

# Dallas ewiConnect

Chartered 1951

October 2022



There is no better way to step into leadership in EWI than attending LCAM. I had the privilege of attending LCAM 2022 in Corpus Christi with Danielle Forney, Dawn Redmond and KeChan Patterson.

There was so much great content, from the amazing speakers to the sisterhood of being with other EWI chapters from around the US and Canada. One of the speakers that really resonated with me was Sarah Roeder of the Des Moines Chapter. Her breakout session was “The Life-Changing Magic of Visact!: Creating your Future Self.” Professionals, community leaders, activists, educators, coaches and many others have been celebrated for being “visionary”. And yet, the term “vision board” can be off putting to some, even triggering eye rolls and assumptions of “that’s too woo-woo for me”. In her session she talked about then neuroscience and that your brain can’t always tell the difference between something you’ve imagined and something that’s *actually* happened. Visualization helps create new pathways in your brain over time in a process called neuroplasticity.

A message from our  
2022 - 2023  
EWI of Dallas  
President!

**#GIFTOFHEARING**  
**Jennifer Clark, Manager**  
**Dallas Hearing Foundation**





While not everyone wants to create a vision board, creating goals and writing them down and visualizing them actually helps to reach your goals. So, I have put out in the universe that we WILL GROW the Dallas Chapter this year. We WILL GROW our social media presence and create an amazing recruitment video. We WILL SERVE our community with enthusiasm. We WILL HAVE amazing professional development. The “Visact” in the title of Sarah’s session is the combination of VISION and ACTION. I am excited to put the VISION for the DALLAS CHAPTER into ACTION. We have a great chapter and are adding members that have amazing ideas. We can do this. We will do this.

**A message from our  
2022 - 2023  
EWI of Dallas  
President!**

We will Dream, Dare and Deliver over the next year!!!



**#GIFTOFHEARING  
Jennifer Clark, Manager  
Dallas Hearing Foundation**



# LCAM <sup>2022</sup> ewi

*Excite, Elevate, Envision*

*These lovely ladies represented the Dallas Chapter at LCAM 2022 in Corpus Christi!*



**KeChan Patterson,  
Downtown Dallas Inc.**

**Danielle Forney,  
Neuberger Berman**

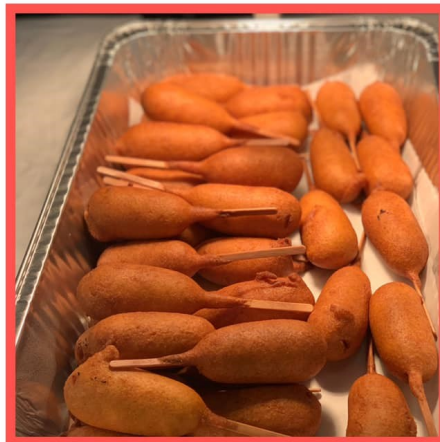
**Jennifer Clark,  
Dallas Hearing Foundation**

**Dawn Redmond,  
Ebby Halliday Relators**

# HOWDY EWI SISTERS!



What a fun night at the Texas State Fair! Thank you to member firm Texas State Fair and Melanie Linneer and Jessica Vitela for organizing this! How exciting to welcome two new members to the chapter too!





## New member spotlight!!

christina stephens  
ASK ME ABOUT HOUSES  
REALTOR®  
P: 214-732-1920 | E: christina@askmeabouthouses.com  
AskMeAboutHouses.com  
Better Homes and Gardens REAL ESTATE  
BEST D 2020

As a Realtor® with over 8 years' experience navigating the North Texas real estate market, Christina Stephens is a well-connected agent who strives to educate and empower her clients during the course of real estate transactions. My goal as your Realtor® is to be your partner throughout the process – from selecting a home/builder; mortgage lender; insurance and all the way to the closing table. I take the time to get to know my clients and find them a home that's perfect for them. With sellers, my job is to price their home competitively for a quick sale. Prior to becoming a Realtor®, Christina worked as an Event Manager in Dallas; she hopes to bring her resourcefulness to the EWI Dallas branch.

# New member spotlight!!



Kim Zoller  
kimzoller@id360inc.com  
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Why are employees not succeeding at work and in their interpersonal relationships? Solving this issue is Kim Zoller's life mission, which was a springboard for ID360 and the digital extension - the Kim Zoller Method. 80% of business and interpersonal communication relies on mindset and communication skills, which are seldom taught in traditional academic schooling. For the past 30 years, Kim has worked with over 300,000 participants, by equipping leaders and businesses globally with the tools to increase engagement, retention and personal and professional growth.

