

# chapter PULSE

An Individual Chapter Publication  
EXECUTIVE WOMEN INTERNATIONAL®

Chartered in 1987

Chattanooga Chapter

September 2008

2007-2008

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VISIT: EWICHATTANOOGA.ORG

## EWI® August Chapter Meeting

**Date:** Tuesday, September 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

**Speakers:** Business Meeting & Installation of New Board



**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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INTRODUCING –LORI SLATTON,  
CHATTANOOGA AREA CHAMBER OF  
COMMERCE

RE-INTRODUCING –

READING RALLY UPDATE

WAYS & MEANS-BARNYARD AUCTION

LCAM

EWI SCHOLARSHIP ABC'S

CHATTANOOGA CHAPTER  
PRESIDENT'S MESSAGE

## Our Firms & Reps Making News

### "In the city" magazine.



Ani Yacoubian of Yacoubian Tailors

than fitting the fashion needs of the women of Chattanooga are Willa Collection, Frankie & Julian's, East-Eliah and the new W Gallery.

"The Chattanooga woman is very specific," explains Joanna Peit-

mond, the assistant manager of Willa Collection, which is owned by Kent Magee. "Women here have a lot of taste, and they are dignified and selective but very stylish as well."

Led by Yacoubians, each of these women's retailers came onto the Chattanooga fashion scene trying to fill the void of the middle- to high-end retailers. Take Suzanne Bishop, owner of Frankie & Julian's on Frazier Avenue, who after moving back to Chattanooga after a 10-year absence was surprised by the dearth of women's retailers despite the growth of the area.

"I knew of a couple of other boutiques in the area, and they were phenomenal, but there were no fashion-oriented boutiques.

I wanted to bring in fashion clothing at reasonable prices, large majority of our clothing for under \$200," Bishop says.

At the same time, these retailers have been focusing on big latest styles from the markets York, Los Angeles and Atlanta deal to all generations of women in Chattanooga. "We serve a base of women," asserts Willa Cole Petticoat. "Our oldest customer her 70's, and our youngest is Every type of woman walks these doors."

According to Terri Hill challenge extends to shop assistants as well. "I have a clientele and very broad price as well," notes the owner of the Frazier Avenue f-

John Yacoubian, Ani's father and owner of Yacoubian Tailors, and his son Hovig

Ani Yacoubian, her father, John, owner of Yacoubian Tailors, and her brother Hovig

Ani is quoted "Chattanooga has always seemed a couple of years behind when it comes to fashion, especially with lack of middle- to high-end department stores in the area, but Chattanooga women still know what they want."

She advised "in" is small pops of bright colors, such as in shoes, belts, or other accessories. "Women are tired of wearing gray and brown. We'll be seeing pops of color that work with the neutrals we all already have in the closet."

**BWSC** | BARGE WAGGONER SUMNER & CANNON, INC.  
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News

The Tennessee chapter of the American Society of Landscape Architects will present an Honor Award to BWSC for design of the Kilbride Outdoor Learning Center at the Bright School, a project led by the Chattanooga office. The award will be presented at the chapter's annual Awards Dinner in September. The Honor Award is an effort to recognize excellence in landscape architecture and environmental design, with the call of entries going out to landscape architects across the state.

The Bright School project involved design of an outdoor learning area and playground, including such features as an interactive sundial, labyrinth, amphitheater, living pond, stream bed, and alphabet garden.



Welcome new reps installed at the August meeting.

Left to right, front row: Michelle Withorn, EMJ Corporation; Tina McSharry, BestBuy.

Back row: Lori Slatton, Chattanooga Area Chamber of Commerce, Charlie Rosenquist, BlueCross BlueShield of Tennessee; Kimberly Carlton, ERMC; Christy Barker, The Chattanooga Hotel; Darcy Fournier, BestBuy.

WIN WIN WIN

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## WEBSITE TRIVIA CONTEST



On the EWI Chattanooga website ([www.ewichattanooga.org](http://www.ewichattanooga.org)), go to the calendar and find your birthday on the calendar and email [hburrell@mcollins.com](mailto:hburrell@mcollins.com) the name of the person with the birthday closest to yours, and remember to wish them a Happy Birthday next year! If your birthday is not on the calendar you can set this up online by editing your account.

Please send your entry by 2 p.m., September 9th. A winner (must be present) will be drawn at our September meeting, and will receive three door prize tickets.

