



CHAMBER LIFE

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

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FEBRUARY 2018



Annual Auction to Help New Non-Profit

Thanks to a presentation at a Farragut Rotary Club weekly meetings, the non-profit who will benefit from a portion of "Cover Charge" sales at the Chamber's 31st Annual Auction "Friday Night Fever" on May 18 is The Change Center of Knoxville. Committee members, board and staff are proud and excited to assist the inception of this much-needed facility slated to open in June 2018.

The Change Center will be a safe, strategically located, center-city partnership facility that will provide relational and recreational leadership development plus job initiatives for teens and young adults. Located just northeast of downtown Knoxville on Harriet Tubman Street, The Change Center is at the heart of a 3.25 mile "Buffer Zone" where an astounding 76% of all homicides occurred from 2011-2015.

Executive Director Nicole Chandler and CFO Bruce Charles will attend several chamber events prior to auction to answer questions about the facility.

As the Chamber's largest charity fundraising event of the year, the auction also helps fund the Chamber's Continuing Education Scholarships given to qualifying member businesses in amounts up to \$500.


Sponsorships are open at all levels—Presenting, Event, and Community—and are a fantastic way to highlight your business to 250+ attendees through print, weekly emails, web, social media at events and radio (level-dependent) 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. Call 865-675-7057 or email Julie@farragutchamber.com for details.

Businesses can also participate by building a "Tabletop Display" and receive exclusive onsite exposure as well as promotion prior to the event if they commit early. Tabletops must be valued at \$300 minimum and be a saleable package item (auctioned live) as well as decorative. Tie-ins to the theme can include anything fun or funky, music, dance, and more. Tabletops compete for the "Best Dressed Table" award on May 18; spaces are very limited. Chick-Fil-A and K Town Specialty of Farragut have already reserved, so do not wait.

Items for the Silent and Live auction portions are needed

See AUCTION on Page 3



Chamber Welcomes Spring Intern

The Chamber is thrilled to welcome their Spring 2018 intern from Farragut High School, Erin Collins! Erin began her internship in early February and has already immersed herself in assisting with a number of tasks including new member packet preparation, various administrative duties and answering calls from members and the community. Erin will also assume the role of writer for the Chamber's Who's Who feature in the ChamberLife newsletter and will assist with re-

See INTERN on Page 4

Last chance to sign up for Candidate Forum

Reservations are highly urged for the opportunity to get to know all three Knox Co. Mayoral candidates in person at the Chamber's Breakfast Speaker Series forum facilitated by NewsTalk 98.7's Hallerin Hilton Hill on Tuesday, Feb. 20 at 7:30am Fox Den Country Club. Space is limited and seats are filling quickly.

Reservations are \$275 for tables of 10, \$40 for non-members, \$30 for members and \$15 for students in middle or senior high or college (must show ID). Reservations can be made online under "Events" at farragutchamber.com or by calling 675-7057; each includes breakfast and a donation to a charity selected by the speakers.

Candidates Brad Anders, Glenn Jacobs and Bob Thomas are vying for the position currently held by Mayor Tim Burchett. Current sponsors include Presenting Sponsor Town of Farragut, Event Sponsor First Utility District, Community Sponsor Michael Brady, Inc. and Media Sponsor farragutpress.

As facilitator, Hill will present candidates with a selection of questions from those submitted by area businesses and community members prior to the event and will oversee the Q&A

from guests. Questions can be submitted on the event's website at <http://www.farragutchamber.com/2018-breakfast-speaker-series/>.

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 commissioner, 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



Anders



Jacobs



Thomas

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ENTERPRISE CLUB

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

Networkings

Sherrill Hills Retirement Resort Community – January 4, 2018



Peggy Garner (left) and Sandi Simpson (right)-both with *Sherrill Hills Retirement Resort* man the information table during the evening's event.



