

POA Meetings and Events:

- Long Range Planning, 10 a.m. Thursday, May 28, POA Conference Room
- Public Services Advisory Committee, 1 p.m. Thursday, May 28, POA Conference Room
- Recreation 101, 12:30 p.m. Thursday, May 28, Wellness Center
- POA Board Workshop, 10 a.m. Tuesday, June 2, POA Conference Room

Marketing Effort Continues to Grow

By Joe Bogardus

The opening months of 2015 proved to be another successful growth period for the Tellico Village Property Owners Association's (TVPOA) marketing/communications program. That was the message delivered by the TVPOA marketing team to the community's Board of Directors at their May meeting.

In the just completed January to April period, more than 2,000 leads were generated from the program's various communications 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. The 2,000 leads represents a 41% increase over the same period a year ago and also represents 45% of the total leads forecast for the entire year.

Completed Discovery Program packages—overnight stays and day tours—were up 28% year-over-year with almost 150 people visiting the community from January to April. Discovery Program inquiries and visits are both trending ahead of 2015 objectives.

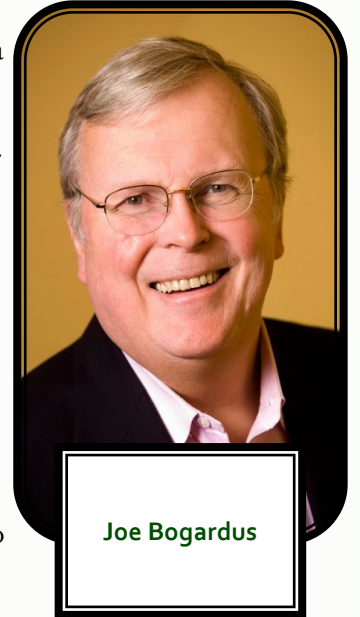
The program's social media component experienced exceptionally strong growth. Facebook likes jumped 69% giving the community over 5,100 likes. Engagement numbers—Facebook users who share, comment or like Tellico Village posts—were also up dramatically for the medium.

The first half of any year tends to be a slow period for Tellico Village real estate. The opening months of this year somewhat bucked the trend. Sales attributable to leads generated by the program doubled in the January to April period from eight sales in 2014 to 16 sales in 2015. Of all the community's real estate sales closed during this time frame, 25% could be traced to the marketing/communications program.

The Village had a couple of high-end homes sell during the four-month period; something that did not happen during 2014. This skewed the period's price per square foot improvement in a year-to-year comparison. Price per square foot increased 18% this past January to April.

"Real estate activity is definitely increasing in the community," said Beth Kuberka, TVPOA marketing manager. "While we do not expect the full year price per square foot to increase at the accelerated rate it did in the past four months, we are confident the community will enjoy a solid improvement in values during 2015 as it did in 2014."

The marketing/communications program traditionally experiences its highest level of activity during the April to November time period. With the strong start in the just



Joe Bogardus

Tellico Village POA
Tell-E-Gram
Midweek May 26, 2015

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finished four months, continued growth in leads, potential resident visits and real estate sales the remainder of the 2015 looks very promising.

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.



Country Living Magazine Needs YOU



The Tombras Group, our marketing/communications agency, has been in discussion with *Country Living Magazine* about featuring a Tellico Village home in an upcoming issue of the publication. There is interest on the part of the editorial staff in reviewing five or six candidate Village homes. The key, of course, is submitting aspirant homes that feature a country look.



Here is a link to help you understand the type of homes the publication features:



<http://www.countryliving.com/home-design/house-tours/>



Country Living Magazine is a national publication and is widely read by the female demographic of our target audience. Securing coverage in this magazine would be a nice addition to our public relations effort. The TVPOA marketing team would like to exploit this opportunity.



To nominate your home, email John Cherry at jcherry@tvpoa.org with your name, address and phone number. We will accept submissions through June 2.



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

- Join us on Wednesday for some unique cocktails created by our star bartender and mixologist. **Whiskey Wednesdays** at the Blue Heron.
- **Thirsty on Thursday?** Half-price bottles of wine with your dinner at the Blue Heron.
- Friday: **Tiki Bar**—Join the Southern Star Band for cocktails, music, and dancing. Band starts at 7 p.m., no cover.
- We are now selling tickets for our 5th of July celebration tickets are \$20 each and that includes entry, BBQ-themed buffet and fireworks



Questions? Contact Info for the management team:

Christian Barber: Email: cbarber.awehospitality@gmail.com

Jackie Newton: Email: 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.

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; 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 4100.

Recent Events and Bragging Rights

Kiwanis Donates Money for Children's Books

As part of our celebration of the one hundredth anniversary of the founding of Kiwanis International, the Kiwanis Club of Tellico Village committed to raise \$3,000 in donations to provide a gifts of 100 children's books or \$1,000 to each of the Lenoir City Elementary School, Greenback Middle School and the "Children's Corner" of the Tellico Village Public Library. We exceeded our goal with 340 donations from members of our Club, parents of the school children and businesses in our area and we will also be making a donation of at least \$400 to the Steekee School Library as donations are still coming in.

