



CHAMBER LIFE

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

VOL. 32, NO. 8

A PUBLICATION OF THE FARRAGUT WEST KNOX CHAMBER OF COMMERCE

AUGUST 2018

"Ales" Lining Up for October 13!

New and familiar brewers are excited to be featured in the inaugural Crafts & Ale: The Faris A. Ashkar Memorial fine craft and craft brew event coming to Farragut's West End shopping center on Saturday, October 13, 2018. A "sneak preview" of the lineup includes names like Balter Beerworks, Elst, Geezers Brewery, Elkmont, Crafty Bastard and Cider Gypsy Circus. Dean of "Suds", Dr. Todd White of the Brewing + Distilling Center of Knoxville, is excited to help spotlight newer brewers in the area.

Crafts & Ale will offer free entry to the general public for the overall festival. Those interested in the beer garden will be able to purchase single tickets on-site for 12 oz. pours (limit 3) for \$5 or a \$40 Admiral's Pass letting them taste a variety of beers and ciders. Admiral's Passes will soon be able to be pre-purchased at www.craftsandale.com at a discounted \$35. Food vendors are welcome to contact the Chamber about featuring

Artisans are encouraged to continue to apply for the juried event. Craft vendor spaces are 10' x 10' with a \$25 application fee. If accepted, the fee is \$110 for applications received/postmarked through August 15 (\$135 afterward). Vendors who are willing to give permission for their work or website/contact information to be shared may

benefit from being part of advertising for the event. Advertising will include print, radio, television and web/social media.

In addition to being a new event for the Chamber, and with a goal of attracting visitors to Farragut, the event also honors Faris A. Ashkar. Ashkar's Farragut-based custom woodworking business, Artistic Designs, was a faithful Chamber member and he often supported both local arts/craftsmanship as well as area businesses over a span of 25+ years. The Chamber will coordinate with Ashkar's family to display his work at the event. A portion of proceeds and any donations at the gate will benefit a scholarship for a local art student or aspiring maker-entrepreneur in his name.

The chamber is thrilled to have Presenting Sponsor Town of Farragut; Event Sponsors Brewing & Distilling School of Knoxville and TDS Telecom; Community Sponsor Knoxville TVA Employees Credit Union and Tennessee State Bank; Digital Sponsor Slamdot; and Media Sponsors [farragutpress](http://farragutpress.com) and [ViaMedia](http://ViaMedia.com). Sponsorships are still available and offer multiple ways to promote your business to the community.

Both sponsor and Vendor forms are available at www.craftsandale.com OR by contacting the chamber directly at 675-7057 or info@farragutchamber.com.



2018 FALL NEW MEMBER ORIENTATION

COME ENJOY LUNCH AND
LEARN ALL ABOUT YOUR
CHAMBER MEMBERSHIP!
FREE TO NEW AND EXISTING
MEMBERS!

WHERE :

FARRAGUT TOWN HALL
11408 MUNICIPAL CENTER DRIVE,
FARRAGUT, TN 37934

WHEN :

SEPTEMBER 11TH, 2018
11:30 A.M. - 1:00 P.M.

EVENT SPONSORS:



SPONSORSHIP
OPPORTUNITIES
AVAILABLE
CONTACT US AT 665-675-7057

CATERED BY:



11636 Parkside Dr.
West End of Turkey Creek

DESIGNED BY BRAINSTORM INTERACTIVE

Find out what's NEW this Fall at the Chamber

Businesses that are new or existing members or curious about chamber membership are all invited to the Chamber's Fall New Member Orientation on Tuesday, Sept. 11 from 11:30 am to 1 pm at the Town of Farragut municipal building at 11408 Municipal Drive in Farragut. Held twice annually, the orientation is an excellent opportunity for new business members and members with newer staff to learn how to get the most out of Chamber membership.

