

## Officers, Directors and Advisors

### PRESIDENT

Linda Helton  
Carey Limousine of Tampa Bay  
lkhcareyflw@earthlink.net

### VICE PRESIDENT/PRESIDENT ELECT

Linda Helton  
Carey Limousine of Tampa Bay  
lkhcareyflw@earthlink.net

### SECRETARY

Terry Lundquist  
Syniverse Technologies, Inc.  
terry.lundquist@syniverse.com

### TREASURER

Sharon Hewitt  
KPMG, LLP  
shewittrogers@kpmg.com

### SERGEANT-AT-ARMS

Terry Lundquist  
Syniverse Technologies, Inc.  
terry.lundquist@syniverse.com

### MEMBERSHIP DIRECTOR

Vicki Boyle  
Teco Energy  
vkboyle@tecoenergy.com

### PROGRAM DIRECTOR

Dana Phillips  
Busch Gardens Tampa  
dana.phillips@buschgardens.com

### PUBLICATIONS DIRECTOR

Tina M. Spinks  
T. Edmund Spinks, Esq. P.L.  
tina@spinkslawfirm.com

### ADVISOR

Brenda Enfinger  
Tomlin Staffing Services  
baenfinger@tomlinstaffing.com



**Linda Helton**  
**Carey Limousine of Tampa Bay**  
**EWI Tampa Bay Chapter**  
**President 2009-2010**

President's Message – August 2009

Dear EWI-Tampa Bay Chapter Members,

A big **THANK YOU** goes out to Dana McDonald for the wonderful meeting she hosted for our chapter at Busch Gardens, July 8<sup>th</sup>. The food, fellowship and laughter we shared was a terrific way to enjoy the evening. Mother Nature did her part to dampen the festivities; however we thoroughly enjoyed the entire event in spite of the rain showers.

Our July meeting was also the last regular meeting our lovely Beverly Hicks will be able to attend. As most of you know, she is moving to Port Charlotte with her new husband and will no longer be with us. I would personally like to thank Beverly for her tireless efforts in performing her duties as our chapter president. As my message is limited, I cannot name the many ways Beverly has contributed. She has been instrumental in our chapter growth both prior and during her term. She constantly reached out to new members with kindness and quite professionalism. Regardless of the task at hand, she always had a friendly smile and a winning attitude. Her verses read at each meeting were heartfelt and inspirational. Good Luck.

**BEVERLY, YOU WILL BE MISSED.**

We are sad that Beverly is leaving; however we are excited to have Marla Mancini as the replacement representative for the University of Tampa. Welcome Marla !

Our next meeting for our EWI Tampa Bay chapter is August 12, 2009 at the Sheraton Riverwalk. The speaker is Donna Burnette; you won't want to miss it.

LCAM is quickly approaching. Take advantage of the discounts offered for early registration. The 2009 EWI Leadership Conference will be held in beautiful Louisville, Kentucky, home of The Kentucky Derby. Please remember, we are still trying to complete the slate of officers and directors for the 2009-2010 EWI, TBC Board. Each leadership position offers an opportunity to grow personally and professionally. We will continue to call our members to fill these positions. **You cannot WIN, if you do not ENTER....**

