



Minutes of the Chapter Business Meeting
EWI of Memphis
October 15, 2009

Call to Order

The October EWI of Memphis Chapter meeting was called to order at 6:05pm at The Racquet Club, Memphis, TN, by Martye Slayton, President.

Roll Call

34 Active Representatives, 1 Sustaining Members, and 5 Guests

Minutes

The September minutes were approved as published on the website.

Treasurer's Report

The September General Operating and Golf financials have been posted to the website. They will be filed for audit. The B/C/DP financials will be posted to the website after an additional correction.

The 2009-2010 Budget will be discussed at the November meeting and the vote will be taken at the December Business meeting.

Communications

None

Committee Reports:

Program:

Do you Twitter, Facebook or blog??? Deborah Crawford, owner of Smart Marketing Works, enlightened us to the latest online marketing tools. She tells us “the internet is NOT going away”, so the time is NOW to learn something new! Online marketing is an incredible tool to get the word out on your business, hobby, career, interests or groups and associations. There are many different mediums you can use to achieve this:

- You can blog, set up a forum or join a discussion in a forum
- You can share photos thru Flickr and Facebook
- You can post or watch videos on UTube
- You can listen to a podcast via iTunes
- You can join LinkedIn and network with other professionals

Deborah was entertaining as well as informative. She passed out business cards and encouraged us to contact her if we had questions.

Ways & Means:

Terrice Huggins, Chair (BancorpSouth) made the following announcements:

- November door prizes will have a “holiday” theme

- Beer and wine will be sold at the November chapter meeting as an additional fundraiser for Ways & Means
- In December, we will have a chapter-wide Bake Sale – bring a baked item in a disposable container
- A “Bowling Party” is in the planning stages – more details to follow

Unfinished Business

Outgoing President Anna Hough thanked the membership for their support with a musical video of “Stand by Me.” Several talented musicians from around the world performed the song, reminding us that “no matter who you are, no matter where you go in life, at some point you are going to need someone to stand by you.”

New Business

President Slayton announced that the Board has recommended “Honorary Member” status be extended to Terry Reeves, Hicks Convention Services. Terry has been an invaluable asset to our chapter, particularly this past year helping Jackie Hicks (Hicks Convention Services) with the monthly programs. The chapter voted yes to this recommendation and Terry will be installed as an Honorary Member by Membership Chair Paige Perkins (Memphis Grizzlies) at the November chapter meeting.

Each month, board members will initiate conversation with their table guests about selected EWI Trivia. Trivia will be incorporated in to the table decorations to make it a “fun” learning experience!

Announcements

- ✓ Peachie Bailey (INSOUTH Bank) reported the following results of the golf tournament:
 - 15 Teams participated
 - 54 Tee signs sold
 - \$5500 estimated profit
- ✓ Deadline for the November ***EWIConnect*** is November 3, 2009. All submissions should be sent to Barbara Taylor (FedEx Express).
- ✓ The next Professional Development Teleseminar will be November 4, 2009 at 6:00 pm CT. To register, visit the corporate website: www.ewiconnect.com

Understanding Yourself and Others . . . Why You Say What You Say, *but* I Hear What I Hear!”

This Professional Development Teleseminar will assist you in learning:

- What makes successful people successful
- How to identify four key communication styles
- Knowing and optimizing your strengths

- What undermines your individual success and how to stop it
 - How to turn your Achilles Heels into strengths
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- ✓ The November Board meeting will be held on Thursday, November 12, 2009, at Rhodes College and will be hosted by Sherry Fields.
 - ✓ The November Chapter meeting will take place at the Audubon House (first home purchased by Elvis Presley) on Thursday, November 19, 2009.
 - ✓ Sharing and Caring items should be emailed to Janiece Swets (Eagle Network).
 - ✓ Updated rosters, Board and Chapter minutes, financials and copies of the ***EWIConnect*** will be available each month at the nametag table. Please pick up a copy and “stay connected”!

Adjournment

The meeting was adjourned at 8:40 pm.

Approved by Martye Slayton
(President’s signature)

Submitted by Carol Whitfield
Secretary