

April, 2009 | No. 4



**Denise Reed**

## Letter from President

Ladies, our April meeting will be another “don’t miss” event. Member firm, Southern Adventist University’s Lisa Goolsby will be our speaker. She’ll be sharing “Marketing of People: Creating Your Brand in Troubled Times.” Several of our EWI Chattanooga Representatives are already marketing

themselves and don’t realize it. If you’re on Facebook.com, LinkedIn.com, Myspace.com or Twitter.com, you’re sharing with the world who you are and what your interests are. It doesn’t just stop with those few popular social media outlets. The Concierge Level, LLC invites all EWI’s to attend our Jelly! Chattanooga events one-on-one coaching for these social media outlets and further develop your digital brand.

If you want to get to know other EWI’s, go to our Chapter’s web site and Members drop down menu and choose how you want to find a Member Firm or Representative. When you login on the web site, there is a wealth of Representative information there. Get connected to your EWI power source, our Representatives.

Thanks to Barbara Verhine, The University of Tennessee at Chattanooga Representative, EWI Chattanooga has our own Facebook page! You can post wall-to-wall if you want to share what you’re doing and really get to know our Representatives. Facebook’s EWI Chattanooga Chapter page (<http://is.gd/p79b>) gives our Representatives the ability to share all kinds of information for those that want to be better connected and better develop your brand. Happy linking, posting and tweeting!

At your service,  
Denise Reed

### **The Concierge Level, LLC**

An office business center since 1995, also known as shared offices, providing integral, comprehensive concierge services for business and personal needs.

## LOCAL BOARD

**Denise Reed**, President  
The Concierge Level, LLC,  
Chattanooga

**Lynda Childress**,  
Vice President/President Elect  
Luken Holdings, Inc.,  
Chattanooga

**Karen Hannifin**, Secretary  
TN Valley Federal Credit Union,  
Chattanooga

**Heather Burrell**, Treasurer  
MCA Mike Collins & Associates,  
Chattanooga

**Barbara Tawater**, Sgt-At-Arms  
Northgate Title Escrow, Inc,  
Chattanooga

**Stacey Wheeler**, Membership  
Director,  
The Chattanooga Hotel,  
Chattanooga

**Kelly McCoy**, Program  
Director, Citadel Broadcasting  
Corporation, Chattanooga

**Jody Hermann**, Ways & Means  
Director,  
Barge, Waggoner, Sumner &  
Cannon, Inc., Chattanooga

**Zelma Pack**, Publication  
Director  
ELD Associates, LLC,  
Chattanooga

**Tanya English**, Director-at-  
Large  
Miller & Martin PLLC,  
Chattanooga

## ewi April Chapter Meeting

- Date:** Tuesday, April 14, 2009  
5:30 p.m. – Meet, Greet, and Networking  
6:00 p.m. - Dinner
- Where:** The Chattanooga Hotel & Conference Center  
The Rose Room  
1201 Broad Street
- Parking:** **Free** Street Parking  
Parking Garage- \$3.00
- Speaker:** Lisa Goolsby, Assistant Professor, School of Business and Management, Southern Adventist University



**Topic:** “Marketing of People: Creating Your Brand in Troubled Times”

**Other Business:** Firm news, birthdays, anniversaries,

**Raffle:** Donated Items



Please bring a new item for the drawing. What you can't use may be just what someone else looking for.



**REMEMBER  
YOUR  
SECRET PAL!**

Please email Jan McAfee at [janlmcafee@comcast.net](mailto:janlmcafee@comcast.net) for secret pal information.

**Please acknowledge your secret pal. Some have reported not hearing from you.**

## IN THIS ISSUE

Presidents Newsletter	1
Meeting Notice	2
Welcome New Members	2
Firm News	3, 4,5
Introducing	6
Money/Finance Tips	6
Re-Introducing	7
50/50 Fridays	7
Web Site Trivia	8
Lucille Johnson Perkins Award	9
Fellows Scholarship Deadline	10
Ewi Reps Honored by Girl's Inc.	11
Thank you from Corporate Membership Advisor to NW Arkansas and Charlotte Chapters	11

# WELCOME

.Chattanooga Area chamber of Commerce-Additional Representative-Lauren Cameron

.Electrical & Mechanical Group, Inc-Representative-Dale Young

.ADS Security Alarms-Representative-Linda Pervis

. Diversified Companies,-New Representative-Kim Pendergrass

.EPB Telecom-Representative-Valerie Lucas

.The Krystal Company – New Representative-Colleen Fieser

.Luken Holding Company – Additioanl Representative- Carolyn Stringer



## Firm News:

Excerpt from **Chattanooga Times Free Press**

**Vicky Gregg is state's Woman of Distinction By Susan Pierce  
February 28, 2009**

The woman who began her career in health care as a nurse and rose through the ranks to become president of Tennessee's largest health insurance company will be honored May 5 at the 24th annual Women of Distinction awards luncheon.

