



# CHAMBER LIFE

"The mission statement is to strengthen and support our community by promoting business growth and economic development."

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A Publication of the Farragut West Knox Chamber of Commerce

January 2009

## Bass Debuts 'Bones of Betrayal'

The first Farragut West Knox Chamber Speaker Series Breakfast of 2009 will be at 7:30 a.m., Tuesday, February 17 at Fox Den Country Club and will feature popular guest Dr. Bill Bass. A retired forensic anthropologist, author, founder of University of Tennessee's Anthropology Facility, the Body Farm, among other accomplishments, Bass will discuss his latest release, the fourth in a series with co-author Jon Jefferson titled "Bones of Betrayal."

The book, set in Oak Ridge Tennessee, weaves the town's Atomic City past into the discovery of a corpse found in a swimming pool behind a crumbling hotel. Books will be available for



purchase and Dr. Bass will be on hand after the breakfast for a book signing.

The full, hot buffet breakfast is \$25 for chamber members and \$35 for non-members. Reservations are required and may be made by calling the office at 675-7057 or by e-mailing Judy@farragutchamber.com.

Cariten Healthcare is an event sponsor and Edward Jones Investments is a Community Sponsor for this Speaker Series Breakfast. Additional sponsorship is welcome and encouraged. Please call the chamber office for more information.

## Countryside USA Dinner and Auction



The Farragut West Knox Chamber Annual Dinner & Auction will be held at 6:00 p.m., Friday, April 24 at Rothchild's Catering & Event Planning. The theme for this year's event will be "Countryside USA" and will feature table decorations and auction items centered around the unique qualities of the 50 states.

The dinner and auction, which is the largest fund-raiser for the Chamber marks its 22nd anniversary. Sponsorships for the "Countryside USA" dinner and auction are welcome and encouraged. Call the Chamber office at 675-7057 for more information.



"Feliz Navidad" was the theme for the **Holiday Open House** hosted by staff of the Farragut West Knox Chamber of Commerce Tuesday December 16, 2008. Sheltered by a party tent provided by All Occasions Party Rentals, chamber members and guests enjoyed appetizers, entrees, desserts and drinks compliments of Abuelo's Mexican Food Embassy, NHC Assisted Living, Aubrey's, Farragut Wine & Spirits, Kroger Marketplace, Knoxville Culligan Water and chamber office staff.

Pictured are Cary Francis and Gene Collins of Gevity and Rick White of Global Recruiters.

The Town of Farragut will hold an election for Mayor, Alderman Ward I and Alderman Ward II Tuesday, April 7 at the Farragut Town Hall, 11408 Municipal Center Drive. Early voting begins Wednesday March 18. For more information about the election, visit [www.knoxvotes.org](http://www.knoxvotes.org).



**FARRAGUT WEST KNOX CHAMBER OF COMMERCE**

# 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...

Eddie Mannis, president of Prestige Cleaners has been selected "Outstanding Corporate Philanthropist" by the Association of Fundraising Professionals at their annual celebration. Prestige Cleaners is the founder and presenting sponsor of HonorAir Knoxville, an organization dedicated to flying East Tennessee World War II veterans to Washington DC to see the World War II Memorial.



The Campus Civitan Club at National College of Business and Technology stuffed stockings this year for the Salvation Army. Graduates, students, faculty and staff donated the items to be stuffed. The Civitans reached their goal and produced 100 stockings. This philanthropic activity is one of the club highlights for the year.



Di-Fi Solutions, LLC opened a new office at 346 Ebenezer Road in Knoxville. Di-Fi Solutions specializes in helping companies to work more efficiently and effectively with regard to analyzing and implementing new resources with guidance and support to make the most of today's technology. To find out more about Di-Fi Solutions or to get a free 1-hour business consultation, visit the Web site at [www.difisolutions.com](http://www.difisolutions.com) or call 688-3434.



Baptist Hospital West, a member of Mercy Health Partners, opened a new 10-bed Intensive Care Unit in December. This gives the hospital a total of 16 ICU beds and the space has been built with further growth in mind. This expansion is in part due to growing business and the relocation of the hospital's open heart program.



Earth Fare in Turkey Creek will host a Sushi making class at 6:30 p.m., Friday, January 16. This event will benefit the Fort Loudoun Lake Association. Cost of this class will be \$15 and because of limited space, attendees are required to RSVP by calling Adria at 777-3837.



Local artist and Tennessee Artists Association member, Rosemary Floyd, is the featured artist of the month of January in the Café in Earth Fare at Turkey Creek. Art work displayed is available for purchase. Rosemary is a native of East Tennessee and an avid painter who enjoys depicting the natural surroundings in watercolor, oils, pastels and acrylics. The liaison for TAA with Farragut West Knox Chamber of Commerce, Rosemary has displayed her pieces at NHC Health Care, Willow Bay Gallery in Powell and has had her work accepted in the Dogwood Arts Festival juried shows in Knoxville.

