



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

MARCH 2018

Auction promises to be **Dyn-O-MITE!**



Guests of the Chamber's 31st Annual Auction "Friday Night Fever" presented by TDS Telecom should get ready to BID and BOOGIE thanks to the exciting items and entertainment on the way for Friday, May 18, 6 p.m. at Rothchild Catering & Conference Center! The annual auction is the Chamber's biggest fundraising event of the year, helping support its Continuing Education Scholarships given to qualifying member businesses in amounts up to \$500.

Silent items for bid include dinners to hotel stays to whiskey baskets. While the exclusive Live Auction list continues to grow, Chamber members are already vying for a unique driving experience package courtesy of Grayson BMW, which includes an overnight stay, tours of the BMW museum and Factory, plus track time in the winner's choice of BMW. What else will be up for bid? Go to <http://www.farragutchamber.com/2018-annual-auction/> to register and be there May 18 to find out!

Item donations are still welcome and must be valued at \$50+. Donors each receive promotion in the program, logo recognition next to their item and pre-event promotion if received early.

Bidders are encouraged to arrive early for other reasons, one being the return of Rick Terry Jewelry Design with a dyn-o-mite chance for up to 100 lucky guests to donate \$25 for a pair of sparkling Swarovski crystal earrings (valued \$40), beautifully boxed/wrapped. Prior to the live auction, Rick will ask everyone to open their boxes, and will surprise one person with a custom item valued at a minimum \$1,500. Last year, boxes sold out quickly; don't miss your chance at feeling like a Dancing Queen when you win!

The chamber is also thrilled to have The Boogie Knights band on hand to emcee and energize the dance floor! Headed by lead singer, Valerie Tippitt (formerly of popular

See AUCTION on Page 3



Photos show the fun from last year's auction ... come and join in this year!



Sample Food, Wine and Farragut Shops!

Shop Farragut welcomes the return of the Farragut Food & Wine Festival on May 4 and the start of a monthly Town Sampler contest in March!



Anyone can visit <http://www.farragutbusiness.com/shop-farragut.html> to enter the new "Town Sampler" contest, featuring the chance to win \$150 in gift cards or certificates to various Farragut merchants each

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County Mayor Candidates Q&A Fills Fox Den

Fox Den Country Club's ballroom was filled to maximum capacity on Tuesday, Feb. 20 as members and guests gathered to hear leadership visions from three candidates running to be Knox County's next mayor. Commissioner Brad Anders, business owner Glenn Jacobs and Commissioner At-Large Bob Thomas fielded questions posed by NewsTalk 98.7 host Hallerin Hilton Hill as part of the Chamber's ongoing Breakfast Speaker Series.

Candidates were invited to state why they were running and each had a timed period to answer questions anonymously submitted to the Chamber via its website, as well as addressing audience questions. Hill easily extracted laughter from the audience throughout the forum, especially as he posed his own question in "Salsa terms: Mild, Medium or Spicy," asking candidates if their campaigns would become more "robust" as has been seen in politics worldwide. Candidates agreed they would make the best run possible while respecting their opponents.

Questions ran the gamut of school safety, the county's relationship with entities like the school board and TDOT and taxes. Thomas and Jacobs did not foresee a tax hike, with Thomas explaining the county's "really good fiscal shape" while admitting



Candidates Brad Anders, Glenn Jacobs and Bob Thomas pose with facilitator Hallerin Hilton Hill.

"There are still inefficiencies that need to be addressed; we have great opportunities with public-private partnerships that would take the burden off the tax payer for certain services." Jacobs reflected on the area's growth: "I think we have plenty of money

coming in. There are counties in Tennessee where people don't want to invest and are moving out; that's not our situation here." Anders was judicious, agreeing "Knox

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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

Ricki's Pet Depot – February 1, 2018



Kevin Human and Ricki Human-Ricki's Pet Depot pose outside of their store with employee Sara Clark, holding Tin Tin, during the morning networking.



