



# 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

Vol. 30, No. 11

A Publication of the Farragut West Knox Chamber of Commerce

November 2016

## Shop Small

### Starting with Chamber Members!

As the holidays approach, the Chamber reminds everyone to visit local businesses this season. For a customer, local business provides convenience, distinct products and the opportunity to develop an ongoing relationship with a familiar friendly face. Shopping locally also reaps community benefits, like promoting jobs, generating sales tax revenue for services, plus helping area businesses help others (local/small businesses tend to support charities and events where they operate).

The Chamber now has Shop Small supplies available for use on Small Business Saturday, Nov. 26, and all season long. Stop by our office during our normal hours of 8:30 a.m. to 5:00 p.m. to pick up canvas bags, stickers, bandanas and other fun items for your customers!

Below is a list of Chamber members including restaurants, retail and other service providers offering certificates great for gift-giving. Visit our online directory at [http://farragutchamber.com/chamber/directory\\_db.php](http://farragutchamber.com/chamber/directory_db.php) for more member businesses who would love to make your holiday brighter!

#### Restaurants:

- Abuelo's: The Flavor of Mexico
- Apple Cake Tea Room
- Archer's BBQ – West Knoxville
- Aubrey's – Cedar Bluff
- Bad Daddy's Burger Bar
- Baskin Robbins – Turkey Creek
- Best Bagels & Deli
- Big Kahuna Wings
- Bonefish Grill – Turkey Creek
- Buddy's Bar-B-Q of Farragut
- Buffalo Wild Wings
- Buttermilk Sky Pie Shop
- Calhouns – Kingston Pike
- Calhouns – Turkey Creek
- Chick-fil-A at Turkey Creek
- Chili's – Turkey Creek
- Connor's Steak & Seafood
- Dairy Queen – Farragut
- Dickey's Barbeque Pit – Knoxville
- Dunkin' Donuts – Campbell Station
- East Japanese Restaurant
- El Mezcal Mexican Restaurant
- Fulin's Asian Cuisine – Merchant Road
- Jet's Pizza – Farragut
- K Town Tavern
- Little Joe's Pizza
- Longhorn Steakhouse of Farragut
- McAlister's Deli
- Newk's Express Café
- Panera Bread – Peters Road
- Panera Bread – Turkey Creek
- Potbelly Sandwich Shop
- Quaker Steak & Lube
- Smoky Mountain Brewery – Turkey Creek
- Spero Coffee & Tea
- Sweet Frog
- Water into Wine
- Wild Wing Café
- Zaxby's of Farragut
- Zoes Kitchen – Bearden
- Zoes Kitchen – Turkey Creek

#### Retail:

- Alexander Dumas Art Gallery
- Amish Excellence
- At Home
- Broadway Carpet
- Campbell Station Wine & Spirits
- The Casual Pint – Northshore

See **SMALL** on Page 4



# Holiday Open House

All Chamber members are warmly invited to attend the Chamber's annual Holiday Open House on Tuesday, Dec. 6, from 4:00 to 7:00 p.m. This is an opportunity for the Chamber to express its appreciation for the support received throughout the year. The event also provides a chance for member businesses to celebrate the season together before the New Year.

A lighted temperature-controlled outdoor tent will be provided by Event Rentals by Rothchild; staff decorates the Chamber office which opens to all guests. Fantastic food and beverage samplings from across the area are expected. Member restaurants, caterers and food vendors are encouraged to contact the Chamber for more information about this fun and festive way to showcase their businesses to the 300 guests who visit over the course of the evening. So far, the Chamber is excited to feature Abuelo's: The Flavor of Mexico, Calhoun's, Dixie Lee Wines & Liquors, Jet's Pizza, and others. Oasis Day Spa will again provide relaxing chair massages! New participants will be announced and promoted via weekly email, in print and on social media.

