

Farragut 5K...Fun in the Sun

The Farragut Fall 5K Run and Fun Walk was held at Mayor Bob Leonard Park, Saturday, September 22, under crystal clear skies and somewhat cooler temperatures. Record breaking attendance of 290 participants lined Watt Road as Mayor Eddy Ford signaled the start of the race at precisely 8:00 a.m.

Walkers ... some with their pets, enjoyed a leisurely 1.2 mile stroll through the park. Susan Poczobut made it to the finish line first.

Volunteers were staged on the streets of Sedgfield sub-division providing direction and water for the 5K runners as they managed the hills and winding roads, ultimately finishing in the park. The race was sanctioned by the Knoxville Track Club; times were recorded and plaques and medals were presented.

Ron Manis of Knoxville won the race with a time of 17 minutes 57 seconds.

The first woman across the finish line was Knoxville's Jasmin Keller at 18 minutes 21 seconds.

A new age category was added this year ... 80 to 89 years-of-age, and John Smartt, '88 and Faye Eisenacher, 81 placed first in their age group.

Chamber President, Bettye Sisco, said that this year's event was "terrific and very exciting." Giving praise to the 5K sponsors, volunteers and her staff, Sisco said, "Everyone worked well together and got it done. We had a 37 percent increase in participation

over last year and I am truly pleased for the positive response to the run & walk."

A hospitality tent was stocked with food, drinks and give-aways thanks to Chamber members and friends; Tastefully Simple, Earth Fare, Starbucks - Turkey Creek, Food City, Knoxville Culligan Water, Cookies by Design, Edible Arrangements, Ingles and Fresh Market.

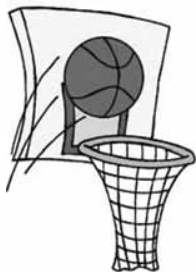
The Chamber would like to thank our race sponsors; Presenting Sponsor, Logotrophyx; Community Sponsors, BB&T, Charter Communications, First Utility District, Golf-Tec, NHC Place - Assisted Living, Regions Bank, Rural Metro, Sitel, State Farm Insurance Agencies, Vanessa Brown, Cindy Doyle, Mickey Hankal and Jeannette Rogers, United Community Bank, Village Veterinary Clinic, Volunteer Chiropractic and West Chiropractic; and Media Sponsors, Knoxville News Sentinel and WIVK. Thank you also to Tony Christen, *farragutpress*, for the design of the 5K logo and to



The Farragut Fall 5K runners make the initial trek up Watt Road before entering Sedgfield subdivision at the race Saturday, September 22.

Junk Bee Gone, Waste Connections and Farragut Pharmacy. We would also like to thank our volunteers, Farragut High School students and Sedgfield Youth Group. We are especially grateful to the Town of Farragut for continued support of the Chamber functions, the set-up and clean-up help and the use of Mayor Bob Leonard Park.

Speaker Series Breakfast



Due to the overwhelming response to the Speaker Series Breakfast featuring Coach Bruce Pearl, the venue has been changed to Rothchild Catering, 8807 Kingston Pike. The date is Tuesday, November 6 and the time is 7:30 a.m. Reservations will not be accepted after Tuesday, October 30. Chamber members may register online at www.farragutchamber.com or by calling the Chamber office at 865-675-7057.

Smoke Free Tennessee

Monday, October 1, 2007 marked the first day of the Tennessee Non-Smoker Protection Act, which prohibits smoking in all public places in the state of Tennessee. The law defines a public place as any enclosed area to which the public is invited including places of employment. As of this date employers should have posted "No Smoking" signs at every entrance to every public place and place of employment.

member briefs...

Christmas Décor of Knoxville, a Lenoir City-based holiday and event decorating firm, won the Southeast Region Franchise of the Year Award from the 11th Annual Christmas Décor National Conference in Indianapolis. Christmas Décor has been decorating homes and businesses for more than 10 years focusing primarily on exterior decorating services. The company offers customized lighting displays, garlands, wreaths and bow installation, maintenance, removal and storage. For more information about

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ENTERPRISE CLUB

ADMIRAL ELITE

THE TOWN OF FARRAGUT TENNESSEE
EST. 1986

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

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AmSouth Bank – Turkey Creek, had its official ribbon cutting ceremony at the newest location, 11400 Parkside Drive, Friday, September 28, bringing the total number of offices between Bristol, VA and Fort Oglethorpe, GA to 108. The bank will officially change its name to Regions in late October completing the merger of the two banks. Pictured above are AmSouth Executive, Mike McNamee, Area Manager, Jenks Bostic and Branch Manager, Tiffany Walker. Rhonda Rice of the Knoxville Area Chamber Partnership, second from left, and Bettye Sisco, Farragut West Knox Chamber of Commerce, far right, also joined in the celebration.



