

## Jefferson Bass Headline Speaker Series



Dr. Bill Bass and Jon Jefferson sign their latest release, "The Devil's Bones," after the Speaker Series Breakfast.

The first Chamber Speaker Series Breakfast of 2008 was held Tuesday, February 12, at Fox Den Country Club and featured University of Tennessee Forensic Anthropologist and creator of the Body Farm, Dr. Bill Bass, and his co-author, Jon Jefferson.

Chamber President, Bettye Sisco, welcomed the crowd of more than 175 and thanked presenting sponsor, TDS Telecom and community sponsors, Edward Jones, NHC-Place Assisted Living, Superior Carpet & Rug Cleaning, and The Prestige Group.

The writing team of Jefferson Bass has recently released the third in a series of five fictional books coincidentally, or not, about an East Tennessee forensic anthropologist, Dr. Bill Brockton. The latest installment is titled, "The Devil's Bones."

Jefferson greeted the audience, saying that he wanted everyone to know that he is, "fully responsible for everything tawdry that Bill Brockton has ever done."

Bringing laughter to the crowd, Jefferson noted that when he and Dr. Bass commence to writing a

book together, their main concern is to teach the reader "a little something about forensic anthropology," and added that he likes to "spice it up a bit" as well.

Dr. Bass followed Jefferson and enthusiastically thanked the audience for attending, noting that speaking at the Chamber breakfasts has become a regular turn of events for him and that he has enjoyed every one of them.

Bass presented a slide show of some of the cases that the book, "The Devil's Bones" are based upon. The premise of the latest installment is the concept of using the body of a homeless person who has been burned in a fire, in order to fake a death. Bass showed the audience slides of how muscles and bones are affected by fire and how based on the amount of debris attached to the body, one can tell if the victim had burned with the house and fallen amongst the ruins or if the body was placed in the house prior to the fire being set. The writing team integrated the knowledge of a social psychologist and expert on the homeless population in Knoxville as well as a KPD

fingerprint specialist.

After a question and answer session, Bass reminded the audience of a case he had been working on at the time of his last Speaker Series ... the "Big Bopper." Jiles (Jape) Richardson (The Big Bopper) was one of the musicians who died in the plane crash which also killed Buddy Holly and Richie Valens. Richardson's son asked Dr. Bass to determine if his father had been shot on the plane and if he was deceased when the plane crashed. Bass' answer to both questions was, "No." Case closed.

Chamber members will be glad to know that Dr. Bass has agreed to return next year for the Speaker Series Breakfast on Tuesday, February 17, at Fox Den Country Club ... mark your calendars.

### member briefs...

Tate's School of Discovery will host a community Open House from 6-8 p.m., Tuesday, February 19 for families with children between the ages of three through the fifth grade ... no reservations are required. Tate's School is located at 1031 N. Cedar Bluff Road. Parents may visit with school administrators, teachers and parents of current students. Families who are unable to attend the event are welcome to contact the office to schedule a personal tour. For more information, call 865-693-3021 or visit [www.tateschool.com](http://www.tateschool.com).



The Pellissippi State Foundation has completed a dollar-for dollar College Grant from the U.S. Department of Education to benefit students at Pellissippi State Technical Community College. The Foundation raised the money in just over three years, completing the challenge by the summer of 2007. The Department of Education matched every dollar raised, bringing the total to \$724,000. The endowment opportunity was part of a Title III strengthening grant which helps higher education institutions improve academic quality, institutional management and fiscal stability. For more information on endowment opportunities, contact Peggy Wilson at 865-694-6403.

See MEMBER BRIEFS page 4



## ENTERPRISE CLUB

### ADMIRAL ELITE



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

### ADMIRAL



### CAPTAIN



### ANCHOR



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The Farragut West Knox Chamber gathered at **Bath Junkie** on Parkside Drive for a ribbon cutting ceremony Wednesday, December 12. Pictured are sales associate, Alicia Carr and co-owners Amber Roggeman (with scissors) and Jill Thompson along with Chamber members, Rena Amerson, Emily Cox, Greg Carter, Mike Such, Lisa Wells, Bert Griffin, Terry Whitaker and Chamber President, Bettye Sisco.



Farragut West Knox Chamber members and staff of **East Japanese Restaurant** gathered Monday, December 10 for a ribbon cutting ceremony. The former Gohan Ya Japanese Kitchen was closed for two months for remodeling and re-opened for lunch following the ceremony. Owners Yuki Tanaka and Yoshio Takevchi said that the menu at East Japanese Restaurant has been revised somewhat, but they will continue to offer their Sushi for both lunch and dinner. Pictured above with chamber members are Tanaka, Takevchi, Sushi chef, Donny, architect, Ryu Fukami and contractor, Don Caudill of A & L Construction.



