

**EXECUTIVE
WOMEN
INTERNATIONAL®
MEMPHIS
OFFICERS & DIRECTORS**

PRESIDENT

Peachie Bailey
Smith & Nephew, Inc. 345-6366
peachie.bailey@smithnephew.com

VICE PRESIDENT

Krissie Heuer
Business Equipment Center 345-5650
kheuer@bec-memphis.com

SECRETARY

Judy Thompson
Rock Island Corporation 529-5700
jthompson@orgill.com

TREASURER

Angela Washington
Memphis Airport Authority 922-8058
angelaw@mca.com

SERGEANT-AT-ARMS

Rose Ann Bradley
FedEx Worldwide 434-5533
rose.Bradley@fedex.com

PROGRAM DIRECTOR

Janet Mitchell
University of Memphis 678-3042
jbmitch1@memphis.edu

WAYS & MEANS DIRECTOR

Martye Slayton
Kemmons Wilson Companies 328-5051
mslayton@kwilson.com

MEMBERSHIP DIRECTOR

Kristi Richardson
FedEx Corporation 434-5515
kristi.Richardson@fedex.com

PUBLICATIONS DIRECTOR

Ida Dixon
Smith & Nephew – Trauma Division 399-1955
Ida.Dixon@smithnephew.com

**BUSINESS/CAREER/DEVELOPMENT
PROGRAM DIRECTOR**

Lori Ducey
Rhodes College 843-3967
ducey@rhodes.edu

BOARD ADVISOR

Henri Vaskin
Deloitte & Touche 322-6777
hvaskin@deloitte.com

PARLIAMENTARY ADVISOR

Martha Pallesen
Pallesen Consulting Services, LLC 362-7401
pallesen@cs.com

EWI Corporate Office
515 South 700 East, Suite 2A
Salt Lake City, UT 84102-2801
Email: ewi@executivewomen.org
Phone (801) 355-2800 Fax (801) 355-2852
Website: www.executivewomen.org

PRESIDENT'S MESSAGE

By Peachie Bailey

WOW is the best way to describe how I feel about the year that lies ahead for the Memphis chapter. We have a group of leaders that are serious about moving our chapter upward and onward. You will receive as much value as can possibly be given in the next 12 months.

Your leadership team will be working to assure you a year full of learning opportunities and special development tools. We have set our goals and plans for the 05-06 year and we are anxious to put them in motion. Our engines are running full throttle toward a successful finish.

Beginning with this Pulse and each month thereafter we will choose a subject to offer as a help to you. These articles will be driven by current trends which will assist us in staying up to date. It might be a new twist on an old rule or something we have never tried before, but whatever the material may cover we want to bring you as much insight as we can.

It is my pleasure to serve each one of you and I am very



grateful for the opportunity to be a leader in our great organization and the best chapter in EWI. Your board and I will always have the best interest of our chapter, as a whole, at the top of the list.

I will close this message with two quotes from Lucille Ball which I think fit the mindset of our membership. "If you want something done, ask a busy person to do it." "The more things you do, the more you can do."

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2005
CALENDAR OF EVENTS

OCTOBER EVENTS

October 18, 2005
5:30 p.m.
Board Meeting
Hosted by Martye Slayton
Kemmons Wilson Companies
8700 Trail Lake Drive West

October 20, 2005
5:30 p.m.
Chapter Meeting
Hosted by: Sherry Fields
& Lori Ducey
Rhodes College
2000 North Parkway

October 22, 2005
10:00 a.m.
Board Retreat
Kemmons Wilson Companies
8700 Trail Lake Drive West

NOVEMBER EVENTS

November 5, 2005
Reading Rally
Baptist Children's Home

**CONFERENCES/
ANNUAL MEETINGS**

2006 LEADERSHIP
CONFERENCE & ANNUAL
MEETING
September 14-16, 2006
Orlando, FL

**SPRING
CONFERENCE**

2006 SPRING CONFERENCE
April 20-22, 2006
Memphis, TN
Featuring Academy of Leadership
Module 1

2006 SPRING CONFERENCE
May 18-20, 2006
Omaha, NE
Featuring Academy of Leadership
Module 2

OCTOBER PROGRAM

By Janet Mitchell, Program Director

We are very excited about the programs for the coming year and are starting the year off right with a firm night at Rhodes College, hosted by representatives Sherry Fields and Lori Ducey. They have planned a great evening for us. If you have been to Rhodes College, you know what a special place it is. If you have not been there before, you will certainly not want to pass up this opportunity!

Before our dinner/meeting begins, tours of the new Paul Barret, Jr. Library are scheduled to begin at 5:30 p.m. Since tours will take approximately 30-40 minutes, plan to arrive on time as you do not want to miss anything. After the tours, we will gather back in the Catherine Burrow Refectory for our dinner. Maps and parking instructions will be sent to the membership at a later date. We encourage you to invite your executives, colleagues, and new prospective members to attend this very exceptional meeting. We look forward to a wonderful and informative evening.

There are many special things already planned for our chapter this year and we ask for your support. Let's make it a banner year.

See you at Rhodes College!

