



Chartered June 1967

# Richmond ewiConnect

April/May 2022



## Letter from the President

**April Recap:** Our Richmond Chapter continues to Re-excite, Re-elevate, Re-envision! At the beginning of our Chapter year in November 2021, our Program Director, Christy McCurdy (representing ChamberRVA) sent our membership a survey asking for program topics. Well the chapter responded, and one of the most popular requests was an educational program on DEI (Diversity, Equity & Inclusion). Our featured speaker on April 14<sup>th</sup> was Charm Bullard,

Senior Advisor to the CEO, Virginia Center for Inclusive Communities ("VCIC"). Charm has presented over 400 workshops across the state on behalf of VCIC, and she works with schools, businesses, and communities to achieve success through inclusion. Charm highlighted the important differences between diversity and inclusion, citing diversity as counting people, and inclusion as making people count. Diversity is the presence of difference, and inclusion is the accepting, respecting, and valuing of those differences. She spoke about how inclusion requires being intentional in our actions, and about how to detect our own unconscious biases, which are often developed through the lens of experiencing a *single story*. She explained how these biases form early in life, often without being recognized, citing that the human brain takes in 11 million pieces of information every second but is only consciously aware of 40 pieces. Charm led us to question some of our *single stories* and encouraged us to remember times we did not feel included. She talked about how everyone *covers* in some way by toning down disfavored characteristics to better fit into the mainstream. Lastly, Charm left us with three considerations to fight unconscious biases: *What can I start doing? What can I stop doing? And what should I continue to do?* Our own member firm Venture Richmond, Inc., sponsored this program, and we thank their representative, Renee Gaines, our EWI President-Elect, for assisting with this program and offering it to our chapter. EWI of Richmond is now challenging all our EWI chapters across the nation, including Hawaii and Canada, to explore this subject, and bring a program to their own chapters and even at the EWI Corporate Level!

- As our chapter continues to grow each month, our Recruitment & Retention Director, Sandy Naumann of Marsh McLennan Agency, keeps encouraging ALL of us to grow our chapter, and it is working! Sandy installed our newest members, Enza Seibert of Altria Group, Inc., and Robin Newton of Children's Hospital Foundation. Lauren Moore of Children's Hospital Foundation was the Chapter's speaker in March, and she was so impressed with EWI Richmond that she asked her firm to request membership in EWI immediately!
- You and your firm executives cannot afford to miss one of our chapter programs. May is one of our highlighted programs; it is our EWISP (Executive Women International Scholarship Program for high school seniors). Our EWISP Director Donna Thornburg (representing Virginia Commonwealth University) and her Committee will be awarding three high school seniors with a scholarship for \$2,500 each, and these recipients have been selected by independent judges from our chapter boundaries. Our top scholarship recipient will also be nominated for a chance to win additional EWI Corporate funds (ranging from \$5,000 - \$1,000).
- May 31, 2022, is our deadline for internal Chapter Scholarships for the opportunity to send two representatives to Leadership Conference and Annual Meeting ("LCAM") in Corpus Christi, TX, in September. Each scholarship is worth \$1,000 towards registration and travel expenses. See complete details in this issue and on our website!
- SAVE THE DATE for our June 9, 2022, 8:00 a.m. Executive Appreciation Breakfast, hosted at the Federal Reserve Bank of Richmond. Get this date on your executive's calendar, and more information on the way!
- July 14, 2022, is our ASIST (Adult Students in Scholastic Transition) program, which will be hosted at Reynolds Community College by Dr. Paula P. Pando, President.
- August 11, 2022, we have been invited by Megan Underwood, owner and EWI executive, for a firm night at The Closet Factory, Ashland, VA
- September 8, 2022, our chapter's annual business meeting and speaker t/b/d
- September 14-17, 2022, EWI Leadership Conference & Annual Meeting in Corpus Christi, TX
- October 13, 2022, installation of our 2022-2023 Chapter Board and speaker t/b/d

Please continue to promote your firm news in our monthly Connect, by sending articles and pictures to Michele Rundstrom, our Communications Director, representing Altria Client Services LLC, at [michele.rundstrom@altria.com](mailto:michele.rundstrom@altria.com).

Debbie Clark  
Universal Corporation

### 2021-2022 Board of Directors

#### President

Debbie Clark  
Universal Corporation

#### Vice President

Renee Gaines  
Venture Richmond

#### Secretary

Amanda Foos  
Federal Reserve Bank of  
Richmond

#### Treasurer

Christine Slate  
Closet Factory

#### Sergeant-at-Arms

Susan Lawton  
Federal Reserve Bank of  
Richmond

#### Communications Director

Michele Rundstrom  
Altria Client Services LLC

#### Retention & Recruitment

Sandy Naumann  
Marsh & McLennan Agency,  
LLC

#### Programs Director

Christy McCurdy  
ChamberRVA

#### ASIST Scholarship Director

Michelle Lovatt  
Richmond Region Tourism

#### EWISP & Literacy Director

Donna Thornburg  
Virginia Commonwealth  
University

#### Advisor

Tanya Johnson  
Community Foundation for a  
greater Richmond

Follow Us!



## CHAPTER BUSINESS

### 2021-2022 OFFICERS AND DIRECTORS



#### President

Debbie Clark  
Universal Corporation  
[Clarkd01@universalleaf.com](mailto:Clarkd01@universalleaf.com)

Thinking about going to our Leadership Conference and Annual Meeting in Corpus Christi? Apply today for one of two LCAM scholarships offered by our

Chapter. See this issue and our website for additional details.



#### Vice President/Chapter Champion

Renee Gaines  
Venture Richmond  
[rgaines@venturerichmond.com](mailto:rgaines@venturerichmond.com)

If you need assistance justifying your attendance at LCAM, let me know. We have a toolkit to help you with that.



#### Treasurer

Christine Slate  
Closet Factory  
[christine.slate@closetfactory.com](mailto:christine.slate@closetfactory.com)

#### Balances as of May 1, 2022

Truist Operating	\$ 39,501.09
Truist B/C/DP	42,188.91
VACU Operating	31,618.87
VACU B/C/DP	113,581.60
TowneBank Operating	5,211.91
TowneBank B/C/DP	13,113.85
Total	\$245,216.23

#### Programs Director

Christy McCurdy  
ChamberRVA  
[christy.mccurdy@chamberuva.com](mailto:christy.mccurdy@chamberuva.com)

Exciting programs coming up that you do not want to miss. Do you know a dynamic speaker you would like to hear at our meetings? Drop me a note.



