

Ambassadors Honored

The Ambassador Committee of the Farragut West Knox Chamber of Commerce gathered at Gettysvue Golf Polo & Country Club Tuesday, October 21 to mark the one-year anniversary of the combining of the Membership and Diplomat committees into one group of Ambassadors.

The group of approximately 20 Chamber members helps to assist office staff in welcoming new members, attend grand openings and ribbon cuttings as a representative of the Chamber, greet and welcome guests at weekly networkings, serve on event planning committees, communicate with current Chamber members in order to obtain retention and attend monthly meetings to assist in implementing policies and procedures.

Marie Moffitt of AVON was awarded the Ambassador of the Year honor at the luncheon. Six Ambassadors were nominated in three different categories and the group selected the winner. Other Ambassadors nominated were Lisa Coram of Office Suites Plus; Bert Griffin, Rural Metro Corp. of Tennessee; Gene Collins of Gevity; Jack Wickstrom,

American Print Solutions and Greg Carter of Sentry Insurance.

Moffitt, who hails from Lebanon, Kentucky graduated from Eastern Kentucky University and has lived in Tennessee for nearly 10 years. She has previously worked as an editor, staff writer and photographer for the Oak Ridger newspaper among other jobs.

Her current focus is being a representative of AVON; a position she has held since 2006. In her first year with AVON, Moffitt received the Best New Performer Award and is now an Advanced Unit Leader with the company. She is also a Sales Leadership Representative who has been instrumental in recruiting and assisting representatives to achieve their own success in business. Noting that she has been a member of the Farragut West Knox Chamber for just one year, Moffitt said she is "very grateful and appreciative of receiving this award."

For more information about joining the Ambassador Committee, call the Chamber office at 675-7057.

Marie Moffitt may be reached at 865-705-3949 or www.youravon.com/mmoffitt



Marie Moffitt of AVON was awarded Ambassador of the Year.

Buy in Farragut ... It Makes Good Cents

The Town of Farragut Board of Mayor and Aldermen have invited local businesses to join the fourth annual expanded "Buy in Farragut" campaign which is slated for Saturday, November 22 through Wednesday, December 24. Participating businesses will hold sales and offer discounts in order to attract Farragut citizens and the surrounding communities to make purchases and dine in Farragut in support of these businesses. The Town of Farragut will provide advertising and promote the campaign through its local media, government cable channels and the Web site at www.townoffarragut.org. For more information about Buy in Farragut, call the Town Hall at 865-966-7057.

Board Members Retreat to Mountains



Steve Herzog facilitates the Board retreat.

The Farragut West Knox Chamber of Commerce Board of Directors held a retreat Wednesday, October 22, at Butterfly Gap Retreat in Maryville. Facilitated by Steve Herzog of Sandler Training - Herzog & Associates, the retreat was designed to allow the Board to discuss goals and strategies necessary for continued growth of the Chamber while "retreating" and enjoying the natural beauty of the surroundings.

After being welcomed by Chamber President Bettye Sisco, Board members enjoyed breakfast and coffee provided by Webster's Deli, (lunch was also provided by Webster's.) Herzog then held a "getting to know you" exercise where participants divide into groups dependant upon their birth order and were given tasks that prompted them to examine aspects of their personality and how they relate to associates in the business world as well as their interpersonal relationships.

The Board members spent time reviewing the Chamber mission statement, which is ... "To strengthen and support our community by promoting business growth and economic development." They then broke into groups in order to discuss how best to serve the Chamber members as well as the Farragut West Knox community.

Other discussion sessions included characteristics that make a Chamber great and some realistic goals that the Farragut West Knox Chamber could attain within the next five years.

The office staff at the Farragut West Knox Chamber of Commerce would like to thank Board members Mitchell Adams, Vivian Akins, Mike Arms, Don Ball, Emily Cox, Jim DeTar, Rick Disharoon, Les Fout, Stacey Handel, Keith Meese,

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ENTERPRISE CLUB

ADMIRAL ELITE

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...

When Daylight Savings Time begins or ends Tommy Aydelott of Safety Smart says it's time to reconsider the safety in your home and be prepared. First, homeowners need to check and replace the batteries in smoke detectors and carbon monoxide detectors. Replace smoke alarms every 10 years and carbon monoxide alarms every five years. Prepare a disaster supply kit for your home including bottled water, food, flashlights, batteries and blankets. Make a winter car emergency kit. This kit should include a flashlight, reflective triangle, first aid supplies, gloves, jumper cables, ice scraper and blanket. For more safety tips, attend Safety Smart's "Self Defense" class on Saturday, November 22 at 10412 Kingston Pike or call Tommy at 865-539-3434.



