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## PRESIDENT'S MESSAGE

By Krissie Heuer

In the issue of the March Corporate PULSE you will find a front page article on Maintaining a Positive Attitude: 10 Key Strategies by Kate Smalley. Ladies, this is a great strategy for our lives. If each of us could learn to follow these 10 examples in our daily lives, I am certain that we would find ourselves growing, achieving the goals we have set for ourselves and enjoying each and every day much more!

My executive, Bill Matthews, Sr., never uses the word “PROBLEM.” Instead, he chooses to use the word “OPPORTUNITY.” When we find ourselves in the midst of an OPPORTUNITY, we should stop and ask the important questions:

- What is the cause?
- How can my actions or thoughts change to improve the situation?
- What are the factors that are out of my control – what are the factors that are within my control?
- Who might help me?
- How can we solve the matter both



immediately and long term?

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**2007  
CALENDAR OF EVENTS**

**APRIL EVENTS**

**April 14**

Board Meeting  
8:00 AM  
Briarcrest Christian School  
Hosted by Jane Liddell

**April 14**

Golf Tournament Meeting  
10:00 AM  
Briarcrest Christian School

**April 19**

Chapter Meeting  
5:30 PM  
University Club

**CONFERENCES/  
ANNUAL MEETINGS**

**2007 LEADERSHIP  
CONFERENCE & ANNUAL  
MEETING**

September 27-29, 2007  
Houston, TX

**APRIL PROGRAM**

*By Christy Berryman, Program Director*

Spring is in the air and there is no better time than now to be an active part of such a wonderful chapter of EWI. Our monthly meetings are so important because not only do we get to network with some of the best people in Memphis, we get to learn how to be more successful in our careers and more productive in our personal lives.

Please join us Thursday, April 19<sup>th</sup> at 5:30 at The University Club. Each person's attendance at the meetings is so important to our maintaining the successful chapter that we enjoy.  
**HAPPY SPRING!!**

**EWI<sup>®</sup> MISSION AND VISION**

**MISSION**

Executive Women International<sup>®</sup> 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

**SPECIAL RECOGNITION**



While attending the annual ARDA Convention and Exposition in Orlando this week, Spence received two very pleasant surprises. At The Award Gala last night Spence was awarded ARDA'S ACE Lifetime Achievement Award. ARDA (American Resort Development Association) is a timeshare industry trade association with over 1,000 corporate members. The ACE (Circle of Excellence) award is given to an individual in the resort industry in recognition of efforts that have had a major positive impact on the direction and/or standards of the industry. The honoree possesses an outstanding body of work, with a minimum of 15 years involvement in the industry. ACE recipients are inducted for life and are acknowledged as having attained the highest level of excellence in their fields or have demonstrated a commitment to the betterment of the resort industry as a whole. Yep, that's our Spence!!!!

The second surprise came when several members of the Wilson family appeared at the Gala. Spence was expecting Becky and Spence, Jr. but he was thrilled to see Lauren & Tommy, Rebecca & Mac, Stephanie, Bob and Kem there, too.

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## PRESIDENT'S MESSAGE

(continued from page 1)

I truly believe our attitude can go a long way in reaching the successful outcome to an "OPPORTUNITY." Think about the other person's perception of the situation and do your best to accommodate their needs while keeping within the guidelines of your own requirements. Keep an open line of communication. A positive attitude while working toward a solution will allow the other people involved to feel that you care about them and the solution.

A positive attitude can be instrumental in keeping us young and healthy. I have watched people who have kept their sense of humor and enjoyment of life intact while fighting tough battles. This allows the people around them to help, to want to be near, and to know what they can do to be helpful.

A positive attitude can come with maturity. An experienced person knows who they are, they know what they like and dislike, they have the confidence to stand alone for something they believe in, they are smart enough to let go when it is time to let go and to understand who their friends are. Age allows us to see patterns, both good and bad, and learn to go in the right direction.

A positive attitude involves patience. Patience teaches us to appreciate the effort and not just the accomplishment. Patience brings peace of mind. It allows you to step back from the situation and analyze it from every angle. Patience allows us to develop faith – in ourselves and in others. Growing a business, handling a project, being committed to a marriage, raising a child all are situations that involve great patience and can reap great joy. Look back on some difficult times in your life or a particularly hard project that you brought to a successful end with a team or with your family. Working toward that goal may have been more fun and enriching than the actual goal itself.

Guard against negative input. This comes in many forms – television or other media, negative people, bad habits, your way of life. Surround yourself with positive input.

One way that I have done this comes as a by-product of my EWI membership. To be in the presence of so many positive thinkers, actively involved people who get things done and care for one another has greatly enhanced my life and improved my professional career. Take a look at the March Corporate PULSE and use these wonderful tools to enhance your own personal life.

