



CHAMBER LIFE

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

VOL. 32, NO. 6

A PUBLICATION OF THE FARRAGUT WEST KNOX CHAMBER OF COMMERCE

JUNE 2018

Breakfast Will Address "Viral" Workplaces

We know the symptoms: heads bent, pale whitish-blue pallor, thumbs twitching. People spend a great deal of time using the internet for personal and business uses and a significant portion of that time is spent on social media. Many businesses successfully leverage platforms like Twitter, Facebook, or Instagram to help build their brand and attract potential customers.



Patterson

However, not all social media policies are created equal; many businesses do not have one in place. Where are the legal lines between employees using their personal accounts versus representing their employer? Is there a difference, and exactly what consequences exist for employers or staff in this often grey area?

The Chamber's 2018 Breakfast Speaker Series will address those questions and more on June 26 - 7:30AM at Rothchild Catering

& Conference Center with, "Social Media Overload? Cure Your Viral Workplace." The speaker will be Randy Patterson of Baker Donelson. Tickets are available at www.farragutchamber.com under "Events" and "2018 Breakfast Speaker Series" at \$30 members, \$40 non-members, \$275 Table of 10 and \$15 Students. All tickets include a full breakfast. Guests are encouraged to come with questions.

Besides being a speaker who has presented across the country, Patterson is also an attorney specializing in Labor & Employment Litigation. Listed in "Best Lawyers in America 2018" for Labor & Employment Litigation, and other recognitions/publications, Patterson has represented multiple employers before the Equal Employment Opportunity Commission (EEOC) and state and federal agencies in a full range of employment related claims. He has advised employers nationally on topics including best policies & procedures, employee handbooks, employee contracts, drug testing and others. The chamber appreciates the sponsors



for this event including Presenting Sponsor Town of Farragut, Community Sponsor Baker Donelson and Media Sponsor farragutpress.com. Sponsorships are still available and sponsor

benefits continue beyond the event date. For more information on sponsoring or other questions, call the Chamber at 865-675-7057 or email Julie@farragutchamber.com.

Auction Attendees Bring Out their Boogie Shoes

Bell bottoms, jumpsuits, and disco wigs were spotted among the 225 guests of the Chamber's 31st Annual Auction "Friday Night Fever" on Friday, May 18 at Rothchild Catering & Conference Center. Bright lights, disco balls, white draping, dance floor and live band greeted all who partook in the evening's events, including a large silent auction, tabletop display competition and live auction.

"The Boogie Knights" kept guests moving to the beat along with a professional dance duo from Go Dance. One of the most exciting features was a \$2,300 white gold "Diamonds by the Yard" necklace offered to one lucky purchaser of the crystal earrings being sold by Rick Terry Jewelry Designs. The Chamber was incredibly proud to present The Change Center Knoxville's executive director, Nicole Chandler, with \$1,600 taken from ticket sales. Once completed the multi-purpose center will offer a roller rink, pizzeria, climbing wall, young entrepreneurial center, event/meeting space and jobs for young adults. The non-profit was chosen following a presentation to the Rotary Club of Farragut. Chamber staff visited the center earlier this year alongside Mayor Madeline Rogero, a supporter of the facility.

Tabletops went over and above in their 2018 creativity! Guests loved second runner-up Y-12 Federal Credit Union's "Urban Cowboy" table complete with Riding Bull pool float and tickets to a star-studded country music show at the Grand Ole Opry. They also were hugely impressed



(Above) George Bove-BESCO, Janet Bove and Cara Knapp-oysk3 architects are ready for a night of bidding on favorite items and disco dancing.



(Left) Auction Committee Member Beverly Kobus -BK Lash and Skin Boutique and Angela Bridges-Cumulus Media are all smiles for the camera.

See AUCTION on Page 3



CRAFTS & ALE

A CRAFT EVENT PRESENTED BY THE FARRAGUT WEST KNOX CHAMBER OF COMMERCE
Crafts & Ale Coming to Farragut

On behalf of the Board of Directors, the chamber is excited to announce an inaugural day-long event coming to Farragut's West End shopping center on Saturday, October 13, 2018. "Crafts & Ale." This new event will feature fine arts and crafts available for purchase from multiple talented vendors and a showcase of craft ales from area brewers, including a european-style beer garden area. The chamber is proud to have sponsor support from the Town of Farragut and Knoxville's own Brewing & Distilling School, as well as media sponsorship from farragutpress.com, [Slamdot](http://Slamdot.com) and [ViaMedia](http://ViaMedia.com).

