



## Letter from the President



We have an exciting year ahead of us full of possibilities focused around the 3 C's of EWI: Connections, Careers and Community! How can we do this? **TOGETHER** - we can do anything.

Here's the Strategic Plan that incorporates each of you in helping to achieve this over the next year:

- Develop each of us as a Leader through in-depth monthly programs focused on the 3 C's
- Highlight every Firm, Executive and Firm Representative in a year
- Network and engage Members/Firms more through Mentoring and Networking
- Celebrate our 25<sup>th</sup> Anniversary: Our History and Our Future
- Engage Member Reps/Chairs/Board together more
- Educate our Firms and Members about the value of EWI to your Firm, You and our Community
- Community involvement through Philanthropy and Fundraising

Our theme for the year will be about growing as Servant Leaders. Whether you realize it or not, you are a Leader at work, home, church, around your friends and in your community. Someone is always watching you and following your example. A Servant Leader serves the people they lead and are selfless which involves listening, empathy, awareness, foresight, inspiring, empowering, personally investing in and committing to the growth of others, and building a healthy community.

EWI is packed full of amazing and remarkable Leaders and Professional Women. What type of Leader do you want to be known as? I challenge you not to just read over this and go on, but to really consider that question, determine the type of Leader you want to be, and put it into action today.

Thank you for your dedication to EWI and excitement about this next year. I am here to serve you and honored to be a member of EWI.

Sincerely,  
Michelle Withorn, Your Chapter President

### 2011-2012 Officers and Directors

**Michelle Withorn**, President  
EMJ Corporation

**Ani Yacoubian**,  
Vice President/President Elect  
Yacoubian Tailors

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Chattanooga Chamber of Commerce

**Nena Powell**, Treasurer  
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**Barbara Tawater**, Sgt-At-Arms  
Northgate Title Escrow, Inc.

**Sandy Saylor**,  
Retention and Recruitment Director  
Robert Half International

**Kate Pinson**, Professional  
Development Director  
CMC Publications

**Sharon Diegel**, Fundraising Director  
Miller & Martin PLLC

**Melissa Gratias**,  
Communications Director  
MBG Organizing Solutions

**Margaret Browning**, Director-at-Large  
Coca Cola Bottling Co.

## November Chapter Meeting

When/Where: Tuesday, November 8th at 5:30 pm  
at the Doubletree Hotel (407 Chestnut Street)

Topic: Mistakes Women Make in the Business World

Speaker: Marj Flemming, LaunchPoint Leadership

3 C's Focus: Careers



### Biographical Sketch

**Marj Flemming**  
Leadership Coach, Consultant  
Owner, LaunchPoint Leadership

Marj Flemming is an entrepreneur who focuses her energy and business on the elements of leadership. She is founder and owner of Launch Point Leadership, a consulting firm dedicated to developing individuals as leaders and positioning organizations to take leadership positions.

## November Philanthropy

Cause: Tree of Warmth (Salvation Army)

What to Bring: Hats, Scarves, Gloves, and Blankets (new and/or gently used)



## Fundraising: Sharon Diegel, Miller & Martin, PLLC

**PECAN SALE:** Our pecan sale provides scholarship funds for Southern Adventist University. The pecan companies we've bought from in the past are charging higher prices per bag due to this year's drought. We have decided to again sell pecan halves, pieces, praline pecans, chocolate covered peanuts and chocolate covered raisins from South Georgia Pecan Company. Pecan halves and pieces will sell for \$10 per bag, while the praline pecans and chocolate covered items will sell for \$9 per bag. Orders were due October 19 and will be delivered by mid November.

**PASTA FUNDRAISER:** To help bring in additional dollars for the Southern Adventist University scholarship, we decided to sell pasta in fun holiday, sports and collegiate team shapes. There are two ways to order:

- Brochure Sales- an EWI member takes the order and there is no shipping charged. If you want a packet, please let Kathy Lee ([klee@distefanolaser.com](mailto:klee@distefanolaser.com)) know.
- Online Sales: Out-of-town family and friends can place orders from the website created for our group (<http://www.funpastafundraising.com/shop/ewichatt>). Online customers do pay for shipping but it is delivered directly to their doorstep.

We will need to take the orders up no later than the November meeting on the 8th.

**TREE OF WARMTH:** If you can attend the dedication at the Creative Discovery Museum on Friday November 18th at 3:30 pm, please let Kathy Lee ([klee@distefanolaser.com](mailto:klee@distefanolaser.com)) know by 11/15.

**MONTHLY DOOR PRIZE TABLE:** We raised \$96.00 on our October door prizes. We always need new items for our door prize table every month so please bring them for our November meeting.