Members and their guests are asked to bring a donation for the Chamber's Giving Tree. The chosen charity for 2016, and its specific needs, will be made available soon. Past recipients have included YWCA Victim's Advocacy Center, Mission of Hope, Family Promise and The Empty Stocking Fund. Donations are often made in the form of new unwrapped toys, new warm clothing, personal

See **OPEN HOUSE** on Page 3



Clockwise from top left: Everyone is surprised, including Chamber President Bettye Sisco, when Santa shows up! A bin of donations is ready to roll out the day after the Open House!

Center: Dmitri Kalogeros of K Town Tavern.

Above: Guests are always photo-ready at our Open House.

## Yes, Virginia; Holiday Ads Are Here!



Wish a Happy Holiday to the entire community and advertise your business all at once! The entire center section of the December Chamber Life newsletter will feature a full-color holiday scene with two low-cost advertising opportunities. Chamber members can purchase a \$150 ad featuring their color business logo prominently displayed in the layout (i.e. Christmas Stocking). These ads are limited to just a few spots, some of which are already reserved. Members can also purchase a \$35 ad featuring the business name and phone number on a snowflake or other graphic (pending design) in black text. Space for these is also limited.

All participants will be featured in the newsletter that is delivered to 15,000 homes in the farragutpress. This is a fantastic opportunity to highlight your business for the holidays! The deadline for ad reservations is Monday, Dec. 5. Call 675-7057 or email [info@farragutchamber.com](mailto:info@farragutchamber.com) today to reserve your space!



# ENTERPRISE CLUB

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

<b>ADMIRAL ELITE</b>	<b>farragut</b>	<b>ADMIRAL</b>	<b>FIRST TENNESSEE</b>	<b>LENOIR CITY LCUB UTILITIES BOARD</b>
<b>CAPTAIN</b>	<b>BMC</b>	<b>farragutpress</b>	<b>FSGBank</b>	<b>APPRIVEN</b>
<b>ANCHOR</b>	<b>Tennova</b>	<b>Pinnacle</b>	<b>TDS</b>	<b>FAIRFIELD INN &amp; SUITES Marriott</b>
<b>United Community Bank</b>	<b>KNOXVILLE TIAA EMPLOYEES CREDIT UNION</b>	<b>THE EYE GROUP</b>	<b>Enrichment federal credit union</b>	<b>REGIONS BANK</b>
<b>JUNK BEER GONZ</b>	<b>NHC</b>	<b>Y12 federal credit union</b>	<b>Charter Business</b>	<b>NEWS SENTINEL</b>
<b>Tennessee State Bank</b>	<b>HomeRetail Tenants</b>	<b>First UTILITY DISTRICT OF KNOX COUNTY</b>	<b>MBI</b>	<b>HomeTrust Bank</b>
<b>www.rltrac.com</b>	<b>Costco WHOLESALE</b>	<b>HOME FEDERAL BANK</b>	<b>Volunteer pharmacy</b>	<b>Rural/Metro Corporation</b>

# Networkings

## NAI Knoxville – September 8



L– R: Faris Ashkar of **Artistic Designs** and Arlene Weinstein of **Arlene’s Fun Travel** enjoy the evening’s festivities.



L– R: John Haney of **NAI Knoxville**, Andrew Hartung of **Eaton & Hartung, PLLC**, Zan Schriver of **Volunteer Ministry Center** and Marianne Morse of **Mary Kay Cosmetics**. NAI Knoxville’s networking was hosted by their client “Rosarito’s Mexican Cantina.”

## Knoxville TVA Employees Credit Union – Parkside – September 15



L-R: Gina Alcorn of **The Holli McCray Group** and Christa Early of **Staffing Solutions** having a pleasant start to their day at Knoxville TVA Employees Credit Union.