My best regards,

Linda

## Inside this issue:

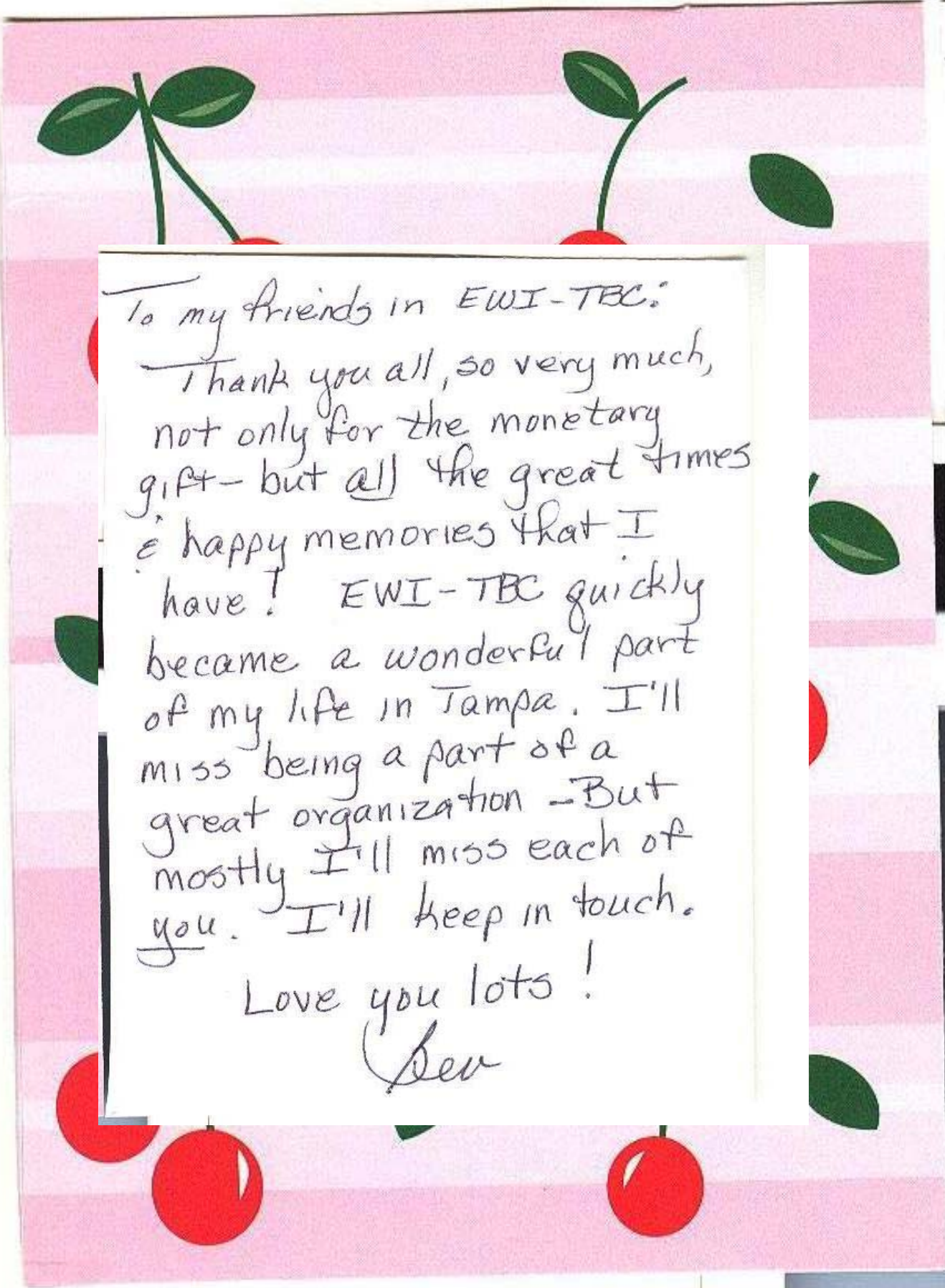
Officers, Directors and Advisors	Cover
President's Message	Cover
New EWI TBC President Pinning	2/3
Representative Highlight	4
Slate of Officers & Directors 2009-10	5
Calendar	6
TBC Invitation for August Program	7
August Speaker Bio	8
Firm News	9
Legal Angle on Food Labeling	10
July Firm Night Photos	11
TBC Programs/Member Firms	12/13



Beverly Hicks, University of Tampa, passing the President's Pin to Linda Helton of Carey Limousine, July 22, 2009.



Beverly Hicks, Past President, and Linda Helton, 2009-10 EWI Tampa Bay Chapter President



To my friends in EWI-TBC:  
Thank you all, so very much,  
not only for the monetary  
gift - but all the great times  
& happy memories that I  
have! EWI-TBC quickly  
became a wonderful part  
of my life in Tampa. I'll  
miss being a part of a  
great organization - But  
mostly I'll miss each of  
you. I'll keep in touch.  
Love you lots!  
Sue

## *Representative Highlight*

### *Phyllis Corr of Sykes Enterprises*

My home town is Chicago Illinois and I left my beloved city in 2000. I also was a Chicago Chapter - EWI member for almost 5 years before I moved.

