



EWTG STAR

October 2009

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Fourth Quarter Scholarships



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.

October 14 EWTG Mini-course - Amy Prskac, Owner, On the Record "Where will your family's vital records be when you need them?"



Imagine that you are in an automobile accident and taken unconscious to the hospital. Will your family have your directive regarding who may receive medical information so they can get information on your condition? Will your family be able to find your Medical Power of Attorney so that they can act on your behalf?

Amy Prskac was unexpectedly widowed in 2003 and found herself serving as executor of her late husband's estate. This experience brought home the importance of having one's affairs in order and served as the inspiration for a new direction in her life. Amy founded On the Record in 2004 to help individuals develop a system for recording and communicating their personal information to their families. Join Amy Prskac of On the Record as she shares stories about the pitfalls of not being prepared. Learn how prepared you really are with her short self-quiz.

Join us for this exciting presentation at noon at the Carver Branch Library, 1161 Angelina. To help you make the most of your lunchtime, EWTG will again have Mangia pizza, fresh green salad, lemonade, iced tea and dessert for \$10 per person, or you can bring your own lunch. Pizza will be served from 11:30 a.m. to noon. The program begins at noon and ends by 1:00 p.m.

For information and reservations, visit the EWTG website at ewtg.org or call 512.220.4298. Please state whether you want to purchase pizza when you make your reservation.

President's Corner - EWTG Launches New Web Site Shannon Kelley, President

I hope you've had the chance to visit the new EWTG web site. The web site has new improved features to enhance your membership experience including a "members only" access to information.



If you have not logged in yet, try it soon. Your User ID is your first and last name with no spaces (i.e.: ShannonKelley). Use "EWTG" as your temporary password. Change your password to something easy for you to remember once you are logged in for the first time.

Next please check your personal information to ensure that it is correct as it is the information in the EWTG membership database and used to create the EWTG membership directory. The membership directory will be available to you within the next month.

The new EWTG web site provides online registration for membership, monthly luncheons and mini-courses as well as the annual conference. The web site also features the ability to pay registration fees and membership dues with a credit card.

While exploring our new web site, don't miss the detailed information about the 23rd Annual Professional Development Conference, which has its own section on the site. You can view the conference brochure, workshop descriptions, keynote speakers, information about the hotel and the schedule.

Guidelines for qualifying for a scholarship and applications are available on the EWTG website in the Forms and Documents section at ewtg.org. The Scholarship Committee will accept applications for this quarter until 5:00 p.m. on December 31st.

2009 EWTG Board Meetings



The 2009 EWTG Board holds its monthly meetings at the Carver Library in Austin 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 EWTG's website by noon on the Monday before the meeting.

A summary of the board meeting minutes is also posted on the website. You can view them by clicking on "Forms and Documents."

Committee Volunteers Needed



Please look over the Committee Descriptions on the EWTG website under Forms and Documents and consider becoming more active in the organization.

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."

Follow EWTG on Twitter

Most importantly, you can register for the conference through the web site. Conference registration must now be completed online this year in an effort to streamline registration and minimize data entry work. Whether or not you are a member, you must create a profile to register for the conference. You can pay by credit card online or you can select the option to submit a purchase order from your agency for payment. You can then print out an invoice and provide it, along with a copy of the registration brochure, to your agency purchaser for payment once it has been approved by your manager.

Although participants must register individually, agency purchasers can still make a single payment by purchaser order, check or credit card to EWTG for multiple registrants.

I would like to thank to Heather Hall, Communications Director, and her committee for their amazing efforts to update the web site and advance EWTG's use of technology.

In the coming months, the Communications Committee plans to implement other features, such as profiles of previous Women on the Year, former EWTG Presidents and our founders. I hope you are enjoying our amazing new Web site as much as I am.

Shannon Kelley
President

EWTG 23rd Annual Professional Development Conference

EWTG is celebrating our 25th anniversary and our conference theme says it all... "25 Years of Developing Leaders."

Registration for this year's conference to be held at the Hyatt Regency Lost Pines began September 1st. Registration for members and non-members is \$169/\$199, respectively, with rates increasing after October 16th to \$199/\$249, and after November 16th to \$250/\$300.

Conference committees have worked diligently all year and are excited about this year's program.

Keynote speakers include Dr. Wanda Thompson, Association Senior VP of Operations, State University of New York, who will discuss leadership as a craft, and Sara Laschever, author, who will focus on women's life and career, including becoming an effective negotiator. Forty workshops led by knowledgeable speakers are scheduled throughout the day. Topics include: developing leadership skills, budgeting, public speaking, project management, technology, communications, workplace challenges, and career planning, and other management and leadership topics.

