

## FROM EWI/ KNOXVILLE PRESIDENT



# HAPPY “HEART” DAY!

I hope you and your sweetheart enjoy a very Happy Valentine’s Day with lots of chocolate, hearts, flowers, and presents or whatever else pleases you. And, if you don’t have a “significant other” at this moment, then be sweet to yourself. You know what you like best anyway . . . ☺

And, speaking of hearts, I’ll add my voice to the “February is Heart month” refrain:

The American Heart Association reports that heart disease is the #1 killer of women due, in part, to the fact that we are less likely than men to believe we are actually having a heart attack. We’re more likely to delay seeking emergency treatment, thinking our symptoms are probably indigestion, acid reflux, the flu, or just part of the natural aging process.

So if you have difficulty with ordinary physical activity; fatigue; rapid heartbeat or skipping a beat; difficulty breathing; light headedness; fainting; nausea/vomiting; discomfort or pressure in the chest, back, neck, jaw, arm, or stomach pain, **DON’T WAIT MORE THAN FIVE MINUTES TO CALL FOR HELP!** We need you so it’s important for you to take care of yourself.

Looking forward to seeing you at the next meeting on Tuesday, February 19<sup>th</sup>.

Sherry Ellis  
Home Federal Bank of Tennessee

## 2013 EXECUTIVE WOMEN OFFICERS & DIRECTORS

### President

Sherry Ellis, Home Federal Bank

### Vice President

Susan Arnold, Bush Brothers & Co.

### Secretary

Samantha Chittum  
Knox County Government

### Treasurer

Denise Smith  
Tennessee Valley Authority

### Ways & Means

Zandra Coppenger  
Bush Brothers & Co.

### Membership Directors

Terrie Arp, Coca Cola Refreshments  
Susan Goode, Coca Cola  
Refreshments

### Sergeant-at-Arms

Jana Davison, Humana

### Program Director

Robin Jones, Riverstone Rentals, LLC

### Director At Large / Golf Chair

Emily Dameron, Shaw Environmental

### Publications Director

Rachel Mobley, Knoxville Marriott

### Scholarship Director

Sandy Richards  
Lattimore Black Morgan & Cain

### Past President’s Chair

Connie Leggett, LBMC

### 25<sup>th</sup> Anniversary Committee

Sheri Lockett  
Bertelkamp Automation

## Earn \$\$\$!!

### 2013 EWI Membership Incentive

Don't forget about the membership incentive!!! \$50 for each new member brought in!!!

Now accepting applications for the following categories:

- Marketing
- Insurance
- Paper Industry
- Finance

### February 19, 2013 EWI Dinner Meeting Gettysvue Country Club

Mr. Chip Bailey, M.A. - Dean, School of Business Administration  
Associate Professor of Management, Marketing and  
Entrepreneurship

“Differentiation: Marketing Your Small Business to  
Stand Out from the Crowd”



### April 16, 2013 at 5:30pm Gettysvue Country Club

Speaker: Vallie Collins



Vallie Smith Collins resides in Maryville, Tennessee with her husband and three young children. She is a graduate of the University of Tennessee, and for over twelve years she was employed by a contract manufacturer of medical devices, pharmaceuticals, and consumer products.

As a sales person, travel was a key requirement of the job. As a result, Vallie was a passenger on USAirways Flight 1549 that landed in New York's Hudson River on January 15, 2009.

## 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.

## 2013 KNOXVILLE CALENDAR

**February 19, 2013**  
Golf Committee  
Meeting **4:30pm**  
**EWI Dinner**  
**5:30pm**  
Gettysvue Country  
Club

**March 12, 2013**  
EWI – Board Meeting  
**8:00 am**  
Contact Sherry Ellis  
for Location

**March 19, 2013**  
EWI - Firm Night  
**5:30pm**  
Knoxville Marriott

**25<sup>th</sup> Anniversary  
Meeting on  
April 16, 2013**  
**5:30pm**  
Gettysvue Country  
Club

Memberships  
Contact Terrie Arp,  
865-544-4691,  
[tarp@coca-cola.com](mailto: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.