My first husband and I owned and operated several restaurants in the Chicagoland area for many years. Boy that was not easy!

As a single parent, I went on to own and operate a surface parking lot on the northwest side of Chicago. Those were certainly challenging times not to mention those bitter winters. So when I had the chance to sell the land after parking cars for four years I was all too ready.

Following that enterprise, I had the opportunity to work for the Department of Aviation, City of Chicago. I began as a temporary employee and worked my way into a permanent assignment in city government assisting the head of that department. It was probably one of the most interesting positions of my career and the most diverse. Every day was a surprise. After eleven years, I decided it was time to leave municipal government and head into the corporate world.

I joined the company of Bell & Howell and worked as the assistant to their Chairman, CEO and president for 10 years. When Bell & Howell decided to restructure and move their headquarters to Ann Arbor Michigan I was invited to join the team and assisted the company in their move. It was only to be a six month assignment or until the administrative transition was complete, but somehow that did not happen. I purchased a home in Tampa in 2001 with full intentions of coming to Florida. Upon my return to Ann Arbor I was given an offer too good to refuse. I continued to work and traveling each week to Tampa or Chicago until March 2003. I always liked to travel and certainly got my share during those two years.

Before I made my final journey from Ann Arbor to Tampa, I had an interview lined up with my present company Sykes Enterprises Incorporated and was back to work in a month – and I thought I was going to take it easy and enjoy the Florida sunshine.

I never thought I could duplicate my previous positions but again I found a wonderful opportunity for the third time. I have been happily employed ever since. It is a great company and I am privileged to work with wonderfully talented people. As I reflect, each position I have held over the years has given me a wide range of knowledge and experience. I have been extremely fortunate throughout my professional career.

Shortly after joining Sykes Enterprises I was reunited with my first love after many years of not knowing what had become of him. We were married in August of 2004 and will be celebrating our 5<sup>th</sup> wedding anniversary. We also are blessed with the recent adoption of Alex who is 8 ½ years old this past April. Alex has lived with us for the past two years and is my husband's grandson. My husband who is widowed has two children from his first marriage. I have one son and four grandsons – all who live in Chicago. I am also extremely fortunate and fulfilled in my personal life.

With becoming a new member of the Tampa Chapter of EWI it has brought me full circle. I would never be who I am today without these key components in my life.

Sincerely,

Phyllis Ann Corr

## Chapter Officers and Directors

After completing this form: Make a copy for your records and fax or e-mail this document to the Corporate Office at the contact information below. Type all information and indicate only one name for each position.

Please return on or before SEPTEMBER 15

Chapter Name: TAMPA BAY

City, State, Country: TAMPA, FL USA

Chapter Meeting Date: 2<sup>ND</sup> WEDNESDAY OF EACH MONTH

Chapter Website Address: [www.ewi-tampa.com](http://www.ewi-tampa.com)

---

PRESIDENT: LINDA HELTON  
FIRM NAME: CAREY LIMOUSINE OF TAMPA BAY  
EMAIL: LKHCAREYFLW@EARTHLINK.NET

MEMBERSHIP DIRECTOR:  
FIRM NAME:  
EMAIL:

VICE PRESIDENT: DANA MCDONALD  
FIRM NAME: BUSCH GARDENS  
EMAIL: DANA.MCDONALD@BUSCHGARDENS.COM

PROGRAM DIRECTOR: MELISSA GROSS  
FIRM NAME: SHERATON RIVERWALK TAMPA  
EMAIL: MGROSS@SHERATONRIVERWALK.COM

SECRETARY: BONNIE SMITH  
FIRM NAME: HOK (Hellmuth, Obata & Kassabaum)  
EMAIL: BONNIE.SMITH@HOK.COM

PUBLICATION DIRECTOR: ANNA MILLER  
FIRM NAME: YALE LIFT TRUCKS OF FL & GA  
EMAIL: AMILLER@YALEFLORIDA.COM

TREASURER: SHARON HEWITT-ROGERS  
FIRM NAME: KPMG, LLC  
EMAIL: SHEWITTROGERS@KPMG.COM

WAYS AND MEANS DIRECTOR: TINA SPINKS  
FIRM NAME: SPINKS LAW FIRM  
EMAIL: TINA@SPINKSLAWFIRM.COM

SERGEANT-AT-ARMS: PATTI JAKO  
FIRM NAME: HUMANA, INC.  
EMAIL: PJAKO@HUMANA.COM

CHAPTER ADVISOR: CAROL TALONE  
FIRM NAME: YALE LIFT TRUCKS OF FL & GA  
EMAIL: CTALONE@YALEFLORIDA.COM

NOTE: The EWISP and ASIST Chairs will be included in the International Directory.

