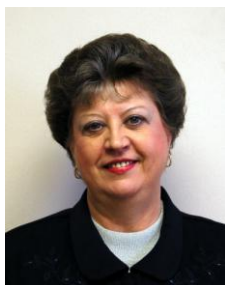


FROM EWI/ KNOXVILLE PRESIDENT



WELCOME to fall y'all! There's a nip in the air, the leaves are turning, the sky is that brilliant shade of blue, football fans have already had some highs and lows, and the busy holiday season isn't far away.

WELCOME to the 2012-13 EWI Board of Directors. We are honored to have been appointed to lead the Knoxville Chapter through its 25th year.

THANK YOU to Connie and her Board for an outstanding 2011-12. They met every goal they established at the beginning of their year. Our challenge will be to live up to their standard of success.

Some of us were **fortunate** to attend the 65th Leadership Conference and Annual Meeting in Dallas where we were **inspired** by the amazing women who make up this organization. And we were **motivated** to share the EWI purpose with even more firms and representatives in our area. A goal of the Corporate Board is to double membership in five years and I hope we can help them achieve that goal. If you weren't able to attend the September Installation meeting, check out the LCAM update in a separate article.

WELCOME to our newest firms and representatives. We have some brand new reps who I think will energize us "seasoned" ones to reach new heights.

WELCOME to every firm, every executive, every representative, and every guest to every meeting. We **appreciate** each of you and your unique personality and talents. Lou Ann Hamilton made a comment recently that I thought was so appropriate. She said that when she comes to an EWI meeting she can relax and enjoy herself because she feels she is among friends and doesn't have to worry about making a comment that a competitor might use against her or her firm. Please help us create that **welcoming** atmosphere every time we get together.

We have some great meetings scheduled for the rest of the year. Tom Ferriter, CEO of Bush Brothers, is our speaker at the October 16th lunch meeting; our always fun-filled auction is on Thursday, October 25th; the November meeting is a firm night hosted by Peggy Wilson at Pellissippi State; and the December meeting is our ornament exchange. I hope to see you at each one.

Sherry Ellis

Home Federal Bank of Tennessee

2012 - 2013 EXECUTIVE WOMEN INTERNATIONAL BOARD OF DIRECTORS

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Susan Arnold, Bush Brothers & Co.

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Connie Leggett, LBMC

25th Anniversary Committee

Sheri Lockett, Chair
Bertelkamp Automation

Upcoming Meeting and Events

October 16th Meeting
NETWORKING STARTS AT 11:30AM
 Gettysvue Country Club

The Luncheon **starts at 12:00pm.**

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



This month's meeting Speaker is Tom Ferriter President and CEO of Bush Brothers.

Bush Brothers & Co. announced in October 2009 that Tom Ferriter, who had been the company's Sr. Vice President of Supply Chain and COO since January 2006 had been elected president and CEO. Tom's promotion marked the first time in the company's 101-year history that someone outside the Bush family has led the privately owned, nationally recognized manufacturer of food products. Mr. Ferriter joined Bush Brothers in 2001 after spending 25 years in the food industry.

Tom and his wife, Kris, reside in Knoxville, Tennessee and have three children: Erin, Tim, and Tara, who reside in Kansas City, Chicago, and Iowa City respectively.

Tom has served on the board of Friends of Literacy of Knoxville. He is a member of the University of Tennessee Chancellors Associates. He also serves on the Board of Directors and the Chairman's Advisory Council for the Grocery Manufacturers Association.

In his spare time, Tom enjoys trout fishing, motorcycling and golf.

Board Meeting and Retreat

October 9th Homewood Suites Hotel at Turkey Creek
 Street Address: 10935 Turkey Drive

The Board meeting will begin at 8 a.m. At its conclusion (around 9:30 a.m.), there will be a short break and then the Retreat will be convened.



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 Bearden Banquet Hall. Remember, it is a highly anticipated event that sells out quickly because of the overwhelming number of gifts to bid on. Ashley Dixon and her committee are hard at work to make sure the evening will be its usual high energy success. Contact Ashley at knoxvillemdos@mckibbons-hotels.com. Come with you donation or email Denise at dsmith@tva.gov for reservations.

