



# 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. 31, No. 3

A Publication of the Farragut West Knox Chamber of Commerce

March 2017

## "Born to be Wild"



### Auction to Benefit Butterfly Fund

Business and community members buying tickets for the Chamber's 30th Annual Silent & Live Auction: "Born to be Wild!" on Friday, May 12 will support not just the Chamber's Continuing Education Scholarships but The Butterfly Fund of East Tennessee Foundation. The annual auction is the Chamber's largest fundraising event of the year; a donation is taken from a portion of all ticket sales.

The Butterfly Fund was started by two families who each lost a child in 2008 to a rare childhood cancer within weeks of one another. Compared to adult cancers, childhood cancers are greatly under-researched and under-funded; one out of every five children diagnosed dies. The Butterfly Fund works with area organizations to support research, treatment and services dedicated to the defeat of childhood cancer.

Starting at 6 p.m. at Rothchild's Catering & Conference Center the auction features both silent and live auction events. In keeping with the "wild" theme, guests will check in at the rustic "Safari Base Camp" and be greeted with hand-passed appetizers as they enter the silent auction of over 125 items including dinners, jewelry, massages, wine baskets, entertainment tickets

and more. Bidding can be fierce; guests are advised to bid early and often in the silent auction jungle! Businesses wishing to donate an item receive advertising in the program and a color logo sign by each item. Item donations are tax deductible.

New this year will be a fun approach to dinner with a variety of wild stations including a Carving area with uniformed chef, "brick grill" with sumptuous skewers, pot stickers, mini crab cakes, Bruschetta Bar, tropical fruit "Tree" and "Watering Hole" area for a variety of beverages. That doesn't even include desserts! Guests will still enjoy beautifully set dining tables with complimentary red and white bottles of wine at each table.

Tabletop packages will be on display in the ballroom center and are sold during live auction. Tabletop sponsors create and build a minimum \$300 value tabletop display which is a decorative centerpiece and attractive auction item that ties into the theme. A wonderful team-building exercise and showcase for the business, past tabletops have included catering packages, weekend retreats, shopping sprees and more! The table with the most guest votes wins the "Best Dressed Table" award. Voter



Clockwise from top: Student volunteers are an integral part of the evening! Just one take on tabletops, Regions Bank goes all-green! The Town of Farragut enjoys conversation at their Table of 10!

margin has been less than two votes!

The live auction will be presided over by Bear Stephenson of Stephenson Realty and Auction and will include all kinds of items, including a VIP Gatlinburg Attraction Pass for 6 valued at over \$2,500. Tickets are \$60 each or \$550 for a table of ten. Online reservation and payment will be available at [www.farragutchamber.com](http://www.farragutchamber.com).

Sponsorships are instrumental to this event's success and are available at all levels—Presenting, Event, and Community—a wildly wonderful way to highlight your business! Sponsors are advertised in print,

weekly emails, web, social media and at events as soon as their commitment is received and for at least one month beyond the auction. The Chamber thanks Event Sponsors TDS Telecom, Rothchild Catering and the Town of Farragut; Community Sponsors NHC Place Assisted Living and Pinnacle Financial Partners; and Media Sponsor [farragutpress.com](http://farragutpress.com).

For more on sponsorship, item donations, or tickets, contact the chamber office at 675-7057 or email [info@farragutchamber.com](mailto:info@farragutchamber.com).



### Boyd Breakfast Educates and Inspires

Over 130 members and guests gathered early Monday, March 6 at Rothchild Catering & Conference Center to hear PetSafe/Radio Systems founder, Randy Boyd, speak about his experiences as the recent Commissioner of Economic Development at the Chamber's first Breakfast Speaker Series event of 2017. Though several hinted at the prospect during the Q&A period, Boyd would go on to officially announce his candidacy for state governor just hours later via an electronic statement release.

Boyd was initially hesitant to accept the position under Governor Haslam, especially when told by a friend that in government "everything will take three times as long and you have at least 10,000 stakeholders to bring along." Boyd explained that some things in business transfer to government;

others do not, quipping, "If an employee doesn't agree with the mission, you fire them; if a Tennessean doesn't agree, you can't send them to Kentucky!" However, Boyd also found that his friend was right in saying that the successes he did have "would have transformative impact."

During the hour-long talk, aided by nothing more than his passion and anecdotes, Boyd educated and inspired the audience of business professionals with statistical data and genial stories, including his matter-of-fact reply to how he would "sell" the state of Tennessee: "Remember, I sell an INVISIBLE fence!" As a Farragut resident and native of East Tennessee, Boyd is clearly sold on the state and quickly listed achievements he is proud of on the state's behalf.

