

# Empowering Women as Leaders

*Supporting women through education, networking and mentoring*

## 2020 Issue 1

### Founder's Message

It's a new year and EWL has a bright future ahead. Our 2020 focus is celebration of the 100 Dreams Fulfilled and the expansion of Empowering Women as Leaders (EWL).

A little about our history to help you understand our beginnings and expansion. I formed EWL Dallas in 2004 with the goal to sponsor 50 women by age 80. Dallas has been very successful and doubled that goal reaching 100 women in 2019. I would again like to thank the many professionals that have lovingly served over the years.

Based on Dallas' success and in remembrance of my Mother who passed away 5 years ago, we created EWL National to grow the impact EWL is having on enabling women to re-invent their lives and achieve their dreams.

EWL National was formed in 2016 and its purpose is to enable EWL growth and success by:

- > Providing key services to the chapters so that each Chapter can focus on their EWL STAR program in order to have a bigger impact on their STARs lives.
- > Providing program best practices based on EWL success. National also works with the chapters to evaluate the programs and develop improvements to increase our success.
- > Growing the impact EWL has on women's lives by starting new chapters to broaden our breath and reach.
- > Providing funds to the chapters to help sponsor STAR scholarships.

Our second chapter, EWL Fort Worth, was established in January 2019 and Fort Worth sponsored 3 STARs in their first year. I am so proud of Fort Worth and their 2019 achievements.

We are now in the process of working with universities in Austin and the Texas Hill Country to start EWL's third chapter. If you know of anyone who would like to be on the founding board or engage as a member or mentor, please let me know.

As 2020 has unfolded, we are facing the difficult challenge of the coronavirus (COVID-19), which the World Health Organization has declared an epidemic. We are living in unpredictable times, and social distancing has unfortunately put a hold on our EWL events and activities.

It's grave to see how quickly the virus has spread and very hard to experience the death of friends and family. My thoughts and prayers go out to the people who have been affected by this dangerous virus.

Even through these difficult times, our STARS are continuing their education and working with their mentors remotely. We are proud to announce that we will have 7 STARS graduate in May. If you would like to donate to support our STARS, please go to the EWL website to donate. We greatly appreciate your continued support of EWL and its STARS.

Please be safe and I'm looking forward to seeing you at a future EWL event. My heart is with you.  
Carolyn Bondy

## International Women's History Month



This month, as I reflect on International Women's History Month, I am very awed by all the women I read about who have had such an impact on the world's history .... Marie Curie, Susan B. Anthony, Amelia Earhart, Rosa Parks, Sandra Day O'Connor, Clara Barton, Barbara Jordon, Sally Ride, and many, many more!

And there are more among those very close to us! EWL has 100 STARS and numerous mentors who have definitely changed the world! EWL's STARS have overcome obstacles, fought barriers, steered the course to achieve their dreams! Their mentors have partnered with them and walked with them on their journey. EWL is so proud of our STARS and our mentors! We salute them all!

## MEET YOUR BOARDS

### National Board Members:

Carolyn Bondy, Susan Tonjes, Redonna Higgins, Sheryl Jackson, Ellen Ehrlich, Ana Clark, Nelda Bruce, Sandi Mitchell, Karen Goetting

### Dallas Board Members:

Joan Kuehl, Gretchen Wirth, Joyce Cravens, Kimberly Hardman, Autumn Kraus, Kate Vanderkolk, Mignona Cote, Janet McGrath, Lisa Spieler, Priya Rahela

### Fort Worth Board Members:

Libby Rueda, Melody Winters, Michelle Priller, Jose Nelson, Christine Palma

## CHANGING TIMES -- Coping with Working at Home

### Keep your schedule as 'Normal' as possible

Most of us have not worked at home for an extended period of time before. While it sounds fun, there are challenges and obstacles. It is tough, and it gets hard – FAST. Here are some tips to make it work.

#### + Create an office space.

- \_ Claim your space, decorate it, YOURS.
- \_ Keep it organized; you operate better in a neat environment.