## “Just Because”

By [Lysa TerKeurst](#) – Proverbs 31 Ministries

*"Dear children, let's not merely say that we love each other; let us show the truth by our actions." 1 John 3:18 (NLT)*

Grace looked up from the old, worn photo album to see Richard the postman making his way through the cold to her door. *What a sweet young man*, she thought. Grace loved her walks to the mailbox in late spring and through the summer, but the cold winter air seemed to whip through her thin skin. Though in her heart she still felt like a young, energetic girl, her age was evident to her. Aches and pains made her careful and slow. As the air turned cooler, Richard made it a habit to deliver Grace's mail to her door.

Today was an especially lonely day for Grace. It was the seventeenth. No one but her Jim would have known what a special day this was. It wasn't her birthday or their anniversary. For forty-two years the seventeenth of every month was their unique day, as Jim would say, *just because*.

Though they never were rich with money, they were determined to be rich with love. For this reason, on the seventeenth Jim always found some special way to say it and live out 1 John 3:18, *"Dear children, let's not merely say that we love each other; let us show the truth by our actions."*

Over the years the gifts had been as simple as a scribbled note or as elaborate as a bouquet of store-bought flowers. But the message was always the same: "Just because." Once he'd secretly taken Grace's wedding band from her jewelry box and had it engraved with their special saying.

She found such comfort, confidence, and connection in those two simple words. To Grace it was more than a gesture of love, it was an outward symbol of much more. When she'd gotten sick and couldn't keep up with the house, it meant *I love you for who you are not what you do*. When they had an argument, it meant *even when we don't see eye-to-eye I love you still*. When she started aging, it meant *yours is a timeless beauty*. Though Jim had never been a man of many words, his *just because* was perfect and poetic to Grace.

Jim had passed away three weeks ago. It wasn't a sudden death; they both had known his end was near. They'd had a sweet time of reminiscing, hugging, crying, and then as quickly as he came into her life all those years ago, he was gone. She missed him terribly but had peace.

They'd had a wonderful life and left nothing unsaid. Now Grace loved flipping through their old photo albums savoring pictures, but even more so she loved touching all the mementos from over the years written in his masculine handwriting. Though she'd seen the postman coming, the doorbell startled Grace. Carefully, she made her way to the door. She graciously took the few letters he handed her and apologized for not having cookies. Maybe tomorrow. She then walked slowly to the kitchen to open her mail. A bill, another sympathy card, and something that made her heart jump and melt all at the same time.

Her eyes filled with tears and her hand trembled as she slid her finger underneath the envelope's back flap. It was a simple letter as they always were, delivered on the seventeenth as they always had been. Before his death, Jim had arranged for Richard to make one last special delivery. *"Not even death shall stop my heart. Just because, Jim."*

Sometimes a short story illustrates a point better than pages of instruction on how to have the perfect marriage. This kind of love — not flashy but forever; not commercial but committed — is truly honoring to the Lord and to your spouse.

I pray this story settles into your heart. That it reveals something to you about the heart of your loved one, because even the smallest things can bring the greatest joys. *Dear Lord, I am so thankful for who You are – the Great Lover of our souls. Cultivate in me a heart of generosity and intentionality so Your love can shine through me into my relationships. In Jesus' Name, Amen.*

# Grow Old

# Together



# EWI CORPORATE

## Emotional Intelligence - A Preview of Things to Come in Chattanooga



**Date:** Wednesday, March 13, 2013

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

**Presenter:** Lori Giovannoni

Join us for a high energy webinar discussing Emotional Intelligence and Leadership, Making The Connection. You'll get a taste of the new AOL Module while learning what distinguishes a Leader that is Emotionally Intelligent from one who merely does a good job. Don't miss this opportunity to tap into a realm of intelligence mastered by few required by all.