See **BREAKFAST** on Page 4

### All Businesses Benefit from Orientation

Whether you've been a member a month or 30 years, all member businesses are welcome to attend the Chamber's Spring New Member Orientation on Tuesday, March 21 at the Town of Farragut municipal building located at 11408 Municipal Drive in Farragut. The orientation is ideal for new members, members with new staff, and members who may not realize all the benefits available to them with their Chamber membership.

Refreshments and a brief networking period start at 7:30 a.m. in the lobby area of Town Hall. Attendees are encouraged to bring business cards for networking and door prizes. The program begins in the board room at 8 a.m. Door prizes are awarded throughout the presentation which will feature information from Chamber President/CEO Julie Blaylock, the Ambassador committee, town officials, Small Business Development Center (SBDC) of Tennessee and other local resources. At 9 a.m. the Farragut Folklife Museum will open early as a courtesy for tours to those interested in viewing their incredible collection or shopping the gift shop.



Ambassador Committee co-chair, Chris Thomas - **United Community Bank**, presents at the Fall 2016 orientation.

Members can RSVP for themselves or a staff member via the weekly email link or their mobile app ("FWKCC" on Android and Apple markets). For questions or information call 675-7057.

## ENTERPRISE CLUB

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






# Networkings

## ANYTIME FITNESS – January 19



Attending the Anytime Fitness evening networking are L – R: Erin Rosalina of **Goodwill Industries** and Town Administrator for **The Town of Farragut** David Smoak.



Catching up on the day's events are L – R: James Johnson of **Nerium International Consolidated**, Arlene Weinstein of **Arlene's Fun Travel** and Chris Trezise of **Brainstorm International**.

## Y-12 FEDERAL CREDIT UNION – January 26



**Y-12 Federal Credit Union** employees (L – R) Courtney Reichardt, Nancy Brooks, Amber Price and Jennifer Fasching offer smiles and a gracious welcome to their morning networking!



L – R: Betsy Cunningham, M.J. Hutchison and Andrew Bounds of **Y-12 Federal Credit Union** provide useful and informative financial information at the gathering.

## CLARITY POINTE KNOXVILLE – February 2



Having a lovely start to the day at the **Clarity Pointe Knoxville** networking are L – R: Stacy Connatser of **Mountain Commerce Bank**, and Kevin and Rikki Human of **Rikki's Pet Depot**.



Catching up on Chamber events are L – R: Martha Riordan of **The Holli McCray Group at Keller Williams** and Steven Lipsey of **Stone & Hinds, P.C.** and Board Member of **The Farragut West Knoxville Chamber**.

## ABUELO'S: THE FLAVOR OF MEXICO, CAMPBELL STATION WINE & SPIRITS AND MILESTONE EVENT CENTER – February 9



Co-Hosts for the evening at **Milestone Event Center**! L – R; Belle Muse and Stephanie Carter of **Campbell Station Wine & Spirits** and Kelly Maples of **Northshore Wine & Spirits**.



Dale Skidmore of **The Dale Skidmore Agency – Allstate**, Kathy Hartman of **farragutpress** and David Rexrode of **David S. Rexrode, Attorney at Law** enjoying the festivities.





# Ribbon Cuttings

## Max Potential Farragut – January 10



**Max Potential Rehabilitation** held a ribbon-cutting ceremony, hosted by Farragut West Knox Chamber of Commerce, at its new clinic, 11201 West Point Drive in Farragut, Jan. 10. On hand were Kristin Jurek, center with scissors, co-owner; Autumn Yates, second from left, Max Potential technician; Billie Hatmaker, front and right, Max Potential office coordinator, and a host of Chamber members.

## OsteoStrong Wellness Center – January 11



A Strong Turnout for **OsteoStrong!** L – R: Donna Rose of **Parker Business & Accounting**, Joyce Sabo, Renee Pedigo, Debbie Ashley, Arlene Weinstein of **Arlene's Fun Travel**, Brent Pittman, Ross Ledbetter and Dee Matchett of **OsteoStrong**, Lisa Monnig of **Paramount Land Title**, Natasha Bohannon of **TN Bank**, Rena Amerson, Jenna Massa of **Prosperity Pointe**, Bill Conrad, Jill Hahn, Guest, Bill Hayes of **The Tennessee Small Business Development Council**, Guest, Marianne Morse of **MaryKay**, Ron Pinchok - Vice Mayor of **The Town of Farragut**, Ron Williams and Louise Povlin, Aldermen of **The Town of Farragut**, Billie Jean Peattie, Laura Sayers of **farragutpress**, Josh Hemphill of **Josh Hemphill State Farm**, Michael Kilby of **Mortgage Investors Group – Parkside**, Guest, Kathryn Eaton of **Eaton & Hartung, PLLC**, and Daryl Walker of **AllGood Pest Solutions**.

