



Farragut West Knox Chamber of Commerce

CHAMBER LIFE

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

ANCHORED IN FARRAGUT SERVING THE COMMUNITY FOR 25 YEARS

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January 2016



Chamber Reflects in Planning New Year

Even as the Chamber excitedly kicks off 2016, it is hard to believe we've turned the last page of another year. The Farragut West Knox Chamber hopes all our members, friends and family had a memorable 2015 and looks back at its accomplishments for inspiration in the New Year. We extend a very grateful thank you to all the members who helped make 2015 a success. We especially thank our new and renewing Enterprise members. Their support of us, above and beyond their annual membership contribution, is essential to our continued achievements!

All Chamber members were a vital part of so many events and endeavors this year, including:

- The welcome of 84 new businesses.
- The hosting of 41 after-hours or morning networking opportunities.
- The celebration of 44 ribbon cuttings for new businesses, new locations and remodeled businesses in the area.
- Two breakfast meetings held at Fox Den Country Club welcoming speakers Dr. Bill Bass and Jon Jefferson and Congressman John J. Duncan, Jr. and one breakfast held at Rothchild's welcoming Senator Bob Corker. Sponsors for these Breakfast Series Speakers included **Blue Ridge Yoga, Champion Business Solutions, Michael Brady, Inc., Sherrill Hills Retirement Community, Tennessee Strategies and Town of Farragut.**
- Providing the annual Town Report Publication

information on business within the Town of Farragut.

• Our 28th Annual Auction and Dinner with Presenting Sponsor: **TDS Telecom**, Event Sponsors: **HomeTrust Bank, Rothchild's Catering & Conference Center and Town of Farragut**, Community Sponsors: **East Tennessee Children's Hospital, Independent Insurance Consultants, Mike Baker Insurance Consulting, NHC Assisted Living, Pinnacle Financial Partners, Provision Proton Therapy Center, Tennessee State Bank, Tennova: Turkey Creek Medical Center, The Davis Family YMCA** and Media Sponsor: **farragutpress**.

• An ongoing distribution of continuing education scholarships to Chamber members assisting them in updating skills beneficial to their businesses.

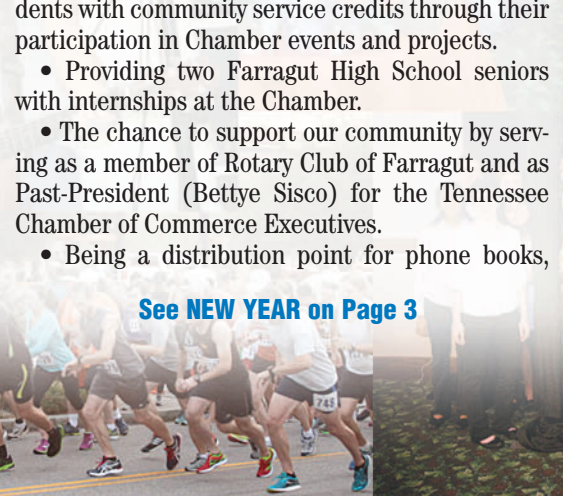
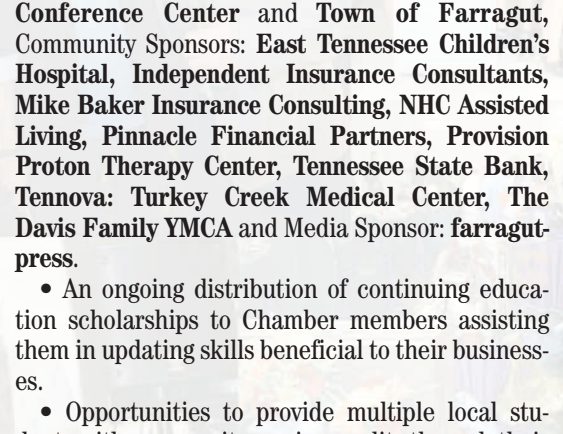
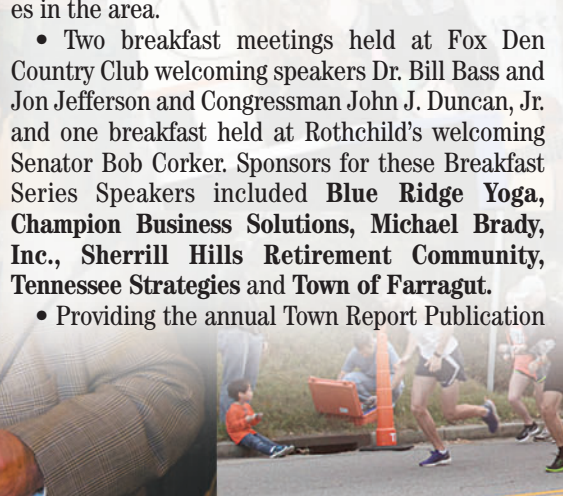
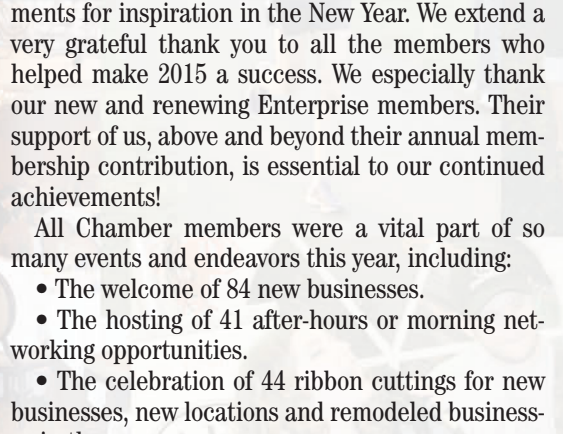
• Opportunities to provide multiple local students with community service credits through their participation in Chamber events and projects.

