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create positive results  
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**April 23<sup>rd</sup> – EWTG Monthly Luncheon Meeting - Center for Public Policy Priorities**  
**Speaker: Anne Dunkelberg, Associate Director, CPPP**



Anne Dunkelberg, Associate Director for the Center for Public Policy Priorities (CPPP), is scheduled as our guest speaker for the monthly EWTG Luncheon meeting on April 23, 2008.

Anne will talk about the history of the Center for Public Policy Priorities, what they do, how they are funded and how they do what they do. The Center for Public Policy Priorities is a non-partisan, non-profit organization whose purpose is to improve the social and economic well being of low-income Texans by providing timely, credible, understandable data-based analysis, and by using that analysis to advocate for policy change. The

Center was founded in 1985 by a group of Benedictine Sisters from Boerne, Texas, and began operating as an independent non-profit organization in 1999.

In her role at CPPP, Anne focuses on policy and budget issues related to health care access, as well as general issues related to immigrants' access to public benefits. She joined the Center in 1994, coming from the State Medicaid Director's Office at the Texas Health and Human Services Commission. Anne serves as a co-chair for the statewide Texas CHIP Coalition, and in 2007 was honored by Families USA in Washington D.C. as an outstanding Consumer Health Advocate. A native Texan, Anne received her B.A. from the University of Texas at Austin and her M.P.A. from the LBJ School of Public Affairs at U.T. Austin.

Make your reservations for a very interesting and informative presentation. Reservations can be made by emailing [ewtg@ewtg.org](mailto:ewtg@ewtg.org) or calling 512.248.2044. EWTG luncheons are \$20 and are held on the fourth Wednesday of each month from 11:45 to 1:00 p.m. at the Austin Woman's Club, 708 San Antonio Street.

**CALENDAR OF EVENTS**



**April 8 *Executive Success Team Open Enrollment Deadline***

Deadline to sign up for an Executive Success Team in 2008. Complete the *Executive Success Team* form <http://www.ewtg.org/ewtgdocuments.aspx> and email it to

Shannon Kelley at [preselect@ewtg.org](mailto:preselect@ewtg.org).

**April 9 *Austin Mini-course***

Noon - 1:00 p.m. in the Carver Branch Library, 1161 Angelina. Speaker: Joseph D. Hogan, Texas Workforce Commission, on *The Art of Effective Communication*. For information and lunch option reservations, contact [ewtg@ewtg.org](mailto:ewtg@ewtg.org) or call 512.248.2044.

**April 10 *Retiree Committee Meeting***

4:00 - 5:30 p.m. (*new time*) at Mandola's Restaurant. Contact Jan Ozias for information [jwozias@earthlink.net](mailto:jwozias@earthlink.net).

**April 10 *Houston Affiliate Meeting***

Noon - 1:00 p.m. in room 2E/2F of the Elias Ramirez Building, 5425 Polk St. Bring your lunch and meet Shelly Baumgartner, Affiliates Director. For information and room location, contact Sherbert Mims at 713.767.2369 or [sherbert.mims@dads.state.tx.us](mailto:sherbert.mims@dads.state.tx.us).

**April 17 *Dallas Affiliate Meeting (note date)***

A.W. Harris Faculty Club, 5323 Harry Hines Blvd., Dallas, at 6:30 pm. Speaker: Tonjia Grady, Program Director for Captain Hope's Kids. To RSVP regarding your attendance, contact Bhavini Patel at 214.645.3050 or [bhavini.patel@utsouthwestern.edu](mailto:bhavini.patel@utsouthwestern.edu).

**April 23 *Austin Monthly Luncheon***

Austin Woman's Club, 708 San Jacinto at noon. Speaker: Anne Dunkelberg, Associate Director, Center for Public Policy Priorities. For information and reservations, contact [ewtg@ewtg.org](mailto:ewtg@ewtg.org) or call 512.248.2044.

**May 14 *Executive Success Team Kick-Off Event***

Wednesday evening at the Austin History Center, 810 Guadalupe. For information, contact [ewtg@ewtg.org](mailto:ewtg@ewtg.org), call 512.248.2044, or contact Shannon Kelley at [preselect@ewtg.org](mailto:preselect@ewtg.org).

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EXECUTIVE WOMEN IN TEXAS GOVERNMENT IS A NON-PARTISAN ORGANIZATION THAT PROMOTES LEADERSHIP IN SERVICE TO TEXAS BY OFFERING PROFESSIONAL DEVELOPMENT OPPORTUNITIES.

