



CHAMBER LIFE

"THE MISSION STATEMENT IS TO STRENGTHEN AND SUPPORT OUR COMMUNITY BY PROMOTING BUSINESS GROWTH, EDUCATION AND ECONOMIC DEVELOPMENT."

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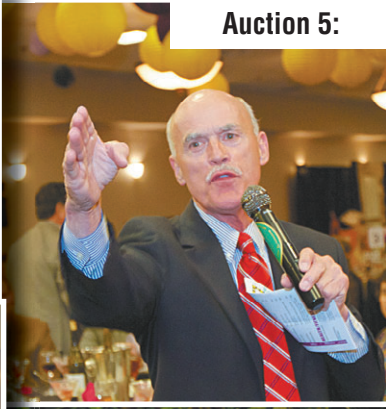
A PUBLICATION OF THE FARRAGUT WEST KNOX CHAMBER OF COMMERCE

MAY 2017

Auction 2:



Auction 5:



Auction 3:



Auction 4:



Chamber Has "Butterflies" Before Wild Auction

It's normal to have "butterflies" before a big event and the Chamber certainly has them: Butterflies on items, Butterflies AS items and Butterflies in the décor! That's because 20% of ticket sales for the 2017 auction will go to The Butterfly Fund of East Tennessee Foundation. A local non-profit incepted by two families who each lost a child in 2008 to rhabdomyosarcoma, a rare childhood cancer, The Butterfly Fund raises money for research, treatment and services dedicated

to defeating childhood cancer. The charity was chosen in support of a chamber member with family currently battling rhabdomyosarcoma.

Reservations are still available for the Chamber's 30th Annual Auction: "Born to be Wild!" taking place on Friday, May 12th beginning at 6:00 p.m. at Rothchild Catering and Conference Center! Guests who wish to

See AUCTION on Page 4

TN Bank's 2016 tabletop included something anyone would be WILD about: 3 crisp \$100 bills! TN Bank is a returning competitor.

Auction 2: Joe and Allison Matlock pose with Missy and Blake Rust-FWKCC Board Member at auction.

Auction 3: Abuelo's: The Flavor of Mexico turned up the 2015 Tabletop competition heat with an entertainment package of DVDs, BlueRay Streaming player, Regal Gift Card, Popcorn maker/supplies and a mini Coca-Cola fridge.

Auction 4: Rick Terry-Rick Terry Jewelry Design holds up the "big" box of real diamond earrings which went to one purchaser of a CZ pair in 2014.

Auction 5: Bear Stephenson works the crowd of bidders!

Anniversary Directory to Celebrate Members

In celebration of the Chamber's 30th Anniversary year, all members will be included in an anniversary edition print Directory! Though the chamber offers a keyword-search based online directory, this special reference guide will be a must-have resource for residents and businesses in the Farragut and West Knox area. Information about the Chamber's board, ambassadors, and 30 year history beginning with its inception in 1987 by the late Farragut Mayor Bob Leonard.

Businesses will be listed both alphabetically and categorically (based on current Chamber information) to optimize user-friendliness. The directory will be delivered as an insert in the farragutpress to the community at large, including their distribution of 15,000. It will also be available on an ongoing basis to Chamber members, residents, and community members.

Member businesses will be contacted by the farragutpress to confirm information and given the opportunity to showcase their business in varying ad sizes, including the inside front and back gloss covers and other prime positions. A portion of advertising sales will



benefit the Chamber and its Continuing Education Scholarships. For more information contact the farragutpress at 865-675-6397 or email slong@republicnewspapers.com.

Welcome Suzanne!

The Chamber is thrilled to welcome and introduce its newest staff member, Suzanne Krygier. Suzanne assumes the role of Front Office Manager and in just a few short weeks has dived headfirst into all of the Chamber's events, including its largest fundraising event, the annual auction. What has she enjoyed most so far? "Meeting so many warm, welcoming and happy people within the Chamber and its community!"