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

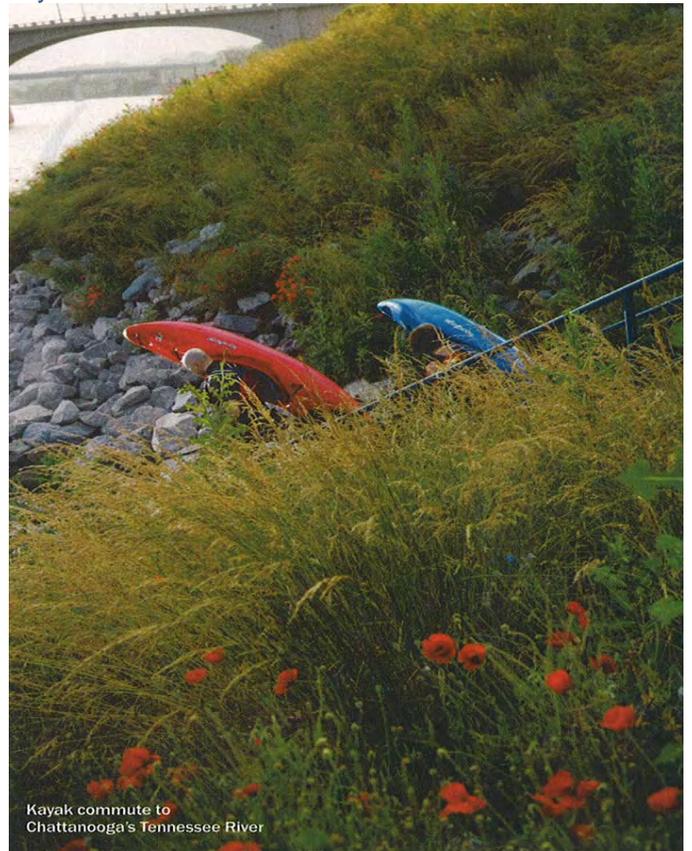
50/50 Fridays is a way to purchase \$50 in gift certificates to some of Chattanooga's finest restaurants and businesses for only \$25! Log on promptly at 9am each Friday morning to get the deals but get there early cuz they always sell out fast! The link is [www.kz106.com](http://www.kz106.com) and the upcoming deals are:

Sept 5: Finish Line Detail/Car Wash  
Sept 12: Mellow Mushroom  
Sept 19: Diner A'Fare  
Sept 26: McAllisters Deli  
Oct 3: Nikos

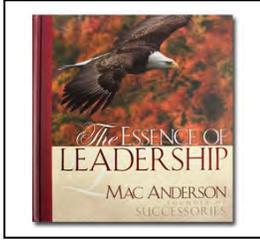


### **Chattanooga Among *National Geographic's* 50 Next Great Towns**

The September 2008 issue of *National Geographic's Adventure* magazine includes Chattanooga among the "50 Next Great Towns" for living and playing. "A change of address can bring instant gratification," the feature article begins. "You could wake up tomorrow in Missoula and kayak off your own deck at dawn, sneak in singletrack at lunch in Chattanooga or choose your own adventure in any one of the country's best base camps. But a move is a long-term investment. So this year we selected 50 innovative towns that aren't just prime relocation spots right now but smart choices for the future." The salute to Chattanooga is from Cathi Cannon, an athlete and graphic designer, who likes the easy access to off-road racing, camaraderie with other sports enthusiasts and a thriving community. The article includes a photograph of two outdoors buffs carrying their kayaks down the bank of the Tennessee River.



Kayak commute to  
Chattanooga's Tennessee River



### "Manage Your Energy"

An excerpt from

The Essence of Leadership

By Mac Anderson

Not long ago, I had the opportunity to spend some time with best selling author John Maxwell. The conversation turned to how managing your energy can be one of the keys to leadership. John felt that leadership and energy were joined at the hip. It is impossible to have one without the other. He said that it all starts with knowing yourself, knowing your limitations, and knowing when you perform best. The key, for him, is to schedule his most crucial activities when his energy levels are at their peak. John, for example, schedules his important meetings and his writing time in the mornings when he feels the most energized. Activities of less urgency are scheduled in the afternoons.

Also, as he winds down at home in the evenings, he saves an hour or two for writing letters and for light reading. Of course, he said, a schedule doesn't always cooperate, but following this general philosophy has served him well.

