



# 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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March 2016

## Auction tickets go online!

**Road to RIO**  
April 22 at 6pm

**GOLD Sponsor**  
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**BRONZE sponsors**

You never know what great things you'll encounter when you're on the road and the same can be said for the Chamber's 29th Annual Dinner, Silent and Live Auction "Road to RIO!" Make your reservations quickly in order to find out!

The annual auction will take place on Friday, April 22, at Rothchild's Catering and Conference Center beginning at 6 p.m. Online reservations and payment via PayPal are now available at [www.farragutchamber.com](http://www.farragutchamber.com). Tickets are \$60 each for members, \$70 for non-members and \$550 for a table of 10. Ticket sales will end on Monday, April 18, and can be made by phone or email to [info@farragutchamber.com](mailto:info@farragutchamber.com). Cash, check and Visa, Mastercard, American Express and Discover are accepted.

Each year the Auction helps fund the Chamber's Continuing Education Scholarships which are given to qualifying member businesses in amounts up to \$500. Members are eligible to apply after their first year of membership.

As the Chamber's largest charity fundraising event of the year, the Chamber also is honored to be donating 20% of the ticket sales to Knox Area Rescue Ministries (KARM) to aid them in providing food,

shelter, supportive relationships and job training opportunities to those in our community who need it most. Additionally, to maximize our monetary donation, we are accepting items at the Chamber office that KARM needs, such as new coats, winter items, cases of water and toiletries.

Guests will see the return of several great highlights for 2016, one of which will be the centralized "Tabletop Displays" featured prominently on high-tops in the middle of the ballroom. Guests will be able to easily view and vote on their favorite display and tabletop sponsors will enjoy higher recognition of their business. The Chamber is excited to welcome back returning competitors like Y-12 Federal Credit Union and Abuelo's: The Flavor of Mexico, and expects competition for the "Best Dressed Table" to be fierce! All tabletops are "built" on site by the business the day of the event and are sold during the live auction.

Auctioneer, Bear Stephenson, will return to run the exciting live auction portion of the evening.

A variety of weekend get-aways, dinners, gorgeous jewelry and gift baskets will be up for bid in the silent auction

which kicks off the evening's events starting at 6 p.m.

Businesses who wish to donate an item should call the Chamber immediately at 675-7057 or stop by the office at 11826 Kingston Pike, Suite 110! Items received from now until before the auction will be highlighted on bid sheets and in tabletop descriptions (name and color logo) alongside their item.

Sponsorships are still available ~ Gold, Silver and Bronze ~ and are a fantastic way to highlight your business to over 275 attendees and beyond! Sponsors are advertised in print, weekly emails and social media as soon as their commitment is received and for at least one month beyond the auction. The Chamber is immensely grateful to Event Sponsors: TDS Telecom, Rothchild's and Town of Farragut; Community Sponsors: ABRA Autobody & Glass, Mike Baker Insurance Consulting, NHC Place Assisted Living and Pinnacle Financial; and Media Sponsors: Cumulus and [farragutpress](http://farragutpress.com).

Anyone wanting information on sponsorship, building a tabletop display for Best Dressed Table, item donations or tickets can email [info@farragutchamber.com](mailto:info@farragutchamber.com) or call 675-7057.

## Last chance for Chamber's panel breakfast event

Time is running out to reserve seats for the Chamber's panel breakfast event scheduled for Tuesday, March 22, which will kick off the Chamber's 2016 Breakfast Speaker Series at 7:30 a.m. at Fox Den Country Club! To secure your seats, call the Chamber immediately at 675-7057. All tickets include a full buffet breakfast and a portion of each ticket goes to a charity chosen by the speakers.

The breakfast will feature Mike Hammond, Knox County Criminal Court Clerk, District Attorney Charme Allen and Lee Tramel of the Knox County Sheriff's Department.

Hammond, Allen and Tramel will discuss the issue of the rise in prescription and other drug abuses in Knox County and the impacts on the community and businesses, as well as open the floor to a question and answer period. Guests are encouraged to bring their questions to this fascinating discussion!

Hammond is currently serving as the Knox County Criminal Court Clerk but is also known for his career in broadcasting, including being the "voice" of the Lady Vols.

District Attorney Charme Allen has been a veteran prosecutor and brings over 25 years

of experience to her office.

Lee Tramel has almost three decades of law enforcement experience including Criminal and Civil warrants.