- \_ Have adequate lighting and supplies.
- \_ Get a comfortable and supportive chair.

**+ Keep to your same routine.**

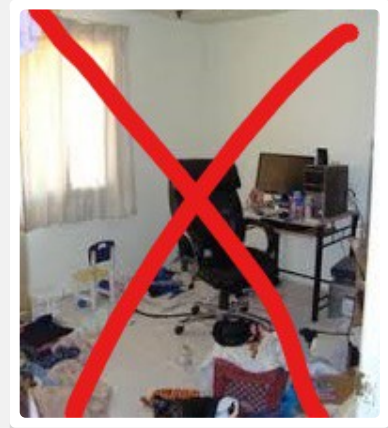
- \_ Have your coffee, breakfast, workout, whatever.
- \_ Start work at your normal work hours
- \_ Have a break and lunch.
- \_ Take a mental health break, maybe a walk in the afternoon.
- \_ STOP WORKING at the end of the workday.
- \_ Don't go back to your office after dinner (unless you *really* have to).



**Clean office**



**Personalized office**



**Don't have a messy office!**

**+ RECONNECT with Conference Calls.**

- \_ Schedule conference calls to reconnect with coworkers, vendors, or new/existing clients.
- \_ Being 'isolated' at home does not mean disconnected. Don't let it disconnect you from the office or others.
- \_ Programs/Apps such as **Oovoo, Skype, Facetime, Zoom, Free Conference Call** and others can be used to stay connected. They are very easy to learn.

**Tips to have a GREAT Conference Call**

Do you know some people who conduct wonderful webinars and some who are lacking? There is one big secret..... THEY LOOK AT THE CAMERA, not the screen!

No matter what kind of web meeting you are having, these tricks will have you looking like a pro! If you are interviewing, as many of our STARS do, be sure to follow these tips: Do not take notes during the interview, sit up tall, and relax! Rest your hands in your lap, not on the keyboard or the desktop. Jot down your notes after the interview.

If you are conducting the meeting, have your notes to one side so you can glance down to them, but lead with your eyes into the camera so your audience will always see your focused face.

If you are enjoying a relaxed coffee time or happy hour with your friends/coworkers, relax a bit, but still look into the camera. They don't want to see the top of your head!



So, how do you remember to look at the camera? Put some 'google eyes' on it, or put a picture of your family/friends behind it. Then look and talk to them!

Other tips:

> Make sure your background (behind you, what your audience sees) is professional, is not cluttered, is not embarrassing!

> To make sure you are in the best lighting, have the light in front of you, not behind you. If it is behind you, your face will be too dark for the camera.

> To be sure you are 'not too close but not too far', you need to measure your distance in the camera by placing hand sideways above your head. Your hand on your head should pretty much touch the top of the frame.

## And after hours....

Spend your evening with your family and friends. Have a virtual happy hour/coffee time/movie night.

Some people feel very isolated during this difficult time. If you feel overwhelmed or overcome, reach out to someone by phone or chat. Any friend will be happy to listen – they probably want to talk too! Many counselors offer virtual counseling. If you feel the need, take a mental health screening at [www.mhadallas.org/help/](http://www.mhadallas.org/help/)

Try to manage your expectations. Be a little easier on yourself (and others). If you are homeschooling your children, or helping with grandchildren, know that they don't need to be "in school" for 8 hours a day. Most likely, 3-5 hours a day is sufficient. If you are working from home, take advantage of not having to drive the commute to and from the office, not having the gas expense, the lunch expense. If you are a student, take advantage of not having to go to campus for class and search for parking. We have A LOT of time back in our day. APPRECIATE IT! Use this time to RELAX, decompress, give thanks, communicate with loved ones, share yourself.