• Providing two Farragut High School seniors with internships at the Chamber.

• The chance to support our community by serving as a member of Rotary Club of Farragut and as Past-President (Bettye Sisco) for the Tennessee Chamber of Commerce Executives.

• Being a distribution point for phone books,

See NEW YEAR on Page 3



29th Annual Auction Underway

The Chamber is busy making preparations to celebrate its 29th Annual Dinner, Silent and Live Auction which will take place Friday, April 22 at 6 p.m. at Rothchild's Catering & Conference Center. Auctioneer Bear Stephenson of Stephenson Auction & Realty will return to energize the crowd during the exciting live auction portion of the event!

As the Chamber's largest charity fundraising event of the year, the Auction helps fund the Chamber's Continuing Education Scholarships given to qualifying member businesses in amounts up to \$500. A charitable donation is also taken from a portion of ticket sales. This year the Chamber's charitable recipient will be Knox Area Rescue Ministries (KARM).

This year the Chamber looks to maximize the donation for KARM by leaving our Gold Giving Tree on display past the holidays collecting items of year-round "Immediate Need" for KARM: cold weather clothing

(coats, hats, gloves, sweaters), towels, bags (rolling suitcases, duffels), sleeping bags and personal care items for men, women and children. Contact the Chamber for a full list to help us fill the room!



Sponsorships are available at all levels—Presenting, Event and Community — and are a great way to highlight your business to 250+ attendees and more! Sponsors are advertised in print, weekly emails, web, social media and at events as soon as their commitment is received and for at least one month beyond the auction.

The Chamber is happy to promote Event Sponsors **Rothchild's Catering** and the **Town of Farragut**, and Media Sponsor **farragutpress**.

Contact the Chamber right away if you are interested in promoting your business! For details on sponsorship, item donations or tickets, contact the Chamber office at 675-7057 or email info@farragutchamber.com.

Spring Intern Arrives

The Chamber asks all its members and the community to welcome our newly arrived Spring intern, Tucker Scott. Scott is a senior at Farragut High School. He is the president of the Student Government Association at Farragut, and is involved in other clubs such as Model United Nations and the Climbing Club.

Scott will be attending Vanderbilt University next fall, and is thrilled to be the Chamber intern this spring. He looks forward to working with local businesses and helping the Chamber run smoothly, all while gaining valuable life and business experience. Among his many duties, Scott will be writing the monthly Who's Who article which features a different Chamber member each month. Welcome, Tucker!



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



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farragutpress



FSGBank



ANCHOR





Networkings

Tennessee Strategies – September 24



Louis Cortina - **Michael Brady, Inc.**, Jack Qualls - **TDOT** and Commissioner John Schoonmaker stop for a fast photo.



Networking guests fill the space at **Tennessee Strategies** client, "We're Cooking," and enjoy mingling while sampling fresh biscuits and pastries.

Springhill Suites by Marriott – October 1



Lisa Monnig - **Paramount Land and Title** and Richard Fabozzi - **Richard Fabozzi "Presents"** network amongst the gorgeous artwork on display at Springhill Suites' evening networking.



Charity Wilson - **Springhill Suites by Marriott** welcomes the networking guests.

