

FROM EWI PRESIDENT



We love to see the flowers blooming and knowing new things are on the horizon with the warm weather. Knoxville EWI has lots of new and refreshing things on the horizon too. We are interested in growing our Chapter. Please invite your executive and a guest to attend our May meeting at Gettysvue. This will be our Scholarship meeting with Inky Johnson as our speaker. I have heard he very inspiring and entertaining. The scholarships we are awarding May 15th are a direct

accomplishment from our Golf Tournament fund raising efforts. We will be giving away 3 scholarships to local High School seniors totaling \$6,000.00. We, as EWI Members, give back to our community with both the Golf Tournament for Knox Youth Sports and awarding EWI Scholarship money to deserving students.

As many of you know, LCAM or the Leadership Conference and Annual Meeting will be in Dallas this year the week of September 12-15, 2012. It will be jam packed with lots to do, see and learn. I'd like to take a moment and tell you a little about this conference and some of the wonderful experiences that have come out of going to this Conference. First, the speakers are absolutely outstanding, refreshing and empowering. The renewed energy we all look for from time to time in life will be found during these few days. Last year I got to hear David Horsager. He is the author of the book "**THE TRUST EDGE: HOW TOP LEADERS GAIN FASTER RESULTS, DEEPER RELATIONSHIPS, AND A STRONGER BOTTOM LINE**". He taught me a lot, in a couple of hours, about how to treat people and how to present myself, than I could have learned in a three day seminar (which would probably cost me thousands of dollars). He was uplifting and funny, too. I also attended a seminar by Lori G., wow! what a dynamic person. You have the opportunity to take one of her on line seminars on April 5, 2012 at 3:00pm-**Success Redefined**-a Professional Development class. Along with the seminars you have the opportunity to meet many business professional people. I am talking about other EWI representatives from all over the world. You will be able to gather names, information and networking data from all different areas for the United States and Canada.

LCAM also provides opportunities for us to see what EWI Corporate is doing and the philanthropy that is going on across the U. S. with EWI Women. Usually, one day is devoted to the Corporate Scholarships that are given away or the children we are helping with the reading rally programs. I could go on for hours talking about what happens at LCAM but you really need to experience it to understand. EWI puts on an absolutely first class conference full of learning, networking and philanthropic experiences. Knoxville EWI will be sending several people to Dallas this year for LCAM. If you would be interested in going and if your company will embrace you being out of the office, to gain some great knowledge, please let me know. When we know how many are interested in going, the board will decide on the financial support awards and who qualifies for a fully paid LCAM courtesy of the Knoxville EWI.

Hope you have a wonderful Easter holiday and God Bless.

Connie Leggett

Lattimore, Black, Morgan & Cain, PC

2012 EXECUTIVE WOMEN OFFICERS & DIRECTORS

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

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APRIL BOARD MEETING

The next Chapter Board Meeting is April 10, 2012 at 8:00 am. Chapter Board Meetings are always open to the general membership, just email Connie Leggett if you plan to attend and she can tell you which McKibbin Hotel we are meeting at.

New Member Posting

Pellissippi State Community College
Classification: Education, College
Rep: Peggy Wilson

Knoxville Marriott
Classification: Hotels, Hospitality
Rep: Rachel Mobley

Contact Susan Goode (865-251-5672 or sgoode@coca-cola.com) for any questions. These are two new Major Classification Groups we have had open for awhile.

EWI CORPORATE DATES

TENNESSEE REGIONAL MEETING

June 8 – 9, 2012
Chattanooga, TN

LCAM

September 13-15, 2012
Dallas, Texas

The Corporate Office is pleased to announce that online registration for the 2012 Leadership Conference & Annual Meeting (LCAM) will be available April 15, 2012. We are excited about the amazing conference programming that we will be offering this year.



The Fairmont Dallas, our host hotel, is a beautiful venue for this wonderful event. Mark your calendars, plan to attend and make sure you register before May 31 to receive early bird pricing.

We are also proud to announce American Airlines (AA) as our official carrier of LCAM. AA will offer all attendees an 8 percent discount on their travel to Dallas. To get your discount enter **2592BM** in the discount code box when you book your ticket on www.aa.com.

