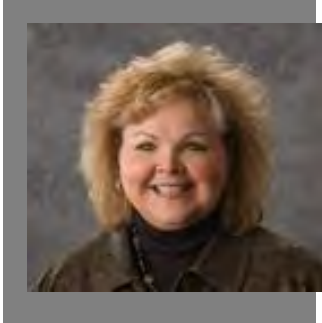


## Letter from President



This is the December newsletter for EWI – already! Let me be the first to say: **MERRY CHRISTMAS!** It seems like time is flying by during my year as being your President. Thank you so much for the wonderful turnout that we had at the November meeting. We had a room full! And didn't Maxine Bailey do a wonderful job! I have heard a lot of

positive feedback and so many of you were willing to give your time to mentor the young girls. Thank you.

The donations that everyone brought for Chattanooga Room in the Inn blew me away. You are truly generous ladies. And didn't it just feel great to do?! I tell you, it was the rainiest night of the month and we all had to lug a ton of extra stuff into the meeting room, but we did it! Thank you to The Chattanooga for holding it in a room for us until we could get it delivered to CRITI with "Blessings and much love from EWI Chattanooga" on Wednesday, November 18th. You are the best!

For the month of December, instead of having an ornament exchange, we are taking up for Joey Martel-James' Daisy Head Start. They are in need of the following items: books for toddlers and pre-k, shoes size 1 to 6, socks and sweat pants size 6 months to size 5. If you can bring one or more of these to the December meeting on December 8<sup>th</sup>, we will give to the little children at Daisy Head Start. You know, this is the season of giving. As we have been so blessed, I believe that we are to be a blessing. We were given the greatest gift that we could have ever been given, the Babe wrapped in swaddling clothes and lying in the manger, so this year help someone who is unable to help themselves—put some money into the Salvation Army bucket, feed the hungry, clothe the cold or give to your favorite charity.

I am looking forward to meeting our scholarship recipients this month and hearing their stories. Thank you for being such a wonderful group of professional women. I hope that you are enjoying EWI as much as I am.

Your Chapter President,  
Lynda Childress  
CEO, Luken Holdings, Inc.

### LOCAL BOARD

- Lynda Childress**, President  
Luken Holdings, Inc, Chattanooga
- Margaret Browning**,  
Vice President/President Elect  
Chattanooga Coca-Cola Bottling Co.
- Barbara Tawater**, Secretary  
Northgate Title Escrow, Inc, Chattanooga
- Heather Burrell**, Treasurer  
MCA Mike Collins & Associates, Chattanooga
- Charlie Rosenquist**, Sgt-At-Arms  
BlueCross BlueShield of Tennessee
- Catherine Cox**, Membership Director  
Lyndhurst Foundation
- Michelle Withorn, Program Director  
EMJ Corporation
- Kerry Smith**, Ways & Means Director,  
State Farm Chattanooga
- Barbara Verhine**, Publications Director  
The University of Tennessee at Chattanooga
- Denise Reed**, Director-at-Large  
The Concierge Level, LLC

### IN THIS ISSUE

President's Message.....	1
Meeting Notice .....	2
Website Trivia .....	2
Philanthropy Donation for December .....	2
Secret Pal Form .....	3
Chattanooga Room in the Inn Visit .....	4
Leadership Moment .....	6
Organizing Tip.....	6
Member Spotlight .....	7
Committee Reports .....	8
Firm/Members News .....	9
Officers and Directors.....	12

## December Chapter Meeting

- Date:** **Tuesday, December 8, 2009**  
5:30 pm—Meet, Greet and Networking  
6:00 pm—Dinner
- Where:** **The Chattanooga Hotel & Conference Center**  
The Rose Room  
1201 Broad Street
- Parking:** **Parking Garage—\$3.00; Free Street**
- Topic:** **Scholarship Recipients to Speak and**
- Guests:** **Scholarship Recipients**
- Other Business:** **Firm news, birthdays, anniversaries, secret pal reveal**
- Raffle:** **Donated Items**

### Menu for December Meeting:

- Boneless pork chop
- Mashed red skin potatoes
- Brandied apple demi glace
- Sautéed cabbage
- Fresh fruit trifle, pound cake, berries, orange pastry cream
- Coffee & Tea

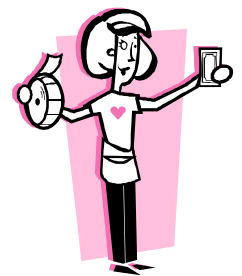


If you prefer a vegetarian meal, please notify Charlie Rosenquist, (Charlie\_Rosenquist@bcbst.com)

## Website Trivia

Win Win Win

Under the Careers Tab on our website [www.ewichattanooga.com](http://www.ewichattanooga.com) Member Benefits, email me the number one benefit that you will share with your firm as you make sure that you renew for 2010. Email Heather Burrell and your name will be entered to win 3 raffle tickets for our December meeting.



