

## Fun and Fellowship at the Fall 5K

The 13th annual Farragut Fall 5K, Fun Walk and Pet Parade took place Saturday, September 27, under what most runners and walkers would consider perfect weather ... cool, somewhat cloudy and a bit of a mist in the air.

Promptly at 8:00 a.m., Mayor Eddy Ford welcomed the more than 250 participants before shooting off the starting gun.

The top male finisher was Andy Baksa. The top female runner was Jasmin Keller. Two notable medals were awarded to Faye Eisenacher for placing first in her age category of female 80 years and above and John Smartt for winning the 80 and above male category. John, who is 89 years old, says that he has enjoyed the Farragut 5K for many years and looks forward to running next year.

The top Pet Parade team was Doug Sweitzer and Susan Niedergeses and dog, Buddy. Farragut Alderman Dot LaMarche was the Fun Walk winner, with second place going to the team of Ken Shipley, his son, Lane, and friend Jonah Cox.

Chamber President Bettye Sisco and 5K Chairperson Rich Barbee awarded the medals and plaques and a check for \$257 was presented to Young Williams Animal Center.

Runners, walkers, families, friends and pets were treated to food and beverages provided by Farragut West Knox Chamber members; Chick-fil-A, O'Charley's Restaurant, The Lunchbox, Food City, Dunkin Donuts, Silver Spoon, Turtleheads Tea & Coffee Company, Ingles Markets, Lenoir City Utilities Board, Knoxville Culligan Water, Kroger and Linda Gildner of farragutpress.

The Chamber would like to thank Event Sponsors, TDS

Telecom, LeBlanc Financial Group, Best Western - Cedar Bluff and Cariten Healthcare; Community Sponsors, Migun - TN, BB&T, Capital Financial Group, Sitel, State Farm - Laura Ash, Vanessa Brown, Maria Bull, Cindy Doyle & Jeannette Rogers agencies, NHC - Assisted Living, Tennessee State Bank, Town of Farragut, West Knox Chiropractic, The Offices at Water's Edge, Realty Executives - Richard Barbee, ReMax Preferred Properties - Ryan Levenson and Media

Sponsors, WIVK and Knoxville News Sentinel.

Thank you also to Junk Bee Gone and Waste Connections, Tony Christen of farragutpress for the logo design and the 5K Committee; Richard Barbee, Eric Whitener, Jamie Nicely, Jody Myers, Teresa Lamb, Terry Whitaker, Vivian Akins, Regina Foy, Marianne Morse and Pam Lambert as well as the Farragut High School, Middle School, community volunteers and Hannah Whitener and Bert Griffin.



With the smoke from the starting gun billowing in the background, runners make their way up Watt Road at the Farragut Fall 5K, Fun Run & Pet Parade.

## Lockwood subs for Coach Summitt



The Farragut West Knox Chamber of Commerce Speaker Series Breakfast was held Tuesday, September 30, and featured University of Tennessee Assistant Coach Dean Lockwood who substituted for Coach Pat Summitt, who was unable to attend due to a recent shoulder surgery.

More than 250 Chamber members enjoyed a full buffet breakfast at Rothchild's Catering and listened as President Bettye Sisco welcomed Board members and thanked Presenting Sponsor, First Tennessee, and Community Sponsors, Superior Carpet & Rug Cleaning, National College of Business & Technology, The Town Framery/Mary Wilbourn Gallery and Migun - TN, and presented Junk Bee Gone, Best Buy, Choice Directory and

Migun - TN their Enterprise Club Anchor pillars.

Lockwood was introduced by Pam Fansler, Regional President of First Tennessee. After taking the stage, the coach brought laughter to the audience when he asked, "How would you like to be known as the person who is not Pat Summitt?"

Lockwood took the opportunity to entertain the crowd with past coaching experiences and also gave them a sense of a day in the life of a Lady Vol. Hailing from Michigan; Lockwood has been coaching for 27 years and was an assistant coach at UT under Don Devoe and Wade Houston. He became the ninth Lady Vol assistant coach when he joined the staff in 2004.

