



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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June 2016

The Summer Business-Growing Season

Whether the summer season is usually busy or quiet for your business, there are lots of ways you can incorporate new ideas to generate more activity and customers. What's more, these ideas do not have to break the bank and can even be a great opportunity to show off your business' personality and creativity.

Go outdoors. Whatever your business — be it service, retail or restaurant — take advantage of great weather and look for ways to get in front of prospective customers. This can include hosting a hamburger/hotdog cookout to let customers (past and future) meet you and your staff or taking part in local markets and fairs.

Spoil your clients. Do you have particularly loyal clients? Make this select group feel special by treating them to an appreciation event such as an afternoon of fishing, round of golf, winery tour or late lunch. Remember that as long as there is a clear business purpose for these activities with substantial business discussions occurring before, during or afterwards, you can typically claim up to 50 percent of

the cost of customer entertainment expenses as a tax deduction.

Celebrate a Themed Day or Week. Much like with Small Business Saturday, think of ways to showcase what your business does for a day or week only. Do many of your customers miss out on summer vacations due to busy family or work schedules of their own? Market to where your customers are right now and ask them to "Take a Stay-cation!" with you. Consider a "Cold as Ice" day for heating and air conditioning sales or repair involving complimentary ice cream or popsicles (partner with a local vendor business if possible for mutual benefits); the possibilities are both fun and endless.

Give Back to the Community. Community projects are a great and satisfying way to build your brand. If you're hosting an event during the summer, incorporate a way for customers and guests to give back at the same time by either making a small donation or

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22nd Annual Fall 5K



The Chamber is actively seeking sponsors for its 22nd Annual Farragut Fall 5K, Fun Run & Pet Parade! The 2016 race/walk will take place on Saturday, Oct. 8 at Mayor Bob Leonard Park in Farragut. The Chamber cannot wait to see familiar and new faces at this fantastic family and community event that is enjoyed by an average 250 individuals annually. Sponsorships are available at all levels—Presenting, Sleeve and Community—and are an excellent way to highlight your business for many years to come!

Online registrations and race forms are on the way, so stay tuned to www.farragutchamber.com, the Chamber's

Facebook page, and the [farragutpress](http://farragutpress.com) for up-to-date details! Registrations for students up to age 17 will again be \$15; adults age 18 and over will be \$20 through September 30. Registrations increase respectively to \$20 and \$25 from Oct. 1 through race day; all registrations include a long-sleeved t-shirt (while supplies last). Total Race Solutions is administering the event.

The Chamber is thrilled to have Presenting Sponsor Town of Farragut supporting this event! Sponsor forms and benefit details are available by calling 675-7057, emailing info@farragutchamber.com or visiting the Chamber office.



Last Chance to Join the Parade—With Us!

The Chamber wants YOU to walk with us at the Town of Farragut's Annual Independence Day Parade on Monday, July 4 this year!

Member businesses are welcome to walk, drive a company vehicle and/or hand out items on behalf of their own business to thousands of parade watchers alongside the Chamber and can contact the office at 675-7057 or by emailing info@farragutchamber.com as soon as possible to coordinate. All participants

must line up at Farragut High School by 8:30 a.m. before the closure of Kingston Pike. The parade starts at 9:30 a.m.

The 2016 parade will close Kingston Pike from Concord Road to Boring Road for approximately 3 hours. The intersection of Kingston Pike and Campbell Station Road will reopen as soon as the last participant has passed through. For information on detours and other parade details, please call the Town of Farragut at 966-7057. See you at the Parade!

ENTERPRISE CLUB

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



Networkings

Rural Metro – March 24



The networking for Rural Metro's newest fire station #42 gets started out by the firetruck. Pictured are Chris Blach - **Rural Metro**, Jerry Harnish - **Rural Metro, Knox Co. Commissioner Bob Thomas, Mike Arms - Tennessee Strategies** and **Knox Co. Commissioner John Schoonmaker**.

