



CONNECTIONS | CAREERS | COMMUNITY

# Chattanooga Chapter Pulse



Chartered in 1987

December 2008

2008-2009

## OFFICERS AND DIRECTORS

- |  |  |
|--|--|
| <b>PRESIDENT</b><br>Denise Reed<br><i>The Concierge Level, LLC</i><br>423-266-6388                           | <b>President Elect</b><br>Lynda Childress<br><i>Luken Holdings, Inc.</i><br>423-424-2195     |
| <b>SECRETARY</b><br>Karen Hannifin<br><i>TN Valley Federal Credit Union</i><br>423-634-3613                  | <b>TREASURER</b><br>Pam Morris<br><i>LBMC, PC</i><br>423-755-0709                            |
| <b>SGT-AT-ARMS</b><br>DEBRA GATES<br><i>Kayser-Roth Corporation</i><br>423-775-1551, EXT. 5237               | <b>MEMBERSHIP DIR.</b><br>Stacy Wheeler<br><i>The Chattanooga Hotel</i><br>423-490-3009      |
| <b>PROGRAM DIR.</b><br>Kelly McCoy<br><i>Citadel Broadcasting Corporation</i><br>423-756-6141                | <b>PUBLIC. DIR.</b><br>Zelma Pack<br><i>ELD Associates LLC</i><br>423-756-5213               |
| <b>WAYS &amp; MEANS</b><br>Jody Hermann<br><i>Barge, Waggoner, Sumner &amp; Cannon, Inc.</i><br>423-756-3025 | <b>DIRECTOR AT LARGE</b><br>Tanya English<br><i>Miller &amp; Martin PLLC</i><br>423-785-8380 |

**Executive Women International**  
P.O. Box 11522  
Chattanooga, TN 37401

VISIT: EWICHATTANOOGA.ORG

## ewi December Chapter Meeting

- Date:** Tuesday, December 9, 2008  
5:30 p.m. – Meet, Greet, and Networking  
6:00 p.m. - Dinner
- Where:** Walden Club  
Republic Centre, 633 Chestnut Street
- Parking:** FREE parking
- Topic:** Scholarship Recipients to Speak and Christmas Celebration
- Guests:** Scholarship Recipients:
- Chattanooga State: Terri Etchison  
Haley Hodges
- UTC: Yesima Williams  
Enice Thompson  
Sherrell Jordan
- Other Business:** Firm news, birthdays, anniversaries, secret pal reveal & pick, ornament exchange, etc.



**Raffle:** Donated Items

### IN THIS ISSUE

- |   |  |
|---|--|
| TRIBUTE TO GENEVA SMITH   | RE-INTRODUCING – JOEY JAMES, FAMILY & COMMUNITY PARTNERSHIP MGR., CHATTANOOGA HEAD START |
| SECRET PAL FORM FOR 2009  | SCHOLARSHIP PRESENTATION DATES   |
| OUR FIRMS IN THE LOCAL NEWS.....                                      | NEWSLETTER TIDBITS PLUS  |
| MONEY & FINANCE TIPS  | WEBSITE TRIVIA CONTEST   |
| INTRODUCING KELLY MCCOY, DIRECTOR OF PROMOTIONS, CITADEL BROADCASTING | MEMBERSHIP RENEWAL   |
| 50/50 FRIDAYS FROM CITADEL BROADCASTING CORPORATION                   | CHATTANOOGA CHAPTER PRESIDENT’S MESSAGE  |

**Retired Executive Secretary And Sales Coordinator**

posted November 4, 2008

Geneva Bright Smith, retired executive secretary and sales coordinator at Chattanooga Bakery, Inc., died on Monday, November 3, 2008, at a local nursing home. She was 80.

A native of Calhoun, Ga., she graduated from Sonoraville High School and McKenzie College. She also attended night classes at the University of Tennessee at Chattanooga.