Cindy and Ed Seaver of **Family Business Institute of East Tennessee** had a ribbon cutting ceremony at MyNextSuite on Center Park Drive, Thursday, January 17. Celebrating with the Seaver's are Jay and Terri Gingrich and members of the Farragut West Knox Chamber of Commerce.



The staff of **Blue Haven Pool & Spa** gathered with members of the Farragut West Knox Chamber of Commerce for a ribbon cutting ceremony Wednesday, February 6. Pictured (front row) are Gary Kelly, sales designer; Chamber Ambassadors Rhonda Whitener and Lisa Coram; Preston Rybar, construction manager; owners Tina and Scott Askew; Charles Ayres and Chamber Ambassador Rena Amerson. Blue Haven Pool & Spa is now under new ownership. Scott, who serves as general manager, has more than 10-years experience with Blue Haven Pool & Spa. Tina, who is the marketing director, says that since moving from Texas one year ago, they have realized their dream of owning the franchise and providing quality craftsmanship and integrity with every phase of every project.



Farragut West Knox Chamber members gathered with the owners of **Snap Fitness**, on Hardin Valley Road, Tuesday, December 11 for a ribbon cutting ceremony. The Snap Fitness owners and associates pictured are, Dawn and David Banks, Alysen Norton, Christian Schlank, Bobby Fox and Jerry Dorsey.



Emmette Thompson, Executive Director of **Mission of Hope**, Knoxville, collected non-perishable food items and toys that had been donated by members of the Farragut West Knox Chamber of Commerce. Chamber members brought the items to the Holiday Open House which was held Tuesday, November 27. The balloon design is by Dianna Glandon of Above the Rest Event Designs.

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Members of the Farragut West Knox Chamber of Commerce gather for the final networking of the year Thursday, December 13 at Dermatologists Associates of Knoxville/Skin Care Center in the Farragut Medical center on Grigsby Chapel Road.



Tammie Scarbrough, owner of **Entrée Vous** on Northshore Drive, talks to Patty Francisco of National City Mortgage about the January menu, prior to the Chamber networking event Thursday, January 10. Entrée Vous is a meal preparation outlet designed to allow busy families to create good food and get it to the table in a timely fashion. For more information about Entrée Vous, call 691-3404.



Emily Cox, Zomil Imports, Eric Mitchell, RSVP Publications, Gene Collins, Gevity, Margarita Petrova and David Middlebrook of **Lalka Tax Services** pose for a picture with Farragut West Knox Chamber President, Bettye Sisco at the evening networking at Lalka's Peters Road office, Thursday, January 24.



Daisy Wilkerson and Terry Whitaker of National College of Business & Technology join Marie Moffitt with Avon at a morning networking at Gevity.

## Welcome to our renewing FWKC members!

- A. L. Lotts Elementary School
- Above the Rest Balloon Designs & Event Planning
- All Creatures Animal Solutions
- All Styles Grooming & Day Care
- Apple Cake Tea Room
- Baptist Health System
- Baptist Hospital West/Baptist Hospital for Women
- BB&T - Branch Banking and Trust - Turkey Creek
- BB&T - Farragut Branch
- Brooks, D.D.S.; C. Edward
- Campbell Station Wine & Spirits
- Cannon Networking Systems/REO, LLC
- CareAll Home Care Services
- Century 21 AAIM Real Estate
- Chapel Point Partners, LLC
- Chick-fil-A - Kingston Overlook
- Chick-fil-A at Turkey Creek
- Conry-Taylor & Morrow CPAs PC
- Crouch Florist & Gifts, Inc.
- Dixie Lee Liquors
- Dogwood Arts Festival, Inc.
- Edward Jones - Farragut
- Explosive Specialists, Inc.
- Farragut Cleaners
- Farragut High School
- Farragut Intermediate School
- farragutpress
- First Citizens Bank
- First Utility District of Knox County
- Fitness For Life
- Fleenor Security Systems
- Fleet Feet Knoxville
- Franklin's Printing West
- Friedman's Appliances
- FSGBank - Lovell Road
- FSGBank - Northshore
- Gallery Provence Soo Cha's Art Studio
- Gary Moss - ReMax Preferred Properties
- Gevity
- Hodges, Doughty & Carson, PLLC
- Horne Properties
- Judy J. Klim Accounting
- Lange Animal Hospital
- Marsh
- Mary Kay Cosmetics - Marianne Morse
- McAlister's Deli
- Meadow View Greenhouses & Garden Center
- Mercedes Benz of Knoxville
- Michael Broyles Photography
- Midas Auto Service Experts
- Moe's Southwest Grill
- New Horizons Computer Learning Center
- NHC Home Care - Knoxville
- Northwestern Mutual Financial Network
- Pest OPS
- Pimentos Cafe & Market
- Pro-Audio Mobile DJs
- Pure Line Printing, LLC
- Rotary Club of Farragut
- Saddlebrook Realty
- Sandler Training-Herzog & Associates
- Seth D. Schweitzer, Architect
- Sitel
- SpringHill Suites by Marriott
- Stovall Collection and Stationers; The
- Tattered Rabbit; The
- Troxell's Anti-Aging Centre
- Vaughan and Zuker
- Verizon Wireless
- Volunteer State Title
- WalMart at Turkey Creek
- Yessick's Design Center