Faris Ashkar-Artistic Designs, Carla Warner-Smoky Mountain Service Dogs, Debby Nohe-Embroidery Boutique by Designs For You, Chris Thomas-United Community Bank and Christine Schilleci-K Town Specialty Shoppe pause for a moment for a group photo.

Turkey Creek Medical Center – February 8, 2018



Getting to know one another are L-R: Denise Bash-The Bash Agency, Sandra Mandre-CPA accountant, Lisa Monnig-Paramount Title, Jennifer Hultz-Revitalist, Arlene Weinstein-Arlene's Fun Travel and Stephanie Clausen-Welcome Wagon.



On hand for a team photo back row L-R: Dr. Nilam Patel, Dr. William Lindsay and Lance Boyd. Front row L-R: Dr. Harry Bishop, Lucy Vara FNP, Jennifer Manaker FNP, Dr. Ravi Mehta and Stephen Miller ACNP.

Hilton Knoxville Airport – February 15, 2018



Tiarra Giles, Breanna Endsley and Kim Fry-all with the Hilton Knoxville Airport are all smiles as they host the Thursday morning event.



Kristina Killebrew-Scripps Media, Inc., Dawn Lanagan-Hilton Knoxville Airport, Christi Fightmaster-Pugh CPAs, Zan Schriver-Volunteer Ministry Center, Brenda Herron-Copper Cellar Group and Becky Vidal-Hilton Knoxville Downtown enjoy coffee and conversation during the morning networking at the Hilton Knoxville Airport.

SouthEast Bank Bearden – February 22, 2018



Newcomers E. Marshall Galloway-King University, Stacie Moran-Asbury Place Maryville, Maynie Alvarez-Unique Construction, Susan Vieira-Home Instead Senior Care and Emily Miller-Unique Construction get acquainted over coffee.



SouthEast Bank Team Members Jennifer Matthews, Linda Lamm, Britany Casey, Brandi Greene, Jackie Windham and Deborah Lee gather for a group photo outside of the Bearden Branch on this balmy February morning.

Ribbon Cuttings

MetLife Auto & Home – The Goodfriend Agency – February 1, 2018



Celebrating with family, friends, and Chamber associates are back row L-R: Julie Blaylock-Farragut West Knox Chamber President, Lance Standefer, Aaron Goodfriend, Kathy Goodfriend, Kari Elliott, Morty Goodfriend, Colby McLemore-Colby's Photography, Therese Bradbury-Farragut West Knox Chamber, front Row L-R: Scott Shoffner, Dallas Sivley-BMC, Fazle Karnain-Northwestern Mutual, Jonah Goodfriend-MetLife Auto & Home - The Goodfriend Agency, Annette Fryar-MetLife Auto & Home - The Goodfriend Agency, Jeffrey Bagwell-Rural Metro and John Haney-NAI Koella RM Moore.

Climate Storage Middlebrook – February 16, 2018



Celebrating the Grand Opening of the Middlebrook Pike location are back row L-R: Kimberly Laney-Climate Storage, Julie Blaylock-Farragut West Knox Chamber President, Corey Smart-Tennessee Smokies Baseball, Tom Sharp-ViaMedia, Alan Diskin-Tennessee Media Associates, Colby McLemore-Colby's Photography, Front row L-R: Arlene Weinstein-Arlene's Fun Travel, Beverly Kobus-BK Lash & Skin Boutique, Ashley Adams-B97.5, August Ridout, Ellisa Benjamin-Climate Storage, Tammy Brooks-Climate Storage, Chris Bailey-Climate Storage, Michelle Foster and her children, Suzette Meyer.

Auction

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Knoxville cover band The Pop Rox), the band will fill the ballroom with a mix of favorites from The Bee Gees, ABBA, Jackson 5, Earth, Wind & Fire and more. Tippitt (also an instructor for Angela Floyd School of Dance & Music) will invite everyone to show off their moves, and stay on following the live auction to celebrate a successful night!

