

Mayor Ragsdale Addresses Chamber

Knox County Mayor Mike Ragsdale was the guest of honor at the Farragut West Knox Chamber of Commerce Speaker Series Breakfast at Fox Den Country Club Tuesday, July 15. The mayor was introduced by Knox County Commissioner Mike Hammond, who noted area dignitaries and those present who were running for office; and brought laughter to the crowd with his "on-air voice," and nonchalant way of poking fun at himself while giving the audience a glimpse of his wit and sense of humor.

Ragsdale greeted the crowd and began by noting that he has two years left in office and compared this time in his mayoral career as the "fourth quarter of the ball game." Acknowledging that there have been "mistakes made" in his administration and saying that they have been "very well documented," Ragsdale said that he and his staff are correcting these mistakes and have chosen to take a proactive approach while moving forward.

Citing the May 9, edition of Forbes magazine, naming Knoxville as one of the top 200 metropolitan areas (107) in the country to live, Ragsdale listed some of our area's highlights; for example, Tennessee Valley Authority, University of Tennessee, Oak Ridge and the Technology Corridor, the "worlds fastest super computer," parks,

libraries and senior centers, to name a few.

Introducing his mother, Virginia, Ragsdale spoke of her modest education and noted that in spite of this or because of this, his mother instilled a passion for reading and striving to fulfill your dreams. He acknowledged Dr. Jim McIntyre, the new superintendent of Knox County Schools, saying that "he (McIntyre) has challenges ahead of him, but that he is up to the challenge." Ragsdale vowed to assist McIntyre in any way possible to ensure that the more than 54,000 students in Knox County are prepared to be counted among the best; contributing in the fields of engineering, physics and scientific research.

Ragsdale called on the business community, unions and fund-raising efforts to achieve this educational goal and ultimately make Knoxville and Knox County an even better place to live.

Ragsdale closed by thanking the audience and noting that he feels "truly blessed" to have lived in this "great American community" for more than 37 years and he is excited about his next two years of service and the bright future of Knox County.

The Farragut West Knox Chamber of Commerce would like to thank Presenting Sponsor, Rural/Metro



Corp. of Tennessee and Event Sponsor, First Utility District of Knox County.

The next Speaker Series Breakfast will be Tuesday, September 30 at Rothchild's Catering. Further announcements will be given at a later date.

member briefs...

Twin Lakes Limo, Inc., located at 1850 Old Highway 95 in Lenoir City is offering transportation to University of Tennessee football games. Sports fans will be picked up at the Lenoir City Visitors Center three hours before game time. Drop-off is at the "Torch" on campus. Twin Lakes will remain on campus until after the game and will return to the visitor center upon completion of the game. Reservations are required. For more information, call Twin Lakes Limo at 865-988-9420.

George W. Brown recently joined Wood Properties, Inc. commercial brokerage team as an affiliate broker. Brown is a Maryville native and graduate of University of Tennessee. Having lived in New York City for five years, Brown has returned to Tennessee and is living in Farragut with his family. Wood Properties provides brokerage services, acting as an agent for sellers and buyers/tenants; management services, of both commercial

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Farragut 5K, Fun Run and Pet Walk on Track

The committee for the 13th Annual Farragut Fall 5K Run, Fun Walk and Pet Parade has begun planning for the event which will take place at **8:00 a.m., Saturday, September 27, at Mayor Bob Leonard Park on Watt Road.**

The run is sanctioned by USATE, will be managed by the Knoxville Track Club and promises to be a fun, pet and family-friendly good time. Runners will travel on a traffic-free course, starting at Watt Road, through Sedgefield Subdivision and finish in the park. The Fun Walk and Pet Parade will take place on a separate course in the park.

