

Letter from the President



FINALLY! It is done. Your membership (and mine) has been renewed for the year. We have met our Corporate deadlines and we are off and running. Although we lost some firms we have gained so many. Thank you to everyone that works so hard recruiting new members. Thank you for believing in EWI. I

hope that you know that I do.

Did I mention that some of us are going to a Tennessee Forum the weekend of February 26th? The four TN Chapters—Chattanooga, Knoxville, Nashville and Memphis—are getting together to talk about EWI and what is working and not working. This is wonderful! I will be sure to fill you in on the wonderful things happening in Tennessee.

I hope you can join me in Memphis from April 22—24 for the Spring Conference. I have been asked to be one of the speakers for the conference and I feel so honored. You ladies make it easy to be the President of this Chapter and easy to speak in front of, SO, I would love to have some company. We can carpool; double up in rooms and do whatever we need to keep the cost down. Please give it some thought. It will be a great time of bonding, learning and fun.

Spring is coming! Things will start blooming, the air will be warmer, the daylight will last longer and life will feel sweeter. Bring it on. I am so ready – how about you?!!!

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

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

2009-2010 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
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- Charlie Rosenquist**, Sgt-At-Arms
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- Catherine Cox**, Membership Director
Lyndhurst Foundation
- Michelle Withom**, Program Director
EMJ Corporation
- Kerry Smith**, Ways & Means Director,
State Farm Chattanooga
- Barbara Verhine**, Publications Director
The University of Tennessee at Chattanooga
- Vacant, Director-at-Large

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March Chapter Meeting

- Date:** **Tuesday, March 9, 2010**
5:30 pm—Meet, Greet and Networking
6:00 pm—Dinner
- Where:** **Doubletree Hotel**
Vision Ballroom, Salon C
407 Chestnut Street
- Parking:** **Free Parking in the open lot beside the hotel or \$5.00 Valet Parking**
- Speaker:** **Vicky Gregg**
- Topic:** **Healthcare Reform: The Good, The Bad, and The Ugly**



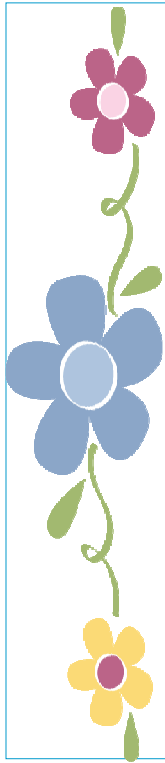
Vicky Gregg, President & CEO, BlueCross BlueShield of Tennessee

Vicky Gregg is the president and chief executive officer of Chattanooga-based BlueCross BlueShield of Tennessee, which serves more than 3 million members as the state's largest health plan and millions more across the U.S. through several subsidiaries.

Prior to becoming CEO, Gregg occupied several senior leadership positions in the company, including president and chief operating officer, executive vice president, and chief executive officer of Volunteer State Health Plan, the company's Medicaid HMO. Before joining BlueCross, Gregg worked for a national, publicly traded health plan where, as market vice president, she oversaw operations, strategic development, acquisition, and health plan service area expansion. A nurse by education, Gregg has over 25 years of experience in diverse health care environments, including clinical care, hospital administration, long term care, and health care benefits and financing.

Former Senate Majority Leader Bill Frist (R-TN) appointed Gregg to the United States National Institutes of Health Commission on Systemic Interoperability in 2004, which worked to develop a strategy for building a nationwide electronic health records network. In 2006, Tennessee Governor Phil Bredesen appointed Gregg to the newly-created E-Health Advisory Council, a 16-member panel created to make recommendations on how to establish an interoperable health care data exchange in Tennessee. Gregg also currently serves on several national boards, including America's Health Insurance Plans, the BlueCross BlueShield Association, the Council for Affordable Quality Healthcare, the National Institute for Health Care Management Foundation, and the Healthcare Leadership Council. She has received numerous awards and recognitions, including *Modern Healthcare* Top 25 Women in Healthcare, Health Ethics Fellow of the Trust, Vanderbilt School of Nursing Honorary Alumni Award, and *Business Tennessee* Most Powerful list. Gregg was named the 2009 Tennessee Woman of Distinction.

Gregg also serves on many community boards, including the Electric Power Board of Chattanooga. She is married to Dr. Fred Gregg III, an ophthalmic surgeon, and has two children.



A Thank You Note from
Margaret Browning

I would like to take this opportunity to thank all of the wonderful EWI ladies that have visited, sent cards, and phoned me upon the death of my father-in-law. He truly will be missed by our family and we anticipate the meeting of him again in Heaven. We are truly blessed to have known a man of great honor. Again, thank you from all of our family.