The Chamber's Ambassador team will spend August personally calling to invite businesses who have joined within the last year. However, even existing members are encouraged to attend; many may have new staff or management who are unaware of how to use their membership. Businesses or organizations who are not members, but want to know more about opportunities available through the Chamber, can sign up to attend by visiting [http://members.farragutchamber.com/events/details/2018-fall-](http://members.farragutchamber.com/events/details/2018-fall-new-member-orientation-185)

new-member-orientation-185. There is no cost to attend.

Zaxby's - Farragut is excited to provide lunch during the mini-networking starting at 11:30 a.m. Orientation begins in the board room at 12 p.m. Door prizes are awarded throughout the program which will feature information from Chamber staff, Board, Business Ambassadors, town officials, Small Business Development Center (SBDC) of Tennessee and other resources. Members can RSVP for themselves or a staff member via the weekly email link or in their Member Portal accessed from <http://members.farragutchamber.com/login>.

Industry exclusive sponsorships are available for the orientation and include a table/display area at the program; please email Julie@farragutchamber.com for details. For general questions or information call (865) 675-7057 or email Front Office Manager Susan Roberts atroberts@farragutchamber.com.

ENTERPRISE CLUB

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

ADMIRAL ELITE



ADMIRAL



CAPTAIN



ANCHOR



Networkings

Knoxville TVA Employees Credit Union – Turkey Creek – June 14, 2018



Knoxville TVA Employees Credit Union – Turkey Creek staffs' excitement is evident in a team photo. Left to right: Jeff Roberts, Kristina Howard, Kristin Ball, Beth Gray, Krystal Cannon, Rene Cooper and Joe Sexton.



Beverly Kobus-BK Lash & Skin Boutique, Beth Gray-Knoxville TVA Employees Credit Union-Turkey Creek, and Steven Lipsey-Lipsey, Morrison, Waller & Lipsey, P.C. join together for a photograph during the Knoxville TVA Employees Credit Union – Turkey Creek networking.

Tennessee State Bank - Turkey Creek – June 21, 2018



Kim Wallace and Robin Kurtz-Tennessee State Bank-Turkey Creek pause for photo in the lobby during the morning's networking.



Nikki Meurer-Country Inn & Suites-Cedar Bluff cannot help but create a fan with the winnings she earned in the cash booth at the morning's networking. Bryan Hair-Tennessee State Bank-Turkey Creek was nearby to congratulate her and share in the excitement.

New Horizons Computer Learning Center – July 12, 2018



Glenn Frazier, Valerie Taylor and Brandon Deal - New Horizons Computer Learning Center thoroughly enjoyed the morning's networking held at their office.



With raised hands answering the question of "Who has never been to New Horizon before?", in no particular order: Kerry McDuffie – Superior Carpet and Rug Cleaning, Lisa Paul – Bloom Into Parenting, Kathie Rojas and Scarlet Stomieroski - Tapestry at Turkey Creek, Chelan Branham – Granite Transformations, Monica Sheppard-Viator – Kelly Services, Beth Ann Carter – Michael Brady, Inc., Tom Sharp – Viamedia, Inc., Lorena Hubbard – Second Harvest Food Bank of East Tennessee, Tim Challenger – New York Life Insurance, and Robin Biggs – Hilton Garden Inn Cedar Bluff.

Abuelo's – The Flavor of Mexico, Campbell Station Wine & Spirits and Milestone Event Center of Farragut – July 19, 2018



Pictured left to right, Tonya Also-brooks - Milestone Event Center of Farragut, Belle Muse - Campbell Station Wine & Spirits and John Volpe - Abuelo's The Flavor of Mexico who are three, long-standing Chamber members who teamed together providing the evening's networking location, impeccable refreshments, and delicious (authentic) Mexican food for all to enjoy.



With a room full of attendees, Angela Harvey - First Tennessee – Farragut Financial Center and Christy Fitzgerald - Cabi, take time to smile for the camera.

The Episcopal School of Knoxville – July 26, 2018



Members of The Episcopal School of Knoxville radiate the happiness felt by all in attendance at the networking hosted by them and are, left to right: Corinne Mattern, Jack Talmadge and Amanda Sharpe – The Episcopal School of Knoxville.



