



# CHAMBER LIFE

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



## Chamber ADOPTS for the Holidays

Hundreds of Chamber members happily anticipate the sounds, samples and warm connections with fellow business members at the Chamber's annual Holiday Open House! The Chamber's favorite part? The collection of donations for a local charity to help others have a happy holiday. This year, the Chamber is excited to partner with Farragut-based member St. John Neumann (SJN) to "adopt" several families through their St. Vincent de Paul Society (SVDP) arm.

Business members and their guests are warmly invited to the 2018 Holiday Open House on Tuesday, Dec. 11 from 4:00-7:00 p.m. at the Chamber offices at 11826 Kingston Pike. No RSVP is required (though appreciated).

ALL are encouraged to bring a new unwrapped item OR gift card for "The Giving Tree" inside the office. Items will be distributed to three local families with small children through SJN's St. Vincent de Paul Society, a worldwide voluntary Christian community founded in 1833. Members show commitment through person-to-person contact and service, providing any help that alleviates suffering and deprivation and promotes human dignity.

Because the families each have or are expecting newborns, including one with a young child who has had multiple major surgeries, gift cards in any denomination to stores like Kroger, Walmart or similar are requested. These

can purchase essentials like infant supplies, food, or clothing. The Chamber also has a list of specific special wishes for each family, including toys and clothing sizes. Contact [roberts@farragutchamber.com](mailto:roberts@farragutchamber.com) or call 865-675-7057 for the list.

The Chamber halls will be fully decked and open along with a climate controlled tent by Event Rentals by Rothchild in our front parking area. Guests will enjoy live holiday music performances courtesy of Angela Floyd School of Dance & Music, and sample all kinds of beverages and food

See ADOPT on Page 4



## Crafts & Ale Kicks Off Inaugural Year

Vendors, Chamber staff and brew exhibitors are already looking forward to the 2nd annual Crafts & Ale: Faris A. Ashkar Memorial Festival in 2019 after kicking off year one with perfect Fall weather and an excellent variety of crafts, ales and attendees.

Approximately 20 crafters exhibited and sold their handmade wares, including jewelry, metal work, quilts, unique mosaic art, handmade "monster" kits for children, fiber art, hand-poured candles and stained glass. Attendees were there as early as 9am to scoop up first choice of custom furniture items and art and all of the approximately 300 who toured the festival during the day at West End Shopping

Center clearly did a lot of personal and early holiday shopping. Vendors were pleased with their day's sales and are looking forward to participating in the event again, commenting that the festival was "well organized" and that volunteers made each vendor "feel very cared for!"

The beer garden showcased eight local brewers including Balter Beerworks, Blackhorse Brewing Company, Brewing + Distilling Center, The Casual Pint Farragut, Chisolm Tavern Brewing, Crafty Bastard, Elst, and Elkmont Exchange all under a partially enclosed tent. Brewers and their staff enjoyed each other's camaraderie and that of festival goers who could choose

from an Admiral's Tasting Pass, allowing unlimited 4 oz. samples OR single 10-12 oz. pours of select beers. For those who have yet to really showcase their beers, it was a great opportunity for them. Several echoed craft vendors saying Crafts & Ale was one of "the most organized, well-equipped events of its type that they'd participated in," even compared to events that focus solely on brewers as a rule. The Chamber was grateful for committee member Dr. Todd White of the Brewing + Distilling Center whose knowledge was integral in ensuring the success of that portion.

See CRAFTS & ALE on Page 2

## Holiday Ads to Highlight December Edition

Chamber members can wish a happy holiday to the entire community and advertise their business all at once! The entire center section of the December ChamberLife newsletter features a full-color holiday scene with two low-cost advertising opportunities. Members can purchase a \$150 ad featuring their color business logo or other graphic prominently displayed in the layout (i.e. Christmas Stocking) PLUS

See HOLIDAY ADS on Page 3



# ENTERPRISE CLUB

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



# Attitudes of Gratitude

*"I don't have to chase extraordinary moments to find happiness—it's right in front of me if I'm paying attention and practicing gratitude." (Brene Brown)*

*In the spirit of the upcoming holidays, the chamber Board of Directors, Ambassador team and office staff each reflect on something they're grateful for in 2018. May you and yours have a bountiful Thanksgiving!*

## Board of Directors: Grateful for...

*"Good health! I have several family members/friends who've dealt with serious health scares this year."*  
~ Angela Harvey, First Tennessee

*"Faith, Family and Health."*  
~ Angie Denton, Turkey Creek Medical Center

*"Family! Always and forever thankful for them!"*  
~ Beth Ann Carter, Michael Brady, Inc.

