

# chapter PULSE

An Individual Chapter Publication



Chartered in 1958

San Antonio Chapter

April 2008

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Connie Ross – 270-2235  
Marmon Mok Architecture



**VICE PRESIDENT**

Vicki Chapman – 321-7535  
SWBC



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CPS Energy



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Carilyn Riak – 595-2556  
Ken Batchelor Cadillac SAAB Hummer



**DIRECTOR-AT-LARGE**

Leticia Villarreal – 475-6900  
Silver Eagle Distributors, L.P.

## General Membership Meeting Thursday, April 17, 2008

### FIRM NIGHT

**Batchelor Cadillac Saab Hummer**  
11001 IH-10 West @ Huebner  
San Antonio, TX 78230  
(210) 690-0700

- 6:00 PM – 6:45 PM Registration / Tours & Food Stations
- 6:45 PM – 7:05 PM Call to Order/Installations/Business Meeting
- 7:05 PM – 7:45 PM Greetings by Batchelor Management Team
- 7:45 PM – 8:00 PM Door Prizes/Adjournment

### APRIL BOARD MEETING

**DATE:** Tuesday, April 22, 2008  
**TIME:** 5:30 p.m.  
**PLACE:** Marmon Mok Architecture  
700 N. St. Mary's, Ste 1600

The Board meeting is open to the membership. If you would like to attend, please notify Secretary Melissa Pina at [mspina@cpsenergy.com](mailto:mspina@cpsenergy.com).

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Have any announcements or notices you'd like in the PULSE? Email them to [rperez@teamcmi.com](mailto:rperez@teamcmi.com)

# PRESIDENT'S MESSAGE



Since I'm not a weather forecaster, I can't predict April showers – but I will predict that Batchelor Cadillac SAAB Hummer will host a great Firm Night for our Chapter on April 17<sup>th</sup>.

Representative Monica Garza and the Ken Batchelor Management Team have planned a wonderful evening to showcase their facility. We will enjoy tours, fabulous food and libations, networking connections, and an opportunity to learn more about this long-time member firm of 24 years. Please note we are starting the evening a half hour later, at 6:00 p.m., due to the operating hours of the dealership. The change in time may even provide less traffic for all of us, or at least give us ample time to get there.

The old saying “April showers bring May flowers,” even holds true in the EWI San Antonio Chapter. This expression is a great metaphor for membership opportunities. As with flowers, feeding them and watering the seeds bring results — so it goes in recruiting new members to our Chapter. Successful recruiting is all about making that connection and building strong relationships. New relationships made one month will develop into membership opportunities in future months.

Our Chapter's annual “census” will be taken by Corporate the first of June, so the efforts showered by our membership committee in April will most certainly bloom desired results in the month of May. The committee's goal is to build our Chapter's census back up to 76 member firms by the May membership meeting, allowing our Chapter to maintain four voting delegates at the Leadership Conference and Annual Meeting (LCAM) in September. We are currently at 71 member firms.

The membership committee is not the only “busy bees” this time of year. Both the EWISP and ASIST scholarship committees have been planting their applications, and seeds of information and encouragement, with either high school counselors or college advisors. The EWISP applications have already been turned over to a panel of judges, and by this time the winners have been selected. We will have an opportunity to meet the three high school scholarship recipients, and hear them speak, at the EWISP Award Banquet on May 15<sup>th</sup> at the DoubleTree Hotel. This annual event is also an “Executive Night” for our member firms. And, don't forget to bring your checkbook or credit card to place a bid in the silent auction!

The ASIST application deadline of April 25<sup>th</sup> is fast approaching. The winners will be announced in early June. To help raise money for the adult scholarship recipients, our Chapter has a great event coming up! The 2008 ASIST Walk-a-Thon has been scheduled for Saturday, April 12<sup>th</sup>, at the Botanical Gardens. This event is a perfect way to keep your EWI relationships growing while walking for a good cause, and this venue should be a beautiful “site for your sight” this time of year. I hope you are filling out those pledge sheets and collecting money for the Walk-a-Thon. And, I hope you will take time on that Saturday morning from 9:00-10:30 a.m. to “stop and smell the flowers!”