## MEMBERSHIP CORNER

### Congratulations Peggy Quinn

"The recipients of the 2006-07 Thomas W. Briggs Foundation's *Excellence in Teaching* awards have been selected. The honorees are Dr. Dennis Laumann, Associate Professor of History, and **Ms. Margaret "Peggy" Quinn, Assistant Professor of Family and Consumer Sciences**. They will be recognized at the annual Faculty Convocation on April 19."

### Thomas W. Briggs Excellence in Teaching Award

Two awards, in the amount of \$5,000 each, will be awarded annually during the spring Faculty Convocation. These awards are provided by the Thomas W. Briggs Foundation to recognize outstanding undergraduate teaching and an overall commitment to undergraduate education.

Award nominees must be full-time faculty members currently teaching undergraduate courses. Tenure status is not required. Faculty, staff, students (undergraduate and/or graduate) and alumni may submit nominations.

For those of you who missed our meeting at Chickasaw Country Club last month, you not only missed the Mini-Silent Auction and great food, but also our newest member firm, UCL Financial Group joined our EWI family. UCL Financial Group provides high-quality insurance and financial service to individuals and business owners. The firm will be represented by Lynne Lawrence, whom has been with the company for 10 years! She is an Insurance and Investment Associate with the company and coordinates client planning with other professionals such as accountants, financial planners and estate attorneys.

### **Attention All Members**

On March 19, a memo was emailed to all members regarding the International Directory. Please note that everyone can now access the 2007 International Directory online...24/7!!

This is a very useful resource and valuable membership benefit, so be sure to take this opportunity and go online today! It's very simple to access...from the EWI Corporate home page, select EWI Directory and it will take you directly to the International Directory.

### **VISIT TO THE HOLLYWOOD CIVIC CENTER READING ROOM**

As part of a continued effort to reach the children who use the Reading Room that was furnished by the Memphis Chapter of Executive Women International, we had a small function in the Reading Room for a group of the children on Wednesday afternoon, March 21, 2007. In attendance were Ms. Dorothy Cox from Rhodes College and CMOS, the IAMS girls who work with the Civic Center two days each week, Ms. Sharon Yarbrough-Cade, who works with Linda Brown at the United States Postal Service, Mr. Raymond Jackson, from Business Equipment Center and Krissie Heuer.

Business Equipment Center contributed their popcorn machine and their EXPERT popcorn maker, Raymond Jackson, a long-term employee of Business Equipment Center worked his magic! We had an Easter basket filled with curly straws, little treat bags of candy and soft drinks for the children. The smell of freshly popped corn drew about 25 children to the room to read, show off some dancing and acrobatic skills and work on homework. One child actually wore his Reading Rally t-shirt that he received last fall when we had the Reading Rally. I asked him if Ms. Cox had told him that we were coming and had he worn his t-shirt for this particular event? He looked at me with a puzzled expression and said, "NO, I love this t-shirt and I wear it all the time!" That goes to show that sometimes it's just the small things that mean the most.

We will plan another event similar to this sometime during the summer months. I would welcome any of our members who would like to participate in an event such as this. I know these children appreciated the attention and the fellowship.



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A Membership Recruitment Reception was held at the Hampton Inn & Suites at Beale Street on Wednesday, March 21. We had a good turnout, great hors d'oeuvres by Café 61, and an informational presentation and discussion. The following companies attended as prospective member firms:

- Walgreens
- ServiceMaster
- Memphis Botanic Garden
- Spring Creek Ranch
- Cargill
- Café 61
- Crye-Leike Realtors

Everyone seemed to enjoy learning more about EWI, and we will hopefully have *at least* one new member installed at the April meeting, just from this event! Also, thank you to those EWI members who attended this event – it would not have been a success without you!

## WAYS & MEANS

### **Auction:**

Thanks to everyone for the fabulous items that you contributed to the March auction. I was very impressed with the “crafty” talents of so many of our members. Our total for the night was \$ 1,420 and the results are published for your perusal in this edition of the Pulse. The entire evening was fantastic due to Laura House and the staff of Chickasaw. Laura was a tremendous help to me with the setup – Thanks so much.

I also want to thank Annetta Vick, Ashley Henry, Henri Vaskin, Krissie Heuer, Lisa Forrest, Paulette McMillin, Rose Ann Bradley, and Susan Babb for the excellent work they did to make the auction a success. You were all fantastic & I appreciate the great team effort on getting the job done.



### **Sustainer Quilt Project:**

Joyce Burti has procured a beautiful Quilt to be sold in honor of our sustainers. We “Unveiled” the Quilt at the March meeting and the sustainers will sell tickets at the April, May, & June meetings. The winning ticket will be drawn at the June meeting. Pictures of this lovely quilt are available on our website.

### **The Board will Broach Fundraising in April**

The EWI Board members are each bringing a broach to the April meeting for a *Mini Silent Auction*. Make sure you don't miss the meeting & the opportunity to take one of these lovely items home.