On-site registration will begin at 7:00 a.m. for runners and walkers. The cost is \$15 for participants who pre-

register and \$20 for those who register the day of the race. T-shirts and goody bags will be presented while supplies last. The Chamber would like to thank Event Sponsors, TDS

Telecom, Le Blanc Financial Group and Best Western Cedar Bluff; Community Sponsors BB&T, NHC Place - Assisted Living and State Farm Agencies, Laura Ash, Vanessa Brown, Maria Bull and Cindy Doyle, Migun - TN, Offices at Water's Edge, Capital Financial Group, West Knox Chiropractic Group, Town of Farragut and Remax - Ryan Levenson. Media

sponsors are Knoxville News Sentinel and WIVK - 107.7 For more information about the 5K run, call the Chamber office at 675-7057.



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and multi-family properties; and development services.

Bath Junkie at Turkey Creek received the "Rookie of the Year" award for a franchise opened less than one-year. Co-owner and manager, Amber Roggeman accepted the award during the annual convention for Bath Junkie franchise owners. Bath Junkie is the fastest growing Fayetteville, Arkansas-based custom blended bath and body shop franchise. The Turkey Creek location opened in October 2007 and is co-owned by Roggeman and Jill Thompson. Bath Junkie provides customers an opportunity to design and custom-blend their own body, bath, home and pet products. For more information about the Turkey Creek Bath Junkie call 865-288-3127 or visit www.bathjunkie.com.

Mr. Sandless Knoxville has serviced its 100th client, making this location one of the largest volume wood floor refinishers in Tennessee. Bill and Debbie Ishak, owners of Mr. Sandless Knoxville are recent members of the Farragut West Knox Chamber of Commerce and very proud members of the Mr. Sandless team. Mr. Sandless, Inc. is based out of Aston, PA and provides customers with an affordable, revolutionary way to refinish wood floor without the odor, mess and hassle of traditional sanding methods. Mr. Sandless, Inc. has franchise locations in more than 22 states. For more information about Mr. Sandless Knoxville, call 865-675-0910 or visit the Web site at www.mrsandless.com.

Joanna McCormick has recently joined New Horizons of Knoxville as an instructor responsible for delivering instructor-led Microsoft and Adobe classroom computer training. McCormick brings more than five years of IT experience to New Horizons. The company has been part of the Knoxville community since 1979, focusing on enhancing the careers of Information Technology. For more information about New Horizons, visit the Web site at www.nhknnoxville.com.

Papalinas (formerly Gondolier) located at 138 West End Avenue has a new name to go along with the new ownership. Owners, Smity and Mary Ann Smith purchased the restaurant in hopes of making it the first of many. Noting that the menu has not changed much, Smity said that they will still offer the Italian standards, pizza, spaghetti, calzones and stromboles among other items, and hope to soon have an "all you can eat" pizza buffet. For more information about Papalinas, call 865-966-5221.

Farragut Mayor Eddy Ford was honored by the

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Darrell Keathley, owner of Summit Capital Management, cuts the ribbon at his new location in Renaissance Center in Farragut Thursday, June 26. Along with Keathley are members and Ambassadors of Farragut West Knox Chamber of Commerce.



Don and Kim Rose owners of Assist 2 Sell pose for a photo opportunity at their ribbon cutting ceremony with the Farragut West Knox Chamber of Commerce Thursday, June 26.



Tim and Lisa Petree owners of BST Concierge, along with members and Ambassadors of Farragut West Knox Chamber of Commerce, get ready for their official ribbon cutting ceremony at their new location in Renaissance Center Thursday, June 26.



Members of the Farragut West Knox Chamber of Commerce, friends, family and associates gathered at the newly remodeled and reopened Ott's Bar-B-Q located at 12828 Kingston Pike in Farragut for a ribbon cutting and grand opening celebration Tuesday, June 11. Pictured in the front row are, BK Webster, Matt Hyatt, Cindy Barbour, Bill Johnson, Sydney Johnson, Mike Masters, Julie Masters, Farragut Mayor Eddy Ford, Loudon County Mayor, Doyle Arp and Nick Myers.