EWISP CHAIR:  
FIRM NAME:  
EMAIL:

ASIST CHAIR:  
FIRM NAME:  
EMAIL:

# August 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12 TBC Mting Sheraton Riverwalk	13	14	15
16	17	18 Karen Christensen's B-Day	19 TBC Board Meeting	20	21	22 Terry Lundquist's B-Day
23	24	25	26	27	28	29
30	31					

# September 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6 Marla Mancini's B-Day	7	8	9 TBC Busi- ness Meet- ing WEDU	10	11	12
13	14	15	16 TBC Board Meeting Location TBD	17	18	19



CONNECTIONS | CAREERS | COMMUNITY

---

## **EWI August Meeting**

**Location: Sheraton Tampa Riverwalk Hotel  
200 North Ashley Drive  
Tampa, FL 33602**

**Date: August 12, 2009**

**Time: 5:30 PM Reception/Meet & Greet  
6:00 PM Dinner  
6:30 PM Guest Speaker Donna Burnette on the Speed of Trust**

**Cost: \$30.00  
Valet is Complimentary**

**Please RSVP to Terry Lundquist [terry.lundquist@syniverse.com] by August 5th (637-5298).**

# BIOGRAPHY

---



## Donna K. Burnette

Donna K. Burnette first partnered with CoveyLink to build a Discovery Learning simulation based on *The Speed of Trust*. You can find her speaking on the topics of Trust and Discovery Learning.

Prior to partnering with CoveyLink, Donna was the CEO of Solutions House, whose client base includes Wal-Mart, Coca-Cola, Eli Lilly, General Motors and others. She also served as Senior Vice President of Operations for Paradigm Learning, where she was a driving force in Paradigm's revenue growth. Additionally, she designed and implemented systems and processes that provided a foundation to sustain fast growth for the Custom Training Business Unit.

In earlier years, Donna was trained as a re-engineering consultant whose clients included Deutsche bank where she lead process re-engineering workshops for back offices. She was certified as a re-engineering consultant during her career at National Insurance Services where she was first Director of OD and then Vice President of Human Development.

In her fifteen years with General Motors, Donna moved from shop floor employee to a front-line supervisor and into assignments in personnel and training. She was recruited by General Electric and decided the opportunity to facilitate Jack Welch's "Work-Out" process as Quality and Productivity Leader for two Lighting Plants was an opportunity to embrace.

Donna has an MS Organization Development from Bowling Green State University and a BS in Business Management from Indiana Wesleyan. She taught Organization Development in Indiana Wesleyan's Executive Development program. She has written featured articles in several trade publications. She also contributed an article, "Complex Organizational Change Through Discovery-based Learning," to the book *A Treasure Chest of Six Simga*.

*"You gain strength, courage and confidence by every experience in which you really stop to look fear in the face. You must do the thing you think you cannot do." - Eleanor Roosevelt*

#### My Book Shelf:

-*What the CEO Wants You to Know*, by Ram Charan

-*Power of Intention*, by Wayne Dyer

-*Adventures of Huckleberry Finn*, by Mark Twain

-*The Speed of Trust*, by Stephen M. R. Covey

-*You Can Heal Your Life*, by Louise Hay

-*A Consultant's Calling: Bringing Who You Are To What You Do* by Jeffrey M. Bellman

-*Now Discover Your Strengths*, by Marcus Buckingham

-*The Goal*, by Elyahu Goldratt

-*A Whack on the Side of the Head*, by Roger von Oech.



## Syniverse Technologies Opens Clinic to Help Improve Health for Employees, Families in Tampa

When planning began a year ago for the new Syniverse Health and Wellness Center in Tampa, one of the goals was to create a facility that would help improve the health of Syniverse employees as well as their families.