*"The many people who have been so kind to me, especially this past year."*  
~ Brenda Herron, Copper Cellar Family of Restaurants

*"An incredible family, both at home and work."*  
~ Bruce Giles, First Utility District of Knox County

*"The patience God grants me when I least expect it."*  
~ Cory Beilharz, Christian Brothers Automotive

*"A healthy and supportive family!"*  
~ Jonathan Dzermejko, TDS Telecom

*"Family!"*  
~ Katie Park, SouthEast Bank Farragut

*"A community that has welcomed our family business with open arms!"*  
~ Kevin Human, Ricki's Pet Depot

*"For passing my CT scan/exam last week. Positive results are wonderful to hear when fighting cancer of any kind."*  
~ Richard Qulia, Richard F. Qulia Investigations

*"My spouse, Ed Long. We've had 43 years together and he's been a wonderful caregiver through all my medical challenges."*  
~ Sherry Long, farragutpress

*"My family who loves and encourages me."*  
~ Steven Lipsey, Lipsey Morrison Attorneys

*"Family, friends and health."*  
~ Terry Rutherford, Regions Bank

## AMBASSADORS - Grateful for...

*"My many mentors who believe in my own potential even when I didn't."*  
~ Adam Freitag, Liberty Mutual Insurance

*"Asking me to narrow down to just one thing I'm thankful for is too hard. There are so many things to be thankful for I couldn't list them all. Here are just a few.. family and friends, freedom of religion, freedom to vote, and freedom to celebrate holidays, eastern and western medicine, a nice bubble bath and that every tomorrow I'm fortunate enough to receive makes me know how truly blessed I am to be here."*  
~ Angela Bridges, Cumulus Media/WIVK/WOKI/WNML

*"My family and friends and all the support I have from my business plus all the referrals from chamber networkings!"*  
~ Arlene Weinstein, Arlene's Fun Travel

See GRATITUDE on Page 4

# Networkings

## Coldwell Banker Wallace & Wallace REALTORS – October 4, 2018



Pictured are **Coldwell Banker Wallace & Wallace REALTORS** team members (l-r) Owner, George Wallace, Suzan Huddleston, Anne Williams, Tara Hanouskova, and Shena Cole.



The morning's networking event brought warm smiles to (l-r) Charles Cramer-**Regions Bank-Land Oak**, Ron Nesbitt-**ORNL Federal Credit Union-Farragut**, and Gina Alcorn-**Fleenor Security Systems, Inc.**

## Holy Cross Anglican Church – October 18, 2018



Les Jones (l) and the Reverend Thad Osborne (r) - **Holy Cross Anglican Church** stand happily in front of their parish's sign.



Kim Fry-**Hilton Knoxville Airport** proudly holds a signed, limited edition print donated by artist and charter member, Alexander Dumas-**Alexander Dumas Art Gallery** which she won in one of the event's prize drawings.

## Y-12 Federal Credit Union (Cedar Bluff Branch) – October 25, 2018



(1st row, l-r) Betsy Cunningham, Daniel Stewart, Burim Deliu, Mario Monteagudo (2nd row, l-r) Ellen Coppinger, Rusty Curtis, Marshall Brumfield, Jennifer Fasching, Tausha Bruneel, Drew Nelson, Blake Jones, Natalia Spratlen and Traci Harrison all with **Y-12 Federal Credit Union (Cedar Bluff Branch)** take a break to pose for a team photo during their event.



Laughing together are John Haney-**NAI Koella RM Moore** and Natasha Bohannon-**First Citizens Bank-Campbell Station**.



## Crafts & Ale

From page 1

Lastly, the Chamber was thrilled to have a large faction of late Chamber member, Faris Ashkar's family present for most of the festival. Ashkar's wife, Chafika, son, Tony, nephews and other relatives put together a beautiful display of his wood work, along with a photo of Ashkar and son Charles toasting each other.