<b>Donor</b>	<b>Solicitor</b>	<b>Sold</b>	<b>Totals</b>
Paulette McMillin		\$ 25.00	
Jane Bratton		\$ 24.00	
Judy Daniel		\$ 10.00	
Judy Daniel		\$ 10.00	
Lee Bradley	Martye Slayton	\$ 28.00	
Brenda Estes	Martye Slayton	\$ 21.00	
Jane Liddell		\$ 12.00	
Annetta Vick		\$ 12.00	
Annetta Vick		\$ 10.00	
Pennie Dewitt	Jane Liddell	\$ 16.00	
Jane Bratton		\$ 22.00	
Martye Slayton		\$ 17.00	
Martye Slayton		\$ 17.00	
Vickie Bradley	Martye Slayton	\$ 10.00	
Sweet LaLa's	Martye Slayton	\$ 15.00	
Sweet LaLa's	Martye Slayton	\$ 20.00	
Martha Pallesen		\$ 26.00	
Henri Vaskin		\$ 35.00	
Hampton Inn	Katie Hart	\$ 24.00	
	Christy		
Hampton Inn	Berryman	\$ 23.00	
Chickasaw	Laura House	\$ 14.00	
Chickasaw	Laura House	\$ 14.00	
Chickasaw	Laura House	\$ 45.00	
Jane Liddell		\$ 11.00	
Vickie Bradley	Martye Slayton	\$ 10.00	
Patricia Barnett		\$ 17.00	
	Baked Goods	<b>\$488.00</b>	<b>\$ 488.00</b>
<b>Donor</b>	<b>Solicitor</b>	<b>Sold</b>	
Judy Daniel		\$ 15.00	
Martha Pallesen		\$ 40.00	
Louise Lindsey	Jane Liddell	\$ 17.00	
Louise Lindsey	Jane Liddell	\$ 16.00	
Louise Lindsey	Jane Liddell	\$ 16.00	
Krissie Heuer		\$ 55.00	
Krissie Heuer		\$ 12.00	
Krissie Heuer		\$ 8.00	
Krissie Heuer		\$ 15.00	
Krissie Heuer		\$ 15.00	
Peachie Bailey		\$ 14.00	
Martha Pallesen		\$ 12.00	
Martha Pallesen		\$ 10.00	
Laura House		\$ 24.00	
Jane Liddell		\$ 10.00	
B.Washington		\$ 16.00	
Debbie Baker		\$ 7.00	
Debbie Baker	Jane Liddell	\$ 12.00	
Debbie Baker	Jane Liddell	\$ 12.00	
Krissie Heuer	Jane Liddell	\$ 17.00	
Krissie Heuer		\$ 25.00	
Krissie/Martha		\$ 17.00	
Peachie Bailey		\$ 35.00	
	<b>Crafts</b>	<b>\$420.00</b>	<b>\$ 420.00</b>

Donor	Solicitor	Sold		
Susan Babb		\$ 21.00		
Henri Vaskin		\$ 27.00		
Peachie Bailey		\$ 22.00		
Anna Hough		\$ 13.00		
Donna Cotham		\$ 35.00		
Carol Whitfield		\$ 25.00		
Pugh's Florist	Arminta Pugh	\$ 30.00		
Lisa Forrest		\$ 30.00		
A Touch of Health	Cissie Pryor	\$ 25.00		
Martye Slayton		\$ 21.00		
A & I Travel	Ashley Henry	\$ 28.00		
National Specialties	Kathleen Swann	\$ 25.00		
Cindy Lynch		\$ 26.00		
Janet Mitchell		\$ 27.00		
Janet Mitchell		\$ 28.00		
Memphis Mariott	Bobbie Irby	\$ 17.00		
U. S. Postal Service	Linda Brown	\$ 16.00		
Henri Vaskin		\$ 26.00		
Linda Christensen		\$ 40.00		
	<b>Patio Items</b>	<b>\$482.00</b>	<b>\$</b>	<b>482.00</b>
Judy Thompson		\$ 30.00	<b>\$</b>	<b>30.00</b>
			<b>\$</b>	<b>1,420.00</b>

## HOW WELL DO YOU KNOW "ROBERT?" (ROBERT'S RULES OF ORDER, THAT IS)

By Martha Pallesen, Parliamentary Advisor

Robert provides many rules for conducting business in a deliberative assembly. Please look at the multiple choices below and see how well you do.

1. What specifies the sequence in which certain general types or classes of business are brought up or permitted to be introduced at a meeting?
  - A. Order of business
  - B. Bylaws
  - C. Standing Rules
  - D. Charter

The answer is "A."
  
2. A society which has adopted *Robert's Rules of Order Newly Revised* as its parliamentary authority
  - A. May use a new parliamentary authority at each meeting.
  - B. Must follow the order of business given in the parliamentary manual.
  - C. May adopt its own particular order of business.
  - D. May change any item in the parliamentary authority by a majority vote without notice.

The answer is "C." Surprised?
  
3. After the presiding officer calls a meeting to order, the next order of business is usually
  - A. New business.
  - B. Reports of officers.
  - C. Unfinished business.
  - D. Reading and approval of the minutes.

The answer is "D."