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## Don't Mess with Texas Goes to New York

Speaker: Doris Howdeshell, TxDOT Travel Information Division Director  
Barrie Cogburn, 2008 Program Committee Member



Join EWTG on March 26th, when Doris Howdeshell with the Texas Department of Transportation (TxDOT) shares the story of how *Don't Mess with Texas* landed on New York City's Madison Avenue's Advertising Walk of Fame as the best slogan of the year and beat out slogans such as Nike's JUST DO IT. You'll have the opportunity to learn about the history of *Don't Mess with Texas* and see the visit to New York City and Time Square.

As the director of the Travel Information Division at TxDOT, Howdeshell is also responsible for *Texas Highways*, the state's official travel magazine, for the state's 12 Texas Travel Information

Centers, and for audiovisual services that provide multimedia support throughout Texas.

Howdeshell joined TxDOT's Travel and Information Division in 1979 and worked in administration until 1984, when she became the assistant to the director of the Travel Services Section. Promoted to the division's staff services officer in 1985, Howdeshell became responsible for personnel, accounting, budgeting, purchasing, training, and material and property management. While the deputy division director from 1992 to 1995, she also served as the legislative liaison and the interim division director prior to being selected as the division director.

In promoting Texas as a premier tourist destination, Howdeshell coordinates with the Governor's Office of Economic Development and Tourism, the Texas Commission on the Arts, the Texas Historical Commission, and the Texas

*Don't Mess with Texas: Continued on page 3*

## CALENDAR OF EVENTS



### March 12 *March Mini-course*

Noon - 1:00 p.m. in the Carver Branch Library, 1161 Angelina. Speaker: Gary Harlow, Training Specialist with the Department of Aging and Disability Services, on the importance of believing in the human potential. For

information and lunch option reservations, contact [ewtg@ewtg.org](mailto:ewtg@ewtg.org) or call 512.248.2044.

### March 13 *Retiree Committee Meeting*

5:15 p.m. at Mandola's Restaurant. Contact Jan Ozias for information. [jwozias@earthlink.net](mailto:jwozias@earthlink.net).

### March 13 *Houston Affiliate Meeting*

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

### March 13 *Dallas Affiliate Meeting*

A.W. Harris Faculty Club, 5323 Harry Hines Blvd., Dallas, at 6:30 pm. (214.688.2653). For information, contact Bhavini Patel at 214.645.3050 or [bhavini.patel@utsouthwestern.edu](mailto:bhavini.patel@utsouthwestern.edu).

### March 26 *Austin Monthly Luncheon*

Austin Woman's Club, 708 San Jacinto at noon. Speaker: Doris Howdeshell, TxDOT Travel Information Division Director, on how the *Don't Mess with Texas* campaign gets national recognition. For information and reservations, contact [ewtg@ewtg.org](mailto:ewtg@ewtg.org) or call 512.248.2044.

### March 27 *Membership Social*

5:30 - 7:30 p.m. Visit with other EWTG members in the upstairs lounge at Starlite, 407 Colorado Street, at an informal gathering (see Page 3 for details).

### March 31 *1st Quarter Scholarship Deadline*

The deadline for 1st Quarter Scholarships has been extended to March 31 (see Page 6 for details).

### April 4 *Executive Success Team Enrollment Deadline*

Sign up for your Executive Success Team now (see Page 4 for details).

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## President's Corner *A Tool to Reaching Your Career Goals*

Susan Durso, President

Self-actualization is a term that was originally introduced by the theorist Kurt Goldstein for the motive to realize all of one's potentialities. In his view, it was the master motive of all people – the only real motive a person has, all others being merely manifestations of it. However, the concept

was brought to prominence by Abraham Maslow who developed a theory of human development based on a hierarchy of needs. Maslow expressed the final level of psychological development that can be achieved when fundamental needs are fulfilled to be "the desire for self-fulfillment, namely the tendency for the individual to become actualized in what he is potentially." This is the desire to become more and more what one is capable of becoming or "self-actualization." A basic definition from a typical college text book defines self actualization according to Maslow simply as "the full realization of one's potential."

