

Letter from the President



EWI's career enhancement and networking opportunities provide value for both the employer member and its chapter representatives. But leadership opportunities present perhaps the greatest value of all. As we discussed last month, leadership, not a vague term, means corporate board service. And your journey to the boardroom begins at EWI.

Your EWI membership provides committee service and directorship opportunities that can set you on a path to the potential capstone of your career or the beginning of a second act after a successful first one.

Leadership is not an inborn trait but can be taught and must be learned, according to the EWI Academy of Leadership. Skills can only get a professional so far and "it is behavior that is the foundation of all successful leadership".

The Academy of Leadership provides courses that encourage participants to become "centers of influence" in their firms, chapters, and communities.

EWI has a long history of teaching and coaching successful leaders. Bring an ambitious coworker or associate to our December holiday meeting and you may be helping to shape a future leader.

Martin Smith
Best Messenger Inc

2014-2015 Officers & Directors

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Martin Smith, [Best Messenger](#)

Vice President

Lisa W. Scott, [Suntrust Bank](#)

Secretary

Jocelyn Hunter, [Columbia Lighthouse for the Blind](#)

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Ways & Means

Meena Tharmaratnam, [Ibhana Creations](#)

Membership Director

Position Currently Unoccupied

Sergeant-at-Arms

Melissa Ballagh, [Susan I. Wranik Associates](#)

Programs

Terry Monaghan, [Time Triage](#)

Board Advisor

Susan I. Wranik, [Susan I. Wranik Associates](#)

Publications Director

Position Currently Unoccupied

Terry Monaghan Presents

Terry Monaghan, who asked us to think about what we would do with four extra months in her June presentation on [Time Triage](#), has again informed and engaged us, this time with a presentation titled The Five Myths of Networking.

Terry showed us how networking produces real results when you prepare for your meeting. She also surprised us with the advice to reserve as much time after the meeting to follow up as we spent at the networking event itself. Those of us who attend networking groups or events benefited from Terry's perspective.

It's not the 25 people in the room we need to focus on when we network, Terry said, but the 250 people those people know, some of whom are more likely to become our customers. She emphasizes approaching people with an eye to associates of yours whom you think they should meet. "Relationships are everything."

Terry's perspective fits perfectly with the EWI model, in which networking is reinforced by the relationships that are built around it.

Terry Monaghan is the DC chapter's Program Director, and she organizes the events, activities, and speakers for the Washington DC chapter's monthly meetings.

FINAL DAY: Columbia Lighthouse for the Blind

The [Columbia Lighthouse for the Blind](#) has joined **#GivingTuesday**, a movement to celebrate and provide incentives to give. It culminates with a global day of giving on December 2, 2014 that coincides with the Thanksgiving Holiday and the kickoff of the holiday shopping season. This effort harnesses the collective power of a unique blend of partners – charities, families, businesses, and individuals – to transform how people think about, talk about, and participate in the giving season. **#GivingTuesday** will inspire people to take collaborative action to improve their local communities, give back in better, smarter ways to charities and causes they support and help create a better world. **#GivingTuesday** will harness the power of social media to create a global moment that is dedicated to giving around the world. To learn more about **#GivingTuesday** visit www.givingtuesday.org and donate to Columbia Lighthouse for the Blind online on December 2nd.

EWI Networks Are Solid, Based on Relationships



Chapter members Erin White, Debbie Williams, and former presidents Toni Little and Miriam Clinton



December Webinar: Employee Engagement

Sylvia Hepler is a career development specialist for managers & executives who want to upgrade their current job performance, seek a promotion, and navigate a career transition.

You have to figure out how to FULLY ENGAGE each and every employee, Hepler writes. As an employee yourself, you need to FEEL engaged. You must learn and master the keys to inspiring people to consistently do their best work, even under difficult circumstances.

Missed the Dec. 2nd webinar? EWI webinars are archived and available for you to enjoy on your own schedule. Hear or watch this and many other webinars at <http://www.ewiconnect.com/>

Congratulations, Ibhana Creations!

[Ibhana Creations](#), represented by Meena Tharmaratnam, has opened a new showroom this month, at 3414 Connecticut Avenue, located in Cleveland Park near the Uptown Theatre. Ibhana still operates its unique, residential Potomac, Maryland showroom with easy parking, and two kiosks in the heart of Bethesda and Rockville Town Center. This will be Ibhana's first DC store.

Ibhana's line of clothing is spectacular, with vibrant colors, even the black and whites, that look and feel great yet need no ironing. This makes her apparels ideal for people who frequently pack suitcases. If you find this hard to believe, visit their website and look at the [Ribkof](#) line. Then visit the Potomac or DC showroom.

