



## Welcome to our renewing FWKC members!

All Styles Grooming & Day Care  
Athletic Printers  
Candlewood Suites  
Choice Directory  
Complementary Health Strategies  
Dunkin Donuts  
Everything Knoxville Magazine  
Farragutpress  
Femme Touche Hair Designs  
First Tennessee - Cedar Bluff  
Financial Center  
First Tennessee - Northshore  
Financial Center  
First Utility District of Knox County  
Fitness Together - Farragut  
Goodwill Industries - Knoxville, Inc.  
Home Federal Bank-Concord  
Housekeeping Maintenance  
Systems, Inc.  
LifeWay Christian Store  
Mimi's Café  
Naoko Blue & Associates  
Oral & Maxillofacial Surgery  
Associates, P.C.  
Petty D.C., PLLC; Michael T.  
Saving Little Hearts, Inc.  
Tastefully Simple  
Tillman Companies, LLC  
Town Framery/Mary Wilbourn  
Gallery, Inc.; The  
Turkey Creek Dental, PLLC  
Valpak of East Tennessee  
Watts Bar Riverboat Company, LLC  
Y-12 Federal Credit Union  
- Center Park Drive

# 2009 Farragut



Alex Hinton accepts plaque from Bettye Sisco for the first place winner in the female category



Overall Masters Place winner, male category, Brent Bueche



Crossing the line and checking time.

## Pet Walk with



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Jeff@ocpartyrentals.com

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CELLULAR: 865.368.6060  
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Ice Bears Chilly and, to his left, Town of Farragut Vice Mayor Dot LaMarche pose with Fun Walkers.



# Fall 5K Run &



Janet and Teresa Lamb pose with Chilly from the Ice Bears



Bettye Sisco and Freda Faddis hand out "door prizes" while waiting on final counts



Walker winner with Chilly



Catching their breath after the 5K

Walk with



Ms. Dixie



Who is more proud ... the dogs or their owners?



## Member Briefs

Congratulations to Jefferson Federal Bank who has just celebrated their 3 year anniversary in Farragut. Go by to see them and check out their special anniversary values.

On October 18, Farragut Wine and Spirits will be offering a Grateful Palate Aussie Boutique wine dinner at Season's Cafe. The tasting will begin at 6:30 p.m. Go to [www.farragutwines.com](http://www.farragutwines.com) to make your reservations. Check their website for other exciting events planned throughout the year.

First Tennessee's parent company, First Horizon National Corp., rose to second place among the nation's employers for workers over 50, according to the 2009 AARP Best Employers for Workers Over 50 list. "First Tennessee values the skills and experiences of a broad group of professionals within our workforce. We believe this is one of our company's great strengths," said Pam Fansler, president of First Tennessee-Knoxville. More information is located at [www.firsttennessee.com](http://www.firsttennessee.com).

Sperry Van Ness/R.M. Moore, LLC has merged with Conversion Properties, another local powerhouse in commercial real estate. As a result, a unique combined company, unlike any other in East Tennessee has emerged. They will share a commitment to customer-centric service at all levels, which is why the merger is such a perfect fit.

Elegant Essentials Home Décor and Gifts is celebrating Pink October. 5% of proceeds of Chamilla for October will benefit the Knoxville Affiliate of Susan G. Komen for the Cure. Be sure to stop in, support the Cure and view their assortment of the newest in jewelry trends or call them at (865) 247-0157.

First Tennessee's Aaron Burchfield, a resident of the Karns community, has recently earned the Certified Treasury Professional designation by the Association for Financial Professionals.

Safety Smart, 10412 Kingston Pike, will be holding a Self Defense Awareness class on Saturday, October 24, 2009, from 9:30 a.m. to noon. Taught by certified instructors, this class teaches personal safety information, prevention, options and introductory physical techniques. Class registration is \$25, and all participants will receive a complimentary pepper spray. Open to women only, ages 12 and older. Call 865-539-3434 to register. This is the last class for this calendar year.

Member Briefs see Pg 4

**FIRST UTILITY DISTRICT OF KNOX COUNTY**

**WATER AND WASTEWATER SERVICE FOR A GROWING COMMUNITY**

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Knoxville, Tennessee  
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Jim Warren

**Jamie Nicely**

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# President Quotes 'n Notes

by Bettye Sisco

## Learning the ropes

*Character is like a tree and reputation like its shadow. The shadow is what we think of it; the tree is the real thing - Abraham Lincoln*



Learning a new job can sometimes be overwhelming—especially if you are beginning a new career. Here are some tips to help you become comfortable with your new responsibilities and in your new surroundings.

**Attitude is Everything.**  
Yes, learning new concepts can be tough, but a negative attitude will just make comprehending things that much more difficult. It sounds cliché, but having a positive attitude and telling yourself that you will catch on can really make a difference. Plus, not only will having a positive attitude help you learn, but it will also make your new co-workers want to get to know you.

