

## FROM EWI/ KNOXVILLE PRESIDENT



What a great way to celebrate the 25<sup>th</sup> anniversary of EWI of Knoxville and the organization's 75<sup>th</sup>! April 16<sup>th</sup> was an evening of fun, reminiscing and renewing acquaintances, meeting new friends, and being inspired by the story of Vallie Collins, who was on the plane that successfully landed in New York's Hudson Bay, and how that experience affected her life then and now. Be sure to check out the pictures of the anniversary event elsewhere in this newsletter and on the [www.ewiknoxville.com](http://www.ewiknoxville.com) website. Many thanks to Rachel Mobley and Denise Smith for their efforts to record this special occasion and to Sheri Lockett and her committee for planning such a wonderful event.

This month we will celebrate some excellent students at the annual Scholarship Night on May 21<sup>st</sup>. I had the pleasure of meeting the local high school winners when Sandy Richards hosted them at LBMC for their personal interviews with our judges a couple of weeks ago. They were personable and articulate and I know you will enjoy meeting them and the ASIST winners from Pellissippi State.

This year is just flying by. June 3<sup>rd</sup> and the 18<sup>th</sup> annual Golf Classic is almost here. This promises to be another fun opportunity for you to support EWI of Knoxville and the Knox Youth Sports Challenger League. Linda Austin has been working her magic behind the scenes and Emily Dameron and her committee have some surprises planned that will ensure another successful tournament. Please "advertise" the tournament to everyone you chat with, recruit a team or teams, and sign up to work the day of the tournament. Even if you can't commit to the entire day or a half-day shift, we'd love to see you for just an hour or two. The mood is relaxed and the golfers appreciate our efforts to present an enjoyable day.

Thank you for your support in all our endeavors. I hope to see you soon.

*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

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Denise Smith  
Tennessee Valley Authority

### Ways & Means

Zandra Coppenger  
Bush Brothers & Co.

### Membership Directors

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

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### 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

# EWI KNOXVILLE 25<sup>TH</sup> ANNIVERSARY







E N T R Y F O R M

Pilot Golf Classic

Please return via fax (865) XXX-XXXX or mail with payment to

PILOT GOLF CLASSIC C/O LINDA AUSTIN 2527 Westcove Boulevard Knoxville, TN 37931

PHONE: 865.588.6000 ext. 3207 EMAIL: linda.austin@baileynet.com

CONTACT NAME: \_\_\_\_\_ PHONE (\_\_\_\_) \_\_\_\_\_

COMPANY NAME (as it should appear): \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

STREET

CITY

STATE

ZIP CODE

EMAIL: \_\_\_\_\_

SHIRT SIZE S M L XL XXL  
CIRCLE ONE

PREFERRED TEE TIME: \_\_\_\_\_ AM/PM  
THE TIME WILL BE CONSIDERED BUT CAN NOT BE GUARANTEED

LET ME SUPPORT THE CHALLENGER LEAGUE AND EWI SCHOLARSHIP PROGRAM BY

PLATINUM SPONSOR - \$5,000

TWO FOURSOMES, BOX LUNCH, BBQ DINNER BUFFET, GOODY BAG TO EACH PLAYER, TEE SIGN, SIGNAGE ON ALL EVENT MARKETING AND YOU HELP CHILDREN IN NEED.

HOLE SPONSOR - \$1,000

FOURSOME, BOX LUNCH, BBQ DINNER BUFFET, GOODY BAG TO EACH PLAYER, TEE SIGN AND YOU HELP CHILDREN IN NEED.

FOURSOME SPONSOR - \$750

FOURSOME, BOX LUNCH, BBQ DINNER BUFFET, GOODY BAG TO EACH PLAYER AND YOU HELP CHILDREN IN NEED.

FLAG SPONSOR - \$500

CUSTOM FLAG IN A 24X24 WOODEN FRAME WHICH WILL BE DELIVERED A FEW DAYS AFTER THE TOURNAMENT AND YOU HELP CHILDREN IN NEED.



**Bertelkamp Automation, Inc.**  
INDUSTRIAL AUTOMATION SPECIALISTS



**B97.5**

**KG**  
KNOXVILLE CATERING  
& SPECIAL EVENTS



# LCAM 2013 Leadership Conference & Annual Meeting

September 18 - 21, 2013 San Diego, CA (Chapter City)

Get excited for the 66th Leadership Conference and Annual Meeting (LCAM) in sunny San Diego, California. This year marks a milestone for the organization...75 years! We have planned a special LCAM Celebrating the Past, Embracing the Future that you won't want to miss. We will celebrate our rich history and offer exciting programming and first class presenters, including Amanda Gore, one of America's most admired experiential speakers, and former host of PBS' Reading Rainbow, LaVar Burton. This year's conference programming is sure to inspire you. Click here to view the Schedule at a Glance. Other slated presenters include:

John Wood, former Microsoft executive and founder of Room to Read Madeleine Blanchard, Leadership Coach Linda Larsen, Funny Motivational Speaker Inocente, Artist and Documentary Subject Alaina Podmorow, Founder of Little Women for Little Women of Afghanistan Bobbie Staten, Motivational Humorist

\$600 - Early bird registration through June 30

\$650 - Regular registration July 1 - August 12

\$750 - Late registration begins August 13

Need some assistance getting your firm to support your trip to San Diego? Check out the Justification Toolkit for some helpful information showing the value of LCAM.

