

FROM EWI/ KNOXVILLE PRESIDENT



It's barely August and the kids are already going back to school! That always signaled the end of summer to me and I was never ready for it to end. I'm still not . . . !

I read recently that August is the month when there are more (and noisier) insects; the birds are getting ready to fly south; weeds and other crops grow the fastest (I can attest to the weeds and the grass that perpetually needs to be mowed); and it's the busiest month for tourism-related businesses because so many people take vacations. One last hurrah before the weather cools and football season begins, I guess.

Did you know that the word "August" means "inspiring reverence or admiration; of supreme dignity or grandeur"? What better time to host our guest speaker for this month, Lisa Hood Skinner with the Ackermann Public Relations firm, who will advise how we can "brand" ourselves to maximize our personal personas in a meaningful way.

August will also be our last Business Meeting of the year when you will elect Officers and Directors for 2013-2014, appoint delegates to the Leadership Conference and Annual Meeting, and discuss the proposed Corporate budgets and By-law Amendments that will be presented for approval at that meeting. I hope to see you on August 20th as your opinions are important to the success of the Knoxville Chapter and to the entire EWI organization.

Sherry Ellis
 Home Federal Bank of Tennessee

2013 EXECUTIVE WOMEN OFFICERS & DIRECTORS

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Sherry Ellis, Home Federal Bank

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Secretary

Samantha Chittum
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 Susan Goode, Coca Cola Refreshments

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 Appalachia Business Communications

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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

25th Anniversary Committee

Sheri Lockett
 Bertelkamp Automation

We are pleased to announce that our Knoxville Chapter ASIST Winner, Barbara Lugene Bearden, has been chosen as one of the corporate level winners!

She has won an additional \$2,000 to go with the monies that she won at the local level. Barbara has expressed her gratitude for EWI making her feel so special, and stated the scholarship means a lot toward helping her financially so that she may focus on her studies.

Doesn't it make you feel proud to be associated with such an amazing organization, and to realize we all make this happen through our hard work and dedication to our chapter.

Respectfully submitted by:
Sandy Richards – Scholarship Chair



Going once, going twice, gone.

Yes, ladies, it's that time of year again. We are quickly approaching our Annual Chinese Auction. This year we have a new location at Lighthouse Knoxville, 6800 Baum Drive, on Thursday, October 24th. Please contact those who have come to some of our past events and those you think would like to come. I have sent out donation request letters to past donors but if there is someone you can think of that I might

have missed, please let me know and I will be glad to contact them. I will have copies of the letters at the August meeting so please let me know if you need any. I know with us all working together as a team, we will be able to make this another outstanding EWI event.



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

It's not too late to register for the 66th Leadership Conference and Annual Meeting (LCAM) in sunny San Diego, California. This year marks a milestone for the organization...75 years! You won't want to miss a special LCAM "Celebrating the Past, Embracing the Future". 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. Go to the corporate website to view the Schedule at a Glance and the Justification Toolkit if you need assistance getting your firm to support your attendance. Sustaining members are being offered a discount this year. Registration and hotel reservations information is also on the website.

Welcome New Member!



TIS Insurance
Major and Minor Classifications
Insurance/Agency

2013 KNOXVILLE CALENDAR

EWI Board Meeting August 13, 2013

8:00 am
Cedar Bluff

EWI Business Meeting

August 20, 2013
5:30 PM

Gettysvue Country Club

EWI Board Meeting Friday, September 6, 2013

(change due to LCAM)

Location to be announced

EWI Meeting

September 10, 2013
(early due to LCAM)

Installation of 2013-2014 Board of Directors

Executive's Lunch

October 16, 2013

(Wednesday due to Mayor's Schedule)

Gettysvue Country Club

Annual Chinese Auction

October 24, 2013
Lighthouse

EWI Meeting

November 19, 2013
Gettysvue Country Club



30 BOOKS FOR ADMINS' CONTINUING EDUCATION

Our very good friend Julie Perrine, founder of www.allthingsadmin.com has been at it again. She just can't resist putting together lists, procedures and templates to help you guys - and by the way, her website is FULL of useful resources).

This week, Julie has published a list of lots of titles that she feels should be required reading for every admin.

Personal Growth & Development

1. Crucial Conversations by Kerry Patterson, Joseph Grenny, Ron McMillan, & Al Switzler
2. Your Belief Quotient by Dr. Lisa Van Allen
3. Attitude Is Everything by Jeff Keller
4. Lean In by Sheryl Sandberg

Personal Effectiveness

5. The 7 Habits of Highly Effective People by Stephen R. Covey
6. The 8th Habit: From Effectiveness to Greatness by Stephen R. Covey

Personality Type: Understanding Your Own & Others'

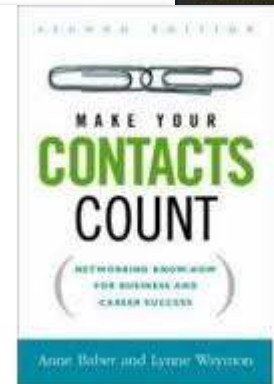
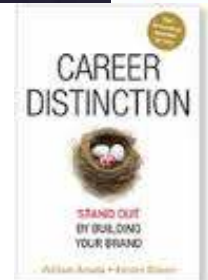
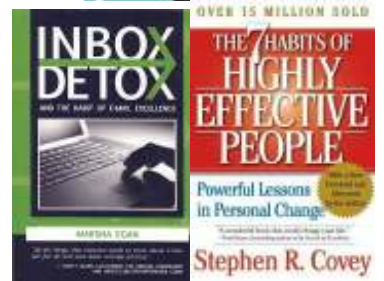
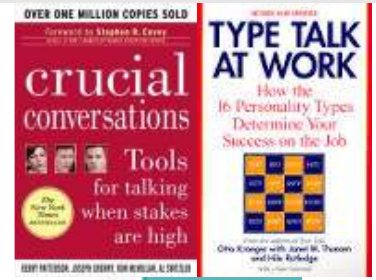
7. Type Talk at Work by Otto Kroeger with Janet M. Thuesen & Hile Rutledge
8. The Art of Speedreading People by Paul D. Tieger & Barbara Barron-Tieger
9. The New Birth Order Book by Dr. Kevin Leman (If you're a firstborn like I am, then I strongly recommend The Firstborn Advantage by Dr. Leman, too.)

