

Message from the President



When working closely with other people in business or a non-profit organization, it's easy to focus more on others' shortcomings instead of their strengths. A good leader/manager will focus more on the strengths of others to help sharpen those skills and build a strong team.

When one is working to their strengths and skills set, they feel fulfilled in their work and open to new challenges. Do you know your strengths? Are you fully utilizing your skills and strengths in your business and in EWI?

As we approach our new chapter year, there are a variety of areas to serve to make your personal development and your firm's membership in EWI more beneficial. When you get involved, you, your firm and our community all gain the return from your investment. My challenge to each of you is to find a committee where you can serve and invest in the future of each other and EWI.

Thank you for your dedication and commitment to EWI. Our chapter is tremendously blessed and it is an honor to serve you.

Michelle Withorn
Chapter President
EMJ Corporation

2011-2012 Officers and Directors

Michelle Withorn, President
EMJ Corporation

Ani Yacoubian,
Vice President/President Elect
Yacoubian Tailors

Lori Slatton, Secretary
Chattanooga Chamber of Commerce

Nena Powell, Treasurer
Lattimore, Black, Morgan & Cain, PC

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.

August Chapter Meeting

Date: Tuesday, August 14

Time: 5:30 pm

Location: Doubletree Hotel
407 Chestnut Street

3 C's Focus: Connections



Kim White,
President and CEO
River City Company

How to Effectively Network

Each and every day Kim White helps ensure downtown Chattanooga remains a vibrant and attractive centerpiece of economic, social and cultural growth for the entire region. As president and CEO of River City Company, she guides this private non-profit's focus on not only downtown development, but also, attracting jobs, growing the residential population and cultivating retail investment; better connecting UTC with downtown; and making downtown more accessible and enjoyable for everyone.

EWI To-Do List:

- Email your reservations for the August meeting to Barbara Tawater
- Collect Barnyard Auction items
- Help MCA Support Ovarian Cancer Research (page 3)
- Help us grow our membership. Check out Sandy's list on page 4 of this newsletter.

Philanthropy:

There is no philanthropy project for August other than to collect items for the Barnyard Auction.

The Reading Rally will be in September.

Welcome New Member Firms!

Grant Interior Design LAB
Jane Grant,
President/Owner

Hutchinson & Walls CPA
Kimberly Hutchinson,
Partner

Chattanooga Bakery, Inc.

In 2002, Chattanooga Bakery celebrated its 100th Anniversary as the maker of the MoonPie and Lookout brand of snack products. Recently, the company purchased a small gourmet food company, Betsy’s Cheese Straws. The MoonPie brand is distributed nationally in all major food outlets including Grocery, Drug, Mass, Convenience, Vending and Foodservice as well as in specialty accounts like Cracker Barrel, Bass Pro Shops and Vermont Country Store. Because of its memorable name, multi-generational appeal and strong value, MoonPie has achieved “iconic” status and is regularly featured on national shows including Unwrapped, The Oprah Winfrey Show and Modern Marvels. MoonPie comes in 6 flavors – chocolate, vanilla, banana, lemon, orange and strawberry – and three sizes – the original Single-Decker, the Double-Decker and the Mini. Several years ago, the MoonPie Crunch line was introduced in two flavors – Peanut Butter and Chocolate Mint.

Sam H. Campbell IV, President

Sam IV is the fourth Sam Campbell to preside over Chattanooga Bakery, starting his bakery career as a teenager in the production area during summer breaks throughout high school and college. He is a graduate of The McCallie School, where he is a board member, and Washington & Lee University.

Fredia Higdon, Production Schedules & Customer Service Rep

Fredia has been associated with Chattanooga Bakery for over 16 years beginning in customer service then later adding production planning and scheduling to her area of responsibility. She has been married for 38 years to husband Devon, and they have three grown children, and hope to have grandchildren in the near future. Fredia enjoys spending time with family, traveling and riding her four-wheeler on the family farm.



GOLF TOURNAMENT: Tee-Off Un-TEAL there is a Cure.
 When: Friday, September 14, 2012
 Where: The Bear Trace at Harrison Bay
 To sponsor or play, please call 800-347-6950 or Heather Burrell
hburrell@mcollins.com.

