

May 2020



## Letter from President

If you are like most, when we were first banned to our homes two months ago you thought, “I am going to use this time to clean my house!” Then, after about a month, you realized it wasn’t time preventing you from keeping up with the housework; cleaning is still terrible.

Hopefully by now you have fallen into a routine; some would have needed to change more than others. For our family, homeschooling has been the largest change. I now know that a cone has one vertex, one edge and one face and could pass a test on polygons. I’m not sure if that will help me in the future, but it was a good lesson in visualizing 3D figures and learning how much I have forgotten since grade 3 math!

This pandemic has impacted all our lives and will continue for some time. We are all adapting to new ways of doing business including serving our clients and marketing ourselves. One area that has seen growth is a huge increase in professional development. I am currently taking a course that was 80% off because they know that funds a little tight right now and it was a good marketing tool to get people in the “door.”

Webinars have also exploded, at least in the non-profit industry. I was listening to one last week, not watching because I was working on something else (we all do it!), on Leadership, Decision Making and Organization Resilience. The presenter was talking about protecting verses building right now and he stated, that in his opinion, organizations that spend 60% on building and 40% on protecting will make it through. 60%! That is a lot of time and energy to create new programs and services that meet the current need. It’s interesting when you put a number to your new initiatives we are all working on.

In line with this discussion, Sherry, from member firm MOBO Promotional Solutions, is our speaker this month to present on marketing materials. I would encourage you to tune in on May 20<sup>th</sup> at 7pm (zoom link to come) and learn how you can increase your business using new creative tools.

Take care everyone!

A handwritten signature in blue ink that reads "Michelle Busa". The signature is written in a cursive, flowing style.

**Michelle Busa**  
Chapter President

Are you ready for a challenge ??  
How many guests can you bring ??  
Over the next 12 months, the member who has the most referrals  
that join EWI , will win cold, hard cash !

**\$ 250 !!**



*The winner will be awarded at our EWI December 2020 Dinner meeting.  
In the case of a tie, the prize money will be split equally between winners.*

- 2019-2020 Officers & Directors**
- President**  
Michelle Busa, READ Saskatoon
- Vice President**  
Darlene Biggins, Individual Member
- Secretary**  
Fran Seidler, Hillcrest Memorial Gardens & Funeral Home
- Treasurer**  
Darlene Biggins (acting),  
**THIS COULD BE YOU !**
- Ways & Means**  
**THIS COULD BE YOU !**
- Membership Director**  
Susan Mowat, ClearTech
- Sergeant-at-Arms**  
Jennelle Wignes -Haaland, ClearTech
- Programs**  
Karen Skirten, Sable Consulting
- Director At Large**  
Sherry Buziak, MOBO Promotional Solutions
- ASIST Director**  
Joy Crawford, Individual Member
- Advisor**  
Sandra Miller, Individual Member



## Our Year Ahead



CONNECTIONS | CAREERS | COMMUNITY

20-Nov-19

11-Dec-19

**Venue:** Delta by Marriott  
**Speaker:** Amanda Perrot, Grounded Goodness  
**Topic:** Her Story  
**Meal:** Scandinavian Buffet (Meatballs &/Or Salmon)

**NOTE: This is the 2nd Wed.**  
**Theme:** Christmas  
**Venue:** The Barn at Winds Edge  
**Speaker:** Rebecca Simpson, The Barn  
**Topic:** The First Year  
**Activity:** \$5.00 Ornament Exchange  
**Meal:** TBD

20-Jan-20

19-Feb-20

18-Mar-20

**NOTE: This is a Monday Nite!**  
**Theme:** Charity Nite  
**Venue:** Queen's House Retreat  
**Activity:** Making soup with Soup Sisters for the Homeless  
**Meal:** Appetizer, Salad, Soup, Glass of Wine

**Theme:** EWI...The Sizzle in Your Life.  
**Venue:** Willows Golf & Country Club  
**Speaker:** Morgan Hackl, Saskatoon Fire Chief  
**Meal:** BBQ Chicken & Rib Buffet

**Theme:** Literacy/St.Pats  
**Venue:** Winston's Pub Private Room  
**Speaker:** Jon Bath, UofS  
**Topic:** Why Does a Book Look Like a Book?  
**Meal:** Choice of Meatloaf, Lamb Stew or Fish & Chips

15-Apr-20

20-May-20

17-Jun-20

**Theme:** Marketing You!  
**Venue:** Manos Restaurant Private Room  
**Speaker:** Rosemary Stephenson  
**Topic:** How to Maximize your LinkedIn Profile  
**Meal:** Set Greek Menu with choice of starter

**Theme:** Spring!  
**Venue:** Solar Gardens  
**Speaker:** Sherry Buziak (TBC)  
**Topic:** Power of Promotional Goods  
**Meal:** Oven Baked Personal Pizzas

**Theme:** Marketing/Business Meeting  
**Venue:** Hillcrest  
**Speaker:** Preston Ciccione, William Joseph Communications  
**Meal:** Buffet (TBD)

Jul-20

19-Aug-20

16-Sep-20

No meeting this month!

**Theme:** Chapter Fundraiser  
**Venue:** Prairie Lily Dinner Cruise.  
 Boarding at 6pm, return by 8pm  
**Meal:** Served 3 Course  
**Family Members Welcome!**

**Theme:** "Members WANTED! - EWI Open House  
**Venue:** Park Town Hotel South Dining Room  
**Speaker:** Troy Cooper, Chief of Police  
**Meal:** Served Three Course meal with Chicken Supreme Entree

21-Oct-20

18-Nov-20

**Theme:** Board Installation  
**Venue:** Crossmount (TBC)  
**Speaker:** Erica Carleton, Edwards School of Business  
**Topic:** "What's Wellness Got to do with Women in Leadership?"  
**Meal:** Buffet (TBD)

**Theme:** Business Meeting  
**Venue:** Saskatoon Inn (TBC)  
**Speaker:** Barb Crowe, Ixtapa Travel  
**Topic:** Travel Safety  
**Meal:** Plated (TBD)

Friendly Reminder:  
 To remain a member in good standing you must attend at least 7/10 meetings per year (Oct - Sep)



**The Program:**

*For special events, client appreciation, staff recognition, fundraisers or teams promotional products are a valuable advertising tool that every organization should have in their marketing arsenal.*

*Born & Raised in Calgary Alberta, Sherry Buziak is now proud to call Saskatoon her home. She has over 16 years experience in the promotional industry and is celebrating her 10th year with MOBO Promotional Solutions.*

*If you are interested in learning how Promotional products can help your business stay top of mind with your clients during these extraordinary times, [please join us](#) for an overview of the benefits of promotional marketing.*

**VIRTUAL MEETING**

on ZOOM

7:00— Networking

7:15— Program

8:00pm—Adjourn Meeting

Cost:

**Free to attend**

Register by May 15th on [ewiofsaskatoon.ca/events](http://ewiofsaskatoon.ca/events)

**Connections, Careers, Community**

**Guests welcome!**

*Empower. Engage. Inspire*