Silent Auction donations continue to come in, and exhibitors are being added weekly. Proceeds from the Silent Auction support the EWTG Scholarship Program. You are invited to donate items and/or your talents and skills to the auction on the day of the conference. Please shop for yourself or others from both the exhibitor booths and the silent auction.

We have a number of sponsors this year, thanks to the efforts of the Development Committee. Sponsors are listed on the conference web page. We will again have a drawing for a pair of airline tickets donated by Southwest Airlines. Tickets are \$3 each or \$10 for four on the day of the conference. You must be present to win.

To learn more about the conference and to register online, visit the conference website at <http://www.ewtg.org/displayconvention.cfm>. For questions, email Carolyn J. Fry, Conference Chair, at carolynjfry@gmail.com, Jessica Medlyn, CMP, at ewtg@ewtg.org or any of the Conference Committee Chairs.

EWTG Social to Meet CMP Management Team - October 20, 2009

Mark your calendars for the next EWTG Social. This social is to provide our members the opportunity to meet the CMP Management Team. CMP Management assumed the EWTG Executive Director responsibilities in June 2009.

Logistics:

Date: October 20, 2009

Time: 5:00 p.m. to 8:00 p.m.

Location: Serrano's Restaurant, 1111 Red River

Please make plans to join your fellow EWTG members for the opportunity to get to know the CMP Management Team.

Twitter is a free service that lets you keep in touch with people or organizations through the exchange of quick, short messages. Go to twitter.com/ewtg to sign up and start receiving EWTG's updates.

Appetizers will be provided.

Houston Affiliate Fall Conference - Dr. Susan Johnson, Associate Commissioner, Health and Human Services Commission, Consumer Support and Workforce Services "What We Say or Do to Derail our Career"

Susan Johnson, Ph.D., understands the myths and realities of working with managers and expanding leadership capabilities for all employees. In her presentation, attendees can learn about professional growth, balancing your life, coping with changes, negotiating conflict and handling difficult roles and responsibilities.

LOGISTICS:

Date: October 15, 2009

Time: 11:30-1:00

Location: Room C1.210, on South Campus, at the end of the hallway beside the Food Court Area.

Please RSVP by October 9th.

Community Service Committee Activities Update



On Saturday, September 26th, the EWTG Community Service Committee member Cheryl Taylor and EWTG member Mary Castleberry's daughter, Jasmine Castleberry, conducted an exceptional and unique leadership luncheon for 17 of GENAustin's (Girls Empowerment Network) high school employees. GENAustin's mission is to foster healthy self esteem in girls by engaging them to explore and define their personal values and to build skills that empower them with confidence and courage to make wise choices. GENAustin's flagship program is clubGEN, an afterschool program where trained and employed high school girls help middle school girls navigate the challenges of middle school. clubGEN takes place weekly after school at schools in Austin, Manor, Round Rock, Del Valle and Hays ISDs. At Saturday's training, the clubGEN high school leaders explored various qualities and skills that make someone a strong and effective leader.

Cheryl Taylor is a Systems Analyst with the Department of State Health Services. She serves as a project manager for several projects at the agency. Jasmine Castleberry is a Program Specialist with the 21st Century, an after school program with the Austin Independent School District.

Many thanks to Rachel Ladov, LCSW, Program Director for GENAustin's Girls Empowerment Network, for helping the Community Service Committee to organize this project. \$300 supports one girl for one year in clubGEN. Their weekly, peer-led, research-based program prevents high risk behaviors like eating disorders, cutting, bullying, smoking, and drinking. Every little bit helps us help our girls. You can donate to GENAustin at www.genaustin.org.

Thank you EWTG members for your donations of backpacks, school supplies, and cash donations for the Ann Richards School and for Mobile Loaves and Fishes, Inc. in July and August. You made a difference in a student's life! EWTG Community Service Committee members Karin Darnell and Deanna DeHaven successfully organized the project.

Houston Affiliate Hosts Highly Successful Membership Drive

On September 10th, The Elias Ramirez State Office Building was buzzing with excitement about EWTG! A large display board was set up in the lobby highlighting EWTG and the benefits of membership, as well as promoting the upcoming Annual

Conference at Lost Pines. A raffle was used to generate interest and draw potential members. Three fabulous prizes were offered: a full hour massage, a wrought iron candle stand decorated with restaurant gift cards/discount coupons and a VISA gift card. Six women became excited about EWTG and immediately joined.

There were also five membership renewals. The Affiliate anticipates being energized by new and returning members.

