



October 2009 | Vol. 53, No. 10

## President's Message

*Martye Slayton, President*

It is difficult to believe another EWI year has ended and a new one is beginning. Many thanks to those representatives who served on the 2008-2009 Board – we sincerely appreciate your time and commitment to the chapter this past year. Your new board is prepared to assume their duties and ready for the challenges and opportunities ahead.

Committees have been formed as a starting point. If you haven't already been contacted about a committee meeting and/or assignment, you can expect a call soon. Let us know if there is another committee in which you have a stronger interest. Please be ready to take an active role in the business and activities of your chapter – step up and help when asked...better still, volunteer to assist in areas in which you have a particular interest.

This year, we want to focus on leadership and mentoring. You say you aren't a leader? You say you can't be a mentor? *Wrong!!* If you have ever been a friend, wife, mother, sister, or held any position in the work place or in a volunteer endeavor, then you have been a leader and/or a mentor at sometime.

When a new rep joins EWI, she doesn't automatically know the inner workings of the chapter. Being elected to a board position doesn't magically make one knowledgeable about that position. Being asked to chair a committee doesn't make one mysteriously well-versed about that responsibility.

We must take ownership of the life and well-being of our chapter. Don't withhold your knowledge, experience, and talents. "Seasoned reps", step up and actively become mentors. Be willing to share yourself with fellow members – also, be open to new ideas and suggestions from others. My challenge to you is to reach out...find two or three individuals to spend time with during the meetings and share information about EWI. "Newer reps" (even if your firm has been a member for several years), my challenge to you is to reach out to a "seasoned" rep and ask, "Would you be my mentor?" Be bold in sending the message that you have a **desire** to learn more about this great organization.

We need to mentor our members about the true value and benefit of EWI – how else are we going to grow in strength and number? Your board is looking for interested reps to mentor – let's be a team of leaders and mentors this year!

**2009****CALENDAR OF EVENTS****OCTOBER EVENTS****Thursday, October 8  
Board Meeting**

Hostess: Martye Slayton  
Kemmons Wilson Co.  
8700 W. Trail Lake Dr.  
5:45 p.m.

**Thursday, October 15  
Chapter Meeting**

The Racquet Club  
5111 Sanderlin Ave.  
5:30 p.m. Networking  
6:00 p.m. Dinner

**NOVEMBER EVENTS****Thursday, Nov. 12  
Board Meeting**

Hostess: Sherry Fields  
Rhodes College  
2000 N. Parkway  
5:45 p.m.

**Thursday, Nov. 19  
Chapter Meeting**

Audubon House  
1034 Audubon  
5:30 p.m. Networking  
6:00 p.m. Dinner

**CONFERENCES/  
ANNUAL MEETINGS**

**Spring Conference**  
**April 22 – 24, 2010**  
**Holiday Inn U of M**

**2010 LCAM**  
Kansas City, MO  
September 24-26, 2010

**EXECUTIVE WOMEN INTERNATIONAL****Our Principles**

To bring together key individuals from member firms of Executive Women International to:

- Achieve world-class status as an organization through applied standards of excellence.
- Forge and cultivate mutual business and professional goals through personal association and interchange.
- Afford the opportunities and structure for leadership and professional development.
- Provide community involvement through scholarship programs for high school students and adults in transition, literacy programs for grade school students and life-long learning opportunities for its representatives.

**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

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### WHO WE ARE...

