



FROM EWI/ KNOXVILLE PRESIDENT

Dare I say it? I'll whisper in case she hears I think winter is finally gone. Please, no one invite her back for a while, ok? Yes, to everything there is a season, but I was more than ready for that one to be over. So, Happy Spring, y'all!

Just like the flowers and the pollen count, our Chapter is growing! Please make welcome new representative **Wendy Hamilton with Pilot Flying J Travel Centers**, and new members **Karrie Greene with Radio Systems Corporation**, and **Chelsea Craig with Jason's Deli!** I cannot tell you enough how exciting it is to see our membership growing with such talented, energetic ladies. We are an amazing group of women dedicated to improving ourselves, our workplaces and our community. This is truly one of those times when we should celebrate and yell, "Ta-Da!"

Speaking of Ta-Das, we should all give a big congratulations to **Christa Early with Employbridge Staffing Solutions** who just finished the Covenant Health Knoxville ½ Marathon! Great job, Christa! We should also congratulate **Michelle Harp with member firm Inosity** on her new job. Michelle will be leaving this member firm and our Chapter so, while the news is bittersweet for us, we are thrilled she was able to find a position she simply could not turn down. Michelle, you will be missed so much more than you know. With Michelle's departure, the Board needed someone to be our local point of contact for the EWI Auction. I am pleased to report **Charity Wilson with McKibbon Hotels** will add to her duties in EWI as co-chair for Ways & Means and **Robin Jones with Dixie Stampede** will remain as co-chair. Thank you, ladies, for your service.

We continue to gear up for the EWI/Pilot Flying J Golf Classic and we need your help! Please consider how you or your firm can help with teams, sponsorships, goody bag donations, etc. See **Terrie Arp with Coca Cola Refreshments** or **Sheri Lockett with Bertelkamp Automation** for more information. Finally, our Scholarship Night is fast approaching – be sure to make your reservations early for this exciting evening when we award scholarships to some wonderful, deserving students! Joan Cronan will be our guest speaker. This is a perfect opportunity to invite your executive, potential members, or other guests to see what EWI is all about.

There is so much more going on Keep reading!

Susan Ward

2013 - 2014 EXECUTIVE WOMEN OFFICERS & DIRECTORS

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Scholarship Director

Samantha Chittum, Knox County Government – Engineering & Public Works

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Zandra Coppenger, Bush Brothers & Company

Past President's Chair

Sherry Ellis, Home Federal Bank

Getting Organized:

Yes, it's that time of year again when some start thinking about spring cleaning and getting organized. Here are a few tips that I came across to help get us motivated and pointed in the right direction.

- De-clutter
- Use technology and keep it simple
- Setting smart goals
- Delegate
- Arrange work area to support the flow of your work
- Manage instead of multitasking
- Prioritize a list of daily tasks
- Don't procrastinate
- Organize your email
- Return items to their proper place
- At the end of each day take a few minutes to plan for the next day
- Use a daily planner or task list
- Be realistic

Organization is uniquely personal. So make good habits.

By Zandra Coppenger

EWI Calendar:

Webinar: Goal Setting the S.M.A.R.T. Way

Date: Tuesday, May 6, 2014

Time: 3:00

Presenter: Dr. Heather Williamson

06/02/14 Golf Tournament at
Gettysvue

10/9/14 Auction at Knoxville
Marriott

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

2014 KNOXVILLE CALENDAR

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

EWI Meeting

July 15, 2014

11:30am at Gettysvue
Andy Peterson – The Lion
King Ministries

VOTE! VOTE! And VOTE!!!!!!!!!! You may vote daily thru August 21

150 Days of Giving from First Tennessee:

First Tennessee will be 150 years old on March 25. To celebrate our long tradition of serving our communities, the First Tennessee Foundation will give away \$5,000 to a different nonprofit every day for 150 days. We call it our 150 Days of Giving. The giving starts on our 150th birthday. Here is what you need to know:

- You can vote for 10 nonprofits once a day, per device by visiting www.150daysofgiving.com [150daysofgiving.com].
- We will pick the first winner at midnight on March 25, and the winning organization will be announced on March 26. The winning will continue for 149 more days.
- Votes will continue to count throughout the 150 Days of Giving from March 13-August 21.
- More details on our guidelines can be found on the [Rules\[150daysofgiving.com\]](http://Rules[150daysofgiving.com) tab of the 150 Days of Giving website.

Building stronger communities has been vital to First Tennessee's success for the past 150 years. The First Tennessee Foundation's 150 Days of Giving is one way we're celebrating our past and focusing on our future. We hope you'll join the celebration.

FIRST TENNESSEE | [Proud to serve for 150 years\[firsttennessee.com\]](http://Proud%20to%20serve%20for%20150%20years[firsttennessee.com)
[Award-winning service\[firsttennessee.com\]](http://Award-winning%20service[firsttennessee.com)

Please remember to vote for Pellissippi, a EWI member firm, and EWI Knoxville, Chattanooga, and Memphis! You can vote for 10 non-profits per day per device.