Sustaining Member Discount We are pleased to extend to our sustaining members a discount for those that wish to take advantage of our a la carte registration - the \$75 individual event ticket administrative fee will be waived. Sustaining members should watch their inbox for the discount code this week.

If you are interested in attending LCAM please contact Sherry Ellis.

## Earn Cash

### 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:

- \* Florist
- \* Printing Services
- \* Office Supplies/Furniture

**Contact Terrie Arp** - (865)544-4691, [tarp@coke-cola.com](mailto:tarp@coke-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.



## Board Meetings

Are on the second Tuesday of each month at 8 A.M

Contact Sherry Ellis for the location as it can change.

## 2013 KNOXVILLE CALENDAR

### EWI Board Meeting May 14, 2013

8:00am

Location to be determined

### Golf Committee Meeting

May 21, 2013

4:30pm

Gettysvue Country Club

### Scholarship Night May 21, 2013

5:30pm

Gettysvue Country Club

### Golf Tournament

June 3, 2013

7:00 am

Gettysvue County Club

### EWI Board Meeting June 11, 2013

8:00 am

Location to be determined

### EWI Meeting

June 13, 2013

Luncheon at Gettysvue Country Club

### Firm Afternoon

July 16, 2013

Bush Brothers Dandridge

***The woman in the blue jacket sitting in the front row gasped*** when she heard her assignment. Go to the front of the room, plant her feet, smile, and say her name and where she worked to the room filled with 85 others charged with the same task.

Easy peasy, right? It's information any of us could give, even under the most severe duress. And apparently, that's what most people in the room were experiencing - severe duress. I knew because I was teaching the group presentation skills and was privy to their angst. And here's what I found even more interesting. After everyone had gotten up and given their "presentation," the only people in the room that seemed to recall anyone else's name or company were those that went first. I'm sure you can guess why: Everyone else was too nervous about their own speaking skills to pay attention to what others were saying. Kind of ironic, huh?

If you have anxiety about speaking in front of a group, you're not alone. But the truth is, you have to be comfortable being uncomfortable to grow your career, because whether you're presenting on a conference stage, in the boardroom, or one-on-one with a customer, your speaking skills must be solid.

So, here's what you need to know:

1. It's not about you! It's about them. Quit worrying about how nervous you are and focus instead on the others in the room. What do they need to know that you can shed light on? When you come from a place of serving, you can release your nerves and simply share the great information you've brought to the table.
2. It's about you! Okay, that sounds like a big fat contradiction, but what I mean is show up prepared. Don't wait until the last minute to figure out what you're going to say. Sales guru Jeff Gitomer has always said that people who are nervous are simply unprepared. As a professional speaker, I know this to be true. The more I "own" the presentation, the fewer nerves I possess.
3. Go first. Rather than wait, stew, fret, and sweat, volunteer to present your information first. Remember, taking action reduces stress. Bonus, you're less likely to be judged or compared. And the bigger bonus? You might remember the rest of the meeting (see above).
4. Gain confidence by doing. All of those 85 individuals that stood up realized the world didn't come to a screeching halt. You will only get better at speaking by speaking! So quit thinking about it and get up and speak! Say yes to those opportunities, rather than chicken out and let another take the spotlight.
5. Plant yourself. Be certain to plant your feet before opening your mouth. Let your feet be one with the floor - feel the floor and then begin. Also, never underestimate the power of good posture and a warm smile. Your mom knew it. How many times did you hear, "Stand up straight," or "We paid enough for those braces you wore. Why don't you smile more?" Project confidence and friendliness and you'll not only help put your audience at ease, you'll also create those feelings in yourself by simply adopting the physical postures.
6. Create a connection. Build rapport by sharing a story about yourself - but make it applicable to them. We're wired to want to hear stories, so come up with one that's a good fit to your audience and you'll grab their attention. Remember, while it's not just, "me, me, me," you do want your story to be personal so that you can tell it naturally. And the best part, you won't forget a story about yourself. After all, it's YOUR story, which will get you over that nervous hump.
7. Z Power. While you may be tempted to glue your gaze to your notes or fixate on a spot right in front of you, both are off-putting to your audience. Instead, practice the "Z technique." No, I'm not talking about putting the audience to sleep ("zzzzz"), but rather drawing your audience in and being inclusive by moving your gaze through the group in a Z pattern. If it throws you off your game to look directly into someone's eyes, you can get away with looking at their forehead, as long as you're not sitting directly across the table from them.

Next time you have a chance to make a presentation or speak before a group, say YES! While you may still experience some anxiety, it's just one fabulous way to become

memorable. And memorable people are the ones others tap for even more opportunities.



**Business Communication Expert and Motivational Speaker Colette Carlson, president of Speak Your Truth, Inc. used to be a big fat liar, literally. Only by stepping into the Truth Booth and applying the strategies she now shares worldwide, was she able to break through her fears, lose 50 lbs. and take action to land her in Success Magazine. For additional articles visit**

[www.SpeakYourTruth.com](http://www.SpeakYourTruth.com)  
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Please print, complete and bring this page to the next 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\***