Vicky Gregg, president and chief executive officer of BlueCross BlueShield of Tennessee, has been named the 2009 Tennessee Woman of Distinction by the American Lung Association of Tennessee. The award is considered the most prestigious honor given by the association. It recognizes outstanding leadership and service by a female in Tennessee.

"Vicky Gregg has made extensive contributions to improving the quality of life in Chattanooga and beyond through her outstanding record of corporate and community leadership," said Shirley Cudabac, Southeast regional director of the Lung Association. "As CEO of BlueCross BlueShield of Tennessee, she leads a company that serves more than 5 million customers and employs nearly 5,500 people.

**Professional experience:** 25 years of experience in clinical care, hospital administration, long-term care, health-care benefits and financing.

National recognition: Former Sen. Bill Frist appointed Ms. Gregg to the U.S. National Institutes of Health Commission on Systemic Interoperability in 2004. The commission developed a strategy for a nationwide electronic health records network.

Gov. Phil Bredesen appointed her to the E-Health Advisory Council in 2006, a panel to make recommendations on establishing an interoperable health-care data exchange in Tennessee, according to information provided by BCBST.

### Vicky Gregg-

She has been named to Modern Healthcare magazine's Top 25 Women in Healthcare and Business Tennessee magazine's Most Powerful list.

She serves on the national boards of America's Health Insurance Plans, BlueCross BlueShield Association, Council for Affordable Quality Healthcare, National Institute for Health Care Management Foundation

**Family:** A native of Cleveland, Tenn., Ms. Gregg is married to Dr. Fred Gregg III, an ophthalmologist, and they have two children.

### IF YOU GO

**What:** Women of Distinction luncheon

**When:** 11:15 a.m. May 5

**Where:** Chattanooga Convention Center

**Tickets:** \$55 per person, varying prices for corporate tables

**Phone:** 629-1098

**Web:**  
[www.tenwomenofdistinction.org](http://www.tenwomenofdistinction.org)

# Hot prices on BlackBerry® smartphones for a limited time.

## Built for business – priced to mean business.

For a limited time, get great deals on AT&T's most popular BlackBerry® smartphone – including the blazing fast BlackBerry Bold smartphone.

## Get advanced BlackBerry smartphone functionality, including:

- The legendary BlackBerry email solution for corporate or personal email – scalable from one person to an entire company.
- Elegant, easy-to-use, physical keyboards – choice of full QWERTY or SureType®.
- GPS capability for turn-by-turn directions with AT&T Navigator.
- Free Wi-Fi access at over 17,000 AT&T Wi-Fi hotspots nationwide.
- International roaming with email and Web browsing in more than 160 countries and voice in more than 200 countries around the globe.

**Hurry – offer expires April 30, 2009. Contact your AT&T representative**

MICHELE STEPNEY, BAE  
Phone: 423-838-5692  
Email: ms711f@att.com

BlackBerry® Pearl™ 8810 smartphone or BlackBerry® Pearl™ 8820 smartphone

BlackBerry® Curve™ 8310 smartphone or BlackBerry® Curve™ 8320 smartphone



BlackBerry® Bold™ smartphone



\* On select models. Additional charges and usage and other restrictions may apply.

\*\* On select models. With qualifying BlackBerry data rate plans.

† After recent rebate with 2-year agreement qualifying voice plan of \$199.99 or higher, and BlackBerry data plan (excludes BlackBerry 4MB Unlimited data plan).

