

ewi CONNECT

Corpus Christi Chapter

April, 2018

Letter from the President



Dear EWI Members'

So many thanks again to the program committee!! What a great program in April. Jon Reily was amazing ... Talk about thought provoking - my mind has been on hyper speed since his presentation. Cyber Economy is here... how will we react, adapt and progress??? What type of impact will we initiate as Executive Women??? We have the passion and

the power as leaders in our community.... I know we can make a difference. Our membership is comprised of the most talented and visionary leaders in Corpus Christi.

Think this is an area we need to visit again very soon....

I am in awe of your enthusiasm and intellectual curiosity... What a wonderful organization !!!

Bunny

Associate Dean
College of Nursing and Health Sciences
Texas A&M University-Corpus Christi

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Kudos and Announcements:

From Myra Lombardo:

KEDT needs items for the Auction!

KEDT hosts an annual Live, TV Auction as a fundraiser for the station. This year, the beach party themed festivities will be held May 5 – May 12. This is our 46th year for the Auction. During the eight evenings the Auction airs, we have more than 1,000 volunteers in our studio, and will broadcast in 13 counties and over 253,000 households in South Texas. That's **A LOT** of eyeballs on your business! All donations are tax-deductible! Each new donation of \$60 value or greater receives at least 3 on-air mentions, acknowledgement on kedt.org, Facebook, and Twitter.

We also have volunteer opportunities every night! To volunteer, please email auctionvolunteer@kedt.org and to donate... please email me myralombardo@kedt.org

Linda Jordan and her daughter Leslie were recently honored by Inspire Magazine for the successful business they have built in L.K. Jordan and Associates. Kudo to Linda and her amazing team!

From EWI Membership:

Here are a few Membership categories to consider for recruiting new members:

- Florist
- Hair Salon
- Physician
- Dentist
- Veterinarian
- Nursing Professional
- Military
- Retirement Community
- Oil and Gas
- Port
- AND MANY MORE!

From Nancy Wesson-Dodd:

A big Shout-Out to EWI for being a sponsor for Equal Pay Day on April 10, 2018. 115 people participated with Dr John Cicala presenting on "Negotiation Skills for Women in the Workplace." Results of 4.78 on a 5.0 scale are impressive along with suggestions for next year's program. Other sponsors included AAUW, , CITGO, Black Chamber of Commerce, CC Caller-Times, HWNT, Junior League of Corpus Christi, League of Women Voters,, NAACP, WBA.

DON'T FORGET TO PAY YOUR DUES!!

April Program:



Please Note there will NO EWI meeting in July! Watch Fireworks and eat a hotdog instead!



Jon Reily of Sapient Razorfish spoke on internet commerce. Internet commerce is changing the way we shop, the retail landscape, the tax base and the economy as a whole. A few of his very interesting insights included:

- Internet Commerce began in 2006 - seems like a lot longer ago!
- Most of the retail giants in business in 2006 are now kaput! Think Circuit City!
- There are now more purchase “search starts” beginning at Amazon than at Google!
- I learned what a “Chatbot” is. Did you too? It’s when you have a conversation with Siri, or Alexa or some other AI being. It is predicted that by 2022 we will have more conversations per day with a Chatbot than with our spouses.
- 1 TRILLION barcodes have been scanned at Best Buy
- Generation Z (those born in 2000 and after) are going to change the retail economy AGAIN.
- 35% of sales tax revenue in Texas is from automobile purchases. Generation Z’s are buying fewer cars than any generation before them. Think about that.
- In a year Amazon will make 50¢ of every retail dollar spent in the U.S.
- If you live in a city like Dallas, Houston or L.A., “Amazon 60” can deliver your package in ONE HOUR!
- Be thinking about the future. What will happen if the internet is compromised?
- Finally - Don’t forget to **buy local!!**

**Our Next
Board Meeting
is April 25
Next Chapter
Meeting is
May 2nd
SEE YOU
THEN!!**