

Tell-E-Gram Text Only Version, June 30, 2017

POA Meetings and Events (red denotes irregularity of time, day, and/or location):

- July 6, 9 a.m., ACC, POA Conference Room
- July 6, 9 a.m., Recreation Advisory Committee, Wellness Center
- July 7, 9 a.m., Communications & Marketing, POA Conference Room
- July 11, 10 a.m. POA Board Workshop, Top floor of the Yacht Club
- July 12, 9 a.m. Public Services, POA Conference Room

Note: Because of the July 4th holiday, Tuesday's Tell-E-Gram will be published on Wednesday, July 5th. All recreation facilities will close at 5 p.m. on July 4th. The Welcome Center will be open on July 4th from 11 a.m. - 2 p.m.

Survey Shows Broad Impact of Marketing Program

By Joe Bogardus

It's a long way from Albuquerque, New Mexico to Tellico Village. That's the route Bill and Bobbie Seier took to the community. They also took a more frequently traveled path, accessing elements of the Tellico Village marketing program to learn about and guide their decision to relocate to the Village.

The Tellico Village marketing team revealed the results of the recent property owners marketing survey at the June 21st Tellico Village Board meeting. A key finding of the survey showed at least one element of the Village's marketing program contributed either "very importantly" or "importantly" to new resident's deciding to settle in the community. The marketing program impacted in some way on 82 percent of total MLS Village sales from January 1, 2014 to February 28, 2017.

The marketing team had a strong knowledge base of 42 percent of the people who purchased in the community as of December 31, 2016. These buyers were generated by marketing program leads and for study purposes were classified as program purchasers. The team lacked reliable information on why the remaining 58 percent selected Tellico Village. These people who were not marketing program leads were categorized as non-program purchasers. With total MLS sales up dramatically since 2014, 46 percent, the team believed there was a suitable sample to solicit information from program purchasers and non-program purchasers.

Bill and Bobbie, who were classified as program purchasers, agreed to share their survey responses to see how they compared with the other 390 households which completed the electronic questionnaire between April 10 and May 5.

Like 55 percent of respondents, the Seier's purchased within a year of learning of Tellico Village. Surprisingly, 22 percent took five plus years to make a purchase after first becoming aware of the Village. Unlike other respondents the Seier's made four visits to finalize their purchase decision. Survey respondents averaged 3.1 visits to the community before settling on a home or lot. Interestingly, the average number of visits common to the active adult community industry ranges from three to five visits.

Bill and Bobbie moved to the Village from Albuquerque, but have strong ties to Illinois, especially Naperville where they lived for many years and still have children residing that community. Illinois continued its recent trend of "most move-in state" with 17.1 percent of responding households identifying as ex-Illinoisans followed by Tennessee (10.2 percent);

Michigan (9 percent); Florida (8.7 percent) and Ohio (7.4 percent).

All of the respondents were asked to rate what marketing program elements influenced their selection process. Program purchasers and non-program purchasers gave high marks to the Village's internet presence via search engines, retirement websites and the community's website: tellicovillage.org. They valued the Village's marketing materials. Bill characterized the *Tellico Village Living* promotional magazine, "as very professionally done." Unlike non-program purchasers, the Seier's had a land tour with a Villager which they claimed, like 60 percent of program purchasers, had a significant impact on their commitment to move to the community.

When they closed on their Coyatee neighborhood home in June 2016, the Seier's were in their late 60's, closer to the United States Census Tellico Village median age of 69 years. The median age of survey respondents was 62.5 years. This younger age of the new arrivals was another major finding of the survey.

During their first trip to Tellico Village the community's location was a significant draw for Bill and Bobbie as it was for all study respondents (39.9 percent) followed by amenities (25.8 percent) and lifestyle (21.7 percent). Once here, the Seier's, like their fellow new Villagers, enjoy basically the same aspects that originally drew them to the community. The intensity is different. What the Seier's and other new residents commented on was how much they enjoy the people and the active lifestyle now that they are living in Tellico Village.

Bill Seier summarized their feelings, "Bobbie and I just marvel at how nice everyone is. Friendly. Helpful. This is such a great place to live."

Joe Bogardus is a retired marketing communications professional and Tellico Village resident who 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. Bogardus currently is chairman of the Loudon County Visitors Bureau Board of Directors.

