

## Businesses Learn 'Grassroots' Marketing

The Farragut West Knox Chamber of Commerce and Tennessee Small Business Development Center hosted a "Marketing Bootcamp" presented by Grassroots Marketing Wednesday, March 25.

This three-hour seminar was held at no cost to Chamber members and included a critique; both positive and negative, of marketing materials that business owners are currently using as well as a future follow-up consultation with the marketing firm.

President, Fred Hess, told attendees that small business plays an important role in the economy and offered encouragement in light of the recent downward trend saying, "Small businesses are too big to fail."

Hess and Marketing Manager, Nicole Samples, highlighted key points to an effective marketing approach; including strategic planning, advertising and research of customers and competition.

Noting the importance of whom the businesses are marketing to, Hess said, "In some cases, for example McDonald's, the business is marketing the kids and selling to the parents." Hess says that McDonalds obviously has an effective marketing strategy including Ronald McDonald, colorful playgrounds and Happy Meals as well as repeat business which happens when children grow up and bring the next generation to the hamburger chain.

Grassroots also believes strongly in businesses pinpointing their Strengths, Weaknesses, Opportunities and Threats (SWOT) in order to market to full potential. Viewing slides of print ads and brochures, the business owners were able to pinpoint effective advertising. Noting the importance of setting yourself apart from the competition, Hess said, "You need to develop Unique Value Proposition, otherwise you are one among the herd."

The Chamber would like to thank SunTrust Financial Center for providing the meeting room for this seminar. For more information about the TSBD, call the Chamber office at 675-7057.



Members of the Farragut West Knox Chamber of Commerce gather at SunTrust Financial Center for Grassroots Marketing Seminar.

## 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 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; 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 and Conference Center, 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 craftsman for one full day; 16 hours total, four Michelin tires, a conference room rental, print and radio advertising and local hotel packages, art work from Soo Cha Griffith, a ring from Rick Terry Jewelers, among other items.

The Chamber would like to thank Event Sponsors Cariten Healthcare, LCUB and TDS Telecom, Rothchild Catering & Conference Center and Community Sponsors Charter Business, FUD and NHC Assisted Living and Tennessee State Bank. For information about this event, call the Chamber office at 675-7057 or visit the Web site at [www.farragutchamber.com](http://www.farragutchamber.com).



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.

# ENTERPRISE CLUB

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<b>Farragut</b> 11864 Kingston Pk	<b>Campbell Station</b> 11685 Parkside Dr
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JC Penney, 11534 Parkside Drive, had its official ribbon cutting ceremony with the Town of Farragut Mayor and Aldermen, Farragut West Knox Chamber of Commerce members, store management, friends and family Friday, March 6. Pictured with scissors is Tracey Hitson, store manager alongside Mayor Eddy Ford and assistant manager Melissa Brady. The stand alone store which features 104,000 square feet with 2,000 square feet devoted to a Sephora boutique. The store also houses a portrait studio, full-service salon and custom decorating services.



Fitness Together, located at 7240 Kingston Pike, held the official ribbon cutting ceremony with members of the Farragut West Knox Chamber of Commerce Wednesday, April 8. Pictured with scissors is Craig Collier along with his wife, Lyn and son Mac. Surrounding the Colliers are staff members, Kristen Tharpe, Kathleen Bullock, Justin Cazana and members of the Chamber.

## member briefs...

Rick Terry Jewelry Designs, located at 11320 Kingston Pike (corner of Campbell Station and Kingston Pike) is buying used and broken gold jewelry. Customers may bring their gold to the store, have it weighed and will be given fair market value in return. For more information, call Rick Terry at 777-3793.



PostNet located at 1059 North Cedar Bluff Road is offering assistance to local residents who have lost their jobs. From April 1, 2009 through June 1, 2009, PostNet will offer 10 free black and white copies of resumes per day and free resume faxing, up to two per day for local numbers. Users can stop by the store to take advantage of the offer or upload resumes through PostNet's Web site at [www.postnet.com/tn108](http://www.postnet.com/tn108) at no charge.



First Tennessee recently hired Jonathan Patrick as a relationship manager in its business banking division. Patrick will focus on meeting the financial needs of and working with small business owners. Before joining First Tennessee, Patrick was a credit manager for Knoxville News Sentinel.



To celebrate its 13th spring, Meadowview Greenhouse and Garden Center is hosting a "Spring Fling Weekend" the weekend of April 17-19. Look for special events all weekend at the location at 9885 Highway 11E or call for information at 986-7229.

See MEMBER BRIEFS page 4

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Raj Patel and Carol Golden of Best Western Cedar Bluff welcome the Farragut West Knox Chamber of Commerce members to the morning networking Thursday, March 26.



Farragut West Knox Chamber of Commerce Executive Assistant, Joewa Merrion recently completed Tennessee Chamber of Commerce Executive (TCCE) Institute program and received her certificate from Rosemary Bridges and Mark Hinesley of TCCE.



Connie Graham of Hampton Inn and Larry Long of Tusculum College get acquainted at the morning networking at Regions Bank on Parkside Drive Thursday, April 2.




