

Tell-E-Gram Text Only Version, Jan. 24, 2014

POA Meetings and Events:

- **Rec 101, 12:30 p.m. Thursday, Jan. 30, Wellness Center**
- **Architectural Control Committee, 9 a.m. Thursday, Feb 6, POA Office**
- **Recreation Advisory Committee, 9 a.m. Thursday, Feb. 6, Wellness Center**
- **Communications & Marketing Advisory Committee, 9 a.m. Friday, Feb. 7, POA Office**

Pickleball Groundbreaking

A ceremonial groundbreaking today kick starts the project to build eight pickleball courts at the Wellness Center.

So, Who's Looking at Us Now?

A Lot of People from Illinois and Florida, That's Who!

First of a Two-Part Series

By Joe Bogardus

Illinois? Florida? That's right, people from these two states have been looking at Tellico Village in increasingly large numbers over the past year.

This information came to light as the Tellico Village Property Owners Association marketing team conducted a final analysis of the 2013 marketing/communication program. The program, launched in January of last year, was the first broad scale exposure for the Tellico Village brand in 10 years.

Several thousand leads were generated by the program. A lead is defined as someone who fills in the contact form on the Tellico Village website, phones the POA seeking materials, completes an information form at a trade show or submits a magazine reader service card.

The national campaign produced leads from every state in the union and a few foreign countries. The states of Illinois and Florida continually finished as two of the top five states in a number of areas analyzed by the marketing team.

Illinoisans submitted the most inquiries with the majority of them coming from the greater Chicago area. In fact, they submitted 31% more leads than the number two state - New York. The bulk of the Illinois leads came in response to magazine advertising followed by trade show and online inquiries. Illinois residents also spent more time on the Tellico Village website looking at more pages than visitors from other states.

Floridians submitted the third most leads as it registered more than 9,500 visits on the Tellico Village website and liked the Tellico Village Facebook page at the third highest rate. They completed almost 100 magazine reader service cards with interest coming almost equally from southern Florida, the Tampa Bay area and Orlando.

The Tellico Village Facebook page proved to be a transformational media for the 2013 program. At the beginning of the year the page had a little more than 400 likes, and they were mostly Villagers. Thanks to a concerted social media advertising effort in the second half of 2013, likes increased six-fold to more than 2,500. More importantly, the page became a critical communications tool with not only Villagers, but hundreds of potential residents across the country giving them a window on the community's lifestyle and activities.

The top five states for Facebook likes were: Tennessee, Texas, Florida, Illinois and California. California was also a surprise as it produced the fifth most leads. In addition to liking the Tellico

Village Facebook page, Californians responded to the print advertising in *Where to Retire* and *Ideal Living Magazine* and sent in a slew of reader service cards.

For years the traditional feeder states for potential Tellico Village residents have been Ohio and Michigan. They again performed well as Ohio finished fourth in lead generation and Michigan sixth. Both states finished in the ten top states in replying to the print advertising and visiting the community online.

Rounding out the top ten states for producing the most leads were: Virginia (thanks to a heavy response to the marketing team's two trade show appearances), Tennessee, New Jersey and Maryland.

Overall, the new Tellico Village website welcomed more than 90,000 non-resident visitors in 2013 including almost 10,000 who viewed the four website videos. Millions of interested potential residents saw the community's print and online advertising, thousands engaged with the Tellico Village Facebook page and hundreds more visited the Tellico Village booth at trade shows in the Midwest and Northeast.

There were a lot of people looking at Tellico Village in 2013.

Next month, the second article in the series will explore what state residents, prompted by the 2013 marketing/communications program, actually visited the community and purchased property in Tellico Village. Hint: you will be hearing more about former Illinoisans and Floridians.

Joe Bogardus is a retired marketing communications professional and Tellico Village resident that has acted as an unpaid volunteer consultant to the TVPOA in the re-launch of the Tellico Village brand and the accompanying marketing/communications program.

Yacht Club Update

Last week, we ran an item in the Tell-E-Gram to alert the community that the Blue Heron Restaurant will be closed for a couple of weeks as we transition to a new management team. As a reminder, the Yacht Club is still open for meetings and events, but the restaurant and bar are closed until Feb. 4.

