

## FROM EWI/ KNOXVILLE PRESIDENT



The 2012 Olympics are in full swing and so is EWI Knoxville. The Olympics showcases our best USA Athletes and we are fortunate to have Knoxville, TN represented in the group.

Well, EWI Knoxville has several personal "BEST" events coming up shortly. Our August Guest, the first female Mayor of Knoxville, Mayor Madeline Rogero, will be speaking to us at the August 21<sup>st</sup> Luncheon. Let's have a good showing, please invite your executives and co-workers to this meeting, as it should be an informative meeting.

September is fast approaching and we have several "BEST" dates to highlight in this month. We have six representatives going to Dallas, TX, for the EWI Corporate LCAM. This time of learning and networking is a great experience combined with leadership advancement for everyone whom attends. Secondly, EWI Knoxville has another winner at the corporate level with our first place Scholarship winner. Austyn Anderson has won one of the corporate level scholarships, another personal "BEST". Our September meeting will be an evening business meeting/installation of new officers. This "BEST" event will be highlighting our accomplishments for the 2011 -12 year and recognizing the boards, outgoing and incoming. Mark your calendar for September 18<sup>th</sup> at Gettysvue Golf and Country Club.

Coming soon is our 12<sup>th</sup> Annual EWI Chinese Auction, also a "BEST", so start inviting and reserve your table now. Bring your \$\$\$, have a glass of wine and enjoy a fast paced - humorous - competitive night with friends/ colleagues, Thursday, October 25<sup>th</sup>.

Do you like to arrange baskets, gather items or decorate for a party? Well, EWI Knoxville Auction committee needs your help with this "Best" auction. We need volunteers to gather items (gift cards, donations, etc.), put together baskets, host the paddle table (the night of the event), help set up and many other tasks that make this a success. The auction raises the operating funds for the EWI Knoxville Chapter and we need your help to make it another "BEST".

This is just a few of our Olympic events scheduled and all are winners!

Have a great and blessed August!



**Connie Leggett**

Lattimore, Black, Morgan & Cain, PC

### 2012 EXECUTIVE WOMEN OFFICERS & 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  
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#### Program Co-Chair

Sandy Richards  
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Kim Alt, Bailey Sales Corp.

#### Golf Co-Chair

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PSI Packaging Services, LLC

#### Publications Director

Lou Ann Hamilton, MARSH

#### Scholarship Director

Kathy Eaves, BEH Group

#### Past President's Chair

Sheri Lockett, Bertelkamp Automation

## Board Meeting

The next Chapter Board Meeting is August 14, 2012 at 8:00 am.

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 McKibbin Hotel the meeting will be held at.

## EWI CORPORATE:

### LCAM *Inspire to Lead*

**September 13-15, 2012** Dallas, Texas

Get excited for this year's Leadership Conference and Annual Meeting (LCAM) in the beautiful city of Dallas, Texas. Among other exciting programming, attendees will hear from [Vernice "Flygirl" Armour](#), the first African-American female combat pilot, and the motivational and hilarious [Connie Podesta](#). This year's conference programming is sure to inspire you. Check out the [schedule at a glance](#) to get even more details about what is in store this year.

#### NEW! Academy of Leadership Courses

This year, Academy of Leadership day is open to the public! Spread the word to your friends and colleagues that this is a day not to be missed! Check out the courses being offered by visiting the [Academy of Leadership page](#).

#### NEW! Experience the City of Dallas

EWI of Dallas invites you to participate in two fabulous events at LCAM this year. Help raise funds for B/C/DP with an evening of dinner, dancing, and fun on Thursday, September 13 at the House of Blues. And don't miss the tour of Dallas Cowboys Stadium on Sunday, September 16.



#### Conference Hotel - Fairmont Dallas

The Fairmont Dallas hotel is ideally located in the heart of the downtown Dallas Arts District, surrounded by a wide array of fine dining, shopping, arts and entertainment. [Join the Fairmont President's Club](#) and receive free internet access in your room! Membership is free!

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](http://www.aa.com).

