



## President's Message

**Lynda Childress**  
CEO, Luken Holdings

Wow! I thought this year was a long time coming and here it is! Although I was reluctant to become the President of such a wonderful organization as this, I find that I am loving it! You ladies of EWI make it easy. I have never met a more welcoming, wonderful, accepting group of ladies in my life. Can I tell you that I consider it a privilege to be your new President? I hope that each of you know my heart for EWI and for everyone in this organization. I am a person that gives 100% of myself to every aspect of life. I hope to "lead by example" and to simply have fun doing it all. I believe in excellence in every area and even though this is not a job, it is something that I have committed to, and I hope to make you all very proud.

I want to have tons of media coverage this year for EWI. If we are the "best kept secret" it is our own fault. I want to encourage each of you to be all that you can be, to grow your firm or business and shine! You each have great potential (I can see it) and I want everyone else to see it, too. Get involved, be a part and enjoy this group – we are a lot of fun!

Thank you, Denise, for this past year and for all that you give to this organization. I know that you have had struggles of your own this past year and managed to still lead. Thank you for your commitment.

We are gearing up for the 12<sup>th</sup> Annual Barnyard Auction! Whoop Whoop! I am excited about some new things we will be doing this year. I hope you all plan to attend and make this a stellar year for scholarships.

## IN THIS ISSUE

President's Message.....	1
Meeting Notice .....	2
Leadership Moment .....	3
Organizing Tip.....	3
Firm News.....	4
Awards and Honors .....	5
Member Spotlight .....	6
Reading Rally 2009 .....	7
Tillie Award .....	8
LCAM .....	9
Chattanooga Fillies Song .....	10
Officers and Directors.....	11

*“Growing our chapter,  
growing our community,  
growing ourselves.”*

*If you have items you would like to have included in the newsletter, please forward to Barbara Verhine by the Monday following each monthly Chapter meeting.*

Executive Women International®

presents the

## 12<sup>th</sup> Annual Barnyard Auction

**Where:** The Chattanooga Hotel

**When:** Thursday, October 22<sup>nd</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

Thanks to all members who have been so generous with donations of items for the auction, monetary donations, sales of tickets, tables and sponsorships for our 12<sup>th</sup> Annual Barnyard Auction. This year proves to be a record breaking year in fund raising and auction items! Almost 330 tickets have been sold, over 100 auction items and over 50 raffle items have been donated. Donated items include various restaurant and service gift certificates, weekend stays in various parts of the United States including Hawaii, spa packages, free car rentals for the weekend, a fire pit, golf outings and a Xbox 360 Rock Band.

Be prepared to enjoy a scrumptious meal, great fellowship and bring your \$1, \$2, \$3 and \$5 monies for auction bids and raffle items at this year's fundraising event.

Physical tickets will be sent to ticket holders and table hosts approximately 1 week before the auction.

A special thanks to this year's Ways and Means Committee for their time and dedication to organizing and executing this year's event.

### Menu for Barnyard Auction:

**Pulled BBQ Pork**

**Southern green beans**

**Roasted potatoes**

**Salad**

**Rolls**

**Pecan pie/Apple pie**

**Tea, coffee or water**



*Platinum Sponsor:*

*R.B. Davenport III*

### Gold Sponsors:



A video spotlighting scholarship recipients donated by:

**pulse productions**

## Leadership Moment



### If You Can Dream It—You Can Do It

Have you ever wondered what life would be like if you received a promotion at work, earned an advanced degree, ran a marathon or owned your own business?

Stop wondering and take action. With a bit of courage, dreams can become goals.

The first step—making the commitment—can be scary. But take your fears and break them into small action steps that can move you closer to what you would like to achieve.

So take that initial step now.

