



FROM EW/ KNOXVILLE PRESIDENT

“As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them.” John F. Kennedy

This month we take a moment in our year to show our sincere gratitude to the Executives that make our organization possible. Without the continuous support and engagement of our leaders, our Chapter would not be able to accomplish the many wonderful things we do.

Certainly many of our experiences –professional development opportunities, networking, and community involvement – are beneficial to us as individuals, but we take these experiences back to our workplaces where we impact all of those around us. I hope you are sharing these insights with your Executive so he/she may know all of the benefits you, and they, are receiving.

Sherry Ellis, Sheri Lockett, and I were all fortunate enough to attend LCAM last month. I honestly wish every one of you could have attended. We laughed, we cried, we learned! What more could you ask for in a conference? Please be sure to ask any of us about our time in San Diego and read the article about LCAM in this month’s newsletter. We have decisions to make and challenges ahead of us, but I know we have the right group of ladies in place to handle it all with good judgment and grace.

Please continue to get those Auction Items in. We are in the final countdown and have so many amazing things to offer this year. Your guests will not be disappointed and our new auctioneer, Whitney Nicely, is just a joy to be around. I am truly excited about the new venue and items. I think we will have a great event and a good time will be had by all!

Please know your Board is working diligently and we are all available to you if you need us or have any questions. I know I appreciate the high level of support you have shown already.

In gratitude,

Susan Ward Arnold
Bush Brothers & Company

2013 - 2014 EXECUTIVE WOMEN OFFICERS & DIRECTORS

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Biography of Mayor Madeline Rogero



Madeline Rogero was elected the 68th Mayor of Knoxville, Tennessee and took office in December 2011. She is the first woman to hold the office. Her career includes serving as the city's community development director,

Knox County commissioner, non-profit executive, urban and regional planner, community volunteer and neighborhood champion. She is a former consultant to Capital One and America's Promise, and former executive director of Dolly Parton's Dollywood Foundation and Knoxville's Promise – The Alliance for Youth. She has a B.A. in Political Science from Furman University and a Master's degree in Urban and Regional Planning from The University of Tennessee.

Mayor Rogero is dedicated to promoting a vibrant local economy, strong neighborhoods, a high quality of life, a thriving downtown and a greener Knoxville. She believes Knoxville's strength comes from the diversity of its people and the beauty of its natural resources.



2013 Leadership Conference & Annual Meeting at a Glance

Top-notch speakers, informative and very helpful breakout sessions, great camaraderie, and a renewed focus – thus sums up the 2013 Leadership Caucus and Annual Meeting in San Diego, CA.

Corporate Board Changes

I think we should acknowledge the changes that have happened in the Corporate Office and Board - both in personnel and focus. The new Executive Director & Chief Operating Officer and past Corporate President, Wendy Cowley, brings a sense of stability, professionalism and dare I say, faith, in the organization; Sherry Ellis shares this sentiment in her notes from LCAM. Certainly the Board had struggled due to incidents surrounding our previous Director, but the turnover in the corporate office was also concerning to many. Today they appear to have a solid staff and a renewed purpose. In order to achieve the new focus, they revamped the Director's role to allow for true management instead of administrative responsibilities. With this, the Board also reconsidered their focus and determined their purpose was not "operational" so much as governing. In essence this puts the decision-making authority for much of the day-to-day operations of the Chapters at the chapter level. Ladies, we are in good hands.

Bylaws Changes

As expected, there were some changes in the Bylaws. The biggest of these was regarding the membership phrase "non-compete." While these changes, on the surface, may upset some member firms, I would encourage them to wait and fully understand what was decided. Yes, the words "non-compete" were removed from the Bylaws, HOWEVER, the actual impact on each chapter will be determined by that chapter! Our governing board feels each chapter should have the authority to make decisions based on its member firms' guidance, community demographics, and general membership needs. The Knoxville Chapter needs to examine this issue thoroughly. I propose putting together a task force to examine the issue then bring a recommendation to the Chapter membership. With your support, I have asked Sherry Ellis to head this task force with a cross-section of our membership involved. In the end, we will develop operating procedures for our Chapter that meet our current and future membership needs. The issue on Individual Memberships was referred to committee for investigation and reporting.

