

June, 2009 | No. 6



Letter from President

June's monthly meeting is almost a Chattanooga business summit or a who's who for EWI Chattanooga. This meeting is our executive invitation lunch meeting in addition to our Chapter Representative's monthly meeting. Our speaker will be C. Stephen Byrum, PhD, President

and Chief Executive Officer of the Byrum Consulting Group in Chattanooga, Tennessee. He specializes in organizational development and leadership enhancement. Byrum's primary work involves applying the Hartman Value Profile to work environments and he is currently working with BlueCross BlueShield of Tennessee, an EWI member firm. By using the Profile, organizations are able to recruit stronger persons, assess and develop current employee populations, reduce turnover, and build stronger teams. His success in this arena has helped organizations of many sorts achieve dramatic and lasting improvements. He is presently serving as the President of the Robert S. Hartman Institute for Applied and Theoretical Axiology which is housed at the University of Tennessee, Knoxville. He is the author of 37 books and 100 periodical articles and has over taught for over 25 years at college level institutions. We look forward to sharing Dr. Byrum's complete bio at our meeting.

This month begins with a search for Representatives to serve on our Chapter Board. Early registration starts this month for Leadership Conference and Annual Meeting (LCAM) held during September 24-26, 2009, in Louisville, KY. If you want to be better connected and among the "movers and shakers," these are the EWI events and positions to plug into. Look forward to participating in more electrifying results from our Chapter.

"Who aims at excellence will be above mediocrity; who aims at mediocrity will be far short of it."

– Burmese Saying

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

Denise Reed, President
The Concierge Level, LLC,
Chattanooga

Lynda Childress,
Vice President/President Elect
Luken Holdings, Inc.,
Chattanooga

Karen Hannifin, Secretary
TN Valley Federal Credit Union,
Chattanooga

Heather Burrell, Treasurer
MCA Mike Collins & Associates,
Chattanooga

Barbara Tawater, Sgt-At-Arms
Northgate Title Escrow, Inc,
Chattanooga

Stacey Wheeler, Membership
Director,
The Chattanooga Hotel,
Chattanooga

Kelly McCoy, Program
Director, Citadel Broadcasting
Corporation, Chattanooga

Jody Hermann, Ways & Means
Director,
Barge, Waggoner, Sumner &
Cannon, Inc., Chattanooga

Zelma Pack, Publication
Director
ELD Associates, LLC,
Chattanooga

Tanya English, Director-at-
Large
Miller & Martin PLLC,
Chattanooga

ewi April Chapter Meeting

- Date:** Tuesday, June 9, 2009
11:30 a.m. – Meet, Greet, and Networking
Noon- Lunch
- Where:** The Chattanooga Hotel & Conference Center
Ballroom 2
1201 Broad Street
- Parking:** Street Parking
Parking Garage- \$3.00



- Speaker:** **C. Stephen Byrum,**
President and Chief Executive Officer,
Byrum Consulting Group in Chattanooga.

He specializes in organizational development and leadership enhancement. Steve holds a BA from Tennessee Wesleyan College and university systems of Tennessee and served as an academic dean of humanities.

Since 1978, he has done consulting work for organizations across the United States. Approximately 80% of his work is in healthcare, and he has worked directly with the Memorial Hermann Healthcare System in Houston--his major client--since 1992. He is also presently leading a joint-venture company with Blue Cross Blue Shield of Tennessee.

He is the author of 37 books and over 100 periodical articles.

- Topic:** “Living Fast Forward: Surviving the Stressful World We Have Created”.

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

- Raffle:** Donated Items

IN THIS ISSUE

Presidents Newsletter	1
Meeting Notice	2
Welcome New Firms & Representatives	2
Firm News	3
Firms at Riverbend	4,5
Introducing	6
Re-Introducing	7
50/50 Fridays	7
Web Site Trivia	8
Kudos	8
LCAM - Louisville, KY	9
Breast Cancer Walk	10

WELCOME

*BMW Chattanooga –
Isabel Ober, Representative

*Chattanooga Times Free Press –
Amy Fowler, Representative

**REMEMBER YOUR
SECRET PAL!**



Please email
Jan McAfee at
janlmcafee@comcast.net
for secret pal
information.