Slamdot – October 15

Owner Sean Christman with wife, Elizabeth and family, host their networking celebrating their 10th business anniversary in Halloween style dressed as the popular Teenage Mutant Ninja Turtles.



Melissa Zitt - **Activize Chiropractic Knoxville** and Pat Cannon - **PC Enterprises** prove costumes are not required for networking!

Superior Carpet & Rug Cleaning – October 22

Owner Kerry McDuffie - **Superior Carpet & Rug Cleaning** laughs along with NewsTalk 98.7 radio show host Phil Williams during his live broadcast of "The Phil Show!"



Pausing from great conversation are Arlene Weinstein - **Arlene's Fun Travel**, Zan Schriver - **Volunteer Ministry Center** and Marianne Morse - **Mary Kay**.



Ribbon Cuttings

Freedom Chiropractic – October 14



An excited Dr. Sara Nelson (pictured in front 5th from right) prepares to cut the ribbon at her Open House event on Oct. 14 surrounded by multiple family, friends, clients and Chamber members!

Tennessee National Marina – October 16



The sun came out especially for this ribbon cutting celebrating **Tennessee National's** brand new marina in Loudon County! Pictured (L to R) are: Collin Fowler-Membership Director, Buddy Frazier-Sales Director, Michael Bobo-Loudon Co. Chamber of Commerce (back), Sonya Roy-Home2Suites, Lisa Monnig-Paramount Land & Title, John Haney-NAI Knoxville (back), David Porter-Owner/Tennessee National, Buddy Bradshaw-Loudon Co. Mayor (back), Bettye Sisco-President/FWKCC and Patrick Clark-Executive Vice President.

Hardin Valley Wealth Management – October 20



A crisp fall afternoon greeted guests of this ribbon cutting! Pictured (L to R) are: Mike Baker - Mike Baker Insurance Consulting, Donna Bryan - Pinnacle Real Estate, Lisa Monnig - Paramount Land & Title, Beth Ann Carter - Michael Brady Inc, Arlene Weinstein - Arlene's Fun Travel, Brooke Henderson - HWWM, Randall White - HWWM, Randy White, CFP-Owner/HWWM, Mayor Tim Burchett, Patty White - HWWM, Paige Krause - HWWM, Janice Marsh - HWWM, Sarah Teague - HWWM, Robert Lott - Big Orange Army and Brenda Herron - Copper Cellar. (Photo courtesy of **Hardin Valley Wealth Management**)

School of Rock Knoxville – October 28



It was a great day for a ribbon cutting and guitar smashing in true **School of Rock** style! Pictured are (Front, L to R) Carmen Plauche - HUSHH Magazine, Kristina Killebrew - E.W. Scripps, Courtney Franklin, David Franklin (holding Ava), Owner Greg Franklin, Mayor Tim Burchett, Holly Franklin, Arlene Weinstein - Arlene's Fun Travel, and Lorena Hubbard - Lawhorn CPAs. (Back, L to R) Logan Whitman - Woodmen Life, Daniel Monday - Slamdot, Andrew Hartung - Eaton & Hartung, Chris Thomas - United Community Bank, Keith Garrett - Fifth Third Bank, Donna Bryan - Pinnacle Real Estate, Gerald Franklin and Naoko Blue - Naoko Blue & Associates.

College Hunks Hauling Junk – November 2



Be on the lookout for **College Hunks Hauling Junk** around town! They were thrilled to celebrate their ribbon cutting in Farragut. Pictured are (L to R) Daniel Monday - Slamdot, Brenda Herron - Copper Cellar, Trey Ford, Owner Chris Carpenter, Matt Torbett - College Hunks Hauling Junk, Andrew Hartung - Eaton & Hartung, Keith Garret - Fifth Third Bank, Bettye Sisco - President/FWKCC and Robert Lott - Big Orange Army.

New Year

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area maps and relocation packets for new community members.

- The 21st Farragut Fall 5K, Fun Walk and Pet Parade boasting 150 participants with Presenting Sponsors: **Provision Proton Therapy Center** and **Town of Farragut** and Double-Sleeve Sponsor, **Volunteer Pharmacy**. Community Sponsors were **ABRA Autobody & Glass**, **Fitness Together**, **Michael Brady, Inc.**; **Mike Baker Insurance Consulting**, **Yvonne Murray & Michael Kilby of Mortgage Options Lending**, **NHC**

Place Assisted Living; Oasis Day Spa, Pellissippi State Community College; State Farm Agencies of Laura Ash, Vanessa Brown, Cindy Doyle, Sage Kohler and Jeanette Rogers, Tennessee State Bank; Y-12 Federal Credit Union. Thanks also to Media Sponsor **farragutpress**.

