



Letter from President

Alyson Willerton
Ogden Eccles Conference Center
2009-2010 Chapter President

I recently returned from a K'nekt Sales Training held at the College of Charleston in Charleston, South Carolina, presented by K.E.W Solutions, Inc., and SMG which is the company who manages our facility as well as Convention & Conference Centers around the globe.

During this three day training course, we were very fortunate to hear from Cynthia Grasso, Founder & President of the Charleston School of Protocol and Etiquette. During Cindy's presentation, she asked the group questions about a two-pound package of Hershey miniature candy bars. What colors do you see in a package of Hershey miniature candy bars? How much does a typical package cost and are they sold at Wal-Mart? How are the candy bars packaged at the Hershey Plant? If you were giving these to someone, would you leave them in the original package or would you dress them up in a bowl or a cellophane bag tied with ribbon? If you received a package of these candy bars as a gift, would you put them on your desk to share with your family or colleagues? If you bought a bag of these candy bars at the store, how long before you leave the parking lot does it take before the bag magically opens and one or two pop into your mouth? She then asked us to think of a two-pound box of Godiva Chocolates? What colors are associated with a box of Godiva Chocolates? How much does a typical two-pound box cost and are they sold at Wal-Mart? How are the chocolates packaged by Godiva; by mass machine or individually by hand? If you were buying a box of Godiva Chocolates to give away as a gift, would you take the chocolates out of their original box put them in another container? If you receive a box of Godiva Chocolates as a gift, would you place them on your desk at home or work to share? If you bought a two pound box of Godiva

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IN THIS ISSUE

Letter from President	1
Letter from President Cont.	2
February Chapter Meeting	2
January Meeting Recap	3
Getting to Know...	4-5
Ways & Means	5
Watch Us Grow	6
Dates to Note	7
Love to ASIST Tourney	
Spring Membership Incentives	
ACS - Daffodil Days Order Form	
Member Advertisements	



Chocolates, would you open up the box and sneak one or two on your way home from the store?

After listening to Cindy's chocolate illustration, there are several areas in my own life, both personally and professionally where I need to stop and ask myself, "Is that the Hershey way or the Godiva way?" I place a challenge to each of you to evaluate your own life and discover opportunities to elevate yourself from a Hershey way to a Godiva way!

I look forward to seeing you at Squatters Pub on Tuesday, February 23, 2010 for our February Chapter Meeting and at Fat Cats on February 27, 2010 for our Second Annual Love to ASIST Bowling Tournament.

~Alyson

FEBRUARY CHAPTER MEETING

Tuesday, February 23, 2010

SQUATTERS PUB BREWERY

Date: Tuesday, February 23, 2010

Time: Social Hour 5:30pm; Dinner at 6:00pm

Location: 147 W Broadway (300 South) Salt Lake City, UT 84101

Parking: Ampco Parking \$5.00 – Street Parking Free after 6:00 p.m.

Program & Speaker: Renata Forstey "Women and Poverty"

Members & Guests: \$35.00 **Sustaining Members:** \$31.00

Social Hour and Bar: Wine, Soft Drinks

RSVP regrets and special dietary needs to Rosie O'Grady

by noon, Wednesday, February 17, 2010

by phone – **801-277-3292** or Email rosie@altalodge.com

You will be billed if you do not cancel your standing reservation.

Please include firm or representative name on checks for billing.

Online payments available at www.saltlakecityewi.org



Meeting Recap

**EWI of Salt Lake City
Chapter Meeting Recap
January, 2009
Written by Kimberley Poelman**

We kicked-off the January EWI meeting with a timely presentation on 'Delivering Difficult Feedback in the Workplace'. Our keynote speaker was Cindy Marteney, co-founder and Principal at The Marteney Group: an executive coaching firm specializing in the Art of Leadership. Cindy pointed out that when delivering criticism or discussing shortcomings to colleagues, friends, or family - the social pain caused can be very similar to physical pain which may cause the recipient to clam-up, turn-off and tune-out. In order to ensure a successful delivery of feedback and in order to prepare the recipient to receive it Cindy gave us some great questions to keep in mind when preparing for such an event. Some highlights included:

- "what do I want for the other person"? --> focus on the behavior or results you DO want rather than on what you DON'T want to see.

- "what do I want for the future"? --> focus on an ideal future scenario or situation and work backward on the steps needed to get there.

Especially during 'Performance Review' season or when lifes' relationships become difficult, Cindy's suggestions on how to approach and prepare to deliver feedback offered us another and perhaps more thoughtful approach to successfully getting one's message across while maintaining or building the integrity of a relationship.

Many thanks to Regence BlueCross BlueShield of Utah for graciously hosting our January meeting, and to our Program Committee for arranging the wonderful food from Zupas!



