

## "Roaring 20's" Auction well under way

The auction team has begun planning, and to help you get in the mood and make your plans, here is some information about the 1920's.

The Roaring Twenties has been described as "one of the most colorful decades in history." The 1920's indeed was America's "growth spurt". Improvements in technology, fashion, manufacturing, and transportation were taking place at a rapid pace. Without the help of new inventions, much of this growth may not have happened.

Inventions such as the automobile which improved transportation along with the Band Aid and penicillin which improved home medical care,

are items that we take for granted in our daily lives. But in the 1920's these were new and popular items which would soon make our world a better place. With the help of masterminds like Benjamin Holt, John A. Larson and Robert Goddard, the Thomas Edisons of the 20's, the early twentieth century proved to progress into a wild frenzy of inventions and innovations.

This year's Auction will be held at Rothchild's Catering on May 4, 2007 at 6:30 P.M. Mark your

calendars now to save the space. You won't want to miss the gala event.

We are accepting sponsorships, as well as silent and live auction items. For more information call the Chamber at 675-7057 and stay tuned for more information as we approach this big celebration.

The auction team includes: Emily Cox, Co-Chair, *Aspinwall Station*; Tonya Vest, Co-Chair, *FSGBank*; Annie Summers, *Brogan Financial*; Raeus Cannon,

*Cannon Networking Systems*; Mitchell Adams, *First Tennessee*; Sharon Male, *FSGBank*; Staci Wilkerson, *Jefferson Federal Bank*; Kathy Bradley, *Kathy's Decorative Accents*; Amber Frykewicz, *Myers Bros. Holdings, Inc.*; Terrye Whitaker, *National College of Business & Technology*; Kristen Diamond, *New York Life Insurance Company*; Keith Meese, *Prestige Group*; Pamela Lambert, *Tastefully Simple*; and Sondra Oakly, *Volunteer State Title*.

Thanks in advance for your work toward making this 20th year auction the very best ever!

Thanks also, to Mark Musloff of *Logo Designs* and *JohannsDesign* for the logo contribution!



## Keep it Clean!

Each of us can do our part towards enhancing the water quality in our community by observing a few simple stormwater tips:

- Never dispose of oils, pesticides, or other chemicals onto driveways, roadways or storm drains. The next rain will either carry it into the surface water or help it soak into our drinking water.
- Reduce the amount of fertilizers, pesticides and herbicides you apply on your lawn and landscaping. What the plants can't absorb quickly usually results in surface or groundwater pollution.
- Consider replacing impervious surfaces like sidewalks, decks, and driveways around your home with more pervious materials or methods like mulch, turf block, pervious concrete or clean stone.
- Retain shrubby vegetation along waterfronts to prevent erosion and help stop heavy rain sheetflow.
- Review your home for storm water handling. If your gutters, downspouts, driveways, or decks directly discharge into a water body, retrofit it by redirecting the runoff onto grassy areas or installing berm/swale systems.
- Design your landscaping to limit water use. If you have an irrigation system, make sure it is in good working order and limit its use to actual watering needs.

For more information, contact your local stormwater professionals: Town of Farragut, 966-7057, Shari Cox; City of Knoxville, 215-2148; Knox County, 215-5800; TDEC Water Pollution Control, 594-6035.

**REMEMBER...ONLY RAIN DOWN OUR STORM DRAINS**



## member briefs...

**Image Matters** of Knoxville announces the addition of Linda Simmons as its new Director of Sales. Simmons' previous experience was with Copper Cellar Corporation for 7 years, and 12 years in the telecommunications industry with SeTel and BellSouth. A graduate from Kent State University in Kent, Ohio, Ms. Simmons has lived in Knoxville for over 20 years. Image Matters, founded in 1999, is locally owned and operated by the team of Bob Lovelace and J.D. Sullivan. Image Matters is the only authorized dealer of Konica Minolta products, and also sells KIP wide format and Muratec multifunction equipment. Contact Image Matters at 3017 Sutherland Avenue, [www.imagemattersinc.com](http://www.imagemattersinc.com).

