



## FROM EWK/ KNOXVILLE PRESIDENT

There's a song with the lyrics, "we've only got 86 400 seconds in a day to turn it all around or throw it all away." It's one of those songs that get stuck in your head. Well, I'm at the end of my term as President so this is a good time for me to consider those lyrics and how they relate to EWK. We did not throw it all away!

We embraced a new social media initiative and have seen some good results. Where most didn't realize we *had* a LinkedIn page, we now have 23 members, many of who aren't even in our Chapter. Our Facebook page went from about 5 people following it, to 105. I'm not as familiar with our Twitter account, but I know we have made progress there as well. Are these stellar numbers? I say yes! Toot your horn, ladies because this is roughly a 90% growth on LinkedIn, and a 418% growth on Facebook! Imagine if you could report that kind of increase in your firm's business.

Our programs this year have been excellent! Do you remember these: Mayor Rogero, Executive Luncheon; Sean Wilson with TVA, on Stocks, Bonds, Investments (OH MY!); Debbie Wilborn, Christmas Tablescape; Laura Barron, Communicating Under Pressure; Firm Night at the Dixie Stampede; Teresa Lucke, Social Media; Tammie Smeltzer, ZOOM Exercise!; Joan Cronan, Scholarship Night; Andy Peterson, Lion King Ministries; Laura Smith, 5 Love Languages of Communication? Put all of them in one conference and tell me how much those tickets would be. I trust everyone enjoyed them and learned something you could use at work, at home, or both.

Community wise, we continued to support three major causes and several other smaller ones. Specifically, we supported our efforts with Imagination Library by volunteering at a few events and ultimately helping to create a special one at the zoo where we also made a \$500 donation. We awarded \$9,000 in Scholarships and raised over \$16,000 for the Knox Youth Challenger League. You ladies are amazing!

In that same song, *Live Like You Were Dying*, the question is asked, "So if your life flashed before you, what would you wish you would've done?" In the past year, I'd say you all would've been pretty pleased with what YOU did. "You never know a good thing 'till it's gone," he continues. I'm grateful I knew it before then ... Thank you for letting me participate and watch you all shine!

Susan Ward

### 2013 - 2014 EXECUTIVE WOMEN OFFICERS & DIRECTORS

#### President

Susan Ward, Bush Brothers & Co.

#### Vice President

Denise Smith, Tennessee Valley Authority

#### Secretary

Charity Wilson, McKibbin Hotel Management Inc.

#### Treasurer

Jean Martinez, SunTrust Bank

#### Ways & Means

Charity Wilson, McKibbin Hotel Management Inc.

#### Membership Directors

Connie Leggett, Lattimore Black Morgan & Cain

#### Sergeant-at-Arms

Fawn Woods, Appalachia Business Communications

#### Program Director

#### Director At Large/Golf Chair

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

#### Scholarship Director

Samantha Chittum, Knox County Government

#### Publications Director

Zandra Coppenger, Bush Brothers & Company

#### Past President's Chair

Sherry Ellis, Home Federal Bank

## LCAM 2014 by Denise Smith

Sheri Lockett, Jean Martinez and I attended the 67th EWI Leadership Conference and Annual Meeting (LCAM) September 10 - 14 in Arlington, Virginia. We heard some wonderful motivational speakers, Thom Singer [thomsinger.com](http://thomsinger.com) and Fawn Germer [fawngermer.com](http://fawngermer.com), and attended professional development workshops led by communications coach Beth Levine [smartmouthcommunications.com](http://smartmouthcommunications.com) and leadership coach Jo Miller [beleaderly.com](http://beleaderly.com).

There were 281 in attendance and 85 delegates voting at the annual meeting. The 2014-15 Corporate Board was approved by the membership and installed with Darlene Banogon, EWI of San Diego, as the new President. Other items voted on at the annual meeting included an overhaul of the Corporate by-laws, the individual membership classification, the corporate office and EWI Foundation budgets, and the plan of merger to move the incorporation from California to Utah. All items passed with a majority vote.


The Tulsa, Oklahoma chapter is already preparing for LCAM 2015. The winner of LCAM 2016 is Spokane, Washington.

