

member briefs...

from page 1

Center. Childhelp, a non-profit organization dedicated to the prevention and treatment of child abuse and neglect, is anticipating more than 500 supporters to attend its 12th annual Oysterfest, a fundraiser that provides monetary support for the organization's Child Advocacy Center. The event will be held on the water at Concord Marina, Saturday, April 21 at 6 p.m.

With more than a decade under its belt, Oysterfest has really become a staple in Knoxville tradition, said Hugh Nystrom, director of program operations for Childhelp Tennessee. The event showcases the best of East Tennessee - great food, live entertainment, and the beautiful backdrop of river scenery all wrapped up in a top-notch community event, which will solely benefit local children affected by sexual or physical abuse. For more information or tickets, call 865.637.1753. For more information on Childhelp, please call (865) 637-1753 or visit the website at www.childhelp.org.

Congratulations to Stacey M. Handel, owner of **Garde Bien SpaSalon**, located in Farragut. Stacy was the Key Note Speaker at the graduation for Tennessee School of Beauty. Hairstylists, Manicurists and Skin Care Specialists and their families on April 2. The event was held at Rothchilds.

Sandler Systems, Inc. (SSI), a worldwide training organization dedicated to improving sales and sales management skills for individuals and businesses has appointed Steven M. Herzog, owner of **Herzog & Associates**, a licensee of the Sandler Sales Institute of Knoxville, President of the Franchisee Advisory Council Executive Committee. This appointment recognizes Herzog a leader in his field and one of the top performing franchises of 185 locations worldwide.

"Our training is very non-traditional, in that it takes a great deal of commitment and time to truly "master" our approaches to our proven selling and strategic management processes. Whether you are selling products or services, whether you are in engineering, construction, transportation, computer systems or a CPA firm we train and coach professionals from a variety of industries," Herzog said.

You can visit the Herzog & Associates website at www.firstinsales.com or call (865) 470-4224 to contact Steve Herzog for information.

You are invited to come out to **Grayson BMW** (Parkside Drive just off 140/Lovell Rd.) on Wednesday, April 25, 2007 from 9:00am to 6:00pm and test drive one of 19 BMWs created especially for the BMW Ultimate Drive®. The day kicks off at 9:00 am with a "Survivor Ride" with breast cancer survivors from around the region driving the 15-mile course. For each mile driven in one of the BMW Ultimate Drive® vehicles, \$1.00 will be donated to the Knoxville Affiliate to support breast cancer education, screening and treatment programs. As in years past, there will be an award presentation at 11:30 am honoring our "Local Hero" - a community resident who has made an outstanding personal effort in the fight against breast cancer. This year's recipient is Amy Dunaway a Komen volunteer who has made an outstanding personal effort in the fight against breast cancer. Panera Bread will sponsor bagels in the morning; Aubrey's will have a grill on site barbecuing hamburgers and chicken (\$3.00 donation); and Chick-fil-A and Kroger will provide snacks in the afternoon. There will also be activities for kids and a silent auction to benefit the Knoxville Affiliate. So plan to come out, drive a BMW, have fun & support our mission to find a cure! If you are unable to attend and would like to donate, or would like more information, visit <http://www.graysonbmw.com/Drive-For-The-Cure.aspx> or all Krista Lensgraf 865-693-4555

Congratulation to **Greenway School** students who placed First in the Junior Division of the Tennessee State National History Day competition, held in Memphis on March 31st. Eighth graders Mary Biggs and Jennifer Kitts won First in their divisions and Mac Bower and William Coe placed 2nd in the state in their category for their joint presentation. These four Greenway students now advance to the National Competition to be held June 10-14 at the University of Maryland. All six of Greenway's state competitors placed at the state level. Sixth-graders India Gill and Blaire Toedte placed 3rd and 4th, respectively. Jennifer Kitts also received a special Women's History Award for her performance focused on "Working Women During World War 2."

Ribbon Cuttings

Soho Nails located at 11631 Parkside Drive, celebrated the opening of their beautiful new salon on March 5 with a ribbon cutting. Owners Tommy and Tammy Pham pictured cutting the ribbon, are joined by Bettye Sisco, FWKCOC President, Sondra Oakley of Volunteer State Title, Freda Faddis, Office Manager, FWKCOC, Vivian Akins of NHC and Marianne Morse with Mary Kay. Soho Nails is open Monday-Friday from 10 to 8; Saturday from 9:30 - 7:30 and Sundays from 12:00 - 5:00.