Mrs. Smith was executive secretary to the chairman & CEO, president and executive vice president; sales coordinator working with two sales managers and 46 brokers throughout the United States.

Prior to her employment at Chattanooga Bakery, Inc., she was with The Chattanooga Gas Company for 19 years and Coca-Cola Bottling Co. (Thomas) for eight years.

Long active in the secretarial profession, she was a member of Professional Secretaries International, served two terms as president of the local chapter and as president of the Tennessee Division. She was recognized as "Secretary of the Year" in 1963.



Geneva Smith

She was a charter member of Executive Women International and served on the board of the local chapter for three years. She was a member of the Murray Hills Estates Community Club and served as their president for two years. She also served on the Board of United Cerebral Palsy of Greater Chattanooga (now Signal Center) for several years and did volunteer work for the American Red Cross as Grey Lady at Memorial Hospital.

She was a member of St. John United Methodist Church and the Joy Class.

She was the widow of Raymond A. (Jack) Smith, the daughter of the late James F. and Doshia Hall Bright of Calhoun, Ga., and the sister of the late Jo (Mrs. John C.) Rasmussen of Chattanooga.

She is survived by her three nieces and two nephews, two great-nieces and five great-nephews, one great-great-niece.

Funeral services will be held for Geneva at noon on Thursday at the North Chapel with Rev. Sherry Boles officiating. Burial will follow in National Cemetery.

The family will receive friends from 4-8 p.m. on Wednesday and 11 a.m.-12 p.m. on Thursday at the funeral home.

Memorial contributions may be made to St. John United Methodist Church or Hospice of Chattanooga.

Arrangements are by the North Chapel of Chattanooga Funeral Home, Crematory and Florist.

Please share your thoughts and memories at [Mem.com](http://Mem.com).

**EXECUTIVE WOMEN INTERNATIONAL  
2009 SECRET PAL INFORMATION**

Thank you for participating in the Secret Pal program for 2009! This is a fun program that works best with regular participation. Please be specific to enable your secret pal to decide on the right gifts. By signing your name below, please make the commitment that you will remember your secret pal once a month, with a gift at the meeting, or a delivery to her office, or by sending a card, etc.

Name (printed) \_\_\_\_\_

Name (signature) \_\_\_\_\_

Home Address \_\_\_\_\_

Firm Name \_\_\_\_\_

Firm Address \_\_\_\_\_

Work Telephone \_\_\_\_\_ Home Telephone \_\_\_\_\_

Birthday \_\_\_\_\_ Anniversary (if applicable) \_\_\_\_\_

Colors: Bathroom(s) \_\_\_\_\_ Bedroom(s) \_\_\_\_\_

Den/Family Room: \_\_\_\_\_ Kitchen \_\_\_\_\_

Favorite: Restaurants: \_\_\_\_\_

Fragrance \_\_\_\_\_ Flower \_\_\_\_\_ Color \_\_\_\_\_

Décor Style (contemporary, traditional, etc.) \_\_\_\_\_

Music \_\_\_\_\_ Books/Magazines \_\_\_\_\_

Accessories (Jewelry type, scarves, etc.) \_\_\_\_\_

Thing(s) To Do \_\_\_\_\_

What do you Collect? \_\_\_\_\_

What are your Hobbies? \_\_\_\_\_

Imagine and described your favorite gift \_\_\_\_\_

What is on your "wish list"? \_\_\_\_\_

RETURN TO:

Jan McAfee  
1427 Heritage Landing Drive  
Chattanooga, TN 37405

Phone: (423) 267-4308  
(423) 605-2312

Email: [janlmcafee@comcast.net](mailto:janlmcafee@comcast.net)

Please contact me if I can help you in any way.

## Our Firms & Reps Making News

### Chattanooga Times Free Press



(Excerpt from Town Talk)

#### TOASTS

CONGRATULATIONS TO **Charlet Rosenquist**, a member of the BlueMasters Toastmasters Club, who was awarded the Distinguished toastmasters Award. The honor was present to M. Rosenquist during the District 63 Toastmasters Conference in Gatlinburg.