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## President's Corner

### *Spring—A Time for Growth*

Susan Durso, President

Spring is all about new beginnings, growth, and a fresh start. Participation in an Executive Success Team is a great way to start something new. On May 14th, EWTG will hold the annual kick-off meeting signaling the start of the Executive Success Team program year. Now is the time to submit your application for the program to the Mentoring Committee, which is chaired by the President-Elect, Shannon Kelley.

I joined an Executive Success Team (EST) in 1998—the first year that this unique mentoring program, which is available to members only, was offered. I had the good fortune of being grouped with six marvelous and interesting women. After the first two years together, the membership of our team stabilized with five members who had the time and the desire to attend our monthly meetings regularly. Now in 2008, the five of us still work hard to meet once a month. We've had ten years of learning from one another, of leaning on one another, of listening to one another and, over time, of loving one another.

My Executive Success Team named itself the "Ments"—for mentors. We have mentored each other professionally and personally through the years. We have reviewed resumes together, offering suggestions for improvement and ideas for change. One year we worked on a business plan, which none of us had ever done. We have talked about important books that we have read. We have shared lessons that we have learned from others, from life, from articles and other resources. We have painted pottery together, picnicked together, and laughed together. We have shared a few bottles of wine and a few pounds of cheese and chocolate through the years. We have changed jobs and hairstyles and each other's minds. Every meeting of the Ments is an opportunity for me to learn something new, to hear a fresh perspective, and to grow as a person.

The Ments are not alike. We are all ages, shapes and sizes. We have different political philosophies, hobbies and family situations. Nevertheless, our commitment to our group has helped us last through it all, supporting and encouraging one another to try new things.

I hope that by sharing my experience with an EST, you will be inspired to try this program for yourself if you haven't before. If you have and you didn't find the right group for your needs, I hope you will try a new group. If you are a member of a group that has found the right balance, I hope you will continue to enjoy the many opportunities for learning that are created when a group of dynamic women meet and share their time and talent.

## Meet Michele Schwartz, EWTG's New Executive Director



The 2008 EWTG Board of Directors is pleased to introduce our new Executive Director, Michele Schwartz. Michele has almost 10 years of nonprofit work experience in director level roles. She served as the Fellowship Director at the Archer Center in Washington, DC, where she managed all aspects of their fellowship program, including budget, policy design and selection, development, mentoring, and evaluation of 22 fellows per semester. Prior to her work at the Archer Center, Michele served as the Program Manager at the Make-A-Wish Foundation in Austin, where she managed the volunteer program. In addition, she has nonprofit volunteer experience serving in leadership positions for the Ballet Austin Guild, the Jewish Community Association of Austin, and other professional associations, including the Young Nonprofits Professionals Network of Austin.

Michele has significant event planning experience and has conducted conferences both for nonprofit organizations and in her capacity as an event and meeting planner at a large convention center facility for Walt Disney World in Orlando, Florida.

Michele holds a professional certification in Non-Profit Management from the LBJ School of Public Affairs. She received a Bachelor of Science in Speech and Organizational Communication from the University of Texas at Austin and has completed more than 40 hours toward a Master of Social Work at UT Austin. Michele also participated in the 2007 Leadership Texas class.

Michele has been to every state except Alaska, and when she's not working, she's an avid Longhorn Sports fan. She's been fortunate enough to be present when Texas won National Championships in both baseball and football.

We're so happy to have Michele as the new EWTG Executive Director. Please stop by at the next EWTG event to meet her.



*EWTG says farewell and thanks to Jennifer Royster, immediate past Executive Director, and hello and welcome to Michele Schwartz, incoming Executive Director.*

## Be a FAN of EWTG – 2008 MEMBERSHIP DRIVE

The Membership Committee, chaired by Membership Director Carol Lauder, is coordinating several membership drive activities including the following:

### April – October 2008

- Every month at the luncheon, each member who brings a guest (or more than one) will have her name entered into a drawing for each guest she brings to the monthly luncheon. A prize will be awarded at the end of the luncheon to the lucky member whose name is drawn. (e.g., three guest, three chances to win)
- Any guest who joins EWTG at their first luncheon gets \$10.00 off the first year's membership fee. (e.g., Annual dues are \$50.00. If a guest joins at her first luncheon, it is \$40.00.)

### MAY 2008 Only

- Members get \$5.00 off the cost of their lunch for each guest they bring to the May luncheon. (e.g., bring three guests and get \$15.00 off the cost of your lunch. Maximum credit is \$20.00.)

## The Art of Effective Communication

April 9, 2008 – EWTG Mini-Course

Have you ever wondered why communication is so difficult at times? Have you ever thought you were successful in communicating your message, but did not achieve the desired results?

