

FROM EWI/ KNOXVILLE PRESIDENT



As I look back on the previous year, I'm amazed the time has gone by so quickly. And I'm even more amazed at how much this Chapter has accomplished.

When I was installed last September, we were getting ready to go to Dallas for the Leadership Conference and Annual Meeting and were fully engaged in preparations for the Executive's Lunch and the annual Chinese auction in

October, both of which were outstanding events. November was a Firm Night at Pellissippi State (also impressive) and suddenly it was December and our ornament exchange which had a little extra with three ladies from member firms displaying and selling their handmade crafts.

We hardly caught our breath before it was time to focus on our 25th anniversary celebration in April; Scholarship Night in May (and all of the superb coordination that had to happen before the awards were presented); and the annual golf tournament in June, which is almost a full time job in itself for several months.

July took us to Dandridge to tour the Bush Brothers facility and museum and sample their delicious food in the café, which I learned is open to the public Monday-Saturday. Although I liked the pecan pie (made with what else? Beans!), I have to say the peanut butter pie was my favorite. Having our picture made with Duke was a treat, too!

Our second Business Meeting of the year in August found us discussing new membership codes, the proposed Corporate By-Law Amendments and budgets, and our local slate of officers for 2013-2014. We also heard a terrific speaker who had some good advice about how to present and promote ourselves.

And here we are full circle; ready to install the new Board who will continue the excellent work of EWI. A heartfelt "thank you" goes to my Board and each of you who supported our efforts this year.

It has been an honor to serve as your President.

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

Fawn Woods
Appalachia Business Communications

Program Director

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



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 know with us all working together as a team, we will be able to make this another outstanding EWI event.

Zandra Coppenger

Welcome New Members!



TIS Insurance

Major and Minor Classifications
Insurance/Agency



Dolly Parton's Dinner Attractions

Major and Minor Classifications
Entertainment

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
- * Retail Sales
- * Catering
- * Construction

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

Our Annual Philanthropic Donation was to Mobile Meals!

Be sure and look for the thank you letter from their Director at the end of the newsletter.

**2013
KNOXVILLE
CALENDAR**

EWI Board Meeting
Friday, September 6, 2013
(change due to LCAM)
Hampton Inn & Suites

EWI Meeting
September 10, 2013
(early due to LCAM)
Installation of 2013-2014
Board of Directors

EWI Board Meeting
October 8, 2013
Location to be announced

Executive's Lunch
October 16, 2013
(Wednesday due to Mayor's Schedule)
Gettysvue Country Club

**Annual Chinese
Auction**
October 24, 2013
Lighthouse Knoxville

EWI Meeting
November 19, 2013
Gettysvue Country Club

**EWI Meeting &
Ornament Exchange**
December 17, 2013
Gettysvue Country Club



Can You Stress Your Way to Success?

We all spend time trying to alleviate stress in a myriad of ways, and some of those strategies - polishing off a bag of chips or bottle of wine, or engaging in retail therapy (i.e. shop 'til you drop) - while enjoyable in the moment, ultimately add to our stress overload.

Deep breathing, getting out in nature or exercising -- those traditional stress-busters we're all so familiar with -- are invaluable for creating peace of mind. But let's face it, not all stress can be banished. But don't let that stress you out! Instead, adopt this novel approach that the latest research has shown allows you to transform your angst into a catalyst for peak performance: Reframe how you view stress. That's right, by shifting your mindset, you can make stress work for you.

Before I go any further, let me add a note of caution. I don't want you shifting your mindset right into poor health or martyrdom. If, for example, the people you live with expect you to have a gourmet meal on the table each night following a long day of work, please do not reframe this as an opportunity to hone your culinary skills. In fact, in such circumstances, if you're performing that task with any bitterness or frustration, you need to speak your truth.

But since stress on the job is inevitable, a change in attitude about it can make a difference in how it affects you. Researchers have found that simply telling people who are about to undertake a stressful exam that their racing heart and sweaty palms are valuable tools then enables them to perform well. Guess what? That little mind trick works. So next time you're faced with a daunting task - giving a presentation, perhaps -- use stress to your advantage. Tell yourself that those physical feelings will launch you to success.

I've employed that technique myself. When I have a speaking engagement, because I want to do a stellar job, often my heart is racing and I have butterflies in my stomach right before walking on stage. But I embrace those feelings, knowing they keep me on my toes and add a bit of spontaneity to the mix. I also remind myself that I'm there to serve. It's about the audience, not me, which helps me reframe and focus.

But what about long-term, on-the-job stress? Shawn Achor, CEO of Good Think and author of *The Happiness Advantage*, was part of a research team that showed videos to managers of the financial services firm UBS in the midst of the banking crisis. One group saw a video depicting stress as debilitating to performance. The video shown to the second group detailed ways stress enhances the brain and body. Six weeks later, not only did the second group see stress as enhancing their performance, they also experienced "a significant drop in health problems and a significant increase in happiness at work," according to Achor.

