

# CHAMBER LIFE

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

VOL. 35, NO. 1

A PUBLICATION OF THE FARRAGUT WEST KNOX CHAMBER OF COMMERCE

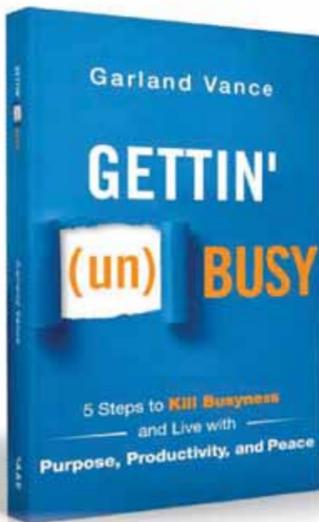
JANUARY 2021

## 2021 Breakfast Series

# Aims to help you (UN)Busy

The 2021 Breakfast Speaker Series will launch on Tuesday, February 2 at 8:30 a.m. featuring author, speaker, coach and consultant, Dr. Garland Vance on the topic of his Forbes recommended book, "Gettin' (un)Busy: 5 Steps to Kill Busyness and Live with Purpose, Productivity, and Peace." The one-hour program will be online as a webinar. Chamber members can register for this included benefit at no cost by visiting [farragutchamber.com](http://farragutchamber.com) > "Event" and clicking the February 2 event link. Non-members and the general public can register for just \$10.

Vance exudes energy even just by phone, but it wasn't always that way. The program and process for "Gettin'



(un)Busy" is driven by Dr. Vance's doctoral research, completed while Vance was both working for a non-profit and raising three children. He started having chronic migraine headaches, heart palpitations and exhaustion. His own doctor explained that he was stressed out because of his busyness.

This led Vance to study the busyness of leaders in different industries, the effects of busyness and how to beat it.

Vance found overwhelming proof through his research that being "busy" has been normalized as a good thing and is expected in order to fulfill goals or dreams—but that being "busy" is ultimately killing us.

In the program, Vance will teach attendees how to recognize they are overcommitted; realize the damage being done to their bodies, minds, relationships, work and home lives; and how to say "no" to

unwanted commitment without feeling guilty.

The book itself is recommended by Forbes as "one of the books everyone on your team should read." It also comes with high endorsements from New York Times and Wall Street Journal best-selling authors, including the comment from NYT author Dan Miller ("48 Days to the Work You Love") that, "In Gettin' (un)Busy, you'll discover how to make sure that you

don't allow even work you love to overtake your life. If you've ever felt like your soul needs to catch up with your body, this is the book for you."

The Chamber appreciates the support of Presenting Sponsors Town of Farragut and Knox County, and media sponsor [farragutpress](http://farragutpress.com). Other sponsorships are available; email [julie@farragutchamber.com](mailto:julie@farragutchamber.com) or call (865) 675-7057 for information and marketing benefits for sponsors.



## Board opens applications for new directors

The Farragut West Knox Chamber announced the opening of applications for seats on the Board, with terms beginning July 2021. Applications are due no later than Monday, February 1st at 4pm. Interested candidates can download the application in two formats at [farragutchamber.com/about-the-chamber/board-of-directors](http://farragutchamber.com/about-the-chamber/board-of-directors). They can also pick up a hard copy at the chamber office or email [julie@farragutchamber.com](mailto:julie@farragutchamber.com).

Applicants must:

- \*Be members in good standing.
- \*Possess a sincere willingness to serve in both leadership & collaborative team capacities, always in the best interest of the collective business membership.
- \*Be able to provide support & guidance to help ensure the chamber's success and fulfillment of the mission statement (to strengthen, promote and create business opportunities through relationships and education that encourage member success). Directors are chosen because they exhibit the values that the chamber holds in high regard: Integrity, Excellence, Stewardship, Inclusion and an Enterprising spirit.

Questions about board service can be directed to the President/CEO, Julie Blaylock.