Suzanne comes from a strong professional Administrative background with experience supporting multiple team members and interacting with people in many different capacities. In her spare time, she enjoys bike riding, jazz music and especially photography: "It captures what's around you that you sometimes miss; I particularly like photojournalism."

In her Front Office position, Suzanne

is the first face that guests and members will often see or hear when they contact the Chamber. She will assist the rest of the staff (including soon-to-arrive Executive Assistant, Therese Bradbury, and President/CEO, Julie Blaylock) by providing general office management, calendar coordination and administrative support; working the Ambassador committee; and taking on the role of "staff photographer" at networking and ribbon cutting events. Congratulate and welcome her at Suzanne@farragutchamber.com, 865-675-7057, or by stopping by the office at 11826 Kingston Pike, Suite 110.



Krygier

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	SouthEast bank	ADMIRAL	FIRST TENNESSEE	LENOIR CITY LCUB UTILITIES BOARD
CAPTAIN	BMC	farragutpress	FSGBank	APPDRIVEN	FAIRFIELD INN & SUITES Marriott
ANCHOR	Tennova Healthcare	Pinnacle FINANCIAL PARTNERS	TDS telecom	LAWHORN CPA GROUP INC.	ParkWest MEDICAL CENTER
United Community Bank	KNOXVILLE EMPLOYEES CREDIT UNION	THE EYE GROUP	Enrichment federal credit union	REGIONS BANK	VOLUNTEER pharmacy
JUNK BEE GONE!	Tennessee State Bank	First UTILITY DISTRICT OF KNOX COUNTY	Charter Business	HomeTrust Bank	Children's Hospital
			NEWS SENTINEL	COSTCO WHOLESALE	Rural/Metro Corporation

Networkings

Brothers Bedding – March 16



Networking guest Lynda Blankenship-Premier Solutions International | LegalShield meets new chamber member Dr. Ryan Dolan-Thrive Chiropractic at Brothers Bedding's first 5:00 p.m. hosted event.



Jennifer Sharp and Tom Sharp-ViaMedia learn about the benefits of buying from Brothers Bedding from owner, Marty Bass.

Holy Cross Anglican Church – March 23



Nothing draws networking guests like the promise of a homemade breakfast buffet!



Chris King-Strategic Financial Partners, Adam Freitag-Liberty Mutual Insurance and Zan Schriver-Volunteer Ministry Center enjoy networking and finding out about this local organization in Farragut.

Michael Brady, Inc. – March 30



Beth Ann Carter-Michael Brady, Charlie Vogel-Knoxville Mercury and Christina Harrill-The Butterfly Fund of East TN Foundation pose for a group shot after the announcements.



Knox County Commissioner Charles Busler (7th District), Sheriff J.J. Jones-Knox County Police Department and Julia Hurley-Keller Williams Realty take a short photo-break from networking.

SouthEast Bank Farragut – April 6



John Haney-NAI Koella RM Moore, Jennifer Swartz-SouthEast Bank, Alice Eads-SouthEast Bank and Knick Myers-Myers Bros. Holdings catch up over coffee in SouthEast Bank's event space located within their 4-story headquarters.



John Arnold-SouthEast Bank (far right) welcomes the networking crowd to the bank's Farragut branch and offices.

NEW FEATURE: MEET the BOARD

The Farragut West Knox Chamber Board is comprised of a broad spectrum of corporate and community leaders and is governed by an Executive Board. These volunteers provide support and guidance to ensure the fulfillment of the chamber's mission. Please thank them when you meet them!



Richard Qulia

Board Member/Role:
Richard Qulia, Board Director

Member Business/Title:
Richard F. Qulia Investigations and Polygraph Company / Owner

How you benefit from our Chamber: The businesses I am interested in are 99% potential clients so it's good to get to know people in a lot of different industries, to have my name out there and get to know them personally. When they do have a need for me they can just give me a call.

Greatest business success: I had a case where a 14-year-old boy was convicted, in jail until he was 21 and they decided to give him a new trial. I worked on that case as a P.I. and testified. He was acquitted because the law that put him in jail shouldn't have.