#### Communications Director

Michele Rundstrom  
Altria Client Services LLC  
[Michele.rundstrom@altria.com](mailto:Michele.rundstrom@altria.com)

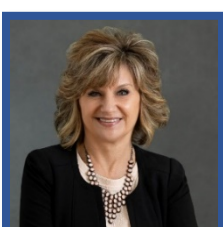
The monthly Connect newsletter is scheduled to be published one-two weeks prior to each monthly membership meeting. Please send me monthly articles, firm news, photographs, member firm advertisements and any suggestions you have to improve our monthly Newsletter, website and social media.



#### Retention & Recruitment

Sandy Naumann  
Marsh & McLennan Agency, LLC  
[Sandy.Naumann@MarshMMA.com](mailto:Sandy.Naumann@MarshMMA.com)

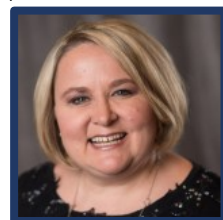
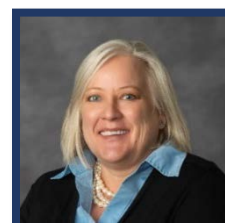
We are growing! Congratulations and welcome to our newest members – Enza Seibert representing Altria Group, Inc. and Robin Newton representing Children's Hospital Foundation at VCU installed last month. This month we welcome Nicole Schneller of The Cardiac Connection! We are delighted to have you as new member firms of 2022! Let's keep up the momentum, keep those referrals coming and let's make this year our best! Thank you!



#### EWISP & Literacy Director

Donna Thornburg  
Virginia Commonwealth University  
[dwthornb@vcu.edu](mailto:dwthornb@vcu.edu)

The 2022 EWISP scholarship winners have been selected. The awards ceremony will take place on May 12<sup>th</sup>. We hope you can join us.



#### ASIST Scholarship Director

Michelle Lovatt  
Richmond Region Tourism  
[mlovatt@visitrichmondva.com](mailto:mlovatt@visitrichmondva.com)



ASIST judging is underway. The judges will make their final decisions in the next week.



## Secretary

Amanda Foos  
Federal Reserve Bank of Richmond  
[Amanda.Foos@rich.frb.org](mailto:Amanda.Foos@rich.frb.org)

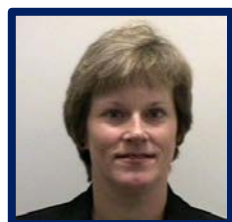
Looking for a committee? Why not consider the Secretary Committee? Taking notes at our membership meetings help keep our membership connected with what's happening at the Chapter and Corporate levels. If you would like to know more about the Secretary Committee, please contact me.



## Advisor

Tanya Johnson  
Community Foundation for a greater Richmond  
[tjohnson@cfrichmond.org](mailto:tjohnson@cfrichmond.org)

*"Commit to your education, because every time you stretch your mind, you boost your confidence and add power and credibility to your voice."* Michelle Obama



## Sergeant-at-Arms

Susan Lawton  
Federal Reserve Bank of Richmond  
[Susan.Lawton@rich.frb.org](mailto:Susan.Lawton@rich.frb.org)

### What Constitutes a Quorum at Chapter Meetings?

Our Chapter bylaws state: "Each firm is entitled to one vote per Representative at any meeting of the Chapter. A majority of Representatives eligible to vote will constitute a quorum at any regular or special meeting of the Chapter." To apply this to our Chapter, we currently have 31 voting representatives, so a majority would be 16 representatives. Honorary and Chapter Life members are not eligible to vote.

### What Constitutes a Quorum at Board Meetings?

Our Chapter bylaws state: "A majority of the authorized number of Directors will constitute a quorum for the transaction of business at any regular or special meeting of the Chapter Board of Directors, and every act or decision of the majority of the Directors present at a meeting at which a quorum has been established shall be valid as the act of the Chapter Board of Directors. The Advisor is not included in the quorum." With nine authorized Directors, a majority would be five Directors. The President votes only to break a tie or in case of a vote by ballot in a Board or Chapter meeting.

The authorized Directors are listed below:

Vice President/President-Elect  
Treasurer  
Communications Director  
Programs Director  
EWISP & Literacy Director

Secretary  
Sergeant-at-Arms  
Retention & Recruitment Director  
ASIST Scholarship Director

Advisor – no vote  
President – only votes to break a tie or in case of a vote by ballot in a Board or Chapter meeting

**Request for Items for LCAM Gift Basket:** At the March 2022 membership meeting, the chapter voted to participate in the basket raffle at the Leadership Conference and Annual Meeting (LCAM). Participating chapters will assemble a basket to be raffled at LCAM, and proceeds will assist EWI Corporate in offsetting LCAM costs. If you or your member firm have item(s) to include in our basket, please bring your items to the membership meeting or contact Susan Lawton to make arrangements for pickup. Thanks!

**Meeting RSVPs:** Our current RSVP system on our chapter website doesn't allow representatives to decline the monthly membership meeting invitation. Please contact me ([susan.lawton@rich.frb.org](mailto:susan.lawton@rich.frb.org)) if you are unable to attend a chapter meeting. This will save you from getting a follow-up call or email from me. Thank you!



### April

- ❖ 3 Christal Chavis
- ❖ 20 Christy McCurdy
- ❖ 23 Kit Hull

### May

- ❖ 13 Sarah Scott
- ❖ 23 Ashley Charity
- ❖ 29 Donna Thornburg

### EWI of Richmond Chapter Boundaries:

Cities of Richmond, Ashland, Williamsburg, Petersburg, Hopewell and Colonial Heights, and Counties of Amelia, Caroline, Charles City, Chesterfield, Cumberland, Dinwiddie, Goochland, Hanover, Henrico, Louisa, New Kent, Powhatan and Prince George.



