



CHAMBER LIFE

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

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April Auction to Sparkle & Shine

Diamonds, pearls, glitz and glamour are what guests at the Chamber's 32nd Annual Silent & Live Auction can expect on Friday, April 12 at 6 p.m. at Rothchild Catering & Conference Center. The theme, "Diamonds & Pearls: A Gatsby Gala" will invoke the roaring 20s, luxury and decadence, taking cues from the classic story including Gatsby's soirees which offered a sumptuous buffet-style dinner and, of course, sparkling champagne!

Members and guests will get to bid on hundreds of silent and live items, tabletop display packages, music, food and wine all while sporting their fedoras and fringes if they wish! Item donations are already being accepted from businesses, including a secluded mountaintop cabin stay and Peyton Manning signed mini helmet! Tickets are available online at farragutchamber.com under the "Events" menu at \$60 for members, \$70 for non-members or \$550 for a table of 10 seats. Tickets can also be reserved by calling 865-675-7057.

Committee members kicked off planning early this month in what has become the Chamber's largest fundraising effort of the year, seeing an average attendance of 250 and representing approximately 300 member businesses. The auction helps ensure the Chamber can continue to provide business members with the maximum quality and quantity of programs and services such as the Continuing Education Scholarships awarded to member businesses in amounts up to \$500. A charitable donation is taken from a portion of ticket sales. The Chamber will announce the 2019 recipient once confirmed. Members can still join the committee for this fun fast-paced event. Call 675-7057 or email Julie@farragutchamber.com to be a part of it right away.

Sponsorships are now open at all levels—Presenting, Event, and Community—with industry exclusivity

See AUCTION on Page 4

Nominating Committee Now Accepting Board Applications

The nominating committee for the Chamber's Board of Directors is currently accepting applications for director positions for the 2019/2020 board. Current members who are interested can download an application on the chamber's website by visiting farragutchamber.com ("About" menu > "Board of Directors") or by emailing Julie Blaylock at Julie@farragutchamber.com.

Board applicants have until 4 p.m. on Friday, Feb. 1, 2019 to submit their completed application to be considered. The committee will review applications, then schedule interviews in March. Questions can be directed to Julie Blaylock, President/CEO (email above), Beth Ann Carter-Board Chair (bethc@mbiinc.com) or Nominating Committee chair, Terry Rutherford-Vice Chair (terry.rutherford@regions.com).

Breakfast Speaker Series to address Active Shooter Scenarios

The first Breakfast Speaker Series event of 2019 will tackle a topic too often seen in the media but from a business oriented perspective. While training exists for how to respond and survive in an active shooter scenario, many businesses are unaware of the precautions that can be taken to prevent such a tragedy, nor do they have any policy protocol on record on how to recover after the event. The Chamber offers a unique chance to learn more on the topic on Tuesday, Feb. 26 at 7:30 am at Fox Den Country Club from retired FBI Agent Rick Hill, Knox Co. Sheriff Tom Spangler and local business owner and security expert, Scott Brockamp of HisSecurity. Current sponsors include Presenting Sponsor Town of Farragut and Media Sponsor farragutpress.com.

Hill is a retired FBI Agent and Security Professional with 26 years experience in conducting and managing domestic and international counterterrorism, intelligence, criminal enterprise investigations and security operations. He has conducted Law Enforcement training to domestic and international audiences, providing organizations and businesses with the fundamental tools that owners and staff need to understand the risk posed by some of the greatest security threats, and how to develop and

implement their security programs to protect their most valuable assets, personnel and facilities. Hill currently offers training, consulting and other services via his company A & A Investigations & Consulting Group.

Knox County Sheriff Tom Spangler began his career in law enforcement over 39 years ago as a Corrections Officer in the Knox County Jail. Sheriff Spangler worked his way through the ranks as a Patrolman, Patrol Supervisor, Metro Narcotics Detective, Training Director of the Regional Training Academy and one of his proudest accomplishments was the beginning of the KCSO Aviation Unit. He then was promoted to Chief Deputy under two different Sheriff's Administrations. Sheriff Spangler is married to his wife Linda, they have 2 grown Daughters, Mellony & Mallory and 4 Granddaughters.