Farragut West Knox Chamber members gathered with the owners of **Salon Biyoshi** for a ribbon cutting ceremony Tuesday, September 19. Pictured above are Brandon Harris (with scissors), his wife, Mary and David Watkins (far right) and his wife, Nancy, beside him among associates and friends.



Farragut West Knox Chamber members who gathered for the ribbon cutting ceremony at **Salon Biyoshi** Tuesday, September 19, took tours through the salon and enjoyed some breakfast treats.



Dan Cox of Zomil Imports, Sandie Hedgecock of United Community Bank and Jody Myers of Exhibition Source get acquainted at the Chamber networking Thursday, September 6 at **United Community Bank**.

member briefs...

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professional holiday and event decorating by Christmas Décor, call 865-769-0039 or visit www.christmasdecor.net/knoxville.



Believing that giving back to the community is a wise investment, First Tennessee recently donated two kiosks to Junior Achievement of East Tennessee. The kiosks will become an integral part of JA Biztown and will provide 5th graders from East Tennessee an opportunity to "run a city for a day" capping off a lesson in their economics of business curriculum.



Greenway School, a private, independent middle school will hold a Visitors' Open House from 3:00-5:00 p.m., Sunday, November 4. Interested families are invited to tour, meet the teachers and learn about Greenway's advanced curriculum for grades 6, 7, and 8. Greenway School is located at 544 Canton Hollow Road. Take the Lovell Road exit off of I-40, go south and cross Kingston Pike onto Canton Hollow Road. The driveway is on the left, one mile from Kingston Pike. For more information call 865-777-0197 or visit www.Greenwayschool.edu.



The Knoxville Bar Association with partnership of Baptist Senior Services and the Knoxville Bar Foundation are hosting "Law Talk" from 10:00 a.m. – 12:30 p.m., Friday, November 2, at Fellowship Church, 8000 Kingston Pike and Saturday, November 3, at O'Connor Senior Center, 611 Winona Street. The topics for discussion are wills and estates, learning about wills, power of attorney, living wills, probate process and estate administration. Pre-registration is encouraged but

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Bettye Sisco, president of the Farragut West Knox Chamber of Commerce is surrounded by food and door-prizes as she updates Chamber members on upcoming events at the networking at **United Community Bank**, Thursday, September 6.



Steve Burgess of S B Insurance Agency (foreground) and Pat Cannon of P C Enterprises get ready to enjoy the after-hours dinner buffet at the Chamber networking at **MediSpa**, Thursday, September 27.

FIRST UTILITY DISTRICT OF KNOX COUNTY

WATER AND WASTEWATER SERVICE FOR A GROWING COMMUNITY

(865) 966-9741

122 Durwood Road
Knoxville, Tennessee

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

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E-Mail: laura.marsh@remax.net
Web site: www.lauramarshreale.com

Each Office Independently Owned and Operated



Farragut Mayor Eddy Ford addresses the Farragut West Knox Chamber of Commerce members after being presented a proclamation by Knoxville Mayor Mike Ragsdale declaring Thursday August 23, 2007 "Eddy Ford Day." Chamber members gathered for a breakfast networking at the Farragut Branch library. The event was hosted by Commissioner Mike Hammond and his wife, Viv.

The Kiwanis Club of Farragut has elected new officers who will serve on the board from October 1, 2007 through September 30, 2008. Newly elected officers are pictured right from left to right are President, Al Elkins of The Elkins Agency; District Governor of Kentucky and Tennessee, Al Porrell; Secretary, Mande Bianco of Saddlebrook Realty; Treasurer, Charles Stevens of United Community Bank and President Elect, Doug Downy, Messer Construction.



Farragut West Knox Chamber of Commerce President, Bettye Sisco, and Knoxville Tourism and Sports Sales Manager, Tracy O'Connor get acquainted at the Chamber networking at Volunteer State Title Thursday, September 13.



Massage therapist, Rhonda Britt, who walked the race with the Sitel team gets her dogs ready for the Fun Walk.



Rob Leonard and Phyllis March of Question Mark Research visit at the Chamber after hours networking held at A Joyous Occasion, Thursday, September 20.

Welcome to our renewing FWKC members!