July 2017 POA Board and Advisory Committee Meeting Schedule

(Dates, times and locations are subject to change)

July 6, 9 a.m., ACC, POA Conference Room

July 6, 9 a.m., Recreation Advisory Committee, Wellness Center

July 7, 9 a.m., Communications & Marketing, POA Conference Room

July 11, 10 a.m. POA Board Workshop, Top floor of the Yacht Club

July 12, 9 a.m. Public Services, POA Conference Room

July 14, 9 a.m., Finance Advisory Committee, POA Conference Room

July 17, 5 p.m., Dock Captains, Chota Rec Center

July 18, 3 p.m., Golf, POA Conference Room

July 19, 1:30 p.m., POA Board Meeting, Yacht Club

July 20, 9 a.m., ACC, POA Conference Room

July 27, 9:30 a.m., Long Range Planning, POA Conference Room

July 28, 9 a.m., Golf 101**, Tanasi Pro Shop

Communications and Marketing Advisory Committee Open Seat

CMAC has an open seat that will run through 2018. If you have a background in communications/marketing/PR/website design and are interested in serving on this committee, please contact Beth Kuberka at bethk@tvpoa.org or 865-458-7095 to learn more!

4th of July Restaurant Schedule

- The Yacht Club will be closed on the 4th of July

- Tanasi Bar & Grill will be open from 11 a.m. – 4 p.m.
- Toqua Café will be open from 7:30 a.m. – 2 p.m., breakfast will be served until 2 p.m. Pavilion will be open until 4 p.m. for beer and snacks.
- Kahite Bar & Grill will be open from 11 a.m. – 4 p.m.

Tellico Village 30th Dinner Celebration

Join us as we celebrate Tellico Village turning 30! We will be having a dinner celebration at the Yacht Club on August 24th. Tickets are now available to purchase at the Welcome Center. We have 225 tickets available for purchase at \$35 per ticket. There will be tables of 10 and if you would like to sit with a group, those tickets need to be purchased together. If you have a group smaller than 10, you will be paired with another table. Along with dinner, Bill Landry will be our guest speaker and harpist, Amy Carty, will be playing throughout the evening. Contact Lisa McCray at 865-458-5408, ext. 4131 or LMcCray@tvpoa.org

The menu will be as follows:

- House Salad with choice of dressing
- Pan seared chicken breast, served with roasted fingerling potatoes & grilled white asparagus **OR** Grilled Bistro Steak, served with roasted fingerling potatoes & grilled white asparagus
- Chocolate Lovin' Cake, a giant mouthful of chocolate pudding between two layers of dark, moist chocolate drenched chocolate cake.

SANTEK HOLIDAY SCHEDULE

Next week, Santek will run normal schedule on Monday, July 3rd and then they will be one day behind on pick up for the rest of the week.

Upcoming 4th of July Events in Loudon County

Monday, July 3 – Celebrate Loudon Concert & Fireworks Show: 5 p.m. gates open; fireworks at dark; karaoke 10 p.m. to midnight. Music by The Rustic Belles at 6:30 p.m.; Raegan Willis at 7:15 p.m.; and Matthew Hickey Band at 8:00 p.m. Food by Jimmy's Concessions. For more information, contact Loudon Parks & Recreation at 865-458-7525.

Tuesday, July 4 – Loudon 4th of July Parade: 9 a.m. Line-up on Carter Street; parade begins at 10 a.m. and will proceed down Mulberry Street to downtown Loudon.

Tuesday, July 4 – Greenback 4th of July Parade: 10 a.m. Line-up at old Greenback school; parade begins at 11 a.m. Marshall Andy is this year's Grand Marshall of the Parade.

Tuesday, July 4 – Lenoir City 4th of July Parade and Annual Firecracker Run: 10 a.m. Line-up at Yale Commercial Locks; 11 a.m. Parade/Race at C Street. We will be kicking off the parade with our annual Firecracker Run, a half-mile fun run for children ages 5-12. The run is free and the first 100 children receive a free event t-shirt. Every runner receives a participation award. Top prizes will be given to the first place boy and girl from each division. Participants for the race or the parade can register by calling Lenoir City Parks & Recreation at 865-986-1223.

We hope that you have a happy, fun, and safe 4th of July with your loved ones!