Stephen Cupp-Senior Helpers of *West Knoxville* and Tim and Debbie Morford-*Sherrill Hills Retirement Resort* chat during the networking evening.

Calhoun's Turkey Creek – January 11, 2018



Dalton Bertolo-*Calhoun's*, Harrison Eldridge-*Calhoun's*, Alexis Ring-*Calhoun's* and Brenda Herron-*Copper Cellar Group* are all smiles as they display a menu featuring the *Copper Cellar Family of Restaurants* during the networking event.



Kim Fleenor-*Comfort Inn & Suites Knoxville*, Lynne Overton-*Comfort Inn & Suites Knoxville West* and Tom Overton-*Clarity Pointe Knoxville* enjoy food and conversation during the evening event.

Wieniewitz Financial – January 25, 2018



Lauryn Norman, Meg Robinson, Cindy Hickerson, Trae Wieniewitz, Teresa Dolak, Lauren Levins and Melanie Blakney pose for a team photo during the morning networking.



Michelle Gibbs-*NAI Koella RM Moore*, Sydney Canter-*Hilton Garden Inn*, Robin Biggs-*Hilton Garden Inn Cedar Bluff*, Brenda Herron-*Copper Cellar Group*, Nicole Dabbs-*Liberty Mutual* get caught up during the morning event.

Forum

From page 1

Knox County as one of two At-Large Commissioners. He has been a successful broadcaster, business owner and entrepreneur with three children who attended Farragut High School. While at WIVK, he had the highest rated midday 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.

Do not miss this chance to meet your Knox Co. Candidates prior to early voting in April!

Presenting Sponsor

Event Sponsor

Community Sponsor

Media Sponsor

FEATURE:

MEET the AMBASSADORS

The Farragut West Knoxville Chamber's Ambassador Team is a standing committee of professionals who are actively engaged with the chamber through a member business. They provide support to the Chamber staff and mentoring to other members, while increasing community-wide recognition for themselves and the businesses they represent.



Chris Thomas
Ambassador Co-Chair

Name / Ambassador Role:
Chris Thomas / Ambassador Co-Chair

Member Business:
United Community Bank

Title (Business):
Vice President

How you benefit from our Chamber:
It has allowed me to meet many contacts in the local market and earn their business.

Greatest business success?
I once helped a new U.S. citizen get his first car loan and now he runs a very successful business.

Greatest business frustration?
Seeing people being taken advantage of

and not being able to prevent it every time.

Most positive trend facing businesses today?
The economy is doing well. People are buying homes and saving for retirement more than in the past.

Most negative trend facing businesses today?
Negative news and people reacting too rashly too quickly.

Career you wanted when you were 10?
I wanted to mow yards.

Last book you enjoyed?
Michael Connelly's "The Late Show"

Favorite genre of music?
Contemporary Christian

Favorite hobby/activity?
Theater and Jigsaw puzzles

Favorite movie?
Stand By Me

Favorite place to visit?
Disney World

Greatest lesson you've learned?
God will not put anything on you that He cannot overcome.

Greatest lesson you teach?
If you were the customer, ask yourself how would you want to be treated.

Ribbon Cuttings

K9 Center of East Tennessee January 19, 2018



Surrounded by clients, family, friends and Chamber Ambassadors, staff and members are **K9 Center of East Tennessee** staff, third from left Priscilla Buffong, Naomi Furnald, Ace Russell, Trish Isbell, Susie Stout and Samantha Franklin (third from right).

Re-Grand Opening of the AMG Performance Center at Mercedes Benz of Knoxville January 25, 2018



Celebrating the Re-Grand Opening and launch of the **AMG Performance Center** at Mercedes Benz of Knoxville are Sam Furrow-Furrow Automotive Group, Karen Cooper-Mercedes-Benz Knoxville, LeeAnn Furrow-Tolsma-Mercedes-Benz Knoxville, Behind her is Mike Massrock-MBUSA Southern Region, Adam Butcko-MBUSA Financial Services, Buck Arnwine-Mercedes Benz Knoxville, Cleo Gaines-MBUSA, Kari Lang-MBUSA, Mike Sobiecki-MBUSA, Bill Priddy-Mercedes-Benz Knoxville, Todd Solon-MBUSA/Daimler and Jeff Bender-Mercedes-Benz Knoxville.