**Heather Burrell**  
[hburrell@mcollins.com](mailto:hburrell@mcollins.com)

## Philanthropy Donation for December

*“To have a complete understanding of philanthropy, we must acknowledge that it is a combination of service to human-kind, motivated by love for one another.”*

*John Korb*

Your Philanthropy Committee suggests that you bring items for our own member firm, Chattanooga Head Start/Baby Head Start.



Items needed are:

Toddler Shoes—Size 1-6 (Some are still wearing flip-flops)

Sweat Pants—6 mos. to 5 years

Children's books

Joey says they welcome gently used items too.



CONNECTIONS | CAREERS | COMMUNITY

**EWI Chattanooga****2010 Secret Pal Information**

Thank you for participating in the Secret Pal program. This is a fun program that works best with regular participation. Please be specific to enable your secret pal to decide on the right gifts.

By signing your name below, please make the commitment that you will remember your secret pal once a month, with a gift at the meeting, or a delivery to her office, or by sending a card, etc.

Name (printed): \_\_\_\_\_

Home Address: \_\_\_\_\_

Firm Name: \_\_\_\_\_

Firm Address: \_\_\_\_\_

Work Telephone: \_\_\_\_\_ Home Telephone: \_\_\_\_\_

E-mail address work: \_\_\_\_\_ E-mail address home: \_\_\_\_\_

Birthday \_\_\_\_\_ Anniversary (if applicable) \_\_\_\_\_

Primary colors used in decorating your home: \_\_\_\_\_

Décor Style (contemporary, traditional, etc.): \_\_\_\_\_

Favorite: Restaurant: \_\_\_\_\_

Fragrance: \_\_\_\_\_ Flower: \_\_\_\_\_ Color: \_\_\_\_\_

Music: \_\_\_\_\_ Books/Magazines: \_\_\_\_\_

Accessories (Jewelry type, scarves, etc.): \_\_\_\_\_

What do you collect? \_\_\_\_\_ What are hobbies: \_\_\_\_\_

What would be on your "bucket list"? \_\_\_\_\_

Return to: TBD

By signing, you are committing to remembering your Secret Pal once a month.

\_\_\_\_\_  
EWI of Chattanooga Rep

\_\_\_\_\_  
Date

*If you would like to participate in 2010, please complete the Secret Pal Form and bring it to the December meeting.*

*Please think it over and be sure you want to participate monthly. It's very disappointing when you don't hear from your secret pal, but it's great fun when you are remembered each month. Being someone's secret pal is very rewarding when you watch them smile when they receive their card or gift at the meetings, then they look around to see if they can spot someone watching. Lots of fun.*



November 17, 2009

230 Highland Park Ave.  
P.O. Box 3564  
Chattanooga, TN 37404

(p) 423.624.6144  
(f) 423.624.6061

Executive Women International  
Chattanooga Chapter  
P.O. Box 11522  
Chattanooga, TN 37401



Dear Executive Women International,

Thank you does not begin to express our gratitude. At a time when many households have found it difficult to make ends meet, you have opened your heart and your purse to the needs of our community's most vulnerable.

Because of your generosity, Chattanooga Room in the Inn continues to serve the homeless women and children of our area. The programs and services we offer allow for a safe haven and the opportunity to break the cycle of homelessness. This benefits not only the women and children who pass through our doors but the community as a whole. When people are given a hand up instead of a hand out, they can transition back to permanent housing thus taking the financial burden off a community by reducing costly crisis services.

On behalf of the residents, staff and Board of Directors we thank you once again for your donation of a room full of wish list items. Rest assured that your donation will be used wisely and helps a great number of individuals. In an attempt to reduce costs, we ask you to contact us with your email address by calling (423) 624-6144 or email at [info@chattanoogaaroomintheinn.com](mailto:info@chattanoogaaroomintheinn.com) if you would prefer to receive electronic notifications. This will allow us to email donation receipts in the future and save on postage.

Yours in service,

Erin Creal  
Executive Director  
Encl.

