



Letter from the President



I wanted to thank each of you who brought your mother, your daughter, your friend and your mentor to our May meeting! What a blessing to meet with each of you and to share a little rose along your path! Each of you outstanding women means everything to the success of EWI of Chattanooga and to me as the president of this wonderful organization.



June is the Executives' Luncheon and we are looking forward to meeting with them. Jed Mescon, News Anchor of WRCB/Channel 3 will be the luncheon speaker. I hope each member will attend and bring their executive. The luncheon will allow our executives to see their importance to EWI and what EWI is all about! So bring them and have a great time!



I want to personally extend to you an invitation for your opportunity to serve on EWI's Board for 2011-2012. It is such an honor to participate with this group of ladies and stand behind our chapter! We do not know of your willingness to serve without your speaking and relaying the message of desire. So please, let us know you are willing to serve! We want you!

Opportunities ahead for our chapter:

July – Armed Forces Philanthropy Project

August – Practice for our Barnyard Auction in September

September – Barnyard Auction

October – Installation of new officers

We are growing and soaring! Come on, be a major part!

Sincerely,

Margaret Browning

Your Chapter President

2010-2011 Officers and Directors

Margaret Browning, President
Chattanooga Coca-Cola Bottling Co.

Michelle Withorn,
Vice President/President Elect
EMJ Corporation

Barbara Tawater, Secretary
Northgate Title Escrow, Inc,

Kristina Smith, Treasurer
First Tennessee Bank

Ani Yacoubian, Sgt-At-Arms
Yacoubian Tailors

Ani Yacoubian, Membership Director
Yacoubian Tailors

Kim Pendergrass, Program Director
Diversified Companies

Kathy Sok, Ways & Means Director
Reliable Building Solutions, Inc.

Kate Pinson, Communications Director,
CMC Publications

Lynda Childress, Director-at-Large
Luken Holdings, Inc.

2011 EWI Chattanooga Executive Luncheon

Date: **Tuesday, June 14, 2011**
12 Noon

Where: **Doubletree Hotel**
407 Chestnut Street

Parking: **Free Parking in the open lot beside the hotel or \$8.00 Valet Parking**

Speaker: **Jed Mescon**

Remember, Due to Riverbend, parking will be tight. If you work close by we encourage you to walk or carpool if possible. See you there!



May Meeting





Melissa's Organizing Tips for June

Office Organizing Products – Helpful or Harmful?

Below are organizing units my clients can't live without. When used to their best advantage, they'll clear your work space and create a flat surface. No more working on a mile high pile of papers or clutter.

Bins and Boxes –

Helpful when:

- Used to store items that won't fit easily in file folders
- Each bin is labeled on the outside (miscellaneous not allowed)
- The bin blends in with your office decor

Harmful when:

- They become black holes into which items go and never return
- They multiply without regular purging

Floating Shelves –

Helpful when:

- You can take advantage of the extra real estate that exists up high
- You have books, photos, and small items to display**

Harmful when:

- Items they contain are never rotated or changed
- People start writing messages in the dust they have accumulated

File Holders (wall or desktop) –

Helpful when:

- You don't want your papers out of sight
- They are used for active, or "working" files
- Files go in and out of them daily

Harmful when:

- The files stored meet or exceed the capacity of the file holder
- They contain a hodgepodge of projects, meetings, references, wish lists, etc.

Quote from The Futurist (by Joel Barker):

"The best way to predict the future is to create it."

I challenge you to create the future you want – an efficient office. You deserve it!

For more productivity tips, please go to www.mbgorganizing.com and sign up for my free monthly newsletter.



Ways and Means Committee Report

By Kathy Sok

No Dirty Dishes:

Thanks to everyone, we raised \$6060.00.

Package A-Fine Dining Winner- Heather Burrell

Package B-Casual Dining Winner – Joyce Matthews

Congratulations to our Top Two Winners who sold most tickets!

Margaret Browning and Penny Walker both sold \$400/each.

Monthly Door Prize Sale :

We raised \$247.00 in May meeting.

Tickets are \$1.00 and you buy many as you need for all the items on the table you want to bid for winning!!

Our inventory is getting low, so please bring new items!

If you have any questions, please contact : **Lori Slatton** @ lslatton@chattanoogachamber.com

2011 – 14th Annual Barnyard Auction:

Please reserve your tables and seats with Catherine Cox via:

Email: CCox@lyndhurstfoundation.org or Call: 423-756-0767

\$35 per Ticket, \$400-Silver Level, \$500-Gold Level, \$700-Platinum Level

When: Sept 15th, 2011 (Thursday) 5:30pm **Where:** Chattanooga Choo Choo

Live Music by: Barefoot Nellie Dinner: Barbecue Plates

Nose to Toes / Door Prize Drawings / Auction Prizes... Bring plenty of \$1, \$5 bills!!

Free Parking is available till the lots are full (golf carts will be stationed to transport)

We are ready to collect Donations for the Auction !!

Website Advertising:

Check out our Website for the advertisement of our member firms!!

Utilize our website and monthly meeting power point presentation to advertise your firm!!

If you are interested in advertising, please contact : Melissa Gratias @ Melissa@mbgorganizing.com

Bi-Lo Boosters Plus Card Program:

Use your cards each time you shop Bi-lo for free money back from Bi-Lo. Gift Cards purchased will bring 4% back to EWI. Starting in April, we will have copies of the card at the front desk for each monthly meeting. Grab many as you need. You must register for EWI each year!