**Tate's School** will host a community Open House on Thursday evening, February 22 from 6:00-8:00 PM for families with children between the ages of three through the fifth grade. Tate's emphasizes accelerated academics through providing individualized attention, small class sizes, and diverse extracurricular activities. Visitors may visit with school administrators, teachers, and parents of current

See MEMBER BRIEFS page 2

## Last call for Bass...

Don't forget! If you have not made your reservation for Dr. Bass you still have a few days. The event will be on February 27, 7:30 A.M. at Fox Den. **Call the Chamber immediately to reserve your space!**

# ENTERPRISE CLUB

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*These Chamber members generously contribute to the Chamber and the Continuing Education Grant Program above and beyond their annual dues.*

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# member briefs...

from page 1

students. No RSVP is required. Tate's School is located at 1031 N. Cedar Bluff Road with the main entrance adjacent to Tate's Gallery. Personalized tours are available for families wishing more information who are unable to attend the event. For more information call (865) 693-3021 or [www.tatesschool.com](http://www.tatesschool.com).

Congratulations to **New Horizons** who is celebrating their 25th year providing innovative learning solutions that have transformed businesses and helped 25 million students reach their career goals. Over the last quarter of a century, we have grown into a global network of over 280 centers in 56 countries and are responsible for pioneering learning methods that have permanently changed the IT training landscape.

The **Tennessee Department of Labor & Workforce Development** and Knox, Anderson and Roane County Workforce Employer Outreach Committees will present COVER TN - A Thorough Explanation of the New Insurance Alternatives from the State of Tennessee. The event will be February 22, 2007 at 2:00 P.M. at **Pellissippi State Community College** and presented by Aaron Campbell. The *Cover Tennessee* approach relies on voluntary partnerships between the state, individuals and willing employers to share the premiums of the low-cost product. All employers should learn of this program in order to answer questions from employees and their families. Learn how this affects you as an employer and enables you to assist your employees find affordable healthcare coverage. Reservations Required - Limited Seating, RSVP by Phone: 865-947-4050 [Roy.Jones@state.tn.us](mailto:Roy.Jones@state.tn.us).

For Information regarding WEOC: [http://www.state.tn.us/labor-wfd/weoc\\_mission.html](http://www.state.tn.us/labor-wfd/weoc_mission.html)

**Greenway School**, a private, independent middle school, will hold a Visitors' Open House on Sunday, February 25th, from 3:00 to 5:00 PM. Interested families are invited to tour, meet the teachers and learn about Greenway's enhanced curriculum for grades 6, 7 and 8. Located in West Knoxville, Greenway School provides hands-on learning in all subjects, a laptop computer for every student, creative problem-solving classes, and free after-school care until 6 PM. The advanced curriculum is taught in small classes by master teachers in a nurturing environment. Greenway is enrolling now for 2007-2008. Directions to the 20-acre wooded campus at 544 Canton Hollow Rd. are as follows: Take I-40 Lovell Rd. exit, go south and cross Kingston Pike onto Canton Hollow Rd. The driveway is on the left one mile from Kingston Pike. [www.greenwayschool.edu](http://www.greenwayschool.edu). Phone: (865) 777-0197. No reservation needed.

**Lalka Tax Services** has added additional services to their accounting firm. This includes Document Management Services. Every client will get a separate, secure portal on their website to store and retrieve tax, loan and financial documents, as well as important papers. This service will also be offered to non-clients as a separate subscription. Medical Billing/Coding will be offered to health care providers and physician groups. Also offered will be Tax Preparation services - a home delivery version -