*In accordance with IRS regulations, Chattanooga Room in the Inn attests that the donor has received no goods or services in exchange for this contribution.*



NOV 20 2009



## Leadership Moment



*Leadership is one of the key components involved in our EWI members' lives. Good leaders are needed in all aspects of life, both in the business world and on a personal level.*

By: Pam Grant

### The Role of a Good Leader

- ◆ Service
- ◆ Leadership
- ◆ Commitment

### A Leader Is:

- ◆ Someone who will serve and support others whole heartedly and expect nothing in return.
- ◆ Someone who provides strong morals and values and lives by their own code of personal conduct so as to be a positive example to all.
- ◆ Someone who makes the commitment of time and effort to reach individual goals and help others achieve the same success. Warren Bennis, a management expert said, *"Good leaders make people feel that they're at the very heart of things, not at the periphery. Everyone feels that he or she makes a difference to the success of the organization. When that happens people feel centered and that gives their work meaning."*

### Great Leaders:

- ◆ Assist others in need.
- ◆ Maintain positive image.
- ◆ Helpful in all aspects of life.
- ◆ Serve with honesty and gladness.
- ◆ Provide positive role model for all

Executive Women International of Chattanooga has many members who have become leaders in our organization and in our city. They represent us with a great understanding of what leadership means to our member firms and our community. Leadership roles require having knowledge and understanding of what needs to be done and then getting those results. A leader also should have compassion and empathy for their fellow man, and our EWI of Chattanooga leaders have shown all these qualities.



## Melissa's Organizing Tips for December

### Melissa's Organizing Tip for December

There are so many things to do, both personally and professionally in December. Below are some tips to help you enjoy a balanced and stress-free holiday season:

- Take a half day of vacation to go directly from an offsite meeting to do some shopping. You'll save yourself valuable driving time.
- Collect money for a charitable organization in lieu of office holiday parties or gifts to coworkers.

Don't be hard on yourself – this isn't about perfection. For the next few weeks you'll probably be spending more time than usual on non-work activities. It's OK.

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

# Member Spotlight

By: Zelma Pack



## Delores Lewis

United Way of Greater Chattanooga is a not-for-profit organization that was established in 1922 as Community Chest. The name was changed in 1981 to United Way of Greater Chattanooga. The mission is “United people and resources in building a stronger and healthier community. United Way supports 44 partner agencies that provides 69 programs and services. They focus on three impact areas: Education, Building

Stable Lives and Helping the Most Vulnerable. The organization is very proud to say that 100% of every dollar raised goes directly into the programs and services in this community. Volunteers ensure that your contribution is well spent.

Delores serves as Senior Associate Campaign Director/Combined Federal Campaign Director at the United Way of Chattanooga. As CFC Director, she manages the charitable campaigns of 91 federal agencies in 21 counties through Tennessee, Georgia, Alabama, and South Carolina. In her twenty five years with the organization, she has had the opportunity to work and lead in various capacities of non-profit philanthropy. She says the opportunity to serve her fellow citizens in the metropolitan community has been most rewarding. She expressed her gratitude “for the success of our collective efforts to impact those individuals and families in greatest need.”

She is a graduate from the University of Tennessee at Chattanooga. Delores enjoys being intimately involved in her community. She also enjoys cooking, planting flowers and spending time with family and friends.

She and her husband, Robert, are the proud parents of two children, Kevin and LaTrecia and three grandchildren. Delores credits her success in life to her lasting faith in Jesus Christ. We certainly feel her witness through her invocations.

Delores is impressed with the overall commitment and successes of EWI. When her employer approached her about serving as representative, she eagerly accepted. She says she really enjoys being a part of such a worthwhile organization, and the relationships formed over the years have made an indelible impact on her life.

Thank you Delores for the inspiration you give the reps in EWI.

## Ways and Means Committee Report



By: Kerry Smith, Director

Just as your Ways and Means committee was taking a breath from our Barnyard Auction and Raffle, pecan sales were ready to be made. Pecan orders from Atwell Pecans were taken, revised and now delivered! Thanks to all of you for making this year's sales amazing! We've sold 912 pounds of pecans and expect to clear over \$1,600 in profit. That is terrific! Thanks to all the volunteers that have helped to bag and deliver pecans, but also to those of you who have committed to sell them.

A special thanks to Jody Hermann who coordinated the orders, housed the pecans, communicated information and coordinated the delivery of pecans. Remember to collect \$7.50 per bag, have checks made out to EWI of Chattanooga and send the money to Jody c/o Barge, Waggoner, Sumner and Cannon Inc, 1110 Market Street, Suite 200, Chattanooga, TN 37402.