ALSAC-St. Jude Children's Hospital	Living Health Day Spa
AT&T	Mednikow Jewelers
BancorpSouth	Medtronic, Inc.
Business Equipment Center	Memorial Park, Inc.
Captivating Interiors	Memphis Cook Convention Center
Cargill, Inc.	Memphis Grizzlies
Christenson Sash & Door, LLC	Mid-American Specialties
Comerica Bank & Trust, NA	NOI Memphis
Crews Investment Properties	NSA, the Maker of JuicePlus+
Deloitte Services LP	Pallesen Consulting Services, LLC
Eagle Network	Regions Bank
Ernst & Young LLP	Rhodes College
FedEx Corporation	Rock Island Corporation
FedEx Express	Schering-Plough HCP
FedEx Worldwide Services	Smith & Nephew, Inc.
First Assembly Christian School	Sparks Corp
Hampton Inn & Suites at Beale Street	The Corps Group
HealthyLifestyle Consultants	The Peabody Hotel
Hicks Convention Services	The University of Memphis
INSOUTH Bank	U.S. Baton Twirlers Alumni Assn.
Interactive Solutions, Inc.	Wilson Conf. Center Group, LLC
Kemmons Wilson Companies	

### Sustaining Members

Judy Daniel   Nadine Lakey   Carrie Ann Hardy   Laura House  
 Miriam Leffler   Sherry McCraw   Frances Jones  
 Carrie Semmes   Edna Tullos   Mary Wheeler

#### Life Member

Betty Loveless

#### Honorary Member

Rick Barnett

**OCTOBER CHAPTER MEETING**

**Where: The Racquet Club, Delta Room  
5111 Sanderlin Ave.**

**When: Thursday, October 15, 2009**

**Program:**

**Deborah Crawford Guest Speaker  
Owner of Smart Marketing Works  
“Online Marketing Basics”**

**Networking: 5:30 p.m.  
Dinner: 6:00 p.m.**

**Please RSVP by noon, Monday, October 12, 2009 to Jane Bratton (901) 399-5001, or via email: jane.bratton@smith-nephew.com. If you are bringing a guest, please provide Jane with their name. A member not responding about their absence by the Monday prior to chapter meetings will be charged for the monthly dinner.**

**THINK PINK!!!**

**SUSAN G. KOMEN  
RACE FOR THE CURE**

**SATURDAY, OCTOBER 31**

**Register at [www.komenmemphis.org](http://www.komenmemphis.org).**

**Cost: \$25**

**Team: EWI of Memphis**

Join your EWI of Memphis teammates for this high-spirited walk! We will meet at Anna Hough's home before the event. Contact Kristi Richardson with any questions. Stay tuned for specific instructions.

*Thank You EWI of Memphis!*

I wanted to take a minute to say thank you everyone, from the Andrews family, for your love and generosity. Everyone has heard that God only gives you what He knows you can handle. But what I've learned the last year is that He gives you what you need to handle what He gives you. One of the most important things He has provided to help us through this last difficult year is friendship. I can honestly say that friendship has made a difference in keeping my sanity this year! Having friends who sent emails and cards, gifts, meals (and of course, money) – it has all made a difference in our lives. Some days it meant a home cooked meal, some days a tank of gas to go see Kayla at the hospital. Other days, it was a ray of sunshine on a dark dreary day in a card or email that made me feel a lot stronger and more graceful than I felt at that moment. All of it has had a huge impact for me personally, and for us as a family. We have been truly blessed this last year. Thank you for being such a big part of those blessings.

Sincerely,

Christina Andrews

**HAPPY BIRTHDAY****OCTOBER**

7 Martha Pallesen  
16 Mary Wheeler  
28 Beth Washington  
31 Paige Perkins

**NOVEMBER**

4 Ida Dixon  
21 Carrie Semmes  
25 Christina Andrews

Success is to be measured not so much by the position that one has reached in life as by the obstacles which he has overcome. Booker T. Washington

**LEADING ... MENTORING ...  
GROWING OUR CHAPTER TOGETHER**

**“ROBERT”**

*Martha Pallesen, Parliamentary Advisor*

**Seconding of Motions for Board or Committee Reports:** A motion made by direction of a board or duly appointed committee of the assembly requires no second from the floor (provided the subordinate group is composed of more than one person) since the motion’s introduction has been directed by a majority vote within the board or committee and is therefore desired by at least two assembly members or elected or appointed persons.

