

CHAMBER LIFE

"MISSION: TO STRENGTHEN, PROMOTE, AND CREATE BUSINESS OPPORTUNITIES THROUGH RELATIONSHIPS AND EDUCATION THAT ENCOURAGE MEMBER SUCCESS."
VOL. 37, NO. 11 A PUBLICATION OF THE FARRAGUT WEST KNOX CHAMBER OF COMMERCE NOVEMBER 2023

Thank you participating Members!

Holiday Open House

TUESDAY, DECEMBER 5TH, 2023
4:00PM - 6:30PM
FARRAGUT COMMUNITY CENTER

THIS IS A PRIVATE EVENT FOR CHAMBER MEMBERS AND MEMBER GUESTS

Participating members include: Ancient Village, BAKE THAT DOUGH, Christmas Decor Plus More, Classy Caterer, DZ DISTILLING CO., THE PEACH COBBLER FACTORY, kooky cookies, Ginnaholic, SCOOTER'S COFFEE, JET'S PIZZA, Marble SLAB CREAMERY, GREAT AMERICAN cookies, mom's truffles, Island Fin Poke, MUGHO GUSTO, COPPER CELLAR, and Dixie Lee Wines & Liquors.

Member Open House returns

As the chamber winds down the regular calendar year heading into the holidays, one event is still winding UP to say thank you to all members for their support and provide a final opportunity for hundreds of member businesses to come together in 2023.

The chamber's beloved Holiday Open House returns on Tuesday, December 5th with a few returns to its traditional format AND a few changes as well!

The changes include a move to the Farragut Community Center, ensuring ample parking and a weatherproof experience, come rain or shine, warm or cold temps! As in 2019 and previously, the event will return to an after-hours only event and will also again feature a showcase of member restaurants from across the Knox County region. Participation is limited due to space and upwards of a dozen member

caterers and restaurants have committed so far. Restaurants provide a sampling of a favorite dish or two for no more than 100, and in exchange receive excellent continuous marketing ahead of and following the event. Servers are not required but staff are welcome to come meet the membership and promote catering or other holiday specials.

The event is a private event for members and their guests only. Businesses who cannot login to their portal to register are asked to contact the chamber for assistance.

The chamber will also help not one but TWO member non-profits with their needs for the holidays. Young Williams Animal Shelter will be on hand collecting gently used blankets and towels to keep resident adoptable animals dry and warm until their find their furever home. Emory Valley Center will also be taking donations toward their wishlists to help outfit a new home for eight remarkable individuals embarking on the adventure of living independently! Emory Valley Center is officed in Oak Ridge but serves Knox County

as well, supporting children & adults with intellectual or developmental disabilities. They also have multiple programs to support families. Wishlists for EVC are available through the chamber and members are asked to bring a new unwrapped item from the lists. Businesses can also adopt an entire wishlist, and receive extra promotion at no cost for their generosity.

For more info on donating to these charities or the event itself, contact the chamber at 865-675-7057.

Holiday & Honoring Veterans Events coming for YPs

West Young Professionals (a division of the Farragut West Knox Chamber of Commerce) offers area YPs a chance to gather and give back in early December this year with two programs to round out the 2023 calendar.

On Monday, December 11, WYP will gather for what is now their 3rd holiday season gathering and networking. Their "Holiday Party" will take place at TAPestry, a venue adjoined to Gypsy Circus Cider, and will be catered by Classy Caterer. All young professionals and guests are encouraged to register to drop by.

On Saturday, December 16, our WYP committee welcomes any and everyone to register to meet them at Lyons View Veterans Cemetery to participate in the Wreaths Across America