Speaker and author, Jim Cathcart, says that to be at your best, find your zone of optimum velocity by observing the pace and intensity at which you perform best. This is the zone at which you are most creative, unstressed, happy and productive.

**In the zone:** You are at your best. Not stressed, going with the flow of work naturally, productive and self-assured, challenged but not overwhelmed, motivated and able to roll with problems.

Below the zone: First you experience boredom, then apathy, and finally depression. You feel useless and artificial; self-esteem suffers. Bite off more and take on a greater challenge to get back on track.

For me the key to managing my energy is exercise. It almost sounds too simple to be important, however, without exercise my energy levels and my attitude "take a hit."

Lastly, protecting and replenishing your emotional energy is critical for every leader. Mira Kirshenbaum, in her book The Emotional Energy Factor, offers a refreshing, down-to-earth approach:

*"First, you plug the leaks: learn to recognize what drains your energy - life situations, toxic people, or habits such as worry, indecision or guilt. Second, you identify what fills your tank - pleasure, prayer, anticipation, or fun - and give yourself more."*

This Madame President kicked up her heels in Atlanta at the 1998 annual meeting. Do you know who this is?



## Introducing you to.....



**Lori Slatton**

Lori Slatton, Executive Assistant to Tom Edd Wilson, President and CEO of the Chattanooga Area Chamber of Commerce, began her career at the Chamber in 1994. The Chattanooga Area Chamber of Commerce exists to create a vibrant business environment through leadership that stimulates new business development and existing business growth, resulting in a higher standard of living and a better quality of life for the community. Established in 1887, the Chamber is the community's primary economic development organization. It engages in global business recruitment, including site location consulting for international companies considering the Chattanooga area as a place to expand. It also conducts an existing industry program and manages the largest business incubator in Tennessee. The Chamber supports its membership of 1,500 businesses and non-profits through networking opportunities, advocacy for business-friendly public policies, group buying power and dozens of other services.

Lori enjoys traveling, reading, and exercising. Lori and her husband, Troy, have been married for 11 years. They reside in the Ooltewah area and are members of the Brainerd Hills Church of God.

Lori joined EWI to represent the Chattanooga Area Chamber of Commerce. She also wanted to be part of a professional women's group where she could network and expand her professional development.

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

Please stay tuned until next month.....



Nancy Templeton & Fredia Higdon with Reading Rally Kids-2002

The 2008 Executive Women International Reading Rally is planned for September 26, 2008 at the Daisy Head Start Center. We will be setting up at 9:30 a.m., rally beginning at 11:00 a.m. and ending between 1 & 1:30 p.m. Welcome everyone to come & read to a child or an entire classroom.

You can get to the Center by following Corridor J to the Soddy Daisy-Sequoyah exit. At the end of the ramp, turn left at the light--signs will say TVA Sequoyah Recycling and Health Center. Go 1.4 miles & you will see a sign for the Health Center & a Head Start sign. Turn & take an immediate left, then take an immediate right toward the Health Center. The Head Start Center will be on the right. Go to the front where you will see the flag pole & little pieces of playground equipment.

You can also follow Highway 153 past Northgate & turn by Clements Antique. Get on Highway 27, North toward Daisy & follow the directions above.

If you get lost, call the Center at 842-9412 or 309-5332

We are trying to assure that each child has a book to take home. If you would like to donate a book, please call me at 493-9121. We are so very excited & Hope you can come & be a part of the fun.

Joey Martel-James, Chairperson  
Chattanooga Chapter Reading Rally

### Teleseminar Series:

**Title:** Communication Etiquette

**Date:** November 2008

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

Picture Quiz answer:



The one and only Frances Cannon, President in 1998

The Chapter Standing Rules, newly revised and membership-approved, are now available at [ewichattanooga.org](http://ewichattanooga.org). (Members Area: Shared Files).