## PROFESSIONAL DEVELOPMENT



Heather H. Williamson Ph.D., President  
(Office) 804-598-9175  
(Cell) 804-543-3333  
[www.TransformationGroupLLC.com](http://www.TransformationGroupLLC.com)

[drheather@transformationgroupllc.com](mailto:drheather@transformationgroupllc.com)  
<http://www.linkedin.com/in/drheatherwilliamson>  
<https://www.facebook.com/pages/Transformation-Group-LLC/115938085147841>  
<https://twitter.com/DrHeatherVA>

Leadership \* Strategy \* Performance

Are you frustrated watching your amazing and hardworking employees walk out your door?

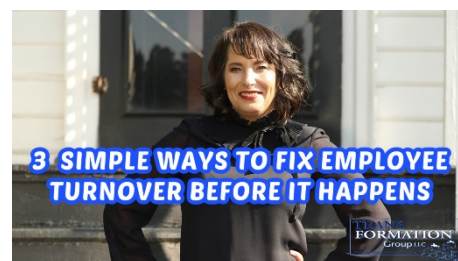
Maybe it's one or two employees a month that have decided to find greener pastures and you're thinking, "no big deal"...

Your **talented employees are the key to your company success**. They know how your business operates, the company culture and possess the institutional knowledge that may take years to acquire. You can probably think of two or three top performing employees right now that you would hate to see walk out the door because business would stop as you know it!

Yea, I know that employees can be replaced... Unfortunately, the replacement employee may never be as great as the employee who left. Also, the strain and stress felt by the remaining employees isn't a happy or positive experience either.

So what can you do to make sure your top talent isn't going to ambush you by leaving? Check out my **YouTube video 3 Simple Ways To Fix Employee Turnover Before It Happens** and learn what you can be doing to uncover the true reasons why your employees are leaving. I share 3 simple steps that you can incorporate with your management team that will get you ahead of the mass exodus and significantly reduce your turnover costs. Who wouldn't want that?!?

Guess what the biggest challenge is within organizations??? Communication.



A few weeks ago I had the opportunity to be interviewed by Mike King, radio host for the Mike King Biz Show. What an experience!!! So, this was my very first interview on a radio show and Mike King made it so much fun. I forgot how nervous I was and our conversation just flowed, just like talking with your best friend. YES, I'm human. I get nervous too!

In the interview, I'm sharing why it's so important to effectively communicate with your team, especially in a remote working environment. I'm also sharing what you should be considering in your onboarding process with remote workers and much more! Click here to check out the [Interview with Mike King Biz Radio](#). You can listen to other great business interviews with Mike King on ESPN 106.1 from 5:00 am- 7:00 am and The Choice Radio 105.3 FM 2:00-3:00 pm.

Are you wanting to get a proactive strategy to reduce your top talent from leaving or are you wanting to get a proven game plan on how to get the most out of yourself and team? This is exactly one of the many reasons why I created the Transformational Leader Mastermind. If this sounds like you, you can learn more about the [Transformational Leader Mastermind](#)! Group size is limited for maximum effectiveness, so don't wait! This 6 month program will be led by Dr. Heather Williamson, with participants meeting virtually each month for a 2 hour session with 1:1 coaching as well. Contact us at [drheather@transformationgroupllc.com](mailto:drheather@transformationgroupllc.com) for more information or click here [to schedule some time to talk](#).

Much Success,  
Dr. Heather

P.S. Know of other leaders who are focused on becoming the best version of themselves as a leader? Please feel free to share, I am only opening up a max of 10 spots for each group so reserve yours today for the [Transformational Leader Mastermind](#)

P.P.S. If you want to learn how to be a more confident and effective boss, check out my [Youtube channel where I share](#) weekly leadership tips and strategies.

## PROFESSIONAL DEVELOPMENT WEBINARS

### 5 Methods for Thinking Like a Genius

**Presenter: Roseann Freitas**

College Prep Consultant  
Keystone Capital Management Group

**Tuesday, May 10, 2022**  
**1:00 PM CT**



*Join the Meeting*



### Remote 101: The Secret to Engaging Virtual Workers

**Presenter: Jill Christensen**

Employee Engagement Expert & Best Selling Author  
Jill Christensen International LLC

**Tuesday, June 14, 2022**  
**1:00 PM CT**



**Did you know?** These corporate webinars are open to everyone in your member firm. Share them with your colleagues. All of the corporate webinars are also posted on MyEWI for you to view at any time. Take advantage of these webinars for your professional development.

### Tissues & Hardhats: Returning to the Pandemic Workplace

**Presenter: Lyndee Champion Ivey**

The Mint Museum of Art  
Executive Assistant to the President & CEO

**Tuesday, July 12, 2022**  
**1:00 PM CT**



**"LEADERSHIP CAN,  
AND MUST,  
BE TAUGHT."**

LORI GIOVANNONI, DEAN OF EWI'S ACADEMY OF LEADERSHIP

# LCAM 2022



Dates: Thursday, September 15–Saturday, September 17, 2022

Host City: Corpus Christi, TX

## REGISTER HERE!

Omni Corpus Christi Hotel  
900 N Shoreline Blvd.  
Corpus Christi, Texas 78401

<u>Registration</u>	<u>LCAM only</u>	<u>LCAM and Leadership Caucus</u>	<u>Omni Hotel &amp; Resort</u>	<i>(Note room block expires August 12, 2022)</i>
Early Bird Pricing <i>(ends June 30)</i>	\$700	\$850	2 Double Beds	\$154.00
Regular Pricing <i>(July 1 - Sept 1)</i>	\$800	\$950	King Bed	\$154.00

This year's LCAM returns to a more traditional schedule based on member feedback. We encourage everyone to attend as many scheduled events as possible to maximize value and your connections with EWI Members.

### Wednesday, September 14, 2022

#### Leadership Caucus - 3:00 PM to 8:00 PM

Calling all levels of Chapter leadership: attend this year's Leadership Caucus to learn how you can "Illuminate the Way" for up-and-coming leaders in your Chapter and lay a foundation for long-lasting success. The journey we begin together in Leadership Caucus will carry us through the year as you gain the critical knowledge and tools you'll need to create a brightly lit torch for your members. We will laugh, share, celebrate one another, and we will have a lot of fun. Bring your questions, your opportunities, and your ideas and prepare to kick off LCAM with a high energy growth session.

