

# chapter PULSE

An Individual Chapter Publication  
EXECUTIVE WOMEN INTERNATIONAL®

Chartered in 1987

Chattanooga Chapter

August 2008

2007-2008

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VISIT: EWICHATTANOOGA.ORG

## EWI® August Chapter Meeting

**Date:** Tuesday, August 12, 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

**Speakers:** Kelley Eblin, Republic Parking System and  
Dawn Benjamin, Tennessee Donor Services



**Topic:** Importance of Organ Donation

**Raffle:** Remember to bring a raffle item for our monthly raffle table

**Announcements:** Firm news, birthdays, anniversaries, etc.

## IN THIS ISSUE

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COMMENTS

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WHO IS THAT ANYWAY?!?

FOR READING PLEASURE

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50/50 FRIDAY

INTRODUCING –COLLEEN TEAL,  
ORTWEIN SIGNS, INC.

RE-INTRODUCING –BECKY RUDEWICZ,  
WABASH TRAILER SALES OF CHATT.

READING RALLY

WAYS & MEANS-BARNYARD AUCTION

DATES TO REMEMBER!

LCAM

CHATTANOOGA CHAPTER  
PRESIDENT'S MESSAGE

## Our Firms & Reps Making News.....



Executive Women International has installed five new business representatives. Representatives enhance connections, careers and the communities in which they work, officials said.

Ruth Oehmig of Tennessee Valley Travel; Shirley Cudabac of American Lung Association; Trish Keenum of Lattimore Black Morgan & Cain, PC; Casey Knox of Courtyard & Residence Inn by Marriott; and Barbara Tawater of Northgate Title Escrow, Inc. were installed at the June meeting by the EWI Chapter Membership Director Suzanne Bidek of Northwestern Mutual Financial Network, bringing the total number of member firms to 57.



From left are Ruth Oehmig of Tennessee Valley Travel; Shirley Cudabac of American Lung Association; Trish Keenum of Lattimore Black Morgan & Cain, PC; Casey Knox of Courtyard & Residence Inn by Marriott; and Barbara Tawater of Northgate Title Escrow, Inc.

"On The HomeStretch," an Internet radio show with an audience of over 60,000 listeners, is seeking Chattanoogaans to talk about their success stories for a fall broadcast. Prospective guests include businesspeople who have stories to tell that would be of interest to a target audience of women listeners 35 years and older. The program is broadcast from Brentwood, TN, Monday through Friday from 11 a.m. to noon (ET), and is hosted by Debbie Alan (former Chattanooga television personality). Alan will be in Chattanooga for the live interviews in November. If you are interested in being featured on the program as guest or advertiser, please contact Rhonda Keckley at [rkeckley@onthehomestretch.com](mailto:rkeckley@onthehomestretch.com). To find out more about the show, listen to live programs and enjoy archived shows anytime, visit [www.onthehomestretch.com](http://www.onthehomestretch.com)

Reported in Business Trend magazine, Summer 2008 issue.



Moran with niece, Tenesha Philpot Irvin, & sister, Clara Scruggs.

Mattie Moran, Director of Workforce Development & Education for the Chattanooga Chamber of Commerce, is being honored this spring by Girls Inc. for her impact on the community.

The UnBought and UnBossed Award honorees are selected by teenage girls who participate in the Girls Inc. Women's History Project. The girls identify women in the Chattanooga community whom they consider role models and who have made significant contributions to the advancement of women in the community.

Reported "In the city" magazine.



From left are Karen Hannifin, Tennessee Valley Federal Credit Union; Tammy Zumbrun, Lisa Martin, and Carol Clayton

Attended Go Red For Women sponsored by the American Heart Association on May 13, at the Chattanooga Convention & Trade Center

## Chattanooga Chapter has Big Winners!

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### Membership Campaign Winners

Carolyn Summerlin, Corporate Membership Director, is pleased to announce the following results from the 2007-2008 EWI: Perfect Fit Membership Campaign:

- **Top Recruiter, Carolyn Stringer, EWI of Chattanooga**, with 7 Firms recruited
- Grand Prize Drawing Winner, Peggy Quade, EWI of Chicago
- 340 firms recruited (October 1, 2007 -June 9, 2008)

The TOP recruiter wins a \$1,500 travel voucher to be used for LCAM.

