

# CHAMBER LIFE

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

VOL. 34, NO. 7

A PUBLICATION OF THE FARRAGUT WEST KNOX CHAMBER OF COMMERCE

JULY 2020



**FARRAGUT WEST KNOX**  
CHAMBER of COMMERCE

## New Year, New Logo

The Chamber officially kicked off their new fiscal year on July 1, and it did it with the release of a vastly NEW logo for the organization. Planning and discussion for the new logo had started over a year ago, but it took time to decide what would look best and when the right time would be. Chamber President, Julie Blaylock, commented, "Our Chamber has had 4 logos before this one over 33 years; they've all been different but it was important that we created something that was true to our Farragut-born identity and represented us well as a chamber."

The new logo keeps what Blaylock refers to as the chamber's "Farragut Blue" and, "We also opted to keep our 'anchor' because we realized it is what keeps us 'anchored in Farragut'." The large scale version of the logo includes a mini shopping center because retail is one of the largest sectors of the Chamber's Farragut member businesses and because Farragut relies largely on sales tax.

One impetus to revise the logo was the growing

See LOGOS on Page 2



2019 TCAT scholarship winners Abigail Fawver, left, and Zachary Manges pose with their scholarship checks and Chamber President Julie Blaylock, center.

## Workforce Development Scholarship Enters Year 2

While school will look very different for students of all ages this fall, one thing won't change for post-secondary students: the need for financial aid and support, regardless of a student's choice of school path. With a growing increased need for trained tradespeople in the workforce, the chamber wanted to provide

assistance in that area.

While programs like the Hope Scholarship do help with tuition and textbook needs for trade school, required supplies like tools are often not covered by traditional aid sources. Tools for programs like Industrial Electricity, Collision Repair, Pipefitting & Plumbing Technology and HVAC,

to name a few, are expensive because students use the tools purchased during their coursework and when they enter their chosen field of employment. This was the nugget taken from a meeting with Knoxville's Tennessee College of Applied Technology (TCAT) Vice President Patrick Wade late last summer.

Within weeks, the chamber crafted a unique scholarship offering, the "FWKCC Workforce Development Scholarship," offering up to \$1,500 to a single qualified applicant who demonstrate both a need for this aid and mirror the chamber's values of "integrity, excellence, stewardship, inclusion" and display an "enterprising" attitude toward their goals and work, like the hundreds of small business owners and members of the chamber.

Over a dozen applications were reviewed by a board sub-committee; a final decision was made to award not one, but two scholarships for \$1,300 and \$1,000 to meet the needs of two students in Industrial Electricity and Dental Assisting, respectively.

See SCHOLARSHIP on Page 2



## Chamber brings businesses to homes on 4th

The cancellation of Farragut's beloved Independence Day parade for 2020 was a blow to everyone, not the least of which was the chamber. Each year, the chamber promotes the parade to area businesses as a great way to market to their community and have some fun doing it. Once a decision was made to participate in the alternative event, Festive 4th at Home, staff knew it couldn't simply end at them driving the map of decorated homes.

So the Chamber did what it does best: it got creative and thought outside the box... or inside the bag in this case. Alto-

gether, 16 businesses answered the Chamber's somewhat unusual call to provide coupons which

the Chamber pledged to deliver on July 4th.

Starting at 9am, the usual parade hour, staff set out in the "Chamber Chariot" truck, visiting each house on the route provided by Farragut Parks & Recreation, handing out bags of coupons

to anyone walking, gardening or on their porch, awarding them to additional homes decked for the holiday, and even enjoying some lemonade from a local young entrepreneur.

See JULY 4 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.

	<b>ADMIRAL ELITE</b>			<b>ADMIRAL</b>							
<b>CAPTAIN</b>											
<b>ANCHOR</b>									<b>PROPELLER</b>		

## Member Briefs

Looking for more details on a specific event, special or job? Go to [www.farragutchamber.com](http://www.farragutchamber.com) to see these and other member items!

**SERVPRO of West Knoxville/Farragut** alerts local grill masters: grilling fires peak in July. Gas grills, hibachis, and barbecues are involved in an average 8,900 home fires yearly, including 3,900 structure fires and 4,900 outdoor fires. Charcoal or other solid-fueled grills contribute to another 1,300 home fires per year. An average of 19,700 patients each year visit emergency rooms because of injuries involving grills like thermal burns from fire (about 4,300) and contact with hot objects (about 5,200). Children under five account for an average of 2,000 of those burns. SERVPRO shares advice from the NFPA2 with Farragut-area homeowners: (1) Use your propane or charcoal grill outdoors only. (2) Place your grill away from your home or deck railings and NOT under eaves or overhanging branches. (3) Keep children & pets over three feet away from the grill area. (4) Never leave your grill unattended. (5) Keep your grill clean; remove grease or fat buildup from the grill and trays. (6) Always make sure your gas grill lid is open before lighting it. For SERVPRO of West Knoxville/Farragut, contact James Hart at (865) 690-9658 or [www.servpro.com](http://www.servpro.com)

**Flour Power Knoxville Kids Cooking Studio** still has a few spots open for Summer Camps: Movie Thyme July 20-24; and Iron Chef July 27-31. Camp is Monday-Friday 8:30a-4p, ages 5-12, offering science experiments, crafts, dance parties and so much more! For more information, call (865) 387-4127 or visit <https://www.flourpowerstudios.com/knoxville/events>.