L-R: Arlene Weinstein of **Arlene’s Fun Travel**, Farragut West Knox Chamber Board Member Mike Prescott of **Smith & Hammaker**, Carol Marksberry of **Babygrams 3D/4D/HD Imaging Studio**, Gina Williams of Tennessee Cancer Center and Paul Williams also of **Babygrams 3D/4D/HD Imaging Studio** enjoying good coffee and great conversation at Knoxville TVA’s morning networking.

## Fish Window Cleaning, Mike Dyer Nationwide Agency, and Prime Medical Training – September 22



L-R: Good things come in threes! John Dempsey of **United Community Bank**, Farragut West Knox Chamber President Bettye Sisco and Chris Tresize of **Brainstorm International** celebrate the triple networking hosted by **Nationwide Insurance – Mike Dyer Agency**, **Fish Window Cleaning** and **Prime Medical Training**.



L-R: Zan Schriver of **Volunteer Ministry Center**, Lynne Overton of **Comfort Inn & Suites Knoxville West**, Kimberly Trezize of **Brainstorm International**, and Farragut West Knox Chamber Ambassador, Eric Whitener of **Fox-Whitener Real Estate Solutions**.

## Hardin Valley Wealth Management – September 29



Fishing for some great financial advice! L-R: Daryl Walker of **AllGood Pest Solutions** is joined by Karen Gray of **H&R Block**.



L-R: Mark Dirks of MFS Investment Management and Kim Fry of **Hilton Knoxville Airport** enjoy an informative morning provided by our networking host, **Hardin Valley Wealth Management**.



# Ribbon Cuttings

## Tennova Walk-In Clinic at Choto – September 20



Tennova/Turkey Creek Medical Center CEO Benjamin Youree stands proudly alongside Commissioner John Schoonmaker (5th and 6th from front left) surrounded by associates during the ribbon cutting for Tennova's conveniently located new walk-in clinic at Choto Markets!

## Arthur Rutenberg Homes – September 30



What great a way to kick off the Parade of Homes for Arthur Rutenberg Homes! Pictured in front, L to R, are Michael Kilby - Michael Kilby & Yvonne Murray of Mortgage Investors Group Parkside, Baylor Love - Tennessee Smokies Baseball, Arlene Weinstein - Arlene's Fun Travel, Bill Maddox - First Community Mortgage, Angela Bridges - Cumulus Media, Ron Roeck, Michael Dulin and Andrea Knox from Arthur Rutenberg Homes, Dee Matchett - Osteostrong Wellness Center, a Parade of Homes vister and Daryl Walker - Allgood Pest Solutions.

## STAR Satellite Facility – October 19



Executive Director of Shangri-la Therapeutic Academy of Riding (STAR) Lynn Petr was thrilled to be cutting the ribbon for what will be their satellite facility in South Knoxville! Mayor Tim Burchett (2nd from left) looks on as an ecstatic Petr (6th from left) makes the final cut surrounded by volunteers, elected officials and Chamber Ambassadors.

## Workspace Solutions – October 25



Owner Mike Wasson cut the ribbon for his newly relocated business on Middlebrook Pike! Pictured in front, L to R, are Bettye Sisco - Chamber President, Season Hebert - Calhoun's, Logan Whitman - Morgan Stanley, Mark Morrell - TDS Telecom, Daniel Monday - Slamdot, Arlene Weinstein - Arlene's Fun Travel, Emily Dent-Puryear, Owner Mike Wasson, Hunter Hodge and Braden Galyon all of Workspace Solutions, John Haney - NAI Knoxville, Teri Jo Fox - Fox & Whitener Real Estate Solutions, Kimberly Tresize - Brainstorm International and Karen Gray - H&R Block.

## Pure Magic Full Service Car Wash – October 25



The Ribbon Cutting and Grand Opening Celebration for this new Farragut business was "pure magic!" Pictured in front, L to R, are Bettye Sisco - Chamber President, Brooke Rooney and owners Jim and Teri Rooney - Pure Magic, Mayor Ralph McGill, Alderman Ron Williams, Tim Williams - Matlock Tire Service & Auto Repair, Alderman Louise Povlin, Town Administrator David Smoak and Kathy Hartman - farragutpress.

