

## Letter from President



**Happy New Year!** I hope that you all had a very Merry Christmas. As we start a brand new year, I am reminded of all the things I have to be thankful for. We made it through Christmas (which is very hard for so many); we have our EWIC sisters and friends to

call on for support and strength; we have roofs over our heads and food in our refrigerators and so much more. So what about this New Year? What lies ahead? Well, I can tell you this, you never know when something wonderful is coming your way! I truly believe that. At any moment in time, you could experience the wonderfulness of fulfilled longings and desires. I wish for each of you that the year 2010 is the best year that you have had so far. I pray that your businesses flourish, your families grow closer, your life is filled with love and laughter and you experience many blessings.

For the month of January, our Philanthropic project is soup, yes, soup. We will be bringing cans of soup and taking them to the Community Kitchen to help provide a warm meal for the homeless. Zelma Pack has graciously found out the details for us. What a wonderful way to start the New Year – helping those that can't help themselves!

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

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

### LOCAL BOARD

- Lynda Childress**, President  
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- Kerry Smith**, Ways & Means Director,  
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## January Chapter Meeting

- Date:** **Tuesday, January 12, 2010**  
5:30 pm—Meet, Greet and Networking  
6:00 pm—Dinner
- Where:** **Doubletree Hotel**  
**Vision Ballroom, Salon B**  
407 Chestnut Street
- Parking:** **Free Parking in the open lot beside the hotel or \$5.00 Valet Parking**
- Speaker:** **Julie Baumgardner**
- Topic:** **“Finding the Balance Between Family and Work”**
- Other Business:** **Firm news, birthdays, anniversaries, secret pal reveal**
- Raffle:** **Donated Items**

### Menu for January Meeting

Mixed Green Salad with seasoned pecans & feta cheese

Tilapia Stuffed with Crab

Chef's Choice of seasonal vegetables

Chef's Choice of potatoes or rice pilaf

Rolls or Artisan Breads

Chocolate Layer Cake or Key Lime Pie

Coffee & Tea



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

## Website Trivia

Win Win Win

Let's start this year off with a bang! The number one thing we need to know this year is about you!! Please email something about what is going on at your company or in your life and we may spotlight it in the newsletter which is linked to our website. Take a minute—send a picture or a news update to Heather Burrell and your name will be entered to win 3 raffle tickets for our January meeting.



Heather Burrell

### Philanthropy Donation for January

*“It is not what we get. But who we become, what we contribute...that gives meaning to our lives.”*  
Anthony Robbins



Your Philanthropy Committee suggests that you bring a can or two of soup for the Community Kitchen to feed those in need of a hot meal in January.

## December 2009 Meeting



Congratulations, Heather and Jody, our Fellow Scholarship Winners!



Our donations for the Chattanooga Head Start/ Baby Head Start



Congratulations Denise, Barbara, Jody, Zelma, Lynda, Margaret and Karen—our Academy of Leadership Graduates!



Congratulations, Carolyn, our EWI Top Recruiter for the entire EWI organization 2 years in a row!

## Our special guests—our Scholarship Recipients!





## Leadership Moment

### Accentuate the Positive in Management Accentuate the Positive Redirect the Negative Increase Productivity

By: Pam Grant

When I think of the words, “accentuate the positive,” I think of the members of Executive Women International. As I meet more EWI members and get to know them, it seems to me that they are very positive people. There is an old song that begins with the words, “accentuate the positive.” The song then goes on and says to eliminate the negative. It would be nice if that could be accomplished. Whether it is in the workplace, at home, or at school, we all have to deal with relationships and how to manage them. The Carnegie Institute of Technology found that 90% of people who fail in their life’s vocation, fail because they cannot be successful in relationships. Well known author and manager, Ken Blanchard, has written a book titled, *“Whale Done! The Power of Positive Relationships.”* What exactly do whales have to do with positive relationships? The author of this book had been to Sea World and watched the trainers work with the killer whales. It is rather humorous to ask the question, what do you do when a killer whale does the wrong thing? How do you train them? The trainers use building trust and giving positive reinforcements. The trainers of the killer whales at Sea World get the behaviors they desire from the whales by rewarding the correct behaviors. Before they ever attempt any training they build trust with the animal. Then the trainers give the whales motivation to do what they want them to do. The whales actually perform for the trainers because they enjoy it. It was not a great jump to assume that the same type of motivation would work in human behavior.