WEST YOUNG PROFESSIONALS
Holiday Party

Monday, December 11 | 6 PM - 8 PM
TAPestry Knoxville

are eager to share the experience, the YPs

See YPs on Page 4

WREATHS across AMERICA

We need your help
Saturday, December 16th at 11:30 AM

WYP

Enterprise Club

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

ADMIRAL ELITE KNOX COUNTY TENNESSEE	ADMIRAL farragut	COMMANDER First UTILITY DISTRICT OF KNOX COUNTY FIRST HORIZON LCUB	CAPTAIN SouthEast bank Your remittance bank • Wherever you are FirstBank TDS	farragutpress DEX imaging FAIRFIELD INN & SUITES® Marriott Parkwest MEDICAL CENTER	Pinnacle FINANCIAL PARTNER Tennova Healthcare Turkey Creek Medical Center
ANCHOR RURAL METRO Junk Bee Gone 412 NHC PLACE FARRAGUT	Tennessee State Bank CENTRIWORKS United Community Bank RISKSOURCE CLARK-THEDERS	Senior Financial Group THE EYE GROUP HomeTrust Bank KUB REGIONS KRUGGEL LAWTON CPA	MBI TRUIST BANK OF AMERICA	PROPELLER • Christian Brothers Automotive • FASTSIGNS • His Security & Technology • Knoxville Health Plans • More Than Memories • Slamdot	



SMALL BUSINESS SATURDAY

By your Knoxville Small Business Development Center

As the holiday shopping season rapidly approaches, you Small Business has a great opportunity to participate in one of the biggest shopping days of the year on November 25th, Small Business Saturday.

Founded by American Express in 2010 and officially cosponsored by the Small Business Administration since 2011, Small Business Saturday has become an important part of small businesses' busiest shopping season. Historically, reported projected spending among U.S. consumers who shopped at independent retailers and restaurants on Small Business Saturday reached an estimated \$17.9 billion according to the 2022 Small Business Saturday Consumer Insights Survey commissioned by American Express.

Tips for Product-Based Businesses:

Optimize Inventory: You can't sell what you don't have. Take time to analyze your sales from previous years to identify top-selling seasonal items. Ensure that you have sufficient stock of these items to meet the increased demand during Small Business Saturday.

Create Special Offers with a Personal Touch to Your Community: Stand out from big box retailers by offering exclusive discounts, bundles, or limited-edition products tailored to your local customer base.

Promote Early and Collaborate with Other Local Businesses: Start promoting your Small Business Saturday deals well in advance. Utilize social media, email marketing, and your website to spread the word and build anticipation.

Tips for Businesses with Low Seasonal Relevance:

Educational Content: Utilize Small Business Saturday to share valuable educational content related to your industry. For instance, if you run an insurance business, create blog posts or videos explaining the importance of various insurance policies or how to choose the right coverage.

Awareness Campaigns: Use Small Business Saturday as an opportunity to raise awareness about your business and its mission. Highlight the unique value you bring to the community.

Partnerships with Product-Based Businesses: Collaborate with product-based small businesses to create joint promotions or complementary service packages.

Offer Small Business Saturday Specials: Even if your services do not directly tie to holiday shopping, you can offer limited-time promotions or exclusive packages for Small Business Saturday. This can incentivize potential customers to try out your services.

For free marketing materials including sample posters and social media resources to promote you on Small Business Saturday visit <https://www.sba.gov/about-sba/organization/sba-initiatives/small-business-saturday>, or contact the Knoxville Small Business Development Center.

Networkings

True Metal Supply - October 12, 2023



Phillip Fries, *Flow Roofing* and Mason Burchette, COO *True Metal Supply* pause for quick photo at the evening networking.



Benjamin Gregg, *General Manager of Units of Knoxville* and Skylar Tarpley, *Restoration 1 of Knoxville* talk business.

Y-12 Federal Credit Union Middlebrook Pike Branch

October 19, 2023



The Y-12 FCU Middlebrook Pike Team poses for a group photo along with many colleagues from other local Y-12 branches and departments during their fun morning networking.

Jillian Wilson, *Financial Advisor Edward Jones*, Ryan Self, *Brand Ambassador Russell & Abbott Heating and Cooling*, and husband/wife Choya & Laura Harden, *co-owners of Incredible Towns* gather for a quick photo at the networking.



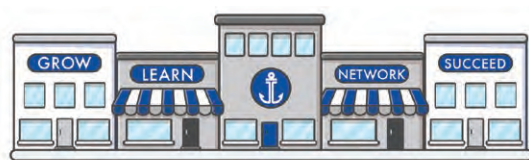
Postal Annex - October 26, 2023



Diane Stathakis, *Holrob Commercial Realty*, Darien Stathakis, *Bake That Dough*, and Crystal Wicker, *CertaPro Painters* pause for a smile at the morning networking.



