

Executive Women International®
Dallas Chapter
Strategic Plan
2009 – 2010

Executive Women International® , Dallas Chapter Strategic Plan 2009-2010

CHAPTER VISION: The Dallas Chapter of Executive Women International® will be the leading connection for business professionals of this organization of choice for key individuals and will be recognized by the Dallas community as an avenue for these individuals to achieve personal and professional excellence.

EWI® MISSION STATEMENT: Executive Women International® is an organization that brings together key individuals from diverse businesses for the purpose of:

- Promoting member firms,
- Enhancing personal and professional development, and
- Encouraging community involvement.

Every activity of the Dallas Chapter will fulfill at least one of the objectives of the EWI® Mission Statement.

STRATEGIC PLAN: In an effort to take the Dallas EWI® Chapter to a new level of achievement, the goals of the Strategic Plan have been set as a means of broadening our opportunities for attaining excellence. None of these suggestions are intended to replace current programming, but rather are meant to supplement the basic activities that have been proven to be successful.

The responsibility for developing the plan of action to accomplish each of the action items of the Strategic Plan will be the obligation of the Board of Directors. This document should be used as a basic tool for establishing the coming year's Chapter goals at the Annual Board Retreat.

The Strategic Plan allows us to explore both our internal and external situations in connection with our Chapter's mission and, in turn, direct our future. It is the overlay of the action plans or tactics that will enable us to accomplish our goals.

Goal No. 1: Promote Member Firms

Strategy No. 1:

Responsibility

Pursue Chapter Growth

Action Item No 1.

Membership

Grow the Dallas Chapter by ten firms through representative and executive referrals. Contact CEOs at large Dallas-based corporations (i.e., JCPenney, Vought, Kimberly-Clark, Dr. Pepper, Frito-Lay, AT&T, Verizon, etc). Schedule one-on-one lunches/meetings with prospective representatives and/or executives. Invite your President, VP, or other Board or fellow committee member. Feed off of each other's enthusiasm and hit on all points that make EWI great. Follow up.

The membership of the Dallas saw tremendous growth this year with 13 new firms. There was several attempts to get in front of Frito-Lay, Dr. Pepper, Coke-Cola, and Verizon and I will forward these contacts to the new Membership Director. The membership committee did feed-off each other's enthusiasm - having such a diverse group of women to work with was very rewarding.

Action Item No 2.

Membership

Hold bi-annual, new member orientation introductions prior to regularly scheduled Chapter meetings. Invite all members to attend should they want a refresher.

Held one new member orientation thus far this year, 12 new representatives attended...plan to do one before year-end.

Action Item No 3.

Membership

Assign sponsors from general membership to personally welcome all new representatives into the organization, helping them to become familiar with EWI policies and practices, and stay informed of meetings, events and committee responsibilities. Commit to make potential reps/new members feel welcome by placing a Welcome Board on an easel at the entry of the venue

with the representative's name and firm. Send out an email blast notifying members of guests.

This action item was handled by President Sheryl Pickle, however, I personally presented each new member with EWI policies and practices and informed them of meetings, event and committee responsibilities. The entire Membership Committee strived to ensure that each new representative felt welcome.

Action Item No 4.

President/Vice President

Two Dallas firms will be selected at random and promoted monthly with an article pertaining to their businesses in the *EWIConnect*. They will also receive a special introduction and recognition at that month's meeting.

Original articles were featured in the *EWIConnect* on Eddie Deen & Company, TXU Energy, Dallas Area Rapid Transit (DART), The Women's Museum, and Four Seasons Resort and Club. Firm nights were held at Energy Future Holdings, Hunt Consolidated, Inc., and Baylor Health Care System Foundation, which provided further visibility and recognition for our member firms.

Strategy No. 2:

Seek Opportunities to Showcase Member Firms

Responsibility

Action Item No 1.

Program

Promote member firms through firm nights and a trade show.