The members of the Kiwanis Book Committee include Bob Treece, Chairman, Lou Livengood, Doug Banister and Chuck Swenson.

Success really belongs to the individual members of Kiwanis Club of Tellico Village who contributed their financial support to this worthy project. The children, who use the books, will enjoy the benefits over a long period of time. Thank you again for displaying such a "give-back" attitude.

Pictured are Bob Treece, Doug Bannister (and friend), Chuck Swenson, and Lou Livengood giving a check to Carol DeForest of the Tellico Village Library.



Vets Recognized on Memorial Day

On a quiet cul de sac in Tellico Village, neighbors honored three Vietnam War veterans on Memorial Day. Chet Harzewski, Dave Lundberg and Dave Tarver, all living on Osage Court received Quilts of Valor on that day.

Helen Willis, member of the Village Quilters Chapter of the National Quilts of Valor Organization, organized the event and thanked each one for their service as she presented their quilts. After each veteran received his quilt, it was wrapped around his shoulders to symbolize the warmth and caring of our grateful nation.

The Quilts of Valor Organization was started by Catherine Roberts in 2003 who made a quilt to help cope with her son's deployment to Iraq. Since then, the organization has presented over 116,000 quilts to active military members and veterans from all American conflicts. The mission of the Quilts of Valor Foundation is to award all service men and women a quilt.

As Dave Tarver, an Army Medic in Vietnam, received his quilt, Mrs. Willis said, "Quilters say that every quilt tells a story. The



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story of your quilt started with a member of Village Quilters who shares your love of country. As of today, the story of this quilt becomes your story.”

Dave Lundberg, who served in the Army in Vietnam, was told by Willis, “We may never know the depth of your sacrifice to protect and defend the United States of America. As a gesture from a grateful nation, please accept your Quilt of Valor.”

When Chester Harzewski, who was wounded while in Vietnam, received his quilt, Helen Willis said, “As one who signed up to serve and defend our country and give your life if need be, we give you our thanks and gratitude.”

Villagers who are interested in learning more about Quilts of Valor and how to arrange for someone in their neighborhood to receive one can begin by checking the Village Quilter’s website www.villagequilters.org and click on Quilts of Valor.

Some Other Stuff You Need to Know...

Community Players dress up in May for *Love, Loss and What I Wore*

Love, Loss and What I Wore is a charming collection of stories that uses the female wardrobe as a time capsule of a woman’s life. Utilizing a rotating cast of five women, this play presents a series of monologues that explores women’s relationships and wardrobes and, at times, the interaction of the two.



Love, Loss and What I Wore is a play written by Nora and Delia Ephron that won both the 2010 Drama Desk Unique Theatrical Experience Award and the 2010 Broadway.com Audience Choice Favorite New Off-Broadway Play Awards.

Love, Loss and What I Wore will be directed by Jane Venable and performances are scheduled for May 28, 29, 30, and 31 (matinee) at the Tellico Community Playhouse (304 Lakeside Plaza, Loudon, TN). Shows start at 7:30 pm (except the May 31 1:30 p.m. matinee start) and doors open one hour before the scheduled performance.

Tickets are \$15 and will be available for purchase at the Playhouse, Monday-Friday, 10 a.m. -4 p.m., May 26-29. Forms of payment will include check, cash, or credit card (at the box office only). Tickets for *Love, Loss and What I Wore* will also be available for purchase at

Village Salon and Salon Anew in Loudon and the Kahite Bar & Grill in Vonore. See more at: www.tellicocommunityplayhouse.org.

Tellico Top Notes Rehearsal Schedule

The Tellico Top Notes hold practice/rehearsal 7 p.m. on the second and fourth Tuesdays (May 26) each month in the Yacht Club, Dale Polewach, 248-790-8962. We are always looking for more musicians!

Hike Mt. LeConte May 27

The Tellico Village Hiking Club will depart 7 a.m. Wednesday (note time change), May 27, from Chota Center, to hike:

- MT. LECONTE via Trillium Gap Trail
- Distance: 13 miles
- Rating: Difficult
- Driving Time: 2 hours
- Elevation gain: Approximately 2,800 feet
- Leader: Bob Stewart, 865-224-1778 or rlsmks@gmail.com

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This route up to LeConte will begin at Grotto Falls parking area on the Roaring Fork Motor Trail just south of Gatlinburg. Highlights include Grotto Falls, LeConte Lodge, and views from High Top at an elevation of 6593 feet. Please keep in mind that weather conditions at these elevations can be more extreme than at lower elevations.

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.

Library Movie Night May 27

The Public Library at Tellico Village will present Movie Night in the courtyard on the last Wednesday each month through Sept. 30. Our second movie in our Movie Night Series will be shown on Wednesday, May 27, at 8 p.m. (sunset is at 8:44 p.m.).

"Building Wonders of the Coliseum" This movie investigates the engineering mysteries of the ancient world with the help of dramatic hands-on experiments. Modern architects examine how the Romans built the vast Coliseum so they could reenact naval battles and stage spectacles involving hundreds of gladiators and wild animals. DVD is 60 minutes long.