Moe's Southwest Grill surprised Chamber members with a special treat when they joined owners Sue and Charles Loftis and managing partner Mark Miller at the ribbon cutting ceremony at their 11322 Parkside Drive location on March 20. After Sue (pictured with scissors, husband Charles just behind) cut the ribbon, they announced that lunch was on them! Moe's employees and several Chamber members enjoyed the celebration. Moe's is open daily from 11 to 9 and also provides catering services. R. J. Johnston, Marketing & Catering Manager, was not pictured due to a catering delivery, a/k/a job security!



Edward Jones - Wendy Schopp On March 30, Wendy Schopp celebrated her move to 12744 Kingston Pike, in the Renaissance, by holding a grand opening and ribbon cutting. Barbara Slaven, Executive Assistant, is pictured to Wendy's left. Also present were several clients, friends and Chamber members. Wendy's office hours are 9 to 4, Monday thru Friday.



Simply Skin MedSpa also held a celebration of their grand opening and ribbon cutting on March 30. Sara Webb, owner of the spa, is pictured cutting the ribbon. Joining her in the celebration, in no particular order, are her husband Jon Webb, employees Misty Gresham and Zoey Weaver, clients Kim Stovall and Trisha Sexton as well as several FWKCOC Members. Those attending enjoyed a tour of Sara's beautiful new spa, hors d'oeuvres and beverages. Hours for the spa are Tuesday - Friday 9 to 7 and Saturday 9 to 1.



When you think of **Moe's**, think fresh products, hot food and something different. Moe's now offers a catering menu of items and toppings to customize your lunch or catering needs. Call 675-6679 whether you are having 10 guest or 100.

The Land Oak Office of **AmSouth Bank** is holding a Spring Fling this Friday, April 20, from 11:00 a.m. to 4:00 p.m. There will be free hot dogs, popcorn, give-a-ways and you can

register to win a Fast Track Driving School Package at Bristol Motor Speedway.

Join the **Watts Bar Belle Riverboat** for Mother's Day, Sunday, May 13th. Mothers get 50% off. Brunch cruise departs @ 1:15 P.M. Dinner cruise departs at 6:00 P.M. On the evening of April 28th enjoy a night of wine tasting on board. For more information on these events and Season Pass savings, call 376-5995 or visit on line at www.WattsBarBelle.com

This space is available but not for long!

Call 675-7057
Space is limited!

REGIONS BANK

Tiffany Hopson Walker
Vice President
Branch Manager

Walker Springs Office
8517 Kingston Pike
Knoxville, Tennessee 37919
865.694.5504 Phone
865.694.5501 Fax
tiffany.walker@regions.com

SUNTRUST MORTGAGE

Catrina Foster
Asst. Vice President
Mortgage Lending

SunTrust Mortgage, Inc.
7610 Gleason Drive
Knoxville, TN 37919
Tel 865.692.6950 Cel 865.414.9901
Fax 865.692.6940 Tol 866.876.5006
catrina.foster@suntrust.com
www.suntrustmortgage.com/cfoster



Above Left: On March 1, **SpaceMakers, The Get Organized Store**, located at 10911 Parkside Drive in Turkey Creek, invited FWKCOC members for food, wine and soft drinks and to view their store. The staff also found time to have a little fun! Pictured from left to right are Mavis Campbell, Robin Carbaugh, Heather Smith, Diane Dalton and Rachael Carter.



Above Right: **Healinghands Haven**, 11416 Grigsby Chapel Road, Suite 101, joined with **West Knox Chiropractic**, 11320 Kingston Pike for a networking, held on March 8 at Healinghands' location. Shown treating one of the chamber members to a "special treat" is Pamela Dyer Vaught, owner of Healinghands Haven. Beside Pamela is Craig Collier of Fitness Together. The lucky recipient of massage is Dr. Alan Lensgraf of West Knox Chiropractic. Chamber members enjoyed a wide variety of food, beverage and of course, massage!



