

## Letter from the President



I hope you all had a great Thanksgiving Holiday with your friends and family. This time of year is so busy with tying up loose ends at work, getting your Christmas shopping completed and preparing for a new year! We had a very successful Executive Luncheon for our November Meeting with Dr. Chuck Carringer

from Executive Coaching LLC. I enjoyed learning about leading a multi-generational workforce and the differences in each generation. This month we also held our Board Retreat. We discussed proposed changes to our Scholarship Program with the help of Angela Pugh & David Harrell from Pellissippi State, the ball is rolling on our annual golf tournament because of the hard work of Kristine Kaurez and Sheri Lockett and discussed our plan of attack for next year's annual auction. At this time our application has been submitted to the State of Tennessee. Now we just wait to see the response! EWI of Knoxville will be giving back to the community on Wednesday, December 6<sup>th</sup> by participating in our annual bell ringing for the Salvation Army in front of Dillard's at West Town Mall. Also, be sure to mark your calendar for our EWI Holiday Party that will be held on Tuesday, December 12<sup>th</sup> at Bertelkamp Automation. Dig out your favorite Ugly Holiday Sweater, bring an ornament for our "rob your neighbor" ornament exchange and bring your money to bid on some amazing silent auction items! Guests are welcome, so be sure and spread the word.

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

#### Treasurer

Denise Smith  
TVA

#### Sergeant At Arms

Susan Ward  
Bush Brothers & Company

#### Scholarship Director

Angela Pugh  
Pellissippi State CC

#### Ways & Means Director

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

## Latesha Patterson

This month's Board Member highlight is on Latesha Patterson of Jason's Deli. Latesha joined EWI a little over 1 year ago and is our current Ways & Means co-chair. We are so thankful to have Latesha serve on the EWI Board this year!

**Member?** Latesha

**Member Firm?** Jason's Deli

**Member Executive?** Mark Lemoncelli

**Description of Company Services?** Family owned and community focused, Jason's Deli serves guests in 266 deli's in 28 states. Our food is free from dyes, artificial trans fats, MSG, and high fructose corn syrup. Our motto is "if we wouldn't serve it to our family, we are not going to serve it to yours." Our catering teams excel at last-minute orders, thanks to decades of experience in fresh food preparation and delivery, and caring to do our best for you. We strive to enhance the quality of people's lives and add value to communities. This is a guiding principle of our core value: Out-of-this-world-hospitality.

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

**What is your position responsibilities?** Local Sales and Marketing Manager-actively increase sales and business growth through direct effort in the community, and to determine and implement ways to streamline/improve the sales process.

**What do you love most about your position.** Working closely with the customers to help them create menus and plan events makes me sometimes feel like a party planner, and being directly involved with the donations and sponsorship program (Community Partners Program) I get to help decide how we contribute back to the community.

**Words that describe you?** Enthusiastic, free-spirit, determined and kind.

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

**Why you got involved in EWI?** Chelsea Craig introduced me when I stepped into her role, I knew there would be successful women with so much for me to learn from.

**Positions you have held?** Ways & Means Co-Chair

**What you get most out of EWI/love about EWI?** The insight and wisdom I gain from the ladies each time we meet, and the way they have chosen to accept me and help me grow.

**Who recruited you to EWI?** Chelsea Craig

**What is your favorite EWI event?** Scholarship Night!

**What are your hobbies?** Raising my daughter, learning anything new, spending time with my family and going to church.

**Favorite quote?** When you get to the end of your rope, tie a knot in it and hang on.  
– Franklin D. Roosevelt



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

## CALENDAR OF UPCOMING EVENTS

**TUESDAY, DECEMBER 12<sup>TH</sup>**

5:30 – 7:30PM

BERTLEKAMP AUTOMATION  
HOLIDAY PARTY/SILENT AUCTION

**TUESDAY, JANUARY 16<sup>TH</sup>**

5:30 – 7:00 PM

FIRM NIGHT JOHNSON CONTROLS  
11224 GILBERT DRIVE

EMAIL [SWARD@BUSHBROS.COM](mailto:SWARD@BUSHBROS.COM)

TO RESERVE YOUR SEAT.

## Other Highlights

Jan, Jean and Angela attended the Pellissippi State Community College Donor and Scholarship Reception in November.

Angela, Jan, Tessie O'Connor (one of our scholarship winners) & Jean





2017 -2018 Board Retreat – Wonderful Brainstorming session for the coming year



Chuck Carringer Executive Coaching – November Meeting Executive Meeting

### 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
- McKibbon Hospitality
- Morgan Stanley
- Pellissippi State Community College
- Radio Systems Corporation
- SMG-GI Knoxville Convention Center
- SunTrust Bank
- TVA
- Titanic Attraction
- U.S. Cellular

### Individual, Sustaining & Life Members

Betty Finley



## Professional Education Opportunities

**ewi**  
CONNECTIONS | CAREERS | COMMUNITY

**With EWI, professional women come together to help their companies, their careers and their communities thrive.**

**ewiconnect.com**

Enhancing Your Sales Tool Box with Intention

Presenter: Tiffany Tokarz  
CEO of Modern Muse Consulting

Tuesday, January 9, 2018  
3:00 PM EST / 12:00 PM PST

[EVENT DETAILS >](#)

**ewi** PROFESSIONAL DEVELOPMENT  
**WEBINARS**

## Happy Birthday

### December

Angela Pugh – December 5

### 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

## How positive thinking can improve your health

Optimism comes from the Latin word *optimus*, meaning "best," which describes how an optimistic person is always looking for the best in any situation and expecting good things to happen. Optimism is the tendency to believe, expect or hope that things will turn out well. Even if something bad happens, like the loss of a job, or an unfortunate medical diagnosis. Research shows that optimism may be good for my physical health too—optimists are sick less and live longer than pessimists.

Apparently, a positive outlook on life strengthens the immune system (and the body's defenses against illness), cardiovascular system (optimists have fewer heart attacks), and the body's ability to handle stress. So how can you reap the benefits of a positive outlook, even when you tend to view the glass as half empty?

From our families to yours

Merry Christmas and Happy New Year!