Be looking for more fund raising ideas from your Ways and Means committee as we continue to work to raise money to help fund our expenses and philanthropic areas of focus.

## Report from Nancy Harrison Corporate Secretary/Treasurer



Having returned from the Corporate Board retreat, I wanted to tell each of you how proud I am of EWI of Chattanooga.

Our Chapter came up in conversation (in a very positive light of course) many times over the weekend and I believe it's not just because I was there...you know how much I love to toot our horn. We are carrying out so many best practices that we are just so dialed into and used to doing we don't even realize they're best practices! Among these are: greeting everyone at our meetings and making sure everyone feels welcome and is never stranded alone; having our past Presidents attend Board retreats; the Barnyard auction; the informal (non-meeting) luncheons with a mix of seasoned and newer members; the scholarship video; the scholarship recipients speaking at our December meeting; having some lunch meetings, not just dinner meetings; and I'm sure there are more.

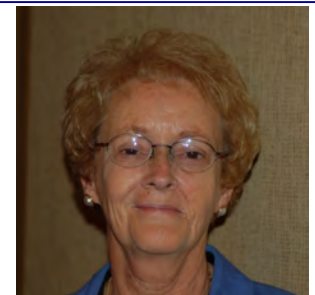
I am really, really proud, and honored, to represent EWI of Chattanooga.

## Membership Committee Report

By: Catherine Cox

**Membership Renewal** is just around the corner!

Please do not miss the December 31, 2009 deadline. If your dues are not paid on time, your firm will be required to pay the \$50 admission fee again in 2010.





## The Chattanooga Hotel

Big - Little Holiday Party / December 10, 2009

Reception 6:30 PM – 7:00 PM Dinner-Party 7:00 PM - 11:00 PM

Do you think your company is too small to celebrate the holidays in style? Well, The Chattanooga Hotel's Big-Little Holiday Party is the perfect opportunity to bring your employees to a big party for Chattanooga's small companies. The Big-Little Holiday Party will provide a great holiday atmosphere with a reception, dinner, drinks, music and dancing.

**Don't be a Scrooge...Book your holiday party now while space is still available.**

**\$45 Single \$80 Couple**

**Price Includes:**

**Reception with Hors d'oeuvres, Buffet Dinner,  
Two Drinks Tickets, DJ and Dancing**

### *Dinner Buffet*

*Harvest salad bar*

*Southern Waldorf salad*

*Mushroom artichoke salad*

*Char-grilled chicken breast*

*House smoked pork loin*

*Imported pasta with Pomodoro sauce*

*Fresh herb-goat cheese whipped potatoes*

*Sautéed seasonal vegetable medley*

*Fresh baked yeast rolls/sweet butter*

*Holiday dessert buffet*

*Coffee/tea service*

For more information contact Christy Barker at (423) 424-3726  
or e-mail at [cbarker@benclarkmanagement.com](mailto:cbarker@benclarkmanagement.com).

**Special room rate for participants of \$99**



Happy Holidays from  
The Chattanooga  
2009

**\*The Chattanooga is proud to team up with the Chattanooga Area Food Bank. Bring along a can of food or non-perishable item and receive one extra drink ticket.**

**\*Limit one per person.**



HER MARK

# ani yacoubian

by Nancy Henderson

Ani Yacoubian never doubted the career path she would take. Her father John, a master tailor from Beirut, Lebanon, opened a men's clothing store on Market Street in November 1969. For years, customers selected their fabrics from bolts on the wall, and John sewed each custom suit by hand. When demand for his work became so great that he couldn't keep up, he introduced ready-to-wear merchandise from high-end designers.

Armed with a business degree from Boston University, Ani joined the family business in early 2004 at its new location on Broad Street and set out to transform the ladies' department from a small sideline into a chic destination for fashion-conscious women of all ages. "The feedback that I was getting from being in the store every day was that sometimes things were looking a little older, a little matronly," recalls Ani, 27, who says she's an introvert in her private life and a people person at work. "I wanted to bring just a little fresher kind of aspect and feel to it, and a little bit younger feel at the same time."

Teaming up with her mom, Zevart, to purchase new lines for the store, Ani added a collection of hip BCBG Max Azria dresses, sweaters and jackets. Then she brought in more designer labels—Kay Unger, Tahari, Elliott Lauren, Christopher Blue, White + Warren—and took over the computer tasks and inventory management. She recently introduced reasonably-priced, reversible jewelry from Brighton, stocked up on high-end Eric Javits handbags and ordered a selection of winter hats. "I love hats," she says. "And I think there's a certain elegance to them if you can pull it off."

