

## FROM EWI/ KNOXVILLE PRESIDENT



Hello Ladies -

As the children head back to school, EWI Knoxville also heads back to school - kind of.

We are getting *new* Board Members, just like the children are getting *new* classrooms; *new* positions just like the kids are getting *new* teachers, and *new* assignments. This *New Year* will bring some *new* events, programs and members, just like the kids are experiencing at

school. We have to go out into the world of *new*; embrace and enjoy the adventure and look forward to the *new* excitement in our chapter.

That excitement will be greater when the group going to Dallas, TX for LCAM arrives home. Some will go to LCAM a little nervous, not sure what to expect just like starting a *new* school year. They will come back with great enthusiasm that will knock your socks off. There will be some *new* ideas and some old ideas for the board to look at again, and our *new* board will see what will work for us in the coming year.

All of this *new* takes lots of planning and enthusiasm. Let's get that excitement and let the *new* President and board lead us into a *new* year where EWI Knoxville will be even better than previous year. Let's make sure they know we are behind them one hundred percent. So, that means we need to support and join in on those committees when asked and help with the upcoming auction. It really takes a village to accomplish all that EWI Knoxville does in a year and you are the ones that make it happen.

I'll see you on Tuesday, September 18th at Gettysvue, where we will install this year's *new* 2012 - 2013 Board.

Be safe and keep your eyes open for those kids!!



**Connie Leggett**

Lattimore, Black, Morgan & Cain, PC

### 2012 EXECUTIVE WOMEN OFFICER & DIRECTORS

#### President

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

#### Vice President

Sherry Ellis, Home Federal Bank

#### Secretary

Valerie Beers  
Barge, Waggoner, Sumner  
& Cannon, Inc.

#### Treasurer

Denise Smith  
Tennessee Valley Authority

#### Ways & Means

Ashley Dixon  
McKibbon Hotel Management, Inc.

#### Membership Director

Susan Goode, Coca Cola Refreshments

#### Sergeant-at-Arms

Terrie Arp, Coca Cola Refreshments

#### Program

Susan Arnold  
Bush Brothers & Company

#### Program Co-Chair

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

#### Director At Large / Golf Chair

Kim Alt, Bailey Sales Corp.

#### Publications Director

Lou Ann Hamilton, MARSH

#### Scholarship Director

Kathy Eaves, BEH Group

#### Past President's Chair

Sheri Lockett, Bertelkamp Automation

## Board Meeting

The September meeting has been changed to **Thursday, September 6<sup>th</sup>**, at 8:00 am -due to a conflict with the Leadership Conference at the Annual Meeting in Dallas, the following week. This will be a **joint meeting of the current and incoming Board members – so please note your calendar.**

Chapter Board Meetings are always open to the general membership, just email Connie Leggett or Sherry Ellis if you plan to attend and they can tell you which McKibbon Hotel the meeting will be held at.

## EWI CORPORATE – UPCOMING WEBINAR

### The 4 E's of an Excellent Leader



**Date:** Thursday, October 11, 2012

**Time:** 3:00 PM (ET)

**Presenter:** Diane Windingland

Leaders do not command excellence. They build excellence. In this presentation, The 4 Es of an Excellent Leader, integrity is the base upon which excellence is built and communicated through 4 approaches:

Expectations--Get results with positive expectations.

Encouragement--Build your business/organization by building up people.

Empathy--Conquer apathy with empathy.

Empowerment--Release the power within people

Go to EWIconnect website to register

### 2012 KNOXVILLE CALENDAR

#### September 18, 2012

EWI Meeting

Installation of Officers  
Gettysvue Country Club  
5:30 pm

#### 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

Pellissippi State  
Community College

#### December 11, 2012

EWI – **Luncheon** at 11:30

Ornament Exchange  
Gettysvue Country Club



## EWI AUCTION IS AROUND THE CORNER

Mark the date of October 25th 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](mailto:knoxvillemdos@mckibbons-hotels.com) with your donation, so she can get you on the list.

## SEPTEMBER 18TH BUSINESS MEETING NETWORKING STARTS AT 5:30 PM

### Gettysvue Country Club

The Buffet Dinner **starts at 6:00pm.**

Email Susan at [sarnold@bushbros.com](mailto:sarnold@bushbros.com) if you have a special dietary request for the Dinner.