## Easy PowerPoint Principles for Leaders: Create Clear, Confident, and Convincing Communication



**Date:** Tuesday, April 9, 2013

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

**Presenter:** Diane Windingland

Leaders are communicators. No matter what industry you are in, effective communication can make or break your career, especially when you are called upon to make a presentation. In most businesses, "presentation" is synonymous with "PowerPoint." PowerPoint presentations deservedly have a bad reputation (e.g., "death by PowerPoint"), but it's not because of the presentation software; it's how

people use it. In this webinar you will discover why and how to:

- Plan your presentation for maximum impact
- Design eye-catching slides using 4 easy techniques
- Avoid common mistakes
- Use a few tips and tricks to enhance your presentation
- Deliver your presentation smoothly, even if everything goes wrong

Don't let your PowerPoint presentations be a cure for insomnia. Make your PowerPoint presentations "pop" by applying a few easy PowerPoint principles.

## 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!

### MEMBER FIRMS

Appalachia Business Communications

Bailey International, LLC

Barge, Waggoner, Sumner & Cannon

BEH Group

Bertelkamp Automation, Inc.

Bush Brothers & Company

Coca Cola Refreshments

Dermatology Associates

Employbridge/Staffing Solutions

Holbrook Peterson & Smith, PLLC

Home Federal Bank of TN

Humana

In10sity Interactive

Knoxville County Government

Knoxville Marriott

Lattimore, Black, Morgan & Cain, PC

McKibbon Hotel Management, Inc.

Pellissippi State Community College

Pilot Travel Centers LLC

Riverstone Rentals, LLC

Shaw Environmental & Infrastructure

SunTrust Bank

Travis Meats, Inc. /Travis Marine

WBIR TV 10

## The Spotlight is on...

### Rachel Mobley Knoxville Marriott



What do you think you'll be doing five years from now?  
I hope to be a full service hotel manager or at least a director of sales.

What are your hobbies? Photography, graphic design, cooking and anything to do with sports

What is your greatest accomplishment? I've been married for almost 9 years and we are raising our 2 little girls... lets just be honest, It's hard!!!

Do you have kids? How old are they and what are their names?  
Virginia Clair "Clair Bear" – 5 years old  
Shelby Kay "Kay Kay" – 1 year old

Are you in a relationship? I am married to my high school sweetheart, Carey Mobley. We've been together for a total of 12 years.

How long have you been a member of EWI? What does EWI mean to you?  
Almost one year. I'm excited about the opportunity to meet new friends and learn from women that have been there and done that.

What are you most proud of regarding your career? Why?  
I am thankful for my position. I got married very young and never finished college. I'm the only person in our sales office that doesn't have a college degree in hotel management and hospitality. I have worked very hard to get where I am and will continue to work hard to get to where I want to be.

How did you spend your last vacation?  
My husband and I went to Jekyll Island... just the two of us :)

If you were given a random day off, what would you do with your day?  
Laundry :-\ it's a never ending battle or I would go to the park and sit in silence.

What is your motto in life?  
I can do all things through Christ who strengthens me. Philippians 4:13

Who is one of your heroes and why do they inspire you?  
Jesus – Let's Face It... He's perfect!

When you were a little kid, what did you want to be when you grew up?  
CV Tech... I was in a program at Fort Sanders and found that the medical field isn't for me. I don't handle death really well.

Most people have a favorite story or experience that they love to share with other people. Here's your chance: what's your story?  
I got married at the rip old age of 19. I gave my life to the Lord three years later when I was pregnant with our first child and was baptized when I was 9 months pregnant.

**Spotlight  
Forms will be  
available at our  
next meeting. If  
you haven't  
completed and  
returned yours,  
please pick up  
one at the  
registration  
table and  
return to  
Rachel Mobley  
ASAP.**

Questions or to have a form  
emailed to you please  
contact Rachel Mobley at  
[rachel.mobley@marriottsales.com](mailto:rachel.mobley@marriottsales.com)  
or 865.594.4336