Above Left: Over 125 FWKCOC members attended a networking event held by **Gettysvue Country Club** on March 15. Gettysvue provided a fabulous variety of heavy hors d'oeuvres, drinks and desserts. Gettysvue Country Club is located at 9317 Linksvue Drive and provides event facilities as well as catering. Thank you to Sarah Carroll, Catering Director and Sarah Bowlin Membership Director as well as all the Gettysvue staff that made this such a successful networking.



Above Right: On March 22, FWKCOC members gathered at **SpringHill Suites Turkey Creek**, located at 10955 Turkey Drive to enjoy coffee and bagels. Pictured are FWKCOC members Annie Summers, Marketing and Public Relations Manager of Brogan Financial, R.J. Johnston, Marketing & Catering Manager of Moe's Southwest Grill, and Lisa Coram, General Manager of Office Suites PLUS. SpringHill Suites also provided tours of their spacious suites to anyone interested.



Above Left: On March 29, a first of its kind networking was held by five FWKCOC members! **Migun of TN, West Bicycles, Concord Health Initiatives, Antiquities** and **EarthFare** teamed together for a fabulous gathering. As you can see from this photo, several members enjoyed a trial run of the Migun beds. Members also sampled the healthful Mangosteen juice, viewed the gorgeous bikes at West Bicycle, enjoyed a variety of foods and beverages provided by EarthFare and received some beautiful door prizes provided by Antiquities.



Above Right: April 3, FWKCOC Membership Committee held a **New Member Orientation** at **Baptist West Hospital for Women**. Those joining the FWKCOC over the past 18 months were invited to learn the benefits of being associated with FWKCOC. Over 60 new members attended the workshop. Farragut Town Mayor Eddy Ford was also on hand to speak of the Chamber's role in the community and to welcome the new members to the Chamber. The next New Member Orientation will be in October.

Welcome to our renewing FWKC members!

- Adelle's Pet Nanny Care Services
- Advanced Office Systems
- Buddy's Bar-B-Q - Farragut
- Capital Financial Group LLC
- Conway Marketing Communications
- Cornerstone Realty Associates, LLC
- David's Abbey Carpet
- Edible Arrangements
- Enterprise Rent-A-Car of Tennessee
- The Entrepreneur's Source
- Gables & Gates - Vikki Felts
- Goody's - Turkey Creek
- Highland West Memorial Park
Funerals & Cremations
- John A. Diddle, DDS, MS, PC
- Joseph D. Hicks, DDS MDS PC
- Lange Animal Hospital
- National City Mortgage
- Oskie's Inc.
- P & W Construction Company, LLC
- Panera Bread - Turkey Creek
- Play-Rite Sport Surfaces
- Saddlebrook, Inc.
- Seasons Cafe
- SeTeL (Southeastern Telecom)
- The Eric Benson Team
- TurkeyCreekShopping.com
- United Community Bank

Don't forget to make reservations for the **Roaring 20's Anniversary Auction on May 4th!**

RE/MAX Preferred Properties

117 Center Park Drive
Knoxville, Tennessee 37922

Office: (865) 694-8100
Direct: (865) 218-1149

Fax: (865) 531-6377
homesbyval@aol.com
www.valariethompson.com

Each Office Independently Owned and Operated

Valarie M. Thompson, MBA
REALTOR®, ABR, CRS, GRI, PMN, e-PRO®

RE/MAX Preferred Properties

Laura Marsh
REALTOR®

117 Center Park Drive
Knoxville, Tennessee 37922
Office: (865) 694-8100 x1217
Fax: (865) 531-6377
Cellular: (865) 382-1011
E-Mail: laura.marsh@remax.net
Web site: www.lauramarshsells.com

Each Office Independently Owned and Operated

FIRST UTILITY DISTRICT OF KNOX COUNTY

WATER AND WASTEWATER SERVICE FOR A GROWING COMMUNITY

122 Durwood Road
Knoxville, Tennessee

(865) 966-9741

farragutpress
Your Community. Your Voice. Your Newspapers.