Kim is committed to driving change that positively affects people and business results. Her strength is her ability to understand her clients needs + deliver sustainable solutions in an easily applicable format through real stories and experiences.

Her digitized program - The Kim Zoller Method - is a leadership methodology, rooted in neuroscience. The result? Each individual, team, and leader has the ability to tangibly implement skills that lead to measurable personal and organizational change.

Throughout the years, Kim has been featured on CNN, CNBC, The New York Times, Forbes; her client roster includes notable clients such as Texas Instruments, Capgemini, World Bank Group, Vans, Mattel, GameStop, Fujitsu, Microsoft, American Airlines, Johnson & Johnson, and Rosewood Hotels among others. Kim is also a contributor to Undergraduate, MBA & Law School programs at a variety of universities, which include UTD, Columbia, UT, SMU, and TCU. She's the author of three leadership and development books and is currently working on another book focusing on creating exceptional cultures.





*New member*  
*spotlight!!*



Stephanie Richardson joined Enterprise Holdings as a Management Trainee 13 years ago, where she was soon promoted to the positions of Assistant Manager and Branch Manager in Operations. True to Enterprise’s promote-from-within culture, Stephanie accepted a career opportunity in Talent Acquisition where she recruited talent for all three Enterprise brands (Enterprise, Alamo, and National) in the South Texas Region. In 2015, she was promoted to Talent Acquisition Manager in North Dallas where she designed recruiting strategies that built solid relationships with partner schools and academic programs. After nearly ten years sourcing and hiring top talent, Stephanie’s ability to build and maintain strong relationships positioned her well for a promotion to Senior Business Rental Sales Executive. In this role, she takes a consultative approach and provides solutions for business travel and commercial truck rental needs for companies headquartered in DFW. In her free time, Stephanie enjoys spending time with her husband Dave and their three sons Dalton, Grant, and Nolan.

**Stephanie Richardson**

Sales Executive  
Business Development  
Dallas/Fort Worth

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## Letter From Our President



"Change is inevitable. Growth is optional." - John C. Maxwell

Fall is a season of change. Trees are losing their leaves, the temperature grows colder, plants stop making food, animals prepare for hibernation, and the daylight incrementally shortens. In our organization fall brings changes in leadership, strategies to plan for the new year, new budgets and new goals, and new roads to navigate. As we move through the fall season, I ask you to challenge yourself with maintaining a growth mindset as you navigate every anticipated or present change. A growth mindset keeps us fixed on seeking opportunities to continuously develop our personal and professional skills, believing we have something to learn from every situation. If we cultivate a growth mindset change seems less daunting, less nerve-wracking, and just maybe it becomes a little exhilarating.

During this season of change your Corporate Board is committed to frequent, transparent communication. This month we have some important updates and reminders for you in the Connect, and next month on Friday, November 4 we welcome all of you to join our monthly Leadership Call which will be the first of the new EWI year. More details about the upcoming call can be found in this Connect.

Thank all of you for your commitment to EWI.

#togetherwethrive

Christine Laird, 2022 - 2023 Corporate President



Forbes

FORBESWOMEN

[Christine Michel Carter](#)

Jun 1, 2022, 01:17pm EDT

# Toxic Femininity: When So-Called Allies Curb Your Career

Toxic Femininity.

Queen Bee Syndrome.

No matter how phrased, it's the age-old notion of pitting women against each other. And now, the pandemic has exacerbated it. As a result, toxic behavior, including bullying, is rampant in the workplace—with nearly 20% of U.S. workers experiencing it and 19 % witnessing it. Below, author and workplace expert Bonnie Low-Kramen explains how The Great Resignation exacerbated toxic femininity:

“Toxic femininity is a form of manipulation based on deeply rooted socialization. In the workplace, more than 50% of employees are women. Yet, in 2022, many women are challenged by being underpaid, feeling the pressure of being a single parent or the primary caregiver, and experiencing hostility from other women in the workplace, especially if they are ambitious.”

Low-Kramen adds that highly pressured, toxic femininity impacts women's mental health in an already stressed environment. Related, as women rise in the workforce rankings, they often face what is commonly referred to as Queen Bee syndrome. In a fight to sit at the executive table, they can be critical and work against one another, reinforcing the notion that there is only one seat for a woman at the top.

After starting her career, MiQ Global Head of Inclusion & Diversity Sara Axelbaum experienced Queen Bee syndrome firsthand. The experience led Axelbaum to go back to school for certifications to consult in diversity, equity, and inclusion.

“This led to my desire to be part of the solution and best practices in creating an environment that allows women to support women truly. As gender bias remains prevalent in many industries, organizations must establish a company culture that allows women to band together to reach any seat at any table they want to.”