HI, WHO JUST JOINED?	CAN YOU EMAIL THAT TO EVERYONE?	IS _____ ON THE CALL?	UH, _____ YOU'RE STILL SHARING...	HEY, GUYS, I HAVE TO JUMP TO ANOTHER CALL
(SOUND OF SOMEONE TYPING, POSSIBLY WITH A HAMMER)	(LOUD, PAINFUL ECHO/ FEEDBACK)	(CHILD OR ANIMAL NOISES)	HI, CAN YOU HEAR ME?	NO, IT'S STILL LOADING.
NEXT SLIDE, PLEASE.	CAN EVERYONE GO ON MUTE?	I'M SORRY, I WAS ON MUTE	(FOR OVERTALKERS) SORRY, GO AHEAD	HELLO? HELLO?
SO (cuts out) I CAN (unintelligible) BY (cuts out) OK?	SORRY I'M LATE (INSERT LAME EXCUSE)	I HAVE A HARD STOP AT...	I'M SORRY, YOU CUT OUT THERE.	CAN WE TAKE THIS OFFLINE?
I'LL HAVE TO GET BACK TO YOU.	CAN EVERYONE SEE MY SCREEN?	SORRY, I WAS HAVING CONNECTION ISSUES.	I THINK THERE'S A LAG.	SORRY, I DIDN'T CATCH THAT. CAN YOU REPEAT?



## Contributor Spotlight

### Bette Price

Bette Price has been affiliated with EWL for many years. As a board member, a mentor, a friend, and now a contributor - EWL appreciates the outstanding contributions Bette has made to our organization. Bette has most recently contributed her time and talent to interview our STAR Alumni

and prepare their stories for publication on the EWL website. With her personal and professional touch, her interviews with the STAR Alumni feel more like two friends coming back together!



Bette founded The Price Group in 1982, a management consulting firm specializing in the areas of marketing, management and leadership. Her expertise has been sought by such major publications as The Wall Street Journal, USA Today, The Dallas Morning News, Harvard Business Update and numerous other national publications. Her articles on marketing, management and leadership issues have been published by more than 200 trade publications and today she is a frequent media source on leading the new generation of leaders-Generation Y/the Millennials. Her recent proprietary research on Generation Y/the Millennials provides valuable insights on how companies can best utilize this new generation of talent to effectively grow profitably in the future. Bette has been awarded the CMC® (Certified Management Consultant), a designation awarded to less than 1% of management consultants in the US by the Institute of Management Consultants. She is a value-added partner of TTI Performance Systems in Scottsdale, Arizona and is certified as a Professional Behavioral/Values and TriMetrix Hiring System Analyst. She serves in leadership roles in the following:

Board of Director, Vice Chair, Marketing – Institute of Management Consultants, USA

Board of Directors, VP, President Elect – Institute of Management Consultants, DFR Chapter

Board of Directors – Empowering Women as Leaders

Women’s Advisory Board – First Community Bank, Dallas

Media Chair – CEO Netweavers, National

Chapter Leadership Counsel – North Texas Speakers Association (Chartered Chapter of NSA)

Past President (2) – North Texas Speakers Association (Chartered Chapter of NSA)

President’s Award (2 times) – National Speakers Association

EWL is fortunate to have Bette in our pool of resources. EWL thanks Bette for her contributions to our success!

**Visit [www.ewlusa.org](http://www.ewlusa.org)**

**Copies of previous EWL Newsletters will be online in the EWL National website soon!**

## **Shout out to our Sponsors!**

During this extraordinary time, EWL would like to give a SHOUT OUT to our 2019 Launch a Leader luncheon sponsors. Many of these companies have not only supported EWL and TWU throughout the years, but these companies are stepping up and supporting our communities and their employees now during this challenging time.

**Atmos Energy** continues to deliver electricity to our households every single day. We could not survive this time without them!

**Elevate Credit** provides tech-enabled credit products to many people seeking financial options.

**Charles Schwab** provides low cost trading options, and has worked diligently to keep their clients informed and calm during the market movements.

**Berry Appleman & Leiden**, a global company, is very accomplished with advancing an innovative digital immigration services platform with the introduction of the industry's first mobile app.

**ADP** continues delivering payroll services to a significant number of companies so their employees can receive paychecks.

