

# CHAMBER LIFE

"THE MISSION STATEMENT IS TO STRENGTHEN AND SUPPORT OUR COMMUNITY BY PROMOTING BUSINESS GROWTH AND ECONOMIC DEVELOPMENT."

Vol. 23, No. 11

A Publication of the Farragut West Knox Chamber of Commerce

November 2009

## New Membership Directory coming in January 2010

If you are a member of the Farragut West Knox Chamber of Commerce you already have space saved for you and your business in our new 2010 Membership Directory. If you are not yet a member, now is the time to get involved. The new Directory will be completed and distributed in January through the farragutpress. With your membership investment in the Farragut West Knox Chamber of Commerce you will automatically receive two free listings, one alphabetically and one by category in the Directory, as well as a link from our website [www.farragutchamber.com](http://www.farragutchamber.com)

The Membership Directory is an important part of the Chamber and its promotion and it is made possible by members advertising. The Directory is a must have reference guide to Farragut and West Knoxville businesses and the people involved in them, and because of that, it is a perfect place to promote your business.

This user friendly directory will be distributed to approximately 16,000 homes and businesses! Don't miss the opportunity to support the Farragut West Knox Chamber of Commerce and promote your business at the same time. If you have been published in the directory in the past, please check your information for any changes that may need to be made and call the chamber office to update your information by November 20, 2009.

To reserve your space and get more information about the Directory, call the farragutpress at (865) 675-6397 or the chamber office (865) 675-7057.

The Farragut West Knox Chamber of Commerce is an association of action-oriented business people concerned with contributing to and improving the area in which they do business. It is an opportunity to invest in the community where your business is conducted.

Other than becoming an active and supportive part of your community, there are many other advantages and opportunities received from membership investment in the Chamber such as advertising opportunities, networkings events, seminar and event sponsorships, educational grants, and much, much more. For more information and to receive an application package for membership contact the office (865) 675-7057. You and Your business will want to be a part of this publication. The Membership Guide has a spot for YOU!



*Celebrate the holidays with the  
Farragut West Knox Chamber*

*It's Time to celebrate so don't be late  
The 1st of December's the perfect date.*

*From 4pm to 7pm and maybe a little after  
Please come to share great holiday laughter.*

*Appetizers, beverages, desserts and more  
The place to be is the Chamber's door.*

*Come join us one, come join us all  
We guarantee you'll have a ball!*

*Happy Holidays!  
The Board of Directors  
Bettye, Angela, Melanie & Freda*

*Please bring canned goods or new toys for the  
EMPTY STOCKING FUND.*

*The Empty Stocking Fund's mission is to empower parents and  
guardians of children living at or below the poverty level in the  
communities we serve by providing them with an opportunity  
to give their children gifts at Christmas time.*

## Member Briefs

If you are not planning on cooking Thanksgiving dinner here are a few options for you! Calhoun's Turkey Creek open from 11:00 A.M. to 9:00 P.M., Calhoun's Kingston Pike will be open from 11:00 A.M. to 8:00 P.M. and Smokey Mountain Brewery Parkside will be open from 4:30 P.M. to 12:30 A.M. Thanksgiving Day. Check out their other locations as well. A Thanksgiving Dinner will be served or you may order from the menu.



Oasis Day Spa is holding a Customer Appreciation event on Friday, November 20 from 4:00 P.M. to 7:30 P.M. They are asking their customers to bring in a non-perishable food item (on this day only) and they will donate this food to the Second Harvest Food Bank!



The Women's Ministry of First Baptist Concord, Farragut, invites you to the "Jesus is the Gift" Christmas Brunch scheduled on Saturday November 14, 2009 from 9:30 A.M. to 1:30 P.M. at the Student Building (Kingston Pike location). The cost is \$15.00 per person which includes morning coffee and a delicious brunch. Free child care will be provided. Enjoy Christmas shopping beginning at 8:30 A.M. The event will help to raise money for a missionary trip to Kenya. Missionaries will be speaking about their planned trip. Also available will be gift wrapping for your purchases to help raise funds. Come join the fun and be blessed. Register Online at [www.fbconcord.org/woman](http://www.fbconcord.org/woman)

Member Briefs see Pg 3

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## ENTERPRISE CLUB

These Chamber members generously contribute to the Chamber and the Continuing Education Grant Program above and beyond their annual dues.

