



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

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Feverish Start to 31st Auction

Chamber staff and auction committee members are already making preparations for a fun and funky night of fundraising! The Chamber's 31st Annual Silent and Live Auction, "Friday Night Fever," takes place this spring on Friday, May 18 at 6 p.m. at Rothchild Catering & Conference Center. Members and guests will enjoy bidding on hundreds of silent and live items, tabletop display packages, music, food, wine and even the option to boogie down on the dance floor!

Volunteer committee members, who are also current chamber members, kicked off planning early this month in what has traditionally been the Chamber's largest charity fundraising event of the year. The event helps fund the Chamber's Continuing Education Scholarships given to qualifying member businesses in amounts up to \$500. A charitable donation is also taken from a portion of ticket sales. The Chamber will proudly announce the 2018 recipient once confirmed.

Members may still join the planning committee for this fun fast-paced event. Call 675-7057 or email Julie@farragutchamber.com to be a part of it right away.

Sponsorships are open at all levels—Presenting, Event, and Community—and are a fabulous way to highlight your business to 250+ attendees and more! 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 is happy to promote Event Sponsors Rothchild Catering and the Town of Farragut; and Media Sponsor farragutpress.

Information on sponsorship, item donation and ticket purchase (\$60 members, \$70 non-members, \$550 Table of 10) can be found under "Events" at farragutchamber.com or by calling 675-7057. Contact the chamber immediately to promote your business and catch the fever!

Chamber Hosts County Mayor Candidate Forum



Brad Anders



Glenn Jacobs



Bob Thomas

With early voting approaching in April for Knox County Mayor, the chamber offers a unique chance to hear and get to know all three candidates in a moderated forum on Tuesday, Feb. 20 at 7:30 a.m. at Fox Den Country Club. The position is currently held by Mayor Tim Burchett. This event is part of the Chamber's ongoing Breakfast Speaker Series; the forum kicks off the 2018 series. Current sponsors include Presenting Sponsor Town of Farragut, Event Sponsor First Utility District, Community Sponsor Michael Brady, Inc. and Media Sponsor farragutpress.

Knox County Commissioner Brad Anders is a native of the Holston community and is a Lieutenant in the Knoxville Police Department where he supervises the Special Crimes Unit, handling child and elder abuse, domestic violence, missing persons and human trafficking. As com-

missioner, he has focused on serving the district's needs, promoting educational advancement and economic development countywide.

Glenn Jacobs is a small business owner of Jacobs Insurance Associates, where he is the local champion of the Kindness Revolution, an anti-bullying initiative, and is also the founder of Kane's Crusaders, a non-profit organization with the mission to bring joy to chronically ill teens. The public may also know Jacobs for his 25-year career with WWE, affording him the chance to perform for millions of fans across the U.S. and in 40 countries worldwide.

Bob Thomas represents everyone in Knox County as one of two At-Large Commissioners. He has been a

See MAYOR on Page 4

CRAFTS @ ALE

A CRAFT EVENT PRESENTED BY THE FARRAGUT WEST KNOX CHAMBER OF COMMERCE

New Event Coming to Farragut

On behalf of the Board of Directors, the chamber is excited to announce an inaugural day-long event coming to Farragut's West End shopping center on Saturday, October 13, 2018. "Crafts & Ale: A Craft Event" will feature fine arts and crafts available for purchase from multiple talented vendors and a showcase of craft ales from area brewers.

In creating the concept, the Board's fundraising committee and President/CEO Julie Blaylock wanted to offer a festival-like event that could be enjoyed by Farragut residents and people from across Knox County and beyond, as well as draw visitors to the Farragut area. The choice of the West End shopping center highlights the local businesses there, many of whom are chamber members, and offers easy access to Kingston Pike as a main thoroughfare.

Sponsorship opportunities are available and vendors are warmly invited to apply for a booth spot. Contact the chamber directly at 675-7057 or info@farragutchamber.com. Stay tuned for more information coming at www.craftsandale.com!

ENTERPRISE CLUB

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

Networkings

Farragut High School Education Foundation – November 2, 2017



Thomas Deakins-FHS Education Foundation President; FHS students Aidan Thomason, Kailash Thiagarajan, and Sarah Doyle; Ryan Siebe-FHS Principal; and Candace Greer-FHS Assistant Principal pose in the library during the Foundation networking.



Steve Krempasky-Farragut Business Alliance and Ron Williams-Town of Farragut Alderman and FHS students Abhinar Perumalla, Will Thorley, Michael Bowling and Kevin Sun get to know each other during the morning event.