Wife and Husband Owners Marcelle Hazari (blue PostalAnnex shirt) and Al Hazari (white PostalAnnex shirt) talk about all their services to the attendees of the networking.



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.

Ribbon Cuttings

Kids Cove Childcare Drop-In

October 4, 2023



Husband/wife co-owners Frank and Eboni James ready both scissors at the dual ribbon cutting ceremony with the Farragut West Knox Chamber of Commerce and Knoxville Chamber of Commerce while family, friends, colleagues, and Chamber Members and Ambassadors surround them.

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!

Elevate your team's skills with **New Horizons of East Tennessee**. As an authorized training partner for Microsoft, EC-Council, CompTIA, and more, they provide instructor-led courses, approved curriculum, and hands-on labs. In-person and online options are available. Discover new possibilities: call (865) 691-1515 or visit www.etnewhorizons.com.

Personalized Caregiving of TN is very excited to welcome Sydnee Roberts to their Caregiving family! She brings to the team 6 years of home healthcare experience; including dementia, alzheimer's, and memory care. Sydnee strongly believes nursing must come with a caring heart and hard work ethic, which is why she is a perfect fit.

Could you benefit by working with a seasoned local tax expert, backed by 17 years of experience? From maximizing deductions to unraveling complex tax implications, **Joe Bedford EA**, an IRS-credentialed professional, offers clarity. Elevate your financial game and explore potential collaboration or referrals today!

The **Cindy Doyle State Farm Agency** has expanded welcoming Rocio Smith to their team of 15 caring professionals. Rocio serves our Hispanic community by helping them with their auto, home, life, and disability needs. She has a heart for this businesses and Spanish-speaking citizens. Call her at (865) 690-6300.

Fastest Labs is now open in West Knoxville at the Rothschild Plaza. They provide rapid drug testing at their office to meet your personal or business needs. They have clean facilities and short wait times, with results in minutes at very competitive prices. Whatever your testing needs are, stop by their facility at 8817 Kingston Pike, Ste. 103 or call (865) 474-1174.

Turkey Creek REO is proud to announce they've selected 'Helping Mamas' as the team charity. Every REO team is required to support a local, non-religious, non-political charitable organization. 'Helping Mamas' mission is to connect mamas needing help with supplies for their new babies. For info about REO, Text "REO" to (866) 866-5545.

For the 4th consecutive time, **Christian Brothers Automotive** is #1 in Customer Satisfaction Among Aftermarket Full-Service Maintenance and Repair Providers in the J.D. Power 2023 Aftermarket Service Index (ASI) Study. For information about their automotive services, visit www.cbac.com.

Skintentional Beauty Spa is a holistic spa in West Knoxville, specializing in customized skin treatments and expert makeup artistry. They believe that self-care is an essential part of a healthy lifestyle and are committed to helping their clients look and feel their best. Book today for the ultimate self-care experience. www.skintentionalbeauty.com

More than 200,000 East Tennesseans are at-risk of hunger, uncertain where their next meal will come from. **Lee Company** is fundraising on behalf of Second Harvest Food Bank from now until November 20, to provide food to people facing hunger and work to advance hunger solutions. Visit leecompany.com/vans4cans to join

See MEMBER BRIEFS on Page 4

Printing Image

October 10, 2023

Wife/husband co-owners Cassie and Tavis Bailey are ready to cut the ribbon to officially welcome Printing Image to the community alongside their son, friends, colleagues, and Chamber Members and Ambassadors.



SERVPRO of West Knoxville

October 18, 2023



The **Cuthbertson SERVPRO team** is ready to cut the ribbon and pop the confetti on their new 30,000+ square foot location at 3409 Horseshoe Bend Ln. in Knoxville with many colleagues, friends, family members, Chamber Members, as well as both Town of Farragut Mayor Ron Williams and Knox County Mayor Glenn Jacobs joining them!

Trends of Eluna

October 31, 2023

Owner Tierra Sanders wields the scissors along side many friends, colleagues, and Chamber Members/Ambassadors to celebrate her new store in Turkey Creek!



Welcome New Members!

The Chamber welcomes these businesses who joined us recently in October!

