

chapter PULSE

An Individual Chapter Publication
EXECUTIVE WOMEN INTERNATIONAL®

Chartered in 1987

Chattanooga Chapter

March 2008

2007-2008

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VISIT: EWICHATTANOOGA.ORG

EWI® March Chapter Meeting

Date: Tuesday, March 11, 2008
11:30 a.m. – Meet, Greet, and Networking
12:00 noon - Lunch

Where: Walden Club
Republic Centre, 633 Chestnut Street

Parking: No FREE parking

Business Meeting

Raffle: Donated Items

Announcements: Firm news, birthdays, anniversaries, etc.

SpringForward  Sunday, March 9th

IN THIS ISSUE

REMEMBER YOUR SECRET PAL

TIME CHANGE

IN THE LOCAL NEWS.....

THE KRYSTAL COMPANY

MIKE COLLINS & ASSOCIATES, INC.

WAYS & MEANS REMINDERS

INTRODUCING – KATHY SOK,
PRESIDENT & REPRESENTATIVE FOR
RELIABLE BUILDING SOLUTIONS, INC.

RE-INTRODUCING – FREDIA HIGDON,
REPRESENTATIVE FOR CHATTANOOGA
BAKERY

ENTHUSIASM!! NOTES, LETTERS, ETC.

CHATTANOOGA STATE SCHOLARSHIP
PRESENTATION

WEBSITE TRIVIA CONTEST.

DATES TO REMEMBER!

CHATTANOOGA CHAPTER
PRESIDENT'S MESSAGE

Our Firms In the local news---

(Excerpts from ~~Chattanooga Times Free Press~~)
**Krystal tinkers with menu
Kitchen tries to conjure items that fit brand**

By: [Joan Garrett \(Contact\)](#)
[Video: Krystal test kitchen](#)

If you get to the bottom of the Krystal Building in downtown Chattanooga, dart down a couple of hallways and dodge a few corners and you will run into the locked door of the Krystal Co. test kitchen.

On a recent morning in the Krystal kitchen, Becky Conner, the director of research and development who runs the spot, was conjuring items that could soon appear on menus. Little toast sandwiches, a lineup of slushy drinks and a Cajun breakfast scrambler are some of the things being tested in the kitchen.

Brad Wahl, vice president of marketing at Krystal, said the company is always working on improving existing items or finding ways to do fun and exciting things with products that are already out. For example, the Krystal Chik was expanded to be saucy and spicy.

Because the Krystal brand is so intertwined with its iconic sandwich, the company has been wary of items that appear inconsistent with hot, small, fresh, square. Yet, there have been some -- the B.A. Burger, or salads.

Mr. Fred Exum, CEO, noted he is the most involved person in developing menu items and tries to approach the food as would a customer. "Take for example our Eggnog MilkQuakes," he said. "When we were developing it last fall in our test kitchen, our first few versions of it were good but not great. I knew it could be better if we used real eggs, not eggnog flavor." Thanks to changes made in the test kitchen, the Eggnog MilkQuake was the top-selling shake, he said.

Yet, ideas for menu items come from the top and the bottom. The breakfast scrambler was the brainchild of a customer in Macon, Ga., who regularly bought separate breakfast items and mixed them together in a bowl, Mr. Wahl said. "It has been a tremendous success".

"The Krystal is a polarizing product -- love it or hate it," he said. "We want to catch the in between. We weren't providing a product that fit everyone through the Krystal alone."

(Excerpts from the [Chattanooga.com](#))

Chamber Presents Small Business Awards

posted February 20, 2008

The Chattanooga Area Chamber of Commerce presented awards to three small businesses and one non-profit agency during the 2008 Small Business Awards Luncheon on Feb. 20 at the Convention Center.

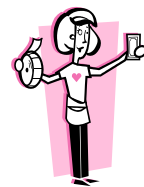
The recipients are Chattanooga Coffee Company and Chantz Coffeehouse (1-20 employees); Mike Collins & Associates, Inc. (21-50 employees); and Northwest Georgia Bank (51-100). First Things First, Inc. is the non-profit honoree.

