



STAR

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February Luncheon Speaker

Marny Lifshen: How to make the most – and avoid the worst – of networking



Marny Lifshen is scheduled as our guest speaker for the February 25th luncheon. Marny is a marketing and public relations consultant, as well as a speaker and author with more than 17 years of experience. Marny recently authored the book, *Some Assembly Required: A Networking Guide for Women*. In her lively and interactive luncheon presentation, Marny will explain the true meaning and power of networking. She will cover the strategies, skills and tools that the best networkers use to succeed.

She will also discuss the common mistakes many women make that prevent them from building and leveraging business relationships. Marny will show how men and women network differently and what women can do to utilize their inherent, natural abilities.

Marny provides comprehensive strategy, management, implementation and evaluation of marketing communications and public relations initiatives to wide variety of clients. She specializes in professional services marketing, and her clients include law firms, financial institutions, real estate brokers/developments and medical practices. She works with businesses to develop brand awareness and credibility, and to establish relationships with key influencers in their industry and community. Marny integrates grass-roots, community-oriented strategies into every marketing campaign, including

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CALENDAR OF EVENTS



Wed, Feb 25 Austin Monthly Luncheon

When - 11:30 a.m. to 1 p.m. (program begins at noon, lunch is served at 11:45 a.m.).

Where - Austin Woman's Club, 708 San Antonio at noon.

Speaker - Marny Lifshen, marketing/public relations consultant, speaker and author.

For information and reservations - email ewtg@ewtg.org or call 512.248.2044.

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President's Corner

The Call to Volunteer

Shannon Kelley, President

Have you ever heard the saying that goes something like, "the more you put into it, the more you get out of it"? That saying perfectly describes my experience with volunteering as part of EWTG. Last year, I had the opportunity to speak to the State Agency Coordinating Committee (SACC) about our

organization. Using my own experience as an example, I told them about some of the skills that our members can learn such as: budgeting, strategic planning, public speaking, leadership, management and event planning. Often, EWTG provides a place for women to learn these skills long before we have the opportunity to do so in our jobs.

As we kick off the new year with our activities for the year, we again seek your assistance. There are so many wonderful ways for you to become a part of EWTG and make the most of your membership. We have been blessed with an abundance of conference volunteers, but there are numerous exciting opportunities to participate on other committees. If you would like to get to know more EWTG members and plan ways to support them, the Membership Committee would be an excellent fit for you. The Public Relations Committee promotes the organization within state government and the media, and plans the Woman of the Year award presentation. Members of the Program Committee help identify and contact speakers for monthly luncheons and mini-courses. The Communications Committee is responsible for the EWTG monthly newsletter and website, as well as the implementation of new technology. The president-elect oversees the Mentorship Committee that organizes the Executive Success Teams, and the Strategic Planning Committee. There are also a number of other standing committees including Community Service, Educational Events, Affiliates, Retirees, and the Scholarship Committee.

It is also my hope that more experienced EWTG members reach out to newer members to mentor and support them. There are countless opportunities for those of us who have received so much from this organization to give back, no matter how much or how little time you have.

I think one of the most important benefits of EWTG membership is something I did not share with the SACC members but did share with many of you at the holiday luncheon and that is the relationships we make with the amazing women in this organization. As I said then, I have met some of my dearest friends through EWTG – in committees, as a member of the board, and during community service activities. And did I mention how much fun committee work can be?

No matter what your interest, there is an EWTG committee for you. There are descriptions of all the committees on the EWTG website at: <http://www.ewtg.org/jobDescriptions.aspx>. Any of the board members would be thrilled to talk to you about how you can get involved. You may also be receiving telephone calls from the board members inviting you to join one of their committees.

As this year unfolds, I look forward to the 2009 successes that will result from the synergy of our many talented volunteers.

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customized networking programs.

Marny graduated from The University of Texas with a Bachelor of Journalism in 1991 and has been an active leader in Austin community and business organizations, including the American Marketing Association, the Greater Austin Chamber of Commerce, Zachary Scott Theatre Center and the Young Women's Alliance.

Copies of Marny's new book, *Some Assembly Required: A Networking Guide for Women*, will be available for \$20; cash and checks accepted. For more information go to www.marnylifshen.com

Reservations can be made by emailing ewtg@ewtg.org or by calling 512.248.2044. EWTG luncheons and are held on the fourth Wednesday of each month from 11:45 a.m. – 1 p.m. at the Austin Women's Club, 708 San Jacinto Street. Cost for the luncheon is \$20 for members and \$25 for non-members.