A Real Men Wear Pink of Knoxville candidate these past two years, Scott Brockamp is



Hill



Spangler



Brockamp

See BREAKFAST on Page 2

ENTERPRISE CLUB

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

Networkings

Manorhouse Assisted Living & Memory Care – November 1, 2018



(L-R) Marshall McCauley, MA, MSSW, Executive Director, Jenna Massa, Director of Resident Relations, and Lynne Overton, Business Office Manager pause for a staff photo.



Laura Sayers-farragutpress smiles radiantly while holding the door prize she won.

NAI Koella RM Moore – November 8, 2018



Gathering in the lobby area for a team photo are (L-R) John Haney, Commercial Realtor, Maribel Koella, NAI Director and Roger Moore, President.



Chamber members and guests alike enjoy the fun and informative networking event.

Dickey's Barbeque Pit – November 15, 2018



Enjoying a lovely start to the day are (L-R) Brittany Manning, General Manager, Angela and Anthony Hayes, Owners.



Some cross fingers and yet another bows his head, as attendees wait with great anticipation for Owner Anthony Hayes to announce the winners of the door prizes!

HomeTrust Bank – December 6, 2018



Greeting their guests are team members (L-R) Cory Alexander, Lucas Shouse, Luke Chill, Stacy Grubb, Trey Coleman, Ron Lee, Annette Burton, Luke Romans, Kelly Vittatoo and Greg Pugh.



Pictured are Daniela Dorcas-*Staybridge Suites* and Christy Fitzgerald-*Cabi*.

Slamdot
Marketing that works.

Breakfast From page 1

co-owner of locally owned and operated His Security in Farragut, providing monitored residential and business security systems, surveillance cameras, access control systems, home theaters, plus smart home automation and remote access technology. With partner, Doug Fraker, their goal when they opened in 2010 was to provide a local option for better equipment and great customer service. A strong proponent of educating the public about the benefits of technology, Brockamp stays up-to-date on advances in the industry through several association memberships, regularly teaches continuing education classes

for realtors, conducts training sessions for customers on their systems and devices, and appears on TV and radio regularly as a guest expert. Brockamp currently serves as national liaison to ESA for the Tennessee Electronic Security Association.

This opportunity is not just for business members but open to the public with special rates for students. Reservations are \$275 for tables of 10, \$40 for non-members, \$30 for members and \$15 for students (must show ID). Reservations can be made online under "Events" at farragutchamber.com or by calling 675-7057; each includes breakfast and a donation to a charity selected by the speakers.

Ribbon Cuttings

Kat's Lash Lounge & Wax Studio, LLC – November 5, 2018



Celebrating with owner Kat Mahn (holding scissors) include Vice Mayor Louise Povlin-**Town of Farragut**, husband Joseph Mahn, daughter Sabeau Mahn, and **Knox County Mayor** Glenn Jacobs (wearing tie).

Bell Family Chiropractic – November 13, 2018

Surrounding Dr. Ryan Bell, Chiropractor (center, holding scissors) include his wife, Michelle Bell, and children Anna, Ben, Caleb and Judah, along with Knox County Mayor Glenn Jacobs (back row, wearing tie), Chamber members, family and friends who joyously gathered to cut the ceremonial ribbon!



University General Dentists – November 16, 2018



Participating in the ribbon cutting ceremony include dentists: Dr. Andrew Young, Dr. Lee Wilson (holding scissors), Dr. Timothy Williams, Dr. Dalyn Webb, Knox County Commissioner John Schoonmaker (center, wearing tie), Natasha Denton, Office Manager, and many friends, family and Chamber members!