CASUAL FOR A CAUSE: We are looking for businesses that will agree to sell casual day stickers. Please call 423.892.8899 or email Heather Burrell.

www.mcollins.com/teal



Fundraising: Sharon Diegel, Miller & Martin, PLLC

The summer is flying by and the Barnyard Auction will be here before we know it! Our scholarship goal this year is \$18,000 -- WE CAN DO IT! We ask each member firm to donate three items or a cash donation for our auction. Member representatives are also encouraged to donate items. Gift certificates, electronics, gift baskets, cash -- all new, unused donations are welcome!

If you know what your donations are but they are not yet available, please complete donation forms and email them to sdiegel@millermartin.com. Donations can be turned in at our August meeting or by calling Sharon (423-785-8415) to arrange for pick up. To ensure your company's and/or your donations are recognized in our auction program booklet, please submit completed donation forms by the end of August -- that leaves only a few weeks! If you need the donation form, please contact Sharon.

Also, don't forget to buy your tickets for the Barnyard Auction. Individual tickets are \$35 each. Tables can be reserved at the following levels: Silver Level, \$400; Gold Level, \$500; Platinum Level, \$700. Please let Sharon know if you need a ticket reservation form.

And don't forget about selling your tickets for the drawing to be held for the quilt handcrafted by our own Catherine Cox. Tickets are \$1.00 each. Contact Catherine if you need more tickets.



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

July Meeting Attendance:

Members Present:	37
Guests Present:	5



Retention and Recruitment: Sandy Saylors, Robert Half International

Help us grow our membership! It is our goal to reach 75 member firms by June of 2013. Do you know any outstanding women in any of these industries?

Automobile Industry - Parts Dist/Ret, Sales & Rental, or Components (Aftermarket)

Associations - Professional/Medical

Audio Visual Industry - Products, Training & Education, or Video Tape Reproduction Service

Invite them to our next meeting! Or, send their contact info to sandy.saylors@rhi.com and I'll extend the invitation. Thanks for your help making EWI of Chattanooga even stronger!

Come to the Chattanooga Lookouts game on August 4th & August 5th!
Tennessee Valley Federal Credit Union is sponsoring "USED CAR NIGHT"
18 Used Cars will be given away!

EWI Care Corner

Please keep the following requests in your thoughts and prayers:

Samantha Hogan (daughter of Kim Tyler with Air Filtration in ICU at Erlanger)

Audrey Harris (Employee at MCA in hospital with kidney failure)

Autumn Duggan (Fighting Cancer at Age 8, from Sheila Thompson at Philips Lightolier)

Joyce Harlin (recently diagnosed with cancer)

Bertha Lloyd & Betty Doss (Delores Lewis' sister)



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) by the Friday following our monthly meeting.



Website Trivia: Win 3 Door Prize Tickets!

If you search our Member Directory, how many EWI members are listed in the "Associations" category?

Email your answer to kelly.mccoy@cumulus.com for a chance to win 3 door prize tickets.

EWI Corporate: Webinar Recordings

Leading with Emotional Intelligence

June 14, 2012

[View the Recording](#)
[Webinar Handouts](#)

Leadership Through Motivation

March 13, 2012

[View the Recording](#)
[Webinar Handouts](#)



Leadership Conference and Annual Meeting (LCAM)

Dallas, TX Sept 12-15

Register at: <http://tinyurl.com/LCAMregistration>

Registration \$675 by 8/13

All announcements need to be sent to Melissa Gratias of MBG Organizing Solutions (melissa@mbgorganizing.com) by close of business on the Friday following our monthly chapter meeting.



CONNECTIONS | CAREERS | COMMUNITY

Executive Women International® brings together key individuals from diverse businesses for the purpose of:

- **Connections** - Promoting member firms
- **Careers** - Enhancing personal and professional development
- **Community** - Encouraging community involvement



“Like” our Facebook page to view meeting photos and receive updates about our chapter.



Follow us on Twitter @EWIChattanooga

Quick Links:

- Member Firm Listing
<http://www.ewichattanooga.org/index.php?mode=directorybrowse&sortby=alpha&toshow=999>
- EWI Corporate
<http://www.ewiconnect.com/>