What's most interesting about the practice of toxic femininity is its expression. Unlike some of the usual traits associated with toxicity, such as a bullish demeanor, aggression, rigid control, and overconfidence, toxic femininity is passive, underhanded, and counterproductive. Unfortunately, there's also no clear playbook for handling it because it is so concealed.

Some argue that women should fill their confidence gap to combat toxic positivity. While often competent, women in the workforce struggle with the notion of their confidence coming across as aggressive.

Forbes

FORBESWOMEN

# Toxic Femininity: When So-Called Allies Curb Your Career

[Christine Michel Carter](#)

Jun 1, 2022, 01:17pm EDT

In an attempt to abstain from toxic femininity and Queen Bee syndrome, I've often sought diverse leadership perspectives from male colleagues and managers. I've learned the following:

- Assert from a place of clarity, not authority. Instead of passive phrases like, "you might want to look at ABC," simply say, "look at ABC." (Coincidentally, this is also a lesson taught by research professor, lecturer, and author Brené Brown: "Clear is Kind.")
- Cheerleaders work in stadiums, not offices. Fran Hauser does a great job illustrating this point in her book *The Myth Of The Nice Girl: Achieving a Career You Love Without Becoming a Person You Hate*. Just as one doesn't have to use interjections at work ("Yay!") or overuse emojis and exclamation marks in emails, women don't have to sacrifice their values or hide their authentic personalities to be successful.

*Dare to Lead Like a Girl* author Dalia Feldheim has conducted extensive research into toxic femininity and has helped companies like Procter & Gamble develop sound policies to prevent it. However, Fedlheim believes that the only answer is zero tolerance and has identified these three steps companies can take to move in that direction:

- Enforce leadership assessment tools. The only people who can determine good leaders are direct reports, so give them a voice by relying heavily on these tools.
- Assess and promote leaders as much for their people skills as for their business skills, only promoting those who have top ratings in both areas.
- Invest in leadership training.

From something as simple as providing feedback on a project to formally serving as another woman's manager, control is being exercised. It's important to remember that this position of power is a privilege. Ultimately, toxic positivity and Queen Bee syndrome can only be exuded when a woman is put in that privileged position. This is why developing female leaders is critical. Founder, CEO, and principal Executive Coach of Espeland Enterprises Melanie Espeland expands on the above principles:

"Leaders must be authentic. This has recently become a bit of a 'buzzword,' but don't allow pop culture to discount this significant trait. If women aren't connected to themselves, then there is no way they can connect to their female colleagues in the workplace and therefore be able to lead them. And make no mistake: women can be formal or informal leaders at work. But they must cultivate introspection, self-discovery and ultimately, self-awareness."



## "True-Blue" Referral Rewards Program

EWI Members are the life-blood of our organization. Our "True-Blue" Referral Rewards program recognizes members who are "True-Blue" EWI supporters. Beginning May 1, 2022, EWI is offering an opportunity for any EWI member to be rewarded for referring a new member to the organization.

Reveal your "True-Blue" loyalty for EWI by inviting a friend, co-worker, business partner, neighbor, networking contact or a connection from your social networks to join EWI. If your referral joins EWI, you will receive a \$25 "True-Blue" referral reward voucher redeemable towards any of the following EWI items:

- LCAM Registration
- Leadership Caucus Registration
- EWI Branded Merchandise in the EWI Online Store
- Corporate Membership Dues

As defined by Merriam-Webster's Dictionary, "True-Blue" is:

Unwavering in one's commitment; extremely loyal;

To show what one is really like: to reveal one's real nature or character

*Synonyms: constant, dedicated, devoted, devout, down-the-line, faithful, fast, good, loyal, pious, steadfast, steady, true*

To claim your referral reward, your name must be listed on the EWI Membership Application Form as the referring member. Your certificate will be emailed to you by the EWI Corporate Office once the application has been processed and paid in full. Certificates are redeemable upon receipt and expire 12 months from issue date.



### **OCTOBER BIRTHDAY'S**

**October 4th**  
**Cindy Langford**,  
Sustaining Member  
Spencer Stuart

**October 10th**  
**Jennifer Clark**,  
Dallas Hearing Foundation

**October 17th**  
**Betty Findley**,  
Corporate Life Member,  
EY

### **UPCOMING NOVEMBER BIRTHDAY'S**

**November 15th**  
**Danielle Forney**,  
Neuberger Berman

**November 17th**  
**Lisa Hall**,  
Mercury One

**November 19th**  
**Lisa Tignor**,  
McKinsey & Company

**November 23rd**  
**Denise Labrado**,  
Arlington Convention & Visitors Bureau



**EXECUTIVE ADVISORY BOARD**



**Sherry Adams**  
Vice President of  
Human Resources  
Ebby Halliday Companies



**Lindsay Jones**  
Financial Advisor  
Ameriprise Financial  
Services, Inc.



**Melanie Linnear**  
Vice President of  
Food Service  
State Fair of Texas



**Kim Loving**  
Operations Manager  
McKinsey & Company

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## 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.