## Open House

From page 1

care items and grocery or gas cards. All items are collected at the Chamber the night of the Open House.

Stop by for an hour or stay for it all from 4 p.m. to 7 p.m., but do not miss this happy holiday event! For more information or to be a part of this event as a featured business, please contact the Chamber at 675-7057 or email [info@farragutchamber.com](mailto:info@farragutchamber.com).

Angela & Anthony Hayes of Dickey's Barbecue Pit Knoxville



## Ambassador of the Month October 2016



Congratulations to this past October's Ambassador of the Month, Arlene Weinstein of **Arlene's Fun Travel**. One of the many ways that Arlene assists the Chamber in its continued growth is through her referral of new chamber members.

Last month she helped two new businesses find out more about us and the ways we can help! For help with your "fun" travel plans, contact her at [arlene.funtravel@gmail.com](mailto:arlene.funtravel@gmail.com).

First runner-up is Angela Bridges-Cumulus Media. Second runner-up this month is Eric Whitener-Fox & Whitener Real Estate Solutions. The Chamber appreciates their efforts and the support of all Ambassadors!

## Member Briefs

Chamber members are invited to an exclusive sneak peek of **East Tennessee Children's Hospital** Fantasy of Trees in Santa's Skybox, beginning at 8:00 a.m. Wednesday, Nov. 23, at the Knoxville Convention Center with networking, coffee and treats. At 8:30 a.m., each member will receive one entry to shop for holiday décor, wreaths or trees before anyone else! Any purchased trees will be delivered directly to your business or home the week after the show. To kick off your Christmas season, RSVP to Becky Miller at [rmiller@etch.com](mailto:rmiller@etch.com) by Nov. 18, with your name, business name and stating you are a Farragut West Knoxville Chamber Member.

The Chamber welcomes **Y-12 Federal Credit Union** as an Enterprise Member at Anchor Level! Enterprise members are Chamber members who go above and beyond their annual investment to support the Chamber and its endeavors, demonstrating their support for the business community that the Chamber serves. Thank you!

**Parkwest Medical Center** is proud to offer patients state-of-the-art 3D Mammography (tomosynthesis) without a referral required, and is the first breast center in East Tennessee to do so. This diagnostic tool is ideal and recommended for patients with dense tissue or high risk of breast cancer. To book an appointment, call 373-7010.

Congratulations to Shaun Fulco of **Moxley Carmichael** for being named one of three 2016 CFOs of the Year in the Knoxville Business Journal!

**Broadway Carpets** wants you to know about their "Cut a Rug" program offered by supplier Shaw! This unique program gives customers the ability to create dramatic custom sized rugs, stair runners and more. Visit the West Knoxville store at 9918 Kingston Pike!

Want to invest in a groundbreaking franchise? **Big Kahuna Wings** now has Franchise Kits available for anyone interested in being the "Big Kahuna" in their community. Visit [www.bethebigkahuna.com](http://www.bethebigkahuna.com) to order your kit.

The Farragut Beautification Committee will present the 23rd annual Celebrate the Season on Thursday, Dec. 1 from 4:30 to 7:00 p.m. at the **Town of Farragut** municipal center. The event is open to the public to enjoy holiday decorations, treats, activities and performances by area choirs. Attendees can get in line for photos with Santa from 4:30 p.m. to 6:00 p.m. Photo purchase information will be available that evening. Visit [www.townoffarragut.org](http://www.townoffarragut.org) for more information!

**Michael Brady, Inc.** has acquired TWH Architects in Chattanooga. This creates one of East Tennessee's largest architect and design companies with nearly 100 employees including personnel registered in all 50 states. Michael Brady, Inc. designed over \$6 billion in construction projects over the last 26 years.