Members who should attend this additional programming include incoming President, President-Elect, Secretary/Treasurer, Fundraising and Recruitment/Retention Chairs. This program includes dinner. *(If attending this programming, please select LCAM registration with Leadership Caucus. Additional cost to attend.)*

#### Opening Reception & EWI Welcome - 8:00 PM to 10:00 PM

After arriving at the Omni Corpus Christi Hotel, plan to join the 2021-2022 Corporate Board of Directors and the LCAM 2022 Committee for a casual reception to connect, say hello and grab a quick beverage and snack to start LCAM 2022 off in style.

### Thursday, September 15, 2022

#### Keynote Speaker Jill Christensen, Breakfast and Opening Remarks - 8:00 AM - 10:00 AM

Rise and Shine, EWI! Jill Christensen will deliver her signature keynote presentation, "If Not You, Who? How to Crack the Code of Employee Disengagement," and stay afterwards to sign books/interact with attendees. Also included is a signed best-selling book for each attendee "If Not You, Who? Cracking the Code of Employee Disengagement."

#### Professional Development Skills Workshops - 10:30 AM - 11:30 AM - (Pick One of Two)

- Creating with CANVA - Presented By: Jennifer Clark, Dallas Hearing Foundation, EWI of Dallas
- Time Management for Balanced Leadership - Presented By: Samantha Lane, Origami Day, EWI of Knoxville

#### Academy of Leadership Programming - (Pick One of Two - Must attend Session 1 for your selection on Thursday and Session 2 on Friday)

- Academy of Leadership (AOL) Alumni Experience - Session 1 - 12:30 PM to 3:45 PM - South Texas Botanical Gardens and Nature Center - Offsite Program including transportation
- Academy of Leadership Module - "Professional and Volunteer Leadership: Thinking Like a Genius" - Session 1 - 1:00 PM - 4:00 PM - Presented By: Roseann Freitas, Better Business Bureau Great West & Pacific, EWI of Honolulu and Kristi Emmons Jones, Amare Global, EWI of Memphis

## Leaders of Tomorrow - Panel Discussion - Plenary Session - 4:15 PM - 5:15 PM

Moderated by incoming Corporate President, Christine Laird, Individual Member, EWI of Oklahoma City. Join us as we learn from our incoming emerging leaders of EWI. Gain insight into what makes them "tick", why EWI provides value to them in their career development and how they view leadership as the future unfolds for our organization. Panelists include:

- Victoria (Tori) Hargis, Student Member, EWI of Chattanooga
- Kimberley Craft, Sandia Laboratory Federal Credit Union, EWI of Albuquerque
- Amanda Landreth, Washington Trust Bank, EWI of Spokane
- LaShana Sorrell, Southern Veterinary Partners, EWI of Birmingham

## First Time LCAM Attendee Social - 5:15 PM - 6:00 PM

If this is your first LCAM, stop by to network and mingle with the Corporate Board of Directors and other first time attendees after a full day of learning. Make connections, gain new friends and add more contacts to your social profiles - this event is all about our first timers!

## Chapter Night - After 6:00 PM

Chapters are encouraged to explore the city of Corpus Christi on their own. Visit one of the culinary treats or restaurants in walking distance, discover the history of the downtown by walking along the boardwalk, schedule a tour or simply relax and take in the weather. Whatever you decide, enjoy this evening on your own!

Friday, September 16, 2022

## Academy of Leadership Programming - 8:00 AM - 11:00 AM (Pick One of Two - Must attend Session 1 for your selection on Thursday and Session 2 on Friday)

- Academy of Leadership (AOL) Alumni Experience - Session 2 - One on One with Police Academy & K9 Unit including a special Community Service Project (Onsite)
- Academy of Leadership Module - "Professional and Volunteer Leadership: Thinking Like a Genius" - Session 2 - 8:00 AM - 11:00 AM - Presented By: Roseann Freitas, Better Business Bureau Great West & Pacific, EWI of Honolulu and Kristi Emmons Jones, Amare Global, EWI of Memphis

## All Member Town Hall Meeting - 1:00 PM - 2:00 PM

The Corporate Board of Directors invites all attendees to join together for time to ask questions, express comments, share ideas and gain insight into our plans for the upcoming year.

## Professional Development Skills Workshops - 2:30 PM - 3:30 PM - (Pick One of Two)

- Achieving Peak Performance; the Mind-Body Connection - Presented By: Andrea Bohn, Juice Plus+, EWI of San Antonio
- The Life-Changing Magic of Visact!: Creating Your Future Self - Presented By: Sarah Roeder, UnityPoint Health, EWI of Des Moines

## Chapter Photos & Member Headshots - 3:30 PM - 6:00 PM

Capture your LCAM experience with a Chapter group photo. Looking for a new headshot to use on your social profiles? Be sure to register for your time upon arrival at LCAM!

## Outgoing Chapter Presidents' Reception - 5:00 PM - 6:00 PM

If you served as Chapter President for the 2021-2022 board year, join the Corporate Board of Directors as we celebrate your accomplishments and congratulate you on your success!

## Recognition Gala (and more!) - 6:00 PM - 10:00 PM (Formal attire)

All LCAM attendees are invited to dress up for a night out with fellow members to celebrate everything we accomplished together this year. We've brought together all of our recognition into one BIG night, including Awards, President's Recognition, Scholarships and our Sponsors. We also have some other exciting plans for this event, so stay tuned, and plan to attend!

Saturday, September 17, 2022

## Buffet Breakfast - 7:00 AM - 8:00 AM

## Delegate/Alternate Delegate Registration - 7:30 AM - 8:00 AM

## Annual Meeting - 8:30 AM - 11:00 AM

## Incoming Leadership Celebration Reception - 11:15 AM - 12:15 PM

All members are invited to join the 2022-2023 Corporate Board of Directors to celebrate their installation and our future leadership. Appetizers and beverages will be available.

## 2022 Reading Rally with YWCA of Corpus Christi - 12:30 PM - 2:30 PM

All EWI Members will be involved in this year's Reading Rally event hosted onsite at the Omni Corpus Christi. More details will be shared in the coming months. Lunch included.

