

# CHAMBER LIFE

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

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SEPTEMBER 2021

*Evening Under the Stars*



## Evening Under the Stars excitedly anticipated!

Tickets are still available for a limited time for The 33rd AUCTION on Thursday, September 16 at 6pm at The Venue at Lenoir City, catered by Rothchild Catering.

Once again, the auction event will feature upwards of 100 fantastic Silent Auction items up for bid and approximately half a dozen LIVE auction items, which will be sold off quickly by husband/wife auctioneer duo Jason & Natalie Deal. Live items will include a full YEAR of luxury car-washing/detailing by Pure Magic Car Wash, a VOLS Game Day weekend for the October South Carolina Game courtesy of First Horizon (Bank of the VOLS), a golf day at Fox Den Country Club, and even an exclusive lunch with Knox County Mayor Glenn Jacobs (a.k.a. "Kane").

An evening of rustic glamour, with warm woodsy décor, "star" lights, lanterns and multiple sumptuous food stations, a signature Blackberry Moonshine cocktail created for the event, and even make-your-own S'MORES is in store for guests attending. Guests are encouraged to come dressed comfortably in jeans, plaids or rustic boho chic.

Most importantly, guests should be prepared to bid high and often so the chamber can present TWO large checks to TWO member non-profit organizations: (1) American Cancer Society; and (2) Volunteer Ministry Center.

See AUCTION on Page 2

**Wondering Who's Hiring???**

Check out our new **JOBS** section on page 3 to see Member Businesses hiring right now!

## Member advice on hot housing market

*By Eric Whitener,  
The Knox Fox Real Estate Group*

You don't have to search hard to find information about the current housing market and there are plenty of opinions on what's going to happen next. With that said, here are FIVE things to consider when making the decision to sell your home.

1. Real Estate is local, yet most news sources report on the real estate market on a national level. When looking for valuable information that may impact your sale, you want the most local information available.

2. Know the difference between a seller's market and a buyer's market. The real estate market constantly changes. Month to month the market can change enough to have an impact on your selling strategy.

3. When selling a home, the condition of the home matters, even in a seller's market. The bottom line is this: the better condition your home is in when it goes on the

market, the more a buyer will be willing to pay for it. Low inventory/high demand markets do increase a seller's chances of selling at a good price, even when they have deferred home maintenance items, but they do not necessarily mean you'll sell at the same price as similar homes in better condition.

4. The list price is more than a number, it's part of the selling strategy. Overpricing your home can vastly change the way the market responds to your home, just like underpricing your home can. Pricing your home should be strategic and that strategy should produce a desired outcome.

5. Marketing matters all the time. When selling a home, it doesn't matter if the market is hot or not, you always want a marketing strategy that gives you the best chances of reaching your desired goal.

Selling your home is a big decision with many factors to consider. Your Real Estate Agent should be a trusted advisor that can help you weigh the pros and cons of

selling, provide you with the local market information you need, and offer a comprehensive marketing plan and strategy to help you reach your goals.

Who you choose to represent you in the sale of your home matters. The wrong agent and the wrong strategy could cost you thousands of dollars. Call The Knox Fox Real Estate Group, your Farragut experts, if you are interested in selling while the market is in your favor.



## Enterprise Club

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

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

# 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!

**inclineHR** is celebrating five years as one of the fastest growing and most highly trusted leadership development firms in the industry by stepping up to the plate to fight breast cancer. Founder & President, Greg Cline said, "Like many, I have witnessed the battle women must wage to conquer breast cancer as my mother has survived twice and is now starting her third fight with a triple negative diagnosis. We feel it is imperative we do something to support the fight of every woman with the diagnosis, so we are financially jumping in by coupling donations to a LinkedIn campaign." **inclineHR** has chosen to partner with the National Breast Cancer Foundation (NBCF) to financially support its efforts to conquer breast cancer which affects one-in-eight women. **inclineHR** will donate \$5 to the NBCF, up to a maximum of \$5,555, for every senior professional who "clicks" to follow **inclineHR** on LinkedIn. **inclineHR** is a Farragut based business who delivers world class executive coaching, career counseling, leadership assessments, and development training tailored to the precise needs of each client. Over the past 12 months 69% of clients have received promotions and 31% have been positioned to advance. You can follow them at: [www.linkedin.com/company/inclinehr/](http://www.linkedin.com/company/inclinehr/)

For the first time in 29 years, the **Rotary Club of Farragut** will work two locations during the Sept. 25 Free Flu Shot Saturday at Farragut High School and the new Hardin Valley Middle School. This annual event will be held at a total seven locations and the format will be "drive-by" – flu shots will be administered while those getting shots remain in their vehicles. The injections will be given by student nurses from the University of Tennessee College of Nursing. Donations also will be accepted for the Knoxville News Sentinel's Empty Stocking Fund. Shots will begin being given at 8 a.m. For more info, contact Farragut club PR Manager, Tom King at [tking535@gmail.com](mailto:tking535@gmail.com).