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

Costa Oil is a family-owned business that offers quick and affordable oil changes for communities in Knoxville and surrounding areas. They are committed to providing 10-minute, stay-in-your-vehicle Oil Changes, No Appointment Necessary, No Upsells, and No need to Leave Your Vehicle. While you stay in your car, they provide complimentary fluid top-offs and air in your tires. Visit <https://knoxville.costaoils.com/>



Knoxvilleareas.com Mike Burris has been a Professional Real Estate Advisor for over 20 years, servicing Knoxville and the surrounding areas. From construction and whole house remodels to selling homes. He also assists buyers in finding the right homes for them and their needs. (865) 566-5900 or visit <http://Knoxvilleareas.com>



For over 17 years, Christmas Decor Plus More professional holiday decorators have been brightening the Holiday Season for tens of thousands of highly satisfied customers. Clients come to them for a professional, hassle-free experience, and enjoy brilliant results that give their property that special something for the holidays. As the premier holiday decorating and professional Christmas light installation company in North America, they provide clients with captivating displays and exceptional service that are truly second to none. Visit <http://christmasdecorplussmore.com> or call (865) 769-0039.



The best selection of golf gear, clubs, and apparel is at the Superstore. Services include club fitting, golf club lessons near me, club repair services, golf club trade-in, Girls Golf Foundation, Tournament & Events, and Shop PGA Tour Tickets. Visit <https://www.pgatoursuperstore.com/>



At each of their Assisted Living, Memory Care, and Independent Living communities, you'll find amenities and programs that are tailored to the location and its residents to ensure a high quality of life for everyone. This is where elegantly comfort-



See NEW MEMBERS on Page 4

Welcome New Members!

New Members

From page 3

able spaces meet professional and compassionate caregiving. Their assisted Living, Memory Care, Respite Care, and Independent Living programs are person-centered and ever flexible. Visit <https://www.trustwelliving.com/> or call (865) 219-2910.

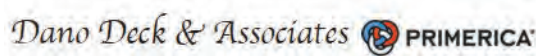
Wild Wing Café is the go-to place for chicken wings, burgers, and unique fried creations that'll make your mouth water. While you enjoy your food, take in live music from local DJs and bands nearly every weekend. Plus enjoy their dog-friendly patio with friends. Call (865) 339-4444 or visit <https://www.wildwingcafe.com/location/knoxville-powell-tn>



The Children's Museum of Oak Ridge is a unique educational resource. The museum allows children to learn while playing- to create, discover, solve, and experience, within non-traditional, interactive exhibit galleries. They bring teachers, parents, caregivers, and children together in an educational environment where classroom learning is supplemented, imaginations are kindled, and learning opportunities in the arts, sciences, and history abound. Visit <http://childrensmuseumofokridge.org> or call (865) 482-1074



Their goal is to help you understand and achieve financial independence in a way that's meaningful to you. When you create a unique financial blueprint, you're less likely to struggle with fear about your financial future, arguments about money, debt, and little or no savings. When you are excited about your future, you live more confidently today. Schedule a 30 minute with Dano by calling (865) 264-3151 or visit <https://livemore.net/danodeck>



Providing communications solutions for businesses, non-profits, and government agencies for more than 20 years, Versant's core services include strategic plan-

ning, public engagement, media training, and crisis/issues management. Call (865) 599-3568 or visit <https://versant-strategies.com>.



The Peach Cobbler Factory is devoted to crafting delightful desserts that evoke the feeling of grandma's kitchen. Their passion for creating premium products is matched only by their commitment to providing outstanding customer service. From cobblers to banana puddings, and cinnamon rolls to shakes and cookies, the Peach Cobbler Factory offers an indulgent selection of treats. Call (865) 863-0417 or visit <http://peachcobblerfactory.com>



Throughout Knoxville, Goodall Homes designs and builds single-family homes, townhomes, courtyard cottages, and villas — because they realize that “home” has its own meaning to you. No matter what they build and where, every home that bears the Goodall name carries pride in craftsmanship, meticulous attention to detail, and personal commitment to their homeowners. Browse their homes and neighborhoods, with the confidence and comfort that each one reflects Goodall Homes' long-standing desire to help you find your way. Call (865) 321-8302 or visit home. <https://www.goodallhomes.com/communities/knoxville-area>



Their portable containers take the stress out of storing and moving your belongings. They rent their containers by the month, which allows you to take your time while loading and unloading. And unlike a traditional truck, they do all the driving. You can trust that your possessions will stay secure during your move with their No-Tilt lift technology. Visit <https://storsquare.com/knoxville-storage-containers> or call (865) 264-2029.



