



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

Vol. 30, No. 12

A Publication of the Farragut West Knox Chamber of Commerce

December 2016



Holiday Open House

The cheer inside the tent at the Chamber's annual Holiday Open House chased away the rain on Tuesday, Dec. 6! Over 275 members and guests gathered to usher in the holiday season. This event lets the Chamber say "Thank you" to the members who support us year long. Members' donations of their business' time and food are essential to the event's success and are a great opportunity to highlight those member businesses.

Rothchild's Events & Catering provided a heated tent, decked in lights, in front of the Chamber office. The variety of food available was sure to please any palate, including longtime members of the Chamber and several new additions. Samplings of shrimp, smoky wings, ahi tuna, taquitos, crostini and so much more were provided by **Abuelo's: The Flavor of Mexico**, **Bonefish Grill-Turkey Creek**, **Buddy's Bar-B-Q**, **Calhoun's-Turkey Creek**, **Jets Pizza - Farragut**, **K Town Tavern**, **Longhorn Steakhouse**, **Newk's Eatery**, **Panera Bread**, **Sherrill Hills Retirement Community**, **Savory & Sweet Chefs**, **Summit View of Farragut and Water Into Wine**. **Dixie Lee Wines & Liquors** provided fabulous wines served by **The Pour Guys** while **The Casual Pint - Farragut** offered seasonal ales.

Music, sound equipment and an amazing solo vocalist (age 10) were courtesy of **Angela Floyd School of Dance & Music**. While carols played, guests had fun with an on-site photobooth (Fox Box

Photobooth) provided by **Michael Kilby-Mortgage Investors Group**. Prints were available to take home and via email.

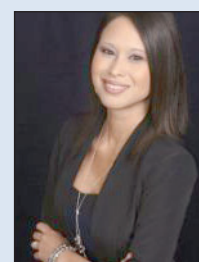
Guests inside the Chamber office enjoyed locally roasted Sidamo coffee, from Spero Coffee, which paired well with the dessert-decked conference room! Cakes, pies and pastries were plentiful from **Apple Cake Tea Room**, **Buttermilk Sky Pie Shop**, **Calhoun's-Turkey Creek**, **"Mom's" Truffles**, **Parker Business Consulting**, **Savory & Sweet Chefs**, **Senior Helpers of West Knox** and **Summit View of Farragut**. A line quickly formed outside President Bettye Sisco's office for the two massages from **Oasis Day Spa**.

The true bright spot of the evening was the Chamber's gold Giving Tree which collected donations for local non-profit Care365's Christmas Care program. Guests brought toys, clothing and gift cards. Founder Coach David Moore was grateful for the "care-tribution," saying, "We are so blessed to have so many businesses in the Farragut and west Knox area that truly care about their community; you've touched hundreds of kids in Knoxville and surrounding areas." Care365's Christmas Care assists area families in crisis in providing children with a "Needs" gift and a "Wants" gift.

Thank you again to ALL who helped make this event the huge success that it was. We will see everyone again next December and wish you and yours a Merry Christmas and Happy Holiday!

Clockwise from upper left: • It isn't an Open House without Chamber board members on hand! Pictured L to R are Nancy Howard - Provision Center for Proton Therapy, vice-chair Beth Ann Carter - Michael Brady, Inc. and chairman Tim Williams - Matlock Tire Service & Auto Repair. • Guests loved the on-site photo strips provided by Michael Kilby - Mortgage Investors Group! Shii Kaina - Fox Box Photobooth shows Teri and Brien Owens - Inst-I-Glass a preview of their pictures. • New Chamber member and Open House participants Juli Stewart and Erika Smith of Savory & Sweet Chefs serve their Black Bean Mini Burgers to rave reviews! • Angela Floyd - Angela Floyd School of Dance & Music, singer Chloe Culbertson and President Bettye Sisco - FWKCC take "five" after one of Chloe's phenomenal performances. • Managing Partner Matt Hudson and Manager Mallorie Owen of Bonefish Grill - Turkey Creek introduce several guests to sushi on Dec. 6 with their Ahi Tuna. • Open House is a great time to catch up with fellow members! Pictured L to R are Arlene Weinstein - Arlene's Fun Travel, Jonathan Aaron - SouthEast Bank, Stacy Connatser - Mountain Commerce Bank and Dale Skidmore - Dale Skidmore Allstate Agency. • Bettye Sisco, Coach David Moore - Care365 and Julie Blaylock prepare to load up his holiday "truckster" with toys!

Ambassador of the Month November 2016



Congratulations to this past November's Ambassador of the Month, **Natasha Bohannon of TN Bank**.

A recent addition to the Ambassador program, Natasha has been active at both events and in spreading the word about the benefits of Chamber membership. This past month she helped welcome two new member businesses! For all your banking needs, reach her at nbohannon@tnbank.net.

