

Message from Our President



It's hard to believe, but we've just turned the corner on the third quarter in this year's EWI journey. We've already accomplished so much this year and now, we are looking forward with great anticipation to our Leadership Conference and Annual Meeting (LCAM) in Dallas. There's still time for you to register for this event, and I hope you will. I can say from my personal experience at LCAM that it is a fantastic program well worth your time and effort. I hope you can join us this year. It's going to be great!

I want to extend our chapter's thanks once again for EWI-Harrisburg, Pennsylvania member Cynthia Sudor, who was our guest speaker in June. Cynthia did a round trip from Harrisburg to DC and back in one day — truly a labor of love. We learned a great deal about the publishing process and most of all, appreciated Cynthia's passion about her writing. Be sure to check out the article that follows about Cynthia's presentation and her book, *Adventures at Green Apple Acres*. Thank you Cynthia, for trekking to DC and for sharing your amazing story and talent with us.

It is always a pleasure when our meeting speaker is a member of EWI-DC. We are in store for a treat once again when our own Paula Heichel takes center stage at this month's meeting at SunTrust Bank. Paula will be speaking to us about planning financially for our futures — an extremely important topic. Paula, we can't wait for your presentation.

I hope that the recent heat and storm activity has left you all safe and comfortable and that you were not inconvenienced too terribly by power outages. It will be great to see you all and to swap stories with you about how we fared through it all. See you all at our meeting on Wednesday, July 11. Till then, EWI-DC, keep cool.

Karin Arnette, Washington, DC Chapter President, 2011-2012
Karin's Custom Images

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EWI-DC Happenings: June 13, 2012

Children's Author Cynthia Sudor Shares Lessons Learned with EWI-DC

Cynthia Sudor of EWI-Harrisburg, Pennsylvania joined us on June 13 to provide eight tips on becoming an author and her advice in general about the publishing process. Sudor is the author of *Adventures at Green Apple Acres*, a children's book in which animals face and navigate challenges and in so doing, learn big life lessons. The 80-page hardback book, geared to readers ages 8 to 12, includes interactive questions. Says Sudor, "My goal is that young adults identify with the real life challenges from each story, see the strength in getting through life's twists and turns, learn how to achieve a successful result and gain strength from the situations."

Sudor shared her passion for animals and explained that the animals in the book are ones that she knows from her farm and from her friends' farms. "I know the people characters in the book as well," Sudor told EWI-DC. Sudor further explained that today, she has fulfilled several of her childhood dreams: to become an author about horses, to own an Arabian horse, and to have a farm at the foot of a mountain. "I would visualize the horses, the farm, the mountain — even the fog" Sudor said. Today, Sudor lives on just such a farm in Pennsylvania, which she shares with her five Arabian horses on 18 acres.



Author Cynthia Sudor spoke at EWI-DC's June meeting at the invitation of Toni Little. "Toni nominated my book to corporate" Sudor said, "so of course, anything Toni asks of me I would do." Adds Sudor, "I am here from Harrisburg, Pennsylvania tonight to honor Toni. This is what EWI is all about."



Sudor encouraged EWI-DC members to follow their dreams, just as she did hers. "Fear is overrated," she said. "Get over it and go for your dreams." Sudor adds, "Never hope harder than you work. There are going to be setbacks, disappointments, and challenges. But there will never be a failure. Nothing is ever a total failure."

Sudor expects to publish her second children's book this fall. That coming work, and *Adventures at Green Apple Acres* are available at:

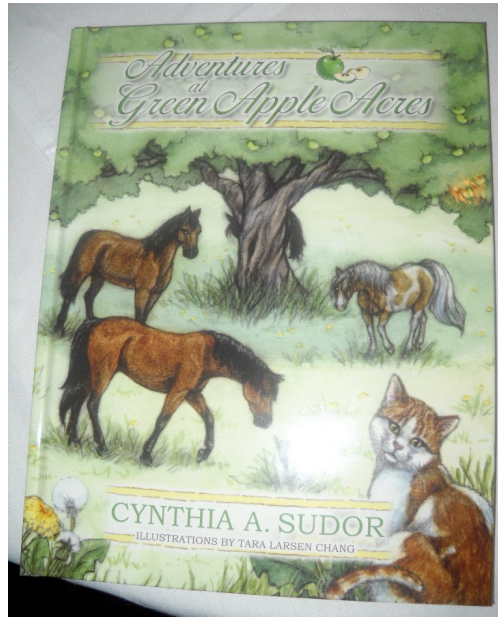
www.greenappleacres.com

or at

www.cynthiasudorenterprises.com.