FirstBank Farragut Branch January 30, 2018



Gathered to celebrate the opening of the Farragut branch (front row L to R) : Dale Skidmore-Dale Skidmore Agency-Allstate. Angela Bridges-Cumulus Media, Staci Wilkerson-FirstBank, Jackie Farmer-FirstBank, Ruth Lawlor-FirstBank, Bruce Toler-FirstBank, Beverly Kobus-BK Lash & Skin Boutique, Brandon Hackett-FirstBank, Fazle Karnain-NorthwesternMutual, Colby McLemore-Colby's Photography, Lauren Blankenship-Premier Solutions International, Jeffrey Bagwell-Rural Metro, Marc Davis-TradeBank, back row (left-right) Nick Chipman-Liberty Mutual, Nicole Dabbs-Liberty Mutual, Peyton Hairston-farragutpress, Tony Strevel II-Eaton & Hartung, Lynn Harper-Admiral Title, David Smoak-Farragut Town Administrator, Philip Graves-Thermocopy, Andrew Hartung-Eaton & Hartung.

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!

Elwood Staffing is looking for a Material Handler/Equipment Operator. Call (865) 643-8333 for more information.

Roosters Men's Grooming Center is hiring a Stylist/Barber at their location on Parkside drive. Call (865) 288-7272 for more information.

Need Office space? **Regus** has two locations in Knoxville: 200 Prosperity Drive and 800 S Gay Street. Call for a 15% discount through the end of February for all Farragut Chamber members and their friends! Call (865) 296-8554 and mention Promo code FCSpecial.

Acti-Kare Responsive IN-Home Care is offering the first 2 visits Free through February. Call (865) 383-1160 for more information.

Are you and your dog a fan of Blue Buffalo foods? Did you know that **Ricki's Pet Depot** in Farragut offers competitive pricing plus a FREE bag when you've bought 12? Visit them at 11505 Kingston Pike in the Village Green Shopping Center!

Atlantic Capital Bank is offering a CD Promotional for a 13 month CD at 1.35% for deposits of \$10,000 to \$2,000,000. Call (865) 251-1253 for more information.

Pellissippi State Community College is having a Traditional Pysanky: Ukrainian Easter Eggs in a Day class on March 3rd at 9am. Call (865) 694-6525 for more information.

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

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.

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.

Pellissippi State Community College is having a class on March 10th at 1pm with Megan Gillespie and the "Art

See MEMBER BRIEFS on Page 4

Auction

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and must be valued at \$50+. Event tickets, experience packages, giftcards, wine or beer baskets and other luxurious treats are well-loved by attendees. Donors each receive promotion in the program, logo recognition next to their item AND potential pre-event promotion if received early.

The evening will include a return of multiple themed food stations and there is a rumor that one station will have a singing Saturday Night Fever star! The chamber will also bring back a dance floor for anyone wanting to boogie down during or after the event. Guests will enjoy complimentary bottles of wine on their tables among several other fun treats.

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 be part of this fun event.

President Quotes 'n Notes



Julie A. Blaylock

If you came inside the Chamber office over the last 11-12 years (prior to this past one, anyway), you met one of the more famous faces of the Chamber. I'm not referring to the CEO or any of the staff. I'm referring to a little cream & beige character named Dixie. Dixie grew up in this Chamber. She reported to the office almost daily since 6 weeks of age. When someone pulled into our parking lot or entered the lobby, she knew it before we did. She entertained guests while we prepped for a meeting. Sometimes she wanted to be IN the meeting, though not invited. When she was escorted out, you could feel the palpable disappointment from our guests. Some members would say she was the best "Ambassador" we had (we love all of our Ambassadors, but let's face it: none of them could pull off a tiny sweater or jingle bell collar the way she did nor would we want them to try). She was a wonderful excuse to go take a walk during a stressful day. She got mad or sad depending on our moods or her own, and the sight of her racing down the hallway every morning—feet tapping a staccato on the floor, a fuzzy blur of inexplicable joy—made you smile more than that first cup of coffee.

