

CHAMBER LIFE

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

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AUGUST 2020

Back to Networking

West Under 40 Welcomes YPs with Open Air Event

West Under 40, the chamber's young professionals committee, is excited to welcome area YPs back to networking with what promises to be a great way to reconnect, stay safe and socially distance, plus support some area food trucks. Thursday, August 27 will feature their upcoming event, "Foodtrucks in the Park" from 5:30 to 7:30pm.

While discussing options for upcoming programs amid constantly changing circumstances, committee members agreed that area young professionals were missing the opportunity to connect and network face to face, but the key element for such an event was to do all they could to ensure safety. A food truck night had been brought up in the past, but never came to life. West Under 40 committee members felt now was the time for it.

Attendees will be able to stop by TriStar Park at Badgett Fields at 4901 Ball Camp Road, a private park area reserved exclusively for the event, between 5:30-7:30 and can stay for 15 minutes or longer if they choose! The park boasts several cornhole games and plenty of space to make attendees comfortable and able to stay distanced yet have fun together. The chamber will have masks on hand for any who'd like one and perform temperature checks upon arrival.

To add to the welcoming feel, attendees will enjoy live acoustic music during the event, performed by Knoxville singer-songwriter, Slade Adams. Adams uses rhythmic soul country to bring healing to others. Gaining his influence from artists such as Tyler Childers and Jason Isbell, his sound is unique and true to his southern heritage.

Food trucks will be CJ's Tacos and chamber member Knox Dough, two popular staples in the Knoxville food truck community.

See WEST UNDER 40 on Page 3



New Member Orientation offerings coming



Photo by Colby's Photo & Video

March 2020 saw several "firsts" for the Chambers regularly scheduled Spring New Member Orientation. Typically held twice a year (Spring and Fall), the most recent event was the first held inside the new Farragut Community Center. The first new Propeller Level Enterprise membership recognition was awarded to His Security & Technology. Record registrations topped 120 for the 90-minute program that includes networking, refreshments, and an introduction to Chamber staff, board, ambassadors and chamber partners, while teaching businesses how to take advantage of the chamber's myriad of benefits. All members and businesses curious about chamber member-

ship are welcome.

Just a week later, the landscape for such events was quite different, and continues to be, so staff are now planning a different way of approaching orientation. Chamber President/CEO, Julie Blaylock said, "We've always talked about how you can't spend enough time teaching businesses how to get the most out of their membership. We've had ideas on launching a monthly mini-orientation series focused on just one or two benefits, but our challenge was always the same: time, staff resources, space, TIME, etc. The challenges of COVID-19 have become opportunities to do things differently."

While still in planning stag-

es, the chamber will offer a mixed model for orientation, with an in-person event that has limited capacity and distanced seating and followed by a virtual version. "We want to accommodate all our members, like we always have. Some people retain information better when it's received in-person; others prefer the virtual format or require it right now because they care for someone who is high-risk or their business does not allow outside meetings for staff," Blaylock explained.

The dates for these orientations are tentatively set for September and October. Businesses can follow the

See NEW MEMBER 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.

	ADMIRAL ELITE			ADMIRAL							
CAPTAIN											
ANCHOR									PROPELLER		

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!

The law firm of **Frantz, McConnell & Seymour, LLC** announced the addition of two attorneys, both joining in April. Sharon H. Kim practices in the areas of general civil litigation, appellate practice, probate administration, Tennessee Adult Protection Act litigation, contract law, real estate law, and construction law. Daniel P. Zydel has experience in automobile collision claims, homeowners' claims, fire and casualty, premises liability and general civil litigation, including intellectual property and creditor's rights litigation. Congratulations Kim and Daniel!

Premier Eyecare has been recognized as one of 2020's America's Finest Optical Retailers by INVISION, the magazine for the American eyecare professional. The Knoxville, TN-based business was named an Honorable Mention in the international contest. Now in its seventh year, the annual contest highlights the best examples of independent eyewear retailers in the United States and Canada. Stores are judged on exterior appearance, interior appearance/design, store biography, marketing, web presence and overall individuality. Congratulations Premier Eyecare!