Earth Fare will host a Taste of Thanksgiving from 1-6 p.m., Saturday & Sunday November 15 & 16 at their Turkey Creek store. This free event will give guests the chance to taste all of the holiday offerings including all natural turkeys and home-made deli items. For more information about this event, visit www.earthfare.com or call the corporate office at 828-281-4800.



First Tennessee recently named Mick Reed as vice president and relationship manager of its banking division. Reed is a Certified Commercial Investor Member. He earned his bachelor's degree from the University of Alabama and his master's degree from the University of Washington and his master's degree in business administration from the University of Maryland. Reed lives in West Knoxville with his wife Shannon Byrd, MD.



American Print Solutions, Inc. was launched in June of this year after the expiration of a 15-year franchise under the name Franklin's. A family owned business, Jack & Sue Wickstrom and their associates bring a wealth of business experience to their business located at 11153 Outlet Drive. Specializing in providing service to small & medium-sized businesses, American Print Solutions offer general office products, internal forms and stationery as well as direct mail, promotional products, calendars, apparel, signs and banners among other items. For more information about American Print Solutions, visit the Web site at www.americanprintsolutions.net or call 865-777-1783.



Episcopal School of Knoxville will host an Open House for all grades from 2-4 p.m., Sunday, November 16. Parents are invited to bring children or to visit alone. Now in its eleventh year, the Episcopal School has an

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MOUNTAINS

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Jody Myers, Knick Myers, Gary Palmer, Jamie Nicely, Jerry Parkerson, Mike Such, Tonya Vest, Andrea White and Tim Williams for their generous support of the Chamber and the businesses that it serves. Thank you also to Webster's Deli, Butterfly Gap Retreat, Steve Herzog and Millie Meese.

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Digitize It Now, located at Renaissance on Kingston Pike, held a ribbon cutting with members of the Farragut West Knox Chamber of Commerce Wednesday, October 1. Pictured are owners Derek and Cherie Welsh and associates Casey Moye and Gina Taylor. Digitize It Now specializes in converting audio and video material to a state of the art form. For more information about Digitize It Now, call 865-686-5760 or visit the store at 12752 Kingston Pike, Suite 103.



Chris Kittrell of **Ratter & Kittrell Capital Management** welcomes the Farragut West Knox Chamber of Commerce Board members to the offices located at 11905 Kingston Pike, for its monthly meeting Tuesday, September 23.



Farragut West Knox Chamber President Bettye Sisco presents the new Enterprise Club - Anchor level members their pillars at the Speaker Series Breakfast Tuesday, September 30. Accepting the pillars are Mike Such, **Junk Bee Gone**: Wayne Rader and Brian Wark of **Best Buy**, Teresa Lamb, **Migun - TN** and Steve Stewart of **Choice Directory**.



Dain and Carrie Dugan of Mercedes Benz of Knoxville get some information from Tina Courtney of **Bill Jones Music** at the evening networking Thursday, October 9.

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Jacyce Martini poses with the Knoxville Ice Bears mascot, Chilly, at the Farragut Fall 5K Saturday, September 27.



Martha Crass, Tracy Pollock and Dawn Steelman take a little rest after running the 5K race.



Jasmine Keller and Andy Baksa were first place winners.

Don Ball, owner of **Business Machines Company of East Tennessee**, receives the "Kyocera Premier Dealer" award at the business' evening networking Thursday, September 25. BMC was also recognized as the only "Total Solution Provider" for the Kyocera product line. The awards are based on sales performance, customer service excellence and technical expertise.



The Ambassadors for the Farragut West Knox Chamber of Commerce gathered for a luncheon in their honor at Gettysvue Golf Polo and Country Club Tuesday, October 21. The Chamber will mark the one-year anniversary of the Ambassador Committee in November. Pictured are Terrye Whitaker, National College of Business and Technology; Lisa Wells, Cariten Healthcare; Rennie Leon, Knoxville Smokies; Chairperson Rena Amerson; Greg Carter, Sentry Insurance; Lisa Coram, Office Suites Plus; Daniel Monday, Slamdot, Inc.; Marie Moffitt, AVON; Marianne Morse, Mary Kay; Jack Wickstrom, American Print Solutions; Sue Renfro, MSR & Associates; Gene Collins, Gevity; Keith Meese, The Prestige Group; Rhonda Whitener, Keller Williams Realty and Bert Griffin, Rural Metro Corp. of Tennessee. Not pictured are Tina Askew, Blue Haven Pools; Terry Goodson, Realty Executives and Jennifer Colon, Gettysvue Golf Polo and Country Club.

Welcome to our renewing FWKC members!