If designing your own salon space, setting your own schedule/prices, and creating a larger profit margin appeals to you, follow your dreams by leasing a space with **Sola Salon Studios**. For more information, visit <https://www.solasalonsstudios.com> or call 441-4925 for the Parkside Drive location.

**Pinnacle Financial Partners** announced that it has grown its deposit market share within the Knoxville statistical area to 5.3% and maintained a No. 6 spot in total deposits among the 50 financial institutions that operate in the Knoxville area. Congratulations!

**Pellissippi State Community College** was recognized by Institute of International Education's Generation Study Abroad Initiative for the second year in a row for exceeding its study abroad goals during the 2014-2015 school year. The college was one of 12 higher education institutions to be recognized.

ConventionSouth, the national multimedia resource for planning events in the South, has presented **Visit Knoxville: Knoxville Convention & Visitor's Bureau** with a 2016 Reader's Choice Award. Readers and fans voted to decide the best meeting sites in the South. Those voting are planners who demand "the highest level of customer service and quality facilities." Congratulations!

# President Quotes 'n Notes



Bettye Sisco

*"We would worry less if we praised more. Thanksgiving is the enemy of discontent, negativity and dissatisfaction."*

~ Harry Ironside

I love hearing the song "My Favorite Things" from the Broadway musical The Sound of Music. Although it may seem out of place during the holidays, I have begun to hear it in a new light, recognizing the famous list of "favorite things" as a list of reasons to be thankful. The character, Maria, who sings this song, thinks about her list of favorite things when she seeks comfort.

I have decided to write down, at least monthly, things that I am thankful for. I started this list and think I will continue to do it throughout the year. It is fun to remember times I have been thankful, and a written word triggers the why?

Join me and make a list for yourself. It helps to eliminate stress and take some time for you! It has also been said that it is a great way to boost your own moral.

Here are some of "My Favorite Things."

**Life.** *How cool it is that I'm actually here, in this world, living?*

**Friends.** *There is no way I could survive without them.*

**Family.** *We have our ups and downs, but they really are my foundation.*

**Love. Words.** Choice. Music. Color. Magic. Art. **Dogs and Cats.** Health. *Seasons.* Stars. **Acceptance.** Rainbows. Laughter. **Holidays.** Sunshine. **Books.** Generosity. Encouragement. **Fun. GOD** **Comfort.** Hope. Honesty. **Paw prints.** *Passion.* Dreams. **Positivity.** Knowledge. Kindness. **Food.** Challenges. Imagination. **Compliments.** *Growing up.* Freedom. Plans. Beach. **Mountains.** *Inspiration.* Peace. **Emotions.** Creativity. **Clothes.** Apologies. Forgiveness. Weekends. **Respect. Joy.** Kisses. Thoughts. **Excitement.** Opinions. **Water.** Hugs. **Strength.** Doctors and Nurses. Earth. **Time, that I have had, and more time to have.** Compassion. *Gifts-giving and receiving!* **Enthusiasm.** Gratitude. **Bluebell IceCream.** Dedication.

Our Chamber! **YOU.**

Thank you, thank you, thank you for supporting our Chamber!!!  
You. Are. Awesome.

## Farragut West Knox Chamber of Commerce

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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 October:

**The Face Place**  
Pamela Gott, MSN, APRN, FNP-BC  
10404 Jackson Oaks Way  
Knoxville, TN 37922  
www.FacePlaceKnoxville.com

**Gott Family Medical Clinic**  
Pamela Gott, MSN, APRN, FNP-BC  
10404 Jackson Oaks Way  
Knoxville, TN 37922

**Morgan Stanley – Whitman Group**  
Logan Whitman  
1111 Northshore Drive, Suite N-160  
Knoxville, TN 37919  
www.morganstanleyfa.com/whitmangroup

**Northshore Wine & Spirits**  
Belle Muse  
9435 S. Northshore Drive, Suite 102  
Knoxville, TN 37922  
www.northshorewines.com

**Ricki's Pet Depot**  
Kevin Human  
11505 Kingston Pike  
Farragut, TN 37934  
www.rickispetdepot.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 October. 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.