**Thanks GeekLabs for hosting our site!**

Newsletter Link:

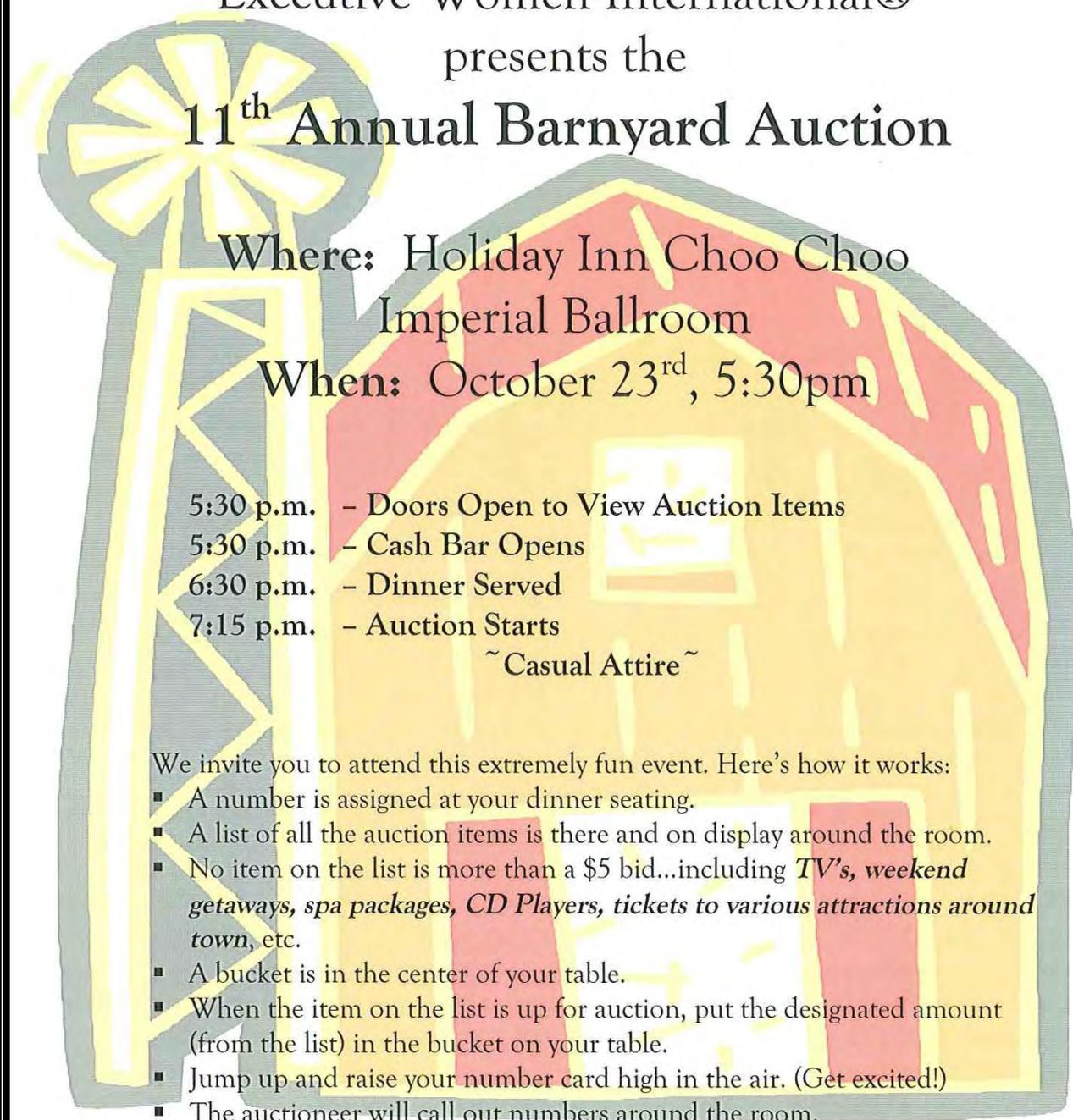
<http://ewichattanooga.org/index.php?mode=newsletters>

It's football time!!!!

Is your secret pal a football fan?



**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**

## 11th Annual Barnyard Auction Reservations

As of August 22, we have sold-out for this year's Barnyard Auction. Thank you to everyone that has supported this event by purchasing either a table(s) or ticket(s). Below is a list of our table and ticket sponsors.