2012 KNOXVILLE CALENDAR

May 15, 2012

EWI Meeting/ 5:30 pm
Scholarship Event
Speaker is Inky Johnson
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 - Installation
Gettysvue Country Club

October 16, 2012

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

October 25, 2012

EWI – Annual Auction
Buddy's Banquet Hall

November 13, 2012

EWI – Firm Night

December 11, 2012

EWI – **Luncheon** at 11:30 am
Ornament Exchange



Pilot / Xinergy Golf Tournament

June 4, 2012

Contact Linda Austin (Linda.Austin@Baileynet.com or 246-3207) to sponsor a hole or to reserve your Foursome Tee time. The afternoon slots fill up fast! Remember the Golf Tournament is a major fundraiser for Knox Youth Sports and EWI Scholarship. The Entry Form is separate attachment with the newsletter.

Kim Alt (Kim.Alt@Baileynet.com) is requesting your office marketing trinkets for the golf "goody bags". Contact Kim to tell her what you can contribute. This is a great way to advertise your firm.

REMEMBER the MEMBERSHIP DRIVE



The \$500 CASH incentive program started **January 1, 2012 and runs through August 31, 2012**. The details are as follows:

1. Each representative will be awarded 2 tickets for bringing in a new member firm.
2. Each representative will be awarded 1 ticket for bringing in a 2nd rep from their firm.
3. Payment for *New Member* firm dues must be in by 8/31/12 to be eligible.
4. To be included in the drawing Representative's firm must be an active member.

These tickets will be worth one chance to win the cash prize of \$500.00. The drawing will be held at the September meeting.

Remember when inviting a prospective new member to our monthly meeting, to notify **Susan Goode, Membership Director**, so she can verify the classification. We want to make sure the prospective member is not a conflict with a current member firm / classification. EWI is a non-compete organization. That means we only accept one firm from each minor classification. For example, we may accept multiple firms in the major classification of Advertising, but only one under each minor classification such as Advertising Agency Services. No member owns the major classification.

APRIL 17TH LUNCHEON STARTING AT 11:30 AM

The EWI Meeting is **Tuesday, April 17th** at Gettysvue Country Club.

This is a Buffet LUNCHEON event starting at **11:30 am** and the Guest Speaker is Stephanie Taylor who is a Certified HBDI Instructor will be leading the program. She will be offering a complementary Herrmann Brain Dominance Instrument assessment to our membership. The program will cover three major areas: 1) The Whole Brain Thinking Model that illustrates the diversity of thinking styles that we encounter every day. 2) Preferred thinking styles and how they color everything that we think and do. 3) Your personal HBDI profile and how to interpret it.

Email Susan at sarnold@bushbros.com if you have a special dietary request for the luncheon

Also, Susan is accepting 2012 Volunteers for the Invocation at each of the monthly meeting's, please let her know if you can assist with this request.

Top 10 Chocolate Destinations



In honor of Easter holiday I thought you would like to see where the Top 10 Chocolate Destinations are:

10. Cologne, Germany The chocolate capital of Germany, Cologne is the home of the Stollwerck chocolate company, which in its prime was the second largest supplier of chocolate to the United States. For the 150th anniversary of the company a museum exhibit was created to celebrate their history. Since then, the exhibit has grown into an entire museum. The Imhoff Stollwerck museum also known locally as the chocolate museum celebrates the history of chocolate around the world, and has interactive exhibits, samples and a giant chocolate fountain.

9. Tain L'Hermitage, France A small town in the heart of wine country, and only a short drive from Lyon, Tain L'Hermitage is the home of the world-renowned chocolate producer, Valrhona. A great stop is the Valrhona Ecole du Grand Chocolat, a school that teaches professional chefs, chocolatiers and caterers. They even host a three day course that teaches amateurs how to make decadent deserts.

8. Hershey, Pennsylvania Dubbed the "Sweetest Place on Earth," the town (originally called Derry Church) was renamed Hershey in 1906 due to the popularity of Hershey chocolates. The town is home to both The Hershey Company and the H.B. Reese Candy Company. "Chocolatetown USA" has branded itself as an American chocolate center and some popular chocolatey attractions include Hershey's Chocolate World, The Hershey Story Museum and the Chocolate Spa.