"This designation is the highest award given by Toastmasters International to a Toastmaster and encompasses the completion of over 50 speeches in addition to developing leadership skills such as goal-setting, developing plans and strategies and team-building," said event spokeswoman Cookie Norton.

Ms Rosenquist is employed by **BlueCross BlueShield of Tennessee** and is the first Toastmaster of the company to achieve this designation, Ms. Norton said.

"Toastmasters has become an important part of my life Ms. Rosenquist said. "Not only am I able to continue improving myself and help others to improve, but I am able to build friendships around the world that will last a lifetime. I would highly recommend Toastmasters International to anyone who wants to improve their communication and leadership skills."

Ms. Rosenquist lives with her husband and two children in Tunnel Hill, GA.

## Don't Forget!!!!!! Secret Pal Reveal



If you would like to participate in 2009, please complete the enclosed Secret Pal Form and bring it to the December meeting. Please think it over and be sure you want to participate monthly. It's very disappointing when you don't hear from your secret pal, but great fun when you are remembered each month. Being someone's secret pal is very rewarding when you watch them smile when they receive their card or gift at the meetings, then they look around to see if they can spot someone watchind. Lots of fun.

Presented by:  
**Tennessee Valley Federal Credit Union**

### From 52 Tips Money & Finance Tips.

Good advice for married couples is to have a shared checking account and credit card that will pay all the household expenses (mortgage, food, water, electricity, gas, cable, repairs, phone, insurance, etc.) and each have a separate bank and credit card in your own name to retain your own FICO score. If a the marriage ended in divorce or one dies, then your post-marriage financial life will be much easier if each has a separate FICO score.

## Introducing you to.....



**Kelly McCoy**

Kelly has been employed by Citadel Broadcasting for over 20 years. Citadel Broadcasting is a four-station cluster that super-serves the Chattanooga Market. KZ106 is the 30 year old heritage, 100-thousand watt Classic Rock station that can be heard in portions of four states and 26 counties. 107.9 The Duke is Chattanooga's new Country station, featuring 20 in a row and the only married morning show (yes, to each other!). Talk 102.3 features local talk show hosts Jeff Styles, Jim Reynolds, Robert T Nash and Sport Talk. WGOW AM features syndicated news and talk, including Rush Limbaugh. Her current on-air shift is 10am-1pm weekdays, including hosting the All Request Classic Rock Café each day at noon (lots of fun!). In addition to her air duties, she is also the Director of Promotions for all the stations (and she loves the fact that their current Volkswagen promotion is with fellow EWI member firm Tennessee Valley Federal Credit Union). You can check out KZ106's website at: <http://www.wskz.com/default.asp>.

Kelly is a single mom to 3 of the rottenest dogs in the world (Jazz is 12, Bailey and Smokey are 6), and she is an active and vocal proponent of Animal Rescue & Adoptions. Something you probably don't know about Kelly—after spending 40+ years believing she was an only child, she discovered 4 'half-siblings' one night while surfing the Internet (!) and after email correspondence for months, they actually met in May of 2007 and she said that they remain in touch today. Kelly stated that her career has taken her "from being on-stage in front of 100-thousand folks at Riverbend to getting to co-host the EWI Barnyard Auction--- what more could a girl want?" You can find out even more about Kelly at the KZ106 website—like she never fired a gun before July of 2006. Now she carries a permit and participates in competitive pistol matches and demolishes unsuspecting watermelons!

## Kelly McCoy.....

When asked why she joined EWI she stated that her former Market Manager was approached by Carolyn Stringer to become an EWI member firm and, since NOBODY can say no to Carolyn (we ALL know about that, don't we!), they joined and she was asked to be the rep. Kelly said, "I never imagined how much I would learn from all the strong capable women of EWI, but after working in a male-dominated industry all my life, this has been a wonderful blessing both personally and professionally. Thank you all !"