ADMIRAL ELITE			
ADMIRAL			
CAPTAIN			
ANCHOR			

## Welcome to our renewing FWKC members!

A. L. Lotts Elementary School  
Accounting Principals  
American Piano Gallery  
ARCADIS  
Borders - Turkey Creek  
Business Machines Company of East  
Tennessee, Inc.  
Butterfly Gap Retreat  
Captain Clean & Crew  
Charter Communications  
Christmas Decor of Knoxville, Inc.  
Connors Steak and Seafood  
East Tennessee Personal Care Service  
Echo Ridge - Gracious Retirement Living  
Enrichment Federal Credit Union -  
Kingston Pike  
Episcopal School of Knoxville; The  
Eye Group, P.C.; The  
Faculty Internal Medicine  
Farragut Lions Club  
Farragut Physical Therapy  
Farragut Primary School  
First Tennessee - Farragut Financial Center  
First Tennessee - Kingston Pike Financial  
Center  
Gables & Gates Realtors  
Global Recruiters of Knoxville  
Great West Casualty Company  
GreenBank, Mortgage Division  
Hilton Garden Inn Knoxville West  
Irwin, DDS; L. Gene  
Keller Williams  
Knox County Mayor  
Knoxville News Sentinel  
Knoxville Opera  
Knoxville TVA Employees Credit Union  
Legacy Firms, the LeBlanc Financial  
Alliance of Companies  
Liberty Security Systems, Inc.  
Marsh  
Mercy Health Partners  
Myers Bros. Holdings, Inc.  
PC Enterprises  
Quick Gym of West Knoxville, LLC  
Rather & Kittrell Capital Management  
Re/Max Preferred Properties  
Re/Max Preferred Properties -  
Ryan Levenson  
Realty Executives Associates -  
Cheryl Hatfield  
Rural/Metro Corp. of Tennessee  
Rush Fitness Complex; The  
Society of Friendly Fellows; The  
Starting Points Child Care  
State Farm Insurance - Cindy Doyle  
Stone & Hinds, P.C.  
Total Works SalonSpa; The  
Travel Authority; The  
Women's Basketball Hall of Fame

# Ribbon Cutting



▲ Robin Manteris, manager at **Message Envy** in Turkey Creek, cuts the ribbon for the business's grand opening, Thursday, September 24. Manteris, pictured with scissors is joined by Message Envy employees General Manager Ron Nichols, John Paul Roberson, Robyn Kitts, Jessica Howard and Jennifer Fisk along with Farragut West Knox Chamber of Commerce President and CEO Bettye Sisco and other Ambassadors of the Chamber.



▲ Charlotte Adams, Pam Streufert, Sonja Adams, Bettye Sisco, Farragut Mayor Ralph McGill, Chamber members and Ambassadors gather at a ribbon cutting for **A Total Travel Agency** held on October 9. A Total Travel Agency can help you in the planning of your leisure or business travel needs.

# New Member Orientation



▲ Mayor Ralph McGill joined Chamber Ambassadors and others in welcoming our new Farragut West/Knox Chamber of Commerce Members. This event occurs twice a year and is held at the Farragut Town Hall. During this event new members are informed of the benefits offered to them and to their businesses by the Chamber. New members and guests enjoy breakfast foods, beverages and several speakers, such as Mayor McGill and Bettye Sisco to "kick off" their membership. A nice touch to this event is the opportunity given to everyone to stop in and visit the Farragut Folklife Museum.

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865.675.0695  
141 South Gay St., 1st Floor  
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jdf@ocpartyrentals.com

# Networking



▶ Nathan Rothchild along with his daughter, Dara, are on hand at the **Dara's Garden** Networking event held on September 24, 2009. Ambassadors and guests alike who attended were allowed to walk the interior of the home which has a very interesting history and roam the beautiful landscape known as Dara's Garden. A sampling of the delicious food they served was available along with assorted beverages.

▶ "The Healthy Supermarket" otherwise known as **Earth Fare** held a networking event on October 1. Earth Fare is geared toward helping people to obtain a healthy lifestyle by eating the right kinds of foods. At Earth Fare, their first priority is to keep your body healthy and to also offer weekly specials. Wonderful breakfast foods were enjoyed. Pictured from left to right are Bettey Sisco, Dianna Glendon, Marianne Morse and Jim Warren.