## West Under 40 Outlines Plans for 2021

2021 is going to be a very busy year for the Chamber's young professionals group, West Under 40, thanks to the goals that came from their planning retreat in late November 2020. Already, the committee has launched a growing group on Facebook for area young professionals, outlined an itinerary that will increase their programs/events to monthly (previously semi-monthly), and identified those values that they want to stay focused on in the new year.

Among those values that West Under 40 sees as key, one is "culture," or the importance of retaining the welcoming and personable feel that dozens of attendees said attracted them to the new group in 2019 and 2020. West Under 40 committee members discussed the importance of tearing down the walls between personal and professional roles, as they often successfully cohabitate. The group also saw giving back to the community as important. On the heels of their first \$300 donation to ProjectGrad Knoxville, they intend to focus on ways to fundraise in 2021 and provide other YPs with a chance to



serve others.

Each quarter will include at least one speaker event on a topic relevant to up and coming professionals; the first topic for 2021 is a webinar on "Building Resilience (even in adversity)" on Wednesday, Jan. 13 with Anna Rappaport, an attorney and coach who counsels others in the high pressure fast-paced legal field. For information on upcoming events, visit [farragutchamber.com](http://farragutchamber.com) > "Events" and search "West Under 40" OR join the Facebook group at [Facebook.com/groups/WestUnder40](https://www.facebook.com/groups/WestUnder40).

# 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><br> |  |                      |  | <b>ADMIRAL</b><br> |  |  |  |
| <b>CAPTAIN</b><br>       |  |                      |  |                    |  |  |  |
| <b>ANCHOR</b><br>        |  | <b>PROPELLER</b><br> |  |                    |  |  |  |
|                          |  |                      |  |                    |  |  |  |

# 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!

**MEDIC Regional Blood Center** has a current, critical need for several blood types. All donors will receive a MEDIC gift (\$10 e-gift card, delivered via email), Salsarita's coupon, Petro's coupon and a Texas Roadhouse coupon. Schedule your appointment by calling (865) 521-2658 or by visiting [www.medicblood.org](http://www.medicblood.org).

**Bank of America Student Leaders Program** returns to Knoxville! The program provides young people with tangible work experience and insights into the important work of nonprofits in our communities. Student Leaders will participate in two key components: 1.) an eight-week PAID internship with selected non-profit organizations during the summer; 2.) a week-long all-expense-paid Student Leaders Summit for all participants in Washington, D.C. (safety permitting). Junior and Senior students can apply online at [www.bankofamerica.com/studentleaders](http://www.bankofamerica.com/studentleaders) by selecting "Apply Now." Deadline is January 29, 2021

**The Knox Fox Real Estate Group** is committed to giving to their community and supporting the foundations and organizations that lift those in need. Most non-profits hold events to raise money and awareness and with social distancing due to Covid many have not been able to do so. Teri Jo Fox and Eric Whitener set aside a portion of their earnings from every closing to help support those organizations. They want to personally thank their clients who trusted them with their real estate needs in 2020 who made it possible to Give Big! They also want to acknowledge and thank volunteers who give their time and talents. A big Thank You to The Knox Fox Real Estate Group!

East Tennessee's 40 Under 40 Young Leaders to watch include: Cristina Carbajo, Water Technology Program Coordinator, **Pellissippi State Community College**; Cristina designs and teaches the program, which is the first of its kind in Tennessee, launched last year at Pellissippi. Also, Jessica Vinsant, General and Breast Surgeon with **Premier Surgical Associates**. Jessica is a fourth-generation physician and is the first female partner at Premier Surgical Associates. Congratulations Cristina and Jessica!

Commercial real estate agency **NAI Koella RM Moore** has appointed Mary Ellen Kilburn as Senior Advisor. Kilburn will specialize in retail, hospitality and entertainment projects in the Sevierville, Pigeon Forge, and Gatlinburg communities. Congratulations Mary Ellen!

**The Pizza Kitchen** has new Specials: get \$5 off orders over \$30 with promo code LOCAL1120. (865) 577-9191, 10420 Kingston Pike, Knoxville 37922. Takeout, delivery, or dine in. They're doing their best to keep you safe to include careful contact minimization during online ordering and delivery, more frequent sanitation of common contact surfaces including menus and doorknobs and encouraging staff safety and wellness practices.