**IMPORTANT INFORMATION:** Limited time offer. Promotional pricing expires April 30, 2009. Only valid for new or upgrade eligible Corporate Responsibility Users (CRU) associated with a business contract which has a valid Foundation Account Number (FAN). Not applicable for Individual Responsibility Users (IRU). Coverage is not available in all areas. Service may not be available at all times and is subject to transmission and other limitations. Service provided by AT&T Mobility. A wireless connection, additional hardware, third-party application, and/or subscription to additional services may also be required for certain features. Other conditions and restrictions apply. See contract and rate plan brochure for details. Subscriber must live and have a mailing address within AT&T's owned wireless network coverage area. Up to \$30 activation fee may apply. Early Termination Fee: None if canceled in the first 30 days, thereafter \$175 decreasing by \$5 for each full month of service completed by the subscriber. Some plans impose additional fees. International Roaming: Requires compatible device. Availability, quality of coverage & pricing while roaming are not guaranteed. Equipment Savings: Mail one device per qualified activation. Offer is non-transferable and cannot be combined with any other equipment promotion, discount or other offer. Equipment price and availability may vary by market and sales channel. Sales tax is included based on price of equipment before any rebate. Tax, full offer, Terms and Conditions, refer to: [att.com/blackberry](http://att.com/blackberry) or call 1-800-455-4545. ©2009 AT&T Knowledge Ventures. All rights reserved. BlackBerry, Pearl, Curve, Bold, SureType, and Bold™ are trademarks, names, and logos of the

## Save The Date

### 2<sup>nd</sup> Annual Women's Health Fair

**Date** | Monday, May 4, 2009

**Time** | 9 a.m. until 12:30 p.m.

**Place** | Chattanooga Convention and Trade Center- Ballroom

| Free Health Screenings | Free Consultations | Free Information | Free Door Prizes |

| Presentations by medical professionals discussing a variety of health topics |

#### Ewi Community Partners |

| Erlanger Hospital

| University of Tennessee College of Medicine-Chattanooga

| Hamilton County Department of Health

| Blue Cross Blue Shield of Tennessee

#### Sponsored by |



[| For information about becoming an event sponsor or about participating as an event exhibitor, contact Dr. Nancy Watts at 423.697.2568 or by email at nancy.watts@chattanoogastate.edu](#)

| To register your attendance for the 2009 Women's Health Fair, contact Chattanooga State's Office of Continuing Education at 423-697-3100.

Submitted by: Shirley Cudabac -423-629-1098

American Lung Association in Tennessee

## Introducing..... *By Barbara Verhine*

### Joyce Harlin

Joyce Harlin has worked with the RiverCity Group and RiverCity Consulting since 2001. During this time, she has worn many hats: Office Manager, Marketing Coordinator, Executive Secretary, Assistant, Food Provider, Purchasing Agent, etc. The firm consists of two companies: 1) RiverCity Consulting, LLC (Judgment Index) which provides assessment services centered around the judgment capacity of an individual, team, or organization; and 2) The RiverCity Group, LLC which represents many major insurance companies in sales and consulting for individual, large and small group - life, health, disability and long term care insurance. They find the best company and rates to fit any insurance need. Joyce loves her job and the people she is fortunate enough to work with each day.

Joyce and her husband, Sam, moved to Chattanooga in 1994 when he accepted a position with Covenant Transport. Joyce said that they truly love this city! She and her husband have been married 25 years. They have a blended family of five grown children and eight terrific grandchildren. She has six sisters and one brother. Joyce, her six sisters, and her mother take a one-week trip together every year. Joyce's brother refuses to join them and they won't let anyone else join them--it is their week—which is called "the sister's convention" by their children. Joyce enjoys painting, reading, traveling, gardening, hiking and biking with her husband, but most of all spending time with her family and friends.

When asked why she joined EWI, Joyce responded, "I was invited by Carolyn Stringer and she is a great advocate for EWI. Attending the meeting and hearing the stories told by the recipients of the EWI scholarships made me want to be a part of this great organization. The networking is amazing."

Joyce was a Charter Member of the LaGrange, Georgia Chapter of Professional Secretaries International in 1981 and was a member of Legal Secretaries International in Atlanta, GA.

Please be sure to give Joyce a warm EWI welcome at the next meeting.

### From 52 Money & Finance Tips Presented by TVFCU



**10 52 TIPS<sup>®</sup> MONEY/FINANCE**  
Ways to Improve Your FICO Score

**Pay the *Minimum Amount Due* Each Month** - Pay more if you can. And pay on time.

**Lower Your Debt-To-Credit Ratio** - The larger the difference between what you owe and your credit limit, the better your score. Pay down your balances and your FICO score will improve.

**Save your credit history** - The more credit history you have, the more the credit companies have to judge you by. Don't cancel rarely used credit cards and only use them sparingly.

**Have A Good Mix Of Credit** - one or two credit cards, an auto loan, a mortgage.

**Limit Your Credit Applications** - Too many credit applications in any 45 day period make the lenders nervous.



### Real Simple Daily Thought

Freedom is not worth having if it does not include the freedom to make mistakes.

