

Letter from the President

Ladies,

This is my favorite time of year. When the flowers and trees start blooming, everything looks fresh and alive.

At this time of year in EWI, we start looking ahead and planning. Looking forward to our Scholarship Night when we are able to help students and adults pursue their education. Then it is on to the Annual Golf Tournament in June. The golf tournament is what allows us the opportunity to provide those scholarships, but that isn't all. With the proceeds that are raised, we make a donation to the Knoxville Challenger Leagues Sports - a league for special needs children that allows them to experience the thrill of sports that so many of us take for granted.

These are both very worthwhile causes that we are able to contribute to and really make an impact in our community. Please help our chapter make the most of this year's events! I challenge you to find teams, goodie bag supplies, and/or volunteer in whatever way you and your firm can help to make this another successful year. I promise you will be amazed at all the wonderful things that come from just a day of your time.

I hope that everyone has a Happy and Blessed Easter.

Thank you,

Zandra Coppenger
Chapter President

*** **Special Note regarding LCAM Reading Rally** benefitting Stevens Elementary School in Spokane, WA. The rally goal is to provide at least one book for each student over the summer. Donations should be sent to the Corporate Office by **April 8th**. ***

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Professional Development

Leadership—It's Not About Title



Presenter: Jeannette Armbrust

Date: Tuesday, April 5, 2016

Time: 3:00 PM (ET)

- *Why is leadership important?*
- *What are the characteristics of a leader?*
- *What is the difference between a boss or a leader?*
- *What can you do to be a leader in your organization?*

Jeanette Armbrust is the CEO/Owner of Skyline Exhibits Central Ohio. Before starting Skyline Exhibits of Central Ohio in 2001, Jeanette worked for VEE Corporation, the creators of Sesame Street Live, as the National Promotion Director coordinating the touring events throughout the United States and Canada. Later she was promoted to National Sponsorship Director. Now she spends her time as CEO operating and growing her \$7 million company.

Jeanette currently serves on the NAWBO National Board in Washington, D.C., on the board of Columbus chapter of NAWBO; the Columbus Chamber Board of Directors, and is a member of EWI of Columbus. She is also the Founder and Director of the Columbus Young Entrepreneur's Academy.

A leader can be anyone despite rank, title, or tenure. Leadership is not about power or prestige- it's about inspiring and influencing others.

***** Register for this webinar online at ewiconnect.com *****



LCAM is coming!

Make plans to attend the annual Leadership Conference and Annual Meeting this September in Spokane!

More details will be announced soon but if you are interested, please let Zandra Coppenger know as soon as possible.

Chapter Meeting, March 15, 2016

5:30 at Gettysvue

FAITHFULLY FASHIONABLE With DEBBIE ROLAND

Donna Roland is a Business Professional, Community Volunteer, Wife, Mother and Friend.

As a Speaker and Fashion Image Consultant, Donna is passionate about helping women to embrace the beauty they have been given and self confidence they deserve.

Donna loves working with women on the importance of appearance and the role it plays in defining who you are and what you want to represent. She is dedicated to helping you look and feel your very best!



Please RSVP to **Christa Early** for this event and include any dietary restrictions, etc.

Christa Early
Christa.Early@employbridge.net

See you soon!

February Meeting Highlights



Our very own **Samantha Lane** with **King University** served as our speaker for the February chapter meeting at Gettysvue. Samantha came loaded with lots of information on how we can improve our networking skills. A basic rule of networking is that ***if you are there for other people, others will be there for you.***

Here's a quick recap in case you missed something or need a reminder:

- 1) There are 3 people you should always have in your contact/networking list – a doctor, a lawyer, someone with a pool. 😊
- 2) Keep it brief! Your elevator speech should include your name, who you represent, and why you are important.
- 3) Listen more than you talk and remember when you do speak, if you wouldn't say it to your grandma, don't say it (this includes posting it on social media).
- 4) Quality is better than quantity. *Really* work with your relationships.
- 5) Sincerity is key. Be honest about your needs and be fair.
- 6) Follow up with a handwritten note whenever possible. It makes you memorable.
- 7) Set a goal. Everyday pick one person to send a note to and say something nice. This is networking.
- 8) Remember you are your personal brand. What words would people think of when they hear your name? Do your actions support what you want them to say?
- 9) Speaking of social media – when sharing or “liking” something, give credit to the original poster whenever possible.

“A higher tide raises all ships!”

Samantha Lane (a modification on the idiom attributed to JFK)

Member Firms

- Alliance for Better Non-Profits
- Appalachia Business Communications
- BEH Group
- Bertelkamp Automation, Inc.
- Blue Cross Blue Shield
- Bristol Motor Speedway & Dragway
- Bush Brothers & Company
- Coca Cola Refreshments
- East Tennessee PBS
- Employbridge/Staffing Solutions
- Hilton Knoxville
- Home Federal Bank of TN
- Holbrook, Peterson, & Smith
- Jason's Deli
- King University
- Knox County Government
- Lattimore, Black, Morgan & Cain, PC
- McKibbin Hotel Management, Inc.
- Pellissippi State Community College
- Pilot Travel Centers LLC
- Sterling Global
- SunTrust Bank
- TIS Insurance
- Tennessee Valley Authority
- U.S. Cellular
- WBIR TV 10

Reasons to Celebrate!

Welcome to our **NEW MEMBER!**



Janet Callahan just joined EWI this month after visiting at our January meeting.



Janet is the Director of Business Development for **Bristol Motor Speedway & Dragway**, and has

served in this role since 1999. Janet is responsible for advertising, sponsorships, hospitality, suites and other revenue producing opportunities surrounding BMS. She identifies and recruits prospective clients, maintains awareness of competition and the motorsports industry, develops and grows client relationships. Janet serves a critical role in this business and we are so excited to have her join our chapter. *Welcome, Janet!*



Member firm, **SunTrust Bank**, is the key sponsor for the Women on the Rise to Shine lunch and learn event coming up on April 13th.

The topic is “Unspoken - Redefining expectations between men and women in the world of work” by Amanda Johns Vaden, Southwestern Consulting.

The lunch will be held at Bridgewater Place from 11:30 to 1:00. Tickets are still available (\$30 for Chamber members, \$40 others) and table sponsorships are also available. Contact the Knoxville Chamber of Commerce if you are interested in attending.



HAPPY BIRTHDAY!

March 8 – Linda Price (Retired, Knoxville Printers)
 March 23 – Jamie Honeycutt (TIS Insurance)

Have an update? Contact Susan at sward@bushbros.com.

DATES TO NOTE

March 15, 2016
Chapter Meeting
Dinner at Gettysvue – 5:30
 Speaker: Donna Walker
 “Personal Style for Professional Success”

April 7, 2016
Membership Drive
 Details pending

April 19, 2016
Chapter Meeting
Dinner at Gettysvue – 5:30
 Speaker: Chris Ruel
 “Situational Awareness”

May 17, 2016
Scholarship Night
Dinner at Gettysvue – 5:30
 Speaker: *Ronnie Chandler*
Executive Director of Project Grad

June 6, 2016
NEW LOCATION!
 Golf Tournament at Egwani Farms Golf Course

June 23, 2016
Extra Outing – Self Pay
 5:30 pm at Aubrey’s Papermill

July 19, 2016
PBS Firm Night!
Dinner

August 16, 2016
Chapter Meeting
Lunch at Gettysvue – 11:30
 Speaker: Jason King
 “Professional Etiquette”

August 31, 2016
Extra Outing – Self Pay
 4:00 at Firefly (Knoxville Hilton)