

Dallas EWIConnect

Chartered 1951

September 2023



What a year it has been! What an AMAZING experience it has been to be the President of the EWI of Dallas Chapter and watch our chapter grow. I remember as September 2022 loomed ahead, I would sometimes wake up and say to myself, "Oh my goodness, what have I agreed to do?" But then I remembered what group of INCREDIBLE women make up our chapter and we are a team and so I knew everything was going to be okay.

I am reminded of my favorite quote from Helen Keller, "Alone we can do so little; together we can do so much." Boy, does our chapter rally together when we need to get something done. Together, we can and HAVE done so much. We started the October meeting by welcoming two new members and we haven't looked back. We put together goody bags for the Ronald McDonald House and you even indulged me creating the ultimate hot cocoa bar in December. At our January business meeting we welcomed THREE more members! In June we had a luncheon for our sustaining members at Celebration in Dallas. They had a great time and agreed they would love to do it again this year. I love that we embrace our sustaining members.

At our July meeting at Top Golf (admittedly way too hot to be outside) we had a group of guests and one of them has joined and two are in the process. Love watching the Dallas chapter grow! We created a new recruitment video that I am excited to utilize stepping into Retention and Recruitment over this next year. We provided life changing scholarships and discovered a gem of a venue in the process. Danielle Forney rallied at her firm and got an amazing \$12,500 added to the scholarship money the Dallas chapter was able to give away. What an investment in the future for these traditional and non-traditional students! We had a great group of SEVEN ladies that attended LCAM, two of them for the first time. Dallas received the Membership Growth Award at 37% growth. We applied for the awards through corporate this year and will continue to do so as our chapter grows and flourishes.



Another quote that I love is from Rosalyn Carter, "A leader takes people where they want to go. A great leader takes people where they don't necessarily want to go, but ought to be." This year with all of our growth, as the new board steps into their roles, there are FOUR new members that have stepped up to take a leadership role in our chapter. What a breath of fresh air they will be and those of us that have been in the chapter for awhile will take them under our wings and help them be ROCKSTARS in their new roles. Thank you to Christina Stephens, Annie Quinn, Danielle Ford and Bailee Hoover for bravely stepping into your new roles, you guys are going to rock it!

I was also blessed with being chosen as the LCAM Chair for 2023 and 2024. While 2023 had its challenges, 2024 is going to knock it out of the park. I encourage each of you to look into working on something at the corporate level. There is so much great information shared and it very rewarding as well as interesting to see how EWI works at the corporate level.

The Dallas Chapter is such an incredible group of women. While Connections, Community and Careers are the three tenets of EWI, it is also so much more. It is stepping up and helping with meetings when the chapter is down a director. It is calling a member that has missed a meeting to check on her. It is rallying together with hugs and prayers one of us loses a loved one. It is learning how to make tamales at one of your EWI sister's house. It is having a bad week and meeting one of your sisters for a margarita. It is a sisterhood. And one that I am so grateful to be a part of. Thank each and every one of your for creating a chapter where we can grow and cultivate relationships both professionally and personally. Thank you for an amazing year and stepping up to Dare, Dream and Deliver!