Serving the EWI San Antonio Chapter  
Connie Ross, President

## DATES TO REMEMBER

### MAY

#### GENERAL MEMBERSHIP MEETING

**Thursday, May 15<sup>th</sup>**

EWISP Banquet  
Executive Night  
DoubleTree Hotel  
37 NE Loop 410 @  
McCullough

#### BOARD MEETING

**Tuesday, May 20<sup>th</sup>**

Marmon Mok Architecture  
700 N. St. Mary's, Ste 1600  
San Antonio, TX 78205

### JUNE

#### GENERAL MEMBERSHIP MEETING

**Thursday, June 19<sup>th</sup>**

Chapter Awards  
& LCAM Awards  
Location To Be Determined

#### BOARD MEETING

**Tuesday, June 24<sup>th</sup>**

Marmon Mok Architecture  
700 N. St. Mary's, Ste 1600  
San Antonio, TX 78205

### EWI® MISSION AND VISION

#### MISSION

Executive Women International® brings together key individuals from diverse businesses for the purpose of:

- Promoting member firms
- Enhancing personal and professional development
- Encouraging community involvement

#### VISION

To be the leading connection for business professionals.

## NEW MEMBERS

### Meet Maggie Hahn



Maggie Hahn was installed in January, 2008 as a replacement representative for USAA. Maggie has been with USAA for almost five years. She manages a team of call center service representatives that provide products and services to enhance the financial security of its unique membership. USAA is headquartered in

San Antonio and employs 22,000 employees nationally.

Maggie was born and raised in Northern Virginia, 15 miles outside our Nation's Capital. Although she has moved around the United States, she has called San Antonio home for the last seven years. She attended George Mason University where she received her Bachelors Degree in Communications with a Minor in Spanish. Upon graduation she married into the Marine Corps and has spent the last 18 years supporting the mission of the United States involvement in every national conflict since Desert Storm. Maggie has two children, son Michael is 14 and daughter Courtney is 11. Her husband Ron has been deployed four times to Iraq and Afghanistan since moving to San Antonio.

Maggie's interest are reading, writing, volunteering and watching her children's sporting events. Currently, she is assisting recently diagnosed cancer patients, providing support and information at a very trying time.

Being a representative of EWI Maggie hopes to build relationships and give back to the community. She also anticipates a huge knowledge increase as she networks with the group. Maggie will be mentored by Diane Solarczyk, a member of representative for Bitterblue, Inc., and will work on the Communication Publication Committee chaired by Rosie Perez. Please welcome Maggie to EWI the next time you see her.

By Elizabeth Perez

### Meet Belinda Smith



Belinda Smith was installed in January of this year as a new third representative for SWBC. Belinda is an Operations Specialist in the newly formed Reverse Mortgage Division where she supervises the Junior Loan Processors and handles the operations such as monthly reports, banking, loan originating and as many closings with their seniors as possible. Her executive is Ms. Gayle Spillman.

SWBC was founded by Mr. Charlie Amato and Mr. Gary Dudley in 1976. SWBC provides financial services such as insurances, investments, mortgage services, and auto title services. They have over 1,000 employees and conduct business in the U.S. and internationally.

Belinda was born and raised in Kansas City, Missouri but moved to San Antonio in 1978. She states she is the baby of the family and loves it! Belinda is married with two beautiful children. Her oldest, Kristi, lives in Louisburg, Kansas with her husband, Travis, and their three children, Douglas 15, Kelsie 12, and Aliyah who is four months old. Belinda's baby, her son Donny, is a Captain in the U.S. Army and is currently stationed at Fort Polk in Louisiana with his lovely wife, Jenny. He has served in Iraq and Afghanistan.

She loves all water sports especially scuba diving and she also enjoys hiking, back-packing, gardening, and reading books by Danielle Steele and Tom Clancy.

Belinda looks forward to growing as a leader and member of the community through her membership with EWI. She has been assigned to the Ways and Means Committee, and her mentor is Vicki Chapman, who is also a representative of SWBC. Make sure to give Belinda a warm welcome into our great EWI family at our next meeting.

By Rosie Perez

...NOT SO NEW MEMBER!

