

FROM EWI PRESIDENT



Well, we are moving full steam ahead with your requests: better programs, more meetings, social events, and membership growth. Your board is hard at work making sure you get what you want from EWI!

Kim Alt and Leah Beam have us off and running with our first EWI Social that was held on Tuesday, January 31, 2012. We enjoyed dinner, fellowship and a good movie with our EWI friends and others. Kim and Leah will

keep us informed on the next outing. This is definitely a good way to get to know each other outside the meetings.

Now, we need **you** to help meet one of our last goals: 10 new members this year. We are off to a wonderful start with Emily Dameron from Shaw; Terrie Arp with Coca Cola; Zandra Coppenger with Bush Brothers and Jessie Bryant with Covenant Health. Also, in February we have Jayme Castle from APL Logistics joining the membership. We have been very busy working on these firms, and a special thanks to those that have invited second representatives to join. I will soon have everyone's chosen Major and Minor classifications updated and will get that out. After this is completed everyone will know which "Minor" classifications are filled, and we can work on filling others. Please remember to contact Susan Goode so she can clear any question on the classification before inviting a firm to join. We have lots of classifications open, and we are looking to you for help to fill them plus enjoy the cash prize along the way. A little bit of competition does us good sometimes! Let's make sure we welcome all of our new firms and representatives at the next meeting. We have Missy Kane and Dr. Dan Watkins coming to join us on February 21, 2012 at Gettysvue Polo and Country Club. I hear we have something special that Dr. Watkins is going to do for us.

On our community front, the board has voted to reach out to Pellissippi Community College to help with the selection of giving our ASIST monies to Adult college students in need. We are very proud that we will be able to give an additional \$2,500.00 to Pellissippi this year to add to our endowment which gives away \$500.00 to college students each year. With our additional \$2,500.00 we will be helping three students, each with a \$1,000.00 scholarship. Give yourselves a hand; you are helping people in need in our community.

Planning for the Golf Tournament and Auction are underway. The Golf Tournament will be at Gettysvue Polo and Country Club on June 4, 2012. The Auction date has been set for October 25, 2012 at Buddy's Banquet Hall. Mark your calendars, and remember we need your help to make these two events successful.

I hope everyone has a Happy Valentine's Day! As always, thank you for all that you do for EWI-Knoxville.

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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EWI CORPORATE DATES

March 29-31, 2012

Spring Conference

EWI of Richmond, VA is proud to 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.

A New Academy of Leadership Module with **Colette Carlson**

'It all Begins with You - How to Empower Individuals and Motivate A Team'

The information provided in this module will teach you to:

- Develop the behaviors characteristic of an inspiring leader
- Empower others and motivate them to do their best
- Create a work environment that drives excellence and fosters a climate of trust
- Implement the five essential stages of building a winning team
- Sustain high-level performance from your team

Every leader must learn to inspire and move a team to action. With the skills of empowerment and team-building your professional brand is elevated and opportunities expanded.

Other Guest Speakers to Include:

- Thomas F. Farrell, II, Chairman, President and CEO, Dominion Resources, Inc.
- Lisa Schaffner, Public Relations & Marketing Director, United Network for Organ Sharing (UNOS)
- Laura Posey, CEO, Dancing Elephants Achievement Group

Contact Sherry Ellis at sherry.ellis@homefederaltn.com if you would like to attend.

September 13-15, 2012

LCAM

Dallas, Texas

2012 KNOXVILLE CALENDAR

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 Meeting / 5:30 pm
Scholarship Event
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

October 25, 2012

EWI – Annual Auction
Buddy's Banquet Hall



Pilot / Xinergy Golf Tournament

"Gettysvue is the place for me"
 "One day out of the office is the life for me"
 "Land spreadin out so far and wide"
 "Keep Work for another day"
 "Just give me that Country...Club"

Save the dateJune 4, 2012

Contact Linda Austin (Linda.Austin@Baileynet.com or 246-3207) to sponsor a hole or request a registration brochure 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.



