

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 20th at 7pm (zoom link to come) and learn how you can increase your business using new creative tools.

Take care everyone!

Michelli Busa

Michelle Busa

Chapter President

Are you ready for a challenge ?? How many guests can you bring ??

Over the next 12 months, the ember who has the most referrals that join EWI, will win cold, hard cash!



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, Individua Member

Our Year Ahead

20-Nov-19

11-Dec-19



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

Theme: Christmas Venue: The Barn at Winds Edge Speaker: Rebecca Simpson, The Barn Topic: The First Year Activity: \$5.00 Ornament Exchange

NOTE: This is the 2nd Wed.

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

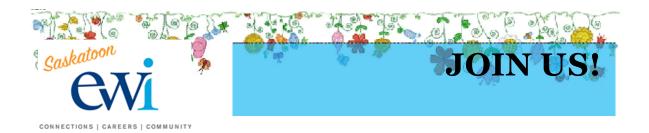
18-Nov-20

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 extrordinary 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

Connections, Careers, Community

Guests welcome!

Empower. Engage. Inspire