The 2019 Crafts & Ale will see minor changes to further improve the event, including a later timeframe, layout adjustments, additional food trucks and even more opportunities to watch the Vols should they be playing during the festival once again. Returning artisans/exhibitors will be

recognized as "Charter Artisans/Ales."

The Chamber is incredibly thankful to all who supported this first year event including the board, committee members, volunteers, and all the vendors and brewers who took a chance on the concept. The Chamber also appreciates its sponsors: Presenting Sponsor Town of Farragut, Event Sponsor (and TV provider) TDS Telecom, Digital Sponsor Slamdot, Brew Sponsor The Brewing + Distilling Center, Community Sponsors AquaClear, Health Markets, Knoxville TVA Employees Credit Union and Tennessee State Bank, and media sponsors *farragutpress* and *ViaMedia*.

If you missed Crafts & Ale this year, fear not and mark your calendars for Fall 2019!



# Ribbon Cuttings

## Jessica Phillips, CPA – October 1, 2018



Participating in the ribbon cutting celebration include front row, l-r: Paisley Schubert, Bryce Phillips, Katie Phillips, Jessica Phillips, CPA (holding scissors), Kyle Phillips, Kylie Phillips, Brittany Schubert, Abram Schubert, Emory Schubert, Alexis Parker (2nd row, l-r) Hannah Lynch-**Hampton Inn & Suites-Turkey Creek**, Steve Krempasky-**Farragut Business Alliance**, Daniela Dorcas-**Staybridge Suites-Knoxville West**, Donna Bryan-**The Real Estate Firm, Inc.**, Mayor Ron Williams-**Town of Farragut**, Phillip Graves-**Centriworks-Thermocopy**, Natasha Bohannon-**First Citizens Bank-Campbell Station** (3rd row, l-r) Charlie Schilleci and Dan Griffey – **Wealthcare Partners** and Peyton Hairston.

# Member Briefs

Looking for more details on a specific event, special or job?

Go to [www.farragutchamber.com](http://www.farragutchamber.com) to see these and other member items!

It's already snowing in Knoxville. At least it is inside the new Korean frozen dessert shop **Sno Cream**, located at 10911 Parkside Drive. Sno Cream serves bingsu, a form of frozen dessert served in Korea that uses a snow forming machine. Owner Bill King first tried bingsu on a trip visiting his wife Penny's family in Korea.

Thank you to all who voted for **Burns Mailing & Printing** in the 2018 AAF's Big Wig award. Burns won in the category of best fulfillment/direct mail company. Burns has been in business since 1981 and is a State of TN certified 100% Women Business Enterprise (WBE). For more information, visit <http://burnsmp.com>

**Christmas Décor of Knoxville, Inc.** offers safety tips for do-it-yourself decorators. Wendell Redmond of Christmas Decor of Knoxville in Lenoir City- a franchise member of Christmas Decor, Inc., offers this insight "The simple truth is that holiday decorating can be hazardous. Beyond the risk of injuries during installation, there are risks associated with using the wrong type of lighting and hardware and choosing the wrong spots to anchor or string lights and other decorations." For more information on having Christmas Decor decorate your home or business, please contact Wendell Redmond of Christmas Decor of Knoxville in Lenoir City at (865)769-0039 or [christmasknoxville@gmail.com](mailto:christmasknoxville@gmail.com). You can also learn more at [www.christmasdecor.net](http://www.christmasdecor.net).

**MCG-Mountain Commerce Bank** Tennessee-based bank holding company and parent of Mountain Commerce Bank (MCB), reported consolidated net income of \$2.61 million for the third quarter of 2018. Earnings per fully diluted share for the quarter ended September 30, 2018 totaled \$0.42 versus \$0.29 for the third quarter of 2017. For the nine months ended September 30, 2018, the company reported net income of \$7.386 million, a 62 percent increase over the comparable period in 2017. Earnings per fully diluted share for the nine months ended September 30, 2018 totaled \$1.19 versus \$0.74 for the same period in 2017. In addition to its strong year-to-date and quarterly performance, MCB recently received a superior five-star rating from BauerFinancial, Inc., the nation's leading independent bank and credit union rating and research firm. The rating is emblematic of MCB's exemplary financial strength and stability.