- If there is a position at work that you want, have a conversation with your boss. Let your boss know what your career goals are and ask him to provide insight on what you need to do in order to successfully realize that promotion.
- If you have always dreamed about going to graduate school, start gathering brochures and making financial plans. Then pick a target entrance date.
- If you want to run a marathon, consult others who have done so and create a training regimen. Find out how long it will take to train and then enter a marathon that falls within that timeframe.
- If owning your own business is a life-long dream, start drafting a business plan today. Meet with others who run businesses similar to the one you want to start and learn as much as you can from them. Then start to make your financial arrangements.

You are the only person who can make your dreams come true. Don't sit passively dreaming about your future. Instead, have the courage to take action today. If you can dream it, you can do it.

Lead Star, LLC  
P.O. Box 328  
Fairfax, VA 22038



## Melissa's Organizing Tips for October

### Time for some R & R:

#### Reflect & Reevaluate

Fall is around the corner, and I encourage you to take some time to reflect upon your goals, and reevaluate how well you are balancing your competing priorities.

#### Reflect on the following:

Your schedule  
Your organizing systems

#### Ask yourself these questions:

Where *should* I be spending the bulk of my time?

What adjustments do I need to make?

Take some needed R & R and you can be free to set goals while allowing yourself to change course as circumstances warrant.

For more organizing tips, please go to [www.mgborganizing.com](http://www.mgborganizing.com) and sign up for my free monthly newsletter.

## FIRM NEWS



### U.S. Xpress Enterprises Earns SmartWay Environmental Excellence Award

U.S. Xpress Enterprises, Inc. was honored on Tuesday by the U.S. Environmental Protection Agency and its SmartWay<sup>SM</sup> Transport Partnership with a SmartWay Environmental Excellence Award. The award recognized the leadership displayed by U.S. Xpress in conserving energy, lowering greenhouse gas emissions and reducing the company's overall carbon footprint through a variety of progressive approaches.

U.S. Xpress was part of a select group to be honored with a 2009 SmartWay Environmental Excellence Award. The SmartWay<sup>SM</sup> Transport Partnership includes more than 2,100 carriers, customers and organizations related to the trucking industry. Of that total membership, only 37 companies and organizations received SmartWay Environmental Excellence Awards this year.

U.S. Xpress Co-Chairman Patrick Quinn accepted the company's SmartWay award at an event that was held in conjunction with the American Trucking Associations' Annual Management Conference & Exhibition in Las Vegas. Following the ceremony, Mr. Quinn served as a featured speaker for a panel discussion on developing profitable strategies for green initiatives in the trucking industry.

"The SmartWay Program has been a tremendous addition to the transportation industry, and U.S. Xpress values our position as a SmartWay partner. Everyone at U.S. Xpress shares a great sense of accomplishment in receiving this honor," said Mr. Quinn. "Our company has a long history of being an early adopter of innovative technology. We have found that the green initiatives we imple-

mented over the years have contributed savings to the company's bottom line while also reducing our carbon footprint."

"We believe that conservation is good business," said U.S. Xpress Co-Chairman Max Fuller, who noted the company's focus on research is one of the key elements to its approach with green initiatives. "We have been very fortunate to have worked with National Center for Computational Engineering at the University of Tennessee at Chattanooga. The computer simulation models generated by these researchers allow us to test possible prototypes before they are manufactured. The computer simulations save on research and development costs which lead to the production of a more effective prototype, especially in the area of aerodynamic improvements."

According to the EPA's SmartWay website, the SmartWay Environmental Excellence Award winners are chosen based on their commitment to the environment, progressive action, and innovation, as well as the impact of their example on the entire freight industry. The awards are presented to honor partners and affiliate organizations that have made outstanding contributions to reducing climate change emissions and other air pollutants.

"I commend U.S. Xpress for its leadership in promoting sustainable transportation practices through the SmartWay Transport Partnership," said Margo T. Oge, director of the Office of Transportation and Air Quality at the EPA. "These actions demonstrate a commitment to a cleaner environment and more secure energy supply."

## AWARDS AND HONORS

### Congratulations to:

**Priscilla Williams**, newly elected President of the Tennessee Healthcare Executive Assistants out of the Tennessee Hospital Association in Nashville. Way to go, Priscilla!