Many Thanks,
Jennifer Clark

Dallas
ewi

CONNECTIONS | CAREERS | COMMUNITY

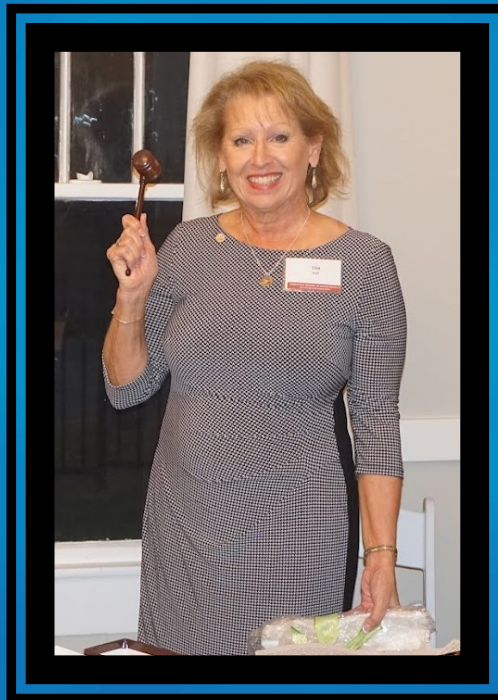
2023/2024

Board Installation

Tuesday, September 19, 2023

at The Bevel House











2023-2024 Board of Directors

President	Lisa Hall, Individual Member
Vice President/President-Elect	Jeannette Davis, JLL
Treasurer	Danielle Forney, Neuberger Berman
Secretary	Danielle Ford, Enterprise Holdings
Sergeant-at-Arms	Bailee Hoover, Bank of America
B/C/D/P	Dawn Redmond, Ebby Halliday Realtors
Communications	Anne Quinn, Individual Member
Program Director	Christina Stephens, Better Homes and Gardens Real Estate Winans
Recruitment and Retention	Jennifer Clark, Dallas Hearing Foundation
Fundraising	Open

WELCOME

TO THE EWI DALLAS CHAPTER



Please welcome Bailee Hoover, Sales Support Associate at Bank of America. In her spare time she likes reading, playing/watching volleyball, football and pickleball, hiking, traveling, volunteering, and anything active and/or outdoors. Bailee loves to give back to the community and helps at North Texas Food Bank, Feed My Starving Children, The Love Pit.

Welcome to the Dallas Chapter, Bailee!!!

BAILEE HOOVER



WELCOME

TO THE EWI DALLAS CHAPTER



DIANE SKIFF

Please welcome Diane Skiff, owner of Couture Cakes of Prosper. She makes AMAZING cakes and is amazingly creative! Diane is married to John. They celebrate 20 years in January 2024. She has two sons, Sean and Jack. Diane has volunteered with the Boy Scouts of America for 13 years at the troop, district and council level earning the District Award of Merit in 2019. She has been a member of Rotary International-Prosper since 2021. She is a foster family for Beagle Freedom Project, which finds forever homes for beagles and other animals that were previously tested on in laboratories. She had fostered or adopted 5 beagles so far. In her spare time, she loves anything crafty, scrapbooking, traveling with her family. Diane can play SIX instruments, did voiceover work for commercials, loves to cook, trying new restaurants and playing with her beagle puppy, Biscuits. Welcome to the Dallas Chapter Diane! We are so excited for you to join the chapter!!!



How Successful Women Sustain Career Momentum

by Brenda F. Wensil and Winifred Ernst

Jackie began her career as a scientist doing drug discovery. After a few years, she realized she wanted to work on the strategy side of the business. But every time she tried to make the shift, she was turned down.

“I kept hearing, ‘You’re just a chemist,’” she recalled. The same thing happened when she applied for external roles that would expand her marketing or business experience. No one could see past her current expertise. She felt stuck.

Jackie was facing a problem that many women face in their careers: feeling like she had lost momentum.

As executive coaches for women leaders, we wanted to understand why some women are able to sustain and maintain career momentum, despite the systemic, structural problems women — and especially women of color — face in the workplace.

We interviewed 37 women in senior leadership roles (senior director, vice president, senior vice president, C-suite) whose experiences spanned more than 75 corporations. Of the women we spoke to 25% were Black leaders, 75% were white.

We asked these leaders to describe pivotal moments that helped them maintain career momentum. Analyzing these moments helped us understand the key traits that helped them persevere when they felt stuck. Though the women we spoke with had varied backgrounds, interests, personalities, and careers, they employed at least two of the three following behaviors to sustain momentum during these pivotal moments.

1. A focused drive

Call it tenacity, sheer determination, or persistence. When they faced setbacks, these women told stories of tapping into their inner mettle that helped them situate short-term difficulties in the context of their higher goals.

For example, Lydia never wavered in her goal to be CEO of an investment company. She saw every career opportunity as a way to build momentum towards her goal. “I had a variety of experiences that helped me develop and get to know all parts of the business, from HR to technology, operations, administration, sales and marketing,” she said. “I moved to the retirement business and then from banking to insurance. It is important to package yourself for the role you want.”

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2. An incessant desire to learn

These women showed more than the capacity to learn, they were motivated to seek out opportunities that provided new experiences, challenges, and knowledge.