This cute fashionista with dark curly hair describes her own style as "updated classic" and "basic with a little twist," such as black slacks paired with a feminine, slit-sleeve top. She enjoys walking, traveling with the women in her family—this summer they trekked to Beirut to open a gift shop in honor of her deceased aunt—and reading fiction. "I'm addicted to my Kindle," she says. "It's the best thing in the world. I read everything from cheesy women's lit to Russian literature, whatever seems to fit my mood."

Her goal is to keep growing the women's side of Yacoubian's. "When you make a woman feel good about what she's wearing, there's something so rewarding about that," she says. "The main goal is just to make people happy. If you have a satisfied customer at the end of the day, it was a good day."

Yacoubian Tailors  
721 Broad Street  
Chattanooga, TN 37402  
423-265-0187  
yacoubians.com



**Ruth Oehmig** opens a new restaurant! Read the review from Nancy Harrison!

Mike and I were privileged to attend the pre-opening tasting party at Cafe on the Corner this past weekend. This new restaurant is owned by Ruth Oehmig, EWI's representative for Tennessee Travel. Located on top of Lookout at 826 Scenic Highway, Ruth and her son Sven, the executive chef, serve "Contemporary Southern Bistro" style food and it is fabulous! We sampled a dozen dishes and couldn't pick a favorite - they were all superb; gumbo, steak, trout, shrimp and grits, fantastic pasta, fried pickled okra, pumpkin pie with bourbon whipped cream, caramel cake....and so much more!

If you want a lovely dinner or lunch out, or a nice gift idea for the holidays (gift certificates or catering), Cafe on the Corner should be your first choice. See [cafeonthecornerlookoutmountain.com](http://cafeonthecornerlookoutmountain.com) for more information!

## Did you know...

**The *EWIConnect* is available to you to "toot your horn!" Have you had a promotion? Has your firm done something newsworthy recently? Received an award? Made an acquisition? Share the news with your network of business associates in our newsletter. Simply send your information to Barbara Verhine at:**

**[barbara-verhine@utc.edu](mailto:barbara-verhine@utc.edu)**

**by the 3rd Monday of each month. We look forward to hearing about your exciting news!**

## From EWI Corporate Connect for November 25, 2009

### Best Practice Idea

For its November meeting, EWI of Chattanooga hosted the son of a Representative who was home on military leave from Afghanistan. The soldier accepted the Chapter's request to attend the meeting and led members in the Pledge of Allegiance. EWI of Chattanooga gave this soldier a standing ovation and applauded him for his service to his country and to its citizens.

We share this as a Best Practice Idea that other Chapters may want to use to honor and support those who serve in the military.

*"Growing our chapter, growing our community, growing ourselves"*

## OFFICERS AND DIRECTORS

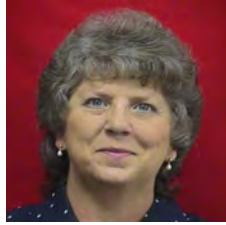


PRESIDENT

***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@cbbcu.com](mailto:mbrowning@cbbcu.com)

423-494-0553



SECRETARY

***Barbara Tawater***

Northgate Title Escrow, Inc.  
[barbara@northgatetitle.com](mailto:barbara@northgatetitle.com)

423-875-9533

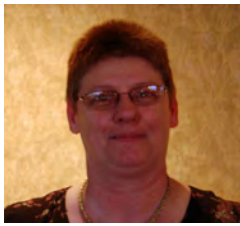


TREASURER

***Heather Burrell***

MCA Mike Collins & Associates  
[hburrell@mcollins.com](mailto:hburrell@mcollins.com)

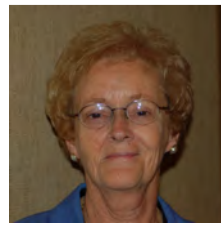
423-892-8899



SERGEANT-AT-ARMS

***Charlie Rosenquist***

BlueCross BlueShield of Tennessee  
[Charlie\\_rosenquist@bcbst.com](mailto:Charlie_rosenquist@bcbst.com)



MEMBERSHIP DIRECTOR

***Catherine Cox***

Lyndhurst Foundation  
[ccox@lyndhurstfoundation.org](mailto:ccox@lyndhurstfoundation.org)

423-756-0767



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



PUBLICATIONS 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