**Junk Bee Gone**, East Tennessee's number one junk removal specialist, officially expanded into Nashville on July 10. Owners Mike and Tracy Such brought the industry to East Tennessee 12 years ago and over a decade later added multiple services to include full junk removal, drop-off driveway dumpsters, residential and corporate document shredding and demolition. Mike's brother Chuck, and wife Wendy, along with their two daughters and son-in-law will run the Nashville operation. Give a BUZZ to Junk Bee Gone at the Nashville location at 615-398-2899 or Knoxville 865-675-5865.

**Rick Terry Jewelry Designs** has been Knoxville's finest jeweler since 1986. Best known for creating one-of-a-kind jewelry, the custom process begins with you! Customer satisfaction is priority one as they work with you: from paper sketched concepts to converting designs into their CAD/Cam milling machine and various design programs, to formatting 3D print models- all done in house. Their unique and exclusive capabilities know few limits, thus separating them from their peers. Visit <http://www.rickterryjewelry.com> or call Rick at (865) 777-3793 for more information.

**STAR-Shangri-La Therapeutic Academy of Riding** welcomes Ray Hildreth, Facilities Assistant. He will work out of both facilities as he supports keeping STAR in tip top shape! Ray is a retired firefighter captain from Mobile, AL. Welcome Ray!

**Graphic Creations, Inc.** began as a print shop selling UT class lecture notes and today provides an array of in-house printing services from business cards to marketing materials, banners, interior and exterior signage, apparel and even vehicle wraps. Co-owner Jim Caughorn took over the family's portion of the business in 2009. It has grown exponentially through the years by not only following market trends, but by setting them, too. For more information, call (865) 522-6221 or visit <http://www.graphiccreations.com>.

## Autumn Care Assisted Living & Memory Care - Farragut – October 17, 2018



Gathering around Chief Operating Officer, Mari Falk (center with scissors) and Peter Falk, Founder and CEO-**Autumn Care Assisted Living & Memory Care-Farragut** for the ribbon cutting and grand opening celebration include Mayor Ron Williams-**Town of Farragut**, **Knox County Mayor Glenn Jacobs**, **Knox County Commissioner John Schoonmaker**, Vice Mayor Louise Povlin-**Town of Farragut**, FWKCC members, friends, residents, and guests.

## EXIT Real Estate Professionals Network – October 23, 2018



Gathered to celebrate the ribbon-cutting ceremony are owner, Mark Kresser-**EXIT Real Estate Professionals Network** (with scissors), fellow co-workers, members of the community, friends and family who are all smiles as he cut the ceremonial ribbon.

## Josh Hemphill, State Farm – October 31, 2018



The team at **Josh Hemphill-State Farm** held a ribbon cutting to celebrate their expansion. Pictured are Alan Diskin-**Oak Ridge FM (WKCE & 94Z Radio Stations)**, Erik Serio-**Brightway Insurance-The Serio Agency**, Kelly Hill, Zenia Hartsfield, Jacob Hartsfield, Many Hemphill, Bella Hemphill, Lacey Hepler, Jordan Hemphill, Josh Hemphill, Arlene Weinstein-**Arlene's Fun Travel**, Andy Brasfield-**BNI**, Christine Dean-**His Security, LLC**, Lucas Shouse-**HomeTrust Bank**, John Haney-**NAI Koella RM Moore**, Teresa Hurst, Kaleb McAlpin, Daniela Dorcas-**Staybridge Suites-KnoxvilleWest**, Bradley James, Elliot Ettenborough, Sean Wilson, Jason Miller, Mr. Ray, David S. Rexrode, Attorney at Law, Kelly Vittatoo-**HomeTrust Bank**, and Ryan Byrd-**PCS, Inc.**

### Holiday Ads

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up to three social media "handles" with icons (@farragutwestknoxchamber on Facebook, @fwkcc on Instagram, and @fwkcc on Twitter)! These ads are limited to VERY few spots, some of which are already

reserved.  
Members can also purchase a \$35 ad featuring the business name, phone, AND your choice of ONE social media "handle" (@farragutwestknoxchamber on Facebook) in black text with the related social media icon. Space for these is also limited.  
All participants will be featured to the

37,500 readership of *farragutpress*. This is a fantastic opportunity to highlight your business for the holidays! The deadline for ad reservations is Wednesday, Dec. 5. Call 865-675-7057 or email [julie@farragutchamber.com](mailto:julie@farragutchamber.com) today to reserve your space!

