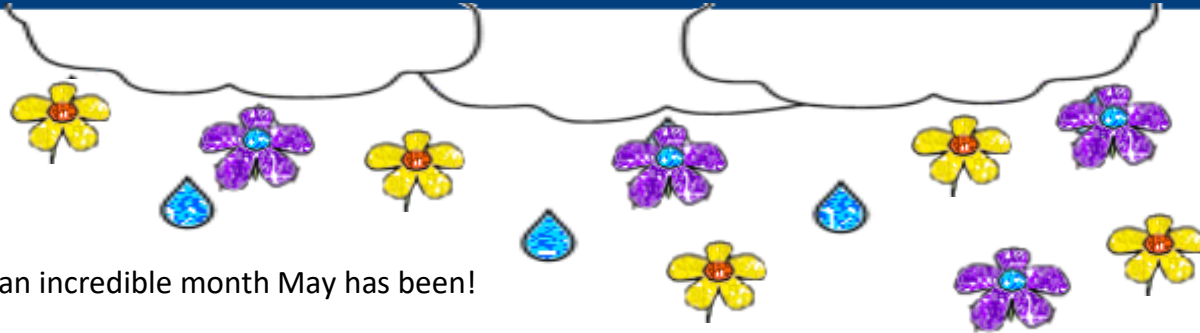


Dallas EVIConnect

Chartered 1951

May 2023



What an incredible month May has been!

We celebrate Mother's Day and see kids graduating from high school to go onto their next adventure, and we also get to have our Executive Appreciation and Scholarship Award meeting! A huge shout out to the committee that put everything together, led by Danielle Forney, Neuberger Berman. They worked hard to get AMAZING auction items and décor for this event and worked with Qtego for the online bidding for the auction. The link was shared on social media and EWI sisters from all over the country were bidding on items!

The theme, "Dream, Dare and Deliver Hall of Fame" was a fun theme punctuated by the red carpet and stars of the scholarship winners on the floor as you walked into the venue at the Ruthe Jackson Event Center in Grand Prairie. There was a photo booth, a caricature artist and beautiful etching on wine bottles. We celebrated our EWISP, ASIST, Dallas Chapter Relative and Neuberger Berman Scholarships. As well as celebrated Melanie Linnear, Executive at State Fair of Texas, as the winner of the Ebby Halliday Executive Appreciation Award. Katie Milbry put together an AWESOME presentation highlighting all of our winners' accomplishments. From the refreshments to the auction, to the award winners, and the cake celebrating all the winners, this event reminded me of what amazing things we can do in our community. The graduating seniors and adults in transition that received scholarships mentioned how excited they were to receive the awards and be invited to celebrate with the Dallas EWI Chapter. We can't wait to see what amazing things these recipients do in the future!

Many thanks,
Jennifer



Dallas ewi
CONNECTIONS | CAREERS | COMMUNITY

CINEMA

Ebby HALLIDAY

**THE DREAM, DARE,
DELIVER 2023
WALK OF FAME**

**Tuesday,
May 16, 2023
6:00 pm**

**2023 Ebby Halliday Executive Appreciation
& Scholarship Awards Dinner**

**Ruth Jackson Center
3113 S. Carrier Parkway
Grand Prairie, TX 75052**

**2023 Ebby Halliday Executive
Appreciation & Scholarship
Awards Dinner**

Dallas ewi

**Welcome
to the Dream.
Dare. Deliver. Walk of Fame!**

2022-2023 EWI OF DALLAS SCHOLARSHIP AWARDS!



*Thank you to our
EWISP judges!!*

A very special thank you to our 2023 EWISP
judges!!

**Meredith
O'Neal**

CEO

John Ditter
Foundation for
Aortic Health

Former EWI of
Dallas member



**Josh
Miller**

Managing
Director

Neuberger
Berman

Erin Collins

Dallas Hearing Foundation



2022-2023 EWIS OF DALLAS SCHOLARSHIP AWARDS!



*Congratulations to our
EWISP winners!!*



**THE WINNER OF THE 1ST PLACE
EWIS SCHOLARSHIP OF \$4,000 IS:**



RIYA KUMAR

**GRADUATE OF LIBERTY HIGH
SCHOOL AND FUTURE**

ATTENDEE OF

NEW YORK UNIVERSITY



Play Video

2022-2023 EWI OF DALLAS SCHOLARSHIP AWARDS!