EWI[®] MISSION AND VISION

MISSION

Executive Women International[®] is an organization which brings together key individuals from diverse businesses for the purpose of:

- ❑ Promoting member firms
- ❑ Enhancing personal and professional development, and
- ❑ Encouraging community involvement

VISION

To be the Leading Connection for Business Professionals

Professional/Personal Development

GOING BEYOND GOAL SETTING

BY KEVIN EIKENBERRY

I just Googled the phrase “goal setting”, and found approximately 3,600,000 web pages that relate in some way to that phrase. This shouldn’t surprise us, because conventional wisdom is that goal setting is an important skill.

It is easy to document both through anecdotal evidence as well as through research that setting goals can help us achieve more. There are hundreds of books, tapes, speeches, workshops, and websites that will provide us with tools and processes to set goals. One would think for something as important as goal setting, with as many tools as there are available, that everyone would be a goal setter.

This however isn’t the case.

While I could fill a book with the reasons why, there is one that is very important.

People don’t set goals now because they didn’t achieve the ones they set in the past.

They’ve followed the goal setting process they learned or read about, but the seminar or book stopped at the wrong time. The seminar stopped with the setting of the goal. That is like ending the game after the first play, then going to sit on the sidelines, while the goal is out on the playing field.

My advice to you, if you can identify with what you’ve just read is to stop worrying about goal setting. And start focusing on goal achieving.

In other words, stop worrying about which goal setting model to use, or which software to track your progress with. Stop making the goal setting process the focus, and start putting the focus on goal achievement.

(continued on page 4)

POSTINGS

Company: **St. Francis Hospital-Bartlett**

Major: Institutions and Hospitals

Minor: Hospital

Company: **A. G. Edwards and Sons**

Major: Finance

Minor: Investment Counselors

Upon Board approval, the Membership Director posts the major and minor classification and firm name either in the Chapter publication or by special mailing, *stating that if no written objections are received from a member firm executive within ten (10) days of posting*, the Membership Director will contact the prospective firm to pursue membership. If an objection is received *in writing from the executive*, the Membership Director will notify the Board of Directors and advise the referring representative of the objection.

Please contact *MEMBERSHIP DIRECTOR, Kristi Richardson, FedEx Corporation, at 901-434-5515*, if you have any objections.

Here are three things you can do to put our focus on goal achievement and drastically increase your success:

1. Get sick and tired. It is often said that people really begin to reach new health goals when they become “sick and tired of being sick and tired.” Achieving a goal means that you want something different than you have now. To build your ongoing and sustaining drive to achieve the new item, knowledge or situation, you must become disgusted and dissatisfied with the current situation. This doesn’t mean that you should become bitter or grumpy, but rather it means to develop a healthy dissatisfaction with the way things are now (current profitability, the cycle time for new product development, or your inability to find a bathroom in Brazil).

2. Get (and stay) excited about the result. To sustain the challenges, setbacks and disappointments along your way to goal achievement, you must have another motivation as well. You must really want the benefits that will come to you when the new goal is achieved. Build a clear and compelling picture in your mind of what you will feel, sense, see, and believe once your goal has been achieved. Focus on the results you will gain from the goal, rather than just the goal itself. This is important because in the end this is what you are after, not “just” the goal itself. As you work towards your goal, the goal might shift, but as long as the desired results remain clear, you have improved the likelihood of achieving the end result you desire.

3. Start a plan and get started. Notice I didn’t say to lay out a complete plan of all the steps between you and your goal. If your goal is of any size and importance at all, it will require many steps, and it will be very difficult/impossible to identify them with any degree of certainty at the start. Too many people think they need the perfect plan. They delay starting so they can get the best information. They want to talk to one more expert, read one more book, examine two more options. Get started already! Give yourself a clear idea of a general approach, and some clear first steps. Allow yourself the luxury of knowing that the next specific steps will become clear as you stay on the path.

Doing these three things will drastically increase your success in achieving any goal you set.

Actually, let me say it more strongly. Until you have these three factors going for you in large (although potentially varying) amounts, you won’t achieve the goals you set. You will lose momentum. You will lose focus. You will lose hope. You won’t be able to overcome the first setback. And you will fall into the convenient and comfortable thinking that goal setting “doesn’t work” for you or that you need a new tool, a new technique or a new guru to help you set “better” goals.

Whether you are setting goals for yourself, the team you lead or for your organization at large, take this advice to heart.

Focus less energy on setting the perfect goal and spend more time preparing yourself for ultimate success. Stop worrying about the resolution, and start focusing on the resolve that will be required to succeed.

Doing this will bring you greater success, less frustration and will help you and your organization move closer and closer to your potential.

Kevin Eikenberry is a leadership expert and the Chief Potential Officer of The Kevin Eikenberry Group (<http://KevinEikenberry.com>), a learning consulting company. To receive a free Special Report on leadership that includes resources, ideas, and advice go to <http://www.kevineikenberry.com/leadership.asp> or call us at (317) 387-1424 or 888.LEARNER.

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THE NUTS ARE COMING!! THE NUTS ARE COMING!!

By Martye Slayton, Ways and Means Director

Choose from eleven varieties of nuts, yogurt raisins, and Sweet & Salty Trail Mix. Every item is the freshest and best quality you can find anywhere; and they are packaged in sturdy, one-pound, re-sealable bags to help maintain their freshness.

Please note that some quantities are limited. As a convenience to you, you can pre-order multiple bags and have them packaged and ready to pick up at the October meeting. (*Contact Martye at mkslayton@kwilson.com if you need an order form.*) Encourage your family, friends, and co-workers to buy nuts from us, as well.