

Flourishing in Tough Economic Times

Author and business woman, Jane Applegate, was the guest speaker at the Brown Bag Educational Luncheon Series sponsored by Charter Business and offered through the Farragut West Knox Chamber of Commerce Thursday, February 26. This standing room only event was held at Tusculum College on Centerpoint Boulevard in Knoxville.

Applegate, who lives in Sharon Vermont, is a former reporter for the Los Angeles Times and has authored four popular books on small business management, including "201 Great Ideas For Your Small Business" and "The Entrepreneur's Desk Reference," as well as interactive workbook titled "Small Business Owner's Check-up."

Offering tips to the crowd, Applegate suggested that the audience "not operate their businesses in a vacuum," but rather get out of the office and network, meet people and ask for referrals.



She listed areas that businesses need to concentrate their efforts on in order to achieve greater success; including marketing by giving your product away or offering a gift with purchase, bartering with customers who are having difficulty paying their bills, save money by turning off lights and computers when leaving the office and carefully monitoring morale amongst employees.

Applegate solicited the advice of the audience; asking what strategies have worked for them and encouraged them to track successful business transactions and share information.

Charter Business and Bloomberg Press gave each attendee a complimentary copy of the "201 Great Ideas" book and Ms Applegate graciously personalized the copies.

For more information about Jane Applegate, you can visit www.theapplegategroup.com. For information about Charter Business, visit www.charter-business.com




Dr. Bill Bass (pictured) along with Jon Jefferson were the guest speakers at the Farragut West Knox Chamber of Commerce Speaker Series Breakfast at Fox Den Country Club Tuesday, February 17. The co-authors spoke of their latest novel, "Bones of Betrayal," which is set in Oak Ridge Tennessee and weaves the town's Atomic City past

into the discovery of a corpse found in a swimming pool behind a crumbling hotel. Bass and Jefferson had a book signing after the breakfast.

member briefs...

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

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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.

Hometown USA Dinner and Auction

The Farragut West Knox Chamber went "Around the World" for last year's 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 fundraiser for the Chamber and marks its 22nd year, will be at 6:00 p.m., Friday, April 24 at Rothchild Catering & Conference Center.

The Auction Committee, co-chaired by Tonya Vest of FSG Bank and Myrl Zapolski and including Laura Luallen of Apex Office Supply & Design; Marie Moffitt, Avon; Merri Lou Minor, David's Abbey Carpet; Linda Brown, Edible Arrangements; Linda Parrent, Elegant Essentials; Sharon Male, FSG Bank; Sondra Oakley, Keller Williams Realty; Darren Lee, Knoxville TVA Employees Credit Union; Marianne Morse, Mary Kay; Teresa Lamb, Migun - TN; Darla Arnold, NHC Home Care; Jackie Hartmann, Regions Bank and Bedros Bozdogan, Rothchild Catering, have been working and planning to ensure that the "Hometown USA" auction is the best to date. Some items that have been donated include two painting craftsmen for one full day; 16 hours total, four tires, a conference room rental, print and radio advertising and local hotel packages among other items.

The Chamber would like to thank Event Sponsors Cariten Healthcare, LCUB and TDS Telecom and Community Sponsors Charter Business, FUD and NHC Assisted Living. For information about this event, call the Chamber office at 675-7057 or visit the Web site at www.farragutchamber.com.





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Fitness Together located at 10752 Hardin Valley Road had an official ribbon cutting ceremony with members of the Farragut West Knox Chamber of Commerce Wednesday, February 11. The facility has been in operation since December of 2008. Gathered are developer, Rusty Bittle, Dan and Brooke Middlebrook, Craig Collier, Andrew Henderson, Brandy Becker and Melanie Wright.