**Pipe Wrench Plumbing Heating Cooling** has lots of July Specials: \$500 off purchase and installation of a new HVAC unit- limit 1 offer per customer (expires 7/31/2020); \$250 off a total bathroom re-plumbing- limit 1 offer per customer (offer expires 7/31/2020); \$75 off whole house jetting service- clean out those drain lines (offer expires 7/31/2020); \$250 off the purchase and installation of a Navien Tankless Water Heater- limit 1 offer per customer (offer expires 7/31/2020); it may be time to replace your water heater- \$100 off purchase and installation- limit 1 offer per customer (offer expires 7/31/2020); and much more! Call (865) 583-3957 for information.

**Farragut Mayor Ron Williams** was elected Vice President of Tennessee Municipal League (TML). TML elects three vice presidents, one representing each grand division of Tennessee. Mayor Williams was nominated by a five-member nominating committee composed of municipal officials statewide. He was then elected for a one-year term by a majority vote of the TML membership. TML's vice presidents are traditionally in line to succeed the president. Founded in 1940, based in Nashville, TML is a nonprofit organization founded by cities and towns for mutual assistance and improvement. As a member of the TML board of directors, Mayor Williams will propose and help determine legislation that municipalities need passed into law and will establish policy priorities for the League. Congratulations Mayor Williams!

The **Farragut Business Alliance** seeks sponsors & vendors for the next exciting Shop Farragut Event! Shop Farragut and **Town of Farragut** have teamed up with Smoky Mountain Dock Dogs & **Ricki's Pet Depot** to bring a regional and nationally qualifying DOCK DOGS INTERNATIONAL event to Village Green parking lot Aug. 14 – 16 (Fri. – Sun.). This canine sport is featured on ESPN and attracts dog owners from across the USA. **First Utility District** fills the pool with 30,000 gallons of water; festivities start Friday evening with a FREE "Pooch Plunge" for local owners/dogs. Competition starts Saturday and in between quali-

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# Ribbon Cuttings

## Matlock Tire Service & Auto Repair – Hardin Valley

June 5, 2020



Jimmy Matlock and Dean Matlock (holding scissors) gather with son Joe, Matlock employees, Commissioner John Schoonmaker (navy blazer), friends, colleagues, and FWKCC members as the ribbon is cut celebrating the Hardin Valley location; Matlock's fourth!

## His Security & Technology – 10th Anniversary

June 26, 2020



Owners Doug Fraker and Scott Brockamp, with Farragut Town Alderman Ron Pinchok (between them) gather with FWKCC members and friends to help celebrate their 10th Year Anniversary, new name AND square footage increase!

# Networkings



The new option for Chamber Networkings is Zoom.

June host:



### Logos

From page 1

and now very permanent digital presence the Chamber maintains. "Our prior logo had started to give us some trouble sizing it down for certain platforms like when we changed our website to Word-press; you couldn't read it."

Knoxville-based chamber member, The Social Brand, ultimately designed the final logo set. "We love it, and have gotten great feed-



back on it so far. We think it will be one we keep for some time," says Blaylock.

### Scholarship

From page 1

Despite the challenges of the pandemic, the chamber felt it could not forgo supporting a TCAT student in 2020. Upon hearing

of the decision to renew the scholarship, TCAT Vice President Wade said, "We are super excited that the Farragut West Knox Chamber is offering this scholarship to our student body. We are thrilled to again partner and see the tremendous support for our

students."

Applications will be submitted via the TCAT Financial Aid office through August 21, and a winner will be announced September 2.

# 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 CONGRATULATE them with your patronage!



1. Apple Cake Tea Room
2. Blue Ridge Yoga
3. JCPenney Farragut
4. MD Wellness Center
5. Painting with a Twist
6. Flour Power Kids Cooking Studio

## July 4

From page 1

Over 100 bags were distributed and the Chamber hopes it will drive some residents to local businesses. The chamber thanks the following coupon donors for their participation: Calculating Minds Math Achievement Center; Calhoun's (Copper Cellar); The Eye Group, The Farragut Table (formerly Mario's Pizza); Goodwill Farragut; Heritage Family Dentistry; His Security & Technology; Knoxville Academy of Music; Osteostrong; Prosperity Partners; Servpro West Knoxville/Farragut; Thomas Tuning & Service; The UPS Store #2381; Young Williams Animal Center; and Zaxby's Farragut.