So what has this got to do with EWTG? Well, if you accept Maslow's theory that people whose basic needs have been met then have a desire to become everything they have the potential to be—look around EWTG and meet women who are striving to reach their full potential.

EWTG's mission is to promote leadership by providing women with professional development opportunities. Wikipedia, the online collaborative dictionary, defines "professional development" as referring to skills required for maintaining a specific career path or to general skills offered through continuing education, including the more general skills area of personal development.

All of EWTG's activities and benefits are geared towards its members' quest to reach their full potential. In addition to the monthly luncheons that include a speaker and the mini-courses that provide free training opportunities, EWTG supports its members' desire to give back to the community through the activities coordinated by the Community Service Committee. EWTG offers scholarship opportunities so that continuing education is within financial reach for its members. EWTG offers networking opportunities so that women can meet like-minded professionals with mutual interests, who know of job opportunities, and who have an interest in helping other women succeed. EWTG promotes mentoring not only through its Executive Success Team program, but also through its committee work, in which groups of women work sharing a variety of skills and responsibilities to reach a common goal. EWTG hosts a unique annual conference that provides a full day of training through workshops and keynote speakers complete with networking (and shopping) opportunities in between. And if that isn't enough, the Educational Events Committee sponsors at least one special event for EWTG members only during the year.

Women who actively participate in EWTG are ready to fulfill their professional potential. They seek professional development opportunities in order to further themselves in their career goals. These women invest in themselves as they continue to reach for greater professional and personal development.

Invest in yourself through your investment in EWTG. Continue your path of professional and personal growth by participating in all the wonderful opportunities that EWTG has to offer. Let EWTG support you in reaching your full potential.

**Don't Mess with Texas article continued from page 1**

Parks and Wildlife Department. Howdeshell serves on the Texas State Agency Tourism Council and is a past chairwoman. A primary state representative to the tourism industry, she also serves as an ex officio member of the Texas Travel Industry Association Board of Directors and has served as an Advisory Board Member of AAA Texas.

Make your reservations now 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, located at 708 San Antonio Street.

**Believing in the Human Potential**

**March 12, 2008 – Mini-Course Workshop**

Joelyn Weeks, Program Director

Our inner strengths, experiences, and truths cannot be lost, destroyed, or taken away.

Gary Harlow, Training Specialist with the Department of Aging and Disability Services (DADS), will discuss the importance of believing in the human potential. Gary will share real-life experiences that demonstrate how self-determination, an amazing attitude, and personal belief in oneself can result in success – against what some may say is impossible.

*Believing in the Human Potential* is Gary's story, and he walks mini-course participants through three stories of understanding and believing in the "underdog". Every person has an inborn worth and can contribute to the human community. We all can treat one another with dignity and respect, provide opportunities to grow toward our fullest lives and help one another discover and develop our unique gifts. We each deserve this and we all can extend it to others and ourselves.

Mark your calendar for this inspirational mini-course. The mini-course will be held at the Carver Branch Library, 1161 Angelina, (just off East 11<sup>th</sup> Street).

To help you make the most of your lunchtime, EWTG will have Mangia pizza, loads 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 it ends by 1:00 p.m.

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

**Membership Social – Thursday, March 27<sup>th</sup>, 5:30 to 7:30 p.m.**

**Come, Relax and Take Your Shoes Off**

Take time from your busy schedule to join other members of EWTG at Starlite on March 27<sup>th</sup> from 5:30 to 7:30 p.m. The theme is "Come, Relax and Take Your Shoes Off" (so to speak) with other EWTG members. This informal gathering will include appetizers and a cash bar. Many thanks to MGT of America for sponsoring this event. Take advantage of this opportunity to meet new members and visit with members you don't get to see often enough. Join us in the upstairs lounge at Starlite, 407 Colorado Street. If you have questions, please contact Carol Lauder at [lauder@swbell.net](mailto:lauder@swbell.net) or [ewtg@ewtg.org](mailto:ewtg@ewtg.org).

**EWTG 2008 Member Directory**

The 2008 edition of the EWTG Member Directory will be distributed to members in March as a .pdf document that can be saved or printed. If you have questions, contact us at 512.248.2044.



