



CHAMBER LIFE

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

VOL. 34, NO. 3

A PUBLICATION OF THE FARRAGUT WEST KNOX CHAMBER OF COMMERCE

MARCH 2020

Mystery-Minded

Auction to include Mystery Items!

NOTE: Due to recent CDC recommendations endorsing an eight-week postponement of gatherings and events of over 50 people, the April 24th auction date is postponed. The event WILL be rescheduled as soon as possible. We look forward to once again gathering and celebrating with our business members and guests as soon as it deemed safe to do so!

Baskets, boat excursions, bottles of fine wine and more are just a small sampling of what guests will have fun bidding on at the Chamber's largest fundraising event of the year, our 33rd Annual Silent & Live Auction, presented by TDS Telecom. But that's not all! With a mysterious theme of "Get a CLUE: A Whodunnit Dinner & Auction, bidders will also have to solve some mysteries in the form of UNKNOWN items up for bid! While the committee won't tell what the items are—that's for the winner to discover at the end of the evening—each shrouded item will list its value and a few clues as to what it may be.

The auction—which sees an average 250 attendees and repre-

sents approximately 300 member businesses via sponsorships, silent and live item donations, table purchases and individual attendees—will also include a criminally decadent array of serving stations, from a curtained "Authorized Personnel Only" Carving area to Mr. Green's Guilty Salad Garden to the "Do Not Cross This Line" Dessert station featuring bloody red velvet cakes and a myriad of Death... by Chocolate, of course. Each dining table will feature one complimentary bottle each of red and white wine.

This annual event is integral to making sure the Chamber continues to provide the maximum quality and quantity of programs and services to its business members and the communities where they work and live.

ITEM donations are being solicited by the hardworking committee members via calls, emails and visits to member businesses and are a fantastic way to advertise your business! Silent auction item donations of a minimum \$50 value do best and can take the form of

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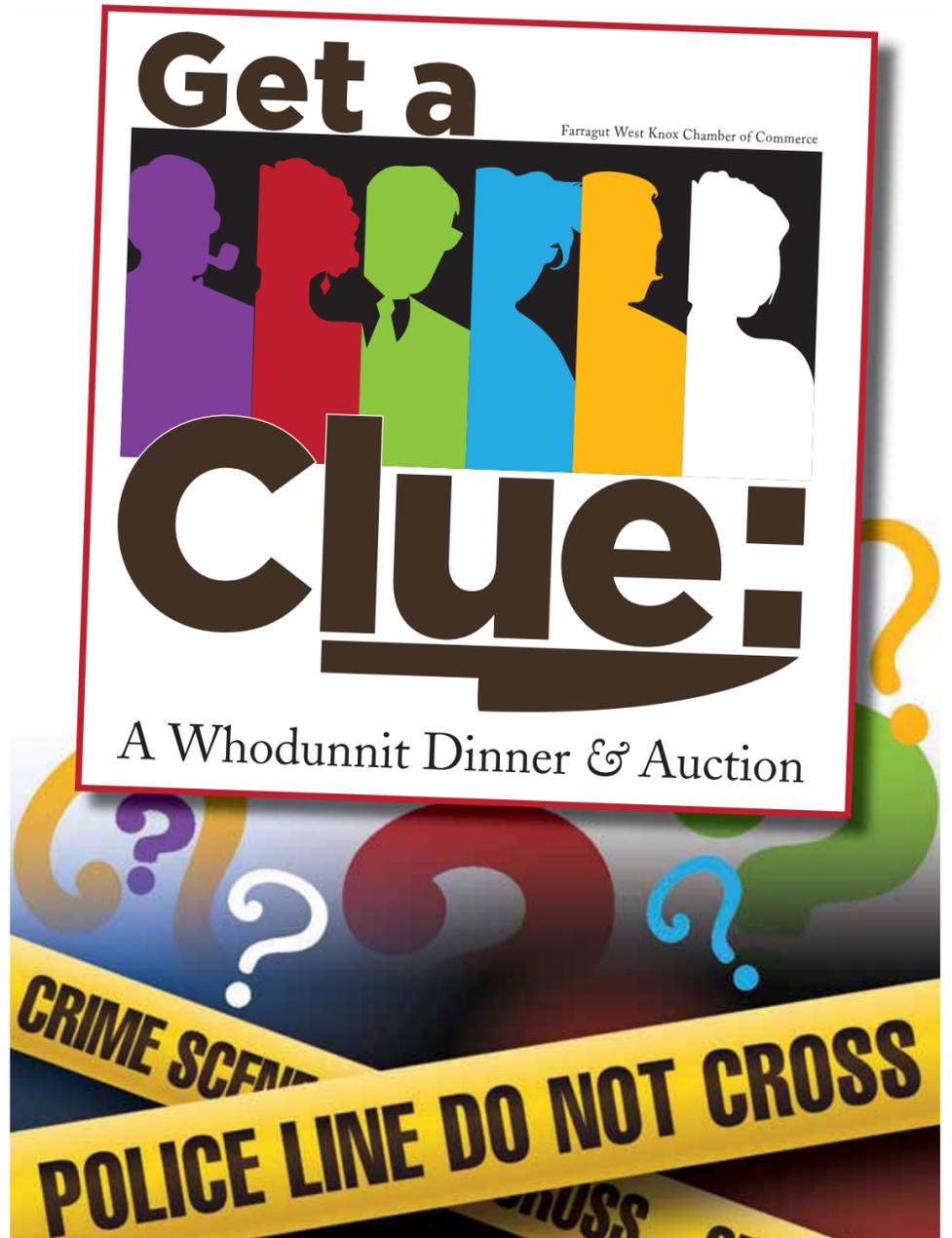