Thanks to Sherbert Mims, Membership Chair for organizing and leading the membership drive. Thanks also to Carolyn Kirkwood, Affiliate Chair-Elect, Yolanda Chavez, Brenda McCoy, Charlotte Booker, and Rosa Broussard for the role you each played in making the drive such a success.

Recap from the August Luncheon Heather McKissick - "Leadership Austin"

Heather McKissick, President/CEO of Leadership Austin discussed various types of leaders and gave an overview of Leadership Austin and the programs the organization offers. Leadership Austin, currently in its 31st year, aims to ensure that a pipeline of civic and community minded leaders exists in Central Texas. Guided by its core principle of community trusteeship, inclusiveness, collaborative decision-making and personal responsibility, the organization has developed and created community among leaders from all walks of life and offers six programs that are tailored to leaders of every experience level. These programs explore critical community issues, develop the leadership skills to address those issues, and foster relationships to work collaboratively for positive change. Members of the Leadership Austin family influence the community in measurable, meaningful ways to improve the quality of life for all in our region. There are currently over 3,000 program alumni.

One of the programs Ms. McKissick highlighted is the Engage Breakfast Series, which will begin again on October 6, 2009. This series is offered the first Tuesday (October-May) from 7:30-9:00 a.m. and is held at Chez Zee. The Engage speaker series cultivates in-depth discussion of important, timely, and often complex regional issues. High profile leaders and key stakeholders present various viewpoints, interacting with participants in thought provoking, balanced dialogues to encourage further civic involvement. Engage also offers opportunities for networking and professional development with accomplished leaders in the community.

To find out more about Leadership Austin and its programs, please visit leadershipaustin.org. There you can also sign up to receive email updates from the organization.

Recap from the September Luncheon Dr. Denise M. Trauth - "Why Women Don't Make Top Leadership Positions"

Dr. Denise M. Trauth, President, Texas State University, gave a very insightful presentation on research that suggests why women don't make top leadership positions. Overall, the result was that women lack the ability to articulate a vision. She explained that there are three reasons for this.

- Women are visionary in a different way than men are. Women work more collaboratively, we seek input; we do it behind the scenes and sometimes with anonymity.
- Women hesitate to go out on a limb. We want data and facts before we make a bold statement. We feel we must sell our ideas to all stakeholders. After doing all the necessary research and collaboration, the idea becomes less of a vision and more like the next step.
- Women don't put much thought into vision. We are grounded in reality, we are more practical.

Dr. Trauth has visions for Texas State. One of those is to be named a Hispanic Serving Institution. This means that 25% of the undergraduate students would be Hispanic. She is also looking at what Texas needs. The university has recently added an engineering school and is planning a nursing school.

A great question and answer session followed. One of the questions was how do you get noticed for what you are doing? Dr. Trauth's response was to show up; put effort into your writing because it will usually get read/presented before you as a person are known; and be on time.

Another question was how do you get everything done and be everywhere? Dr. Trauth's reply to this was to know what you

are trying to achieve. She also suggested defining how you want to spend your time and to have a personal life that supports your role.

Recap from the September Mini-course Gloria Brown Oliver - "Where is the American Economy Today?"

Gloria's presentation addressed many of today's economic challenges and presented new opportunities that are reshaping the United States economy. Given the current economy, can there be optimism for investors? Even today the U. S. economy is the primary global economic model that captures the world's attention. Our economy is still the most powerful economic engine in the world, ranking #1 in annual gross domestic product, stock and bond market size, purchasing power, and intellectual capital. The transformation of the American economy over time is evidence that the U.S. has the ability to utilize innovation, to educate its workforce, encourage entrepreneurship and develop innovation.

Over the decades, the forces of U.S. capitalism have shifted the economic base from agriculture to manufacturing and now services. This "creative destruction" (replacing something no longer creating value with a new productive form) is a way to describe the resiliency of the American economy. An example is the current trend of replacing jobs in declining sectors with new ones in emerging sectors, such as new technology related jobs or "green" industries and services - some of which didn't even exist until recently.

What can investors do today? Diversification and asset allocation are still useful concepts for many investors. You can contact Gloria directly by e-mail at goliver@wradvisors.com or by phone at 453-1555 x138 for additional information.

EWTG Stars Over Texas

EWTG member **Karen Robinson** was named as interim executive director for the Department of Information Resources (DIR).

Susan Durso, immediate past president of EWTG, is now the General Counsel of Texas Public Finance Authority (TPFA).

Heather Hall, current EWTG Communications Director, is now serving as the Director of the Project Management Office at the Department of Aging and Disability Services (DADS).

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