## 2012 KNOXVILLE CALENDAR

**August 21, 2012**  
**EWI Luncheon**  
Meeting – 11:30 am  
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  
Ornament Exchange



## SAVE the DATE – OCTOBER 25th

Mark the 25<sup>th</sup> of October 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) if you plan to start working on your Theme basket donation, so she can get you on the list.

## Time is closing in.... AUGUST 31<sup>st</sup> ends 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.

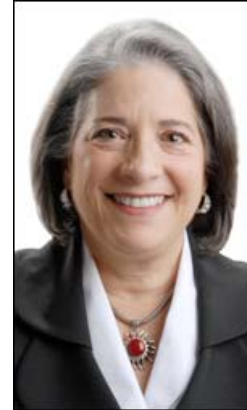
These tickets will be worth one chance to win the cash prize of \$500.00. The drawing will be held at the September meeting.

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.

## AUGUST 21ST STARTS AT 11:30 AM

Gettysvue Country Club

Speaker – Mayor of  
Knoxville City – Madeline  
Rogero



***On Saturday, Dec. 17, 2011  
Madeline Rogero was sworn  
in as the City of Knoxville's  
first female Mayor.***

Mayor Rogero is dedicated to promoting a vibrant local economy, strong neighborhoods, a high quality of life, a thriving downtown and a greener Knoxville. She believes Knoxville's strength comes from the diversity of its people and the beauty of its natural resources.

During the past 31 years, Mayor Rogero has served Knoxville as a community development director, county commissioner, non-profit executive, urban and regional planner, community volunteer, and neighborhood champion.

The Buffet LUNCHEON **will start at 11:30 am.**

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

## The Top 10 Greatest Female Athletes In Modern Olympian History

The first women to compete in the Olympic Games played a quiet croquet match in a cauldron of trees and grass in Paris in 1900. There was only one paying spectator, an unnamed “gentle Englishman,” as the official Olympic report recalls. Since then, the games have changed immensely. One of the biggest changes has been the support and addition of women’s [sports](#). Today, these sports have placed women in the athletic spotlight making some of these competitions the most closely followed games in the [Olympics](#). From these games, I have selected the top ten greatest female athletes in Olympian history.

In an effort to maintain objectivity in determining the top ten greatest female athletes in modern Olympian history, I used the Luchies Olympic Formula (LOF) for medals in which Gold = 5 Points; Silver = 3 Points; Bronze = 2 Points to obtain a point total for each athlete. In doing so, I was able to rank the top ten greatest female athletes according to the total scores on the LOF. While everyone may not agree with this methodology, I think most will agree that all these outstanding achievements should be celebrated.

### 10. Amy Van Dyken

**Medals: 6 Gold = 30 points**



When Amy Van Dyken was in high school, her swimming teammates teased her. They said she swam so slowly that they did not want her on their team anymore. Other students made fun of Van Dyken because she was so tall and acted like a “nerd.” In addition to the teasing, she also suffered from asthma, a disease that made it so hard for her to breathe that she could not even climb stairs. Despite all these obstacles, Van Dyken kept swimming. Soon she was so good that she became the star of her team. In July 1996, at the Summer Olympics in Atlanta, Georgia, Van Dyken swam into the record books by becoming the first American woman to win four gold medals in one Olympic Games.

### 9. Natalie Coughlin

**Medals: 3 Gold; 4 Silver; 4 Bronze = 35 points**



Natalie Coughlin burst onto the international swim scene at the 2001 World Championships, winning a gold medal in the 100 backstroke and a bronze in the 50 backstroke. In 2002 at the Pan-Pacifcics, she was more dominant, winning six medals, four gold with three individual championships in the 100-free, 100-fly, and 100-back. Coughlin was an early favorite for the 2004 Olympics, but her performance in 2003, and especially at the World Championships, was unimpressive. There she won only two relay medals, although it was later revealed that she was quite sick and had considered not competing. Although somewhat overshadowed by the media attention given Michael Phelps, Coughlin was the top female swimmer at the 2004 Olympic Games, winning five medals, including two gold. Individually, she won the 100 meter backstroke and finished third in the 100 freestyle. She won her second gold medal in the 800 meter freestyle relay and added two silvers as a member of the United States’ teams in the other relays.