## Don Delfis Pancake House – February 6



A Delicious Start To The Day! L – R: Angela Bridges of **Cumulus Media** and Farragut West Knox Chamber Ambassador, Jenna Massa of **Prosperity Pointe**, Daryl Walker of **AllGood Pest Solutions** and Farragut West Knox Chamber Ambassador, Lynne Overton of **Comfort Inn & Suites Knoxville West** and Farragut West Knox Chamber Ambassador, Laura Sayers of **farragutpress**, Lisa Monnig of **Paramount Land Title** and Farragut West Knox Chamber Ambassador, Guest, Ignacio Martinez of **Don Delfis Pancake House and Restaurant**, Joe Sexton of **Knoxville TVA Employees Credit Union**, Gino Jimenez of **Don Delfis Pancake House and Restaurant**, Arlene Weinstein of **Arlene's Fun Travel**, Ron Williams, Alderman for **The Town Of Farragut**, Guest, John Schoonmaker – **Knox County Commissioner** 5th District, David Smoak, Town Administrator for **The Town of Farragut**, and Michael Kilby of **Mortgage Investors Group – Parkside**.

## Rocky Top Air – February 15



Celebrating with **Rocky Top Air!** L- R: Logan Whitman of **The Whitman Group**, Samuel Oakley and Phill Miller of **Rocky Top Air**, Natasha Bohannon of **TN Bank**, Michael Kilby of **Mortgage Investors Group Parkside**, Butch Hofferburt of **Rocky Top Air**, Keith Meese of **Sprint**, Arlene Weinstein of **Fun Travel By Arlene**, Don Ball of **Business Machines Company of East Tennessee**, Tiffany Watson, Phill Miller, Lloyd Allison, Gerald Allison, Michelle Tsitskis of **Rocky Top Air**, John Haney of **NAI**, Tennille Palmer and Jacky Palmer of **Rocky Top Air**, Natasha Erickson, Kyle Elsensohm of **Rocky Top Air**, Daniel Monday of **Slamdot**, Laura Overstreet of **Tennessee Small Business Development Council**, Guest, and Daryl Walker of **AllGood Pest Solutions**.

## Ambassador of the Month February 2017



### Ambassador Arlene Weinstein

Congratulations to this past February's Ambassador of the Month, **Arlene Weinstein** of **Arlene's Fun Travel**. If you have not met Arlene, you can reach her at [arlene.funtravel@gmail.com](mailto:arlene.funtravel@gmail.com) for help with any sort of travel you have in mind!

First runner-up this month is Angela Bridges-Cumulus Media. Second runner-up is Eric Whitener-The Fox Team: Crye Leike Realtors. The Chamber sincerely appreciates their efforts and the support of all our Ambassadors!

## Member Briefs

Julie A. Blaylock was named new President/CEO of the Farragut West Knox Chamber of Commerce; she was previously the Interim Director upon the retirement of past President Bettye Sisco, and Executive Assistant since 2011. Board Chairman, **Tim Williams-Matlock Tire Service & Auto Repair**, made the official announcement at a triple-hosted Chamber business networking on Feb. 9 as a result of a unanimous board decision. Blaylock is "honored and excited to lead our Chamber."

**East Tennessee Children's Hospital** welcomes Cathy Shuck as vice president and general counsel for legal services. Shuck's primary focus will include legal contracts, policies, compliance, employment, and board of directors general counsel.

Dr. William L. Harvey has joined **Tennova Primary Care in Turkey Creek** as a family medicine physician. Harvey specializes in the care of men, women, and children ages six and older.

The **R.M. Moore Office of Sperry Van Ness** has been named a 2016 Top Producing Office and has ranked No. 8 out of 220 as part of the Sperry Van Ness Commercial Real Estate Awards.

Freida Hagan of **Melrose Title Company** has been promoted to residential manager/closing agent. She will be responsible for closing residential transactions, implementing policies, and building team support. Robin Morgan, also of Melrose Title Company, has been promoted to operation director. He will oversee, manage, and direct the business's offices.