Getting to know...

Annette Mead Wells Fargo

1. Why I joined Executive Women

International: Several key points come to mind – I wanted to add value to my firm by interacting with other business professionals, and using all the tools that are available to us. I was aware of the Leadership Skills Modules and the chance to have a leadership position by serving on the board. I knew all these opportunities would benefit my career in banking. From past experiences I strongly believe in serving our community in any way I can. A big part of EWI is community service, especially in education. I was excited that I could continue servicing in different community projects.

2. What I like most about my Job: The people! I am very fortunate to work with the best of the best! I enjoy working for the Utah Regional President and working in the Utah core of Wells Fargo. I have challenges everyday and learn something new daily. I find the financial industry very interesting and happy to be a part of it.

3. Where I've worked previously: I started working at First Security Bank in college until I graduated. I was part owner of Howard and Associates, Inc. and sold Real Estate for ten years and then went back to work at First Security Bank in 1990.

4. If I had to pick another occupation, it would be: Nutrition and fitness or opening a crafts store.

5. Other Organizations I belong to: Certified instructor, American Fitness

Association of America, National Board of Realtors, Salt Lake Board of Realtors, National Notary Association, Coldwell Banker Referral Network, and U of U Alumni.

6. Proudest Accomplishments: Number one is raising two wonderful children. Serving as past Jaycee Women President, past Jaycee Parliamentarian for the State of Utah. Past Women Financial Organization President. Serving as EWI President.

7. My Worst Habits: "Blowing up my bedroom deciding what to wear or looking for something and then not putting things away for a couple of days.

8. The Best Time in my life was: College Days. Raising my children, and now.

9. The Craziest Thing I've ever done: – Judged the West High Football Team during their spirit week to see who had the smoothest shaved legs.

10. My Most Embarrassing Moment: When my wrap around skirt fell off in the third grade in front of the class.

11. My Pet Peeves: Snoring

12. My Best Habits: Being organized and reliable.

13. My Hobbies: Bicycle riding, skiing, Pilates, sewing, crafts, knitting and crocheting.



14. My Family: I have two children, two step-children, three grandchildren and two step grandchildren. I'm very lucky as both of my parents are still living.

15. Traits I admire in others: Trustworthy, intelligent, and unselfish

16. My Heroes: Helen Keller – who said “If you try hard for your dreams you can accomplish them”.

17. My Guiding Philosophy: The happiest people don't necessarily have the best of everything; they just make the best of everything they have.

Ways & Means Committee

Please help us raise funds for our ASIST Scholarships by bringing your Opportunity Drawing prize to our monthly Chapter Meeting drawings.

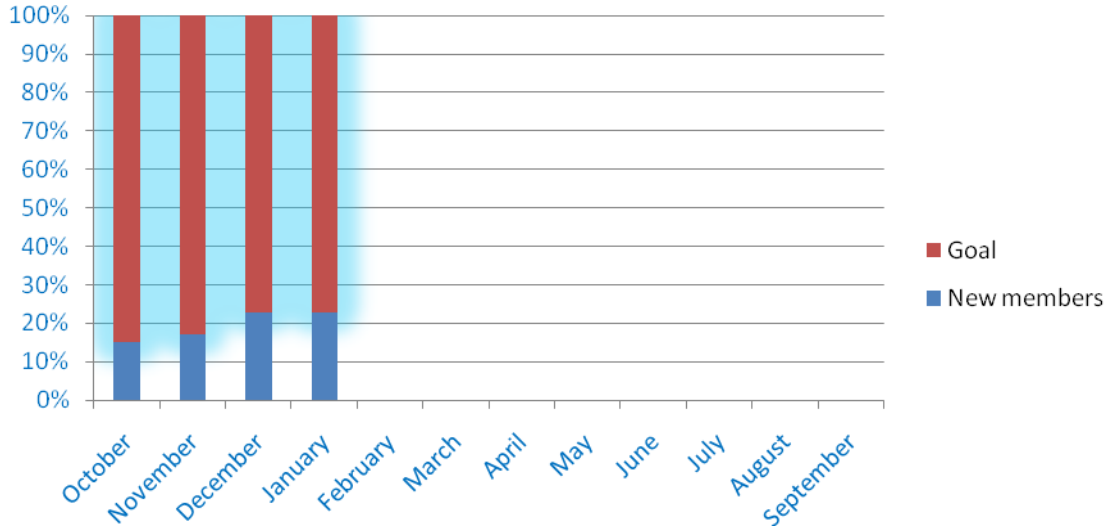
Opportunity Drawing Prize Schedule

Member Firm	Representative	Month
Regence BlueCross BlueShield of Utah	Jennifer Stark	February
Sports Base Online	Brittany Cowley	February
Haynie & Company	Sarah Shaner	February
Mona Vie	Natalie Kerby	February
MarketShare, Inc	Lisa Osterstock	March
Regence BlueCross BlueShield of Utah	Shauna Eldredge	March
Zions Bank	Mechelle Mellor	March
Regan Outdoor Advertising	Frances Regan	March

Please contact Pat Sampson at psampson@wcfgroup.com if you have any questions regarding the schedule, or if you have any Special O.D. items to donate.