Firm News

Barge Waggoner Selected as Primary Contractor

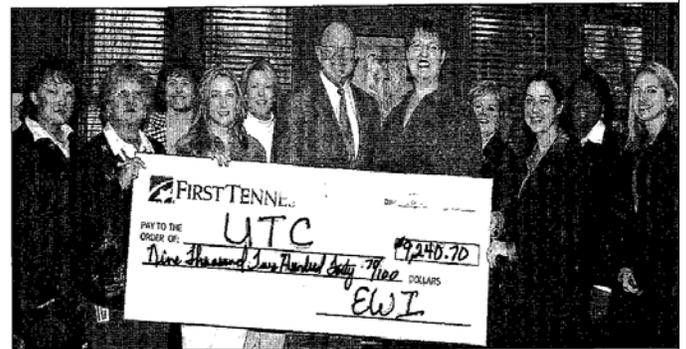


Carrie Stokes and Bob Higgins are the Barge Waggoner Sumner and Cannon, Inc. (BWSC) Project Manager and Vice President for the Hydrology Project. They are responsible for performing the hydrologic and hydraulic computations and documenting the results in TVA nuclear confirmatory calculations. BWSC is a true multidiscipline engineering firm with eight locations in the Tennessee Valley and 10 overall. Barge Waggoner started on the project in October of 2008 with a bigger contract selected at the beginning of March by TVA. They are receiving training and mentoring from TVA technical advisors to run the SOCH model. Barge Waggoner is committed to a win-win for everyone.

Thanks GeekLabs for hosting our website!

Chattanooga Times Free Press Sunday, may 17, 2009

- Executive Women present scholarship
- > **What:** Chattanooga chapter of Executive Women International present a \$9240.70 check to University of Tennessee at Chattanooga Chancellor Roger Brown.
 - > **Benefits:** Donations fund the Jean Bradford Memorial Scholarship at UTC.
 - > **About the award:** Established in 1996 by the ewi chapter in memory of former member, Mrs. James Bradford, the scholarship assists women, particularly displaced homemakers and single mothers, in returning to school to enhance their career opportunities.



CONTRIBUTED PHOTO

From left are Kathy Sok, Reliable building Solutions, Inc.; Margaret Browning, Coca-Cola Bottling Co.; Barbara Verhine, UTC; Jody Hermann, Barge Waggoner Sumner & Cannon, Inc.; Tanya English, Miller & Martin; UTC Chancellor Roger Brown; Denise Reed ewi chapter president, The Concierge Level; Lynda Childress, Luken Holdings, Inc.; Heather Burrell, Mike Collins & Associates; Delores Lewis, United Way of Greater Chattanooga; and Kris Smith, Mike Collins & Associates.



"A new dress doesn't get you anywhere; it's the life you're living in the dress, and the sort of life you had lived before, and what you will do in it later."

—Diana Vreeland



Riverbend cannot be spoken without Coca-Cola being a major part of the event. The tradition began in 1981 and The Coca-Cola Stage has been the scene of the main attraction each year. We hope that each and everyone that attends in 2009 will make Coca-Cola their soft drink of choice. (And, may all events of your life be filled with Coca-Cola)



Please bring a new item for the drawing. **Don't forget, we will have gentlemen executives with us.** So bring some items for the men too.



"Coming to Riverbend and going to the beach are favorite summer traditions for many families. Now you can enjoy them both at Riverbend Beach," says W. Blake Strickland, TVGCU's President & CEO.

Located right on Riverfront Parkway at the Walnut Street Bridge, Riverbend Beach will feature a 100-ton sand sculpture created by Team Sandtastic during the first 6 days of the festival. Visit the sculpture up close from the TVFCU's deck or step inside their air-conditioned Mobile Experience and register to win a 5-night 6-day vacation to Melbourne Beach, FL.



Riverbend: Kelly McCoy says join **Citadel Broadcasting** at Riverbend 2009 as we team up with Capital Toyota and Toyota of Cleveland to give away a 2009 Toyota Tacoma on the final Fireworks night! Riverbend 2009 runs from Friday 6/5-Saturday 6/13 and pins are on sale at all Mapco Mart locations!