## Conference Concludes - 3:00 PM





## BE A LEADER · BE A READER · 2022

EWI will be working with the YWCA of Corpus Christi with 5th and 6th grade girls, and we are so excited to be presenting something different to our members. This is the age that they begin making life altering decisions, like alcohol, drugs, and sexual activity. Prevention is a vital positive path for girls this age. The girls the YWCA serves in YWTeens are primarily from lower socioeconomic areas of the community. Our goal at the Reading Rally is to promote reading without being totally obvious.

If you have questions about this year's event, please contact Cheryl Holmes at [cholmes@castoinfo.com](mailto:cholmes@castoinfo.com).

### AMAZON WISH LIST INFO

- <https://amzn.to/3qS4fB4>
- Ship all items to:  
Navy Army Community Credit Union  
Attn: Virginia Whitham  
2730 Rodd Field Rd.  
Corpus Christi, TX 78414
- Please do your best to ensure items arrive no later than July 31, 2022

### HOW TO GET INVOLVED

- **DONATE BOOKS:**  
Decide on a dollar amount you'd like to contribute to purchase books and order through the Amazon link
- **SPONSOR THE RALLY:**  
If you would like to purchase items or make a monetary contribution, please contact Cheryl Holmes, B/C/DP Director, at [cholmes@castoinfo.com](mailto:cholmes@castoinfo.com)

Reading Rally Flyer [available here](#).

## EWI LCAM Conference Tools

### EWI LCAM Conference Tools: General Tips

Many travel budgets and training budgets have been cut, and some firms are experiencing financial challenges. This means that no matter the merits of a conference, you'll probably need to justify the expense. So here are some things you might want to consider:

- Focus on what you specifically will bring back to the organization as return on the investment.
- Offer to prepare and deliver a short presentation and Q&A to your colleagues to share what you learned. That way others in your organization will get the benefits of your attendance, too.
- Share the syllabus and speaker handouts with your colleagues. As an attendee, you have unlimited access to materials posted by speakers.
- Be ready with a plan that shows who will cover for you while you are attending the conference.

### EWI LCAM Conference Tools: Calculate ROI for Attendance

How to Justify Conference Attendance:

Decision makers use data to allocate resources in the organization. As an attendee, you need to understand two considerations for making decisions:

- Expense (the "investment")
- Return on Investment
- 

### Understanding the Benefits

Experts agree that the top benefit of conference attendance is networking value. This is hard to quantify, but where else can you find so many industry contacts facing the same issues as your organization? Are there solutions others utilize that you're not aware of?

Although networking is undoubtedly the most important aspect of a conference, it is also the toughest for which to quantify a value.

When you submit a conference for approvals, don't focus on how much you want to go; focus on what you specifically will bring back to the organization as return on investment. Some specific details you'll need to identify include:

- Session content. What sessions have particular relevance to your organization's work? Specifically identify:
  - Tools (Workshops and presentation skills, leadership assessment and development)
  - Technologies (Apps, mobile marketing, social media, branding)
  - Processes (time management, goal setting, networking, team building, mentoring)
- Best practices. Will there be training sessions in areas that will immediately benefit your group?



# LCAM Scholarships

## EWI of RICHMOND® Richmond LCAM Scholarship and Richmond Region Tourism-Michelle Lovatt Award APPLICATION

### LCAM (Leadership Conference & Annual Meeting)

EWI of Richmond is pleased to offer two LCAM Awards.

1. The Richmond LCAM award will pay registration fees for **one** Richmond Chapter representative to attend the Leadership Conference & Annual Meeting (LCAM), to include an Academy of Leadership (AOL) module. (\$1,000.00 early bird value)
2. The 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 LCAM to include an Academy of Leadership (AOL) module. (\$1,000.00 early bird value)

The selection criterion is as follows:

- Candidates must be a EWI Richmond Chapter representative in good standing (acceptable attendance at monthly membership meetings and no outstanding meeting fees).
- The Richmond Region Tourism-Michelle Lovatt candidate must be a first time LCAM attendee.
- Candidates must have been a representative in the EWI of Richmond Chapter for at least six months prior to the start date of LCAM.
- Candidates must be actively serving on at least one committee or serving on the Board.
- Candidates must confirm that they can secure the necessary time away from work to attend LCAM. The full itinerary is available at [www.ewiconnect.com](http://www.ewiconnect.com).
- Candidates will attend all LCAM functions, including the Annual Meeting and Chapter Dinner, and stay at the host hotel.
- Completed application must be submitted by email no later than **deadline posted on** [www.ewirichmond.org](http://www.ewirichmond.org) (5/31/22) to ewirichhistory@gmail.com, with a copy to Debbie Clark 2021-2022 EWI® Richmond President - Email: [clarkd01@universalleaf.com](mailto:clarkd01@universalleaf.com) and Renee Gaines 2021-2022 EWI® Richmond VP/President-elect - Email: [rgaines@venturerichmond.com](mailto:rgaines@venturerichmond.com)  
*The EWI Richmond Chapter President is not responsible for any late or misdirected e-mails.*
- Candidate will be selected based on the above criteria and the attached application.

The awards pay for LCAM registration fees and may be applied to hotel or airfare for up to \$1,000 total. All other costs – including transportation, hotel, and incidental meals and travel expenses – are the responsibility of the recipient.

Upon return from the Leadership Conference & Annual Meeting, both recipients will be expected to write a brief article for the an upcoming issue of the *EWI Connect* about their LCAM experience, such as the most valuable, interesting, and/or relevant things learned by attending LCAM.

Please contact the Board with any questions.

**EWI of RICHMOND®**  
**Richmond LCAM Scholarship and**  
**Richmond Region Tourism-Michelle Lovatt Award**  
**APPLICATION**

Name: \_\_\_\_\_

Member Firm: \_\_\_\_\_ Number of Years in EWI: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

1. Have you ever attended an EWI Leadership Conference & Annual Meeting (LCAM) and/or Academy of Leadership (AOL)? \_\_\_\_\_

If yes, please note the name, date, and location of the meeting:

\_\_\_\_\_

2. Is your firm willing to pay for you to attend any portion of the conference? \_\_\_\_\_

If yes, which portions will your firm pay?

