

Letter from the President



I hope you all had a fabulous Holiday and are welcoming 2018 with open arms! I don't know about you, but I had so much fun at our Holiday Party, graciously hosted by Member Firm Bertelkamp Automation, Inc. The silent auction was a big success and the "rob your neighbor" ornament

exchange was pure entertainment! I know Emily DeJarnett with Morgan Stanley, our Program Director, is working hard at finalizing our 2018 meetings. There are some exciting meetings planned, and I can't wait to see what the year holds! Speaking of what 2018 holds, my husband JT and I will be welcoming our first child, a baby boy who currently remains nameless, on January 12th (hopefully). During that time, I know the Chapter will be in good hands with Jean Martinez of SunTrust Bank, our Vice President, leading the way. I'll do my best to attend some meetings while on maternity leave and even perhaps bring our new baby boy around to meet everyone. For our January meeting we are excited to celebrate new member firm Johnson Controls with their firm night. If you haven't sent in your RSVP, please contact Susan Ward ASAP. In February, we will have a luncheon at Gettysvue with guest Samantha Lane discussing her new business Origami Day, LLC and we will be celebrating our 30th Anniversary as a Chapter! More details will be released as the date gets closer. Here's to an amazing 2018!

Jan Goedeke, Chapter President
U.S. Cellular

2017-2018 OFFICERS & DIRECTORS

President

Jan Goedeke
U.S. Cellular

Vice President/President-Elect

Jean Martinez
SunTrust Bank

Secretary

Terrie Arp
Coca-Cola Bottling Company

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Latesha Patterson, Jason's Deli
Zandra Coppenger, Bush Brothers

Membership Director

Emily DeJarnett
Morgan Stanley

Program Director

Chris Massie
Titanic Attraction

Publications Director

Sandy Richards
LBMC

Director-at-Large / Golf Chair

Kristine Kaurez, Radio Systems
Corporation
Sheri Lockett, Bertelkamp

Past President's Chair

Charity Wilson

Board Member Highlight

Kristine Kauerz

This month's Board Member highlight is on Kristine Kauerz of Radio Systems Corporation. Kristine joined EWI a little over 1 year ago and is our current Golf Chair. We are so thankful to have Kristine serve on the EWI Board this year!

Member? Kristine Kauerz

Member Firm? Radio Systems Corporation.

Member Executive? Anita White

Description of Company Services? Radio Systems Corporation is a global organization that's mission is to build the most trusted pet brands. The company has three major brands: the PetSafe® Brand, focusing on parents of both dogs and cats and ensuring that their lives are happy and healthy within the home, the SportDOG® Brand is focused on delivering quality products to those in the sporting-dog market, and the Invisible Fence® Brand which focuses on professionally installed fences that allow owners and their pets enjoy a stress-free life within their home.

How long have you worked for your company? 4 ½ years

What is your position responsibilities? As a marketing researcher, I work with the various categories within the company to develop and test new product concepts through surveys and customer centered design. I also analyze the competitive landscape to see what trends are emerging, how the company can utilize new technologies and then making recommendations for new directions the company can explore.

What do you love most about your position? I love consumer behavior and getting to explore both quantitatively and qualitatively how customers interact with products. Nothing is better than having a hypothesis get challenged by your results and going back into the information to understand why it happened.

Words that describe you? Outgoing and always up to try something new, from a new restaurant to a new recreational sport.

How long have you been a member of EWI? 1 year

Why you got involved in EWI? To get more involved in the community and build lasting relationships with professionally minded people.

Positions you have held? Golf Chair & Golf Committee

What you get most out of EWI/love about EWI? Getting to meet and learn from a wonderful group of individuals all while giving back to our community.

Who recruited you to EWI? Jan Goedeke

What is your favorite EWI event? Golf Tournament

What are your hobbies? Hanging out with friends, fixing up the house, knitting, and of course spending time with my husband Trey and dog, Comet.

Favorite quote? All dreams can come true, if we have the courage to pursue them. – Walt Disney



Thank you, Kristine for your commitment to EWI!! We appreciate all you do to support the mission of our chapter.

CALENDAR OF UPCOMING EVENTS

TUESDAY, JANUARY 16TH

5:30 – 7:00 PM

FIRM NIGHT JOHNSON CONTROLS

11224 GILBERT DRIVE

TUESDAY, FEBRUARY 20TH

11:30 – 1:00 PM

GETTYSVUE

SAMANTHA LANE – MANAGING YOUR TIME TO LIVE

YOUR LIFE/30TH CELEBRATION

EMAIL SWARD@BUSHBROS.COM

TO RESERVE YOUR SEAT.

Other Highlights

Salvation Army Red Kettle Campaign.

I hope each of you had a lovely Christmas celebrating the birth of our Savior! It's always humbling to think about the purpose for which He was born -- I am so thankful He came so that both you and I have the opportunity to worship, serve and then live with Him eternally.

"I write you today to send sincere thanks for your participation in and support of the 2017 Red Kettle Campaign. This year we surpassed our goal and raised \$426,458. 44 towards providing hope for so many in need in the Knoxville community. Thank YOU for your participation and support. This is a huge, six-week campaign and without each volunteer it just wouldn't be possible. For so many of you this is an annual tradition, but for someone in need it provides security and hope -- be it a meal on the table, lights in the home, a warm bed, someone to talk to or assistance during a low point in life. YOU generously donated your time for others. Thank you!"

Happy New Year and until the 2018 bell ringing season begins,
Hannah

Hannah Hankins
Special Events and Volunteer Manager
The Salvation Army



Celebrating Jan and Baby (name TBD) Thomas Goedeke along with Dad (JT) & the squirrel on his back!