During the event, guests will bid and vote on several Tabletops and competition will be high. 2018 builders include Chick Fil A, K Town Specialty, Cumulus and the return of previously undefeated Y-12 Federal Credit Union! Tabletops vie for the "Best Dressed Table" award, 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. Contact us to reserve now as spaces are very limited.

The chamber is proud to donate a portion of "Cover Charges" to the up and coming

Change Center Knoxville, a strategically located center-city partnership facility that will provide relational and recreational leadership development plus job initiatives for teens and young adults.

Sponsorships are still available and are a great 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 thanks Presenting Sponsor TDS Telecom, Event Sponsors Rothchild Catering and Town of Farragut; Bling Sponsor Rick Terry Jewelry; Community Sponsors NHC Assisted Living and Pinnacle Financial Partners and Media Sponsor farragutpress. Call 865-675-7057 or email Julie@farragutchamber.com for opportunities.

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 catch the fever!

Sample

From page 1

month. The goal is to introduce people to shops/restaurants/services they may not have known about otherwise. Entrants must complete the online form to register; winners will be notified the last Friday of each month.

The returning Farragut Food & Wine Festival takes place on Friday, May 4 from 6:30-9:30 p.m. at 11240 Kingston Pike across from the entrance to Farragut High School. While the location is new, the festival will again feature "bites" from about two dozen area restaurants, including the popular V.I.B (Very Important Bites) tent with four paired adult beverages and courses. Tickets for advance general admission are \$30 for adults and \$10 for kids 12 and under. V.I.B. Tent tickets are \$75 and limited to 100 guests. Tickets are available at Knoxville Tickets at 865-656-4444, buy.knoxvilletickets.com, or at three area merchants (McEntire & Mays Interior, Goin' Postal, and chamber member Y-12 Federal Credit Union Farragut).

Mayor

From page 1

County is in really good shape," but pointing out "over the last three years our debt has increased." Anders acknowledged he doesn't "want to raise taxes, but I certainly don't know what's going to happen three years from now."

Concerns about the I-40 exchange at Exit 373 were raised, asking how the next mayor will get together with TDOT on the 15 years overdue expansion proposal. Thomas responded tongue-in-cheek, "I'm going to call them and ask" to audience laughter. He continued, stating "Our state legislators need to govern; we need everyone on board to understand what our needs are." Anders highlighted already having strong legislative connections in place due to grappling with similar corridor issues in Hardin Valley, and plans to use those with TDOT. Jacobs feels the need to make sure "Knox County has a strong advocate, so that the money we send to the state comes back here." He elaborated that the issue "is not just about



Hill outlines the forum's format to a crowded ballroom.

roads," connecting the advocacy need to education and the controversial sales tax administration fee.

The Chamber is grateful to Presenting Sponsor Town of Farragut, Event Sponsor First Utility District, Community Sponsor

Michael Brady, Inc. and Media Sponsor farragutpress for their support.

Early voting begins April 11, with the county general and Farragut municipal elections are August 2.

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!

Chamber staff and members were saddened by the passing of Faris A. Ashkar of Artistic Designs on Feb. 28. Ashkar was a longstanding Farragut resident who was known as a "genuine delight" to interact with at both business events and in his profession as a custom woodworker and artist. Anyone wishing to send words of condolence to the family may contact 865-675-7057 or Julie@farragutchamber.com.

The Rotary Club of Farragut will host their 2018 International Gala April 22 at 5:30 p.m. at Kitchen 919 in Bearden (owned by Deron Little of Seasons). This major fundraiser for the club will feature menu items from Italy, Germany, Thailand and Mexico prepared by chefs from Pellissippi State Community College's Culinary Institute, and wine/beer provided by Dixie Lee Wine & Liquors. Tickets are \$85 each and can be purchased by contacting committee co-chair Candace Viox (Water Into Wine) at w2wKnoxville@gmail.com.