Luncheon and Mini-Course Fee Increase Beginning in February

Every year the Finance Committee, which is comprised of the financial director, treasurer, president, president-elect, and three additional EWTG members, meets in January to review expenditures, revenues and plan for the annual budget. The Financial Director then presents the budget to the Board of Directors who review, possibly modify and ultimately approve the budget. According to the EWTG bylaws, the Board must approve the budget no later than January 31 of each year.

This year, the Finance Committee determined that EWTG is not covering its expenses for the monthly luncheons or the mini-courses. The Board feels strongly that it is part of the organization's fiduciary responsibility to cover its expenses for these recurring activities. Beginning in February, EWTG will continue to charge members the current rate of \$20 for the monthly luncheons. The fee for non-members will increase to \$25. We also hope that this encourages guests to join EWTG. The difference in the member and non-member rate will cover the cost of an annual membership.

The cost for lunch at the mini-courses will increase to \$10, which includes pizza, salad, and bottled water. The Finance Committee determined that we were significantly undercharging for the cost of food, delivery and driver gratuity. Providing lunch is a convenience for mini-course attendees, but attendees are also invited to bring their lunch if they prefer.

Are you receiving the EWTG emails?

If you're having trouble receiving some email messages, please make sure you ask your IT department or professionals to WHITELIST the email address ewtg@ewtg.org

You can also alert Executive Director, Michele Schwartz, to the problem for investigation at ewtg@ewtg.org or 248-2044.

COMMITTEE VOLUNTEERS NEEDED NOW

Meet other members, learn new skills, and make EWTG even better!

2009 committee volunteers are needed. Please look over the Committee Descriptions on the EWTG website under Forms and Documents and consider becoming more active in the organization. A copy of the sign-up form for participating in a committee (also on the website) follows. Actively engaging or participating on a committee is a great way to support EWTG, learn new skills and to meet other interesting executive women. As with so many things, "the more you give, the more you get."

Please circle choice(s).

Sign me up! I'll volunteer for a committee.

Affiliates	Community Service	Development	Educational Events	
Legislative Issues	Member Services	Mentorship	Newsletter	
Public Relations	Retiree	Scholarship Program	Strategic Planning	Website

Name _____

Agency _____

Email _____

Work Phone _____ Home Phone _____

Mail to: EWTG

PMB 263, 815-A Brazos Street

Austin, Texas 78701-9996

OR Fax to: 512.276.6586

Deadline for 1st Quarter Scholarships -- March 30th

EWTG scholarships are awarded on a quarterly basis to those wanting an opportunity for professional advancement or personal growth. All interested members are encouraged to apply; financial need is not a factor. Take a moment to treat yourself to a course you have been putting off or a conference you would love to attend. Guidelines for qualifying for a scholarship and applications are available on the EWTG website in the Forms and Documents section at ewtg@ewtg.org. The Scholarship Committee will accept applications for this quarter on a continuous basis until 5:00 p.m. on March 30th.

EWTG 2009 Member Directory

EWTG 2009 Member Directory. EWTG is hard at work on the 2009 Membership Directory, which will be available as a .pdf document that can be saved or printed. If you have had changes to your professional or personal contact information, please email them to Michele Schwartz, EWTG Executive Director, by March 15.

2009 EWTG Austin Board Meetings

The 2009 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. Additionally, 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, Executive Director, at ewtg@ewtg.org or 512.248.2044.

Teddy Bear Holiday Luncheon

Thank you again to everyone that donated Teddy Bears at the Christmas Luncheon. This year the beneficiary was "Any Baby Can". The bears helped provide Christmas Gifts for the children attending the annual "Christmas with Santa party" for Any Baby Can families with special needs children. The excitement of seeing Santa and getting a Teddy Bear was pretty amazing according to the Agency. The children were seen carrying and hugging their bears throughout the evening's event. Your gift made a child feel special and helped an agency serve their clients better. For more information on Any Baby Can go to www.anybabycan.org.



MEMBERSHIP

New Members

Sue Atkinson
 Suzette Ford
 Lourdes Fulton
 Genoveva Minjares
 Vanessa Ross

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