NHC Place –Cavette Hill Memory Care Center – November 29, 2018

Celebrating the ribbon cutting and plaque dedication ceremony are Karla Lane, Administrator (center, holding scissors), Jay Nason, **NHC** Senior Vice President, Robert Adams, **NHC** CEO/President (retired), Chad Crow, **American Constructors**, Mayor Ron Williams-**Town of Farragut**, Vice Mayor Louise Povlin-**Town of Farragut**, Alderman Ron Pinchok – **Town of Farragut**, employees, friends, and Jewel (comfort dog).



Sparks Insurance – November 30, 2018



With smiles sparkling are Randy Sparks, owner (center with scissors), wife Debra Sparks, employees Joe Nunnally, Courtney Allnutt, Amber Blair, Savannah Price, Teresa Vaccaro, Sheila Radford, Faye Beam, Maddy Davis, and Chamber members/friends.

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!

Congratulations to the following members for being part of the "40 under 40 Class of 2018":

- Nick Lawrence, **The Christman Company**, the industry's best, most comprehensive pre-construction and planning services, with a "whole building" approach, technologically advanced virtual building, and a wide range of value management tools such as benchmarking and life cycle costing. In 2013, Christman acquired the capital stock of Rentenbach Constructors Incorporated; the two firms merged in a strategic growth initiative to expand their mutual capabilities in the southeastern U.S. and beyond, yielding a company with a combined 192 years of experience, growing annual revenues of more than \$700 million, with over \$3 billion in construction currently underway. Ranked #110 in the 2018 Engineering News-Record ENR 400 list of top contractors nationally, and 63 in the 2018 ENR 100 list of top construction management-at-risk firms. They are also a nationally recognized historic preservation group offering experience in 38 states. Visit their website <https://www.christmanco.com/> for more information.

- Sam French, a partner with **Rodefer Moss & Co., PLLC** joined Rodefer Moss & Co. in 2009 as an audit manager. Rodefer Moss partners decided to take a more proactive approach to succession planning realizing the firm needed qualified young professionals to grow the business and take over some ownership as partners retired. French says they needed some level of internal professional development group for those manager types and future potential leaders within the firm-so in 2014 about half the participants became partners, including French. He specializes in construction, retail, manufacturing, consumer products, nonprofit and franchising entities. For more information visit <http://rodefermoss.com/> or call (865) 583-0091.

- Hannah Hopper, Chief of Staff with **Emerald Youth Foundation** is a graduate of University of Tennessee earning a bachelor's in political science and English. Her career has taken her from working for Knoxville Mayor Bill Haslam as a policy analyst and downtown coordinator-becoming his deputy of operations when he became Governor, to an account executive for Moxley Carmichael to eventually the director of community relations for Emerald Academy. As chief of staff to president and CEO Steve Diggs, she manages strategic projects, helps move priority initiatives forward and tries to anticipate what's next. The foundation and school serve almost 3000 children. Visit <http://www.emerald-youth.org> or call (865) 637-3227 for more information.

- **Home Federal Bank of Tennessee's** Jonathan Mayfield. He started with Home Federal as a loan officer trainee, became a loan officer then commercial lending manager before becoming vice president of commercial lending. He's been involved with Emerald Youth Foundation since 2000, when he was a college student. Mayfield says he's grateful to work for Home Federal, where they embody and encourage values of faith, family, and service; core values he personally lives by. Visit <http://www.homefederalbanktn.com> or call (865) 687-5610.

- Whitney Mitchell, General Manager, **Pipe Wrench Plumbing, Heating and Cooling, Inc.** She began working at Pipe Wrench Plumbing, Heating and Cooling, Inc. at age 18, eventually becoming general manager. She implemented SendASale- a technician-generated lead program; while technicians are on site, they check for issues that will cause problems for the customer in the future. A shift in the team structure was also put in place moving from the industry standard of one team doing everything to a service team and an installation team. Mitchell increased customer communication with newsletters, follow-up calls, thank you letters, and post-service postcards; growing customer retention to 56 percent- approximately 20 percent above the industry standard. Give Whitney a call at (865) 583-3957 or visit <http://www.pipewrenchplumbing.com>

- Josh Ward, Program Manager with **Cumulus Media**. At 16 he became a producer of the WMNL afternoon talk show "Sports Talk" with co-hosts John Wilkerson and Jimmy Hyams. In 2008, he began hosting Sports 180 on WMNL, the top-rated midday sports-talk show in the Knoxville market.

