

July, 2009 | No. 7



### Letter from President

The Board is really knocking it out of the ball park this year with dynamic, career helpful, professional speakers. In these economically trying times, we all can use a little help with our careers. July's speaker is no exception for career

enhancement, Lisa Nausley represents Sandler Training. Our topic will be *The Seven Deadly Sins: The Most Common Negotiating Mistakes*. Whether you're in the big leagues or on a local recreational baseball league, you'll need to know how to leverage your skills and resources. In your business career like in baseball, it becomes even more critical to know who the stakeholders are and their needs to match them with your own with the result of gaining more resources.

The Board has their fingers on the pulse of our Chapter. We keep listening to what's happening within your firms. We're planning a fun and in-depth opportunity to network this fall. Be practicing your one minute elevator pitch, make sure you have business cards and your smiles. More details to come. Many of you have asked for more opportunities to get to know each other and the firms you represent. The Board is working to answer that request.

We are also gearing up for our Chapter's 2009 Reading Rally. This is a one-day event for children to focus on reading and the impact it can make for them. Hope you and your firm will consider a donation of a couple of hours to read to the children we'll serve, make a donation for goodie bags or just participate in this event that reaches out to children. More details to come.

Enjoy celebrating the upcoming holiday, July 4, 2009. Consider just how blessed we are to live in this country and the freedoms we have. We're cheering you on to reach new career heights.

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

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Miller & Martin PLLC,  
Chattanooga

## ewi July Chapter Meeting

**Date** Tuesday, July 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 Nausley, Owner  
An award-winning trainer and corporate coach.



**Topic:** “The Seven Deadly Sins:  
The Most Common Negotiating Mistakes”

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

**Raffle:** Donated Items



Please bring a new item for the drawing.

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Thanks GeekLabs for hosting our website.

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



## Firm News:

**timesfreepress.com**  
Chattanooga Times Free Press



Priscilla Williams, Executive Assistant to Erlanger Health System President Jim Brexler, has been elected vice-chair for the remainder of the year to Tennessee Healthcare Executive Assistants, and then will become president of the statewide group. She has been on the THCEA board for 2 terms as secretary/treasurer and as a district director.

Erlanger Health System is charter member of EWI-Chattanooga Chapter and Priscilla has been its representative.



### [Lynda Childress named president/CEO of Luken Holdings](#)

Lynda Childress has been promoted to president/CEO of Luken Holdings, Inc., a key owner and operator of commercial real estate in Chattanooga.

She succeeds Kim White, who has been named to serve as president/CEO of RiverCity Co., a private, nonprofit redevelopment group in downtown Chattanooga.

"Lynda has been an important part of this company since its purchase and I feel fortunate to have her heading our team" said owner Henry Luken.

Ms. Childress, who previously served as chief financial officer of Luken Holdings, began her career in 1990 with Osborne Building Corp., and then joined the Corker Group nine years later when Osborne was bought by now U.S. Sen. Bob Corker, R-Tenn. She then moved to Luken Holdings when Mr. Luken bought Sen. Corker's real estate holdings in 2005.

Luken Holdings owns and operates more than 2.5 million square feet of commercial real estate, including the Krystal, Tallan and James buildings downtown and Osborne Office Park in Brainerd.

### **BlueCross hits minority participation goal**

BlueCross BlueShield of Tennessee surpassed its goal for participation by minority and women-owned businesses on its \$299 million headquarters, officials said.

The company also passed its goal for local businesses.

"BlueCross has always worked closely with minority-owned and small businesses to ensure that our suppliers reflect our company's overall diversity goals," said BlueCross vice president Dan Jacobson.

The insurer had a 26 percent minority and women-owned business participation rate, the company said. Its rate of local and regional contractors was 63 percent. The company's goals were 25 percent for minority participation and 50 percent for local contractors.

BlueCross said the levels are among the highest ever for a large-scale, private commercial construction project in the city.



### **Do you have a favorite quote?**

Here is one from Lynda Childress—  
"Give more than you take."