### Meet Cecy Bellacetin-O'Keefe



Montdani International LLC was founded by William O'Keefe and Cecy Bellacetin-O'Keefe in 2006 in New Braunfels, Texas.

Cecy has been an EWI representative since 1994, starting with HEB almost 10 years ago, then representing Bolners's Fiesta Products 3 years and following that, one year with Frenel Solutions, Mr O'Keefe's other Company ([www.frenelsolutions.com](http://www.frenelsolutions.com) ). Recently, she was installed with Montdani International LLC. Cecy has held various positions on the Board of Directors and was and is currently Membership Retention Chair.

Cecy was brought up with Italian-Mexican roots and is fluent in four languages. She is the proud grandmother of three girls, two of whom were born on her birthday; Montserrat and Daniela share the same party with "Kiki", as they call her! Montdani means MONTserratDANIela, and Cecy uses her third grandbaby (Maria Fernanda) in her promo banners.

Montdani International started with four employees and now 2 years later has 13 employees and offices in Mexico City, Monterrey, San Antonio and most recently, Toronto Canada. The second representative , Rubby Santiago, will be installed at the April meeting.

Cecy loves to travel and does so frequently taking care of Montdani business. She is getting used to living out of a suitcase! Cecy is doing what she loves and thoroughly enjoys the interaction she has with diverse business contacts around the globe and having complete support from her business partner, her husband. Fernando is her only child and she is very proud of him. He is living in Monterrey Mexico, so that is the best part of her business traveling to Mexico. Spain and Las Vegas are the next stops for Cecy in her business travels with Montdani.

Montdani is working with the non-profit organizations "Solo por Ayudar", sponsored by Lolita Ayala (Mexican Anchor Icon woman) and will be helping the "Desaparecido" project with Bill Dante, sponsored by Montdani's DENINO organic & natural children's line of products. Check the Montdani website for the product flyer at <http://montdani.com/pdf/prod-flyer.pdf>

By Cecy Bellacetin-O'Keefe



**MARCH MEETING** Photos by Aida Belmares



Jimmie Joffe with McMarr Properties, Inc, Connie Ross with Marmon Mok Architecture, and Linda Buck with Herff Travel, Inc.



Tuggey Rosenthal Pauerstein Sandoloski Agather LLP guest Kathy Jones, Zachry Construction Corporation guest Donna Dimond, Connie Ross with Marmon Mok Architecture



Molly Schmidt with H-E-B, Yolanda Trevino with San Antonio Spurs, Sue Ouimette with Valero Energy Corporation, Joanne Powell with New Horizons, Rita Saavedra with USAA



Guest Speaker Dr. Bernice Gonzalez with Vital Life Wellness Center



Julie Lyssy with C.H. Guenther & Son, Inc.



Leticia Villarreal with Silver Eagle Distributors, LP, and Becky Turgeon with NuStar Energy

## MARCH MEETING Photos (Continued)



EWI Sustaining Member Barbara Johnson,  
Jimmie Joffe with McMarr Properties, Inc.,  
Kathy Beaman with Julian Gold



Molly Schmidt with H-E-B, Lyn Pitman with  
San Antonio Water System, Gloria Eastwood  
with H-E-B



Lynn Smasal with Ernst & Young LLP, Debbie Lazarine with  
YMCA of San Antonio, Kathy Beaman with Julian Gold,  
EWI Sustaining Member June Poerner

### *In Memoriam*

*Keith Russell, Ph.D., dean of the Bill Greehey School of Business at St. Mary's University had a massive heart attack and died on April 9, 2008. St. Mary's is one of our chapter's member firms and Dr. Russell was the executive of representative Aida Belmares. Our thoughts and prayers are with the Russell family as well as with the faculty & staff at St. Mary's.*



## NEWS REELS

### An Interview with Erline Harrison Ward First President, San Antonio Chapter – 1958

*"I went from liquor to milk," Erline Harrison Ward laughed, as we talked recently about her life and career. After we both stopped laughing about her comment, she explained that she was working at a drug store that sold liquor when she left that job and went to work for the Borden Company.*

*A native Texan, Erline was born in Rogers, Texas, in Bell County. After graduating from high school, she entered Mary Hardin Baylor College. The love bug bit her and she dropped out to become a young bride. From then on, she said she moved many times, including Houston, San Antonio, Dallas, Denver and New Orleans.*