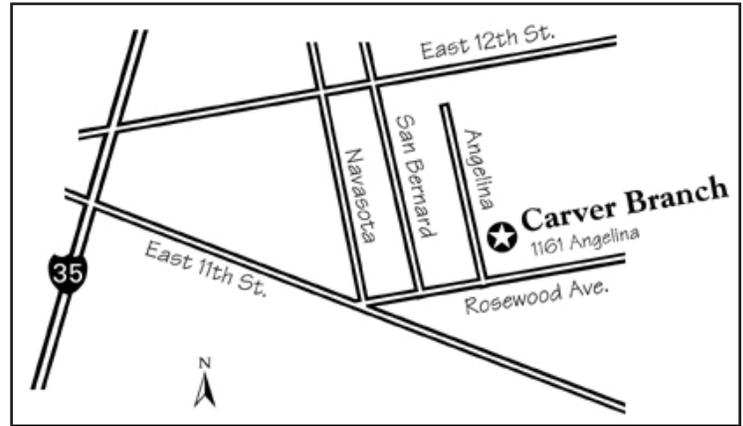
Communication is the process involving the exchange of information between individuals. The communication process is often complicated, and it is easy to see why good communication is difficult. Different personality types are often a contributing factor in miscommunication. In this mini-course, we will explore the art of communication and how to avoid miscommunication.

Make plans to attend the April 9, 2008 mini-course entitled *The Art of Effective Communication*.

Joseph D. Hogan, Training Specialist, Curriculum Developer, and Facilitator with the Texas Workforce Commission will present the April mini-course topic. He co-wrote the TWC Training and Development curriculum for *Communication Skills*, and he has delivered this training throughout the state. He also travels through Texas delivering training on a variety of other management and professional development topics, such as *Supervisory Skills* and *Effective Presentations*. J.D. Hogan earned a Bachelor's Degree in Business from the University of Texas at Austin and a Master's Degree in Education from Southwestern Baptist Seminary.

The mini-course will be held at the Carver Branch Library, 1161 Angelina. See map below for library location. To help you make the most of your lunchtime, EWTG will have Mangia pizza, lots of fresh green salad, and cookies for \$6 per person or \$3 for salad only, or you can bring your own lunch. Pizza will be served from 11:30 a.m. to 12 noon. The program begins at noon and ends by 1:00 p.m.

For information and reservations, contact EWTG at [ewtg@ewtg.org](mailto:ewtg@ewtg.org) or at 512.248.2044. Please state whether you want to purchase pizza and/or salad when you make your reservation.



## EXECUTIVE SUCCESS TEAMS - JOIN TODAY for 2008!

Mentors | Friends | Confidantes | Support | Motivation | Laughter

These are all benefits of the EWTG Executive Success Team experience.

Treat yourself to this unique members-only opportunity to learn from and share knowledge with your peers. It is time to sign up for your Executive Success Team.

Obtain a Team Member Profile form from our website: [www.ewtg.org](http://www.ewtg.org) by clicking on Forms and Documents. Send your completed form to [preselect@ewtg.org](mailto:preselect@ewtg.org). You can also e-mail Shannon if you have any questions about joining. Open enrollment ends Tuesday, April 8, 2008. The kick-off meeting will be held on May 14 at the Austin History Center. Make a decision to JOIN TODAY!



### Treasurer – Susan Gibson

The Treasurer is responsible for the day-to-day financial aspects of EWTG. She is trained by the Financial Officer, who served as Treasurer the previous year. The Treasurer maintains financial records and reports in QuickBooks, verifies expenditures and writes checks to reimburse vendors and others, and reconciles the records of expenditures and deposits with the bank statement. The Treasurer is responsible for providing the previous year's financial records to the auditor and for working with the auditor on the financial review. As she is becoming competent with the financial responsibilities, she is also training to become the Financial Officer in the following Board year, at which time she will tutor the next incoming Treasurer.

The Treasurer serves on the Finance Committee, which is responsible for preparing the annual budget. In addition to paying the bills and reconciling the bank records, the Treasurer keeps track of the expenditures in the various budgeted line items and works with the Financial Officer to identify any line items where expenditures may go over budget. EWTG's by-laws require that any expenditures above those in the approved budget are discussed and approved by the Finance Committee and by the Board prior to being expended. When line items are amended, the Treasurer keeps track of the changes and makes the approved changes in QuickBooks so that the records remain accurate and current.

Our current Treasurer, Susan Gibson, is a Health Plan Manager in the Medicaid/CHIP Division at Health and Human Services Commission. Her division manages multi-million dollar contracts with HMOs. She has an MBA in Business Management from St. Edwards University and a bachelor's degree in Health Care Administration from Texas State University. Susan can be contacted at [finance@ewtg.org](mailto:finance@ewtg.org).