Greatest business frustration: The amount of

work that goes into being a sole proprietor. I'm the expert, but also the person who answers the telephone, does the typing, and is the accountant. I do everything. I don't even have a dog to help me!

Most positive trend facing businesses today: Marketing. With the Chamber, for example, it opens so many avenues and lets everyone know what you can do for them.

Career you wanted when you were 10: A dry cleaner. I grew up in the dry-cleaning business and I kind of always assumed I would probably be a dry cleaner.

Last book you enjoyed: "Killing Reagan" by Bill O'Reilly

Favorite music genre: I play the blues all the time. I have for almost 20 years.

Favorite hobby/activity: Playing the blues at least once or twice a week. I love getting together with those guys, really good professional musicians.

Favorite movie: "Avatar." The visuals on that were amazing.

Favorite place to visit: Venice, Italy. I've been there 3 or 4 times; it's just a great, great city.

Most influential person in your life: My Father. He had such a drive for being successful and was a great business man.

Greatest lesson you've learned: To be truthful. Everything revolves around what's true.

Greatest lesson you teach: Again, to be truthful. It's what I teach and preach.

Ribbon Cuttings

Big O Tires Farragut – March 17



The very first East Tennessee area Big O Tires location opened with a great big welcome from multiple Chamber members, guests, and friends and family members of the business owners. (Center, L to R) Owners/Partners Joe Eltringham and Tom Coke stand behind a Big O Tire while the ribbon is cut.

Big O Tires Cedar Bluff – March 31



A second location certainly deserves a second ribbon cutting! The Middlebrook Pike and Cedar Bluff area got its very own Big O Tires just two weeks after the inaugural Farragut store's opening. Once again, (center, L to R) owners/partners Joe Eltringham and Tom Coke prepare to make it official with Eltringham (left) wielding the scissors.

Northshore Senior Living – April 13



(Second from left) Developer Rick Dover-Dover Development Corporation holds the scissors surrounded by staff and Mayor Tim Burchett with plenty of founding residents and guests watching to celebrate the opening of Northshore Senior Living on Northshore Drive!

Zaxby's Turkey Creek (Re-Grand Opening)– April 17



After a brief closure, Zaxby's was thrilled to introduce their new management! Picture front L to R: Laura Sayers-Farragutpress, Arlene Weinstein-Arlene's Fun Travel, Terry Beasley-Zaxby's, Lee Forsyth-Zaxby's owner, Cynthia Whitley-Zaxby's, Jessica Jones-Zaxby's, Steve Krempasky-Farragut Business Alliance and Pamela Milliken-Zaxby's Marketing. Middle Left to Right: Debriana Brazzanovich-Zaxby's, Colby Seals-Zaxby's, Devin Friar-Zaxby's, and Brandon Newcomb-Zaxby's. Back, L to R: Ryan Dolen-Thrive Chiropractic, Keith Meese-The Prestige Group, Joe Sexton-Knoxville TVA Employees Credit Union, Daniel Monday-Slamdot, DeMarcus Garner-Zaxby's, Lucas Drabes-Zaxby's, Ron Williams-Town of Farragut Alderman and Chris Thomas-United Community Bank.

Ambassador of the Month April 2017



ARLENE WEINSTEIN

Congratulations to this past April's Ambassador of the Month, Arlene Weinstein of Arlene's Fun Travel. In addition to serving as an Ambassador, Arlene has been on the Chamber's Annual Auction committee since her arrival in East TN! Reach her at arlene.funtravel@gmail.com for help with any sort of travel you have in mind!

First runner-up by just a few points this month is Angela Bridges-Cumulus Media. Both Angela and Arlene introduced new business members this past month which is much appreciated! The Chamber is thankful for their efforts and the contributions of all our Ambassadors!

Member Briefs

- Join **Anytime Fitness Farragut** on Saturdays for their May Free Workouts! Every Saturday in May they are offering a FREE group workout with Beau. Invite friends and family to join you at 9:00 a.m. for an exciting 45-60 minute workout filled with fun activities for every fitness level. Visit them at 12572 Kingston Pike!