See MEMBER BRIEFS page 4



Farragut Mayor Eddy Ford, friends, family, Chamber members and Ambassadors gathered at **America's Finest Flooring** for a ribbon cutting ceremony Wednesday, October 15, at the new location 10809 Kingston Pike. America's Finest Flooring is owned by Vas and Flora Deac. Pictured are the Deacs and their sons, Cosmin and Sorin. Not pictured are sons David and Flavio. For more information about **America's Finest Flooring** call 675-5951.



**American Plano Gallery's** Senior Manager Brandon Herrenbruck, with scissors, gets ready to cut the ribbon which officially opens the new shop on Parkside Drive. Gathered with Herrenbruck are Chamber members and friends as well as Farragut West Knox Chamber President Bettye Sisco, Bill Metcalf, Store Manager Brenda Bates, Farragut Mayor Eddy Ford and Ambassadors Lisa Coram and Rena Amerson.



**Amica Mutual Insurance Company** held a ribbon cutting with members of the Farragut West Knox Chamber of Commerce at their new location 10025 Investment Drive, Suite 100, Wednesday, November 12. Pictured with Ambassadors and other Chamber members are Marianne Morse, Debbie Gray, Bernice Yambao, Julie Deziel, David Kleinsmidt, Shannon Rogers, Carolyn Wiegert, Lisa Coram and Rena Amerson.

### Andrew B. Ellis

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**Best Buy**, located at 8925 Town & Country Circle, had a ribbon cutting with members of Farragut West Knox Chamber of Commerce to celebrate the opening of the musical instrument department Friday, November 21. The eight-month project which took place in conjunction with a store renovation took existing warehouse space and converted it into a demonstration and lesson room, wall of guitars, keyboard and drum displays; featuring such brand as Marshall, DW, Zildjian and Yamaha. Pictured with the "Blue Shirt" crew and Chamber members are Dustin Godbee, Justin Satterwhite (with scissors), department supervisor and Wayne Rader, business development manager.

Visit us at these convenient West Knox/Farragut locations:

<b>Farragut</b> 11864 Kingston Pk	<b>Campbell Station</b> 11685 Parkside Dr
<b>Northshore</b> 9615 Kroger Park Dr	<b>Kingston Pike West</b> 9607 Kingston Pk

M-F 8:30-6:00 \* Saturday 9:00-1:00  
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[jeff@apartyrentals.com](mailto:jeff@apartyrentals.com)



Greg and Jodie Mangan, owners of **Drive 4 Life Academy** cut the ribbon with members of the Farragut West Knox Chamber of Commerce, Monday, November 17. Drive 4 Life is located at 4609 Papermill Drive and specializes in classes that teach young drivers classroom training, parking lot exercises and behind the wheel sessions with certified instructors. For more information about Drive 4 Life, call 470-4122.



The **Wild Pineapple**, located at 11657 Parkside Drive, had a ribbon cutting celebration with Ambassadors and members of Farragut West Knox Chamber of Commerce Monday, November 24. Owner, Patti White, her husband, Van and daughter, Kendall, are pictured with sales associates Sarah Christensen, Mary Dilworth, Dawn Bryan, Michele Barker and Heather Chastain. The Wild Pineapple specializes in unique gifts for women of all ages and proudly acknowledges that it is the store "where girlfriends shop." For more information about Wild Pineapple call 865-671-6789.



Steve Jergesen of **Capital Financial Group** and Ambassador **Sondra Oakley** of **Keller Williams Realty** mingle among the decorative items at the evening networking at **Yessick's Design Center** on Parkside Drive, Thursday, November 6.



Linda Simmons of **Image Matters** and **Danita Lea**, **Knox Area Rescue Ministries**, posed together at the morning networking at **Image Matters** Thursday, December 4. The business, which is located at 3017 Sutherland Avenue was a collection site for mittens, scarves and hats for **KARM**.



Bettye Sisco introduces Linda Parrent, owner of **Elegant Essentials** at her networking Thursday evening November 20. Joesa Merriion is also pictured.

