



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

- Golf Advisory Committee, 3 p.m. Thursday, Feb. 12, POA Conference Room
- Finance Advisory Committee, 9 a.m. Friday, Feb. 13, POA Conference Room
- Dock Captains, 3 p.m. Monday, Feb. 16, POA Conference Room
- NO BOARD MEETING Wednesday, Feb. 18

# **Tell-E-Gram** TELICO VILLAGE POA **Midweek February 10, 2015**

## **Who's Interested in Tellico Village?**

**By Joe Bogardus**

The 2014 data collected by the Tellico Village Property Owners Association (TVPOA) marketing team tells a revealing story of who expressed interest in the community during the past year. The team recently completed its annual analysis of all the monthly information it monitors.

Almost 4,500 leads were generated by the 2014 marketing/communications program activities. A lead is defined as someone who fills in the contact form on the Tellico Village website, phones the TVPOA seeking materials, completes an information form at a trade show or submits a magazine reader service card. Lead generation in 2014 was up 77% over 2013.

As happened last year, the Village's national campaign produced leads from every state in the union and a few foreign countries. For the second consecutive year the states of Illinois and Florida continually finished as one 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 11% more leads than the number two state - New York. The bulk of the Illinois leads came in response to magazine advertising followed by online inquiries and trade show activity.

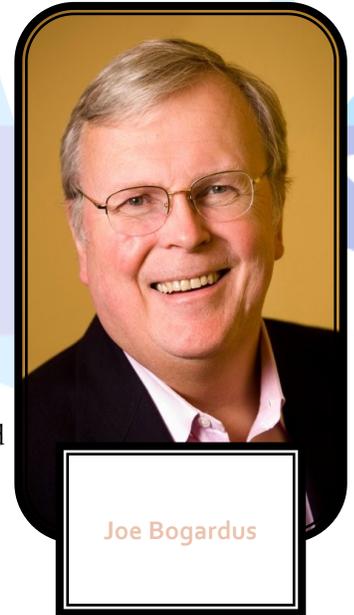
In securing the number two spot for lead generation, New York had the greatest number of online inquiries of all the states.

Floridians submitted the third most leads, but captured the top spot for out-of-state visits to [tellicoVillage.org](http://tellicoVillage.org) with more than 8,500 visits. People from Florida liked the Tellico Village Facebook page at the highest 2014 rate after Tennesseans.

The Tellico Village Facebook page again enjoyed another strong year with likes increasing 66.5% to more than 3,550. At the beginning of 2013 the page had a little more than 400 likes, and they were mostly Villagers. Now 85% of the likes are from outside the community. More importantly, the engagement numbers for the page steadily increased throughout 2014 as page participants shared posts with their followers.

The top states for Facebook likes were: Tennessee, Florida, Michigan, Pennsylvania, North Carolina and a tie for sixth with Texas and Ohio.

For years the traditional feeder states for potential Tellico Village residents have been Ohio and Michigan. They again performed well and posted top ten finishes. Michigan finished fourth in lead generation and Ohio fifth. Both states finished in the ten top states in replying to the print advertising and visiting the community online. In 2013, Ohio placed fourth and Michigan sixth.



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California continues to surprise to the upside. In 2014 it produced the sixth most leads after placing fifth in 2013. Californians responded to the print advertising in *Where to Retire* and *Ideal Living Magazine*.

Rounding out the top ten states for producing the most 2014 leads were: Pennsylvania, Virginia, Texas and Tennessee.

Another program element that created wide-ranging interest in the community was public relations. The team launched two national video news releases (VNR) that were picked up by several hundred media outlets. In the spring, a VNR was produced on the Cruising Club's Blessing of the Fleet, followed in late fall by a VNR on the Technical Access Program (TAP) which is part of the Computer Club. The TAP release appeared in Seattle/Tacoma, Salt Lake City, Indianapolis and all major Tennessee markets among others.