- One New Member Orientation held at the Farragut Town Hall, including tours of the Farragut Folklife Museum.

- Our support of the TSBCD through our providing a meeting space where they can offer free counseling to

See **NEW YEAR** on Page 4

Member Briefs

Copper Cellar Restaurants collected over 2,100 Christmas cards for 8-year old Safyre Terry who suffered burns over 75 percent of her body during an apartment fire in her hometown of Schenectady, NY. Safyre lost her father, sister and two brothers in the 2013 fire. Her only wish for the 2015 holiday season was to receive as many Christmas cards as possible. Kudos to a Big Business with a Big Heart!

Erwin Marine Sales - Knoxville is now the authorized dealer for Nautique and Centurion water sport boats in addition to Sea Ray and Meridian sport yachts. Nautique has been chosen as the official tow boat and title sponsor of The WWA World Championships; the Nautique G23 has been chosen as the Wakeboard and Wakesurf boat of the year two years running! Call Greg Lee at 384-7895 to learn more.

The 11th Annual "Soup's On" hosted by **Kids First CAC** is serving up soup on Wednesday, Jan. 20. The CAC is a private, non-profit agency dedicated to serving abused children and their non-offending family members in the Ninth Judicial District which includes Loudon, Morgan, Meigs and Roane counties. Soup's On offers all-you-can-eat selections of homemade soups and breads, coffee and delicious cookies. Advance tickets are \$10; door tickets are \$12. Lunch is 11 a.m. – 1 p.m. and Dinner is 4:30 p.m. – 7 p.m. Contact Denise for more information at 986-1505.

Greg McMurray has been named an equity partner at **Rather & Kittrell Capital Management** and is the firm's chief operating officer.

Pellissippi State Community College's (PSCC) Social Media Boot Camp 2016 will help jumpstart your social marketing strategy for your business or team. The day-long intensive course is limited to 15 participants. Learn to create the right sized graphics for each channel and create each social media account with step-by-step instruction in PSCC's computer lab. Participants will also learn at least five ways to use each channel to grow your business and will leave with a written social media strategy. Choose the Hardin Valley Campus, Saturday, Jan. 23, 9 a.m. – 4 p.m. or Strawberry Plains Campus, Saturday, Feb. 6, 9 a.m. – 4 p.m. Fee: \$249 (lunch included). To register, visit www.pstcc.edu/bcs/smbc2016 or call 539-7167.

Junk Bee Gone now offers offsite paper shredding that is 100% HIPAA compliant and secure! Customers receive a notarized certificate of destruction with each removal and can choose from monthly, bi-monthly or one-time pickups. Visit www.junkbeegone.biz to learn more.

Congratulations to the following member businesses and their staff who have been named as honorees in the Knoxville Business Journal's annual "40 Under 40" ranking: **Charley Sexton - Moxley Carmichael** and **Lorie Walker - Regal Entertainment Group**.

Financial-services firm **Edward Jones** was named No. 30 of 50 Best Workplaces for Camaraderie by Great Place to Work and Fortune magazines, according to Wendy Schopp, one of five financial advisors in Farragut. The ranking was based on 255,000 randomly selected employees' assessments of sense of team, fun and collegiality.

Ellis and Ellis Law, P.C. is pleased to announce Attorney Daniel L. Ellis became a Rule 31 Listed General Civil and Family Mediator specifically trained in Domestic Violence Issues. Ellis and Ellis Law, P.C. now has two Rule 31 Listed Mediators who can implement their skills to settle disputes for the local community. For information call 951-2257.

Keith Garrett has been promoted to Business Banking Relationship Manager for the Knoxville region of **Fifth Third Bank**. Garrett is also a Chamber Ambassador. Congratulations!

Blue Ridge Yoga & Wellness Center at 623 N. Campbell Station Road will present an Evening of Self-Care on Sunday, Feb. 21, from 4 – 5 p.m. Choose yoga or meditation and also enjoy massages, makeovers, essential oils, good wine and food! Tickets are available via a minimum donation of \$50 to Cancer Support Community online through Cancer Support Community's donation page at www.CancerSupportET.org. Use the code "Blue Ridge" in the "on the occasion of" box to reserve.

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President Quotes 'n Notes



Bettye Sisco

"Goals determine your thoughts – thoughts determine your life."