- **Junior Achievement of East Tennessee** announced Joseph A. Hollingsworth, Jr. was chosen from over 237,000 nationwide volunteers as one of 11 recipients of the Gold Leadership Award. The award honors volunteer excellence, in recognition of leadership in supporting and expanding JA's student impact, resources, operational excellence and sustainability.

- **Smoky Mountain Service Dogs**, a nonprofit organization that provides mobility assistance canines for disabled veterans, will host a Challenge Golf event on June 10 which benefits the organization. The event will be a 4-person scramble at Toqua Golf Course in Tellico Village, Loudon, TN. No need to be a great golfer to win! Golf pros will be on hand at certain holes to advise. Registration is \$65/player or \$260/team (does not include greens or cart fees). Visit www.smokymountain-servicedogs.org to register or find out more!

- J. Mark DeNicola, CFO and Executive Director of sales/marketing for **Thermocopy** was recognized by Corporate Vision Magazine as its 2017 CFO of the Year – USA. Congratulations!

- **Shae Design Studio** at 10420 Kingston Pike is offering custom or ready-to-go gift baskets that are perfect for Mother's Day gifting! Stop by or call 865-313-2656 to order.

- Dr. Rachel Bowman, Dr. Jason Collins, Dr. Cheri Johnston and Dr. Kaneez Leonard have joined **Tennova Primary Care in Farragut**. Welcome!

- Joshua Holden became a shareholder of **Winchester, Sellers, Foster & Steele**.

- The **Town of Farragut** opened its popular McFee Splash Pad for the season at McFee Park on April 30! Visit www.townoffarragut.org for information on schedule and hours.

- **Orangetheory Fitness** wants to make your wedding day extra special. Enter the ALL OUT FOR "I DO" contest for a chance to win a \$5,000 wedding gift from them. Start the next chapter of your life in the best shape of your life. Contact the Parkside Drive studio for details at 865-223-6699.

- **Blue Ridge Yoga and Wellness Center** raised over \$1,100 for the Disabled American Veterans organization at their wine tasting event on April 29. Kudos, yogis!

- **Dickey's Barbecue Pit Knoxville** recognized employee JJ Hatmaker as their March Employee of the Month. Congratulations!

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President Quotes 'n Notes



**Julie A.
Blaylock**

For the last few years, I've noticed May has become the month when poignant commencement speeches make the rounds of emails and social media. I look forward to them because I always find lessons I can use in my current work/life.

Recently, I came across portions of this speech again, delivered by actor Denzel Washington to the 2011 graduating class at Penn State. It stuck with me because, though I couldn't act my way out of a paper bag, I did best Mr. Washington in one way: I was a 1.6 GPA early in my university career. When I came home at semester's end, my parents were split 50/50 on their opinion of me. My rightfully disappointed father wanted me to get a job. My mother had other ideas. She did/could not drive but she could/did march me out to my beater Nissan one morning. And she waited until I came back from our local community college, to report that, no, my credit hours mostly did NOT transfer due to my low grades, but YES, I was signed up to give college one more try.

I had failed up to that point. I had fallen. But I didn't fall back. I fell forward (with a push from Mom). I failed several more times in different ways through my other degrees, and I expect to fail some more in the future. I am okay with that. Congratulations to this Spring's graduating classes; may you each learn to embrace your failures and always "fall forward."

"In your experiences—in school... applying to college... deciding what to do with your life—people have told to make sure you have something to fall back on.

I've never understood that concept. If I'm going to fall, I don't want to fall BACK on anything, except my faith. I want to fall forward.

At least, I figure, that way I'll see what I'm about to hit. Here's what I mean:

Reggie Jackson struck out 2,600 times in his career. The most in the history of baseball. But you don't hear about the strikeouts. People remember the homeruns.

Thomas Edison conducted 1000 failed experiments. Did you know that? I didn't either—because the 1001st was the light bulb. Every failed experiment is one step closer to success.

You've got to take risks. You will fail at some point in your life. Accept it. You will lose. You will embarrass yourself. You will 'suck' at something. There's no doubt about it.