Another thing about Ibhana that brings great value is the expert advice that comes from Meena, the company representative for the DC chapter. Many of us have seen Meena work, and the fashion show she put on at a monthly meeting in 2013 was one of the most fun meetings we've had in years. We marveled at Meena's ability to explain to everyone what clothing was most suited for them and why. Meena's expertise is top notch.

Besides the surprisingly great personal service and the fabulous clothing lines, those of us who know Ibhana Creations know one more thing that makes this store totally unique: When you look through the racks, you don't have a problem finding something you like – rather, you tend more to find *too much* that you like. Shopping is very productive and rewarding.

Finally, Ibhana has accessories like jewelry, hats, and scarves that again have been chosen with such skill that you will likely find an abundance of pieces you like, especially after Meena shows you how beautifully it all comes together on you.



Meena Tharmaratnam, right, is still smiling after all the fun she had on the Odyssey River Cruise during LCAM 2014. Here she is pictured with chapter sustaining member Debbie Gustowski.

Meena has made several generous donations of Ibhana merchandise to EWI fundraisers. She has served as the Director to the Membership Committee, and lives and operates her main showroom in Potomac, Maryland.

Room to Read – A Global Force for Literacy

16,000 Libraries Have Been Built So Far, Serving 8 Million

EWI looks forward to our holiday meeting on Wednesday, December 10, 2014, when Craig Herb will talk about the six main lessons he learned by leaving Microsoft to work for [Room to Read](#). If every child received an education, says Room to Read, 171 million people would be lifted out of poverty.

Room to Read started with a few hundred books and a yak for transportation, and has in short order become a builder of libraries that far surpasses Andrew Carnegie's numbers. To help children reach their full potentials, Room to Read focuses on two areas where it believes it can have the greatest impact: literacy and gender equality in education across Africa and Asia.

Room to Read adapts to the local context to have the greatest effect. Investing their resources locally, from writing to printing to building and more, it boosts local economies and conserves funds. Local communities help with land, labor, and funding, which proves their commitment and improves their chances of success.

This promises to be a fun and exhilarating presentation so please join us and bring a guest!

Suntrust Bank Foundation Makes Generous Donation

The Suntrust Bank Foundation has again exemplified its commitment to our community and mission by donating \$2,500 to the Houston Elementary School in NE Washington DC. This money will buy a librarian's desk and two I-pads or a computer.

EWI members from across the U.S. and Canada held a reading rally at the Houston School in September. We donated books, furniture, and technology to the library and the children. But there was still so much more to do. Lisa W. Scott, chapter representative for Suntrust Bank and current chapter Vice President, brought this need to the attention of the Suntrust Bank Foundation, which agreed that children deserve a clean, comfortable area that fosters learning. Improving the elementary school's library will bolster recent EWI donations and help over 300 children striving to learn under less than advantageous circumstances.



EWI members from across America and Canada held a reading rally at Houston Elementary School in NE Washington DC, during the 2014 Leadership Conference and Annual Meeting (LCAM).

Make a Donation... Free of Charge!

You can donate money to the EWI Foundation by purchasing your White House Christmas ornaments from EWI. Our early bulk purchase means you can make your annual purchase at or below the market price and still provide funds for educational scholarships and reading rallies for young children! This year's [White House Historical Society ornament](#) honors President Warren G. Harding, and the [White House Gift Shop ornament](#) features the Truman Balcony. Both come in a compact gift box that preserves their value and makes them a great corporate or personal gift. Purchase your ornaments for \$20.00 apiece at our December meeting or contact us by email or phone.

EWI Webinar December 2nd

Sylvia Hepler is President of Launching Lives, LLC. She is a career development specialist for managers & executives, and supports clients as they upgrade their current job performance, seek a promotion, and navigate a career transition.

You have to figure out how to FULLY ENGAGE each and every employee. As an employee yourself, you need to FEEL engaged. You must learn and master the keys to inspiring people to consistently do their best work, even under difficult circumstances.

If you missed the live webinar, find it and many others at <http://www.ewiconnect.com/>

DATES TO NOTE

December 2, 2014

Monthly Webinar at 3:00pm titled *Employee Engagement*. Register at www.ewiconnect.com

December 9, 2014

Ibhana Creations DC Showcase Party from 5 to 8:00pm at 3414 Conn Ave

December 10, 2014

Holiday Dinner and 2014 Chapter Awards, 6:00pm at Suntrust, 1445 NY Ave NW. Craig Herb of Room to Read speaks