Menu for March Meeting

*Mixed Green Salad with Seasoned Pecans & Feta Cheese
Pot Roast
Caesar Salad
Chef's Choice of seasonal vegetables
Chef's Choice of potatoes or rice pilaf
Rolls or Artisan Breads
Berry Cobbler or Carrot Cake
Coffee & Tea*

*Vegetarian:
Pasta with Vegetable Marinara*

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

Website Trivia Contest Win 3 raffle tickets!

Have you ever been to our website? www.ewichattanooga.org

To qualify this month for your name to be entered to win 3 raffle tickets for our March meeting, all you need to do is



click the link above and email Heather that you have been to our website! A lot of information is available online and all you have to do is click.

hburrell@mcollins.com

Who Am I

?

I've been kayaking on Class 5 white water and survived!

I'm married to an "old rock'n roller" that has entertained Chattanooga for years.

Do you know who this is? Check your April Connect for the reveal.

Philanthropy for March



HaCoBA is an acronym taken from **H**amilton **C**ounty **B**aptist **A**ssociation.

Records kept by United Way (211) indicates that HaCoBaCare is #1 in distribution of food in Hamilton County through referrals.

Items the Center is in need of are as follows:

Soup

Canned fruit, peas, beans

Rice, canned meat, corn & potatoes

Pancake mix, powdered milk

Pasta & sauce

Cornbread/muffin mix

Cereal, oatmeal

Macaroni & cheese

Peanut butter

Dried beans

Crackers

Bar soap, shampoo, laundry detergent (powder),

Deodorant, toothpaste/brushes, toilet paper, baby food, diapers, & formula

Remember, this is “in kind” participation. You are not obligated to bring items unless you want to. Your contributions are appreciated.

Our lives are to be used and thus to be lived as fully as possible, and truly it seems that we are never so alive as when we concern ourselves with other people.
Harry Chapin

COMMITTEE REPORTS

March, 2010

Sergeant At-Arms Report

There were 61 attendees at the **February** meeting.

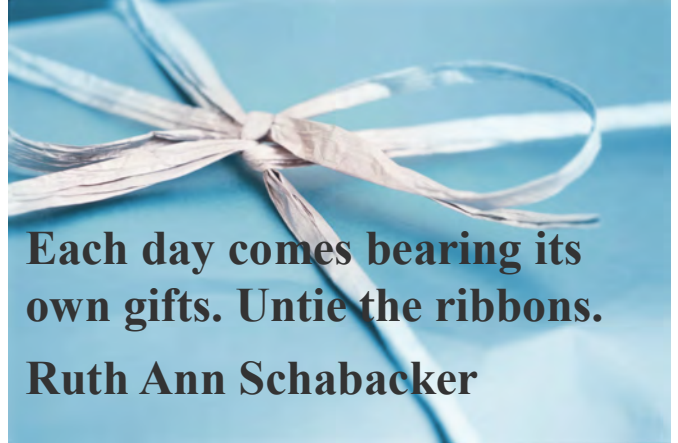
14 Guests Present

44 Representatives Present

1 Lifetime Members Present

2 Sustaining Members Present

67% of Firms Were Present



Each day comes bearing its own gifts. Untie the ribbons.

Ruth Ann Schabacker

Membership Committee Report

By: Catherine Cox

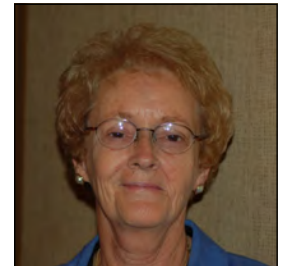
NEW MEMBER ORIENTATION

Tuesday, March 9, 2010

5:00—5:45 pm

Wisdom Board Room

Doubletree Hotel



If you have recently joined EWI or would like to know more about the organization, please join us prior to the March meeting for a new member orientation. It might be that you need help on navigating the website or information on the different committees.

Please RSVP by March 3rd to ccox@lyndhurstfoundation.org

NO DIRTY DISHES FOR A WEEK!

Your EWI of Chattanooga 'Ways and Means' committee is beginning our newest fundraiser, 'No Dirty Dishes for a Week' at our next meeting on Tuesday, March 9, 2010. Our goal is to raise \$20,000 to help pay for our chapters' various projects including educational scholarships and member sponsorships.