Strengths

10. StrengthsFinder 2.0 by Tom Rath (includes an assessment)
11. StandOut by Marcus Buckingham (includes an assessment)
12. Find Your Strongest Life by Marcus Buckingham

Administrative Career

13. The Innovative Admin by Julie Perrine
14. Administrative Excellence by Erin O'Hara Meyer
15. SuperCompetent by Laura Stack
16. Become An Inner Circle Assistant by Joan Burge
17. Be the Ultimate Assistant by Bonnie Low-Kramen



Personal Branding & Professional Appearance

- 18. Make a Name For Yourself by Robin Fisher Roffer
- 19. Career Distinction by William Arruda & Kirsten Dixson (includes an assessment)
- 20. Oh No She Didn't By Clinton Kelly

Productivity and Time Management

- 21. Inbox Detox and the Habit of E-mail Excellence by Marsha Egan
- 22. How to Be Organized In Spite of Yourself by Sunny Schlenger & Roberta Roesch
- 23. The Exhaustion Cure by Laura Stack
- 24. Leave the Office Earlier by Laura Stack

Implementing Change

- 25. Guerrilla Marketing for Job Hunters 2.0 by Jay Conrad Levinson & David Perry
- 26. 1001 Ways to Take Initiative at Work by Bob Nelson
- 27. Change Anything by Kerry Patterson, Joseph Grenny, David Maxfield, Ron McMillan, & Al Switzler
- 28. The First 30 Days by Ariane de Bonvoisin

Networking

- 29. Make Your Contacts Count by Anne Baber & Lynne Waymon
- 30. Eat Drink and Succeed by Laura Schwartz

Reading is one of the best, fastest, easiest, and least expensive ways to grow professionally, improve your knowledge and skills, and become a better, more innovative admin. Take your pick of any of these titles, and curl up with a good book! It could just change your entire outlook, attitude, and career!

While Julie's recommendations are pretty comprehensive, it isn't an exhaustive list and we encourage you to share your favourite titles, too!

For example, we know that Sue France's 'The Definitive Personal Assistant & Secretarial Handbook: A Best Practice Guide for All Secretaries, PAs, Office Managers and Executive Assistants', Susie Barron-Stubley's 'Create a Business-Busting Partnership with your Assistant - The Executive's Guide', Dr Monica Seeley's 'Brilliant Email', Linda McFarland's 'Sitting on a File Cabinet, Naked, With a Gun' and Melba Duncan's 'The New Executive Assistant: Advice for Succeeding in Your Career' are all 'must reads' for any Assistant.

We are in the process of building a book store for you all on the Executive Secretary website and would love to hear from you if you have a favorite not on Julie's list. Just email me at lbrazier@executivesecretary.com

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 Chamber

Knoxville Marriott

Lattimore, Black, Morgan & Cain, PC

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Pellissippi State Community College

Pilot Travel Centers LLC

Riverstone Rentals, LLC

Shaw Environmental & Infrastructure

SunTrust Bank

TIS Insurance

Travis Meats, Inc. /Travis Marine

U.S. Cellular

WBIR TV 10

Just a Glimpse at July's AWESOME Firm night at Bush Beans!



A Special Thank You!



OFFICE OF THE PRESIDENT



April 26, 2013

Ms Sherry Speegle Ellis
Executive Women International Scholarship
8415 Kingston Pike
Knoxville, TN 37919-5352

Dear Ms Ellis:

Thank you for your gift to the Pellissippi State Foundation. It will support our efforts to provide excellent certificate and degree options for our transfer and career program students and outstanding training programs for business and industry.

More than ever, we are committed to the success of our students and our community. Your contribution will go a long way to providing for our citizens as they seek further education and training in the pursuit of more rewarding lives. I am deeply grateful for your assistance in our work towards helping these students fulfill their dreams.

If I can ever be of service, please call on me. Thank you again for your support of Pellissippi State Community College and our foundation.

Sincerely,

L. Anthony Wise, Jr.
President

April 26, 2013

Ms Sherry Speegle Ellis
Executive Women International Scholarship
8415 Kingston Pike
Knoxville, TN 37919-5352

Dear Ms Ellis:

I want to extend the Foundation's sincere appreciation for your donation of \$2,500.00. This donation will benefit the Executive Women's International Scholarship fund.

Your gift, for which no goods or services were provided, will help us continue to furnish our students with the quality educational opportunities for which Pellissippi State is recognized. Thank you for your support of the Foundation, the College and our students.

Sincerely,

Peggy M. Wilson
Vice President of College Advancement and
Executive Director of the Foundation

PELLISSIPPI STATE COMMUNITY COLLEGE
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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:

- * Printing
- * Entertainment
- * Dry Cleaning
- * Grocery

Contact **Terrie Arp** – (865)544-4691, 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.