Airfare \_\_\_\_\_ Hotel \_\_\_\_\_ Registration Fees \_\_\_\_\_ Other \_\_\_\_\_

3. On what committee(s) are you currently active? Please list committee service for the past 3 years if applicable:

\_\_\_\_\_  
 \_\_\_\_\_

4. List the names and dates of any Chapter board positions you've held:

\_\_\_\_\_  
 \_\_\_\_\_

5. Do you regularly attend monthly meetings? \_\_\_\_\_

If no, please explain why you are unable to participate: \_\_\_\_\_

\_\_\_\_\_

6. What have you found to be the most beneficial aspects of your involvement in EWI?

\_\_\_\_\_  
 \_\_\_\_\_

7. Please indicate your reasons for wanting to attend the LCAM & AOL and the benefits you, your member firm, and the Richmond Chapter might gain from your attendance (please use a separate sheet for your essay):

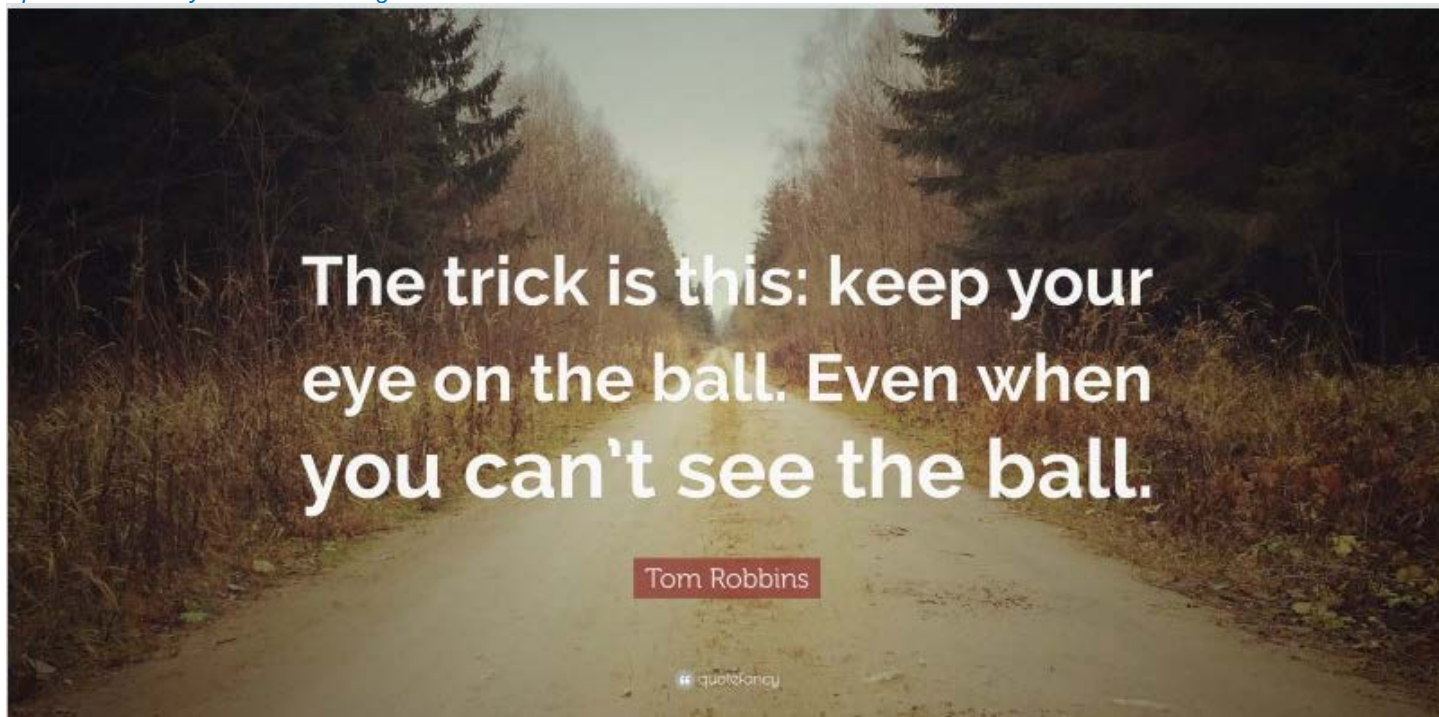
\_\_\_\_\_  
*Representative's Signature*

\_\_\_\_\_  
*Date*

**APPLY TODAY! Deadline for submitting applications is May 31, 2022.**

## Inspiration Station

April invocation by Viki Frankenburger



When I was a kid, my dad made a clay tennis court on our small farm. He loved getting out there playing the game and he tried very hard to teach me. He would always say to me, “GIRL, keep you gotta keep your eye on the ball!”

He never gave up on me and he kept working with me, saying “keep your eye on the ball!” I seemed to have lacked athletic capability and my coordination skills were awful, but with enough practice, I finally hit the ball a few times!

After a few years of enjoying his tennis court, we repurposed the area for a “riding rink” for our horses. Today, it serves as the home to our beautiful vegetable garden each summer.

In life, how many times do we take our eye off the ball? We get distracted and tend to lose focus!

Let's be real for a moment...life happens, kids happen, health hurdles happen, burnout and busy schedules happen, a pandemic happens...I could go on and on.

But this Easter season, I want to encourage you and offer you hope as you consider your daily and life goals! We've got this! Cling to your faith, cling to your circle of family, friends, and co-workers, cling to your passions and spiritual gifts, cling to your purpose!

Tonight, I invite you to get back on the court...re-excite, re-elevate, re-envision, and keep our eyes on the ball!

Happy Easter

Viki

## EWI CORPORATE NEWS

### Events

[Texoma - Board Forum - July 15-16, 2022](#)

[Leadership Caucus 2022 & LCAM 2022 - September 14-17, 2022](#)

### Chapter Leadership Calls

May 27, 2022

June 24, 2022

July 22, 2022



### 2022 LEADERSHIP CONFERENCE & ANNUAL MEETING

September 15-17, 2022

Corpus Christi, TX

We Need You! We need donations for the silent auction and door prizes. Help us create an epic LCAM! Please contact Jennifer Clark, EWI Dallas Chapter to donate items. Please email [jennifer.clark@dallashearingfoundation.org](mailto:jennifer.clark@dallashearingfoundation.org).