~ Anonymous

Happy New Year! Here we are in 2016. It seems that we just celebrated the beginning of 2015, yet here we are at another year down the road. So yes, it is that time to take a closer look at our New Year and plan to make it better.

First, learn to starve a bad habit and feed a good one. Things you nurture and support in your life will grow. In contrast things can't exist if you do not support them. Think about it. If you have something in your life that you do not want there, identify how you are supporting it so that it can go away.

Next, Give up all hope of having a better past. You can't change it but you CAN create a better future. Don't give the past power over you. Think about it, draw the good from it, then let it go. It is the past. Move forward to gain more knowledge of yourself and of others.

Then, even if you don't feel like doing it, do it anyway. Change your routine. Start small and build on it. We learned the saying years ago, "Make your plan then work the plan." It really does work! You will never change your life if you do not change your routine. Do not, however, let your routine become your life.

Finally, remember that we lose out on so many opportunities simply because we do not ask for what we want. To get what you want, ask for it! Decide what is important to you and be willing to ask, try, work and experiment until you get it.

Welcome to our new Farragut West Knox Chamber Members!

The Chamber welcomes these businesses who have joined us recently in the month of December:

AllGood Pest Solutions
Daryl Walker
1305 Richard Drive NW
Knoxville, TN 37912
www.allgoodservices.com

The Pour Guys
Jerry Kruse
Maryville, TN 37803
www.thepourguys.com

LC Fence, LLC
Jeff Jones
5482 Highway 321 North
Lenoir City, TN 37771
www.lcfence.com

Redfin
Matthew Howe
10624 Rivermist Lane
Knoxville, TN 37922
www.redfin.com

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 DECEMBER. 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.

Arlene's Fun Travel
Country Inn & Suites – Campbell Station
Dermatology Associates of Knoxville
Dixie Lee Wines & Liquors, Inc.
Edward Jones – Meredith Tilson
Enrichment Federal Credit Union – Thank you for your Enterprise Membership!
Farragut Cleaners
Farragut ENT/Otolaryngology Head & Neck Surgery Associates
First Tennessee – Farragut Financial Center
Fleenor Security Systems
Garde Bien SpaSalon
Hison Insurance
Holiday Inn Express – Campbell Station
Hush Puppy's Pet Services
Image Matters, Inc.
Land Development Solutions
Lange Animal Hospital
Law Family Dentistry, PLLC
Liberty Security Systems
The Maddox Companies

Milestone Event Center of Farragut
Mortgage Investors Group
NHC Home Care – Knoxville
Painting with a Twist
Profile by Sanford Health
Rotary Club of Farragut
Sandler Training - Herzog & Associates
Shangri-La Therapeutic Academy of Riding
The Shrimp Dock – Farragut
Simmons Bank
Springhill Suites by Marriott
Staffing Solutions
State Farm Insurance – Neil Schmitt
Superior Carpet & Rug Cleaning
Tastefully Simple
Tennessee Strategies
Tennessee Valley Fair
Tennessee Wesleyan College – Knoxville Campus
Thierry Sommer & Associates
Wieniewitz Financial

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any business.

- Our participation in the Town of Farragut's Freaky Friday event.
 - Our Holiday Open House celebrating our appreciation for all our Chamber members. It was a pleasure seeing over 275 faces that evening and we were so grateful to members' donations of food, beverages, services and time! Once again, we wish to thank Angela Floyd School of Dance & Music, Event Rentals by Rothchild, Abuelo's, Archer's BBQ, Best Bagels and Deli, Bradford Catered Events, COSTCO Wholesale, Dickey's Barbecue Pit, Jets Pizza, Kroger, K-Town Tavern, McAlister's Deli, Sherrill Hills Retirement Community, The Shrimp Dock Farragut, The Casual Pint Farragut, Dixie Lee Wines & Liquors, Mind Yer P's & Q's, The Pour Guys, Apple Cake Tea Room, Buttermilk Sky Pie Shop, Krispy Kreme Doughnuts, Mike Baker Insurance Consulting, NHC Place Assisted Living, Panera Bread, Spero Coffee, Superior Carpet & Rug Cleaning, Mom's Truffles, U.S. Cellular and Oasis Day Spa.
 - The collection of toys, gift cards and personal care items for the YWCA's Victim Advocacy Program which supports victims of domestic violence and their children.
- With so many things to reflect back on,

we are even more enthusiastic about the year to come. Planning for 2016 events is well underway! We encourage current and potential members to watch our calendar closely. Weekly networking events are already scheduled through May and can be seen on our website's Calendar of Events (www.farragutchamber.com), via our weekly email (contact us if you're not a recipient), our Facebook Events Tab or on our mobile app (FWKCC in the Apple or Android stores). Ribbon Cuttings and Groundbreakings are another favorite event for us and we can't wait to warmly welcome new businesses to our area.