**Congratulations Carolyn!!!!**

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### 2008 Fellows Recipients

EWI proudly announces its newest class of **EWI Fellows**. The following Undergraduate recipients were selected:

Debra DiBartolo, Seminole County Sheriffs Office  
\$5,000 Deborah A. Taylor Scholarship \* Orlando Chapter

**Nancy Harrison, Law Offices of Lloyd Stanley**  
\$3,000 Finalist, **Chattanooga Chapter**

*\* The Deborah A. Taylor Scholarship is awarded to the highest scoring applicant in the undergraduate category and is made possible by a donation from EWI of Dallas in honor of our 2005-2006 Corporate President, Debbie Taylor.*

Join us in extending hearty **CONGRATULATIONS** and best wishes for much success to Debra and **Nancy**.

For those unable to attend the June meeting, below is the conclusion of **Kim White, Luken Holdings** talk.

Luken Holdings has been a member of EWI for approximately 2 years. While I am not personally involved in this organization, one of my key employees, our CFO Lynda Childress is. I want to touch on three key benefits I have seen from our membership in EWI—

I can tell you that by being a member of EWI, I have seen Lynda grow and develop toward her full potential. I have seen her grow personally because of the great group of professional women that support each other and promote each other in EWI and I can tell you that's sometimes a rare commodity in the business world.

I have seen her grow professionally from attending conferences and hearing from knowledgeable speakers at the EWI meetings. Last year we took advantage of the opportunity to send her to Houston, where she attended EWI's annual Leadership Conference and networked with professional women all over the country. This year as an officer in EWI she will be attending the annual conference in Palm Springs! What a great opportunity my company has had to invest in a great employee!

I think my story emphasizes **the importance networking** has in career development and unfortunately for a lot of women this is something that doesn't come naturally. Also, unfortunately, there are not as many opportunities to network as there are for men.

A lot of us don't play golf, or fish or play tennis—so we may miss out on creating important social and support networks. This truly brings to focus how important networking organizations are for women and why I feel EWI fills that much needed void. Not only does being a member of this organization get you **involved in the community**, EWI's main mission is one of community focus.

I think it's vital for companies that are interested in our community—and shouldn't we all be?? and interested in growing their employees—and again, shouldn't we all be??? to support organizations like EWI and make sure they have representatives involved.

## WIN! WIN! WIN! WEBSITE TRIVIA CONTEST



Under the Members Section on the website, if you do not have your real picture posted, what appears?

Go to ewichattanooga.org and have fun! Email your answer to Heather Burrell at hburrell@mccollins.com by 2 p.m., August 8th. A winner (must be present) will be drawn at our August meeting. The winner will receive three door prize tickets.



Who are these people having fun at the Barnyard Auction in 2005.

(See answer hidden in newsletter.)



### Looking for a safe, fuel-efficient vehicle?

Have gasoline prices made you think about downsizing to a smaller vehicle? Wondering which smaller vehicles are the safest?

The Insurance Institute for Highway Safety (IIHS) has compiled safety ratings for 2008 and older vehicles. It rates vehicles based on how well they protect occupants in a crash, including:

- . 40 mph frontal offset crash
- . Side impact crash
- . Rear crash protection/head restraint ratings

The IIHS vehicle safety information can be found on their Web site at [www.iihs.org](http://www.iihs.org).

### **Citadel Broadcasting... Famous for Getting Results !!!**

50/50 Fridays are 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:

August 8 Scenic City Boot Camp  
August 15 Mt. Vernon  
August 22 Porters  
August 29 Table

### **Congratulations Citadel Broadcasting!**

Tuesday August 19th marks 30 years of KZ106 being on the air in Chattanooga!!!! It all started with David Carroll's Morning show...lived thru the KZ Morning Zoo.. and still rockin after all these years.

## Introducing you to.....



**Colleen Teal**

Colleen Teal and her husband, Jim, bought Bill Ortwein Signs, Inc. about a year ago. The sign company has been in business since 1964.

Bill Ortwein Signs is a full-service sign company that offers designing, permitting, manufacturing, installation, and servicing of almost any type of signage. They make signs as small as magnetic car signs to large illuminated pylon signs.