More than all that, she was a devoted companion for her owner, Bettye. Dixie crossed the rainbow bridge unexpectedly this month. In doing so, she reminded me and our entire animal-loving staff of how our pets are more than just pets. With that, I'm sharing some of my favorite quotes about our animals, and welcome you to share your memories of Dixie with us if you feel inclined to do so.

Our perfect companions never have fewer than four feet.

~ Colette

Perhaps the greatest gift an animal has to offer is a permanent reminder of who we really are.

~ Nick Trout

Until one has loved an animal, a part of one's soul remains unawakened.

~ Anatole France

Such short little lives our pets have to spend with us, and they spend most of it waiting for us to come home each day. It is amazing how much love and laughter they bring into our lives and even how much closer we become with each other because of them.

~ John Grogan

When I look into the eyes of an animal I do not see an animal. I see a living being. I see a friend. I feel a soul.

~ A.D. Williams

You can easily judge the character of a man by how he treats those who can do nothing for him.

~ James D. Miles

All of the animals except for man know that the principle business of life is to enjoy it.

~ Samuel Butler

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

Climate Storage-Middlebrook
Ellisa Benjamin
8627 Middlebrook Pike
Knoxville, TN 37923
<http://www.climatestorage.com>

inclineHR, LLC
Gregory Cline
811 Weatherly Hills Blvd.
Knoxville, TN 37934
<http://www.inclinehr.com>

East Tennessee Power Washing
Chad Johnson
Knoxville, TN 37934

Highlands Bank
Richard Bettis
7570 Mountain Grove Dr
Knoxville, TN 37920
<https://www.hubank.com/>

Honey Do Service, Inc
Josh Irick
9355 Kingston Pike, Suite 9
Knoxville, TN 37922
<http://www.honeydoservice.net>

Meineke Car Care Center
Ciaran and Christy Fitzgerald
8858 Kingston Pike
Knoxville, TN 37923
<https://www.meineke.com/locations/tn/knoxville-1172/>

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 January. 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
Arlene's Fun Travel
Arthur Rutenberg Homes
Baskin Robbins
Blackwell Benefits Solutions, LLC
Bonefish Grill - Turkey Creek
Broadway Carpets, Inc.
Buttermilk Sky Pie Shop
Campbell Station Wine & Spirits
Chris O'Rourke, DDS
Cirrus Insight
Country Inn & Suites - Campbell Station
Edward Jones - Financial Advisor:
Wendy Schopp
Fairfield Inn & Suites - Knoxville West
(Thank You for your Captain Enterprise membership)
Farmers Insurance - Collins & Wilkerson
Farragut Cleaners
Foothills Bank & Trust
His Security, LLC
Holiday Inn Express - Campbell Station
Holli McCray Group; The
Home Federal Bank-Farragut
(Thank You for your Anchor Enterprise membership)
Insurance Group; The
Kendall Investigations
Lange Animal Hospital
March of Dimes Birth Defects Foundation
Mary Kay - Marianne Morse

Michael Broyles Photography
Northshore Wine & Spirits
Northwestern Mutual
Painting with a Twist
Panera Bread - Peters Road
Parkwest Medical Center
(Thank You for your Captain Enterprise membership)
Prestige Cleaners
Provision Center for Proton Therapy
PT Solutions Physical Therapy of Farragut
Radio Systems Corporation
Read Window Products
Reserve at Bluebird Hill
Rotary Club of Farragut
Rural/Metro Corporation of Tennessee
(Thank You for your Anchor Enterprise membership)
Saratoga Technologies
Servpro of West Knoxville/Farragut
Shangri-La Therapeutic Academy of Riding
Simmons Bank
Sleep Number
Tennessee Credit Union; The
Tennessee Wesleyan University
Unique Construction Services
USI Consulting Group
Vulcan Materials Company
Y-12 Federal Credit Union - Farragut
(Thank you for your Anchor Enterprise Membership!)