Tickets are \$30 for members, \$40 for non-members and \$275 for tables of 10. The Chamber will also offer a special \$15 "Student" ticket with school ID. A percentage of all ticket sales will go toward a charity of the speakers' choice.

Contact the Chamber at 675-7057 or visit [info@farragutchamber.com](mailto:info@farragutchamber.com) for more information or register and pay online at [www.farragutchamber.com](http://www.farragutchamber.com).

### 2016 Breakfast Speaker Series

Knox Co. Criminal Court Clerk  
**Mike Hammond**  
WITH  
Knox Co. District Attorney  
**Charme Allen**  
Chief Deputy for  
Knox Co. Sheriff's Dept.  
**Lee Tramel**

**Tuesday, March 22 at 7:30AM**  
at Fox Den Country Club

Presenting Sponsors

## ENTERPRISE CLUB

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



# Networkings

## Jet's Pizza Farragut January 14



Left: Where's the pizza? These gentlemen found it being served in **Jet's Pizza's** private room, which is available for parties and meetings!  
Pictured L to R are Chris Franklin - **Tennessee Smokies Baseball**, Darryl Walker - **AllGood Pest Control**, Chris Tresize - **Brainstorm International** and Eric Whitener - **The Fox Team: Crye Leike Realtors**.



Right: Chamber President Bettye Sisco (center) is all smiles at the first networking of 2016! She is surrounded by (L to R) John Lawrence - **Fanplicity**, John Haney - **NAI Knoxville**, Zan Schriver - **Volunteer Ministry Center** and Toby Winters - **Calhoun's Turkey Creek**.

## Anytime Fitness Farragut January 28



Above: Brenda Herron - **Copper Cellar** and Julie Blaylock - **FWKCC** make the introduction of the newest intern for **Smoky Mountain Service Dogs**, Kim Barrington.



Left: Networkings always have lots of conversations going on all at once! Here, Doug Kline - **McLain's Painting** meets Louise Povlin - **Anytime Fitness Farragut** owner while, just in front of them, Jonathan Randazzo - **Fish Window Cleaning** talks to John Volpe - **Abuelo's: Flavor of Mexico**.

## Berry Highland Memorial Park West February 4



Left: The phenomenal staff of networking host, **Berry Highland Memorial West**, were thrilled with their event turnout. Gathering for a group photo are (L to R) Robin Hill - Family Service Coordinator, Evelyn Baker - Funeral Director, Judi Brockman - Family Service Coordinator, Mel Stewart - Family Service Coordinator, Chris Lamb - Family Service Coordinator, Eric Patterson - Family Service Coordinator and Tom Brown - General Manager.



Right: Chamber members enjoy catching up and learning about **Berry Highland's** "life celebration" space available for memorials, post-service gatherings and more. Pictured are Arlene Weinstein - **Arlene's Fun Travel**, Mary Lynne Payne - **Clarity Pointe Knoxville**, Baylor Love - **Tennessee Smokies Baseball** and Mel Stewart - **Berry Highland Memorial West**.



# Networkings

## Oasis Day Spa February 11



Above: Networking guests gather with staff for a great group photo! Pictured are Shelly Butler - **Oasis Day Spa**, Arlene Weinstein - **Arlene's Fun Travel**, Diane Miller - **Oasis Day Spa** (owner), Mike Baker - **Mike Baker Insurance Consulting**, Pamela Lambert - **Tastefully Simple**, Amy Stephens - **Profile by Sanford** and Julie Blaylock - **FWKCC**.

Right: Guests enjoyed their choice of mini-spa services courtesy of **Oasis Day Spa** staff. Refreshed and ready for the rest of the networking are Pamela Milliken - **Zaxby's Turkey Creek** and Michelle Painter - **Oasis Day Spa**.



## Salon Biyoshi February 18



Above: **Salon Biyoshi** staff were all gracious hosts for their morning networking. Congratulating door prize winner Sandra McClendon - **Dex Media** (right) are (L to R) Courtney Darnell - **Salon Biyoshi**, Natalie Siegel - **Salon Biyoshi**, David Watkins - **Salon Biyoshi** and Beth Ann Carter - **Michael Brady, Inc.**

Left: Networkings bring together businesses, but no one says they cannot be fun! Ambassador Chris Thomas - **United Community Bank** plays the role of "stylist" for Bettye Sisco - **FWKCC**.