## Financial Officer – Ardra Alexander

### Finance and Development Committees

The Financial Officer is responsible for EWTG's annual budget, overseeing EWTG's investments, and the Finance Committee and the Development Committee. The Financial Officer also serves as a resource for the incoming Treasurer, because the Financial Officer serves as the Treasurer in the prior Board year.

The Financial Officer is the chair of the Finance Committee. The committee consists of seven people: Financial Officer, Secretary-Treasurer, President, President-Elect, and three EWTG members who have been selected based on their knowledge of EWTG. This committee reviews and approves the annual budget and any changes that need to be made to the budget during the year. They oversee all matters that concern EWTG's finances. The budget meeting is held in January each year and most of the remainder of the work is done via email.

In late December and early January every year, the incoming board members and committee chairs submit their budget requests for the year to the Financial Officer. All the information is compiled in a spreadsheet for consideration and approval by the Finance Committee. After the Finance Committee has made their recommendations, the budget is reviewed and finally approved by the EWTG Board.

EWTG has a policy in place to manage the investment accounts, which are used to offset any shortfalls in income or unexpected expenses each year. Every two years, the policy is reviewed and proposals are presented to the Finance Committee and the Board for review and approval.

reviewed and proposals are presented to the Finance Committee and the Board for review and approval.

The Development Committee is also under the Financial Officer. This committee is responsible for doing outreach to companies for sponsorship of our annual conference. Some of the responsibilities of this committee are to make decisions on whom to target as potential sponsors, to prepare and mail letters or packets to potential sponsors, and to make sure that all of the sponsors' needs are taken care of the day of the conference. This committee consists of the Financial Officer as liaison to the board, a chair and two or more other EWTG members. If you are interested in serving on this committee, please contact Mary Anne Clement, the current Chair at [maclement@ciber.com](mailto:maclement@ciber.com), Ardra Alexander, Financial Officer at [absconsult@yahoo.com](mailto:absconsult@yahoo.com), or email [ewtg@ewtg.org](mailto:ewtg@ewtg.org).

## EXECUTIVE SUCCESS TEAMS - JOIN TODAY!

**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 [ewtg@ewtg.org](mailto:ewtg@ewtg.org) or to [shannon.kelley@yahoo.com](mailto:shannon.kelley@yahoo.com). You can also e-mail Shannon if you have any questions about joining. Open enrollment ends Friday, April 4, 2008. The kick-off meeting will be held in May. More information will be in the April Newsletter. Make a decision to JOIN TODAY!

## Public Relations Committee – Seeking Members

If you have a natural inclination for people, keep abreast of news developments, or enjoy connecting talented professionals to the right track for advancement, this is the committee for you! The Public Relations Committee is seeking experts like you. We need individuals who love nothing more than to spread the message promoting and educating others about EWTG. Your expertise in letter writing, promotions, marketing, or organizational development will help in structuring the future of Executive Women in Texas Government. Furthermore, the public relations committee will be in charge of the Woman of the Year Award! This is an extremely honorable award to recognize a colleague who always goes above and beyond, professionally and personally. If you are interested in showcasing some of your talents in any of these areas, please contact EWTG Public Relations Director, Liza Chen at [liza.chen@alumni.utexas.net](mailto:liza.chen@alumni.utexas.net).

## EWTG Monthly Luncheon Recap

### State Representative Donna Howard, District 48

Joelyn Weeks, Program Director

State Representative Donna Howard was the guest speaker at the February 27<sup>th</sup> EWTG Luncheon. She talked about areas of interest and referenced the impact that women can have on important issues. She gave statistics that approximately 17 percent of state representatives are females, an average of 31 during the last three sessions. Representative Howard believes that woman add value to the legislative process because of their perspective, style and areas of interest. Women often have a collaborative style, bringing many people with diverse interests together to talk about issues that have opposing views.

Representative Howard also described the efforts exercised in the Legislative Air Quality Caucus, a bipartisan group of more than forty legislators that worked to bring together House members and state and local officials in an effort to begin a dialogue about clean air and water.

