

March 2011



### A Word from our Chapter President

As the saying goes, *March comes in like a lion and goes out like a lamb*. In the past I have yet to see the month be anything but busy and loin like, so I'm not sure where the saying came from. It has definitely been a busy 2011 so far, for me personally and for the EWI Tampa Bay Chapter. We had a wonderful February business meeting at WEDU this month. We were able to get a lot accomplished and I want to thank all those who were able to attend. I also want to thank the budget committee and the board for all the time and effort that was put into our 2011 budget. I would like to personally thank Vicki Boyle, who was a part of the committee and came to the board meeting. It was a new experience for me as well as many of the board members, so we were very grateful to those with the experience who helped us.

Our March meeting will prove to be a fun meeting at Dinner Done! It will be a great team building activity which will involve a guaranteed delicious meal. I hope that everyone can attend so we can all enhance our cooking skills.

Happy March!

*Dana*

*....did you  
RSVP to  
Bonnie for the  
March meeting  
yet?*

### 2010-2011 Officers & Directors

#### President

Dana McDonald, Busch Gardens  
Tampa

#### Vice President

Bonnie Smith, Helmuth, Obata &  
Kassabaum, Inc. (HOK)

#### Secretary

Marla Mancini, The University of Tampa

#### Treasurer

Patti Jako, Humana, Inc.

#### Membership Director

Melissa Gross, Sheraton Tampa  
Riverwalk

#### Sergeant-at-Arms


Sharon Hewitt, KPMG

#### Publications Director

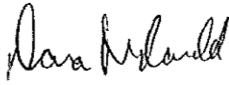
Terry Lundquist, Syniverse  
Technologies, Inc.

#### Advisor, Past President

Linda Helton, Carey Limousine of  
Tampa Bay

	<b>Minutes of the Chapter Meeting</b> EWI of Tampa Bay EWI® February 9, 2011
<b>Call to Order:</b>	The Tampa Bay Chapter Business Meeting was called to order by President, Dana McDonald at 6:43 pm on Wednesday, February 9 at the office of WEDU.
<b>Roll Call:</b>	<p><b>Present:</b>                  Dana McDonald, President                  Patti Jako, Treasurer                  Terry Lundquist, Publication                  Linda Helton, Chapter Advisor                  Leah Brainard                  Sharon Hewitt-Rogers                  Carol Talone                  Marilyn Madson</p> <p>A quorum was represented by 7 firms, and 1 life member</p>
<b>Minutes:</b>	
No previous Minutes presented; will present at next business meeting.	
<b>Treasurer's Report:</b>	
<p>The 2011 Proposed Budget was presented and reviewed by President McDonald. A motion to increase the Chapter dues by \$10 was raised by Treasurer, Patti Jako and was seconded by Leah Brainard. A unanimous vote was cast.</p> <p>2011 dues now total \$250 as follows: \$130 to Corporate, \$80 Chapter dues and \$40 for BCDP. New members will incur an additional \$50 one-time new member processing fee assessed by Corporate. The budget was computed using this increased amount.</p> <p>The budget was calculated based on sending only one representative to LCAM due to economic reasons. This could be increased next year if necessary. After much discussion Leah Brainard moved to send one member, the Vice President, to President's Caucus and LCAM. Patti Jako seconded and by a unanimous vote the motion passed.</p> <p>For clarification purposes, a revision to the presented budget will indicate a clerical change moving \$110 from the Transfers to Trust Fund line to the Chapter Supplies line within the Expense portion of the budget.</p> <p>To conclude, Carol Talone motioned to Accept the 2011 Budget with the correction of the \$110 change to be reallocated as stated. Linda Helton seconded the motion and by a unanimous vote the motion passed.</p>	
<b>Communications:</b>	
<p><b>CORPORATE:</b> Feb 17 is a 3pm webinar for "New Rules for the Contact Sport of Business". February 18 is the deadline for renewal packets. Spring Conference is in Tulsa on April 14-16. Nobody from Tampa is attending.</p>	
<b>Chapter Committee Reports:</b>	
<p><b>Membership:</b>                  We received 4 non-renewals from AON Risk Services, T. Edmund Spinks Law Firm, Tomlin Staffing and a second rep from Yale Lift Trucks. Firms represented this year total 13.</p>	