In 1987 Mike and Karen Collins opened Mike Collins & Associates, Inc. to provide IT equipment to Chattanooga businesses at a competitive price and with high quality service. They started the business with one employee in an 800-square-foot office.

Today MCA has 42 full-time employees with offices in Chattanooga and Nashville and the ability to service more than 500 customers nationwide through its Depot Maintenance division.

MCA receives praise for its competitiveness, competence and responsiveness – qualities that allow

Ways & Means Reminders... Remember your old cell phones and ink cartridges for the next meeting.



Also, please

bring a raffle item for our monthly raffle table

More Ways & Means News....

We need to lose 20 pounds (of pecans)...

Pecans are now \$6.00 for a one pound bag or \$15.00 for three one pound bags.

Call Jody Hermann at 756-3025 or email jahermann@bwsc.net. and place your order.

Introducing you to..... Kathy Sok



Kathy joined EWI in fall 2006. She joined at first because of the networking, but now she said that she truly enjoys the company of the friends that she has made through EWI. Her business, **Reliable Building Solutions, Inc.**, is more than a janitorial service. They have expanded to all types of specialty services such as stone maintenance, cleaning/repairing blinds, painting, wholesale janitorial supplies and equipment.

Kathy is married to Paul, and they just recently celebrated their 20th anniversary. They have 3 wonderful daughters—Janie, Elan and Christina.

Kathy feels her family has been blessed by God to establish their business in Chattanooga. They have been here for over 16 years and have a group of wonderful Christian employees as the backbone of their business.

Even though Kathy is new to EWI, I'm sure that if you have already met her, you immediately notice her energy and she is already working to apply that energy to helping out with EWI.

We are happy to have Kathy on our team!

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 and the upcoming deals are:
3/7 Pump It Up!
3/14 Mellow Mushroom
3/21 BlueWater Grille
3/28 Southern Belle
4/4 Blue Orleans

Re-Introducing you to..... Fredia Higdon

Did you know there are 5 different flavors of Moon Pies! What's your favorite chocolate, vanilla, banana, strawberry, or orange??



Meet Fredia Higdon, she has been an EWI member since 1988 when she worked for Delta Airlines then when she moved to **Chattanooga Bakery** she became the representative when chartering member Geneva Smith retired from the Bakery.

Fredia has been married to Devon for 33 years has 3 grown children Wesley, Amanda and Josh, and is waiting patiently on grandchildren. She has lived on Sand Mountain most of her life on family property that has been in her family for 80 years. Her favorite thing to do is go 4 wheeling on her land. Her husband gave her a 4 wheeler for their anniversary and she said it has been better than diamonds!

Why should EWI members or anyone else use Chatt Bakery? "Brand, History, Nostalgia." The Moon Pie was featured on Oprah along with slinkies and Cok-a-Cola. The Moon Pie was also the choice snack at the Masters Gold Tournament. They are distributed nation wide even to Alaska and Hawaii. They have been in business 100 years.

Chattanooga Bakery was originally a flour plant and cookies were made with the left over flour then they developed the Moon Pie in the late 1940's. They are still made with the same recipe today.

Chattanooga Bakery donates to schools and non-profits on a daily basis.

The "Moon Pie" brand name is the best recognition. There is no other Moon Pie! "People want the original",

Fredia's title is production planning and inventory. She works directly with the plant and is in charge of scheduling what kind of Moon Pie is made each day. There is only one production line and each flavor is made separately. Fredia also works directly with the buyers, such as grocery stores, food services, and schools. There are 2 deadlines to meet everyday. They run 16 hour days and 8 hours of sanitation and maintenance at night. Start up is at 6:00 a.m. and if there is a plant problem, Fredia is always made aware of it even before she gets to work at 7:00 a.m.