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# President Quotes 'n Notes

by Betty Sisco

**"The most important thing about communication is to hear what isn't being said."**



Listen Actively  
Be attentive - concentrate on what is being said.  
Be impartial - don't form an opinion, just listen.  
Reflect back - restating what has been said

helps the speaker know that you understand.  
Summarize - pull together the important messages so that you and the speaker recognize what was important during the conversation.

So often our good intentions prompt us to provide solutions to people's problems when they don't actually want advice, but instead simply want to be heard. Once people feel genuinely heard, they'll entrust you with more information.

### Nonverbal Message

Posture - let your body show that you are interested by sitting up and leaning toward the speaker.

Facial expression - remember that feelings are reflected in facial expressions.

Your body language reveals a lot about how you interpret a message, so be aware of when you send signals that might cause the speaker to believe that you are angry, in a hurry, bored, etc. Make sure your words match your nonverbal gestures. Otherwise, you won't be taken seriously. Communication is a two-way operation that involves sending and receiving signals. Read body language, tone of voice, statements and silences.

### Express Thoughts and Feelings

Be open and honest - collaboration begins with the understanding that you trust each other with all information.

Speak clearly - don't mumble and don't talk too quietly. If you don't know the word for something, describe what you mean so that you and the speaker can have a shared understanding of your concern or question.

### Communicate Without Being Adversarial

Express concerns non-judgmentally - talk about your questions or concerns without blaming other people. Use "I" messages. Rather than say, "You didn't explain that very well," say, "I didn't understand what you just said. Please explain it again.

"Using "I" messages does not blame other person for his or her actions, but point out how his or her behavior affects your feelings. A question that begins with "why" puts people on the defensive. Think about how you react when asked questions such as, "Why were you late? Why do you act like that?" Who, what, where and how questions involve the other person. If you're honest, your body language will confirm it. If you're feeling angry and denying it, your tone of voice might give you away.

## Farragut West Knox Chamber of Commerce

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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!

**Rocky Top Moving & Storage**  
Maggie Wisden  
793 County Road 172  
Athens, TN 37303  
423-453-5373

**Kelly Baker Properties**  
Kelly Baker  
6621 Wilbanks Road  
Knoxville, TN 37912  
865-219-7331

**Automated Revenue Consultants**  
Lisa Stewart  
11130 Kingston Pike  
Knoxville, TN 37934  
865-288-3205

**Parkview West**  
Steven Morgan  
10914 Kingston Pike  
Knoxville, TN 37931  
865-675-7050

**Enrichment Federal Credit Union**  
Ellora Bryant  
9419 S. Northshore Drive  
Knoxville, TN 37922  
865-531-1600

**Tennessee State Bank**  
Robin Kurtz  
2210 Parkway  
Pigeon Forge, TN 37868  
865-908-5789

## member briefs...

from page 1

Knox County Public Library is changing its checkout period from three weeks to two weeks in order to reduce the backlog of requests. This policy, which begins Tuesday, February 12, is expected to help speed the time in which patrons receive requested materials in high demand. Checkout periods for DVDs and VHS tapes will not be affected. The Library has increased the number of times a material may be renewed from two to three times. If a book or material is not reserved for another patron, the borrower may renew the item for a total of eight weeks. Renewals can be made online, on the telephone or in person. For more information about the policy change, call 865-215-8750.

Turtlehead's Tea and Coffee Company, located at 11130 Kingston Pike in Farragut has recently begun offering Vienna Coffee in addition to their unique tea blends. Vienna Coffee Company, located in Maryville, roasts their coffee daily using the finest gourmet coffee beans imported from throughout the tropics. Turtlehead's is now offering "tea classes." You may check the schedule by calling 865-675-5505.