## Welcome to our renewing FWKC members!

- Associated Foot Specialists
- Barge, Waggoner, Sumner & Cannon
- BB&T - Farragut Branch
- Cartwright Communication
- Chick-fil-A
- East Tennessee Personal Care Service
- Enterprise Rent-A-Car of Tennessee
- Farragut Primary School
- Farragut Walk In Clinic
- Fish Window Cleaning
- Irwin, DDS; L. Gene
- J.D. Best Tax Services
- Jameson Inn
- Knoxville Utilities Board
- Marketing Dimensions
- Meadow View Greenhouses & Garden Center
- Mr. Gas #8
- Mountain Commerce Bank
- National CineMedia
- New Horizons Computer Learning Center
- Northwestern Mutual Financial
- Olive Garden
- Pimentos Cafe & Market
- R & Co./Ross the Boss
- Read Window Products
- Realty Executives Relocation - Susan Varner
- Staffing Solutions
- Stokely Company; The
- Vienna Coffee Company LLC
- Waste Connections

## Local Artist Designs White House Ornament

Local artist and Farragut West Knox Chamber member, **Soo Cha Griffith**, had the honor of designing and hand painting an ornament representative of East Tennessee displayed on the White House Christmas tree. United States Representative **John Duncan** had visited Griffith's studio, **Gallery Provence**, which is located at 5412 Kingston Pike, and was so impressed with her work that he asked her to design an ornament. The White House provided the ornament for the artists and they were asked to decorate it such that it showcased something special about the area in which they live. The red, white and blue ball depicts downtown Knoxville's cityscape, **Neyland Stadium** and the **Smoky Mountains**. For more information about **Soo Cha Griffith** and **Gallery Provence**, call 588-2888 or visit [www.galleryprovence.com](http://www.galleryprovence.com).

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# President Quotes 'n Notes

by *Betty Sisco*

**"Behold the turtle.  
He makes progress only  
when he sticks his neck out."**



As 2009 rolls in, we all need to keep selling the importance of our business community. Companies are cutting costs in every area possible and every day we read another bleak report regarding the current financial crisis. But this is our time to shine and look positively towards the New Year. I honestly believe that much of the crisis is stemming from organizations and people thinking negatively or unsure of what is coming next. Certainly many of the issues are stemming from the mortgage crisis and other legitimate factors. So what can we do as business community? Plenty! We can prove we can still be vigilant and positive.

First we need to educate ourselves without spending extra dollars. Live with the 3 E's. Energy, Enthusiasm, Empathy. Attend free webinars, attend networking events regularly, use the internet to learn new techniques to help stay up to date with current trends, and visit with TSBDC at the chamber office. History proves this financial crisis will pass and if our businesses are better prepared, everyone wins.

Next, concentrate on being positive. Daily, stop and re-evaluate the situation. If you find yourself thinking negatively, then redirect and channel your energy into positive thinking. How you recognize and enjoy the good and cope with the bad is determined by how you perceive things. Your perceptions are shaped by your thoughts and attitude.

**1 Always keep cool and examine the situation you are in.** In any situation, know that there is a better way out. Take a 10-30 minute "Thank you" walk every day. While you walk practice gratitude; it is the ultimate anti-depressant.

**2 When things have gone bad, and you realize that it could have been worse.** Find out how and why it happened that way.

**3 Believe in the law of reciprocations.** Know that whatever good you do, it will come back 100 times better than what you thought it would be.

Your thoughts have power. Enjoy the ride. You only have one ride through life, so make the very best of it!

## 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!

**Appalachia Business Communications**  
Rena Amerson  
232 South Peters Road  
Knoxville, TN 37923  
865-531-9000

**Di-Fi Solutions, LLC**  
Corrie Olson  
346 Ebenezar Road  
Knoxville, TN 37923  
865-688-3434

**Mudslingers Coffee, LLC**  
LaDonna Madden  
3403 Summer Drive  
Friendsville, TN 37737  
702-203-0831

**Capital Financial Group, LLC**  
Scott Broyles  
8320 East Walker Springs Lane,  
Suite 100  
Knoxville, TN 37923  
865-246-1686

**EKGs 4U, LLC**  
Beth Truex, RN  
441 Orchard Knob Road  
Clinton, TN 37716  
865-388-4781

**My Best Friend's Closet**  
Deborah Pipkin  
10669 Hardin Valley Road  
Knoxville, TN 37932  
865-560-1950

**Laimon W. Godel, Jr., CPA, PC**  
Laimon Godel  
10420 Kingston Pike, Suite J  
Knoxville, TN 37922  
865-690-2662

## MEMBER BRIEFS

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New Horizons of Knoxville, an IT training company with 300 centers in 60 countries, has become the largest independent IT training company in the world. New Horizons has delivered a full range of technology and business skills training over 25 years and in difficult economic times has determined that sectors such as IT have continued to experience growth. New technology and the need for professionals to support new technological initiatives is the basis for strong growth in this area. For more information about New Horizons of Knoxville, call 691-1515.

The Episcopal School of Knoxville will host its Fifth Annual Saints Gala, a ball, dinner and auction to benefit the school's annual fund from 6:00 p.m. until midnight Saturday, February 7 at the Knoxville Convention Center. The theme for this year's event will be "Cirque d'ESK" and will include a live and silent auction dinner and entertainment. Ticket prices are \$100 per individual and sponsorships are available. For ticket or sponsorship information, contact the school at 777-9032 or visit the Web site at [www.esknoxville.org](http://www.esknoxville.org).

