



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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April 2016



Reserve NOW for Road to RIO!

The open road is full of great surprises; you never know what souvenirs you might find to take home! At the Chamber's 29th Annual Dinner, Silent and Live Auction "Road to RIO!" you can take home wonderful items such as an iPad mini, a hot air balloon ride, golf for four at the prestigious Tennessee National Golf Course or a stunning 14K yellow gold opal pendant with diamond accents. Join us on the

road and make your reservations quickly for a chance at items like these and many more!

The annual auction will take place Friday, April 22 at Rothchild's Catering and Conference Center beginning at 6 p.m. Online reservations and payment via PayPal are available at www.farragutchamber.com. Tickets are \$60 each for members, \$70 for non-members and

\$550 for a Table of 10. Tickets can also be purchased by phone or email to info@farragutchamber.com. Cash, check, Visa, Mastercard, American Express and Discover are accepted. Do not wait to register!

The Chamber is thrilled to be donating 20 percent of ticket sales to Knox Area Rescue Ministries (KARM) to aid them in their mission to provide food and shelter, supportive relationships and job training

to those in our community who need it most. To maximize our monetary donation, the Chamber office is also taking donations of items 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 is

[See AUCTION on Page 3](#)

Above, clockwise from top left: Stephanie Barnes - **Mountain Commerce Bank** shows off the 2013 featured jewelry. Bid fast during the Silent Auction because the competition for items can be fierce. Bettye Sisco welcomes guests to the auction! The Chamber loves our student volunteers who help us throughout the evening! Tables of 10 are a great way to enjoy the event with staff and clients! **Salon Biyoshi** was all smiles in 2012! David and Sonya Smoak - **Town of Farragut** pose with Mimi and Dr. Blake Rust - **The Eye Group** in 2014.

Panel Breakfast Proves Fascinating

The issue of drug abuse may not seem like a topic to start your morning with, but guests at the Chamber's first 2016 Breakfast Speaker Series event on March 22 at Fox Den Country Club were fascinated by the informative hour-long presentation given by panel guests. The speakers included Lee Tramel of the Knox County Sheriff's Department, District Attorney Charne Allen and Knox County Criminal Court Clerk Mike Hammond.

Facilitated by Mike Arms of Tennessee Strategies, panelists answered a series of questions on how prevalent drug abuses are in Knox County. District Attorney Allen told of a Farragut family whose adolescent child became involved in pill sales unbeknownst to them; she recounted the

devastation of the child's homicide death and the family's bewilderment that their child was involved in drugs (police discovered bags of pills in the family's sprinkler heads). "It is prevalent; it is here in Farragut. I tell you this not to scare you but to show that we are not immune," Allen explained.

Tramel and Hammond both gave examples and statistics to echo the growing severity of the problem. Tramel said that after 30 years of law enforcement work, "The line does not exist anymore in terms of going from consuming beer or marijuana to harder drugs; years ago 80 percent of our incarcerations were drug related. Now it's about 99 percent."

Hammond has seen similar results in



Panelists gather for a group photo. L to R are Bettye Sisco - FWKCC President, Mike Arms - Tennessee Strategies, Lee Tramel - Knox County Sheriff's Department, Charne Allen - Knox County District Attorney General and Mike Hammond - Knox County Criminal Court Clerk.

his tenure as Criminal Court Clerk: "What struck me about the people coming down the hall when I was first on the job was how young they are; you have 19 year olds in chains." When Hammond looked up

their charges, 90 percent were drug-related. Hammond surprised the crowd of 70 with the statistic that Tennessee is in the

[See BREAKFAST on Page 3](#)