Goodwill Industries of Farragut has relocated its retail store in the West End Shopping Center offering customers a more spacious shopping experience. An official ribbon cutting was held on opening day, Thursday February 26. Those present include Farragut Mayor Eddy Ford, former Commissioner John Griess, Alderman Dot LaMarche, Goodwill President & CEO Dr. Robert Rosenbaum, West End Shopping Center landlord Tommy Vann, Amy Hopkins, Liz Nother and Amy McAttee, Goodwill sales associates and members of the Farragut West Knox Chamber of Commerce.



Tennessee State Bank, located at 11470 Parkside Drive had a grand opening celebration with board members, customers, friends, family and the Farragut West Knox Chamber of Commerce Friday, January 29. Guests were treated to refreshments, music, tours and a viewing of artist Robert A. Tino's art gallery. Pictured in no particular order are Todd Proffitt, Tino, Mitch McCarter, Chuck Frost, Brownlee Reagan, Travis McCroskey, Pershing McCarter, Johnny King, Alfred Newman, Andy Proffitt and Ken Maples.

MEMBER BRIEFS

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& 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.

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 graduating 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 and click "Financial Assistance," then "Scholarships" for more information or to download an application.

Earth Fare has recently introduced wheat-based deli containers which are not only biodegradable but also compostable. The oil and water resistant packaging ensures the foods retain the freshness and quality the Earth Fare customers expect while

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Bettye Sisco, President of the Farragut West Knox Chamber of Commerce; Jerry Askew, **Mercy Health Partners** Senior Vice President of External Affairs; David Loving, Chief Administrative Officer of **Baptist Hospital West** and Lisa Stearns, **Mercy Health Partners** Regional Director of Marketing and Public Relations, gather at the morning networking at the hospital Thursday, February 12.

The Farragut West Knox Chamber of Commerce held its February Board of Directors meeting at **Arcadis**, 114 Lovell Road. Pictured are Steve Forbes and Susan Dakak of Arcadis and Rick Disharoon, Knick Myers and Mitchell Adams.



MEMBER BRIEFS

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helping to reduce the amount of pollution and waste generated by traditional to-go containers. These eco-friendly containers are certified by the Biodegradable Products Institute and the FDA.



First Tennessee has recently named Tiffany Gardner senior vice president in the corporate banking division. Gardner has been with First Tennessee for two years. Prior to joining First Tennessee, she worked for RBC Bank in Hickory, NC. Locally, she is involved in Junior League and East Tennessee Children's Hospital.



In continuing with a unique and ever-changing menu, Fleming's Prime Steakhouse & Wine Bar, located at 11287 Parkside Drive, is offering a special carte du jour aptly titled "Winter Prix Fixe; Highlighting Tastes of the Season." This menu, which has a set price of \$35.95, will be offered through March 23. The meal includes an appetizer of Caesar Salad or New England Clam Chowder; Entrée of Filet Mignon Vigneron, Spicy Grilled Shrimp or Cabernet Braised New Zealand Lamb Shank; a choice of side dish and dessert. Call Fleming's at 675-9463 for more information and reservations.

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David Hayes of **David's Abbey Carpet** welcomes Farragut West Knox Chamber members to the morning networking at the store located at 10853 Kingston Pike Thursday, February 19.



Fathers and daughters get in the groove at the 4th Annual Shamrock Ball Saturday February 28. The dad and daughter dance was presented by **Kiwanis Club of Farragut** and the **Town of Farragut**. Food and drinks were provided by Ingles, Kroger and Food City. The Kiwanis Club would like to thank Jim Meschendorf of Ingles Molly Stiles, Kroger and Deborah Dungan, Food City for their generosity.

Stephanie Lawson of Enrichment Federal Credit Union and Ashley Welborn of Yellow Book USA purchase gift certificates and sign up for spa services at the evening networking at **Oasis Day Spa**, located at 10420 Kingston Pike, Thursday, February 5.



Olivia and Taylor Layman take a moment from their jewelry creations to pose for the camera at the Shamrock Ball.