Jovial FWKCC members Jeffrey Bagwell – Rural/Metro Corporation of Tennessee (left) and Fred Love – Edible Arrangements (right) introduce themselves to LaDonna Hembree – Mint Magazine (center), pausing momentarily during their introductions.

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!



Cory Beilharz

Board Member/Role:
Cory Beilharz / Director

Member Business:
Christian Brothers Automotive

Title: Owner

How you benefit from our Chamber:
"The networking I get with other business owners and the visibility."

Greatest business success?
"Being able to make donations to great organizations like Restoration Health."

Greatest business frustration?
"Finding talented team members."

Most positive trend facing businesses today?
"A booming business economy."

Most negative trend facing businesses today?
"Existing and stifling business regulations."

Career you wanted when you were 10 years old? "Racecar driver."

Last book you enjoyed?
"Extreme Business Ownership."

Favorite genre of music?
"Country."

Favorite hobby/activity?
"Attending my kids sports games and events."

Favorite movie? "Smokey and the Bandit."

Favorite place to visit?
"Franklin, North Carolina."

Most influential person in your life?
"Paul the Apostle."

Greatest lesson you have learned?
"Be humble."

Greatest lesson you teach?
"Learn from your mistakes. It's ok to make mistakes as long as you learn from them."

Ribbon Cuttings

Revitalist – June 8, 2018

Participating in the ribbon cutting celebration included front row, l-r: Jonathan Brownfield-**Tennessee Smokies Baseball**, Cherie Sydes-**Gables & Gates, Realtors**, Mark Hultz and Fletcher, Jennifer Hultz-**Revitalist**, Parker and Riley Hultz, Katie Walker-**Revitalist**, Jacqueline Johnson, Dale Johnson, Lauren Sisk and Leslie Godfrey-**Pinnacle Financial Partners-Farragut**. Second row l-r Fazole Karnain-**Northwestern Mutual**, Daniel Maw-**FASTSIGNS**, Colby McLemore-**Colby's Photography**, Andrew Hartung-**Hartung Tax & Accounting, PC**, Nathan Sparks-**City View Magazine** and Bill Walker.



JCPenney Salon Re-Grand Opening – June 15, 2018

The excitement was contagious at the re-grand opening of the salon and includes **JCPenney** employees from l-r: Monica Nowicky, Amanda Hall, Whitney Williams, Amanda Hunter, Tychelle Willis, Jessica Marsh, David Long, Gail Hooker, Karen Lumley, Terri Collins, Karen Finnegan, Valerie McGinnis, Steven Stevens, Debbie Howell and Kim Bouchard



Image 360– June 19, 2018

Celebrating with a ribbon cutting is front row l-r is Cara Knapp-**oysk3 architects**, Lisa Monnig-**Paramount Land and Title**, Ronnie Gardner-**image360**, Alicia Kriebel-**image360**, Phil Blank-**image360**, James Belice, Shawn Belice-**image360**, Megan Belcher-**United Community Bank**, Kelly Hill and Arlene Weinstein-**Arlene's Fun Travel**. Second row l-r is Tracy O'Connor-**Hilton Knoxville (Downtown)**, Lauren Blankenship-**Premier Solutions International**, Brenda Herron-**Copper Cellar Family of Restaurants**, Amy Huckwell-**Send-Cards. Biz powered by SendOutCards**, Colby McLemore-**Colby's Photography**, Emily McKinney, Josh Hemphill-**Josh Hemphill State Farm** and Nathan Milstead-**PCS, Inc.**



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!

Top Wrench was awarded a grant by the **Y-12 Federal Credit Union Gives Foundation**. Top Wrench is a non-profit drug-free vocational program for high school students as an introduction to team building and basic technical skills as they prepare for careers in the automotive field. The grant will support the 2018 Top Wrench competition.

