

**FARRAGUT  
WEST KNOX  
CHAMBER of  
COMMERCE**

# CHAMBER LIFE

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

Vol. 23, No. 2

A Publication of the Farragut West Knox Chamber of Commerce

February 2009

## Applegate to Speak at Brown Bag Lunch

Author, small business expert and business owner, Jane Applegate, will be the guest speaker at the Farragut West Knox Chamber's Brown Bag Educational Luncheon Series to be held at 11:30 a.m., Thursday February 26, at Tusculum College; 1305 Centerpoint Boulevard.

Applegate is the author of four books on small business management including her best-seller, "201 Great Ideas for Your Small Business," which has been translated into several languages.

The topic for this series will be "Flourishing in Tough Times: Practical and Affordable Strategies for You and Your Business."



Applegate, who provides marketing strategies and video production service to New York Life, American Express and Sprint among others will offer advice, anecdotes and real-world strategies for today's challenging times.


The Brown Bag Educational Luncheon Series is designed to provide Chamber members with new ideas to assist them in their businesses. There is no charge for this event. Attendees are asked to bring a sack lunch; drinks will be provided. To reserve a spot for this series, e-mail [Judy@farragutchamber.com](mailto:Judy@farragutchamber.com).

### member briefs...

The Travel Authority will be presenting a "Travel Extravaganza" from 10:00 a.m. until 4:00 p.m., Saturday, February 21, at the Hilton Knoxville Airport; 2001 Alcoa Highway. Attendees will have an opportunity to win free trip give-aways, special savings and vendor demonstrations. This event is free of charge. For more information, visit the Travel Authority at 11529 Kingston Pike or call at 381-8224.

Concord United Methodist Church's youth promise a "Big Easy" cure for the winter blues with a Mardi gras dinner and auction at 6:00 p.m., Saturday, February 21. The evening of New Orleans-inspired food and entertainment will take place at the church and feature a live and silent auction of goods and services donated by members and area businesses. Tickets are \$10 and are available Wednesday evenings, Sunday mornings and weekdays at the church office; 11020 Roane Drive in Farragut. Donations may be made by contacting Jane Currin at the church office; 966-6728 or Jan Dugger at 966-6835. This event is the main fundraiser for CRMC's summer youth choir tour to the Gulf Coast and Southwest. As part of the tour, the choir will perform at a church in D'Iberville, MS, a community that is still in need of hurricane damage repair.

See MEMBER BRIEFS page 4



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).

## Hometown USA Dinner and Auction



The Farragut West Knox Chamber went "Around the World" for last years' dinner and auction. For this year's celebration, the committee has decided to highlight the many wonderful attributes of the 50 states with "Hometown USA" being the central theme.

This event, which is the largest fund-raiser for the Chamber and marks its 22nd year, will be at 6:00 p.m., Friday, April 24 at Rothchild's Catering & Event Planning.

The Auction Committee, co-chaired by Tonya Vest of FSG Bank and Myrl Zapolski of Citizens Bank, has been working and planning to ensure that the "Hometown USA" auction is the best to date.

The Chamber would like to thank Community Sponsors TDS Telecom and Charter Business and welcomes and encourages additional sponsors. For information about this event, call the Chamber office at 675-7057.



# 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**      

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## Welcome to our renewing FWKC members!

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 Lalka Tax Services, LLC  
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 Prestige Cleaners  
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 Sitel  
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 Vaughan & Zuker  
 Vulcan Materials Company  
 WalMart at Turkey Creek  
 Weichert Realtors – Mande Bianco-Roberts  
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**Bear Creek Coffee**, located at 9615 Countryside Center Lane (off of Middlebrook Pike) had a ribbon cutting ceremony with members of Farragut West Knox Chamber of Commerce Friday, December 19. Gathered are owners Kyle Phillips and Dave Robinson and associates Vickie Suenkel, Katie Ashdown and Debbie Mason.