Watch us Grow



New member countdown

New member goal – 34

New members since October 1st – 10

New members needed – 24



Membership Postings February

Spark Business – major; business service - management administration, minor; consultants management

Whimsy – major; clothing industry, minor; women’s clothing retail

Wealthwise, LLC – major; finance, minor; financial consultants



DATES TO NOTE

February 23, 2010, Tuesday – Chapter Meeting – Squatters Pub Brewery
February 27, 2010, Saturday – Love to ASIST Bowling Tourney
March 2, 2010, Tuesday – Board Meeting – MonaVie
March 23, 2010, Tuesday – Chapter Meeting – Location to be Announced

The Board of the Salt Lake City
Chapter of Executive Women
International meets the first Tuesday
of the month.
All members are welcome to attend.
Contact **Lynn Beach** to receive a
copy of the minutes.

EXECUTIVE WOMEN INTERNATIONAL®

Contact Information:

Corporate Office
515 South 700 East, Suite 2A
Salt Lake City, UT 84102-2801
Phone (801) 355-2800
Fax (801) 355-2852

Email: Hewi@executivewomen.org
Website: www.executivewomen.org
Salt Lake City Chapter Website:
www.saltlakecityewi.org





Love to ASIST Bowling Tourney

February 27th

2:00 - 4:00 pm

Friends and Family invited

Located At Fat Cats Bowling (3739 S 900 E, Salt Lake City)

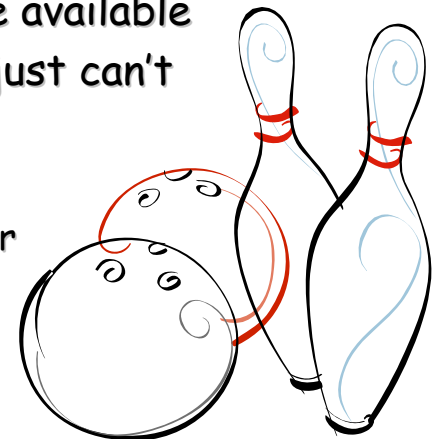
\$20.00 per person

(Includes shoes and one game rental)

- **Build your own Team**
4-10 people per team. Get creative - team names and themes are encouraged. Deadline for team sign up is Feb 19th
- **ASIST bumpers or guide available for a small cost**
No more gutter balls! Bumpers for entire game \$5. Guide - \$1 per time or 5 times for \$3.

- **Food is included**
Pizza Factory Pizza, Bread Twists, salad and drinks.
- **Keep the fun going!**
Additional games are available for purchase if you just can't get enough!

All proceeds benefit our
ASIST Scholarship
Program





Love to ASIST Bowling Tourney

Registration Form

Team Name: _____

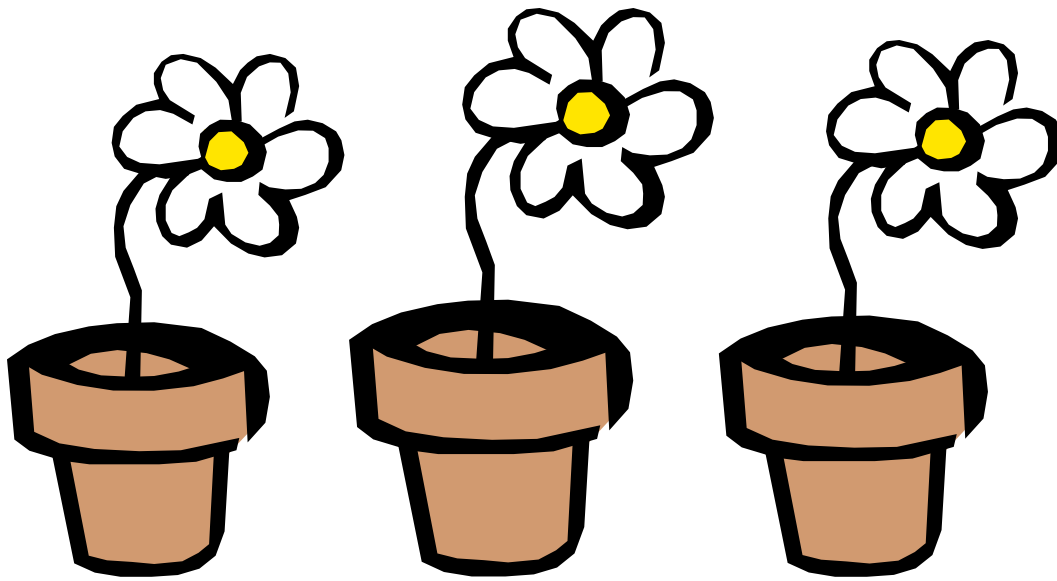
Team Captain: _____

Company Sponsor (optional): _____

Team participants:

\$20.00 per team member (includes shoes and one game rental Pizza salad breadsticks and drinks) Total Registration Fee \$ _____

Return form to Pat Sampson at psampson@wcfgroup.com or fax 801-716-4322 RSVP date 02/19/2010



Spring Membership Incentives

In order to encourage each of you to help the Membership Committee reach our goal of 34 new members, the following incentive program has been developed.

For any member firm who joins EWI between January 20 and May 1, 2010, we will waive the Chapter's one time admittance fee making the first year's dues \$370 rather than the normal \$410.

We also have a competition for our current members who recruit new members during this period. For each new member firm you recruit and who joins by May 1, 2010, you will be given one point. If you recruit a firm who was previously a member of EWI, you will be given an additional bonus point. It's time to start reconnecting with those members we have lost over the years. The representative who has accumulated the most points on May 1, will receive a fabulous prize. I guarantee it will be worth the effort.

We have once again designated the February Chapter meeting a membership recruitment night. Please invite anyone you think might be interested in becoming a member of EWI to attend.

Thanks for helping us grow!

ORDER FORM

Phone: 800.234.0533, opt. 3

Fax: 801.483.1558

Website: www.utahdaffodildays.org

ORDER DEADLINE

February 22, 2010

***Required Information**

*Name _____

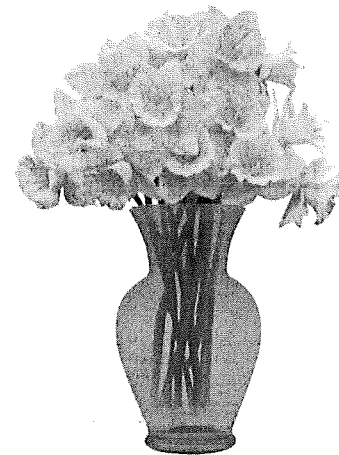
*Company/Organization _____

*Address _____

*City, ZIP _____ *County _____

*Primary Phone _____ Secondary Phone _____

*Email _____



Order Qty.	Total	Description	Minimum Donation
_____	\$ _____	Full case (50 bunches of 10 flowers)	\$425 each
_____	\$ _____	Half case (25 bunches of 10 flowers).....	\$225 each
_____	\$ _____	3 Bunches (3 bunches of 10 flowers-wrapped separately).....	\$ 25 each
_____	\$ _____	Bear & Bunch (Birthdays R. Hope with bunch of 10 flowers).....	\$ 25 each
_____	\$ _____	Gift of Hope (minimum donation of \$25 to support patient services and provide bunches of flowers to cancer patients in Utah).....	\$ 25 each
_____	\$ _____	Small Bouquet (1 bunch w/small vase).....	\$ 15 each
_____	\$ _____	Bunch (1 bunch of 10 flowers)	\$ 10 each
_____	\$ _____	Small Vase	\$ 5 each
		\$ _____ Total Amount Enclosed	

I'll Pick up my order on: Mon 3/15 Tues 3/16 I'll Pick up my order at: _____ (Code 1-5)

	County	Business	Address	City	State	Hours
1	Salt Lake	Red Lion Hotel	161 West 600 South	Salt Lake City	Utah	8-6 M & T
2	Summit	Park City Market (formerly Dan's)	1500 Snow Creek Dr.	Park City	Utah	9-6 M & T
3	Davis (south)	Fresh Market (formerly Albertsons)	535 S 200 W	Bountiful	Utah	9-6 M & T
4	Davis (north)	Fresh Market (formerly Albertsons)	910 N Fairfield Rd	Layton	Utah	9-6 M & T
5	Weber	Fresh Market (formerly Albertsons)	2044 Harrison Blvd.	Ogden	Utah	9-6 M & T
	Other Counties	Delivery Only – call for more details				

***Delivery Information: (\$100 minimum order per delivery address excluding Gift of Hope orders)**

Select a delivery date: Mon 3/15 Tues 3/16

Deliver to address above. Special delivery instructions: _____

Deliver to another address: _____

Method of Payment:

- Cash Check, payable to: American Cancer Society
- Credit Card: Master Card Visa AMEX Discover

Card # _____

Expiration Date _____ Name on Card _____



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