Farragut West Knox Chamber Ambassadors, Justin King of Custom Insurance Agency and Kerry McDuffie of Superior Carpet and Rug Cleaning, network amongst the flooring samples at the morning event at **David's Abbey Carpet** Thursday February 19.



Linda Ford, Farragut Mayor Eddy Ford and Bettye Sisco are all smiles at the grand opening of **Tennessee State Bank** - Parkside Drive Thursday, January 29.

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President Quotes 'n Notes

by Betty Sisco

"The longer I live, the more I realize the impact of attitude on life. Attitude, to me, is more important than facts. It is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people think or say or do. It is more important than appearance, giftedness, or skill. It will make or break a company...a church...a home. The remarkable thing is that we have a choice every day regarding the attitude we will embrace for that day. We cannot change our past...we cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play the one string we have, and that is our attitude...I am convinced that life is 10 % what happens to me and 90 % how I react to it. And so it is with you...we are in charge of our Attitudes."



- Charles Swindoll

Let your attitude be positive so others can learn by not just listening to you but by watching you as well.

Care about others. Ask questions. Take a genuine interest in people.

Encouragement. Everyone goes through tough times. Support and encourage them through these times, and they will see the best in themselves and in the situation.

Be inspired yourself. Look for people, ideas, environments and knowledge that you find inspiring and motivating. Stay informed. Share what you read with others. Tell people about books that have inspired you. Share the knowledge.

Share from your own experience. You have more to share than you realize. However, take caution NOT to "one-up-one", rather, learn to empathize and listen better.

Be vulnerable. Be willing to share your failures as well as your successes.

Be a good communicator. Increasing your ability to communicate effectively is a critical element for you to inspire others. Watch and listen to how you speak and what you say. Invest in your communication skills.

Challenge people. Many of us have had teachers who at times seemed more like tormentors than mentors. They challenged us to do our best, and we were better for it. Practice "carefrontation."

Read. It may not follow that all readers are leaders, but certainly all leaders are readers.

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!

**Country Inn & Suites -
Cedar Bluff**
Nicole Westich
9137 Cross Park Drive
Knoxville, TN 37923
693-4500

Foothills Bank & Trust
Harold Knott
116 Glenleigh Court, Suite 3
Knoxville, TN 37934
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11167 Kingston Pike, Suite 3
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966-1494

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10115 Sherrill Boulevard
Knoxville, TN 37932
357-8622

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Credit Union
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Mandi Simpson
5913 Kingston Pike
Knoxville, TN 37919
544-5659

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DDS**
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603 Highway 321 North
Lenoir City, TN 37771
986-0842

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120 Suburban Road, Suite 205
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777-1080

**Weichert Realtors
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114 Lovell Road, Suite 102
Knoxville, TN 37934
474-7100

MEMBER BRIEFS

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The Better Business Bureau has recently redesigned its Web site in the hopes that the new format will allow for easier access for individuals and businesses. The site at www.knoxvillebbb.org offers reliability reports which have the new BBB rating upfront. Many of the accredited businesses offer discounts to the general public and other BBB organizations.



Migun - TN will be celebrating St. Patrick's Day with "Wellness Home: Green Home." This lunch and learn presentation will be from 12-1 and again from 6:30-7:30. Migun will also feature Green Village Green, the directory for all things green; from construction to building projects to personal care items. Yogi Tea Green Teas will be served throughout the day with a special tea tasting from 3-4. Wear your green to Migun and celebrate St. Patrick's Day and receive a free gift. For more information about Migun - TN call 671-0038.



Meadow View Greenhouse and Garden Center will offer free workshops on site at 9885 Highway 11 East. Cold Hardy Color Camellias Workshop will be held at 10 a.m., Saturday March 21. Plant Your Own Container Workshop will be at 10 a.m., Saturday March 28. This class is limited in participation number, call to reserve your spot at 986-7229.