## Member Briefs

**West Bicycles** is hosting a Vintage Bike Show on Saturday, March 19 at their storefront at 11531 Kingston Pike! For more information call 671-7591 or visit westbikes.com.

Congratulations to **Bad Daddy's Burger Bar** on Parkside Drive for being named one of Knoxville News Sentinel Grub Scout's "Favorite 10 of 2015". The Grub Scout column reviews area restaurants weekly. The column recalled Bad Daddy's "impressed me with some of the best burger product I'd experienced," had a "fun atmosphere" and "great desserts."

Jerry Askew, **Tennova Healthcare** Vice President of External Relations, has been named to the Board of Commissioners for Knoxville Utilities Board.

**The Casual Pint Farragut** welcomes new general manager, Johnny Miller. Miller comes with a working background in the craft beer industry via a brewery and management experience in healthcare. He is excited to get to know the patrons of The Casual Pint Farragut and meet other business people in the Farragut area.

David Reynolds, previously Executive Vice President and Manager of Commercial Banking, has been promoted to President of **Home Federal Bank**. Congratulations David!

Thanks to community support, **School of Rock Knoxville** was able to host 20 kids from Harbours Gate at their first Annual Education Rocks benefit concert, on March 6, featuring Emi Sunshine and Brock Butler of Perpetual Groove. Harbours Gate is a non-profit serving local communities struggling with issues of homelessness, unemployment and addiction. For more information about the school call 247-4038.

Maribel Koella, of **NAI Knoxville**, has been named Enterprising Woman of the year by Enterprising Women Magazine.

With a focus on civil litigation, Adam Rust joins the Knoxville office of **Leitner, Williams, Dooley and Napolitan**.

**United Community Bank** is pleased to announce the successful merger between United Community Bank and First National Bank. The two locations in West Knoxville have combined staff and new location of 10514 Kingston Pike with Chris Thomas as branch manager. The staff of United Community Bank are dedicated to meeting the banking needs of the community and to deliver excellent customer service to everyone.

Kudos to **The Episcopal School of Knoxville** for raising over \$2,000 for Project Walk Atlanta at ESK's Hoops4Hope event this past month! Hoops4Hope was facilitated by eighth graders Ben Lovely, Saad Mohammed, Mason Stivers and Chris Daley to satisfy the community service portion of their Portfolio Projects. Project Walk Atlanta is an organization dedicated to the rehabilitation of spinal cord injuries.

Stacy Conatser has been promoted to Assistant Vice President and Branch Manager of **Mountain Commerce Bank's** Bearden branch.

**Stone & Hinds, P.C.** announces that S. David Lipsey has joined the firm as a Shareholder. Mr. Lipsey began his career at Stone & Hinds, P.C. as an associate in 2008 and is a member of the Knoxville and Tennessee Bar Associations. His practice areas include Estate Planning, Estate Administration (Probate), Construction Law, Corporate & Transactional Law, and Civil Litigation.

Jared Hubbard and Josh Hamilton have been named partners at **Rodefer Moss & Co, PLLC**. Congratulations!

Effective April 1, Craig Peters will be the new President and CEO of **Enrichment Federal Credit Union**.

How time flies! **Dickey's Barbecue Pit Knoxville** is celebrating its one-year anniversary and you're invited to celebrate with them! Join them on Saturday, March 19 for \$2 Pulled Pork sandwiches from 11:00 a.m. to 2:00 p.m. (limit 2 per guest), gift card giveaways all day and a chance to win free barbecue for a year. Find them at 11483 Parkside Drive or call 675-8227 for more information.

Looking for classes in both personal and professional development? **Richard Fabozzi "Presents"** is teaching multiple non-credit courses this Spring beginning in April at the University of Tennessee! Topics include "Developing Laser Focus," "Joy & Empowerment in the Workplace," "Recession-Proof Stress Management" and more. To learn more and to register online go to [www.utnoncredit.com](http://www.utnoncredit.com) or call Richard personally with questions at 399-7185 (he is also available as a private speaker/emcee).

**SouthEast Bank** will host the Turkey Creek Rotary's Texas Hold 'Em Tournament & Silent Auction on Friday, April 8 at 6:00 p.m. Contact Ed Engel at 809-4971 for more information or register online at <https://goo.gl/GkgJ5x> (URL is case-sensitive). Tickets include tournament entry, raffle and dinner. Proceeds benefit the community outreach fund. SouthEast Bank is located at 12700 Kingston Pike in Farragut.