**Unfinished Business:** The term unfinished business, in cases where the regular business meetings of an organization are not separated by more than a quarterly time interval, refers to questions that have come over from the previous meeting (other than special orders—Nominating Committee Reports can be considered special orders) as a result of that meeting’s having adjourned without completing its order of business and without scheduling an adjourned meeting to complete it.

**Bylaws Committee Report**

*Peachie Bailey, Bylaws Chair*

At the September Chapter Business Meeting, we voted to send our delegates to LCAM uninstructed and informed. The delegates went with the knowledge that the Chapter’s desire was to vote “No” for the two bylaw changes that were presented:

1. To give the local board the right to replace a board vacancy without going through the normal nominating routine. *This bylaw change was accepted by the voting delegation and adopted at the business meeting on Saturday September 26.*
2. To change the local chapter operating year to the calendar year January thru December. *This bylaw change was defeated by the voting delegation at the business meeting Saturday September 26.*

The Memphis Chapter’s voice was heard through our delegates as they voiced our opinions and rationale at this business meeting.

Our appreciation goes out to the Memphis delegates, Martye, Anna, Jackie, and Paulette, for their professionalism and desire to do EWI business in the proper manner.

## 62<sup>nd</sup> Leadership Conference & Annual Meeting

Barbara Taylor, *EWI of Memphis, 2009 Rep of the Year*

**Wow!** That's the one word I would use to describe my first LCAM. What an amazing and enlightening adventure.

On Thursday, I attended the Academy of Leadership -The *Releasing Leadership Brilliance* course with Simon T. Bailey and learned how to transform my role as a leader not only within my firm but also within our Chapter. I learned ways that I can focus on long-term service, ways to ignite and sustain my energy, and I learned how to stay engaged and committed. My favorite Simon quote is "failure is not final, failure is only feedback and feedback is breakfast for the brilliant ones".

Thursday evening started out with the pin exchange, which was crazy and a lot of fun. Let's just say that my lanyard was full by the end of the evening. During the *Little Black Dress* Preview Party, I was able to network and connect with other Chapter representatives, and firms. The Preview Party was very entertaining, but the first EWI Idol was my favorite part and I realized we have some very talented ladies within EWI.

Friday was a day full of awesome presenters, starting at breakfast with Dr. Jo Ann Rooney, President, Spalding University who shared some great insights about women's role in today's business world. I attended the plenary session where we heard from an excellent speaker, Jim Mathis, and he shared that "the economy is not down – the economy is different", and we need to learn to find ways to adjust to "different" and to reinvent ourselves during these times. The Corporate Reading Rally was tremendous and I was very touched with the second grade students from Roosevelt-Perry Elementary. ***When Donkeys Fly***, author Ginger Hodge read her book to the children and talked with them about how you can do anything your heart desires when you believe in yourself. I attended two workshops, *Capitalizing on Membership Growth* and *Connections that Support EWI Branding & Marketing Campaigns*. I ended my Friday evening with a very enjoyable dinner with my fellow EWI of Memphis friends.

Saturday, I attended the Open Forum, Delegate Session, 62<sup>nd</sup> Annual Meeting and these meetings made such an impression on me as I learned and watched how these amazing women conducted business with such class and style. Saturday evening's closing dinner was a great way to end this remarkable experience and it ended with the Louisville Leopard Percussionists who are a performing ensemble of student musicians ranging in ages from 5 years to 11 years old. Each student learns and acquires proficiency on several instruments, such as marimbas, xylophone, vibraphone, drum set, timbales, congas, bongos and piano. They were the "Stars" on Saturday evening and it was the highlight of my whole trip. In lieu of a closing dinner gift, EWI chose to present them with a donation of \$1,000 in honor of their generous commitment to the children of Louisville.

As the EWI of Memphis 2009 Rep of the Year, all I can say is thank you, thank you, and thank you. Having this opportunity to attend LCAM this year was an experience that I can promise I will not forget. I will use my new learned skills within my current role in EWI and with any future roles that I might be blessed to serve.