UT Federal Credit Union opened its newest branch at 12744 Kingston Pike in Renaissance Office Park in Farragut Monday, January 28. The credit union, chartered 38 years ago was established to serve employees and family members of the University of Tennessee school system and now has more than 26,000 members. UT Federal Credit Union operates three additional branches in the Knoxville area.

Landmark Golf Club at Avalon is offering discounts on its membership packages through March 31, 2008. Avalon is located at 1299 Oak Chase Blvd. in Lenoir City. For more information on membership at Avalon, call 865-986-GOLF(4653) or e-mail at avalongolf@charter.net.

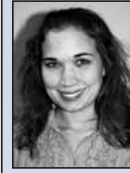
## Calendar of Events

Please call the Chamber office at 675-7057 for information

- February 18** Leadership Event, 8:30-9:30 a.m.  
Farragut High School — Commons  
11237 Kingston Pike  
Farragut Leadership Initiative
- February 21** Networking Event, 8:00 a.m.  
YMCA  
10907 Kingston Pike  
865-777-9622
- February 27** Ribbon Cutting Event, 10:00 a.m.  
Lilly's Bead Box  
613 North Campbell Station Road
- February 28** Networking Event, 8:00 a.m.  
WIVK  
Knox County Office  
1028 Old Cedar Bluff Road  
865-212-4655
- February 29** Ribbon Cutting Event, 10:00 a.m.  
UT Federal Credit Union  
12744 Kingston Pike, Suite 104  
Renaissance Office Park
- March 6** Networking Event, 8:00 a.m.  
Knoxville Tourism & Sports Corporation  
301 S. Gay Street  
865-342-9104
- March 13** Networking Event, 8:00 a.m.  
Pimento's Café & Market  
11378 Parkside Drive  
865-566-0433

## Who's who... by Leslie Tucker

### Edible Arrangements



Leslie Tucker

Jewelry, stuffed animals, flowers, chocolate - typical Valentines Day gifts. If your significant other enjoys edible goodies (especially those that are figure-friendly), make a point to stop by

Farragut West Knox Chamber member Edible Arrangements by Feb. 14.

The company has been in business since May 2005 and specializes in creating delicious designs made with fresh, hand sculpted fruit including strawberries, pineapple, cantaloupe, honey dew, oranges, grapes, bananas and apples. These arrangements are sure to impress. Owner Linda Brown says arrangements are guaranteed fresh and are available in a variety of styles and sizes. Each fruit bouquet is made to order and can be customized with a natural dipping fudge (yum!) and Mylar balloons

Linda had a background as a Purchasing Manager in the automotive and boating industries before deciding she wanted to be her own boss and invest in a business. "Purchasing can be lots of fun, but EA offers me a greater personal satisfaction. [My husband and I] felt Knoxville was ready for an exciting, new, fun product for alternative gift giving. It is not only a beautiful presentation but a healthy alternative. For Valentine's Day, all arrangements can be customized with chocolate covered strawberries or apples." Or opt for a special Valentine's arrangement with pineapple hearts. Be prepared to be pampered.

"We pride ourselves on excellent, exceptional customer service," says Linda. "I often get phone calls from recipients and customers alike to commend us on our excellent customer care. It's not often that a retail store receives calls thanking them for their service. We appreciate our customers and work hard at making their experience with us a memorable one. Although our bouquets alone are special, we like our customers to feel special as well."

Products are available for pick-up or delivery (for an extra charge). "We will not guarantee a specific delivery time for the busy Valentine Day, but we guarantee that all orders will be delivered on Valentine's Day. We encourage everyone to order as early as possible, so that we can plan our production and produce schedules."

Edible Arrangements recently added a new line specifically for children or adults who are fans of cartoons such as SpongeBob SquarePants, Hello Kitty, Dora the Explorer, Thomas the Train and Sesame Street. No matter the age of the recipient, Linda says, "I love seeing the smile on people's faces when they see or receive an EA bouquet. It's a fun experience for them and us. It's a pleasure to make a bouquet and know that it will brighten someone's day."

On that note, anyone would appreciate an edible bouquet. Think employees, support staff, doctor's office personnel, children's teachers, etc. etc. etc. If you want to say, "Thank you, I love what you do for me," Edible Arrangements can help.

To place an order for an Edible Arrangement, call 691-2800 or visit ediblearrangements.com.

Leslie Tucker is a technical writer for Scripps Networks and a freelance writer/photographer. She can be reached at ltpro2006@yahoo.com.