*Erline first went to work at the Borden Company in Denver. She and her husband moved back to San Antonio when her husband took a job here. She was then back in her old neighborhood in the Jefferson area on River Road.*

*One day, Erline was out walking the neighborhood, which happened to be near the Borden Company, when she ran into a couple of friends she had worked with at the Borden Company. They went back to the office and told O.L. Gibson, the manager. He said, "Get hold of her. I need a secretary." That started another journey for her with the company.*

*"Incidentally," she said, "the Borden Company was a member of Executive Secretaries, Inc., (later Executive Women International) in New Orleans. One of the Borden Company's Manager's from New Orleans, Mr. Sommers, and his secretary wrote a letter to Mr. Gibson recommending they join the San Antonio Chapter when it organized here."*

*When Erline was asked to attend the meeting representing the Borden Company, she was told not to get too involved because the company did not like to be at the forefront of things. When she got back to her office the next day, Erline went to Mr. Gibson and said, "Guess what? I have some news for you. I was elected President." He replied, "Well I have some news. I am being transferred to Houston."*

*Jack de Cordovo moved here and became the executive for the Borden Company. "A lot of water has gone under the bridge in these past fifty years," said Erline. "We are doing some things different, but many are the same." Everything has advanced so – old typewriters replaced by computers – old-fashioned telephones with cell phones. Everything is so fast moving. But one thing that doesn't change is the longtime friendships we have made with each other.*

*"And these gals know how to throw a party! It was so much fun – our 50<sup>th</sup> Anniversary Party," Erline said. She was proud to bring as her guest to the celebration, Walter Thomas, who was her Borden executive when she retired.*

*Erline now resides in Kerrville and in July, she will celebrate her 94<sup>th</sup> birthday. She has always been active away from her job. While living in her River Road home, she belonged to the River Road Neighborhood Assn., the Lions Field Senior Citizen's Advisory Board, and one year she even published its neighborhood newspaper.*

*Erline is active in the bowling leagues in Kerrville. "Every Tuesday I bowl in the senior citizens league. I am getting better with age!" she laughed. "I belonged to three bowling leagues in San Antonio, and I went to many state tournaments. I am 70 pins over average and have a ton of gold, silver and bronze medals."*

**How lucky we were to have Erline as our FIRST LADY when we came into the organization. And in my book, she is still our FIRST LADY.**

By Leona Pappas



**The caption reads:** Erlene Harrison, left, local president of Executives' Secretaries, Inc., discusses chapter procedure with Mrs. O.L. Weeks, national president, from Ontario, California. Mrs. Weeks Tuesday made the first official visit of a national officer to the newest unit in the organization, the San Antonio Chapter.

Picture from San Antonio Express, August 28, 1958.





Please Join Us For a Celebration of

The National Start! Walking Day Kick Off Press Conference  
And

Healthy Fiesta Food Choices Lunch and Learn

Hosted By

Nix Health Care System and the  
American Heart Association



Wednesday, April 16, 2008  
Nix Medical Center  
414 Navarro



Celebration Kick Off : 11:30  
Lunch and Learn: 12:30

Come See the Spurs Coyote and the Silver Fox,  
Spurs Silver Dancers, and WNBA Players!  
Tours of Nix Heart Center and Free Heart Health Information  
Lunch is limited , must RSVP to:  
[coconnor@nixhealth.com](mailto:coconnor@nixhealth.com)





News Release

Contact: Bob McCullough (210) 353-2344 • After-Hours Cell (210) 353-6688

April 3, 2008

**CPS ENERGY LEADS NATION IN WIND POWER CAPACITY**

CPS Energy ranks no. 1 in the amount of wind energy capacity among the nation's municipally owned utilities, according to the newly released American Wind Energy Association (AWEA) annual rankings of wind power leadership in the U. S.

With a current capacity of 501 megawatts (MW), CPS Energy holds the top spot, followed by Austin Energy, 274 MW; MSR Power Agency of California, 200 MW; Seattle City Light, 175 MW; and Sacramento Municipal Utility District, 106 MW.

