



## FROM EWI/ KNOXVILLE PRESIDENT

"I feel as though someone has handed me the moon and I don't exactly know what to do with it." Anne Shirley

If someone could be so kind as to let me know exactly where the month of February went, I would truly appreciate it; I seem to have lost mine. In all honesty, we have been extremely busy and your EWI group has made tremendous progress over the past month. Highlights from some of our meetings/activities:

- Golf Committee meeting on February 6<sup>th</sup> at Bertelkamp Automation
- EWI Marketing follow up with Christie Knapper of Bombdiggity & our monthly board meeting held at the McKibbin Hotels' Hampton Inn on February 11<sup>th</sup>
- Firm Night at the Dixie Stampede on February 19<sup>th</sup>
- Volunteering at the Great Cake Bake for Imagination Library on February 22<sup>nd</sup>

This list is just a snapshot of the myriad activities we are involved in and the plans we are putting in place to make our chapter better, less of a secret, and to build our events for the future. Countless emails and phone calls are also going on behind the scenes to help your chapter, and ultimately you, grow. If you aren't already involved and volunteering in some capacity, jump in!

Many of us are stretching ourselves to learn about new social media – Facebook, Twitter, Instagram, and LinkedIn. We need all of our members to help us in this endeavor. Please do not let a lack of knowledge keep you from jumping in; we are all in this together and learning as we go. No one expects perfection, just participation. So if you feel we are handing you the moon, we are! And together we will determine what exactly to do with it.

Many thanks go to everyone for working so hard. Your EWI membership is only as valuable as you choose to make it and many of you have chosen to make it priceless.

In gratitude,

Susan Ward Arnold

### 2013 - 2014 EXECUTIVE WOMEN OFFICERS & DIRECTORS

#### President

Susan Arnold, Bush Brothers & Co.

#### Vice President

Denise Smith, Tennessee Valley Authority

#### Secretary

Charity Wilson, McKibbin Hotel Management Inc.

#### Treasurer

Jean Martinez, SunTrust Bank

#### Ways & Means

Michelle Harp, In10sity Interactive  
Robin Jones, Dolly Parton's Entertainment Attractions

#### Membership Directors

Connie Leggett, Lattimore Black Morgan & Cain  
Emily Dameron, CB&I Federal Services, LLC

#### Sergeant-at-Arms

Fawn Woods, Appalachia Business Communications

#### Program Director

Rachel Mobley, Knoxville Marriott

#### Director At Large/Golf Chair

Terrie Arp, Coca Cola Refreshments  
Sheri Lockett, Bertelkamp Automation, Inc.

#### Scholarship Director

Samantha Chittum, Knox County Government – Engineering & Public Works

#### Publications Director

Zandra Coppenger, Bush Brothers & Company

#### Past President's Chair

Sherry Ellis, Home Federal Bank

## The Legend of St. Valentine

The history of Valentine's Day--and the story of its patron saint--is shrouded in mystery. We do know that February has long been celebrated as a month of romance, and that St. Valentine's Day, as we know it today, contains vestiges of both Christian and ancient Roman tradition. But who was Saint Valentine, and how did he become associated with this ancient rite?

The Catholic Church recognizes at least three different saints named Valentine or Valentinus, all of whom were martyred. One legend contends that Valentine was a priest who served during the third century in Rome. When Emperor Claudius II decided that single men made better soldiers than those with wives and families, he outlawed marriage for young men. Valentine, realizing the injustice of the decree, defied Claudius and continued to perform marriages for young lovers in secret. When Valentine's actions were discovered, Claudius ordered that he be put to death.

Other stories suggest that Valentine may have been killed for attempting to help Christians escape harsh Roman prisons, where they were often beaten and tortured. According to one legend, an imprisoned Valentine actually sent the first "valentine" greeting himself after he fell in love with a young girl—possibly his jailor's daughter—who visited him during his confinement. Before his death, it is alleged that he wrote her a letter signed "From your Valentine," an expression that is still in use today. Although the truth behind the Valentine legends is murky, the stories all emphasize his appeal as a sympathetic, heroic and—most importantly—romantic figure. By the Middle Ages perhaps thanks to this reputation, Valentine would become one of the most popular saints in England and France.