**Meet with Your Boss.**  
Before you can learn your new job, you need to know exactly what it entails and what is expected of you. During your first week, meet with your boss or supervisor to review in detail what your responsibilities are in your new position. During this time, you may also pick up on some tips regarding how to do certain things.

**Just Ask!**  
Have you heard the adage "the only dumb question is the one that is never asked"? Well, to some extent, this is true. How do you expect to learn things if you don't ask? Trying to figure everything out on your own can lead to mistakes and possibly even make you look bad. No one expects you to have all of the answers in your first few weeks, so don't be afraid to ask others.

**Listen.**  
There are many things that are done automatically by those in the office that precede you. So, for the first few weeks, do more listening and less talking.

**Be a "Note-Taker."**  
Be sure to have a notepad and pen handy during your first few weeks of work. Taking notes will provide you with reference points, and for some visual learners, writing down instructions that were given verbally helps your brain process the information that much faster.

**Find a Mentor.**  
You don't have to deem the person your official mentor, but having someone who has been with the company for a while to give you pointers or tips on the company can come in handy. First, he or she can (obviously) answer questions that you may have, and second, if you find a mentor in the right position, it may even help you advance in the company.

**Put in a Full Day's Work.**  
While you are learning the ins and outs of your new position, be prepared to work long days. Arrive early, and leave late. This will not only give you the most time possible to grasp new concepts, but it will also show your superiors that you are dedicated to the job.

**Get and Stay Organized.**  
If you incorporate your new duties into a daily routine, you will be much more likely to remember them and may even learn them faster. This is because your brain can sort through things faster when they are set up as a schedule. Also, clean up your physical work area. Believe it or not, a messy work space can hinder your ability to learn. This also works for computer files that are saved. Sort and organize them in a manner that will allow you to quickly find them when they are needed.

## Farragut West Knox Chamber of Commerce

11826 Kingston Pike,  
Suite 110  
Farragut, TN 37934  
(865) 675-7057 - Phone  
(865) 671-2409 - Fax

e-mail:  
info@farragutchamber.com  
www.farragutchamber.com

This newsletter is  
published monthly by the  
Farragut West Knox  
Chamber of Commerce.

# Welcome to our new Farragut West Knox Chamber members!

**American Leak Detection**  
Tina Deel  
P.O. Box 23727  
Knoxville, TN 37922  
www.americanleakdetection.com

**Doncaster/Tanner Companies**  
Cathy Steed  
11327 Parkside Drive  
Knoxville, TN 37934  
www.doncaster.com

**Kids First Child Advocacy Center of the 9th Judicial District**  
Christine Evans Longmire  
887 Highway 70 West  
Lenoir City, TN 37771  
www.cac9jd.org

**Owen's Turkey Restaurant**  
Jim and Fran Owen  
10420 Kingston Pike, Suite E  
Knoxville, TN 37922  
www.owensrestaurant@yahoo.com

**Perkins Restaurant & Bakery**  
Jill A. Capozzi  
9507 Kingston Pike  
Knoxville, TN 37922  
www.perkinsrestaurants.com

**Smoky Mountain Athletic Club**  
Chuck Wurl  
5804 Shelley Drive  
Knoxville, TN 37909  
www.smacrugby.com

**Soirée Events**  
Dolores Tipton  
4815 Kingston Pike, Suite 106  
Knoxville, TN 37919  
www.soireeevents@comcast.net

**Randy Walker**  
Candidate, TN State Senate - District 7  
P.O. Box 22852  
Knoxville, TN 37933  
www.randywalkertn.com

### Member Briefs from Pg 3

Knoxville AlphaGraphics Applauds Company's Growth. Success attributed to the company's acquisitions and marketing solutions services. AlphaGraphics, Inc. - a print, graphics and marketing communications provider - reports that it experienced significant business growth in 2008 and continues to show positive results for this year. It reports that acquisition assistance programs have increased revenues and its business centers, including the Knoxville location, have provided attractive marketing services to help local businesses boost their results. For more information about AlphaGraphics in Knoxville, please contact Cary Lewis at 865-690-3453.

Vienna Coffee Company's first Seasonal Drink Competition ended in September with a tasty recipe from Joelle Brink. Her CoMint (Comment) Julep highlighted the essence of summer with espresso, fresh mint, Tennessee sippin' Whiskey, and cream. Each season VCC hosts a competition where the winner receives 2 12oz. bags of coffee and a coffee mug. The Fall Seasonal Drink Competition is underway with the deadline set for October 25, 2009. Check out their website for more information. [www.viennacoffeecompany.com](http://www.viennacoffeecompany.com)

Oasis Day Spa invites you to customer appreciation day on Nov 20, 2009 from 4:00 PM-7:30 PM. They will be providing complimentary services. The location is 10420 Kingston Pike, Suite F. For more information the following is their website address: [www.oasisdayspa.org](http://www.oasisdayspa.org)

Join Garde Bien SpaSalon and other salon and spa professionals in the fight against breast cancer to receive a discount on specific salon and spa services. Call Garde Bien at 671-1996 to schedule your appointment today!