7. New York, New York As with most things in New York City, the chocolatiers have come from all corners of the globe, and have brought with them their recipes for scrumptious chocolate treats. Besides all of the fantastic chocolate shops in the city, visitors can take a chocolate tour with either the New Cuisine Chocolate Tour or the Luxury Chocolate Tour, where you can learn about the history of the shops you visit and sample some of their chocolates.

6. Villajoyosa, Spain Often called "Chocolate City," Villajoyosa's chocolate history began in the 18th century when it began importing cocoa beans from Venezuela and Ecuador. Today chocolate production is still booming as the town is home to Spain's oldest gourmet chocolate producer, Balor, which was founded in 1881. Villajoyosa also boasts an excellent chocolate museum that not only showcases the history of Villajoyosa's chocolate production but also how local favorites are made.

5. San Francisco, California The Bay area is home to one of the oldest chocolate manufacturers in the US, making it a destination for many chocolate lovers. As in New York, chocolate tours are a great way to take in San Francisco's best chocolate shops. You can also step back in history wandering through Ghirardelli Square, which was originally built as an expansion of the old Ghirardelli chocolate factory.

4. Oaxaca, Mexico The ancient Mesoamericans were the world's first chocolatiers and Mexico has continued to produce chocolate ever since. Today in Oaxaca, residents have embraced chocolate as a part of their culture and it seems visitors to the city can't walk down the street without being offered chocolate in some form, whether it is hot chocolate, chocolate pastry or chocolate candy. While there are major chocolate producers based here, a lot of Oaxaca's chocolate is made with

family recipes the old fashioned way, ground by hand or with electric grinders and mixed by hand.

3. Barcelona, Spain

The Spanish were the first Europeans to experience chocolate that was brought back from the New World, and Barcelona has been a center for chocolate lovers ever since. Among its chocolate covered achievements, the city can boast that the first chocolate making machine was built there in 1780. Today Barcelona celebrates its rich chocolate heritage with a museum dedicated to chocolate, the Museo de La Xocolata, which features everything from chocolate sculptures to hot chocolate.

2. Zurich, Switzerland

Switzerland consumes more chocolate per person than any other country, and with world renowned companies, like Cailler-Nestle, Toblerone, Lindt, Treuscher and Sprungli calling it home, it's no wonder. Zurich is the heart of chocolate production in the country and Lindt, Treuscher and Sprungli all have factories and stores in the city. For a truly unique experience, the Swiss Travel System, along with Cailler-Nestle, offers and excursion on "The Swiss Chocolate Train." The train departs from Montreux and makes a stop in Gruyeres (where Gruyere cheese is made) before finally arriving in Broc where guests get a tour of the Cailler-Nestle factory.

1. Brussels, Belgium

The entire country of Belgium is a chocoholic's paradise, boasting 12 chocolate factories, 16 chocolate museums and more than 2,100 chocolate shops! Brussels stand above the rest by being home to two of the biggest chocolate companies in the world... Godiva and Leonidas, as well as many smaller chocolate boutiques. While all kinds of chocolate treats can be found in Brussels, pralines are king. In fact, they were first created there by Jean Neuhaus in 1912. If you visit Brussels, make sure you go to the Musee du Cacao et du Chocolate where you can learn how chocolate is made.

In anticipation of the upcoming May Meeting, below is background information / refresher on our Scholarship Awards. The Knoxville Chapter participates in two EWI Corporate Scholarship programs. We fund the local scholarship programs with 25% of the annual Golf Tournament proceeds.



ASIST Scholarship

The Adult Students in Scholastic Transition (ASIST) is available to adults facing economic, social, or physical challenges, who are looking to improve their situation through educational opportunities. Last year all the local EWI Chapters and Corporate ASIST scholarships totaled over \$250,000.

The Knoxville Chapter has partnered with Pellissippi State Community College to distribute \$3,000 annually to deserving ASIST candidates. The students that are awarded the Knoxville scholarships by Pellissippi are eligible to compete on the corporate level for the opportunity to be selected for one of the twelve \$2,500 scholarships.

Executive Women International Scholarship

The EWI Scholarship Program (EWISP) is an annual, competition – based program which awards more than \$200,000 in college scholarship money to qualifying high school seniors each year.