First runner-up is Arlene Weinstein-Arlene's Fun Travel. 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

On Friday, Dec. 16, the **Town of Farragut** Board of Mayor and Aldermen celebrated the much anticipated re-opening of Everett Road with a ribbon cutting.

OsteoStrong of Farragut is excited to host their Grand Opening with a Chamber Ribbon Cutting on January 11, 11:00 a.m. at their new location 11110 Kingston Pike in Aspen Square. Unlike a gym, diet or medicinal regimen, OsteoStrong offers research and technology based innovation for building bone mass, muscle density and improved balance. Congratulations!

The Knoxville branch of **First Community Mortgage** has hired Norma White as a Loan Originator. White will work with home buyers to assist in the purchase of a home.

Christmas Decor of Knoxville is not just about holiday displays! A 2015 client's son planned to propose to his girlfriend on Christmas Eve and requested 'Marry Me?' spelled out in lights on his parent's rooftop. He got down on one knee as his mom flipped the switch. In complete awe - she said yes. "Being able to connect with our community to help create these special moments in life is one of the reasons we decided to open a Christmas Decor," said owner Wendell Redmond. Christmas Decor of Knoxville has worked to enhance and inspire the local community by providing creative efforts toward weddings, birthday parties and religious events, among other celebratory occasions. To connect with Christmas Decor of Knoxville, visit <http://christmasdecor.net/knoxville> or on Facebook.

The **Whitman Group at Morgan Stanley Wealth Management** has been providing the Knoxville area with superior wealth management advice for over 30 years. Doug Whitman, father and team leader, along with sons Dylan and Logan, comprise the Whitman family advisory team. Both men attest their father coming into their office saying "always do what is best for the client, and your success will follow" at least once a week. The Whitman sons are proud to now continue to follow and grow that legacy.

See BRIEFS on Page 4

Chamber to Celebrate 30th Anniversary Auction!

As 2017 approaches, the Chamber is excited about celebrating its 30th anniversary and celebrations will definitely be taking place at the Chamber's 30th Annual Dinner, Silent and Live Auction taking place in April 2017!

As the Chamber's largest event and fundraiser of the year, the annual auction enjoys an attendance of approximately

250 guests and representation by over 300 businesses. Each auction centers on a carefully selected theme. The 2017 theme is a secret for now but your business' sponsorship will not be!

Sponsors can now take advantage of the fantastic advertising opportunity this event always offers at the Presenting, Event or Community level. Sponsors are

promoted as soon as the Chamber receives their commitment via print media, web, email, social networking and at weekly Chamber events. Please call the Chamber at 675-7057 or email info@farragutchamber.com for information NOW on starting 2017 as a 30th Anniversary Auction sponsor!

ENTERPRISE CLUB

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

ADMIRAL ELITE	farragut	ADMIRAL	FIRST TENNESSEE	LENOIR CITY LCUB UTILITIES BOARD
CAPTAIN	BMC Business Machine Company	farragutpress	FSGBank	APPRIVEN
ANCHOR	Tennova Healthcare Turkey Creek Medical Center	Pinnacle FINANCIAL PARTNERS	TDS telecom	FAIRFIELD INN & SUITES Marriott
United Community Bank The Bank That SERVES YOU!	KNOXVILLE TIA EMPLOYEES CREDIT UNION	NHC Farragut	THE EYE GROUP Family Vision Professionals	Y12 federal credit union
JunkBee Gone 675-JUNK www.junkbeegone.biz	Tennessee State Bank Member FDIC	www.RLTRAC.COM	First UTILITY DISTRICT OF KNOX COUNTY	MBI michael brady inc.
			COSTCO WHOLESALE	HOME FEDERAL BANK
			HomeTrust Bank Since 1926	Children's Hospital
			VOLUNTEER pharmacy	Rural/Metro Corporation 50 Years of Serving Others



**The Cove at
Creekwood Park**
865-988-7776

**Matlock Tire Service
& Auto Repair**
865-966-0425
Board of Directors

**His Security,
LLC**
865-474-9495

**OsteoStrong
of Farragut**
423-839-6600

**The Tennessee
Credit Union**
865-693-9500



**Pinnacle
Bank**
865-766-3014
Board of Directors

**First Community
Mortgage**
865-415-3607

**Salon
Biyoshi**
865-690-4111

**Farmers Insurance:
Collins & Wilkerson Agency**
865-392-1398

**TDS
Telecom**
888-225-5837
Board of Directors

**United Community
Bank**
865-988-2212

Happy Holidays from the **Farragut West Knox Chamber!**

President Quotes 'n Notes



Bettye Sisco

“And suddenly you know that it is time to trust the magic of new beginnings.”