Y-12 Federal Credit Union – Cedar Bluff Branch – November 9, 2017



Pictured with their staff are Jennifer Fasching-Cedar Bluff Branch Manager (center), Natalia Spratlen-Regional Branch Manager (third from right) and Andrew Bounds-Powell Branch Manager (first from right).



Farris Ashkar-Artistic Designs, Marc Davis-TradeBank, Arlene Weinstein-Arlene's Fun Travel, Josh Hartman-Weichert Realtors and Colby McLemore-Colby's Photography enjoy coffee and conversation during the morning event.

Summit View of Farragut – November 16, 2017



Summit View staff gathered during the networking for a team photo are front row left to right: Cheryl Quinn, Becky Strawn, Erin Cannon, Laree Sharp, Melissa Aultom, Meghan Surgenor, Lori Vega, back row left to right: Amber Reynolds, Ariel Huszar and Dawn Powell.



Karla Warner-Smoky Mountain Service Dogs, Randy Bedard-Corner 16, Brenda Herron-Copper Cellar Group, Sharon Nicole-SouthEast Bank and Marianne Morse-Mary Kay enjoy the festive networking held at SummitView of Farragut.

farragutpress – November 30, 2017



farragutpress staff, from left to right: Lori Timmis, Charlene Waggoner, Laura Sayers, Tony Christen, Alan Sloan, Peyton Hairston, Doug Horne, Cindy Wilfert, Susan Horne, Michelle Hollenhead, Sherry Long, Tammy Cheek, Tony Cox and Carolyn Reid gather in the reception area for a group photo during the holiday networking event.



Farragut Town Alderman Ron Williams (rear), front row l-r: Beverly Kobus-BK Lash & Skin Boutique, Farris Ashkar-Artistic Designs, Peyton Hairston-farragutpress, Angela Bridges-Cumulus Media, Steve Krempasky-Farragut Business Alliance and John Volpe-Abuelo's The Flavor of Mexico enjoy Christmas cheer and conversation during the farragutpress event.

HomeTrust Bank – December 7, 2017



Back row, l to r: Richard Pace, Matt Webster, David Barclay, Trey Coleman; front row, l to r: Luke Chill, Andrea Pender, Brooke Hendrick, Megan Belcher, Sarah Henegar, Kelly Vittatoe-all with HomeTrust Bank take a break during the networking to pose for a team photo.



Russ Prayter-Fish Window Cleaning, John Randazzo-Fish Window Cleaning, Tim Williams-Chamber Board of Director's Chairman and David Smoak-Farragut Town Administrator pause and smile for the camera during the HomeTrust Bank networking.

Networkings

CH Interiors & Gifts - December 14, 2017



CH Interiors & Gifts owner Jesse Boling poses behind the counter of his shop with his mother, Sue Boling during the evening networking held on December 14.



Bert Burgett-Cruise Planners/TN Bank, Becky Vidal-Knoxville Hilton Downtown and Viren Lalka-Lalka Tax Services do a little shopping during the CH Interiors evening event.

Ribbon Cuttings

cru bistro & wine bar – Nov. 14, 2017



Gathered to celebrate is front row l-r Daniel Monday-Slamdot, Teri Jo Fox-Crye Leike Realtors, Monika Hancock-cru bistro & wine bar, Greg Rasel-cru bistro & wine bar, Arlene Weinstein-Arlene's Fun Travel, Sonya Roy-Home2Suites by Hilton, Chamber President Julie Blayock. Back row l-r: Eric Whitener-Crye Leike Realtors, Adam Freitag-Liberty Mutual Insurance, Marc Davis-TradeBank, Laura Sayers-farragutpress and Colby McLemore-Colby's Photography.

Graham & Cook Insurance – Dec. 1, 2017



Gathered to celebrate 40 years in business are front row left to right: Betty Cook, Suzanne Hawley, Cindy Cook, Laura Scheffer, Robert Scheffer, Mike Henry (with scissors), Derek Wright, (Derek's children: Karis, Logan, Bennett), Melissa Wright, Virginia Young (Derek's grandmother), Chamber Ambassadors Arlene Weinstein-Arlene's Fun Travel and Angela Bridges-Cumulus Media, Second row left to right: Chamber Ambassador Daniel Monday-Slamdot, Tommy Cook (between Mike and Derek), Mary Allen, Lynn Hollingsworth, Nancy Wright, Danny Wright, Harry Young (Derek's grandfather), Chamber Ambassador Colby McLemore-Colby's Photography, Third row: Jason Zachary, Peyton Hairston-farragutpress, Farragut Town Alderman Louise Povlin.