**Hilton Knoxville Airport** has plenty of room for social distancing, with over 21,000 square feet of space in a variety of new and updated meeting and event rooms make them Knoxville's largest venue. Hold your meeting or event with them before June 30, 2021 and receive: \$150 off a meeting for 25 people or more; \$300 off a meeting of 75 people or more; plus double Hilton Honors Event Planner Points. This promotion is applicable to meeting room rental and beverage minimums. Call their sales department at (865) 970-4300 and mention "Social Distancing Promo".

**Liberty Mutual Insurance** is offering a free consultation and quote on Car, Home or Life Insurance. Please visit <https://calendly.com/adam-freitag> to set up a time to talk or call Adam Freitag at (865) 963-1809.

**OsteoStrong of Farragut Wellness Center** is offering a free consultation to include Bone Density Screening and 2 Free Sessions. Call

See MEMBER BRIEFS on Page 4

# 2020 Holiday DROP-IN

Enjoy this sampling of photos from members who DROPPED in on December 15th to safely celebrate the season with us!



1. *farragutpress* team members: Charlene Waggoner, Cara Ford, Laura Sayers.
2. *Huntington Learning Center* owners: Krista & Matthew McGrath.
3. *Flour Power Kids Cooking Studio*: Kelly Longmire (center), Lizzie Longmire, Becky Stanforth, and Ashley Sanford.
4. *School of Rock Knoxville* owners: Holly & Greg Franklin.
5. *Town of Farragut* Vice-Mayor Louise Povlin and husband, Jay Povlin.
6. *Main Event Knoxville*: Lindsay Newman and son, Jackson.
7. L to R: *Young Williams Animal Center* (& Chamber Board director), Stephanie Eastman-Vozar; *Payteva* (& West Under 40 YPs), Jared Butler; and *Postal Annex*, Al Hazari.
8. L to R: *Regions Bank Farragut* (& Chamber Board Chair), Terry Rutherford; and Chamber President/CEO, Julie Blaylock.

# 2020 Adopt-A-Family Ambassador "Elves"

After the Holiday Drop-In, our Ambassador Elves were busy making sure that the gifts collected for our Adopted Families from hospitals and cancer centers across the county got where they needed to go!



1. 2020 Ambassador Chair, Cara Knapp-oysk3 architects (3rd, right), with staff from UT Medical Center Cancer Institute.
2. Adam Freitag-Liberty Mutual Insurance (1st, left) with staff and CEO Tony Benton at Tenova: Turkey Creek Medical Center.
3. Stephanie Erb-Emerald Youth Foundation (3rd, right) with staff from Covenant Health's Thompson Cancer Survival Center.

# Networkings

Postal Annex – November 12, 2020



Marcelle and Al Hazari, proprietors of Postal Annex, are ready to assist you with your business service's needs, offered under one roof.



Christy Fitzgerald-Cabi and Julie Blaylock- FWKCC President/CEO get caught up during the Postal Annex morning networking.

## Farragut High School Education Foundation – November 19, 2020



Melissa McKay- FHSEF Recording Secretary; Gene Perkins- FHSEF President; Kim Homan; Teri Jo Fox- The Knox Fox Real Estate Group, Eric Whitener- The Knox Fox Real Estate Group, FHSEF Vice President; Laicee Hatfield- FHS Curriculum Principal; Mary Cook- FHSEF Treasurer; Beth Duncan, Dr. John Bartlett- FHS Principal, and Sherry Browder- FHSEF Director accept a donation from The Fox Knox Real Estate Group.



Kim Hohman- The Knox Fox Real Estate Group, Stephanie Erb – Emerald Youth Foundation, and Christine Dean- His Security and Technology learn that while FHS has had a long tradition of academic achievement, the demands on its resources are greater than ever, community assistance is needed to continue its tradition of academic excellence. To this end, the Farragut High School Education Foundation has been established to facilitate community involvement in raising funds for the integration of technology in all areas of curriculum, and to help provide for the general needs of FHS that may not be met by public funding.