Thanks to the generous donations by our members and our member firms, we have collected an impressive prize to the winning ticket to allow the winner to enjoy eating out for a whole week! Buying a \$20 ticket will give you the opportunity to win a \$600 package of dining gift certificates and a \$50 gas card to get you there from the following places:

- \$100 gift card for J Alexander's
- \$100 gift card for 'Buy it Downtown'
- \$50 gift card for Big River Grille
- \$50 gift card for Outback Steakhouse
- \$50 gift card for Hiroshi
- \$50 gift card for Cracker Barrel
- \$50 gift card for Red Lobster
- \$50 gift card for Back Inn Café
- \$50 gift card for American Café
- \$50 gift card for Olive Garden
- \$50 gas card for 'On the Run'



We are asking each member to sell at least 8 tickets and each sustaining member to sell at least 3 tickets. Your tickets, a flier regarding the fundraiser, and an envelope to collect your money for the tickets will be distributed to you at our March 9th meeting. Additional tickets will be available for sale at the meeting as well from Melba Wolfe. You can also request additional tickets to be ready for you at this meeting by contacting her at (423) 309-5545 or e-mail her for the additional tickets at melba@uniqueent.net.

We even have some great prizes in store for our top two salesladies!! Information about these prizes will be presented at our March meeting.

The drawing for the winning ticket will be at our May 11, 2010 meeting. The winner will NOT have to be present to win.

Melissa's Organizing Tips for March



Get in the "Flow"

In psychology circles, a state of energized focus where your head is completely "in the game" is called Flow. Flow occurs when we are fully involved in a task, overcoming obstacles with ease, and producing results that give us personal satisfaction and contentment.

Sound too good to be true? Twenty percent of people experience Flow every day! So, how can we make it happen more in our work?

Three Steps to Achieving Flow at Work

- 1.) **Set Goals.** Goals will inspire you to action and increase the likelihood that you will achieve Flow.
- 2.) **Gather Relevant Resources.** Flow can be disrupted when you do not have the tools you need to accomplish your goal.
- 3.) **Create the Environment.** Minimize interruptions by shutting down your email, turning down the volume on your phone, and closing your office door.

Is Flow eluding you? For more tips, please go to www.mbgorganizing.com and sign up for my free monthly newsletter.

Did you know that Melissa's husband was recently recognized for the following:

Dr. Eric Gratias and a few of his patients appeared on Good Morning America's "Your Three Words" segment in October! Here is the full video they submitted.

<http://www.newschannel9.com/news/thompson-985320-children-disorders.html>



Brenda Waddell

Baylor is a coeducational day and boarding school for students grades 6-12. Nearly 1100 students attend Baylor. The school has a rich history, strong traditions and a beautiful campus located on the Tennessee River.

Brenda has been at Baylor for 10 years. Currently she is the Payroll and Benefits Administrator and works closely with the Vice-President of Business and Operations on human resource issues. Brenda said she has been a part of the Baylor family for many years. Her mom worked at Baylor for 52 years, and both of her children are Baylor graduates. She loves her job and says Baylor is more than a job, it is a community of friends, mentors and students that support and care for each other. Brenda invites everyone to come by for a visit.

Brenda and her husband, Tim, have 2 grown children. Their son, Blake, and his wife live in Memphis where he teaches and coaches at Germantown High School. Their daughter, Blaire, is a recent college graduate and works at CreateHere in Chattanooga. I believe we all remember how impressed we were when Blaire attended our meeting recently giving us the opportunity to tell what we wanted to see happen in our city.

Brenda says that initially, she joined EWI so Baylor would have a representative. However, after meeting Carolyn Stringer for lunch, she said how could she say no? EWI has become so much more than a membership on a roster. It, like Baylor, is a group of supporting, mentoring and caring friends. She expressed her appreciation for all of us.

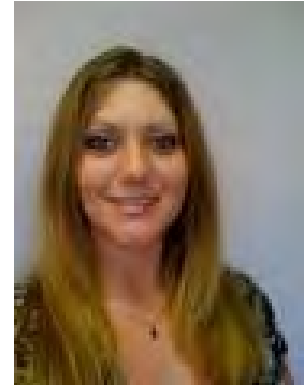
Brenda, we certainly appreciate you, too.



HomeFinder

CHATTANOOGA & SURROUNDING COUNTIES

Representative: Amy Fowler



HomeFinder Magazine- Publishes Friday, April 2nd

65,000 Total Magazines

46,800 + delivered directly to households through the Chattanooga Times Free Press.

18,200 delivered to 260 + locations including street racks, banks, real estate offices and local businesses.

Available on-line for up to 6 months at www.homes.timesfreepress.com

Rates range from \$399 per full page to \$99 per quarter page – Full Color & Ad Design included.

Any business offering home oriented products or services can be included. For more information contact Amy Fowler –Coordinator at 423-757-6453 before March 10th.

THE UNIVERSITY of TENNESSEE CHATTANOOGA

Representative: Barbara Verhine



Spring 2010 Women's Studies Lecture Series

(All lectures will take place in the University Center at 5:30 pm. Lectures are free and open to the public.)