Photo by Colby's Photography

Spring Orientation Introduces Insurance as New Benefit

Well over 100 businesses joined the chamber and its resource partners to learn about new benefits and be updated on existing ones on Tuesday, March 10 from 11:30 am to 1 pm. This year's event was the first to take place at the new Farragut Community Center at 237 Jamestowne Blvd. in Farragut. Held twice annually, the orientation is the perfect opportunity for

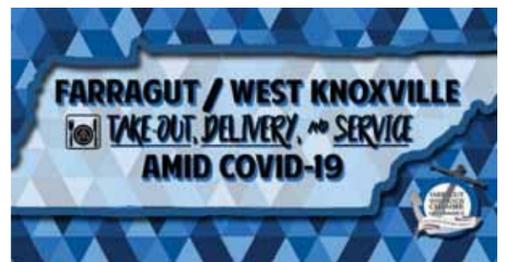
new business members and members with newer staff to learn how to maximize their Chamber membership and make great new connections all at once.

On hand from the Tennessee State Chamber of Commerce and Industry was Jim Skelton, alongside Aetna representative Jeff Dempsey. Information was provided to all in attendance about an

exclusive discount for businesses with 2-100 employees for Aetna Funding Advantage health insurance plans, a new benefit offered to all members of the Farragut West Knox Chamber. Enrollment in the plans, which have been in the market for over 4 years, begins April 1. Chamber members will

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Chamber Efforts Amid COVID-19 Measures



In the wake of a hugely successful orientation gathering, no one could have predicted the rapid changes that would occur within the following days in terms of new guidelines for events, meetings, and businesses. On March 12, the Farragut West Knox Chamber sent all business members a note regarding the organization's policies on handling symptoms of illness, sanitary measure for events that did take place, and support for any business needing to reschedule.

However, the chamber felt this was not enough. As of March 16, any area business can join the Chamber's new Facebook group: Farragut/West Knoxville Take-Out, Delivery & Service Options amid COVID-19, and post their menus or take-out/delivery options for food, or any other promotion or special on services. Businesses can also post details about the special measures they are taking

See COVID-19 on Page 3

ENTERPRISE CLUB

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

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 **NAI Koella RM Moore** Top Producers: Rick Ross, Trey Miller, Michelle Gibbs, and David Gothard and to Diamond Award Winners: Heidi Adams, John Haney, James Roberson, and Michael Moore!