This month's meeting is the formal Installation of the new Board for 2012 – 2013. Please welcome the new incoming President, Sherry Ellis with Home Federal Bank and congratulate Connie Leggett with Lattimore, Black, Morgan & Cain, P.C. and her Board on a successful year.

*Make new friends ... one is silver and the other is gold.* That is an old song but it will apply to our September Meeting. The Installation / Announcement of the new Board, who have already started working hard for the GOLD medal.... Come and see how you can participate and win your own medal.

## New Member Posting

Contact Susan Goode, 865-251-5672, [sgoode@coca-cola.com](mailto:sgoode@coca-cola.com) with any potential new member / guest you would like to invite to a future meeting. She needs to make sure there is no conflict with another firm's Minor Classification.

## Corporate EWISP Winners Announced

EWI will be recognizing and congratulating this year's Corporate EWISP winners! All the winners will be recognized at the Dallas LCAM and honored in the LCAM Program Guide. One of the many strengths of EWI is its scholarship programs and the difference they make in the lives of so many.

The Knoxville Chapter had a winner this year in the group!

**Austyn Anderson  
Christain Academy  
of Knoxville**

**EWI of  
Knoxville \$1,000**

With School starting back – thought you might enjoy reading this article....

## Top 10 Best Laptops to Buy in 2012

Laptops in 2012 are better than ever and now offer everything that a desktop with the added bonus of style and portability. If you are looking for a new laptop then you are certainly not lacking in choice; however, the sheer volume of machines on the market can make choosing a make and model to suit you a very tough task indeed. If you have been looking for a new computer without success, you're in luck; because your future purchase will be featured in this list of the top 10 best laptops to buy in 2012.

### 10) Acer Aspire 5750



It is unusual for a budget laptop to feature amongst the big boys in the best laptops to buy; however the Acer Aspire 5750 is a great machine. While it may not have the specs of some of the other laptops in the list, the 5750 packs in an Intel Core i3 2350M chip running at 2GHz and a decent 4GB of DDR3 memory, making multitasking a breeze. With a thickness of just 34mm and weighing an impressive 2.6kg, you can easily pack this 15.6 inch screen machine into your backpack for use on the move.

### 9) HP Pavilion dm4-3000ea – Beats Edition



There is currently a big trend towards tiny laptops and the HP Pavilion dm4-

3000ea is a prime example of this. This small 14 inch laptop really packs a punch and HP have managed to include an Intel Core i5 2450M processor clocking 2.5GHz, backed up by a 500GB SATA hard drive and 4GB RAM. The OS is Windows 7 Premium which provides a great platform for the outstanding feature of this machine – Beats Audio. A powerful triple bass subwoofer makes Beats by Dr. Dre technology excellent when on the move and even better when plugging in some external speakers.

### 8) Toshiba Satellite Z830 Ultrabook



The Satellite Z830 is Toshiba's first crack at the Ultrabook market, and they have succeeded in producing a great machine. The Ultrabook comes with a Core i5 CPU, 6GB RAM and 128GB SSD hard drive, measures just 16mm in thickness and weighs just 1.1kg. Despite a bit of a flimsy screen, the features and design of this laptop make it a great buy.

## 7) Samsung Series 9 900X3B



With its thin and stylish chassis, the 900X3B by Samsung is the Ultrabook that's not an Ultrabook. At 1.2kg, the latest in the Series 9 range is light and super sturdy. Performance comes from an Intel Core i5 2467M processor and 4GB RAM, this gives the laptop plenty of bite and enough to take care of almost any task. The 13 inch screen with 1600×900 resolution display provides excellent quality and is razor sharp when displaying colours.

## 6) MacBook Pro 2012



Buying a MacBook Pro will set you back a minimum of £1,800, making it the most expensive edition to the list, but you are rewarded with Apple's much-praised Retina Display and stunning processing power. The latest Pro is once again a mix of style and substance with an aluminium unibody chassis that is built to last. The backlit LED 15.4-inch display offers 220ppi, which as good as you will find on a laptop and a 2.3 quad core Intel Core i7 processor laughs at every task to the point where it doesn't even seem to try. To add to the impressive list of features, the MacBook Pro is just 18mm thick and weighs only 2.02kg – truly stunning for such a powerful machine.

