Message from the President

I have said it before and I will say it again: I am so excited to serve you as President of EWI Chattanooga. It has been a wonderful year working up to this moment. Ani Yacoubian has been a great role model and fabulous leader to me and our Chapter. I want to thank her for her dedication to EWI!

This year, I want to continue our quest to be a Chapter of Excellence. This requires input and involvement from each member. A few key initiatives for a Chapter of Excellence are:

Growing our membership and retaining current member firms
Having a community literacy initiative
Continuing to have our speaker topics focus on the 3 Cs

We have a wonderful board this year to help lead the charge in this initiative, but we can not do it alone. Please take a moment to reach out to me or any board member and ask how you can get involved this year. It truly is one of the best ways to get to know your fellow members, learn how EWI works, and receive the great benefit of volunteering.

Remember that we have Monthly Firm Highlight opportunities, professional development webinars for you and your entire member firm to participant in, and Chapter and Corporate websites with a lot of resources.

Our monthly meetings are one of our best opportunities to come together for networking, getting together, and enjoying an informative program. I look forward to seeing you all at the next meeting. Do not hesitate to reach out to me for anything.

Thank you,
Kristina Smith, First Tennessee Bank

2013-2014 Officers & Directors

Kristina Smith, President
First Tennessee Bank

Heather Burrell, Vice President/President Elect
MCA, Mike Collins & Assoc., Inc.

Cindy Ward, Secretary
Courtyard & Residence Inn by Marriott

Tammy Hargis, Treasurer
MCA, Mike Collins & Assoc., Inc.

Nena Powell, Sergeant-At-Arms
Lattimore, Black, Morgan & Cain, PC

Kerry Smith, Retention and Recruitment Director
State Farm Insurance

Kate West, Professional Development Director
InfoSystems, Inc.

Charlie Rosenquist, Fundraising Director
BlueCross BlueShield of Tennessee

Emily Kurlinski, Communications Director, Classical 90.5 WSMC

Ani Yacoubian, Director-at-Large
Yacoubian Tailors
Upcoming Meetings

November Chapter Meeting

Date: Tuesday, November 12th
Time: 5:30 PM
Location: Mountain City Club
729 Chestnut Street

3 Cs Focus: Connections

Speaker: Ray West
CEO of West Consulting Group

Topic: The Psychology of Business

Ray West is...

- A skilled communicator and consultant
- Former Executive Director of Habit for Humanity in Broward County and founder of a highly-successful County foster care program
- A former Iron Gator award-winning football player for the University of Florida
- An ordained minister, certified career counselor, entrepreneur, and business coach
- Husband of Kate and father of Brandon, Taylor, Anna, Carlee, Rafe, and Brooke

Register for the November meeting by noon on Tuesday, November 5th! See you soon!

How to Register

1. Navigate to ewichattanooga.com, log in, and click on “Events.”
2. Click on the “Register” button for the November Chapter Meeting.
3. Fill out your registration information.
4. Confirm your reservation. We’ll see you at 5:30 p.m. on the 12th!

If you will be bringing guests to the meeting, please have them register for the meeting themselves. The registration process is the same for non-members, minus the log-in.

Three Reasons to Update Your Profile on EWIChattanooga.com

1. Recognize People! Did you know that 65% of people are visual? People will more likely remember to do business with your firm when they remember what you look like!

2. ...but Retain Your Privacy! Did you know that random online lurkers can’t view your EWI profile? It’s limited to the EWI members who see you in real life at chapter meetings.

3. Win Stuff! If you upload a headshot before our November 12 meeting, you will get a free door prize table ticket!
The Courtyard in downtown Chattanooga is located directly in front of the Tennessee Aquarium, IMAX 3-D Theatre, and Creative Discovery Museum, walking distance from the Hunter Museum and Bluff View Art District.

The Courtyard Bistro offers healthy choices, a variety of breakfast and dinner options, an evening bar, and specialty beverages made with Starbucks® coffee.

Amenities include complimentary wireless internet in every room, a pool and fitness center, and on-site guest parking.

The Courtyard also features a meeting room facilities perfect for small business functions, weddings, and social occasions.

