



CHAMBER LIFE

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

VOL. 32, NO. 10

A PUBLICATION OF THE FARRAGUT WEST KNOX CHAMBER OF COMMERCE

OCTOBER 2018

Last Chance to SAVE on



Tasting Pass

9am-5pm Saturday 10/13



Attendees of the Chamber's inaugural Crafts & Ale Festival: The Faris A. Ashkar Memorial fine craft and craft brew event taking place in front of Goodwill Farragut in the West End Shopping Center can save \$5 on their Admiral's Tasting Pass by purchasing it NOW through Oct. 12 at the Chamber office (11826 Kingston Pike) OR at www.craftsandale.com. The festival itself is FREE to the public and open from 9am-5pm. The Admiral's Pass allows unlimited

tastes of the ales being featured by 11 brew exhibitors in the beer garden, open 12 noon to 5pm, and will be \$40 on Oct. 13. Pre-purchased passes can be picked up at the Chamber through Oct. 12; ID will need to be shown. Single \$5 tickets will also be available for regular 12 oz pours. The covered beer garden will feature a total of 11 brewers from across Knox County, including home brew groups and several who have not yet previewed their ales to

the public like Chisolm Tavern Brewing and Elst. Other brew hosts including Balter Beerworks, Blackhorse Brewery, Brewing + Distilling Center Knoxville, The Casual Pint Farragut, Crafty Bastard, Elkmont Exchange, Fanatic Brewing Co., Geezers Brewery, and Gypsy Circus Cider Co. The event honors local resident and Chamber member, Faris A. Ashkar. Ashkar's custom woodworking business, Artistic Designs, was an active and beloved Cham-

ber member. Ashkar's family will provide a display of his work at the event (it will not be for sale). A portion of proceeds and any donations at the gate will benefit a scholarship for a local art student or aspiring maker-entrepreneur in his name. Energetic volunteers are still needed to fill three 4-hour shifts; volunteers over 21 will receive a complimentary Admiral's

See CRAFTS & ALE on Page 3

Holiday Open House to Highlight December



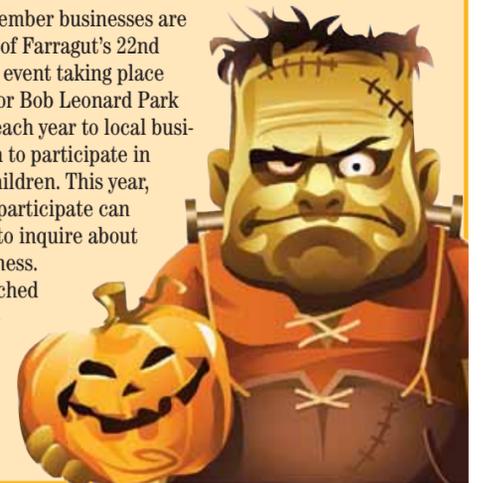
Though December seems far away, the Chamber is already dusting off wreaths and ornaments in anticipation of their annual Holiday Open House on Tuesday, Dec. 11, from 4:00 to 7:00 p.m. The event lets the Chamber express its appreciation for member support received throughout the year and all members are warmly invited to attend businesses to celebrate the season together before the New Year. A lighted/heated tent is provided just outside the doors of the fully decked Chamber offices thanks to Event Rentals by Rothchild. Member restaurants, caterers and food vendors can begin contacting the chamber for information on spotlighting a favorite or new featured dish to the 300 attendees who

See OPEN HOUSE on Page 4

Freaky Friday Offers Frightful Fun

The Chamber and many of its member businesses are excited to participate in the Town of Farragut's 22nd annual Freaky Friday Fright Night event taking place this year on Friday, Oct. 26 at Mayor Bob Leonard Park from 5 to 7 p.m. The event is free each year to local businesses and organizations who wish to participate in handing out treats to over 2,000 children. This year, Farragut businesses who'd like to participate can contact the Town at 865-966-7057 to inquire about sharing a booth with another business. The Chamber is thrilled to be matched up with member Mansour Hasan - State Farm Agency! The event is also free to trick-or-treaters age 12 and under in

See FREAKY FRIDAY on Page 3



ENTERPRISE CLUB

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



Networkings

Shae Design Studio – August 30, 2018



Shae Seeber stands proudly outside of her studio – **Shae Design Studio** as she awaits her networking guests.