See LOCKWOOD page 4



## 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...

**Turtleheads Tea and Coffee Company** will be celebrating its second anniversary Saturday, November 1. Owners Jan and Tamara Miller have expanded their product lines to include new teas, coffees, gifts and accessories. Turtleheads hopes to entice tea lovers to begin their Holiday shopping early. The store is located at 11130 Kingston Pike, Suite 2 in Farragut. For more information, call 865-675-5505 or visit the Web at [www.turtlehead-teaandcoffee.com](http://www.turtlehead-teaandcoffee.com).

**Lydia Ellis of Sun Trust Mortgage** and **Sondra Oakley of Keller Williams Realty** will be hosting a free "Home Buyers Seminar" to be held at the Sun Trust Financial Center at 6:30 p.m., Monday, October 27. Child care will be provided. To register for this seminar, call 865-235-7780 or 865-692-6939.

**Hope Neurology** announced the formation of The Center for Multiple Sclerosis (MS) at **Baptist Hospital West**, a member of Mercy Health Partners. The Center for MS has achieved affiliation status with the National Multiple Sclerosis Society and is a member of the Consortium of Multiple Sclerosis Centers. For more information about the Center for MS, call the specialists at Baptist Hospital West at 865-218-6222.

**Twin Lakes Limo** is providing transportation to University of Tennessee home football games. The bus will depart from the Loudon County Visitors Bureau three hours prior to game time. The cost is \$25 per person, round trip and reservations must be made in advance by calling 865-988-9420.

**Earth Fare - Turkey Creek**, will host a variety of events throughout the month of October including: on Saturday, October 18 from 11:00 to 1:00, there will be a children's cooking and crafts session including the roasting of pumpkin seeds. On Tuesday, October 21, the Smoky Mountain herbal society will meet and on Thursday, October 23, there will be a cooking class centered around pumpkins. For more information about the events at Earth Fare, call Adria at 865-777-3837.

**The Town Framery**, located at 12814 Kingston Pike, is having a Fall Open House from 10:00 to 4:00, Saturday, October 25. The store will offer tax-free shopping, special seasonal floral displays, food and drinks as well as a coupon for customer's next framing order. For more information, call 865-671-6627.

**AVON - Marie Moffitt** will be hosting a Holiday Open House from 10:00 a.m. to 7:00 p.m., Thursday, November 6, at Jameson Inn, 209 Market Place Boulevard. Marie will be featuring the new Patrick Dempsey fragrance, "Unscripted." Special discounts and free give-aways throughout the day. For more information, call Marie at 865-705-3949.

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**Anesis Day Spa**, located at 10704 Murdock Drive had its official ribbon cutting ceremony with members of the Farragut West Knox Chamber of Commerce Wednesday, August 27. Pictured along with Chamber members and Ambassadors are Ricky and Pamela Bull; massage therapist, Jill Price and skin care specialist, Julia Shepard. Anesis offers hypnotherapy sessions along with skin treatments, massage and nail services. For more information about Anesis' Spa Packages, call 865-671-4325 or visit [www.anesisdayspa.com](http://www.anesisdayspa.com).



Members of the Farragut West Knox Chamber of Commerce gather with the owners and associates of **Dunkin' Donuts** for a grand opening/ribbon cutting ceremony at the new location 715 Campbell Station Road, Monday, September 22. Pictured are owners Nick, Nirupa and Kevin Patel; general manager, David Jay; and sales associates, Walt Swanson, Susana Moore, Alicia Hicks, Kayla Love and Kim Gammon; Chamber members Joy Armstrong, Curtis Johnston, Richard White, Chip Miller and Bert Griffin and Chamber President, Bettye Sisco.



**Viren Lalka of Lalka Tax Services, LLC**, and his wife, Toral, gather with friends, family, Ambassadors and members of Farragut West Knox Chamber of Commerce for a ribbon cutting ceremony at their new office located at 9111 Cross Park Drive, Friday, August 15. Lalka Tax Services is a full-service company that incorporates many aspects of financial situations including bookkeeping, taxes, IRS matters, estates and trust, business formation among others. For more information about Lalka Tax Services, call 865-692-4829.