Today, according to the Greeting Card Association, an estimated 1 billion Valentine's Day cards are sent each year, making Valentine's Day the second largest card-sending holiday of the year. (An estimated 2.6 billion cards are sent for Christmas. Women purchase approximately 85 percent of all valentines).

So with all that said Happy Valentine's Day Ladies!!



## 2013 KNOXVILLE CALENDAR

**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 at Gettysvue  
Social Media S.O.S. with  
Teresa Lucke

**EWI Meeting**  
April 15, 2014  
11:30 am at Gettysvue  
Effective Presentation  
with Tammie Smeltzer

**EWI Meeting**  
May 13, 2014  
5:30 pm at Gettysvue  
Scholarship Night  
Guest Speaker: Joan  
Cronan

**EWI Meeting**  
June 2, 2014  
EWI Golf Tournament at  
Gettysvue

**Some tips to think about when trying to improve workplace communications:**

- ❖ Be clear and direct
- ❖ Consider the situation before taking action
- ❖ Don't just hear - Listen
- ❖ Be respectful
- ❖ Give good feedback
- ❖ Make the most of meetings
- ❖ Stay positive
- ❖ Choose your words carefully
- ❖ Make work fun
- ❖ Tailor your conversation to audience
- ❖ Handle conflicts with diplomacy
- ❖ Face-to- face

**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.



**Fun night at the Dixie Stampede!**

**Networking Calendar of Events:**

**Knoxville Chamber:**

03/25/14 Attend Schmoozapalooza - A Networking event held from 4:00 – 7:00 at the Knoxville Marriott. Chamber Member's price is \$5.00

**EWI Calendar:**

Webinar:

03/04/14 at 3:00 The No Rules Way: Business Strategies to Network Smarter Not Harder presented by Christy Smallwood

06/02/14 Golf Tournament

10/9/14 tentative date for Auction

**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

**Recommended Reading:**

**Books:**

- Outliers – Malcom Gladwell
- Reality is Broken – Jane McGonigal
- Organizing from the Inside Out – Julie Morgenstern
- Career Distinction: Stand out by Building your Brand – by William Aruda and Kristen Dixon

## 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](http://www.Knoxlib.org/cakebake)**



### Members in the News:

The East Tennessee Meeting Professionals announced their awards and Robin Jones received Planner of the Year. Make sure to congratulate Robin on this accomplishment.

### 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

**Please share this information with your churches:**

## LBMC's Business Skills Boot Camp for Churches



You're Invited to Attend LBMC's  
Business Skills Boot Camp for Churches

*Thursday, March 27, 2014*

*7:30 a.m. – 11:45 a.m.*

*10024 Investment Drive, Suite 200  
Knoxville, TN 37932*

**FREE** to Church Executives, Pastors, Administrators, and Leaders

**Topics Include:**

- Staffing for Non-Profits... Suggestions, Strategies and Solutions
- Accounting Best Practices
- Technology Survival Guide
- HR Peace of Mind
- Long Range Planning

Register online at [www.lbmc.com/boot-camp](http://www.lbmc.com/boot-camp)  
or email [DBenson@lbmc.com](mailto:DBenson@lbmc.com) by Mar. 19th



**LATTIMORE BLACK MORGAN & CAIN, PC**  
AND THE LBMC FAMILY OF COMPANIES

**The EWI Fellows programs is a Corporate program that awards financial assistance to active EWI representatives. For assistance with accredited baccalaureate, graduate & post graduate programs. For more information or to apply please go to [ewiconnect.com](http://ewiconnect.com)**



**Active EWI member for 1 consecutive year**

**Member in good standing**

**Demonstrated participation in Chapter activities**

**Minimum of 5 years full-time work experience**

**Financial need**

**[ewiconnect.com](http://ewiconnect.com)**