Holiday Party Fun/Silent Auction!



2017-2018 President
EWI of Knoxville

To: Jan Goedeke

Subject: Congratulations!

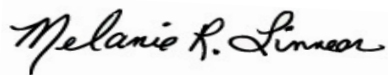
Dear Jan,

December marks a very important event in the history of Executive Women International®. It was 30 years ago that the Knoxville Chapter began. We extend our sincere congratulations on this very special anniversary.

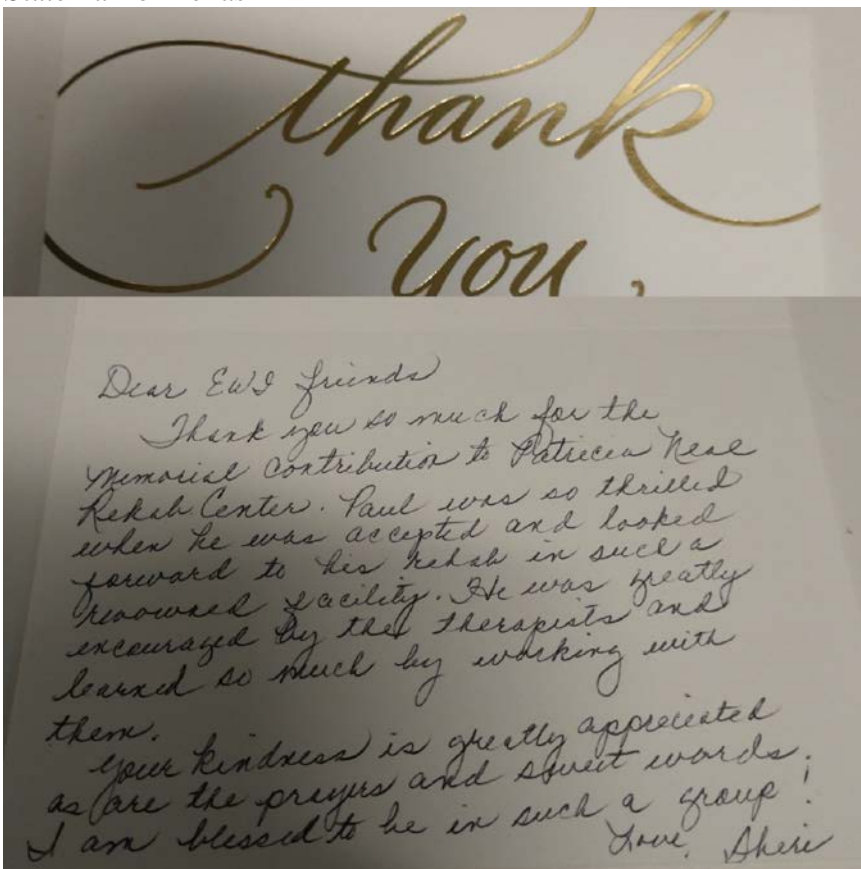
The Dallas Chapter looks forward to continuing its relationship with you as we work together to fulfill the Mission, Vision, and Values of Executive Women International and make good things happen for other people.

Thank you!

Sincerely,



Melanie Linnear
2017-2018 EWI Dallas President
State Fair of Texas



Leadership Moment

Who is Influencing You?

You can pick your friends. But rarely can you pick your boss, your co-workers, or your clients. Yet these are the people you are surrounded by most of the time. You can't control how they act. However, you can control how much you allow these individuals to influence you.

Will you let the grumpy client who rudely orders you around affect your outlook on life, or will you be able to move past his bad attitude and have a positive and productive day?

Are you going to let your poor performing colleague determine the quality of your work, or are you going to stick to your own high standards and lead by example?

Will you allow yourself to be impacted by your manager's continuous negative comments, or the new hire's refreshing and positive outlook on life?

Who do you let influence you? The decision is yours. When you make the decision to be influenced by the positive, productive and high-performing individuals in your life - instead of those who could drag you down with their negativity and bad attitude - you make a large step toward becoming a valuable role model for others (and a much happier, inspired individual).

Source: Leadstar, LLC

Quote of the Month

Attitude is a **little** thing that makes a **big** difference.

~Winston Churchill

Professional Education Opportunities

Embrace Your Leadership Role

Presenter: Linda Oien
businessPATHS

Tuesday, February 6, 2018
3:00 PM EST / 12:00 PM PST



Knoxville Chapter Member Firms

- Appalachia Business Communications
- Baker, Donelson
- BEH Group, Inc.
- Bertelkamp Automation, Inc.
- Bristol Motor Speedway
- Bush Brothers & Company
- Coca-Cola Bottling Company Consolidated
- Employeebridge/Staffing Solutions
- Holbrook Peterson & Smith, PLLC
- Home Federal Bank
- Jason's Deli
- Johnson Controls
- LBMC
- Marriott International
- McKibben Hospitality
- Morgan Stanley
- Pellissippi State Community College
- Radio Systems Corporation
- SMG-GI Knoxville Convention Center
- SunTrust Bank
- TVA
- Titanic Attraction
- U.S. Cellular

Happy Birthday

January

- Terri Voland - January 4
- Latesha Patterson - January 9
- Susan Goode - January 15
- Teresa Elder - January 24
- Jean Martinez - January 25
- Zandra Coppenger - January 31

February

- Sherry Ellis – February 3rd
- Connie Leggett – February 4th
- Janet Callahan – February 17th

Individual, Sustaining & Life Members

- Betty Finley
- Johnnie Cowden
- Susan Goode
- Carolyn Housley
- Linda Price
- Neldeane Rice
- Terri Voland