Above: FWKC Board of Directors: The Board of Directors held their first meeting of 2007 at American Fidelity Bank on January 23. Pictured are: (seated) Emily Lenn, **A. L. Lotts Elementary School**; Emily Cox, **Forever Coastal Vacations**; Andrea White, **The Stokely Company**; Martha Chill, **Baptist Hospital West/Baptist Hospital for Women**; Wendy Schopp, **Edward Jones - Farragut**; Elaine Grove, **farragutpress**; Tonya Vest, **FSGBank**; Marianne Morse, Membership Committee, **Mary Kay**; (Standing) Lance Hunsinger, Past Chair, **Cariten Healthcare**; Les Fout, **Pellissippi State**; Derwin Hagood, **KUB**; Jim DeTar, **Le Blanc Financial Group**; Steve Bieritz, **Knoxville Living Realty Group**; Knick Myers, **Myers Bros. Holdings, Inc.** (Not pictured) Mitchell Adams, **First Tennessee**; Stacey M. Handel, **Garde Bien SpaSalon**; Tom Ingram, **LCUB**; Christa Early, **Staffing Solutions**; Jerry Parkerson, **TDS Telecom**; Ex-officio: Mike Arms, **Knox County Government/Executive Office**; Dan Olson, **Town of Farragut**. Committee Chairs: Caroline Brooks, Diplomat Committee, **Homewood Residence at Deane Hill**; Rick Disharoon, Diplomat Committee, **Capital Financial**.



Above: The FWKCOC welcomed **Bella Sera Luxury Linens** to their new Farragut location at 11623 Parkside Drive. with a ribbon cutting. Stop by to see what makes the beautiful selection of linens unique and now available in Farragut! Pictured are: Bettye Sisco, Chamber president; Mary K Coe, Manager; Eric R. Dixon, Owner; and Susan Dugan, Representative for Peacock Alley out of Atlanta. Congratulations!



Above: **Bonefish Grill of Turkey Creek** hosted a networking on January 25th for the FWKCOC members and provided samples of many of the entrees and appetizers available at their restaurant. Bonefish is open in the evening at 4:00 P.M. Among many who attended this event were Janice Graves, Corporate Quarters Inc., Kathy Barber, National College, Bettye Sisco, Chamber and new member Catherine Brundage, Realty Executives.

first of its kind in the area. This service is for individuals who have health care and legal issues or challenges that will not allow them to come to an accountant's office. Accountants visiting the home will be equipped with portable scanners, printers and laptops, to prepare and file returns electronically.

Lalka Tax Services is also offering grants to 5 select non-profit institutions / foundations in the areas of : Heath Care, Education, Arts and Animal Care for this year as part of their individual community program commitment. For more information on any services contact Viren Lalka at [www.prepare4u.com](http://www.prepare4u.com).

**Your business card  
could be here!**

Contact Joeva Merrion at the Farragut  
West Knox Chamber of Commerce  
office for details.  
**675-7057**  
**Space is limited!**



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is available  
**but not  
for long!**

Call **675-7057**  
Space is limited!

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Vice President  
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[tiffany.walker@regions.com](mailto:tiffany.walker@regions.com)



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[catrina.foster@suntrust.com](mailto:catrina.foster@suntrust.com)  
[www.suntrustmortgage.com/cfoster](http://www.suntrustmortgage.com/cfoster)



Above Left: Although cancelled due to the weather forecast, some FWKCOC members just cannot miss an opportunity to network. A few members braved the weather to attend the **Garde Bien SpaSalon** networking on February 1st. If you were not among them, stop by the spa to pick up your gift from Stacey Handel, owner, and look for them to reschedule late spring! Pictured are: David James Osbourn, **Classic Portrait**; Bettye Sisco, Chamber; Val Whiting, **Comprehensive Health Strategies**; Terry Borger, **Business Personnel Solutions**, and Tre Jordan, **Pimento's Café & Market**.

Above Right: The **Farragut West Knox Chamber** and the **Knoxville Partnership** welcomed **Pat Murphy, Electric Inc.**, to the community on February 5th. Cutting the ribbon are Guy Roberts, President and Robert Echols, Vice President and managing partner of the new location at 6512 Baum Drive. Pictured are Chamber representatives and volunteers who are joining the celebration. Welcome Pat Murphy, Inc.!



Above Left: The third **Brown Bag Luncheon**, sponsored by the **Diplomat Committee**, was held at **Homewood Residence at Deanne Hill**, on January 30th. The guest speaker was Viren Lalka of **Lalka Tax Services**. His presentation proved very timely with tips on tax preparation, do and don'ts, and other helpful ideas to make preparing your tax return easier and less stressful.