**Congratulations to our
EWISP winners!!**



**THE WINNER OF THE 1ST
PLACE EWISP
SCHOLARSHIP OF
\$4,000 IS:**

KENZIE RAMSEY

**GRADUATE OF WYLIE EAST HIGH
SCHOOL AND FUTURE ATTENDEE OF
TEXAS A&M COMMERCE**



Play Video

2022-2023 EWIS of DALLAS SCHOLARSHIP AWARDS!



**Congratulations to our
EWISP winners!!**



**THE WINNER OF THE 2ND PLACE
EWISP SCHOLARSHIP OF \$2,000 IS:**



TIMILEYIN AJAYI

**GRADUATE OF THE SCHOOL OF SCIENCE &
ENGINEERING AT TOWNVIEW AND FUTURE
ATTENDEE OF**

THE UNIVERSITY OF MIAMI



Play Video



2023 EWISP Scholarship Award Winners!



2022-2023 EWI OF DALLAS SCHOLARSHIP AWARDS!



*Thank you to our
ASIST judges!!*

A very special thank you to our 2023 ASIST
judges!!

**Corraina
Anthony**

Executive
Administrative
Assistant and
Office Manager of
Mill Creek
Residential

Former EWI of
Dallas member



Tanya Damon

Former EWI of Dallas
member & Ticketmaster
Retiree

**Michael
Sudhalter**

CHSD
Communications
Coordinator

Founder of The
Evangeline Paige
Sudhalter
Memorial
Scholarship
program



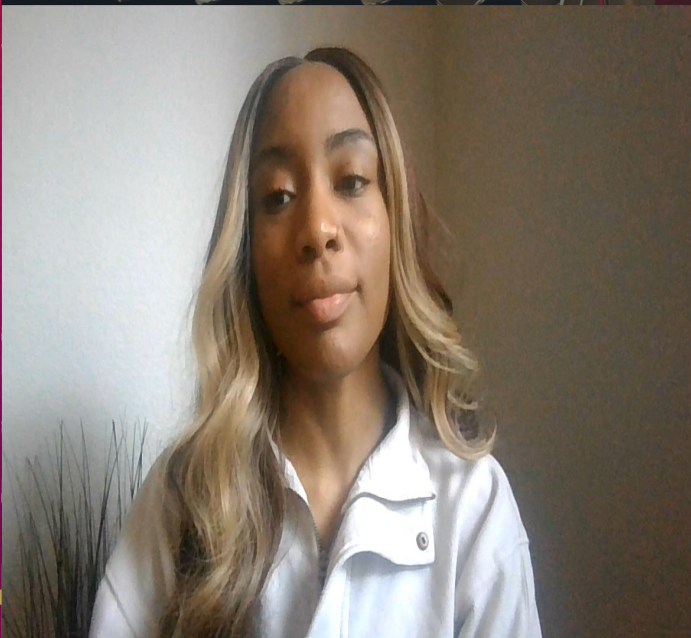
2022-2023 EWI OF DALLAS SCHOLARSHIP AWARDS!



asist

Congratulations to our
ASIST winners!!

**THE WINNER OF THE 1ST PLACE
ASIST SCHOLARSHIP OF \$3,500 IS:**



**JASMINE
McCLENDON**

**ATTENDEE OF
LOYOLA UNIVERSITY
CHICAGO**



Play Video

2022-2023 EWI OF DALLAS SCHOLARSHIP AWARDS!



Congratulations to our
ASIST winners!!

THE WINNER OF THE 2ND PLACE
ASIST SCHOLARSHIP OF \$3,000 IS:



**JESUS
GRANADOS**

ATTENDEE OF
**THE UNIVERSITY OF
TEXAS AT DALLAS**



Play Video

2022-2023 EWI OF DALLAS SCHOLARSHIP AWARDS!



asist

**Congratulations to our
ASIST winners!!**



**THE WINNER OF THE 3RD
PLACE
ASIST SCHOLARSHIP OF
\$1,000 IS:**

BRIAN RAINEY

**ATTENDEE OF
TRINITY UNIVERSITY**



Play Video

2022-2023 EWI OF DALLAS SCHOLARSHIP AWARDS!



Congratulations to our
ASIST winners!!

THE WINNER OF THE 3RD PLACE
ASIST SCHOLARSHIP OF \$1,000 IS:



RIANA HUTH

ATTENDEE OF
**DALLAS BAPTIST
UNIVERSITY**



Play Video

2023 ASIST Scholarship Award Winners!



2022-2023 EWI OF DALLAS SCHOLARSHIP AWARDS!



*Thank you to our
Dallas Chapter Relative judges!!*

A very special thank you to our Dallas Chapter
Relative judges!!