James Robertson of **NAI Knoxville** has been named the 2016 CCIM Industrial Broker of the Year.

**Fifth Third Bank's** Commercial Middle Market Division has hired Brad Pinson as vice president/commercial relationship manager for the Tennessee Region. Pinson has over 14 years of experience in the financial services industry.

**Tusculum College** welcomes Jo Alison Lobertini as both their assistant vice president of academic affairs and assistant professor of literature.

**Y-12 Federal Credit Union** partnered with local car dealers for Dealer Donation Days, with over 50 dealerships donating a portion of proceeds from each Y-12 loan to a designated donation account. At the end of the three month period, the funds were matched by Y-12 FCU and distributed to Boys and Girls Club of the Tennessee Valley, CASA of East Tennessee, East Tennessee Children's Hospital and Second Harvest Food Bank. Kudos to all!

**BrandVision Marketing** held their 10th Annual Dessert Dash on Feb. 25 with the proceeds going to the Humane Society of the Tennessee Valley! Great job!

Beth Sterchi has been named Lower School Director at **The Episcopal School of Knoxville**; her appointment was the result of a nationwide search. Sterchi joined the ESK family last year as a 3rd grade interim/assistant teacher. Congratulations!

**CH Interiors & Gifts** will host their Spring Open House on Mar. 24-25 at their location at 12556 Kingston Pike. Special savings, wine and refreshments will be available. Don't miss it!

**\$25 OFF**  
Any  
Plumbing  
Service

[PipeWrenchPlumbing.com](http://PipeWrenchPlumbing.com)



**\$99**  
HVAC  
Tune-Up  
(up to 2 systems)

865.583.3957

Same Day Service Guaranteed or the Visit Is FREE!



# President Quotes 'n Notes



**Julie A. Blaylock**

On February 21, our Chamber had the honor of celebrating retired President/CEO, Bettye Sisco. Since 2001, Bettye grew this chamber from just over 100 business members to the estimated 750 members today. It was joyous to watch countless members, officials, current and past board directors wish her well for her retirement and tell her thank you for a job truly well done.

Before speaking that night, a longstanding member handed me a Chamber Life newsletter. The paper was a bit yellowed, Bettye's "Quotes n' Notes" marked up in faded pencil. I read a portion to the guests there, and I want to share it in its entirety with you. As we move forward into 2017 and beyond, I am honored and excited to roll up my sleeves, to learn, to help and to serve with you.

## "Search to Become a Leader"

(Author: Anonymous)

I went on a search to become a leader. I searched high and low. I spoke with authority; people listened. But alas, there was one who was wiser than I, and they followed that individual.

I sought to inspire confidence, but the crowd responded, "Why should I trust you?" I postured, and I assumed that look of leadership with a countenance that flowed with confidence and pride, but many passed me by and never noticed my air of elegance.

I ran ahead of the others, pointed the way to new heights. I demonstrated that I knew the route to greatness. And then I looked back, and I was alone.

"What shall I do?" I queried. "I've tried hard and used all that I know." And I sat down and pondered long. And then, I listened to the voices around me. And I heard what the group was trying to accomplish. I rolled up my sleeves and joined in the work. As we worked, I asked, "Are we all together in what we want to do and how to get the job done?" And we thought together, and we fought together, and we struggled towards our goal.

I found myself encouraging the faint-hearted. I sought ideas of those too shy to speak out. I taught those who had little skill. I praised those who worked hard. When our task was completed, one of the group turned to me and said, "This would not have been done but for your leadership."

At first, I said, "I didn't lead. I just worked like the rest." And then I understood, leadership is not a goal. It's a way to reaching a goal. I lead best when I help others to go where we've decided to go. I lead best when I help others to use themselves creatively. I lead best when I forget about myself as leader and focus on my group...their needs and their goals. To lead is to serve...to give...to achieve together.

(Thanks to lifetime member, Michael Bates, for keeping this gem!)

