



CHAMBER LIFE

"MISSION: TO STRENGTHEN, PROMOTE, AND CREATE BUSINESS OPPORTUNITIES THROUGH RELATIONSHIPS AND EDUCATION THAT ENCOURAGE MEMBER SUCCESS."

VOL. 34, NO. 6

A PUBLICATION OF THE FARRAGUT WEST KNOX CHAMBER OF COMMERCE

JUNE 2020

Chamber Pivots Amid COVID

Offers E-education and professional assistance

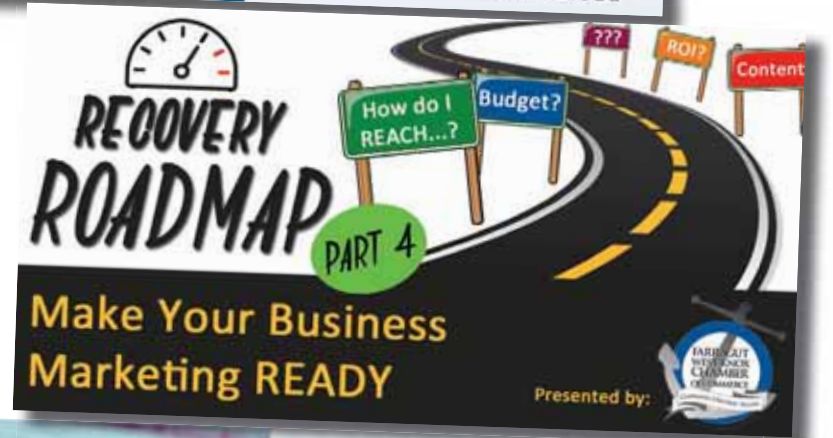
Like many entities who had to quickly rethink their services in late March, the Chamber transitioned their weekly networkings into digital happy hours or coffees to spotlight restaurants. They also reworked the launch of a new educational lunch into a webinar to help businesses start planning for recovery.

Except it didn't end there. What was supposed to be one webinar became four in a series, and was followed by others that have seen good success, but more importantly have helped businesses connect with local experts who've offered their time, industry knowledge and advice at no cost and without any promise of a sale.

Board director, Christine Dean-His Security & Technology, was originally charged with leading the new in-person lunch series that was to start quarterly at the new Farragut Community Center. A panel on marketing was in the works when counties across the country began closing under stay-at-home orders. Dean asked: could the lunch could go virtual? When staff enthusiastically agreed, she went to work, emailing members, creating live questionnaires and facilitating packets of added information that members could take-away for reference.

"This past fall, when the Board met to strategize for 2020, one priority that emerged was more educational opportunities for our members. We wanted to tap the expertise of our members for that, because our members are valuable resources to this community. When the shut-down started, and the chamber started to pivot other events, it became obvious we could make education events virtual AND specific to business survival through the pandemic. We've been able to keep presenting new information that has hopefully given attendees advice and lo-

See COVID on Page 2



Auction to return in 2021

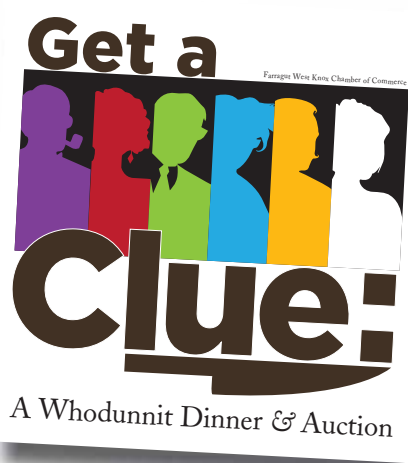
After extensive deliberations between staff and board directors, the Chamber will forgo their 2020 annual silent and live auction, focusing instead on supporting member businesses as they recover following total or partial closures due to COVID19 orders.

Although the auction is the signature Chamber event and fundraiser that has occurred each spring for 32 years, moving forward with it did not make good sense in the current economic climate.

Chamber President, Julie Blaylock commented, "Our auction's success depends heavily on the generosity of business item donations, for which we provide brand marketing and promotion. We

know budgets for the rest of the year have had to change dramatically because of the last couple months. Our businesses have helped us repeatedly with their donations over the years; it's time for all of us to answer the call and focus on helping them." The original event was scheduled for April 24.