**Knox County elected officials and Rural Metro** personnel held a ribbon cutting ceremony with members of the Farragut West Knox Chamber of Commerce at the new fire station at Choto Marina Thursday, December 4. Pictured are Representative Ryan Haynes, County Commissioner Finbarr Saunders, Commissioner Mike Hammond, Knox County Mayor Mike Ragsdale, Rural Metro Fire Chief Jerry Harnish, Commissioner Craig Leuthold and Commissioner Mike Brown.



**Edward Jones – John Gardner** hosted a Holiday open house/ribbon cutting at the new office located at 11002 Kingston Pike Tuesday, December 9, 2008. Pictured along with Gardner are his wife, Donna, and associate Donna Stanley as well as friends, clients and members of Farragut West Knox Chamber of Commerce.

### Andrew B. Ellis

CERTIFIED PUBLIC ACCOUNTANT

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 5600 Crestwood Drive  
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 aelliscpa@comcast.net

A photograph of an exhibitor booth for First Tennessee. The booth features a large banner with the text "exhibitor" and "FIRST TENNESSEE". Below the banner, contact information is provided: 865.675.0695, 141 South Gay St. 1st Floor, Knoxville, TN 37902.



Lisa Nichols, Tim Widener, Farragut Mayor Eddy Ford and Kroger Marketplace Store Manager Molly Stiles, department managers and Ambassadors of the Farragut West Knox Chamber of Commerce gather to cut the ribbon signaling the opening of the new **Kroger Gas Center** Monday, December 22.

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  
**971-2100**  
 www.firsttennessee.com  
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**TDS** telecom

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 CELLULAR: 865.368.6060  
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Jeff Diviney  
 Director of Sales  
**jeff@apartyrentals.com**



Andrew Henderson of Fitness Together chats with Kevin Kragenbrink of Estrada Strategies at the morning networking at State Farm – Laura Ash Thursday, January 15. Ambassador Bert Griffin of Rural Metro is in the background.

The Farragut West Knox Chamber of Commerce is now accepting applications for positions for the Board of Directors 2009-10 fiscal year.

The Board of Directors is responsible for setting policy for the Chamber, an organization that serves its members through representation and support services in the area of Farragut and West Knoxville.

The Chamber seeks well qualified persons with background experience and attributes necessary to assist the Chamber and its 700 members. Under the by-laws of the Farragut West Knox Chamber, candidates must be an active member in good standing and must agree to accept responsibility of Board member.

Applications for positions may be obtained at the Chamber office at 11826 Kingston Pike. The form may also be sent via e-mail to [Judy@farragutchamber.com](mailto:Judy@farragutchamber.com). Completed forms must be returned no later than 4:00 p.m., Friday, April 17.



Stephanie Milani of AAA speaks to the Chamber Board Members at the monthly meeting Tuesday, January 27 at the business on Capital Drive.



Farragut High School seniors Kirby Lewis, Ben Selecman, Rachel Smith, Elizabeth Duffey and Chelsea Esposito gather at the "greeter table" during the high school's Farragut Leadership Initiative networking with the Farragut West Knox Chamber of Commerce Monday, January 19.



Farragut West Knox Chamber members gather at Migun – TN in the Village Green Shopping Center for the first networking of the New Year, Thursday January 8.



Monique Tremblay of Jefferson Federal Bank, Diana French of Met-Life, Naoko Blue of Naoko Blue & Associates and Marianne Morse, Mary Kay gather at the morning networking at Jefferson Federal in Farragut Thursday, December 11.

**TeamLogicIT**  
 Consultation – Maintenance – Repair  
 224 S. Peters Road  
 Suite 206  
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 865.357.8548  
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[www.TeamLogicIT.com/Knoxville](http://www.TeamLogicIT.com/Knoxville)  
**Jim Warren**

**FIRST UTILITY DISTRICT  
 OF KNOX COUNTY**  
 WATER AND WASTEWATER SERVICE  
 FOR A GROWING COMMUNITY  
 122 Durwood Road  
 Knoxville, Tennessee  
 (865) 966-9741

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 Office: 865-560-8802  
 Fax: 865-560-5404

# President Quotes 'n Notes

by Bettye Sisco

**"There's only one thing that can guarantee our failure, and that's if we quit." - Craig Breedlove**



Webster's defines being patient as bearing pains or trials calmly or without complaint, or being steadfast despite opposition, difficulty or adversity. I believe this is why patience is called a virtue. It is little practiced, but much needed. At the first sign of difficulty, many jump to an easier, smoother path, but by taking the rough road, we gain the experience necessary to develop our character. Impatience robs us of these types of life experiences.