See MEMBER BRIEFS on Page 4

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President Quotes 'n Notes

Julie A. Blaylock



"Approach the new year with resolve to find the hidden opportunities in each new day."

~ Michael Josephson

So, you've resolved to really start networking (or do more of it) in the New Year! With a fully booked 2019 calendar of weekly networkings spanning hosts of every size and industry, the Chamber is a great place to make good on that resolution. But how do you begin? Social networking may still be important in terms of having a relevant online presence for your business, but online acquaintances are probably not going to put their reputations on the line to help you build your business. That takes a more personal touch.

A business "network" isn't about how many people know your name; it's about how many will send you customers or help you advance your career, according to Joanne Black, author of the bestseller *No More Cold Calling*.

According to Black, there are four types of people who will trust you enough to give you a referral. Here they are, listed in descending order of their "networking" value:

1. Satisfied clients (present and past). These are customers who have done enough business with you that they know, beyond a doubt, that you're a valuable and trusted resource.

2. Close friends and family. Your intimates (hopefully) know you're trustworthy and are therefore willing to use their connections to help you out. These people are less valuable because they're probably a bit biased.

3. Individuals whom your clients, friends, and family have contacted on your behalf. In this case, you have a "residue of trust," because the original referrer endorsed you. Because this is "one step removed," it's a weaker link.

4. Individuals you've met through talking with the individuals in Category 3. If you build a relationship at this point, these people begin to function as if they were in Category 3, thereby creating more networking opportunities.

The trick to building out your business network is first to get Categories 1 and 2 to put you in touch with Category 3, and then use a telephone call or personal meeting to build a relationship with the people in Categories 3 and 4.

As you build out your business network, you must remain constantly aware that you are NOT selling something. The process involves creating and strengthening a social connection. Sales pitches are completely counterproductive here.

When you contact individuals to create your network, the tone should be that of a meeting between friends (or potential friends) rather than the classic interaction between a seller and buyer.

To make this happen, somebody in your network must make the initial contact.

For example, if you want your brother-in-law to contact his former business partner (whom you want to add to your network), you get your brother-in-law to email the partner and suggest that the two of you get together to talk.

Important: Ask your brother-in-law (or anyone who's providing you with a networking referral) to get back to you to confirm that the action (like an email or call) has actually been taken.

To get the maximum benefit from the referral, follow up three times:

Within one day of the referral meeting, contact your original contact with your thanks for the referral.

After you've reached the new contact, send another thank-you to the person who referred you. (E.g., "You were right; Natalie is terrific!")

If the referral results in some business taking place or even a further referral, send another thank-you to the original contact.

If you set aside a certain time every day to build up your personal business contacts, you'll eventually find that you know (and are trusted at least to some degree by) hundreds of people who can help you find new business and create new opportunities.

Auction

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and are a fabulous way to highlight your business via web, email, social media, radio and cable television. Sponsors are advertised as soon as their commitment is received and for at least one month beyond the auction. The Chamber is proud to promote current Event Sponsors Rothchild Catering and the Town of Farragut; and Media Sponsors farragutpress and ViaMedia. For sponsor information call 675-7057 or email Julie@farragutchamber.com.

Welcome to our new Farragut West Knox Chamber Members!

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

Capital Advisory Group
William Czerkies
 9111 Cross Park Dr.
 Knoxville, TN 37923
<http://www.cagnetwork.com>

The Christman Company
Nicholas Laurence
 2400 Sutherland Ave.
 Knoxville, TN 37919
<http://www.christmanco.com>

Edward Jones, Kevin Denning
Kevin Denning
 2099 Thunderhead Rd.
 Knoxville, TN 37922
<http://https://www.edwardjones.com/financial-advisor>

Edward Jones
Tim Massie
 8905Linksvue Dr.
 Knoxville, TN 37922
<https://www.edwardjones.com/financial-advisor>

Welcome Back Renewing Members

The Farragut/West Knox Chamber welcomes back these businesses who have renewed their investment in the Chamber as of this past December. We are privileged to count them as Farragut/West Knox Chamber of Commerce members! We urge members to patronize one another when the goods or services a member can provide are needed. It is also our hope that area residents recognize the commitment a business makes to its community when it becomes part of its local chamber of commerce and reward that commitment with their patronage.