Just a glimpse of the 2012-2013 EWI Induction



EWI Board Members 2012-2013



Ashley Dixon and Susan Goode



Lou Ann Hamilton and Susan Arnold



Connie Leggett and Sherry Ellis



Emily Dameron, Ashley Dixon & Lou Ann Hamilton

Leadership Conference and Annual Meeting



LCAM UPDATE

The 65th Executive Women International Leadership Conference and Annual Meeting was held in Dallas in September and six representatives from EWI of Knoxville were among the 380 in attendance. The speakers were excellent, the Corporate Board is impressive, and the representatives freely shared ideas for continuing the important work that EWI does.

Your delegates, Val Beers and Sherry Ellis, voted on 14 proposed By-Law amendments, the 2012-13 budget, and the new Corporate Board of Directors. Nine amendments with minor changes were approved, one was withdrawn, and four were not adopted. The mission statement remains as is. The feeling seemed to be that it more clearly defines EWI's purpose and places the emphasis on the Member Firms. If you would like more details of the status of the amendments, please contact Sherry Ellis, Susan Arnold, Val Beers, Terrie Arp, or Susan Goode.

The 2012-13 budget was not approved primarily due to concerns about the proposed drawdown of \$50,000 for the 75th anniversary of LCAM in San Diego next year; the \$5,000 loss from LCAM 2010; and unknown factors such as the results of this year's LCAM and unspecified expenses for next year's annual meeting. The Corporate Office will operate under the last approved budget which was for 2011-12.

Our Corporate liaison for the coming year is Ronwyn Anderson, Vice President/President Elect. She is from EWI of Nashville and will offer guidance to Knoxville, Nashville, Chattanooga, Atlanta, Birmingham, Huntsville, and Mobile.

The Corporate Board's 3-year strategic plan includes assigning Standard Industry Classification codes for majors/minors in the next 12 months; online applications and renewals with credit card payment options within 2 months; By-Laws review; an annual report to executives in January; website updates; and a review of Board governance by the Ethics Committee.

Their 5-year strategic plan focuses on establishing five global chapters in five years; putting the Academy of Leadership back online within three years; and promoting BCDP as a global literacy initiative. Standards of Excellence for Chapters were also introduced. More details about those will be in a future issue.

Our reps said they were re-charged by the wonderful motivational speakers and very proud of the truly great chapter we have in Knoxville. I agree completely and encourage those who have not attended an LCAM to consider going to San Diego next year (and maybe ask your executive to include it in your budget). If you think your firm might not sponsor you, please let one of the Knoxville Board members know. We may be able to do a full or partial sponsorship and help you think of creative ways to present it to your executive. I'm sure the 75th anniversary celebration in the city where EWI was founded will be awesome.

2012 KNOXVILLE CALENDAR

October 9, 2012

Board Meeting & Retreat

8:00a.m.

Homewood Suites Hotel at
Turkey Creek

October 16, 2012

Executive's Luncheon

11:30a.m.

Speaker Tom Ferriter
President and CEO of
Bush Brothers
Gettysvue Country Club

October 25, 2012

EWI - Annual Auction

Bearden Banquet Hall

November 13, 2012

EWI - Firm Night

Pellissippi State
Community College

December 11, 2012

EWI - Luncheon at

11:30a.m. Ornament
Exchange Gettysvue
Country Club

New Member Posting

Contact Terrie Arp,
865-544-4691 or
tarp@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.

The CURSE of OVER-COMMITMENT

If you could choose one song to describe your life would it be: Life in the Fast Lane?!?! It seems most women are always on the go. Between dropping kids off, picking them up, dance classes, baseball, church, one meeting to the next, getting back home and having dinner on the table... We are all just EXHAUSTED!!! But, not enough to not get up the next day and do it all over again. It can be a blessing and a curse. It is a blessing because the majority of our commitments are of importance (often in work, church, dealing with kids, or just everyday life) and these things bring us joy and a sense of purpose. A curse, because it keeps you so busy you tend to miss out on the last minute girls' night out or getting to be a couch potato, watching mind numbing television, for an evening. What it boils down to is it's in our genes.