Celeste Hart, Director of Development for the Knoxville Opera poses with Farragut West Knox Chamber President, Bettye Sisco and Rossini before the dress rehearsal for Verdi's Rigoletto at the Tennessee Theater Wednesday, February 11.



Nicole Samples and Fred Hess critique marketing tools for Chamber members at the Grassroots Marketing Seminar.



Stephanie Barnes of Tennessee State Bank and Dianna Glandon of Above the Rest Balloon Designs and Event Planning are all smiles at the morning networking at Standard Kitchen and Bath Thursday March 12.



Lisa Coram, general manager of Office Suites PLUS, at Cedar Bluff, was awarded the "Ambassador of the Quarter" honor at the monthly Ambassador meeting March 10. Coram who is a native Knoxville, has worked for Office Suites PLUS for more than four years and has been an Ambassador with the Chamber for three years.

Office Suites PLUS is a one-stop source for corporations and individual professionals seeking a flexible solution for office space. Lisa says that she enjoys the diversity of the people who lease the office space. She said, "As much as we hate to see companies move out of our buildings, there is a great feeling of satisfaction when we see a small company move in and be able to grow and prosper so much so that they become too large and have to move on."

Ambassadors are a group of Chamber members, who volunteer their time to deliver new member packets, welcoming them to the Chamber, serve as greeters at networkings, assist with membership retention by making phone calls and act as an extension of the Chamber staff. Coram, who was selected because of the amount of points/duties she completed, assisting other Chamber members, says that being an Ambassador has impacted her daily work tremendously because it has allowed her to network with other business professionals while getting her name and the Office Suites PLUS brand out, thus increasing lead potential. For information about Office Suites PLUS, call Lisa at 824-2700.




Farragut Mayor Eddy Ford welcomes JC Penney sales associates, Chamber members, friends and family to the new store in Turkey Creek.



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# President Quotes 'n Notes

by Betty Sisco

*"Few things in the world are more powerful than a positive push. A smile. A word of optimism and hope. And you can do it when things are tough."*

- Richard M. DeVos



It may seem simple, even trite, but focusing on the positive, brings pleasure.

**Appreciate as much as you can.**

Appreciation often turns an angry, sad and frustrated mood around to a more positive one. Appreciate the sunshine, appreciate the kids playing in the park, appreciate the things you have and the things you experience. This always gives a positive boost and improves your outlook on the world.

**Stop comparing yourself to others.** Comparing yourself to others simply causes unnecessary pain in your life. Focus on yourself, not the other people around you. It's both a healthier and more successful way to work and view life.

**Realize that it is possible to choose how you react. Act as if.** You don't have to live your life in reaction, you have a choice. There is always a gap between stimuli and reaction. Even if you don't feel positive, confident, calm or decisive you can act like it.

**Educate yourself.** Self-education can be a great help to live a more positive life. Read great books on the areas of your life you want to improve. Feed your mind daily - or weekly - with great solutions and inspirational and useful information.

**Live in the now.** Don't let your thoughts drift into the past or future more than necessary. It's often a sure-fire way to start negative loops of thoughts in your mind. Plan your life, reflect on the lessons you can learn from the past. Then work, play and live in the now as much as possible.

**Redefine failure.** Rethink failure not as something to fear but rather something useful that can improve your life. Try again and again. All successful people have failed many times.

**Focus on what you want, not on what you don't want.** Do mental rehearsals. One common problem is to focus your thoughts on what you don't want rather than what you want. Rehearse it by visualizing positive results. Your mind see what you focus it on.

## 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!

### BankEast

Bob Hertwig  
10626 Hardin Valley Road  
Knoxville, TN 37932  
865-684-1700

### Fitness Together

Dan Middlebrooks  
10752 Hardin Valley Drive  
Knoxville, TN 37932  
865-249-7630

### Pearce Advertising & Design

Robert Pearce  
224 South Peters Road  
Knoxville, TN 37923  
865-357-3710

### Relax the Back

Dan Burks  
11483 Parkside Drive  
Knoxville, TN 37934  
865-675-2225

### Skylion Enterprises, LLC

Karen Pettigrew  
352 Indian Creek Road  
Jacksboro, TN 37757

### Southern Insurance Specialists, Inc.

Ramona Caylor  
2607 Kingston Pike  
Knoxville, TN 37919  
865-584-2100

## MEMBER BRIEFS

from page 3

The Pellissippi State Foundation will host the 5th Annual "Swing Big for Students" golf tournament Tuesday, May 5 at Egwani Farms in Rockford. Participants may register to play golf at \$100 per person /\$400 for a team of four. This price includes 18 holes of golf cart, driving range, snacks, lunch and prizes. The Pellissippi State Foundation has raised more than \$8 million over the last decade and provided scholarships and loans to students, improved facilities and secured new equipment and human resources in support of the college and its mission of connecting communities and changing lives. For more information, contact Tournament Director, Pat Myers at 539-7242 or [pmyers@pstcc.edu](mailto:pmyers@pstcc.edu).