The reason for the change is that the POA Board and the General Manager terminated the contract with Compass Group for unsatisfactory performance under the terms of the contract. We were hoping to see great improvement to the restaurant operations at the Yacht Club, and we were not seeing that. We want this amenity to be the social centerpiece of the Village.

We are finalizing negotiations with another potential contractor and should have that in place by next week.

"The Board and I felt that this was the absolute best time to make this transition," said Winston Blazer, General Manager. "January and February are easily our slowest months at the Yacht Club."

Stay tuned for more details on the Blue Heron Restaurant at the Yacht Club.

Update from Loudon Utility Board

Earlier this week, Public Works Director Jeff Gagley, had the opportunity to get another update from Loudon Utilities Board Chief Engineer, Bill Watkins. Mr. Watkins was kind enough to share with Mr. Gagley the projects that are first in line to help improve electrical service to Tellico Village. These projects will be visible to Villagers, and LUB wanted us to be able to put out the info before the work starts.

- A regulator station just west of the Fire station on Chota Road: Install three regulators (a

regulator looks like an eight-foot pole transformer two-feet in diameter). Place some switches on top to put regulators in or out of service (for testing or replacement).

- A tie breaker at the North intersection of Chota Road and Tellico Parkway: This breaker will enable LUB to feed some sections alternate ways and enable LUB to repair or upgrade lines and devices with minimal or no interruption.

We will continue to update the community anytime we get information from LUB. LUB is now on social media. Go to <https://www.facebook.com/pages/Loudon-Utilities-Board/503754823043711> for updates on Facebook.

Charitable Events and Fundraisers

Volunteers Needed – TV Lions Habitat House Project:

The TV Lions along with the Loudon and Lenoir City Lions Clubs have launched a project to build a Habitat house in Hope Haven. It is being built for a single mom with an autistic son and asthmatic daughter. The clubs have raised the necessary funds but do not have sufficient membership in their respective organizations to staff the construction of the project.

The following are the generic tasks that volunteers are needed to perform:

- Anything
- Carpentry
- Painting/Wallpaper
- Electrical
- Windows and Doors
- Siding
- Roof Sheathing
- Scaffolding
- Install Cabinets
- Caulking
- Landscaping
- Cleaning
- Preparing Snacks and Special Lunches

Workdays are Monday-Saturday 8:30 a.m.-4 p.m. If you indicate a willingness to volunteer, you will be asked to complete a simple form that list your skills and the days of the week when you can work. Your name will then be placed on a roster, and as the building tasks unfold and you indicate a capability to provide the needed skill on the day of the week when needed, you will be contacted to ascertain your availability. If there is a fit, you will be put to work.

This is a great project, and your contribution to it will be greatly appreciated. For more information, please contact Dick Kolasheski at 865-458-3482 or preferably Richard.kolasheski@aol.com; or Sammie Shanks, Habitat Volunteer Coordinator at sammie@loudoncountyhabitat.org.

Lions Annual Chili/Soup Dinner Feb. 25

Mark your calendars for Feb. 25. That is the date of this year's Lions Chili/Soup dinner. It will take place at the CLC of the TVCC 4-7 p.m. In addition to the chili and soup, the menu also features antipasto, garlic bread, ice cream and beverages. Tickets are \$10 in advance and \$12 at the door. They are available from any Lion, Sloan's Hardware, United Community Bank, and the Village Salon. Come join your friends and neighbors for a great meal while supporting the wonderful work the Lions do in our community.

Some Other Stuff You Need to Know...

Jan. 24 Pre-Super Bowl Party Update

News update! B.Y.O.B. (wine/beer/soda) and wine glasses and join The Friends of the Tellico Village Public Library, Inc. at the Pre-Super Bowl Party, 7 p.m. Friday, Jan. 24, in the Yacht Club. Although signup has been closed at the Library, we encourage everyone who has not signed up yet to come and pay at the door the night of the event. Friends members \$10/Non-Friends \$15. Please make checks payable to FOTVL. There will be dancing to music donated by Lou Robitaille and a Football Pool with *GREAT PRIZES* for the best guesses. Prizes will be awarded the Monday after the actual Super Bowl. Table snacks, dessert, and plastic cups will be provided.