Author Unknown

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



**Isabel Ober**

I would like to introduce to you Isabel Ober. As a client advisor for BMW of Chattanooga, Isabel is responsible for the sale the BMW full product line to both individual and business customers. Isabel's core responsibilities include sales, marketing, customer service, and customer retention. BMW of Chattanooga is a full service dealership which offers a comprehensive sales, service, and parts department and serves greater Chattanooga and the surrounding area.

Consistently ranked in the top two for producing sales for the company, Isabel maintains a 99.9% customer satisfaction rating based on customer surveys. She has brought to the company the most new customer contacts for the last two consecutive years.

BMW has been a member of EWI for two months. Isabel thoroughly enjoys meeting and interacting with new people and talking about the BMW product.

Isabel is married with no children, but has two cats...one by the name of Sox and the other by the name of Little Delicious. She is an avid reader, loves music, dance, and going to the movies. Isabel is originally from Massachusetts and speaks five languages. Wow! What an accomplishment!

Isabel's favorite quote is from Emily Dickinson's "Not in Vain," and I quote:

If I can stop one heart from breaking,  
I shall not live in vain:  
If I can ease one life the aching,  
Or cool one pain,  
Or help one fainting robin  
Unto his nest again,  
I shall not live in vain.

## EWI NETWORKING

One of the many benefits of EWI membership is the networking aspect. Recently an e-mail was sent to the Chattanooga Chapter representatives concerning an open position at the Tennessee Aquarium/IMAX. I shared the information with my daughter. She sent in her resume and was offered the position. She is now the Food/Beverage and Night Events Manager at the Aquarium/IMAX/Riverboat.

Thanks EWI.

Nancy Templeton

Courtesy of Tennessee Valley Federal Credit Union

**Q** **52 TIPS<sup>®</sup>**  
**MONEY/FINANCE**  
**Retirement**



**Save for Retirement** - Banks don't make loans for retirement.  
**Contribute to your 401(k)** - a great way to save, especially if your employer matches your contribution.  
**Fund a Roth IRA** - tax free money when you retire.  
**Stop random spending** - don't mix needs with wants.  
**Don't use your house as a continual loan** - remember, you have to pay the loan back.  
**Pay more each month on your mortgage** - this will reduce the amount of money you'll need upon retirement.





Luhvul    Looavul    Loueville

**ewi**  
EXECUTIVE WOMEN'S INTERNATIONAL

**62<sup>nd</sup> Annual  
 Leadership Conference &  
 Annual Meeting**

September 24-26, 2009

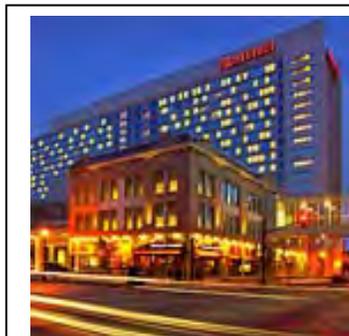
Louisville Marriot Downtown  
 Louisville, KY

Registration Opens: June 2009

Loorville    Louisville    Looeyville

Let the planning begin.....

It's time to pick your "roomie" and either invite someone to ride with you and see if you can ride with someone else. The hotel is approximately 320 miles from the Chattanooga area. If you don't mind sharing a bed with someone, you could get a group to share a suite. It could possibly be cheaper and the rest of us could come visit you. (Ask Catherine, Carolyn, or Karen about the great time sharing a suite in Calgary.)



**Leadership Conference &  
 Annual Meeting  
 September 24-26, 2009  
 Louisville Marriott Downtown**  
 280 West Jefferson  
 Louisville, Kentucky 40202 USA  
 Phone: 1-502-627-5045  
 Fax: 1-502-627-5044  
 Toll-free: 1-800-533-0127

**Rates:**  
 Single/Double \$169  
 Triple \$179

Come support our EWI Chattanooga "Stars"

**Four Great Reasons to visit the Leadership Conference and Annual Meeting (LCAM):**



1. **Catherine Cox** is our nominee for the Lucille Johnson Perkins Award.



2. **Nancy Harrison** is nominated to serve as Corporate Secretary / Treasurer.