Other non-profits we support that are eligible for voting are – Knox Youth Sports, Emerald Youth Foundation, Knox County Community Action Committee Mobile Meals, Remote Area Medical, and STAR (Shangri-La Therapeutic Academy of Riding for handicapped individuals).

Imagination Library Request!!!!

Imagination Library is setting up bookshelves at a few area Laundromats with the idea of putting books into the hands of preschool age children who may be spending time there and don't have great access to books elsewhere. That being said, we need gently used children's books.

Please, please, please if you have any gently used books you are willing to part with please let me know. I will gladly come get them from you and give you a free barre3 class in exchange! Also, if you know of anyone who does, please forward this on. The data behind giving kids early access to books is astounding in regards to literacy and increased earning potential. I am really hopeful this idea will take off around town and you will begin to see mobile book units for kids all around.

Susan Ward is coordinating a time for the books to be picked up so please let her know if you have any.

Member Firms

Appalachia Business Communications
Bailey International, LLC
BEH Group
Bertelkamp Automation, Inc.
Bush Brothers & Company
CB&I Federal Services, LLC
Coca Cola Refreshments
Dermatology Associates
Dolly Parton's Entertainment Attractions
Employbridge/Staffing Solutions
Holbrook Peterson & Smith, PLLC
Home Federal Bank of TN
In10sity Interactive
Jason's Deli
Knox County Government
Knoxville Chamber
Knoxville Marriott
Lattimore, Black, Morgan & Cain, PC
McKibbin Hotel Management, Inc.
Pellissippi State Community College
Pilot Travel Centers LLC
PSI Packaging
Radio Systems Corporation
SunTrust Bank
TIS Insurance
Tennessee Valley Authority
U.S. Cellular
WBIR TV 10

CONTEST:

EWI Elevator Speech Contest

The Corporate Marketing Committee knows that one of the best recruiting tools we have is our member representatives. In an effort to get our story out there, the committee is holding an elevator speech contest. We are asking each Chapter to encourage their member representatives to record a 30 second video answering the question "What does EWI mean to you and how does EWI benefit you and your firm?" and focus on one of all of the three core tenets of EWI – **Connections, Careers, Community**. Each Chapter should select their best submission and forward to the committee for judging at the Corporate level. The first place Corporate winner will receive a \$100 VISA gift card and EWI prize pack and two runners up will receive a \$50 gift card and EWI prize pack.

The committee is encouraging all Chapters to incorporate this contest at an upcoming Chapter meeting. We hope doing so will encourage more participation, allow member representatives to practice speaking in public, get ideas on how others share their experiences with our organization, and get the more tenured members to share with the new members the benefits they may not have experienced yet. Please upload your Chapter's elevator speech **by June 13, 2014** to <https://www.hightail.com/u/DerekLowrey> and include your Chapter name in the *Subject* line.

To help you promote this contest at the Chapter level, an article will be featured in the May Corporate *EWIConnect*. Please feel free to use this article, included below, in your Chapter *EWIConnect* as well:

"What does EWI mean to you and how does EWI benefit you and your firm? Give us your elevator speech!"

EWI knows that our member representatives are one of our best recruiting tools and the Corporate Marketing Committee wants to hear your pitch. We are asking each member representative to record a 30 second video answering the all-important question posed above and focus on the benefits of one or all of the core tenets of EWI - **Connections, Careers, Community**. Each Chapter will select their top video and submit to the Corporate Marketing Committee to compete for Corporate prizes! The first place Corporate winner will receive a \$100 VISA gift card and EWI prize pack and two runners up will receive a \$50 gift card and EWI prize pack. The top videos will be provided to the Chapters for use in their recruitment efforts and published on the Corporate website and social media channels. Entries must be received by the Corporate Marketing Committee by June 13, 2014.

Below are some articles to assist in creating an elevator speech.
<http://theundercoverrecruiter.com/how-create-your-memorable-elevator-pitch-four-simple-steps/>
<http://www.mindtools.com/pages/article/elevator-pitch.htm>
<http://www.eaglebusinessbuilding.com/5-methods-to-creating-a-good-elevator-speech/>"

April EWI Connect:

Congratulations to EWI of Knoxville for having the most Attendees on the March Webinar call.

EWI Corporate:

**The EWI Collegiate Pilot Program is seeking 20 additional mentors for the University of Missouri-Columbia members. If you are interested in mentoring one of these amazing young ladies contact Kim Fankhauser at kfankhauser@desmoinesmetro.com.



And he departed from our sight that we might return to our heart, and there find Him. For he departed, and behold. He is here

St. Augustine

Happy Easter Ladies!!