"CPS Energy has been actively pursuing a diversified energy supply strategy for nearly four decades," said Mike Kotara, executive vice president of energy development, "and wind energy is a key focus for us right now. Between our wind energy and nuclear power, approximately 40 percent of our generated electricity is emissions-free.

"Our policymaking Board of Trustees set a goal of achieving renewable-energy capacity equal to 15 percent of our customers' peak demand, and we are well on our way toward achieving that target. Wind energy will continue to be a growing part of our electrical supply portfolio for years to come."

Later this year, CPS Energy will become the first energy company in Texas to acquire wind-generated electricity from the first wind farm near the Texas coast. The company has signed a 15-year agreement to purchase 75 MW from the Peñascal Wind Farm that's currently under construction a mile inland from the coastline on the Kenedy Ranch just south of Baffin Bay near Sarita.



## NEWS REELS (Continued)

### CPS ENERGY WIND POWER LEADER – PAGE 2 OF 2

A key factor that entered into the decision to buy electricity from Peñascal is that coastal winds blow on hot summer afternoons when electrical demand in San Antonio peaks, Kotara explained. In contrast, electricity from West Texas wind farms is usually more available at night and during the spring and fall months.

“Our commitment to renewable energy is a key part of our Strategic Energy Plan, and it is strictly voluntary,” he added. “Our staff is always on the lookout for opportunities to add to our renewables capacity that includes landfill gas and solar.”

CPS Energy customers can support clean, renewable wind energy by subscribing to Windtricity®. Commercial customers also can participate by signing up as Windtricity Business Partners, offsetting part or all of their electrical requirements with wind power. More information is available at 226-WIND (9463) or at [www.windtricity.com](http://www.windtricity.com).

CPS Energy is the nation’s largest municipally owned energy company providing both natural gas and electric service. Acquired by the City of San Antonio in 1942, CPS Energy serves approximately 680,000 electric customers and almost 320,000 natural gas customers in and around the seventh-largest city in the U. S. CPS Energy bills rank the lowest of the nation’s 10 largest cities, and the company has earned the highest financial ratings of any electric system in the nation. CPS Energy recorded the highest score nationally in the J. D. Power and Associates 2007 Gas Utility Residential Customer Satisfaction Study™ as well as the second-highest score nationwide in the 2008 Electric Utility Business Survey™. For more CPS Energy information, visit [www.cpsenergy.com](http://www.cpsenergy.com).

Additional information on wind energy is available at AWEA’s Web site, [www.awea.org](http://www.awea.org).

## YEAR AT A GLANCE

To help you with your executive's calendar and your own, we are including the dates of the General Membership meetings (with topics and locations if available), the conferences scheduled for 2007-2008 (including the annual meeting) and the Board of Directors meetings.