**Danielle
Ford**

Account Manager

Enterprise Holdings



Kalee Pair

Owner

Pair'd Up!



**Stephanie
Richardson**

Global Mobility
Consultant

Enterprise Holdings



2022-2023 EWI OF DALLAS SCHOLARSHIP AWARDS!



**Congratulations to our
Dallas Chapter Relative
winner!!**

**THE WINNER OF THE
1ST PLACE
DALLAS CHAPTER ONLY
RELATIVE SCHOLARSHIP
OF \$2,000 IS:**

ADRIAN THOMAS

**GRADUATE OF LANCASTER HIGH SCHOOL AND
FUTURE ATTENDEE OF
TEXAS STATE UNIVERSITY**



Play Video

2023 Dallas Chapter Relative Scholarship Award Winner!



2022-2023 EWI OF DALLAS SCHOLARSHIP AWARDS!



Congratulations to our

NEUBERGER | BERMAN

winners!!

**THE WINNER OF THE NEUBERGER
BERMAN \$2,000 SCHOLARSHIP IS:**

REED SMITH

**GRADUATE OF JUDGE
BAREFOOT SANDERS LAW
MAGNET AND FUTURE
ATTENDEE OF
SPELMAN COLLEGE**



Play Video

2022-2023 EWI OF DALLAS SCHOLARSHIP AWARDS!



Congratulations to our

NEUBERGER | BERMAN

winners!!

**THE WINNER OF THE NEUBERGER
BERMAN \$1,000 SCHOLARSHIP IS:**



**VALLERIE
RODRIGUEZ**

**GRADUATE OF NORTH GARLAND
HIGH SCHOOL AND FUTURE
ATTENDEE OF
THE UNIVERSITY OF
OKLAHOMA**



Play Video

2022-2023 EWI OF DALLAS SCHOLARSHIP AWARDS!



Congratulations to our

NEUBERGER | BERMAN

winners!!

**THE WINNER OF THE NEUBERGER
BERMAN \$1,000 SCHOLARSHIP IS:**

MIRANDA COBB

**GRADUATE OF BYRON NELSON HIGH
SCHOOL AND FUTURE ATTENDEE OF
THE UNIVERSITY OF ARKANSAS**



Play Video

2022-2023 EWI OF DALLAS SCHOLARSHIP AWARDS!



Congratulations to our

NEUBERGER | BERMAN

winners!!



THE WINNER OF THE
NEUBERGER BERMAN
\$1,000
SCHOLARSHIP IS:

BYRON DEAN

GRADUATE OF CEDAR HILL HIGH
SCHOOL AND FUTURE ATTENDEE OF
**THE UNIVERSITY OF NORTH
TEXAS AT DENTON**



Play Video

2023 Neuberger Berman Scholarship Award Winners!



2022-2023 EWI OF DALLAS SCHOLARSHIP AWARDS!



CONGRATULATIONS to our
**2023 Ebby Halliday Executive
Excellence Award winner!!**



CONNECTIONS | CAREERS | COMMUNITY

*Executive Women International of Dallas
2023 Ebby Halliday Executive Excellence Award Recipient*



*Melanie Linnear, Executive Vice President, Concessions
State Fair of Texas*

2023 Ebby Halliday Executive Excellence Award





**CONGRATULATIONS
TO THE 2023 EWI OF
DALLAS CHAPTER
SCHOLARSHIP
WINNERS!**

By [Lisa Anthony](#)

Published May 1, 2023 9:47 a.m. PDT

Can Your Small-Business Idea Actually Make Money?

Before leaving the 9-to-5 for a life as a small-business owner, you need to know if your business idea is a moneymaker or a money pit.

Business applications have been steadily on the rise in 2023, according to data from the U.S. Census Bureau, with over 451,000 filed in March alone. With the majority of this number attributed to small businesses, you may be one of the thousands of Americans considering a small-business idea of your own.

However, starting a business doesn't guarantee success. Based on 1994-2020 data from the Small Business Administration, about 1 in 3 new businesses won't survive two years. Before you start scouting locations and looking for financing, take the initial step of checking the feasibility of your small-business idea with some research and a little math.

Does your idea solve a problem?

Successful businesses help consumers solve their problems. First, identify what problem your business is going to solve and how. Framing your idea in this way will help you identify your target customer and also explain your business to others.

Based on the problem you're solving, you can develop a profile of your target customer. This would include their pain points, interests and demographic data such as age range, gender, location and income levels. While you're researching, make notes on the size of the group and their buying patterns so you can use it in your revenue calculations later.