Belew Drug - Choto – Dec. 8, 2017



Surrounded by family, friends, customers, chamber staff, and Ambassadors are Belew staff: Jamie Price, Elizabeth Royal, David Belew (with scissors), Amy Belew, Amanda Gass and Allison Cosby pose on this chilly morning to cut the ribbon celebrating the opening of the Choto Markets location.

BK Lash and Skin Boutique – Dec. 19, 2017



Front row left-right: Lisa Monig-Paramount Land and Title, Arlene Weinstein-Arlene's Fun Travel, Beverly Kobus (with scissors)-BK Lash & Skin Boutique, Candace Viox-Water into Wine, Teri Jo Fox-Crye Leike Realtors, Angela Bridges-Cumulus Media, second row: Laura Sayers-farragutpress, Greg Cline-inCline HR, Donna Rose-Parker Business Consulting and Accounting, Mikel Davis-Cumulus Media, Alan Diskin-Tennessee Media Associates, Jessica Diveto-PromoJoe by Jessica, Therese Bradbury-Chamber Executive Assistant, Eric Whitener-Crye Leike Realtors, Justin Rimer (son of owner, behind Beverly Kobus)

Meet your 2018 Ambassadors!



Naoko Blue,
Naoko Blue & Associates



Daniel Maw,
FASTSIGNS



Natasha Bohannon,
BB&T Farragut



Colby McLemore,
Colby's Photography



Angela Bridges,
Cumulus Media, WIVK 107.7 /
NewsTalk 98.7 / WNML 99.1



Daniel Monday,
Slamdot, Inc.



Christine Dean,
His Security, LLC



Lisa Monnig,
Paramount Land & Title



Adam Freitag,
Liberty Mutual Insurance



Marianne Morse,
Mary Kay



Leslie Godfrey,
Pinnacle Financial Partners Farragut



Sharon Nicole,
SouthEast Bank Farragut



John Haney,
NAI Koella RM Moore



Chris Thomas,
Committee Co-Chair, United Community Bank



Andrew Hartung,
Eaton & Hartung, PLLC



Arlene Weinstein,
Arlene's Fun Travel



Tony Langenderfer,
Smyrna Ready Mix



Eric Whitener,
Committee Co-Chair, Fox & Whitener
Real Estate Solutions

Member Briefs

Looking for more details on a specific event, special or job?
Go to www.farragutchamber.com to see these and other member items!

The Women's Basketball Hall of Fame is having a Girl Scout Jump, Jive, and Jammies event on Jan. 20-21. \$37.95 per person. Email acarater@wbhof.com for more info.

Six years after its founding with a focus on allowing Gmail users to leverage the power of Salesforce without leaving their inboxes, Cirrus Insight has just rolled-out a version of its email productivity platform that can be used by any Gmail user.

BK Lash & Skin Boutique has a New Year, New You Special! Combine the O2 Lift with a Elleebana Lash Lift and Tint for \$150! This anti-aging, luxurious treatment produces gorgeous luminous skin that feels as healthy as

it is radiant.

ENX magazine and ENX The Week in Imaging announced that Thermocopy was selected as a 2017 Elite Dealer. Elite Dealer awards have been given since 1988 and honor the best and brightest of the office imaging dealer community. Thermocopy is a multi-year winner.

Edward Jones - Financial Advisor: Betsy Herzog is seeking Financial Advisors. Start a brand new career with proven support, flexibility—and no limits. Email betsy.hertzog@edwardjones.com for more information or you can check out their recruiting event on Jan. 30 6-8pm at Bistro by the Tracks.

See MEMBER BRIEFS on Page 4

President Quotes 'n Notes



Julie A. Blaylock

One resolution we hear a lot all year long is "to get out and network more." It's a goal we're well-equipped to help with, but can be harder to stick to than it sounds. I know that many folks making this resolution are fighting an uphill battle. They'll admit they "don't like" networking, and it is just as hard for them to find the desire to walk into a room full of strangers as it is for many of us to find the motivation to get to the gym.

What happens at a networking? People grow their business, make sometimes life-changing connections and meet important influencers. It's been published that 70% of jobs are found through networking. However, no amount of statistics help when you're wandering a room aimlessly with your business cards in hand.