Pat Cannon – **WiFiGi** (left), and Monica Sheppard-Viator – **Kelly Services** (right) smile joyfully with Shae Seeber – **Shae Design Studio** (center).

Liberty Mutual Insurance – September 6, 2018



Pictured are **Liberty Mutual Insurance** team members (front row, l-r) John Attaway, Courtney Davis, DeAnna Lawson, Brock Buresh, Bryan Boling, Brooke Ellis, Nicole Dabbs, Samar Izadpanah and Adam Freitag (second row) whose hospitality was graciously received by all in attendance.



Julie Friend – **Home Care Assistance** and Alex Carver – **Get Beyond** enjoy each other's conversation during the networking event.

PCS, Inc. – September 13, 2018



PCS, Inc. team members: (l-r) Jeremy Waldroop, Andy Hungate, Ryan Byrd, David Walls, Jennifer Sise, Crystal Burnes, Kathy Young and Michelle Durrant gather outside for a group photo during the morning networking event hosted by them.



(l-r) Crystal Burnes and Jennifer Sise – **PCS, Inc.**, and Sara Harville – **Thierry Sommer & Associates** (center) smile together for the camera.

Grayson BMW – September 20, 2018



Marci Stiles – **Grayson BMW** is pictured in the showroom where over 60 networking guests had the option to test drive their favorite car.



(l-r) Craig Fowler, **Slate, Disharoon, Parrish & Associates**, Tim Challenger – **New York Life Insurance**, Samar Izadpanah – **Liberty Mutual Insurance** and Tracy Poirer – **Courtyard by Marriott** cannot help but smile knowing the evening was off to a roaring start!

His Security, LLC – September 27, 2018



Taking time out of their busy day to attend the morning's networking event are (left), Zan Schriver – **Volunteer Ministry Center**, Cara Knapp – **oysk3 architects** (center) and – Johnnie Rodgers – **Prestige Cleaners** (right).



Laughing together are Darla Berdal – **Myers Bros. Holdings, Inc.** and Scott Brockamp – **His Security, LLC.**

MEET the BOARD

The Farragut West Knox Chamber Board is comprised of a broad spectrum of corporate and community leaders and is governed by an Executive Board. These volunteers provide support and guidance to ensure the fulfillment of the chamber's mission. Please thank them when you meet them!



Kevin Human

Board Member/Role: Kevin Human, Director

Member Business: Ricki's Pet Depot

Title: Owner & Operator

How you benefit from our Chamber?

The networkings are one of the biggest things. Just overall exposure to new people and new businesses, that kind of thing has been the biggest thing. Joining, of course. All the things upfront that you get are just amazing.

Greatest business success?

Opening my store is probably my biggest success so far. Next to that would be last year's Dock Dogs event. That was a big weekend for us.

Greatest business frustration?

Trying to get our name out in the community. Farragut is restrictive with signage and we hear people say all the time, 'Oh, we love local, we love local,' yet I see 20 people a week who tell us, 'We had no idea you were here.' We just get overlooked sometimes, but that's part of it.

Most positive trend facing businesses today?

The overall shape of the economy as a whole. Consumer confidence seems to be back up. People seem to be okay with spending money right now.

Most negative trend facing businesses today?

Probably the continued growth/expansion of the online market and the amount of vendors who don't have a minimum advertised pricing structure. When manufacturers have a minimum advertised price then they can't sell under me. We try to do business with those who have that structure on products, so that no one online can snatch up a truckload's worth and sell it for less than I can buy it for, because I can only buy three bags. People come in asking all the time if we have Purina. I can't compete with the big guys. I can't compete with the online prices."

Job/career you wanted when you were 10? I wanted to drive a tank. I didn't know that it was a career at the time, but I wanted to drive a tank for a living.

Last book you enjoyed? Probably Drive by Daniel Pink. It talks a lot about theories and concepts about what motivates and drives people to do what they do. They found that money was actually the

lowest indicator as far as getting people motivated. It was on the list, but was never in the top five.

Favorite genre of music? Blues.

Favorite hobby/activity? Working on cars.

Favorite movie? Space Balls.

Favorite place to visit? Washington, D.C.

Most influential person in your life? My dad. The work ethic he instilled in me and just teaching me how to do things really influenced me.

Greatest lesson you have learned?