- A. L. Lotts Elementary School
- Accounting Principals
- AMICA Mutual Insurance Company
- AppleOne Employment Services
- Axa Advisors
- Bath Junkie - Knoxville
- Closet Solutions
- Connors Steak and Seafood
- Cool Sports Home of the Icearium
- Enrichment Federal Credit Union - Kingston Pike
- First Utility District of Knox County
- Great West Casualty Company
- Heritage Lake at Westland
- Hilton Garden Inn Knoxville West
- John F. Love, DDS
- Keller Williams - Rhonda Whitener
- Knox County Mayor
- Lean Works, Inc.
- LeBlanc Financial Group
- Lenoir City Utilities Board
- Marsh
- Matlock Tire Service
- Office Suites PLUS
- ORNL Federal Credit Union - Farragut
- Re/Max Preferred Properties - Ryan Levenson
- S.B. Insurance Agency - Representing Healthmarkets Family of Insurance Companies
- Sentry Insurance
- Site Incorporated
- Sperry Van Ness/R. M. Moore
- Standard Kitchen & Bath
- State Farm Insurance - Cindy Doyle
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- Women's Basketball Hall of Fame
- Y-12 Federal Credit Union - Center Park Drive

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President Quotes 'n Notes

by Betty Sisco

"I am thankful for small mercies. I compared notes with one of my friends who expects everything of the universe, and is disappointed when anything is less than the best, and I found that I begin at the other extreme, expecting nothing and am always full of thanks for moderate good. . . . If we will take the good we find, . . . we shall have heaping measures. . . ."

Ralph Waldo Emerson
1803-1882



This time of year is a time of reflection and gratitude, a time for celebration and giving thanks. Here are "some" of the blessings in my life.

I am thankful for:

- ...life and health. I have learned to not take life for granted. You never know when it will be taken away from you. So today, enjoy life as much as possible.
- ...family, friends and pets. I am grateful for their love and support, for each memory that they have given me. I am grateful for my angels that watch over me daily.
- ...forgiveness. If everyone sought first to forgive, things would be very different. It's a gift others have given me, and one I want to return often.
- ...business members and Staff as friends
- ...laughter, the human gift for coping and for survival. Laughter helps us roll with the punches that inevitably come our way.
- ... strength to meet the challenges that come with life.
- ... beauty of this land, this heaven on Earth, the fantastic sunrises, sunsets, auroras and nature around us."
- ...business successes which would not be possible without our members and volunteers.
- ...freedom to speak and believe the way I feel. While the outcome may not be my choice, I am grateful for the right to vote.
- ...knowledge and those who encourage me to search, read, meditate and pray.

It is not what we say about our blessings, but how we use them, that is the true measure of our thanksgiving.

Happy Thanksgiving to all!

**Farragut West Knox
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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!

American Piano Gallery Brandon Herrenbruck 11657 Parkside Drive Farragut, TN 37934 865-671-3388	Knoxville Thunderbolts/The Huffson Group, Inc. Dr. Marty L. Glisson 200 Prosperity Drive, Suite 105 Knoxville, TN 37923 865-824-1275	TOPIX LLC John Thornton 9040 Executive Park Drive, Suite 255 Knoxville, TN 37923 865-385-3621
Butterfly Gap Retreat Mandy Sitzlar 4366 Butterfly Gap Road Maryville, TN 37803 865-984-6021	McLain's Painting Service Charles McLain P.O. Box 51981 Knoxville, TN 37950 865-769-8134	Valley Printers Richard White P.O. Box 71 701 New Highway 68 Sweetwater, TN 37874 423-337-6926
Charter Business 1774 Henry G. Lane Street Maryville, TN 37801-8454 865-740-0010		

MEMBER BRIEFS

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enrollment of 290 students and houses grades K through 8. The school is located at 950 Episcopal School Way, just off of Lovell Road in West Knoxville. For more information, visit the school's Web site at www.esknoxville.org or call 865-777-9032.



The Greenway School will now be able to offer scholarships for the first time in its 10-year history. Superintendent Christine Duncan said that students may apply to receive a limited number of one-half or one-quarter tuition scholarships. The scholarships will be awarded based on financial need and academic performance. The funds for the scholarship program come from the school's new non-profit organization, "Friends of Greenway School." Donations to the organization are tax deductible and will support both the scholarship fund and the enhancement of off-campus study for the entire school. For more information visit www.greenwayschool.edu or call 865-777-0197.



National College of Business & Technology continues to rank among Tennessee's elite higher education institutions in student loan default rates. The school performs substantially better than both the national and state averages, according to the latest statistics released recently by the U.S. Department of Education. National College of Business & Technology is dedicated to the training and education of men and women for a successful career in the fields of business, computers and health care. The college offers more than 40 academic programs. For more information visit the Web site at www.ncbt.edu/ or call 865-539-2011.