Above Right: Sondra Oakley, of **Volunteer State Title** and a **Diplomat** for the Chamber paused for a picture with Viren Lalka, owner of **Lalka Tax Services**, while greeting the guests of the FWKCOC who were attending the evening networking at **Lalka Tax Services** on January 18th.



Above: Many gathered at the first networking for 2007 at **Tusculum College**. Mike Massaglia, **Northwest Mutual Financial Network** and Eveline Crozier, **AIM Mail Center** get to know each other better and learn about each others business. The event was held on January 11th at the campus on **Centerpoint Boulevard**. Those attending learned of the

## Welcome to our renewing FWKC members!

- AAA East Tennessee
- America One Title, Inc.
- American Fidelity Bank
- American Finest Hardwood Flooring Dist., Inc.
- American Youth Soccer Association
- Black Tie Bistro
- Business Machines Company of East Tennessee, Inc.
- Cannon Networking Systems
- Cariten Healthcare
- Century 21 AAIM Real Estate
- Clayton Bank and Trust
- Click Funeral Home/Farragut Chapel
- Coldwell Banker/Wallace & Wallace
- Comfort Suites
- Designsensory
- Dwayne Allen Salon
- Edward Jones – Farragut, Wendy Schopp
- Episcopal School of Knoxville, Inc.
- Family Support Services, Inc.
- Farragut Primary School
- Fleenor Security Systems
- FSG Bank
- Greenway School
- Harmony Health and Wellness
- Homewood Residence @ Deane Hill, Enterprise Member
- Hudson & Hudson, P.C.
- Knoxville General Services
- Mary Kay Cosmetics – Marianne Morse
- Mercedes Benz of Knoxville
- Michael Bates Homes
- Mr. Gas Texaco Market #8 – Maryville
- Nationwide Insurance – Ashley Brody Agency
- NHC Place – Assisted Living, Enterprise Member
- Panera Bread – Peters Road
- Park Place Title
- Parkway Storage
- Perfect Logo Promotions
- Read Window Products, Inc.
- Springhill Suites by Marriott
- State Farm Insurance – Mickey Hankal Agency
- State Farm Insurance – Vanessa Brown
- Stone & Hinds, P.C.
- The Stokely Company
- The Tattered Rabbit
- TNBank
- Texas Roadhouse
- Universal Promotional Prod./Forms & Systems
- Vernon J. Henry Financial Planning Services
- Webb School of Knoxville



## Don't forget to Spring Forward!

Daylight-saving time could hit snags this year. It might not be Y2K, but Congress' decision to move daylight-saving time from April to March this year is likely to affect numerous computer systems that have been preset to change the hour on the traditional date. Many people aren't even aware of the change, but it could affect everything from security systems that log the time of critical events to takeoff times for pilots and synchronized international communications components.

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<b>Northshore</b> 9615 Kroger Park Dr	<b>Kingston Pike West</b> 9607 Kingston Pk

M-F 8:30-6:00 \* Saturday 9:00-1:00  
**971-2100**  
 www.firsttennessee.com  
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# President Quotes 'n Notes

by *Bettye Sisco*

**"You can't get ahead when you are trying to get even."**  
*taken from a church marquee in Montgomery, AL*

It may seem trite and over stated, but providing good customer service IS a simple thing. Here are some tips for customer service.



**1) Answer your phone.** Get call forwarding or an answering service. Make sure that someone is picking up the phone. People who call want to talk to a live person, whenever possible.

**2) Don't make promises unless you WILL keep them.** Reliability is one of the keys to any good relationship. If you say you will, then DO. This applies to client appointments, deadlines, deliveries etc. Think before you give any promise – because nothing annoys customers more than a broken one.

**3) Listen to your customers.** Rather than always rely on your sales pitches, let your customer talk and show them that you are listening by making the appropriate responses.

**4) Deal with complaints.** Many of us have developed a reflex shrug, saying, "You can't please all the people all the time". Maybe not, but if you give the complaint your attention, you may be able to please this one person this one time - and position your business to reap the benefits of good customer service.