BI-LO Riverbend Ticket Promotion 5/11/09 to 6/3/09 Award Rules

1. **NO PURCHASE NECESSARY TO ENTER OR WIN.**
2. **ELIGIBILITY.** Contest open only to legal residents of TN who are at least eighteen (18) years of age as of May 11, 2009. All federal, state and local laws and regulations apply. Void where prohibited or restricted by law.
3. **HOW TO ENTER:** Complete an entry form found in any TN area BI-LO store or Tennessee Valley Federal Credit Unions and drop into the raffle box located at the front of the store. You may also enter without purchase by mailing a 3" x 5" card containing your printed full name, mailing address, city, state, zip code and day and evening telephone numbers and a self-addressed stamped envelope to BI-LO "Riverbend Promotion", Post Office Box 99, Mauldin, SC 29662. Limit one mail-in entry per household per day. Partially completed and/or mechanically reproduced entries or rubber-stamped entries will be void and ineligible. Manual entries received after June 3, 2009 will be void and ineligible. All entries received become the sole property of BI-LO will not be returned. BI-LO will not be responsible for illegible, late, lost, mutilated, misdirected, postage due or stolen manual entries. Every household is limited to one win during Contest Period.
4. **RANDOM DRAWING:** Contestants will be selected in a random drawing on or about June 4, 2009 from among all eligible entries received throughout the entire promotion. Odds of winning the prizes depend on total number of entries received at the time of the drawing. Winners will be notified by telephone. In the event that a potential winner does not accept the invitation at the time of offer or BI-LO is unable to make direct contact with them within the forty-eight (48) hours from the initial attempt, they will be considered ineligible and an alternate will be selected.
5. **SELECTION:** Four (4) winners will be selected to win two (2) tickets to the Commodores concert to be held on June 10, 2009 at the Riverbend Festival in Chattanooga, TN. Winners selected will be responsible for providing, at their own cost, transportation to the event. Acceptance of prize constitutes permission to use contestant's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law.
6. **PRIZES:** Four (4) Grand Prizes: 2 tickets to see the Commodores on June 10, 2009 at the Riverbend Festival in Chattanooga, TN and two (2) Riverbend entry pins. Each package is valued at \$1074.00. Sponsor reserves the right to substitute prize of equal or greater value. Prize consists of only those items specifically listed as part of the prize. All federal, state and local taxes and all other costs associated with acceptance or use of the prize, not specified herein, are the sole responsibility of the winner.
7. **WINNER LIST:** For the name of the 4 winners, send a separate, stamped, self-addressed #10 envelope to: "BI-LO Riverbend Promotion", Post Office Box 99, Mauldin, SC 29662, Attn: Consumer Marketing Dept. This will be available after June 10, 2009.
8. **SPONSOR:** BI-LO, LLC, Post Office Box 99, Mauldin, SC 29662

(See complete rules at BI-LO Stores and TVFCU)

Introducing..... *By Barbara Verhine*



Valerie Lucas

Valerie, a Marketing Analyst, has worked for EPB (Electric Power Board) Telecom for 8 years. EPB launched a new Telecommunications Division in 2000, providing the area with affordable, reliable telecommunications service for local area businesses. In 2003, EPB started offering an all-fiber High Speed business internet service, allowing EPB Telecom to compete with other telecommunications providers. The all-fiber internet service is up to 300 times faster than traditional business connections such as standard cable, DSL, and T1 service. EPB Telecom offers traditional phone services, as well as complex voice offerings, such as PRI, Centrex or Trunks. This summer EPB will be rolling out fiber-to-the-home which will enable any EPB customer the opportunity to purchase communications products (Fi-TV, Fi-Phone and Fi-Speed Internet). Of course, the Fi stands for all fiber optics. This new infrastructure will not only allow EPB to offer communication products and services, but it will also allow EPB to add smart grid technology. This smart grid technology will enable demand-side management tools, allow for real time data, increase restoration times, and help reduce and eliminate power theft. Additionally, with the all new fiber infrastructure, EPB will be able to offer services and products that are not even available in the Chattanooga area!