▶ Dana Holloway, who is one of the managing partners of **Leitner, Williams, Dooley and Napolitan**, speaks concerning their law firm at their networking event held on September 17, 2009.



▶ Pictured are Lisa Corum, General Manager of **Office Suites PLUS**, along with Les Fout, of **Pellissippi State College**, at a networking event held on October 8 by Office Suites PLUS and the **Society of Friendly Fellows**.



▶ A haunting good time was had by everyone who attended the **Business Machines Company** networking event held on October 15. Don Ball and his crew transformed their business offices in to a wonderfully decorated haunted house and delicious food for everyone to enjoy. Shown in photo are Don Ball, his wife Bunny, Dennis Downs and Clay Broyles.



# Freaky Friday

▶ Dressed up for Freaky Friday are the Farragut West Knox Chamber of Commerce shopping bag girls promoting the "Buy in Farragut" slogan. Pictured are Melanie Turner, Freda Faddis, Betty Sisco and Angela Selvage. They really get "in" to their jobs!



▶ A huge crowd of trick-or-treaters, in all forms of costumes, came out to celebrate the annual Freaky Friday celebration held at Mayor Bob Leonard Park on October 30. Treats were enjoyed by all who enjoyed the Halloween fun!



## Member Briefs from Pg 1

Pellissippi State Community College is looking for a new site to meet the needs of its welder training program. The college recently began soliciting proposals for a minimum of 1,680 square feet of space. About 1,200 square feet will be for training, and the rest will be for a classroom. The proposed location may be in Blount or Knox County. For more information about the request for proposals, contact John Clark, Pellissippi State director of Purchasing, at (865) 694-6601 or jclark@pstcc.edu.

To help you enter college, the Adult Education program at Pellissippi State Community College is offering a free TOEFL/Michigan Test preparation class in Room 330, Educational Resources Center, at the Pellissippi Campus on Hardin Valley Road. The class will meet each Monday and Wednesday, 5-8 P.M., starting Oct. 5. Adults from non-English-speaking countries are required to take the TOEFL (or Michigan Test) for admission to most undergraduate or graduate programs. In this class, students will be given a practice TOEFL to evaluate their specific needs. To register or find out more, call (865) 539-7109 9 A.M.-1 P.M. Monday-Friday. Also at Pellissippi State Community College adults can get the help they need to succeed. Even better, GED help at Pellissippi State is free. GED preparation is available both day and evening hours. Enrollment is open to everyone, and classes are taught through small-group or one-on-one instruction. To register or find out more, call Adult Education at (865) 539-7109 weekdays between 9 A.M. and 1 P.M.

Ten talented Knoxville figure skaters are on their way to the United States Figure Skating Regional Championships being held this year in Carmel, Indiana. Skaters range in age from 10 years to 16 years old. All ten skaters are part of the Knoxville Figure Skating Club, the only U.S. Figure Skating Club in Knoxville, with its home base at Cool Sports, home of the ICEARIUM. If you would like to learn more about becoming a figure skater, please contact Nikki Copeland-Ronayne, Skating Director for Cool Sports, home of the ICEARIUM at (865) 218-4500.

First Tennessee recently hired Steven E. Kitts as senior vice president and relationship manager in the bank's commercial banking division. Before joining First Tennessee, Kitts served as senior vice president and senior credit officer for American Trust Bank. He serves as president of the Downtown Exchange Club in Knoxville and is active with the East Tennessee Foundation, the American Cancer Society and the Knoxville Area Urban League. Kitts received his Bachelor of Science degree from the University of Tennessee in 1978 and completed the Louisiana State University Graduate School of Banking program in 1989. A member of the Knoxville community for more than 40 years, Kitts currently resides in West Knoxville with his wife, Jenny. Congratulations!

Three Mediapulse clients took home top ten awards out of over 400 Web sites juried statewide, but economic development was the big winner — with compelling, easily navigable Web sites that attract, engage and persuade businesses to move to East Tennessee. Of the Top

## Member Briefs see Pg 4

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## President Quotes 'n Notes

by Bettye Sisco

### Be Thankful

"God gave you a gift of 86,400 seconds today. Have you used one to say 'thank you?'"