Once you know who your target customer is and what problem you're solving for them, you can get their input directly. "What a lot of people haven't done when they have a great idea — they haven't talked to potential customers," says Al Everett, a certified mentor of SCORE, a nonprofit that offers free resources to small-business owners. "Talk to people that are in your family or people you have a lot of respect for in terms of how they buy," he recommends.

Does your idea stand out from the competition?

You also need to know who your competition is and the ways your business is different from others in the market. When meeting with entrepreneurs, "I try to strongly encourage them to do a SWOT analysis around the strengths, weaknesses, opportunities and threats from the competition. They also need to do that on themselves," says Everett.

In addition to researching your competition, Everett also recommends talking to them directly and even buying their products to see how they compare to yours.

When soliciting feedback from potential customers and your network, find out where they currently shop, what they like and dislike about those businesses and whether they'd consider alternatives. Their honest reactions can be an indication of whether your idea has a place in the market.



Have you crunched the numbers?

It's time to crunch the numbers to see what potential revenue your business would generate. Begin by developing estimates of your monthly revenue and expenses. To calculate your projected monthly revenue, estimate your number of monthly sales and multiply it by the selling price of your product or service. If you're not sure [how to price your product](#), mirroring a competitor's pricing can be helpful.

Next, total all your [monthly expenses](#). This includes the costs directly related to the product or service your business will provide — such as materials, inventory, packaging, shipping and labor — as well as additional business expenses like rent, utilities, equipment, [marketing](#), licenses, insurance and fees. "Make sure you think about all your expenses," says Vanessa Uteau, owner of Pizza Market & Cucina in San Diego. "All your permits, all your fees, all your bank fees, whatever fees are going to be incurred in your business."

Now, subtract your total expenses from your revenue to roughly estimate your monthly profit or loss. The more detail you include in these estimates, the more accurate the calculations.

You may want to consider creating a few different projections based on adjustments you could make to your revenue and expense estimates. For example, selling your product at a higher price would increase the monthly revenue number. Or, monthly expenses could be reduced by operating your business remotely instead of leasing office space.

Next step: write a business plan

The next step in your journey is to [write a business plan](#), if you still see your idea as profitable. You've already done some of the work required for a business plan such as researching the market and your competition, identifying your typical customer and making basic financial projections.

It may also be time to consider getting assistance, especially if you don't have a business background or haven't run a small business before. SCORE business mentors, Small Business Development Centers, as well as organizations for veteran, women and minority business owners can help when you're starting a small business, often at no charge.

Everett recommends having two to three mentors, whether from business organizations or by leveraging groups on LinkedIn or Facebook. "Businesses, especially entrepreneurs, are proud of what they've done and they will share," he says.



LCAM 2023 Registration is Now Open!

EWI is excited to announce that registration for our largest event of the year is now open! Why register now? Well, it's true the **early bird** gets the worm, or in this case, saves the money!

Register before June 30, 2023 to save \$100 off LCAM registration!

LEADERSHIP CONFERENCE & ANNUAL MEETING

September 13-16, 2023
The Chattanooga, Chattanooga, TN

EWI's Leadership Conference and Annual Meeting (LCAM) is an annual professional development conference where members from our Chapters gather to connect, network and grow professionally. Keynote speakers, workshops, seminars, group discussions, and more offer diverse learning opportunities. Social gatherings provide networking and establish new connections. Reading Rally events and other philanthropic activities reach the local community and help the Chapters learn how to implement programming in their communities. Our annual Celebration Gala allows recognition of our members and the many successes of our Chapters. Delegates representing each Chapter meet to approve the budget, elect the slate of officers and conduct the business of the organization during our annual business meeting.

[Information & Registration](#)

[Book Your Room](#)

[Vendor Registration](#)

[Event Schedule](#)



LCAM ²⁰²³ ewi

Invest, Ignite, Impact

REGISTRATION SCHEDULE

CONFERENCE REGISTRATION

- \$700 - Early Bird Ends June 30
- \$800 - Regular Registration Ends Sept 8

LEADERSHIP CAUCUS REGISTRATION

- \$150 - Registration Ends Sept 8

Wednesday, Sept. 13, 12:00-5:00 PM
Lunch Included



Leadership Caucus is EWI's version of leadership training for incoming Chapter board officers and members. We encourage at least one member of the incoming Chapter board to attend this programming, so Chapters understand what is required for their year ahead and to connect with other Chapter leaders serving in the upcoming year. Leadership Caucus is hosted by the 2023-2024 Corporate Board of Directors and is led by incoming Corporate President Charlie Rosenquist, representing BlueCross BlueShield of Tennessee, Inc, EWI of Chattanooga.