Coughlin continued after 2004 and won a 4×200 freestyle relay gold medal at the 2005 [World Championships](#). In 2007, she won the 100-backstroke and 200-freestyle at the Worlds, adding a gold medal in the 4×2 free relay. In Beijing, she was again eclipsed by the frenzy that surrounded American swimmers Michael Phelps and Dara Torres. But she competed in six events, winning a medal in all of them, highlighted by an individual gold medal in the 100

backstroke, becoming the first woman to defend that Olympic title. In two Olympics, she competed in 11 events and won 11 medals, three gold.

## 8. Polina Astakhova – Tied

**Medals: 5 Gold, 2 Silver, 3 Bronze = 37 Points**

For number eight on our list, we have a tie between two great female athletes, Polina Astakhova and Raisa Smetanina. Polina Astakhova won team gold medals at the 1956, 1960 and 1964 Olympic Games, a feat that she shares with Larisa Latynina, making them the only gymnasts to be members of three gold-medal winning teams. Astakhova also won gold on the uneven parallel bars and placed third in the individual all-around in both 1960 and 1964. She added silver medals in both 1960 and 1964 in the floor exercises, and her final Olympic tally included 10 medals, five gold, three silver, and two bronze. At the world championships she was less successful, but was a member of the Soviet Union team that won the team title in both 1958 and 1962.

## 8. Raisa Smetanina - Tied

**Medals: 4 Gold; 5 Silver; 1 Bronze = 37 points**



Over a long career that encompassed five Olympics, Raisa Smetanina compiled one of the greatest records of any female cross-country skier. She grew up in an area near the Ural Mountains called Komi, where she learned to ski in the frigid winters. A loner, she grew up as an only child, and remained single throughout her long career, focusing almost exclusively on her skiing. She began skiing in 1967 and was first named to the Soviet national team in 1972. Smetanina first came to international attention at the 1974 World Championships where she finished first in the 5-kilometer and helped the Soviet Union relay team to win the championship. This led to her greatest Olympic performance at Innsbruck in 1976. She competed in three events, medaling in all three, with silver in 5 kilometers; and gold in the 10-kilometer and the relay.

Smetanina competed at the Olympic Winter Games in 1976, 1980, 1984, 1988, and 1992, retiring after the Albertville Olympics. During that time, she won 10 Olympic medals, including four gold. Two of the gold medals came in 1976, and she added another individual gold in the 1980 5-kilometer.

Smetanina's Olympic career ended when she helped the Soviet women's relay team to a gold at the 1992 Winter Olympics. Her gold medal in the relay came only 12 days before her fortieth birthday, making her the oldest female gold medalist in Olympic Winter history.

Raisa Smetanina also won 13 medals at the World Championships. Of these, three were gold medals, including relay titles with the Soviet Union team in 1974 and 1985. Her only individual world title came in the 20-kilometer in 1982. In addition to her international triumphs, Smetanina was 21 times champion of the Soviet Union and was named an Emeritus Master of Sport of the USSR. Smetanina grew up skiing in the classical Nordic style, and never adjusted well to the skating technique which was popularized in the early 1980's. She stubbornly refused to learn the skating style and thereafter her competition was confined to the shorter classical style races.

## 7. Agnes Keleti

**Medals: 5 Gold; 3 Silver; 2 Bronze = 38 points**



Agnes Keleti is the greatest gymnast ever produced by Hungary. She first became interested in gymnastics shortly before World War II and her training began at the well-known Jewish VAC Club of Budapest. She quickly became a top young gymnast, but her career was interrupted by World War II. During the war her father was removed to Auschwitz, where he was killed by the Nazis. Agnes Keleti and the rest of her family survived by finding refuge in a "Swedish House" administered by Raoul Wallenberg, who became quite famous for assisting Jews to escape from [concentration camps](#).