Patience is the ability to hang on when everyone else has given up and the ability to release your need for immediate gratification and wait for the things to come in their own time frame. Patience overcomes criticism and intolerance and develops committed relationships. Look before leaping, think before acting, and consider before deciding. Patience is the mark of maturity. So how do we develop more patience?

First, realize that no one is perfect, including yourself. Accept yourself and others, imperfections and all. Everyone is struggling with their own set of fears, weaknesses, obstacles and crises. We are all on the road of personal growth together and can help each other by showing more patience and kindness to each other.

Second, develop a consistent way of life based upon a value system. When confronted with a situation, make your choice based upon the value system rather than an instant gratification response. With every choice is a consequence.

Third, change your perspective on the past, present and the future. Stop dwelling on your mistakes and failures, and focus on what you can do to make a difference. Start fresh everyday and remember the future comes one day at a time.

Fourth, confront your fears rather than avoid them. Do the thing you fear the most and the fear will go away. When it becomes easier it becomes fun rather than stressful.

Finally, realize that all things come to those who wait. Believe and trust yourself, realizing that goals will often not be accomplished according to your original plans. Circumstances, people and things change. You will achieve the things you desire. Just be patient! Patience brings you out on the other side with a sense of achievement and renewed strength.

## 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>Apex Office Supply &amp; Design</b><br>Laura Luallen<br>865-482-7878<br>120 Administration Road<br>Oak Ridge, TN 37830        | <b>JC Penney</b><br>Tracey Hitson<br>865-288-6708<br>11534 Parkside Drive<br>Knoxville, TN 37924                   | <b>Saratoga Technologies</b><br>Ron Jenkins<br>865-246-0070<br>1209 Euclid Avenue, Suite 201<br>Knoxville, TN 37921             |
| <b>Estelita's</b><br>Mario Navarro<br>865-671-8226<br>120 West End Avenue<br>Farragut, TN 37934                                  | <b>Keller Williams Realty</b><br>Sondra Oakley<br>865-235-7780<br>108 Durwood Road, Suite B<br>Knoxville, TN 37922 | <b>Title Specialists, Inc.</b><br>Nancy Coleman<br>865-690-5255<br>8848 Cedar Springs Lane,<br>Suite 202<br>Knoxville, TN 37923 |
| <b>Interfirst Financial of Tennessee</b><br>Scott Hill<br>865-824-1341<br>200 Prosperity Drive, Suite 133<br>Knoxville, TN 37923 | <b>Little Gym of Farragut</b><br>Karalyne Ley<br>865-966-4386<br>215 Brooklawn Street<br>Farragut, TN 37934        | <b>Years Younger MediSpa</b><br>Debbie Stasney<br>865-531-6454<br>9313 South Northshore Drive<br>Knoxville, TN 37922            |
|  | <b>Mikala McIntee</b>  |   |

## MEMBER BRIEFS

from page 1

National College of Business & Technology is accepting applications for the Chairman's and President's Scholarship awards funded by the college and given to select graduation seniors of accredited secondary schools who will attend National College. The deadline for these applications is Wednesday, April 1, 2009. Up to 20 Chairman's Scholarships of \$2,500 and up to 20 President's Scholarships of \$1,500 will be awarded to students attending any of the National's 25 campuses in Virginia, Kentucky, Tennessee, Ohio and Indiana. Eligible candidates must also show potential for successfully completing a college degree or diploma program with National College. Interested applicants should visit [www.national-college.edu](http://www.national-college.edu) and click "Financial Assistance," then "Scholarships" for more information or to download an application.

Earth Fare - Turkey Creek will host a "Green Chili" sale from 10:00 a.m. until 2:00 p.m., Saturday, February 21. There will also be an informative workshop highlighting alternative fuel vehicles. Funds from this event will go to East TN Clean Fuels Coalition. For more information about this event call Adria at 777-3837.