The chamber will also focus on supporting its 20 member non-profits with crucial fundraising events that will be rescheduled later this year. "Have hands, will work for t-shirt," quipped Blaylock, smiling. Existing auction sponsorships will carryover to 2021. Staff contacted



ticketholders for refunds, and are contacting item donors to coordinate carryover of those donations to 2021 where

See AUCTION on Page 2

Member Briefs

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

Go to www.farragutchamber.com to see these and other member items!

- Tennessee Pension Administrators (TPA) announced the addition of Kim Miller as an equity partner. The majority owner of TPA is Rather & Kittrell. Congratulations Kim!
- Three Roots Capital recently appointed Dr. Marianne Wanamaker to its board of directors. Congratulations Dr. Wanamaker!
- Knoxville Utilities Board's (KUB) fleet was recently recognized on the 2020 100 Best Fleets in the Americas list at No. 70. KUB's fleet is powered by compressed natural gas, electric

See MEMBER BRIEFS on Page 2

ENTERPRISE CLUB

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

Networkings



The new normal in Chamber Networkings is Zoom.

COVID

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cal resources they can actually use to help their businesses not just survive, but thrive in this constantly evolving 'now normal'."

"Recovery Roadmap: Make Your Business Marketing Ready" saw four editions running weekly from mid-April through May 5. Topics focused on Advertising (feat. Angela Bridges-Cumulus Media/Radio, Daniel Monday-Slamdot, Tom Sharp-ViaMedia); Messaging & Brand (feat. Colby McLemore-Colby's Photography, Suzanne McCarter-Burns Mailing & Printing, Victory Harbin-The Social Brand); Customer Service in the Virtual World (feat. David Horsewood-Fire By Light, LLC, Ryan Distelberg-TDS Telecom, Ricky Burris & Carla Hockl-The Innovative Management Group); and finally Publicity & Promotions (feat. Lauren Miller-Moxley Carmichael, Daniel Maw-FASTSIGNS, Michelle Hollenhead & Charlene Waggoner-farragutpress).

A special edition on the ever-changing Paycheck Protection Program loans and funding, "FAQ on the PPP", featured Q&A with financial advisors Justin Goodbread and David Kent from Heritage Investors and Lucas Shouse from HomeTrust Bank. Businesses were able to ask questions in the chat specific to their situations and get direction within the 60 minute program.

Another series is underway, "Back to Business: The-NOT-so-Basics," dealing with

the multiple issues many businesses are running into as they reopen. Part 1 premiered May 20 focusing on physical spaces and how to make them compliant, safe AND welcoming for returning staff and customers. The panel was headed up by Bill Steverson-MBI Companies, John Haney-NAI Koella RM Moore, Donna Kimble-AA-Air Company, and Jim Caughorn-Graphic Creations. Part 2 will be June 10 addressing never dealt with policies and protocols, featuring advice from Randy Patterson-Baker Donelson, Scott Brockamp-His Security & Technology, Sara Sizemore-Southern Safety Supply, and Matthew Bryan-Bryan Insurance Group.

The chamber also welcomed BACK its popular Breakfast Speaker Series in e-format, quickly coordinating an "Outlook on East Tennessee" government update from Congressman Tim Burchett, Lt. Governor Randy McNally, Senator Richard Briggs, and Representative Jason Zachary. The panel was moderated by NewsTalk 98.7's Haller Hilton Hill, who posed questions from business members, and also questions from the live chat. The program was made possible by First Utility District, Town of Farragut and Knox County.

The chamber is working on the details of when and how to return to in-person programs, aside from their ribbon cutting services for members, which restarted in earnest on May 1. Visit farragutchamber.com > events for updates.

Sponsor TDS Telecom, Event Sponsors Rothchild Catering & Conference Center, Town of Farragut, and Knox County, and Media Sponsors ViaMedia, 105.3 WFIV, Cumulus Radio, and the farragutpress.

com or their app. These classes have "Live-Stream" in front of the class name. Studio class sizes have been lowered to five per class so masks will be optional during class once you get to your mat. Please wear a mask entering/exiting the studio.

