

EWI Roanoke Chapter General Membership Meeting Minutes

May 14, 2008

The May meeting was held at The Hotel Roanoke with networking starting at 5:30 p.m. The meeting was called to order at 6:10 pm by Leslie Coty, President who opened by congratulating Becky Beard for being on the cover of the Roanoke Regional Chamber of Commerce's magazine. She introduced new member, Karen Bertrand and congratulated Amanda Schaal on becoming a new U.S. citizen.

Announcements: Libby Camper announced members need to finish up collecting Ukrop's Gold cards from friends by June 14th so they can be put into the mail to earn gift points for EWI. A total of \$400,000 is given by Ukrops for non-profits.

Libby thanked all who participated and contributed to making May 2nd's First Friday event a huge success; 3,000 to 4,000 were in attendance.

Leslie thanked all who helped make this year's Reading Rally program and May 2nd's finale celebration so successful. The children made wonderful hand made thank you cards for EWI to express their appreciation.

Members Present: Leslie Coty, Karen Bertrand, Becky Beard, Linda Mack, Angie Baughman, Libby Camper, Tonya Harper, Wanda Hatchett, Jo Lynn Seifert, Dr. Nancy Meyer-Barker, and Anna Karbassiyoon.

Guests Present: Angelina Rubenzer (Charles Lunsford Insurance); Anne Booze ((WSLQ & WFIR); Carolyn Perez (Wachovia); Jeannie Keene (Line-X of Roanoke Valley); Jo Ann Seymour (Carter Machinery Co.); Kathy Surace (Peacock Image); Lisa Scott (SFCS); Mary Beth Layman (Town of Vinton); Pam Shifflette (Southpointe Commercial Capital); Pat Cousins (Blue Ridge Behavioral Health); Sarah Snead and Vicky Sweat (Rockfab).

All members and guests introduced themselves. Leslie gave a brief explanation of EWI and encouraged all guests to take home welcome packets and to call and/or meet with her or another member to learn more about the benefits of becoming a member.

Program Presentation: "Dress for Success" Guest Speaker, Kathy Surace

Kathy Surace is the owner of Peacock Image and a columnist for the Blue Ridge Business Journal. She has 10 years experience with Stein Mart in Roanoke as a fashion consultant and fashion show coordinator. She is currently specializing in closet analysis and wardrobe consultation with Peacock Image

HIGHLIGHTS:

Professional women dress differently now which means *not like men anymore*. It's still important to dress professionally despite confusing signals from the media to the contrary. If you are a CEO, it's still important to wear a traditional suit if you wish to establish the position of POWER. However, more casual professional wear has become an acceptable standard.

Challenges for Younger Women:

Many young women don't understand how or what professional dressing is or the importance of it. With proper training, they can learn how to establish instant credibility and respect with appropriate professional dress that suits their chosen fields.

Challenges for Older Women:

Older professional women would benefit by taking an objective look at ways to avoid looking dated by re-creating themselves with an updated casual, professional look. By analyzing what's in your closet, you can update outfits by adding cutting edge pieces and accessories to compliment and enhance favorite standard, classic pieces.

KEY: *Don't go too perfect and "break the rules with style"...* but don't go too far.

Kathy shared a wealth of practical, useful information and exhibited ways to mix and match to create different looks with basic pieces from Belk. She is available by appointment for personal closet and wardrobe consultation.

The meeting adjourned at 7:17 p.m. and a delicious dinner was served, wrapping up a wonderful evening enjoyed by all.

Respectfully submitted,

Jo Lynn Seifert,
Secretary