

Letter from President



Merry Christmas & Happy Holidays EWI of Baton Rouge!

This is my favorite time of year, everything is shiny & bright! EWI's vision is "To be a professional organization that creates value for its member firms and their representatives through career development, business connectivity and involvement in the community." Our year is ending with bright stars that have recently joined us & twinkling lights of interested firms. Let's all have the courage to shine bright this next year &

think big!

Davis Rhorer's presentation of downtown Baton Rouge Passion for Progress got me excited about the additional renovations to come to Baton Rouge. In the past couple of years I have fell back in love with downtown and all that it has to offer. The Downtown Development District is certainly thinking big and you could see the passion Davis has for the proposed projects during his presentation. A warm thank you to all of our member firms that was able to attend Executive Night and help to make it such a success.

I hope you got the chance to participate in the Webinar with Lori Giovannoni on Presentation Skills. EWI provides many opportunities to learn & practice presentation skills. If you haven't served in a Board position yet, start thinking about next year. Ask Board members about their positions & find one you would be interested in. It is a great learning experience not only in presentation skills but in leadership and working with and relying on a team. Be sure to mark your calendar for the upcoming December webinar; More Media, More Headaches: Social Networking & "Textual Harassment" and send the registration link to your HR managers or anyone else in your organization that would benefit from this presentation.

For those of you who are diligently helping me in our projects do not forget that the "members only" portion of the corporate website will be down beginning December 1 for a few days for upgrades.

As we close this year I want you to know that we value your membership and are looking forward to a great year! On behalf of the Baton Rouge Chapter I would like to extend Best Wishes & Blessings this holiday season.

2010-2011 Officers & Directors

President

Leah Frederic
EXCEL Group

Vice President

Dianna Braud
Safety Council of LA Capital Area

Secretary

Deanne Bonvillain
EXCEL Group

Treasurer/Sergeant-at-Arms

Renee Barbier
Safety Council of LA Capital Area

Ways & Means

Mary Lynn Jones
Block Companies

Membership Director

Toni Shaw
YMCA of the Capital Area

Programs

Rose Wilson
YMCA of the Capital Area

Krista Dettman
Wright & Percy

Director At Large

Chiara Caruthers
Coca-Cola Bottling Company United

Communications Director

Dianna Braud
Safety Council of LA Capital Area

Parliamentarian

Jackie Lee Airhart

December Meeting

- Program:** Christmas Social
- Speaker:** N/A
- Date:** December 14, 2010
- Time:** 6:00 pm – 8:00 pm
- Place:** Mon Juni's
7343 Highland Rd
Baton Rouge, LA 70808
[Map it](#)
- RSVP:** dbonvillain@excelusa.com
- Menu:** Choice of House or Caesar Salad
- Choice of:
Meat Sauce Lasagna
Spaghetti with Two Meatballs
Grilled Chicken Breast served w/pasta and Daily Vegetable
Eggplant Parmesan
Chicken Parmesan
- Choice of:
House Made Bread Pudding
House Made Tiramisu
House Made Cheese Cake

Reminders

1. Bring your wrapped Christmas present for our adopted family to our Christmas Social.
2. Wear your EWI pin to our next meeting to be eligible for a extra door prize ticket.
3. Bring a wrapped \$15 ornament to our Christmas Social.
4. Bring a gift from either your company or from your home that can be used for a door prize. Bring to Deanne Bonvillain by our January meeting.



November Meeting Recap

Our November Meeting was our annual Executive Night.