Greenway School invites the community to tour and meet the faculty at a Visitors' Open House from 3:00 to 5:00 p.m. Sunday, March 29. A fully-accredited, private, independent middle school, Greenway has grade levels six through eight and is currently enrolling for the fall. Class size at Greenway is no more than 14 students and all of the core-subject teachers hold Master's degrees. Located on a 20-acre wooded campus in West Knoxville (off of Canton Hollow Road) Greenway draws students for Knox and surrounding counties. For more information about Greenway School, call 777-0197 or visit www.greenwayschool.edu.

Calendar of Events

Please call the Chamber office at 675-7057 for information

March 19 *Networking*
5:00 p.m. WIVK at Cotton Eyed Joe, 11220 Outlet Drive

March 25 *Grassroots Marketing Seminar*
9 - Noon SunTrust Financial Center, 9950 Kingston Pike
(No charge - limited to 50 attendees)
Please RSVP to Judy@farragutchamber.com

March 26 *Networking*
8:00 a.m. Best Western - Cedar Bluff, 420 N. Peters Road

April 2 *Networking*
8:00 a.m. Regions Bank, 11400 Parkside Drive, Suite 100

April 3 *Ribbon Cutting*
4:30 p.m. Little Gym, 215 Brooklawn Street (next to the new Kroger)

April 9 *Networking*
8:00 a.m. Y12 Federal Credit Union, 13128 Kingston Pike

April 16 *Networking*
5:00 p.m. Fox Den, 12284 North Fox Den Drive

April 23 *Networking*
8:00 a.m. Chick-fil-A, 10916 Parkside Drive

April 24 *Annual Auction & Dinner*
6:00 p.m. Rothchild Catering, 8807 Kingston Pike

April 30 *Networking*
5:00 p.m. Junk Bee Gone, 10820 Kingston Pike, Suite 23

Who's who...

by Judy Briody

Swing into Spring at Gettysvue



Judy Briody

Friday March 20 marks the first day of spring and what better way to celebrate the season than at Gettysvue Golf Polo & Country Club during the inaugural Open House. The staff at Gettysvue is inviting the public to "drop in" from 4-8 and "see what all the fuss is about."

Gettysvue, a Farragut West Knox Chamber of Commerce member, has recently transformed the surroundings by replacing carpeting, tile and poolside patio furniture. Several flat-screen TVs have been added as well as a new fleet of golf carts.

Membership director, Jennifer Colon, says that this open house is a wonderful opportunity to showcase the beauty that is Gettysvue.

The country club features 6,500 yards of championship golf, a practice green and driving range as well as a junior Olympic-sized swimming pool, two lighted tennis courts, bar and grill and fitness room among other amenities.

Several packages including golf, social, platinum club and national golf club memberships allow for a good fit for an individual, couple or family and Gettysvue members will never be charged an assessment fee.

Visitors will be treated to food, drinks and putting contest and give-aways... and the best part is... everything is free.

Gettysvue is located in West Knoxville off of Westland Drive at 9317 Linksvue Drive. For more information about Gettysvue, call Jennifer at 522-4653, ext. 105 or visit www.gettysvuecc.com.

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

Effective Leadership Critical in Trying Times

by Joe Andrews



Joe Andrews

"The only safe ship in a storm is leadership."
Faye Wattleton

Communicate effectively and honestly with your employees, customers, suppliers and bank. Your credibility is on the line and

what you say and do now will reflect on the future of your company.

Continue to review your strategic plans. Are they still valid? Are they aligned with your core purpose as a firm? Has anything changed? Is every action you and your firm take consistent with your plan? This is the best time to look at all of your products and services and make any necessary change.

Seek input and suggestions from your employees, vendors and consultants. It will make them feel more involved in the business and likely give you good and actionable ideas for improvements.

As a leader, get in the front line with your employees. Pack orders for shipment or get out on the road with the salespeople rather than sit in your office. You will learn a lot about your own business and your customers.

Be clear about your priorities. Empower people and encourage them to take what they feel is the best course of action to deliver those priorities. Talk to others who may be affected by these actions. Keep the lines of communication open.

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