ENTERPRISE CLUB

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

ADMIRAL ELITE



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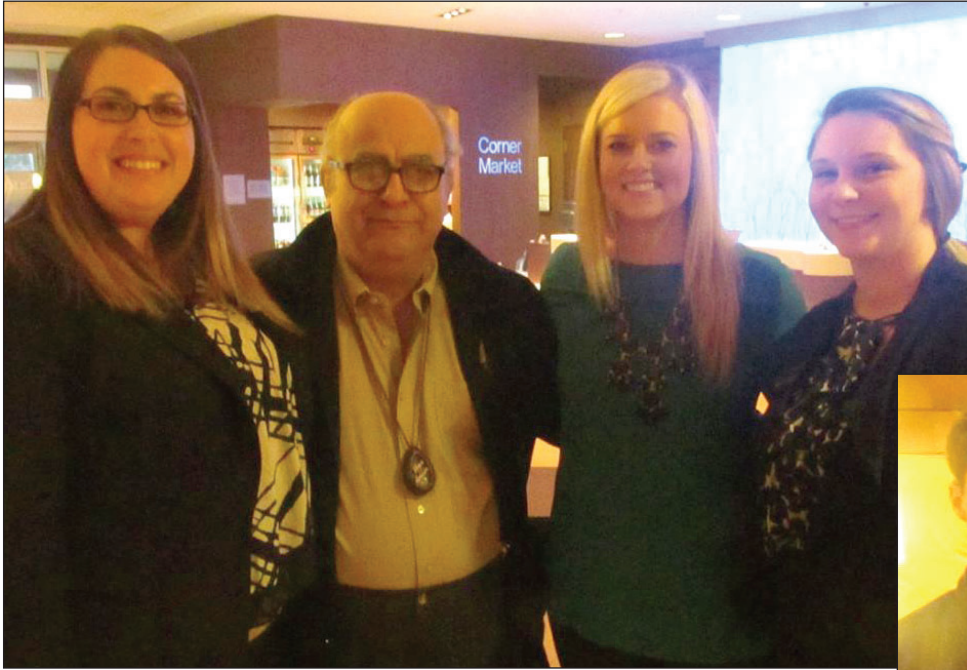
REGIONS BANK





Networkings

Fairfield Inn & Suites Knoxville West February 25



Chamber member **Faris Ashkar - Artistic Designs** meets the regional and local staff of **Fairfield Inn & Suites Knoxville West!** Pictured L to R are **Ashley Hollis (Regional Director of Sales & Marketing)**, **Ashkar**, **Kate Conger (Director of Sales)** and **Allie Newman (Guest Service Manager)**.



New Chamber faces jump right in and start networking!
(L to R) **Heath Myrick - Lighthouse Outdoor Lighting**,
Sandra McClendon - Dex Media,
Darryl Walker - AllGood Pest Control and
Thomas Kappel - Tennessee Smokies Baseball.

Express Employment Professionals with Rothchild Catering March 3



Darla Berdal - Myers Bros. Holdings chats with **Joe Elmore - Elite Fitness** during the morning networking co-hosted by neighboring Chamber members **Express Employment Professionals** and **Rothchild Catering**.



Networkings always catch people in conversation, like
Chris Thomas - United Community Bank,
Eric Whitener - The Fox Team of Crye Leike Realtors and
Diane Jones - Pinnacle Financial Partners Farragut.

Home2Suites by Hilton March 10



Networking host **Home2Suites** had a meeting room full of Chamber members and guests! Here the crowd gathers for the weekly announcements.



Home2Suites Director of Sales **Sonya Roy (right)** stops for just a second to have her photo taken with Chamber Ambassador **Arlene Weinstein - Arlene's Fun Travel!**



Networkings

Volunteer Ministry Center March 17



Chamber members pose to say "Top O' the Morning!" at this St. Patrick's Day networking. Pictured are Arlene Weinstein - **Arlene's Fun Travel**, Julie Blaylock - **FWKCC**, Bradford Johnson - **Cartridge World of Knoxville**, Andrew Hartung - **Eaton & Hartung**, Mary Beth Ramey - **Volunteer Ministry Center** and Gabe Potter - **Tusculum College**.

Staci Wilkerson - **First State Bank** talks with Bruce Spangler - **Volunteer Ministry Center (VMC)** about VMC's mission and community services. VMC's programs support its two-fold mission of facilitating permanent supportive housing for those who are homeless and providing services to prevent homelessness. They also offer a free dental clinic and resources like utility assistance.



Breakfast

From page 1

top 1 percent for selling pain pills and the top 10 percent for overdose deaths.