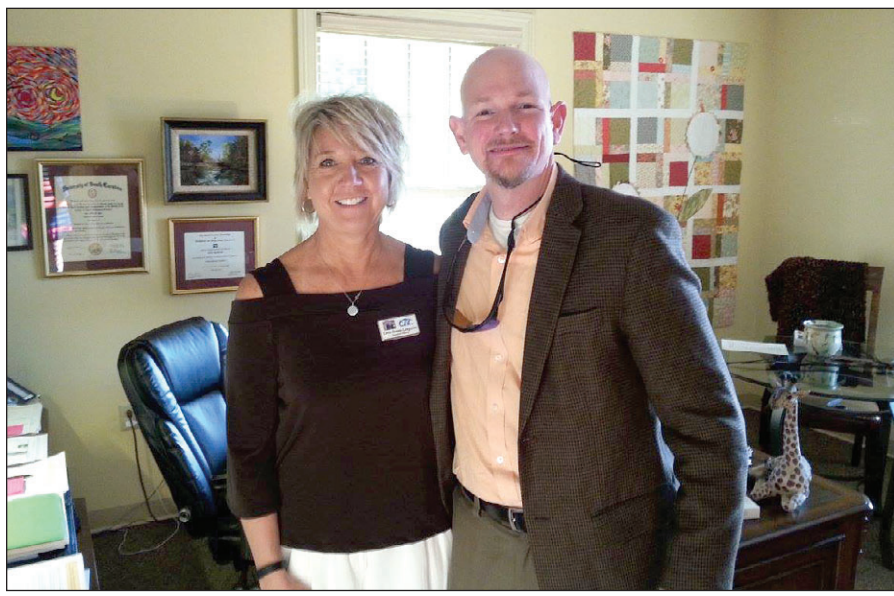


Chamber president **Bettye Sisco** greets the large crowd of networking guests while **Jerry Harnish - Rural Metro** looks on.

Kids First Advocacy Center – April 7



Networkings are a great place to meet people you haven't met before! **Christi Fightmaster - Pugh & Company, Sonya Roy - Home2Suites by Hilton** and **Bradford Johnson - Cartridge World of Knoxville** get acquainted over coffee.



The early bird gets a photo-op with the Executive Director! **Christine Evans Longmire - Kids First Advocacy Center** stops for a photo with **Zan Schriver - Volunteer Ministry Center**.

The Casual Pint Northshore – April 14



When it's 5'o clock somewhere, **The Casual Pint Northshore** is a great place to be! Enjoying some of the fantastic craft beer offerings are **Charity Wilson - Springhill Suites by Marriott, Katherine Shidler - Springhill Suites by Marriott** and **Terry Rutherford - Regions Bank Farragut**.



Visitors are always welcome to drop by a networking and we love when they join the Chamber at the same time! **Mel Birdal - AGM Anatolia Granite & Marble** completes his application as a guest of **Lynne Overton - Comfort Inn & Suites** and **Tom Overton - Clarity Pointe Knoxville**.

Michael Brady, Inc. (MBI) – April 28



Breakfast at **Michael Brady, Inc.** is enjoyed by everyone! Pausing by the coffee and juice bar are **Trey Coleman - Hometrust Bank, Kelly Vittatoo - Hometrust Bank** and **Staci Wilkerson - First Bank**.



Doug Kline - Mclain's Painting and **Katherine Eaton - Eaton & Hartung, PLLC** give us their best grins during the busy networking.



Ribbon Cuttings

PT Solutions – March 29



There is a new chamber member in Farragut that wants to help you move and feel your best! **PT Solutions** was excited to celebrate their ribbon cutting with their corporate staff and Chamber members. Pictured in front (L to R): Carolyn Brogden - **PT Solutions**, Sergio Takahashi - **Virginia College**, Carla Lyle - **BB&T**, Shawn Cummins - **PT Solutions**, Mike Hemby - **PT Solutions**, Enid Tate - **PT Solutions**, Danielle Moore - **PT Solutions**, Teri Jo Fox - **The Fox Team**, **Crye - Leike Realtors**, Lisa Monnig - **Paramount Land & Title**, Laura Sayers - **farragutpress** and Kristina Killebrew - **E.W. Scripps Company**.

Little Nest Portraits – April 5



Picture-perfect weather made this ribbon cutting especially photogenic! Pictured (L to R) are: Erin Cullum - **Little Nest Portraits**, Jamie Brubaker - **Mike Dyer Nationwide Agency**, Leighan Romanesk - **Little Nest Portraits**, Tony Langenderfer - **Knoxville Concrete**, John and Casey Raines (Owners) - **Little Nest Portraits**, Kim Smith - **Little Nest Portraits**, Reverend Andrew Rup, Kristen Bridgers - **The Pinnacle at Turkey Creek** and Laura Sayers - **farragutpress**.

First Community Mortgage – April 8



A beautiful new office on Ebenezer Road is something to smile about! Pictured for **First Community Mortgage's (FCM)** ribbon cutting are (L to R): Kristina Killebrew - **E.W. Scripps Company**, Teri Jo Fox - **The Fox Team**, **Crye - Leike Realtors**, Brandon Sandefur - **FCM**, Andy Voyles - **FCM**, Tami Goodman - **FCM**, Bill Maddox - **FCM**, Sandra Parson - **FCM**, Peyton Boone - **FCM**, Julia Dixon - **FCM**, Eric Whitener - **The Fox Team**, **Crye - Leike Realtors**, Johnny Smith - **FCM** and John Haney - **NAI Knoxville**.

