

## **Tell-E-Gram Text Only Version, October 28, 2014**

### **POA Meetings and Events:**

- Rec 101, 12:30 p.m. Thursday, Oct. 30, Wellness Center
- POA Board Workshop, 10 a.m. Tuesday, Nov. 4, POA Conference Room
- Architectural Control Committee, 9 a.m. Thursday, Nov. 6, POA Conference Room
- Recreation Advisory Committee, 9 a.m. Thursday, Nov. 6, Wellness Center

## **Recreation News and Activities for November**

### **Thanksgiving Hours**

The hours for the Recreation Department during the Thanksgiving holiday are as follows:

#### **WELLNESS CENTER**

- Thursday, Nov. 27 - **CLOSED**
- Friday, Nov. 28 - 6 a.m.-5 p.m.

#### **CHOTA**

- Thursday, Nov. 27 - **CLOSED**
- Friday, Nov. 28 - 8 a.m.-5 p.m.

The Recreation Department staff would like to wish everyone a safe and happy holiday. Happy Turkey Day!

### **Cardio Dance Class**

Join Genese Kerns for the next session of this fun and fast paced class. Class will be held 1 p.m. on Tuesdays and Thursdays beginning Nov. 4 and ending on Thursday, Nov. 20.

### **Toys for Tots**

Please join the Tellico Village Woodworkers in supporting the 2014 Toys for Tots Campaign. The Toys for Tots organization provides Christmas presents for needy and underprivileged children. Toy donation boxes will be in the lobby of the Tanasi Clubhouse, Wellness Center, Chota Recreation Center, the Yacht Club, and the Library Nov. 1-Dec. 1. Pre-addressed envelopes will be available at each drop-off location for residents who would like to make cash donations. Please make sure that the donated toys are new and unwrapped. The toys collected will be presented to the Loudon County Sheriff Department along with the Woodworkers toys at 7 p.m. on Dec. 4 at the Tellico Village Community Church. Toys will be on display starting at 5 p.m. Your efforts are certainly appreciated and will help a young child have a very Merry Christmas this year.

### **Rec 101**

Are you interested in learning the ins and outs of the Recreation Department? Would you like to learn who the correct contact person is for room reservations or the addition of new classes? If so, please attend the Rec 101 on Thursday, Nov. 20 at 12:30 p.m. at the Wellness Center. Reservations are not required.

### **Weight Equipment Orientations**

Orientations on the proper use of the cardiovascular and weight equipment will be provided on:

- Nov. 10 at 1 p.m.
- Nov. 20 at 1 p.m.
- Nov. 25 at 2 p.m.

It is recommended that you get approval from your doctor prior to beginning an exercise program. The orientations are free; however, **reservations are required**. Please contact the Wellness Center at 865-458-7070 to have your name added to the date you desire. If the dates above do not work for you or you would like an orientation at the Kahite facility, please leave your name with the front desk and the Instructor will contact you.

### **Mitten Tree**

Please help the Community Church in supporting the Mitten Tree for 2014. The Mitten Tree will be at the Chota Rec Center and the Wellness Center Nov. 17- Dec. 21. You may place your mittens, scarves, hats on these trees during this time.

### **Tennis Lesson/Clinic**

Interested in learning about tennis? Wanting to jump in on a clinic or get a lesson in the game? Contact Greg Carter at 614-449-9944 or [gctennispro@yahoo.com](mailto:gctennispro@yahoo.com) for more information.

### **Swim Lessons**

Are you interested in feeling more comfortable in the water? Are you or your child ready for summer swim? If you are interested in either Adult or Child swim lessons, please contact the Wellness Center to have your name added to the list. Kim Wiebe, a Red Cross Certified Swim Instructor, is ready to teach any level of swim and will customize the lessons to meet your goals. Cost for four 30-minute private lessons: \$120 and \$90 for four 30-minute semi-private lessons. If you have questions about Kim or swim lessons, please contact Kim at 865-661-7365. If you are interested in signing up for lessons, please contact the Wellness Center at 865-458-7070.

**The lap lane in the big pool will be closed each Monday and Tuesday from 1-5 p.m. for swim lessons. The other five lanes will be open for open/lap swim.**

### **FREE Affordable Care Act Lunch-n-Learn**

What will the Affordable Care Act do to your Medicare? Join Andrew Bennett, from *Insurance That Fits*, for lunch to find out how the ACA will affect you prescription plans benefits, what changes may affect your coverage, and answer many more of your questions. The FREE lunch-n-learn will be on Nov. 3 at noon at the Chota Rec Center. Reservations are required by calling the Rec Center at 865-458-6779.