Bob Wilson, a professional with more than 12 years experience in marketing and online technologies, has recently joined Moxley Carmichael a public relations firm as director of new media. Moxley Carmichael's focus on new media expands beyond Web sites and Web marketing to online strategies designed to engage audiences and create meaningful interactions. Wilson was formerly for KUB working on Web and Internet services.



Bob Washburn will be the guest speaker at Meadowview Greenhouses and Garden Center at 10:00 a.m., Saturday, April 18 to give a workshop about "Vegetable Gardening." There will be a "Plant your own Container" workshop at 5:00 p.m. Thursday, April 23 and a repeat of this workshop will be at 10:00 a.m. Saturday, April 25. Guests may bring their own containers or purchase them at Meadow View. This class has limited seating and those interested should call 865-986-7229 to reserve.



Rural Metro Corporation has named Dennis Rowe president of the Tennessee Ambulance Service Association. He will serve as president of the association for two years and past-president for the following two years. Rowe was formerly the market general manager for the company.

## Calendar of Events

Please call the Chamber office at 675-7057 for information

- |                 |   |
|-----------------|---|
| <b>April 16</b> | <i>Networking</i>   |
| 5:00 p.m.       | Fox Den Country Club, 12284 North Fox Den Drive                     |
| <b>April 23</b> | <i>Networking</i>   |
| 8:00 a.m.       | Chick fil A, 10916 Parkside Drive                                   |
| <b>April 24</b> | <i>Annual Dinner &amp; Auction</i>                                  |
| 6:00 p.m.       | Rothchild Catering & Conference Center, 8807 Kingston Pike          |
| <b>April 28</b> | <i>Ribbon Cutting</i>   |
| 4:00 p.m.       | Norstar Mortgage Group, 120 Suburban Road                           |
| <b>April 30</b> | <i>Networking</i>   |
| 5:00 p.m.       | Junk Bee Gone<br>At Fox Den Country Club, 12284 North Fox Den Drive |
| <b>May 7</b>    | <i>Networking</i>   |
| 5:00 p.m.       | Peerless Restaurant, 320 North Peters Road                          |
| <b>May 12</b>   | <i>New Member Orientation</i>                                       |
| 7:30 a.m.       | Farragut Town Hall, 11408 Municipal Center Drive                    |
| <b>May 14</b>   | <i>Networking</i>   |
| 8:00 a.m.       | Enrichment Federal Credit Union, 9210 Kingston Pike                 |

## Who's who...

by Judy Briody

### Bonefish Grill ... A Great Fish Story



Judy Briody

Spring is an exciting time of year for students, graduates and families in general. In fact with all of the proms, graduations and Mother's Day celebrations... we are likely to be just as busy, if not busier than we are during the Holiday season, but the good news is we will likely to experience much better weather.

A great way to commemorate and celebrate special occasions is by dining with your loved ones at one of the many fine restaurants in the Farragut West Knox Chamber of Commerce. Bonefish Grill, located at the Colonial Pinnacle at Turkey Creek is one such place. Originating in St. Petersburg Florida, Bonefish has expanded throughout the Southeast and Northeast Coast bringing a new kind of dining experience and an appreciation for the freshest fish and seafood paired with delicious sauces and uniquely flavored side items.

Bonefish - Turkey Creek has graciously participated in the Farragut West Knox Chamber Annual Dinner Auction in the past, and this year is no exception. This Chamber member is offering a "Bonefish Excursion for 10" as an auction item. Auctioneer Bear Stephenson is sure to have bidders in frenzy with this wonderful contribution.

Bonefish has some new items on their spring menu: for example a Huge Wild Gulf Shrimp Pad Thai, served with Asian rice noodles and scallions. They also has \$5 drink specials all day, everyday to compliment any meal. Call Bonefish at 966-9777 for reservations and if you would like to attend the Chamber Auction to be held at 6:00 p.m., Friday, April 24 at Rothchild Catering and Conference Center, visit the Web site and secure a reservation by Friday, April 17 at [www.farragutchamber.com](http://www.farragutchamber.com).

Judy Briody is Media Coordinator for the Farragut West Knox Chamber of Commerce and can be reached at [Judy@farragutchamber.com](mailto:Judy@farragutchamber.com)

### Effective Leadership Critical in Trying Times

by Joe Andrews



Joe Andrews

Good old-fashioned cost savings can add up for a business. For example, is the brand name tape necessary, or will the off-brand suffice? Any small savings can lead to a big savings and thus increase your cash flow.

Here are some simple and helpful ways to cut costs in your office:

Rethink meetings - try conference calls or Web conferencing instead of traveling all over town to meet. Speaking of traveling, encourage car-pooling among your associates.

Go Green - Print on both sides of the paper, go paperless when possible, e-mail documents rather than faxing, switch to compact fluorescent bulbs, turn off lights copiers, computers when the office is closed.

Weigh connectivity - Your PDA can surf the Internet, send e-mail and take photos, but at what cost? Look at shifting more calls to your land line and restricting Internet and e-mails to the PC to reduce your minute levels.

Wants versus Needs - Are cable TV and water bottles in the break room a want or a need? Find out what is absolutely necessary and what is strictly for comfort and stick with only the necessities.

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