



FROM EWI/ KNOXVILLE PRESIDENT

Wow, it's 2014! We wrapped up our 2013 with bell ringing, a fantastic meeting and ornament exchange, volunteering with Imagination Library at the Empty Stocking Fund distribution, and *then* we engaged in a marketing workshop to help build our EWI presence in the community and our membership. Our hearts are right, our friendships are strong, and our giving is generous. You ladies simply rock!

So, what's next? Well, we have a truly amazing line-up of programs for the coming year. In all honesty, you will not want to miss a single meeting. Our speakers are top-notch and, hint, one has even appeared on Oprah! No, that is not a typo. I want to challenge each of you to invite a friend to each meeting. I don't necessarily mean just as a potential member, although we welcome those as well, but invite a friend who might benefit from the topic or networking. They may have a recommendation for membership.

Speaking of Membership, it is with a heavy heart that we have accepted the non-renewal of Barge, Waggoner, Sumner & Cannon and Travis Meats. These long-standing member firms have different reasons for their decision but we certainly continue to support them and the representatives we enjoyed having as members in our Chapter. We will gladly accept their renewals in the future and I hope you have the opportunity to tell them how much they will be missed.

Our focus on the coming year is to maximize the ROI of our member firms and representatives. In order to do so, our members must be *active*. Please ask yourself, what am I giving to the organization? How can I grow more? What might I learn that I can put into practice in my job? Opportunities await and we need your help to make 2014 a banner year for our Chapter. Next December you and your firm will look back on the year and celebrate your successes.

Personally, I am excited to see what does come next and even more so to welcome it with each of you!

Susan Arnold

2013 - 2014

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Quotes to inspire your New Year's Resolutions

We all make some kind of New Year's resolutions and have you ever noticed how hard they are to keep. Listed below are some quotes to help keep us on track.

1. "In a gentle way, you can shake the world" by Mahatma Gandhi
2. "The future belongs to those who believe in the beauty of their dreams" by Eleanor Roosevelt
3. "Re-examine all that you have been told...dismiss that which insults your soul" by Walt Whitman
4. "We always change, renew, rejuvenate ourselves; otherwise we harden" by Johann Wolfgang Von Goethe
5. "Your success and happiness lies in you. Resolve to keep happy and your joy and you shall form an invincible host against difficulties" by Helen Keller
6. "Better three hours too soon than a minute too late" by William Shakespeare
7. "Obstacles are those frightful things you see when you take your eyes off the goal" by Hannah More
8. "For last year's words belong to last year's language and next year's words await another voice" by T.S. Eliot
9. "To improve is to change; to be perfect is to change often" by Winston Churchill
10. "Believe you can and you're halfway there" by Theodore Roosevelt
11. "Hold up your head! You were not made for failure, you were made for victory. Go forward with a joyful confidence" by George Eliot
12. "You can't wait for inspiration. You have to go after it with a club" by Jack London
13. "People will forget what you said, people will forget what you did, but people will never forget how you made them feel" by Maya Angelou
14. "All life is an experiment. The more experiments you make the better" by Ralph Waldo Emerson

Maybe we should change the name from New Year's resolutions to goals. Just by taking small steps can make a huge impact on your life as well as others. I hope everyone has a wonderful and happy New Year!

Zandra Coppenger

2013 KNOXVILLE CALENDAR

EWI Meeting

January 21, 2014

11:30 am

Gettysvue Country Club
Business Meeting &
Communicating Under
Pressure with Laura
Barron

EWI Meeting

February 19, 2014

Firm Night

Hosted by Robin Jones at
Dixie Stampede
\$25 per attendee

EWI Meeting

March 18, 2014

11:30 am

Social Media S.O.S. with
Teresa Lucke

Special Thank You From:

Hello Imagination Library friends and volunteers!

I hope everyone had a lovely Christmas! Thank you so much for taking time out of your busy, holiday schedules to help us register children to receive books from Imagination Library at the Empty Stocking Fund last Saturday. We registered a record number of children, with a **grand total of 211 children registered to receive books!** Thank you so much for your enthusiasm, willingness to go above and beyond, and your sweet Christmas spirits!

I hope to see each of you at our next Knox County Imagination Library event, The Great Cake Bake!

Best,
Holly



Dear Ladies of EWI,

Thank you all so much for the car seat and beautiful outfit for our new addition. I really appreciate having such wonderful people in my life.

Sincerely,
Emily Dameron

Update: Emily & Tim Dameron are the proud parents of Lulie Filomena Dameron born 01/15/14 at 8:35pm. Mom and baby are both doing well. More information to follow

Networking Calendar of Events:

Knoxville Chamber:

01/08/14 Social Media Series:
Hangout with Google+ and Why You Can't Afford to Ignore it!