It is hard to believe that another year is coming to an end and new beginnings are about to be made. As I flip the calendar over this year, many things will be different. Most of you already know that I have given my notice for retirement, effective December 31, 2016. It seems that it was only a short time ago I arrived in Tennessee to fortunately and very quickly become the President of the Farragut West Knox Chamber. Little did I know that this tremendous adventure would last almost 17 years! How lucky I am that I have something that makes saying goodbye so hard.

I will cherish our history, the growth we have made together, the friends, the good times, and yes, a few hard times that we have shared. I feel so blessed that God placed me in this position and gave me the opportunity to utilize skills I learned in other positions prior to joining the Chamber that have helped us succeed together.

To all of the wonderful people I have had the opportunity to work with over the years – Thank You! The times shared, friendships forged and the incredible successes which we have achieved have been an extraordinary part of my life. I am very proud of what we have achieved together and they are times that will never be forgotten.

Everything has a beginning and an end. The timing to end this chapter seems about as right as it could be. I wish for all of you every success for the future and a blessed Christmas, Holiday season and prosperous New Year. Meet someone you have not met before and I will see you along the way.

Much love and gratitude to you all!

Bettye

NEWSPAPERS PILING UP?

We have a great solution that will benefit both you and the Chamber. We have a recycle bin available behind the farragutpress offices.

All proceeds are donated by the farragutpress to the Farragut West Knox Chamber of Commerce Continuing Education Grant Program

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

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 November:

Exit Real Estate Professionals Network
Mark Kresser
165 West End
Knoxville, TN 37934
www.realestateprofessional.com

Farmer's Insurance
Collins & Wilkerson Agency
Crissy Collins
161 W. End Avenue
Knoxville, TN 37934
www.farmersagent.com/ccollins

HomeWatch CareGivers
Jessica Walter
9047 Executive Park Drive, Suite 210
Knoxville, TN 37923
www.homewatchcaregivers.com/knoxville

Karen Greene with Keller Williams Realty
11400 Parkside Drive, Suite 120
Knoxville, TN 37934
www.FarragutHomeFinder.com

Max Potential Farragut
Kristin Jurek
11201 West Point Drive
Knoxville, TN 37934

Savory & Sweet Chefs, LLC
Juli Stewart
12961 Orchard Crossing Lane
Knoxville, TN 37934
www.savorysweetchefs.com

Y-12 Federal Credit Union – Farragut
Jennifer Fasching
13128 Kingston Pike
Farragut, TN 37934
www.y12fcu.com

Thank you for going above & beyond with your NEW Anchor Level Enterprise Membership!

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 November. 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.

All Occasions Party Rentals
Campbell Station Wine & Spirits
Children's West Surgery Center
Christian Brothers Automotive
Christmas Décor of Knoxville, Inc.
Country Inn & Suites – Campbell Station
Embroidery Boutique by Designs for You
The Eye Group, P.C. – Thank you for your Enterprise Membership!
Farragut ENT & Allergy
Fox & Whitener Real Estate Solutions
Hampton Inn West at Cedar Bluff
Herbalife Independent Distributors
Hitson, Crum & Blazer Insurance, Inc.
Horne Properties
Image Matters, Inc.
LC Fence, LLC
Little Joe's Pizza
Merit Construction
Movement Mortgage

NHC Home Care – Knoxville
ORNL Federal Credit Union –
Farragut Kroger
Parkwest Medical Center – Thank you for your Enterprise Membership!
Patriot Investment Management
Perceptics, LLC
Prestige Cleaners
Profile by Sanford Health
Read Window Products
Rose Mortuary/Mann Heritage Chapel
ServiceMASTER Restoration Services
StaffingSolutions,
an EmployBridge Company
The Stokely Company
Superior Carpet & Rug Cleaning
Thierry Sommer & Associates
Threds, Inc.
Value Place Knoxville

Briefs

From page 1

Veteran radio broadcaster Mick Gillispie is available to speak at your organization's next event! Mick just completed his tenth season as Director of Broadcasting for the Smokies Radio Network and will start his seventh season broadcasting Chicago Cubs Spring Training games with Cubs television announcer Len Kasper. For more information, please contact Allie Crain with The Tennessee Smokies at 865-286-2358.

Elliott's Boots, Shoes & Sandals appreciates the support and generosity of their customers. In fewer than four days during this past month, over 100 pairs of footwear were donated by customers to the victims of the devastating fires in Gatlinburg and Sevier County. When finishing your holiday shopping, be sure and visit them at 620 N. Campbell Station Road!

West Bicycles in Farragut is offering extended Holiday hours Monday - Friday 10:00 a.m. to 7:00 p.m. and Saturday 9:30 a.m. to 6:00 p.m. West Bikes will also offer their "Kids Grow Up-Trade Up" plan! As your child grows out of their bike, bring it back to receive 50% of the original purchase price in CREDIT towards the next size up! You can even trade in the largest kid's bike towards their first adult bike. Visit them for more information.