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

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Jim Warren

O'Charley's, located at 11036 Parkside Drive, had a "grand re-opening" celebration Wednesday, June 18, with members of the Farragut West Knox Chamber of Commerce. The restaurant closed to the public Sunday evening and remodeled both the interior and exterior. General Manager, Michael Hartman said that they are presenting a "more contemporary look and feel," with new uniforms for the servers, softer wall colors and a drive-thru for pick-up orders. Pictured are Hartman and Farragut West Knox Chamber President, Bettye Sisco. For more information about O'Charley's Turkey Creek, call 675-4244.



Steve Herzog, President of **Sander Training/Herzog & Associates**, was the guest speaker for the Farragut West Knox Chamber of Commerce Brown Bag Educational Luncheon Tuesday, June 17 at the Offices at Water's Edge. Herzog, who presented Chamber members with a brief synopsis of one of his training sessions noted that although there are 248 'rules and insights' presented in a Sandler course, there are three 'cardinal rules' in sales as well as in life; these being, take responsibility, no excuses; do what you say you are going to do and learn to inspect what you expect. For more information about Sandler Sales/Herzog & Associates call 865-470-4224.

Associates of Rural/Metro Corp. of Tennessee sat together at the Speaker Series Breakfast featuring Knox County Mayor Mike Ragsdale, Tuesday, July 15 at Fox Den Country Club. Rural Metro was the Presenting Sponsor and First Utility District was Event Sponsor for the breakfast. Pictured are Misty and Ron Parker, Darla Kitts, Susan Ford, Bert Griffin, John Mills, Dan Johnson, Rick Herrell, Dennis Rowe and Gene Blalock.



Knox Area Rescue Ministries had the sixth annual **Dragon Boat Race** at the Cove at Concord Park Saturday, June 28 and raised a record \$77,000. Forty four teams of 22 people competed for "top dragon," and more than 3,000 spectators enjoyed the fun and festivities. KARM provides meals and shelter to homeless individuals in Knoxville. Pictured are the Silver Medal winners, "Unconditional Love Boat."

Members of the Farragut West Knox Chamber of Commerce gather at Farragut High School before the Farragut Fourth of July Parade, Friday, July 4. Present are Chamber office staff and representatives from Salon Biyoshi and Pimento's Café and Market.



Welcome to our renewing FWKC members!

- Abuelo's Mexican Embassy
- Asset Planning Corporation
- Bill Jones Music
- Campbell, Cunningham & Taylor, PC
- Catering by Joanna
- Cedar Bluff - Farragut Optimist Club
- Children's Dentistry of Knoxville, LLC
- Congressman John J. Duncan, Jr.
- Crowe, Chizek & Company, LLC
- Dixie Lee Storage
- East Tennessee Spine & Sport
- Ebenezer Climate Storage
- EdFinancial Services
- Events @ Sherlake
- Fairway Title
- Gettysvue Polo Golf & Country Club
- Goddard School, The
- GreenBank, Mortgage Division
- Hilliard Lyons, Inc.
- Home Federal Bank, Farragut West Knox Chamber
- Jeremy Leming, CPA, PC
- Knoxville Tourism & Sports Corporation
- Kramer, Rayson, Leake, Rodgers & Morgan
- Lovell Crossing Apartments
- National College of Business & Technology
- Pelot, Dr. Rueben, III, DDS, PLLC
- Play-Rite Sports Surfaces
- Richard F. Quila Investigations & Polygraph Company
- Salon Biyoshi
- Southern Designs Landscapes, Inc.
- State Farm Insurance - Laura Ash
- Superior Carpet & Rug Cleaning
- Tennessee Artists Association
- Thoroughbred Financial Services, LLC
- Turkey Creek Land Partners
- Turkey Creek Wine & Spirits
- Village Veterinary Clinic & Laser Center
- Volunteer Chiropractic
- West Bicycles
- Wood Properties, Inc.



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President Quotes 'n Notes

by *Betty Sisco*

"The reason why worry kills more people than work is that more people worry than work."

— *Robert Frost*



When times are slow chances are you won't have the luxury of waiting and seeing if things improve. You'll need to take steps quickly to get back on track. These suggestions will help

you keep business growing, even when times are tough:

1) Add Products And Services

During slow times, your instinct might be to cut corners, but in regard to products and services this could spell disaster. Instead, select additions based on the needs and desires of your customers and potential customers.