The following is our current schedule, please mark your calendars and be sure to join us for the free movie and eat some popcorn or drink a pop for a small donation. The movie start times will take into consideration when the sunsets and the chill factor.

Kids First Annual Dinner and Auction "A Child's Voyage"

The annual Kids First CAC fundraiser is scheduled for Tuesday, June 2, and will be held at the Tellico Village Yacht Club. This year's dinner will focus on how therapy helps children at the CAC become survivors instead of victims. Gathering, live music and auction will begin at 5:30 p.m. followed by dinner at 6:15 p.m. Tickets are \$100 per person and may be purchased by printing and mailing the [brochure](#) or contacting Denise at 865-986-1505 if you prefer to pay by credit card. Join us on this voyage to "help heal the pain of child abuse."

Woodworkers Meet June 4

The next meeting of the Tellico Village Woodworkers Club will be 7 p.m. Thursday, June 4, at the Yacht Club. The meeting will feature the members' Annual Spring Challenge. The topic is "Wood Grain"—wood samples and projects emphasizing unique or decorative wood grain. Prizes will be awarded. The public is invited.



First Fridays for Local Authors June 5

Debby Arthur Warner, the next author in The Public Library at Tellico Village's *First Fridays for Local Authors* Series, will be at the Library on Friday, June 5, from 10:00 am to noon.



Debby is a mystery writer who lives in the high desert environment of Western, Colorado. She enjoys the several weeks she spends each year in the Smokey Mountains of Tennessee where her second book, *Four Keys and a Cabin*, takes place. Debby has a unique writing style. As she describes it, "I begin my story as it is revealed to me through my characters. I never know where the story will take me until I begin writing with my pencil and legal pad. Each chapter is revealed to me in this manner until my characters bring the mystery to a close."

Stop by and visit with Debby who will be onsite to discuss her book and writing in general.

Muddy Boots to Hike the East Lakeshore Trail June 8

The Muddy Boots Hiking Club will hike the East Lakeshore Trail Monday, June 8, with 7 different hikes at 7 different start times, for a total of 28.3 total miles. All hikers will meet at Poplar Spring boat ramp on the parkway

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beginning at 5:30 a.m.

- Distance ranges from 2.8 miles to 5 miles
- Rating: easy unless you attempt all 28.3 miles
- Leader: George Zola

The East Lakeshore Trail is a true gem. Muddy boots will hike the entire trail broken down into 7 separate segments. Hikers may chose which segment they wish to hike and a start time throughout the day. A shuttle will be provided from the end of the hike back to start point. Also plan to greet the last group when they arrive at Wildcat Pointe trailhead at approximately 7:30 p.m.

Contact George Zola at zola1029@gmail.com, 614-937-0767, or nvmuddyboots@gmail.com for more information.

Players Announce Auditions for Melodramas

The Tellico Community Players are proud to announce the audition dates for An Evening of Laughter. The auditions will be held at the Tellico Community Playhouse 6 p.m. Monday, June 8; 10 a.m. Tuesday, June 9; and 6 p.m. Wednesday, June 10. There are a large number of cast positions for this production. A melodrama is defined as “a sensational dramatic piece with exaggerated characters and exciting events intended to appeal to the emotion.” The two melodramas being produced are “The Lost Samantha Treasure” and “The Plague on Madison Avenue.” Scripts are available at the Public Library at Tellico Village. Len Willis will be the director. Call him at (423) 519-9807 if you have any questions. Mark your calendar and come join us for a lot of fun.

Register for These Courses with TV University

SELF-PUBLISHING COURSE: Tellico Village University (www.tvuniversity.org) is offering a short course (one hour plus time for Q and A) in Self-Publishing. Lyn Neilans, Villager and local author who is a member of the Tennessee Authors Guild, will explain legal requirements and ways to navigate through the steps to get your book published yourself. You may have a collection of poems, stories, recipes, memoir, photos, or anything else that you would like to self-publish and distribute or sell. This course will be held 9-11 a.m. June 16, in Chota Recreation Center. See the complete description of this course at the TVU website and use the CONTACT US page to register. The website is the best source of information, but you can call Cindy Solomon if you need more. REGISTRATION IS NOW OPEN!

FUNDAMENTALS OF PHOTOGRAPHY – All are welcomed to join: The Fundamentals of Photography course offered through Tellico Village University (www.tvuniversity.org) was very well received. We meet each Friday afternoon 2-4 p.m. at the Yacht Club. It's not too late to join us! You can join anytime, just register using the CONTACT US page at our website. May 29 we will learn about composition practices of the professional photographer. We ask you to give a donation to support STAYinTV so we can continue to bring this type of programming to Tellico Village. Contact Cindy Solomon if you need more information.

Worn Flag Collection Through June 14

American Legion Post 256 collect unserviceable flags again this year. The collection timeframe began May 14 and will go through June 14 at the named locations.

The locations to drop flags which need to be retired are: The Public Library at Tellico Village, POA Administrative Offices, Tanasi Clubhouse, Toqua Clubhouse, Kahite Clubhouse, and Chota Recreation Center. Note: The Tellico Village Volunteer Fire Department is no longer a drop-off point for retired flags.

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.