Women's Club Meets Jan. 27

Club meetings are held the fourth Monday of the month at 3 p.m. except for the months of May, June, and July. Typically the meetings convene with a social hour 3-3:30 p.m. with the business meeting immediately following. Most meetings are held at the Christ Our Savior Lutheran Church, 260 Wade Road, Loudon, TN 37774, located on Highway 72 one mile West of Highway 444 in Loudon County, Tennessee. After the meeting many of the women adjourn to Lorenzo's for dinner and socialization. Some of the husbands like to meet up at Tanasi for dinner at 5:30 p.m. as well. Our next meeting is Monday, Jan. 27.

Please contact Sam McQueeny at samnskip@charter.net or 865-657-9020 if you are interested in finding out more about GFWC-Tellico Village Women's Club. As we like to say, "your new best friends are waiting for you – you just haven't met them yet!"

Hike Old Sugarlands and Twin Creek Trail Jan. 29

The Tellico Village Hiking Club will depart 7:45 a.m. (note time change) Wednesday, Jan. 29, from Chota Center to hike:

- Old Sugarlands/lunch in Gatlinburg/Twin Creek Trail
- Distance: 10 miles
- Rating: Moderate
- Elevation Gain: 1,100 feet
- Driving time: 1.5 hours
- Leader: Bob Kutschera, bkkutch@yahoo.com or 865-408-3092

We will meet up with hikers attending Wilderness Week in Pigeon Forge. This hike is the club's annual January hike which includes lunch at The Best Little Italian Restaurant in Gatlinburg (approximately 8 miles from the start of the hike to the restaurant). It is another 2 miles on Twin Creek Trail back to Sugarlands Visitor Center. Bring water and a trail snack.

Driving Directions from Tellico Village to Sugarlands Visitor Center: From Chota Center, take TN 444 to US 321. Turn towards Maryville. Continue through Maryville to Townsend. At the traffic light in Townsend, turn left staying on US 321 toward Pigeon Forge. Continue 5.7 miles to Lyons Springs Road. Turn right and continue 2.6 miles to Metcalf Bottoms picnic area and a "T" with TN 73 (Little River Rd.). Turn left and continue to the Sugarlands Visitor Center for restrooms and trailhead. You will be met at the Visitor Center and led to the parking area we use for the hike.

Hiking boots and hiking sticks are recommended. Carpooling is recommended, passengers are asked to contribute \$6 to the driver to help cover gas, etc. For more information, go to www.TVHikers.com.

Chelsea Seminar Jan. 29

The Golf Department will have a Chelsea seminar 9 a.m. Wednesday, Jan. 29, in the Tanasi Clubhouse. Adam Jacob will go over everything you need to know on the tee-time system. This is open to all Villagers; no reservations required.

C.O.P.s Presents U.S. Mail Theft, Fraud and Scams Jan 29

The Tellico Village C.O.P.s Program (Citizens Observer Patrol) is sponsoring a presentation entitled, "U.S. Mail Crime Opportunities." This free presentation will take place 5 p.m. Wednesday, Jan. 29, on the top floor of the Yacht Club.

The C.O.P.s program is comprised of a group of volunteers from Tellico Village whose mission, in partnership with the Loudon County Sheriff's Department, is to reduce the likelihood of Tellico Village residents falling victim to crime. One component of this mission is crime prevention through education.

This quarter's crime prevention education presentation will be given by Cindy A. Mosgrove, who is a General Analyst with the United States Postal Inspection Service in Knoxville. Her presentation will touch on the prevention of mail theft from residential mail boxes and current postal scams and fraud techniques being utilized to lure targets into becoming victims. There will also be a question and answer session.

No reservations are required. The Yacht Club is located at 100 Sequoyah Road in Tellico Village.