## 5) Dell XPS 15z



15.6 inch laptops rarely come any better than the Dell XPS 15z, which has pretty much everything a person could ever need from a computer. The build is excellent, the display is sharp and bright and, thanks to an Intel Core i7 'Sandy Bridge' processor and a superb 8GB RAM, power is never going to be a problem.

## 4) ASUS UX31 Zenbook



ASUS are well-known for producing high-quality laptops and the UX31 Zenbook is as good as it gets. The silver ultrabook is just 17mm at its thickest point and is ultra-portable, sporting a 13.3 inch super-TFT coated screen which delivers excellent vibrancy. Speed comes in the form of an Intel Core i7 processor and 4GB RAM and the audio and battery life are outstanding

### 3) Sony Vaio T13



The Sony Vaio T13 is the Japanese giant's long awaited first foray in to the Ultrabook market and delivers everything you would expect of Sony: great build, stylish design and affordable price. At just 1.6kg in weight and 17.8mm thick, you will struggle to find a more portable laptop and the 1.4GHz i3-3717U processor does a decent job on performance, although you may look to pay a little more for an upgrade to an i5.

### 2) MacBook Air



The second entry on the list for Apple is the MacBook Air, a laptop that sums up Ultrabooks perfectly. The Air is available in 11 and 13 inch versions each coming with the design, build and performance that you would expect from Apple. Both machines are tiny and both pack Intel's third generation Ivy Bridge processors, giving outstanding performance and graphics. As with the Pro, the MacBook Air comes with the eye-popping Retina Display and shows HD content perfectly. 4GB of DDR3L RAM help with power.

### 1) Dell XPS 13



The XPS 13 is essentially a smaller version of the 15z model and with a 13 inch screen and eight hours of battery life; it is the best Ultrabook on the market in 2012. The aluminium chassis is as impressive as you will ever see and a quad-core Intel Core i7-2637M CPU gives lightning quick performance. A truly great laptop.

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Please join the 2012 Knoxville Chapter - Nominating Committee members in extending congratulations to the 2012-2013 Board Officer and Director nominee(s) and their firms. We appreciate their passion for and commitment to the mission and goals of EWI, their willingness to serve in these leadership positions, and we applaud the support of their firms.

## **EWI KNOXVILLE PROPOSED 2012-13 BOARD**

**President:** Sherry Ellis, Home Federal Bank

**Vice President / President Elect:** Susan Arnold, Bush Brothers & Co

**Secretary:** Samantha Chittum, Knox County Government

**Treasurer:** Denise Smith, Tennessee Valley Authority

**Program Chair:** Robin Jones, Riverstone Rentals, LLC

**Program Co-Chair:** Lou Ann Hamilton, Marsh USA, Inc.

**25<sup>th</sup> anniversary Committee:** Sheri Lockett, Bertelkamp Automation

**Publication Director:** Rachel Mobley, Knoxville Marriott

**Membership Director:** Terrie Arp, Coca-Cola Refreshments

**Membership Co-Chair:** Susan Goode, Coca-Cola Refreshments

**Scholarship:** Val Beers, Barge, Waggoner, Sumner & Cannon

**Ways & Means:** Zandra Coppenger, Bush Brothers & Company

**Sergeant-at-Arms:** Jana Davison, Humana

**Director-at-Large / Golf Chair:** Emily Dameron, Shaw Environmental

**Advisor/Past President's Chair:** Connie Leggett, LBMC

Nominating Committee Members were Sheri Lockett, Lou Ann Hamilton, and Connie Leggett.

## Stop Networking. Build Relationships Instead

By Jeff Ghannam

PR people are born networkers. They rarely shy away from any social dynamic and are quick to introduce themselves with a smile and handshake. But the momentum that comes with overcoming that formidable barrier and making a new contact often goes wasted because most people are content to simply build networks instead of meaningful relationships.

The end goal of networking is not about gathering business cards for prospect lists or connections on LinkedIn, it's about developing mutually beneficial working relationships that can realistically advance both parties' business objectives. (So ask yourself why you are networking in the first place). And you really can't develop those kinds of relationships simply by attending drive-by gatherings ("speed networking," anyone) where the focus is often on quantity vs. quality.