Rising Stars Women's Leadership Boot Camp is accepting applications for their Spring Boot Camp taking place on four consecutive Fridays, April 6-April 27 (8 a.m.- 5 p.m. lunch included). Registrants will participate in highly interactive sessions to help them move past fears and limiting beliefs. Accepted applicants will be sent participation details with a link for payment. To apply, visit: <https://ignitesucceed.com/women-leaders/boot-camp-application/>.

The Chamber wishes the best of luck to Chamber Ambassador Co-Chair Chris Thomas in his new role doing construction perm-loans with United Community Bank. This move takes him from the West Knox branch to Tellico Plains.

Colby's Photography is excited to hold their first lightening workshop at their studio (Colby's Photography 503 W Clinch Ave. #101 Knoxville, TN, 37902) April 15 from 9:00 a.m. – 5:00 p.m. This in-depth introductory workshop has a maximum of six students and will teach you to control and consistently shape light the way you want. A basic understanding of photography, your camera and preferably a tripod are required. To sign up, go to: <https://www.colbysphotography.com/event/introductory-studio-lighting-workshop/>.

Patriot Investment Management welcomed its newest Investment manager Andrew B. Ellis.

Asset Planning Corporation promoted Kathy Patty to director of operations. Patty has served the firm and its clients for 19 years.

Founded by John Volpe of Abuelo's: The Flavor of Mexico, the 4th Annual Southern Tequila & Taco "Cinco Fest" returns April 27 to 11501 Parkside Drive! The largest "fest" yet will feature 70+ tequilas and mezcals, every available Mexican Beer and tacos from the area's finest restaurants and food trucks! Tickets are \$50 for early admission, \$40 for general admission and are available at <http://www.southerntequilafest.com>.

Home Federal Bank of Tennessee promoted Andy Harper to executive vice president, LeAnn Heidenreich to retail banking division manager and Mitchell Kincer to manager of the investments department and president of Home Financial Services, a wholly owned subsidiary of Home Federal Bank.

Grayson BMW is offering up to \$10,000 off and 0% financing on the 2017 model 3 series, with lots of options and colors to choose from! Call (865) 693-4555 for more information or visit them at 10671 Parkside Drive.

Edible Arrangements seeks motivated people who are energetic, outgoing and willing to go above and beyond for our valued customers. The position is permanent P/T, 20-30 hours per week. Customer service experience is a plus. Apply in person Mon-Fri between 2-5 p.m. at 9307-D Kingston Pike or call Fred at (865) 691-2800.

Goodwill Industries-Knoxville is having their 28th annual clothing drive 'Wear and Share'. The drive is to raise awareness

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President Quotes 'n Notes



Julie A. Blaylock

"The single biggest problem in communication is the illusion that it has taken place."

~George Bernard Shaw

At some point, somebody somewhere told you "Communication is a two way street." I used to believe that was true, until I ran into situations where I expressed my thoughts—clearly, intelligibly, with a dusting of humor, I thought—and the person on the receiving end didn't understand a fraction of what I was trying to say. Or worse, times when I was in front of a group of people, at a meeting or presentation, and I was not even being paid attention to. Hello... Is this thing on??

Happily, that sort of thing doesn't happen often, but when it does, I've taken to remembering some hard advice from corporate communications expert, Bill Graham: "Communication is a ONE-WAY street. Nobody has to listen to you."

That sounds harsh, doesn't it? The important takeaway, however, is that it's really a strong reminder that those of us doing the communicating must constantly work on our flexibility and willingness to adjust our communication style to who we're trying to reach.

Graham gives a great example: Think of communication like fishing.

At a small bait shop selling two kinds of worms—domestic for \$7.99/pint and imported for \$4.99/pint—he asks the cashier why the local worms are more money. She replies, "Because the fancy worms don't work. The fish won't bite." When Graham and his buddies test them, they find she's correct. The local worms are a hit and quickly run out. The imported worms are a bust; the fish don't know or care that they're "fancy" or "special."