Jamie and Margaret Mason, owners of **Suntan City** in Turkey Creek, hosted a ribbon cutting ceremony for friends, Ambassadors and members of the Farragut West Knox Chamber of Commerce Friday, August 22. Chamber members present along with President Bettye Sisco and Executive Assistant Jovea Merriion are Brandon Harris and Jennifer Price of Salon Bijoshi; Eric Whitener of Premier Insurance; Rena Amerson; Bert Griffin, Rural Metro; Les Fou, Pellissippi State Technical Community College; Viren Lalka, Lalka Tax Services and Tina Askew, Blue Haven Pools.

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**Jim Warren**



Chairman of the Board, Mike Such, addresses Board members of the Farragut West Knox Chamber of Commerce at the monthly meeting at **New Horizons Computer Learning Center** Tuesday, August 26. Pictured are Jerry Parkerson, TDS Telecom; Rick Disharoon, Capital Financial Group; Don Ball, Business Machines Company; Joeva Merrion, Chamber Executive Assistant; Mitchell Adams, First Tennessee; Bettye Sisco, Chamber President; Such, Junk Bee Gone; Jody Myers, Exhibitor Source; Les Fout, Pellissippi State; Keith Meese, The Prestige Group and Emily Cox, Privett Insurance.



Jeff Jones of Tradebank of Knoxville, Inc., and Marilyn Cobble chat at the morning networking at **Earth Fare** on Parkside Drive, Thursday, September 18.



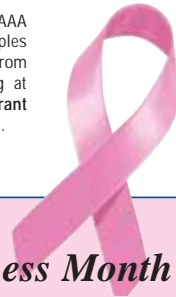
Mitchell Turner and Brandon Martin of Business Personnel Solutions discuss business with Led Gardner of Prudential Financial at the morning networking at **First Tennessee - Middlebrook Pike** Thursday, August 21.



**National College of Business & Technology** Campus Director, Frank Alvey talks to Farragut West Knox Chamber members about the school's students, programs and placement procedures at the morning networking Thursday, August 28. Pictured with Alvey are Matt McCleary with National College; Eric Whitener, Premier Insurance; Greg Carter, Sentry Insurance and Chamber President, Bettye Sisco.



Mark Sonnentag of AAA East Tennessee samples some of the appetizers from the evening networking at **Peerless Restaurant** Thursday, September 11.



*October is  
National Breast Cancer Awareness Month*

Since its beginning more than 20 years ago, NBCAM has been dedicated to increasing awareness about breast cancer issues; most especially the importance of early detection. The main focus of NBCAM is to encourage women to take control of their breast health by practicing self exams, scheduling mammograms and adhering to any prescribed treatment. For more information about this organization or to learn more on early detection and breast health, visit the Web at [www.nbcam.org](http://www.nbcam.org).

**Welcome to our renewing  
FWKC members!**

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- Athletic Printers
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- Candlewood Suites
- East Japanese Restaurant
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- Tastefully Simple - Pamela Lambert
- TDS Telecom
- Turkey Creek Dental, PLLC
- Valpak of East Tennessee

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# President Quotes 'n Notes

by Betty Sisco

*"Blessed are the flexible for they shall not be bent out of shape."*  
—Michael McGriff

## Are You a Solid Team Player?



**Adaptability** – If you won't change for the team, the team may change you.

Those that are adaptable are teachable, emotionally secure, creative and service minded.

**Collaborative** – Working together precedes winning together. Being collaborative is not working against each other. It means having a positive attitude; not suspicious of others, but supportive.

**Committed** – There are no half hearted champions. Commitment is often discovered in the midst of adversity. Adversity fosters commitment and commitment fosters hard work. Commitment and talent are not connected unless you connect them.

**Communicative** – A team is many voices with a single heart. Hidden agendas, third party communications and sugarcoating hurt teams. Open communication fosters trust. Trust increases ownership and ownership increases participation.