## Member Briefs

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fying rounds, spectators can visit booths, shop the event site, get food & (adult) drinks while relaxing in the 100-foot Event Tent courtesy of TDS Telecommunications. Businesses have 3 days of opportunities to talk with potential customers at one event! Overnight security provided allowing set-up all weekend. Electricity available; must supply own booth needs. Contact Steve Kremasky at (865) 307-2486 for information.

Service update from **SouthEast Bank**: Following Tennessee Gov. Bill Lee's extension of the State of Emergency related to the COVID-19 outbreak into August, all SouthEast Bank branches will continue to provide expanded Drive Thru services,

while lobby service will be by appointment only. For contactless banking, take advantage of their Drive Thru, secure online and mobile banking, and telephone banking options. They have also increased allowable activities at the Drive Thru so you can perform many of the same transactions you're used to handling inside branches, including signing new account and loan documents and making commercial deposits. Customer Care Hours of Operation: M-F 7a-7p and Sat 9a-1p. Making an appointment at your local branch is easy. Call the Customer Care team at 1-844-732-2657 to set up a time that works for you

**Tennova Healthcare's Turkey Creek Medical Center** has been granted provisional status as a Level III Trauma Center by the State of Tennessee Department of

Health through the Office of Emergency Medical Services (EMS), according to an announcement made by Tony Benton, chief executive officer of Turkey Creek Medical Center. One of the most important benefits to patients transported to the Emergency Department at Turkey Creek Medical Center is quicker access to critical care for serious injuries. "Receiving designation as a Level III Trauma Center allows us to treat more patients with more complex trauma injuries," said Travis Simmons, chief nursing officer at Turkey Creek Medical Center. "Trauma patients may have a short window of time from the occurrence of the injury to definitive specialized care, and this designation means that we can provide trauma patients with the right level of care as quickly as possible." Congratulations Turkey Creek Medical Center!



## 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.

### Company Culture During a Pandemic

By **Chloe Pool**,  
Communications Manager,  
First Utility District of Knox County



Pool

Does culture matter during a pandemic? Don't we have more serious things to worry about? I suggest it matters more than anything else, that culture is the only thing that will allow organizations to handle such challenging times.

#### Our Culture Journey

First Utility District just won a Top Workplace award for the third straight year, but we try to be very honest in saying this: it really, really hasn't always been this way. We haven't forgotten our roots, and we try to share openly where we came from and how we turned things around; we did extensive interviews with our veteran team members (twenty to forty years of service) once culture improved. They shared these key turning points in our culture:

**The #1 factor reported they reported was a tie between 1) emphasis on team and 2) change in leadership mentality.**

No matter how talented and capable any team is, that team is stunted by leaders who micromanage them, fail to empower them, and fail recognize team members as key voices for the organization's future. Our culture changed when leadership shifted gears to a servant leadership model.

**The #2 Leading Factor: Developing Trust**

In 2011, we began an annual survey that allowed our team to completely anonymously tell the truth about our organization. That survey revealed negative realities: on a scale from one to ten, our employees rated morale at a 5. The survey also indicated that 34% of employees did not feel appreciated, and that we needed significant improvement in communication, company-wide respect, and much more. Did we regret knowing this? No, because by knowing reality, we could change it. When we implemented change, our team began to trust us.

#### The Real Benefits

Our culture inspired our water operators to volunteer for an indefinite quarantine at the beginning of the pandemic. It also inspired a whole world of creative ideas about handling the lockdown. But most importantly, it created a family to weather it all together.

**If you recognize deficits in your culture, you can start building a pandemic-proof culture. You won't regret it.**

*Chloe Pool acts as West Under 40's Media & On-Site Coordinator, and is the Communications Manager for First Utility District of Knox County. She loves mentoring, and tells stories through written word, photography and videography. She also develops community partnerships for a better Knoxville.*

# TSBDC

by Laura Overstreet,

Small Business Specialist and GrowthWheel® Certified Advisor

## How Can We Help You?

Let us help you!

We are committed to providing guidance to help you recover during this crisis.