Panelists also discussed a proposed Safety Center that has been years in the making; Tramel felt, "With community support, we are closer than ever" to making it happen.

Allen clarified the goal of a Safety Center is to take people committing low-level crimes such as disorderly conduct due to mental illness out of the system and not charge them, but discussing the concept "is a very fine line for a prosecutor to walk because my charge is to make sure you're not a victim of a crime."

Hammond added that a prior argument against a Safety Center was "It's going to cost us money. Well, it's costing us money now; we are already paying for the problem."

He has a couple of individuals owing a \$1 million for weekly arrests pertaining to public disturbance.

The one-hour panel could easily



FWKCC President Bettye Sisco thanks Enterprise Club businesses who support the Chamber above and beyond their annual investment.

have gone on longer; panelists gave thoughtful answers to guest questions including how to follow current issues and cases.

Allen mentioned that her office is active on social media; the public can follow their Facebook page and

"get everything."

The Chamber is grateful to Presenting Sponsors Town of Farragut and Volunteer Pharmacy and Media sponsor farragutpress. Stay tuned for the next Breakfast Speaker event to be announced!

Auction

From page 1

the centralized "Tabletop Displays" featured on high-tops in the center of the ballroom.

The Chamber is excited to welcome new challengers for the "Best Dressed Table" award like Little Nest Portraits, TN Bank, CH Interiors & Gifts and The Bingham Group; as well as see what returning competitors like Cumulus Media and Y-12 Federal Credit Union come up with!

In keeping with the Olympic theme of the auction, the top three winners will take home gold, silver and bronze medals.

Auctioneer, Bear Stephenson, will return to run the exciting live

auction portion of the evening; the night kicks off with a large silent auction of over one hundred items including gift cards, massages, service certificates and baskets.

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 auction will be highlighted on bid sheets and in tabletop descriptions (name and color logo) alongside their item.

Sponsorships are still available — Presenting, Event and Community — and are a fantastic way to highlight your business to 250 plus attendees and well 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 very 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 NewsTalk 98.7 and farragutpress.

Anyone wanting information on sponsorship, building a Tabletop Display, item donations or tickets can email info@farragutchamber.com or call 675-7057.

See you at the Auction!

Member Briefs

Congratulations to **Lighthouse Outdoor Lighting of Knoxville** for winning "Best of Customer Service" on Houzz®, the leading platform for home remodeling and design. The outdoor and landscape lighting company was chosen by the more than 35 million monthly unique users that comprise the Houzz community from more than one million active home building, remodeling and design industry professionals. "It's nice to be recognized by an industry leader such as Houzz for our customer service efforts. We strive to be excellent at what we do," says Heath Myrick, Owner.

Little Nest Portraits is a luxury boutique photography experience that specializes in maternity, newborn and family natural light portraiture. They opened their new Knoxville location in the Pinnacle at Turkey Creek on Saturday, April 2, 2016, and the Ribbon Cutting ceremony took place on Tuesday, April 5. Learn more about Little Nest Portraits at www.littlenestphoto.com!

For the 96th consecutive quarter, **Home Federal Bank** has earned the BauerFinancial Five-Star stability rating, the highest possible rating. This 5-star rating is shared by fewer than 10% of the country's banks. "We're proud to offer stability, security and a full range of banking services to East Tennessee families and businesses," Home Federal Bank Chairman and CEO Dale Keasling said. "The BauerFinancial 5-Star Superior rating is an indicator to our customers that their bank is strong and stable."

Congratulations to **Alexander Dumas** for having 12 paintings from his "War Series" on display in the collections at the East Tennessee Historical Society on Gay Street! They will primarily be shown on patriotic holidays such as Memorial Day, Veteran's Day and the Fourth of July; go check them out!

West Bicycles will host their 11th Annual Cry Baby Spring Bicycle Ride on Saturday, April 23 from 10:00 a.m. to 4:00 p.m. The event is for all levels of cyclists and is a fully supported bike ride featuring a dedicated sheriff escort to the Knox County line, rest stops, en route support, clearly marked roads and a detailed map. Tickets are available online through Eventbrite on West Bicycles' Facebook page. Proceeds from this ride benefit the Wounded Warrior Project.