**Event Rentals**  
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## Gratitude

From page 2

*"The amazing people I've met since moving to Farragut and joining the Chamber; I've met so many that will be life-long friendships."*

~ Beverly Kobus,  
BK Lash & Skin Boutique

*"That I live closer to my family and my daughter can see her grandparents more often."*

~ Brandon Sykes,  
FirstBank Farragut

*"The generosity of our community that allowed us to raise over \$20K for the American Cancer Society for Real Men Wear Pink! So many services provided for those in need; what a great place to live!"*

~ Christine Dean,  
His Security, LLC

*"Finishing my first half marathon without injury!"*

~ Colby McLemore,  
Colby's Photography

*"My wife and her successful recovery from heart surgery."*

~ Daniel Maw, FASTSIGNS

*"My wife and kids!"*

~ Daniel Monday, Slamdot

*"Our community and the great people who make it!"*

~ Eric Whitener, Teri Jo Fox  
& Eric Whitener: Crye-Leike Realtors

*"Life!"* ~ Hannah Lynch,  
Hampton Inn & Suites Turkey Creek

*"The love and support of my family, plus those East TN mountains!"*

~ John Haney, NAI Koella R.M. Moore

*"That my son is healthy and doing well in school."*

~ Lisa Monnig, Paramount Land & Title

*"For the people in my life!"*

~ Marianne Morse,  
Independent Senior Sales Director,  
Mary Kay

*"Health!"* ~ Naoko Blue,

Naoko Blue & Associates

*"My boys!!!"* ~ Natasha Bohannon,

First Citizens Bank Campbell Station

*"The wonderful customers that I get to help every day along with my great coworkers. It is enormously rewarding to help reduce stress and bring customers financial confidence."*

~ Sharon Nicole, SouthEast Bank

*"Good health in my family and the wonderful clients & friends I have through our chamber."*

~ Tom Sharp, Viamedia, Inc.

*"For my job!"* ~ Tony Langenderfer,

Smyrna Ready Mix Concrete

## STAFF - Grateful for...

*"Good health, a GREAT husband/family, awesome work family/community, and the privilege of just living."*

~ Julie

*"Grateful and thankful for good health, wonderful family and friends, an exciting job with outstanding staff, a beautiful and thriving community in which I work and live, and my wonderful dog, Lilliana!"*

~ Suzanne

*"Faith, family, freedom, and all the friends I have made along the way!"*

~ Susan



## Farragut West Knox Chamber of Commerce

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Farragut, TN 37934

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865-671-2409 Fax

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[www.farragutchamber.com](http://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!

### Amara Wellness & Spa, LLC

**Laura Toole**  
10820 Kingston Pike, Suite 21  
Knoxville, TN 37934  
<https://www.vagaro.com/amarawellnessandspa>

### Knoxville Fine Homes Realty

**Bob Brock**  
11020 Kingston Pike, Suite 330  
Knoxville, TN 37934  
<http://knoxvillefinehomesrealty.com>

### MediSpa At Choto

**Paola Nielsen**  
1606 Choto Markets Way  
Knoxville, TN 37922  
<http://medispa-choto.com>

### Prestigious Properties of Knoxville

**Laura Toole**  
10820 Kingston Pike, Suite 24  
Knoxville, TN 37934  
<https://prestigiouspropertiesknoxville.com/>

### Revolution Real World Self Defense, LLC

**James Cloutier**  
9055 Middlebrook Pike  
Knoxville, TN 37923  
<https://www.facebook.com/revolution-selfdefense/>

### Showalter Roofing Services Inc.

**Dale Prescher**  
875 Hwy. 321 N, Suite 600  
Lenoir City, TN 37771  
<http://www.showalterroof.com>

### Sno Cream

**William King**  
10911 Parkside Dr.  
Knoxville, TN 37934  
<https://www.facebook.com/pages/category/Ice-Cream-Shop/Sno-Cream-281823739094009/>

### Sparks Insurance

**Savannah Price**  
10101 Sherrill Blvd.  
Knoxville, TN 37932  
<http://www.sparksinsurance.com>

### Urban Home & Gifts

**Jesse Boling**  
10965 Kingston Pike  
Knoxville, TN 37934  
<http://www.urbanhomegifts.com>

**The Chamber welcomes these businesses who joined us recently in the month of October!**

Did you know businesses/organizations can submit an application & payment online?