Cynthia Sudor was warmly greeted by EWI-DC members, including Martin Smith, above. Sudor is the author of *Adventures at Green Apple Acres*, a children's chapter book that is beautifully illustrated.

Children's Author Cynthia Sudor Tells How Writing Her Book Fulfilled a Childhood Dream at EWI-DC's June Meeting



Cynthia Sudor (right) of the EWI-Harrisburg, Pennsylvania chapter was our guest speaker for our June meeting at Carmine's. Sudor's book, *Adventures at Green Apple Acres* (center), was chosen by EWI corporate to be this year's children's book selection, at the suggestion of our own Toni Little (left, with Sudor). Little met Sudor at LCAM this year.



L to R: EWI-DC president Karin Arnette, Paula Heichel, guest speaker Cynthia Sudor, and EWI-DC publication director Dr. Laura Hills enjoy a moment together after Sudor's June 13 presentation at Carmines.





Connections

- Expand your global network of business professionals
- Access EWI's International Directory, website, and publications
- Promote your firm through chapter and corporate advertising, partnerships, and sponsorships
- Use the Affiliate Shopping/Service Programs

Careers

Participate in:

- Academy of Leadership Program
- Professional Development Webinars
- Leadership Link access for skill building
- Network monthly with leading experts in business and career development
- Develop leadership skills through service on chapter and corporate boards



EWI-DC: Did You Do as You Were "Asked"?

In April, we took turns sharing an "ask" during roll call in which we asked our fellow EWI-DC members to do something to help us and to support us in our work. We asked one another for connections, resources, recommendations, social media "likes" and follows, referrals, and lots more.

Did you follow through and do as you were "asked"? There's still time!



CONNECTIONS | CAREERS | COMMUNITY



EWI-DC held its June meeting at Carmine's restaurant in Washington, DC. We enjoyed a delicious family style dinner, wine, dessert, and fellowship.



CONNECTIONS | CAREERS | COMMUNITY

EXECUTIVE WOMEN INTERNATIONAL
WASHINGTON, DC CHAPTER

PAULA A. HEICHEL
OF
WELLS FARGO ADVISORS, LLC
PRESENTS
PLANNING FOR WHAT'S NEXT

WEDNESDAY, JULY 11, 2012
6:00 - 8:00 PM
SUNTRUST BANK
1445 NEW YORK AVENUE, NW, 9TH FLOOR
WASHINGTON, DC 20036

6:00 PM NETWORKING
6:30 PM DINNER AND PROGRAM

\$50 MEMBERS AND GUESTS

METRO: MCPHERESON SQUARE ON BLUE/ORANGE LINE
PARKING: \$7 NEXT TO SUNTRUST BANK

CANCELLATIONS MUST BE RECEIVED 48 HOURS IN
ADVANCE TO AVOID BEING CHARGED FOR THE EVENT

Dr. Laura Hills, Career Development*

Knowledge? Shnowledge! Go Ahead and Make a Little Trouble



My father used to say that I made my own trouble. He was right, of course. But in my defense, I can tell you precisely why that was the case. Whenever anyone asked me if I could do something I'd never done before -- or whenever I saw some great opportunity out there that looked good to me-- I was the first one to blurt out an emphatic *yes*. *Yes, I can write that. Yes, I can teach that. Yes, I can make that. Yes, I can do that.* I've yessed myself through life even when I didn't have clue about what I would have to do or how I would do it. I just said *yes*.

Want some examples? Well, here are just a few of the things that I have said *yes* to in my life with no relevant experience under my belt and without really knowing what would be involved:

- * Write my first book for Prentice-Hall
- * Chair an English as a Second Language program at a university
- * Serve as a marriage celebrant and legally marry a couple
- * Serve as an expert witness in a court case
- * Sing our national anthem at a golf tournament and a firefighter's officer academy graduation
- * Script and emcee a university commencement ceremony
- * Write an elementary school spirit song
- * Accompany a novice tuba player on the piano for a music competition
- * Make 1,600 chocolates for my nephew's Bar Mitzvah
- * Play *Here Comes the Bride* for a wedding
- * Lead an Irish sing-along, and
- * Give subcutaneous fluids to a cat

Why would I say *yes* to such things if I didn't know how to do them? Because that's how I've gotten to do amazing things in my life (fluids for the cat aside). I suppose I could have been conservative and taken on challenges only after I'd had proper training and experience. But what fun would that have been? Besides, saying *yes* when you don't know what you're doing is an invigorating leap of faith – in yourself. I may not always have known how to do the things I committed to doing. But I believed in me and I believed that I would ultimately figure things out. Call it *gumption*, call it *confidence*, or call it *foolishness* if you like. But whatever you call it, my *yesses* have given me opportunities that other people have not had.