## GETTING TO KNOW YOU

**NADINE LAKEY ... Where were you born?** A very small town in Missouri.

**What did your parents do?** I never knew what my dad did; my mother was a department store clerk.

**Do you have brothers or sisters?** There were six of us and now there are three.

**What is your favorite childhood memory?** It is difficult to narrow it down to only one favorite. All of my childhood was memorable.

**Education?** Just high school and business courses; mostly on-the-job training.

**The Home Front?** Divorced for 20 years. Two daughters; five grandchildren.

**Previous jobs?** Tension Envelope, Smith & Nephew, Pella Windows.

**Favorite pastime, hobbies, interests?** Cruising, reading, walking, crocheting, playing cards.

**Most influential person in your life – other than family – and why?** My first boss who brought me to Memphis from Kansas City and educated me in the business world.

**What is your favorite (recent) movie or book?** *Marley & Me*.

**PEGGY QUINN ... Where were you born?** Born in Saginaw, Michigan – lived there until I was two years old and then moved to Mobile, Alabama; raised and educated in Memphis, TN since I was five years old.

**What did your parents do?** Mother was a full-time housewife and father was in the soft drink business (Coca Cola business in Michigan and Alabama and R.C. Cola business in Memphis). His business was located in the building that currently houses Hicks Convention Services.

**Do you have brothers or sisters?** Have two brothers and six male cousins.

**What is your favorite childhood memory?** Riding in a boat with my father on McKellar Lake in Memphis and running into Elvis Presley who my father had hired to do a promotion for R.C. Cola at Katz Drug Store. Dad introduced me to him when we docked our boat and he gave me a kiss on the cheek and I didn't wash that spot on my cheek for a whole week (It was really probably two or three days!).

**Education?** Sacred Heart High School; University of Tennessee at Knoxville (undergraduate); University of Memphis (masters plus 48 hrs.)

**The Home Front?** Married to Charlie Quinn, Senior Vice-President at Sun Trust; Charles III, St. Jude ALSAC, Rhodes College Graduate; John Quinn, Accountant at Dixon & Hughes in Birmingham, Alabama and married to Mary Louis; both Birmingham Southern Graduates – expecting first grandchild in August; Robert Quinn, Senior at Millsaps College in Jackson, Mississippi.

**Previous jobs?** Fashion Director & Special Events Coordinator, Junior Sportswear Buyer and Bridal Buyer – John Gerber Co. and M.M Cohn; High School Teacher – Wooddale High School; College Professor, University of Memphis.

**Favorite pastime, hobbies, interests?** Main interest is my family; love to antique shop and shop period; like traveling for short periods of time.

***Most influential person in your life – other than family – and why?*** Jacqueline Kennedy Onassis – strong role model for women – intelligent, graceful and strong, but feminine; had numerous challenges in her life including her battle with cancer, but embraced each challenge with grace, charm and amazing strength!

***What is your favorite (recent) movie or book? Who Moved My Cheese?*** A fantastic book that deals with the empowerment of change!

***SHERRY FIELDS ... Where were you born?*** In Brighton, TN on McQuiston Road in a tiny house in the middle of a cotton field.

***What did your parents do?*** When I was born, they were farmers. Dad had just returned from World War II. Eventually, they decided that they needed to move to “town” – Memphis – and try to find work there. Daddy spent the next 30 plus years as a crane operator at a scrap metal place. Mother worked in a factory.

***Do you have brothers or sisters?*** Only have one younger brother, born on my birthday. I remember my grandmother telling me that I was getting a baby brother for my birthday – I told her I didn’t want it.

***What is your favorite childhood memory?*** We lived on Vollintine Street behind Guthrie School and during the summer we would play until one by one our mothers would begin calling for us to come inside. Jackie Houlihan Hicks was my next door neighbor during those years.

***Education?*** I’m afraid I just have a high school education – some training in dental assisting and various continuing ed classes. I graduated from high school with Linda Christenson and Jackie Hicks. Peachie Bailey graduated a year before us.