In creating the concept, the Board's fundraising committee and President/CEO Julie Blaylock wanted to offer a festival-like event that could be enjoyed by Farragut residents and people from across Knox County and beyond, as well as draw visitors to the Farragut area. The choice of the West End shopping center highlights local businesses there, many of whom are chamber members, and offers easy access to Kingston Pike as a main thoroughfare.

In February 2018, the chamber and the community lost a very active member, Faris Ashkar of Artistic Designs. A woodworker who designed everything from delicate earrings to furniture to fully customized

See CRAFTS & ALE on Page 4

ENTERPRISE CLUB

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

ADMIRAL ELITE	farragut	SouthEast bank	ADMIRAL	FIRST TENNESSEE	LCUB
CAPTAIN	BMC	Tennova Healthways	farragutpress	Pinnacle	Atlantic Capital
ANCHOR	KNOXVILLE	THE EYE GROUP	Enrichment	LBMC	REGIONS BANK
United Community Bank	JunkBee Gone	Tennessee State Bank	FIRST UTILITY DISTRICT	MBI	COSTCO WHOLESALE
					HOME FEDERAL BANK
					RURAL METRO

Chamber Additions

Roberts and Returning Intern welcomed

May saw a new face at the chamber and welcomed back a familiar face from last summer.

As of May 14, Susan Roberts has taken on the role of Front Office Manager for the Chamber's small busy office. Originally from Wisconsin, Roberts is a new resident of Farragut, but has lived in East Tennessee for 25 years. Excited to learn about the Farragut community and the Chamber's member businesses, Roberts will assist with the Chamber's database, ambassador and volunteer relations, and welcoming guests to the Chamber office as well as at all chamber events. Roberts is proud of the good relationships she has maintained with business acquaintances throughout her careers. While fascinated by the technology available for networking and communication she feels, "You have to have that personal relationship with the people you serve and work with." When not at the Chamber she enjoys yoga, walks/nature, and spending time with her dog, Zeva.



Roberts



Gosnell

The chamber said Welcome BACK to Gabrielle Gosnell! Now entering her sophomore year at MTSU with a major in Special Education, Gosnell will continue to act as Social Media Coordinator while in the office for the summer, and assist the staff with a wide variety of tasks.



Cover girl Valerie Buckner Tippitt of The Boogie Knights belts out a disco tune during the auction.



(Left) Auctioneer Bear Stephenson-Stephenson Realty and Auction Co. and Chamber President Julie Blaylock hold court over the live auction portion of the evening.



(Above) Greg and Shae Seeber-Shae Design Studio and John Haney-NAI Koella RM Moore check out the silent auction items.



(Left) Molly Black-Hissong-TDS Telecom, Cindy Hatcher-TDS Telecom, Steve Kram-pasky-Farragut Business Alliance, Jonathan Dzermejko-TDS Telecom and Jennifer Dzermejko enjoy cocktails and bidding during the evening.



(Above) Chamber Ambassador Marcie Stiles-Grayson BMW winner of the 14k white gold Diamonds by the Yard necklace hand-crafted by Rick Terry-Rick Terry Jewelry Designs.



(Left) Candace Viox-Water into Wine boogies on the dance floor with Farragut residents Randy and Samantha Combs.



(Right) Chamber Board Vice Chair Beth Ann Carter-Michael Brady, Inc., Brian Carter, Ed Long and Chamber Board Member Sherry Long-farragut-press take a break from bidding to pose for a group photo.

Member Briefs

Looking for more details on a specific event, special or job?

Go to www.farragutchamber.com to see these and other member items!

FirstBank - Farragut is offering a 1.31% APY on first rate Money Market accounts.

Premier Solutions International - Knoxville is promoting discounted legal and identity theft protection for Employees.

OsteoStrong - Farragut is hosting their Open House on June 8 and June 22 from 10:00 a.m. to 7:00 p.m. For more information call (423) 839-6600 or stop by at 11110 Kingston Pike.

Pinnacle Financial Partners - Farragut welcomes Jun Tang as a senior vice president and credit advisor.

Volunteer Ministry Center is proud to announce their 7th Annual Don Sproles Memorial Evening "Wine and Shine." Come and join the fun on July 20th at the Crowne Plaza. The event features a wine tasting with a moonshine tasting, food, music, and a silent and live auction. Tickets are \$60 and proceeds from the ticket sales goes directly to support the programs of the Volunteer Ministry Center. Tickets may be purchased online at <https://www.vmcinc.org/vmc-wine-shine> or by calling Zan Shriver at 865-524-3926 ext. 222.

Cirrus Insight is currently running a hot deal where you can get 20% off Cirrus Insight's productivity app for Gmail and Outlook.