- A Joyous Occasion
 Cedar Bluff – Farragut Optimist Club
 Crowe Chizek and Company, LLC
 Earth Fare
 Farragut Middle School
 Farragut Walk-In Clinic
 First Tennessee – Northshore Financial Center
 Fitness Together
 Gold Leaf Solutions
 Homewood Suites by Hilton at Turkey Creek
 Knoxville News Sentinel
 Lenoir City Utilities Board
 Matlock Tire Service
 NHC Place – Assisted Living
 Pellissippi State Technical Community College
 Privet Insurance Group
 Rouse Construction Co.
 Servpro of West Knoxville
 St. John Neumann Catholic School
 Standard Kitchen & Bath
 Staples #747
 Sun Trust Bank - Farragut
 Tennessee Artists Association
 Town Framery/Mary Wilbourn Gallery, Inc.
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 Knoxville, TN 37923

Visit us at these convenient West Knox/Farragut locations:

| | |
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| 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
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President Quotes 'n Notes

by Betty Sisco

"I speak two languages. Body and English."

Mae West

Body Language—Conflict



You may be surprised to know research indicates that over 65% of our communication is done nonverbally. Studies also indicate, when verbal and non-verbal messages conflict, receivers put more faith in the nonverbal cues. While it is unwise to attach subjective meanings to specific gestures or actions, some of the cues are helpful in interpreting the general feelings and attitudes of the sender. Nonverbal cues can speak louder than words.

An individual's general posture can convey anything from high status and self-confidence to shyness and submissiveness. In an open and receptive body posture, people have their arms unfolded, legs uncrossed, and their palms exposed. In a closed body posture, arms are folded, legs are crossed and their body is usually turned away.

- Leaning Back and Closed: Indicates a lack of interest.

- Leaning Back and Open: Indicates contemplation and cautious interest.

- Leaning Forward and Closed: Indicates potential aggressive behavior.

- Leaning Forward and Open: Indicates interest and agreement.

- The head in a neutral position indicates a neutral and open attitude; tilted back, a superior attitude; tilted down a negative and judgmental attitude; and tilted to one side, indicates interest.

We tend to believe those who look directly at us and have less confidence in those who cannot maintain eye contact. Sustained eye contact suggests trust and admiration; brief eye contact signifies fear or stress.

The expression on a communicator's face can be almost as revealing of emotion as the eyes. Raising or lowering the eyebrows, squinting the eyes, swallowing nervously, clenching the jaw, and smiling broadly supplement or entirely replace verbal messages.

- An eye roll is an indifferent gesture that indicates superiority.

- Looking over their glasses indicates scrutiny and a critical attitude.

- Rubbing the nose indicates dislike of the subject at hand.

- The hand or fingers blocking the mouth indicates deceit.

- Glasses to mouth is used to stall or delay a decision.

- Chin stroking is used when a person is in the final process of making a decision.

- The thumb under chin/index finger pointing vertically along the cheek indicates a negative attitude and critical judgment.

As a professional it is important to recognize the power of nonverbal clues. Remember too, that they may be observing yours!

Welcome to our new Farragut West Knox Chamber members!

Century 21 Real Estate Group LLC
Real Estate
Patricia Fowler
9430 S. Northshore Drive
Suite 101
Knoxville, TN 37922
865-661-6756

Ecological Environmental Solutions and Pest Management
Pest Control
Valerie Brummitt
P.O. Box 23230
Knoxville, TN 37933
865-675-2136

Everything West Advertising/Publishing
Thomas Irmen
P.O. Box 432
Vonor, TN 37885
865-856-6463

Rather & Kittrell Capital Management
Financial Services
Greg McMurtry
200 Prosperity Drive Suite 107
Knoxville, TN 37923
865-824-2874

TradeMark Advertising
Full Service Advertising Agency
Alli Dickey
12748 Kingston Pike Suite 104
Knoxville, TN 37934
865-966-1690

Turkey Creek Dental
Dentist
James R. Williams DMD
10641 Deerbrook Drive
Knoxville, TN 37922
865-675-3685

Zomil Imports, LLC
Furniture
Daniel Cox
6965 Karns Crossing Lane
Knoxville, TN 37931

member briefs...

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not required. Contact the Knoxville Bar Association at 865-522-6522 or visit www.knoxbar.org for registration and directions.



Richard Fulford has been named new assistant principal of Farragut Middle School, replacing Karen Harrel, who is now principal of South-Doyle Middle School. Fulford is a graduate of the University of Tennessee and has returned to Knoxville after living in Virginia for the past 10 years.



Almost one year to the day that Allen Edwards, president of Pellissippi State Technical Community College held a groundbreaking ceremony for the new Media and Art Center to be named for businesswoman Dee Bagwell Haslam, the facility officially opened with a ribbon cutting ceremony Monday, September 10.

Hosted by local radio personality, Hallerin Hilton Hill, the ceremony included an invocation, building dedication and representation by several dignitaries, current students and graduates of the college as well as musical selections by the Pellissippi State Variations Ensemble.