- **Pellissippi State Community College** has been awarded part of a \$30,000 grant from the Comcast Foundation. On Monday, June 1 during the NASCAR Xfinity Series race at Bristol Motor Speedway, Comcast celebrated the U.S. military and saluted Comcast military employees from across the company that are working to keep communities safe and connected. Pellissippi has been designated as a Veteran Education Transition Support (VETS) campuses by the Tennessee Board of Regents. Congratulations!

- **Years Younder MediSpa** announces a free, small area wax with purchase of a hydra-facial. Call (865) 531-6454 to schedule your appointment.

- **Fox Den Country Club** announced summer 2020 pool policies: the pool will open with a maximum occupancy of 50 to



Auction

From page 1

appropriate. The Chamber appreciates the gracious understanding of Presenting

Member Briefs

From page 1

and hybrid technology and E85 flex fuel, representing KUB's commitment to reducing emissions for improved air quality and saving on fuel consumption. Congratulations KUB!

- **Revitalist** is excited to announce they are continuing to grow their team to provide the best possible care to our community through combined medical, mental health, and holistic services. Welcome Medical Team Additions: Joey Freeman and Maria Geswein, Nurse Anesthesiologists; Lindsey Whitfield, Nurse Manager, BSN, RN-CVN. Welcome Counseling Team Additions: Deana Ferguson, LCSW; Mona Williams-Hayes, Ph.D, LSWC; Carrie Joy Wadman, LPC-MHSP, CRC, ADS; Dante Walker, Therapy Dog. Welcome Wellness Team Addition: Kate Sisson, Lac, RN. For more information, visit <http://revitalistclinic.com>.

- **Blue Ridge Yoga** is excited to announce more classes are being streamed via Zoom! Register for Zoom sessions by signing up at <http://www.blueridgeyogatan.com>.

members only-no guests; reservations are required by calling (865) 966-9771 and speaking with a staff member from 10am to 4pm the day before your reserved day (for Tuesdays, reserve on Sunday). Emails, voicemails or text messages are not accepted as a reservation. A \$25 fee will be charged to a member's account for all no shows or canceling within 1 hour of your start time; each member will be allowed to make one reservation per day. Pool hours: 11a-7p Sunday, Tuesday-Thursday and 11a-9p Friday and Saturday.

- **Flour Power Knoxville Kids Cooking Studios**, 117 Lovell Rd, is now open and ready to stir up some fun! They offer Summer Camps, Birthday Parties, Weekly Classes, Special Needs Classes, Adult Sip 'N Stir, Father's Day Family Classes and more! Visit www.flourpowerstudios.com or call (865) 437-6488 for more information.

- **Fire by Light, LLC**, owner and principal speaker/trainer, David Horsewood is offering one-on-one presenting and storytelling coaching, both face-to-face and virtually. Virtual meetings and presentations seem here to stay, and industries are recognizing this new essential skill.

Registration is \$249 per one-hour session. First sessions are recommended at 90 minutes with no added charge for the extra 30 minutes in initial sessions. This gives you a chance to get on the same page and make significant progress. Visit firebylight.com or call (865) 384-6489 for more information.

- **Join Volunteer Ministry Center (VMC) June 18** for VMC's Summer Day of Giving! As we approach the beginning of summer, it's clear this summer won't be the same as in years past. Circumstances are very different. Instead of vacationing, many in our community, due to the ripple effects of COVID, won't be able to pay rent, mortgage or utility bills and will be on the brink of falling into homelessness. VMC is asking for extra support this summer to meet the increased need due to COVID. Please join them on Facebook as they launch the VMC Summer Day of Giving Campaign June 2 and conclude with a Day of Giving on June 18. Help VMC overcome the financial limitations of COVID and provide much needed extra support to those in need in our community. Visit <https://www.vmcinc.org/summer-day-of-giving> for more information.

Ribbon Cuttings

These businesses celebrated a **#Reopening Ribbon Cutting** with the Chamber after reopening due to partial or total closure under local and state orders. Please check their website or call for updated hours of operation and to be advised of special protocols customers/clients will need to observe at this time.