Enjoy indoor and outdoor interactive art activities from 1-3 p.m. on Sunday, Sept. 12, at the **Farragut Community Center**, 239 Jamestowne Blvd. Activities are geared toward kids, but anyone can participate! Crafts include monster straw painting, Q-tip art, squirt gun painting, spin art, a group art mural and more. This free event is sponsored by the Farragut Arts & Beautification Committee. For more information, contact Special Event and Program Coordinator Brittany Spencer at 865-218-3376 or [bspencer@townoffarragut.org](mailto:bspencer@townoffarragut.org).

In partnership with the **Knoxville Small Business Development Center** and the Farragut West Knox Chamber of Commerce, the **Town of Farragut** is hosting a free, one-hour course covering the basics of starting a business. The class will be repeated monthly through December. It will cover different forms of business organization, tax requirements, business licenses, and financing options. Classes are 10-11 a.m. on Wednesdays – Sept. 1, Oct. 6, Nov. 3, and Dec. 1. Register online [townoffarragut.org/farragutbusinessclass](http://townoffarragut.org/farragutbusinessclass). For more information, please contact Town of Farragut Business Liaison Trevor Hobbs at 865-966-7057 or [thobbs@townoffarragut.org](mailto:thobbs@townoffarragut.org).

One of the easiest ways to get help is by dialing 2-1-1, Tennessee's community services help line. When you call, you'll get a real person, one who is trained to help you sort out your needs and then give you phone numbers and addresses of the closest places where you can get help. 2-1-1 has a database of more than 10,000 health and human services programs, cross-referenced for all sorts of keywords. So don't worry if you don't know what type of service you need or the name of an agency – just talk with the specialist at the other end of the line and she or he can help you find what you need. All calls are free and completely confidential. Hours vary by location.

89% of online consumers will opt to go with a competitor after a bad experience with your website! Unfortunately, there are many small businesses out there losing business thanks to badly designed cookie-cutter-style websites that just don't meet their needs. **bluedress INTERNET MARKETING®** wants to change that! For more information, call (865) 326-3614.

# Networkings

## Kids First Child Advocacy - August 5, 2021



Teri Jo Fox- *The Knox Fox Real Estate Group* and Ken Wilmoth- *Nerds ToGo West Knoxville* get acquainted.



Chamber members Christine Dean- *AA Air*, Kayla Shelby- *American Cancer Society*, and Trevor Hobbs- *Town of Farragut* gathered at Kids First Child Advocacy Center to learn more about the services provided by the Center.

## UPS Store #2381 - Farragut - August 12, 2021



Brandon Pierson, Chandler Davis, Shelly Przewrocki, Reginald Smith, Andrea White, and LaToya Bryson begin the day with a team photo.



Colby McLemore- *Colby's Photos & Videos* welcomes new members Jill Hahn and Vanessa O'Donnell with *Novis Health of Knoxville*.

## Heritage Investors - August 26, 2021



Ending the evening with a team photo is Jeff Jeter, John Goethert, Zach Cooper, Amy Ahrens, April Damron, Jillian Lane, Emily Goodbread, Justin Goodbread, and Don Bate-man.



Ambassador Kim Moyer- *Mortgage Investors Group* welcomes Dr. Saleh Shahid- *Carington Health Services, PLLC* and his son, Sameer.

### Auction From page 1

Due to the COVID pandemic, ACS says that local research being done right here in East TN for multiple cancers was set back nearly 10 years due to reductions in funding and fundraising. This "bucket" is the most underfunded of ACS' many needs and is where 10% of ticket and item sales will go.