Students are nominated by their schools to participate in the scholarship competition. Judges select the winning students based on their scholastic achievement, leadership qualities, good citizenship and extra curricular activities.

High school Juniors first apply for EWISP through their local high schools to compete for the Knoxville scholarship award. The Chapter level winners are submitted to the Corporate level for a chance to win one of the multiple scholarships. The Corporate awards announced in September at the start of their Senior year, range between \$1,000 and \$5,000.

Fellows Scholarship Program – from CORPORATE

ACTION REQUIRED - IMPORTANT:

If a representative of your Chapter is planning to submit an application for the Fellows scholarship, please notify Vernita Beck, Corporate Fellows Coordinator (vernita.beck@commercebank.com), as soon as possible. It will be very helpful, from a planning perspective, for Vernita to know how many representatives will be submitting applications for the Corporate award.

GENERAL INFORMATION:

The EWI Fellows Program is a Corporate-level program that awards financial assistance to active EWI representatives admitted to accredited baccalaureate, graduate or post graduate programs. Information about the Fellows Program can be found in the EWI Procedure Manual, B/C/DP, Chapter 3 (Fellows Program).

UPCOMING DEADLINES:

April 30 - Representative's deadline for submission of application to Corporate. The original application and two copies should be forwarded to:

Vernita Beck
Corporate FELLOWS Coordinator
c/o Commerce Bank
P. O. Box 419248
Kansas City, MO 64141-6248

May 1 - June 30 - Corporate judging / selection process

July 1 - Awards notification



Mark October 25th, Thursday, on your friend's and coworker's calendar. This is the scheduled date of the upcoming annual **EWI Chinese Auction** at Buddy's Banquet Facility.

Remember, it is a highly anticipated event that sells out quickly because of the overwhelming gifts to bid on. Ashley Dixon and her committee are all ready hard at work to make sure the evening will be its usual high energy success. Contact Ashley at knoxvillemdos@mckibbons-hotels.com if you plan to start working on your Theme basket donation, so she can get you on the list.

PROFESSIONAL DEVELOPMENT

From EWI Corporate:

Visit the Corporate website (www.EWICConnect.com) to access and register. This is open to you and your firm.

Webinar - Success Redefined

Presenter: Lori Giovannoni

Thursday April 5, 2012 - 3:00pm ET



Success Redefined has been one of Lori's most requested keynote speeches. A newly crafted presentation Success Redefined uncovers some of the least known facts about success and how to achieve it. Regardless of industry, audience demographics and economic climate Lori's insight resonates with the current culture of business.

Join Lori as she speaks to the spoken and most importantly unspoken rules of success in a fluid and ever changing business world. This is a not to be missed webinar if you are interested in your personal and professional success.

UPDATE on May 15, 2012 Scholarship Event

The upcoming May 15th meeting is a Dinner Buffet with our annual EWI Scholarship Event when the college scholarships are awarded to the final High School juniors. As a Guest Speaker we will have Inky Johnson who was a former Volunteer Football player. He will talk about how his life was changed forever during the last two minutes of the UT vs Air Force Academy game on September 9, 2006. Inky was destined to continue to play in the NFL but because of a chance hit to his body by the helmet of the opposing team player, Inky was left with his right arm paralyzed and his football career over. The hit also left him bleeding in his chest from a burst artery. Only emergency surgery saved his life.

Reserve the date on both your and your executive's calendar to hear Inky Johnson talk about his life before and since the accident. He recently spoke to the West Knox Rotarians and they gave him a standing ovation. What a great motivational speaker for the local High School Juniors whose accomplishments we are celebrating.

Letter from new Corporate Executive Director



I feel so privileged to have been selected as your new Executive Director. EWI is an amazing organization with a wonderful history and a bright future. I'm very excited to be part of it.

My extensive leadership background combined with my association experience, I believe, will enable me to serve you well as we move forward. I am committed to making sure that the corporate office provides all of the support necessary for EWI to achieve its strategic goals so that it may continue to grow and serve professional women everywhere.

As we move forward, I will look for new opportunities to increase the ways in which the corporate office engages with you and I hope that you all will not hesitate to engage me. By growing our relationship we will both be stronger. I firmly believe that there is nothing that a committed group of women cannot accomplish and so I know that together we can achieve great things using our rich history and tradition as a strong foundation for the future.