The popular Breakfast Speaker Series events will continue with several speakers waiting to be confirmed. Our 29th Annual Live and Silent Auction will take place April 22 with a new theme and fantastic items for sale. And though our 22nd Farragut Fall 5k Run, Fun Walk and Pet Parade seems months away, we know soon it will be around the corner.

Another year's passage proves yet again that time DOES fly. If you are interested in attending weekly networking events, hosting an event, becoming an Enterprise member, becoming an Ambassador or serving on a committee, please call us at 675-7057 for more information.

More importantly, mark your calendars NOW so you can be a part of our growing Chamber and support your business community in 2016.

Who's who... The Davis Family YMCA

by Tucker Scott



We all know the song and the hand motions, but the YMCA is much more than a memorable tune. The YMCA has

served the Knoxville area for over 160 years, and the Davis Family YMCA is continuing its mission of enriching the lives of the people in the community. Built in 2010, it has all the latest exercise equipment: a spacious gym floor, a saltwater pool and several exercise rooms for a variety of programs. "We can absolutely be a gym for you, but we can be so much more than that," says Bekah McElhannon, a Senior Program Director with the YMCA of East Tennessee.

YMCA staff are dedicated to training people on how to live healthier lifestyles. "Chronic disease prevention is a huge part of what we do," explains McElhannon. The YMCA has piloted Alzheimer's prevention and exercise programs, and has diabetes prevention and management programs.

Charity is a fundamental part of the Davis Family YMCA, as at all area YMCAs. As a nonprofit organization, they pride themselves on giving back to the local community. Last year they gave back over a quarter million dollars and donated over 3,000 pounds of fresh produce to food kitchens through their Community Giving Gardens. The YMCA is devoted to including all members of the community, including reducing fees for those who cannot afford the full cost of a gym membership.

As part of that goal, the YMCA has an exciting opportunity for senior citizens. Through the Silver Sneakers and Silver & Fit programs, seniors may qualify for free gym membership through their health insurance. So whether you may qualify for a free membership or whether you would like to develop both physically and socially, stop by the Davis Family YMCA at 12133 S. Northshore Drive by Jefferson Park!

TSBDC

January Small Business Tip: The Sales Chain

by Laura Overstreet,

Small Business Specialist and GrowthWheel® Certified Advisor

The Sales Chain includes 4 phases and 12 tasks that entrepreneurs need to excel at when selling.

The first phase is preparation of the sale, which includes planning of the sales activities, lead generation and preparation of sales materials.

The second phase is the opening of the sale, which includes networking with prospects, entering a dialogue with the clients by calling or writing them and having meetings with the clients.

The third phase is the closing of the sale, which includes the making of a presentation and offer, going through a price negotiation and the making of a contract or sending an order confirmation or invoice.

Finally, the fourth phase is the maintenance of the sale, which includes after-sales to ensure that the order is kept, continuous client care after the order is finished and repeat sales to the client when the possibility of a new order arises.

The chain is only as strong as the weakest link. That means it is necessary for a small business to be good at all 12 tasks if the sale is to succeed.

Please join us Wednesday, Feb. 3 from 11:30 a.m. to 1 p.m. at Tennessee State Bank in Farragut for our next GrowthWheel® training workshop, The Sales Chain, presented by the TN Small Business Development Center. We'll systematically work through all sales sub-processes to find new ways to strengthen the sales chain link by link.

To register for this free workshop visit our website at www.TSBDC.org or call our center at 246-2663.

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

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

Calendar of Events

Please call the Chamber office at 675-7057 for information

January 14, 2016
5:00 – 6:30 p.m.

Networking
Jet's Pizza - Farragut
11124 Kingston Pike

January 21, 2016
8:00 – 9:30 a.m.

Networking
ITT Technical Institute
9123 Executive Park Drive

January 28, 2016
5:00 – 6:30 p.m.

Networking
Anytime Fitness - Farragut
12572 Kingston Pike

February 4, 2016
5:00 – 6:30 p.m.

Networking
Berry Highland Memorial Funerals & Cremation
9913 Sherrill Blvd.

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