Mind you, once I say *yes* to something I don't know how to do, I react pretty normally. I panic just like anyone would and tell myself that I must have been completely nuts say that I could do whatever it was. But then, inevitably, I calm myself down and get to work, and guess what happens? Somehow, I manage to write the book, to bang out the chocolates, to accompany the tuba, or to do whatever other crazy thing I said that I could do.

My daughter, Meredith, has told me that she thinks of her mother as a “professional expert”. According to her, it doesn't matter what task is in front of me. She says I will always appear to be an expert in it – and then, somehow or other, I will actually become one. The kid has a point. Some people learn to swim by taking lessons in the shallow end of the pool, blowing bubbles, and learning technique step by step. I guess I'm the type that learns best by jumping into the deep end. I may flail and sputter a bit but somehow, I will always manage to stay afloat. And most people will think I know what I'm doing while I figure things out.

The next time you're wondering if you should agree to do something that's completely new and unfamiliar to you, don't back off. Don't let a lack of knowledge and experience stop you from doing what you would like to do in your life. Take a giant leap of faith and join me in the deep end. Say *yes*. You'll figure out how to do whatever it is that you've agreed to do. Don't worry when the panic sets in, because believe me, it will. But it won't last. Don't worry about the trouble you will create for yourself either. It will be worth it. Besides, what's so bad about making a little trouble in your life? After all, the world needs more experts, doesn't it?

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Our Thanks to Carmine's, Our June Meeting Venue!



Eric Goldstein, Executive Director of One World Education (left) was a guest at our June meeting and warmly greeted by EWI-DC members Susan I. Wranik (center) and Paula Heichel (right).

EWI Washington DC Chapter

Monthly Career Success Tips

1. Chronic silence sounds a lot like having no ideas. When you have an opinion or suggestion, share it.
2. "Must please the boss" is not written in job descriptions. But it is most definitely assumed.
3. Put a number to your work/results whenever you can. Proof is the strongest promotional tool you have.
4. Many people think of networking as reaching out to new people. Don't forget about the network that you already have.
5. Both an overstuffed suitcase and one with too much empty space will lead to wrinkles. Pack lightly but tightly.
6. If someone compliments you for being funny, charming, or interesting, say, ""Well you're a really interesting person to talk to!" Bada-bing!
7. When news of your business is published, send a copy to the organizations you belong to so they can include the news in their journals.
8. Asking someone who doesn't know you very well for a recommendation is inviting an awkward moment at best.
9. Customers don't buy products or services. They buy good feelings and solutions to problems.
10. LinkedIn gives you 120 characters to describe yourself in a headline. Put more than your job title there. Use that valuable real estate.



Monthly Career Success Tips features a sampling of Dr. Laura Hills' popular daily tweets for career professionals.

Want more? Join her more than 3,750 Twitter followers worldwide.

**Go to www.Twitter.com and follow her @DrLauraHills
<https://twitter.com/#!/DrLauraHills>**



EWI-DC Connect is a monthly publication of Executive Women International's DC Chapter. Editor-in-Chief: Dr. Laura Hills. Photographer: Julia Kennedy. To submit articles or to subscribe, contact Dr. Laura Hills at lhills@bluepencilinstitute.com.

Member Firms

- 24/7 Technology Solutions, Inc.
- ACCOUNTEMPS
- Akin Gump Strauss Hauer Feld
- Alternate Perspectives, Inc.
- American Clinical Lab Association
- AXIS Healthcare Group
- Barkanic and Ames, LLC
- Best Messenger
- Blue Pencil Institute
- Carmine's Restaurant
- CAUSE
- Chevy Chase ENT & Audiology
- Columbia Lighthouse for the Blind
- DC Learns
- FMC Corporation
- Goodyear Tire & Rubber Company
- H Street Ventures
- Ibhana Creations, LLC
- Innovation Within Reach
- Karin's Custom Images
- La Musa
- The Language Experience/The Voice Experience
- Mindy's Catering
- NovaGold LLC
- Pepsi Beverages Company
- Sly's Limousine
- SunTrust Bank
- Pam West, Esq.
- Sharon Hadary & Co.
- Susan I. Wranik Associates
- TRAK Services
- United States Navy
- Wells Fargo Advisors
- Whole Health Counseling Group
- Wisdom & Williams
- York Flowers



Calendar of Events

*Meetings are held on the
2nd Wednesday of the month
unless otherwise noted*



Wednesday, July 11, 2012

Monthly Meeting and Program
"Planning for What's Next"

Speaker: Paula A. Heichel
Wells Fargo Advisors, LLC

At: SunTrust Bank
1445 New York Avenue, NW, 9th Floor
Washington, DC 20036