Congratulations to **Leukemia & Lymphoma Society's** 2018 Man of the Year, Terry Bullman, and Woman of the Year, Jenna Skuza. Congratulations are also in order for their Boy of the Year, Sawyer Dyer, and Girl of the Year, Lilly Bitner.

See MEMBER BRIEFS on Page 4

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Glenna Stout-Oasis Day Spa and Travis Stout pose with cardboard cut-outs Danny DeVito and John Travolta the night of the auction.



(Right) The dance floor lit up with a professional dance duo from *Go Dance*.

(Right) *Change Center Knoxville* Executive Director Nicole Chandler and guest Sherman Rucker-Reigo *Building Improvement* enjoy themselves during the auction.



(Above) Charlee Bailey and Leslie England-both with *TN Bank* get ready for the silent bidding.



(Left) Peyton Hairston-farragut-press and Jennifer James pause to stop for a photo before voting for their favorite Best Dressed Tabletop.



(Above) Daniel Maw-Fast Signs, Mary Maw, Darla Berdal-Myers Bros. Holding, Inc. and Alan Berdal enjoy the evening's festivities.



(Above) Doug Koontz, Karla Koontz, Diana Traylor and Gary Traylor-both with *Crye-Leike Realtors* check out the silent auction items.

(Right) Bling sponsor Rick Terry-Rick Terry Jewelry Designs and Patty Terry sparkle and shine during the evening of the auction.



2nd place table top winner goes to *oysk3 architect* and *HisSecurity*.



3rd place table top winner goes to *Y12 Federal Credit Union*.



1st place table top winner goes to *Water2Wine*.

Auction

From page 1

with the mountain/roller-coaster scape constructed by His Security and oysk3 architects (with working rollercoaster, plus a Google Home Mini, cabin stay and tons of attraction tickets). Their ultimate winner was Water Into Wine which featured disco lights, a wine selection, gift cards and accessories.

Julie Blaylock presented a \$1,000 Con-

tinuing Education Student Scholarship to a surprised graduating Farragut High School senior Erin Collins. Blaylock earlier recognized the Chamber's Enterprise Club Membership which helps to fund the Chamber's Continuing Education Scholarships to students and businesses.

Rick Terry of Rick Terry Jewelry Designs presided over the opening of the Sterling Silver Swarovski Crystal earrings being sold all evening. A gold-decked Terry and guests wondered if anyone had even won

after several silent minutes passed. But when Marci Stiles discovered she'd won, there was no time wasted coming to claim her prize from Terry!

Auctioneer Bear Stephenson wrapped up the evening with a whirlwind of live item and tabletop sales. Dinner for a Year at Abuelo's, massive advertising packages, a BMW Performance Driving Experience, and more were sold in short order to excited bidders.

The Chamber cannot express enough

thanks to all the businesses who participated as well as the committee who worked through the evening to make the event a success. The Chamber is also grateful to Presenting Sponsor TDS Telecom, Event Sponsors Rothchild and Town of Farragut; Bling Sponsor Rick Terry Jewelry Design, Community Sponsors NHC Place Assisted Living and Pinnacle Financial Partners; and Media Sponsors farragutpress and ViaMedia. A date for early next April is being planned for the 2019 event.

President Quotes 'n Notes

Julie A. Blaylock



"Sometimes you make the right decision. Sometimes you make the decision right."

~ Phil McGraw

I caught myself uttering these words recently: "I don't care where we go; long as I don't have to make the decision." Being a business owner, project manager, volunteer coordinator or in charge of ANY task requires making decisions. Lots of them. And it can get tiring. Plus, we have access to so much information, metrics, do's and don'ts that can actually impede the process! So, I've decided to share a few ways to help us all be more decisive courtesy of BusinessInsider.com:

1. Sometimes good enough is perfect. When you only seek perfection, you miss the time element. Make the call to release that article, pitch or design at 6, 7, or 8 out of 10. Avoid analysis paralysis.

2. Decide to escape the status quo. Refusing to decide is a decision itself. All decisions have an associated cost. Get the data you need and do not fear betting on yourself.

3. Set your long-term vision. Once you have that, the little daily decisions get much easier. And you'll learn that each of those will either move you toward your goal or be a lesson you needed to learn to get where you want to go.

4. Take your time. With the big decisions, don't let anyone rush you (not the same as procrastinating).

5. Map out why, how and what. With this foundation, questions can answer themselves without excessive debate.

6. Understand the root of your hesitation. If it's fear (not being prepared), take it one step at a time. If it's anxiety (not feeling prepared), make a public commitment that requires you to execute—not overthink.

