUNITY
- GOOD MORNING RICHMOND ALWAYS HAS THE WEATHER FIRST, THE LATEST IN OVERNIGHT DEVELOPEMENTS AND THE STORIES THAT IMPACT YOU
- TOP SHELF ABC PROGRAMMING LIKE *MODERN FAMILY*, *GREY'S ANATOMY*, *SCANDAL* AND THE LATEST RATINGS KING, *THE GOOD DOCTOR*
- PERENNIAL GAME SHOW LEADERS, *JEOPARDY & WHEEL OF FORTUNE*
- ADVERTISING THAT WILL REACHES YOUR AUDIENCE ON AIR AND THROUGH HIGHLY EFFECTIVE CUSTOM CAMPAIGNS WITH SEM, SEO, SOCIAL MEDIA AND WEBSITE DELIVERY



FIND OUT HOW WE CAN HELP YOUR BUSINESS SUCCEED
CALL LOCAL SALES MANAGER JIM VERNIER (804) 330-8873

October Meeting Highlights

BOARD INSTALLATION NIGHT



EWI of Richmond's 2017-2018 board installation night was held on October 12th and hosted by Reynolds Community College, represented by Ann Bushey. Karen Huffman, representing Federal Reserve Bank of Richmond, welcomed all members and guests to her last membership meeting as president.

Jennifer Benton, representing Virginia Credit Union, introduced and installed two new member firms and their EWI representatives, Steve Clary, representing Corporate Living Solutions, and Tarsha Thompson, representing WRIC News. Steve is the executive of his firm and Tarsha is a Business Administrator for WRIC. Steve and Tarsha shared a little about their firms and themselves. EWI of Richmond welcomes both Steve and Tarsha to EWI!

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Toni Bastian, Nominating Committee Chair, representing Richmond Region Tourism, made a motion for membership to approve the proposed slate of officers for the new year. The motion was seconded, and Richmond Chapter representatives voted to approve the 2017-2018 slate of officers.



Karen then gave a brief report on LCAM 2017 and the outcome of the annual meeting held in Grapevine, TX. Karen also reminded the entire chapter that LCAM 2018 is right down the road in Raleigh, NC! Olivia Smith, representing Better Business Bureau of Central Virginia, and Jennifer Benton, representing Virginia Credit Union, spoke about their experience at LCAM 2017 and their excitement for next year.



Kit Hull, honorary member, provided an inspiring invocation by reading "Put the Glass Down." This was followed by a delicious dinner provided by OMO Catering arranged by Cater Nation, represented by Donna Rominiecki.

After dinner Karen Huffman, thanked membership for the last year of wonderful experiences she was able to share with the entire chapter. Karen closed her comments by wishing Ann Bushey, incoming president, representing Reynolds Community College, and the entire 2017-2018 board good luck.

Karen Kuhn, representing Federal Reserve Bank of Richmond, and Vera Thoms, representing Dominion Energy, then took the stage to install the new Board of Directors.

Dr. Gary Rhodes, President of Reynolds Community College, was not able to attend the evening's installation but created and played a heartwarming video congratulating Ann for her installation as EWI Richmond Chapter president.

Ann Bushey presented "My EWI Journey" and explained to membership that her goal this year is to "keep it simple." She reminded the membership of the importance of the 3 C's: Connections, Careers, and Community and thanked Karen once again for her leadership.

There was exciting member firm news to share! Olivia Smith, representing Better Business Bureau of Central Virginia, reminded everyone BBB holds a "Secure Your ID" day for safe shredding of personal documents and Noel Mahler, representing Morton's, The Steakhouse thanked member firm Virginia Credit Union for choosing to book two holiday parties at Morton's.

The night ended with Amanda McCowan, representing Haley Buick GMC, winning the raffle prize donated by SunTrust, represented by Dee Duffy!



Dates to Note

December 14	<i>Location: Federal Reserve Bank of Richmond</i>	January 11	<i>Location: Morton's, The Steakhouse</i> <i>Topic: Educational session on Morton's and the business of running a winery/winemaking, with possible wine tasting</i>
February 8	<i>Children's Museum of Richmond</i>	March 8	<i>Virginia Credit Union</i>

If you would like to host a "Firm Night," recommend a speaker, or donate speaker gifts, please contact Susan Lawton at susan.lawton@rich.frb.org



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 Member Firms

**35 Member Firms
44 Representatives**

Better Business Bureau of Central Virginia
Cater Nation
ChamberRVA
Cherry Bekaert LLP
Classic Party Rentals of VA., Inc.
Corporate Living Solutions
The Community Foundation
Dominion Energy, Inc.
The Federal Reserve Bank of Richmond
First Class Limo
Glint Events
Greater Richmond Partnership, Inc.
Haley Buick GMC
IronBridge Sports Park
Legal Resources
Marsh & McLennan Agency
The Money Mom
Morton's, The Steakhouse

Reynolds Community College
Richmond Raceway
Richmond Region Tourism
Robert Half
Shamin Hotels
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
WRIC News
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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!