Davis Rhorer of the Downtown Development District was our guest speaker. He enlightened us all to the great new things going on in Downtown Baton Rouge. We also honored Tammy Efferson, our recent corporate scholarship winner. To see all of the photos from the event, visit our online photo gallery: ewibatonrouge.org/photo_gallery.html



EWI Adopted Family

By Dianna Braud

I cannot wait to see the looks on the faces of our adopted family when we deliver their Christmas presents in a few weeks. This year our EWI family has adopted a needy family (single mother with 6 children) through Catholic Charities of the Diocese of Baton Rouge. Our members have stepped up to donate some great gifts for these kids and their mother. We will be delivering bikes, games, baby dolls, shoes, clothes and much more but more donations would gladly be accepted. All donations need to be brought to our next meeting on December 14. If you would like to see what other items are needed or would like to help deliver the gifts, please contact Dianna Braud at 225-282-329



Catholic Charities of the Diocese of Baton Rouge

Baton Rouge Chapter Member Firms

- Averett Aircraft Services, LLC
- Lee Michaels Fine Jewelry
- Baton Rouge Coca-Cola Bottling Company
- PPC Mechanical Seals
- Commonwealth Advisors
- Renal Associates of Baton Rouge
- Baton Rouge Duplicating
- Safety Council of Louisiana Capital Area
- Block Construction
- Wright & Percy
- Excel Group, Inc.
- YMCA of the Capital Area
- Investar Bank

Posting of Prospective New Member

Company: Planet Beach, a Contempo Spa
 Major: Hair & Beauty
 Minor: Spa Services
 Submitted by: Leah Frederic

Company: Graybar
 Major: Electrical Industry
 Minor: Electrical Equipment & Supply Distributor
 Submitted by: Leah Frederic

If no written objection is received from a current member firm executive within ten (10) days of the date of this posting, these firms will be contacted for membership. Written objections should be sent to Toni Shaw, EWI Membership Director, YMCA of the

Current Membership Status

As of November 2010

Current member firms.....	13
Current member reps.....	17
Firms with two reps.....	3
Firms with three reps.....	1
Firms without reps.....	0
Sustaining members.....	2
Lifetime members.....	1

EWI Vision

To be a professional organization that creates value for its member firms and their representatives through career development, business connectivity, and involvement in local communities.

EWI: Connections | Careers | Community

Benefits to the Company

Enjoy access to an international business base, discover new opportunities with other members and increase local and international contacts. Chapter and Corporate activities offer continuous events to showcase your firm's products and services. Benefits include:

- Increased business relationships through member firm contacts and access to *EWI Connect*, newsletter, and an International Directory (a listing of thousands of decision makers).
- Recognition as a business leader through news coverage and community involvement.
- Awareness of cutting-edge business and civic issues through EWI programs.
- Opportunity to provide quality professional development and continuing education scholarships for promising employee(s).

Benefits to the Individual

Develop and utilize personal talents, learn business skills through hands-on EWI programs and become involved in local philanthropic activities. Benefits include:

- Cultivating personal and professional development through conferences, seminars and an extensive network of contacts.
- Gained leadership skills through training programs and service on committees and boards.
- Earning of Continuing Education Units.
- Involvement in community, scholarship and philanthropy projects at the grass roots level.
- Scholarships in continuing education.

Dates to Note

December 14

Board Meeting – 4:45p
Monjuni's – Highland Rd

December 14

Christmas Social – 6pm
Monjuni's – Highland Rd. .

January 11

Board Conference Call
TBA

January 11

Chapter Meeting – “High Potential Competencies: Where Do You Stand?”– 6pm
TBA

Birthdays

Representatives

Dianna Braud Dec 30

Executives

Holly Hidalgo-DeKey Dec 14

Anniversaries

Representatives

None

Firms

None



If we missed a birthday or anniversary please contact Jackie Airhart at jairhart1@cox.net to update our records

EWI 101

By Lean Frederic

A new column to provide you with information you may not be aware of, provide basic knowledge of our organization and some fun tidbits. If you have a question you would like researched, please feel free to submit it and we will work on finding an answer for you.

- All of our Chapter Board of Directors positions are outlined by the Corporate Board. There is one exception which is "Director at Large". Each Chapter has the ability to have a directorship of their own choosing. The Baton Rouge Chapter has elected to use it as the chair of the Thomas J. Airhart ASIST scholarship. This position does not have to remain every year.
- Do you have a long commute? Tired of the wasted time you spend in the car? Need something to pass the time on that treadmill? Did you know that there are free professional development teleseminars available for download from the Corporate Website (www.ewiconnect.com)? There are a number of different teleseminars available. Not only can you download them to your computer but you can download them to your mp3 player or iPod

Beware of Holiday Phishing Scam

By Tony Bradley, PCWorld

The below was released today by PCWorld. The advice from PayPal Communications Team is a reminder of how to handle business online with "common sense and cautious skepticism".