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!

February 15, 2018 8:00 – 9:30 a.m.	<i>Networking</i> Hilton Knoxville Airport 2001 Alcoa Highway
February 20, 2018 7:30 – 9:00 a.m.	<i>Breakfast Speaker Series</i> Mayoral Candidate Forum 12284 N Fox Den Drive
February 22, 2018 8:00 – 9:30 a.m.	<i>Networking</i> SouthEast Bank- Bearden 4960 Kingston Pike
March 1, 2018 5:00 – 6:30 p.m.	<i>Networking</i> Y-12 Federal Credit Union-Farragut 13128 Kingston Pike
March 8, 2018 5:00 – 6:30 p.m.	<i>Networking</i> Admiral Title 8517 Kingston Pike

Intern

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cruiting student volunteers for the May 18 auction.

Erin is currently a senior at Farragut High School excited to graduate in May. Throughout high school she has taken a variety of classes that led her to join the yearbook staff, perform in two musicals and several plays, and become a member of both the National Honors Society and International Thespian Society. She will continue her education through the University of Tennessee-Knoxville this Fall with interests in business, communications, and veterinary sciences. She has also been an active community member with over 100 community service hours and says she considers herself "blessed to have the opportunity to intern at the Farragut West Knox Chamber of Commerce." You can welcome her at atintern@farragutchamber.com.

Member Briefs

From page 3

of Hand Quilting". Call (865) 694-6525 for more information.

Quaker Steak & Lube is hiring Restaurant Servers and Cooks. Apply in person at 8355 Kingston Pike or at www.thelube.com/employment.

Choices in Senior Care is having an Open House hiring event on Feb 20th, 2018 from 9am-2pm at 151 Market Place Blvd. Call 865-978-6168 for more information.

Richard F. Qulia Polygraph & Investigations is offering an \$800 Forensic Polygraph Examination for only \$650 to anyone with a company that has suffered thefts by employees or for anyone wanting to establish the truth in a personal relationship. Call (865) 233-4960 to reserve.

Tropical Smoothie Café Farragut: Pick any flatbread & 24oz smoothie for \$7 on Tuesdays only (includes side). ALL smoothies \$2.99 (40% Off) from 7am - 9am Daily!

TSBDC AID YOUR SMALL BUSINESS

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

When a new year begins, new trends take hold. Learn what your small business can implement now to update your business to stay current throughout this year.

Try Micro-Influencers to Promote Your Brand – These influencers have less than 100K followers and potentially could drive more traffic for your business. Since this type of influencer has a more imaginable and relatable lifestyle they can grab more attention from the regular customers you are after already.

Target Generation Z Through Personalization – The American consumer population will soon be comprised of 40 percent of Generation Z individuals, who prefer a more personalized experience when working with small businesses. You can catch their attention most predominately with social media and emails tailored to their psychographics.

Invest in Artificial Intelligence – Rather than creating a machine-learning tool, most small businesses will rely on larger technology companies to filter the tools into their cloud platforms. This will allow you to anticipate your customers' needs, identifying your most profitable customers based on their behaviors.

Improve Mobile Experience – To take advantage of the growing number of mobile traffic, simplify your mobile app or website layout. A navigation panel that is simple and consistent will reduce the number of clicks users take to find what they need.

Need additional resources and training to aid your small business? Visit www.tsbdc.org/pscc/ or call 865-246-2663 for more information and to register for upcoming workshops.

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