CH Interiors & Gifts will host a Ladies' Night Out on May 5! They will serve wine and cheese, so make sure to drop by at 6:00 p.m. at 12556 Kingston Pike for a great night of shopping and fun!

Need volunteers? Students from **Farragut High School** and other high schools will attend the ServeKnox Ideas Festival on April 30 from 3:30 to 6:30 p.m. at West High School to celebrate community service projects by students and to provide encouragement and inspiration for other students to get involved! Businesses and philanthropic organizations will speak to attending students and help them find a place in the community to serve. Wondering how you can get your business involved? Contact serveknox@gmail.com by April 20!

Profile by Sanford's clients have shed 1 million pounds since the franchise first opened four years ago! That's as much as 12.5 18-wheeler tractor trailers! Congratulations and do not hesitate to contact Profile by Sanford to get healthier in 2016. Call them at 337-8176 for an appointment.

King University will host a celebratory reception at the Hardin Valley campus on April 26 from 4:00 to 6:00 p.m. to recognize their first graduating cohort of teacher candidates. Congratulations to all candidates! To RSVP for this event call 690-5803.

Congratulations to **Rural Metro Paramedic** and Shift Leader Anastasia Huddleston! Huddleston will receive the Star of Life Award for going above and beyond the call of duty for trying to shield crew members from tragedy during the Dec. 2, 2014 bus crash which killed two children and a teacher's assistant. Huddleston described the scene as "one of the worst, hardest scenes I've ever had to be on." She chose to stay back and help take those who had not survived on to the next place. Of the award, she says, "It's a huge honor."



President Quotes 'n Notes



Bettye Sisco

"Let's tell the truth to people. When people ask, 'How are you?' have the nerve sometimes to answer truthfully. You must know, however, that people will start avoiding you because, they, too, have knees that pain them and heads that hurt and they don't want to know about yours. But think of it this way: If people avoid you, you will have more time to meditate and do fine research on a cure for whatever truly afflicts you."

~ Maya Angelou,
Letter to My Daughter

"The Paradoxical Commandments"

People are illogical, unreasonable, and self-centered.

Love them anyway.

If you are successful, you will win false friends and true enemies.

Succeed anyway.

The good you do today will be forgotten tomorrow.

Do good anyway.

Honesty and frankness make you vulnerable.

Be honest and frank anyway.

The biggest men and women with the biggest ideas can be shot down by the smallest men and women with the smallest minds.

Think big anyway.

People favor underdogs but follow only top dogs.

Fight for a few underdogs anyway.

What you spend years building may be destroyed overnight.

Build anyway.

People really need help but may attack you if you do help them.

Help people anyway.

~ Kent M. Keith

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

11826 Kingston Pike, Suite 110
Farragut, TN 37934

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865-671-2409 Fax

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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!

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

Anne Bernot
AllState
7343 Middlebrook Pike
Knoxville, TN 37909
www.agents.allstate.com/anne-bernot-knoxville-tn.html

First Bank
Staci Wilkerson
625 Market Street
Knoxville, TN 37902
www.firstbankonline.com

**Little Nest Portraits –
Cornerstone Photography**
Casie Raines
11279 Parkside Drive, Suite 514
Knoxville, TN 37934
www.littlenestphoto.com

**Preferred Care at Home
of East Tennessee**
Ryan Siddons

11320 Station West Drive, Suite 201
Knoxville, TN 37934
www.PreferHome.com

Quaker Steak & Lube
Shelly Shaffer
8355 Kingston Pike
Knoxville, TN 37919
www.thelube.com

**SouthEast Bank –
Hardin Valley**
Steven Brand
10870 Hardin Valley Road
Knoxville, TN 37932
www.southeastbank.com

**Summit View
of Farragut, LLC**
Becky Strawn
12823 Kingston Pike
Knoxville, TN 37934
www.summitviewoffarragut.com

Welcome Back Renewing Members

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

AA-Air Company
Aubrey's Restaurant
The Bingham Group
Carpenter & Lewis, PLLC
The Casual Pint – Northshore
Central Knox, Inc.
Crye-Leike Realtors
First Tennessee – Campbell Station
Financial Center
FSGBank – Campbell Station –
*Thank you for your Enterprise
Membership!*
H & R Block
Home Federal Bank – Concord
Knox Area Rescue Ministries