Brandon L. Morrow has been named a partner in **Kramer Rayson, LLP**, representing businesses and educational institutions in employment, constitutional and civil matters. Congratulations Brandon!

Southern Safety Supply LLC, is a small, woman owned business that has been operating since 1997 in Knoxville, TN and will sponsor and exhibit at Safety Fest TN. Safety Fest TN provides a week of free safety and health training annually in Oak Ridge and Knoxville, and is dedicated to the mission of making the region the safest place to work and live in the United States. The classes, demonstrations, and sessions are free to all who register to ensure that everyone has the opportunity to learn safety and health skills. The event will be held April 27 – May 1, 2020 at multiple locations in Oak Ridge and Knoxville. It is the combined efforts of small and large businesses; local, state, and federal agencies; colleges and universities; and non-profit organizations. For class registration information and assistance, contact Michelle at registration@safetyfesttn.org and for general information or assistance, contact Jenny at info@safetyfesttn.org or visit <https://safetyfesttn.org/> for more information. Registration for classes starts the week of March 2nd!

Blue Ridge Yoga rolls out a Strengthen & Stretch Yoga for Men, a 4-week series beginning March 4th at 7:30p with Randy Rainey, please call (865) 288-3562 for more information or to register, go to <https://clients.mindbodyonline.com>

Rather & Kittrell promoted Jay Slagle, a Certified Financial Planner, to senior advisor and hired Daniel Maupin as an associate advisor! Congratulations to Jay and Daniel!

Interior Designer Taylor Johnson and University of Tennessee architectural student Michael Travis have joined **BarberMcMurry Architects**. Congratulations Taylor and Michael!

Crye-Leike, Realtors awards the following Multi Million Dollar Club Realtor winners: Tony Sawyer- #7 Top Sales Agent, Michael Cooper- #4 Top Producer in East Tennessee, Wendi Brown- #14 in sales, and Becky Rainey- one of the top 20 producers for East Tennessee. Congratulations!

Fresh Coat Painters of Knoxville named 2019 Franchise of the Year! Fresh Coat offers expert residential and commercial painters; free firm quote and upfront prices; on time, on budget and done right; premium brand paints and materials; trained project managers. Call (865) 217-8593 to learn more about their painting services or to schedule a no-cost quote today or visit <https://www.freshcoatpainters.com/knoxville/about-us/>

State Farm Insurance - Josh Ellis Agency has added to his team: Jalena Fowler, Customer Service Agent and Mike Spooner, Sales Agent. Congratulations Jalena and Mike!

Now open: **The Foyer**; a low-barrier housing-focused overnight emergency shelter, located at 409 North Broadway with oversight, staffing and management by **Volunteer Ministry Center**. The shelter will provide approximately up to 45 beds to vulnerable and hard-to-reach individuals experiencing homelessness with an emphasis on individuals gathering under the I-40 overpass and Broadway. The shelter will be paired with access to community social services that promote the entrée to permanent housing through the Housing First philosophy. To learn more, call (865) 524-3926 or visit <https://www.vmcinc.org/the-foyer>

See MEMBER BRIEFS on Page 4

Networkings

SouthEast Bank - Farragut

February 13, 2020



Left: LaToya Bryson-UPS Store #2381, Julie Blaylock-Farragut West Knox Chamber of Commerce and David Morgan-Artisan Row Studio enjoy catching up at the weekly networking event.



Right: Chamber ambassadors Cody Barnes-First Citizens Bank-Campbell Station and Natasha Bohannon-First Citizens Bank-Campbell Station were on-hand to welcome visitors.