A Forbes.com story in late June caused non-resident website visits to spike 30% the week following its publication. The Village's online face, [tellicoVillage.org](http://tellicoVillage.org), welcomed almost 90,000 non-resident visitors in 2014 as it did in 2013, including more than 10,000 visitors who viewed the four website videos. At some point in the first quarter of 2015, the website will greet its 200,000 non-resident visitor.

Millions of interested potential residents saw the community's publicity, 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 interested in Tellico Village in 2014.

*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.*

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

- Our three-course **Valentine's night dinner** is almost sold out! Get your tickets before it is too late. Call for details.
- **Tiki Bar** Friday nights are back! Join us every other Friday for dinner and dancing. The next Tiki Bar will be Feb. 20, featuring DJ Lou, with entertainment beginning 7 p.m. Call today to make your dinner reservations.
- Join us April 5 for our annual **Easter Brunch**. Call for details and reservations.

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...

### UT Nutrition Presentation Feb. 11

Please join us 11 a.m.-2 p.m. Wednesday, Feb. 11, as staff members from UT Medical Center's Heart Lung Vascular Institute Healthy Living Kitchen present a series of nutrition presentations and demos dealing with grocery shopping, recipe substitution, and dining out choices. Handouts and lunch will be provided. The event will be held at Christ Our Savior Lutheran Church, 260 Wade Road West (just west of the junction of Hwy 444 and Hwy 72). RSVP to 865-458-9407 (in case of inclement weather, we will cancel program and reschedule if Loudoun County Schools cancel for that day).

### Cruising Club Meets Feb. 11

The Tellico Cruising Club will hold its monthly meeting on Wednesday, Feb. 11, in the Tellico Village Yacht Club. The social hour begins at 5 p.m. with the meeting starting promptly at 6 p.m. All Tellico Lake boaters are welcome. Any questions may be directed to Commander Romano Sims at 865-408-9356.

### Fishing Club Meets Feb. 11

The Tellico Village Fishing Club monthly meeting will be 7-8:30 p.m. Wednesday, Feb. 11, in the Tellico Village Yacht Club. Guest speaker is TBD, however club members will report on fishing results and techniques to be used this time of year. If not already paid, yearly dues of \$10 will be collected. Visitors are welcome. For additional information, contact new Club President Dale Weidinger at 865-458-1460.

### Ladies Book Club Meets Feb. 12

The Tellico Village Ladies Book Club will meet Thursday, Feb. 12, in the Tanasi Clubhouse, for an 11:30 a.m. lunch followed by a 12:15 p.m. discussion of *When we Were Strangers*, by Pamerla Schoenwald. The discussion leader is Wanda Moore. For more information, contact Bette Purvis, 865-458-8070.

### U.S. Coast Guard Auxiliary Presents Marlinspike, Knots, Bends, Hitches and Splices Feb. 12

Comments from our *About Boating Safely* (ABS) class indicate that students want more time to learn and practice knots and generally learn more about working with lines. Marlinspike Seamanship answers that need and includes more knots, bends and hitches, line splicing and other marine knowledge. Splicing skills allow boaters to prepare custom-made lines for their boat, or for repairing lines that have damaged sections. This is a hands-on class where you will not only learn but you will also tie knots and splice the line. Marlinspike will be held at the Tellico Yacht Club, top floor from 1 to 4 pm. Reservations are required. More details for this class can be found at <http://flotilla-12-2-tellico-village.blogspot.com/>. Cost is \$25. Call Mike Colacone at 352-804-8257 to reserve your seat.