*Mahatma Gandhi*

## Introducing..... *By Beth Pickering*



**Kim Pendergrass**

Allow me to introduce to you Kim Pendergrass with Diversified Companies LLC as its new ewi representative. Diversified provides services such as designs, print (four color and digital) mailing services and specialty items, and offers the option of selling more than one product. Kim has been an outside account executive for more than 25 years in Chattanooga and the surrounding area and has developed a special rapport with her current customers. Because of this rapport, her customers think of her as "another employee." She enjoys being the "can do" girl.

Kim was born in Chattanooga and feels privileged to call Chattanooga her home. She currently resides in the Ooltewah area with her cat, Noel and her two dogs, Nikko and Lucky. She has been in the Ooltewah area since 1987. Kim has two adult sons, Shawn and Zach, and a daughter-in-law, Annie, and is expecting her first granddaughter in July. She attended East Ridge High School along with Brenda Waddell, another fellow ewi. Kim is currently President of the Chattanooga Civitan Club, which raises money for children with special needs. She attends Greenwood Baptist Church in Ooltewah.

Kim appreciates the opportunity to be involved with EWI and looks forward to making new friendships and connections.

Congratulations Kim, on becoming a new grandmother!!

Thanks Beth for stepping up and doing our Re-Introducing article.



### 50/50 Fridays Citadel Broadcasting.. Famous for Getting Results !!!

50/50 Fridays is a way to purchase \$50 in gift certificates to some of Chattanooga's finest restaurants and businesses for only \$25! Log on promptly at 9am each Friday morning to get the deals but get there early cuz they always sell out fast! The link is [www.kz106.com](http://www.kz106.com) and the upcoming deals are:

4/3 Lupi's Pizza  
4/10 Table 2  
4/17 Rio Picante  
4/24 My Family Dinners

### SHARE THE NEWS!



Send submissions for the Chapter Pulse to:

Contact: Zelma Pack

Email:

[zelma@eldassociates.com](mailto:zelma@eldassociates.com)

## Web Site Trivia

### Win      Win      Win

Check out the new website design with this month's website trivia! Did you know that your profile at [www.ewichattanooga.org](http://www.ewichattanooga.org) includes a place for a short and long description of your firm? This is a great way for other member firms to quickly learn about your organization. Email me at [hburrell@mcollins.com](mailto:hburrell@mcollins.com) letting me know you've added a short and/or long description to your profile to enter this month's contest. In addition to winning a chance at 3 raffle tickets we will highlight the winner's description to the group during the website trivia drawing. Also, new members please take a minute and update your fruit faces!

*Heather*

### For your April calendar.....

**April 5 - Palm Sunday**



**April 10 - Good Friday**



**April 12 -**



### Test Your Short-term Memory

From CarePages

Study the following list of words for 30 seconds. Then, take out a piece of paper and write down as many of the words as you can recall.

Eggs  
Drawing  
Rock  
Apple  
Focus  
Mission  
Favor  
Brain  
Trial  
Partner  
House  
Life  
Chair  
Ice  
Flag



How did you do?

10-15 words

Great job.

Your short term memory is excellent.

7-9 words

Well done.

This is the normal range.

6-9 words.

Room for improvement.

**Thanks GeekLabs for hosting our website!**

# Lucille Johnson Perkins Award

## For Outstanding Member Firm

**Nominations due by April 15, 2009!**



CONNECTIONS | CAREERS | COMMUNITY

In 1938, Lucille Johnson Perkins recognized the importance and potential of an association of key women working with their executives to promote their firms and improve their community.

In September 2009 the Lucille Johnson Perkins Award will recognize one outstanding member firm as our first honoree. Each Chapter is permitted "one" nomination (Download Form 53).

### Requirements:

- + *Connections — Promoting Member Firms*
- + *Careers — Enhancing Personal and Professional Development*
- + *Community — Encouraging Community Involvement*



Executive Women International®

All nominations must be submitted to the Corporate Office: 515 South 700 East Suite 2A/Salt Lake City, Utah 84102/Phone: 801.355.2800

## In Nomination Recognition for the Lucille Johnson Perkins Award

This certificate is awarded from  
the Chattanooga Chapter Board to

Catherine Cox  
Lyndhurst Foundation

in recognition of valuable contributions to



CONNECTIONS | CAREERS | COMMUNITY



*Dennis Reed, President* 2/10/08  
Signature Date



CONNECTIONS | CAREERS | COMMUNITY

Find your upside in a down economy  
with the EWI Fellows Scholarship!