Tennova Healthcare will present "Best Practices for Relieving Joint Pain." Millions of Americans suffer the pain of degenerative joint disease and the tremendous effect it can have on quality of life. The program will educate the community on risk factors for osteoarthritis plus treatment options for relieving joint pain. There are several elements of arthritis self-management—ideally combined for maximum success and relief. Learn more at www.Tennova.com or find a doctor by calling 1-855-TENNOVA (836-6682).

Business FYI: Outdoor Advertising Renewals are coming in the mail. Did you know every billboard along TN state routes has a license plate? Just like a vehicle, these permits must be renewed every year. **TDOT's Highway Beautification Office** regulatory programs include control of outdoor advertising, vegetation related to outdoor advertising, and junkyard control throughout the state. The annual sign permit renewal letters will be sent Oct. 31. If you have questions regarding outdoor advertising renewals, please call the Highway Beautification Office at (615) 741-2877.

State Farm Agent Josh Hemphill qualified for membership in the Million Dollar Round Table (MDRT). Hemphill is now a 3-year member of the MDRT. Founded in 1927, the MDRT is a global independent association recognized as the standard of excellence in life insurance and financial services. Members demonstrate exceptional professional knowledge, strict ethical conduct and outstanding client service.

Congratulations to the **farragutpress** Reader's Choice Award Winners who are also Chamber Members: **Beltone Hearing, Buddy's Bar-B-Q, Click Funeral Home, David S. Rexrode-Attorney, David's Abbey Carpet & Floors, Dairy Queen, Dixie Lee Wines & Liquors, Dr. Alan Lensgraf, El Mezcal, Farragut Cleaners, Fox Den Country Club, H&R Block, His Security, JC Penney's, Jet's Pizza, Kroger, Mansour Hasan/State Farm, Massage Envy, Matlock Tire Service & Auto Repair, Mortgage Investors Group, NHC Farragut, ORNL Federal Credit Union, Pinnacle Surveyor, Planet Fitness, Publix, Pure Magic, Rather & Kitrell, Inc., Regions Bank, Rick Terry Jewelry Designs, Tennova Turkey Creek Medical Facility, The DW Designs, The Eye Group, The UPS Store, and Tropical Smoothie Cafe.**

Entrepreneurs' Organization (EO) Knoxville has recognized several business owners with the 2018 EO Knoxville Awards. The awards are presented to local entrepreneurs that positively and profoundly impact their communities with their business innovations, forward thinking culture and community outreach. The Volunteer of the Year Award was presented to Brandon Bruce of **Cirrus Insight** and The Lifetime Achievement Award was presented to John McNeely of **Sword & Shield Enterprise Security, Inc.** Congratulations to both!

For the third year in a row, **Graphic Creations** was named to Printing News' and PrintingNews.com's Top 100 Quick & Small Commercial Printer List. This formally recognizes them as #85 of the Top 100 quick and small commercial printing operations in North America. They also brought home four Awards of Excellence and two Best of Category from Print Industry of Association of the South and were chosen for a member profile in Best Practices Quarterly by industry association idealliance.org

Water into Wine is excited to host Knoxville's Best Chef, Bruce Bogartz for a limited time. Bogartz will be cooking some old favorites and new specialties developed just for this location. Enjoy wine as well as fresh cocktails, a full bar, local craft beers and artisan food pairings by visiting them at 607 N. Campbell Station Road in Farragut!

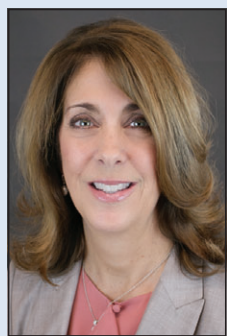
West Bicycles in the Village Green Shopping Center is offering a Ride Now, Pay Later program. A fantastic new bicycle is in your reach with 6 and 12 month deferred-interest special financing plans, allowing you to ride now and pay later. Applying in-store is quick, convenient, and secure. Qualified

See **MEMBER BRIEFS** on Page 4

Business Issues

How Supporting Employees' Student Loan Debt Can Help Your Business

Featured Columnist:



Barbara Thomas

Executive Vice President, SouthEast Bank

Each month a member guest columnist addresses topics and issues pertaining to today's businesses. Have a suggestion for a topic you'd like covered? Email info@farragutchamber.com

Student loan debt is the new normal. According to the Brookings Institute, more than 44 million Americans have student loans that total nearly \$1.4 trillion.¹ Student loan debt is now the second-largest source of household debt in the U.S. after home mortgages. The average college graduate earns both a diploma and student debt in the amount of \$39,400 (on average).²

You're probably wondering how supporting your employees' student debt can help your business. It can when it comes to recruiting top talent and differentiating your company's offerings from others. A recent survey from American Student Assistance (a private nonprofit dedicated to eliminating finance as a barrier to education and the dream education enables) showed how burdensome student loan debt is to young workers.³ The study showed that 86% of young workers would commit to a company for five years if it helped pay off their student debt. Even more telling is that three in five workers say paying student loans is more of a priority than saving for retirement.

Since student loan debt can be a major burden for your employees, you would be way ahead of your competitors if your company specifically offers assistance on stu-

dent loan payments. Currently, given that only four percent of companies offer student loan debt assistance, you could be in a better position to attract the attention of top-tier talent.

Companies can do a number of things to help employees with their student loan debt. By just providing your employees with some student loan debt education, your company is doing more than most. Student loan debt can be refinanced just like a home mortgage. By providing access to a student loan refinancing company, you're helping your employees get a handle on their financial situation and address the burden of their student debt.

Your company can also provide payment assistance. Companies can do this as a one-time payment, or monthly contributions to their employees' student loan payments. By assisting financially, your top employees are less likely to leave which helps with both profit and productivity.

Education Loan Finance, a division of SouthEast Bank, has a new program called ELFI for Business to help you navigate this new recruitment opportunity. Visit our website at www.elfi.com to learn more or send questions to answers@elfi.com.

(Footnotes: 1: <https://www.brookings.edu/research/the-looming-student-loan-default-crisis-is-worse-than-we-thought/>;

2: <https://studentloanhero.com/student-loan-debt-statistics/>

3: www.asa.org/wp-content/uploads/2017/06/asa_young_worker_and_student_debt_survey_report.pdf)

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President Quotes 'n Notes

Julie A. Blaylock



"To lead people, walk behind them."

- (Lao Tzu)

"The challenge of leadership is to be strong, but not rude; be kind, but not weak; be bold, but not bully; be thoughtful, but not lazy; be humble, but not timid; be proud, but not arrogant; have humor, but without folly."

- Jim Rohn

"Anyone can hold the helm when the sea is calm."

- Publilius Syrus

"You don't lead by pointing and telling people some place to go. You lead by going to that place and making a case."

- Ken Kesey

In any group or business, everyone has a level of leadership. Not just the President, CEO, Owner, or Chair, but everyone: owners, staff, and volunteers.

International speaker and author on customer service, David K. Aaker, encourages everyone he meets to ask themselves, "Do you Lead the Way, or Point the Way?" This simplistic way to look at leaders actually comes from the wisdom of Joseph M. Marshall III, Lakota Historian.

Marshall talks about how leaders are like a lighthouse. Some shine brighter than others. They all shine according to their depth of leadership experience, it's certain that all of us started our own leadership journeys with a lower wattage of light, pointing the way more than leading the way.

Pointing the way to achieve the goal is an ingredient of getting there. Leading the way is a learned skill earned through trying, failing, adjusting and continuing to try until you reach your goal. This skill is not bought or gained by reading a blog or book; it is good old on-the-job experience.

Take a look at your business or group this month and evaluate staff or volunteers to reveal leaders in training; you will see who is leading and who is pointing. Both contribute to the goal and both are valuable tools! Pointing is not a negative trait, just a leadership skill in its early stage of growth. There are also seasoned leaders who choose to point, because there is less risk in pointing than leading.