First Tennessee recently hired Ralph Lehman as vice president and portfolio manager in the trust department. Lehman is a Chartered Financial Analyst and past president of the Knoxville DFA Society. He is a member of the Knoxville and Tennessee Bar associations and the Knoxville Estate Planning Council. Before joining First Tennessee, Lehman served for the past seven years as investment manager in the trust division of Home Federal Bank, where he was assistant vice president.

The theater students of Christian Academy of Knoxville were treated to a visit with Academy Award winner, Patricia Neal this past November. Ms. Neal spoke to the children about Hollywood and answered questions about her life in the theater and movies.

Greenway School invites interested families to meet the faculty and tour the school from 3:00 to 5:00 p.m., Sunday February 8. A fully accredited, private, independent middle school, Greenway is now enrolling for the fall. No reservation is necessary to attend. For more information about Greenway School call 777-0197 or visit [www.greenwayschool.edu](http://www.greenwayschool.edu).

# Calendar of Events

Please call the Chamber office at 675-7057 for information

**January 15** *Networking*  
8:00 a.m. State Farm Agency - Laura Ash  
12744 Kingston Pike, Suite 106, Renaissance Center

**January 19** *Networking*  
8:00 a.m. Farragut High School Leadership Initiative  
Farragut High School Commons, 11237 Kingston Pike

**January 29**  
4:30 p.m. *Ribbon cutting*  
Tennessee State Bank, Parkside Drive  
*Networking*  
5:00 p.m. Tennessee State Bank, Parkside Drive

**February 5** *Networking*  
5:00 p.m. Oasis Day Spa  
10420 Kingston Pike, Suite F

**February 12** *Networking*  
8:00 a.m. Mercy Health Partners/Baptist Hospital West  
10820 Parkside Drive

**February 17** *Speaker Series Breakfast*  
7:30 a.m. Fox Den Country Club  
Dr. Bill Bass - "Bones of Betrayal"

# Who's who...

by *Judy Briody*

## Redecorating in the New Year



Judy Briody

The staff at David's Abbey carpet, located at 10853 Kingston Pike, has seen flooring sales continue to rise even with the economic downturn. Store manager, Allen Ellison, says that many of their customers have decided to remodel their existing

space rather than move to another home. "By changing flooring, a homeowner can see dramatic results and greatly increase the value of his or her home."

Celebrating 36 years in Knoxville; 14 years in the Farragut location, David's has seen an increased interest in recycled, renewable and reusable products as well as exotic woods and bamboo. Call David's at 777-0661, visit online at [www.davidsabbeycarpet.com](http://www.davidsabbeycarpet.com) or stop by the Farragut showroom. David's Abbey Carpet ... covering all of East Tennessee.

## Business Planning in Hard Times

by *Joe Andrews*



Joe Andrews

Things companies should be doing in hard times:

- 1) Review your strategic goals: are they still valid?
- 2) Consider the current market in which you operate and the economy. You need to gather hard facts on your industry, not hearsay, feelings or intuition.
- 3) Make decisions that are well informed, well-considered, clear and able to be implemented. Just "going on as usual" will ensure that you will not adapt to changing conditions.
- 4) Balance short term gain against future stability and growth.
- 5) Put method into your business. Having a process or method for every aspect of your business gives you greater control, avoids wasting time and minimizes errors.
- 6) Plan the survival and development of your business from scratch in three-month increments and for not more than 18 months out: i.e. six quarters. Re-evaluate in 90 days and add one more Quarter to the Plan. Plans themselves do not survive contact with reality, but the process of planning is essential.
- 7) Keep everything about your business as simple as possible. Otherwise you will likely become mired in complexity and nothing will get done.
- 8) Schedule "meetings with me" to allow you time to plan and to think.
- 9) Seek continual improvement in small steps. Each change will inevitably cause some disruption and increases the number of "moving pieces" in your environment. Take a step, and then test the result before taking the next step, unless you really need to shake things up.
- 10) Ask questions of yourself, customers and employees. Make them provocative: not just the basic who, how, what, and why. Try "If you were king for the day and could change one thing about this business, what would it be and why?"
- 11) When you make plans, focus on outcomes and on the timeframe for them to be delivered. This helps to set milestones and ensure that the plan can be actioned. A plan with no deadline is just a dream.
- 12) Review your processes and systems across the business from marketing and sales through finance to shop floor. Where method is lacking, introduce it. Where processes are complex, simplify them.
- 13) Consider what you and your firm must own or do in-house and what can be outsourced. As a rule, outsourcing should deliver a service and/or quality improvement if it is to be a success. If it saves cost, that is a bonus.

Joe Andrews is the Senior Business Specialist for TSBDC, Mississippi State Technical Community College and can be reached at [JAndrews@tsbdc.org](mailto:JAndrews@tsbdc.org).