Revitalist continues to put a strong focus on supporting one's immune system while working through COVID-19 concerns and the upcoming Flu season by offering High Dose Vitamin C infusions, Vitamin D injections- for clients with diagnosed low Vitamin D levels and corroborating lab work; Glutathione infusions, Myers' Cocktail infusions, and Zinc infusions! For more information call (865) 392-6262 or visit <https://revitalistclinic.com/>

Stop touching things you don't have to- the newest tool in germ avoidance is the Safety Key! Made of cast zinc which has antimicrobial properties, with a sweet chrome finish. Includes a high definition, full color logo charm in either a circular or rectangular shape to best suit your imprint. Works great on doors with levers and pulls, as well as on touchscreens at store checkout, elevator buttons and credit card machines. These would be a great promotional item for your staff or clients! For more information, contact Suzanne at **Burns Mailing & Printing, Inc.** (865) 584-2265 or visit <https://burnsmp.com/>

Three Roots Capital released their June statistics on projects and startups they've supported: Cumulative Capital Deployed: June 2019 \$34.86M; June 2020 \$57.84M (52.77% increase); Cumulative Jobs Created/Retained: June 2019- 970; June 2020- 1,216 (25.36% increase); Cumulative Square Feet Developed/Renovated: June 2019- 231,773; June 2020- 297,090 (28.18% increase). Congratulations Three Roots Capital!

Years Younger MD announces summer specials: buy one get one 50% off laser hair reduction; 20% off ZO Skin Health Products. For more information call (865) 531-6457 or visit <https://yymd.org/>

Blue Ridge Yoga recently reopened the studio with additional safety procedures, an updated schedule, and more class opportunities. They know it is a hard for everyone right now- financially, emotionally, mentally, and spiritually. They understand the difficulties of the season and are here to help! They've made some price adjustments to lessen your load financially. For more information, call (865) 288-3562 or visit <https://www.yogaknoxvilletn.com/>

Flour Power Kids Cooking Studios Knoxville announces registration for camps, classes, birthday parties and more! For more information call (865) 437-6488 or visit <https://www.flourpowerstudios.com/knoxville>

At **Young-Williams Animal Center**, their vision is a home for every pet, and they're working to accomplish that through their mission to lead the community to end pet homelessness, promote animal welfare and enhance the human-animal bond. To learn more, visit www.young-williams.org or call (865) 215-6599.

See MEMBER BRIEFS on Page 3

Networkings

Knoxville Room Service July 2, 2020



Gathered outside the store are, from left, Kyle Zellner, Haley Krotz, Owner, RJ Johnston, Cooper Watson, and Patty Kirvin



Knoxville Room Service served up samples of some of their favorite new and "old" products like the locally made "Flying Panda" canned cocktails, plus other food and treats. Enjoying various refreshments and catching up are (L to R): Karl Lebert-Kinetic Business Strategies, Steve Lipsey-Lipsey Morrison Attorneys, Katy Bagdon-The Farragut Table, and Kat Mahn-Kat's Lash Lounge & Wax Services.

State Farm Insurance Mansour Hasan Agency July 16, 2020



From left, Mansour Hasan, Will Summey, Gail Angelucci, Gretchen Micio, and Siobhan Simcox assemble for a team photo during the morning networking



New member, Jamie McKeon-Tennessee Valley Pool and Spas, gets to know Cindy Gatian-ServPro of West Knoxville/Farragut.

MEET the BOARD

The Farragut West Knox Chamber board is comprised of a broad spectrum of corporate and community leaders and is governed by an Executive Board. These volunteers provide support and guidance to ensure the fulfillment of the chamber's mission. Please thank them when you meet them!

Board Member Name/Role:
John Volpe/Director (as of July 2020)

Member Business/Role:
Abuelo's Mexican Restaurant/Proprietor

How you benefit from our Chamber?
Over the past 13 years, I have met many great business-people and established some great friendships. If not for the networkings, I would never have been able to start the festivals that we put on.

What is your greatest business success to date?
Starting the Southern Tequila and Taco Festival.

What has been your greatest business frustration?
The guidance issued for COVID 19 and losing full capacity in the restaurant.

Most positive trend facing businesses today?
Interest rates being low and getting people back to work.

What job/career did you want when you were 10 years old?
Oceanographer

Last book you enjoyed?
The Guardians – John Grisham



John Volpe

Favorite genre of music?
Country and classic rock

Favorite hobby/activity?
Reading

Favorite movie?
Lonesome Dove

Favorite place to visit?
Punta Cana

Most influential person in your life?
My brother, Bill

Greatest lesson you've learned?
How richly you are rewarded for giving back to your community

Ribbon Cuttings

Rocky Top K9 LLC July 13, 2020



Owner Sandra Sudduth and Trainer Scottie Greene, with super sniffer Indie are surrounded by Chamber members as they cut the ribbon celebrating their one-year anniversary.