This practice starts at a young age and follows us into our adulthood. We then unintentionally pass busyness down from generation to generation. By getting our children involved in too many extra curricular activities in addition to the regular school and church.

Teachers also instilled this in us through "group projects." Instead of grading by individual performance, the grade is given as a whole. This is a great concept for learning to work together... but what about the kid that doesn't work??? The same kid that didn't work back then is the same kid that is the lazy person in the office that pushes their work on you! This adds one more hat!

Many people struggle with being an over-achiever ... or should I say an over-doer! Heck, I personally took a Boundaries class at church to learn to say "no."

So how do we learn to properly prioritize our time and commitments? According to the Bible, our priorities should be as follows:

- 1) God
- 2) Spouse
- 3) Kids
- 4) Job
- 5) So on and so on

What if everything falls in this order, but there is just way too much! Then let me share a secret in only one word.... "No." Why is it such a hard word to use? Well, there are just a few reasons:

- You want to help
- Afraid of being rude
- Afraid of a conflict
- Wanting to be agreeable
- Fear of lost opportunities

At the end of the day, it's about *how* you say "no", rather than the fact you're saying no, that affects the outcome. After all, you have your own priorities and needs, just like everyone has his/her own needs. Saying no is about respecting and valuing **your** time and space. In the long run it helps you to be a better employee, mother, spouse, friend, and person.



Recommended Books on Over-Commitment

- [Boundaries](#) - by Cloud and Townsend
- [The Power of Strategic Commitment](#) - by Josh Leibner, Gershon Mader and Alan Weiss Ph.D
- [Time Warrior](#) - by Steve Chandler

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

2013 Spring Conference

**April 18-20, 2013
Chattanooga, TN (Chapter City)**

We are pleased to announce that Executive Women International's 2013 Spring Conference will be hosted by EWI of Chattanooga. This sure-to-amaze event is scheduled for April 18-20, 2013. The theme is "Leaders with Vision - All Aboard to a Positive Future." April 20th is EWI's 75th anniversary date, so this is sure to be an extra-special day. Please mark your calendars and watch for more information!

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.

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
 Lattimore, Black, Morgan & Cain, PC
 Marsh USA Inc.
 McKibbon Hotel Management, Inc.
 Pellissippi State Community College
 Pilot Travel Centers LLC
 PSI Packaging Services, LLC
 Riverstone Rentals, LLC
 Shaw Environmental & Infrastructure
 SunTrust Bank
 Tennessee Valley Authority
 Travis Meats, Inc. /Travis Marine
 UBS Financial
 Visit Knoxville
 WBIR - TV 10

The Spotlight is on YOU!

Please print, complete and bring this page to the October meeting.

Name: _____

Firm: _____

What do you think you'll be doing five years from now?

What are your hobbies? _____

What is your greatest accomplishment? _____

Do you have kids? How old are they and what are their names?

Are you in a relationship? How long have you been together and what is his occupation? _____

How long have you been a member of EWI? What does EWI mean to you? _____

What are you most proud of regarding your career? Why?

How did you spend your last vacation?

If you were given a random day off, what would you do with your day?

What is your motto in life?

Who is one of your heroes and why do they inspire you?

When you were a little kid, what did you want to be when you grew up?

Most people have a favorite story or experience that they love to share with other people. Here's your chance: what's your story?

Please don't write anything you don't want other people to know

We will be featuring two or three members per month in our Newsletter.

Facebook

We will be starting a new Facebook page! In efforts to add new members, keep current members up to date on EWI events and promote our fundraisers through social media. We are asking all members that have a Facebook page to "like" and follow us!

Please encourage your friends to "like" and follow us too! We will have an announcement once the page goes live. So be looking for us on Facebook!

EWI of Knoxville Chapter Facebook Page