Graham says communication is the same way. Fancy words/jargon don't make listeners take the bait we're offering; bragging over the genius of a product/service without clearly providing the appeal (answering the question: "What's in it for me?") makes listeners stop listening.

Good fishermen know if the fish like what they're offering. If they don't, good fishermen change the bait and recast. They don't stand there yelling at the lake, "C'mon, pay attention! You guys have to meet me halfway!" They can get mad at the fish for not biting, but at day's end, they still have no dinner.

It's our job to check in often with our listener(s). Make eye contact. Ask questions. Tell relevant stories. Explain how our message/service helps the safety, comfort, happiness or future of our listeners. In short, check your line regularly, and if need be, change the bait and recast.



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

The Entrepreneur's Source
Max Jones
1131 Westland Gardens Blvd
Knoxville, TN 37922
www.theesource.com/mjones

Image360
Cathy Agresta
6700 Baum Drive
Knoxville, TN 37919
www.image360.com/WestKnoxvilleTN

Kumon of Farragut
Kelly Franklin
908 S. Briarcliff Circle
Maryville, TN 37803
www.kumon.com/farragut

Pain Medicine of the South
Valerie Musick
110 N. Campbell Station Road
Knoxville, TN 37934
www.painmedos.com

Tapestry at Turkey Creek
Hilary Kilgore
810 Tapestry Way
Knoxville, TN 37932

Tradebe
Kory Moore
179 Gladstone Drive
Lenoir City, TN 37771
www.tradebeusa.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.

AAA East Tennessee
Americomm
Bank of America
Carriage Hill Insurance
Chick-fil-A
Cruise Planners - Melodie Williams
Dale Skidmore Agency - Allstate
Dickey's Barbecue Pit
Dixie Lee Wines & Liquors, Inc.
Embroidery Boutique by Designs For You
Farragut Intermediate School
Fisher Tire Company
Fox Den Country Club
Frantz, McConnell & Seymour, LLP
Hampton Inn & Suites - Turkey Creek
Hampton Inn West at Cedar Bluff
Jacobs Insurance Associates
Keller Williams - Farragut/Hardin Valley
Knoxville News Sentinel- *Thank you for your Anchor Enterprise Membership!*

M&M Jewelers
Medicare Insurance Advisors
Mike Baker Insurance Consulting
New Covenant Baptist Church
Oasis Day Spa
Quaker Steak & Lube
Quick Print & Copy
The Real Estate Firm, Inc.
Rick Terry Jewelry Designs
Smoky Mountain Service Dogs, Inc.
Tradebank of Knoxville, Inc.
Tropical Smoothie Cafe
Tennova: Turkey Creek Medical Center-
Thank you for your Captain Enterprise Membership!
The UPS Store #2381
WindRiver
Y-12 Federal Credit Union - Farragut

Member Briefs

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about Goodwill's vocational services while providing opportunities to donate. Donations can be made at any participating cleaner during their regular business hours. Helpful donations include gently used clothing, shoes, and linens. Find a list of participating dry cleaners at www.goodwillknoxville.org or contact the Goodwill Marketing Team at (865) 588-8567.

Your local **H&R Block** is having a FREE shred event at 11554 Kingston Pike on March 24 from 10 a.m. - 5 p.m. Limit 5 boxes. Bring your 2016, 2015 and 2014 tax returns for a Free Review.

Tusculum College's Grad Program Open House on March 29th from 5:30 - 7:00 p.m. is for anyone interested in learning more about Tusculum's master's degree programs. Members of faculty, staff and admission teams will be available to answer questions and offering materials to take home. Visit www.tusculum.edu/gps for more info.

For the third year in a row the **Tennessee Smokies Baseball** will host the South Atlantic Conference baseball tournament at Smokies Stadium from April 26-30. For more info and tickets, visit: <http://smokiesbaseball.com/SACTournament>.