Edwards said that the facility offers the "newest technologies for students who are pursuing media-related careers." The building was constructed for students in Art and in the four concentrations of Media Technologies: Communication Graphics Technology, Photography, Video Production and Web Technology.

Bagwell Haslam, who is CEO of RIVR Media, LP, and her husband, James Haslam III, president of Pilot Travel Centers, LLC, made a generous contribution in order to enhance the technology and equipment for the more than 29,000 square foot facility.

Students got their first look at the instructional building when the fall semester began on Monday, August 27. For more information about the Bagwell Center for Media and Art, call (865)694-6530.

Calendar of Events

Please call the Chamber office at 675-7057 for information

- October 18** *Networking, 5:00 PM*
Knoxville Museum of Art
Call David Butler, (865) 525-6101
- October 25** *Networking, 5:00 PM*
Gondolier Italian Restaurant & Pizza
Hosted by Kiwanis Club and Gondolier (865)966-5221
- October 26** *Ribbon Cutting, 8:30 a.m.*
Trademark Advertising
12748 Kingston Pike, Suite 104 • Knoxville, TN 37934
(865)966-1690
- October 26** *Freaky Friday, 5:00 p.m.*
Mayor Bob Leonard Park, Watt Road
- November 1** *Networking, 5:00 p.m.*
Time Plus Payroll Services
118 N. Peters Road Suite 121 • Knoxville, TN 37923
Call Jamie Nicely (865)560-8802
- November 6** *Speaker Series Breakfast, 7:30a.m.*
Coach Bruce Pearl
Rothchild's Catering
8807 Kingston Pike
- November 8** *Networking, 8:00 a.m.*
ES CEO Club
200 Prosperity Lane • Knoxville, TN 37923
Call Kevin Kragenbrink (865)824-2828
- November 15** *Networking, 5:00 p.m.*
Booker's Home Accents
620 N. Campbell Station Rd. Suite 10 • Knoxville, TN 37934
Call Craig Booker (865)777-1818

Farragut West Knox Chamber of Commerce

11826 Kingston Pike, Suite 110

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

Who's who...

by Leslie Tucker

Fall Cleaning



Leslie Tucker

It's officially fall! Time to take in some football, appreciate the glorious colors of the season and (let us not forget) clean! Spring isn't the only season when it's a good

idea to spend some time cleaning, organizing and maintaining your home and office. There's much to be done including storing patio furniture, checking caulking and weather stripping around windows and doors, having chimneys and flues inspected, planting fall flowers, washing windows and scrubbing carpets!

For a little fall cleaning relief, don't attempt to do it all on your own! Call these professionals from the Farragut West Knox Chamber.

Fish Window Cleaning Owner John Randazzo jokes that he has seen his share of haunted houses – at least when it comes to windows. "There are lots of cobwebs and a lot of dirt," he says. Much of that dirt can be attributed to the season. "The leaves are falling. There's a lot of pollen and dust in the air." John recommends professionally cleaning windows inside and out twice a year and offers free estimates. Cleaning takes an average of 3-5 hours. "Your windows are your view to the world," he says. "You may get used to the dirt but your visitors will know. In the case of a business storefront, appearance is everything." To shine up your windows' appearance, call John at 865-875-6653. The company also offers gutter cleaning, pressure washing and cleaning of "high things" such as chandeliers and ceiling fans.

Superior Carpet and Rug Cleaning Kerry McDuffie has been in the carpet cleaning business since 1985. His company cleans carpets, oriental rugs, upholstery and ceramic tile and offers water damage restoration. Kerry says it's important to use a professional cleaning service rather than renting a machine to do-it-yourself, because such machines leave soapy residue attracting more dirt. His method is steam cleaning which thoroughly extracts the soil. Cleaning your carpets regularly could also help with allergies. "It removes all the pollutants which settle that regular vacuuming can't get out." Kerry suggests cleaning carpet once a year, possibly more if you have children or pets. "If your carpet looks like it needs to be cleaned, you're probably past due." If your vehicle could use some special attention this season, Superior also offers auto carpet upholstery and deodorization. For a free estimate, call Kerry at 865-691-5686.

Thanksgiving is only about six weeks away! If you want your home spic and span for guests and would like to avoid as much holiday stress as possible, begin fall cleaning now! Just be thankful there are Chamber companies to help!

Leslie Tucker is a local writer/photographer. She served as Managing Editor at Cocoon Publishing, is a former farragutpress reporter, wrote for Scripps Productions and spent nearly three years working in New York before making Knoxville home. She can be reached at ltpo2006@yahoo.com.