# President Quotes 'n Notes



Bettye Sisco

**"Faith in your own powers and confidence in your individual methods are essential to success."**

~ Roderick Stevens

There are simple tools we can use to make the most of the power inside each of us. It is always good to reflect on how to be a better "You." Here are some to review.

**Passion** – The more positive energy and passion you put into your work and life, in general, the more you will get in return. Be as effective as you can be.

**Self Esteem** – Accept yourself for who you are. Don't dwell on the negatives, identify the positives. Give yourself credit for what you do well and recognize the things you can improve on.

**Attitude** – Although a cliché, "When life gives you lemons, make lemonade!" ... a positive mental attitude not only helps you visualize what you want to be, it helps you do it.

**Commitment** – The largest obstacle between you and any goal is lack of commitment. Commitments become magnets that attract what is needed to reach goals.

**Integrity** – Be true to yourself. Have courage to stand up for the morals and values that make up your belief system. Focus on priorities.

**Compassion** – Give of yourself. Compliment others achievements. Be receptive to others thoughts and perceptions. Be forgiving. Learn to listen more.

**Imagination** – Be creative. Accept change and do things differently. Learning and training never stops.

**Enthusiasm/Optimism** – Every event in life is another rung on the ladder. Each experience prepares us for the next. Be enthusiastic. It is contagious and healing.

**Faith** – Faith helps you create your desires. To "have faith" means to be fully confident, or fully-convinced that something is going to occur. Faith is a belief in the unseen; it is believing that "something is going to happen." It is knowing and being confident, that you're going to succeed (it's just a matter of time).

**Faith and confidence** go hand in hand; knowing that your dreams will come true. They weren't surprised when they landed on the moon, they were confident that it was possible. What do you believe is possible?

## Welcome to our new Farragut West Knox Chamber Members!

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

**Amish Excellence**  
Angie Chaffin  
613 N. Campbell Station Road  
Knoxville, TN 37934  
www.amishexcellence.com

**Beautique Medical Anti-Aging Studio**  
Shara LaTorre  
c/o Sola Studios  
11324 Parkside Drive, Suite 12  
Knoxville, TN 37934  
www.beautiquebeautiful.com

**Cartridge World of Knoxville**  
Bradford Johnson  
9450 Northshore Drive, Suite 103  
Knoxville, TN 37922  
www.cartridgeworld.com/store555

**Econolodge**  
Mike Patel  
500 Lovell Road  
Knoxville, TN 37932  
www.econolodge.com

**Floor & Décor**  
Richard Shewmake  
146 Moss Grove Blvd.  
Knoxville, TN 37922  
www.flooranddecor.com

**Iron Tribe Fitness – Turkey Creek**  
Justin Smith  
11139 Turkey Drive  
Knoxville, TN 37934  
www.irontribefitness.com/locations/turkey-creek

**Lighthouse Outdoor Lighting**  
Heath Myrick  
11519 Kingston Pike, #156  
Knoxville, TN 37934  
www.lighthouse-lights.com

**PT Solutions**  
Enid Tate  
11135 Kingston Pike, Suite A  
Knoxville, TN 37934  
www.ptolutions.com

**Shac Design Studio**  
Allison Stanley  
10420C Kingston Pike, Suite C  
Knoxville, TN 37922  
www.shaadesigns.com

**Unique Construction Services**  
Kyle Hohman  
111 Center Park Drive, #130  
Knoxville, TN 37922  
www.ucTN.com

**WindRiver**  
Joy Miller  
350 Lighthouse Pointe Drive  
Lenoir City, TN 37772  
www.WindRiverLiving.com

## Who's who... Zaxby's in Turkey Creek

by Tucker Scott



Are you ever in a rush and crave a quick, freshly-made meal, but do not want to get caught in traffic and be late?

Zaxby's in Turkey Creek offers the perfect solution for this dilemma. Conveniently located at the entrance to Turkey Creek near Campbell Station Road, they serve piping-hot, delicious chicken perfect for lunch or dinner. They have classics like chicken wings and chicken fingers, but also have delectable salads as a healthier option! Even if you aren't in the mood for chicken, their milkshakes and other dessert options alone are well worth the visit.