Farragut Middle School

February 27, 2020



Left: The school's fundraising head Pamela Milligan (black sweater) stands beside principal Weston Edmonds-Farragut Middle School and PTO president Mary Cook who provided the evening's attendees with a very informative and enjoyable networking event.



Right: (L-R) Standing beside chamber ambassador Cara Knapp-oysk3 architects is fellow chamber ambassador Daniel Maw-FastSigns® and fellow chamber member Kaylor Martin-Landry & Azevedo.

Orientation

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soon receive a special code they can use on their quote application. On average, members will save \$144/per employee per year.

Another special presentation was that of a new Propeller Enterprise Level Membership to Scott Brockamp and Doug Fraker, owners of His Security & Technology. The new membership level was added last year offering businesses the opportunity for additional recognition and advertising at the \$500 level. Enterprise Memberships previously started at the \$1000 Anchor Level.

The Pizza Kitchen Knoxville was on hand to swiftly serve orientation attendees, showcasing a wide variety of their fresh made pizzas, salad and desserts. Behind the scenes and moving through the crowd was Colby McLemore of Colby's Photography, catching fantastic shots of all the networking. The program was led in tandem by Ambassador Co-Chair, Cara Knapp-oysk3 architects and Chamber President/CEO Julie Blaylock. It also featured welcomes, membership tips, and testimonials from Board, Business Ambassadors, Farragutpress, Town of Farragut officials, the Small Business Development Center (SBDC) of Tennessee, Shop Farragut and Visit Farragut.

The Chamber thanks all its sponsors who made this event possible: Town of Farragut, Knox County, Colby's Photography and Catering Sponsor The Pizza Kitchen Knoxville. We will announce the Fall Orientation date soon!



Photos by Colby's Photography



Ribbon Cuttings

Rick Terry Jewelry Designs February 7, 2020

Pictured is Rick (center, holding scissors) and Patty Terry (beside Rick), Thomas Scott (second row, second from left with beard), Ashley Gilman (first row, flowered shirt), Matt Terry (beside Patty, blue shirt), Blake Terry (beside Rick, light blue shirt), Paula Stafford (beside Blake, red sweater), Vice Mayor Louise Povlin-Town of Farragut (behind Rick, black shirt) along with Chamber ambassadors, neighbors and friends who all sparkled with excitement inside of their beautifully remodeled store.



CBD American Shaman February 14, 2020

Hands raised high with jubilation as Courtney Moore (center with hat) cut the ceremonial ribbon. Beside her is Kevin Summit (white shirt) and Donnis Minx (tan jacket). Chamber ambassadors, neighbors, friends and family also participated in the greatly anticipated event.



Eyes on Northshore March 3, 2020

The clouds parted, and the sun shined brightly upon those who braved stormy weather for the event. Pictured are co-owners, Dr. Susan Carter (center, with scissors) and Dr. Lacy Puckett (second row, grey vest) along with (in no particular order) Ridge, Edison and Evelyn Carter, Ken, Jackson and Kennedy Puckett, Rachel Sanchez, Anna Shugart, Misty Wynn, Chamber ambassadors, members, neighbors and friends.



Auction

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gift cards, service certificates, craft beers/whiskeys/wines, jewelry, unique art pieces, gift baskets (home decor, spa theme, cooking themes, etc), event tickets and more. LIVE auction items that do well include trips, all-inclusive experiences, and other high-value items.

Sponsorships are available and are a fantastic way to highlight your business with some levels including radio AND television advertising alongside print, web, social me-

dia and recognition at multiple chamber events. All sponsorship levels include complimentary tickets to the event.

The chamber is grateful to Presenting Sponsor TDS Telecom, Event Sponsors Rothchild Catering & Conference Center, Town of Farragut and Knox County, and Media Sponsors Cumulus Media, farragutpress and ViaMedia.