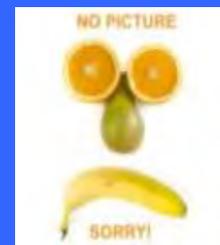
As the marketing analyst for the commercial side of the business, Valerie is responsible for analyzing trends in EPB's products and services. Most notably, she looks at the competition and the outside market and builds products, prices and promotions around EPB's customers' needs, internal cost and competition.

Valerie loves scrapbooking, reading and spending time outdoors. She and her husband have been married 11 years, as of August 1. They have one cat, which is their "test" child, until they have kids of their own. She is the youngest of four girls and feels that she is very blessed to have a loving, Christian family. She said they are a very close knit family,

even though they are scattered throughout the United States. Valerie said that one of her most time-consuming events in her life was pursuing her MBA over the last two years. She graduated from Southern Adventist University on the 3rd of May with a Masters in Business Administration and a concentration in Marketing.

When asked why Valerie joined EWI, she replied, "I joined EWI for the opportunity to network with professional women in the Chattanooga area. Furthermore, it allows me to represent the great organization that I work for and share with others the exciting things that are happening at EPB."

Please be sure to welcome Valerie to EWI at the next meeting and also to congratulate her on obtaining her MBA.



Did you get your photo made at the meeting in May?

We really need your photo for the website!

Tanya English will be happy to make a nice photo at the June meeting.

If you prefer, please submit one to her or Zelma Pack for the website.

Re-Introducing..... *By Beth Pickering*



Dottie Jones

Dottie is retired from Coca-Cola Bottling Consolidated after 22 years. She was assistant to the Chairman and Vice Chairman of the board and describes this position as “a roller coaster ride...very interesting, very stressful, and never boring.” Dottie handled the finances for the Vice Chairman and Vice President . She states “what an adjustment when the Chairman passed away in the office and I, after one year, shut the door to the office, locked it, and never looked back.” It took her a couple of years to “chill out” after so many years of rushing and never having a moment’s peace.

Dottie has been a member of EWI since the early 1990’s. She accredits her membership to Nancy Templeton, who “stayed on her case” until she finally joined. Dottie says EWI is a great escape for her. She has made many friends through EWI and has security in knowing if she needs something, the women of EWI will be at her side. This friendship is reciprocated through Dottie. She says EWI is comprised of a very special group of women.

Dottie was married for 13 years, divorced for 13 years, and has now broken her own records. She has been married now for 16 years and “Sam was definitely trainable.” Dottie was 42 and Sam was 45 and never been married. However, Sam jumped right in and got Dottie, a pregnant daughter, and a son. What more could a man ask for? Sam now has 3 grandchildren ages 16, 13, and 9. Dottie told Sam if he married her, his life would never be dull and boring. He will drink to that!!!!

Dottie enjoys waterskiing and snow skiing with all the children and grandchildren. She loves to read and work in the yard. She and Sam have a Newfoundland/Great Pyrenees named Oreo who weights 150 pounds, a Heinz 57 (hound/rotweiller) named Waldo who weights 98 pounds, and their newest addition, a 12 week old “Miss Casino” who is a Maltese/Poodle and weights a great big 3 pounds.

And last but not least, Dottie’s favorite quote is “whatever blows your skirt up!”

Thanks Dottie, for your exuberant sense of humor!

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 and the upcoming deals are:

- June 5 Outland Expeditions
Ocoee Rafting
- June 12 Dollywood
- June 19 Sunburst Adventures
- June 26 Acropolis
- July 3 Rio Picante

ewi Corporate Office

515 South 700 East, Suite 2A
Salt Lake City, UT 84102-2801
Phone (801) 355-2800
Fax (801) 355-2852

ewiconnect.com.

Contact Information

Email: ewi@executivewomen.org

Chapter Website:

www.ewichattanooga.org

SHARE THE NEWS!

Send submissions for the Chapter Pulse to:

Contact: Zelma Pack

Email:

zelma@eldassociates.com

Web Site Trivia

Win Win Win Win

The Executive Luncheon is quickly approaching, please email hburrell@mcollins.com feedback that you have received from your Executives that have attended the luncheon in the past. We may even put the feedback that you give on the website and announce it during the Executive Luncheon? In addition, you will win 3 Raffle tickets if your name is drawn as the winner!