## 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](mailto:info@farragutchamber.com)  
[www.farragutchamber.com](http://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 February:

**Cirrus Insight**  
**Brandon Bruce**  
117 Center Park Drive, #150  
Knoxville, TN 37922  
[www.cirrusinsight.com](http://www.cirrusinsight.com)

**Climate Storage**  
**Ellissa Benjamin**  
10630 Hardin Valley Road  
Knoxville, TN 37922  
[www.climatestorage.com](http://www.climatestorage.com)

**Don Gallo Mexican Grill at Choto**  
**John Payne**  
1600 Choto Markets Way  
Knoxville, TN 37933  
[www.dongallosmexican.com](http://www.dongallosmexican.com)

**Kings of Real Estate**  
**Tracy King**  
10420 Kingston Pike, Ste. B  
Knoxville, TN 37922  
[www.KnoxvilleHomesandBlountHomes.com](http://www.KnoxvilleHomesandBlountHomes.com)

**Knox Graphics & Designs**  
**Jesse Boling**  
12556 Kingston Pike  
Knoxville, TN 37934  
[www.knoxgraphicdesigns.com](http://www.knoxgraphicdesigns.com)

**Northshore Senior Living**  
**Melissa Hensley**  
8804 S. Northshore Drive  
Knoxville, TN 37922  
[www.northshoreknoxville.com](http://www.northshoreknoxville.com)

**Tropical Smoothie Café**  
**Jason Willeman**  
119 Lovell Road  
Knoxville, TN 37934  
[www.tropicalsmoothiecafe.com](http://www.tropicalsmoothiecafe.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 February. We are privileged to count them as Farragut West Knox Chamber of Commerce members! We urge members to patronize one another when the goods or services a member can provide are needed. It is also our hope that area residents recognize the commitment a business makes to its community when it becomes part of its local chamber of commerce and reward that commitment with their patronage.

Amish Excellence of Knoxville  
Bearden Banquet Hall  
Berry Highland West Memorial Park,  
Funerals & Cremation  
Bonfish Grill – Turkey Creek  
Buddy's Bar-B-Q Farragut  
Buffalo Wild Wings  
CADES: Concord Adult Day  
Enrichment Services  
Carpenter & Lewis, PLLC  
Chick-Fil-A  
Comcast Spotlight  
Dale Skidmore Agency – Allstate  
Dickey's Barbecue Pit  
First Citizens Bank – Campbell Station  
Fisher Tire Company  
Frantz, McConnell & Seymour, LLP  
M&M Jewelers  
Michael Broyles Photography

Nationwide Insurance –  
Michael Dyer Agency  
New Covenant Baptist Church  
Parkview Independent Living  
PetSafe Village  
Planet Beach, Automated Spa  
Provision Center for Proton Therapy  
PT Solutions  
Publix – Farragut  
Quaker Steak & Lube  
Quick Print & Copy  
Rodefer Moss & Co., PLLC  
Shae Design Studio  
SouthEast Bank – Hardin Valley  
USI Consulting Group  
WindRiver  
Woody Creek Realty, LLC  
Y-12 Federal Credit Union Farragut –  
*Thank you for your Enterprise Membership!*

## Breakfast

From page 1

Tennessee grew 18 percent in post-secondary education enrollment during his tenure, 45000 jobs were in the pipeline as of January, and the median household income grew 6.4 percent (second only to Montana, which Boyd finds "really annoying!" drawing peals of laughter).

Boyd does have concern over the vast disparity in the economic state of Tennessee's 95 counties; 17 of those are officially "distressed". Boyd has visions of developing a Rural Task Force to aid and address those issues. He also addressed guest Bobby Nicholson's question about rumors of a future Entrepreneur Center in Knoxville: the rumors are true and he welcomed Nicholson to call him to get involved.

Prior to the fantastic presentation, the Chamber was proud to present three new Enterprise Club pillars to Bruce Giles-First Utility District (Anchor), Jennifer Fasching-Y-12 Federal Credit Union (Anchor) and Jeff Lawhorn-Lawhorn CPA Group (Captain). Enterprise members are recognized for their support of the



Julie Blaylock-FWKCC, Randy Boyd, Darla Berdal-Myer Bros. Holdings and Tim Williams-Matlock Tire Service & Auto Repair pose after the successful presentation.

Chamber and community for their investment above and beyond their standard annual membership.

The Chamber thanks all sponsors for this event including Presenting Sponsors Pinnacle Financial Partners and Town of Farragut, Event Sponsor First Utility District, Community Sponsor Michael Brady, and Media Sponsor farragutpress. The Chamber will make an estimated \$650 donation from ticket sales to Boyd's charity, TNAchieves.