3. **Tanya English** and **Catherine Cox** are on the Corporate Reading Rally Committee and will be participating in the Reading Rally luncheon.



4. **Jody Hermann** and **Heather Burrell** won Fellows scholarships and will be honored at the scholarship luncheon.

**More Chattanooga Stars.....**



Congratulations to **Carolyn Stringer** being named **TOP EWI RECRUITER** and winning her registration for 2009 LCAM in Louisville, KY (for the 2<sup>nd</sup> consecutive year).



Kudos to **Carrie Harlin** for her name being drawn in the EWI Membership Campaign for the Eastern Division and winning a 2009 LCAM Registration

## Re-Introducing..... *By Barbara Verhine*



**Lauren Cameron**

Lauren is the Member Relations Manager for the Chattanooga Area Chamber of Commerce and has been in the position for a year. Her duties include handling member retention, working with volunteer groups and ribbon cuttings and grand openings. The Chattanooga Area Chamber of Commerce is an organization designed to strengthen the business community in Chattanooga in order to make it a better place to live and work.

Lauren is married to a wonderful, patient guy, Wes, and they have two pitbulls—Dozer and Delilah. She and her husband both grew up in Chattanooga and their families live here as well. Lauren enjoys decorating her house, entertaining and just being around people in general. When asked why she joined EWI, Lauren replied, “because it is encouraging to be around strong women who are not only successful and engaged in their careers but that also thrive in their personal lives. As I have already seen, this group is a pillar for young working women whether I need professional or personal advice.” Lauren and Wes just found out that they are expecting a baby in January! Be sure to welcome Lauren to EWI and congratulate her on their new addition to the family.



### **Melissa’s Organizing Tip for July**

Want to take a vacation and actually BE on vacation? Start preparing at work two to three weeks before you leave. Cancel or reschedule meetings, meet with business associates to discuss issues that may arise while you’re gone, and do an informal “walk around” and talk to your colleagues on your last morning at work. Make sure to block off your calendar on your first day back – you’ll need the time for reentry!

For more information on how to be more organized and effective at work, visit [www.mbgorganizing.com](http://www.mbgorganizing.com) or email Dr. Melissa Gratiyas at [melissa@mbgorganizing.com](mailto:melissa@mbgorganizing.com)

## Ways & Means



BI-LO's Boostersplus program enrollment cards are available at Barge Waggoner, Sumner & Cannon, Inc website ([bargewaggoner.com](http://bargewaggoner.com)) and Jody will have them at the next meeting.

### **About Boostersplus-**

Boostersplus is an easy, convenient way for you to support your favorite school, church or non-profit organization (supporting children, education or hunger relief) by simply purchasing groceries, something we all have to do!

### **How does an organization earn money?**

Organizations earn money by distributing their enrollment cards to their supporters and instructing them to scan the cards one time with their BONUSCARD(r) the next time they shop at BI-LO. One percent of their purchases (excluding, but without limitation, money orders, gift cards, Western Union, postage stamps, and lottery tickets) will be given to the organization(s) the person has chosen. Groups can also order BI-LO gift cards at a 4% discount to resell at face value. Gift cards must be ordered through the Corporate Office by calling 1-800-768-4438 (minimum order of \$500 with a \$25,000 limit during the program year). They are sent to the BI-LO store of your choice and paid for when they are picked up. The gift cards usually arrive within five business days.

### **How do I enroll my BONUSCARD?**

You can enroll your BONUSCARD to support your favorite school, church or non-profit organization by taking the organization's enrollment form to the store and scanning it with your BONUSCARD. This one-time scan will enroll your BONUSCARD for that particular organization(s) until May 31.

If you do not have direct contact with the organization you want to support or if you don't know if the organization is enrolled, call 1-800-768-4438 to request this information.

Jody Hermann  
Barge Waggoner Sumner & Cannon, Inc.