Kelly serves on the 2008-2009 EWI Chattanooga Chapter Board as Program Director. Didn't Kelly do a great job at the auction!!!



## 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 9 a.m. 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:

12/5 [Valleybrook Golf Club](#)

12/12 [Acropolis](#)

12/19 [Eagle Bluff Golf Club](#)



**Joey James**

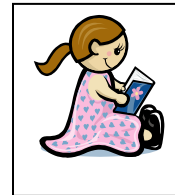
Joey has worked for the City of Chattanooga Head Start Program for 20 years and for the Head Start/Early Head Start Program for 10 years...that's 30 years!! I told her she must have started when she was 9 years old! The Program is Federally Funded the grantee is The City of Chattanooga. There are 15 sites all over Hamilton County and the Chattanooga Area. Their mission statement reads "We make a difference in the lives of children and families". Joey is the manager of Family Services, Parent involvement, Nutrition, Health and Transportation. She is one of six managers that this program needs to operate. They are responsible for over 700 children ages 6 weeks up to 4 years; they insure at least 2/3 of a Childs daily food intake has been met before they go home. They serve a very balanced diet and introduce the children to new foods, not just pizza and hamburgers. They also serve pregnant women and children with special needs. This program works with Doctors, Dentists, Nurses, Nutritionists and Mental Health Specialists to make sure all the needs of the children and families are met. Joey days are filled with visiting all their sites whether it be riding a bus and picking up children, monitoring a kitchen, or sitting in a class room observing a teacher interacting with the class, or working in her office at the mail location on Ocoee Street. She wants to mention her boss Donna Ginn "A Very wonderful lady to work for".

Joey has been a member of EWI since 1996. She loves the ladies and has made several friends over the years. She says "EWI is the most organized organization she has ever seen". Her job keeps her too busy but when she is able to come to the EWI meeting it is

### **Joey James.....**

always a treat. The Reading Rally is sponsored by EWI, this year had 140 children at the Daisy location. They read about the Big Red Dog and each child planted a flower to take home and nurture. The next event will be caring for our lakes and streams. If you have not been to a reading rally please make plans to attend the next one.

Joey lives in Cleveland with her Husband Mark. She has 2 daughters, Kendra who lives in North Carolina and Alexandria is a student at UTK, and they also have a granddaughter Lilly. Joey's goal in life is to be a paid published writer. She loves to cross-stitch and is an avid reader.



### **Dates for presentation of scholarship checks:**

#### **Chattanooga State**

12/10/2008 at 10:30 a.m. for \$6,620.46

#### **UTC**

12/11/08 at 11:00 a.m. in the Chancellors' office for \$9240.70



## newsletter tidbits

### Thank you....

Thank you to our member firms for helping welcome Peggy Quinn, EWI Corporate President and Anna Hough, Memphis Chapter President. Stacy Wheeler of The Chattanooga Hotel and Casey Knox of Courtyard by Marriott both offered a special rate. Republic Parking's Kelley Eblin gave them free parking for their stay.

Thanks to Kathy Sok and her new company, **Total Led Solutions, LLC** for donating to ewi – Chattanooga Chapter advertising on her mobile billboard.

### Website 101....

Go to [www.ewichattanooga.org](http://www.ewichattanooga.org).

Go to the *Member* tab.

Click *Member Sign In*.

Choose the way you desire to sort the list.

Click Firm name. Rep's personal contact information is there along with lots of other great firm information.

If you don't know your password under the *Member* tab, click *Recover Login/Password*. Your login and password will be emailed to the contact email for your firm. If you need additional web site help, contact Nancy Harrison at [nharrison@lstanleylaw.com](mailto:nharrison@lstanleylaw.com).

WIN!WIN! WIN!