**Competent** – If you can't, your team won't. Commit to excellence, perform with consistency.

**Dependable** – Teams go to go-to players. Pure motives, responsibility, sound thinking and consistent contributions show dependability.

**Disciplined** – Where there is a will there is a win. Discipline is seen in thinking, emotions and actions.

**Enthusiastic** – Your heart is the source of energy for the team. Attitude is a choice...your choice! Don't wait for outside sources to always charge you.

**Intentional** – Make every action count. Know your strengths and weaknesses, learn to say no and commit to long term achievement. Know where you are going.

**Prepared** – Preparation can mean the difference between winning and losing. Henry Ford observed, "Before everything else, getting ready is the secret of success."

**Relational** – If you get along, others will go along. Add value to each other. Have respect, share experiences, trust and give back to each other.

**Self improving** – To improve the team, improve yourself.

**Selfless** – There is no "I" in team

**Solution oriented** – Don't find a fault, find a remedy. Many problems are perspective, if you believe it is a problem, it is. Bad things happen but they can be fixed.

**Tenacious** – Never, never, never quit. Give it all you have and work with determination.

## Farragut West Knox Chamber of Commerce

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

# Welcome to our new Farragut West Knox Chamber members!

<b>Bear Creek Coffee</b> Kyle Phillips 865-806-0790 13050 Sanderling Knoxville, TN 37922 865-806-0790	<b>Ellen Burgoyne Inc.</b> Ellen Hubrig 342 Mapletree Drive Knoxville, TN 37934 865-661-5068	<b>Liberty Security Systems, Inc.</b> Christina Cavanaugh 10629 Lone Star Way Knoxville, TN 37932 865-966-3847
<b>Best Buy - Peters Road</b> Wayne Rader 8925 Town & Country Circle Knoxville, TN 37923 865-769-5358	<b>First State Bank</b> Rex Rauhuff 865-470-112 8351 East Walker Springs Road, Knoxville, TN 37923	<b>Mojo's Rock Shoppe</b> Joe Pierce 12740 Kingston Pike, Suite 102 Knoxville, TN 37934 865-671-2450
<b>Best Buy - Turkey Creek</b> Brian Wark 11491 Parkside Drive Farragut, TN 37934 865-218-9899	<b>First Tennessee - Middlebrook Pike</b> Robin B. Hoskins 9133 Middlebrook Pike Knoxville, TN 37923 865-560-3248	<b>Naoko Blue &amp; Associates</b> Naoko Blue P.O. Box 23033 Knoxville, TN 37933 865-740-5507
<b>CareMinders Homecare</b> Sherrie Shuler 9047 Executive Park Drive, Suite 227 Knoxville, TN 37923 865-531-6355	<b>Knoxville TVA Employees Credit Union</b> Dale Broome 10460 Kingston Pike Knoxville, TN 37922 865-544-5409	<b>Summit Insurance, LLC</b> Pete Collins 10549 Kingston Pike Knoxville, TN 37922 865-690-5430
<b>Choice Directory</b> Don Stewart 118 N. Peters Road, Suite 265		<b>Wild Pineapple: The Patti White</b> 11657 Parkside Drive, Suite B Knoxville, TN 37934 865-671-6789

## LOCKWOOD

from page 1

Lockwood relayed the mantra that the Lady Vols live by ... bringing the HEAT, and broke it down step by step.

The H - stands for Habit. He said that the Lady Vols have a habit of making a circle as they begin practice, signaling that they are connected. "You first create your habits, Lockwood said, and then your habits create you."

The E - is for Effort and he told the audience that there is no effort gene, but rather effort is a choice.

The A - stands for Attitude, which he said is the "heart and core" of bringing the HEAT.

The T - stands for Teamwork. He said that the Lady Vols have always been very team conscious. "They are able to constructively handle conflict amongst themselves and always have each other's back."

Lockwood compared these principals to those necessary for running a successful business and likened running a business to being a coach. A short question and answer session followed with Lockwood talking briefly about the upcoming year and some of the new players. Upon concluding his speech, Chamber members gave the coach an enthusiastic standing ovation.