### **Essential Oils Seminar**

Join Dr. Jessica Briere, from Complete Chiropractic & Wellness Center, when she discusses essential oils and if they are part of your natural pharmacy? If not, they should be. This informative seminar will be held on:

- Nov. 20 at 10:30 a.m. at the Chota Rec Center
- Nov. 13 at 10 a.m. at the Kahite Activity Center

The seminar is free, but registration is required by calling the Rec Center at 865-458-6779. Please indicate which date/time you would like to attend when making your reservation.

### **Understanding Medicare Seminar**

Physicians Mutual will be hosting a free informational and educational session on preparing for retirement at the Chota Rec Center on Nov. 14 at 1 p.m. Craig Hutto and Kris Fields will present a seminar focusing on Understanding Medicare. Some topics that will be covered are:

- Getting a cost effective drug plan
- Defining Medicare and its parts
- Enrolling in Medicare
- How you will pay for health care when you're retired
- Transition from employee to retiree
- The difference between cost and price

Do not miss out on this opportunity to ask questions and receive direct answers from the people who know the Medicare system. The seminar is free, but sign-ups are required by calling the Chota Rec Center at 865-458-6779.

### **AARP Safe Driving**

There will be an AARP Safe Driving course held 9 a.m.-1 p.m. Monday, Dec. 15; and Tuesday, Dec. 16 (participants must attend both class days), at the Chota Recreation Center. The fee is \$15 per person for members and \$20 per person for non-members. Payment is expected the day of the class and members are asked to bring their AARP membership card, if applicable. After completion of the class, you may receive a discount on your auto insurance premium. Class size will be limited, so sign up today by calling the Chota Rec Center at 865-458-6779. If the class is full, a waiting list will be maintained for future classes.

### **The Blue Heron at the Yacht Club Offerings and Upcoming Special Events**

- Join us for **Thirsty Thursday** for half-price bottles of wine.
- Join us for **Sunday Brunch** every Sunday 11 a.m.-1 p.m.
- We are now taking reservations for **New Year's Eve**.

Questions? Contact Info for the management team:

Christian Barber: Email: [cbarber.awehospitality@gmail.com](mailto:cbarber.awehospitality@gmail.com)

Jackie Newton: Email: [jnewton.awehospitality@gmail.com](mailto:jnewton.awehospitality@gmail.com)

**For reservations and information, call 865-458-4363.**

**How are we doing?** We appreciate your business and are committed to providing you and your family and friends with quality services. Please take a moment to complete a short survey online: [YachtClubSurvey.com](http://YachtClubSurvey.com).

### **2015 Reciprocal Courtesy Cards for Yachting Clubs of America Now Available**

Property owners can purchase Reciprocal Courtesy Cards for the Yachting Clubs of America in the POA office for \$20. The card will allow you to frequent the more than 700 yachting clubs which, like TVYCC, are members of the association. There are YCA affiliated yacht clubs throughout the USA and its territories. For more information about YCOA, go to [www.ycaol.com](http://www.ycaol.com); the website that tells about the Association and all the yacht clubs that are members. Stop by the POA office to learn where member clubs are. For other questions about the program, call Mitzi Lane, 865-458-5408, extension 4116.

## **Some Other Stuff You Need to Know...**

### **Movie Night Oct. 29**

The Public Library at Tellico Village will present Movie Night in the courtyard 7 p.m. Wednesday, Oct. 29; please note the earlier start time. President Felipe Calderon will lead us on a Royal Tour of Mexico. Since it's the end of October, a jacket will probably be comfortable to wear on our DVD tour. See parts of Mexico that you have never seen and watch a president who is very proud of his country. The DVD is approximately one hour long. Come for the free movie and eat some popcorn or drink a pop for a small donation.

### **Brush Pick Up Ends Oct. 31**

Public Works will pick up brush through Oct. 31. Leaf pick up begins Nov. 3. For more information, call Public Works, 865-458-4522.