11863 Kingston Pike
Farragut, TN 37934
865-675-6397

THE TOTAL WORKS
HAIR & BODY SALON

The Total Works, LLC
Phone: 865.690.5654
120 S. Peters Road, Suite 18
Knoxville, TN 37923

Visit us at these convenient West Knox/Farragut locations:

Farragut 11864 Kingston Pk	Campbell Station 11685 Parkside Dr
Northshore 9615 Kroger Park Dr	Kingston Pike West 9607 Kingston Pk

M-F 8:30-6:00 * Saturday 9:00-1:00
971-2100
www.firsttennessee.com

FIRST TENNESSEE

TDS telecom

DIRECT: 865.671.4771
CELLULAR: 865.368.6060
FAX: 865.966.9005
JERRY.PARKERSON@TDSTELECOM.COM

PO BOX 22610
11505 KINGSTON PIKE
KNOXVILLE, TN 37934-3918

JERRY R. PARKERSON
MANAGER - MARKET MANAGEMENT
TDS TELECOMMUNICATIONS CORP

TDSTELECOM.COM • TDSMETRO.COM

President Quotes 'n Notes

by **Bettye Sisco**

"If you come to a fork in the road, take it." --Yogi Berra

Spring Clean Your Business



Spring is right around the corner! We hope...The change of season is a great time to review your business, see if you're on your way to meeting your yearly goals, and do some spring cleaning, if necessary.

A quick review of your year so far will help you make any minor strategic or tactical tweaks to help you meet the goals you set at the beginning of the year. Here are some tips to get you started on your Spring Business Cleaning.

Analyze Your Business

Take some time to review your sales. Which of your products or services are selling well? Which do you need to reevaluate? Discontinue processes that no longer work well, or never worked well from the start. Stop striving for perfection. Focus on progress instead.

Tweak your Marketing Techniques

Aside from your products, how well have you been identifying and communicating with your target customers? And is it working? Review your marketing plan. Did you try any new methods to reach your target audiences, or did you use the same methods that have worked for several years? Ditch strategic or tactical plans that have never been executed, even if they seemed to make sense when first developed. Take a fresh look at where the business is now and start from there. Replace procrastination with decisiveness. Combat procrastination by taking even the smallest action. Procrastination can paralyze the business.

Now, Clear Out the Clutter

Some thrive under clutter, but some have a hard time getting things done with stacks of paper on their desks. Get more organized. Get rid of the clutter on your desk and in your office. It is said that you'll think better. Make sure the paper correspondence floating around the office is truly useful. Deflect pessimists. Your business can't thrive if people can't see and believe in new possibilities. Optimism fuels the business. Create a culture that values optimism.

Make the time to do strategic purging in your business. It can bring about new possibilities and help to achieve better results.

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
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!

Booker's Home Accents

Retail
Craig Booker
620 N. Campbell Station Rd.
Knoxville, TN 37934
865-777-1818

Business Office Staffing Services, Inc.

Staffing/Consulting
Janet Parkey
863 Ebenezer Rd.
Knoxville, TN 37923
865-470-8221

Business Interiors, Inc.

Office Furniture
Joyce R. Williams
203 Perimeter Park. Dr. Ste. B
Knoxville, TN 37923
865-531-9985

Carino's Italian Grill

Restaurant
Charity Bivins
210 Lovell Rd.
Knoxville, TN 37922
865-671-0790

Carole's Furniture, Accessories, Gifts & Interior Design

Carole Brailley
12740 Kingston Pk. Ste. 102
Farragut, TN 37934
865-671-2220

ESTA-Sales, LLC

Engineering
Jerry L. Benton
12156 Brookstone Dr.
Farragut, TN 37934
865-671-3821

Farragut High School - Boosters Club, Inc.

Schools
Gregg Harper
11237 Kingston Pike
Knoxville, TN 37934
865-603-0418

Greenbank

Financial Institution
Deidre Williams
136 Concord Rd.
Farragut, TN 37934
865-218-4745

Heartland Payment Systems Bank Card & Payroll Services

J.W. Compton
244 Bateman Lane
Loudon, TN 37774
865-368-2317

Pre-Paid Legal, Independent Associate - Stephen D. Slice

Legal
Stephen D. Slice
9813 West Emory Rd.
Knoxville, TN 37931
865-806-1566

Randstad

Staffing Firm
Amamda Bowerman
150 Lovell Rd.
Knoxville, TN 37934
865-671-6029

State Farm Insurance - Mansour Hasan

Insurance
Mansour Hasan
10257 Kingston Pike
Knoxville, TN 37922
865-690-7100

Vinny and Me

Italian Restaurant
Steven Manolopoulos
11639 Parkside Dr.
Knoxville, TN 37934
865-675-3500