Another 10% will benefit Volunteer Ministry Center who works to end homelessness in Knox County, with a firm focus on permanent housing as a solution. To date, over 90% of their clients have maintained their housing for over one year. The chamber's auction donation will target VMC's newest permanent supportive housing, Caswell Manor, broke ground recently, but due

to fast-rising construction costs, funds are still needed to keep the project on track. Caswell Manor will offer 48 one-bedroom apartments which will become the first home in some time for individuals experiencing homelessness, and will put them on the path back to stability.

This annual event is also integral to making sure the Chamber can keep providing the maximum quality and quantity of programs and services to business members and the communities where they work and live.

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

STUDENT VOLUNTEERS are needed: Students receive service hours for their time, and may help with check-in, watching silent auction tables, and running items to winners at the end of the event.

The Chamber is grateful for the generosity of these sponsors: Presenting – Lenoir City Utilities Board; TDS Telecom / Event – Suntrust now Truist; Town of Farragut; Knox County / Community: 3 to 99; Cyan Insurance Solutions; PCS, Inc.; Petree Arbor, Lawn & Landscape; Postal Annex / Media - [farragutpress](http://farragutpress.com); ViaMedia. For information on the event visit [www.farragutchamber.com](http://www.farragutchamber.com) > Events > Auction, call 865-675-7057 or email [info@farragutchamber.com](mailto:info@farragutchamber.com).

# Ribbon Cuttings

**Childhelp - August 3, 2021**



After moving into a NEW building in 2020, Childhelp celebrates the unification of their ENTIRE team in Knoxville, bringing their Family Foster Care division “home” (formerly off-site in another county)! On hand are administrators, staff, Chamber and community members.

**Central City Heat & Air - August 11, 2021**



A Family (and employee) Affair! Gathered to celebrate is (3rd from L) Jared Coaker with his family, Matt Timm, Wade Bingham, Jodye Adkisson, Cooper Kimble- owner’s son, Erin Gillison- owner’s daughter, Tracy Pirkle- owner’s sister, David Kimble- owner’s husband, owner Donna Kimble, Tori May- Roane County Chamber, and Christine Dean- AA Air.

**Big O Tires West Knoxville - August 17, 2021**



Celebrating the new ownership is Gary Skidmore, Jim Commello, John Solarz, Jai Khanna, Andy Bryja, Timothy Gorman, Michael Nichols, Trevor Ruttenbur, Ali Kalifa, and Ronald Seagle. Joining the group are Chamber Ambassadors Cara Knapp- oysk3 architects, (L) and Jessica Mishu- Blue Ridge Yoga (R).

**Scooter’s Coffee - August 23, 2021**



A Family Affair and Coffee too! Located at 10512 Kingston Pike, franchise owners Stacy and Greg Gering and daughter Madison Reinbenspies celebrate their new store with a Chamber ribbon cutting! It’s all about cultivating relationships with personal visits with the coffee farmers and their families. Why? Micro Mills- are small, family operated coffee farms where the coffee processing is onsite, ensuring attention to detail and quality, coffee is bought directly from the farmers- better prices allow farmers to invest in their business and community.



## JOBS

**Who’s Hiring???**  
These Members Are!



- P/T JustLead After School Americorps Positions 2021/22



Cedar Bluff

- Experienced Hotel Housekeeper



Building Exceptional Leaders

- Senior Resume Writer (Virtual / Contract-Based)



- Computer Science Student/Co-op
- Customer Service Representative
- Cybersecurity Systems Admin
  - Engineering Co-op
  - Financial Analyst
  - HR Benefits Analyst
- Human Resources Student
  - Natural Gas Inspector
  - Network Engineer
  - Plant Operator



- Customer Specialist
- Small Business Sales Specialist



- COOK
- P/T Front Desk
- P/T Waiter/Server



- Dining Server



- P/T Teller, \$500 Sign-On Bonus
- Relationship Banker, \$1000 Sign-On Bonus



- P/T Event Attendants

For details on these and other job opportunities added weekly, visit <http://members.farragutchamber.com/JOBS/>

# TSBDC

Although your local SBDC Knoxville office is continuing to provide excellent advising services in-person, as well as other in-person course offerings, we wanted to make sure you're aware of these upcoming ONLINE classes that any business can attend. You just have to register at <https://www.tsbdc.org/search-for-training/> and choose "Live Online Webinars." It's that easy!

- September 21, 9:00am to 10:00am - ONLINE Business Start-Up Basics

Our business specialists will discuss different forms of business organization, tax requirements, business licenses, and financing options (including SBA loan guarantees). This is an opportunity for anyone who is thinking about starting their own business or who has already started and now has questions about what to do next! Let our business expert answer FAQ's to help ease your mind!