**“Whale done”** can be a management style. Managers are shown how to create a positive work environment by catching people doing things right, not just catching people doing things wrong. The keys to creating a positive environment, whether at work or at home are building trust, accentuating the positive, and redirecting the negative. This will increase the productivity and the effectiveness of any company. The overall effectiveness of a company is enhanced when the skills and needs of an individual are maximized. When the individual you are working with feels understood and appreciated, it can have a great effect. The focus should be on building understanding and developing goals. Leaders should never assume they know what motivates a person. They should build trust with their employees and let them know that a positive attitude prevails. Managers should let employees know that they will be given encouragement and help if mistakes do occur. When mistakes do occur, learn to redirect the energy and go over the problem without blame. Go over the task in detail and ask if it is understood. Clear communication is part of building understanding and trust. Then most importantly, express your continuing trust and confidence in the person. This is a big part of redirecting the negative. If you do have to make a correction, the person will have trust in you that you have their best interest at heart. The ultimate goal is to help people become self-motivating and that people would want to do the right thing because they enjoy it themselves. One great quote from the book is, “It’s great to have a position of power, but don’t use it. The only way you can really get people to do what you want them to do is by developing a positive, trusting relationship with them. Be positive with people and you’ll get positive results.

You can see that both the people at work and your family at home have more in common with a killer whale than previously thought. Both whales and people perform better when you accentuate the positive. There is a big difference between “GOTcha” (catching people doing things wrong) and “Whale Done!” (catching people doing things right). It may be easier to catch people doing things wrong, but begin to look for people doing things right. When everything is going well be sure to say something positive. If we could all learn how to accentuate the positive and redirect the negative instead of being critical of people and acting in ways that damage trust, the world would be a much better place. I believe that all of us, the members of EWI, Chattanooga, can eliminate the negative and have happier more successful lives.



# Member Spotlight

By: Zelma Pack



## Barbara Tawater

Barbara is President of Northgate Title Escrow, Inc. which was started as a branch of Title Escrow of Chattanooga. The company's services are real estate closings, and they also issue title insurance to lenders and property owners. Barbara started her career as an escrow secretary, and has been in the title business for 30 years. She enjoyed the closing process, but mainly does the marketing and managing of the office now. She said "Once in a while they will throw me a closing just to keep me happy."

She and her husband, Jimmy, have been married almost 20 years. She has 2 grown children and 4 grandchildren.

Barbara loves most any outdoor activity—biking, hiking, kayaking, gardening and, of course, playing with the grandkids. Her favorite trail to bike is the Virginia Creeper. She says back when she was kayaking, she was usually the only female paddling with a group of guys which made her push herself all the more to keep up with them. She sure didn't want them to say that she held them back, so she says "I did lots of rivers, rapids and yes, even drops and falls, that I normally wouldn't have done." An exciting experience on the Ocoee River—that is where she met Jimmy!

In the interview process, I asked Barbara if I could share a bit of my knowledge about her hubby and she said it was okay. An interesting fact about Jimmy is that he was a **popular** singer/musician around town during the '60's. I thought she probably meet him at "Denos", but she says she never went there so she missed the experience in life of seeing him perform there. Barbara says she joined EWI for the networking, but she has found so much more! We are so proud to have you and your company, Northgate Title Escrow, Inc. and appreciate you for serving this organization as Secretary for 2009-2010.

## Melissa's Organizing Tips for January



### New Year's Resolutions: Join the Successful 12%

Did you know that a mere 12% of people achieve their New Year's Resolutions? To turn this doomsday prophesy around, let's examine our past successes and pick up pointers that will help us achieve your 2010 resolutions.

#### Secrets of our past successes:

- ◆ When you prioritize, you are productive. When you don't prioritize, you're just busy.
- ◆ When confronted with a huge project, break it into phases.
- ◆ There's no ability like accountability

#### So what does this mean for our 2010 resolutions?

- ◆ Prioritize. Pick one and only one goal.
- ◆ Break it down. There are 12 months in 2010. Separate your goal into phases.
- ◆ Share it. Find an accountability partner who will support you.