Some Other Stuff You Need to Know...

Astronomy Club Meeting July 5

The Tellico Village Astronomy Club will meet Wednesday, July 5th, at 7 p.m. in Room D of the Chota Rec Center

New Villager's Club Social July 6

The New Villagers Club holds a social 5-6:30 p.m. the first Thursday of every month at the Yacht Club. The next social will be 5 p.m., Thursday, July 6th, at the Yacht Club. New members should arrive at 4:30 PM. Visit the New Villagers Club website for more information: www.telliconewvillagers.com.

TV Woodworkers Club Meeting July 6

The TV Woodworkers Club will be holding their next general meeting on Thursday July 6, 2017 at 6:45 pm on the top floor of the Yacht Club. The speaker will be Jeff Covey who will discuss products from Festool which he represents. The public is invited to attend. For more information, visit our website at tvwoodworkers.com

American Legion Post 256 Meeting July 6

American Legion Post 256 extends an invitation to all Veterans to join us at our meetings on the 1st Thursday of each month. The next meeting will be July 6th. The meeting begins at 9 a.m. and includes a breakfast buffet for \$12. Reservations are required by noon the Monday prior to the meeting. Please call Commander Vic Vickery at (423) 884-6476 or Adjutant Jim McNeece at (865) 233-5664. Breakfast is followed by an informative guest speaker and updates on community and veteran's services projects. Join us in the Fellowship Hall at The First Baptist Church of Tellico Village. For directions and more information visit www.TellicoLakePost256.org.

Muddy Boots July 10 Hike

Date: Monday, July 10th - IJAMS Wilderness Park

Depart: Chota Center parking lot (across from gas station & next to Lakeside Realty)

Time: 8:00 am departure

Driving Time to IJAMS Wilderness Park: 50 minutes

Length of Hike: 5 miles

Rating: Moderate

Hike Leaders: Rich (our New Villagers President) & Diane Anda

Bring: snacks, water, hiking boots, hiking poles, and \$ 5.00 for your car pool driver. This is a preliminary announcement for the hike. A more detailed announcement will follow as the hike date approaches.

Kathy Dooley, dooleykd@mac.com, 415-304-7772 cell (text or phone message)

Rosie Sylvester, kittycat2x2@gmail.com

HOA Social July 11

The HOA Social is July 11th at 5 p.m. at the Yacht Club. Sign up for community events. Stay for dinner with the group at the Yacht Club, if you choose. For more information visit: www.hoatellicovillage.com

Tellico Cruising Club Meeting July 12

The Tellico Cruising Club will hold its monthly meeting on Wednesday, July 12th at 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 should be directed to Commander Tom Morgan 865-657-9380.

Tellico Riders Meeting July 13

Thursday July 13th, the Tellico Riders will conduct their monthly meeting at the Tellico Village Yacht Club. The club social starts at 5 p.m. in the TV Yacht Club Bar, followed by a meeting on the 3d Floor at 6 p.m. If you own a motorcycle, ride in East Tennessee, or would like to meet those that do, come join us. At 7 p.m., after the meeting, it's optional to join many of the Tellico Riders for dinner in the Yacht Club Dining Room. If you desire to have dinner, we recommend you place your dinner meal order during the Club Social Hour...tell them you're with the Tellico Riders. For additional information, please contact Paula Moore, Director Tellico Riders at moorepm@charter.net

Tellico Village Ladies Book Club Meet on July 13

When: Thursday, July 13, 2017

Where: Tanasi Club House

Time: 11:30 am Lunch

12:15 pm Discussion

What: Fiction Book Discussion: "The Good House" by Ann Leary

Discussion Leader: Gretchen Atkinson

TV Hiking Club July 14 Hike

Depart at 8:00 a.m. from Chota Center - LAUREL FALLS (Bowater Pocket Wilderness)

Distance: 6 miles (7.2 with extension)

Elevation Gain: 1200 feet

Rating: Moderate but with rocky footing (extension is strenuous)

Driving Time: 1 hr. and 45 min.

Leader: Bev Hawkins, 865-406-0297 bevhawkins@aol.com

The trail starts at an abandoned coal mine area along Richland Creek providing multiple rapids and natural pools. Some of the trails are formed of rock and some maneuvering over and under large rock areas are necessary. The primary hike will end at Laurel Falls, a beautiful 80 foot waterfall. The adventurous might consider a steep and strenuous extension of a mile or so for a view at the top of the plateau above the falls.