Try some of these tips courtesy of Blog.moo.com/businessstips to make your next networkings more enjoyable and effective:

"I don't like small talk." Do any of us? Make it more natural; buddy up, making it easier for a 3rd person to join your existing conversation. (Warning: DON'T let your duo hide in the corner observing; that is NOT networking). If you get stuck, do the unthinkable: drop your guard. "I'm terrible at small talk. Networking is kind of awkward isn't it?" Treat the person like a person. Networkings are social; forming relationships is more important than angling for info or favors.

"I never remember names." You're not alone. Be cheerfully upfront about it when you meet people (they'll probably say, "Me, too!"), but do what you can to practice. Make notes about the speaker and those you meet. Find out who's attending by checking the event page to see who the guests are. This can help you spend time with those you really want to connect with.

"I'm shy in big groups." Getting over the hurdle of saying SOMETHING is the hardest part. Create a toolkit of conversation starters to use when you need them. Ask curious questions: "What's your story?" A fun open-ended question that people will answer professionally or personally, seriously or lightly. What they say and HOW they say it will tell you a lot about them. "What would you say you're known for?" People like to share what they're good at and usually love a chance to do so. It also moves the conversation onto familiar ground for them.

"It's hard to approach someone new." Work your wardrobe. Have something unique that stands out (a bright tie or piece of jewelry)? Wear it! It gives people an easy intro to begin talking to YOU. Business cards that break the mold can also be good sparks of further conversation.

"It's a waste of time—nothing ever comes of it." It's cliché but you will never get more out of an event like this than you put in. If you work it like a wallflower and don't speak up about why you're there, you'll only discuss what's on other people's agendas. And remember: networkings don't end with the event. You can follow up with those new contacts you've made, building stronger connections and opportunities to connect one-on-one.

"I never meet who I'm hoping to meet." Did you research the guestlist? Go in with clear intent of what you want to achieve? Are you even at the appropriate event? That's right—not all networkings are created equal for everybody. Do some homework before you go. The chamber is always happy to suggest specific events for members when they tell us what they're trying to accomplish.

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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 December! Did you know businesses/organizations may now submit their application and payment online? Visit www.farragutchamber.com and click "Join the Chamber!"

Acti-Kare Responsive IN-Home Care
Miyang Sin
1510 Boyd Street
Knoxville, TN 37921
<http://swknoxville.actikare.com>

Aleex Conner/ Residential Real Estate
Aleex Conner
10255 Kingston Pike
Knoxville, TN 37922
<http://www.aleexrealtor.com>

Park Place of West Knoxville
Dana Watkins
10914 Kingston Pike
Knoxville, TN 37934
<http://www.parkplaceofknoxville.com>

The Payroll Source Group, Inc.
Michelle Leuciuc

123 Center Park Drive, Suite 230
Knoxville, TN 37922
<http://www.payrollsourcegroup.com>

Promo Joe by Jessica, Inc.
Jessica Diveto
136 East Division Road
Oak Ridge, TN 37830
<http://www.promojobyjessica.com>

The Real Estate Firm
Jon Powell
601 S. Concord Street, Suite 200
Knoxville, TN 37919
<http://teampowell.therealestatefirmtn.com>

Virgin Bay Seafood
Cathy Stoltz
4083 King's Camp Pass
Arrington, TN 37014
<http://virginbayseafood.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 December. 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
AllGood Pest Solutions
Edible Arrangements
Empire Pizza
Fifth Third Bank
First Choice Automotive
First Community Mortgage
Garde Bien SpaSalon
Image Matters, Inc.
Linda's Hallmark
Little Joe's Pizza
The Maddox Companies
Mercedes Benz of Knoxville
Mortgage Investors Group
Movement Mortgage
Net3 Information Technology
Oral Care Partners / Stanley Sisk, DDS

OsteoStrong of Farragut Wellness Center
Profile by Sanford Health
R&B Tax & Accounting Services
Regus
Sims Appraisal Company
Tennessee State Bank - Turkey Creek
(Thank you for your Anchor Enterprise Membership)
Tennessee Strategies
The Venue at Lenoir City
US Bank - Bearden
US Bank - Hardin Valley
US Bank - Kingston Pike
Wieniewitz Financial
Y-12 Federal Credit Union - Farragut
(Thank you for your Anchor Enterprise Membership!)

Mayor

From page 1

successful broadcaster, business owner and entrepreneur with three children who attended Farragut High School. While at WIVK, he had the highest rated mid-day show in American for 16 years. He was instrumental in bringing professional hockey back to Knoxville in the late 80's as owner of the Knoxville Cherokees. He serves on multiple boards including Metro Drug Coalition, Dogwood Arts, and Young-Williams Animal Center.