## Vision

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

## Values

Integrity | Excellence | Respect | Collaboration



### ewi How Member Firms Benefit from EWI: RESULTS

**R RELATIONSHIPS**  
EWI is an organization that believes in long-term, highly valuable relationships. Member representatives build lasting, sustainable, and ultimately valuable business connections through trust and respect. Your employees form relationships that create associations between your organization and a diversity of other prestigious firms and executives in your city.

**E EDUCATION**  
EWI offers professional development webinars and other resources each year on topics relevant to a member representative's professional and personal growth. Your investment provides affordable access to professionally produced training that would be difficult for many businesses to provide to their employees. To further your investment, member representatives are encouraged and expected to share their learning with other employees.

**S SKILLS**  
EWI member representatives practice strong business ethics and build core skills such as public speaking, effective leadership, mentoring, strategic planning, and even how to effectively and efficiently run meetings with Robert's Rules of Order. There are additional opportunities for growth in EWI through Chapter and Corporate Board service such as preparing and managing a budget, managing a team, conflict resolution, and event planning.


**U UNTAPPED POTENTIAL**  
Participation in EWI quickly raises your firm's visibility among your city's business community. This affords you the ability to promote your products and services to audiences you may not reach otherwise, both locally and throughout EWI's North American network. Your firm will also have the ability to build contacts by hosting Chapter Firm Nights or attending other Firm Nights and various business meetings throughout the year.

**L LEADERSHIP**  
Many EWI member representatives cite leadership opportunities as a driving motivator for their participation. EWI offers a number of ways to build real-world leadership skills through Chapter leadership, Corporate Board participation, our Academy of Leadership program and other initiatives. Additionally, your membership positions your firm and your member representatives as leaders within your business community.

**T TANGIBLE RETURNS**  
The EWI network is motivated to see your member representatives and your firm succeed. Representatives look to one another first when they need a specific product or service. Your firm will be listed in the EWI International Directory, which constitutes a network across the United States and Canada for the exchange of information and business matters. Member Representatives have immediate access to our online community to connect your firm with additional resources by delivering real time accessibility to all members through the EWI Mobile App.

**S SUPPORT**  
Your member representatives will have a support structure of like-minded individuals outside of the office for career advice and other needs. EWI membership also provides you with an opportunity to support and recognize a top-ranking person within your firm by appointing her/him to represent your organization. Lastly, EWI offers your firm a number of ways to support your local community through good works, scholarship programs, and other philanthropic initiatives.

## 2022 NOVEMBER MEETING INFORMATION EWI® OF DALLAS

CHAPTER MEETING	BOARD MEETING
<p><b>Date:</b> November 15, 2022</p> <p><b>Location:</b> <a href="#">Ebby Halliday Realtors</a> 3621 Shire Blvd, #100 Richardson, TX 75082</p> <div style="text-align: center;">  </div> <p><b>Networking:</b> 6:00pm</p> <p><b>Program:</b> 6:30 p.m.</p> <p style="text-align: center; color: #0070C0;"><i>Virtual attendees: please join the <a href="#">Zoom</a> at 6:30pm Passcode: 612469</i></p>	<p><b>Date:</b> November 17, 2022</p> <p><b>Meeting:</b> 5:00 - 6:30 p.m.</p> <p><b>Location:</b> Your Living Room via Zoom</p> <p style="text-align: center;">To attend the Board Meeting <b><u>RSVP by Noon, Friday, November 11, 2022</u></b></p> <p style="text-align: center;"><b>Denise Labrado,</b> Arlington Convention &amp; Visitors Bureau 2022-2023 Secretary Office: 817.704.7573 Email: <a href="mailto:denise@arlington.org">denise@arlington.org</a></p> <div style="text-align: right;">  </div>