### Platinum Level Sponsors

Coca-Cola  
R.B. Davenport III  
United Packers

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Fletcher Bright Realtors  
Krystal Company  
Lattimore Black Morgan & Cain, PC  
Luken Holdings  
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Miller & Martin PLLC  
Mike Collins & Associates  
Penny Walker  
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The Chattanooga Hotel  
State Farm Insurance  
Tennessee Valley Authority  
Tennessee Valley Federal Credit Union  
U.S. Xpress Enterprises, Inc.  
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United Packers  
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UtiliFlex  
Wabash Trailer Sales, LLC

### Ticket Sponsors

Denise Reed, The Concierge Level, LLC  
Tanya English, Miller & Martin, PLLC  
Kathy Sok, Reliable Building Solutions, Inc.  
Charlie Rosenquist, BlueCross BlueShield of Tennessee  
Suzanne Bidek, Northwestern Mutual Financial Network

While we have collected several nice items for this event, we are still looking for additional auction items. Remember, all proceeds from this event will benefit EWI Scholarships for women at University of Tennessee at Chattanooga and Chattanooga State Technical Community College. Our goal this year is to raise \$20,000, which will directly support women in need in our community.

We look forward to a successful event!

Jody Hermann  
Barge Waggoner Sumner & Cannon, Inc.



*Celebrating 70 Years  
Building  
Connections  
Careers  
Communities*

**2008 Leadership Conference & Annual Meeting**  
*September 18-20*

The Westin Mission Hills  
Resort & Spa  
71333 Dinah Shore Drive  
Rancho Mirage, CA 92270  
760.328.5955

**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

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

**EWI Scholarship ABCs**

By Nancy Harrison with contributions from Nancy Templeton

Did you know EWI offers three types of scholarships?

The first, EWI Scholarship Program (EWISP), is offered to high school juniors. 17 chapters participate and donated over \$131,000 in 2007, in addition to \$30,000 from corporate. This is an average of \$7,700 per chapter. In September 1996, Money Magazine recognized the EWISP program as one of the top twelve scholarship opportunities in the nation.

The second scholarship program is Adult Students in Scholastic Transition (ASIST). 32 chapters participate, including ours. The chapters donated over \$204,000 in 2007, averaging about \$6,375 per chapter, in addition to \$30,000 from corporate. Our chapter is way above the curve: we donated \$16,000 in 2007, and have \$18,500 budgeted for 2008! We give funds each year to UTC and Chattanooga State Technical Community College. Our scholarship at UTC is endowed with over \$67,000. This means our donations add to the principle which remains intact; interest income is used to fund perpetual scholarships. It is a real honor to be a part of an organization with an endowed UTC scholarship. The official name is "EWI/ASIST Jean Bradford Memorial Endowment Fund". Jean Bradford was a respected and loved member of our chapter who very unexpectedly passed away in her sleep after enjoying the 1995 EWI Christmas party. Jean's family and friends contributed to the fund in addition to the chapter's on-going contributions.

The final scholarship is the Fellows Program. This is open to active EWI representatives. Corporate donated \$8,000 in 2008, including \$3,000 to a member of our chapter. As the next corporate chairperson of the Fellows Program, I encourage an application from every representative interested in furthering her formal education. The deadline is April 30, so think about it!

All total, Executive Women International donates over \$343,000 per year to scholarships!



## *President's Letter.....*

### **Memories of the 2007-2008 Chapter Year**

The time grows near to once again pass the torch. This time last year I was so nervous at the aspect of taking the helm of this organization, but with the wonderful board that was with me, we had a very good year. As President, I had some goals in my mind I wanted to accomplish. To begin with, to make over \$15,000 at the auction, to get Blue Cross Blue Shield of Tennessee ("BCBS") and Best Buy as member firms and to set up a sponsorship program for Leadership Conference and Annual Meeting ("LCAM") were some of the goals. We, as a chapter, accomplished these things and so much more. We actually raised over \$15,000 at our Barnyard Auction, we did get BCBS and Best Buy, we even added a third representative to two of our member firms and we dedicated a sponsorship program to assist our representatives in attending LCAM. I am so thankful to have had the dedicated, professional and talented group of ladies on the board of directors to help our Chapter shine this year. Without this group, all these things could not have happened. I am so proud and blessed to have worked with all of them and have formed life long friendships. Now, it is time for me to turn the reigns over to the new President, Denise Reed, and her Board of Directors. I wish them all the fun, dedication, hard work, and excitement we had. This has been an awesome year filled with a lot of personal and professional development for me. I will treasure all of the memories for the rest of my life. Thank you for a wonderful year.

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

#### **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

#### **EXECUTIVE WOMEN INTERNATIONAL®**

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 Fax (801) 355-2852

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