Your life will never be a straight path.

I was a 1.8 GPA one semester, and the university very politely suggested it might be better to take some time off. I was 20 years old, at my lowest point.

But here's the thing: I didn't quit. I didn't fall back. I continued to fail, and fail, and fail, but it didn't matter because you know what? There's an old saying: If you hang around the barbershop long enough, sooner or later you're going to get a haircut. So you will catch a break, and I did catch a break. Last year, I did a play called Fences on Broadway. It was at that same theater that I'd failed my first audition 30 years prior.

Fall forward. Sometimes, it's the best way to figure out where you're going.

Never be discouraged. Never hold back. Give everything you've got. And when you fall throughout life, remember this: Fall forward." (Denzel Washington, 2011)

Farragut West Knox Chamber of Commerce

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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 April

The DW Designs, LLC
Dan & Dawn Wilson
145 West End Avenue
Farragut, TN 37934
www.thedwdesigns.com

Magic Moments Photography
Thomas "Tommy" Morgan
719 Harbor Way
Knoxville, TN 37934
www.facebook.com/magicmoments

Nelson Law Group
Jesse Nelson
10263 Kingston Pike
Knoxville, TN 37922
www.NLGattorneys.com

Thank you for becoming a Pillar of our community as a new Admiral Elite Enterprise Member:

SouthEast Bank – Farragut
Melissa Maciejewski
12700 Kingston Pike
Farragut, TN 37934
www.southeastbank.com

SouthEast bank
Your community bank • Wherever you are

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 April. 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.

Blue Ridge Yoga & Wellness Center
David's Abbey Carpet & Floors
Fairfield Glade Community Club
Farragut High School Education Foundation
First Baptist Church of Concord
Games & Things
Grayson BMW
Holiday Inn Express & Suites
– Lenoir City
Junior Achievement of East Tennessee
King University

Knox Area Rescue Ministries
Mr. Handyman
The Pinnacle at Turkey Creek
Pinnacle Financial Partners
– Seven Oaks
Preferred Care at Home of East Tennessee
Russells Pest Control
StatCare Pulmonary Consultants
State Farm Insurance
– Josh Ellis Agency
Tennessee Smokies Baseball

Auction

From page 3

attend can visit http://farragutchamber.com/chamber/event_registration_auction.php through Friday at noon or call 675-7057 to reserve. Tickets are \$60 each for members, \$70 for non-members and \$550 for a Table of 10. They include complimentary wine on each dining table, fabulously wild food stations and the chance to bid on gorgeous local art pieces, autographed sports items, event tickets, vacation packages, jewelry and more!

Those who arrive early enough can buy a gorgeous freshwater pearl bracelet from Rick Terry Jewelry Design for \$25 during the initial Silent Auction. As he has at other charity events, Terry will ask buyers to leave their bracelets wrapped. When he announces the "opening", one guest will win a white gold and diamond pendant valued at \$2,000, hand-crafted by Terry. Only 50 bracelets will be available; Terry advises not being late! Guests will also be voting on the Best

Dress Tabletop, awarded that evening. Businesses donate items for and then build their decorative centerpiece which is displayed all evening and sold during the live auction by auctioneer Bear Stephenson. Tabletops take all forms and include everything on the table. The line-up of tabletop builders includes: Abuelo's: The Flavor of Mexico, Arthur Rutenberg Homes, Chick Fil A, Cumulus Media, farragutpress, Ricki's Pet Depot, Scripps Radio, TN Bank, and The Voice Tank.

The Chamber is excited for this event and thankful to all the businesses who have participated as well as the committee who has been wildly busy for months working hard to make it happen! The Chamber is also very grateful to Event Sponsors TDS Telecom, Rothchild and Town of Farragut; Community Sponsors NHC Place Assisted Living and Pinnacle Financial; and Media Sponsor farragutpress and WFIV 105.3.

Come celebrate 30 years of "Navigating the Business Jungle" with the Chamber on Friday, May 12!