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 Revised 3/2009

<p>Discussion ensued regarding status changes for long term representatives: Brenda Enfinger and Mary Alvarez. Linda Helton proposed making Brenda Enfinger (formerly of Tomlin Staffing and past president) a Life Member. Carol Talone seconded and by a vote of the members, motion carried.</p> <p>Leah Brainard proposed changing Mary Alvarez to an Honorary Member from a Sustaining Member. This was seconded by Patti Jako and by a vote of the members, motion carried.</p> <p>Letters will be mailed to these ladies informing them of the change and welcoming them to continue membership with this Chapter. Terry will assist Dana in creating the letters.</p>	
<b>Publications:</b>	Terry Lundquist would like to have the monthly Connect distributed the first week of each month. Please send any news items, company announcements, stories of interest, to Terry often.
<b>Ways &amp; Means:</b>	Ian Woodall, presenter of <i>The Tao of Everest</i> approached us to speak at a meeting at no-cost to us between September 6 - November 18 when he will be in Tampa. This is something to consider for a Ways & Means fundraiser. ( <a href="http://www.taoofeverest.com">www.taoofeverest.com</a> )
<b>Programs:</b>	Whoever hosts a meeting should inform the board 3 weeks prior as to the expected costs incurred.
<b>Sergeant-at-Arms:</b>	No report submitted. Quorum was confirmed for this meeting.
<b>New Business:</b>	
<p>Carol Talone volunteered to Chair this year's Reading Rally.</p> <p>Linda Helton volunteered to search past records to determine rules, guidelines and official name of the (FAC) committee responsible for the Trust Fund. Marilyn Madson volunteered to Chair this committee.</p>	
<b>Unfinished Business:</b>	
<b>Good of the Order:</b>	
<p>Scholarship checks honoring Trish Gray are slowly coming in.</p> <p>Sharon Hewitt has sponsored a couple of Practice Administrators from her firm, KPMG, to other chapters in the country, i.e. Minneapolis and other locations as well.</p> <p>Terry Lundquist and Linda Helton expressed strong possibilities of attending LCAM this year.</p>	
<b>Adjournment:</b>	
The business meeting end at 7:43 p.m.	
<b>Approved by President, Dana McDonald:</b>	<b>Submitted by:</b>
	Terry Lundquist Acting Secretary
	2/15/11

## WEDU and 170 Million Americans for Public Broadcasting

### **Consortium Unveils “170 Million Americans for Public Broadcasting” Campaign WEDU Joins Effort to Harness Grassroots Enthusiasm for Public Media**

Tampa, FL – WEDU has joined with public television and public radio stations across the country in an unprecedented effort to harness the enthusiasm of the 170 million Americans who watch, listen to or use the services and programming of public media each month <sup>(1)</sup>. The centerpiece of the campaign is a web site – [170MillionAmericans.org](http://170MillionAmericans.org) – that represents the beginning of a grassroots effort to engage the support and energy of listeners and viewers in local communities from Homer, Alaska to Fort Myers, Florida.

The 170 Million Americans campaign was founded on the belief that now, more than ever, our country needs a strong public media system as a source of non-partisan news, local cultural programming and non-commercial educational programs. Public funding ensures that public media will continue to enhance the quality of life of our local communities through its offerings of children’s programming, news and public affairs, music and culture, and more.

WEDU plans to promote the campaign effort to viewers in west central Florida by urging supporters to join the campaign at [170MillionAmericans.org](http://170MillionAmericans.org). “2011 will be the year when a vigorous debate over the importance of public media will occur,” says WEDU President and CEO Susan Howarth, “and we’re proud to be a leader in this coordinated grassroots effort to harness the support and energy of every supporter of public media in America.”

**For more information, contact WEDU Vice President of Communications, Laura Fage @ [lfage@wedu.org](mailto:lfage@wedu.org) 813-739-2940.**

For more information about efforts nationwide, contact Bill Gray at American Public Media [bgray@mpr.org](mailto:bgray@mpr.org) / 651-290-1543 or Stacey Karp at the Association of Public Television Stations [skarp@apts.org](mailto:skarp@apts.org) / 202-654-4222

(1) Source: <http://170millionamericans.org/numbers>

*Did you know...*

**More than half of all Americans use public media every month.** 170 million Americans connect through 368 public television stations, 934 public radio stations, hundreds of online services, and in-person events and activities.

**Public broadcasting is one of the most effective public/private partnerships in America.** Annual federal funding amounts to only \$1.35 per American and is leveraged by local stations to raise six times that amount from other sources.

**Public broadcasting supports lifelong learning for all Americans.** Investments in children’s educational, cultural, public affairs and news programming, digital classroom resources, teacher training, and distance learning have made public broadcasting a leader in lifelong learning.

**Public broadcasting strengthens our democracy.** The free flow of ideas and debate helps us participate in the political process as informed citizens.

## February Business Meeting

On Wednesday, February 9, member firm WEDU hosted our business meeting which was two-fold as we also had the opportunity to meet their new President and CEO, Susan Howarth.

Ms. Howarth was named President and Chief Executive Officer of WEDU on April 28, 2010. She is a 35-year veteran of public broadcasting, and has been an integral part of the ongoing transition of public broadcasting to public media delivered across a variety of platforms. Most recently, Howarth served as president and chief executive officer of WCET – the first licensed educational television station in the nation serving the Cincinnati, Ohio area. During her tenure with CET, Howarth led the charge to launch the nation’s first public media website to prominently feature on-demand video. In addition to driving the growth of planned giving and major donor initiatives, Howarth led the creation of “Common Ground,” the area’s multi-year effort to address.