“It’s been a long, involved process, and it’s extremely exciting to see everything finally coming together,” said **Terri Terhune**, Benefits Manager and coordinator of this project. “I have no doubt that the Center will be a valuable resource from the moment it opens.”

The decision to build the Center was based partly on feedback from employee satisfaction surveys in which employees expressed a need for resources to improve work-life balance and partly as a way to reduce healthcare costs both for employees and Syniverse.

Terri said thanks to a team effort from across Syniverse to overcome a myriad of challenges; the Center is on schedule to begin seeing patients in July. “Any time you get involved in providing health care services, there is a slew of issues that have to be considered, ranging from acquiring the appropriate licenses to hiring new staff to physically building the facility,” she said. “Thankfully, everyone involved in the project has worked together to conquer these obstacles and keep the project on track.”

As an on-site health care facility, the Center will provide a number of basic health services, including care for common medical concerns and illnesses as well as health assessments and coaching. Services provided will be available without a co pay to all Syniverse employees, spouses and dependents over the age of six, whether or not they are on the Syniverse benefits plan. It also will be available to any Syniverse employee from any other region while he or she is visiting the Tampa office on business.

Although the Center will be a tremendous benefit for employees in Tampa, **Leigh Hennen**, Chief Human Resources Officer, said she has frequently been asked if similar facilities will be constructed at regional offices.

“During our due diligence, we discovered that an office needs to have at least 500 employees to be able to financially support an on-site health care facility,” Leigh said. “The Tampa headquarters is currently the only office that meets that requirement. However, it’s something that we certainly will keep in mind as our regional offices continue to grow.”

Terry Lundquist  
Executive Assistant to  
Industry Relations & Operational Excellence  
813-637-5298

# Organic, 100% Organic, Free-Range

## What Does It All Mean?

*Provided by the law firm of T. Edmund Spinks, Esq. P.L.*



As the summer unfolds, you may take a trip to your local farmers' market in search of the freshest berries and tomatoes. Or perhaps you are more of a grill king (or queen!), looking forward to that first summer hamburger. Whatever your plans, if you are someone who always tries to buy fresh, high-quality ingredients, chances are that you will see more than a few "organic" items for sale.

The federal and state governments play a large role in determining what foods get to our plate and how they get there. However, very few consumers know that the law historically had very little to say when it came to what food producers could claim as "organic." For many years, the organic food industry went unregulated, with producers being able to label their foods as they pleased. Consequently, unaware consumers spent extra money on food products, thinking they were getting an organic product, when in reality, they sometimes weren't.

In recent years, the federal government has begun to step in, taking a look at what "organic" actually means and mandating certain labeling requirements. The United States Department of Agriculture (USDA) is the federal agency charged with providing direction and leadership for food and agriculture. As part of this role, the USDA has established a certification system ensuring that foods sold as "organic" actually follow some established production requirements. From the government's perspective the issue is not whether organic food is better or healthier, but truth in advertising.

Generally, organic foods are those that are free of man-made fertilizers, insecticides, herbicides, antibiotics, and hormones. In order to be certified by the USDA as organic, foods must meet USDA standards regarding how they are grown, handled, and processed. If the food meets the standards, the USDA organic label can appear on the label.

Foods can be certified as "100% organic" using the USDA label if they contain at least 95 percent organic foods. If the food contains between 70 percent and 95 percent organic foods, it must be labeled with a "Made with Organic Ingredients" label. Anything less than 70 percent? Under USDA guidelines, the product cannot display a certified label at all.

To complicate things even more, not all foods and food producers fall under this system. The USDA regulations apply only to meat, milk, eggs, cheese, and other "single ingredient" items. (So, for example, cookies would not currently qualify.) And they only apply to *certain* farmers and food producers; namely, those that are larger. If a food producer sells less than \$5,000 a year in organic food, he or she is exempt. Further, the USDA has created another label for "certified naturally grown." This label is applied to smaller farms that sell only locally but still meet the USDA standards.

The USDA regulates only the use of the term "organic." Producers are still free to use similar sounding terms such as "all-natural" and "free range" as they please. Currently, there are no government limits on the use of such terms.