### WEBSITE TRIVIA CONTEST



Go to the members page and email me the name of a member your company does business with because of EWI. If you are not currently doing business with an EWI member reach out and contact them. We all need to support each other's firms! Now get out and there CONNECT and email me your CONNECTION at [hburrell@mcollins.com](mailto:hburrell@mcollins.com).

### Ways & Means Reports

Final Results of the Barnyard Auction:



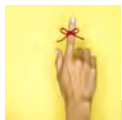
**Net Proceeds \$13,861.16**

**Fantastic!!!!!!**

Our annual **pecan sale** was a **great success**. All pecans have been sold and gave us a profit of \$1,000.00



**All gone!**



**Membership Renewal** is just around the corner. Those that have just recently submitted membership applications with payment in the month of October 2008, won't be renewing until December 2009. Our Chattanooga Chapter board works diligently to meet your professional goals. We hope your firm takes advantage of all our EWI membership benefits.

Make sure that your corporate contact information is up to date by Friday, November 30, 2008, as this is the information that will be used for the renewal billings,. For EWI Corporate login and password, please contact the Corporate Office 1-877-4EWI-NOW.

Realize changes that cannot be made online by the Chapter must be submitted to the Corporate Office on or before November 30 using the attached Firm Change (Form 36) and/or Replacement Representative (Form 38). All Chapter Board members are authorized to make changes to your Chapter's online roster. January 2009 renewal invoices will be sent from the Chattanooga Chapter during the month of December, unless advanced invoicing is requested.

## ***President's letter....***

Executive Women International Chattanooga Chapter is facing a new year of growth. How exciting! I am so proud to be serving such a dynamic group of women. Our meetings are such an energy booster for me. I feel like a cheerleader every second Tuesday of the month. I love to see our membership Representatives introducing guests to other Representatives, hearing frequent giggles and words of encouragement buzzing about the room. I have the pleasure of sharing what a positive group EWI's are in Chattanooga on a regular basis.

LeadStar in their Leadership Moment for November 10, 2008, discussed Unexpected Mentors. I believe Chattanooga EWI's are mentors. We may not realize it, but we are influencing someone somehow every day. Let's hope it's always in a positive way. Many of us just need an occasional, "You can do it." Look around for those EWI's that are making a difference by offering kind word, a positive way to improve on a project, or a new way of looking at an obstacle as an opportunity. Before you know it, people are reaching for newer and greater goals than they thought they could achieve. Let's reach for the moon and we'll fall among the stars.

At your service,  
Denise Reed

2008 Recipient of the Rising Star award from the Tennessee Small Business Development Centers

Members of:  
Executive Women International-Chattanooga Chapter  
Chattanooga Area Chamber of Commerce

Concierge (Noun) 1. one who delivers supreme services with special emphasis on convenience 2. resource for information on items and services of all kinds 3. a pamperer, personal or business assistant, event or project manager, real life genie. SYN. - The Concierge Level, LLC

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.

[www.theconciergelevel.com](http://www.theconciergelevel.com)

Email us: [info@theconciergelevel.com](mailto:info@theconciergelevel.com)

P 423 266 6388  
600 Republic Centre  
633 Chestnut Street  
Chattanooga, TN 37450



EWI's 2009 **LCAM** will be held in Louisville, KY, September 24-26, 2009.

Thanks GeekLabs for hosting our site!

### **SHARE THE NEWS!**

Send submissions for the Chapter Pulse to:

Contact: Zelma Pack

E-mail: [zelma@eldassociates.com](mailto:zelma@eldassociates.com)

### **EXECUTIVE WOMEN INTERNATIONAL®**

#### **Corporate Office**

515 South 700 East, Suite 2A  
Salt Lake City, UT 84102-2801

Phone (801) 355-2800

Fax (801) 355-2852

#### **Contact Information**

Email: [ewi@executivewomen.org](mailto:ewi@executivewomen.org)

Chapter Website:

[www.ewichattanooga.org](http://www.ewichattanooga.org)