TO: All EWI Members

RE: Academy of Leadership (AOL) Recertification Guidelines

As LCAM 2022 approaches and many members consider attending this year's event, the Corporate Board of Directors would like to share information about the Academy of Leadership program and our recertification standards adopted in 2018. The organization encourages all EWI Members to participate and engage in our AOL programming with the goal of becoming a graduate and continuing on their leadership journey beyond graduation.

The overall goal of the Academy of Leadership is to enhance leadership effectiveness of participants for their benefit and that of their firm. The program is offered through a series of modules. The objective for each module is to:

1. Increase leadership ability and motivation that will be applicable within a variety of work environments and that will improve the participant's stature as a professional.
2. Provide a unique leadership training experience.
3. Each module is presented by professional facilitators, providing a blend of training, motivations and interactive presentation style to add value to the topic.
4. To build leadership skills. Each module includes an assessment that provides attendees with a better understanding of their particular leadership style and a structure to immediately transform information into skills.

#### The Academy of Leadership Alumnae Group

Once a member of EWI has successfully completed four (4) modules, the member will graduate and be considered "Academy of Leadership Alumnae", where they can then participate in all Alumnae functions which take place in conjunction with the Leadership Conference and Annual Meeting (LCAM) each year. To maintain your Alumnae status, each member must attend another module every five years.

If Alumnae status lapses, you may re-certify by attending two (2) AOL modules within the following five (5) year period.

Opportunities to demonstrate leadership skills abound in EWI, and it is with this understanding that we developed the Academy of Leadership in 2001. The Academy of Leadership (AOL) coursework and programming is a way of continually empowering members and their firms to learn, grow and personify leadership within their work environments and in their personal lives.

The Academy of Leadership provides an intense, collaborative, and meaningful discovery of an attendee's skill sets, strengths and opportunities for improvement. Since 2001, hundreds of EWI members have participated in the Academy of Leadership (AOL) and are now Alumnae. Each member must have participated in four modules to graduate and become Alumnae.

The Academy of Leadership is composed of distinct courses of workshops which develop leadership skills to their full potential. Each course fosters principle-focused leadership using research, best practices, behavioral models and support. Our Academy finds its strength and style in its focus on behaviors. Academy participants are introduced to the history and philosophy of leadership, taught to influence and motivate others within the context of leadership, and are encouraged to become centers of influence in their firms, Chapters and communities.



The Academy of Leadership embraces a three-fold philosophy:

1. Leadership can and must be taught
2. Everyone possesses leadership potential
3. There are excellent examples of leadership within EWI

Here are the current modules which have been developed:

1. Professional and Volunteer Leadership – Thinking Like a Genius
2. The Power of the Diverse Communicator
3. The Power of Relationships
4. Finding Your Voice: An Experience in Leadership
5. It All Begins With You
6. Women and Leadership: The Power of Your Story
7. Emotional Intelligence: Making the Connection
8. How to Motivate, Influence and Lead People to Action
9. Chapter Leadership: Making Great Things Happen
10. Strategies to Remain Valuable in a Volatile World
11. Navigating the Lipstick Jungle
12. The Lessons of Leadership
13. Secrets of Outstanding Leaders



In addition to providing a forum for leadership development through the Academy, the curriculum is also driven by the understanding that behavior is the foundation of all successful leadership. If you have any questions, please connect with us at the Corporate Office at [ewi@ewiconnect.com](mailto:ewi@ewiconnect.com).

## EWI OF RICHMOND FIRM NEWS



With the release of his first studio album, country artist [Zach Bryan Music](#) will be coming to [Virginia Credit Union LIVE](#) on Thursday, June 16th. If you're a member, you can buy tickets now! <https://www.vaculive.com/>.

Norah Jones is coming to Virginia Credit Union LIVE on Friday, July 22nd! If you're a member, you can buy tickets at <https://www.vaculive.com/>. Not a member yet? What are you waiting for? Did you know as a

member of EWI of Richmond, you qualify for accounts at Virginia Credit Union and can reap all of the member benefits. See all the benefits of membership [here](#).

Congratulations to the 2022 RVA Power Women Finalists, including Lauren Moore (Children's Hospital Foundation at VCU) for Nonprofit Leader and Katherine O'Donnell (Richmond Region Tourism) for Hospitality/Restaurant category. Inaugural Award Celebration of Richmond's Most Notable Businesswomen will be held on Monday, May 9th, 2022 | Time: 5-8pm | Place: The Estate at River Run. Click [here](#) for tickets.



Congratulations to the VCU community for their successful first Giving Day held on April 28th. The 24-hour fundraising drive united academic departments, athletics, student and community programs, VCU Health and more in the goal of making a transformational impact on the university. By the end of the day, the overall total reached \$2,562,085 received from 4,840 members of the VCU Family living around the world. The donations will fund over 80 campaign initiatives across campus. Official totals are still being finalized.



*"She is clothed with strength and dignity, and she laughs without fear of the future."* – Proverbs 31:25  
Happy Mother's Day to all our EWI sisters.

## HIGHLIGHTS FROM THE APRIL MEETING

President Debbie Clark (Universal Corporation) called the meeting to order at 5:38 pm and welcomed representatives and guests.



Viki Frankenburger representing Virginia Credit Union gives the invocation.

Viki Frankenburger (Virginia Credit Union) delivered the evening's invocation with the important reminder for membership that while we are getting back up to the plate in life, not to get too busy that we "take our eye off the ball" and miss out on what is truly important.

Sandy Naumann (Marsh & McLennan Agency) installed EWI Richmond's newest member firms, Enza Seibert of Altria Group, Inc., and Robin Newton representing Children's Hospital Foundation. Lauren Moore of Children's Hospital Foundation was the Chapter's speaker in March and was so impressed with EWI Richmond that she asked her firm to request membership.



Debbie Clark, 2021-2022 Chapter President, representing Universal Corporation



Charm Bullard, Senior Advisor to the CEO, Virginia Center for Inclusive Communities presented "Unconscious Bias".