Visit [www.farragutchamber.com](http://www.farragutchamber.com) and click "Join the Chamber!"

## 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 October. 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.

Asset Planning Corporation  
BK Lash & Skin Boutique  
C&J Wealth Advisors  
Children's West Surgery Center  
Chris O'Rourke, DDS  
Christmas Decor of Knoxville, Inc.  
Click Funeral Home/Farragut Chapel  
Costco Wholesale -- Thank you for your Anchor Enterprise Membership!  
Edward Jones - Financial Advisor:  
Betsy Herzog  
Embroidery Boutique by Designs For You  
Enrichment Federal Credit Union - Kingston Pike  
The Episcopal School of Knoxville  
EXIT Real Estate Professionals Network  
Faith Promise Church Farragut Campus  
Farragut High School  
Games & Things, Inc.  
Herbalife Independent Distributors  
Holli McCray Home Marketing Group  
Keller Williams  
Jet's Pizza of Farragut  
Kalsson Cleaning Services of East TN LLC  
Knoxville TVA Employees Credit Union - Turkey Creek Thank you for your Anchor Enterprise Membership!

Land Development Solutions  
M & M Development Co., Inc.  
McAlister's Deli  
Mercedes Benz of Knoxville  
Mortgage Investors Group - Farragut  
ORNL Federal Credit Union - Farragut  
ORNL Federal Credit Union - Farragut Kroger  
Outlier's Advantage: ACT Prep Academy  
oysk3 architects  
Perceptics, LLC  
Prestige Cleaners  
Re/Max Preferred Properties- Ryan Levenson  
Smyrna Ready Mix Concrete  
StaffingSolutions, An EmployBridge Company  
State Farm Insurance - Cindy Doyle  
State Farm Insurance - Josh Ellis Agency  
Sword & Shield  
Thierry Sommer & Associates  
United Way of Greater Knoxville, Inc.  
Van Elkins & Associates, CPAs  
Waste Connections  
Webb School of Knoxville  
Women's Basketball Hall of Fame

## Adopt

From page 1

from members like Abuelo's: The Flavor of Mexico, Dixie Lee Wines & Liquors, Edible Arrangements and other area caterers.

Businesses wishing to participate by providing approximately 100 samples of a favorite dish can call 675-7057 or email

[suzanne@farragutchamber.com](mailto:suzanne@farragutchamber.com). All businesses receive promotion in print, email, web and social media up to and beyond the event date as soon as they commit.

Please join us on December 11 to let the Chamber say THANK YOU for business support all year-long, and to wish one another a happy holiday and successful new year!

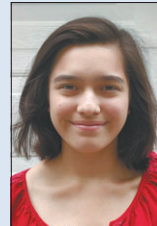
## Calendar of Events

Members can quickly & easily RSVP for events in their Member Portal at <http://members.farragutchamber.com/login>. Guests can register by clicking the links on the Chamber Calendar ([www.farragutchamber.com](http://www.farragutchamber.com) and "Events"). Call 675-7057 or email [info@farragutchamber.com](mailto:info@farragutchamber.com) for a link to create your account!

November 15, 2018 8:00am - 9:30am	Networking Dickey's Barbeque Pit 11483 Parkside Drive, Farragut, 37934
November 22 & November 23, 2018	No Networking Happy Thanksgiving! - Chamber Closed
November 29, 2018 5:00pm - 6:30pm	Networking Holli McCray Home Marketing Group Keller Williams 420 Bearden Rd., Knoxville, 37919
December 6, 2018 8:00am - 9:30am	Networking HomeTrust Bank - Farragut 11916 Kingston Pike, Farragut, 37934
December 11, 2018 5:00pm - 7:00pm	Annual Holiday Open House Farragut West Knox Chamber of Commerce 11826 Kingston Pike, Farragut, 37934
December 13, 2018	No Networking
December 20, 2018	No Networking
December 24 - 31, 2018	Chamber Closed

## Who's who... JCPenney

By Giuliana Castillo



Member Business:  
JCPenney (JCP)

Name/ Title: Michelle Austin / General Manager

How you benefit from our Chamber? Through community relationships, community involvement and getting to know the people in the area; also, inter-chamber support with peers in the same industry to bounce ideas off.