Thank You for Renewing Your Membership!

The Farragut/West Knox Chamber thanks these businesses who have renewed their investment in the Chamber as of October 2023. 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 its patronage.

A special thank you goes to these renewing members who are continuing their support of our chamber and the businesses it serves through their above-and-beyond Enterprise Membership:



**Y-12 Federal Credit Union
Farragut**

*Thank you for your
Anchor Enterprise
Membership!*

Apricot Lane
Aventine Northshore
Belle Therapy and Wellness
Blue Lion Tactical Solutions LLC
Brandon's Awards
Calculating Minds Math Learning Center
Cool Sports Home of the Icearium
Cruise Planners - Melodie Williams
D & K Management, Inc.
Embroidery Boutique by Designs For You
Episcopal School of Knoxville; The
EXIT Realty Pros
Faith Promise Church Farragut Campus
Farragut High School
Gables & Gates - Susie Lash
Healing Hands Farragut
Hill Group Inc.
JCPenney

Knox Massage and Wellness
Land Development Solutions
ORNL Federal Credit Union - Farragut
oysk3 architects
Painter1 of Knoxville
Pentalux LLC
Prestige Cleaners
Primerica
Tennessee Pension Administrators
Tennessee Smokies Baseball
The Shotwell Team - Realty Executives Associates
The Trusty Notary
Thierry Sommer & Associates
Thrive Physical Therapy
Van Elkins & Associates, CPAs
Volunteer Princess Cruises
WVLT

YPs

From page 1

ence they had in 2022 of helping to ensure that our local veterans are honored once more. The program starts PROMPTLY at 12 noon, and attendees should plan to arrive by 11:30am, budgeting ample time to get parked at Lakeshore Park across the street due to the community turnout expected. The West YPs will be wearing black logo shirts and will meet attendees at the top of the hill inside the cemetery.

After the ceremony, attendees will take wreaths from one of multiple stations, place each one at a grave, and then say the veteran's name aloud. WYPs will participate until the wreaths are gone—which happens quickly—and then facilitate a casual lunch meetup afterward for any who want to join in.

Sign up for either event at www.farragutchamber.com.

As always, the West Young Professionals appreciates their sponsors UT Haslam College of Business, Slamdot, MBI Companies, and the Farragut West Knox Chamber of Commerce.

Member Briefs

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this vital effort to combat food insecurity and uplift the community.

LendingWISE, llc dba Lendio Greater Knoxville is proud to announce they

are exclusive preferred partners with Lendio, and on October 10th, 2023, Lendio announce a new partnership with Dun & Bradstreet. They are honored and very excited about the future and their ability to help small businesses in their community thrive.

Calendar of Events: November/December 2023

Members can quickly RSVP for events in their Member Portal at <http://members.farragutchamber.com/login>. Call (865) 675-7057 or email Suzanne@farragutchamber.com for a link to create your account! Visitors/Guests can register by clicking the links on the Chamber Calendar (www.farragutchamber.com > “Events”) and registering under “Not a member?”.

Tuesdays at the Chamber: FREE Business Mentoring for ANY business with SCORE Greater Knoxville. MUST Email Clifton.Caudill@SCOREvolunteer.org to pre-schedule

Wednesdays at the Chamber: FREE Business ADVISING for ANY business @ Chamber with SBDC. Visit www.tsbdc.org/request-advising/ to pre-schedule

11/16 at 4:30p

Networking -Ancient Lore Village
7107 Sevierville Pike • Knoxville 37920

11/30 at 8a

Networking - JC Penney Beauty
11534 Parkside Drive • Farragut 37934

12/7 at 8a

Networking – HomeTrust Bank Farragut
11916 Kingston Pike • Farragut 37934

**Would your business love to host one of our popular weekly networkings?
Members can do just that! Call us at (865) 675-7057 to learn more or to book for this year!**