West Under 40 From page 1

Knox Dough has been serving up gourmet edible frozen cookie dough via their truck since 2018; they now also have two brick and mortar stores in West Knoxville and Sevierville. Their constantly revolving 30-flavors include the popular Tennessee Trash, Lemon Blueberry, Mocha and Mint Chocolate Chip.

CJ's Tacos takes pride in serving every single customer, using freshly cut vegetables daily and quality ingredients. Having learned at a young age a special and unique way to make the best tasting taco shells, they use nothing but gluten-free white or corn tortillas, pan frying each one so the result is a crispy shell, soft inside, and a taco that never crumbles or breaks in your hands.

Guests can register for this event by visiting farragutchamber.com > Events > August 27 (link on date).

The Joint Chiropractic July 20, 2020



Pictured for their celebratory photo, in the front row are staff members Connie Nichols- in stripes, Dean Nichols, Dr. Sandy Setzer- holding sign, Robyn Slaton- with scissors, and Audrey Winton. Forming the 2nd row is Gary Watson, Ron Nichols- with glasses, Deana Nichols, Dr. Stuart Humberg, and Joe Jesse. Third row: Dr. Zack Harper- with glasses.



Photos by Colby's Photo & Video

Confident Smiles and Implants July 24, 2020



Excited to celebrate the opening of their new Farragut dental practice, Drs. Luis and Tori Mariusso (white medical coats; Dr. Tori wielding the scissors) were surrounded by family, friends, chamber ambassadors and member businesses, as well as supported by Town of Farragut alderman Ron Pinchok (3rd from right, white jacket).

New Member From page 1

Chamber's Facebook to be notified of their addition or visit the chamber calendar at farragutchamber.com > Events. Members have the option to sync the chamber's calendar of primary events with their desktop or web-based calendar software, which is, "Yet another benefit of membership we're always trying to educate people on," Blaylock laughs.

Member Briefs From page 2

Tennova Healthcare recently welcomed Neil G. Barry IV, D.O., cardiologist and interventional cardiologist, to his new medical practice. He is accepting new patients at Tennova Heart - Turkey Creek, located at 10800 Parkside Drive, Suite 331, Knoxville. To schedule an appointment, call 865-392-3400 or visit TennovaMedicalGroup.com.

Dr. Barry specializes in the diagnosis and treatment of cardiovascular conditions, including coronary artery disease, congestive heart failure, valvular heart disease and peripheral artery disease. He is committed to providing expert care to a diverse population and is fluent in Spanish. Same-week appointments are available.

August/September 2020 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?".

NOTE: Events continue to be modified in compliance with national/local guidance. Check our calendar often for details or changes.

August 14, 2020 • 11:00am-12:00pm
Ribbon Cutting –
Tennessee Valley Pool & Spas
10806 Kingston Pike, 37934

August 20, 2020 • 8:00am-9:00am
Networking – Tradebank of Knoxville w/ All Occasions Party Rentals & The Farragut Table
5825 Middlebrook Pike, 37921

August 26, 2020 • 4:00pm-4:30pm
Virtual Groundbreaking –
Goodall Homes: Campbell Crossing
Livestreamed on FWKCC Facebook!

August 27, 2020 • 11:00am-11:30am
Virtual Groundbreaking –
Goodall Homes: The Village at Ivy Farms
Livestreamed on FWKCC Facebook!

August 27, 2020 • 5:30pm-7:30pm
West Under 40: Foodtrucks in the Park – A YP Event!
featuring Knox Dough & CJ's Tacos
4901 Ball Camp Pike (Tristar Park)

August 31, 2020 • 11:00am-12:00pm
Ribbon Cutting –
Knoxville Academy of Music
165 West End Avenue, 37934

September 1, 2020 • 4:00pm-5:00pm
Ribbon Cutting –
The Pinnacle at Turkey Creek (Property Management)
11285 Parkside Drive, 37934

September 7, 2020
Labor Day Holiday – Chamber Closed

September 10, 2020 • 5:00pm-6:00pm
Networking – Tapestry at Turkey Creek
810 Tapestry Way, 37932

Welcome New Members!