I'm looking forward to meeting many of you at Spring Conference and then at LCAM. In the meantime, my door is always open and my cell is always on. Don't hesitate to call or come in and let me know how I can serve you better.

Katie Reeder
Executive Director

Pictures from March Meeting at Gettysvue



THANK YOU LETTERS received from the Chapter's contributions to the Community



March 14, 2012

Ms Connie Leggett
Executive Women International Scholarship
Investment Drive, Suite 200
PO Box 23530
Knoxville, TN 37933-1530

Dear Ms Leggett:

I want to extend the Foundation's sincere appreciation for the donation of \$2,500.00. This donation will benefit the Executive Women's International Scholarship fund.

Your gift, for which no goods or services were provided, will help us continue to furnish our students with the quality educational opportunities for which Mississippi State is recognized. Thank you for your support of the Foundation, the College and our students.

Sincerely,

Peggy M. Wilson
Vice President of College Advancement and
Executive Director of the Foundation

PELLISSIPPI STATE FOUNDATION
1915 HANCOCK VALLEY ROAD • P.O. BOX 22990 • KNOXVILLE, TENNESSEE 37933-0990
865.594.4200
www.psf.edu
A THE INSTITUTION A KAL000103424



January 18, 2012

Office of Development
The University of Tennessee Medical Center
The University of Tennessee Graduate School of Medicine
2121 Medical Center Way, Suite 110
Knoxville, TN 37932-0287
865.305.9611
Fax: 865.305.9619
development@utmc.edu

Executive Women International, Knoxville Chapter
Attn: Ms. Sandy Richards
10024 Investment Dr., Suite 200
Knoxville, TN 37932

Dear Ms. Richards:

I would like to extend my personal thanks to you for your 2011 support of the University of Tennessee Medical Center and UT Graduate School of Medicine.

Last year your donation of \$100 to our Breast Cancer Education and Outreach programs provided vital support to our breast health outreach efforts. These programs provide assistance throughout the region, as well as to our patients and their families. I invite you to consider renewing your annual gift to continue your membership in the 1956 Society in 2012.

Each year tens of thousands of patients and their families come to the Medical Center and Graduate School of Medicine. They come in search of state-of-the-art care for life's unexpected challenges like a heart attack, stroke or traumatic accident, and also for some of its planned journeys like starting a family. We are dedicated to ensuring all will receive compassionate, individualized care customized to their needs and circumstances with highly trained physicians, nurses and care providers committed to outstanding healthcare. Your 1956 Society membership helped make this exceptional service possible, and I hope you will continue your support.

Enclosed is a pledge form detailing your previous 1956 Society gift, in addition to the different 1956 Society membership levels available. I encourage you to contact me, 865.305.9611 or development@utmc.edu, with questions you have regarding giving to the Medical Center and the Graduate School of Medicine.

Thank you for your consideration in renewing your 1956 Society membership through your annual gift. We are honored to have you as a 1956 Society member and greatly appreciate your kindness and compassion for the health and wellbeing of our East Tennessee community.

Sincerely,

Susan Harrington, MD
Chair, The 1956 Society

Enclosures

a part of University Health System UHS

MEMBER FIRMS

- APL Logistics
- Appalachia Business Communications
- Bailey International Corporation
- Barge, Waggoner, Sumner & Cannon
- BEH Group
- Bertelkamp Automation, Inc.
- Bush Brothers & Company
- Coca Cola Refreshments
- Covenant Health
- Dermatology Associates
- Employbridge/Staffing Solutions
- Holbrook Peterson & Smith, PLLC
- Home Federal Bank of TN
- Humana
- In10sity Interactive
- Knoxville Area Chamber Partnership
- Knoxville Catering & Special Events
- Knoxville Tourism & Sports Corporation
- Lattimore, Black, Morgan & Cain, PC
- Marsh & McLennan Companies
- McKibbin Hotel Management, Inc.
- Pilot Travel Centers LLC
- PSI Packaging Services
- Shaw Environmental & Infrastructure
- Tennessee Valley Authority
- Travis Meats, Inc. /Travis Marine
- UBS Financial
- WBIR TV 10
- Xinergy Corporation