Amish Excellence – April 29



The sun came out to help feature **Amish Excellence's** custom outdoor furniture line the day of their ribbon cutting. In front (L to R) are Rene Cooper - **Knoxville TVA Employees Credit Union**, Joseph Sexton - **Knoxville TVA Employees Credit Union**, Mary Lynne Payne - **Clarity Pointe Knoxville**, Farragut Mayor Ralph McGill, Angie Chaffin - **Amish Excellence** (owner), Chaffin's granddaughter Rachel Smyrl, Guy Irwin - **Amish Excellence of Franklin, TN** and Louise Povlin - **Anytime Fitness**.

Summer

From page 1

bringing items that you collect and donate. Choose a cause that's a good fit for both your business and the season. Reach out to local media, as well as doing your own marketing, to publicize it.

Summer-ize Your Promotions. Summer creates new problems for all of us – heat, for one thing. Hand out or send customers sunglasses, mesh bags for carrying pool toys/suits, Frisbees or drink coolers. If you can tie the items into your business (i.e. branded flip-flops for a pool-cleaning business), even better to help ensure your brand is in front of customers all season long.

You can also find ways to incorporate summer themes and information relevant to your customers. Newsletters that showcase your summer specials can be mixed with content like recipes, pet care for the heat or summer fashion tips that are office-appropriate.

Take Pulse of the Market. If summer is your slow season, use that time to plan for the rest of the year and beyond by doing some research to see what your customers think of your business and the services or products you currently offer. Is there anything you can do better/more of/change? Is there a service or product you don't offer that clients have expressed interest in? Are there any trends that may impact your business later in the year?

The Chamber offers multiple no-cost and low-cost ways to help promote your business efforts during the summer including being featured in Member Briefs in this newsletter, Business Card ads in the newsletter, Business Spotlight ads in our weekly email to 1275+ contacts, Website and Mobile App banner advertising, inserts in our Relocation and New Member Packets and much more. For more information, stop by or call the Chamber any time at 675-7057 to find out how we can help your business!

Ambassador of the Month May 2016



The Chamber recognizes its Ambassador of the Month for May, **Lisa Monnig!**

Lisa has been involved with the Farragut West Knoxville Chamber for several years, as well as participating in the Chamber's Ambassador program and multiple business groups in the area. She is the Marketing Director for member **Paramount Land & Title** of Knoxville. They focus on helping all involved in the real estate process with their needs including realtors, lenders, developers and their clients. Congratulations, Lisa!

Member Briefs

The **Hilton Knoxville Airport** announced the completion of a \$7.5 million renovation including complete renovation of all 241 guest rooms, meeting rooms, lobby, restaurant and bar. The hotel's exterior, entrance, public areas and corridors were also updated. "Our entire hotel is practically brand new," said Bryan Cable, Hilton Knoxville Airport general manager. With 11,000 square feet of meeting and banquet space, the hotel has the largest facilities in the area. Located at 2001 Alcoa Highway, it is connected to McGhee-Tyson Airport by a short covered walkway. For reservations or information, visit www.knoxvilleairport.hilton.com or call the hotel direct at 970-4300

Tennessee Yacht Charters and Services offers personalized yacht charters aboard the 45' Sea Ray, La Marée Hélène. All charters are captained. Charters can be arranged for individuals seeking a unique cruising experience in the Tennessee River system or corporate clients wishing to reward employees or valued customers with a day cruise. Discover more at: <http://tnyachtcharters.com/>

The **Kroger** Company has announced plans to hire up to 250 workers in East Tennessee over the next few months. Approximately 100 of those will be needed for Kroger's newest Knoxville-area store located in Powell.

Rural Metro of East Tennessee has improved its ISO fire safety rating, providing lower insurance premiums for more than 26,000 Knox County homeowners. The amount saved by a property owner will depend on property value, its age and other factors.

Contributing 15 years of experience in the chemical patents arts, Jonathan M. Blanchard Ph.D., has recently joined **Pitts & Lake, PC**.

NAI Knoxville's James Robertson has achieved the SIOR Industrial designation awarded by the Society of Industrial and Office Realtors.

Marketing Director Mary Lynne Payne and Executive Kathy Coffey of **Clarity Pointe of Knoxville** were recently recognized at Life Care Services biennial sales conference in Chicago for having met or exceeded budget gross sales or move-in goals for over 24 months.