Although Programs did not involve a trade show this year, the Program Committee promoted member firms through firm nights in December at Premier Wines, in March at Hunt Consolidated, and in May at Baylor Health Care System Foundation.

Action Item No 2.

B/C/DP

Have philanthropic endeavors that will support the work of member firms dedicated to community service. We continue to promote United Way of Metropolitan Dallas by participating in their annual work night. Texas Scottish Rite Hospital for Children will hold a firm night where member representatives will donate hand held games for teenagers.

We did not hold a firm night with Texas Scottish Rite. Instead we did Action Item No 3 at the USO Dallas/Fort Worth.

Action Item No 3.

B/C/DP

Identify and recognize member firms with matching programs of philanthropic donations and/or volunteer hours. Member firm The Grayson Group and Hitachi Data Systems support the USO Reading Room. The committee plans on a philanthropic night where member representatives will donate books and DVD's to the USO Reading Room.

Action Item No 4.

Program

Involve member firms outside of the Dallas area in enlightening members about their organizations. Encourage member firm participation in their areas of expertise to sponsor/host monthly meetings.

The Program Committee was able to setup an insightful chapter meeting in Fort Worth, with the assistance of member firm Fort Worth Convention and Visitors Bureau. Carey International provided member firm sponsored shuttle service to and from Fort Worth.

Action Item No 5.

Ways & Means

The Ways and Means Committee will hold two major fundraisers in 2010: NO DIRTY DISHES fundraiser to be completed before the end of the calendar year in 2009 and the Gayle Rose Golf Classic to be held in June 2010.

Both fundraisers were held and completed successfully. The Ways and Means Committee met to debrief the golf tournament and will compile a comprehensive report with suggestions for improvement to pass along to next year's Director.

Whenever items are donated from member firms for door prize drawings or otherwise, we will showcase the names of the firms at meetings and in the newsletter.

The Ways & Means committee has confirmed a date for the Annual Gayle Rose Scholarship Golf Classic, June 18, 2010 where we will showcase member firms that have supported the golf tournament at a sponsorship level. This will be done in a manner consistent with the level of sponsorship.

Action Item No 6.

Publication

Assist President and Vice President with showcasing two member firms in the *EWIConnect* each month. The Publication Committee will provide articles featuring member firms and representatives (both new and current) in *EWIConnect*.

Articles featuring the following member firms and representatives were provided by members of the Publication Committee:

- **Debby Ramsey - Energy Future Holdings (Luminant & TXU Energy)**
- **Valencia Woodard – Energy Future Holdings (Luminant & TXU Energy)**
- **Karla Andrews - HelmsBriscoe**
- **TXU Energy**
- **Ernst & Young LLP**
- **Kim Delvo – United Way of Metropolitan Dallas, Inc.**
- **MacKenzie Causey Ramey – The Women's Museum: An Institute for the Future**
- **Lori Dees – Baylor College of Dentistry A&M System HSC**

- Evelyn Dickerson and Eddie Deen – Eddie Deen & Company

Goal No. 2: Enhance Personal and Professional Development

Strategy No. 1:

Responsibility

Pursue Personal and Professional Development Opportunities

Action Item No 1.

President

Encourage current membership to participate in all committee functions, membership development, attend Board meetings, EWI learning and development programs all of which will prepare them for future Director and co-chair positions.

By utilizing the committee structure in place, all representatives were involved with one specific committee providing input to the duties and responsibilities. Each month we provided links through email to the membership encouraging them to participate in the Corporate teleseminars to promote development. This was well received as we always had participants on the calls from the Dallas Chapter. It was exciting to see the interest this year in our Board meetings by the membership. At almost every monthly Board meeting we had guests attend and some attended more than one meeting. The outcome has been positive as the 2010-2011 slate of officers indicates we have several brand new members joining next year's Board.

Action Item No. 2.

Program

Plan meetings with a continued focus on personal and professional development. Educate executives on the accomplishments and purpose of EWI.