### **HOA Ladies Lite Luncheon Nov. 5**

The next HOA Ladies Lite Luncheon will be 10 a.m. Wednesday, Nov. 5; please come early to shop. We will have a fashion show by The Lily Pad, The Shoppes at Christmas with many talented vendors, flower arrangements by Betty Longworth, performances by The Tellico Tappers and our pianist is Ann Saravo. The menu will be salad of mixed greens and chicken, raisins, cranberries, grapes, candied pecans, sliced almonds, goat cheese and a honey yogurt dressing and rolls, coffee, tea, water. Our guest baker will be GFWC (Tellico Village Women's Club). We will have monthly table rotations, tables of 8 to 10, get in the spirit and name your table. We are looking for guest bakers, pick a charity and get your friends to help bake. Our last guest baker made almost \$300 for her favorite charity. \$15 per person payments made to the 'Tellico Village Yacht Club', checks only. Reservations made at the Tellico Village Yacht Club, HOA Socials and New Villager Socials. No sign ups accepted after noon the Wednesday before the Wednesday luncheon. Co-chairs: Sam McQueeney 865-657-9020 [samnskip@charter.net](mailto:samnskip@charter.net) and Karen Sue Keith 865-458-4277 [kskeith1@icloud.com](mailto:kskeith1@icloud.com)

### **Garden Club Meets Nov. 6**

The Tellico Village Garden Club will meet on Thursday, Nov. 6, at the Yacht Club. Come at 12:30 p.m. for social time. Any gardening question can be submitted for our "Ask the Gardener" at 12:45 p.m. The program begins at 1p.m. This month: Tellico Village Top Ten Turf Care Tips. The presenter is Tom Samples, Extension Specialist/Professor Turf Grass Science and Management at the University of Tennessee. Visitors are welcome. For more information, contact Dori Holt at [865-657-5050](tel:865-657-5050) or see our website at [www.tellicoclubs.com/garden](http://www.tellicoclubs.com/garden).

### **Fall Pops Concert Nov. 7**

Tickets are now on sale for the Tellico Community Concert Committee's Fall Pops Concert. The concert features the band Good Company performing their show "Under the Influence of Great American Music," a collection of R&B, Rock, Gospel, and Bluegrass music that's sure to please everyone. The show is scheduled for 7:30 p.m. Saturday, Nov. 7, at the Community Church of Tellico Village. The \$25 tickets are on sale at the Village Salon, United Community Bank, Kahite Grill, and at the door. Come join us for an evening of great Americana music.

### **First Fridays for Local Authors Nov. 7**

Adele A. Roberts, the next author in The Public Library at Tellico Village's *First Fridays for Local Authors* Series, will be at the Library 10 a.m.-noon Friday, Nov. 7. Adele grew up in Montague, Michigan. After graduating from high school she earned a Bachelor of Science

degree in education from Western Michigan University in Kalamazoo, Michigan. She continued her education and received a Master of Arts degree in counseling as well as a CDA in early childhood development. Adele has spent many years working with children and parents. As a story teller she began telling her make-believe stories to her students, and ‘Sammy the skunk’ was one of their favorite characters. Although it wasn’t a priority of hers to write stories, she finished part of the first story and set it aside. When she and her husband moved from Missouri to Tennessee, she found the cardboard box, now over forty years old, which contained the aged, colored papers of her first story about a little skunk named Sammy. It was at this time she realized she needed to complete the task she had begun many years ago. There are now four books published in a series about Sammy. Although there are illustrations in the books, the books are not the typical ‘picture books’ for children. The stories are meant to stimulate children’s imaginations and to create images as they hear or read about a little skunk that enters the deep woods and meets many lovable little animals. As she started writing these stories, she began to focus on teaching Christian and character values based on the situations and circumstances in which the animals find themselves. After each story is a ‘Life Lesson’. These lessons teach the attributes of God.

She and her husband now reside in Oliver Springs, TN. They have one son who is the founder and director of Kids4Truth International Clubs – *Kids4truth.com*. Ms. Roberts will meet and talk one on one about his book and writing in general. You can contact Ms. Roberts at [adeleroberts38@gmail.com](mailto:adeleroberts38@gmail.com) and [sammytheskunk.blogspot.com](http://sammytheskunk.blogspot.com).

## **Recent Events and Bragging Rights**

### **Inaugural Ride to the Pops**

The STAYinTV project to provide rides to the Knox Symphony’s POPS series became a reality on Friday, Oct. 3. The Concert Season opened with the music of Simon & Garfunkel and guest Conductor Michael Krajewsky directing the Knoxville Symphony Orchestra at the Tennessee Theatre.