Prior to her work at CET, Howarth held executive posts with the Arkansas Educational Television Network (AETN) and the AETN Foundation, where she launched several new services and established an endowment for the network. Howarth’s public media experience also includes programming responsibilities at WNED/WNEQ Western New York Public Broadcasting; WUFT-TV in Gainesville, Florida; KOZK-TV in Springfield, Missouri and Connecticut Public Television (CPTV). Ms. Howarth has served in leadership positions with numerous regional and national public broadcasting organizations including the PBS Board of Directors where she served as Vice Chair for three years.

After hearing about Ms. Howarth’s interesting career and the 170MillionAmericans.org campaign to further educate and publicize public broadcasting, we began the business meeting; Minutes are provided in this newsletter.



Dana McDonald showing where to register for the 170MillionAmericans.org public broadcasting campaign



Marilynn Madson registering for 170MillionAmericans



Dana McDonald and Patti Jako finalizing the 2011 budget

### 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.

## Strategic Goals

1. To strengthen, expand, and broaden membership.
2. To provide member firms with meaningful benefits.
3. To actively promote education for all representatives.
4. To achieve a high level of community visibility through service.

## Yale Lift Trucks of Florida and Georgia

My introduction to EWI came from numerous invitations from former member, Georgene Keenum. I remember asking my CEO, Sandy MacKinnon, "what is EWI?" Sandy mentioned the organization was familiar but he would check with his wife, Dottie. Dottie immediately replied that I needed to join as this was a quality organization that would benefit me both professionally and personally. She was right!

Many of you know of Dottie Berger MacKinnon for her impressive community work. She is a former County Commissioner and one of the co-founders of Joshua House, a home for abused and abandoned children. Since 2005 Dottie has been passionately at work creating and serving on the Board of Directors for Kids Charity of Tampa Bay, Inc. With her heart for children and along with private donations A Kid's Place in Valrico has become a reality. A Kid's Place is a unique facility for abused, abandoned or neglected children keeping siblings together in a family atmosphere. There is an on-site health facility as well as educational and recreational activities for the children.

What you may not know is that Dottie was a member of EWI from 1969 to 1988. She was President of our Tampa Bay Chapter in 1977; National Secretary/Treasurer 1985-86 and worked to charter the Orlando Chapter in 1985. Dottie mentions EWI provided her with personal and professional development, which along with other mentors, encouraged her to return to college and graduate with a BA in Political Science from USF in 1984. This spurred her on in 1994 to run and successfully win her bid for Hillsborough County Commissioner District 4.

I have always felt EWI Tampa Bay Chapter is a wonderful example of what women can do. Our numbers are small but we continue to impact the community we live and work in by reaching out as a group as well as through our individual efforts making a difference. I am proud to be a part of an organization

that encourages women to do more for themselves and that we have Dottie Berger MacKinnon as part of our chapter's wonderful legacy.

Sandy and Dottie MacKinnon were recently named 2010 Citizens of the Year by the Tampa Metro Civitan Club.

Story by Carol Talone

## Corporate News:

Access this link for some great professional development webinars offered by corporate - upcoming and past!

[http://www.ewiconnect.com/ScriptContent/careers/car\\_teleseminars.cfm#Recent](http://www.ewiconnect.com/ScriptContent/careers/car_teleseminars.cfm#Recent)

### DATES TO NOTE

#### March 9

Chapter Meeting at Dinner Done in Carrollwood

#### March

Board Meeting  
tbd

#### March Birthdays:

11 Mary Alvarez  
19 Dana McDonald

#### April Birthday:

17 Carla Pirez

## Member Firm Notes of Interest

**Busch Gardens'** Real Music Concert Series presents notable names from music's most memorable eras. From sock-hop era idols to swingin' big bands, the lineup features something for everyone:

March 2–5 The 5<sup>th</sup> Dimension  
 March 9–12 The Osmond Brothers  
 March 16–19 Tony Orlando  
 March 23–26 CHARO

### WEDU Public Broadcasting – Coming in March

*American Masters / Great Performances:*  
 James Taylor, Carole King and Harry Connick, Jr.  
 Motown's 50<sup>th</sup> Anniversary  
 Les Miserables in Concert  
 Suze Orman's Money Class

## EWI Connections

During a visit to meet friends in Cincinnati, Ohio, Terry Lundquist reconnected with Cheryl Woods, Sr. Business Development Manager with EWI firm, Ad-Ex International. Upon arrival Terry was greeted with welcome signage, a tour of their global headquarters office and met designers, project engineers and ceo, Tim Murphy.



Another EWI connection was made recently when Bobbi Warnick, assistant to Judy Lisi, president of the Straz Performing Arts Center, needed contact information for Dick Lobo. Bobbi picked up the phone and called Leah Brainard at WEDU who gave Bobbi the information. That quick and easy connection would not have occurred without these ladies being EWI-friendly and having a bond of trust and professionalism.