Truly serving people is vital to people having trust in you. I do a lot of stuff based on trust. It's an old school way of doing things. If you serve people it builds a relationship and trust.

Greatest lesson you teach? It's also the greatest lesson I've learned. Pay stuff forward. When you can help somebody, help them, but remind them that there will be a day that they can help someone as well

Ribbon Cuttings

Tennova Heart Launch Celebration – Sept. 5, 2018



Gathering to cut the ceremonial ribbon from **Turkey Creek Medical Center** are (1st row, l-r): Dr. Richard Briggs, Carmen Jean-sonne, Jennifer Manaker, Dr. Ravi Mehta, Lucy Vara, Stephen Miller, Tony Benton, Dr. Barry Michelson, Dr. Bill Lindsay, Dr. Malcolm Foster, Dr. Mukesh Sharma, Dr. Bruce Jones, Dr. Yiser Akhtar (2nd row, l-r) Ed Stump, Debra Hamilton, Dr. William Walker, Joseph Huffor-**AMR-Rural/Metro**, George Stevenson-**AMR-Rural/Metro**, Brandon Cook-**AMR-Rural/Metro**, Gary Raper-**AMR-Rural/Metro**, Brian Cohenour-**AMR-Rural/Metro**, Leah Cohenour-**AMR-Rural/Metro**, Knox County Commissioner John Schoonmaker, (3rd row, l-r) Alderman Ron Pinchok, Town of Farragut Vice Mayor Louise Povlin, Mayor Ron Williams, Danny McCreary, and Kevin Morrison.

Chick-fil-A – September 6, 2018



Gathered for the ribbon cutting on a beautiful warm morning are (front row, l-r): Tennessee State Representative Jason Zachary, Patricia Robledo-Mayor Rogero's Office, Lori Berryhill-**Chick-fil-A**, Cory Rogers **Chick-fil-A**, Marshall Wilkins **Chick-fil-A**, Clair Wilkins, Marshall Wilkins, Jr., former Mayor Tim Burchett, Town of Farragut Mayor Ron Williams, Arlene Weinstein-**Arlene's Fun Travel**, (second row, l-r) and Scott Ervin (standing in background: Donna Bryan-**The Real Estate Firm, Inc.**)

Home Care Assistance – September 12, 2018



Jubilantly celebrating the grand opening of her new business is owner Julie Friend (center with scissors) and (front row, l-r) Robbie Kidd – **Hammati Knoxville 113**, Knox County Mayor Glenn Jacobs, Cara Knapp-**oysk3 architects**, Dottie Hale-**WFIV-Horne Radio**, Philip Moore-**Home Care Assistance**, Kelly Gary-**Home Care Assistance**, Lisa Paul-**Bloom Into Parenting** Mary Runyon-**Northwestern Mutual**, Hannah Lynch-**Hampton Inn & Suites-Turkey Creek**, Cody Barnes-**TNBank**, (second row, l-r): Laura Sayers-**farragutpress**, Natasha Bohannon-**First Citizens Bank-Campbell Station**, Elizabeth Donaldson-**Fox Moving and Storage**, Alan Diskin-**Oak Ridge FM (WKCE & 94Z Radio Station)**, Alexia Georghiou-**Life Betterment Through God**, Zimbo Paul-**Bloom Into Parenting**, Wendy Martin-**United Community Bank**, Marianne Morse-**Mary Kay Independent Senior Sales** Director and Colby McLemore-**Colby's Photography**.

The Face Place™ – September 19, 2018



Celebrating the opening of **The Face Place™** with a ceremonial ribbon cutting are (1st row, l-r): Cody Barnes-**TNBank**, Amber Wilson-**Channel 6 News**, Bonnie Murphy-French, Marti Fletcher, Owner, Pamela Gott-**The Face Place™**, Mary Lou Simpson, Arlene Weinstein-**Arlene's Fun Travel** (2nd row, l-r): Colby McLemore-**Colby's Photography**, Alan Diskin-**Oak Ridge FM (WKCE & 94Z Radio Station)**, Pedro Mandoza-**VIP Knoxville Magazine**, Jim Simpson, Phillip Graves-**Thermocopy**, Tamara Mitchell-**Regions Bank**, Elizabeth Donaldson-**Fox Moving and Storage** and Brian Russell-**Knox Wealth Partners**.