History & Literacy

We spent much of the day Friday celebrating our founder, Lucille Perkins. What an amazing woman of vision! Please take a moment to view the video we watched – available on YouTube under “Lucille Johnson Perkins Memorial Video – EWI 75th Anniversary.” We also learned of various literacy initiatives and were reminded that EWI's community focus is on literacy. All chapters were encouraged to evaluate their focus and, if possible, make a donation to Save the Children and a local organization. Corporate will match our donation to Save the Children.

Breakout Sessions

So much happened in these sessions I cannot possibly describe it in a paragraph, but will try.

Colette Carlson presented a session on Diverse Communication and provided a self-awareness assessment to see where we might have blind spots. As Sheri Lockett reports, she was reminded that “behavior is more important than skill” and we must make efforts to embrace different cultures and backgrounds not just at work, but in friendships as well.



Madeleine Blanchard educated us on neuroscience issues and how critical it is to take care of ourselves in order to make sound decisions. This was a fascinating time to me, personally, as I learned how something as simple as food can have lasting impacts on my work.

If you ever need a pick-me-up and to understand the power of human potential, just look to Inocente! She is a San Diego artist and activist who is the subject of an Oscar-winning film *Inocente*. Her story is both heart-breaking and inspiring and we were fortunate enough to watch the film and have a Q&A with her. We can all make a difference in the lives of others.

Finally, and this is by no means all-inclusive, we heard from Amada Gore. What a fire-cracker! An Australian with a message of joy as a competitive advantage, Amanda taught us about “foofers,” “spirit-igniters,” and recognizing our own and other’s “ta-da” moments. She encouraged us to forget our “FOWOT” (Fear Of What Others Think) and to be our own joy fairy by putting on our gratitude glasses. Trust me, this was a memorable moment and I hope we can all put it into action.

You will hear much more about the conference and our committees will learn more from the Ask the Expert sessions we attended in meetings going forward. As I said in my opening letter, I believe each and every one of you would have benefited from attending LCAM. I hope this has whetted your appetite enough that next year we will have a strong contingency from Knoxville in Virginia!



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!



Dolly Parton’s Dinner Attractions
Major and Minor Classifications
Entertainment

**2013
KNOXVILLE
CALENDAR**

EWI Board Meeting
October 8, 2013
Bush Brothers

Executive’s Lunch
October 16, 2013
Gettysvue Country Club

Annual Chinese Auction
October 24, 2013
Lighthouse Knoxville

EWI Board Meeting
November 5, 2013
Location to be determined

EWI Meeting
November 19, 2013
Gettysvue Country Club

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



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

A Special Thank You!

Email received from Holly Kizer:

Thank you so very much for volunteering at Dolly Parton's Imagination Library Kids Jamboree to help us celebrate mailing 1.5 million books to children in Knox County!

At the event, we registered more than 20 children to receive books at no cost to the families and raised more than \$500 to purchase additional books.

Your support and volunteer time made this possible!

Holly Kizer

Knox County Imagination Library Coordinator
500 West Church Avenue
Knoxville, Tennessee 37902



*Ever since I was little I can remember my mom writing poems, letters, dreams she had the night before and even her frustrations. This is one of my favorites! Thought I would share :)
-Rachel Mobley*

The Boss from Hell

Once I worked for this woman who was Unbelievable! She was so demanding that nothing I did was ever good enough. The more I did the more she demanded; totally unreasonable and never satisfied. When I would report for work in the morning she would hand me a list a "Mile Long"...When I would finish that list she would give me another list. The more I did the more she expected me to do! If I would jump 10 feet she expected me to jump 20 feet; it never ended. Her expectations, desires, and imagination kept growing. It grew, more and more and more. ...Then, one day I had enough! "I quit," I stopped working for myself! ...Jesus said, "Come unto me all you who labor and are heavy burdened, and I will give you rest!" (Matthew 11:28) ...This was me.



It only took me 45 years.

By Debbie Wilbourn

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Director At Large/Golf Chair
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NOT PHOTOGRAPHED:

Ways & Means

Michelle Harp, In10sity

Robin Jones

Dolly Parton's Dinner Attractions

Director At Large/Golf Chair

Sheri Lockett

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Humana

In10sity Interactive

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