After World War II, Keleti returned to gymnastics and won her first Hungarian championship in 1946, on the uneven parallel bars. In 1947, she made her first international impact when she dominated the Central European Gymnastics Championships. She initially earned her living as a fur worker, but she was later a demonstrator at the Faculty of Gymnastics of the Budapest

School for Physical Culture. Keleti was also an accomplished professional musician playing the cello. After serving as an alternate in 1948, Keleti competed in the 1952 and 1956 Olympic Games, at which she won 10 medals, including five gold. At the 1954 World Gymnastics Championships she won the uneven parallel bars, for her only individual world title. She was also on the winning Hungarian team in the team portable apparatus event. Keleti won four medals at the 1952 Olympics in Helsinki, including gold on the floor exercises. Her greatest gymnastics feats came at the 1956 Melbourne Olympics when she won six medals, including four gold. In the individual apparatus finals she won the balance beam, floor exercises, and the uneven parallel bars. She had a poor performance on the vault where she placed twenty-third and the all-around individual gold finishing second to the Soviet Union's Larisa Latynina. Keleti also won gold as part of the Hungarian team in the portable apparatus event.

Despite her success in Melbourne, politics again interceded in her career. In late October, Israel invaded Egypt's Sinai Peninsula, and then shortly before the 1956 Olympics, on 4 November 1956, Soviet tanks entered Budapest to quell an uprising there. The two events led to a small boycott of the Olympics. Although Hungary competed, many of its [athletes](#) defected, and Keleti was among them. She stayed in [Australia](#) and then settled in Israel, where she taught physical education at the Orde Wingate Institute and later became the national women's gymnastics coach.

## 6. Lyubov Yegorova

**Medals: 6 Gold; 3 Silver = 39 points**



Lyubov Yegorova is the most successful female Winter Olympian. Only one person has won more Olympic Winter titles than Yegorova and he was also a cross country skier named Bjorn Daehlie.

Yegorova dominated the women's cross country events at both the 1992 and 1994 Olympics, medalling in nine of the 10 events held. She was also successful at the World Championships, winning two titles in 1991, and four medals overall including a relay title in 1993. In 1994 she also won the prestigious Holmenkollen medal.

After an absence in which she became a mother, she returned with her fourth world title in Trondheim at the 1997 World Championships. However, a few days after her victory, she was found to have used the [illegal substance](#) Bromantan and Yegorova was subsequently stripped of her title and banned from competition for two years. She returned to competition after two years, but was unable to reach her previous successes though she managed to place fifth in the Salt Lake 10-kilometer race.

## 5. Dara Torres

**Medals: 4 Gold; 4 Silver; 4 Bronze = 40 points**



Dara Torres has had the longest successful career of any Olympic swimmer, one which has seen her win 12 Olympic medals and four gold. Torres began her career in 1984, winning a gold medal in the 4 x 100 freestyle relay. She added a silver and bronze in relays in 1988, and seemingly ended her swimming career with another gold in the 4 x 100 freestyle relay in 1992. Tall and strikingly attractive, Torres then began a career as a model, becoming the first athlete to appear in the *Sports Illustrated* swimsuit issue. She also achieved notice as a commercial spokeswoman on an infomercial for a fitness training method, but in late 1998, she elected to return to competitive swimming. With little time to prepare, she returned to the Olympic pool at Sydney, and won five medals, including two gold in relays. She won three individual bronze medals at Sydney one in the 50-meter freestyle, the 100-meter freestyle, and the 100-meter fly.

Again retiring after the 2000 Olympics, Torres did not compete in [Athens](#). But in 2006 she began training to make another Olympic team and made the US team for Beijing, winning the Olympic Trials in both the 50 and 100 meter freestyle. But she elected to compete in Beijing only in the 50 and the 4x100 freestyles and medley relays. Aged 41, the oldest ever female Olympic swimmer, Torres won a silver medal in the 50-meter freestyle, a race in which she was lost the gold by only 1/100th of a second. She added silver medals in both relays. Torres finished her Olympic career lacking only an individual gold medal. She has won four medals of each color, one of only two Olympians to have won four or more medals of each type (Takashi Ono of Japan in gymnastics is the other).

