

Letter from President

Well greetings to you all this windy month of March. We have a lot to think about during this month. We are working through gathering, selecting, and vetting our ASIST applicants, planning our 40th Chapter Anniversary, and getting ready for TAX Day. Wow, that's a lot. I have a suggestion, come to a monthly meeting and help with all of this. Each of you is a valued member and has something to give that only you can do. Come and share that special talent you are gifted with.



Our guest for the February meeting was Ms. Gail Harris-Berry. She spoke to us on about her journey with heart disease. Her story was amazing and she introduced herself as a survivor. She is a walking example of determination, persistence, faith and trust in God! I'm so glad she spent a few minutes with us. My heart was so touched and I was reminded about the basics. Take care to drink water, eat in moderation, follow your medication plan if you are on one, listen to your body and be your own advocate.

We also welcomed two representatives from the American Heart Walk in the Senior Director of Development- Ms. Allie Cohen and Ms. Lauren Verrill, Director of Development. Lauren told us all about the American Heart/American Stroke organization especially the Heart Walk. I'm committing that we will walk with them in the fall as a team.

We also have two very special EWI guests join us in the persons of Ms. Deborah Clark, our Membership Advisor and Ms. Toni Bastian, President of EWI Richmond. Both drove here from Richmond to share some very valuable information. While Deborah shared important information about improving our Chapter and growing it, she did it with such finesse and fun...prizes were shared with whoever was able to answer her questions. Toni introduced herself and shared a little about our sister Chapter as the current President of the Richmond Chapter. It was certainly wonderful and gift to have them both join us in the middle of a work week.

Our guest for the month of March is Mrs. Zaneilia Harris of Harris & Harris Wealth Management Group. Mrs. Harris recently published her first book that made its debut in Times Square, New York, NY. Her book is called "Finance 'n Stilettoes – Money Matters for the Well Heeled Woman". She is a NYSE blogger as well as a financial planner and very interested in meeting all of us. She will discuss her book which you may purchase on line at www.bhwealth.com prior to the meeting. I will have a few copies to sell and you can get them signed. Please come out and meet her on Wednesday, March 9, 2016 at 6:00PM.

We are planning our 40th Chapter Anniversary in April and will invite our sister chapters from Richmond, VA and Harrisburg, PA to join us in our celebration. There will be a great raffle so I hope you all will attend. We are making a change in the date for this wonderful event. We will celebrate on Friday, April 22, 2016 at the SunTrust Bank Executive Dining Room. **(Continued on page 2)**

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- Member Firm Spotlight

We are still looking for a replacement for our Treasurer/Sargent of Arms. Again, I will ask each of you to consider serving on the Board in this capacity. If you feel you are able to do so, please reach out to me at lisa.w.scott@suntrust.com so we can discuss the requirements. Finally, I want to take time to thank all those who have renewed their chapter membership.

I close with this thought; our goal for each member this year is to recruit one new member. This group of dedicated members has a lot to share and it only takes an invitation to join you at one meeting. See what you can do! I look forward to seeing you all at the next monthly Chapter Meeting!

Best always,
 Lisa W. Scott
 "Transition, Re-building and Growth"

	Speaker	Location
March 9, 2016	Zaneillia Harris – Harris & Harris Wealth Management	SunTrust Bank Executive Dining Room – 9 th Floor
April 22, 2016 (note date change)	40 th Chapter Anniversary Celebration – Chapter Awards and Recognition	SunTrust Bank Executive Dining Room – 9 th Floor
May 11, 2016	ASIST Awards	SunTrust Bank Executive Dining Room – 9 th Floor
June 8, 2016	Chapter Fun Night	Location being determined.

Professional Development

Identifying Your Target Market and Your Ideal Client - How Hard Can It Be?

Presenter: Cortney Ihde
Date: Tuesday, March 1, 2016
Time: Available anytime at ewiconnect.com

In our work and in our EWI Chapters, we often hear that the process of seeing what we offer is a challenge and sometimes very frustrating. What would happen if it was easier to do both by learning a new way to articulate what we have to offer and the audience we are targeting was getting the message? Do you think our results would be better? Join us for this webinar to learn:

- How To Identify Your Target Market
- How to Articulate Your Ideal Client/Member
- Practical Tips You Can Implement Immediately
- Ability to Confidently Represent Your Organization Moving Forward

Cortney Ihde is a Certified Business Growth Coach with ActionCOACH, the World's #1 Business Coaching Firm. She currently serves as a Director on our EWI Corporate Board. Cortney understands the dynamics and expectations that business owners face as she has over 15 years of experience working within a multi-generational family business. She is also a business owner herself and has successfully built profitable and cohesive teams in two Direct Sales companies. Cortney has leadership experience working with and serving on local non-profit boards, in addition to many civic and community committees and organizations.