You may know Zaxby's as a large chain of restaurants, but this franchise has strong roots in the Farragut community. Pamela Milliken, marketing specialist for Zaxby's, says, "We're here to be part of the community," and they are. They've hosted an event in the J.C. Penney parking lot for Farragut residents with face painters and balloon artists; they've sponsored the Technology Gala at Farragut High School, plus sponsored and catered Family Fun Night at Farragut Intermediate School and Fall Festival at Farragut Primary. The restaurant donated two free meals to all Farragut teachers at the end of last school year, just to show Zaxby's appreciation for local educators. Last, but certainly not least, kids eat FREE every Monday night! The list of Zaxby's involvement in the community could go on forever, for more about these events and upcoming deals, head to the Zaxby's (Farragut, TN — Turkey Creek) Facebook page!

Putting on events shows community involvement, but Zaxby's goes a step further. Instead of relying on a marketing specialist from their corporate division, they hired Pamela Milliken, one of Farragut's own. Milliken met the Zaxby's manager last year when she was in charge of Family Fun Night, and from her hard work and dedication, he knew she needed to be part of the Zaxby's family.

For an excellent meal from great people who truly care about the Farragut community, make sure to drop by Zaxby's located at 11636 Parkside Drive!

## Welcome Back Renewing Members

The Farragut West Knox Chamber welcomes back these businesses who renewed their investment in the Chamber as of this past February. 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.

AAA East Tennessee  
American Family Care  
Baskin Robbins  
Bearden Banquet Hall  
Bonefish Grill – Turkey Creek  
Buddy's Bar-B-Q Farragut  
Buffalo Wild Wings  
Capital Financial Group  
Chick Fil-A  
Consign to Design  
Dale Skidmore Agency – Allstate  
Dickey's Barbecue Pit  
First Utility District – Thank you for your Enterprise Membership!  
Fisher Tire Company  
Frantz, McConnell & Seymour, LLP  
The Insurance Group

Lalka Tax Services, LLC  
Lincoln Memorial University  
Mike Baker Insurance Consulting  
New Covenant Baptist Church  
Northwestern Mutual  
PetSafe Village  
Provision Center for Proton Therapy  
Publix – Farragut  
Smoky Mountain Service Dogs  
State Farm Insurance – Jeannette Rogers  
Threds  
Tiffany Dorn & Associates at Keller Williams Realty  
Verizon Wireless  
Y-12 Federal Credit Union - Farragut

## TSBDC Market Position

by Laura Overstreet,

Small Business Specialist and GrowthWheel® Certified Advisor

As entrepreneurs we might find ourselves in a "red ocean" full of competitors and cut-throat competition. This can mean spending a lot of time on sales without getting the orders, or our prices getting squeezed. How can we make ourselves stand out from our competitors?

The first step toward being better than the competition is to find out what your competitors are doing, by keeping informed and doing some simple research. Determine what products your competitors are selling, to which client groups, and how they have priced their products and services. Familiarize yourself with the competitor's products and their special characteristics, and finally, research how others in the market communicate and market themselves.

Once you have acquired some knowledge about the market and the customers, you can begin making a systematic comparison of your business and the competitors to develop strategies to help your business stand out from the crowd.

To learn more, please join us Wednesday, April 13, from 11:30 a.m. to 1 p.m. at Tennessee State Bank in Farragut for our next GrowthWheel® training workshop, Market Position, presented by the TN Small Business Development Center.

We'll review five classic competitive factors, use those factors to compare your business to your competitors and discuss new ways to separate your business from the competition.

To register for this free workshop visit our website at [www.TSBDC.org](http://www.TSBDC.org) or call our center at 246-2663.

## Calendar of Events

Please call the Chamber office at 675-7057 for information

**March 17, 2016**  
8:00 – 9:30 a.m.  
*Networking*  
**Volunteer Ministry Center**  
511 N. Broadway

**March 24, 2016**  
8:00 – 9:30 a.m.  
*Networking*  
**Rural Metro – Fire Station 42**  
1712 Choto Markets Way

**March 31, 2016**  
*No Networking scheduled*

**April 7, 2016**  
8:00 – 9:30 a.m.  
*Networking*  
**Kids 1st Advocacy CAC**  
887 Highway 70W, Lenoir City

**April 14, 2016**  
5:00 – 6:30 p.m.  
*Networking*  
**The Casual Pint - Northshore**  
2053 Thunderhead Drive

### NEWSPAPERS PILING UP?

FWKCC has 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

### Farragut West Knox Chamber of Commerce

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865-671-2409 Fax

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[www.farragutchamber.com](http://www.farragutchamber.com)

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