## A Wonderful Membership Event!

If you missed the Membership Social on March 27th at Starlite, you missed a lot of fun, great food, and an opportunity to say “thanks” to Jennifer Royster and “hello” to Michele Schwartz, our new Executive Director. About 30 members enjoyed this upscale social event, arranged by Carol Lauder, Membership Director, and her committee. We enjoyed a private room with our own server and a lovely spread of hors d’oeuvres. We thank MGT of America for sponsoring our Social by contributing substantially to the cost of our hors d’oeuvres. If you would like to know more about MGT, visit their website at [www.mgtamer.com](http://www.mgtamer.com).



## Many Thanks to Our Search Committee

EWTG wants to express our genuine appreciation for the hours of volunteer time devoted by Janis Guerrero, Mary Cheryl Dorwart, Denise Pittard, Shannon Kelley, Jennifer Royster, and Susan Durso to helping us find a new Executive Director. Janis Guerrero chaired the Search Committee, and with the help of the other members, the committee evaluated more than fifty qualified applications. Subcommittees of three then conducted seven first-round interviews and three second-round interviews, using questions developed by the committee. Under Janis's guidance, the process was efficient and well-run. Thank you, Search Committee members, for giving your time and thoughtful efforts to EWTG!

## Committee Updates

The **Public Relations Committee** has been hard at work, setting up an EWTG booth at the Texas Public Employees Association meeting on March 27<sup>th</sup> and introducing our organization to this large gathering of state employees. Thanks to Liza Chen, Public Relations Director, and members of the Membership and Public Relations Committees for working at this event.

The **Conference Committees** have been meeting regularly and have several innovative proposals in the works. Watch for details in the May newsletter!

## March 26 – EWTG Luncheon – Don't Mess with Texas!

### Doris Howdeschell, TxDOT Travel Information Division Director

Barrie Cogburn, Program Committee

TxDOT's Doris Howdeschell was the guest speaker at the March 26<sup>th</sup> EWTG luncheon. Doris is the director of the Travel Information Division. She shared the history of the nationally famous Don't mess with Texas program, which is 22 years old this year and has won over 90 awards. The program was launched in 1985 after discovering that costs for picking up litter on Texas highways exceeded \$20 million. The goal of the program is two-fold: to reduce litter and to increase public awareness. To market the program, TxDOT enlisted the ad agency, GSD&M. In later years, EnviroMedia took over the contract. Through the years, research helps to determine exactly what is being littered, the attitudes of litterers, and the results of the program after several years. In the early years, research showed that the worst offenders were 18 to 34-year old truck-driving males. More current research indicates a different target audience, 16 to 24-year old males and females, dubbed "Generation Litterer".

Doris described how TxDOT has enlisted many Texas icons over the years to help spread the famous Don't mess with Texas message, including Willie Nelson, The Thunderbirds, Johnny Dee and the Rocket 88's, Matthew McConaughey, and LeAnn Rimes. Utilizing media to spread the word, the program has received over \$26 million in free TV and radio air time. Doris provided a video demonstration of several of the most famous spots. Who can forget the very first message that featured Stevie Ray Vaughn playing in front of a huge Texas flag?

By 2005, research indicated that there was a 33 percent reduction in littering since the debut of the Don't mess with Texas Program. In 2006, the advertising industry nominated several famous campaigns and enlisted the public to vote for their favorite or most recognizable slogan. The *Don't mess with Texas* slogan won the Advertising Week's Walk of Fame award. Doris and the program's marketers, GSD&M and EnviroMedia, traveled to New York City's Madison Avenue to accept the award and took part in a parade that concluded with a Times Square celebration.

Doris described how they have to keep the message fresh and effective, which means the campaign has to constantly adapt and zero in on the current target audience. As an example, there may be more commercial ads on MTV and less on regular TV programming these days. The latest effort features four super hero-like characters named "The Litter Force". Doris said the hope is that this animated format appeals to younger school-aged children. And to get the message out – the program is hitting the road. A multi-city Road Tour is making appearances at concerts, theme parks, schools and other target audience venues. Check out the TxDOT Don't mess with Texas website to find out when the Road Tour will visit your city. Doris encouraged everyone to visit the website to learn more about the program and how to get involved, order educational materials and Don't mess with Texas trash bags, and even how to report a litterer!  
<http://www.dontmesswithtexas.org/home.php>

## 2008 EWTG Austin Board Meetings

The 2008 EWTG Board holds its monthly meetings at the Carver Library, Austin, Texas, on the third Wednesday of each month from 6 p.m. to 7:30 p.m. The agenda for each meeting will be posted on the EWTG website by noon on the Monday before the meeting.