## Calendar of Events

Please call the Chamber office at 675-7057 for information

<b>October 20</b> 7:30 am	<b>New Member Orientation</b> Farragut Town Hall 11408 Municipal Center Drive
<b>October 22</b> 8:00 am	<b>Networking:</b> AAA East Tennessee 110 Capitol Avenue
<b>October 29</b> 3:30 pm	<b>Ribbon Cutting:</b> Greystone Summit Apartments 2531 Oleander Way
<b>October 29</b> 5:00 pm	<b>Networking:</b> ITEX 1284 Rocky Hill Road
<b>November 5</b> 5:00 pm	<b>Networking:</b> Schokolad Chocolate Factory 10944 Parkside Drive
<b>November 12</b> 8:00 am	<b>Networking:</b> Michael Brady 299 North Weisgarber
<b>November 19</b> 5:00 pm	<b>Networking:</b> Elegant Essentials 7240 Kingston Pike, Suite 184
<b>November 26</b>	<b>NO Networking - Happy Thanksgiving Everyone!</b>



## Who's who... by Courtney Such

### The Magnificent Matlock



Courtney Such

Matlock Tires and Auto Repair is one of the few businesses in Farragut that has been around for a long time. They are big supporters of the community which is obviously seen from the countless appreciation plaques and certificates from things such as different golf tournaments and

the Farragut High School sports teams. Tim Williams, the Farragut Branch Manager and charter member of the Chamber, explained everything from how it all started, to how it is still going so many years later.

Matlock was started in 1953 in Lenoir City by Joe Matlock. His son, Jimmy Matlock, now has four shops in Maryville, Athens, Lenoir City, and Farragut. Tim Williams expressed how he started as a tire technician in high school, and has worked his way up to the top. "I've been fortunate," says Williams. Tim is not the only person who has been involved in this business for years, which shows consistency and has "opened the doors for much growth and long-term relationships."

When you walk into the shop, you pick up right away that it is different from any other tire shop you have ever been to. The professional display of the front lobby is inviting, and shows that they take their business very seriously. The waiting room area is unlike anyone else's. It is a large room that gives off homey vibes with pictures on the walls, much lounge space, reading materials, and even Wi-Fi! There is also a separate kids' room, where there are toys and colorful murals on the walls to keep the kids entertained, when they would be found bored elsewhere. Tim says, "You can just tell by our waiting room that we care a lot about our customers." The garage in the back can fit up to eighteen cars at one time, and is stocked with the latest equipment. We always try to keep up to date. "He also explains that they could be doing this an easier way, but they want to give their customers the best they can give."

Williams would like everyone to "be aware" of your car and its tires. "You cannot feel any difference," he says when talking about when the tire is run down. "That is why you should know the date you bought the tires." Customer service is everything to this business. "For us... the success of our business is because of the customer service. We would not be here if we did not put the customer first. [We] go in everyday and try to give them good service...honestly and fairly."

For more information about Matlock Tires and Auto Repairs, call 966-0425 or visit [www.matlocktireservice.com](http://www.matlocktireservice.com).

### Promoting one's business

by Joe Andrews



Joe Andrews

I am often asked about low cost ways of promoting business. I will devote the next couple articles to that subject.

The first rule of business promotion is getting the word out, consciously and consistently. You can't rely on other people to do it for you (although word of mouth is still the best way to promote), no matter how great your product or service is.

The second rule of business promotion is like every other aspect of your business - you must plan and budget for it. Business promotion doesn't have to be expensive.

Here are 10 inexpensive ways to promote your business; the main cost is your time.

- 1) Use every outgoing document as a business promotion opportunity.
- 2) Write articles on topics related to your business expertise.
- 3) Send out press a release.
- 4) If you're an Internet user, spend some of your time on business promotion.
- 5) Use the buddy system to promote your business and cut down on costs.
- 6) Give out freebies as business promotion.
- 7) Promote your business on a talk show.
- 8) Promote your business by giving a seminar or presentation.
- 9) Use your vehicle to promote your business.
- 10) Promote your business through your leisure activities.

Wear a shirt with your company logo and the name of your business prominently displayed. Hand out your business cards at every opportunity. Get in the habit of business promotion wherever you go and you'll be rewarded by business growth through word-of-mouth.

These ten business promotion ideas are just some of the ways you can promote your small business without spending a small fortune. With a little experimentation and time, you'll find out which of these ideas work best for you and your business.

Joe Andrews is the Senior Business Specialist for Tennessee Small Business Development Center, Pellissippi State Community College and can be reached at [jandrews@mail.tsbdc.org](mailto:jandrews@mail.tsbdc.org).