## Web Site Trivia

### Win      Win      Win

The website committee is constantly looking at improving the information that is on the website at [www.ewichattanooga.org](http://www.ewichattanooga.org). As a part of our continued efforts to improve we would like feedback from member firms on what areas they utilize the most on the website and any areas that they might like to see. Email your response to [hburrell@mcollins.com](mailto:hburrell@mcollins.com) before our July meeting and your name may be drawn to win 3 free raffle tickets.

*Heather*



Orientation/Mentoring/Benefits  
Of Membership Teleseminar on  
July 16<sup>th</sup> at 7:00 p.m.



EWI Chattanooga Chapter Reading Rally  
September 18, 2009  
9:00 a.m. – 1:30 p.m.  
Soddy Daisy Head Start Center  
Joey will be seeking readers, helpers and a  
photographer at the July meeting  
Or  
Please call Joey Martel-James at  
423-493-9121

## 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:

- 7-3 Rio Picante
- 7-10 Scenic City Boot Camp
- 7-17 Table 2
- 7-24 Pigeon Forge
- 7-31 Hooters



**Tanya English, Director-at-Large and Nominating Committee Chair will present the 2009-2010 slate of officers and directors** to the chapter and open up the time frame for anyone to submit any other names to be presented for the board. Then in August we will vote on the officers and directors, and in September we will install them.



**When Donkeys Fly**

Named "Most Inspirational/Motivational" by the Mom's Choice Awards®

"When Donkeys Fly" is a book for all ages that teaches children, and the adults in their lives, that no matter who they are or what others may say, anyone can go anywhere and do anything as long as he or she believes.

This positive message was brought to you compliments of:  
Your Organization's Name Here  
so dreams can come true

(Sticker to be placed inside each book)

**Synopsis:**  
When Donkeys Fly is about a little girl who wants to do everything... play baseball, jump out of a plane, even be President... and everyone tells her that she can... "When Donkeys Fly". The surprise ending encourages high self-esteem...and is especially uplifting in today's environment.

Want Donkeys to Fly with your business or non-profit?  
(Please mark box that best reflects your interest.)

- Buy books in bulk for employee, customer or donor gifts.
- Donate books to your favorite school, church, shelter, or other organization that would benefit from a positive message.
- Ask about special book-rates for fundraisers.
- Book author as an inspirational speaker for your next event.

Prices vary based on quantity. Contact East Coast Creative Group today for a custom quote.  
6656 Bunker Hill Cr., Charlotte, NC 28210 • 803-984-4231 • info@eastcoastcg.com  
www.eastcoastcg.com • www.whendonkeysflybook.com

**Chosen by EWI to be featured at the National Reading Rally at LCAM.**

Ginger Hodge, Author/Speaker feels the *you can do anything* positive message is the perfect fit for EWI and confident that once you see the book and witness the impact the message has on children (and adults in their lives) members of our chapter may want to read it (outside the Reading Rally) in local schools, clubs and churches.

In addition to the Reading Rally the book is being offer to our members to use as Christmas gifts, gifts for friends, family, employees or clients.

Denise Reed has agreed to be our "Chapter Contact" for bulk ordering with other chapters. Bulk rate for non-profit is:

50-100	\$10.80	2500-5000	\$ 8.40
101-500	10.40	5000-10000	7.20
501-1000	10.00	10000+	6.80
1001-2500	9.20		

Nancy Harrison recently visited EWI of Northwest Arkansas as their corporate Membership Advisor. She attended a board meeting and a membership meeting and gave a presentation on finding the value of EWI and using that value to retain and recruit members. She thanks the following firms and individuals for providing items for the goody bags and door prizes:

- .Barge Waggoner Sumner & Cannon
  - .Sharon Braden of QORE (for Cookie Lee Jewelry)
  - .Chattanooga Baker
  - .Chattanooga Times Free Press
  - .Courtyard & Residence Inn by Marriott
  - .Catherine Cox of Lyndhurst Foundation
  - .Erlanger Health System
  - .First Tennessee Bank
  - .Luken Holdings, Inc.
  - .QORE, Inc.
  - .Nancy Templeton, Life Member
  - .The Chattanooga Hotel
- Thanks you all for your help in making Nancy's visit a success.