Tickets are \$60 each for members, \$70 for non-members, or \$550 for a table of 10. Tables of 10 are recognized by name AND logo! All tickets include entertainment, food and at least one drink (cash bar avail-

able at event). This year we are proud to donate 20% of all ticket sales to the American Cancer Society's Hope Lodge program. Cancer COSTS are not just measured in medical treatments but in lost working time, caregiver time, transportation to/from treatment, and more. Hope Lodge provides patients and their caregivers a safe FREE place to stay close to the care they need. Help us directly impact Knoxville patients needing treatment in Nashville.

For more information on how to participate, email Julie@farragutchamber.com or call 675-7057.

COVID-19

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to protect both staff and customers (limited hours, additional cleaning, etc).

The group is public and chamber membership is NOT required due to these unprecedented circumstances. Chamber member businesses who post there will receive additional direct promotion of their services/specials as part of their membership.

Member restaurants, which are especially challenged amidst recommendations to limit their dining capacity, are asked to EMAIL their logos and specials to Finance & Membership Ser-

vices Director, Suzanne at Suzanne@farragutchamber.com. The chamber will waive the normal \$25/week cost for a Business Spotlight in our email through the end of March and send special emails featuring these members.

Any questions, concerns or impact stories can be sent to Julie@farragutchamber.com.



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Suzanne@farragutchamber.com
for info!

W40
UNDER

WEST Under 40 Guest Column

Each month this section will feature a piece written by a member business or young professional aimed at working professionals or recent graduates seeking tips and tools on how to shape and inspire their growing career, whatever the industry. The Chamber is excited to include this in conjunction with our growing young professionals program.

5 Things I Wish I Knew Starting Out in Social Media Marketing

By
Laura Potts

Recently, I began reflecting on my career in marketing and created a "top five" list of things I wish I had known when I first started out. Next, I share those five ideas.



Potts

Be yourself. It's so easy to overthink—to rewrite posts, find the right lighting for a photo, check all the boxes—but miss the true essence of social media. The truth is: people use social media to stay connected with the people and topics most important to them. They gravitate most to pages that deliver an authentic, unique, approachable connection. **Keep it conversational.** For as long as marketing has been around, it's been a one-way conversation. In the past, companies pushed out messages on billboards, TV ads, emails, and more; the recipient had no way to interact back. Social media changed the entire marketing system. Want to have success on social media? Then jump into the conversation and mingle with fans in fun, consistent ways.

Metrics are your friend. There are few marketing channels that offer the instant, in-depth results that social media platforms now offer. Want to know if a new idea is working? Want to know what customers think about a new product? Then take advantage of metrics like tracking engagement, video views, fan growth, and so much more!

Focus on the fan. It's so tempting to look at social media marketing as "I have something I want you to do for me" like buy something, share something, etc. But the best social media accounts take the opposite approach and strive to offer value with no ask in return. The primary goal should be that every post educates, informs, or entertains fans.

Have a plan. Many assume doing social media professionally is an extension of how we use social media personally. However, effective social media marketing requires planning, strategy, consistency, and a time commitment.

I'll be sharing more social media marketing best practices at a free professional development event on April 14th (3-5pm) at King University. Check out SocialMediaMarketing.RSVPIfy.com for details or contact Anthony Lanagan at King University (alanagan@king.edu).

TSBDC

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

The Knoxville TSBDC has several valuable small business training seminars and workshops coming soon.

Join us for some of the following opportunities:

• Be Smarter with SEO and PPC for Better Results

Want to get found online? Need better returns from your marketing? The secret to being easily found by your ideal customers is a combination of SEO (search engine optimization) and PPC (pay-per-click). These two topics are the buzzwords people are asking about left and right. But the buzz is for good reason because when utilized correctly, this dynamic combination can help your customers find you easily. You will learn:

- Basic guidelines to audit your own website to determine your own SEO status
- How to establish keywords to target in your SEO and advertising strategies

A strategic mixture of these approaches will yield both long-term and instant results for your business.