Freaky Friday

From page 1

costume and is a safe and much anticipated family event. The Town of Farragut will again partner with Ronald McDonald House to collect essential items that the House needs to operate in order to be a "home away from home" for families with critically ill children, such as non-perishable snack foods, household cleaning items, disposable plates/cutlery, postage stamps or gift cards to Home Depot, Lowe's, or Walmart. Cash donations are accepted, too! Participants are encouraged to bring a donation. For more information on the event call the Town of Farragut at 966-7057.

Crafts & Ale

From page 1

Pass to be given to a friend or used outside their shift. Contact the Chamber at 865-675-7057 or email Susan at Roberts@farragut-chamber.com right away.

The chamber can't WAIT to see everyone on Saturday, Oct. 13 and is incredibly thankful to its sponsors: Presenting Sponsor Town of Farragut; Event Sponsors Brewing & Distilling School of Knoxville and TDS Telecom; Community Sponsors AquaClear, Health Markets, Knoxville TVA Employees Credit Union and Tennessee State Bank; Digital Sponsor Slamdot; and Media Sponsors farragutpress and ViaMedia.

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!

Revitalist providers Jennifer Hultz and Katie Walker are excited to be members of the American Society of Ketamine Physicians. They attended the inaugural national conference in Austin, TX September 20th-23rd, and heard prominent international professionals and ketamine researchers discuss the topics: "Ketamine for the Treatment of Major Depressive Disorder: History and State of Science", "Treatment of Veterans with Ketamine", "Mechanisms for Ketamine Induced Cystitis", "Ketamine Treatment for Opioid Use Disorder" and "IV Ketamine Infusions for Chronic Neuropathic Pain". To find out more, call (865) 392-6262 or visit <http://revitalistclinic.com>.

Michael Brady Inc.'s CEO Eddie Jett served as the 2018 Greater Knoxville Heart Walk chairman. MBI won top Team raising \$10,331.00! MBI also won the Tug O War Competition for the second year in a row! The Heart Walk event, held at the World's Fair Park, raised over \$200,000 altogether to continue research of heart disease and stroke.

Elliotts Boots, Shoes & Sandals has 50% off Top Summer Brands: Chaco, Teva, Sorel, Merrell, Reef, Pikolinos and so much more on sale! Shop the deals in-store while supplies last. Stop in and shop at 620 Campbell Station Rd., Farragut 37934.

For the first time, **Kruggel Lawton** was ranked a Top 300 firm in the nation by INSIDE Public Accounting (IPA), coming in at #287. IPA 300 firms are ranked by United States net revenues and compiled by analyzing the more than 550 responses received this year for IPA's Survey and Analysis of Firms. INSIDE Public Accounting's Survey and Analysis of Firms and the resulting national benchmarking report on the nation's largest accounting firms has served as a barometer of the overall health, challenges and opportunities of the profession. The IPA survey and benchmarking report is the gold standard within the profession and is well respected for being independent, accurate and confidential. Congratulations!

BK Lash & Skin Boutique expands practice to serve individuals with or recovering from cancer. Esthetician/Skin Care Specialist/Owner Beverly Kobus completed training in Oncology Esthetics-USA. Kobus underwent extensive training in understanding how cancer and cancer therapy treatments affect the skin, hair, nails, and lymphatic system.

The program explores the side effects of cancer therapies and how they are further compounded by stress, current health status, and medications. It also covers the importance of proper sanitation to support weakened immune systems. Certification also required Kobus to learn how to customize and modify each treatment and choose skin care products with safe, noncarcinogenic skin care ingredients. Contact Beverly at (865) 257-9468 or visit <http://www.bklash.com>.

King University Student Affairs department in Knoxville is planning a vendor/student networking event for the week of Oct. 15th -18th from 5-6pm at our Knoxville-Hardin Valley Campus. Vendors can select which date to participate. Part of this great event includes providing potential job information, treating our students to freebies and discounts, and exposing them to area resources. To participate, contact Priscilla Duenkel, Regional Director of Student Affairs at pcmcowan@king.edu.

Fox Den Country Club announces the online publishing of their newsletter The Bugle.

They will now be emailing out a PDF version of The Bugle each month and will also print in-house copies for those wanting a hard copy. As always, it will be available to download from the Fox Den website foxden-countryclub.com.