So, when you are considering how to succeed at New Year's resolutions, ask yourself, "What has worked for me before?" Then take those successful techniques from the past and apply them to achieving your 2010 goal.

**To learn more about achieving your goals for the New Year and beyond, please go to [www.mbgorganizing.com](http://www.mbgorganizing.com) and sign up for my free monthly newsletter.**

## Ways and Means Committee Report



By: Kerry Smith, Director

Your Ways and Means Committee continues to look for ways to raise money for our EWI of Chattanooga projects and scholarships. Here's some of what we've recently completed, what we're working on and what's to come:

- ♦ **October 2009**—Barnyard Auction raised over \$16,500 for our scholarships. This month, checks were presented to Chattanooga State and the UTC for scholarships.
- ♦ **December 2009**—Atwell pecan sales raised a record \$1,620 for our EWI of Chattanooga projects. Jody Hermann coordinated the pecan sales for the holidays and is completing the collecting of funds for this event.
- ♦ **Throughout the year 2010**—Sale of banner ads through our website and ads through our monthly meetings for our EWI of Chattanooga projects. Michelle Withorn is coordinating sales of ads to promote you and your firm. Please contact Michelle at (423) 855-1550 or (423) 490-3277 for more information.
- ♦ **March/April 2010**—'No Dirty Dishes for a Week Fundraiser' for our EWI of Chattanooga projects. This fundraiser will not only provide additional funds for our organization, but it will allow winner to avoid cooking for a week! We will need help from our entire membership to make this fundraiser a success. More details to come!

So as you can see, your Ways and Means Committee enjoys making money for our organization! Thanks for all each of you do to help support of your Ways and Means Committee and our fundrais-

## Membership Committee Report

By: Catherine Cox



Our Chapter has an exciting momentum, and we want to share with other quality Chattanooga companies who do not know about our professional women's organization. If we are a "well kept secret," we have only ourselves to blame.

Please review the following companies and see if you might have a contact there who would enjoy EWI:

**Chattem**  
**East Tech Company**  
**Fillauer**  
**R&R Marketing**  
**Top Flight**  
**Westinghouse.**

We all know our objectives are mutually beneficial to the company considering membership, as well as to our Chapter.

If you know of someone at any of the firms, please let Catherine Cox ([ccox@lyndhurstfoundation.org](mailto:ccox@lyndhurstfoundation.org)) or Carolyn Stringer ([cstringer@lukenholdings.com](mailto:cstringer@lukenholdings.com)) know. They'll be happy to call and explain the benefits and ask a prospect to visit a meeting.

Remember: we do have a non-compete clause in our by-laws and recruiting quality firms is our only source of revenue in the Chapter.

### December Meeting/Attendance:

Firms Represented by Reps -- 70  
 Guests Present --24  
 Percentage of Firms Present -- 64%  
 Representatives Present -- 49  
 Lifetime Members Present -- 2

# M e m b e r N e w s

Congratulations to Heather Burrell, MCA, **Mike Collins & Associates, Inc.** and Michelle Withorn, **EMJ Corporation**, new MBA Graduates from Bryan College.



## Erlanger Health System

Representative: Priscilla Williams

Jim Brexler, President and CEO of the Erlanger Health System was recently recognized at the 71<sup>st</sup> annual meeting of the Tennessee Hospital Association (THA) held in Nashville. The statewide organization serves as an advocate for hospitals, health systems and other healthcare organizations and the patients they serve. It also provides education and information for its members, and informs the public about hospitals and healthcare issues at state and national levels.



Mr. Brexler, Erlanger's CEO and President since 2004, was installed as chairman of the Tennessee Hospital Association's Board of Directors during the 2009 annual meeting. He currently serves on the THA Board of Directors and has chaired the association's Insurance Reform Task Force, Patient Safety Council and THA Solutions Group Board of Directors.

**Did you know** you can read testimonials of local EWI executives on our website? See <http://ewichattanooga.org/index.php?page=testimonials>

## OFFICERS AND DIRECTORS



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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!