#### 4. Vera Čáslavská

**Medals: 7 Gold; 4 Silver = 47 points**



Attractive, vivacious and talented, Vera Čáslavská of Czechoslovakia was the outstanding gymnast at the 1964 and 1968 Games. In [Tokyo](#) she won three gold medals and a silver, winning the all-around on the balance beam and the horse vault, and finishing second in the team event. In 1968 at Mexico she dominated, winning four golds (one shared) and two silvers. Her 1968 golds came in the individual all-around, floor exercises, horse vault, and uneven parallel bars. Čáslavská also won a silver medal in the team event in 1960, giving her a total of 11 Olympic medals, which has only been accomplished by Larisa Latynina (USSR) among female gymnasts.

After winning her final gold medal in 1968 she married Czech Olympic silver medalist (1,500 meters in 1964) Josef Odložil (1938-1993), in Mexico. Her victories at Mexico City were dramatic, given the political tenor of the times. She defeated Soviet gymnasts shortly after Soviet tanks had invaded her homeland of Czechoslovakia. At the World Championships, Čáslavská won the 1966 all-around, and the vault in both 1962 and 1966. She was all-around European champion in 1965 and 1967, and in 1965, she won the title in all five individual events. In 1989, Čáslavská was appointed President of the Czech Olympic Committee, and in 1995 she was elected as a member of the International Olympic Committee.

#### 3. Jenny Thompson

**Medals: 8 Gold; 3 Silver; 1 Bronze  
= 51 points**



With 12 medals and eight gold medals, [Jenny Thompson](#) has won more swimming medals and gold medals than any woman in Olympic history. But all eight of her gold medals came in relays and this immensely talented swimmer was frustrated in her attempt to win an individual Olympic gold medal. Her only individual medals were a silver in the 1992 100-meter freestyle and a bronze in the same event in 2000.

While attending medical school, Thompson came out of retirement and made the 2004 Olympic team and won two silver for relays in Athens. Twenty-three times a national champion, she was more successful individually at the World Championships, winning the 100-meter free and 100-meter fly at the 1998 worlds. At another major international event, the Pan-Pacifica, Thompson also won the 50-meter freestyle four times (1989, 1991, 1993, 1999), the 100-meter freestyle four times (1993-99), and the 100-meter fly three times (1993, 1997-1999). Among all female Olympians, Thompson's eight gold medals are surpassed only by Larisa Latynina's nine in gymnastics, and equaled by Birgit Schmidt-Fischer in canoeing. Thompson has since become a physician.

## 2. Birgit Schmidt-Fischer

**Medals: 8 Gold; 4 Silver = 52 points**



[Birgit Schmidt-Fischer](#) of Germany (formerly East Germany) is considered the greatest female [canoeist](#) of all time. Her total of 37 medals (1979-2005) and 27 gold medals (1979-1998) at the World Championships has never been approached and her 12 Olympic medals and eight gold medals are also records. Representing East Germany (GDR) she won the Olympic K1 title in 1980 (as Miss Fischer) and the K2 and K4 in 1988. After a three-year break from competition, during which she gave birth to her second child, she won the K1 in 1992 as a member of the unified German team.

In 1996 at Atlanta, she paddled with the German K4 team to win her fifth gold medal, and at Sydney in 2000, she added two gold in both K2 and K4. Her husband, Jörg Schmidt, was a World Champion and Olympic silver medalist (in the C1-1,000 in 1988). Birgit Fischer initially retired after the 2000 Olympic Games, but returned in 2003 and competed in the 2004 Olympic Games, winning a gold and silver medal. She has now won gold medals at six different Olympic Games spanning 24 years. Schmidt-Fischer also won two medals at the 2005 World Championships.