Bryan Insurance Group, formerly Hitson, Crum & Blazer Insurance, has opened a new office in Farragut. Congratulations Matthew Bryan!

InXpress Knoxville Central a parcel, freight and shipping specialist established in 1999. Owner Dan Doyle is an expert at helping businesses find the most effective route for dispatching goods. They partner with the best global carriers and due to their size and shipping volumes, can bring their customers unrivaled shipping solutions at low prices. Their online tools make shipping through InXpress simple and hassle free. Customers get access to a dedicated customer portal allowing them to ship, track and view all of their shipments via their simple interface. They also receive a highly personal service from their local shipping

See MEMBER BRIEFS on Page 4

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President Quotes 'n Notes

Julie A. Blaylock



"Everybody is a genius. But if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid." (Albert Einstein)

Why do we judge people? It happens all around us. The proliferation of opinions on social media puts it front and center. For many, it likely started as a way to bond with people. When you talk about someone else, someone will join in. It's an odd—unhealthy—reward that comes with judgment: making yourself feel socially accepted. But we can change. Everything you need to break unhealthy cycles is within you. Here are reasons we judge, their effects, and how to quit:

4 Reasons We Judge Others:

- We're insecure/unhappy. We try to make ourselves feel good by making others feel bad. Though putting others down doesn't build us up, we do it anyway.

- We're scared/intimidated. Coworkers make fun of their boss. Two women see another woman and make fun of her outfit. When we're scared or fear those different from us, we try to feel better by putting others down.

- We're lonely. As mentioned, there is a bonding element in judging others. When lonely, we may use judgments to bond with others, but these bonds are based in negativity, superficial and not likely to contain true substance.

- We're seeking change. When we want our lives to be different, we're quick to judge the lives of others. If someone wants to be in a relationship and their friend gets engaged, they may whisper, "I don't know WHY they're getting married!"

5 Things Judgments Do

- Hurt others. If the person never finds out what you said, you're in the clear, right? Not necessarily. Things can come back and hurt people unexpectedly. Ask: Would you say it to their face?

- Make YOU feel worse. When you judge others (or, at least, when I do), you feel bad afterward. You bring yourself down when you bring others down.

- Perpetuate stereotypes. The more judgments in the world, the more stereotypes formed. Whether based on race, gender, spirituality, ethnicity, appearance, or any other attribute, they are bad news. They force people (including you!) to feel as if there are standards they must meet instead of living a free, happy life. Don't be part of this.

- Create more negativity. No matter how you rationalize your judgments, they make the world a more UNhappy place.

- Make you judge yourself. If you're judging others, you're probably judging yourself harshly (you may hide this from others, not as well as you think).

6 Ways To STOP Judging

- Monitor your thoughts. Think about what you're thinking about. Pay attention to your thoughts and push them in a positive direction.

- Look for the positive. There is almost always something positive you can find in someone or something. And, of course, if you can't find something nice to say, don't say anything.

- Avoid stereotyping. Stereotypes are never, ever good. We try to avoid them, but we don't always. Work on recognizing stereotypes and avoid them at all costs.

- Stop judging yourself. It's not easy to do, but the more we judge ourselves, the more we'll judge others. Focus on your positive aspects; it will be a lot easier to focus on the positive aspects of others.

- Focus on your own life. When all else fails and judgments are hard to push away, focus on yourself. Don't worry about what other people are doing/wearing/etc. Focus on your own goals, dreams, and work, and use your energy to go after them.

- Remember how it feels to be judged. It doesn't feel good to judge or to be judged so put an end to it now.

Member Briefs

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specialist, making InXpress a one-stop shipping solution. Contact Dan at (865) 201-9175 or email at dan.doyle@inxpress.com.

EXIT Real Estate Professionals Network and their Gilbert Chanot Team along with Belle Building Company broke ground on their new Farragut subdivision on September 14. The high-end subdivision will include 34 homes ranging in price from the mid-\$400Ks to mid-\$600Ks. The new subdivision is across from Anchor Park in Farragut.

TnBank has hired Todd Mooneyham as a commercial loan officer in the Knoxville Market.



Farragut West Knox Chamber of Commerce

11826 Kingston Pike, Suite 110 |

Farragut, TN 37934

865-675-7057
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!