Barge Waggoner Sumner and Cannon, Inc., welcomes Andrew Clark as a Vice President. In addition, the firm recently made a donation of \$2,500 to the East Tennessee Kidney Foundation. This contribution directly aids daily operations of the Dialysis Transportation Program.

Joshalyn Hundley has joined **First Tennessee** as a Vice President and Community Development manager for Knox, Blount County and the Tri-Cities in East Tennessee.

Congratulations to Paul Arab, **Home Federal Bank** assistant vice president and internal audit department manager for winning the 2015 Elijah Watt Sells award from the American Institute of CPAs.

The parent company of **TDS Telecom**, Telephone and Data Systems, announced the company has been named to the Fortune 500, Fortune Magazine's annual ranking of America's leading corporations.

See **MEMBER BRIEFS** on Page 4

President Quotes 'n Notes



Bettye Sisco

... Watch yourself about complaining.

"What you're supposed to do when you don't like a thing is change it. If you can't change it, change the way you think about it."

~ Maya Angelou

This article was sent to me, author unknown, and I thought you would enjoy it as well.

The most destructive habitWorry
The greatest JoyGiving
The greatest lossLoss of self-respect

The most satisfying workHelping others
The ugliest personality traitSelfishness
The most endangered speciesDedicated leaders

Our greatest natural resource ...Our youth
The greatest "shot in the arm".Encouragement
The greatest problem to overcomeFear

The most effective sleeping pillPeace of mind
The most crippling failure diseaseExcuses
The most powerful force in lifeLove

The most dangerous pariahA gossip
The world's most incredible computerThe brain
The worst thing to be withoutHope

The deadliest weaponThe tongue
The two most power-filled words. ..."I Can"
The greatest assetFaith

The most worthless emotionSelf-pity
The most beautiful attireSMILE!
The most prized possessionIntegrity

The most powerful channel of communicationPrayer
The most contagious spirit ...Enthusiasm

And I'll add one to the list:
A tonic for the mind and bodyGood Humor

Welcome to our new Farragut West Knox Chamber Members!

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

Balanced Wellness Solutions – Dr. Scott E. Davis
Nancy Taylor
10414 Jackson Oaks Way, Ste. 103
Knoxville, TN 37922
www.BWSKnoxville.com

Courtley Chiropractic
Chris Long / Scott Courtley
11921 Kingston Pike, Ste. 102
Farragut, TN 37934
www.courtleychiropractic.com

Cruise Planners – Burt Burgett
8000 Peppertine Way
Knoxville, TN 37923
www.landorcruise.com

Michael Kilby & Yvonne Murray of Mortgage Investors Group – Parkside
10118 Parkside Drive
Knoxville, TN 37922
www.michaelmortgages.com
migononline.com/loan_officer/yvonnemurray/about-us

N-Hance Wood Renewal
Carleen Head
1232 Anthem New Lane
Knoxville, TN 37922
www.nhance.com/knoxville

Sola Salon Studios
Jason Tummins
11324 Parkside Drive
Knoxville, TN 37934
www.solasalonsstudios.com/locations/tennessee/knoxville/turkey-creek

Water into Wine
Candance Viox
607 N. Campbell Station Road
Knoxville, TN 37934
www.waterintowineknoxville.com

Work Space Solutions
Mike Wasson
5414 Middlebrook Pike
Knoxville, TN 37921
www.workspacesolutionsinc.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 May. 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.

ABRA Auto Body & Glass
AFLAC – Cynthia Moore
American Classified Knoxville Media Outlet – HUSHH Magazine
Bad Daddy's Burger Bar
Concord Veterinary Hospital
Cornerstone Church of God
East Tennessee Natural Gas, LLC
Eaton & Hartung, PLLC
Games & Things, Inc.
Hampton Inn West at Cedar Bluff
Hicks Orthodontics – Joseph D. Hicks, DDS, MDS
Knoxville Utilities Board
Kroger
Lenoir City Utilities Board – Thank you for your Enterprise Membership!

Lovell Crossing Apartments
Maxim Healthcare Services
MEDIC Regional Blood Center
Paramount Land & Title
W. Thomas Pattison, DDS
The Preserve at Hardin Valley
Russells Pest Control
Sherrill Hills Retirement Community
Ted Russell KIA
Tennessee National
Tennova Primary Care Farragut
The Town of Farragut – Thank you for your Enterprise Membership!
Viamedia, Inc.
Visit Knoxville
Zoe's Kitchen – Bearden
Zoe's Kitchen – Turkey Creek

Member Briefs

From page 3

Congratulations to TDS Telecom!

