



LETTER FROM THE PRESIDENT

A REVOLUTIONARY APPROACH

Harvey Mackey wrote the forward for the book *Raving Fans* by Ken Blanchard and Sheldon Bowles. He says successful organizations have one common central focus: customers. It doesn't matter if it's a business, a professional practice, a hospital, or a government agency, success comes to those, and only those, who are obsessed with looking after customers. Here are the steps that Blanchard and Bowles share to achieve raving fans through a revolutionary approach to customer service.

Today, you need raving fans to have a successful organization. As an organization you first need to *decide what you want*. You have to create a vision of perfection centered on the customer. What do you want your first impression to be when customers walk through your doors? What experience do you want your customers to leave with?

Once you have discovered what you want, then you need to *discover what your customer wants*. Why? Because once you know what people want most, you can sell them your services. People pay for what they see value in. You can find product everywhere. What's really more important is how you sell it and the personal touch, the personal connection of people-to-people contact. There is value in relationships.

Now you have *decided what you want* and have *discovered what your customers want*. It is time to *deliver the vision*. Delivering your product or service properly time after time after time without fail is the foundation of raving fan customer service. Consistency creates credibility. Consistency is the key to delivering raving fan service.

It's all about *Decide, Discover, and Deliver*, a revolutionary approach to customer service. I have the reputation of being "picky." I know that will shock some of you! When one of my customers calls with a request, they know one phone call does it. I always say, "Tell me what you want, and I will get it done." My signature branding is just, "Leave the details to me." After the delivery, I love to hear my customer say, "That is just what I wanted. Thank you for making it easy for me!"

How can we apply the **Decide, Discover, and Deliver** to EWI membership? Please share your ideas or comments. I would love to hear them.

Still growing,
Janis

"The "how" thinker gets problems solved effectively because he wastes no time with futile "ifs."

~ Norman Vincent Peale

EWI OF TULSA JUNE 2011 MEETING ASIST BANQUET

When: **Thursday, June 9, 2011**
 5:30 pm Check-in/Registration
 6:00 pm Welcome
 6:15 pm Invocation
 6:20 pm Dinner
 7:00 pm Keynote Speaker – **Becky Frank**
 Chairman & CEO of member firm,
 Schnake Turnbo Frank | PR
 7:30 pm Presentation of Awards
 7:45 pm Closing Remarks

Dress: **Business or Business Casual**

Where: **The Broadway**
 720 South Kenosha Avenue
 Tulsa, OK 74120
 918.592.2211

Cost: **\$40.00**

RSVP: **By Noon, Friday, June 3**

Respond to: **Susan McCoy, Tulsa Tech**
susan.mccoy@tulsatech.edu or
 call 918.828.5007; fax 918.828.5009

Meeting Fees: **Make checks payable to EWI of Tulsa**
 Fee may be paid at the door or mailed to:
 Jan Ehrle
 Mid-America Land, Grain & Cattle Co.
 P.O. Box 52610
 Tulsa, OK 74152-0610

 Email RSVP Response Guideline – Please type in the subject line:

Yes, I will attend or Yes, I will attend with ___ guests (names in body of email)
 or
 No, I will not attend
 (List reason for missing in body of email, i.e., vacation, etc.)

2010-2011 Officers & Directors

President

Janis Cohlma, Tropical Plant Design, Inc.
janis@tropicalplantdesign.com, 918.622.3400

Vice President/President-Elect

Alandra Baggett, Omni Air International
abaggett@oai.aero, 918.831.3020

Secretary

LaQuinda Davison, Gatesway Foundation
ldavison@gatesway.org, 918.259.1405

Treasurer

Jan Ehrle, Mid-America Land, Grain & Cattle Co., Inc.
jan_ehrle@tulsaconnect.com, 918.749.2426

Ways & Means

Karen Kellogg, JPMorgan Chase & Co.
karen.l.kellogg@chase.com, 918.586.5434

B/C/DP

Margaret Harrison, Tulsa Community College
mharrison@tulsacc.edu, 918.595.7224

Membership

Susan Lambert, Linde Process Plants, Inc.
susan.lambert@lppusa.com, 918.477.1424

Sergeant-at-Arms

Susan McCoy, Tulsa Tech
susan.mccoy@tulsatech.org, 918.828.5007

Program

Angie Walters, Tulsa Metro Chamber
angiewalters@tulsachamber.com, 918.560.0222

Communication

Amie Schlosberg, Linde Process Plants, Inc.
amie.schlosberg@lppusa.com, 918.477.1212

Advisor

Jessica Bolen, Monterey
jbolen@monterey.net, 918.491.5204

Advisor

Linda Polson, PSA-Dewberry, Inc.
lpolson@dewberry.com, 918.295.5228

Advisor

Judy Russell, ONEOK, Inc
jrussell@oneok.com, 918.588.7931

"The two words 'information' and 'communication' are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through."