Offer trial sizes, two for one, free time for your customers. Everyone from grocery stores (who offer tidbits of food) to high priced consultants can use this strategy effectively. Allowing customers a free TRIAL moves them one step closer to COMMITTING to your product or service. Don't think it will work in the corporate world? Hmm... ever hear of a company called America Online?

2) Step Up Customer Service

You know how critical customer service is to your business's success, and it is even more crucial in tough times. Go beyond your normal services.

Try to guarantee responses within a few hours, instead of a few days. Follow up with thank you cards or phone calls. If a problem does arise, act immediately to take care of it and rectify the situation.

Remember not only is that customer's business at stake, but also the potential business of every single person he or she is acquainted with.

3) Market More

Business is slow; budgets are tight. So what usually gets trimmed first? Marketing. The results? Disaster! Marketing is an investment in your business's future. In fact, research has shown that most marketing efforts don't pay off for at least six months.

Get back in touch with past clients, attend seminars, pass out fliers. After all, if work is slow, what else are you going to be spending your time doing?

Business is a two way street. Ask for referrals for new customers from your current customers who have enjoyed your services previously. Then, ask them for testimonials and print them in any of your advertising materials.

Teach on a topic related to your business at a local college, school, or community service organizations. Even if you don't get paid, the exposure will do great things for your business. Take a part-time job or a class that will give you more experiences to help you better compete in the market. Ups and downs are an inevitable part of business, dealing with them effectively can make the difference between staying afloat or going under.

4) Keep A Positive Attitude

Times are hard. Your nerves are on edge. You're feeling the pressure. When a client calls to ask how things are going, do you tell them the truth and hope they take pity on you? Do you wallow in a self-defeating attitude? NO! To get through the hard times keep in mind: A) No one wants to do business with a failing company and B) Hard times are only temporary.

Remember, business is a cycle and just as things are bad now, they will turn around and you will be doing well again. The only thing permanent is giving up.

Welcome to our new Farragut West Knox Chamber members!

Andrew Ellis, CPA
Ellis, CPA: Andrew B.
865-748-1976
5600 Crestwood Drive
Knoxville, TN 37914

**Christian Academy of
Knoxville**
Jenny Dell
529 Academy Way
Knoxville, TN 37923
865-690-4721
jdell@cakmail.org

Eterna Financial Group
Win, Eric Thomas
865-455-2097
225 Newport Road
Knoxville, TN 37934

**First Tennessee - Hardin Valley
Financial Center**
Mark L. Sluder
865-470-5401
10606 Hardin Valley Road
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M & M Mowing Service, Inc.
Mike Feistner
865-567-4345
11130 Kingston Pike,
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Knoxville, TN 37934

**Migon TN/Integrative Synergy,
LLC**
Teresa Lamb
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11533 Kingston Pike
Knoxville, TN 37934

MSR & Associates
Sue Renfro
865-694-8605
8825 Ashton Court
Knoxville, TN 37723

SunTrust Mortgage
Annie Acree
865-544-2293
700 East Hill Avenue, 4th Floor
Knoxville, TN 37849

uFirst Financial
Mike Williams
865-988-3233
570 Conkinnon Drive
Lenoir City, TN 37772

member briefs...

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East Tennessee Development District (ETDD) at the Farragut Mayor and Alderman meeting Thursday, July 24. Ford and the Town of Farragut were praised by Terry Bobrowski, executive director of ETDD, for working to create new jobs and spur economic development.



The Town of Farragut is offering two educational programs beginning in August: Introduction to Spanish Conversation and Hypnosis; What it is and What it isn't. Dan Hickman, a member of the Farragut West Knox Chamber of Commerce and former Spanish instructor will teach the conversational class. Dr. Michael Nash, a University of Tennessee psychology professor, will conduct the hypnosis class. For more information about these programs, call the Town Hall at 966-7057.