### Hike Finley/Bote Mountain/Lead Cove Loop Feb. 13

The Tellico Village Hiking Club will depart 8 a.m. Friday, Feb. 13, from Chota Center, to hike:

- FINLEY/BOTE MTN/LEAD COVE (loop)
- Distance: 7 miles
- Elevation Gain: 1,200 feet
- Rating: Moderate
- Driving Time: 1.5 hours
- Leader: Tim Kalina, 847-917-0994 or [timkalina@aol.com](mailto:timkalina@aol.com)

This trail is on Laurel Road approximately 5.5 miles from the Townsend "Y" junction heading towards Cades Cove. The first 2.5 miles has 350 feet of elevation gain, potentially muddy with a few creek crossings (easy rock hops when the water level is low). However, the next 2.5 miles has 850 feet of elevation gain and the last two miles are downhill.

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

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help cover gas, etc. For more information, go to [www.TVHikers.com](http://www.TVHikers.com).

### **Village Quilters Meet Feb. 13**

The Village Quilters will meet Friday, Feb.13, with a 9:15 social time and a 9:45 meeting, at Christ Our Savior Lutheran Church, 260 Wade Rd West, Loudon TN 37774 ( 1 mile west of Hwy 444, Tellico Pkwy) .

The program will be: Knoxville's Merikay Waldvogel will be joining us to share details of her trip to "The Tokyo International Great Quilt Festival." For the last three years, Merikay has been the only American invited to judge this show along with a panel of six Japanese judges.

It is also the LAST CHANCE to pay your 2015 dues. Bring a \$25 check to Village Quilters, pick up a Village Quilters 2015 calendar for \$10, and sign up for the bus trip to Paducah.

Check website for additional information: <http://www.Villagequilters.com>.

### **Piano Concert Feb. 15**

The Community Church at Tellico Village would like to announce our concert for this Sunday, Feb. 15, at 4 p.m. in the church sanctuary. Performing will be prodigy Mayuki Miyashita, concert pianist. Tickets are \$10 and doors open at 3:30 p.m.

### **Hike the East Lakeshore Trail Feb. 17**

Join us on Feb. 17 when we will hike 3 miles of the southern section of the Baker Hollow Branch of the East Lakeshore Trail. This hike showcases a variety of landscapes and scenic views of Tellico Lake. We will gather at the Poplar Springs Boat Ramp parking lot at 9 a.m. where we will carpool to the trail head. The East Lakeshore Trails are just across the lake and are one of the most beautiful and accessible hiking trails in East Tennessee and have been designated as National Recreation Trails by the Department of the Interior. If you would like to become more familiar with these trails and/or would just like to take a short hike, then come join us on the 3rd Tuesday of every month. All of the monthly hikes should finish no later than 11:15 a.m. Your hike leaders will be Larry Elder, Jon Foreman, and Jim Jeswald. For additional information feel free to contact: Larry: [lelder49@gmail.com](mailto:lelder49@gmail.com) or 865-657-9722; Jim: [jmjes711@gmail.com](mailto:jmjes711@gmail.com) or 724-612-2166; or Jon: [for4man@charter.net](mailto:for4man@charter.net) or 412-337-5500.

### **Third Tuesday Lecture Feb. 17**

On Tuesday, Feb. 17, as part of the continuing Doug Christman Third Tuesday Lecture Series, The Public Library at Tellico Village is proud to present "Hitler and the Nazis: You Can't Make This Stuff Up!" 9:30-10:30 a.m. by Don Edmands. A combination of short stories about the Nazis and their quest for world domination will be presented. You will shake your head in amazement at these "bumbling idiots" who brought the world to war and exterminated millions. This is a classic look at a dictator's rise to power and the destruction of a country. Many stories you've never heard before will be told by the highly decorated USAF (retired) Colonel.

Call 865-458-5199 to reserve a seat or stop by the Library to join us for this this free and informative lecture. Seating is limited to 35 seats. We request you cancel your reservation if you cannot come as others will be happy to fill your seat. Check out /[www.tvlibrary.org](http://www.tvlibrary.org) to find out about all the fun, educational, informative happens at your public library!