March 1 American Women Missionaries and Social Reform
Sara Jorgensen in 19th Century Southern Africa
Signal Mtn Rm

March 22 The F Word and the B Word: Feminists, Feminist
Lisa Cothran Orientations and the Use of Sexual Epithets
Ocoee Room

March 31 Catherine Who? The Often Overlooked Queen Consort
Michelle White of King Charles II
Signal Mtn Rm

OFFICERS AND DIRECTORS

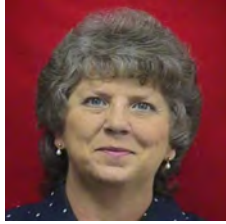


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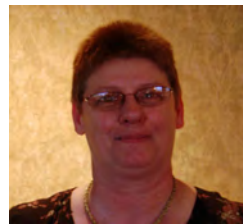


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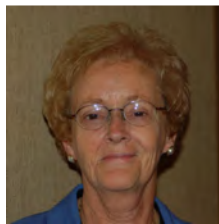
423-892-8899



SERGEANT-AT-ARMS

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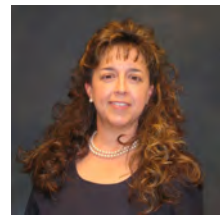


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DIRECTOR-AT-LARGE

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

EWI CHATTANOOGA CHAPTER MEMBERS

March, 2010

ADS Security	Linda Pervis	Law Offices of Lloyd Stanley	Nancy Harrison
Barge Waggoner Sumner & Cannon, Inc.	Jody Hermann	Luken Holdings	Tammy Babb
Baylor School	Brenda Waddell		Lynda Childress
BI-LO, Inc.	Sue Moore	Lyndhurst Foundation	Carolyn Stringer
BlueCross BlueShield of Tennessee	Pamela Blaylock	MBG Organizing Solutions	Catherine Cox
	Charlie Rosenquist	MCA, Mike Collins & Assoc., Inc.	Melissa Gratiis
BMW of Chattanooga	Isabel Ober		Heather Burrell
Catoosa County Climate Controlled & Regular Storage	Pamela Grant	Miller & Martin PLLC	Kristen Smith
Chattanooga Area Chamber of Commerce	Christie Kelly	Northgate Title Escrow, Inc.	Tanya English
Chattanooga Bakery	Lori Slatton	Oehmig Travel Consultancy	Barbara Tawater
Chattanooga Coca-Cola Bottling Company United	Fredia Higdon	Office Team	Carla Hilling
Chattanooga Convention & Visitors Bureau	Margaret Browning	Reliable Building Solutions, Inc.	Sandy Saylor
Chattanooga Funeral Home	Lori Dodd	Republic Parking System	Kathy Sok
Chattanooga Girls Leadership Academy	Kay Low	River City Consulting	Kelley Eblin
Chattanooga Head Start	Djuana Tomlin	Rone Regency Jewelers	Joyce Harlin
Chattanooga State Technical Community College	Joey Martel-James	Smith, Laura c/o Studio LaVie'	Ashley Spinelli
Chattanooga Times Free Press	Barbara Morgan	Southern Adventist University	Laura Smith
Citadel Broadcasting Corporation	Amy Fowler	State Farm	Carrie Harlin
CMC Publications	Kelly McCoy	Tennessee Valley Federal Credit Union	Kerry Smith
COS Business Products & Interiors	Kate Pinson	The Chattanooga Hotel	Karen Hannifin
Courtyard & Residence Inn by Marriott	Connie Mills	The Krystal Company	Christy Barker
Dimension Designs Inc.	Cindy Ward	The University of Tennessee at Chattanooga	Colleen Fieser
Diversified Companies, LLC	Christine Stephens	Town & Country Barber Shop	Barbara Verhine
ELD Associates, LLC	Kim Pendergrass	U.S. Xpress Enterprises, Inc.	Marti Brown
	Frances Cannon	Unique Gifts and Promos	Janice Houser
EMJ Corporation	Zelma Pack	United Way of Greater Chattanooga	Nancy Landreth
Enterprise Rent-A-Car	Michelle Withorn	Wabash Trailer Sales, LLC	Melba Wolfe
EPB Telecom	Summer Blevins	Wild Moon Resort & Ranch	Delores Lewis
Erlanger Health System	Valerie Lucas	Yacoubian Tailors	Becky Rudewicz
First Tennessee Bank	Priscilla Williams		Cindy Bruce
Fitness Together	Kristina Smith	Sustaining Members	Ani Yacoubian
Fletcher Bright Company, Realtors	Rachel Reeves		Jan McAfee
	Elaine Peterson	Life Member	Dottie Jones
Heartland Payment Systems	Sandy Wright		Penny Walker
Kayser-Roth Corporation	Kathy Lee		Nancy Templeton
Kenco Logistics	Debra Gates		
Lattimore Black Morgan & Cain, PC	Carolyn Pool		
	Beverlee Bartley		
	Mary Ellen Maycann		
	Nena Powell		