During this hectic holiday season with retailers racing to outdo each other with earlier and earlier deals, it is safe to say that Christmas is here. If you're shopping online, though, and paying with PayPal--be warned. There is a phishing attack targeted just for you.

The holidays come with a dramatic spike in shopping, and nobody appreciates the increase in online commerce more than cyber criminals. While you're preparing for a Thanksgiving celebration of beer and watching the Detroit Lions make a mockery of professional football...Hey, don't judge. You try supporting a team that has been consistently sad for 60 years and see if you aren't a little bitter. Fine. While you're preparing for a traditional Thanksgiving feast and plotting your Black Friday shopping strategy, malware developers are hard at work finding ways to capitalize on the shopping season.

PayPal is established as a method of online payments. It is an integral part of eBay purchasing--a very popular way to acquire gifts during the holiday season, and it is widely accepted as a method of payment by online retailers of all sorts. It makes sense that cyber criminals would try to capitalize on the spike in PayPal transactions to catch naïve or unsuspecting users off guard.

AppRiver's Troy Gill has uncovered just such a scam. "Since so many people use PayPal in conjunction with the impending holiday shopping spree, scammers are looking to take full advantage of unwary consumers. The latest PayPal related scam targets PayPal users via email. Unlike most of the PayPal scams that we have seen in the past that included a link in the body of the message, these have an attached HTML. When the attachment is clicked a Java Script will produce a Phishing page that mimics a legitimate PayPal page. The input information is then sent off to another domain that will make it available for the cybercriminals."

As Gill notes, this attack attempts to dupe victims by using an attachment as opposed to a link. Granted, users should be conditioned to avoid both links and file attachments in suspicious or questionable e-mails, but just switching things up from the normal malicious URL might be enough to snare some unwary users.

Once the attackers have the PayPal credentials entered on the spoofed PayPal page, they can transfer the funds out of the PayPal account, make purchases using the money in the PayPal account, request funds to be sent to the PayPal account, or

anything else the legitimate account holder is normally able to do with a PayPal account.

Most avid PayPal customers hopefully know better than to fall for such a thing, but with the holidays and the spike in online shopping comes a deluge of newbies who know enough to use PayPal to make purchases, but aren't seasoned in how to protect it.

Gill warns, "During the next few months you should be aware that you will be a broader target for scammers looking to take advantage of your increased purchasing activity. Since most people will be making a far greater number of purchases on their credit cards around the holidays they would be less likely to notice fraudulent activity on their cards."

Just remember the mantra that common sense and cautious skepticism will prevent almost all attacks. Happy Holidays!

PayPal Communications Team offers this advice:

This is a phishing issue that impacts many ecommerce sites, but here are some additional tips customers can follow to avoid it. PayPal also provides customers zero liability coverage against unauthorized charges to their accounts.

- Use a safe password

- Use a strong password which includes a combination of upper and lowercase letters and numbers.

- Using an obvious password like "password" or the name or birthday of a family member is a very common mistake.

- Protect your computer

- Use an updated Internet browser that blocks fraudulent websites - such as Internet Explorer 7 or 8, or Firefox 3.

- Update your antivirus software

- Don't click on links in email

- Don't click on links in email, especially if you weren't expecting the email from your bank, the IRS, or popular sites like PayPal. Instead, always open a new browser and type in the Web site address before logging into your account.

- Use common sense.

- If you wouldn't do something in the offline world, don't assume it's safe online. Trust your instincts.

For more information and tips on staying safe, please visit PayPal's security center: www.paypal.com/cgi-bin/webscr?cmd=p/gen/security-main-outside

2010 – 2011 Chapter Board Members



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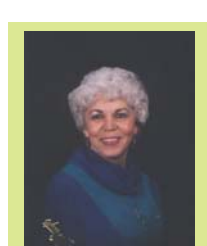
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