Click Funeral Home/Farragut Chapel  
Cool Sports: Home of the Icarium  
Dura-Line  
Edward Jones Investments – Betsy Herzog  
Farragut Business Alliance  
Farragut High School  
Farragut Primary School  
Gables & Gates – Jerry Whitehead  
Garde Bien SpaSalon  
Josh Hemphill State Farm  
Knox County Property Assessor  
Land Development Solutions  
Linda's Hallmark  
Marketing Dimensions  
McAlister's Deli  
Melrose Title Company, LLC  
Mercedes Benz of Knoxville  
Mortgage Investors Group – Farragut

Naoko Blue & Associates  
Oral Care Partners / Stanley Sisk, DDS  
Outlier's Advantage: Knoxville  
In-Home Tutoring  
Quick Gym of West Knoxville, LLC  
Richard Fabozzi "Presents"  
Smith & Hammaker  
South College  
Tradebank of Knoxville  
Turkey Creek Medical Center /  
Tennova Healthcare - Thank you for your Enterprise Membership!  
US Bank – Bearden  
US Bank – Hardin Valley  
US Bank – Kingston Pike  
Van Elkins & Associates, CPAs  
Webb School of Knoxville  
Women's Basketball Hall of Fame

### Small

From page 1

- The Casual Pint – Farragut
- CH Interiors & Gifts
- Coachman Clothiers
- Consign to Design
- Cork's Wine & Spirits
- COSTCO Wholesale
- David's Abbey Carpet & Floors
- Dixie Lee Wine & Liquors
- Elliott's Boots, Shoes & Sandals – Campbell Station
- Embroidery Boutique by Designs for You
- Farragut Wine & Spirits
- Floor & Décor
- Games & Things
- GFS Marketplace
- Kroger
- Linda's Hallmark
- M&M Jewelers
- Mary Kay Cosmetics – Marianne Morse
- Mother Earth Meats
- Northshore Wine & Spirits
- Publix
- Pure Romance by Corinne
- Rick Terry Jewelry Designs
- Ricki's Pet Depot
- Shae Design Studio
- The Shrimp Dock of Farragut
- Treasures Jewelers – Knoxville
- Walmart at Turkey Creek
- West Bicycles

### Services/Entertainment:

- AAA East Tennessee
- Angela Floyd School of Dance & Music
- Anytime Fitness of Farragut
- Art & Frame Outlet

- Artistic Design
- Babygrams 3D/4D/HD Imaging Studio
- Beautique Medical Anti-Aging Studio
- Blue Ridge Yoga & Wellness Center
- Campbell Station Jazzercise
- Christian Brothers Automotive
- Cool Sports: Home of the Icarium
- The Face Place
- Femme Touche Hair Designs
- Fisher Tire Co. – Knoxville West
- Fitness Together – Farragut
- Fox Den Country Club
- Garde Bien SpaSalon
- Hush Puppy's Pet Services
- Ideal Image – Turkey Creek
- Iron Tribe Fitness
- Knoxville Ice Bears
- Little Nest Portraits
- Massage Envy
- Matlock Tire Service & Auto Repair
- Michael Broyles Photography
- Oasis Day Spa
- OrangeTheory Fitness
- Painting with a Twist
- Planet Beach Automated Spa
- Pure Luxe Salon, Spa & MedSpa
- Pure Magic Full Service Car Wash
- Quick Gym of West Knoxville
- Regal Entertainment Group
- Roosters Men's Grooming Center
- Salon Biyoshi
- School of Rock
- Studio 135
- Studio Bliss
- Tennessee National
- UPS Store of Farragut (#2381)
- The Voice Tank
- Years Younger MediSpa

## Calendar of Events

Please call the Chamber office at 675-7057 for information

**November 17**  
8:00 – 9:30 a.m.

Networking  
**Staybridge Suites**  
11319 Campbell Lakes Drive

**November 24**

No Networking – Happy Thanksgiving!