AllGood Pest Solutions
 Arlene's Fun Travel
 The Casual Pint Northshore
 Concord Veterinary Hospital
 Farm Credit Mid-America
 Farragut Cleaners
 Holiday Inn Express - Campbell Station
 Holiday Inn Knoxville - Cedar Bluff
 HomeTrust Bank - Thank you for your Anchor Enterprise Membership!
 The Insurance Group
 K9 Center of East Tennessee Inc.
 Kumon of Farragut
 Mary Kay - Marianne Morse, Independent Senior Sales Director
 Modern Supply Company
 Mortgage Investors Group
 Painting with a Twist
 Park Place of West Knoxville
 R&B Tax & Accounting Services

Rotary Club of Farragut
 Rural/Metro Corporation of Tennessee – Thank you for your Anchor Enterprise Membership!
 Shangri-La Therapeutic Academy of Riding
 Simmons Bank
 Sims Appraisal Company
 Springhill Suites by Marriott
 State Farm Insurance - Vanessa Brown
 Tennessee State Bank - Turkey Creek – Thank you for your Anchor Enterprise Membership!
 Tennessee Strategies
 The Venue at Lenoir City
 WoodmenLife Chapter 3 - Farragut
 Y-12 Federal Credit Union – Farragut - Thank you for your Anchor Enterprise Membership!

Calendar of Events

Members can quickly RSVP for events in their Member Portal at <http://members.farragutchamber.com/login>.

Call 675-7057 or email info@farragutchamber.com for a link to create your account! Visitors/Guests can register by clicking the links on the Chamber Calendar (www.farragutchamber.com > "Events") and registering under "Not a Member?".

January 17, 2019 8:00am – 9:30am	Networking Knoxville TVA Employees Credit Union - Turkey Creek 11490 Parkside Drive, Knoxville 37934
January 21, 2019	Chamber Closed – Martin Luther King Day Observed
January 24, 2019 8:00am – 9:30am	Networking JCPenney 11534 Parkside Drive, Knoxville 37934
January 31, 2019 5:00pm - 6:30pm	Networking Zaxby's - Farragut 11636 Parkside Drive, Knoxville 37934
February 7, 2019 5:00pm – 6:30pm	Networking Citico's at WindRiver 350 Lighthouse Pointe Drive, Lenoir City 37772 <i>Bring a spouse/guest to stay afterward for an enchanted evening with special (discounted) dining & live music!</i>
February 14, 2019 8:00am – 9:30am	Networking Tapestry at Turkey Creek 810 Tapestry Way, Knoxville 37932
February 21, 2019 5:00pm – 6:30pm	Networking Knoxville Ice Bears @ Knoxville Civic Auditorium and Coliseum 500 Howard Baker Jr. Blvd., Knoxville 37915 <i>Bring family/guests & STAY as part of our group for FWKCC Night for the 7:30pm game versus Quad City Storm and receive a complimentary Ice Bears ball cap! Discounted Group Rate GAME tickets purchased separately: www.farragut-west-knoxville-chamber-night-with-the-knoxville-ice-bears</i>
February 28, 2019 8:00am – 9:30am	Networking Brothers Bedding 220 N. Peters Rd., Knoxville 37923



Farragut West Knox Chamber of Commerce

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Member Briefs

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covering everything from UT athletics to SEC sports to pro teams. He also hosts Rocky Talk daily podcast, appears as a sports analyst, a panelist on "The Sports Source", and writer for MrSEC.com and the Knoxville News-Sentinel. Visit <http://www.citadelbroadcasting.com>

Maid Brigade of Knoxville has received the Officer's Club award from the Maid Brigade corporate office after a record year showing the largest growth - more than doubled! - for any Maid Brigade franchise. Maid Brigade of Knoxville has expanded operations and has moved to a larger location on S David Lane. Maid Brigade of Knoxville specializes in Residential and Commercial Cleaning services in and around Knox County. Congratulations to owners Kahle and Moses Madera! For more information visit <http://www.MaidBrigade.com> or call (865) 978-5555.