Pointing the way is often non-verbalized, not making a decision, not contributing to conversations when it is time, not making an example. Aaker cautions not to confuse pointing the way with delegation. Delegation is a great tool that can get the goal to completion when used appropriately.

Those pointing the way are simply at a stage you once were (or maybe that is you!), and just need a light shined on them a bit more so they can learn the benefits and success of "Leading the Way."



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

Welcome to our new Farragut West Knox Chamber Members!

The Chamber welcomes these businesses who joined us recently in the month of July! Did you know businesses/organizations can submit an application & payment online? Visit www.farragutchamber.com and click "Join the Chamber!"

Art House, Inc.
P.R. Finley
12744 Kingston Pike, Suite 101
Knoxville, TN 37934
<http://arthouse.world>

Bloom Into Parenting
Lisa Paul
141 N. Martinwood Rd., Suite 103-02
Knoxville, TN 379233
<http://www.bloomintoparenting.net>

Gables & Gates, Realtors - Daphne Hill
Daphne Hill
P.O. Box 458
Norris, TN 37828

Knoxville Room Service
Haley Krotz
10670 Parkside Dr., Ste 105
Knoxville, TN 37922
www.knoxroomservice.com

Mint Magazine
LaDonna Hembree

Knoxville, TN 37922
<http://www.mintmagazine.com>

Rouse Construction
Dustin Devine
11121 Kingston Pike, Suite G
Knoxville, TN 37934
<http://www.rouseconstruction.com>

SmartWash
Brennon Williams
17000 Steekee Road
Loudon, TN 37774
<http://www.rouseconstruction.com>

State Farm - Matt Cunningham
Matt Cunningham
7671 S. Northshore Drive
Knoxville, TN 37919
<http://www.mattecunninghamsf.com>

Tocara, Inc.
Mary Lou King
Loudon, TN 37774
<http://www.tocaraplus.com/mlking>

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 July. 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.

AA-Air Company
Anytime Fitness
Apple Cake Tea Room
AT & T
Atlantic Capital Bank - Campbell Station
Branch - Thank you for your Anchor Enterprise Membership!
Belew Drug Choto, Inc
Brain Balance Achievement Centers
Cellular Sales of Knoxville, Inc.
Corporate Quarters, Inc.
Dairy Queen - Farragut, TN
El Mezcal Mexican Restaurant
Embassy Suites Knoxville West
Faculty Internal Medicine
Farragut Intermediate School
Fifth Third Bank
Hardin Valley Wealth Management
Harrison Construction Co.
Heritage Family Dentistry
Homewood Suites by Hilton at Turkey Creek
IMS, Inc.
Invisible Fence Brand of the TN Valley
Jeremiah B. Webb, Attorney at Law
Knoxville TVA Employees Credit Union - Bearden Branch

Law Family Dentistry, PLLC
Lincoln Memorial University
Matlock Tire Service & Auto Repair
McLain's Painting, Inc.
Moxley Carmichael
OsteoStrong of Farragut Wellness Center
Pinnacle Financial Partners- Farragut- Thank you for your Captain Enterprise Membership!
Premier Solutions International
PureMagic Carwash
Reuben N. Pelot, III, DDS, PLLC
Rocky Top Air
Scripps Media, Inc.
Senegence/LipSense
Servpro of West Knoxville/Farragut
SmartBank at Cedar Bluff
SouthEast Bank - Farragut
St. John Neumann Catholic School
State Farm Insurance - Laura Ash
uBreakiFix Turkey Creek
West Bicycles
Y-12 Federal Credit Union - Hardin Valley
Years Younger MediSpa
Zaxby's of Farragut
Zoe's Kitchen - Turkey Creek

Member Briefs

From page 3

buyers can be pre-approved in minutes! Bring a valid ID, credit card, and social security number. As soon as you're approved, you can start enjoying all of the benefits of your new financing card. Stop by the store at 11531 Kingston Pike or call

(865) 671-7591 with questions.

Primrose School of Farragut will host a Back to School BBQ Sunday, Aug. 26 at 4 p.m. For more information about the school, visit www.primroseschools.com/schools/farragut/ or call (865) 966-7673.