***The Home Front?*** Married for 42 years to Tom. He graduated from the University of Tennessee’s Dental School and returned there in 1978 as a member of the faculty.

We have two children – Jeff, age 40, married his high school sweetheart, Chellie. They live in Youngsville, NC. Jeff is an electrical engineer, works for a company that designs the infrastructure of your mobile phones. Chellie home schools their six children. Jeff and Chellie’s dream is to have a family band and they are working on it. All the children begin piano lessons at age 3. Then Jeff selects an instrument for them. So far, one’s on trumpet, another on drums, trombone and saxophone. One quick brag – the oldest Mallory, age 13, competed in a piano competition in North Carolina, won, and she is now eligible to compete in a competition in Tokyo next winter.

Our daughter, Susan (age 35) lives in Arlington, TN. She is married to Steve who just returned from a tour of duty in Afghanistan. Steve has made the Army his career and currently holds the rank of Captain. They have four children, whom I see a lot of, fortunately. The boys play football

for Arlington Youth Sports. Most of you have met Melody and continue your prayers for her as she continues as a patient at St. Jude. She is the most outgoing of all my grandchildren, probably because she has been exposed to so many fine people as she has gone through treatment since the age of two. She is currently 9.

***Previous jobs?*** Except for 7 years at Holiday Inns home office in Memphis, I have worked in education at The University of Tennessee, Duke University, and the last 22 years at Rhodes.

***Favorite pastime, hobbies, interests?*** Other than my grandchildren and planning something special for them to do together, I enjoy scrapbooking. I'm a history buff, love to study the lives of the country's first ladies. My favorite TV program is HGTV – I've got to get me some power tools!

***Most influential person in your life – other than family – and why?*** Without a doubt that is the former President of Rhodes and his wife, Jim and Libby Daughdrill. Church and family are always foremost with them.

***What is your favorite (recent) movie or book?*** I really enjoyed the movie “**Strange Life of Benjamin Buttons**”. I went to see it with my good friend, Miriam Leffler! Also, if you haven't read **The Shack**, I hope you will run out and get it today. It will touch your heart and give you much to think about.

### **Membership Committee Report**

*Paige Perkins, Membership Chair*

EWI of Memphis Board of Directors have approved the following firms for potential membership.

#### **Travelennium**

Major: Transportation-General  
Minor: Travel Agency  
EWI Member posting:  
Paige Perkins

#### **Memphis Chamber of Commerce**

Major: Associations Other  
Minor: Chamber of Commerce  
EWI Member posting:  
Paige Perkins

#### **ServiceMaster Co./ Terminix**

Major: Pest Control  
Minor: Residential & Commercial Services  
EWI Member posting:  
Paige Perkins

#### **Talbots**

Major: Clothing Retail  
Minor: Specialty Shop Women

#### **Verizon**

Major: Telecommunications  
Minor: Cellular Phone Sales & Service  
EWI Member posting:  
Peachie Bailey

#### **Macy's**

Major: Consumer Merchandising & Service  
Minor: Department Stores & Mail Order/Retail  
EWI Member posting:  
Paige Perkins

#### **Dillards**

Major: Consumer Merchandising & Service  
Minor: Department Stores & Mail Order/Retail  
EWI Member Posting:  
Paige Perkins

#### **Steinmart**

Major: Consumer Merchandising & Service  
Minor: Department Stores

#### **Society of Entrepreneurs**

Major: Association- Civic  
Minor: Business Association  
EWI Member posting:  
Martye Slayton

#### **McDonald's Restaurant**

Major: Restaurants  
Minor: Fast Food  
EWI Member posting:  
Peachie Bailey

#### **Bud Davis Cadillac**

Major: Automobile Industry  
Minor: Automobile Dealership  
EWI Member posting:  
Peachie Bailey