Spreading contagious enthusiasm!

A great email to her contact at Computer Payroll Solutions (CPS) encouraging the company to assign a replacement since Tara is now the second rep for Lattimore Black Morgan & Cain, PC.

Well, just in a brief note, EWI (Executive Women International) is an international business women's organization. We meet once a month, generally at the Walden Club from 6:00 - 8:00. We have great and dynamic speakers that come and speak and we have dinner. We have a raffle table with gifts at each meeting. Each ticket is \$1 and we draw and if your ticket is drawn, the gift is yours. We raise any and all money for Scholarships for Single Mothers to go to college. We give a scholarship each year to UTC and one to Chatt State. This year, we gave a total of \$16,000 and sponsored 4 women. They are chosen by a committee and have to be very deserving of the help.

Did I say that I LOVE this group of ladies. You get out of it what you put in and I just love getting to know all of the professional business women in Chattanooga. EWI has a non-compete clause so we would not allow another payroll service to join without your approval.

The annual dues are \$255. Tara joined last year and the renewal is up again. The monthly meals are \$20 or you can prepay them all at once.

I would love to talk to you more about it. I think you would thoroughly enjoy meeting the ladies from Miller & Martin, The Krystal Co, Bellsouth (AT&T), Lyndhurst Foundation, ELD Associates, Chattanooga Bakery, Coca-Cola.... and the list goes on and on. You can check us out on the website at

www.ewichattanooga.org

Lynda Childress
Controller
LUKEN HOLDINGS, INC.

Did you see it in the Year End 2007 Pulse?????

- See if you recognize any of the dancers on page 5.
- Madame President, Tanya English, on page 7.
- A great article & photo on our "Academy of Leadership on Tour" stop in Chattanooga on page 9.
- Welcome new members from Chattanooga on page 11.
- Our very own scholarship winner, Nancy Harrison, on page 22, not to mention her picture is on the front cover.

A Note from LBM&C, PC

It sure was enjoyable spending time with you and your group last night.....very fun and interesting evening! From my perspective, I think our table had the most fun.

I learned a lot about EWI and it's local chapter. You have an impressive organization and group. I also like the way you run a meeting.

Thanks for having us.

Best regards,
Doug

Douglas G. Bullard
Lattimore Black Morgan & Cain, PC
Partner-Tax Services

Thank you to our EWI booth volunteers at the Chamber's Business EXPO on February 20:

Margaret Browning	Heather Burrell
Jill Craddock	Catherine Cox
Tanya English	Karen Hannifin
Nancy Harrison	Monique Klarich
Kelly McCoy	Jennifer LeGrand
Denise Reed	Kathy Sok
Stacy Wheeler	Pam Womack
Tara Zimmerman	

We had lots of visitors at our booth and spoke with many current and potential representatives. Thanks again to Mandy Senn at the Chamber of commerce for making this opportunity available for us. It was a true "value added" benefit to EWI membership to be able to promote not only EWI but our firms at this well-attended trade show.



Pictured are Kelly McCoy, Nancy Harrison, and Tanya English.

Executive Women International makes donation for Chattanooga State Scholarship

CHATTANOOGA, Tenn. -- The Chattanooga Chapter of Executive Women International (EWI), including one alumna from the association, presented their annual scholarship donation to benefit a female student with financial need at Chattanooga State Technical Community College. Tanya English with Miller & Martin PLLC, president of the chapter said, "Executive Women International members raise scholarship funds diligently every year with the support from many of Chattanooga's premier businesses. Our scholarship dollars are designated for displaced homemakers or single mothers. Our members applaud the recipients every year at our December meeting. Their stories keep us working year round."

"I'm proud this scholarship donation opportunity helps struggling students attend my alma mater. My associate degree from Chattanooga State, combined with my bachelor degree, have made a huge difference in my ability to more effectively manage my firm, The Concierge Level, LLC," said Denise Reed, current chapter vice president/president elect.