### **T-BART Annual Meeting Feb. 17**

You are invited to attend the T-BART Annual Meeting 7 p.m. Tuesday, Feb. 17 at the Yacht Club top floor meeting room. T-BART has been providing non-emergency assistance to boaters on Tellico Lake for more than a decade. The annual public meeting is for everyone with an interest in our organization to come hear about activities and contributions of this all volunteer organization. If you have been thinking about participating in our community services and enjoy being on the waters of Tellico Lake, the annual meeting is an excellent way to learn more. Our guest speaker will be Bo Carey. Bo will talk about "Names on Tellico Lake - Background and history of the family names used to identify features of the Little Tennessee River and Tellico Lake." Why not come early and have dinner at the Blue Heron before the meeting? Dinner reservations should be made directly with the restaurant. No reservation needed to attend the meeting. Questions? Give Bill Fink a call at 458-3295.

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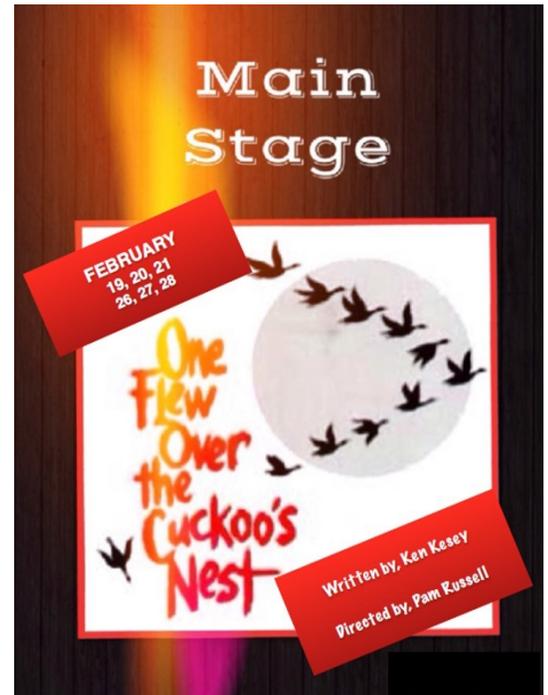
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## ***Cuckoo's Nest* flies over the new Tellico Community Playhouse in February**

Come share the exploits of Randle Patrick McMurphy, a charming rogue who contrives to serve a short sentence in an airy mental institution rather than in a prison. It only takes a couple of hours on Nurse Ratched's ward for McMurphy to realize this was a mistake.

In Dale Wasserman's adaptation of Ken Kesey's novel, McMurphy quickly takes over the ward and accomplishes what the medical profession has been unable to do for the past decade, including making a presumed deaf and dumb Native American Indian talk. He leads others out of introversion, stages a revolt and arranges for a rollicking midnight party that ends up having dramatic consequences. This Tony Award winning play was also winner of the 2001 Outer Critics Circle Award for Outstanding Revival.

*One Flew Over the Cuckoo's Nest* will be directed by Pam Russell and performances are scheduled for February 19, 20, 21, 26, 27, and two shows Feb. 28 (1:30 p.m. and 7:30 p.m.) at the Tellico Community Playhouse (304 Lakeside Plaza, Loudon, TN). Shows start at 7:30 p.m. (except for the 1:30 p.m. matinee on Feb. 28) and doors open one hour before the show. Tickets are \$20 and will be available at Village Salon, Salon Anew, Yacht Club, and Kahite Pub and Grille. See more at: <http://tellicocommunityplayhouse.org>.



## **Hike Lookout Mountain Feb. 25**

The Tellico Village Hiking Club will depart 8 a.m. Wednesday, Feb. 25, from Chota Center, to hike:

- **LOOKOUT MOUNTAIN**
- Distance: approximately 5 miles
- Elevation Gain: approximately 600 feet
- Rating: Moderate
- Driving time: 1.5 hours
- Leader: Tom Ringenbach, 865-458-0915 or [tommamie@charter.net](mailto: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](http://www.TVHikers.com).