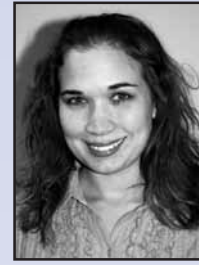
Wieniewitz Financial

Financial
Melanie Sitzlar
9050 Executive Park Dr. Ste. 106A
Knoxville, TN 37923
865-691-2433

Who's who...

by **Leslie Tucker**
Cocoon Publishing

I don't know about you, but sunshine does me good. I feel the warmth on my face, and suddenly - no matter how my day has been - my mood is lifted. I actually enjoy the ritual of



Leslie Tucker

storing winter clothes and replacing them with my summer wardrobe. I love to get my hands in the dirt and begin preparing my gardens for summer's bounty. But the coming of spring isn't all work and no play; as soon as the weather cooperates, I gather my friends and celebrate the coming of warm temperatures with a meal outside. No need to fire up the grill just yet; restaurants in the Farragut/West Knox Chamber offer up some of the best patio spaces in town. Here are four that shouldn't be missed:

Lakeside Tavern: This patio is unlike any in town. Plenty of outdoor tables give lots of guests an opportunity to enjoy their meals right by the water. Fittingly, daily features include fresh, Hawaiian fish dependent on the previous night's catch. Recently, Lakeside offered wood grilled blue marlin with a sauce of wasabi aioli and cilantro. Add a slice of key lime pie, and that's my kind of patio meal!

Stir Fry Cafe: If you find yourself shopping in Turkey Creek and need some fresh air, make your way to the patio of this superb café known for its Thai and Asian specialties. Plus, Stir Fry now offers sushi; try the yellow fin tuna. On Wednesday, Thursday and Friday nights, enjoy live music in the trendy, smoke-free bar area.

Season's Café: Finally a restaurant patio in Deep West Knoxville! Located in the Renaissance development, this casually sophisticated restaurant is truly a breath of fresh air. Ask to be seated on the beautifully landscaped patio and have a rare bird's eye view of Kingston Pike. The menu offers "New American cuisine with unique twists," such as the Mascarpone chicken breast stuffed with cheese and fig puree. Or try the meatloaf and see if you can figure out its mouthwatering secret ingredients.

Northshore Brasserie: This restaurant has become quite a Northshore gathering place in a fairly short amount of time. Customers quickly took to the concept inspired by European brasseries. The restaurant's casual, intimate atmosphere is continued outdoors on the patio. When you crave a menu unlike any other in town, check out the Brasserie's French-Belgian cuisine serving up traditional fare such as steak frites, escargot and mussels in five different preparations.

Recent cold snaps have suggested otherwise, but oh so soon, patio weather will be here to stay at least for awhile. Why not celebrate with a meal served under the sun?

Leslie Tucker is the managing editor of Deep West Living, Greater Knoxville Homes & Living and Custom Homes of Greater Knoxville magazines. She can be reached at ltucker@cocoon-publishing.com.

Calendar of Events

Please call the Chamber office at 675-7057 for information

- | | |
|-----------------|--|
| April 25 | Ribbon Cutting Event, 4:00 PM
Booker's Home Accents
620 N. Campbell Station Rd. |
| April 26 | Networking, 8-9:30 AM
Rural/Metro Station 14
201 Watt Road |
| May 3 | No Networking |
| May 4 | 20th Anniversary Celebration!
Roaring 20's Auction 6:00 PM
Rothchild Catering
8807 Kingston Pike |
| May 10 | Networking, 8-9:30 AM
Judy Klim Accounting
11826 Kingston Pike, Suite 100 (Chamber office) |
| May 17 | Networking, 5-7 PM
Creating Dinner
10412 Kingston Pike, Suite #1 |
| May 22 | Brown Bag Lunch, 11:30 AM-1:00 PM
Balancing 3 Roles for Effective Supervision
Presented by Eric Benson of The Eric Benson Team
Homewood Residence at Deane Hill
401 Catherine McAuley Way |
| May 23 | Ribbon Cutting Event, 10:00 AM
Community South Bank
Village Green Shopping Center |
| May 24 | Networking, 8-9:30 AM
Standard Kitchen
9719 Kingston Pike |

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, 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.