In addition, once we have the capability to create a members-only area on the website, copies of approved minutes will be posted following the meeting at which the minutes are approved. Until the members-only area is available on the website, you may request copies of approved board meeting minutes directly from Michele Schwartz, the Executive Director, at [ewtg@ewtg.org](mailto:ewtg@ewtg.org) or 512.248.2044.

## 2008 Affiliate Officers

### Houston Affiliate:

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**Karen Morse, Treasurer**  
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**Rosa Broussard, Parliamentarian**  
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**Kay Smith, Program Chair**  
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**Carolyn Kirkwood, Public Relations**  
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**Charlotte Booker & Brenda McCoy, Social Comm. Co-chairs**  
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**Abigail Bailey, Special Projects Chair**  
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**Glenda Wall, Communications Chair**  
glenda.wall@dads.state.tx.us

## Houston Affiliate News

### Houston Affiliate Welcomes "Dress for Success"

Amanda Baxter of "Dress for Success" was the featured speaker at the March brown bag luncheon meeting held March 13, 2008. Ms. Baxter discussed the origin and goals of "Dress for Success". She also shared information about various volunteer activities with that organization. Dress for Success Houston (DFSH), a non-profit organization, that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. The Houston Affiliate is again considering supporting DFSH. The presentation acquainted new members with the mission and needs of DFSH.

The Houston Affiliate continues with its goal to increase membership and was happy to have several visitors in attendance.

Please join us for our next meeting, April 10, 2008, when Shelly Baumgartner, Affiliates Director, makes a visit. The Houston Affiliate meets 12:00 Noon to 1 PM at the Polk Street Office Building, 5425 Polk Street, Houston, TX.

For information and room location, contact Sherbert Mims, Houston Affiliate Chair, at sherbert.mims@dads.state.tx.us.

## 2008 Affiliate Officers

### Dallas Affiliate:

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**Cary Wilkerson, Public Relations Director**  
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**Dorothy Fletcher, Development Director**  
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## Dallas Affiliate News

Speaker: Tonjia Grady, Program Director for Captain Hope's Kids

On April 17th, Tonjia Grady, Program Director for Captain Hope's Kids, will be speaking about the program, which provides support to homeless children in the Dallas/Fort Worth Area. In addition, she will be talking about an event that they are sponsoring on April 19th, a health fair for recovering women with addiction problems.

Dallas Affiliate meetings are held on the second Thursday of each month, at the A.W. Harris Faculty Club, 5323 Harry Hines Blvd, Dallas (214-688-2653). The regular meetings begin with an informal social at 6:00 p.m., followed by dinner and a business meeting at 6:30 p.m. The program begins at 7:00 p.m. The cost is \$20 per person. If you would like to receive the Dallas Affiliate monthly e-mail program announcement, or to RSVP regarding your attendance, please contact Bhavini Patel at 214 645 3050 or email at bhavini.patel@utsouthwestern.edu.

# MEMBERSHIP

## First Year Members

Elayne Barber  
 Yolanda Chavez  
 Carolyn S. Jacquet  
 Maxine Johnson  
 Sherri Lyles  
 Tammerriol J. Smith  
 Glenda Wall

Tx Commission on Environmental Quality  
 Department of Aging & Disability Services  
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## Renewing Members

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 Susan Bryant  
 Carolyn Cadena  
 Maria Liza Davis  
 Araminta Everton  
 Colette Foyt  
 Carolyn Kirkwood  
 Jebron McCue  
 Deborah Mitchell  
 Dianna F. Noble, P.E.  
 Elaine Powell  
 Nancy Wilson

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 Retired, Tx Department of Transportation  
 Department of Family & Protective Services  
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 Texas Legislative Council  
 Retired, Department of Assistive & Rehab Services  
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 Employees Retirement System  
 Tx Department of Transportation  
 Department of State Health Services  
 Retired, Mental Health & Mental Retardation

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 elaine.powell@dshs.state.tx.us  
 nanwil@aol.com



### Stars Over Texas

**Mary Cheryl Dorwart** received a promotion to Strategic Contract Manager with the Department of Information Resources. She can be reached at 512.463.3909 or mc.dorwart@dir.state.tx.us.

**Elaine Powell** received a promotion to Director of the Office for Priority Initiatives Coordination at the Department of State Health Services. She can be reached at 512.458.7303 or elaine.powell@dshs.state.tx.us.

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