Calendar of Events

Members can RSVP for these events through their online Member Information Center at farragutchamber.com. Guests can register for each event by clicking the links on the Chamber Calendar (visit www.farragutchamber.com and "Events"). Call 675-7057 or email info@farragutchamber.com for a link to create your account!

August 16, 2018
8:00 - 9:30 a.m. *Networking*
Fisher Tire Co. Knoxville West
10232 Kingston Pike

August 23, 2018
5:00 - 6:30 p.m. *Networking*
The UPS Store of Farragut
11124 Kingston Pike

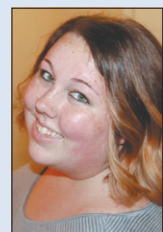
August 30, 2018
8:00 - 9:30 a.m. *Networking*
Shae Design Studio
10420 Kingston Pike, Suite C

September 6, 2018
8:00 - 9:30 a.m. *Networking*
Liberty Mutual Insurance
2030 Falling Water Road, Suite 200

September 13, 2018
8:00 - 9:30 a.m. *Networking*
PCS, Inc.
1720 Topside Road, 37777

Who's who... Embroidery Boutique by Designs for You

By Gabrielle Gosnell



Embroidery Boutique goes above and beyond to make their customers' day. Debby Nohe, General Manager, explains, "Customer service is my most important thing. You enter our store a stranger but leave as a friend." This is a sentiment echoed by every staff member as well, Nohe elaborates, "The people that work for me love what they do. They take care of my customers like I do."

When you walk into Embroidery Boutique every aspect of the store immediately grabs your attention from the invigorating aroma of the candles to the visually stunning array of items for sale. Embroidery Boutique has it all! Embroidery Boutique offers more than just embroidered, monogrammed, or engraved items, they also offer a variety of items sure to complete any personalized gift basket you might be assembling.

Embroidery Boutique has a rich history. Nohe's parents, Laura and Gary Hathaway, started the store in 1989 in South Florida under the name 'Designs For You.' Thirteen years later the Hathaways moved the business to Tellico Village so they could be more centrally located to accommodate their national customers. In 2014, they moved Embroidery Boutique to their current location at 141 Brooklawn Street. Why the move? "Farragut didn't have a store quite like us," Nohe explains, "We are completely, completely blessed. Farragut has totally welcomed us into their community from the beginning."

The boutique continues to grow to this day as the store has recently launched an e-commerce website, laseretchme.com & personalizedcloset.com, to make it easier for customers to get the perfect, personalized dream gifts for friends, coworkers, loved ones, and more! Stop by and visit Embroidery Boutique today and see everything they have to offer or visit any of our websites at: www.embroideryboutiqueknox.com, www.laseretchme.com or personalizedcloset.com

TSBDC

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

THE BEST CUSTOMERS : How to build a valuable customer portfolio

As entrepreneurs we may find ourselves in a situation where we have the "wrong" customers. Wrong in the sense that they are not as attractive and profitable as other potential customers. So how do we find out who are the right customers for our particular business?

Segmentation reveals new customers. One way of identifying potential new customer groups, whether you already have a lot of customers or not, is to make a systematic segmentation of potential customers in your market. Segmentation means dividing the market into similar categories, called segments, and then using these as the basis for the business' sales and marketing efforts. There are many advantages to this approach: First, by segmenting the market, you will be able to discover new customers you might never have considered before, because segmentation provides an overview of customers and highlights previously unexplored in areas of the market.

Secondly, segmentation allows you to prioritize the absolute best customers for the particular business you are in.

Finally, segmentation can provide inspiration to treat customers differently so that you can adjust your products and marketing to meet the various preferences and needs of different customers.

Interested in learning more about making a plan to build and grow the BEST customer portfolio for your business? Contact the Tennessee Small Business Development Center by visiting our website at www.tsdbc.org. Our business advisors are ready to provide free business counseling and tools to help you grow your business.



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

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