**Nancy Harrison**, newly elected EWI Corporate Board Secretary-Treasurer. We are proud of you!



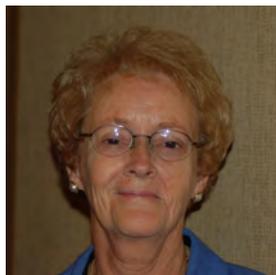
**Jody Hermann**, recipient of the \$3,000 Fellows Undergraduate Scholarship.



**Heather Burrell**, recipient of the \$5,000 Graduate Fellows Scholarship.



**Catherine Cox** who served on the Corporate Board Reading Rally for LCAM 2009.



### Congratulations to the 2008-2009 Academy of Leadership Graduates

**Denise Reed, Jody Hermann, Nancy Harrison, Barbara Verhine, Margaret Browning and Lynda Childress** (Karen Hannifin not pictured)



**Carolyn Stringer** is the EWI Top Recruiter for the entire EWI organization for the 2nd year in a row!



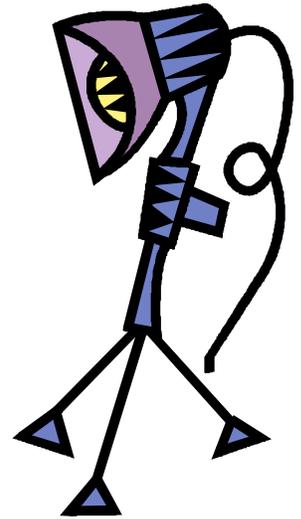
**Carolyn Stringer and Tanya English** will serve as Membership Advisors this year.

**Tanya English** also served on the Corporate Board Reading Rally for LCAM 2009.



# Member Spotlight

By: Zelma Pack



**Jan McAfee** has been a member of EWI since 1997. She was invited by Linda Harris who many of you remember well. It only took one visit to a meeting to appreciate the energy, talent, and potential in the group. There was a unique combination of professionalism, business, fun and personality that led her to join. She has and still does enjoy many advantages with the contacts made through EWI and many friends that she treasures.

Jan was employed at Tennessee-American Water Company from 1985 when she and her husband relocated to Chattanooga from Nashville. She worked in Human Resources and says she was fortunate to take advantage of their program to complete a long delayed degree in Business with a Human Resources Management concentration. After retirement from there in 2002 and staying at home for only a short time, she realized that was not what she was intended to do. She learned of a part-time position with RiverCity Company through an EWI friend and began work there, missing only a few weeks of working in the midst of downtown. The position was only intended to run through the development of the Waterfront and she feels the job was such a great opportunity. She retired the second time in 2006 and says she has adapted this time.

Jan and her husband, Jim, live in north Chattanooga. They have three children and seven grandchildren. Jim works with INVISTA in the carpet industry in Dalton. They both enjoy time with their grandchildren who live in Ooltewah, Nashville, and Dallas. She loves to spend time with family and friends, travel, read, ride bikes, do volunteer work, and is active in her church. Retirement has offered opportunities to enjoy all those activities. Jan says she remains grateful for her Sustaining Membership status with EWI and the continued connection.

Jan, we are grateful for you and the caring you bring to EWI.



# READING RALLY



2009



## *EWI of Chattanooga Receives the 2009 Tillie Award*

*EWI of Chattanooga proudly accepted the 2009 Tillie Award at the LCAM meeting in Louisville. The award was given for Chattanooga's spectacular record in recruiting and retaining member firms—a 95% retention in members and membership growth from 43 members in 2006 to 66 members in 2008. Way to go, ladies!*

### **History of the Tillie Award**

“Preparing last year for EWI’s 70th Anniversary, the EWI 70th Anniversary Committee stumbled upon several Chapter Notebooks which included detailed annual activity reports. Along with these records, a trophy inscribed with “Tillie Award” was also found. With a little more digging, the story behind the Chapter Notebooks and the award came to light.