Anytime Fitness Farragut
www.anytimefitness.com



BK Lash & Skin Boutique
www.bklash.com



Embroidery Boutique by Designs for You
www.embroideryboutiqueknox.com



Fitness Together Farragut
www.fitness-together.com



Fitness Together Hardin Valley
www.fitness-together.com/hardinvalley



Garde Bien
www.gardebien.com



Medispa At Choto
www.medispa-choto.com



OsteoStrong
www.osteostrength.me



Planet Fitness
www.planetfitness.com



Rick Terry Jewelry Designs
www.rickterryjewelry.com



The Shoppes at Homespun
www.theshoppesathomespun.com



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.

Marketing During a Pandemic

By Victory Harbin



Harbin

I get questions daily about how to market when nothing seems certain. Many are struggling to understand what steps to take, what to say and how to pivot their business when the future seems so unpredictable.

Fortunately, one thing hasn't changed: everything about business is social. Or to put it simply - people. Everything about business is about people. This gives us a guide post as we pivot. If everything is about people - then rather than worrying about complex algorithms and how to beat our competitors and when the economy will shift and all the other overwhelming factors we have to consider - we can focus on one factor - people. How do we serve people well?

Know Your People

Good marketing always starts with knowing your people really well. A lot of folks we talk to tend to overcomplicate this part... but honestly? It's simple. Have conversations with your customers! Something simple like, "Hey, I enjoy doing business with you and I'd like to do business with more people like you. Would you mind if I asked you some questions?" Ask them about how you can serve them, what topics they're interested in learning about, and get to know them as humans first.

Market to Humans

When our customers become humans to us, it becomes a lot easier to market to them. We know what they struggle with. We know what their interests are, and how they think. When we've tapped into this, marketing to humans is simple. Address the things they are interested in, serve them even before they become your customer through content, through complimentary services and through thinking of how to be a better human. People do business with other people that they know, like, and trust.

Everything about business is social.

Bio: Victory Harbin is co-owner of The Social Brand and chair of the chamber's West Under 40 young professionals group. She is a social media specialist with a focus on content strategy and is passionate about working with small businesses and using social to help them grow. Victory is also a current student in King University's MBA program.

TSBDC

by Laura Overstreet,

Small Business Specialist and GrowthWheel® Certified Advisor

The Small Business Development Center (SBDC) Program is designed to deliver up-to-date counseling, training and technical assistance in all aspects of small business management. SBDC services include, but are not limited to, assisting small businesses with financial, marketing, production, organization, engineering and technical problems and feasibility studies. Special SBDC programs and economic development activities include international trade assistance, technical assistance, procurement assistance, venture capital formation and rural development. The SBDCs also make special efforts to reach minority members of socially and economically disadvantaged groups, veterans, women and the disabled. Assistance is provided to both current or potential small business owners. They also provide assistance to small businesses applying for Small Business Innovation and Research (SBIR) grants from federal agencies (U.S. Small Business Administration. "About Office of Small Business Development Centers", 2019).

Types of Fraud & How to Prevent it!

Tuesday, June 16, 9:00- 10:00 am

Topics will include: We will go through the types of bank fraud and ways to prevent it!

Speaker(s): Natasha Bohannon/Lynnette Newman Vice President, 25 years banking experience, specializing in professional companies and their owners.

Doing Business with TVA: Lunch & Learn

Tuesday, June 23, 12:00- 2:00 pm

Topics will include: *ONLINE* The program will focus on how to participate in the TVA procurement process. How to prepare for, locate and respond to requests from purchasing organizations. Topics will include: What is an RFP? How you can prepare for an RFP and what to look for in an RFP! How to Locate Opportunities! Find out what products and services TVA is seeking, how to apply and participate, and if any "set asides" may be included. Speaker(s): Paul Buerkle, TVA Senior Program Manager-Supplier Diversity & Development Supply Chain Co-Sponsor(s): TVA, PTAC

Write Your Marketing Plan

Thursday, June 25, 9:30- 11:30 am

Topics will include: Reset your marketing in 2020 and be strategic about how you spend your time, money and efforts. Use this data-driven approach to create a strategic marketing plan that helps you set big-picture goals with bite-size actionable items you can manage day to day. This class will give you two hours to talk through the process of writing and implementing your marketing plan for 2020. Speaker(s): Victory Harbin, The Social Brand

Types of Fraud & How to Prevent it!

Tuesday, June 30, 9:00- 10:00 am

Topic: We will go through the types of bank fraud and ways to prevent it!