**December 1**  
5:00 – 6:30 p.m.

Networking  
**CH Interiors & Gifts**  
12556 Kingston Pike

**December 6**  
4:00 – 7:00 p.m.

Holiday Open House  
**Farragut West Knox Chamber of Commerce**  
11826 Kingston Pike

**December 15**  
8:00 – 9:30 a.m.

Networking  
**Farragut High School Education Foundation**  
The Chop House at Franklin Square

## Who's who...

### Blue Ridge Yoga & Wellness Center

by Sam Landon



For over 2,000 years yoga has been practiced for both its physical and mental benefits. Today, that tradition is carried on locally at Blue Ridge

Yoga & Wellness Center. Started just over a year ago by Jessica Mishu after she travelled the world and received a variety of yoga certifications, Mishu and her team are committed to bringing the power of traditional yoga, which focuses more on harmony between body and mind. "I thought it was a really great idea, with no other studios in Farragut," comments Mishu.

Following her university graduation in 2009, Mishu began a journey around the world that took her to places such as Southern India (where she received her 200 hour certification in yoga), London, Costa Rica and New York (where she received her 500 hour certification). She then moved to Stockbridge, Massachusetts, where she studied therapeutic yoga at the Kripalu Center for Yoga & Health, before returning to her hometown of Farragut and bringing her extensive knowledge with her. From there, Mishu began Blue Ridge Yoga with the goal of teaching the practice of yoga to those who would benefit most. Blue Ridge Yoga provides classes to all ages and bodies!

It's this attitude of wanting to help those who may be less mobile reach the full extent of their abilities that led Blue Ridge Yoga to teach restorative yoga, guided meditation and chair yoga and a variety of energizing flow classes. This not only provides physical benefits but, as Mishu explains, "You're able to be present, which is something that we say, though really, if you think about your entire day how often were you actually present and really in the moment? It's a small percentage... You can't have any real joy in life unless you're actually there. It's really learning to be joyful."

The biggest difference between Blue Ridge Yoga and other studios is the level of involvement with students. Mishu says, "We're really available for you all the time and we're there to help you find the right classes and experience this journey of yoga." Finding that level of community within a studio is truly unique. Learn more at [www.blueridgeyogatn.com](http://www.blueridgeyogatn.com) or begin your education today at 623 N. Campbell Station Road.

## TAX CREDIT FOR HIRING VETERANS

Many employers have come to learn that veterans make excellent employees. They usually are easily trainable and possess desirable characteristics, such as honesty, loyalty, and responsibility. If these attributes were not enough to induce employers to hire veterans, the tax law offers even more. The tax law encourages employers to hire certain targeted groups of workers by offering a tax credit tied to the wages of these new employees, and certain veterans are treated as a targeted group. Here are the special rules to know when hiring so that you may take credit where credit is due.

### Which veterans qualify?

As a small business owner, you qualify for the work opportunity tax credit (WOTC) if you hire a veteran who falls into any of the following categories:

- Having a service-related disability
- Unemployed for a specified period
- Receiving SNAP (food stamp) benefits

However, even if a veteran does not fall within any of these categories, he or she may still be a member of another targeted group. This would still allow you to take a tax credit. For example, a veteran who has been a member of a family that received TANF payments for at least 18 consecutive months is treated as a member of a targeted group for long-term family assistance recipients.

For more information on the tax credits amounts contact your local Small Business Development Center by visiting [www.tsbdc.org](http://www.tsbdc.org).

The WOTC is set to run through 2019, and you can take the credit year after year as you expand the size of your staff. Thus, even if you take a tax credit for hiring a veteran in 2016, you can do so again next year.

Article originally published by SBA Guest Blogger Barbara Weltman.

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