Owners Kim Bertolo and Jim Cloutier of **Revolution Real World Self-Defense** are offering a New Year's Special Limited Time Offer on self-defense classes for adult and kids. Students learn situational awareness and practice conflict de-escalation. Their classes address how to deal with verbal confrontations while also learning ways to defend yourself against a physical attack. By class completion, participants will have repeatedly used their newfound skills to assess danger, set boundaries, and respond effectively to verbal and physical aggression. Students always get the chance to use full-force techniques against a staff instructor donning specially designed protective gear. For more information call (865) 200-4096 or visit <http://www.revolutionknoxville.com/>

Due to a tremendous first year growth and additional wellness services being offered to their patients, **Revitalist** will be moving to a new location effective February 1, 2019! The new space is beautiful, spacious, and offers continued room for growth. They look forward to welcoming you into their new home featuring all private infusion rooms, counseling in-house, a group vitamin infusion room, acupuncture, nutrition, and massage rooms. Visit <http://revitalistclinic.com> for more information. Stay tuned for address details!

People helping people, the credit union philosophy, was in full force at CAC Beardsley Community Farm. On Wednesday, December 19th a team of **Y-12 Federal Credit Union** employees harvested over 110 pounds of cabbage and broccoli. The produce was delivered to the Western Heights Baptist Center in Knoxville, where individuals in need had access to the fresh produce. Y-12 Federal Credit Union is a full-service financial provider headquartered in Oak Ridge, TN, with 14 branches located in Anderson, Blount, Campbell, Knox, Loudon, Roane, Sevier and Union counties serving over 117,000 members. Visit <http://www.y12fcu.org>

Wendy Schopp, who has served as an **Edward Jones** financial advisor in Farragut the past 21 years, has been named a principal with the firm's holding company, The Jones Financial Companies, LLLP. She was one of 62 individuals chosen from more than 43,000 associates across the United States and Canada to join the firm's principals. In addition to serving local investors, she serves as an Edward Jones regional leader, providing leadership and guidance to 67 branch teams located throughout Knoxville and the surrounding counties. Schopp will remain in Farragut and continue to serve investors. Edward Jones, a Fortune 500 company headquartered in St. Louis, provides financial services in the U.S. and, through its affiliate, in Canada. Every aspect of the firm's business, from the investments its financial advisors offer to the location of its branch offices, caters to individual investors. The firm's 16,000-plus financial advisors serve more than 7 million clients and care for \$1 trillion in assets under management. Visit our website atowardjones.com and recruiting website at careers.edwardjones.com. Member SIPC.

Campbell Station Wine & Spirits is seeking applicants for Retail Wine & Spirits Sales. Responsibilities include checking identification to determine eligibility to purchase wine & liquor, waiting on customers, finding items on shelves, recommending and selling merchandise to customers, and carrying merchandise to cars, operating POS system, stocking shelves, and general cleaning maintenance at the store. To inquire or apply, contact Belle Muse at (865) 966-7122 or email inventory@campbellstation-wine.com.

Threds, Inc. is hiring for a Senior Director of Marketing & Business Development. The fulltime position is for the global branding company specializing in custom apparel, promotional products and full service merchandise programs. They have been providing award-winning service to startups and industry leaders for over 20 years. The ideal candidate is an experience marketing strategist who shares their values, wants to join a winning team and is eager to help expand the Threds brand by being a self-starter ready to celebrate the company's successes and make an immediate impact. Contact smonroe@threds.com or call (865) 966-0541 to apply.