#### **Sonitrol**

Major: Security & Safety Svcs.  
Minor: Security Alarm Services  
EWI Member posting:  
Peachie Bailey

**EWI Member Posting:  
Paige Perkins  
(Continued)**

**MetLife**

Major: Insurance  
Minor: Life & Casualty  
EWI Member posting:  
Paige Perkins

**Dixon Hughes, PLLC**

Major: Accounting  
Minor: Accounting Service  
& Consulting  
EWI Member posting:  
Paige Perkins

& Mail Order/Retail  
EWI Member Posting:  
Paige Perkins

**Coca Cola**

Major: Beverages-Non-  
Alcoholic  
Minor: Bottling &  
Distributing  
EWI Member Posting:  
Paige Perkins

**Evans Petree Bogatan**

Major: Law  
Minor: General Law  
Practice  
Executive: Dan Robinson  
1661 International Place Dr.  
Suite 300  
Memphis, TN 38120  
EWI Member Posting:  
Paige Perkins

**Cooper Hotel Services**

Major: Hotels & Resorts  
Minor: Hoteliers  
EWI Member posting:  
Martye Slayton

**Brooks Museum**

Major: Exhibitions  
Minor: Art  
Exhibitions/Museums  
EWI Member posting:  
Peachie Bailey

According to the **EWI Procedures Manual, Chapter 5, Membership Guide C.9**: When a prospective firm has been approved by the Chapter Board, the firm must be:

- Posted in writing (either in the EWIconnect or by special mailing), including the name of the firm, the major category, minor classification, and name and title of executive, if possible.
- Contacted after ten (10) days of posting if *no written objections are received from an executive of a Chapter member firm*. If there is an objection, a reason must accompany the objection so the Chapter Board can investigate. The Chapter Board has the authority to rule on the validity of any objection and accept or decline them.

### Benefits of Membership

#### CONNECTIONS

- \_ Expand your global network of business professionals
- \_ Access EWI's International Directory, website, and publications
- \_ Promote your firm through Chapter and Corporate advertising, partnerships, and sponsorship opportunities
- \_ Utilize the Affiliate Shopping/Service Programs

#### CAREERS

- Participate in:
  - \_ Academy of Leadership Program
  - \_ Online Learning Opportunities
  - \_ Professional Development
- Teleseminars
  - \_ Leadership Link access for skill building
  - \_ Network monthly with leading experts in business and career development
  - \_ Develop leadership skills through service on Chapter and Corporate Boards
  - \_ Benefit from an EWI Fellows Scholarship

#### COMMUNITY

- \_ Engage in EWI Community Involvement Programs – over \$300,000 in scholarships awarded annually. Lifelong programs include:
  - \_ Literacy Initiative – Reading Rally for elementary students
  - \_ EWI Scholarship Program (EWISP) for high school juniors
  - \_ Adult Students in Scholastic Transition (ASIST) Program



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## Leadership Moment

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### **Are You a Mind Reader?**

Do you have an uncanny ability to know what people are thinking?  
Do you have a secret power to intercept the thoughts roaming around  
your boss's head?

Chances are you are like the rest of us and answered "no" to both  
questions.

If you can't read people's mind, it's likely others can't read yours,  
either. This is why we continuously have to communicate  
expectations to those around us. If we don't say it, how can we  
possibly expect others to understand our vision, our intent, or even  
performance standards?

We will admit: it's challenging to communicate expectations when  
you're very busy and pulled in several different directions. But the  
time you take to clearly, concisely and consistently relay  
expectations will more than save you time in the long run. Plus,  
people like information – if you communicate expectations to others,  
you help those around you understand what exactly they need to do  
to experience success for either that day, that week or that year.

**Keep Leading from the Front,  
Angie and Courtney**

EXECUTIVE WOMEN INTERNATIONAL®  
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OFFICERS & DIRECTORS  
2009-2010



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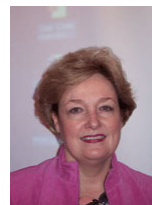
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