The Knoxville Bar Association's Community Law School will host two Free seminars to help all attendees learn how the law affects them. The sessions will be from 9-11 a.m. and 11:30-1:30 Saturday, March 28 at Fellowship Church; 8000 Middlebrook Pike. The morning session is titled "Consumer Rights & Responsibilities; Protect Yourself & Your Assets." The afternoon session is "Wills & Estate Planning for Everyone." Pre-registration is encouraged but not required. To register, call the Knoxville Bar Association at 522-6522 or online at [www.knoxbar.org](http://www.knoxbar.org).

# Calendar of Events

Please call the Chamber office at 675-7057 for information

- February 12 Networking**  
8:00 a.m. Mercy Hospital - Baptist Hospital West  
10820 Parkside Drive
- February 17 Speaker Series Breakfast**  
7:30 a.m. Dr. Bill Bass  
Fox Den Country Club, 12284 North Fox Den Drive
- February 19 Networking**  
8:00 a.m. David's Abbey Carpet, 10853 Kingston Pike
- February 26 Brown Bag Educational Lunch**  
11:30 a.m. Author: Jane Applegate  
Tusculum College, 1305 Centerpoint Boulevard
- March 5 Networking**  
8:00 a.m. FSG Bank, 155 North Campbell Station Road
- March 6 Ribbon Cutting**  
9:00 a.m. JC Penney, Parkside Drive
- March 12 Networking**  
8:00 a.m. Standard Kitchen & Bath, 8719 Kingston Pike

# Who's who...

by Judy Briody

## Knoxville Opera to perform Rigoletto



Judy Briody

The Knoxville Opera is gearing up for two performances of Verdi's opera, "Rigoletto" this weekend - Friday, February 13 and Sunday, February 15, at the Tennessee Theatre.

Rigoletto, which is one of Verdi's most popular and successful operas, and believed to be one of his favorites, is a three act production set in and around Mantua Italy during the 16th century. The story line encompasses murder, infidelity and vengeance, all while the forces of good vs. evil and light vs. dark are interwoven throughout the costumes, set decorations and characters.

The Farragut West Knox Chamber of Commerce members were invited to attend the final dress rehearsal at 7:30 p.m., Wednesday, February 11. Celeste Hart, director of development for Knoxville Opera said, "Wednesday's dress rehearsal will be very interesting for the guests. They will get to see a little of what goes on behind the scenes." Hart said that conductor, Brian Salesky, may stop the production at any time and "tweak things" for the actual performance.

The Knoxville Opera was founded in 1978 and was originally called the Knoxville Civic Opera. The Company became fully professional in 1983 and changed its name to Knoxville Opera Company. The three performance venues are Knoxville Civic Auditorium, Tennessee Theatre and Bijou Theatre.

The performances for Rigoletto will be at 8:00 p.m., Friday February 13 and at 2:30 p.m., Sunday, February 15. For more information about Rigoletto or to inquire about ticket purchase, call 865-524-0795, ext. 1 or visit [www.knoxvilleopera.com](http://www.knoxvilleopera.com).

## "Meeting" the Needs of Your Business

by Joe Andrews



Joe Andrews

Although we live in a high-tech world, it's surprising to learn that face-to-face meetings are still the most popular form of business communication. Business executives ranked personal meetings above e-mail, paper memos and voice mail when it pertained to keeping staff informed.

Still, many meetings tend to drag on and accomplish very little and most of us in the business world believe that time is a precious commodity that we cannot afford to waste.

Here are a few pointers to help you get the most out of your meeting. Schedule meetings just before lunch so people will act quickly.

Send out an agenda before the meeting so that attendees will hopefully have reviewed it and jotted questions or comments.

Invite the fewest number of people necessary. Only meet when absolutely necessary.

Another tip which may or may not work for your business is to plan a quiz for the end of the meeting. This will help meeting leaders and participants to be "on the same page" with regard to what was accomplished and what goals need to be met in the future. There are no right or wrong answers to the quiz... rather a general consensus of the minds.

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