Vice President Renee Gaines (Venture Richmond, Inc.) then introduced our guest speaker, Charm Bullard, Senior Advisor to the CEO, Virginia Center for Inclusive Communities. Charm has presented over 400 workshops across the state on behalf of VCIC, and works with schools, businesses, and communities to achieve success through inclusion. Charm highlighted the importance differences between diversity and inclusion, citing diversity as counting people, and inclusion as making people count. Diversity is the presence of difference, and inclusion is the

accepting, respecting, and valuing of those differences. She spoke about how inclusion requires being intentional in our actions, and about how to detect our own unconscious biases, which are often developed through the lens of experiencing a *single story*. She explained how these biases form early in life, often without being recognized, citing that the human brain takes in 11 million pieces of information every second but is only consciously aware of 40 pieces. Charm led us to question some of our *single stories* and encouraged us to remember times we did not feel included. She talked about how everyone

*covers* in some way by toning down disfavored characteristics to better fit into the mainstream. Lastly, Charm left us with three considerations to fight unconscious biases: *What can I start doing? What can I stop doing? And what should I continue to do?*

Debbie thanked Charm for her powerful presentation and called for chapter business. Sergeant-at-Arms Susan Lawton (Federal Reserve Bank of Richmond) established a quorum and Secretary Amanda Foos (Federal Reserve Bank of Richmond) asked the chapter to approve the minutes from the March 10, 2022, Chapter meeting. The vote was seconded and unanimously passed.

Debbie then briefly discussed fundraising, gave an overview of upcoming EWI events, and asked for any announcements or firm news. The Chapter wished Kit Hull a happy birthday. Closet Factory announced that they are hiring for a Sales and Service Coordinator. Kit Hull thanked Virginia Credit Union for their support and assistance through a series of fraudulent charges being made to her account, citing how she was able to utilize her EWI connections to quickly resolve the issue. Debbie concluded the meeting at 7:28 pm.



Left to Right: Enza Seibert, representing Altria Group, Inc. and Robin Newton, representing the Children's Hospital Foundation at VCU, being installed by R&R Director, Sandy Naumann, representing Marsh & McLennan Agency).

Photo credit: Michele Rundstrom, Communications Director (Altria Client Services LLC)

## UPCOMING EVENTS

<p>May 12</p> <p>5:30-6:00 pm Networking</p> <p>6:00-7:30 pm Chapter Meeting</p>	<p><b>AWARDS DINNER</b></p> <p><i>Guest Speaker: Sybil C. Halloran, PH.D., Senior Associate Vice President for Strategic Enrollment Management, VCU</i></p> <p><i>Location: New Market Dining Pavilion, 330 South Fourth Street, Richmond, VA 23219</i></p>	<p>June 9</p> <p>8:00 – 9:30 am</p>	<p><i>Executive Appreciation Breakfast</i></p> <p><i>Speaker: TBD</i></p> <p><i>Location: Federal Reserve Bank of Richmond</i></p>
<p>July 14</p> <p>5:30-6:00 pm Networking</p> <p>6:00-7:30 pm Chapter Meeting</p>	<p><b>AWARDS DINNER</b></p> <p><i>Speaker: Dr. Paul Pando, President</i></p> <p><i>Location: Reynolds Community College, Parham Road Campus</i></p>	<p>August 11</p> <p>5:30-6:00 pm Networking</p> <p>6:00-7:30 pm Chapter Meeting</p>	<p><i>Firm Night with the Closet Factory</i></p> <p><i>Location: 10520 Lakeridge Pkwy, Ashland VA 23005</i></p>
<p>September 8</p> <p>5:30-6:00 pm Networking</p> <p>6:00-7:30 pm Chapter Meeting</p>	<p><b>LCAM Business Meeting</b></p> <p><i>Location: New Market Dining Pavilion, 330 South Fourth Street, Richmond, VA 23219</i></p>	<p>October 13</p> <p>5:30-6:00 pm Networking</p> <p>6:00-7:30 pm Chapter Meeting</p>	<p><i>2022-2023 EWI of Richmond Chapter Board Installation</i></p> <p><i>Speaker: TBD</i></p> <p><i>Location: TBD</i></p>

If you would like to host a “Firm Night,” or recommend a speaker, please contact Christy McCurdy at [christy.mccurdy@chamberrva.com](mailto:christy.mccurdy@chamberrva.com)

### OUR MISSION

Executive Women International (EWI) brings together key individuals from diverse businesses for the purpose of; promoting member firms, enhancing personal and professional development, and encouraging community involvement.

### OUR VISION

To enhance professional growth and development within a diverse group of women while empowering them to make a difference as they inspire others.

### OUR VALUES

Integrity | Excellence | Respect | Collaboration

## EWI of Richmond Member Firms

**25 Member Firms  
31 Representatives**

<a href="#">Altria Group, Inc.</a>	<a href="#">Reynolds Community College</a>
<a href="#">Altria Client Services LLC</a>	<a href="#">Richmond Raceway</a>
<a href="#">Cater Nation</a>	<a href="#">Richmond Region Tourism</a>
<a href="#">ChamberRVA</a>	<a href="#">T.A.C.-Solutions</a>
<a href="#">Children's Hospital of Richmond</a>	<a href="#">Topgolf</a>
<a href="#">Closet Factory (Mueller &amp; Mueller Inc.)</a>	<a href="#">Towne Bank</a>
<a href="#">Community Foundation for a greater Richmond</a>	<a href="#">Transformation Group, LLC</a>
<a href="#">Dominion Energy, Inc.</a>	<a href="#">Universal Corporation</a>
<a href="#">Federal Reserve Bank of Richmond</a>	<a href="#">Venture Richmond, Inc.</a>
<a href="#">Joyner Fine Properties</a>	<a href="#">Virginia Commonwealth University</a>
<a href="#">Keiter Certified Public Accountants &amp; Consultants</a>	<a href="#">Virginia Credit Union, Inc.</a>
<a href="#">Legal Resources</a>	<a href="#">Westminster Canterbury Richmond</a>
<a href="#">Marsh &amp; McLennan Agency</a>	

### 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.

Debora Honodel, Southern States Cooperative, Inc.	Chapter President, 1996
Brenda Long, Dominion Energy	Chapter President, 2012
Karen Kuhn, Federal Reserve Bank of Richmond	Chapter President, 2015

### EWI of Richmond Chapter Honorary Members

These women are chapter honorary members due to their service as chapter president and/or 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
Liz 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

**THANK YOU ALL FOR YOUR INVALUABLE SERVICE TO EWI!**

**Looking for ways to stay connected?**

Follow us on social media, [email us](#) or visit our [website](#).