Leukemia and Lymphoma Society
Master Dry
Morning Pointe Assisted Living
Mortgage Options Lending
Panera Bread – Turkey Creek
Pretree Arbor, Lawn & Landscape
Planet Beach, Automated Spa
Prime Medical Training
Quick Print & Copy
Roosters Men's Grooming Center
Servpro of West Knoxville
Slamdot, Inc.
Tennessee Smokies Baseball
TNBank
YP Advertising Solutions

Who's who... Mike Baker

Insurance Consulting, Inc.



by Tucker Scott

Life is precious. Life insurance can help protect those you hold dear, but obtaining it can be an arduous task. It can feel like larger insurance companies may be overcharging for coverage, but there is a way to know for certain. Mike Baker at Mike Baker Insurance Consulting, Inc. is an independent insurance consultant who negotiates with companies to get his clients the best possible deals. He is not tied to any insurance companies and can get you the same coverage for less or even more coverage for the same amount!

Baker helps clients obtain life insurance coverage for estate planning, income replacement, buy/sell agreements, pension plans and other financial needs, but the niche he is nationally known for in the life insurance industry is finding coverage for those with complicated medical histories. With over 30 years of underwriting experience and comprehensive medical knowledge, he can find a way to insure those who may have given up on obtaining life insurance or reduce the price of insurance for those who have health issues. Baker said, "The most satisfying part of my job is finding coverage for those who thought they couldn't get it or couldn't get it at an affordable rate."

Even if you already have life insurance, the terms of your arrangement may not reflect the necessities of your life. Mike Baker Insurance Consulting, Inc. is offering a complimentary insurance review to ensure that your insurance coverage is meeting your personal goals. Owning life insurance is a commitment to protecting your family or business; whether you are getting coverage for the first time or wanting to review the terms of your current insurance, contact Mike Baker at mikebakertn@gmail.com or call 399-0518 to get covered today!

TSBDC

National Small Business Week, May 1 – May 7, 2016

by Laura Overstreet,

Small Business Specialist and GrowthWheel® Certified Advisor

Celebrate by committing to shop local on these days!

Every year since 1963, the President of the United States has issued a proclamation announcing National Small Business Week, which recognizes the critical contributions of America's entrepreneurs and small business owners.

In a March, 14, 2016 news release, Administrator Maria Contreras-Sweet, the head of the U.S. Small Business Administration, stated "There are more than 28 million small businesses serving as the economic engine of our country, employing half of the private sector and creating two out of three net new jobs. If our small business sector was a country, its output would rank number three above Germany and Japan."

The Tennessee Small Business Development Center is working hard for Tennessee entrepreneurs and is proud of our 2015 milestone accomplishments for our small business community:

- Generated over \$80 million in capital infusion
- Generated over \$69 million in sales growth
- Counseled more than 3,400 clients
- Provided training to almost 15,000 individuals
- Retained 1,175 jobs and created 1,086 jobs

Congratulations to our Tennessee Small Businesses and thank you for all you contribute to the success and economy of our state!

The Tennessee Small Business Development Center in the Knoxville area offers certified business counselors to provide a myriad of services for entrepreneurs to take advantage of like free confidential counseling as well as training seminars on many business related topics. We pride ourselves on our commitment to quality and confidentiality, in addition to our reputation of producing demonstrable results for the communities we serve. For more information, visit our website at www.tsbdc.org.

Calendar of Events

Please call the Chamber office at 675-7057 for information

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

April 21, 2016 *No Networking*

April 22, 2016 *"Road to Rio!"*
6:00 p.m. *Annual Silent & Live Auction*
Rothchild Catering
8807 Kingston Pike

April 28, 2016 *Networking*
8:00 – 9:30 a.m. **Michael Brady, Inc.**
299 N. Weisgarber Road

May 5, 2016 *Networking*
5:00 – 6:30 p.m. **Hampton Inn at Cedar Bluff**
9128 Executive Park Drive

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