## 1. Larisa Latynina

**Medals: 9 Gold; 5 Silver; 4 Bronze = 88 points**



The Soviet gymnast, Larisa Latynina, holds the distinction of having won the most medals of any athlete (male or female) in Olympic history. Between 1956 and 1964 she won medals in 18 gymnastics events, as follows: Gold (9) – 1956 all-around, 1956 floor exercises, 1956 vault, 1956 team, 1960 all-around, 1960 floor exercises, 1960 team, 1964 floor exercises, and 1964 team; Silver (5) – 1956 uneven parallel bars, 1960 balance beam, 1960 uneven parallel bars, 1964 all-around, and 1964 horse vault; and Bronze (4) – 1956 team portable apparatus, 1960 horse vault, 1964 balance beam, and 1964 uneven parallel bars.

She failed to medal only in the 1956 balance beam in which she finished with a tie for fourth. She also won six titles at the 1958 and 1962 World Championships in individual events. At the 1957 European Championships, Latynina won all five individual events – all-around and the four apparatus finals. After her retirement from competition she became the national gymnastics team coach.

by David Hurlbert



## Deal Makers

### 10 Top Sales Cues, Marketing Tips, Deal Closers

1. **Safety First.** Your clients aren't the only ones who can benefit from safety prevention classes. Have in house sessions to train your colleagues for first aid, CPR and ergonomics.
2. **Zip it Up.** After you ask a question, remember to remain quiet. It takes a few moments for people to absorb the information and to formulate a response.
3. **Sales Process Rules.** No matter what technology, target class, line of business or size of accounts you work on, a systematic and consistent selling strategy is required. What's yours?
4. **Are you ready?** Prepare thoroughly for client phone calls and meetings. Review the past,, research the present and anticipate the future.
5. **From lame to fame.** A powerful presentation, whether one-on-one or to a large audience, will set you apart. Improve your skills by joining an organization like Toastmasters or EWI.
6. **Conviction breeds confidence.** Do you believe in what you do? When you do, people know it and respond positively.
7. **Taking extra time saves time.** Correcting errors wastes time and energy. Double check your thinking and your work.
8. **You've got to play to win.** A 100% hit ratio may be your dream, but it shouldn't be your goal. Take some long shots to learn and grow.
9. **Expose yourself.** Keep your name out in the universe so others know who you are and what you are and what you know.
10. **Personal resolve.** "Always bear in mind that your own resolution to succeed is more important than any one thing." - Abraham Lincoln

Article is from Emily Huling, a consultant, speaker and author. Her website is [www.sellingstrategies.com](http://www.sellingstrategies.com)

#### CORPORATE CORNER

### Reading Rally Book Selections

The Corporate Literacy Committee is pleased to announce the two books selected to correspond with our Corporate Reading Rally theme:



**Inspire to Read - Read All About It!**  
by Laura Bush and Jenna Bush, illustrated by Denise Brunkus (Suggested elementary

grade levels: Pre-K through Grade 2)

#### Inspire to Lead - Adventures at Green

**Apple Acres** by Cynthia A. Sudor (EWI of Harrisburg), illustrated by Tara Larsen Chang (Suggested elementary grade levels: Grades 2-5)



### New Member Posting

#### Sun Trust Bank

Jean Martinez, Rep

Classification:

Major: Banking

Minor: Full Service Banking

Contact Susan Goode, 865-251-5672, [sgoode@coca-cola.com](mailto:sgoode@coca-cola.com) within 10 days for any questions or if there is a conflict with your firm's Minor Classification.

## MEMBER CORNER

**TVA Honored For Support of Guard and Reserve Employees**

KNOXVILLE, Tenn. – The Tennessee Valley Authority has been selected to receive the 2012 Secretary of Defense Employer Support Freedom Award. The honor is the Department of Defense’s highest recognition to employers for exceptional support of U.S. Armed Forces Guard and Reserve employees.

TVA is one of 15 recipients chosen from 3,236 nominated employers this year. The awards were announced July 20 during a ceremony in Arlington, Va., by Employer Support of the Guard and Reserve, a Department of Defense agency.

“The people and programs at TVA have always demonstrated strong support for the military, Guard and Reserves,” said Charles “Wes” Wingo, TVA Veteran Affairs manager. “The Freedom Award is all about that commitment and those soldiers who help protect our country. We are honored to receive this distinguished recognition.”