-William A. Ward



I love this time of year - Thanksgiving is my favorite holiday. It reminds us of the beauty and power of gratitude—of seeing—and loving and for giving what we have right in front of us

#### Be Thankful

Be thankful that you don't already have everything you desire.

If you did, what would there be to look forward to?

Be thankful when you don't know something for it gives you the opportunity to learn.

Be thankful for the difficult times.

During those times you grow.

Be thankful for your limitations

Because they give you opportunities for improvement.

Be thankful for each new challenge

Because it will build your strength and character.

Be thankful for your mistakes

They will teach you valuable lessons.

Be thankful when you're tired and weary

Because it means you've made a difference.

It is easy to be thankful for the good things. A life of rich fulfillment comes to those who are also thankful for the setbacks.

GRATITUDE can turn a negative into a positive.

Find a way to be thankful for your troubles and they can become your blessings.

- Author Unknown

I am thankful to be connected to all of you—friends, colleagues, fellow companions on the journey. Happy Thanksgiving and abundance to you all. May you find and celebrate the abundance of who you are and what you have every day of the year.

#### FARRAGUT OFFICE SPACE FOR LEASE

TWO OFFICE SUITES AVAILABLE



Executive office, conference room, three additional offices and reception area \$1,000 a month.

Two Executive offices, file room, reception area and conference room.

Class A office space with great Kingston Pike exposure and the Farragut/West Knox Chamber of Commerce as your neighbor.

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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 General Life and Accident Insurance**  
Brian Moles  
8920 Executive Park Drive, Suite F140  
Knoxville, TN 37923  
www.qualitylifeinsurance.com

**Lawcare Solutions, LLC**  
Darren Lloyd  
P.O. Box 22532  
Knoxville, TN 37933  
www.lawcaresolutionsllc.com

**Mary Kay Cosmetics**  
Pam Brown

3732 South Creed Road  
Knoxville, TN. 37920  
www.marykay.com/pkaelber

**Master Battery, LLC**  
Will Kegley  
10958 Parkside Drive  
Knoxville, TN. 37934  
www.masterbattery.com

**Salon Amie**  
Elaine Stapleton / Leslie Bryant  
10710 Kingston Pike, Suite C  
Knoxville, TN. 37931  
www.salonamie.com

#### Member Briefs from Pg 3

Ten Economic Development Web sites awarded by Tennessee Economic & Community Development (ECD), three were created and are powered by Mediapulse, East Tennessee Economic Development Association (eteda.org) The Roane Alliance (roanealliance.org) and Economic Development Board of Blount County (blountindustry.com). Mediapulse is Knoxville's oldest and most established web design studio and authors of proprietary software. For more information, contact Scott Spaid 865.675.4455 Mediapulse.com

The Episcopal School of Knoxville Saints varsity volleyball team won the KISL Small Division Tournament at ESK Oct. 10, undefeated in both regular season and tournament play. "Everyone came together as a team," said Coach Lynn Sichelstiel. "This was our most successful season ever," said JV Coach Jacques Clem. "The girls played with so much heart. They really focused on the fundamentals, on being able to serve and pass the ball."

During this time of Thanksgiving, Vienna Coffee Company would like to take this opportunity to thank all of their customers. It has been a wonderful year and they continue to grow to give the best variety and quality of coffee around. Be sure to check out their special occasions, gift ideas, recipes and events by logging onto their Web site at www.viennacoffeecompany.com

Local Restoration Service Sparks Discussion on Thanksgiving Fires. Experts recommend residents prevent their holiday from turning into an emergency by following a few precautions. In anticipation of the Thanksgiving holiday, many Knoxville-area cooks are busy stocking up on ingredients and perfecting family recipes. But before they mash the potatoes or roast the turkey, they will want to take precautions to ensure that their kitchen doesn't end up in flames. "Thanksgiving is a day filled with food and family, but it is also a day that presents many hazards to your home," said John Greenway, owner of SERVPRO of Rocky Hill/Sequoyah Hills/South Knoxville. A fire extinguisher should always be close at hand. For more helpful safety tips, log onto www.spwkc.com