~ Sydney J. Harris

BOARD REPORTS

LEADING LADIES

"Leading Lady" is a designation given to those Representatives who have been present at each monthly meeting from the "First Hello to the Final Farewell."

Our current Leading Ladies are:

Alandra Baggett	Vernice Bersche
Kim Bowman	Diane Cariker
Pat Desormeau	Sarah Diehl
Jan Ehrle	Angela Fritz
Patty Fuhrman	Margaret Harrison
Diane Jarvi	Susan Lambert
LuAnne Martindale	Carrie Modrak
Roberta Montgomery	Maureen Quinn
Bassima Roz	Diana Triplett

TREASURER'S REPORT

The GENERAL OPERATING ACCOUNT as of April 30, 2011, was \$76,567.52

OUR MISSION

EWI brings together key individuals from diverse businesses for the purpose of:

- Promoting member firms,
- Enhancing personal and professional development, and,
- Encouraging community involvement.

OUR VISION

To be a professional organization that creates value for its member firms and their representatives through career development, business connectivity, and involvement in local communities.

Service

"Talk is cheap because supply exceeds demand."

~ Anonymous

JUNE BIRTHDAYS

EXECUTIVES

Date	Name	Company
20	Jody Davis-Bergman	Accent Moving & Storage/ Mayflower
24	Amy Adkins	Mrs. DeHaven's Flower Shop
30	Jeff Davis	United States Beef Corp. (Arby's)

REPRESENTATIVES

Date	Name	Company
2	Diane Cariker	Tulsa City-County Library
2	Susan Lambert	Linde Process Plants, Inc.
3	Mary Morrow	Zarrow Family Office, LLC
7	Beth Phillips	Tulsa Metro Chamber
7	Glenann Wilkerson	Sustaining Member
11	Patty Fuhrman	Tulsa Marriott Southern Hills
15	Debra Coughlan	Sustaining Member
15	Melanie Dennis	Omni Air International
15	Lisa Stansill	United States Beef Corp. (Arby's)

JUNE FIRM ANNIVERSARIES

Year	Company
1992	World Travel Service, LLC
1993	Robertson Tire Co., Inc.

MAY ATTENDANCE

First Representatives*	32
Second Representatives	3
Third Representatives	N/A
Sustaining Representatives	5
Life Members	1
Executive/Representatives	2
Guests	29
Executives**	1
Total	73

* The First Representative count does not include Executive/Representatives. For total first representative count, add the first representative and the Executive/Representatives together.

** Executive count does not include Executive/Representatives. For total Executive count, add the Execs and Exec/Reps together.

WHAT YOU MISSED IN MAY THROUGH CONNECTIONS, CAREERS, AND COMMUNITY

May is always one of my favorite chapter meetings. Being a part of an organization that can physically touch the lives of so many students in our community is rewarding for our member firms.

The EWISP program nationwide is seeing a decline in chapters participating. In 2009, only 24 chapters participated in EWISP compared to 41 for ASIST. The reason...more students are requesting a deferral for their EWISP scholarship funds due to the fact that the student has more funds than they can use for the semester.

Corporate asked the Chapter Presidents and Vice Presidents at the 2010 LCAM if we would be open to changing the EWISP program from a merit only based scholarship to a combination of merit and needs based (50% merit and 50% needs). The overall consensus was that a change was warranted. More will be discussed at the 2011 LCAM.

Our keynote speaker, Laura Gordon Provence, was as charming and full of energy as she was when we announced her as our Chapter and Corporate EWISP winner in 1998. Her "Laugh, Love, Learn, and Leave a Legacy" speech gave the students a challenge as they start planning their senior year. It was a special treat for Laura to be introduced by her EWISP mentor, Johnnye Potter. Johnnye also gave some great advice to EWI membership about being a mentor for EWISP students.

Here are a few of your *likes* from the Program Evaluation Summary:

The storyboards are not only a great hit with the students, but with membership as well.

The storyboards give us a small glimpse into the lives of the students that otherwise we wouldn't see.

It is always enjoyable to watch the faces of the students receiving their scholarship award.