TVA has 127 employees serving in the Guard or Reserves, including 15 now deployed on military duty, as well as 1,798 other military veterans in its workforce.

TVA also implements several programs and initiatives to support Guard and Reserve employees. These include:

- Sending 4,000 care packages last year to service members overseas.
- Requiring supervisor training on military employment and reemployment laws, and posting these policies in employee break rooms and company newsletters.
- Supporting a military hiring strategy, participating in military job fairs and offering a Helmets to Hardhats program that connects veterans to construction careers.
- Sponsoring an annual Veterans Celebration to publicly recognize and celebrate the service of TVA veterans, Guard and Reserve employees.
- Providing \$10,000 payments to survivors of any reservist killed in the line of duty while on active duty.

TVA was a national semi-finalist in 2011 for the Freedom Award, and in 2010 received the Pro Patria Award, Tennessee’s highest honor for support of the National Guard and employees in military service. TVA also has received seven Patriot Awards in Tennessee.

“Freedom Award recipients go above and beyond what the law requires of Guard and Reserve employers,” said Jim Mungenast, vice chair of the Tennessee Employer Support of the Guard and Reserve Committee. “TVA exemplifies the spirit, dedication and actions that this award was created to recognize.”

A selection board comprised of senior Department of Defense officials, business leaders and prior awardees selected the 15 recipients. Only 160 employers have received the Freedom Award since it was created 1996. The 2012 honorees will be recognized Sept. 20 at the 17th annual Secretary of Defense Employer Support Freedom Award Ceremony in Washington, D.C.

To learn more, please visit the [Freedom Award](#) and [TVA programs for military personnel](#) websites.

The Tennessee Valley Authority, a corporation owned by the U.S. government, provides electricity for business customers and distribution utilities that serve 9 million people in parts of seven southeastern states at prices below the national average. TVA, which receives no taxpayer money and makes no profits, also provides flood control,

navigation and land management for the Tennessee River system and assists utilities and state and local governments with economic development.

# # #

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Knoxville, (865) 632-6000  
[www.tva.com/news](http://www.tva.com/news)

(Distributed: July 20, 2012)

## JULY CHAPTER MEETING Joy Sutton, WBIR was our Speaker



Please join the 2012 Knoxville Chapter - Nominating Committee members in extending congratulations to the 2012-2013 Board Officer and Director nominee 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.

## REQUEST FOR HELP

If anyone has the Adobe INDesign software or something similar and would like to work on an upgrade to the flyer for the annual EWI golf tournament, please contact Sherry Ellis or Linda Austin.

Sherry's number is 541-6532; email is [sherry.ellis@homefederaltn.com](mailto:sherry.ellis@homefederaltn.com)  
Linda's number is 588-6000, x-3207; email is [laurin@naileynet.com](mailto:laurin@naileynet.com)

## KNOXVILLE EVENT INFORMATION – 25<sup>th</sup> Annual BOOMSDAY FIREWORKS FESTIVAL



### **WHAT:**

#### **25<sup>th</sup> annual Boomsday Fireworks Festival**

The 25<sup>th</sup> annual Boomsday Festival has evolved into Knoxville's signature event, bringing more than 400,000 visitors to Knoxville's riverfront for all-American food, a kids' play area, live music, and the biggest boom in the nation for one highly anticipated night each year.

### **WHEN:**

Sunday, September 2, 2012  
1:00 p.m. – 10:00 p.m.

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### **WHERE:**

Neyland Drive at Volunteer Landing along the Tennessee River in downtown Knoxville.

### **TIME:**

1:00 p.m. – 10:00 p.m. Fireworks begin approximately at 9:30 p.m.

### **ADMISSION:**

FREE. Fireworks Show and Family Fun Zone are FREE. Nominal charges for food, beverages and games.

### **BROADCAST:** WBIR-TV/Channel 10

will air its live "2012 Boomsday Festival" special from 9 p.m. to 10 p.m. on Sunday, Sept. 2. Listen to Star 102.1 radio for the soundtrack simulcast, as well as updates throughout the day.

## 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

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.