So how do you develop those meaningful working relationships? Here are a few tips:

### Maybe you're hanging out in the wrong places

Networking gatherings are a great way to meet new contacts (insert plug here for PRSA-NCC's vast offerings of such meetings), but the best relationships develop in low stress situations because nothing is expected and everyone acts in a very relaxed and open manner. Do you want to get to know (not just meet) other PR people? Then volunteer to help with NCC activities where you can work alongside those people and get to know their work styles and backgrounds. If you can't commit to volunteer time, attend certain networking meetings regularly where you will see the same people more than once so you can follow up on previous conversations. For example, one of the reasons we've developed "20+ LeaderPack" is to go beyond networking and instead nurture relationships. The group holds quarterly luncheons ([next one is July 25](#)) for PR pros with more than 20 years of experience so they can get to really know each other.

### Stop talking about yourself

I can't tell you how many people I've met at networking events who don't even bother to ask about my interests or background. They spend all of their time talking about themselves or their business and interests. So please stop pitching yourself and show some interest in your new contact. Not only is it polite, but it also shows self-confidence and that you're interested in them and their needs and interests. If you show that you care about them, they will more likely care about you.

### Give before taking

I've met people who within the first 30 seconds asked if I can help them in their job search. While I appreciate the urgency we all feel when we're looking for work, I suggest (whatever your situation or goal) that you offer to give something first and chances are you will get something in return. Find out what your new contact needs and how can you help them. Don't know how to ask? See the above point: Simply stop talking about yourself. Let them speak and they will show their hand. Give a little before you can get a little, right?

### Take your time

Just like dating, people get turned off by someone who comes on too strong. First, if you meet someone at a networking event, take the time to really know them. Don't get their business card and start looking over their shoulder for your next conquest. And, remember, quality relationships take months, if not years, to develop. I recently met someone at a networking event who seconds after giving me her elevator pitch asked, "So how can we work together?" Of course, I had no idea even *if* I wanted to work with her because I didn't really know her just from her pitch and she certainly didn't know me. I suggest a slower approach if there's not an obvious need. After you make an initial contact, loop back with your new connection immediately and then every few weeks or months. Follow up with something specific and personalized to their interest when it

crosses your desk. And, no, don't automatically add them to your mass email lists without asking first. You are trying to develop relationships, not data points.

### Take your connection offline

Once you meet someone, don't limit your relationship to emails, texts, Twitter DMs and Facebook likes. The best way to build a distinct relationship these days is in person because many others are content simply with building their Twitter list of followers and Facebook likes. When possible, arrange to meet with new connections on their terms so it's convenient for them. Come by their office for coffee or go for a coffee after the next networking meeting. And show up prepared; do your homework by reviewing your contact's LinkedIn profile or their company's website and they will know that you are interested in them. And if you can't meet, pick up the telephone. (You know, it's that thing where you hear a person's voice on the other end.) People don't use it that much anymore and it will make you stand out from the crowd.

### Maintain your relationships

Once you've developed these mutually beneficial relationships, make sure to maintain them. Most people don't think about their relationship until a crisis like a job loss or a confounding professional challenge arises. Then they scramble to contact people who they have not spoken to in years. Such attempts are doomed to failure because they scream "the only reason I care about you now is because you can help me." You should already have effective relationships in place that can help you in just about any situation.

Building professional relationships—just like with personal ones—is more about giving than getting. If you put the other person's needs ahead of your own, I firmly believe that somehow your needs will be met. So be thinking of how your relationship can work for both of you and you will be fulfilled.

So what relationship building tips do you have to share? Comments are welcomed below.

Jeff Ghannam is president of [Crystal Communications & Marketing, LLC](#), and is a past president of PRSA-NCC.

## MEMBER FIRMS

Appalachia Business  
Communications

Bailey International, LLC

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 County Government

Knoxville Marriott

Knoxville Tourism & Sports  
Corporation

Lattimore, Black, Morgan & Cain, PC

Marsh & McLennan Companies

McKibbon Hotel Management, Inc.

Pellissippi State Community College

Pilot Travel Centers LLC

PSI Packaging Services

Riverstone Rentals, LLC

Shaw Environmental & Infrastructure

Sun Trust

Tennessee Valley Authority

Travis Meats, Inc. /Travis Marine

UBS Financial

WBIR TV 10

## 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.