For EWI specials, discounted rates (subject to availability), and Marriott Friends & Family rates, Contact Cindy Ward directly: Cindy.Ward@marriott.com or 423.266.0600.

EWI Representatives

Cindy Ward, Director of Sales

Taylor Ward, Sales & Service Coordinator
Amanda Gore—‘Why Joy is the New Advantage’

What you focus on, you create! FARC:
F-Focus on the good
A-Aware of the fears that drive behavior
R-Repeat new behaviors
C-Celebrate (the “Ta-da” moments)

Madeleine Blanchard—‘Taking Leadership to the Next Level’

What do you expect from a good leader? Timely communication, ownership, and follow-up.

People need to know your expectations so they know what to expect from you. Manage expectations very closely.

Inocente—“Homeless. Creative. Unstoppable

We viewed the Academy Award winning film Inocente which was a documentary telling of a homeless artist named Inocente. Her inspiring story of overcoming emotional and physical pain through creating art along with her personal appearance and testimony inspired LCAM attendees to celebrate life and move beyond any personal struggles to thrive and find joy.

Mark Shriver—‘Save the Children’ Literacy Initiative

Mark shared with us his story of faith and service through the inspiration of his dad, Sergeant Shriver, and called us to action in promoting literacy. He actively supports ‘Save the Children’ which takes a three part approach to literacy—creating an environment of reading at school age level, promoting physical activity for students, and making healthy food choices.

John Wood—‘Leaving Microsoft to Change the World’

The Room to Read organization believes that World Change starts with Educated Children. This organization partners with developing countries to focus on literacy and gender equality in education. They involve the communities they support in the construction of schools and/or libraries and help facilitate donations of books unique toward that culture by using local artists and writers in the language of the country to write and illustrate books for students that otherwise would not be exposed to reading. The focus for Room to Read is primarily on engaging young women to become educated. They seem to be the lowest priority in developing countries for education.

Annual Meeting and Closing Gala

The delegate session and annual meeting is always the highlight of the LCAM experience. Amending our charter bi-laws and getting the corporate update as a group helps put in perspective the reality of where we are now with EWI and the vision for the future. We celebrated the past year’s achievements and Corporate Board and received direction and vision from our new Corporate President, Ronwyn Anderson, for the 2013-2014 year and an introduction to this upcoming year’s corporate board.
LCAM this year held many memorable moments for me - the fun bonding between the 12 of us who attended from Chattanooga, watching Ani and Nena graduate from the Academy of Leadership, and hearing many wonderful speakers including Inocente and Amanda Gore - google them, you won't regret it! After all, are you an igniter of joy or a foofer?!

The most memorable moment of all though, was hearing Donna's story. You see, Donna had been told to go to LCAM. She had been told LCAM would change her life. So she went. Then she went again. Her life didn't change. Then she came to Spring Conference in Chattanooga. And her life changed.

I asked her why? Was it the amazing speakers? (I was thinking Dr. Rodgers has surely changed many lives.) But, no, she said that the speakers were all great, but that wasn't what changed her life.

What was it, then? Donna said that seeing how we - the EWI representatives in Chattanooga - worked together as a team, that changed her life.

Once again, EWI Chattanooga is setting the bar high and standing as an example to the greater EWI community. I encourage each of you to attend LCAM at least once. Maybe it will change your life; maybe not. I promise you, though, it will give you a larger perspective and show you just how proud you should be to be part of EWI Chattanooga.

—Nancy Harrison
Committee Reports

Fundraising: Charlie Rosenquist, BlueCross BlueShield of TN

Thanks to everyone who bought the door prize tickets to help us raise $163 at the table! A special thanks to Sharon for handling the table in my absence last month.

To encourage everyone to continue to bring their extra $$$ to purchase more tickets, I plan on adding a mystery bag item and possibly lottery tickets to our future meetings. I would also like to encourage everyone to participate in some different themes that I plan to announce soon. I am looking forward to working with each of you as our chapter continues to focus on raising money for our single moms attending our local colleges.

