

LETTER FROM PRESIDENT



Happy 2012 New Year!

The New Year is here, and I hope you all had a wonderful and blessed Holiday season. Our EWI year has for the most part been set, and we have lots of new and exciting

programs lined up; thanks to our program committee.

Please mark both your and your executive's calendar for a Luncheon at Gettysvue on **October 16, 2012**, the President and CEO of Bush Brothers will be speaking to our Members and Executives. Also, highlight your calendar for **Scholarship Night on May 15th, 2012**, we will have Inky Johnson as our speaker for the evening. For August's meeting, we have confirmed the first female Mayor, newly elected Madeline Rogero for our luncheon; so you can see we have some outstanding programs coming up. Put these dates on your new 2012 calendar, and plan to invite your executives, guests and potential new members!

If you have not been contacted to join an EWI Committee, this will be happening in the next two weeks. The goal is for every member to be on at least one committee this year. We need your help for these committees to run smoothly. We do great work through EWI Knoxville, and we can't run this organization without you.

Our membership committee will be having their first meeting in the next few weeks. We will have specifics following on the incentive program to help bring in new members. I am sure you will be as excited as I am since a "CASH" prize will be involved. The details will be announced later this month.

Again, here is wishing you a blessed and wonderful start to your New Year!

Connie Leggett

Lattimore, Black, Morgan & Cain, PC

2012 EXECUTIVE WOMEN OFFICERS & DIRECTORS

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Connie Leggett
Lattimore, Black, Morgan & Cain, P.C.

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Publications Director

Lou Ann Hamilton, MARSH

Scholarship Director

Kay Wright, Covenant Health

Past President's Club Chair

Sheri Lockett, Bertelkamp Automation

JAN 17TH TUES 5:30PM

MEETING DETAILS

The first 2012 EWI meeting is [Tuesday, January 17th](#) at Gettysvue Country Club. This is a Buffet **Dinner event starting at 5:30 pm** and the guest Speaker is Greg Maciolek, founder and CEO of Integrated Management Resources. Greg's topic for the evening is "Accomplishing More in Less Time" – What do people do when there is more to do than they have time to do it in? Some people freeze, some people hide, some procrastinate. Greg is going to share with us the secrets high achievers put to work every day to get the right things done are the right time. Feel your "can do" confidence soar as you learn the tips / tricks, shortcuts and strategies from some of America's most respective consultants, speakers and trainers.

Please email Susan at sarnold@bushbros.com if you have a special dietary request for the evening.

EWI CORPORATE DATES

Professional Development

WEBINAR – Tuesday, January 17, 2012 at 3:00 pm

Colette Carlson, speaker

Topic is Leadership as it Relates to Change

Access the EWI corporate website to register for this class.

March 29-31, 2012

Spring Conference

EWI of Richmond, VA is proud too host the 2012 Spring Conference

You will experience a brand new module of the Academy of Leadership presented by Colette Carlson, have an opportunity to tour the historic Richmond region and network with your EWI friends.

Registration is now open at www.ewirichmond.org; Early Bird Registration is \$290 (Deadline is March 7th) after March 7th registration will be \$325. Hotel accommodations will be at The Westin Richmond, deadline for rooms is March 8th at 5:00 pm.

September 13-15, 2012

LCAM

Dallas, Texas

2012 CALENDAR

February 21, 2012

EWI Meeting / 5:30 pm
Gettysvue Country Club

March 20, 2012

EWI Meeting / 5:30 pm
Gettysvue Country Club

April 17, 2012

EWI **Luncheon** Meeting
Speaker: Stephanie Taylor
Topic is HBDI Thinking Styles
Gettysvue Country Club

May 15, 2012

EWI SCHOLARSHIP Meeting
5:30 pm
Gettysvue Country Club

June 4, 2012

Pilot / Xinergy Golf Classic
Gettysvue Country Club

June 19, 2012

EWI Meeting / 5:30 pm
FIRM NIGHT

July 17, 2011

EWI Meeting / 5:30 pm
Gettysvue Country Club

August 21, 2012

EWI **Luncheon** Meeting
Speaker – Mayor Rogero
Gettysvue Country Club

September 18, 2012

EWI Meeting
Gettysvue Country Club

October 16, 2012

EWI – **Executive's Luncheon**
Speaker – Tom Ferriter,
Pres & CEO of Bush Brothers
Gettysvue Country Club

TOP 10 LIST NEW YEAR'S TRADITIONS and SUPERSTITIONS

10. Fireworks

Fireworks, cheering, singing and noisemakers on New Year's Eve are believed to scare away evil spirits. Do we really need an excuse to set off fireworks? Probably not. But we take this opportunity to light the sky (and maybe some of the grass in our yard). Music and singing are part of most celebrations and I am pretty sure the 20 or so people (who usually only sing in the car or shower) at 1am are not concerned with keeping evil spirits away in the new year.

9. Making Resolutions

Many believe the first day of the New Year should be spent thinking about the past year and resolving to improve oneself in the coming year. And while the media recycles old stories about "quitting smoking" or "getting out of debt" and your family use new year's resolutions as a guilt-inducing tactic to get you to move out of their house or pay back the small loan... not all resolutions have to be a life altering ordeal. Resolve small in the New Year and you will feel better about what you are able to accomplish.

8. Paying Off your Debt

It sounds like a resolution but you are suppose to do this before January 1st. This way you are even when the new year arrives and you start with a clean slate. On New Year's Day you should not pay out anything or make loans because this signals money leaving you. So remember to buy the lottery ticket on New Year's Eve.