According to Veronica Weeks, 1955 INK (EWI’s first magazine) editor, “The Tillie Award was the brainchild of Past National President, Ruby Sorber, of Payne Heating Company, Los Angeles Chapter (who served the organization during 1951-1952.) She recognized the need for an incentive to improve the general quality of the Chapter Notebooks, and to provide more avenues of contact and information between the Chapters and Corporate Office.”

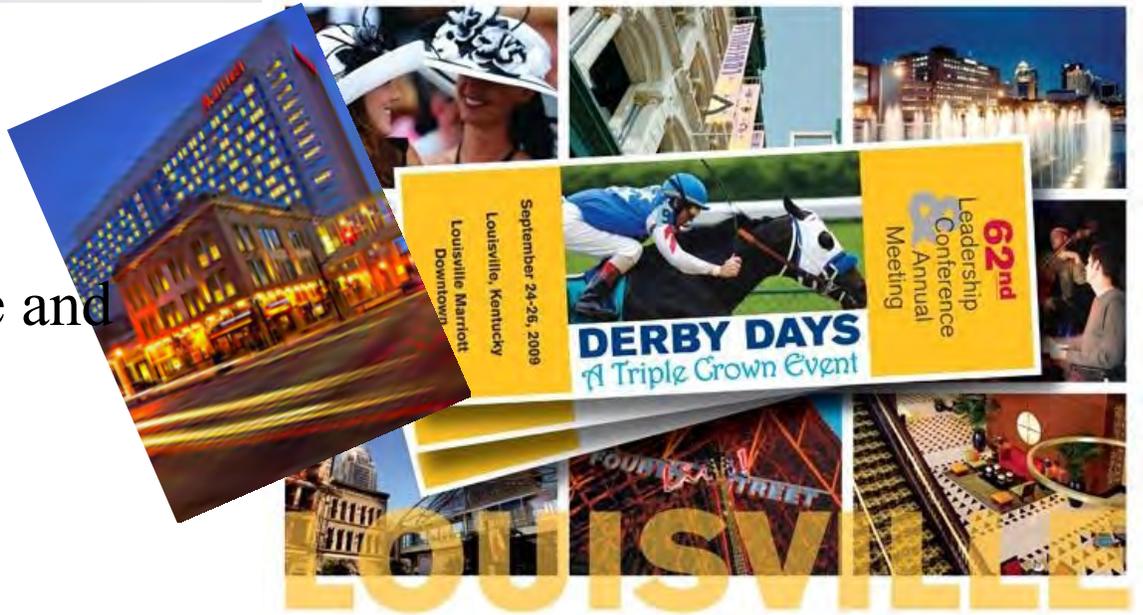
Each year a national committee was appointed to judge the Chapter Notebooks. Verona stated the awarding of the Tillie was one of the most anticipated moments of the National Convention. In commemoration of EWI’s 70th Anniversary, the Corporate Board felt it fitting to resurrect the Tillie Award at this important milestone in EWI history.

Tillie was first awarded in 1951 to EWI of Las Vegas and the final award was presented in 1971 to EWI of Wichita. Tillie was awarded for the finest Chapter reporting; Wendy Cowley, 2007-2008 Corporate President, modified the award to include recognition for best practices.

With approval and support of the Corporate Board, it was decided that Tillie would be awarded based upon review of Chapter PULSE newsletters, visits with Chapters, and conversations with the membership. The Corporate Board looked for a Chapter doing something big, exciting, and cutting-edge for the reinstatement of the Tillie. Last year, EWI of Columbus received the award for their efforts with the Reading Rally.”

*(EWIConnect Year-End Magazine 2008)*

# 62nd Leadership Conference and Annual Meeting



As you read this issue, you can be thinking of the group of EXHAUSTED ladies who have just returned from LCAM!!! Everyone had a great time. Watch for a special edition of *EWIConnect* that will describe the late nights, good times and excellent learning!!! I've included a few pictures to give you a preview. Enjoy!