TDS Telecom (TDS), an industry leader in providing VoIP services for businesses, has achieved Platinum level status in the Polycom Choice Partner program by Polycom, Inc. for the seventh year in a row. The status, which less than seven percent of service providers achieve, is based on level of expertise, experience and performance.

Many Eastern Tennessee and Southwestern Virginia **McAlister's Deli**® restaurants hosted fundraisers Monday, December 12 to benefit the Gatlinburg - area recovery. The restaurants collected monetary donations and committed a portion of sales for the day to be donated to the following: a Pigeon Forge McAlister's team member who lost everything in the fire, Tennessee Valley Coalition for the Homeless, The Dollywood Foundation's My People Fund and The Sevier County Humane Society. For more information or an interview, contact Amber Clark at amberclark@peakrestaurants.com or 276-780-5365.

With eight years of graphic design experience, Jessica Ray joins **Moxley Carmichael's Creative Department** as a graphic and digital designer. Congratulations Jessica!

Knoxville-based **Regal Entertainment** reported a strong third quarter with revenues from admissions and concessions up more than 11%.

Calendar of Events

Please call the Chamber office at 675-7057 for information

December 22, 29

No Networking – Happy Holidays!

January 12, 2017

5:00 – 6:30 p.m.

Networking

Hampton Inn & Suites Turkey Creek
11340 Campbell Lakes Drive

January 19, 2017

5:00 – 6:30 p.m.

Networking

Anytime Fitness - Farragut
12572 Kingston Pike

January 26, 2017

8:00 – 9:30 a.m.

Networking

Y-12 Federal Credit Union - Farragut
13128 Kingston Pike

Who's who...

AAA East Tennessee

by Sam Landon



When people hear the name AAA, they typically think of road side assistance or car insurance, but local AAA Field Insurance Manager, Howard

Sampsel, says it is so much more. "We offer so many different things; the vast majority of folks just don't know how far-reaching the benefits are" he said. From jumpstarting your vehicle, discounts at your favorite stores and personalized travel services, AAA has you covered anywhere.

Founded in 1902 with the purpose of advocating for motorists' rights, AAA has a long history of caring for their members and expanding their services. They helped pass federal safety standards for cars, set interstate speed limits and more recently worked to maintain motorcycle helmet laws and distracted driving education.

From printing roadmaps in 1905 and hotel guides across the country in 1917, travel services have also expanded. Today, members can enjoy the benefits of concierge services that helps them find the services they need anywhere in the US or Canada. Branch offices offer passport photos for a reduced price or no charge, depending on membership level. While some services are exclusive to members, non-members can also use the service and experience of the AAA's Travel Agents to book anything from a simple cruise to a world tour.

Today's tech savvy consumers are always looking for a deal. AAA provides discounts at more than 160,000 different popular retail outlets. "The AAA Mobile App makes it easy to take advantage of discounts; You can save enough to pay for your membership each year," said Sampsel. Retailers offering discounts include Dell, Hertz Car Rental, Sprint, UPS, Tanger Outlet Centers, Hard Rock Café, Papa John's, optical partners and AAA prescription savings partners. Branch locations also offer gift cards to national retailers and gift card purchases help members earn credits toward their dues.

AAA has been helping motorists and families not only save money but stay safe for over a century because, as Membership Representative Shelia Day says, "You can't put a price on peace of mind." Visit them at 110 Capital Drive and learn more about their amazing benefits and meet their experts who provide personalized travel tips, routes and bookings and insurance agents who live in your neighborhood and will work to find the right coverage for your family!

TSBDC THE BEST CUSTOMERS

How to build a valuable customer portfolio

As entrepreneurs we may find ourselves in a situation where we have the "wrong" customers. Wrong in the sense that they are not as attractive and profitable as other potential customers. So how do we find out who are the right customers for our particular business?

Segmentation reveals new customers.

One way of identifying potential new customer groups, whether you already have a lot of customers or not, is to make a systematic segmentation of potential customers in your market. Segmentation means dividing the market into similar categories, called segments, and then using these as the basis for the business' sales and marketing efforts. There are many advantages to this approach: First, by segmenting the market, you will be able to discover new customers you might never have considered before, because segmentation provides an overview of customers and highlights previously unexplored in areas of the market.

Secondly, segmentation allows you to prioritize the absolute best customers for the particular business you are in.

Finally, segmentation can provide inspiration to treat customers differently so that you can adjust your products and marketing to meet the various preferences and needs of different customers.

Interested in learning more about starting the New Year with a plan to build and grow the best customer portfolio for your business?

Contact the Tennessee Small Business Development Center by visiting our website at www.tsbdc.org. Our business advisors are ready to provide free business counseling and tools to help you grow your business.

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