Brightway Insurance – The Serio Agency
Erik Serio
9307 Kingston Pike
Suite A
Knoxville, TN 37922
<https://www.brightway.com/agencies/TN/Knoxville-Cedar-Bluff/0212>

Clean Juice
Denise & Jason Horne
11670 Parkside Drive
Knoxville, TN 37934
<https://www.cleanjuice.com/>

C Spire
Bryan Koewler
6100 Lonas Drive
Knoxville, TN 37909

Life Betterment Through God
Alexia Georghiou & Jibby Redfield
Knoxville, TN 37934
<https://life-betterment-through-god.jimdosite.com/>

Signarama
Olivia Flenniken
123 Perimeter Park Drive
Knoxville, TN 37922
<http://www.signarama.com/tn-knoxville-sw/>

SunTrust Bank – Farragut Branch
Tom Davis
11441 Kingston Pike
Farragut, TN 37934
<http://www.suntrust.com>

University General Dentists
Natasha Denton
10000 Kingston Pike
Knoxville, TN 37922
<http://www.utknoxvilledentists.com>

The Chamber welcomes these businesses who joined us recently in the month of September!

Did you know businesses/organizations can submit an application & payment online? Visit www.farragutchamber.com and click "Join the Chamber!"

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 September. 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.

AFLAC - Cynthia Moore
Aventine Northshore
Block Advisors
Brothers Bedding
Carey Moving of Knoxville
Cool Sports Home of the Icearium
Cru Bistro Turkey Creek
Cumulus Media/WIVK, WOKI, WNML
The DW Designs
EatonTax & Business Services
Farragut Business Alliance
Farragut Primary School
First Tennessee - Cedar Bluff Financial Center
First Tennessee - Main Office
Thank you for your Admiral Enterprise Membership!
Fish Window Cleaning
Fleenor Security Systems, Inc.
Gables & Gates - Jerry Whitehead
Gables & Gates-Holloway/
Westerling Group
Garde Bien SpaSalon
Gourmet Market
Home Care Assistance
Josh Hemphill State Farm

Knox County Property Assessor
Lipsey Morrison Attorneys
Markets at Choto
Master Dry
Melrose Title Company
Michael Brady Inc.
Thank you for your Anchor Enterprise Membership!
Mountain Commerce Bank - Bearden
Northshore Wine & Spirits
Paramount Land Title
Parkview Independent Living
Pellissippi State Community College
Petree Arbor, Lawn & Landscape
Planet Fitness Farragut
Pugh CPAs
Puleo's Grille
Regal Entertainment Group
Ricki's Pet Depot
Slamdot, Inc.
Slate, Disharoon, Parrish & Associates
Staybridge Suites - Knoxville West
Threds, Inc.
TJ Development & Management Co, LLC
Turkey Creek Tinting
Years Younger MediSpa



Open House

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visit over the course of this fun festive evening (sample size portions are requested for approximately 100-150). Masseur Glenna Butler Stout and Frieda Fontinella will provide relaxing chair massages for guests. New participants will be announced beginning in early November and promoted via weekly email, print, web, social media and more.

Members and guests will also be asked to bring a donation for the Chamber's Giving Tree (chosen charity to be announced soon) Past recipients have included YWCA Victim's Advocacy Center, Mission of Hope, Family Promise and Volunteer Ministry Center's Holiday Store. Donations are often in the form of new unwrapped toys, warm clothing, personal care items and grocery/gas cards. All items are collected at the Chamber the night of the Open House.



For more information or to be a part of this event as a featured business, please contact the chamber at 675-7057 or email info@farragutchamber.com.

Calendar of Events

Members can quickly & easily RSVP for events in their Member Portal at <http://members.farragutchamber.com/login>. Guests can register by clicking the links on the Chamber Calendar (www.farragutchamber.com and "Events"). Call 675-7057 or email info@farragutchamber.com for a link to create your account!