Special Guest Speaker: Paul Markowitz, Founder



<p style="text-align: center;"><a href="#"><u><b>\$50 In-Person PayPal Link</b></u></a></p> <p style="text-align: center;"><a href="#"><u><b>\$25 Zoom PayPal Link</b></u></a></p> <p style="text-align: center;"><a href="#"><u><b>\$35 Sustaining In-Person PayPal Link</b></u></a></p> <p style="text-align: center;"><a href="#"><u><b>\$15 Sustaining Zoom PayPal Link</b></u></a></p> <p style="text-align: center;">or by using the link on our website:</p> <p style="text-align: center;"><a href="#"><u><b>EWI Meetings &amp; Events</b></u></a></p> <p style="text-align: center;">Checks made payable to <b>Executive Women International</b> can be received at the meeting or mailed prior to:</p> <p style="text-align: center;">Danielle Forney 105 Meadowbend Drive Cedar Hill, TX 75104</p> <p style="text-align: center;">*For advance invoices, please email: <a href="mailto:dforney1966@gmail.com">dforney1966@gmail.com</a></p>	<p style="text-align: center; color: #FFD700;"><b>RSVP</b></p> <p style="text-align: center; color: #FFD700;"><b><u>by 12 noon Friday, November 11, 2022</u></b></p> <p style="text-align: center;"><b>KeChan Patterson,</b> Downtown Dallas, Inc. 2022-2023 Sergeant-At-Arms Committee Cell: (214) 264-3205 Email: <a href="mailto:patterson@downtowndallas.com">patterson@downtowndallas.com</a></p> <p>Total number of Reservations @ \$50.00/pp: _____</p> <p>Total Amount Remitted: _____</p> <p>Would you like a receipt mailed to you? _____</p> <p>Name: _____</p> <p>Firm: _____</p>
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All special dietary requests, please contact your in-home meal coordinator.

**NOTE: All Representatives have automatic standing reservations.** Representatives **DO NOT** need to return this form unless canceling or responding with guest(s). **Cancellations must be received by the deadline, or your firm will be billed.** It is helpful to receive payment prior to the meeting. If you require a receipt for your payment, you may check the appropriate space on this form and your receipt will be mailed to you upon receipt of your check. Checks are not processed until after the meeting date; therefore, if you mail your check ahead and a change of plans requires you to cancel your reservation, as long as you cancel prior to the deadline, your original check will be returned to you.

# MARK YOUR CALENDAR!



CONNECTIONS | CAREERS | COMMUNITY

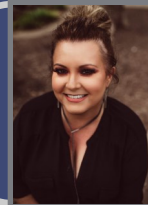
## 2022-2023 MONTHLY MEETING & BOARD MEETING DATES

<u>Monthly Meeting Dates</u>	<u>Board Meeting Dates</u>
September 20, 2022	September 28, 2022
October 18, 2022	October 26, 2022
November 15, 2022	November 17, 2022
December 13, 2022	December 15, 2022
January 17, 2023	January 25, 2023
February 21, 2023	February 22, 2023
March 21, 2023	March 29, 2023
April 18, 2023	April 26, 2023
May 16, 2023	May 24, 2023
June 20, 2023	June 28, 2023
July 18, 2023	July 26, 2023
August 15, 2023	August 23, 2023
TBD	September 28, 2023

# EWI of Dallas 2022-2023 Board of Directors

**President**

**JENNIFER CLARK**  
Dallas Hearing Foundation  
[jennifer.clark@dallashearingfoundation.org](mailto:jennifer.clark@dallashearingfoundation.org)



**Vice President/President-Elect**

**LISA HALL**  
Mercury One, Inc.  
[lhall@mercuryone.org](mailto:lhall@mercuryone.org)



**Treasurer**

**DANIELLE FORNEY**  
Neuberger Berman  
[danielle.forney@nb.com](mailto:danielle.forney@nb.com)



**Secretary**

**DENISE LABRADO**  
Arlington Convention & Visitors Bureau  
[denise@arlington.org](mailto:denise@arlington.org)



**Sergeant-at-Arms**

**KECHAN PATTERSON**  
Downtown Dallas, Inc  
[patterson@downtowndallas.com](mailto:patterson@downtowndallas.com)



**B/C/D/P Director  
& Advisor**

**DAWN REDMOND**  
Ebby Halliday Realtors  
[dawnredmond@ebby.com](mailto:dawnredmond@ebby.com)



**Communications Director**

**KATIE MILBRY**  
Vault Aviation  
[katie@vaultjet.com](mailto:katie@vaultjet.com)



**Recruitment and Retention  
Director & Advisor**

**JEANNETTE DAVIS**  
JLL  
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**Fundraising Director**

**LISA TIGNOR**  
MCKINSEY & COMPANY  
[lisa\\_tignor@mckinsey.com](mailto:lisa_tignor@mckinsey.com)



**Program Director**

**OPEN**



# Member Firms