**Verizon** operates one of the largest cellular wireless networks in the world. We depend on them every single minute of every single day!

**Whitley Penn** continues to keep their clients up to date about taxes, accounting issues, risk and wealth management.

**American Airlines** continues to fly the skies - getting our children home from international studies, families home from overseas, military home from deployment, military to their deployment assignments, politicians to and from WDC, and many other travelers where they need to be.

**Capital Financial Architects** continues to watch the market, and advise and calm their clients as we observe the movements in the market.

**Independent Bank** (nka Independent Financial) is moving forward with their merger with Texas Capital Bank, evidencing their belief in the Texas economy, keeping their branches open for their clients.

**Legacy Texas Bank** is also moving forward with their own merger, with Prosperity Bank, supporting their belief in the Texas economy. Legacy Bank is also keeping their branches open for their clients.

**TWU Institute for Women's Leadership** has supported EWL's mission and the furtherance of women's movement. The Institute continues to support in so many ways through online posts, programs, webinars, and mental support for so many.

*All of our sponsors are serving their customers with a smile! We salute our sponsors!*

## **TWU Update**

As many of you know, Texas Woman's University made a decision to convert to online school in accordance with Governor Abbott's Executive Order and with most other universities and businesses. Information is ever-changing, so I urge our STARS and others to check TWU's websites frequently for updated information.

TWU will complete the remainder of the semester via online courses. This decision will create new challenges for many of the students, and TWU is committed to helping students complete the semester within the context of this new normal. Staff members from across the university are working to support the university's priorities.

Courses have migrated online effective March 23 and will continue to be delivered in that format through the end of the spring semester. All clinical experiences including internships will be done online as much as possible. Students should check with their professors for guidance.

All TWU athletic events, as well as other major events such as homecoming, have been canceled through the spring semester.

The May commencement ceremonies will not be held on campus. Virtual ceremonies or a postponement are being considered. The university is working through options for commencement and the surrounding ceremonies, including August ceremonies in addition to the planned December ceremonies.



TWU is moving forward with plans for a virtual ceremony as an addition and not a replacement for an in-person ceremony. May graduates could participate in the virtual ceremony, and then walk across the stage when TWU can safely have an in-person ceremony – hopefully in August.

The change to the commencement ceremonies does not affect the awarding and posting of degrees. All students who have applied for Spring 2020 graduation and who successfully complete all degree requirements will have their degree posted to their academic record after final spring grades have been verified. Diplomas will be mailed out after the degrees are posted, and students can typically expect to receive their diplomas within 8 weeks after the end of the semester.

EWL recognizes the hardship that has occurred for our STARs and acknowledges that this is but one more hurdle in your path. Like other hurdles, EWL STARs will jump over those hurdles and win the race! **We are SO proud of the graduating class of 2020!!**



Empowered Women  
Empower Women.



[Empowering Women ...](#)

[www.ewlusa.org](http://www.ewlusa.org)

**Want to give? Donate here!**

EWL is a 501(c)(3) non-profit organization. Our board is all-volunteer. If you wish to support EWL's STARs and donate to the scholarship fund, visit the EWL website

*Editors note:*

*I wanted to add a little humor to this newsletter so I added some images that would normally not be included in this professional newsletter. I truly hope these tips for getting by can help you, not only in this season, but for your career and lifetime as technology is constantly changing. I truly suggest that you stay connected with your loved ones and you scroll past negative comments on social media and share the lovely ones. We all need to see the lovely ones. I wish you all health, happiness, love and security during this time. This, too, shall pass.*

*Karen Goetting*

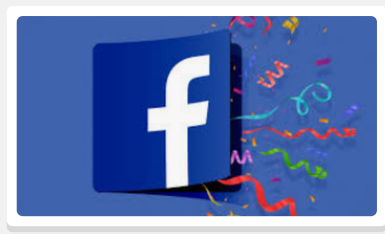




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EWL on FaceBook!**



**Like and follow  
EWL on LinkedIn!**



**STAR Alumni have  
a private FB page!**