# Ribbon Cuttings



## Premier Title Group November 11, 2020

Celebrating their grand opening are Premier Title Group team members: first row (4th from left) Dustin Landry- Landry and Azevedo; Christin Johnson; Jenifer Marks (green dress); 2nd row (5th from left) Kristi Geagley; and Lauren Monger (black glasses). A host of well-wishers comprised of Chamber Ambassadors, Board Members, and members, family and friends complete the picture.



## Ionopure November 13, 2020

The Ionopure Team of Josh Wright- Owner, Houston Sanders, Owner/CEO, Chris Carter, Business Strategy/Marketing, and Amber Walters- Inside Sales, celebrates a second office location at 815 Herron Rd. Chamber Ambassadors, Board Members and members round out the festivities.



## Dos Agaves November 16, 2020

Serving up delicious, Mexican cuisine are owners, Carlos Cobian (with scissors) and Maria Ramos (beside Cobian). Staff and family members lend their support; third from left, Alfredo Palacios, Micaela Cobian, Hortecia Cobian, Marisol Cobian (Carlos' wife), Aaron Cobian (their son), and Fermin Lopez (next to Maria), as well as Chamber Ambassador and members.

## TSBDC

### Did you know the SBA has an online Learning Platform?

SBA's online learning programs are designed to empower and educate small businesses owners every step of the way. Whether you're looking to start a small business or expand your current one, SBA's digital learning platform has everything you need to educate yourself on entrepreneurial best practices and available financing options. (U.S. Small Business Administration)

Check out the Learning Center Topics: <https://learn.sba.gov/dashboard>  
This is a great way to grow, start or redirect your business! It's free, so try it out!

Upcoming Classes at the Knoxville SBDC: For all classes, visit <https://www.tsbdc.org/search-for-training/> and choose "Live Online Training." Each class will have it's own registration link.

#### Government Contracting 101

January 13th 10- 12:30 pm  
This introductory course outlines everything you need to know about government contracting and how to be successful in today's procurement marketplace. This course is unique in that it will be offered one time.

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. **Paul Middlebrooks** along with guest panelists will be hosting this 2.5-hour course.

#### Business Start-Up: The Essentials

January 19th 9am Register Here  
Sole proprietor, LLC, Partnership... Are you confused on which legal structure you should choose for your business? Do you need help with your business plan? Help finding the types of grants you qualify for?

Let us help! New year, new content!  
\*required before scheduling a business counseling session if not currently IN business

#### Using Pinterest to Grow Your Business

Presented by: Victory Harbin, The Social Brand  
January 26th 9:30am  
This class will be a beginner's guide on using Pinterest to Grow Your Business. This class will teach you how to:

- Create and optimize your Business Pinterest profile
- Know what types of content to post and give you tips on how to design your posts
- Understand ways to drive traffic to your website and grow your email list using Pinterest
- Automate your Pinterest strategy and give you recommendations on the tools to use
- Navigate analytics on Pinterest to determine your effectiveness.
- Learn how to grow your profits on Pinterest in 2021!

Next Month:

#### Business Start-Up: The Essentials Evening Class

February 2nd @ 6:00pm  
Government Contracting 101, Part 1

February 10th @ 10am  
Government Contracting 101, Part 2

February 11th @ 10am  
Business Start-Up: The Essentials  
February 16th @ 9am

Check our website for more training events: [www.tsbdc.org](http://www.tsbdc.org)

## Inside the Ambassadors' "Studio"

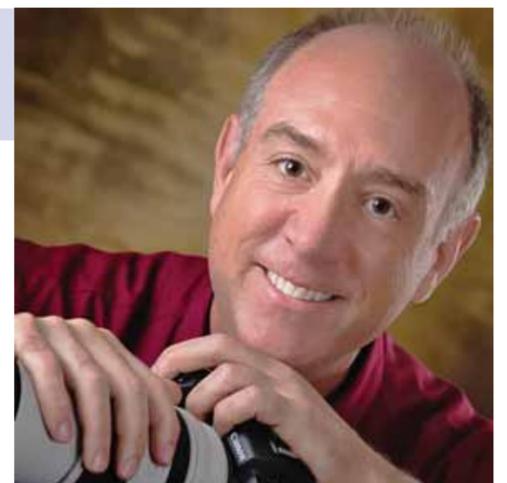
This new feature highlights one of our Ambassadors and their answers to 10 questions modelled after the popular show, "Inside the Actor's Studio." The Ambassadors are an integral standing volunteer team of professionals who, besides being members of the chamber, serve to support the staff and enhance the business community in which they work and live.