Colleen has a degree in Public Relations and has been a stay-at-home mom for ten years. During that time, she ran a few on-the-side home businesses and loved them all. She likes to stay busy and is usually eager to take on new tasks. She has two children, James 10 and Lauren 8. They recently moved back to Chattanooga, Colleen's home town, after living in Lancaster, Pennsylvania for eight and one-half years. She and her husband were transferred there with his previous job with M & M Mars. His trade is Mechanical Engineering. He built all types of machines for Mars for twenty years or so. Colleen's husband wanted to have his own business and she wanted to move home to be with family and have a job that utilized her P.R. skills, so they moved to Chattanooga and love, love it!

Colleen's hobbies are running, hiking, reading and jewelry-making.

Colleen said that she joined EWI because she knew that she wanted to join a women's group with other professional women that, hopefully, she could learn from and maybe vice versa, and EWI seemed to fit the bill. She has been very pleased so far.

## Re-Introducing you to.....



**Becky Rudewicz**

Becky Rudewicz is the Owner/President of Wabash Trailer Sales of Chattanooga, she has been the sole owner for 5 years. Wabash is a truck trailer dealership much like a car dealership only the product is trailers. They sell new and used trailers, parts, and service. They also have rental options. Wabash is the name brand, and they are the largest manufacturer in the nation. US Express is Becky's largest client. Becky started working in this business when she was in high school, and she really liked it. The trailer business is all she has ever known so it was only right that she start her own business in the field. Becky says "Integrity of the way Wabash Trailer does business" is the best compliment that she has gotten.

Becky has been in EWI since 2004, and she has made a lot of great friends. She likes EWI because of what it stands for and their support of women! Being a single parent herself, "it means a lot to help other women overcome their difficulties." Becky has two daughters, Shannon and Susan, and two grandchildren, Nelson 9 and Hannah 6.

Becky lives in North Chattanooga on the 3rd hole of the Chattanooga Golf and Country Club. She loves to sit on her back porch on Saturday mornings and listen to the men on the course...it is sometimes funny because they don't know she can hear them. Becky is a golfer herself, and she also enjoys working in her garden; but her favorite hobby is remodeling her house...she loves knocking down walls.



Catherine Cox with Reading Rally Kids in 2007

The 2008 EWI Reading Rally will be held on Friday, September 26th at the Daisy Head Start/Early Head Start site. Time is tentatively set from 11:30 a.m.- 2:00 p.m.

The theme this year will be planting with heavy emphasis on reading about planting. Each child will leave the event with a plant to take home and care for. We will be reading books about planting and flowers that are age appropriate for 3 & 4 year olds as well as toddlers. For our babies, we will have some picture books about flowers, but mostly someone holding and talking to them. We will be decorating the rooms with paper flowers as well as having planting stations for the children to plant a flower and drawing centers.

Children will receive goody bags to take home filled with reading rally t-shirts from EWI, items and coupons donated from EWI firms as well as any other company willing to make a donation. Please let me know if your firm can make a donation.

Hopefully, the library will send someone to do flannel board stories about flowers and the bookmobile will come with books. We are hoping to have a book for each child to take home for their library.

This will be the first year we have tried to do this large a number, so we will need people to volunteer if you can.

Head Start is a program for children from the lowest income families. The children love being paid one on one attention.

Joey Martel-James, Chairperson  
Chattanooga Chapter Reading Rally

### Teleseminar Series:

**Title:** The Importance of Teaching Ethics

**Date:** Tuesday, August 19, 2008

**Title:** Communication Etiquette

**Date:** November 2008

**To register, go to:** [ewichattanooga.org](http://ewichattanooga.org)

Picture Quiz answer:

Guests having fun and raising funds for scholarships at the annual Barnyard Auction. Be sure to come and invite your family and friends.

**Thanks GeekLabs for hosting our site!**

Newsletter Link:

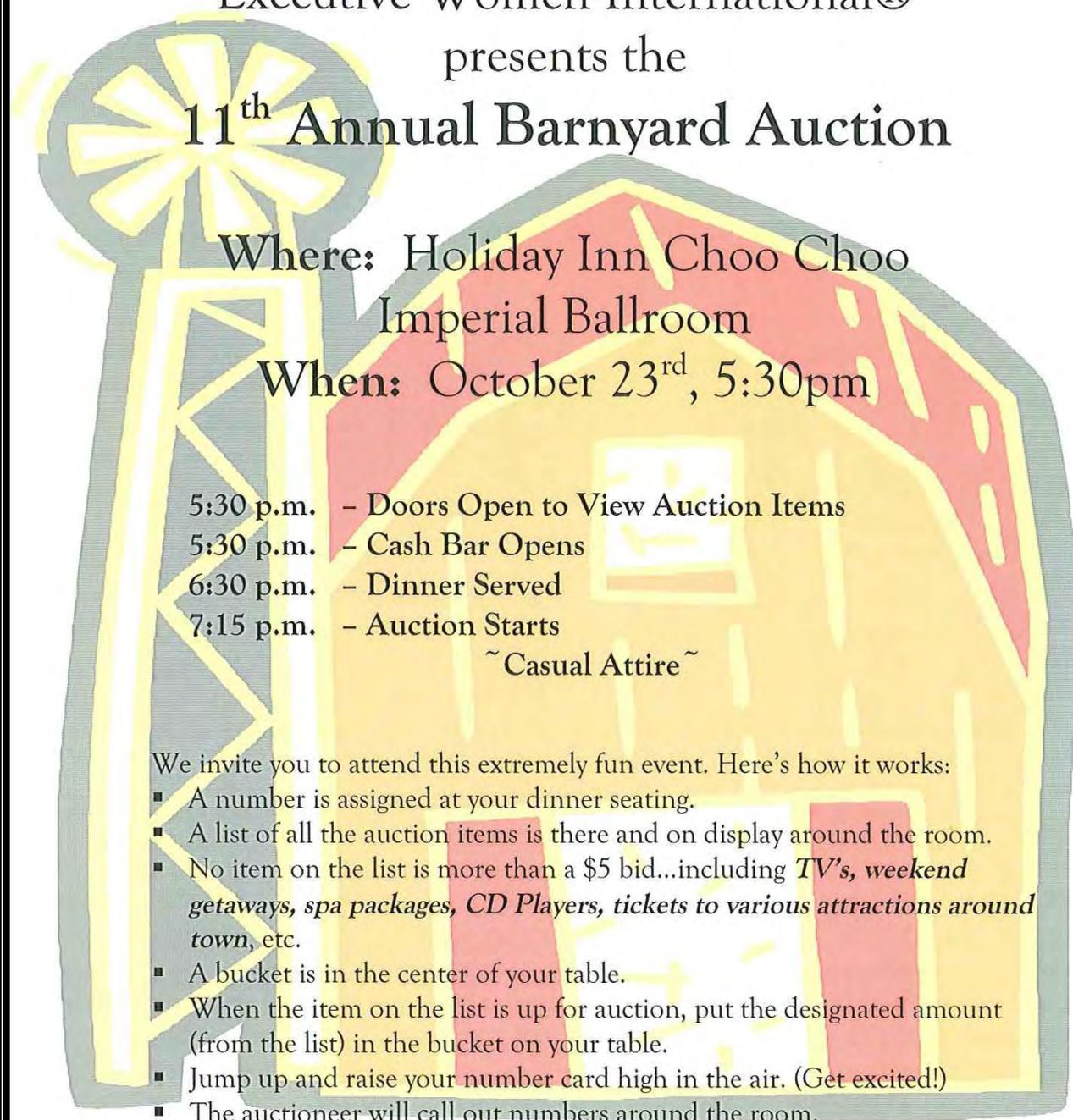
<http://ewichattanooga.org/index.php?mode=newsletters>

Give your secret pal something "kool" for



the August heat

**Remember your secret pal!**



Executive Women International®  
presents the  
**11<sup>th</sup> Annual Barnyard Auction**

**Where:** Holiday Inn Choo Choo  
Imperial Ballroom

**When:** October 23<sup>rd</sup>, 5:30pm

5:30 p.m. - Doors Open to View Auction Items

5:30 p.m. - Cash Bar Opens

6:30 p.m. - Dinner Served

7:15 p.m. - Auction Starts

~ Casual Attire ~

We invite you to attend this extremely fun event. Here's how it works:

- A number is assigned at your dinner seating.
- A list of all the auction items is there and on display around the room.
- No item on the list is more than a \$5 bid...including *TV's, weekend getaways, spa packages, CD Players, tickets to various attractions around town, etc.*
- A bucket is in the center of your table.
- When the item on the list is up for auction, put the designated amount (from the list) in the bucket on your table.
- Jump up and raise your number card high in the air. (Get excited!)
- The auctioneer will call out numbers around the room.
- A gong will sound and the last number called wins the item!