Some of your *least* likes with the banquet was not having the high school students spotlighted more. The students and their guests should have stood when introduced and been introduced first before EWI guests and executives.

Again, a special thanks to Margaret Harrison, Debbie Reed, Pat Desormeau, Roberta Montgomery, Rita Young, and Vernice Bersche for all the hours they spent planning the EWISP program and Linda Polson for the many hours creating the storyboards. Also, another thank you goes to Bassima Roz and Doubletree Hotel Downtown for taking such good care of us. Ladies, you are very much appreciated.

EWISP Scholarships

Jennifer	\$5,000
Daniel	\$3,000
Ariel	\$2,000
Hayley	\$1,000
John	\$1,000



The 2011 EWISP Winners
(pictured from left to right):

John Hiett, Jennifer Carmichael, Ariel Helms,
Hayley Sharpe, and Daniel Brennan.

What you will experience at the June meeting:

The annual ASIST banquet will be held at The Broadway with keynote speaker, Becky Frank, **Schnake Turnbo Frank | PR.**

EWI OF TULSA'S 2011 EWISP WINNERS

Holland Hall



1st place winner, Jennifer Carmichael (third from left) with her supportive family. Not pictured, Jennifer's EWI mentor, Susan Lambert, **Linde Process Plants, Inc.**

Cascia Hall Preparatory School



2nd place winner, Daniel Brennan (center) with family and EWI mentor, Roberta Montgomery, **Helmerich and Payne, Inc.** (far right.)

Metro Christian Academy



3rd place winner, Ariel Helms (center) surrounded by her family and EWI mentor, Rita Young, **The William K. Warren Foundation** (far right.)

Evangelistic Temple School



4th place finalist, Hayley Sharpe (center) supported by her family and EWI mentor, Rita Young, **The William K. Warren Foundation** (far left.)

Kellyville High School



5th place finalist, John Hiett (center) with family Not pictured, John's EWI mentor, Susan McCoy, **Tulsa Tech.**

Congratulations

to all of our 2011 EWISP Winners!



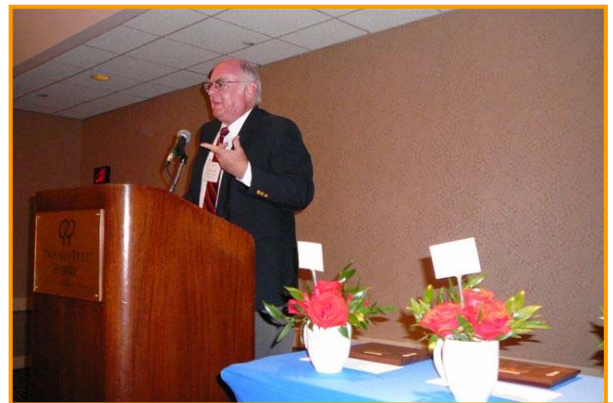
Keynote Speaker, Laura Gordon Provence, poses with Master of Ceremonies and Honorary Member, John Hamill.



Diane Cariker, Tulsa City-County Library, and Pat Desormeau, Oklahoma Manufacturing Alliance.



Bassima Roz, Doubletree Hotel Downtown, Vernice Bersche, Merrill Lynch, and Marnie Knight, Admiral Express



Master of Ceremonies, John Hamill, addresses the students and membership.



Sustaining Members, Lou Winsworth and Johnnye Potter, stop to talk with Laura Gordon Provence.



Les Johnson, Pepsi Beverages Company, Glenda Stoner, Hilti, Inc., and LuAnne Martindale, Hilti, Inc. catch up before the banquet.

NOTES FROM THE MEMBERSHIP...

I would like to say THANK YOU to all my EWISP committee members and mentors for all their help and advice in making this year a great success. I could not have done this without you and your contributions and support. It has been a pleasure to serve you as the B/C/DP Director this year. Thank you again.

Margaret Harrison
 - *Representing Tulsa Community College*

Congratulations to Stephanie Layson, representing Party Pro Rents, on the birth of her new granddaughter, Ava Jayne. Ava came into this world on April 27 at 7:50 am weighing 5 lbs, 7 oz, and measuring 19.25" long. Both mom and baby are doing well. The picture shown below was taken when Ava was just 11 days old.