**Featured:** Colby McLemore, 2021 Ambassador Co-Chair

Colby's Photos & Videos, Owner/Primary Creator

<https://www.colbysphotosvideos.com/> | (865) 924-1455 | [colby@colbysphotosvideos.com](mailto:colby@colbysphotosvideos.com)

1. **What is your FAVORITE word?** "Thank you"
2. **What is your least favorite word?** A southern "Maybe"
3. **What turns you ON in business?** Collaborative clients!
4. **What turns you off in business?** Clients who won't communicate and allow me to help them.
5. **What sound/noise do you LOVE?** My dog howling.
6. **What sound/noise do you hate?** Any crashing sound.
7. **What's your FAVORITE piece of advice?** Be present and be grateful.
8. **What profession—other than your own—would you like to attempt?** Exotic dancer
9. **What profession would you not like to do?** HR or having to fire people
10. **If you were gone tomorrow, what is one thing you'd like people to say about you?** He loved deeply.



# January/February 2021 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?".

**January 13, 2021 • 10:00am-11:00am**

**West Under 40: Build RESILIENCE**  
(even in adversity)

ONLINE / ZOOM Webinar link sent in registration confirmation

**January 14, 2021 • 4:00pm-5:00pm**

**Networking:**

**The Hill Group, Inc.**

ONLINE / ZOOM link sent in registration confirmation  
10 people chosen at random to intro themselves & their business!

**January 18, 2021**

**Holiday – Chamber Office Closed**  
(MLK Holiday)

**January 27, 2021 • 4:00pm-5:00pm**

**Ribbon Cutting: Jessica Phillips, CPA**  
102 Chaho Road, 37934

**January 28, 2021 • 8:00am-9:00am**

**Networking: Emerald Youth Foundation**

ONLINE / ZOOM link sent in registration confirmation  
10 people chosen at random to intro themselves & their business!

**January 28, 2021 • 10:00am-11:00am**

**Paycheck Protection Program Second Draw: What We Know**

Co-Sponsored by FWKCC /  
Hosted by Small Business Development Center of TN  
ONLINE / ZOOM link sent in registration confirmation

**February 2, 2021 • 8:30am-9:30am**

**Breakfast Speaker Series:**

**Gettin' (un)Busy with Dr. Garland Vance**

ONLINE / ZOOM Webinar link sent in registration confirmation  
INCLUDED benefit for members / \$10 non-members

**February 4, 2021 • 5:00pm-6:00pm**

**Networking:**

**Staybridge Suites-Knoxville West**

TBA

**February 10, 2021 • 11:00am-12:00pm**

**Ribbon Cutting: Inspirations Dance & Gymnastics**  
10541 Kingston Pike, Ste B, 37922

# Welcome New Members!

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

*Did you know businesses/organizations can submit an application & payment online?  
Visit [www.farragutchamber.com](http://www.farragutchamber.com) and click "Join the Chamber!"*

**Acadiana Bakery**  
**Rachel Glandon**  
(865) 282-2233  
Website: <http://www.acadianabakery.com>

**National Property Inspections**  
**Sidney Jessee**  
(865) 719-2590  
Website: <http://www.NPIweb.com/Knoxville>

**Serendipity Massage and Wellness**  
**Laura Jones**  
9724 Kingston Pike, Suite 902  
Knoxville, TN 37932  
(865) 919-8656  
Website: <http://serendipitywellnesstn.com>

**Smarketing, LLC**  
**Fred Hess**  
6312 Kingston Pike, Suite 101  
Knoxville, TN 37919  
(865) 963-0642  
Website: <https://smarketing4u.com/>