- I have four children and am amazed by the animal kingdom. I enjoy trail running, hiking, and nature. I've traveled to several places around the world. I think being a food critic seems like a glam job.

Do you know who this is? Check your July Connect to find out!

Sergeant At-Arms Report

By: Ani Yacobian

There were **62** attendees at the

March meeting.

15 Guests Present

47 Representatives Present



May Who Am I?

- I was born in Oak Park, Illinois on 3/8/57. I've lived in Illinois, NJ, Missouri, Georgia and TN. My husband, Terry and I, have been married 31 years. We have 2 adult sons—Erik, 28, single, lives in LA—he's an actor, musician and radio personality and Alex, 25, married to Erin, lives in Tucson, AR—is a Orientation and Mobility specialist working with blind VA patients and wife is ultrasound specialist.
- I have been with State Farm since 1982. I am a State Farm agent in Red Bank, TN. I love to sing and I am a ventriloquist. I love to travel and have throughout the US including Hawaii and Alaska. I have traveled to Spain, Italy, the Panama Canal, the Bahamas, the Mediterranean coast and the Caribbean.
- I glued shoes together in a factory during High School, worked at several fast food restaurants, was a researcher for the Debate team and a debater in college, sold retail clothing and managed a retail clothing shop and worked 13 years in various jobs in local banks in Murfreesboro.

Were you able to guess? **Kerry Smith** is the representative for State Farm.



Teresa Headrick

Unum

Unum Group is a large disability insurance carrier – formed from the mergers of three companies, Provident Life and Accident Insurance Company, Paul Revere and Unum.

Teresa joined Provident Life and Accident Insurance Company (now Unum) in Chattanooga in 1977. Over the years, Teresa worked in various roles in disability and life insurance, most recently in training and quality in the Individual Disability Organization. Teresa is an active member of a strategic Unum Training Leadership Council, is a licensed Life & Health insurance broker, is currently serving her third term as President of the Greater Chattanooga Chapter of ASTD (American Society for Training and Development) and serves on the Board of SITE (Society of Insurance Trainers and Educators). Teresa enjoys volunteering at Chattanooga's Ronald McDonald House, for the American Heart Association and the American Cancer Society's 'Road to Recovery'. Teresa lives in Soddy Daisy with her husband, David, and their dachshunds, Smokey and Bullet. She enjoys sports, exercising, cooking and playing with her dachshunds, Smokey and Bullet.

When asked why she joined EWI, Teresa noted, "I joined EWI to network and connect with the diverse EWI membership, to learn more about Chattanooga businesses and our community."



Everything Just So

A Website is like a House

Curb Appeal Attractive, appealing, eye catching in a good way. No six-foot tall lit up Mr. and Mrs. Santa on the front porch...in July. (Honey, have you taken down the Christmas lights?)

Outdated content and eye-searing color combinations won't get you another drive-by.

Address When I was in the tenth grade, my family moved to Anchorage's "prominent Loussac Drive." Everyone who knew Anchorage knew Loussac Drive was in one of the nicest neighborhoods on the Cook Inlet bluff.

Your website address communicates volumes. Make sure it says what you want.

Type and Size Single family? Duplex? Rambling ranch or cozy cottage? Two bedrooms or five?

E-commerce? Social connectivity? Marketing? Ten pages or 10,000?

Layout When I was a new mother, I lived in a two-bedroom condominium that had such a terrific layout it felt much bigger than its 880 square feet.

Websites should have an intuitive layout with organized information.

Taxes and Dues Oh, the on going costs of home ownership! The taxes and dues hardly begin to cover it. From HVAC units to dishwashers to the roof, it seems something always needs repairing.

Maintenance costs for websites include domain registration, hosting, content updating and design refreshing.

Extras The gourmet's kitchen. The view. The hot tub. The master closet. The reading nook.

Seminar registration, custom newsletters, e-commerce, polling features, social media integration; the list is endless.

Who knew? A website *is* like a house!

Nancy Harrison, Project Princess

EverythingJustSo.com

Project Management & Website Development

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Birthdays and Anniversaries



No Picture Available



06/01 Karen Hannifin

06/13 Sheila Thompson

06/13 Barbara Verhine

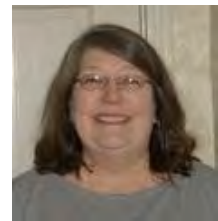
06/23 Rachel Reeves



6/09 Margaret Browning

06/12 Jackie Barry

06/18 Kathie Fulgham



06/22 Jan McAfee

06/23 Karen Hannifin

06/28 Joey Martel-James



CONNECTIONS | CAREERS | COMMUNITY

Our Mission

EWI brings together key individuals from diverse businesses for the purpose of promoting member firms, enhancing personal and professional development, and encouraging community involvement.

Our Vision

To be a professional organization that creates value for its member firms and their representatives through career development, business connectivity, and involvement in local communities.

Our Strategic Goals

- 1. To strengthen, expand and broaden membership.**
- 2. To provide member firms with meaningful benefits.**
- 3. To actively promote education for all representatives.**
- 4. To achieve a high level of community visibility through service.**

Executive Women International—EWI of Chattanooga
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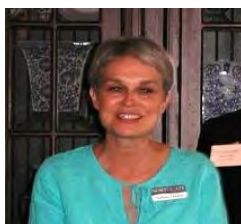
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 423-424-2195

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 Kate Pinson: kpinson@sceniccitymags.com by the 3rd Monday of each month. We look forward to hearing about your exciting news!

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