Wednesday, March 18
Fee: No Cost
Speaker(s): Victory Harbin, Owner of The Social Brand

Farragut Community Center
239 Jamestowne Blvd Suite 201
Knoxville, TN 37934

• Government Contracting 101 – How to Get Ready

Contracting with the Federal Government can open the door to many opportunities for your small business and can aid your business' growth. This seminar covers the basics of government contracting, what it takes to be a government contractor, and an overview of the steps to get started. Discover if government contracting is right for you and your business.

The University of Tennessee Center for Industrial Services has provided these services since 1986. PTAC (Procurement Technical Assistance Center) is funded, in part, by the U.S. Department of Defense.

Thursday, March 26
9:00AM to 12:00PM
Fee: No Cost
Speaker(s): Paul Middlebrooks, UT Procurement Technical Assistance Center
17 Market Square #201,
Knoxville, TN 37902

• Government Contracting 201 – Advanced

This program is part II of the basic introduction to government contracting program 101 and will further position your company to compete for contracting opportunities.

What sorts of contracts are available? What are government acquisition regulations? How do you respond to a solicitation for bids? Does your business need to be certified?

Does your business qualify for a "set aside" contract? How does the process work?

Friday, March 27, 9:00AM to 11:00AM
Fee: No Cost
Speaker(s): Paul Middlebrooks, UT Procurement Technical Assistance Center
17 Market Square #201,
Knoxville, TN 37902

For registration information call 865-246-2663 or visit our website at www.tsbdc.org.

Welcome New Members!

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

Welcome NEW Enterprise Member:



Thank you for your
NEW Propeller Enterprise Membership!

Alzheimer's Association Tennessee Chapter, Knoxville
Sara Thompson
9050 Executive Park Drive
Auite A-106
Knoxville, TN 37923
Website: <http://alz.org>

Allstate Insurance – The Austin Agency
Daniel Austin
9113 Executive Park Drive
Suite A
Knoxville, TN 37923
Website: <https://agents.allstate.com/daniel-austin-knoxville-tn.html>

Blue Dress Internet Marketing, Inc.
William Maddox
11167 Kingston Pike
Suite 5
Farragut, TN 37934
Website: <http://www.bluedressinc.com>

EMCO-WILLIAMS, INC.
Michael Hahn
123-E Perimeter Park Road
Knoxville, TN 37922
Website: <https://www.emco-williams.com/>

Got a Pulse? Fitness
Pennie Sena
Website: <http://www.gotapulsefitness.com>

Knoxville Aging in Place
William Kasper
109 Winona Street
Knoxville, TN 37917
Website:
<http://www.knoxvilleaginginplace.com>

Overlook @ Farragut
Brittany Hobson
11613 Vista Terrace Way
Knoxville, TN 37932
Website:
<http://www.overlookatfarragut.com>

Safesplash/Swim Labs Swim School
Davis Tarwater
120 North Peters Road
Knoxville, TN 37923
Website:
<http://www.safesplash.com>

Stonebridge Advisors
Nelson Britain
10420 Jackson Way
Suite 102
Knoxville, TN 37922
Website:
<http://www.kenashiple.com/>

Top Dog Bracing
Richie Henson
314 Erin Drive
Suite 102
Knoxville, TN 37919
Website:
<http://www.topdogbracing.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.

A special thank you goes to these renewing members who are continuing their support of our chamber and the businesses it serves through their above and beyond Enterprise Membership:



Thank you for your Anchor Enterprise Membership!



Thank you for your Anchor Enterprise Membership!



Thank you for your Anchor Enterprise Membership!