Archie Meyers, Chairman for Chattanooga State Foundation Board of Directors, said, "Chattanooga State recognizes how very important the support of distinguished groups such as Executive Women International is in ensuring that deserving students receive their education. This gift truly will make a difference to our recipient students."

The Chattanooga EWI chapter was chartered in May 1987. The first scholarship at Chattanooga State was awarded in 1997 and continues through the efforts of the members of Executive Women International. The local EWI chapter has more information about its scholarship programs at www.ewichattanooga.org



Photo:

Front left to right Denise Reed with The Concierge Level, LLC; Archie Meyers donation recipient on behalf of Chattanooga State; Tanya English with Miller & Martin PLLC; Mary Ellen Maycann with Walden Club. Back left to right are Margaret Browning with Chattanooga Coca-Cola Bottling Company; Nancy Templeton, EWI Life Member; Kathy Sok with Reliable Building Solutions, Inc.; Catherine Cox with Lyndhurst Foundation.

WIN!WIN! WIN!

WEBSITE TRIVIA CONTEST

A winner (must be present) will be drawn at our March meeting. The winner will receive three door prize tickets. Board members and website committee members are encouraged to play, but exempt from winning. Go to ewichattanooga.org and have fun! Email your answers to nharrison@lstanleylaw.com by March 10.

1. Which of our board members is quoted in the November 19th article on the press release page? A) President Tanya English; B) Vice President Denise Reed; C) Membership Director Suzanne Bidek; D) Ways & Means Director Jody Hermann
2. Using the calendar link, whose birthday is on the same day as our May meeting?
3. How many choices do you have in the way you view the entire membership list? A) one – by firm name; B) two – by firm name and last name; C) four – by firm name, first or last name and in random order; D) seven – all of the above plus via three documents in the members' area - by birthday, a condensed list with photos, and an export-to-excel function
4. Leadership Conference and Annual Meeting (LCAM) is going to be held in Palm Springs, California, September 18-20, 2008. How many EWI chapters are there in California? (Hint: There is a link to a map of all EWI chapters.)
5. How many different email lists are there in the members' area?

Remember your secret pal!

St. Patrick's Day – 3/17



Easter Sunday – 3/23





Executive Women International®
Spring Conference
May 1-3, 2008
Chicago

Visit the Chicago Chapter website @ ewichicago.org often for additional information

Teleseminar Series:

Title: Follow Through: Taking Action to Achieve Your Goals

Date: Thursday, May 22, 2008

Title: The Importance of Teaching Ethics

Date: Tuesday, August 19, 2008

Title: Communication Etiquette

Date: November 2008

To register, go to corporate website ewi@executivewomen.org and click on Leadership Link .



2008 Leadership Conference & Annual Meeting

will be held at The Westin Mission Hills Resort & Spa Hilton in Rancho Mirage, CA, September 18-20, 2008. Registration will be \$615. The room rate for single/double at The Westin will be \$174 plus an \$8 resort fee.

Thanks GeekLabs for hosting our site!



The three "C's" of EWI's Mission Statement are the benefits of being members; connections, careers and community. This month we supported our community when we presented our scholarship schools, the University of Tennessee at Chattanooga and Chattanooga State with our donation (Community). We had a booth at the Business Expo and connected with the Community and had the opportunity to promote our Chapter (Connections). Finally, we had a teleseminar, Powerful Words for Women, which gave us tips on how to be better public speakers (Careers). These are all the benefits each of us can receive as representatives of our member firms. To get the greatest bang though, you have to be involved. So, if you want more benefits, be sure to sign up for the teleseminars, attend any functions our Chapter has, and attend our Chapter Meetings.

Cordially,

Tanya English, President
Chattanooga Chapter EWI
Representing Miller & Martin PLLC

SHARE THE NEWS!

Send submissions for the Chapter Pulse to:
Contact: Zelma Pack
E-mail: zelma@eldassociates.com

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