*\*Now taking appointments for consultations\**

### How to do Business with the Government, Part 1 & 2

Tuesday, July 14, 10:15- 1:00 pm and

Thursday, July 16, 10:15- 1:15 pm

*Topics will include:* The University of Tennessee Center for Industrial Services will present this program, which is designed to introduce the business owner or manager to the diversity of government purchasing. Participants will learn how to navigate the governmental contracting process and bid successfully in the government marketplace. *Speaker(s):* Paul Middlebrooks, Program Manager, The University of Tennessee, Procurement Technical Assistance Center (PTAC)

### Branding Your Business

Thursday, July 16, 9:30- 11:30 am

*Topics will include:* Successful branding is the ability to increase awareness about your products and/or services. Why is it important: Think of the various advertisements you see on television. Mention a product and an image or phrase immediately comes to mind or vice versa. Learn key strategies about building brand awareness which can increase your visibility, sales, and customer base. *Speaker(s):* Victory Harbin, The Social Brand

### Get in the Game with Government Contracting and Surety Bonding

*\*This is an ONLINE event and will require the Microsoft TEAMS APP*

Tuesday, July 28, 8:30- 3:00 pm

**SURETY BONDING** Learn how surety bonds help small businesses win contracts by providing the customer with a guarantee that the work will be completed.

**CERTIFICATIONS** Come hear about how to get positioned for federal, state and local government contracting as well as other purchasing activities. For projects requiring bonding, learn about surety bond options through the Small Business Administration. There is no charge for this event. Please register as seating is limited. Learn how SBA certifications bring more dollars to eligible companies; target competition to industries where there are disparities; and increase economic activity in distressed communities.

**FUNDING PROGRAMS** Learn how SBA works with lenders to provide loans to small businesses through its partnering lenders, community development organizations, and micro-lending institutions.

### Doing Business with the University of Tennessee

Thursday, July 30, 12:00- 1:00 pm

*Topics will include:* During this interactive workshop we will explore UT's purchasing policies and procedures, discover the types of goods and services that the university buys, and learn how to prepare for future opportunities. We will introduce you to the UT purchasing team in your area and help you research your potential niche with the university. If your company has not registered as a bidder with the university, we will help you register and create a company profile.

*Speaker(s):* Veronica Michelle Clark

*Co-Sponsor(s):* UT-PTAC



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# Welcome New Members!

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

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

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

#### Bin There Dump That

##### Amanda Spencer

Knoxville, TN 37918

Website: <http://knoxville.bintheredumpthatusa.com>

#### The Farragut Table

##### Katy Bagdon

10943 Kingston Pike

Farragut, TN 37934

Website: <http://www.thefarraguttable.com>

#### Keller Williams – Elizabeth Donaldson

1111 N. Northshore Drive, Suite N600

Knoxville, TN 37919

Website: <https://www.linkedin.com/in/elizabeth-donaldson-b4597a106/>

#### West Knox County Senior Center

239 Jamestowne Blvd.

Suite 101

Farragut, TN 37934

Website: <https://knoxcounty.org/seniors/west.php>

# 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 June. 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 Enterprise Membership!



Thank you for your Captain Enterprise Membership!



Thank you for your Anchor Enterprise Membership!

Abuelo's Mexican Restaurant  
AFLAC – Cynthia Moore  
Art House Kitchen & Bath  
Asset Planning Corporation  
Chris O'Rourke, DDS  
Clean Eatz  
Closets by McKenry  
Construction Edge, Inc.  
The Cove at Creekwood Park  
EdFinancial Services  
FASTSIGNS  
Garde Bien SpaSalon  
Hill Group Inc.  
Knoxville TVA Employees Credit Union – Seven Oaks  
Kramer Rayson, LLP  
McDonald, Levy & Taylor, PLLC  
Milestones Event Center of Farragut

The Preserve at Hardin Valley  
Primrose School of Farragut  
Richard F. Qulia Investigations  
Rick Terry Jewelry Designs  
Ricki's Pet Depot  
Rouse Construction  
Senior Helpers of Greater Knoxville  
Shae Design Studio  
Sims Appraisal Company  
SmartBank at Cedar Bluff  
SouthEast Bank – Bearden  
State Farm Insurance – Laura Ash  
Thorough Bred Financial Services, LLC  
Total Hair & Body Medical  
Work Space Solutions  
YMCA @ Jefferson Park; The Davis Family

# July/August 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](mailto: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](http://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.**

**July 16, 2020** *Networking – State Farm Insurance – Mansour Hasan Agency*  
8:00a-9:00a 10811 Kingston Pike, 37934

**July 17, 2020** *Ribbon Cutting*  
3:00p-4:00p The Joint Chiropractic  
11015 Parkside Drive, 37934

**July 24, 2020** *Ribbon Cutting*  
3:00p-4:00p ConfiDent Smiles & Implants  
12802 Kingston Pike, Suite 101, 37934

**August 6, 2020** *Networking*  
5:00p-6:00p Milestone Event Center & Abuelo's Mexican Restaurant  
Held at Milestone Event Center, 11909 Kingston Pike, 37934

**August 11, 2020** *Ribbon Cutting – Southern Safety Supply*  
11:00a-Noon 207 Center Park Drive, Suite 2090, 37922

## Farragut West Knox Chamber of Commerce

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