The picture captures the inaugural group of Tellico Village residents that have enrolled for this season-long event. Berta Diaz-Albet, working as a member of the STAYinTV Transportation Action Committee, organized the group and is collaborating with the Community Church on the use of their shuttle bus.

Pick-up was at 6:30 p.m. at the Yacht Club, where most had dinner, with drop-off across from the theater. Following the performance, the group was picked-up at the theater entrance and returned to the Yacht Club. After the fun and relaxing evening, the riders were full of smiles and fond memories.

STAYinTV also has a group enrolled for similar transportation to the KSO’s Master Works series.

If you wish to learn more about STAYinTV or its other transportation projects, please call Chris Garner at (865) 408-0337.

### **Food Drive Successful with Help from Community Church**

Danny Lunsford, a Good Shepherd Center volunteer, helped to unload 2,110 pounds of food donated by the Community Church at Tellico Village. Grocery bags with a Good Shepherd want list attached were distributed to members of the congregation who then filled the bags with the groceries and returned them to the Church where they were collected and delivered to

the Good Shepherd Center. Most of this food is designated for the November Holiday.

It is donations such as this that allows the Good Shepherd Center to provide food to the more than 2,300 Monroe County men, women and children (850 families) each month, and the need continues to grow. For example, in the year 2008, 16,221 people were served. In the year 2013, 25,807 people were served. The majority are families at or below the poverty level and in constant survival mode and the ability to put a nutritious meal on the table day to day is a continuous strain. The Good Shepherd Center strives to fill at least part of that need.

The Good Shepherd Center operates with volunteers and more volunteers are always needed. Anyone is invited to visit the Center to get a good idea of what is involved in its operation and perhaps find a job for which they can volunteer.

Operating hours are Monday through Thursday, 9a.m.-12:30 p.m. The Center is located at 5150 Highway 11 in Madisonville, phone 423-420-8888.

## **BLOCKBUSTER Q3 DRIVES MARKETING EFFORT**

by Joe Bogardus

Most all of the metrics used to measure the Tellico Village marketing effort showed the just completed third quarter was an exceptional one for the community. The Tellico Village Property Owners Association (TVPOA) marketing team delivered the good news at the Wednesday Board of Directors meeting.

The program's various traditional and non-traditional communication activities generated almost 2,500 leads in the July to September period. The performance was assisted by some late reporting by two of the magazines used by the team. A lead is an individual who provides a name and a method to contact them such as an address, phone number or e-mail. These leads were three times the number achieved in Q3, 2013. The strong Q3 results means the program has now netted 99% of its 3,650 2014 lead goal.

The team and the Tombras Group, the community's marketing/communications agency, have been concentrating on improved search engine optimization and other ways to stimulate the conversion rate of web leads. The three month web conversion rate was 1.37% and for the year the conversion rate stood at 1.26% , meaning the team is on track to meet its 2014 goal of 1.25%. The industry conversion rate standard is 1.00%.

Discovery Package and Day Tour visits were off the charts. Almost 220 people visited the community in the third quarter, up from 126 people last year. Inquiries about the visitation packages were up two and a half times from the previous year. Since the launch of the program in January, 2013 (21 months) more than 725 people have visited the community.

The marketing team reported it was well on its way to making its stated 2014 goal of 45 property sales traceable to program leads. Sales traceable to program leads more than doubled from a year ago and also from Q2, 2014. Year-to-date 39 homes and lots can be attributed to program activity. In the just finished quarter, 24% of all homes and lots sold in the community could be traced to the marketing effort.

Another indicator of success was the impact the program has had on property values. Beth Kuberka, TVPOA marketing manager, commented, "There are a number of variables that affect sales performance. Availability of desired housing, lot inventory and competitive pricing, are just three factors. Still, we are positive all of our activities have definitely contributed and played a role in improved property values."

For the first nine months of 2014, sales per square foot increased 9%. This is the first significant increase in property values since 2007. "It's important to look at the trend in property values as opposed to looking at one particular quarter," said Joe Bogardus, marketing team member, "One or two large sales can skew quarterly results. Looking back to Q2, 2013 and through this past quarter, the community trend has been year-over-year improved quarterly increases in sales per square foot."

Over the final three months of this year, the marketing team has a number of plans to maintain the program's momentum and set the marketing effort up for a robust 2015.

***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.***