# New ENTERPRISE Member



**Citizens**  
INSURANCE SOLUTIONS

**Citizens Insurance Solutions**

Heather Majka, CPCU, CSSCS

Loudon, TN 37774 | (865) 640-1614

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

*Thank you for going above and BEYOND to Propeller Enterprise Membership!*

Raised by her grandmother, Citizens Insurance Solutions owner, Heather Majka, says that the experience of her upbringing taught her to get up early, be disciplined, to save money, and be unapologetic about being authentic. Above all else, Majka made it her mission to be a servant leader and business owner and help others in her grandmother's name. That's why Citizens Insurance Solutions can not only help with ALL Medicare Plans (having assisted over 10,000 Medicare beneficiaries), but provides agent licensing in 18 states, so they can travel with you to keep assisting with life or health insurance needs. The team at Citizens Insurance Solutions brings over 25 years of insurance experience with them, AND Majka herself is also a Financial Peace University Leader (Dave Ramsay). They are happy to help you or a loved one apply for Social Security or Medicare for the first time OR switch to a better Medicare plan that works for you, apply for prescription drug saving programs, apply for Medicaid, get COVID-19 assistance, connect you to community resources or programs that can help your situation, plus they excel in helping Veterans access benefits.

## Member Briefs

From page 2

(423) 839-6600 to schedule/more information. Offer expires January 31, 2021.

Let **His Security & Technology** hang your TV with professional installation, full motion mount included. 10% off standard TV mount, or \$50 off MantelMount (up to 85" TV). Discount offer valid until January 31, 2021. Call (865) 474-9495 for more information.

**Bin There Dump That** Makeover your garage by first doing a clean-out! Who knows what you'll find AND you could even make a couple of extra dollars by selling items you don't need? Plus, your car will be happy to have a cozy place for the winter months. How to clean-out: (1) Survey your garage. (2) Make a plan & block out dates. (3) Use the Keep, Sell, Throw, Donate method. (4) Host a garage sale. (5) Organize, organize, organize. For storage ideas, visit [BinThereDumpThatUSA.com](http://BinThereDumpThatUSA.com)! For prompt, reliable same-day delivery of your residential dumpster, call (865) 276-8857.

# Welcome Back Renewing Members!

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

*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 Membership!



Thank you for your Captain Enterprise Membership!



Thank you for your Anchor Enterprise Membership!



Thank you for your Anchor Enterprise Membership!

Advance Financial  
Beltone Hearing Aid Center  
Brightway Insurance - The Serio Agency  
Concord Veterinary Hospital  
Connie McNamara &  
The McNamara Group | Keller Williams Realty  
Dixie Lee Wines & Liquors, Inc.  
Emerald Youth Foundation  
Farragut Cleaners  
Flour Power Knoxville  
Holiday Inn Express - Campbell Station  
Image Matters, Inc.  
The Insurance Group  
Knoxville Real Estate Professionals Inc.  
Mortgage Investors Group

Painting with a Twist  
Park Place of West Knoxville  
Postal Annex  
Prestige Cleaners  
R&B Tax & Accounting Services  
Radio Systems Corporation  
Rick Terry Jewelry Designs  
Rotary Club of Farragut  
Shangri-La Therapeutic Academy of Riding  
Sharp Business Systems of Tennessee  
Tennessee Strategies  
Tennessee Valley Fair  
The Pizza Kitchen  
Waste Connections  
Years Younger MediSpa

Tents / Tables / Chairs  
Linens / Inflatables / Concessions  
Wedding Arches / Lighting / Drapery

Event Rentals by Rothchild  
Call: 865-531-0269  
[www.eventrentalsbyrothchild.com](http://www.eventrentalsbyrothchild.com)

**Event Rentals for Every Occasion!**

**Slamdot**  
Marketing that works.

**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](mailto:info@farragutchamber.com) | [www.farragutchamber.com](http://www.farragutchamber.com)

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

**FARRAGUT  
WEST KNOX**  
CHAMBER of COMMERCE