7. Break down decisions into small pieces. Test and evaluate the pieces so that the larger decision is more calculated.

8. Evaluate the best and worst that can happen, and then don't look back. Commit to sink or swim with the ship, then burn the ships at sea and do what you must to see your decision through, win or lose. No one wants to see an entrepreneur or leader as wishy-washy. Speed is power!



Newspapers piling up?

We have a great solution that will benefit both you and the Chamber. We have a recycle bin available behind the farragutpress offices.

All proceeds are donated by the farragutpress to the

Farragut West Knox Chamber of Commerce Continuing Education Grant Program

11863 Kingston Pike Behind the farragutpress Building

Welcome to our new Farragut West Knox Chamber Members!

Bell Family Chiropractic
Dr. Ryan Bell
111 Sherlake Ln.
Suite 101
Knoxville, TN 37922
<https://bellfamilychiro.com/>

Burns Mailing & Printing, Inc.
Phyllis Burns
6131 Industrial Heights Dr.
Knoxville, TN 37909
<http://burnsmp.com>

Elite Suites Salon Studios
Kimberly Hennessy
10536 Kingston Pike
Knoxville, TN 37922
<http://www.elitesuitessalon.com>

McKellar & Easter Attorneys
Sarah Easter
412 Ebenezer Road
Knoxville, TN 37923
<http://www.helpingclients.com>

Markli Home Builders
Bob Markli
424 Heathermoor Drive
Knoxville, TN 37922

JCPenney
Michelle Austin
11534 Parkside Drive
Knoxville, TN 37934
<http://www.jcpenney.com>

Total Hair & Body Medical
Betty Hale
11121 Kingston Pike
Suite A
Knoxville, TN 37934
<http://TotalHairandbodymedical.com>

The Chamber welcomes these businesses who joined us recently in the month of May! Did you know businesses/organizations can submit their application and payment online? Visit www.farragutchamber.com and click "Join the Chamber!"

Crafts & Ale

From page 1

kitchen/cabinet installations, Ashkar had looked forward to helping launch the event. To honor his memory and talent, the Chamber renamed the event to "Crafts & Ale: The Faris A. Ashkar Memorial Craft Event."

Sponsorship opportunities are available and vendors are warmly invited to apply for a booth spot. Vendors working in a variety of mediums are welcome. Vendor spaces are

10' x 10' and the fee is \$110 through July 31. Any vendors who apply early are also encouraged to send photos and website/contact information so they can be showcased as part of advertising for the event. Advertising will include print, radio, television and web/social media.

Both sponsor and Vendor forms are available now at www.craftsandale.com OR by contacting the chamber directly at 865-675-7057.

Member Briefs

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Tropical Smoothies Café is currently running a new happy hour special from 7 a.m. to 9 a.m. daily where all smoothies are only \$2.99 making them 40% off.

Moxley Carmichael welcomes Maria McHail as an account executive. McHail has

an expertise in market and branding that pairs well with her passion for providing creative solutions.

BK Lash & Skin Boutique is running a summer special. You can get an O2 Lift with Dermaplane for \$159, an O2 Lift with Lash Lift also for \$159, or an O2 Lift with Keratin Lash Lift for \$199.

Welcome Back Renewing Members

The Farragut/West Knox Chamber welcomes back these businesses who have renewed their investment in the Chamber as of this past May. We are privileged to count them as Farragut/West Knox Chamber of Commerce members! We urge members to patronize one another when the goods or services a member can provide are needed. It is also our hope that area residents recognize the commitment a business makes to its community when it becomes part of its local chamber of commerce and reward that commitment with their patronage.

Abuelo's The Flavor of Mexico
Bill Jones Music
Choices in Senior Care, LLC
Farragut High School
Education Foundation
FASTSIGNS
First Utility District of Knox County –
Thank you for your Anchor Enterprise Membership!
Fort Sanders Health & Fitness Center
Graphic Creations, Inc.
Grayson BMW
Hartung Tax & Accounting, PC
Hush Puppy's Pet Services
Knoxville Executive Suites, Inc.

Knoxville Utilities Board
Kroger
LBMC - *Thank you for your Anchor Enterprise Membership!*
Lenoir City Utilities Board - *Thank you for your Admiral Enterprise Membership!*
MEDIC Regional Blood Center
NAI Koella RM Moore
Thermocopy - *Thank you for your Anchor Enterprise Membership!*
Town of Farragut - *Thank you for your Admiral Elite Enterprise Membership!*
The Villages of Farragut
Work Space Solutions

Calendar of Events

Members can RSVP for these events through their online Member Information Center at farragutchamber.com. Call 675-7057 or email info@farragutchamber.com for a link to create your account!