Candidates will discuss questions beginning at 8 a.m. that have been submitted from chamber members and the public via form submission on the cham-

ber's website on the events page.

The community can also send in a question addressed to all 3 candidates by emailing info@farragutchamber.com.

The forum will conclude with a Q&A portion from audience members.

This opportunity is not just for business members, but open to the public with special rates for students.

Reservations are \$275 for tables of 10, \$40 for non-members, \$30 for members and \$15 for students (must show ID).

Reservations can be made online under "Events" at farragutchamber.com or by calling 675-7057.

Each reservation includes breakfast and a donation to a charity selected by the speakers.

Calendar of Events

Members can RSVP for these events through their online Member Information Center at farragutchamber.com. Call 675-7057 or email info@farragutchamber.com for a link to create your account!

January 18, 2018 8:00 – 9:30 a.m.	<i>Networking</i> Profile by Sanford 113 Lovell Road
January 25, 2018 8:00 – 9:30 a.m.	<i>Networking</i> Wieniewitz Financial 1605 Schaefer Road, Suite 100
February 1, 2018 8:00 – 9:30 a.m.	<i>Networking</i> Ricki's Pet Depot 11505 Kingston Pike
February 8, 2018 5:00 – 6:30 p.m.	<i>Networking</i> Turkey Creek Medical Center 10820 Parkside Drive
February 15, 2018 8:00 – 9:30 a.m.	<i>Networking</i> Hilton Knoxville Airport 2001 Alcoa Highway

Member briefs

From page 3

OsteoStrong of Farragut Wellness Center will be having their Open house on Jan. 19 in celebration of their 1st Anniversary. Mention that you saw this Hot Deal in the Chamber newsletter or website and during the month of January, they will waive enrollment fees.

Fish Window Cleaning is offering 40% off residential window cleaning services in the month of January. Call 865-675-6653 for more information!

Join **Profile by Sanford Health** now through Jan. 31 for just \$99 (regularly \$300). Call the Knoxville store at 865-337-8176 or register at <https://profileplan.net/meet-with-coach/> to learn more!

Julia Hurley - Keller Williams Realty is hiring folks looking for an exciting and challenging career move! OSA is the hardest and the most rewarding aspect of a real estate team. Real Estate License is required. Send your DISC profile results to JuliaHurleyGroup@gmail.com.

Take a Drone Flight Skills class at **Pelissippi State Community College** Jan. 20! \$159 Course fee. Contact bcs@pstcc.edu for more info.

Ice Princess and Friends Dance Party for age 2+ at **Angela Floyd School for Dance and Music** on Jan. 20 at 1 p.m. \$35 Registration at <http://www.angela-floydschools.com>.

K9 Center of East TN is having their Open House at 11225 Threadstone Lane on Jan. 21 1-5 p.m. All dogs welcome! Email info@k9centertn.com for more info.

PT Solutions Physical Therapy of Farragut is proud to offer a free wellness, performance, and injury screening to help you determine a wellness/performance plan and/or what the source of any pain or discomfort may be. Just call 865-671-3094 to set up your free injury screening!

TSBDC AID YOUR SMALL BUSINESS

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

With the start of a new year there's no better time to prepare for the new small business venture you've been contemplating. At the Knoxville Area Small Business Development Center there are upcoming workshops and certified business counselors that can help in your planning and goal achieving.

Whether you're starting a new business, considering opening a franchise, or need to develop strategic planning for 2018 for your existing business, we're here to help.

On January 18, Startup Assistance with GrowthWheel is available, which will include the forms of business organization, tax requirements, business licenses, business planning, and financial options along with loan qualification criteria and opportunities. A member of the TSBDC staff will hold this workshop at 201 S. Washington St., Maryville, TN from 9 a.m. – 12 p.m.

On January 25, Focus on Franchising will be held at the Knoxville location 17 Market Square #201, which will divulge how franchising is not just for fast food and retail, but for a vast majority of industries. This live educational seminar will help you to decide if business ownership, as a career or an investment, is something you want to pursue.

You do not have to start a business alone because we are here to help at the Knoxville TSBDC.

For more information and to register for a listed event visit www.tsbdc.org/psec/ or call 865-246-2663.

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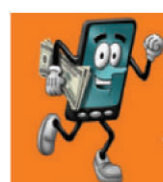
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