



FROM EWI/ KNOXVILLE PRESIDENT

November & Fall – The leaves appear to be on **FIRE** and so are the women of EWK of Knoxville!

39 of our members and executives joined us October 16th for our Executive Appreciation Luncheon. What a wonderful turnout! We were honored to have **Knoxville City Mayor Madeline Rogero** provide an update on the many great things happening in our city. If you see her or our executives at other events, please be sure to thank them again!

Just a week later about 180 people gathered at the Lighthouse for our Chinese Auction. I am pleased to say our profits were well over \$11,000 – not even \$2000 off from last year’s final profits. This is a testament to the extremely hard work **Zandra Coppenger and her committee** put in. Ladies, we cannot possibly thank you enough! Your efforts have secured our funding for the next year! Our auctioneer, Whitney Nicely, kept things moving through the night and was just so incredibly gracious with her time. Please read the article on page 2 written by LBMC’s guest, Christie Knapper. She published it on her blog and we have linked to it on our EWK Facebook page.

Your board hit the ground running as they say and quickly surveyed our membership in preparation for our Board retreat which was held November 9th at Abuelo’s. You all had so much to say and you will find a summary of the survey later in the newsletter. Overall, you are happy to be members of this great organization and are willing to share your energy and ideas – we are fortunate. The Board is excited about the next year and will be incorporating as many of your suggestions as possible. You have been heard!

I must also give a shout out to our Membership Co-Chairs, **Connie Leggett with LBMC** and **Emily Dameron with CBI Federal Services**. These two are dynamos working to build our membership and have already met with at least 5 potential reps with more scheduled! Great job, Connie & Emily! Please be on the lookout for guests at each of our meetings as there are sure to be several. Make them feel welcome as only you can.

I watched the leaves falling from the trees outside my office window last week and thought, “That’s how I feel! There is so much going on!” Perhaps you do as well? If so, I urge you to grab hold. We are just getting started! This is an exciting time of year for us as individuals and for EWK as a Chapter.

May you all have a beautiful Thanksgiving spent with those you love! In gratitude,

Susan Ward Arnold
Bush Brothers & Company

2013 - 2014 EXECUTIVE WOMEN OFFICERS & DIRECTORS

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Ways & Means

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Robin Jones, Dolly Parton’s Entertainment Attractions

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Terrie Arp, Coca Cola Refreshments
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Samantha Chittum, Knox County Government – Engineering & Public Works

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Sherry Ellis, Home Federal Bank

EWI Auction 2013

The auction was on October 24 at the Lighthouse Knoxville. Dead End BBQ did the catering and there were approximately 130 items that were auctioned off. The auctioneer was Whitley Nicely from Powell Auction Company.

The Ways & Means Committee did a great job getting ready for the auction this year and I could not have done it without everyone's help. We are now looking forward to next year's so it is never too early to start getting things together.

Below are some comments from an attendee at the auction this year. She blogged about the event the next day and this is just a portion of what she wrote. To read all she had to say check it out at

<http://thebombdigg.com/2013/10/28/hold-your-paddle-high/>

Hold your paddle high!

Posted on **October 28, 2013** by **christieknapper**

East Tennessee is known for its generosity and over the years local charitable organizations have come up with some fabulous events to raise funds to make our community better in regards to healthcare, workforce development and so on. From Center Stage to the Great Cake Bake to Evening in Orange we sure know how to have fun and raise a lot of money!

There is one event here in town that puts a unique spin on its' auction and year after year, this event is just the BOMBDIGGITY! For 13 years now, the Knoxville Chapter of EWI has put on a Chinese Auction and it is just plain fun! Last Thursday, October 24th at the Lighthouse, it was a laid back atmosphere where the room was packed with people hoping they had chosen a lucky number!

The money raised at this event supports the Knox Youth Sports Challenger League Program and a EWI Scholarship Fund currently supporting 3 area high school students and 3 students at Pellissippi. This event is different because absolutely everyone has a chance to win, as long as you play. I will admit there have been some years where my number was never called, times when my number was called and my paddle wasn't up, and years when my number has been called and I have won multiple times. It is just how the game goes!

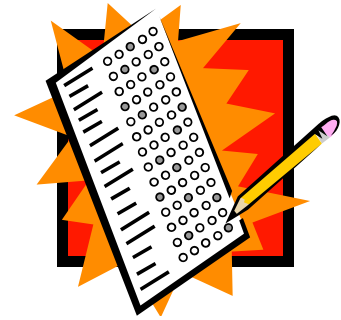
If you have not attended this event, you should definitely check it out next year. It is a great way to connect with some talented ladies and support a number of efforts all in one stop! These talented ladies really know how to have fun and all for a great cause.



2013 EWI Survey Results – Summary

Out of 36 members there were 24 that answered the survey and this is just a summary of the answers that were given.

1. **Length of membership:**
 - a. 50% were 1 – 3 years
 - b. 29% were 9+ years
2. **Overall satisfaction with EWI**
 - a. 54% satisfied
 - b. 37% extremely satisfied
3. **Recommend EWI membership to a colleague**
 - a. 45% likely
 - b. 50% extremely likely
4. **Attendance meetings or events**
 - a. 41% - 10+ meetings
 - b. 33% - 7 – 10 meetings
5. **Meetings lunch or dinner**
 - a. 20% lunch
 - b. 29% dinner
 - c. 50% able to attend both equally
6. **Programs/Speakers**
 - a. 79% very good
7. **Committee would you like to be on?**



***Since the survey was done anonymously please let the Chairperson know which committee or committees you would like to serve on.**