01/15/14 Social Media Series:
Facebook for Business: Beyond the Basics

01/22/14 Employee Engagement Series
Seminar 4: How Great Organizations Create a Culture of Engagement

01/22/14 Social Media Series:
Telling Your Story Visually Using Social Media

01/29/14 Social Media Series:
APplicable Apps – A Panel Discussion

01/30/14 Hats Off to Knoxville

EWI Calendar:

Special thanks to the Membership Team. The webinar listed below was in the January edition of the Knoxville Business Journal.

01/14/14 at 3:00 EWI Personal Development Webinar:
Personal Branding 101: How to Apply Basic Marketing Strategies to Enhance Your Career Presented by Dr. Doug Ross Associate Dean, Global MBA Marketing Consultant and Speaker

02/04/14 at 3:00 EWI Personal Development Webinar: He Said, She Said: Communication Between the Genders, Presented by Susan Wranik

06/02/14 Golf Tournament

10/9/14 tentative date for Auction

February EWI Meeting February 19:

The price for all attendees is \$25 the same as normal meeting fees.

The preshow starts at 5:15 and the show starts at 6:00 please plan your schedules accordingly.



Next Volunteer Opportunity for Imagination Library:



Save the Date for the 5th Annual Great Cake Bake!

Cake decorators, sugar enthusiasts and artists of the buttercream get ready to pull out all the stops out to create a sugary vision to benefit a great cause-The **Knox County Imagination Library**.

When: Saturday, February 22, 2014

Where: Terrace Level of Neyland Stadium

Time: 1:00-5:00pm

Register to volunteer with your EWI friends at

www.Knoxlib.org/cakebake

Member Firms

- Appalachia Business Communications
- Bailey International, LLC
- BEH Group
- Bertelkamp Automation, Inc.
- Bush Brothers & Company
- Coca Cola Refreshments
- Dermatology Associates
- Dolly Parton's Entertainment Attractions
- 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
- McKibbon Hotel Management, Inc.
- Pellissippi State Community College
- Pilot Travel Centers LLC
- PSI Packaging
- Riverstone Rentals, LLC
- CB&I Federal Services, LLC
- SunTrust Bank
- TIS Insurance
- U.S. Cellular
- WBIR TV 10

Information from EWI Corporate:

Professional Development

The Importance of Managing Your Personal Brand

By Roxanne Hori

You may think that managing your image at work is a no-brainer, but my experience is that people do not take this as seriously as they should. How people perceive you and how you choose to leverage your personal capital (i.e., your advantages at work) are important to your success, but also to your ability to get the right experiences—all of which impact your career progression.

Recently the Kellogg School of Management's Black Management Association held its annual conference. This year's event focused on cross-cultural influences in the global economy, and one of the panels focused on managing and developing your brand.

There were seven themes covered by the panelists that are important for MBA students to keep in mind when they return to the workforce.

- **Be yourself.** This requires you to be true to yourself, which is helpful as you figure out where you'll be most likely to succeed. This also means you shouldn't try to be someone else, as it leads to pursuits that will be more difficult, less successful, and ultimately unsustainable. Students will often follow the herd vs. being themselves.
- **Share yourself.** Work at sharing your knowledge and gifts with others. This is a great way to burnish your image in the workplace and for others to be able to articulate who you are and your personal assets.
- **Value your capital/expertise.** We all bring different skills, knowledge, and expertise to every situation. Don't diminish the importance of what you have in your portfolio. Your expertise may play to a niche space, but it is still important. Also realize that just because your attributes don't seem special to you doesn't mean they aren't valuable to others.
- **Value the capital of others.** On a team, differences are strengths. Value what others bring to the table, help them contribute and develop their skills and expertise, and listen to their point of view. Your work and perspective can only benefit from this approach.
- **Cultivate your brand.** Always be mindful of your personal brand. Pay attention to how others perceive you and gather input as to how you can improve it. Do you need to spend more time developing a deeper knowledge/expertise in a particular area? Are you leveraging opportunities to showcase your knowledge and its value to your employer?
- **Empower others to do the same.** If you haven't figured it out yet, this isn't all about you. Many people who are held in high regard and have a strong image and brand have done so in part because they have supported so many others along the way. Think of the movie *Pay It Forward*.
- **Know the rules of the game.** To be successful, it is important to manage your own image and personal capital, but also be aware of how to play the game in your organization. You can be the world's expert on something and be recognized for that, but if you don't understand how to operate successfully in your organization, it doesn't matter.

My experience has been that managing and leveraging your personal capital is not that difficult to do, but it does require your awareness and constant effort.

Want to learn how to cultivate and manage your personal brand? Dr. Greg Ross will show you the way in the upcoming EWI professional development webinar. [Click here to register today](#).

Source: <http://www.businessweek.com/printer/articles/169270-the-importance-of-managing-your-personal-brand>

Conference Dates:

2014 Spring Conference

April 24-26, 2014

Northern Quest Resort & Casino
Spokane, WA

2014 LCAM

September 10-13, 2014

Crystal Gateway Marriott
Arlington, VA