Elegant Essentials, located at 7240 Kingston Pike in the Gallery Shopping Center will be offering a 20% discount coupon to be redeemed at the store to Farragut West Knox Chamber of Commerce members who attend the evening wine and hors d'oeuvre networking Thursday, November 20. The coupon will be valid through December 5. The discount excludes Compass Rose, Chamillia, Plum Design and Town Framery merchandise. For more information about Elegant Essentials visit <http://shopelegantessentials.com> or call 865-247-0157.

Calendar of Events

Please call the Chamber office at 675-7057 for information

November 13 5:00 p.m.	<i>Networking</i> Edward Jones - Jim Dickerson 137 West End Avenue	December 10 11:30 a.m.	<i>Brown Bag Education Series Luncheon</i> Best Western - Cedar Bluff 420 N. Peters Road Speaker - Dr. Malcolm Foster - Heart Surgeon Mercy Health Partners
November 14 9:00 a.m.	<i>Ribbon Cutting</i> Best Buy 11491 Parkside Drive	December 11 8:00 a.m.	<i>Networking</i> Jefferson Federal 11916 Kingston Pike 865-966-4878
November 17 1:00 p.m.	<i>Ribbon Cutting</i> Drive 4 Life Academy 4609 Papermill Drive	Tuesday, December 16 4 - 7:00 p.m.	<i>Holiday Open House</i> Farragut West Knox Chamber of Commerce 11826 Kingston Pike
November 20 5:00 p.m.	<i>Networking</i> Elegant Essentials 7240 Kingston Pike, Suite 184 Gallery Shopping Center	December 4 8:00 a.m.	<i>Networking</i> Image Matters 3017 Sutherland Avenue
December 9 4:00 p.m.	<i>Ribbon Cutting -</i> Holiday Open House Edward Jones - John Gardner 11002 Kingston Pike, Suite 101		



Who's who... by Judy Briody

Chamber Business Focuses on Family



Judy Briody

The mission statement for the Farragut Family YMCA is ... "building a healthier community one person at a time," and Executive Director, Vickey Beard, says that she likes to remind members of the community that "the YMCA isn't only a fitness

facility," but rather a "family-centered location that serves all facets of the citizens."

Programs such as licensed child care which serves 14 locations throughout Knox County in conjunction with Knox County School System, help children to stay active while being cared for in a safe and healthy environment, have been a key to the success of the YMCA and an asset to parents and children alike.

The "Change a Life" campaign is an on-going fundraiser which ensures that no one is denied the opportunity to participate in sports leagues, summer camps and fitness programs due to lack of funds.

Beard noted that Best Buy came in as a "partner to the Y" and joined the "Change a Life" campaign while also utilizing the Farragut facility to interview perspective employees for the new store opening on Parkside Drive. "Best Buy spent 45 days in our activity center and hired 125 employees, she said.

After more than six years in the Farragut West Knox location at 10709 Kingston Pike, the YMCA has proven to be an integral part of the community and Beard knows that this unique relationship will continue into the future. For more information about the Farragut Family YMCA, call 865-777-9622.

Allocating Time

by Joe Andrews



Joe Andrews

"Time is free, but it's priceless. You can't own it, but you can use it. You can't keep it but you can spend it. Once you've lost it, you can never get it back."

Here are a few helpful hints to help you to make the most of your time.

Focus on the way you use time; your own time and that of others. Time is your only asset apart from your knowledge and experience. Use all three effectively.

Use time frugally. It is a finite asset; once used it is gone forever. Do only the things that only you can do. Otherwise, defer things, delegate them or drop them.

Distinguish between activities that are important and those that are simply urgent. Some things may be both. Focus on those things that are important.

Distinguish between tasks that are "must do" (especially if there is a deadline) and those which are "should do" or "would like to do" items.

Allocate your time each day: a minimum of 70% to "must do" tasks, not more than 20% to "should do" items and not more than 10% to "would like to do" items. Some days may be 100% must do. "Would like to" items may never get done. This process focuses you on important items not just urgent ones.

Schedule each task and allocate a reasonable amount of time to it.

Be willing to accept an effective 80% solution, rather than striving for perfection. The time needed to go from 80% to 100% will often be as much as needed to get to 80% in the first place.

Limit your working day. Human beings cannot typically work effectively for longer than 10 hours per day for any extended period. It is not the hours that you put in that count; it is what you put into the hours.

Joe Andrews is the Senior Business Specialist for TSBCD, Pellissippi State Technical Community College, and can be reached at Jandrews@tsbcd.org.