The Ebby Halliday Executive Excellence Award luncheon guest speaker was Bill Lively, President/CEO of the North Texas Super Bowl XLV Host Committee. He gave our executives and members a great overview of what the North Texas Super Bowl XLV Host Committee is achieving behind the scenes, building up to the Super Bowl big event in Arlington, Texas.

Action Item No 3.

Continue encouraging membership to participate on next year's Board of Directors. Reach out to membership and let each representative know they are crucial to the strength of the organization.

**President/Vice President
All Directors**

Encourage committee members to sign up for Teleseminars hosted by EWI Corporate.
Make sure new members and prospects are acquainted with the educational and networking opportunities available through EWI: Annual Meeting, Conferences and Teleseminars.
Promote educational benefits obtained by attending LCAM, Spring Conference or other meetings within EWI.

Membership was reminded at the April Executive's Luncheon that nominees were being accepted for the 2010-2011 Board of Directors and participation on the Board was encouraged. Insertions were provided to the Publication Director on upcoming teleseminar dates, the Spring Conference, the Texoma Board Forum and LCAM. Reminders were also given at each chapter meeting.

Action Item No. 4.

At each meeting, make it a "mission" to visit with new members and encourage their participation in EWI. Discuss the Board positions and invite new members to attend a Board meeting to excite their interest. Encourage participation in philanthropic projects such as the Reading Rally and Golf Tournament.

Secretary

Action Item No. 5.

Promote "dates to remember" monthly in the *EWIConnect* keeping members informed of all upcoming professional development events.

Publication

The Publication Committee will provide a current "Calendar of Events" in every issue of *EWIConnect*, and assist in maintaining current information on the Chapter website.

"Calendar of Events" and "Dates to Note" were included in each edition of *EWIConnect*.

Strategy No. 2:

Responsibility

Promote Leadership Opportunities

Action Item No 1.

President/Vice President

Assign representatives to committees right away accommodating their interests and strengths.

All representatives had an opportunity to select a committee they would be interested in serving on for the year. Being able to volunteer for a committee helps ensure their support and involvement. As new representatives joined throughout the year, they were placed on a committee during their first month with the Chapter to get them involved and introduced to one specific board member. This board member would also welcome them to their committee through email or a call and let them know what was in store.

Action Item No 2.

President/Vice President

Encourage committee chairs to delegate and grow their members.

There are several new first time board members on the 2010-2011 proposed slate of Board of Directors.

Action Item No. 3.

President/Vice President

Personally invite three representatives per month to attend that month's Board meeting.

Several guests have attended board meetings this year. With the reminder at chapter meetings of upcoming meeting dates for the board, membership is encouraged to be a guest at the board meeting.

Action Item No 4.

Membership

Encourage membership committee members to attend at least one board meeting. Delegate

organization of spring and summer new-member receptions to two committee members. Assign committee member to identify sponsors to help new members. Appoint committee member to lead new-member orientation.

This Action Item was carried out in conjunction with Action Item No. 3 – Under Strategy No. 1.

Action Item No 5.

Program

Encourage new committee members to get actively involved with the mission of the Committee and in creating informative/educational Chapter programs.

The Dallas Chapter had an opportunity to take a backstage pass to the reading room at the USO Dallas/Fort Worth at DFW/Terminal B, Gate 15.

Action Item No 6.

Sergeant At Arms

Assign a rotation of the Committee members, each serving one month as Host and two months as Table Aide. The host will take the leadership role for others assigned to work that month. This allows the host to welcome every guest/member and get to know our members faster and better. They will assist with directing individuals to the registration tables to obtain their badge and make payment.

There has been some difficulty this year with committee members that signed up as table host or host and sometimes did not attend the meeting they were assigned and made no effort to exchange with anyone else.

Action Item No 7.

Publication

Promote leadership skills within the Publication Committee by encouraging everyone to be involved in various aspects of Committee assignments and responsibilities. Individuals will lead projects including new member stories and chapter activities.