Comedy *The Savannah Sipping Society* opens July 13 at Tellico Playhouse

The Tellico Community Players July production is the laugh-a-minute comedy *Savannah Sipping Society*. The cast has been selected and the play will run Thursday-Saturday, July 13-15 and 20-22, with a matinee on Sunday, July 23 -- at the Tellico Community Playhouse, 304 Lakeside Plaza, Loudon. Reserved seats at \$21 are available on the website www.tellicocommunityplayhouse.org beginning Monday, June 12th. The play is sponsored by The Cagle Cross Group of Merrill Lynch. The Cagle Cross Group is located at 800 S. Gay Street, Suite 2200, Knoxville. Opening night tickets will also include wine and cheese before the show, beginning at 6:15 p.m.,.

The Savannah Sipping Society was written by Jessie Jones, Nicholas Hope and Jamie Wooten. A delightful production, *The Savannah Sipping Society*, centers around four unique Southern women who are all stuck in a rut. Drawn together by fate - and an unplanned happy hour - the ladies decide that now's the time to reclaim that passion for life that's faded over the years. Over the course of six months that are filled with misadventures and the occasional liquid refreshment, these middle-aged women form a bond and find the confidence to kick-start their new lives. Veteran actor and director Len Willis is directing *The Savannah Sipping Society*. Producer is Ted Taylor.

Tellico Village Broadcasting: Spotlight on Tanasi Grill

Chef Chava of Tanasi Grill shows us how he makes the signature ribs for which Tanasi is famous. Here's your chance to learn how! Tellico Villagers who subscribe to Spectrum can watch this mouthwatering episode of Spotlight on Tellico Village on Channel 193. Anyone can watch this episode anytime, anywhere online by following this link: <https://vimeo.com/221447861>. If you are interested in submitting a bulletin to TVB, please visit the TVB website at: <http://tellicovillagebroadcasting.org/>

Tanasi Bar & Grill

Summertime is brunch time at Tanasi Bar & Grill! Thursday-Saturday: 8am-11am. Sunday (with buffet): 8am-1pm.

Parrot Head Party

Live Jimmy Buffett Tribute Band featuring Bary Jolly! 6-10 p.m. \$20 per ticket, cheeseburger in paradise buffet, best dressed contest. It will be at the Tellico Village Yacht Club on Saturday, July 8th.

July 2nd Buffet

Doors open at 6 p.m. for the July 2nd Buffet at the Yacht Club! Purchase your tickets at the Yacht Club for \$22 per person. Hotdogs, hamburgers, grilled corn, and much more will be available to eat!

2017 Annual Beautification Golf Tournament Benefitting Golf Course Beautification and a New Audubon Cooperative Sanctuary Program

This year the annual Beautification Golf Tournament is being held at Toqua on July 22nd. This event is sponsored by the Golf Advisory Committee and the Toqua, Tanasi and Kahite Beautification Committees. Funds raised by this event will be used to enhance the beauty of all three of our golf courses and the areas surrounding each club house. Tournament sign-up sheets are located at the check-in desks at each club house. Entry fee is \$25/person, plus green fees. Players may sign up as a foursome or individually. The format is a Tennessee Scramble and each group must include at least one woman and one man. To raise additional funds, raffle tickets, mulligans, and a Pro's "really long drive" will be sold.

Jim West will, once again, prepare hamburgers (\$6) and hot dogs (\$4) for the players. Also, beer and soft drinks will be available in the Pavilion following play. More information can be found at each club house.

In addition, this year, a portion of the funds raised will support a new project the GAC has undertaken – application to the Audubon Cooperative Sanctuary Program for Golf Courses. Members of the newly formed Audubon Committee have already completed the first 27 pages of a very lengthy and detailed application form. It is expected that this application process could take a couple of years to complete. The committee is being supported by our three golf courses superintendents, the GAC, the Beautification Committees, the Woodworkers Club, Photography Club, Tennessee Bluebird Society and WATeR. Being a Certified Audubon Cooperative Sanctuary Golf Course will be quite a plus for our community.