Calendar of Events

Please call the Chamber office at 675-7057 for information

- | | |
|-----------------------------------|--|
| August 14
5:00 p.m. | <i>Networking</i>
Fox Den Country Club, 12284 North Fox Den Drive
865-966-9771 |
| August 15
4:00 p.m. | <i>Ribbon Cutting</i>
Lalka Tax Services, LLC, 9111 Cross Park Drive, Suite E-110
865-692-4829 |
| August 21
8:00 a.m. | <i>Networking</i>
First Tennessee - 9133 Middlebrook Pike
865-560-3248 |
| August 22
4:30 p.m. | <i>Ribbon Cutting</i>
Sun Tan City, 10917 Parkside Drive
865-675-3270 |
| August 27
9:00 a.m. | <i>Ribbon Cutting</i>
Anesis Day Spa, 10704 Murdock Drive
865-671-4325 |
| August 28
8:00 a.m. | <i>Networking</i>
National College of Business & Technology, 8415 Kingston Pike
865-539-2011 |
| September 4
8:00 a.m. | <i>Networking</i>
Brogan Financial, 8351 East Walker Springs Lane, Suite 101
865-862-6800 |
| September 11
5:00 p.m. | <i>Networking</i>
Peerless Restaurant, 320 N. Peters Road
865-691-4699 |

Farragut West Knox Chamber of Commerce

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

Who's who...

by *Judy Briody*

Meet the 5K Chairperson - Richard Barbee



Judy Briody

The Farragut Fall 5K Run, Walk and Pet Walk is fast approaching and as with any event, planning, preparation and leadership are paramount to success.

Richard Barbee of Realty Executives has "had the baton passed to him" this year as he has been named chairperson for the event. The race will take place Saturday, September 27 at Mayor Bob Leonard Park on Watt Road.

Barbee, who has been a residential and commercial realtor/broker for the past five years, lives in Knoxville with his wife and two young sons.

Being "very involved" in his community, Richard says that he has a great admiration for public servants, for example, police officers, fire fighters, teachers and social workers; and offers a one point reduction on his real estate commission rate to these individuals.

"I believe that it is important to help our community by giving a little more to those who serve," Barbee says.

When asked how he became the 5K chair, Barbee noted that Chamber President, Betty Sisco, approached him at a recent ribbon cutting, and since he has "always been interested in fitness," and has "admired runners from afar," he thought that it was something he would like to do.

Richard and his team of about 15 volunteers solicit sponsors for the race, coordinate food and water for runners/walkers, distribute posters and flyers around town and act as staff for race day among other duties.

To contact Richard Barbee, call 865-388-1621 or 865-693-3232 or visit his Web site www.richardbarbee.com.

For more information about the Farragut Fall 5K, Walk and Fun Run, call the Chamber office at 865-675-7057.

Judy Briody is the Media Coordinator for the Farragut West Knox Chamber of Commerce and can be reached at judy@farragutchamber.com.

Closing the Cash Flow Gap

Part 1
by *Joe Andrews*



Joe Andrews

A cash flow gap occurs when cash inflow and cash outflow do not keep pace with each other, leaving your business short of cash. This is a common problem for small businesses, where cash outflows repeatedly exceed cash inflows. Expenses ranging from purchasing materials, inventory and licensing or permit fees have to be paid out before the business gets paid for the work completed.

How do you close this cash flow gap and keep your business solvent?

Keep a close eye on your cash flow. Prepare a pro forma cash flow budget so you can anticipate cash flow problems and take steps to remedy them before they become major issues. One of the easiest ways to monitor your business' cash flow is to compare the total unpaid purchases to the total sales due at the end of each month. If the total unpaid purchases are greater than the total sales due, you'll need to spend more cash than you receive in the next month, indicating a potential cash flow problem.

Take steps to shorten your cash flow conversion period, so your business can bring in money faster. Next month, I will highlight some important steps to ensure that the cash flow gap becomes more manageable for you and your business.

Joe Andrews is the Senior Business Specialist for TSBC, Pellissippi State Technical Community College, and can be reached at jandrews@tsbc.org.