# Calendar of Events

Please call the Chamber office at 675-7057 for information

<b>October 17 11:00 a.m.</b>	<b>Ribbon Cutting</b> First State Bank, 8351 East Walker Springs Road, Suite 100 865-470-1124	<b>November 6 5:00 p.m.</b>	<b>Networking</b> Yessick's Design Center, 11035 Parkside Drive 865-671-3100
<b>October 20 11:00 a.m.</b>	<b>Ribbon Cutting</b> Estrada Strategies, 608 Mabry Hood Road, Suite 202-5 865-824-2828	<b>November 7 9:00 a.m.</b>	<b>Ribbon Cutting</b> Bella Spazio, 12748 Kingston Pike, Suite D-205 865-675-1775
<b>October 23 8:00 a.m.</b>	<b>Networking</b> Enrichment Federal Credit Union, 9419 S. Northshore Dr. 865-531-1600	<b>November 12 9:00 a.m.</b>	<b>Ribbon Cutting</b> Amica Mutual Insurance Company 410 N. Cedar Bluff Road, Suite 100 800-242-6422
<b>October 24 5:00 - 7:00</b>	<b>Freaky Friday</b> Mayor Bob Leonard Park, Watt Road	<b>November 12 11:30 a.m.</b>	<b>Brown Bag Educational Luncheon</b> Best Western Cedar Bluff, 420 N. Cedar Bluff Road
<b>October 30 5:00 p.m.</b>	<b>Networking</b> Knoxville Catering, 150 N. Martinwood Dr., Suite 404-D 865-691-0100	<b>November 13 5:00 p.m.</b>	<b>Networking</b> Edward Jones - Jim Dickerson, 137 West End Avenue 865-671-4613

# Who's who...

by Judy Briody

## Spruce up your Home with Meadow View



Judy Briody

Now that the beautiful fall weather has settled into East Tennessee, you may find yourself frequenting the outdoor expanses of your home more and more. Why not add a little color and texture to your surroundings and enjoy all that nature beholds.

Meadow View Greenhouses & Garden Center, located at 9885 Highway 11E in Lenoir City, has a plethora of annuals, perennials, shrubbery, gardening supplies and decorative accents as well as knowledgeable associates who can help turn your yard into a haven.

Owned by Rodney and Lisa Grugin, Meadow View has been in business since 1997. Part of a "growing" family, the Grugins hail from Fentress County where their family owns 14 acres of land used for growing plants and flowers sold at the garden center.

Noting that fall is a "great time to plant just about anything," Rodney says that mums and pansies have been the best sellers recently. "Our customers tell us that they are staying home more and because they are at home, they want to 'spruce up' their yards and flower beds."

Meadow View offers consulting and design service and also delivers mulch and top soil. Gardening classes offered at no charge are a popular activity throughout the year at Meadow View, but act quickly as the final class for this year will be at 10:00 a.m., Saturday, October 25. The topic for this class will be "Fall Pruning." The garden center thrives during the upcoming holiday season, where the gift shop transforms into a "Christmas Shop," and live trees and cuttings add to the sights and scents of the season.

Call Meadow View at 865-986-7229 to register for the "Fall Pruning" class or to gather more information on how the garden center can help transform your yard into an autumnal paradise.

## Sales & Marketing Tips

by Joe Andrews



Joe Andrews

Re-think the benefits that your products and services can deliver to clients and how you can talk about them most effectively. (Hint: think benefits to the client not features of

the product!)

Consider what is unique about your products and services that will distinguish you from competitors. Lower price alone is not a good enough reason for customers to choose your product.

Project the value of your offering - not a low price - as the main benefit. (If yours is a commodity business, think about ways to change it into a relationship business.)

Increase your flow of targeted leads in order to build your business pipeline. Ask for referrals. Network strongly. Advertise as much and as effectively as budget will allow. Use press releases to gain free publicity for your business.

Learn how to identify what drives the customer at an emotional level. This will tell you their real "needs." You can then offer solutions to those known needs. It gets you away from pushing a product and into problem solution mode.

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