7. Kissing at Midnight

New Year's Eve ranks second behind Valentine's Day as the worst day to be single because when that clock strikes midnight everybody's smooching but you. Granted, this is only painful for about 60 seconds (unlike Valentine's Day which serves up a full 24 hours of candy hearts, flowers and chocolate). The New Year's Eve kiss is a symbol that your affection and closeness will last all year. So do not grab some weirdo and kiss them, find a friend and give them a hug.

6. Singing "Auld Lang Syne"

This is a Scottish poem from the 1700's; it literally means "old long since" or in American terms "days of long ago" or the "Good Ole Days". The song goes: Should old acquaintance be forgot, and never brought to mind? Should old acquaintance be forgot, and days of auld lang syne? Chorus: For auld lang syne, my dear, for auld lang syne, we'll take a cup o' kindness yet, for auld lang syne.

5. First Footer

The first person to visit your home on New Year's Day has significance. It is considered good luck for a man to be the first person to cross your threshold. It is even better luck if he is tall and good looking. Best of all the first footer should bring along gifts like bread, fresh fruit, salt and Wine! If you are a handsome male delivering wine on New Year's Day, I am guessing not many people are going to turn you away.

MEMBER FIRMS

APL Logistics

Appalachia Business
Communications

Bailey International Corporation

Barge, Waggoner, Sumner &
Cannon

BEH Group

Bertelkamp Automation, Inc.

Bush Brothers & Company

Covenant Health

Dermatology Associates

Employbridge/Staffing Solutions

Holbrook Peterson & Smith,
PLLC

Home Federal Bank of TN

Humana

In10sity Interactive

Kelly Baker Properties, LLC

Knoxville Area Chamber
Partnership

Knoxville Catering & Special
Events

Knoxville Coca Cola

Knoxville Tourism & Sports
Corporation

Lattimore, Black, Morgan &
Cain, PC

Marsh & McLennan Companies

McKibbon Hotel Management,
Inc.

New Link Solutions

Pilot Travel Centers LLC

PSI Packaging Services

Pure Line Printing

Tennessee Valley Authority

Travis Meats, Inc. /Travis
Marine

UBS Financial

4. Nothing Should Leave the House

Here is one that had to be thought up by someone who did not want to run errands. Nothing should be taken out of the house on New Year's Day. If you have things to give to others, return to stores, etc put them in your car on New Year's Eve because they should not leave the house on New Year's Day. Some people allow items to leave the house after something has been brought in. The idea here is that something should be added to your house before anything is taken away. So if you are a First Footer (see number 5) with a gift basket, you better buy it on the way over.

3. Lay Low & Dopretty much....Nothing

A lot of information out there said not to do laundry or dishes (since you "wash away" luck), not to take anything out of the house (including the trash) and not to wash your hair! Sounds like the "out all night before celebrating" crowd was looking for a little justification to lie on the couch watching reruns or Football.

2. Eat Eat

While you are lazing on the couch, make sure you are eating the lucky foods: Grapes – 12 of them, one for each month of the year / Pork – because pigs root forward when they eat while chickens scratch backward... / Black eyed peas / Lentils / Greens.. such as collard greens, chard, cabbage or kale. Many of the foods that are good to eat resemble money or have something to do with moving forward.

And Finally

Number One – What you Do at New Years, you Will do all Year

While most of these superstitions and traditions are meant to usher in good luck while keeping the bad luck at bay, what you do can reflect on how you will live in the coming year. Recovering from a big party the night before? Your year will likely include being surrounded by friends and good times. Motivating to work out on New Year's Day? Well look who might drop 10 lbs in the new year. Cleaning and organizing around the house? Sounds like a year full of getting things done. Sleeping the day away? Maybe you will not be getting too much done in the new year.

Thanks for reading this Top 10 list

EWI is a member of Knoxville Chamber and the following Lunch & Learn sessions are available:

Social Media Series Returns for 2012

Trying to navigate the social media world but don't know the difference between a tag and a tweet? The Chamber's popular social media series returns for four special lunches highlighting what's new in the social media world and how you can use social media tools to more effectively reach customers. This year's social media series starts on January 10 with lunch and learn sessions each Tuesday through the end of the month. Sessions cost \$35 for non-members, \$25 for Chamber members. Knoxville Chamber members who register for all four of the series save \$25. To take advantage of the savings, call Lynsey Wilson at the Chamber 246-2608. While you're there, be sure to use the Twitter hashtag: #SMS12.

Nothing's Changed, But Everything's Different: Top 7 Digital Platforms

Presented by: Jeremy Floyd, Bluegill Creative

January 10, 11:30 a.m. - 1 p.m.

Knoxville Chamber, 17 Market Square

[Click here to learn more or to register!](#)

How to Win Friends and Influence Customers with LinkedIn

Presented by: Gavin Baker, Moxley Carmichael

January 17, 11:30 a.m. - 1 p.m.

Knoxville Chamber, 17 Market Square

[Click here to learn more or to register!](#)

Social Media Success Stories

Presented by: Laura Bower, The Tombras Group

January 24, 11:30 a.m. - 1 p.m.

Knoxville Chamber, 17 Market Square

[Click here to learn more or to register!](#)

What can + Add to Your Communications? Using Google+ for Business

Presented by: Shane Rhyne, Ackermann PR

January 31, 11:30 a.m. - 1 p.m.

Knoxville Chamber, 17 Market Square

[Click here to learn more or to register!](#)

EWI© Mission & Vision

MISSION

EWI is an organization which brings together key individuals from diverse businesses for the purpose of promoting member firms, enhancing personal and professional development, and encouraging community involvement.

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.