She described the intensity of a legislative session – a condensed period of time where there is much information to absorb. For example, there were over 11,000 bills and resolutions filed. The legislature passed 1,400 bills (54 were vetoed). She fielded several questions from the audience: one question was about how she stays organized with so many bills, legislation and information to digest in such a short period of time, i.e., a legislative session. She credited her staffers with their knowledge and support as her office stayed abreast of information and bills. She also fielded a question where she gave pro and con information about whether the Legislature should meet annually.

During the 80th Legislative Session, Rep. Howard was appointed to the Higher Education and Culture, Recreation, and Tourism Committees, and served as co-founder of the Legislative Air Quality Caucus. She was awarded the Austin Business Journal's Healthcare Heroes Award in the category of Civic/Government, and she will be recognized later this year by the Heritage Society of Austin for her work to improve legislation concerning Capitol View Corridors.

## Community Service Committee Update - Where did all the Bears go?

Many of you may have wondered what happened to the bears we gathered at the Christmas luncheon. They were all donated to the Austin Children's Shelter, a temporary home for children who have been removed from their homes due to life-threatening abuse or neglect. The Austin Children's Shelter is a safe haven during a time of transition until permanent plans are made for these children. Our bears are often the first friend these children make at the shelter. When they first arrive at the shelter, each child is given the chance to select their special bear from the many we donated. Thanks to each of you that contributed to this worthwhile project. For more information on the Austin Children's Shelter please go to [www.austinchildrenshelter.org](http://www.austinchildrenshelter.org).

### 2008 EWTG Austin Board Meetings

The 2008 Austin Board holds its monthly meetings at the Carver Library 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 capability to create a member's-only area of the website, copies of approved minutes will be posted following the meeting at which the minutes are approved. Until such time as we are able to create the members-only area, you may request copies of approved board meeting minutes directly from Jennifer Royster, the Executive Director, at [ewtg@ewtg.org](mailto:ewtg@ewtg.org) or 512.248.2044.

## 2008 Scholarship Deadline extended until March 31<sup>st</sup>

Members - although it is hard to believe that we are already two months into the new year, it is time to take advantage of one of EWTG's greatest member benefits - Scholarships!

This program awards scholarships quarterly and allows members an opportunity to apply for up to \$1000 to enhance their skills and learn new ones. Take a moment today to treat yourself to a course you have been putting off, a conference you would love to attend, or perhaps a workshop that will lift you out of the winter blues.

Good News! The deadline for first quarter scholarships has been extended to March 31! To apply, go to <http://www.ewtg.org/scholarship.aspx> and select the appropriate application today! For more information, please visit [www.ewtg.org](http://www.ewtg.org) or call 512.248.2044

Best Wishes - the 2008 Scholarship Committee, Deborah Shaw-Boatner, Chair

### 2008 Affiliate Officers

#### Houston Affiliate:

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**Glenda Wall, Communications Chair**  
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### Houston Affiliate News

The Houston Affiliate held their monthly brown bag luncheon meeting on Thursday, February 14, 2008. In addition to the meeting, we celebrated Valentine Day by exchanging cards and serving beverages, strawberry cake and assorted cookies. The main order of business was the completion of the election of Affiliate officers for this term.

Carolyn Kirkwood, Terry Boyce, Charlotte Booker and Abigail Bailey did a special presentation on the vision, purpose, goals, activities, conference and benefits of EWTG for the benefit of the newer members and prospective members in attendance.

Excitement was in the air as final plans were made for attendance at the Houston Affiliate's first social event, a dinner/theater night on Thursday, March 6<sup>th</sup> for the TUTS production of the Broadway classic, "Hello Dolly".

The next Houston Affiliate EWTG meeting will take place on Thursday, March 13, 2008, from 12 Noon to 1:00 p.m. 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.

### Dallas Affiliate News

General meeting information: 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.

The February meeting was held on Thursday, February 21, 2008. The speaker was Ann Giddens, Community Manager for Health Initiatives, with the American Cancer Society.

The March meeting will be held on Thursday, March 13, 2008.

### 2008 Affiliate Officers

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## Stars Over Texas

Melinda Houlihan recently married and is now Melinda Johnston. She is with the Texas Commission on Environmental Quality and can be reached at johnston.melinda@gmail.com or 512.239.5832.

**EWTG wishes to recognize and thank the following businesses and individuals  
for donating to the 2007 Silent Auction:**

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