We are in our last week of our Pecan Fundraiser for our Southern Adventist University scholarship! I look forward to reporting the results at our meeting.

We will be continuing to offer the opportunity to promote your firm at each meeting by purchasing an ad to be on the screen for $25/meeting (multi-meeting discount available).

November Meeting Door Prize Theme

Let’s get cooking!!! Thanksgiving is just around the corner….let’s find some items everyone could use to help with preparing their Thanksgiving dinner….wine, cookbooks, kitchen gadgets, centerpieces, vegetable carriers, dessert items w/recipes (need to try them out before we feed them to family), or anything else you would like to bring.

Sgt-at-Arms: Nena Powell, Lattimore, Black, Morgan & Cain, PC

October Meeting Attendance:

30 Members, 2 Guests

Membership: Rebecca Bishop, Reliance Partners

TRIVIA Question:

What does LCAM stand for?

Email your answer to rebecca.bishop@reliancepartners.com for your chance to win door prize table tickets! The winner will be drawn at our November Chapter meeting.

RECRUITMENT SPOTLIGHT CATEGORIES: Salon, Dentistry, Auctioneering, Orchestras

Do you know of firms in these industries that may be interested in EWI? Invite them to November’s Meeting!
Announcements

Retention and Recruitment: Kerry Smith, State Farm Insurance

Thanks to Tammy Hargis for her leadership in our Retention and Recruitment for our chapter. She has made this transition an easy one for me!

I look forward to working with you and your referrals for new members to help EWI of Chattanooga grow and retain our membership for this 2013 - 2014 year! We currently have 55 member firms with a goal of growing to a total of 66 by October 2014. This is a goal we can definitely achieve together!

How do we do it? By spreading the word about our awesome EWI of Chattanooga chapter benefits including:

* **Connections**—In promoting member firm businesses, EWI provides opportunities to meet other business leaders in the community and to connect with more than 2,100 other member firms in 67 Chapters throughout North America.

* **Careers**—EWI promotes career development through our monthly meetings focused on professional growth, free webinars held nearly every month, and opportunities for business-to-business mentoring.

* **Community**—Through helping raise money for local scholarships for single mothers and promoting literacy through our Reading Rally impacting underprivileged school children, EWI is active in the local community.

EWI is the ultimate one-stop shop and a three-for-one value!

Thanks in advance for all you are doing to help our chapter grow! I would love to help you in starting the membership process with a business associate, a vendor you work with or a company that you think would be a great addition to our chapter or a company that would add value to our membership.

Please contact me with your referrals for membership at kerry@kerrysmith.biz or call me at 423-847-5114.

EWI Care Corner

Please keep the following requests in your thoughts and prayers:

**Penny Walker**—Several months ago, Penny asked us to pray for Danny Lusk (employee at TVA) who has chosen to stop all chemo treatments. Please remember his family in prayer as he passed away a couple of week ago. He will be missed by many.

**Barbara Verhine**—Dr. Grady Bogue passed away on Wednesday, October 30. Please remember his wife and their five children in prayer as they grieve. Dr. Bogue will be greatly missed for his character, his outstanding leadership and his investment in our community.

**Our Nation and our City**—We offer prayers for a healing nation to return to its values and principles and for all wars to cease so that those serving on foreign soil will be returned to their families. We pray for peace to reign..

*Thank you to all our praying members.*

**Share your praises and prayer requests with Delores Lewis:** deloreslewis@uwchatt.org.

All announcements need to be sent to Emily Kurlinski of Classical 90.5 WSMC (emilyk@southern.edu) by the close of business on the Friday following our monthly chapter meeting.
Executive Women International® brings together key individuals from diverse businesses for the purposes of:

- **Connections** - Promoting member firms
- **Careers** - Enhancing personal and professional development
- **Community** - Encouraging community involvement

“Like” our Facebook page to view meeting photos and receive updates about our Chapter. You can also follow us on Twitter @EWIChattanooga.

**Quick Links:**

- **Member Firm Listing**
  [http://www.ewichattanooga.com/member-firms](http://www.ewichattanooga.com/member-firms)

- **EWI Corporate**