## Calendar of Events

Please call the Chamber office at 675-7057 for information

November 17 10:00 am	Ribbon Cutting Salon Amie 10710 Kingston Pike
November 19 5:00 pm	Networking Elegant Essential 7240 Kingston Pike, Suite 184
November 26	NO Networking - Happy Thanksgiving Everyone!
December 1 4:00 pm	Holiday Open House Farragut West Knox Chamber of Commerce 11826 Kingston Pike, Suite 110
December 3 8:00 am	Networking Coachman Clothiers 9700 Kingston Pike, Suite 13
December 10 5:00 pm	Networking Rotary Club of Farragut at Mackley & Company 9724 Kingston Pike, Suite 1012
December 17 8:00 am	Networking Jefferson Federal 11916 Kingston Pike



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

### Bubbling up with Bath Junkie!



Courtney Such

Finding exactly what you want is hard to do sometimes. When you have your mind set on one thing, nothing else can compare to it. What if there was a place where you could make your bath products exactly the way you want? The same product, color, and scent would come out just as you had imagined. Bath Junkie is the store for you.

Two years ago, Amber and Brent Roggegan, along with parents Dale and Jill Thompson decided to open this fun and unique store. "We were in Florida visiting when we first saw the store," says co-owner and manager Amber. "We researched the franchise, and opened four months later!"

This store is filled with every bath product imaginable, from lotions and soaps, to fizzy and bubbles. It gives off an ice cream parlor effect, because you choose your scents and colors just the way you want it. Personalizing is not a problem here, because that is the whole purpose! The store itself is very inviting. It gives off a "really fun, fresh environment," Amber describes. She also adds, "People get really excited and tell all their friends after they have been here! All you do is pick any scent and color combo, and mix it up fresh based on what they want." Amber also explains how girls of all ages, from children to adults come in and experience the store.

Along with creating your own products, Bath Junkie also sells a variety of towels, face masks, and other bath accessories. You do not have to go in alone, either. This store offers private parties for you and your friends to enjoy together.

So whether you are looking for the absolute perfect gift for your friend, or you just know exactly what you want, visit Bath Junkie in Turkey Creek, just moments off of Campbell Station. For more information, call 288-3127, or visit www.bathjunkie.com. Keep them in mind for the holiday season!

## Promoting One's Business

by Joe Andrews



Joe Andrews

Last month I wrote about 10 inexpensive ways to promote your business. Let's talk about the five 5 that I mentioned last week.

1) Use every outgoing document as business promotion opportunity. All too often I receive letters, brochures, and emails, without any promotional information. You have business cards, but you also put out a lot of other documents in the course of doing business. Use all promotional possibilities to full advantage.

Stationery is an ideal business promotion tool. Is your business name, logo, contact information (including URL if you have one - and you should have one!), and slogans on your envelopes as well as on your letter-head? If not what's a waste! Your phone and fax numbers, URL, and even a memorable slogan should be there, too. Do the same for outgoing faxes, email, invoices, bill payments, and receipts.

Electronic documents, such as email, are also easy to update with your latest business promotional information. Include things such as special prices on your product or service, or letting people know that your company has won an award.

2) Write articles on topics related to your business expertise.

Well-written articles can provide free advertising and build positive word-of-mouth. If you are in the air conditioning business you may write articles on ways to save on your heating and cooling costs. If you're a realtor, you might write an article on preparing your home to be shown. The more specific the article the better. Make sure you include a short biographical note about you and your business. Send the article to appropriate publications that reach your target market - local newspapers, magazines, blogs, etc.

3) Sending out press a release is another great way to get business promotion.

Your press release has to actually contain information that is newsworthy to attract people's interest. Has your business recently expanded or hired? Do you have a new product or service? Has your company recently won an award? Don't forget about the Internet. Many web sites allow you to post the release.

4) If you're an Internet user, spend some of your time on business promotion.

Posting messages in forums (i.e. bulletin boards, forums) is a great way to promote your business to those you would otherwise be unable to contact. Use some of the new social networks such as Twitter, LinkedIn, Facebook.

5) Use buddy system to promote your business. If you send out brochures, include a letter and/or business card of another business, which has agreed to do the same for you. Plan and carry out business promotions with a complementary business or business close to you. For example, businesses in a shopping center might use shared advertising, or run a contest together.

I will share the last 5 with you next week.

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