June 14, 2018 8:00 – 9:30 a.m.	<i>Networking</i> Knoxville TVA Employees Credit Union Turkey Creek 11490 Parkside Drive
June 21, 2018 8:00 – 9:30 a.m.	<i>Networking</i> Tennessee State Bank Turkey Creek 11470 Parkside Drive
June 26, 2018 7:30 – 9:00 a.m.	<i>2018 Breakfast Speaker Series:</i> Social Media Overload? Cure Your Viral Workplace Rothchild Catering & Conference Center Register at www.farragutchamber.com ("Events")
July 4, 2018	Town of Farragut Independence Day Parade
July 5, 2018	No Networking



Farragut West Knox Chamber of Commerce

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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.

Who's who... Roosters Men's Grooming Center

By Gabrielle Gosnell



Roosters Men's Grooming Center is a barber-shop like no other. When you walk in you are immediately taken back by an upscale atmosphere partnered with the vintage feel that only the barber's pole can inspire. Customers are greeted by a smiling face ready to make them feel their best. Mariah Hodsden, both stylist and marketing director, says the staff aspires to make customers feel a certain way when they enter the shop, explaining, "I want customers to feel comfortable and confident that they are in good hands."

Roosters achieves this and more thanks to the skill and demeanor of the staff. Their engaging approach is inspired by one of Hodsden's former teachers. "When I was in school one of my teachers told me about being a 'day-maker' and in this industry, just like a nurse or anyone else that works with the public, you want to be able to make someone's day. That's really what we all focus on, coming in and being that 'day maker' for our clients," Hodsden elaborates.

Roosters Men's Grooming Center provides many different services that are sure to make any man look their best. "Compared to other barber shops, customers get the full treatment here," Hodsden explains. "They are going to get a therapeutic hot towel on their face, a shampoo, and the option to shave the back of their neck. We also offer other services including a 'Lose the Gray' service which is a gray coverup."

With Father's Day coming up on June 17, a gift card to Roosters Men's Grooming Center might be the perfect gift for any dad. Roosters is currently offering a \$60 gift card for only \$50. The gift card is perfect fit for the Gentlemen's Choice service special that includes a shave with hot towel, mini facial, and a haircut which includes a shampoo, cut, blow-dry, and style.

Fathers and sons can also bond this Father's day by getting haircuts together. Plus, when a father and son (under 18) get a haircut together, the son's cut is free! For more information call (865) 288-7272 or to purchase the gift card special, visit Roosters Men's Grooming Center today at 11679 Parkside Drive.

TSBDC

by Laura Overstreet, Small Business Specialist and GrowthWheel® Certified Advisor

The Knoxville TSBDC has several upcoming valuable small business training seminars and workshops.

Don't let the summer days slip away without joining us for any or all of the following free training opportunities:

Introduction to Bitcoin and Cryptocurrencies

What is Bitcoin? What are Cryptocurrencies? Join John Cannon as he explains: How does one use Bitcoin? Is Bitcoin an investment? Cryptocurrencies? What is mining? Are there business opportunities? What does the future hold?

Speaker(s): John Cannon, President, Symply Data Centers, LLC

Tuesday, June 19, 2018
9:30 – 11:00 a.m.

17 Market Square #201
Knoxville, TN 37902

For registration information call 865-246-2663 or visit our website at www.tsbdc.org.

Google AdWords

Is it possible for your small business to appear on the first page of a Google search without a huge investment of time, money or effort? According to Glenneth Reed, CEO of Firstview Online Marketing, Google AdWords, done effectively, can immediately direct prospective clients or customers to your business. Glenneth will discuss how AdWords makes sense for small businesses and why and how you can achieve a better ROI with AdWords than with other marketing efforts.

Speaker: Glenneth Reed, CEO, Firstview Online Marketing

Meredith Roedel, Owner, Spire Proposals

Wednesday, June 21, 2018
9:00 – 10:30 a.m.

201 S. Washington St.
Maryville, TN 37804

For registration information call 865-246-2663 or visit our website at www.tsbdc.org.

Startup Workshop

Do you have an idea for a start-up business? This event is for you. Join the TSBDC as they help you:

- Learn about forms of business organization and tax requirements
- Receive information about business licenses
- Review business planning and financing options

SBA loan qualification and opportunities

Speaker(s): TSBDC Staff

Thursday, July 19, 2018

9:00 – 11:00 a.m.

201 S. Washington St.

Maryville, TN 37804

For registration information call 865-246-2663 or visit our website at www.tsbdc.org.