A graduate of University of Wisconsin with a BS in Marketing, Cortney is passionate about helping businesses leverage their marketing to increase their sales.



Board Forum Update:

The first EWI Board Forum was held over 30 years ago when the Texas and Oklahoma began the tradition. The purpose of a Chapter Board Forum is to bring together neighboring members from Chapters within a local region for the benefits of networking, sharing best practices, discussing challenges and brainstorming new ideas.

Next month as the Washington DC chapter celebrates its 40th anniversary, we can expect to meet some of our neighbors from EWI of Richmond and Harrisburg, host of LCAM 2016! Chapter members are encouraged to invite guests to our April 22nd dinner to show our regional sisters a great time and get ready for a LCAM we can drive to!

Scholarships

Carol Trageser of SunTrust Bank continues to administer the 2016 ASIST (Adult Students in Scholastic Transition) scholarships program. EWI chapters across the country and in Canada will provide more than \$400,000 in scholarships to adult students this year.

Applications are being accepted until the end of March and the scholarships will be awarded in May. Please send email to carol.trageser@suntrust.com to volunteer your time or for any further information.



Read Across America Day

On Monday EWI received a plea from the Malcolm X Elementary School in SE Washington DC for volunteers to read books to young children on Wednesday. With so little time to prepare, many who wanted to participate could not. So **Carol Trageser** at SunTrust bank sprang into action for the chapter and the next day two fellow bank employees, **Vonnie Dillard** and **Deniece Garrett**, stepped up along with **Martin Smith** of Best Messenger. Thank you EWI member firms **SunTrust Bank** and **Best Messenger** for providing your people to help the chapter fulfill its mission to promote literacy in our communities!



All eyes and ears are focused on SunTrust Bank's **Deniece Garrett** and **Vonnie Dillard** and Best Messenger's **Martin Smith** as they help students celebrate *Read Across America Day* at Malcolm X Elementary School in SE Washington DC.



Financial stress is a national epidemic and it's suffocating Americans. No one understands this more than SunTrust, and we've launched a national movement to help move millions of people from financial stress to confidence. Dubbed "**onUp**," for Onwards and Upwards, the movement will guide people one step at a time toward a more financially confident life without ever losing sight of the moments that matter along the way.

Check out SunTrust's Super Bowl commercial, [Hold Your Breath](#), and join the growing number of people transforming their stress into positive motivation at www.onUp.com.



Member Firms

[American Clinical Lab Association](#)

[Best Messenger](#)

[Carmine's Restaurant](#)

[Columbia Lighthouse for the Blind](#)

[Ibhana Creations LLC](#)

[Mike Ryan Interiors](#)

[Mindy's Catering](#)

[Pamela S. West, Attorney-at-Law](#)

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[Susan I Wranik Associates](#)

[York Flowers](#)



Presents

Zaneilia Harris
Of
Harris & Harris Wealth Management Group
Author of
“Finance ‘n Stilettos”



6pm to 8pm

Wednesday, March 9, 2016

SunTrust Bank
1445 New York Avenue, NW
Washington, DC 20005

Garage parking: next door

Cost for Members and Guests: \$50.00

Please RSVP to [Lisa W Scott](#) and plan to pay by check

From our February 2015 Meeting

Clockwise from top left: 1. Lisa Scott welcomes the president and membership advisor of the Richmond chapter, Toni Bastian and Deborah Clark, who drove 100 miles to share their expertise and help instill passion in our efforts. 2. Lisa with *Heart Walk* Sr. Director Allie Cohen, (left) and Director Lauren Verrill, M.A. (right). 3. Lisa introduces guest speaker and heart disease survivor Gail Harris-Berry. 4. Martin Smith and Detta Voesar share a preference for EWI blue in their apparel. 5. Chapter member reps Pamela West, Susan Wranik, & Cheryl Hawkins.



We hope to see you on Wednesday, March 9, 2016!