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

Did you know businesses/organizations can submit an application & payment online? Visit www.farragutchamber.com and click "Join the Chamber!"

Epic Nine
Jeremy LaDuke
Maryville, TN 37804
Website: <https://epicnine.com>

Payteva
Jared Butler
Knoxville, TN 37939
Website: <https://payteva.com/>

Goodall Homes
Christine Gilbert
231A Sherway Road
Knoxville, TN 37922
Website: <http://www.goodallhomes.com>

Tennessee Valley Pool and Spas, Inc.
Jamie McKeon
10806 Kingston Pike
Knoxville, TN 37934
Website: <http://www.westknoxvillelifestyle.com>

Jake's Affordable Painting
Jake Kormish
Farragut, TN 37934
Website: <http://Jakesaffordablepainting.com>

West Knoxville Lifestyle
Marc Rochelson
Maryville, TN 37803
Website: <http://www.westknoxvillelifestyle.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 July. We are privileged to count them as Farragut/West Knox Chamber of Commerce members! We urge members to patronize one another when the goods or services a member can provide are needed. It is also our hope that area residents recognize the commitment a business makes to its community when it becomes part of its local chamber of commerce and reward that commitment with their patronage.

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 Captain Enterprise Membership!



Thank you for your Anchor Enterprise Membership!

Anytime Fitness
Apple Cake Tea Room
AT&T
Baskin Robbins
Belew Drug Choto, Inc
Brain Balance Achievement Centers
Corporate Quarters, Inc.
Elliott's Boots, Shoes & Sandals
Faculty Internal Medicine
Fish Window Cleaning
Go Dance
Harrison Construction Co.
Heritage Family Dentistry
Homewood Suites by Hilton at Turkey Creek
IMS, Inc.
Invisible Fence Brand of the TN Valley
Jessica Phillips, CPA
K9 Center of East Tennessee Inc

Kat's Lash Lounge & Wax Studio, LLC
Knox Dough
Law Family Dentistry, PLLC
Manorhouse Assisted Living & Memory Care
Moxley Carmichael
Patdome Promotions
PCS, Inc.
Pitts & Lake, P.C.
Quist, Fitzpatrick & Jarrard, PLLC
Rose Mortuary/Mann Heritage Chapel
Saah Salon Suites Farragut
Salon Biyoshi
St. John Neumann Catholic School
State Farm Insurance - Mike Massaglia
Three Roots Capital
Viamedia, Inc.
Village Veterinary Medical Center

TSBDC

by Laura Overstreet,

Small Business Specialist and GrowthWheel® Certified Advisor

Our consultants are now taking appointments

If you have had changes in your business due to COVID, we can help! Please visit our website www.tsbdc.org and register for free advising!

Due to COVID, our Center will not be accepting in person appointments. Our staff is currently working remotely until further notice.

However, we will be able to consult with you virtually, or by phone.

August 2020

• **The Summit 2020 Virtual Conference & Trade Show (FWKCC is a sponsor!)**

Thursday August 13, 8:30- 4:30 pm

Topics will include: Imagine many of the things you enjoy at in-person conferences: engaging speakers, practical seminars, expanding your business network with professionals outside of your area, vendor booths (and swag!). Now imagine all those things in a virtual platform. The Summit is our response to a changing world. Most in-person large conferences are projected to be postponed until late 2021. The lack of large scale networking and educational opportunities has added to the weight many businesses are feeling during this time. Join hundreds of other professionals from the East Tennessee Region for our area's first virtual summit.

<https://tnsummit2020.com/>

• **Be Smarter with SEO & PPC for Better Results Online during COVID (FWKCC is a sponsor!)**

Thursday, August 13, 9:30- 11:00 am

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.

Speaker(s): Victory Harbin: Owner of The Social Brand

<https://clients.tsbdc.org/workshop.aspx?ekey=21400039>

• **What Your Parents Didn't Tell You about eCommerce Business**

Friday August 28, 10:00- 11:30 am

If you are, or even might be in the future, thinking about taking your sales online with an eCommerce website, then this workshop can help you understand your options, costs, opportunities to seize, and pitfalls to avoid. Jeremy will guide you through the ever-changing terrain of eCommerce and help you reach your goals.

Speaker(s): Jeremy LaDuke: Owner of Epic Nine Marketing Outfitters

<https://clients.tsbdc.org/workshop.aspx?ekey=21400042>

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