For more information check out the EWI Corporate Facebook page [facebook.com/ewicorp](https://facebook.com/ewicorp) and [#LCAM 2014](https://twitter.com/LCAM2014) on Twitter.

### Important Date to Remember:

## 400in4

Corporate is starting a new campaign effective June 1- Sept. 30, 2014. They are asking each member to go out and recruit new members. On the EWI website they have recruiting tools and tips to help.



**EWI has set an ambitious goal: Recruit 400 new members in 4 months. And we can't do it without you!**


Here's how you can help expand **YOUR** professional network **AND** be eligible to win hand-crafted jewelry and other prizes:

- 1 Recruit new members between June 1 and September 30, 2014.
- 2 Include your name on membership applications under "Recruited by."

**PRIZES: BAGS, FLASH DRIVES, JEWELRY, CHARMS**

**ewi**

For complete information about **400in4**, go to [ewiconnect.com/400in4](http://ewiconnect.com/400in4)

LIKE **EWI** ON FACEBOOK TO GET WEEKLY RECRUITING TIPS 

## 2014 KNOXVILLE CALENDAR

**EWI Meeting**  
September 23, 2014  
5:30pm at Gettysvue  
Officer Installation

**EWI Auction**  
October 9, 2014  
Knoxville Marriott

**EWI Meeting**  
October 21, 2014  
11:30am  
Bistro by the Tracks  
Executives Lunch

**EWI Meeting**  
November 18, 2014  
5:30pm at Gettysvue  
Rebecca Alexander -  
Storyteller

**EWI Meeting**  
December 16, 2014  
11:30am at Gettysvue  
Ornament Exchange

## Member Firms:

The Atlanta Braves reveal the name of their new stadium at the ground breaking. The new stadium is set to launch in 2017 and the name is going to be **SunTrust Park**. The new stadium will have a new look and unique shops, restaurants it is going to be its own little community. The new venues in the stadium will be open year around not just during the baseball season.

## Auction:

The time is getting closer for our annual auction. Make sure to invite your friends, family, and colleagues to a night filled with good food and lots of fun. Where else can you find something worth at least \$75 and get it for \$1.00? I hunt for good bargains and this is definitely one. So ladies let's make this another great year for EWI. Please contact Denise Smith with your reservations today!!

Examples of some items this year:

- Beautiful pair of ladies cowboy boots
- Tickets to Disney World
- Tickets to the World of Coca-Cola
- Golf
- Hotel stays and much, much more!!!



## Community:

The UT Lady Vols Softball team hosted the Knoxville Challenger League to a game on September 18 at Sherri Parker Stadium. The Challenger League was victorious winners of the competition and everyone had a great time.

The Challenger Program currently has 8 teams with a roster of between 80-100 children. The program is for special needs children and is provided at no charge. The program has expanded to now include basketball, golf, swimming and bowling.

## Member Firms

- Appalachia Business Communications
- Bailey International, LLC
- BEH Group
- Bertelkamp Automation, Inc.
- Bush Brothers & Company
- Coca Cola Refreshments
- Dermatology Associates
- Employbridge/Staffing Solutions
- Holbrook Peterson & Smith, PLLC
- Home Federal Bank of TN
- Jason's Deli
- King College
- Knox County Government
- Knoxville Chamber
- Lattimore, Black, Morgan & Cain, PC
- McKibbon Hotel Management, Inc.
- Pellissippi State Community College
- Pilot Travel Centers LLC
- SunTrust Bank
- TIS Insurance
- Tennessee Valley Authority
- U.S. Cellular
- WBIR TV 10

## A Fall Song

By *Ellen Robena Field*

Golden and red trees  
Nod to the soft breeze,  
As it whispers, "Winter is near;"  
And the brown nuts fall  
At the wind's loud call,  
For this is the Fall of the year.

Good-by, sweet flowers!  
Through bright Summer hours  
You have filled our hearts with cheer  
We shall miss you so,  
And yet you must go,  
For this is the Fall of the year.

Now the days grow cold,  
As the year grows old,  
And the meadows are brown and sere;  
Brave robin redbreast  
Has gone from his nest,  
For this is the Fall of the year.

I do softly pray  
At the close of day,  
That the little children, so dear,  
May as purely grow  
As the fleecy snow  
That follows the Fall of the year.