<u>General Membership Meetings</u> <b>2008</b>	<u>Board Meetings</u>	<u>Conferences/Special Events</u>
<p style="text-align: center;"><b>Thursday, January 17</b> The Petroleum Club of San Antonio Balcones Wilcox Room 8620 North New Braunfels Avenue</p>	<p>The Board meets at Marmon Mok Architects, 700 N. St. Mary's Ste. 1600 unless otherwise stated.</p>	<p>Additional Traveling Modules Dates will be included as announced.</p>
<p style="text-align: center;"><b>Thursday, February 21</b> 50<sup>th</sup> Anniversary Celebration Oak Hills Country Club 5403 Fredericksburg Road</p>	<p style="text-align: center;"><b>Tuesday, January 22</b></p> <p style="text-align: center;"><b>Tuesday, February 26</b></p>	
<p style="text-align: center;"><b>Thursday, March 20</b> Alamo Café 14250 Hwy 281</p>	<p style="text-align: center;"><b>Tuesday, March 25</b></p>	
<p style="text-align: center;"><b>Thursday, April 17</b> Firm Night Batchelor Cadillac Saab Hummer 11001 IH-10 West @ Huebner</p>	<p style="text-align: center;"><b>Tuesday, April 22</b></p>	
<p style="text-align: center;"><b>Thursday, May 15</b> EWISP Banquet/Executive Night DoubleTree Hotel 37 NE Loop 410 @ McCullough</p>	<p style="text-align: center;"><b><u>Third</u> Tuesday, May 20</b></p>	<p style="text-align: center;"><b>May 1-3, 2008</b> Spring Leadership Conference Chicago, IL</p>
<p style="text-align: center;"><b>Thursday, June 19</b> Chapter Awards &amp; LCAM Awards Location To Be Determined</p>	<p style="text-align: center;"><b>Tuesday, June 24</b></p>	
<p style="text-align: center;"><b>Thursday, July 17</b> Non-Meeting Fundraiser</p>	<p style="text-align: center;"><b>Tuesday, July 22</b></p>	
<p style="text-align: center;"><b>Thursday, August 21</b> Location To Be Determined</p>	<p style="text-align: center;"><b>Tuesday, August 26</b></p>	<p style="text-align: center;"><b>August 1-2, 2008</b> TEXOMA in Dallas, Texas</p>
<p style="text-align: center;"><b><u>Second</u> Thursday, September 11</b> Location To Be Determined</p>	<p style="text-align: center;"><b>Tuesday, September 23</b></p>	<p style="text-align: center;"><b>September 18-20, 2008</b> 2008 Leadership Conference &amp; Annual Meeting Palm Springs, CA</p>
<p style="text-align: center;"><b>Thursday, October 16</b> 2008-2009 Board Installation Location To Be Determined</p>	<p style="text-align: center;"><b>October Board Retreat</b> Ye Kendall Inn Boerne, Texas Oct. 17-18</p>	

# San Antonio Chapter Board Recap

**Submitted by:** Vicki Chapman  
Southwest Business Corporation

**Date:** March 25, 2008  
**Location:** Marmon Mok Architecture

## Secretary's Report

- Minutes approved:  
February 26 board meeting

## Membership

Board approved waiving the 1 year employment requirement for Rubby Santiago with Montdani International. Rubby will be installed at the April meeting.

## Treasurer's Report

- February 29, 2008 account balances:  
     General account:     \$49,927.96  
     Investment account: \$12,920.56  
     BCPD account :     \$31,847.22
- Treasurer Manns recapped on the Chapter Investment Policy. Three individuals will be contacted to serve as committee members and their decisions will be discussed at next board meeting.

## Business Career Development Program (BCDP)

- **EWISP**
  - Judges have been selected:  
     Navarro Williams – SAMP Ministries  
     John Ybanez – ACCD, Palo Alto  
     Alan Ernst – Brooks Heritage Society
  - 18 applications were received
  - Winners will be announced on July 1
- **ASIST**
  - Judges have been selected:  
     Julius Gordon – St. Phillips College  
     Joyce Carothers – Sustaining chapter member  
     Joyce Houston – United Way of S.A.
  - Application deadline is April 25
- **Philanthropy**
  - Committee raised \$900 at the demolition sale/fundraiser held on March 1.
  - Storyteller Len Cabrel has been confirmed for this year's Reading Rally In October.
  - Letter received from Bill Hollingsworth regarding fundraising program called "Kingdom for Kids". Bill will be invited to a membership meeting to explain program and provide more details.

## Sergeant-At-Arms

- 48 firms were represented at the March 25 meeting. Total attendance was 87:  
     61 representatives  
     4 sustaining members  
     1 life member  
     21 guests

## Programs

- The April meeting will be a firm night hosted by Batchelor Cadillac SAAB Hummer. All executives will receive an invitation in the mail. Menu and cost were approved – cost per person is \$20 and \$15 for sustaining members.

## Ways & Means

- \$345 was collected in the March door prize drawing
- ASIST walk-a-thon planned for April 12 at S.A. Botanical Gardens
- Silent Auction planned for May EWISP banquet
- Committee would like to hold a Casino night as another major fundraiser for 2008
- Total collected for December thru March fundraising events is \$1,230.

## Vice President / President Elect

- Vicki Chapman will participate in the membership teleseminar to be held on March 31. Topic is "Recruiting Using the CORD Approach".

## Publication

- The April *PULSE* deadline is April 4 with a distribution date of April 14.

## New Business

- Board approved a \$100 honorarium for March speaker Dr. Diane Gonzalez