Fund Your Future – Here’s How:

Apply by April 30<sup>th</sup> at [ewiconnect.com](http://ewiconnect.com) for a chance to...

**WIN One of Two \$3,000 Undergrad Degrees**

**OR**

**One of Two \$5,000 Graduate and Post-Graduate Degrees!**

To Download Applications, see directions below

For questions, contact: [nharrison@lstanleylaw.com](mailto:nharrison@lstanleylaw.com)



Click on **FELLOWS** under **CAREERS** to find your application links. Take the first step toward your goals, today!



The Fellows Scholarship application deadline is April 30. This scholarship is available to EWI members. This is a terrific benefit of EWI membership.

If you will be in school this fall, please apply. If you know of another EWI rep going back to school, encourage them to apply.

Please email Nancy Harrison at [nharrison@lstanleylaw.com](mailto:nharrison@lstanleylaw.com) for more information or see [ewiconnect.com/ScriptContent/careers/car\\_fellows.cfm](http://ewiconnect.com/ScriptContent/careers/car_fellows.cfm)

Nancy Harrison

ewi Chattanooga Chapter  
Corporate Fellows Scholarship  
Liaison

**\*Girls Inc. Announces 2009 UnBought & UnBossed Honorees\*  
Chattanooga.com posted March 24, 2009**

Girls Incorporated of Chattanooga will celebrate the legacy of Rep. Shirley Chisholm at the 2009 UnBought and Unbossed Awards on April 22 by recognizing outstanding female role models in the Chattanooga area as selected by Girls Inc. girls.

The 2009 honorees include employees of two EWI member firms: Kathi Grant-Willis, BlueCross BlueShield of Tennessee and Gloria Pogue, Tennessee Valley Authority.

Each of the honorees will be presented the 2009 UnBossed and UnBought award at the breakfast held on April 22 from 7:30-9 a.m. at the Bessie Smith Hall.

"We are honored to have such a diverse group of leaders among this year's UnBought and UnBossed honorees," said Bea Lurie, president and CEO of Girls Inc. "Each of these women have worked to improve the Chattanooga community and stood out as leaders in their individual fields."

Named after Rep. Shirley Chisholm, the first African American woman to serve in Congress and run for president, the Unbought and Unbossed Awards refer to her 1972 presidential run when she declared herself to be an "unbought and unbossed" candidate.

The 2009 awards will honor ten women from the Chattanooga area who have demonstrated that they are as "determined, intelligent and audacious in [their] beliefs" as was Rep. Chisholm.

The UnBought and UnBossed Awards not only honor ten women who are working to improve Chattanooga but introduce current Girls Inc. girls to strong, female role models. The awards are unique because a group of Girls Inc. girls select the final honorees and work with them to develop a presentation that will be delivered at the awards breakfast.

The UnBought and UnBossed Awards demonstrate how Girls Inc. empowers girls to make smart choices and pursue college by introducing to them to successful women in the community.

Tables of eight can be purchased for \$260. Limited tables of four are available for \$130. Individual tickets are \$35. Event sponsorships are still available through Girls Inc. Tickets can be purchased online at [www.girlsincchattblog.com](http://www.girlsincchattblog.com) or by calling 423 624-4757. Tickets are limited and selling quickly.

Previous Unbought and Unbossed honorees include employees of two EWI member firms: Marcia Eason, Miller & Martin and Vicky Gregg, President & CEO of BlueCross BlueShield of Tennessee.

Since 1961, Girls Inc. has served more than 22,000 girls aged 6-18 in Hamilton County. For more information, please call 423 624-4757.

**Thank you** to all the member firms who donated items for door prizes or goody bags for my trip to the EWI Charlotte chapter in March. The following firms contributed:

- .Barge Waggoner Sumner & Cannon, Inc.
- .Chattanooga Bakery
- .Chattanooga Coca-Cola Bottling Company
- .Erlanger Health System
- .Lattimore, Black, Morgan & Cain, PC
- .Luken Holdings, Inc.
- .Miller & Martin PLLC
- .QORE, Inc.
- .Tennessee Valley Federal Credit Union
- .The Chattanooga Hotel
- .Unique Gifts and Promos
- .Wabash Trailer Sales, LLC

I believe the visit was successful. We had a wonderful discussion about growing their chapter. Your donations were a perfect example of how we help promote our member firms. I thank you again for your donations and look forward to giving you the opportunity to market to the NW Arkansas area sometime in the next few months. Thank you for your support.

Nancy Harrison

Corporate Membership Advisor to  
NW Arkansas and Charlotte  
Chapters