Speaker(s): Natasha Bohannon/Lynnette Newman Vice President, 25 years banking experience, specializing in professional companies and their owners.

Business Start- Up: The Essentials

Thursday, July 9, 9:00- 10:30 am

Topics will include: This is an opportunity for anyone who is thinking about starting, buying or have already started their own business! An expert from our center will answer FAQ's that every business owner has. Our business specialists will discuss different forms of business organization, tax requirements, business licenses, provide an overview of business planning and financing options (including SBA loan guarantees).

Speaker(s): TSBDC Knoxville Center: Laura Overstreet, Director Teresa Sylvia, Senior Business Specialist



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Marketing that works.

Welcome New Members!

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

Account Resolution Team

Emily Herrington

221 East Main Street
Morristown, TN 37916
Website: <http://www.accountresolutionteam.com>

MER Companies

Paul Cherney

P.O. Box 23244
Knoxville, TN 37933
Website: <http://www.mercompanies.com>

Blue Sky Consulting LLC

Ray Pasko

Website: <https://salesxceleration.bullseyelocations.com/salesxceleration/knoxville/tn/ray-pasko-knoxville-tn-24052295>

Tennessee Court Services

Joseph Jackson

1059 N. Cedar Bluff Rd., Suite 109
Knoxville, TN 37923
Website: <http://www.tncourtservices.com>

Family Foot & Ankle Clinic

Andrea Gardner

10810 Parkside Drive, Suite 202
Farragut, TN 37934
Website: <https://www.gardnerfootclinic.com/>

Thomas Tuning and Service

Thomas Herrick

10630 Checkerboard Lane
Knoxville, TN 37932
Website: <http://www.ttsknoxville.com>

Gillenwater Flooring

Melissa Majors

1002 W. Lamar Alexander Parkway
Maryville, TN 37801
Website: <https://gillenwaterflooring.com/>

Transworld Business Advisors

Drew Rutherford

3232 Tazewell Pike
Knoxville, TN 37918
Website: <http://www.tworld.com/knoxvillenorth>

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 May. 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 Admiral Elite Enterprise Membership!



Thank you for your Admiral Elite Enterprise Membership!



Thank you for your Anchor Enterprise Membership!

- Angie Cody eXp Realty
- Autumn Care Assisted Living - Farragut
- Cellular Sales of Knoxville, Inc.
- East Tennessee Natural Gas, LLC
- EXIT Real Estate Professionals Network
- Games & Things, Inc.
- Graphic Creations, Inc.
- Hartung Tax & Accounting, PC
- Hilton Knoxville Airport
- Independent Cabi Stylist Christy Fitzgerald
- Inst-I-Glass of Knoxville
- King University

- Kroger
- Lovell Crossing Apartments
- MEDIC Regional Blood Center
- Moonshine Mountain Cookie Company, LLC
- Mr. Handyman
- Reuben N. Pelot, III, DDS, PLLC
- Second Harvest Food Bank of East Tennessee
- Slamdot, Inc.
- Southern Safety Supply, LLC
- State Farm Insurance - Josh Ellis Agency
- The Villages of Farragut

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?"

Events continue to be re-created in compliance with national/local guidance!
Check our calendar often!

Wednesday, June 10
FWKCC Webinar Series(Online)
9:00-10:00am
Back to Business:
The-NOT-so-Basics Part 2
Risks & "Rewiring"
Your Reopening Thinking

Thursday, June 11
Virtual Networking (Online)
4:00-5:00pm
Avenir Memory Care at Knoxville
Purple & Orange Pep Rally /
Happy Hour

Wednesday, June 17
FWKCC Webinar Series
9:00-10:00am
Back to Business:
The-NOT-so-Basics Part 3
(Reserved date - Check our web calendar to confirm & register!)

Friday, June 26
Ribbon Cutting
11:00am-12:00pm
His Security & Technology, LLC
11426 Kingston Pike,
Farragut, 37934

Saturday, July 4
Town of Farragut:
Festive Fourth at Home
9:30-11:00am
Participants decorating their home / building must send location to media@townoffarragut.org by 5:00pm on Thursday, July 2 to be included in the MAP route that others will drive through.

Farragut West Knox Chamber of Commerce

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