**5) Be helpful** - even if there's no immediate profit in it. Whatever the extra step may be, if you want to provide good customer service, take it. They may not say anything to you, but people notice when people make an extra effort and will tell other people. Whether it's a coupon for a future discount, additional information on how to use the product, or a genuine smile, people love to get more than they thought they were getting. Don't think that a gesture has to be large to be effective.

**6) Train yourself and your staff to be ALWAYS helpful, courteous, and knowledgeable.** Teach good customer service and what it is (and isn't) regularly. Most importantly, give every member of your staff enough information and power to make those small customer-pleasing decisions, so he never has to say, "I don't know, but so-and-so will be back at..."

If you apply these simple rules consistently, your business will become known for its good customer service. And the best part? The irony of good customer service is that over time it will bring in more new customers than promotions and price slashing ever did!

## Farragut West Knox Chamber of Commerce

11826 Kingston Pike, Suite 110

Farragut, TN 37934  
(865) 675-7057 - Phone  
(865) 671-2409 - Fax

e-mail: [info@farragutchamber.com](mailto:info@farragutchamber.com)  
[www.farragutchamber.com](http://www.farragutchamber.com)

This newsletter is  
published monthly by the  
Farragut West Knox  
Chamber of Commerce.

# Welcome to our new Farragut West Knox Chamber members!

## All Creatures Animal Solutions

*Pest Control*  
Paul Osborne  
P.O. Box 23132  
Knoxville, TN 37933  
865-617-8707

## Alliance for Business Resources

*Business Protection Training*  
Mike Chamberlain  
P.O. Box 2311  
Knoxville, TN 37933  
866-401-9970

## Business Personnel Solutions

*Professional Employee Organization*  
Terry Borger  
10413 Kingston Pk. Ste. 203  
Knoxville, TN 37922  
865-693-1221

## Chapel Point Partners, LLC

*Property Management*  
Ed Atchley  
614 Chapel Point Ln.  
Farragut, TN 37934  
865-966-6169

## Contemporary Therapeutic Solutions

*Physical Therapy, Rehabilitation*  
Piotr & Agnes Ulmer  
151 Market Place Blvd.  
Knoxville, TN 37922  
865-588-8000

## Edwin Watts Golf Shop

*Golf Retail*  
Brock Lovett  
11360 Parkside Dr.  
Knoxville, TN 37922  
865-675-3340

## Farmers Insurance

*Insurance*  
Bruce Meek  
9724 Kingston Pk. Ste. 207  
Knoxville, TN 37934  
(865) 556-6066

## Fleet Feet Knoxville

*Specialty Running/Walking Footwear, Apparel & Accessories*  
Shahin Hadian  
11619 Parkside Dr.  
Knoxville, TN 37934  
865-675-3338

## Gevity

*Human Resources Outsourcing*  
Gene Collins  
9041 Executive Park Dr. Ste. 204  
Knoxville, TN 37923  
865-692-9101

## The Irish Times

*Restaurant*  
John Ferrie  
11348 Parkside Dr.  
Knoxville, TN 37934  
865-675-8800

## Master Custom Homes Remodeling

*Custom Homes & Remodeling*  
Dawn Steimer Robison  
10915 Anchorage Cir.  
Farragut, TN 37934  
865-388-8812

## Pure Line Printing, LLC

*Printer*  
Helen Harb  
211C Sherway Rd.  
Knoxville, TN 37922  
865-690-0288

## Realty Executives & Associates - Catherine Brundage

*Real Estate*  
Catherine Brundage  
11356 Parkside Dr.  
Knoxville, TN 37934  
865-963-2544

## Re/Max Preferred Properties - Lynn Hobbs

*Real Estate*  
Lynn Hobbs  
117 Center Park Dr.  
Knoxville, TN 37922  
865-694-8100

## Renato Buchert Trio

*Musicians*  
Renato Buchert  
8205 Walker Rd.  
Knoxville, TN 37938  
865-604-2732

## Renfro Interiors

*Interior Design*  
Erin Renfro  
9700 Kingston Pk. Ste. 14  
Knoxville, TN 37922  
865-692-8422