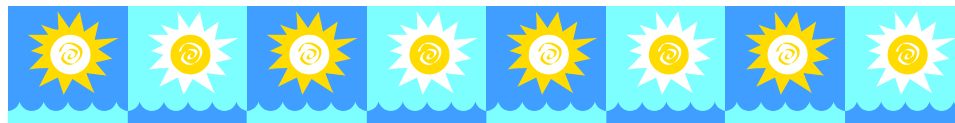


EWI of Tulsa,

I am truly amazed at the love and support given to me from my EWI family during this difficult time. The generous love offering in Terry's honor is greatly appreciated. I know that Terry is in a better place, but it is still heart breaking and hard to say goodbye. I thank everyone for helping me grieve and showing me how to heal. EWI of Tulsa is truly one of a kind and compassionate beyond words.

With my love,

Kim Bowman
 - *Representing T.D. Williamson, Inc.*



"Never be afraid to sit awhile and think."

~ Lorraine Hansbury

Janice Morgan would like to remind everyone that we now have the use of credit card machines for those who want to pay dues by credit card. For any questions, please contact Jan Ehrle, 918-749-2426 or jan_ehrle@tulsaconnect.com, or Janice Morgan, 918-471-7740 or janice.morgan@alz.org.





CONNECTIONS | CAREERS | COMMUNITY

PROFESSIONAL DEVELOPMENT WEBINAR OFFERED BY EXECUTIVE WOMEN INTERNATIONAL

“Building Connections”

WITH RHONDA BANNARD

TUESDAY, JUNE 14, 2011

**3:00 PM (ET), 2:00 PM (CT), 1:00 PM (MT),
NOON (PT), 9:00 AM (HAWAII)**

**** Open to all employees of EWI Member Firms ****



RHONDA BANNARD

Rhonda Bannard's passion –
Making connections that present great opportunity.

Her expertise includes corporate social responsibility, community relations, marketing, communications, event management, program/event development and coordination, strategic planning, fund development, media relations, speech and image coaching and the development of collaborative partnerships. She's done this in her capacity as Chief Connector at Inspired Connections, the consulting company she founded to inspire social responsibility and enhance relationship development opportunities for companies, organizations and the community. She has been consulting since 2000.

To register, visit <http://www.myeventpartner.com/PIID=E955DB82884C>

DATES TO REMEMBER...

EVENT	TIME	DATE	LOCATION
B/C/DP Committee Meeting	Noon	June 2	Tulsa Community College
EWI After Hours Social	5:30	June 2	Waterfront Grill
Program Committee Meeting	11:30	June 7	Tulsa Metro Chamber
EWI of Tulsa Monthly Meeting <i>ASIST Banquet</i>	5:30	June 9	The Broadway
Fundraising Committee Meeting	5:30	June 13	JPMorgan Chase
Membership Committee Meeting	12:00	June 14	Linde Process Plants, Inc.
Professional Development Webinar <i>"Building Connections"</i>	2:00	June 14	EWI Corporate
EWI Board Meeting	11:45	June 15	ONEOK
Leadership Conference and Annual Meeting (LCAM)		September 22-24, 2011	Minneapolis, MN

HAVE INFORMATION TO SHARE?

COURTESY NOTICES

If you have an announcement you'd like distributed to the members, please send your news to Tonya Jimenez at tonya.jimenez@jqh.com.

EWI OF TULSA IS ON FACEBOOK

If you would like to follow EWI of Tulsa on Facebook, email Janice Morgan at janice.morgan@alz.org.

EWI OF TULSA DIRECTORY UPDATES

Please provide any updates for the directory to Maureen Quinn via phone at 592-0722 or email at maureen@okalliance.com.

EWI CORPORATE UPDATES (WWW.EWICONNECT.COM)

Check your member information on the Corporate Website and update your profile online. If you do not have access to email/internet, please contact Maureen Quinn at 592-0722.

POSTINGS FOR MONTHLY CONNECT

Please send all submissions for the Connect to Amie Schlosberg at amie.schlosberg@lppusa.com.

JULY SUBMISSION DEADLINE: June 17

TRICKS OF THE TRADE

Tips for Smart Time Management

1. Establish smart efficient systems for all your tasks, big and small, and stick to them.
2. Value your time. People who wander into your workspace to chat do not respect you or your schedule. Set boundaries.
3. When and where you can, say no. Trying to do everything everyone asks you to do is a recipe for failure.
4. In general, guard against over-scheduling yourself.
5. Learn to delegate, wherever and whenever you can.
6. Aim to handle pieces of paper only once. Same for e-mails. Read them and deal with them.

Printed, with permission, from Administrative Professional Update