MEMBERSHIP DRIVE 1/1/12 to 8/31/12

In looking for ways to grow our membership, the Knoxville Board has approved a \$500 CASH incentive program that will run **January 1, 2012 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.

Time Frame: 1/01/12 to 8/31/12

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** (or a Board Officer), so that we can verify the classifications. We want to make sure the prospective member is not a conflict with a current member firm / classification. Attached is the list of major and minor business classifications for your use in recruiting new member firms. 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. Thank you and let the Recruiting begin!

The next Chapter Board Meeting is February 14, 2012 at Springhill Suites (next to Texas Road House in Turkey Creek) at 8:00 am in the conference room.

The Chapter Board Meetings are always open to the general membership, just email Connie Leggett if you plan to attend.

FEB 21ST TUESDAY 5:30PM MEETING DETAILS

The EWI Meeting is **Tuesday, February 21st** at Gettysvue Country Club.

This is a Buffet **Dinner event starting at 5:30 pm** and the Guest Speakers for the evening are: Missy Kane of Covenant Health and Dr. Dan Watkins, a Chiropractor. Their topic is Stress Management in the workplace. Chair massages will be offered.

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

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.



Funny Valentine's Day Jokes

Check out a Romance – I met my husband while working in a Science Library. He came in every week to read the latest journals and eventually decided to take out the Librarian instead of the books. After a year and half of dating, he showed up at the Library and started rummaging through my desk. I asked what he was looking for, but he didn't answer. Finally he unearthed one of the rubber stamps I used to identify reference books. "Sine I couldn't find the right engagement ring," he said, "this will have to do," and he firmly stamped my hand. Across my knuckles, in capital letters, it read NOT FOR CIRCULATION!

Sweet Nothings (.com) – My boyfriend and I met online and we had been dating for over a year. I introduced Hans to my Uncle, who was fascinated by the fact that we had met over the Internet. He asked Hans what kind of line he used to pick me up. Ever the geek, Hans naively replied, "I just used a regular 56k modem."

Pastoral Passion – The Lingerie Store where my Aunt works was crowded with shoppers selecting Valentine's Day gifts for their sweethearts. A young businessman came to the register with a lacy black negligee. My Aunt noticed that the next customer, an elderly Farmer, was holding a long flannel nightgown and kept glancing at the younger man's sexier choice. When it was his turn at the register, the Farmer placed the nightgown on the counter and asked "Would you have anything in black flannel?"

Irresistible Irony - About a year had passed since my amicable divorce and I decided it was time to start dating again. Unsure how to begin, I thought I would scan the personals column of our local newspaper. I came across three men who seemed like they would be promising candidates. A couple of days later, I was checking my answer machine and discovered a message from my ex-husband. "I was over visiting the kids yesterday," he said. "while I was there I happened to notice you had circled some ads in the paper. Don't bother calling the guy in the second column. I can tell you right now it won't work out. That guy is me!"

Read All about it – Every Valentine's Day our campus newspaper has a section for student messages. Last year my roommate surprised his girlfriend with roses and dinner at a fancy restaurant. When they returned from their date, she leafed through the paper to see if he had written a note to her. Near the bottom of one page, she found: "Bonnie – What are you looking here for? Aren't dinner and flowers enough? Love Scott"

PROFESSIONAL DEVELOPMENT:

Visit the Corporate website (www.EWICConnect.com) to access

Webinar-"10 Tips n' Tools to put GO! in your Goals"

Presenter: Julie Berg

**Tuesday February 14, 2012
- 3:00pm ET**



Feeling stuck so you can't finish, or even start, that project? Are you too distracted or unmotivated to make a career or life change?

Want to be a catalyst for others to reach their potential? Learn ten simple, yet effective, tips and tools to inspire yourself to reach your goals!

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
Kelly Baker Properties, LLC
Knoxville Area Chamber
Partnership
Knoxville Catering & Special
Events
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
WBIR TV 10
Xinergy Corporation

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.