Computer Users Club Meets Feb. 4

The Tellico Village Computer Users Club will meet 7 p.m. Tuesday, Feb. 4, on the Yacht Club's top floor. This is the TVCUC annual meeting. We need your presence to vote on proposed bylaw changes. This is very important. Refer to the current newsletter and the TVCUC website, www.TVCUC.org, for full details

The program, presented by Dr. Marcio Fagundes, medical director for the Provision Center for Proton Therapy, will include what the Center provides, the process, how computers are utilized, and how Knoxville was chosen. We think you will find this interesting. See you there!

Thyme for Herbs Meets Feb. 6

Thyme for Herbs will meet 9:30 a.m. Thursday, Feb. 7, in the Chota Rec Center, for a Valentine Tea. Mary Garner will give a presentation on elderberry, the 2013 Herb of the Year. Please bring a goodie to share. For more information, call Mary Garner, 865-408-0337.

Garden Club Meets Feb. 6

The Tellico Village Garden Club will meet on Thursday, Feb. 6, in the Yacht Club. Come at 12:30 p.m. for a social time. "Ask the Gardener" begins at 12:45 p.m. when our knowledgeable gardeners will be available to address questions. The program this month: ""Floral Design for Your Home,"" presented by Kay Lee, award-winning floral designer and former president, TN Federation of Garden Clubs. Visitors are welcome. For more information, contact Linda Schuessler, 865-657-9228, or go to www.tellicoclubs.com/garden.

First Fridays for Local Authors Begins Feb. 7

Marilyn Mae Randall, the first author in The Public Library at Tellico Village's *First Fridays for Local Authors* Series, will be at the Library Feb. 7.

Author and Teacher—Marilyn Mae Randall is the author of eight children's books, including *Southern Christmas*, *Wishes for Christmas*, *Wellington's Windows*, *the Three Wives of Hero the Second*, *The Meanie*, *Razzle Dazzler*, *Sweetwater Village*, and *Bears Don't Snore*. She uses her books as tools to engage the thousands of students she has visited in schools across the country to promote reading and writing.

Storyteller—Ms. Randall uses her skills as a storyteller to capture the imagination of the students she visits and to inspire them to develop their own reading and writing skills. Enthusiastic and entertaining, she has captured audiences of all ages.

Speaker and Workshop Presenter—In addition to speaking to elementary and middle school

students, Ms. Randall has been a workshop presenter at the University of Tennessee and East Tennessee State University. Other speaking engagements have included the 2002 and 2006 Christian Writers' Conference in Memphis, Tennessee; the 2006 Christmas luncheon of the Daughters of the American Revolution, Lawrenceburg, Tennessee, Chapter; the 2009 November luncheon at the Friends of the Library, Jackson, Tennessee; and Lambuth University Library, November 2009, Jackson, Tennessee.

Marine Poet- Ms. Randall is the author of "A Marine Salute," a congratulatory poem which was sanctioned by the Marine Corps and carries the Marine Corps Seal. It is promoted and sold at Parris Island. Ms. Randall and her husband were VIP guests of the Commanding Officer, Brig. Gen. Tryon, at Parris Island in Spring 2006 at the Emblem and Graduation ceremonies.

TV Appearances—Ms. Randall has appeared three times on "Live at Five" broadcast by WBIR Channel 10, Knoxville, Tennessee. She was also featured on WBBJ-TV, Channel ABC 7, Jackson, Tennessee, and EplusTV6 at Union University, Jackson Tennessee.

Come meet Ms. Randall and see her beautiful books February 7.

Chef Cook-Off Part of Lovin' Loudon County Feb. 10

Four local chefs will throw down the ingredients and have a "mano y mano" cook-off as part of the Lovin' Loudon County event Feb. 10 at the Yacht Club. The chefs will receive a list of ingredients in advance, and event organizers will throw in a couple of surprises to see how they adapt.

Attendees to the event will determine a winner by voting with their cash. Cash only votes will determine who is the best chef. ALL the proceeds from the chef cook-off will go directly to the Kids' First Child Advocacy Center.

Bring your dollars for a good cause.