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!

March 22, 2018
5:00 - 6:30 p.m.
Networking
Beltone South
12744 Kingston Pike

March 29, 2018
8:00 - 9:30 a.m.
Networking
Pipe Wrench Plumbing, Heating & Cooling
10255 Kingston Pike

April 5, 2018
5:00 - 6:30 p.m.
Networking
Fairfield Inn & Suites
11763 Snyder Road

April 12, 2018
5:00 - 6:30 p.m.
Networking
Chesapeake's Seafood Restaurant and Raw Bar
9630 Parkside Drive

Who's who... Hush Puppy's

By
Erin Collins



Have you ever thought about going out of town, but couldn't find someone to watch your pets? You thought, "I'd love to have my pets stay home while I'm gone". That train of thought is exactly what inspired Trish Isbell and Suzanne Iasiello to start Hush Puppy's, a dog walking and pet sitting service.

In May 2010, Isbell and Iasiello were creating the business, based on not just their needs but also the needs of others, explaining, "We wanted to help out the community." Hush Puppy's helps Farragut and the surrounding area by providing services such as feeding, walking, and playing with dogs, but they also care for a variety of pets, and will even stay at houses for service repairs, water plants, and transport animals to the vet, groomer, or kennel. Isbell admitted, "We've even done other crazy things like pick up customer's groceries!" All services are provided by thoroughly background checked sitters, who are committed to providing the highest level of love and care for the animals.

Recently, they have expanded and joined forces with the Meadowbrooke Kennel and Ace Russell to form the K9 Center of East Tennessee. Though they still offer Hush Puppy's services, Isbell said they wanted to offer a bigger variety to the public. At the K9 Center, they currently offer agility, puppy, and obedience classes, daycare, grooming services, healthcare, and so much more. They are even adding a pool!

When asked about their business experience, Isbell and Russell joked they have, "as much business sense as a puppy", and that their motivation is to provide the community with cutting edge services for their dogs.

For additional information on their services please call (865)-660-0318 or (865)-640-5486 or visit <https://www.hushpuppyspetservices.com/>. For the K9 center call (865)-310-2800 or visit <https://k9center.tn.com/>.

TSBDC AID YOUR SMALL BUSINESS

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

America's SBDCs Host 2nd Annual SBDC Day March 21st

Small Business Development Centers around the country celebrate their impact on Small Businesses.

For nearly 40 years the America's Small Business Development Center (SBDC) Network has helped aspiring and emerging small business owners achieve the American dream of entrepreneurship. This March SBDCs from around the country are coming together for one special day to celebrate their impact on the success of our nation's dreamers, innovators and doers - America's small businesses.

With nearly 1,000 locations across the country, SBDCs provide local businesses and entrepreneurs with the resources needed to succeed. In 2016, America's SBDCs provided 1.24 million hours of consulting to 188,602 client businesses, resulting in 96,095 jobs created; \$6.4 billion in sales growth; \$5.16 billion in capital investments; and 17,174 new businesses started.

To celebrate the collective impact and success SBDCs have across the nation and in local communities each year, America's SBDCs are hosting the second annual SBDC Day on March 21. SBDC Day is a national movement to help share the small business success stories and notable impact SBDCs have fostered in communities nationwide.

"It's great to see SBDCs, their clients and supporters come together to celebrate SBDCs and their amazing clients. With SBDC support small businesses around the country raised over \$5 billion in capital and created nearly 100,000 jobs," said Charles "Tee" Rowe, President & CEO of America's SBDC.

To learn more about SBDC Day, and to join the movement, visit <http://www.americassbdc.org/SBDCDay>.

Newspapers piling up?

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

All proceeds are donated by the farragutpress to the

Farragut West Knox Chamber of Commerce Continuing Education Grant Program.
11863 Kingston Pike
Behind the farragutpress Building



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