Audubon Certified courses must meet specific criteria in the areas of environmental planning; wildlife and habitat management; outreach and education; chemical use reduction and safety; water conservation; and water quality management. They have taken positive steps to preserve and enhance wildlife habitat while protecting the integrity of their course's land and water resources. Golf courses throughout North and Central America, Europe, Africa, Asia and Australia have achieved certification through this program, but only 825 golf courses worldwide have been designated as *Certified Audubon Cooperative Sanctuaries*. There are fewer than twenty *Certified Audubon Cooperative Sanctuary* courses in Tennessee. Tennessee Golf Trail features these courses achieving designation as a *Certified Audubon Cooperative Sanctuary* by *Audubon International*:

Bear Trace at Cumberland Mountain

Bear Trace at Harrison Bay State Park

Fall Creek Falls

Henry Horton

Montgomery Bell

Paris Landing

Pickwick Landing

Bear Trace at Tims Ford State Park

Warriors' Path

Call or stop by one of our club houses to get more information and sign up for this very important, popular and fun tournament.

TELLICO VILLAGE JUNIOR GOLF CAMP
JULY 10-14
TOQUA GOLF CLUB

Tellico Village Junior Golf Camp is right around the corner! Don't let the kids miss out on what is lining up to be one of our best Junior Camps yet! This year's Junior Camp will be \$175 and will include the following:

- 5 hours of PGA Professional Instruction
- Titleist alignment rods
- Tellico Village logo Golf Cap
- Golf Balls
- T-shirts
- Tee Gifts
- Rules of Golf
- Range balls after 3 PM
- Play on the course after 3 PM
- Prizes
- Lunch on Friday
- Awards Ceremony

We want the kids to have a blast during Junior Camp while learning various golf skills. What better way to have fun than to get the chance to make your instructor go for a swim in the DUNK TANK? We will have 3 sessions to choose from:

- Session 1 --- 8:00 am - 9:15 am
- Session 2 --- 9:30 am - 10:45 am (Rec Center)
- Session 3 --- 11:00 am - 12:15 pm

To enter your child, grandchild, friend, etc. please visit the Toqua Golf Shop to fill out the registration form. Feel free to contact any of our Golf Professionals with any questions! We are filling up fast so don't miss the chance to enter!

Martin Luther Lecture Series

The Martin Luther Lecture Series is as follows:

- Saturday, July 8 at 1p.m. - "Lutheran/Catholic Dialog", presented by Bishop H. Julian Gordy, ELCA Southwestern Synod and Father Doug Owens, St. Thomas Catholic Church
- The final presentation will be on Saturday, August 12 on "Luther, the Musician", presented by Dr. Carl F. Schalk, Professor of Church Music Emeritus at Concordia University in Chicago

The July 8 dialog will be held at St. Thomas Catholic Church in Lenoir City. This August 12 session will be held at Shepherd of the Lake Lutheran Church, 143 Chota Center at 4 p.m. For more information, call the Shepherd of the Lake church office at 865-816-4756.

Pet of the Week: Meet Pebbles!

What do you get when you cross a Catahoula Leopard dog and a terrier? You get pebbles who is just a tad over two-years old and weighs in at 43 pounds. If you don't know what a Catahoula Leopard dog is, it's the state dog of Louisiana, and is classified as a herding dog. They are known for the loyalty, endurance and energy. Which are common traits of all herding dogs.

Both Catahoula Leopard dogs and terriers are highly energetic dogs and have a strong will. This means Pebbles has lots of potential to be a loving and loyal companion ready to take long walks

with her new human(s). She will do best with someone who is willing to exercise both her mind and her body an hour each day. The owner should not be a first-time dog owner, and Pebbles will be best in a home where she is the only pet and there are no cats.

The Monroe County Animal Shelter is located at 170 Kefauver Lane in Madisonville (behind Wal-Mart). Please note new hours: Tuesday-Friday from 11-4:30 and Saturdays from 11-2. The shelter is closed to the public on Sunday and Monday. Call 423-442-1015 and check out all available pets on our web site at www.friendsofanimalsmc.org TN Monroe County Animal Shelter is the official Facebook page for the Monroe County Animal Shelter. Adoption Gift Certificates available all year.

All animals adopted from Monroe County Animal Shelter are spayed or neutered, have age appropriate vaccinations and testing, and are microchipped (with registration).