## Sergeant-at-Arms: Barbara Tawater, Northgate Title Escrow, Inc

Last Month's Meeting Attendance:

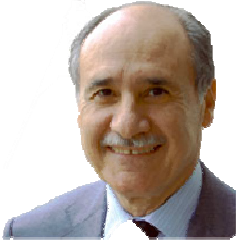
Members Present:	35
Guests Present:	5
Percentage of Firms Present:	59%



## Website Committee: Kristina Smith, First Tennessee Bank

Look out for some information on our EWI websites and how to use them coming soon!

## Yacoubian Tailors



Since opening its doors in November of 1969, Yacoubian Tailors has been Chattanooga's premier destination for exclusive clothing. John Yacoubian began his career after training as a master tailor for thirteen years. He then received degrees in tailoring from "Ecole Professionnelle de Coup de Couture" in Paris, France and Gentleman's Garment Design in Chicago, Illinois.

After making clothing by hand for over eight years, in Chattanooga, Yacoubian Tailors incorporated ready-to-wear clothing from the world's top designers. With a discerning eye for detail, Yacoubians has become synonymous with fine custom tailoring and designer clothing for both men and ladies.

Ani Yacoubian joined Yacoubians full-time in 2004. Her main mission was to revamp the women's department. Today, the women's line includes not only tailored suits, but also every day wear and accessories for all women.



<http://yacoubians.com/>



Ani Yacoubian (front) with the new Board installed at our October 2011 meeting.



## EWI Care Corner

Please keep the following requests in your thoughts and prayers:

Karen Hannifin's brother (recent heart attack)

Bertha Lloyd (Delores Lewis' sister)

Betty Doss (Delores Lewis' sister)

Karen Collins (Co-owner of MCA – battling Ovarian Cancer)

Pauline Turner – (Heather Burrell's "Ma"-knee replacement surgery)



Thanks for your support of EWI members and families. If you have a request to add this list, please send it to Heather Burrell ([hburrell@mcollins.com](mailto:hburrell@mcollins.com)) by the Friday following our monthly meeting.



## Website Trivia Contest: Win 3 raffle tickets!

We are thankful for all our members, but one of our EWI's will be celebrating her birthday on Thanksgiving Day. Email her name to me at [kelly.mccoy@cumulus.com](mailto:kelly.mccoy@cumulus.com) and you might win 3 raffle tickets! While you're at it, mark it on your CALENDAR & send her a birthday email!

## EWI Corporate: Development Opportunities

### Building Trust in the Workplace

with Sobem Nowoko

Tuesday November 8 - 3:00 pm (ET)

### The Basics of MyEWI

with Melissa Menatti

Tuesday November 15 - 3:00 pm (ET)

### New QR Codes

with Jim Rhodes

Wednesday, December 14 - 3:00 pm (ET)

Register for these webinars at [www.ewiconnect.com](http://www.ewiconnect.com).



*Note: All announcements need to be sent to [melissa@mbgorganizing.com](mailto:melissa@mbgorganizing.com) by close of business on the Friday following our monthly chapter meeting.*



## Organizing Tips for November

### Tips for Becoming Paperless Dr. Melissa Gratias, MBG Organizing Solutions

Despite the many advantages of being paperless (such as cost savings and less search time) many clients tell me that they're not yet ready to take the plunge.

In this article, you'll see some important considerations that will help move you along this path.

#### TIPS FOR BECOMING PAPERLESS

**Set up – or expand -- your electronic file cabinets.** If you have a good system for filing your paper (or email), mirror that.

**Scan documents** as soon as they come into your office.

**Toss or shred paper documents** after they're scanned. This eliminates the paper duplicates.

**Use an online service to automatically back up your electronic files.** Companies such as Carbonite and Mozy automatically back up data and store it offsite.

**Purchase a quality scanner.** PC Magazine and Amazon recommend products from the following companies: Canon, Epson, Fujitsu, The Neat Company and Visioneer. I recently purchased a Fujitsu ScanSnap and talked about it in my vlog at [www.youtube.com/user/MBGorganizing](http://www.youtube.com/user/MBGorganizing).

**Synch your company's files in the cloud** so they are accessible anywhere with most portable devices. Examples of cloud locations: Carbonite, Dropbox, Evernote and Google Docs.

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

Outgoing EWI  
Chattanooga President,  
Margaret Browning with  
two important men in  
her life: her husband,  
Fred and her firm's  
executive Tony Killen.





CONNECTIONS | CAREERS | COMMUNITY

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## **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.**

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Executive Women International—EWI of Chattanooga

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Executive Women International

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**MEMBERS FIRMS**

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