8. Topics you would like to see addressed in meetings?

- Communication skill sharpening, written & oral change exercises
- Marketing yourself, your business, public relations in high stress situations – how to respond?
- Multi – ages in the workplace
- Work/life balance or healthy living/eating on a busy schedule

9. Auction feedback

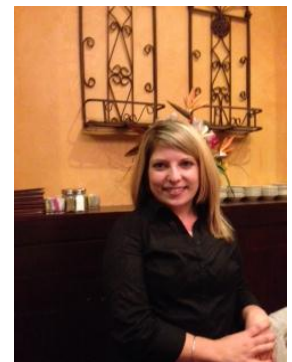
- I liked the new venue but it seemed crowded viewing the items
- AWESOME!
- Venue was better than Buddy's but like anywhere things weren't perfect. Food was good but not as much selection. Auctioneer was good but fast. Continue with live auctions but maybe solicit new vendors for donations.
- I felt it ran smoothly. The time was perfect and the auctioneer was quick and efficient!

10. Board retreat what would you like to see addressed in the coming year?

- Growth and retention of membership
- Programs
- Continue to build programs, membership needs to grow. Need more involvement from everyone so some people aren't doing everything each year.

***If you are interested in seeing a copy of the survey results. Please send Susan an email at sarnold@bushbros.com**

Board Installation



Ways & Means Director
Michelle Harp
In10sity Interactive

Michelle was officially installed to the Board on November 9th at the Retreat.

5 Things Women Need to Know About Investing in Stocks.

1. It is not just for men.
Investing in stocks is not a “man’s” game.
2. You know a lot.
You already know more than you think.
3. Invest for *your* retirement.
4. Don’t be too conservative.
5. Learn and practice asset allocation.



November 19: Guest Speaker Sean Wilson, TVA Federal Credit Union

Stocks, Bonds, Investments ... Oh My!

Sean Wilson has been in the investment business for almost 20 years. After studying economics and finance at the University of Tennessee, he began his career as a retail investment adviser. He then transitioned to see several sides of the industry, including stock, bond, and options trading, as well as trade oversight and compliance. For the last ten years, he has specialized in investment management within banks and credit unions. Sean is proud to work at Knoxville TVA Employee's Credit Union.

Helpful Tips:

Move on Purpose - Nonverbal Clues on Dress

When I speak to groups and talk about sitting, I always note that women are at a disadvantage because they wear dresses or skirts. When a woman wears a dress/skirt, she cannot mirror a man who sits in the 4 corner position without revealing herself. I always suggest that women wear pants when meeting with men because this provides the woman with more options. Women's clothing tends to be more revealing than a man's, and in many cases, it is more restrictive. Think spandex. How many men at work do you see wearing spandex? What about the 4 inch heels? Jerry Jeff Walker calls these "kiss me pumps." The short skirt requires a woman to keep her legs tightly together. Unfortunately this suggests submissiveness. Women carry a big purse. Forgive me Ladies, I know this is the style but how many men do you see carrying a big purse/satchel or even briefcase? It's cumbersome and acts as a barrier. Some researchers note that a purse is a nonverbal signal of sex and submissiveness, and, therefore, someone carrying a purse is devalued.

No need to give up your purse, but keep this in mind when calling on clients or attending meetings outside the office: Alan Weiss, the Million Dollar Consultant, only carries a small Filofax and his Bentley car keys when meeting with a client.

You only have 2-3 seconds to make an impression. Use your dress to help you make the right impression and then continue that positive impression throughout the meeting.

Provided by Linda Talley, Ph.D. is an author, executive coach, and professional speaker focusing on advanced communication strategies for leaders. E-mail her at linda@lindatalley.com or visit her web site www.lindatalley.com to sign up for her free magazine.

Community Thanks and Opportunities:

Here is a special that the Total Works Salon & Spa have going for the rest of November. Make sure to thank them for supporting our auction!

The Total Works Salon & Spa

Here's your chance to have a luxurious experience at half the price!

Through the rest of November on Tuesdays, Wednesdays and Thursdays, get a deep cleansing / deep hydration facial for only \$35 (regularly \$70).

Just in time for that winter dry skin!

Appointments will fill fast! Call to book your appointment today!
[\(865\) 690-5654](tel:8656905654)

ABUELO'S

Many thanks to Abuelo's for hosting our Board Retreat and Board meeting. Make sure to mention EWI while dining there and thank John for being so gracious with our group!

Thank you from Samantha Chittum:

Ladies,

Thank you all so much for the sweet card and Target gift card. It really means so much to know that I have all you sweet ladies (friends) thinking of me and my family. I cannot wait to get back into The groove of things and see all my EWI family soon!!

Love,
 Samantha

It's that time of year! Opportunities to GIVE BACK! Watch your email for details:

- RING THE BELL for **Salvation Army** with your EWI friends
- Register children for **Imagination Library** at the Empty Stocking Fund Event on December 21

2013 - 2014 KNOXVILLE CALENDAR

EWI Meeting

November 19, 2013

5:30 pm

Gettysvue Country Club
 Speaker: Sean Wilson,
 Knoxville TVA Employees
 Credit Union

Topic: Stocks, Bonds,
 Investments...Oh My!

EWI Webinar:

Positive Intelligence

Date: December 3, 2013

Time: 3:00 pm (ET)

Presenter: Lori
 Giovannoni

EWI Meeting & Ornament Exchange

(\$10 limit please on
 ornaments)

December 17, 2013

11:30 am

Gettysvue Country Club

EWI Meeting

January 21, 2014

11:30 am

Gettysvue Country Club
 Business Meeting,
 Speaker TBD

EWI Meeting

February 19, 2014

Firm Night

Hosted by Robin Jones at
 Dixie Stampede