Let stress bring you success by putting this latest research to work. And remember, people who speak their truth have their thoughts, words and actions in alignment. To help me re-align how I'm thinking about my stress, when I find myself thinking, "I'm stressed," I'm going to reframe that thought to, "I'm in demand!"

Colette Carlson

Speak Your Truth, Inc.

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<https://www.facebook.com/pages/EWI-Knoxville/379961782068312>

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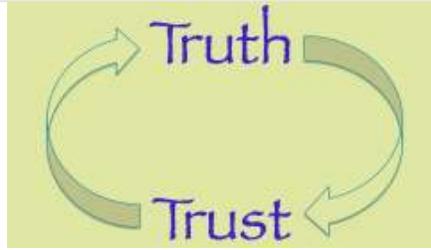
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Check Out EWI - Knoxville Website

<http://www.ewiknoxville.com/>

EWI Corporate Website

<http://www.ewiconnect.com/>



Truth Equals Trust

Recognize the role truth plays in building trust

My radar is always up when it comes to the message of truth, and the past few weeks it seems to be everywhere I turn. Even hunkered down last night to watch the movie, “The Invention of Lying” which takes place in an alternate reality in which lying doesn’t exist. Not even the little white lie, so everyone tells the truth and nothing but the truth. I winced when Jennifer Garner turns to blind date Ricky Gervais at their initial meeting and tells him she is not physically attracted to him, he is not in her league, nor can he expect a good night kiss. Ouch! Although I’m not a proponent of speaking your truth in this manner, everyone in this movie believes one another completely because truth equals trust.

According to the 2009 study from Harvard’s Center for Public Leadership, the number one factor that has the greatest impact on Americans’ confidence in their leaders is trust in what they say. Given all the recent scandals, it’s no wonder so many individuals have become jaded.

While sharing with a friend the news about the grandfather of 9 who was the 10 billionth person to download from Apple’s iTunes and won \$10,000 in downloads as a result, I was reminded of this. “Isn’t it cool a grandfather who downloaded Johnny Cash’s tune, ‘Guess Things Happen That Way’ won? This makes for such an incredible story which gives Apple way more media attention than if it was simply a teenager downloading the latest Black Eyed Peas tune.” His response, “Well, I’m not surprised it was an older person because the younger generation just rips off its music rather than pay to download. And c’mon, do you really believe this guy was the 10 billionth? I’m sure Apple knew this would make a great story and selected him for that reason.” Bam! I still vote it was the truth, but the fact we’re so quick to question the facts leaves me sad.

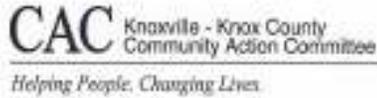
What’s the takeaway? Say what you mean and mean what you say because once trust is broken it’s almost impossible to get back. Even if someone gives you a second chance, a seed of doubt often remains. Be the real, authentic you. When you are, it speaks volumes and you usually don’t have to say or do anything to prove it. Whether you’re in sales, a business owner, support staff or a parent, be transparent in your approach, say what you mean and mean what you say, remember to under promise and over deliver, and follow through on your word. That’s how you build trust. And that’s the truth.

Colette Carlson
Speak Your Truth, Inc.

A lie can travel half way
around the world while
the truth is putting on
its shoes.

Charles Spurgeon

A Special Thank You!



September 5, 2013

EWI Knoxville Chapter
c/o Sherry Ellis
Home Federal Bank
515 Market Street
Knoxville, TN 37902

Dear Ms. Ellis:

We do appreciate your recent contribution to the Mobile Meals Program. You are helping fulfill our mission of providing hot, nutritious meals to homebound seniors. The following is typical of the lives impacted by your gift.

Mr. G is a 63-year-old divorced man who lives alone. Extensive health problems caused him to be homebound and unable to prepare his own meals. The daily visit by the volunteer who delivers his meal is one of his main social contacts for the day. Mr. G sent a note to the Mobile Meals office that read only, "Thank you for saving me."

With your help, Mobile Meals can bring deserving, Knox County seniors a meal and a daily visit from a caring volunteer. Thank you for making a difference.

Sincerely,

Alison T. Taylor, M.Ed.
Nutrition Manager

| DONATION DETAIL | |
|------------------|------------|
| Check #: | 2297 |
| Check Date: | 8/19/2013 |
| Donation Amount: | \$1,000.00 |

This letter verifies your charitable contribution to the Senior Nutrition Program. No goods or services were provided in return for this contribution. Please keep this documentation for income tax purposes. This contribution will be listed in the next issue of the Elder News & Views newsletter. If you wish to remain anonymous, please notify this office at 865-524-2786.

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Phone: (865) 524-2786 · Fax: (865) 546-0832 · www.knoxseniors.org

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