Greatest business success? The people that are brought into my life and work environment and being able to create jobs in Farragut through growing the business.

Greatest business frustration? Weather affecting business. The uncontrollable factor can be frustrating when it comes to selling sweaters during a warm winter or swimsuits in a rainy summer.

Most positive trend facing businesses today? "Buy online, pick up in store" is very popular and it's convenient to be able to shop during your lunch hour and pick up on the way home. Retailers are taking advantage of that and picking up sales easily.

Most negative trend facing businesses today? Also "Buy online, pick up in store" because it leads to less traffic in stores. Customers can miss out on a "happy surprise" purchase that they would only stumble on in store.

How did you get into the business? I was a holiday hire for JCP at 17. While I was attending UTK (music major) my manager told me I was good at merchandising and should consider starting a career in it. I took a class on retail business, switched my major to retail and the rest is history!

What makes JCPenney stand out? The JCP tradition since 1902; everyone has been in a JCPenney! Plus our beauty business, having a salon and Sephora in store allows customers to get a hair coloring or makeover with people that can show you how to do it. It really adds to the overall experience.

What genre of music embodies your business? Classic Pop; songs that everyone knows the lyrics to, make you happy and want to sing!

Favorite story from working? The first time I had a customer say something unkind to me. I was in high school; she asked about a price difference I didn't know the answer to. I just smiled through it, though, because you don't know what kind of day the other person might be having. It was good learning experience.

Favorite product/service you offer? There's so many! But I have to say I am a beauty junkie: hair color, Sephora, skincare, I love it all. I like to say I will fight greys every step of the way!

What you love about the atmosphere/culture of JCPenney? The family atmosphere and great work-life balance. I consider my coworkers family, I met my best friends here, and we really care about each other at the end of the day.

Most influential person in your life/business? Personally, my grandma because she always believed if you want to do it, you find a way. Professionally, my manager who hired me, Billy Bounds; he taught me to be customer oriented and to take the lead in any position by jumping in and doing it.

Greatest lesson you have learned? People make the difference.

Greatest lesson you teach? A smile goes a long way.

Visit Michelle, the Salon at JCP, their Sephora counters and more this holiday season at 11534 Parkside Drive in Farragut!

## TSBDC

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

The Knoxville TN Small Business Development Center is glad to share this special message from SBA Administrator Linda McMahon:

### Shop Small in Your Community on Small Business Saturday

Your friends and relatives are special. This holiday season, the gifts you give them should be special, too!

Big box stores are making a play for Black Friday and online retailers are selling Cyber Monday. Tucked in between, Small Business Saturday celebrates the local stores that make YOUR community unique. They are the mom-and-pop, brick-and-mortar stores that are locally owned and locally staffed. They are the fashion boutiques, gift shops, stationers, jewelers and others that offer an authentic shopping experience and one-of-a-kind products you may not be able to get anywhere else. They aren't promoting themselves with big advertising budgets or e-mail blasts like their national competitors, but they are just as worthy of shoppers' attention – and their gift-giving dollars.

This year, Small Business Saturday is celebrated nationwide on November 24.

Small businesses truly are the engines of our economy – and our communities. Over half of our workforce either owns or works for a small business, and small businesses create two out of every three net new jobs in the private sector. Across our great country, neighborhoods and families depend on the success of small business.

By shopping at small businesses, your gift-giving dollars will stay in your community and support jobs for your neighbors – making the holidays a bit brighter for more people than just those on your shopping list.

November 24th, "Shop Small" and share your splurges on social media with #ShopSmall. I hope you'll be inspired to support your community's small businesses not just on November 24 but all season long. You are supporting your neighbors – and the gifts they provide your communities all year round.