# Calendar of Events

Please call the Chamber office at 675-7057 for information

**March 16**  
5:00 – 6:30 p.m.

Networking  
**Brothers Bedding**  
220 N. Peters Road

**March 23**  
8:00 – 9:30 a.m.

Networking  
**Holy Cross Anglican Church**  
515 Herron Road

**March 30**  
8:00 – 9:30 a.m.

Networking  
**Michael Brady, Inc.**  
299 N. Weisgarber Road

**April 6**  
8:00 – 9:30 a.m.

Networking  
**SouthEast Bank - Farragut**  
12700 Kingston Pike

# Who's who... Publix - Farragut



by **Gabrielle Gosnell**

If you want to get the royal treatment while grocery shopping, Publix is the place for you! Publix emphasizes their commitment to customer service as their goal is to, "Make customers feel like Kings and Queens." Publix was founded 85 years ago by George W. Jenkins who felt that other companies did not put enough focus on their associates. Inspired, Jenkins opened his own grocery store equipped with an employee stock ownership plan that gives associates a buy in. This is what makes Publix unique says general manager, Landon Compton, "Every associate owns part of the company which gives them a better stake at taking care of customers. If it's your business you're going to treat people differently than if it was someone else's business."

Publix's employees are committed to making shopping easier for customers. If you go to one of their departments, Publix doesn't just sell you the product. Employees help make suggestions and teach you how to cook what you purchase. "Anybody can sell groceries, but how we make our customers feel makes it a different environment," Compton says proudly.

Publix not only sells groceries; they have event planners on staff to assist customers. "Their job," Compton says, "is to help plan parties, So, if you call up and you say you want a cake. Their job is to help you think about everything else for the party."

Publix also has Aprons Simple Meals tastings weekly where you can not only try their featured recipe, you can get all the ingredients and learn how to make it. They also offer an easy online ordering system that lets customers order their favorite sliced meats, sandwiches, cheeses, and subs and pick them up right at the front door of the store.

Anyone who has never visited Publix in Turkey Creek since its opening in 2013 is invited to visit. Compton says, "Just come in a store to see the difference in shopping experience. It speaks for itself." Visit Publix at 11656 Parkside Dr. on the Campbell Station side of Turkey Creek. They are open from 7 a.m. to 10 p.m. every day of the week.

# TSBDC FORECASTING FOR GROWTH

by Laura Overstreet, Small Business Specialist and GrowthWheel® Certified Advisor

Projection of your small business is key. Effective leaders have established skills in strategic thinking. Strategic thinking is a process where your business vision becomes a reality by developing abilities in teamwork, problem solving, and critical thinking. It also is a tool that can help to confront change that will come with transitions from incorporating new ideas. When planning strategically there are five different criteria that should be focused on:

**Organization** – This involves employees, the organizational structure, and the resources needed to make it all work.

**Observation** – Increase your power of observation to becoming aware of what motivates people and understand how to solve problems more effectively.

**Views** – There are four viewpoints to take into consideration: environmental, market-place, project, and measurement view. These can be used as tools to think about outcomes and identify critical elements.

**Driving Forces** – Lay the foundation for what you want people to focus on in your business. This could include the vision, values, goals, and commitment.

**Ideal Position** – After engaging in the first four steps of the strategic thinking process, you should be able to identify your ideal position. The ideal position outline should include: the conditions necessary if your business is to be productive; the niche that your business will fill; opportunities that may exist; the skills required in your business; and the strategies and tactics you will use to pull it all together.

Contact the Tennessee Small Business Development Center at [www.tsbdc.org](http://www.tsbdc.org) to gain help in forecasting for your small business. Our advisors are ready to provide free business counseling and tools to help you grow.

**Event Rentals**  
BY Rothchild

Setting the Standard for Special Events

Tents • Tables • Chairs • Linens • Inflatables • Concessions • Weddings

120 W. King's Way Phone: (865) 531-0269  
Knoxville, TN 37923 Fax: (865) 531-3862  
[www.eventrentalsbyrothchild.com](http://www.eventrentalsbyrothchild.com)

**Covered Up?**

ACT!, CRM, drip marketing, databases, reports, and e-mail newsletters that really work.

**The Prestige Group**

Call or e-mail for a free on-site meeting today!  
[keithmeese@prestigegroupnet.com](mailto:keithmeese@prestigegroupnet.com) • 705-3878

**APPDRIVEN**  
MARKETING

"AFFORDABLE APPS FOR BUSINESS"

56% of all mobile phones in the US are smartphones!  
Could you be missing an opportunity?  
Visit [myfreeappdemo.com](http://myfreeappdemo.com) for your personalized demo.

Get your app for \$995  
Have a presence in...  
Available on the App Store Google play

865-236-1067  
[www.appdriven.net](http://www.appdriven.net)