## **Christian Men's Fellowship Breakfast Thursdays**

Christian Men's Fellowship Breakfast meets weekly on Thursday mornings from 8 a.m. to 9 a.m. in the Tanasi Clubhouse. This is a non-denominational group of men from all walks of life who meet for breakfast, a time to fellowship around tables, share prayer requests and hear a devotional, personal testimony or enter into a discussion about spiritual issues. All are welcome. For more information, call Larry Denney at 865-408-9725 or Bob Ericson at 865-458-9877.

## Recent Events and Bragging Rights

### TV Lions Celebrate 15th Anniversary

The members of the TV Lions Club gathered on Tuesday evening, Jan. 21, in the TV Yacht Club to celebrate the 15<sup>th</sup> anniversary of the founding of the club. In addition, the club also honored, as it does each January, the spouses of the members and other residents of the Village who support its various activities throughout the year. The evening began with dinner followed by a program that recognized the two occasions. King Lion, Curt Isakson, first recognized the spouses of the members who give of their time to insure that the two major fund raising events the club conducts, the Oktoberfest and the upcoming Chili/Soup dinner are successes. The spouses help prepare the food, serve it and help clean up the facility after the events. Without these spouses it would be impossible for the club to make these events the successes they usually are. The King Lion also recognized an individual, neither a spouse nor member, whose efforts are singularly critical to a key fund raising activity of the club, flyer delivery. This person, Ms. Debbie Chadwick, works in the Edward Jones office in the Village. Each month she sorts and organizes three to six flyers, as many as 20,000 individual pieces of paper, into route bundles for the 25 individual Lions who actually deliver the flyers. This is a monumental undertaking, which Debbie has done for years. She was presented with a gift certificate as thanks for her efforts.

The King Lion then moved into the anniversary celebration. He first introduced the following special guests: District 12N Governor, Lion Ed Gibbons and his wife, Lion Theresa, Past International Director and Guiding Lion for the founding of the club, Lion Bill Watkins and his wife Lion Nora, former member of the club and Past District Governor Lion Chuck Bailey and his wife, District 12N 2d Vice District Governor, Lion Paulette Bailey and a charter member of the club Lion Larry Hawk and his wife Helen. He next recognized charter members of the club who are still active in the club, Lions Joe Klint, Kay Klint, Al Sponholz, Liz Sponholz, Tom Thomas and Howard Higby.

Lion Isakson next introduced the district Governor who recognized the following for extended membership, Lion Kay Klint and Al Sponholz 15 years, Lion Dennis VanWormer 10 years. He followed this by short remarks recognizing the accomplishments of the TV Lions. He was followed by Lion Joe Klint, the first President/King Lion of the club who, as shown in the photo was wearing the same Lions hat and sweater that he wore on the night of the first meeting of the club.

Lion Isakson next proceeded to highlight a number of accomplishments of the club. These included raising and donating to various local service organization over \$275,000, vision testing literally thousands of children, testing hundreds for glucose levels, a precursor to diabetes, helping keep the Village clean by policing the parkway once each month, collecting and sending for recycling thousands of pairs of used eyeglasses, providing free eye examinations and glasses to over 500 indigent citizens of Loudon County and most recently, in conjunction with the Loudon Lions Club and the Lions Club International Foundation, the financing and construction of a Habitat for Humanity house in Hope Haven. As Lion Isakson indicated these are accomplishments that make the TV Lions truly valuable members of the community.

He also noted that preparations are underway for the annual Chili/Soup Dinner. It will be held on March 3 at the Christian Life Center of the Community Church.



The photo shows the charter members and the guiding Lion for the founding of the club. They are, from left, Lions Tom Thomas, Larry Hawk, Al Sponholz, Joe Klint, Kay Klint and Guiding Lion Bill Watkins.

For more information on the Tellico Lions club visit their web site at <http://tellicovillage.tnlions.org/>.