Calendar of Events

Please call the Chamber office at 675-7057 for information

May 11, 2017	No Networking
May 12, 2017 6:00 p.m.	30th Anniversary AUCTION: Born to be WILD! Rothchild Catering & Conference Center 8807 Kingston Pike Reserve Tickets: www.farragutchamber.com
May 18, 2017 8:00 – 9:30 a.m.	Networking Tennessee Strategies 11429 Parkside Drive (Knox Co. Sheriff's Office West Precinct)
May 25, 2017 8:00 – 9:30 a.m.	Networking Rural Metro / Fire Station 41 160 N. Campbell Station Road
May 29, 2017	Memorial Day Observance – Chamber Closed
June 8, 2017 5:00 – 6:30 p.m.	Networking TDS Telecom 10025 Investment Drive

Who's who... ServPro

by Gabrielle Gosnell

When disaster strikes, your world can quickly become overwhelmingly chaotic. Nate Lloyd, Business Development Manager, says that ServPro's job during and after these disasters is to help customers "feel like it never even happened." ServPro of West Knoxville has been an essential part of the Knoxville community for over 40 years and is a 30 year Charter Member of Farragut West Knox Chamber of Commerce. ServPro's primary focus is on water and fire restoration, but they also assist with mold remediation, HVAC, and even crime scene cleanups.

ServPro has over 1,900 franchises across the United States. This helps set ServPro apart from other businesses because, says Lloyd, "We have the strength of not only the other 1,899 franchises, but also a corporate office with endless resources available to take on any size disaster."

He admits that disaster cleanup has its challenges. "During a storm event, getting to everyone in a manner as if they are your only job is challenging. In our line of work, when a storm hits, that's when everyone needs your services right away. Managing your team to provide the same level of consistent service, across the board, is the most difficult aspect," he explains.

Additionally, ServPro places a great emphasis on customer communication so that their customers know what to expect throughout the entire cleanup process. "Recently, the roof was demolished via high wind at Positively Living in South Knoxville. We got the job done. This event took homes away from 29 men and we were proud to complete that job extremely fast to get residents back in their homes and restore a sense of normality in their lives." Lloyd proudly adds, "Our office team also made sure to provide toiletries, gift packages, etc. to help out during this trying time."

What also makes ServPro unique is their dedication to their employees. "It's not often you find business owners that are so giving and have changed so many lives," Lloyd shared. "This small business makes you feel like a family; whether you're a customer or employee." Contact ServPro of West Knoxville for more information on their customer services at 865-690-9658.

TSBDC ASSISTANCE FOR ALL BUSINESSES

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

The month of May at the Knoxville Area Small Business Development Center is full of classes suitable for small businesses at any stage of the business cycle.

Starting May 1 the online program "Is Your Business Google-ized?" begins and remains open for 45 days to allow modules to be viewed at a pace fitting for a business owner. Sandi and Wayne Sturm facilitate the online sessions; both are Google experts.

On May 2 "Startup Assistance with GrowthWheel" is available. It will include forms of business organization, tax requirements, business licenses, business planning, and financial options with loan qualification criteria and opportunities. On May 11 "Government Contracting" is available to learn the basics and an overview of the steps to get started with government contracting. Both classes will be held at our 17 Market Square Suite 201 location from 9:00 a.m. – 12:00 p.m. TSBDC and SBA Staff respectively will facilitate each workshop.

On May 4, to celebrate National Small Business Week, Bruce Hayes (TSBDC Director) will facilitate "Diagnose Your Business Financial Health" at the Cocke County Chamber. This 9:30 a.m. – 3:00 p.m. seminar will walk through the four financial statements, how to look for symptoms to readily identify financial health issues, how to administer treatment, and get your business on the road to recovery.

On May 18 "Business Planning with GrowthWheel" will be available at the Blount County Chamber Partnership from 9:00 a.m. – 12:00 p.m. to help business owners prioritize the essentials necessary for success while promoting a solid structure and purpose for the entire company to excel. This class will also be facilitated by Bruce Hayes.

For more information and to register for an event visit www.tsbdc.org or call 865-246-2663.

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