October 11, 2018	No Networking Scheduled
October 13, 2018 9:00am – 5:00pm	Crafts & Ale Festival West End Shopping Center (in front of Good Will Farragut) www.craftsandale.com
October 18, 2018 8:00am -9:30am	Networking Holy Cross Anglican Church 515 Herron Road, Knoxville 37934
October 25, 2018 8:00am – 9:30am	Networking Y-12 Federal Credit Union - Cedar Bluff Branch 9245 Kingston Pike, Knoxville 37922
November 1, 2018 5:00pm – 6:30pm	Networking Manorhouse Assisted Living & Memory Care 8501 S. Northshore Drive, Knoxville 37922

Who's who... Buttermilk Sky Pie Shop

By Giuliana Castillo



When you enter Buttermilk Sky Pie Shop you can be certain you're stepping into a shop that offers desserts made with quality ingredients. "There's nothing out of a can," says shop owner, Jennifer Hembree, "Everything is just like grandma used to make." Looking around the shop the atmosphere conveys the same feeling as grandma's kitchen. From the founder's and owner's family photos on the wall, to the nostalgic "Frank Sinatra Channel" for music, the southern home feel gets anyone in the mood for pie.

Their pie selection is filled with classics, such as Hembree's favorite, Apple Pie, plus Buttermilk Pie (similar to a Chess Pie), or their new Chocolate Cream Pie. Of course, local favorites are popular, like the I-40 (a pecan pie with chocolate chips) or the Cloud 9 dessert (your choice of pie with chocolate or vanilla ice cream). Rotating seasonal flavors are available for a limited time; customers can currently bring in the fall feel with a Pumpkin Spice Pie.

Pies are baked fresh every morning, adding to the richness that would leave anyone wanting to take just one bite more. Bring the entire family in for a treat (choose 4" pies so everyone gets their favorite) or take a pie home for a special occasion or the upcoming holidays! But be sure to place holiday orders early. "Many flavors go quickly during that time of year!" explains Hembree.

If you're not a pie lover, not to worry, Buttermilk Sky Pie offers thumbprint cookies, coffee, and floats. They also sell great gift-worthy merchandise like candles and cards.

As if that weren't enough, Hembree ensures that her business gives back to the community through the shop's Pie-it-Forward campaign. Interested charities can participate by arranging to have customers mention their name, so a portion of the purchase proceeds goes to them. As well, unsold pies at the Turkey Creek location go to Second Harvest Food Bank of East Tennessee.

Don't miss out during Buttermilk Sky Pie's busiest "slice" of the year including new pies, cookie flavors, or campaigns by following their Instagram @buttermilkskypieshop or check their website www.buttermilkskypie.com/. Pick up your pie(s) at 11525 Parkside Drive, Farragut, TN.

TSBDC

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

The Knoxville TSBDC has several valuable small business training seminars and workshops coming soon. Join us for some of the following training opportunities:

Your Visual Voice- Utilizing Video as a Marketing Tool

Marketing today is visual. 81% of businesses use video as their primary marketing tool and that number increases every day. Whether you are introducing yourself, your company, your product or service, your click through rate can improve 200-300% with visual content. What makes good visual content? How do you do it? What gear do you need? How do you incorporate this content into your website or upload to the web? This program will answer all your questions and include lots of examples to entertain and inspire you to venture into today's marketing world.

Saturday, October 13, 9:30AM to 11:30AM

Fee: No Cost

Speaker(s): Monica Hoss, Flip Flop Social Productions

Pellissippi State Community College - Magnolia Campus, 1610 East Magnolia Ave., Knoxville

Export Boot Camp

Getting your business ready for export requires a list of conditions and sometimes, a learning curve. This workshop will provide the nuts and bolts of information needed to become a successful exporter and answer key questions such as "Is my business ready?" "How long until I see a return?" "Why should my business export?" "How do I find customers?" and more.

Topics will include:

- How to identify markets for your products and services
 - How to finance your export transaction
 - How to mitigate economic, political and financial risks
 - Export assistance available through the Tennessee Small Business Development Center
- Thursday, October 18, 9:00AM to 12:00PM
Fee: No Cost
201 South Washington Street, Maryville
Presented by the TSBDC International Trade Center

Government Contracting 101-102

Do you own a small business and exploring government contracts or interested in diversifying the business strategy? Or are you interested in learning how to better understand the government contracting process? If so, join Paul as he discusses how to: understand how to speak the government contracting language, determine if marketing to the government is right for you, locate contracting opportunities, learn about government acquisition regulations and types of contracts, how to pursue subcontracting opportunities, and review proposal development strategies and how to analyze solicitation contracts.

Thursday, November 8, 9:00AM – 12:00PM

Fee: No Cost

17 Market Square #201, Knoxville
Speaker(s): Paul Middlebrooks, UT Procurement Technical Assistance Center