- AllGood Pest Solutions
- Avenir Senior Living
- Broadway Carpets, Inc.
- Buddy's Bar-B-Q-Farragut
- CADES
- CBBC Bank
- Chick-fil-A
- Comfort Suites
- Computer Systems Plus
- Elwood Staffing
- Express Employment Professionals
- First Citizens Bank - Campbell Station
- Fisher Tire Company
- Fox Den Country Club
- Frantz, McConnell & Seymour, LLP
- Fresh Coat Painters of Knoxville
- Gables & Gates, REALTORS® - Cherie Sydes
- Greystone Pointe Apartments
- Hampton Inn & Suites - Turkey Creek

- Hardin Valley Wealth Management
- Jet's Pizza of Farragut
- Meineke Car Care Center
- MLILY USA
- Nationwide Insurance - Michael Dyer
- Nexus Homebuyers
- Northshore Senior Living
- OsteoStrong of Farragut Wellness Center
- Painting with a Twist
- Prestige Cleaners
- Promo Depo
- Radio Systems Corporation
- RiteRug Floor Covering
- Rodefer Moss & Co, PLLC
- Rotary Club of Farragut
- SouthEast Bank - Hardin Valley
- Tapestry at Turkey Creek
- West Knox Chiropractic Group
- WoodmenLife Chapter 3 - Farragut

Member Briefs

From page 2

Chesapeake's West, located at 9630 Parkside Drive, designed by Johnson Architecture, has earned a 2020 Keep Knoxville Beautiful Orchids Award for the transformation of a tire center into a modern, nautical dining experience. Award winners were announced at a ceremony Feb. 25th. To accomplish their vision, the owners, **Copper Cellar Family of Restaurants**, collaborated with longtime partner Johnson Architecture to artfully remake the cinderblock building into a 17,600-square-

foot restaurant and event space. The restaurant includes an open dining room, bar area, wine vault and heated patio. The site also features a private dining and meeting room, as well as two large banquet areas, one with a private patio and fireplace. It is served by two full kitchens, one for the restaurant and one for catering. For reservations, call (865) 851-9088 or visit <https://chesapeake.com/>

West Bikes announces Saturday, April 25th Ride the Plains- this is not a race! Starting from Rush Strong School, 3081 Old Andrew Johnson Hwy., Strawberry Plains

37871- all rides depart at 8:30a. Please bring signed USAC waivers to packet pickup to avoid delay. Visit http://racedayevents.net/files/4815/2424/9545/2018_USAC_Event_Waiver.pdf for waiver. Offering 15, 31, 50, and 80 mile fully supported ride options, super light traffic and beautiful scenery highlight this rolling trek through "the plains". All skill level cyclists are welcome! Visit https://www.westbikes.com/about/rides-events-pg105.htm?mc_cid=ce8ec8b6d&mc_eid=c511f8ef6d to sign up or call (865) 671-7591 for more information.

Calendar of Events

Members can quickly RSVP for events in their Member Portal at <http://members.farragutchamber.com/login>. Call 675-7057 or email suzanne@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?".

NOTE: Per the email statement sent to our membership on March 12, we will communicate any cancellations of or changes to events as quickly as we can. The quickest ways to confirm an event's status are by calling our office at (865) 675-7057, email Roberts@farragutchamber.com, check our website at farragutchamber.com>Events, or our Facebook Events tab at facebook.com/farragutwestknoxchamber.

March 19, 2020
8 – 9:30am
Networking
Holy Cross Anglican Church
1001 Hermitage, Farragut 37934

March 26, 2020
6:00am
West Under 40:
Business BUZZ Sessions
King University
10950 Spring Bluff Way,
Knoxville 37932

April 2, 2020
5 – 6:30pm
Networking
oysk3 architects
1545 Western Ave., Suite 100,
Knoxville, 37921

April 3, 2020
1:30—3:30pm
Chamber Stream Clean Up Project
Little Turkey Creek, Farragut 37934

April 9, 2020
8 – 9:30am
Networking
MBI Companies, Inc.
299 N. Weisgarber Rd.,
Knoxville 37919

Farragut West Knox Chamber of Commerce

11826 Kingston Pike, Suite 110 | Farragut, TN 37934

865-675-7057 | 865-671-2409 Fax

e-mail: info@farragutchamber.com | www.farragutchamber.com

This newsletter is published monthly by the Farragut West Knox Chamber of Commerce.