For example, Mary, now president and CEO of a public company, began as an attorney. She agreed to run regulatory affairs, then moved into director of finance, where she says she started from scratch. “I enlisted analysts several levels below me, saying, ‘Take me down the 101 — Finance 101.’” She asked the right questions, cross-examined the data, called the shots, and watched stocks soar.

Mara is former CEO of a large medical district that includes 560 acres of medical research facilities. “I didn’t know anything about real estate,” she told us. “I didn’t know how to transform an organization. But I did know health care and how to pull teams of experts together and manage toward a goal.”

3. An agile mindset

The women we spoke with all demonstrated flexible thinking, including the ability to quickly assess a situation and determine a path forward. When it came to their own careers, they reinvented themselves or transformed the projects they were working on.

“Jen” was a vice president before she was 30, and doors kept opening until she was such an excellent chief administrative officer (CAO) that no one could see her as a CFO — she was passed over twice in two companies for the job. After discussing with a trusted advisor, she decided she needed to recast her work, success, and reputation into a new way of seeing her as a CFO. So she moved once more, helped build this next company’s financial customers, worked with the product team to prioritize features, sold to other CAOs, and ran the business in Europe. These broad successes secured her move to CFO and president of a global corporation. This is what it means to have an agile mindset. It is about being versatile and open to new options and ways of getting to a goal.

Tellingly, all of the Black women we spoke with shared all three behaviors. They also described feeling alone in their respective professional worlds and having to rely on friends, family, and community outside of their professional circles to help them keep their momentum going. The Black interviewees also mentioned patience, double binds, pressures to do well to help others in their community, and the perceived pressure that their failure would reflect on their families, as well as their personal and professional Black communities.

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Resetting Your Career Momentum

Most of the women we spoke with pivoted, moved sideways, gathered more experience, or moved to smaller companies at some point in their career in order to maintain momentum or to create it when they were stuck. Seventy percent of the women we spoke with pivoted twice or more in order to pick up momentum. Within the 27% of women who remained with the same company, more than half described geographical moves, entire field changes within a multinational company, or agile maneuvering to survive acquisitions.

When making a decision to pivot, the women we spoke with recommended the following strategies:

Let your career goals guide you. If you're offered an opportunity to move into a role outside the bounds of your current subject matter expertise or you're encouraged to take a lateral move to learn new areas of the business or acquire new skills, make sure your decision is grounded in your ultimate career goals.

Have epic clarity on your personal brand. Eighty-three percent of the women we interviewed said that clarity of purpose and brand management was crucial in regaining their momentum. If you want to make a change, you have to know what your reputation is and why people should call you. Conduct a little brand research on yourself. Is your reputation what you want it to be? What do they say about you when you are not in the room?

Look for every opportunity to learn. Knowledge is power. Be intentional about identifying what you need to learn, whether it's a new product, a new automation tool, competitive information, or a new market, and how you will learn it. You want people to recognize that even if you don't currently know a topic, you're a learner and will pick it up quickly.

Jackie, the chemist who wanted to move into strategy work, decided to shift industry and roles entirely and joined an independent brewery. She made it her job to learn every aspect of the business, and she began to redefine her brand as an experienced, innovative leader. After several years and a few moves from sales to consulting, she returned to pharmaceuticals as a senior director, eventually reaching a C-level role. "I was transparent with my leadership, and I put my aspirations on the radar."



"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.

11 YEARS!



September Birthday's

September 4th

Amelie Brewer,
High Profile Inc.

September 9th

Jeannette Davis,
JLL

September 13th

Debbie Taylor,
Corporate Life Member
Siemens Power Generation



**Happy
Birthday**

Upcoming 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



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Ebby Halliday Companies



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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.

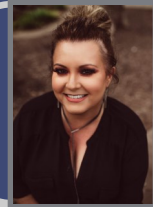
T TANGIBLE RETURNS
The EWI network is motivated to see your member representatives and your firm succeed. Representatives look to one another first when they need a specific product or service. Your firm will be listed in the EWI International Directory, which constitutes a network across the United 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.

EWI of Dallas 2022-2023 Board of Directors

President

JENNIFER CLARK
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Vice President/President-Elect

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Program Director

OPEN

Member Firms