Members of the Publication Committee will share responsibility in the production and distribution of *EWIConnect*. This will include development of articles featuring new and current member firms

and representatives. Members of the Committee will also share in the development and distribution of Chapter Courtesy Notices.

Members of the Publication Committee shared responsibility in the development and production of articles for print in EWICconnect. Articles featuring member firms, representatives and executives of the Dallas Chapter, along with a recap of the monthly Chapter Meetings including photos were provided by members of the committee. Members also shared in the distribution of Chapter Courtesy Notices, and delivery of EWICconnect to the Sustaining members.

Goal No. 3: Encourage Community Involvement

Strategy No. 1:

Responsibility

Effectively Communicate EWISP, ASIST & Chapter Only Scholarship Program

Action Item No 1.

B/C/DP

Streamline the scholarship process and focus on program efficiency. The committee continues to communicate efficiently through email. Counselor information continues to be updated for easier access. We have added new schools to broaden our search.

Action Item No 2.

B/C/DP

Referring to EWISP Scholarship orientation, ensure the format of the program is as informative as possible, involving committee members as liaison with all attendees. The committee will hold the orientation meeting for students, parents, and counselors at member firm Texas Scottish Rite Hospital for Children.

Action Item No 3.

B/C/DP

Increase publicity within the Chapter by reminding members/firms they can contribute to

the scholarship program through memorial or “in honor of” donations.
Articles will be submitted to the EWIC*Connect* to remind members and sustaining members.

Action Item No 4.

B/C/DP

Increase publicity efforts to gain visibility for the scholarship programs.
Articles will be submitted to the EWIC*Connect* to solicit scholarship applications and promote the scholarship program. We have attached media release forms with the scholarship applications in order to expedite media attention .

Strategy No. 2:

Responsibility

Focus on Greatest Community Need

Action Item No 1.

B/C/DP

Identify projects with greater visibility to the community work EWI provides.

- This year we:
 1. Donated 303 hangers which held suits, slacks, blouses and skirts. We also gave shopping bags full of handbags, belts, jewelry, panty hose and new cosmetics to Attitudes and Attire.
 2. Donation of \$500 to The Dallas Arboretum for a floral display to honor our sustaining members – **tabled**.
 3. Plan on donating books to the USO Reading Room
 4. Support member firm, United Way of Metropolitan Dallas, with the assembling of campaign materials
 5. Support member firm, Texas Scottish Rite Hospital for Children where members will donate hand held games for teenagers – **tabled**.
 6. Sponsor our annual Reading Rally project

Action Item No 2.

B/C/DP

Select varied and interesting projects to encourage representative participation.
We continue to support philanthropic projects focusing on children.

Action Item No 3.

B/C/DP

Encourage all members to participate in at least one project that EWI will be identified with to enhance EWI identity within the community. This year we will continue to advertise our projects in the *EWIConnect* and with courtesy notices

Action Item No 4.

B/C/DP

Participate in annual corporate directed literacy project. (Reading Rally)
Sponsorship of corporate reading rally needs

The Strategic Planning Function shall consist of:

- A. Vice President, Chair
- B. Current President
- C. One Sustaining member
- D. One Representative (with less than two years of membership)
- E. One Representative (with more than three years of membership)

The current President can appoint additional committee members, if desired.

The Strategic Plan will be reviewed on a yearly basis and updated as necessary.

Donna Berry
Chairman, Operations Review Committee
Representing Hoblitzelle Foundation

2009-2010 Operations Review Committee
Kimberly Froehle, Spencer Stuart
Donna Berry, Hoblitzelle Foundation
Paula Myers, Grayson Group

Janie Sandoval, The Dallas Breakfast Group
Anchi Ku, Hunton & Williams LLP
Rosemary Fair, TXI
Melanie Hoover, Fort Worth Convention and Visitors Bureau
Carolyn Trechter, Sustaining

Ex-Officio

Sheryl Pickle, Four Seasons Resort and Club