Lovin' Loudon County will be 4-8 p.m. Monday, Feb. 10, in the Tellico Village Yacht Club. Enjoy tastings from some of the area's best restaurants, support for some of your favorite charities, entertainment from some of your favorite acts, activities for some of your favorite kids, and competition from some of your favorite chefs! Adult tickets are \$30 in advance or \$50 per couple. All adult tickets will be \$35 at the door. Children 12 and younger are \$5; children younger than 5 attend free. Tickets available at Loudon County Chamber of Commerce, Loudon County Visitors Bureau, and Tellico Village Property Owners Association. Tickets are also available at the *News-Herald*. Online ticketing is available now at: <http://lovinloudoncounty.ticketleap.com/lovin-loudon-county/>. Visit www.facebook.com/lovinloudoncounty for more info.

Ladies Book Club Meets Feb. 13

The Tellico Village Ladies Book Club will meet 11:30 a.m. for lunch, in the Tanasi Clubhouse, followed by a 12:30 p.m. discussion of "The Art of Hearing Heartbeats," by Jan Phillip Sendker, led by Wanda Moore. For more information, contact Bette Purvis, 865-458-8070 or bettetv410@chartertn.net.

Hike Lookout Mountain Feb. 14

The Tellico Village Hiking Club will depart 8 a.m. Friday, Feb. 14, from Chota Center, to hike:

- Lookout Mountain
- Distance: approximately 5 miles
- Elevation Gain: approximately 600 feet
- Rating: Moderate
- Driving time: 90 minutes
- Leader: Tom Ringenbach, 865-458-0915 or tommamie@charter.net

This hike will hopefully appeal to those who enjoy great vistas and/or Civil War history. Lookout

Mountain was the scene of a significant Civil War battle on Nov. 24, 1863. We stop for lunch at Point Park, which has a small museum, cannons, monuments, and signage documenting the battle. It also boasts fantastic vistas of Chattanooga.

Most of the trail is not difficult. However, there is a fair amount of uphill climbing on this hike. The trail is somewhat rocky, and there is a tall metal stairs to climb to enter Point Park.

Hiking boots and hiking sticks are recommended. Driving directions will be provided the morning of the hike. Bring water and a trail lunch. Carpooling is recommended, passengers are asked to contribute \$6 to the driver to help cover gas, etc. For more information, go to www.TVHikers.com.

HOA Needs You

We need you to support your Tellico Village HOA (HomeOwners Association) by becoming a member for 2014. Please join us and be informed.

What we give you as a member of HOA:

- Accurate information from the governance meetings that affect life in Tellico Village Including POA, Loudon and Monroe county
- A central place for homeowners to voice and elevate concerns
- Quarterly newsletters with the exciting happenings in Tellico Village
- Forums on election candidates, aging in place, property taxes, etc.
- A large variety of social events to attend - including events for New Villagers
- The monthly HOA social event every second Tuesday
- The neighborhood watch program

In Summary: **We bring you the correct facts about issues affecting you as a homeowner**

Now, what we need from you is to become an HOA member. It's only \$10 for the year, so join your neighbors and support an important organization that is working for you. For more information, go to www.hoatv.org.

Submitted by VP of Membership Judy LaCouver

STAYinTV Program Update

STAYinTV reminds Tellico Village residents that several of their programs are up-and-running or will be ready soon.

- The next HOA Forum will be March 27 in the afternoon at the Tellico Village Community Church. All TV residents are encouraged to learn more about the STAYinTV programs and progress to date.
- The Home Maintenance Program brochures are located at the Welcome Desk at Tanasi, the POA Offices, the Tellico Village Library, the Yacht Club and Kahite's "Wall of Fame." To learn more, call the Home Maintenance number (865) 458-7084 and in Kahite, call 1-866-983-5542 Extension 4197 and listen to their message for how to request help. About 30 residents have been helped since this program began last summer.

Free PGA Professional Golf Demonstration and Clinic Jan. 25

Join the golf pro staff 10 a.m. Saturday, Jan. 25, at Kahite. The topic will be iron play with the emphasis on trouble shots. Please come out, join us, and bring a friend!