KEYNOTE SPEAKER

VINCENT PHIPPS

The Attitude Amplifier



ABOUT VINCENT

As a communication coach and owner of his award-winning company, Communication VIP Training and Coaching, Vincent is passionate about helping others improve their leadership, conflict resolution, and presentation skills. Vincent combines humor, high energy, interaction, and content expertise to keep laughing and listening. He is distinguished with earning the highest honor in the industry of professional speaking, being featured in the Top 1% of the world's best speakers and trainers.

BREAKOUT SESSIONS

SERVANT LEADERSHIP

SERVING WITH PASSION – Tawauna Stafford



This workshop is designed to have women work together for the better good of all concerned. It will build better friendship and help build servant leadership skills. This workshop will be a healthy place where attendees flourish and grow together.

BUILDING EMPLOYEE TRUST

CREATING A BETTER WORKPLACE

– Dr. Heather Williamson



When managers need to achieve better results, having trust of the team members is key to achieve project success. Dr. Heather Williamson shows the positive impact of what can happen when team members trust their managers, such as improvement in speed, cost, quality, innovation, team effectiveness and competitiveness.

You are Invited to
2023 TEXOMA FORUM

Oklahoma City
ewi

CONNECTIONS | CAREERS | COMMUNITY

<p>June</p> <p>23 & 24</p> <p>2023</p>	<p>The Ellison. a Tribute Portfolio Hotel</p> <hr/> <p>6201 N. Western Ave. Oklahoma City</p>
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SAVE THE TICKET

ONE

Ticket for

TWO

Days

Formal

Invitation

to Follow



**Women don't
compete with each
other, they
empower one
another**

Looking for a fellow EWI Member? Use our membership directory to search by name, location, member type and more! Reach out and make a connection!

**EWI Membership
Directory**



Time is money.
— Benjamin Franklin

Monthly financial reports and membership statistics are updated for member informational purposes. Please review how EWI is doing and help us to grow our influence across North America! Refer someone you know today!

**Monthly Financials &
Membership Statistics**



"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.



May Birthday's

May 13th
Shannon Smock,
Sustaining Member,
Hunt Consolidated Inc.



Upcoming June Birthday's

June 26th
Bailee Hoover,
Bank of America



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

EWI Corporate Office
1288 Summit Ave. Ste. 107
PMB 124
Oconomowoc, WI 53066
262.269.5625
ewi@ewiconnect.com
ewiconnect.com
my.ewiconnect.com

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.

MARK YOUR CALENDAR!



2022-2023 MONTHLY MEETING & BOARD MEETING DATES

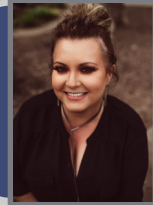
<u>Monthly Meeting Dates</u>	<u>Board Meeting Dates</u>
September 20, 2022	September 28, 2022
October 18, 2022	October 26, 2022
November 15, 2022	November 17, 2022
December 13, 2022	December 15, 2022
January 17, 2023	January 25, 2023
February 21, 2023	February 22, 2023
March 21, 2023	March 29, 2023
April 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

All Monthly Meetings begin at 6:00 pm
 Board meetings begin promptly at 5:00 pm
 **September's date is dependent on LCAM's date.

EWI of Dallas 2022-2023 Board of Directors

President

JENNIFER CLARK
Dallas Hearing Foundation
jennifer.clark@dallashearingfoundation.org



Vice President/President-Elect

LISA HALL
Mercury One, Inc.
lhall@mercuryone.org



Treasurer

DANIELLE FORNEY
Neuberger Berman
danielle.forney@nb.com



Secretary

DENISE LABRADO
Arlington Convention & Visitors Bureau
denise@arlington.org



Sergeant-at-Arms

KECHAN PATTERSON
Dart
kpatterson@dart.org



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

DAWN REDMOND
Ebby Halliday Realtors
dawnredmond@ebby.com



Communications Director

KATIE MILBRY
Vault Aviation
katie@vaultjet.com



**Recruitment and Retention
Director & Advisor**

JEANNETTE DAVIS
JLL
jeannette.davis@am.jll.com



Fundraising Director

LISA TIGNOR
MCKINSEY & COMPANY
lisa_tignor@mckinsey.com



Program Director

OPEN

Member Firms