**Proceeds to benefit EWI Scholarships for women at**

**University of Tennessee at Chattanooga and Chattanooga State Technical Community College**

**11<sup>th</sup> Annual "Barnyard" Auction Reservation Form  
October 23, 2008**

NAME: \_\_\_\_\_  
COMPANY NAME/ORGANIZATION: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY/STATE/ZIP: \_\_\_\_\_  
PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ EMAIL: \_\_\_\_\_

**PLATINUM LEVEL – \$600**

Platinum level sponsors receive:

- Logo recognition in the event program.
- Logo recognition in the Executive Women International, Chattanooga Chapter PULSE newsletter, September edition
- Company name and logo recognition at the event.
- 2 Tables for 10 guests each at the event  
(unless otherwise specified)

**Table for 10 guests**

Please reserve \_\_\_\_\_ table(s) at \$300 per table.

**Individual Ticket – one reserved seat**

Please reserve \_\_\_\_\_ ticket(s) at \$35 per ticket.

**Sorry, I cannot attend but would like to make a tax-deductible donation in the amount of \_\_\_\_\_ . (EIN #62-1364351)**

**TOTAL AMOUNT: \$ \_\_\_\_\_**

**METHOD OF PAYMENT**

**Check enclosed**

**Please send Invoice**

**Please fax the completed form to (423) 756-8477 to reserve your tickets/table.**

**For tickets or more information contact:**

Jody Hermann 423-756-3025 phone  
Email: jahermann@bwsc.net

**Executive Women International  
PO Box 11522  
Chattanooga, TN 37402**

**Or contact any EWI Representative or visit [www.ewichattanooga.org](http://www.ewichattanooga.org)  
Executive Women International is a 501(c)(3) international organization.**

# Palm Springs

JOIN THE CELEBRATION OF EWI'S 70<sup>TH</sup> ANNIVERSARY  
AT THE 61<sup>ST</sup> LEADERSHIP CONFERENCE & ANNUAL MEETING



**EWI**<sup>®</sup>

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- CONNECTIONS
- CAREERS
- COMMUNITIES

September 18-20, 2008

The Westin Mission Hills

Resort & Spa

Palm Springs, California

760.328.5955

Registration: June 2008

## 2008 Attendees:

Margaret Browning  
Lynda Childress  
Catherine & Larry Cox  
Tanya English  
Karen Hannifin  
Nancy Harrison  
Jody Hermann  
Zelma & Bill Pack  
Denise Reed  
Carolyn & Scott Stringer  
Barbara Verhine  
Stacy Wheeler

"If you'd like to join us, it's not too late! See [executivewomen.org](http://executivewomen.org) or contact Tanya English for details."

## President's Letter.....

### LCAM AND AUCTION – UPCOMING EVENTS

\$5,000 is used to help five women attend Leadership Conference and Annual Meeting! With that help, we have 12 ladies attending LCAM in California this year. We should all be so proud of our Chapter in this accomplishment. Maybe next year with LCAM being held in Kentucky, we can get at least twice that many to attend!

While we are excited and getting our plans solidified for LCAM, we also have our Barnyard Auction to start getting pumped up for. The Auction this year will be held Thursday, October 23rd at the Chattanooga Choo Choo, Imperial Ballroom. We are pleased to announce our auctioneers will be our very own Kelly McCoy and Scott Chase of KZ106. Now is the time for each of us to gather two auction items valued at \$50 or more. Remember, our Auction is our largest fund raiser of the year and all funds made go to our scholarships to the University of Tennessee at Chattanooga and Chattanooga State Technical Community College for underprivileged women. Information on the Auction will be placed on our website. However, if you have any questions, please contact Jody Hermann, Ways & Means Director.

We have a lot going on and a lot to look forward to. The Auction requires a lot of work, but it is well worth it when you hear from the ladies who receive the scholarships at our December meeting. Attending LCAM means being away from work and family, but everyone will come back with a renewed enthusiasm for EWI. Although we will be really busy, the benefits are numerous!

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



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### **EWI® MISSION AND VISION MISSION**

Executive Women International® is an organization, which brings together key individuals from diverse businesses for the purpose of:

- ❑ Promoting member firms
- ❑ Enhancing personal and professional development, and
- ❑ Encouraging community involvement

#### **VISION**

To be the Leading Connection for Business Professionals