Heather



KUDOS

Congratulations

Denise, you and the entire chapter should be so proud. I know I am.

Again, Chattanooga is setting an example for all chapters to emulate.

Take care,
Sue

Sue W. Evans
Executive Assistant to the
Executive Vice President & General Counsel Coca-Cola
Bottling Company United, Inc.
P. O. Box 2006
Birmingham, AL 35201
205.849.3259 | fax 205.841.9168



Kudos

Since I had the ladies on the Recruitment Best Practices teleseminar I know that your Chapter has the right approach to recruiting and it shows in your recruitment numbers! Since October 1, 2008 EWI of Chattanooga has recruited 13 new firms! What a great job, especially in this economy!

Thank you all for your recruiting efforts – I know it was a team effort!

Darlene Banogon
EWI Corporate Membership
Director



Kudos

Hey Denise,

I just got off the MA call where I heard the good news about the growth of Chattanooga. Thirteen new member firms since October, what an accomplishment. I know you are proud of your chapter and the hard work they have done in recruitment.

Thanks for your leadership in EWI.
Peachie

Peachie Bailey
Executive Assistant
Richard Marsh
Executive Vice President, Chief Lending
Officer
President, Metropolitan Banking Group
INSOUTH Bank



Luhvul Looavul Loueville



CONNECTIONS • DIVERSITY • COMMUNITY

62nd Annual
**Leadership Conference &
 Annual Meeting**

September 24-26, 2009

Louisville Marriot Downtown
 Louisville, KY

Registration Opens: June 2009

Looaville Looissville Looeyville

Be a Leader
 Be a Reader!
 EWI Reading Rally

ewi
 CONNECTIONS • DIVERSITY • COMMUNITY

Watch for more information
 From Joey Martel-James soon.

In Nomination Recognition for the
**Lucille Johnson
 Perkins Award**

This certificate is awarded from
 the Chattanooga Chapter Board to

Catherine Cox
 Lyndhurst Foundation

in recognition of valuable contributions to

ewi
 CONNECTIONS • DIVERSITY • COMMUNITY

Doreen Reed, President of ewi

**Catherine would like to have your
 support at LCAM, Louisville.**



Without a cure, an estimated 5 million Americans will be diagnosed with breast cancer-and more than 1 million could die-over the next 25 years.

No one should have to face this disease, so in order to create a future without breast cancer, I walk in the Breast Cancer 3-Day. It's a 60-mile walk over 3 days that raises funds for Susan G. Komen for the Cure and National Philanthropic Trust Breast Cancer Fund. Last year, I raised \$2,300 and met so many wonderful friends along the way.

This year's event will be my second journey with the 3-Day the first was an experience words cannot described.

I began this journey because I wanted to make a difference in the lives of the women around me young and old. Some who have been touched by this disease and some who have gone on to be with our savior in heaven. But all have touched my life and made me the woman I am today.

Walking 60 miles was hard, but I will keep walking until breast cancer is no longer. I walk because everyone deserves a lifetime. I walk because I can.

Please make a donation to support my fundraising efforts. Then, consider making that donation every month for the next four months, using the payment plan option available if you donate on line at www.The3Day.org. Many companies have matching gift programs, so please ask your employer if they will double your donation with a matching gift. To make a donation, just follow the link below to visit my personal fundraising webpage. If you don't want to donate online, you can download and print a donation form from that page and mail in your donation.

I appreciate your support. I'll add your name (and all the names of my donors) to my T-shirt, so I won't forget you as I set out on my journey.

Warm Regards,
Debra Gates

P.S. I hope to reaching my fundraising goal by August 31st, so please don't wait. Donate today!

[Click here to visit my personal page.](#)

If the text above does not appear as a clickable link, you can visit the web address:

[http://www.the3day.org/site/TR/Walk/Atlanta Event?px=1663288&pg=personal&fr_id=1291&et=b7d81a-U7cPus4JGOKYvOA..&s_tafld=84802](http://www.the3day.org/site/TR/Walk/Atlanta%20Event?px=1663288&pg=personal&fr_id=1291&et=b7d81a-U7cPus4JGOKYvOA..&s_tafld=84802)