Since the USDA regulations cover only certain foods and certain food producers, it is impossible to verify all the organic claims that are now being made on behalf of a wide variety of food. Nevertheless, if you feel that a product has been purposefully mislabeled or includes a label that is misleading and confusing, you may be able to bring a complaint with your state's consumer protection agency. The Florida Attorney General's Office can be reached at 1-866-966-7276 ■

*If you feel that a product has been purposefully mislabeled or includes a label that is misleading and confusing, you may be able to bring a complaint with your state's consumer protection agency.*

*In Florida contact the office of the Attorney General  
1-866-966-7276*



*The law firm of T. Edmund Spinks, Esq. P.L. practices in the area of litigation, representing those injured as a result of others carelessness or negligence, as well as disputes regarding residential and commercial landlord tenant eviction and contract disputes. He can be reached at 813-254-2770 or ed@spinkslawfirm.com*



EWI Tampa Bay member Trish Gray on the Carousel at Busch Gardens Firm Night in July.



Carousel of EWI Tampa Bay Ladies: Brenda Enfinger, Bonnie Smith, Dana McDonald, and Carol Talone, enjoy the carousel at Busch Gardens Firm Night in July.



## 2009 EWI Tampa Bay Chapter Programs



<u>Date</u>	<u>Contact</u>	<u>Program</u>	<u>Location</u>
Jan 14	Dana Phillips	2009 Program Planning	TPepin Hospitality Centre
Feb 11	Terry Lundquist Carla Perez	Speaker: Cindy A. Krueger, MPH	Syniverse Technologies, Inc.
Mar 11	Melissa Gross Crystal Rivera	Firm nights: Anna Perrott Jewelers Creative Design Ideas, LLC Sheraton Tampa Riverwalk	Sheraton Tampa Riverwalk
Apr 8	Dana Phillips	Executive's Luncheon/Chapter's 45th Anniversary	Maestro's @ TBPAC
May 20	Brenda Enfinger Bev Hicks	EWISP Awards Ceremony	The University of Tampa
Jun 10	Anna Perrott	Cooking Demonstration Possible Speaker event	Empress Tea Room
Jul 8	Dana Phillips	Firm Night	Busch Gardens
Aug 12	Carole Talone Melissa/Crystal	Speaker: Debbie Lundberg	Sheraton Tampa Riverwalk
Sep 9	Leah Brainard	Business Meeting Ways and Means event	WEDU
Oct 14	Linda Helton	Officers and Directors Installation Ceremony	TBD
Nov 11	Tina Spinks	Military Appreciation/Speaker	MacDill AFB
Dec 9	Vicki Boyle	Holiday/Business Meeting	Tampa Museum of History



# Tampa Bay EWI Chapter NEWS.....

## Tampa Bay Chapter

## Member Firms

- Anna Perrott Jewelers
- Aon Risk Services
- Busch Gardens/Adventure Island
- Carey Limousine of Tampa Bay
- Creative Design Ideas
- Hellmuth, Obata & Kassabaum
- Humana, Inc.
- KPMG LLP
- Levy Awards and Promotional Products
- Sheraton Tampa Riverwalk
- Sykes Enterprises
- Syniverse Technologies
- TECO Energy, Inc.
- T. Edmund Spinks, Esq. P.L.
- Tomlin Tested Staffing
- The University of Tampa
- WEDU—Florida West Coast Public Broadcasting, Inc.
- Weichert Realtors, Yates & Associates
- Yale Lift Trucks of FL and GA



## Membership News- UPDATES!!

### Membership Posting:

No new postings this month.

### EXECUTIVE WOMEN INTERNATIONAL®

Corporate Office

515 South 700 East, Suite 2A

Salt Lake City, UT 84102-2801

Phone (801) 355-2800

Fax (801) 355-2852

Toll Free: : (877) 4EWI-NOW (877-439-4669)

E-Mail: [ewi@ewiconnect.com](mailto:ewi@ewiconnect.com)

Website: [www.ewiconnect.com](http://www.ewiconnect.com)

VISIT OUR WEBSITE  
[www.ewi-tampa.com](http://www.ewi-tampa.com)