New Horizons Knoxville is now offering custom training content development services to East Tennessee customers including web-based training, video-based training and custom instructor-led training courseware. They can also help com-

panies track the training, attendance and comprehension of their staff over time! Call them at 692-0123 for more information on custom learning.

Lincoln Memorial University has been included in U.S. News & World Report's "2016 Best Colleges" listing in the "Regional Universities – South" category. Congratulations!

Calendar of Events

Please call the Chamber office at 675-7057 for information

June 16
8:00 – 9:30 a.m.

Networking
ITT Technical Institute
9123 Executive Park Drive

June 23
5:00 – 6:30 p.m.

Networking
Event Rentals by Rothchild
120 W. Kings Way

July 7
5:00 – 6:30 p.m.

Networking
Elliott's Boots, Shoes & Sandals
620 N. Campbell Station Road

July 14
8:00 – 9:30 a.m.

Networking
Knox Co. Criminal Court Clerk's Office
Knox County Courthouse

Who's who... The Bingham Group

The Bingham Group's creative director, Lisa Bingham, remembers exactly who helped begin her career: the one art teacher at her high school in Monroe County, Sue Sloan. "She saw I had some talent and I got to be her aid for two years; it changed my life," Bingham explains.

Fast forward to 2016; the full-service advertising firm is 27 years old and making an impact with powerful award-winning campaigns on domestic violence awareness, Tennessee Homeland Security PSAs and work for local clients like Knoxville Wholesale Furniture and Matlock Tire Service & Auto Repair. The Bingham Group is also behind beautiful publications such as the quarterly Farragut Life Magazine, but they do much more for clients, including digital marketing, websites, television and complete in-house production.

Bingham is proud of her team's accomplishments but feels that what makes the firm stand out is that hers is a service-oriented business. "We want our clients to know we appreciate them. It has never been about the money; we love doing meaningful work that gets results for our clients," Bingham says. Office Manager, Mignonne Alman, echoes that sentiment, adding that as a Christian firm, staff always wants clients to feel they're being treated honestly and kindly, as well as experiencing the strong creativity within the office.

Creativity and hard work are key to the success of one of The Bingham Group's recent projects, The Monroe Life Magazine Muscadine Balloon Festival. Bingham recalls the hot air balloon show ending its tenure at the Pellissippi State Community College campus, thinking, "Someone needs to jump on this!" Eventually, the show landed—literally—in Bingham's home county at Tsali Notch Vineyards. "My little group managed it the first two years and worked so hard while learning about the festival," with their spouses even directing parking, she laughs.

The work paid off. The festival enters its 4th year this September, and benefits CASA Monroe for the 2nd year. The charity, which advocates for children in the Monroe Co. court system due to abuse or neglect, is dear to Bingham and her staff.

Best of all, this hard-working firm enjoys their days together. Bingham happily explains, "I tell people that finally I have a great staff! It is uplifting that everyone works together and they help each other; we have fun."

For more information on The Bingham Group or any of their publications, visit/contact them at 523-5999 or 11921 Kingston Pike, Suite 201, Farragut, TN, 37934.

TSBDC

FREE WORKSHOP: RECRUITING BASICS FOR SMALL BUSINESS

by Laura Overstreet,

Small Business Specialist and GrowthWheel® Certified Advisor

Mark your calendars to join the Tennessee Small Business Development Center Thursday, June 23 for a free workshop "RECRUITING BASICS FOR SMALL BUSINESS: How to Get the Right People on the Bus."

In this workshop Sarah Alexander of Results HR will speak about the following:

- Defining Culture – mission, purpose, value proposition
 - Job Descriptions – skills, knowledge, performance based objectives – why they are so important?
 - Candidate Sourcing – where to find (networking, resume search, WDYK?), resources (job boards, social media, etc.), tools (HRIS, ATS, etc.)
 - Interviewing – Do's & Don'ts – questions and documentation of information
 - Selection/Screening – Who, How, Matrix
 - Offers – letters, setting the stage for next steps & Day 1
 - Onboarding – paperwork, preparedness, checklists, orientation, training schedules Standardization of processes
 - Sales cycle, job aids, new job training
- When: Thursday, June 23, 2016 from 11:30 a.m. to 1:00 p.m. (EDT)
Where: Lawhorn CPA Group, Inc.
6312 Kingston Pike Suite 100, Knoxville, TN 37919
RSVP is required. To register call 212-4867 or visit RecruitingBasic.eventbrite.com.

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

865-675-7057
865-671-2409 Fax

e-mail: info@farragutchamber.com
www.farragutchamber.com

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