## Rice/Chrysler/Dodge/GM/Olds

*Automotive Sales*  
Anthony E. Shuler  
3033 Airport Hwy.  
Alcoa, TN 37701  
865-970-7423

## Rotary Club of Farragut

*Civic Organization*  
Ronald E. Lawrence  
P.O. Box 22158  
Farragut, TN 37933-2158  
865-567-3132

## Shane's Rib Shack

*Restaurant*  
Bo Davis  
11320 Parkside Dr.  
Knoxville, TN 37934  
865-323-3928

## Simple Control

*Touch Screen Automation for the Home*  
John Miller  
8911 Linksvue Drive  
Knoxville, TN 37922  
865-257-4000

## Smart for Life of Tenn

*Weight Management Center*  
Lloyd McClain  
11121 Kingston Pk.  
Knoxville, TN 37934  
865-777-2282

## Soho Nails

*Nail Salon*  
Tommy Pham  
11631 Parkside Dr.  
Farragut, TN 37934  
865-671-4625

## Summit View of Farragut, LLC

*Nursing Home*  
Ronald E. Lawrence  
12823 Kingston Pk.  
Knoxville, TN 37934  
865-966-0600

## Volunteer State Title

*Title Company*  
Sondra Oakley  
139 Fox Rd.  
Knoxville, TN 37922  
865-694-0660

# Who's who...

by *Rick Disharoon*  
Capital Financial Group, LLC

## Adelle's Pet Nanny Care

*"Loving pet care in the comfort of your home"*

The Farragut West Knox Chamber has many unique businesses within its membership and Adelle Cooter is the proud owner of a very unique pet care service company. Adelle's Pet Nanny Care is a custom pet care service business, where Adelle develops relationships not just with her furry clients, but also with the pet's owners.



Rick Disharoon

Adelle Cooter has been the owner/operator of Pet Nanny Care for eight wonderful years. She is a former public schools teacher, who later transitioned to becoming a trainer for the Department of Defense in Oak Ridge. Her passion for people and relationships ultimately translated to animals as well. Her love of animals, relationships, exercise and fun inspired Adelle to open her business in 1999.

Adelle's Pet Nanny Care starts every new client relationship with a pet profile. This is a free consultation to understand what the pet's owner wants and to learn more about the pet client. Adelle prides herself on the relationships and trust that she develops with her clients. She is fully bonded and insured and is an active member of the East Tennessee Association for Professional Pet Sitters (ETAPPS). Adelle is currently seeking to add a "once daily" Monday through Friday client to her business. She can be contacted at 865-525-1294 from 8AM to 8PM.

*Rick Disharoon is co-chair of the Chamber diplomat committee. He is also a financial planner with Capital Financial Group and can be reached at 246-1743.*

# Calendar of Events

Please call the Chamber office at 675-7057 for information

**February 22** Networking, 5-7 PM  
Concord Health Initiatives @ Chamber Office  
11826 Kingston Pike  
865-671-9420

**February 27** Breakfast Speaker Series - Dr. Bill Bass  
7:30 AM Reservations Required  
\$25.00 Members/\$30.00 Non-Members  
Call Chamber Office - 865-675-7057



**March 1** Networking, 5-7 PM  
Spacemakers  
10911 Parkside Drive  
865-777-0306

**March 8** Networking, 5-7 PM  
Healinghands Haven/West Knox Chiropractic Group  
11416 Grigsby Chapel Road, Suite 101  
(St. Mary's Farragut Bldg.)  
865-705-4305

**March 15** Networking, 5-7 PM  
Gettysvue Country Club  
9317 Linksvue Drive  
865-522-4653

## CHAMBER Increases Benefits

If you have an opening in your office or business, the chamber wants to offer you another benefit. Email the information to the chamber, [info@farragutchamber.com](mailto:info@farragutchamber.com), and we will now be able to post the business opportunity information on our website. Also keep us informed of any events you may be having at your business and as long as space is available we will place your news in Chamber Life member briefs.

Email your information by the 1st of each month to obtain space.