## CHATTANOOGA FILLIES

---

Pardon us folks,  
Here comes the Chattanooga Chapter  
We're here today  
With lots of good things to say

We're in Louisville  
To learn and have fun and we love it  
We thank our firms  
Just for letting us come

Our connections are perfection;  
Our careers are the best  
Community efforts always rise to the test

E-wee's at the derby  
Forget being curvy  
Wear that little black dress  
All over the place

We increase our membership year after year  
LCAM is so wonderful  
That's why we are here.

Meeting and laughing  
Members keep us going  
Woo, woo, Chattanooga, there you are.

We're gonna have  
A reading rally for the children  
They are so smart  
They'll get a really good start

We're gonna give  
Tons of money towards our scholarships  
The Chattanooga Chapter  
Wants to give you a tip  
The place to start is  
With your membership.

Pardon us, gals  
Here comes the Chattanooga Chapter  
Where is Louise?  
We gotta give her a squeeze

EWI  
We've got connections and we love it  
Meet some new peeps  
There're more than you can believe

They're here from Calgary and Birmingham  
and Cincinnati  
San Diego, Harrisburg, of course, Tennessee  
We're here in the city  
We're all looking pretty  
Choo Choo girls are here to make their mark

E-wee's are the greatest that you ever will  
know  
We hope you will judge us as the best-in-  
show  
Better get those votes in  
Paula, Randy, Simon  
Woo, woo, Chattanooga, here we are

There's gonna be  
All these fillies at the LCAM  
Strutting their stuff  
Now have you heard quite enough

We're gonna yell  
Careers, connections and community  
So, all you lovely ladies  
Won't you give us a shout?  
Stand up ladies  
And give us a shout!!!



## OFFICERS AND DIRECTORS



PRESIDENT  
***Lynda Childress***  
Luken Holdings  
[lchildress@lukenholdings.com](mailto:lchildress@lukenholdings.com)  
423-424-2195



VICE PRESIDENT/PRESIDENT-ELECT  
***Margaret Browning***  
Chattanooga Coca-Cola Bottling Co.  
[mbrowning@ccbcu.com](mailto:mbrowning@ccbcu.com)  
423-494-0553



SECRETARY  
***Barbara Tawater***  
Northgate Title Escrow, Inc.  
[barbara@northgatetitle.com](mailto:barbara@northgatetitle.com)  
423-875-9533



TREASURER  
***Heather Burrell***  
MCA Mike Collins & Associates  
[hburrell@mcollins.com](mailto:hburrell@mcollins.com)  
423-892-8899



SERGEANT-AT-ARMS  
***Charlie Rosenquist***  
BlueCross BlueShield of Tennessee  
[Charlie\\_rosenquist@bcbst.com](mailto:Charlie_rosenquist@bcbst.com)



MEMBERSHIP DIRECTOR  
***Stacy Wheeler***  
The Chattanooga Hotel  
[swheeler@benchmarkmanagement.com](mailto:swheeler@benchmarkmanagement.com)  
423-756-3400



PROGRAM DIRECTOR  
***Michelle Withorn***  
EMJ Corporation  
[mwithorn@emjcorp.com](mailto:mwithorn@emjcorp.com)  
423-855-1550



WAYS AND MEANS DIRECTOR  
***Kerry Smith***  
State Farm, Chattanooga  
[kerry@kerrysmith.biz](mailto:kerry@kerrysmith.biz)  
423-870-1809



PUBLICATION DIRECTOR  
***Barbara Verhine***  
The University of TN at Chattanooga  
[barbara-verhine@utc.edu](mailto:barbara-verhine@utc.edu)  
423-425-4141



DIRECTOR-AT-LARGE  
***Denise Reed***  
The Concierge Level, LLC  
[dreed@theconciergelevel.com](mailto:dreed@theconciergelevel.com)  
423-266-6388