- September 23, 12:00pm to 1:00pm - ONLINE Social Media HOLIDAY Edition

Holidays are quickly approaching, so we thought you would benefit from a Holiday themed Social Media Workshop! Discover tips, tools and advice for promoting your business during the holiday season. This training will discuss holiday campaigns used by other businesses and how to capture content that can be used for this season and beyond.

- October 13, 10:00am to 12:00pm - ONLINE Government Contracting 101, Part 1

The introductory course outlines everything you need to know about government contracting, and how to be successful in today's procurement marketplace. In this comprehensive course, attendees will learn how to do business with the government and will review the entire federal procurement process, from start to finish. 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.

Registration is required and is a two-step process. Please make sure you complete the secondary Eventbrite registration in order to receive the link to the training.

- October 14, 10:00am to 12:00pm - ONLINE Government Contracting 101, Part 2

The second part of this introductory course outlines everything you need to know about government contracting, and how to be successful in today's procurement marketplace. In this comprehensive course, attendees will learn how to do business with the government and will review the entire federal procurement process, from start to finish. 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.

Registration is required and is a two-step process. Please make sure you complete the secondary Eventbrite registration in order to receive the link to the training.

- October 27, 10:30am to 11:30am - ONLINE Content Creation: Blogging, Videos and MORE!

Content is king! Finding a way to provide information in a way that your audience responds to and that you are able to consistently provide value is critical for success in content marketing. This class will teach you the basics about blogging, video, and more!

# Welcome New Members!

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

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

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

**Content by Krome, LLC**  
**Paul Krome**  
 2140 Panoramic Way  
 Suite 206  
 Knoxville, TN 37932  
 (410) 274-8159  
 Website: <http://contentbykrome.com>

**Corner 16 – Northshore**  
**Brenda Herron**  
 9637 Kroger Park Dr.  
 Knoxville, TN 37922  
 (865) 507-3309  
 Website: <https://corner16.com/>

**Craven Wings at Choto**  
**Justin Cress**  
 12350 S. Northshore Dr.  
 Knoxville, TN 37934  
 (865) 392-1221  
 Website: <https://cravenwings.com/>

**Insurance Office of America**  
**Carrie "CJ" Stevens**  
 PO Box 5433, Maryville, TN 37804  
 (813) 385-8671  
 Website: <https://www.ioausa.com/offices/birmingham-al/>

**Oksana Moses Photography**  
**Oksana Moses**  
 Knoxville, TN 37934  
 (865) 621-9865  
 Website: <http://oksanamoses.com>

**Tate Insurance**  
**Addie Stouffer**  
 6423 Deane Hill Dr., Knoxville, TN 37919  
 (865) 862-8233  
 Website: <http://www.tateinsurancegroup.com>

**West Knoxville Acupuncture and Integrative Medicine**  
**Monica Sarrat**  
 9125 Cross Park Dr., Suite 150, Knoxville, TN 37923  
 (865) 275-2444  
 Website: <http://www.westknoxacupuncture.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 August. 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 Enterprise Membership!



Thank you for your Admiral Enterprise Membership!



Thank you for your Captain Enterprise Membership!



Thank you for your Anchor Enterprise Membership!

AAA East Tennessee  
 Admiral Veterinary Hospital  
 Apple Cake Tea Room  
 Be Well  
 Brain Balance Achievement Centers  
 Colby's Photos & Videos  
 Copper Cellar Family of Restaurants  
 Cove at Creekwood Park; The  
 First Horizon - Downtown West Financial Center  
 First Horizon - Campbell Station Financial Center  
 First Horizon - Bearden Financial Center  
 First Horizon - Cedar Bluff Financial Center  
 First Horizon - Farragut Financial Center  
 First Horizon - Hardin Valley Financial Center  
 First Horizon - Kingston Pike West  
 First Horizon - Northshore Financial Center  
 Goodwill Industries - Knoxville, Inc.  
 Hilton Garden Inn Cedar Bluff

Insurance Office of America  
 Junior Achievement of East Tennessee  
 Kids First Child Advocacy Center  
 Matlock Tire Service & Auto Repair - West Knox/Farragut  
 Mike Baker Insurance Consulting  
 Moonshine Mountain Cookie Company, LLC  
 Myers Bros. Holdings, Inc.  
 Northshore Senior Living  
 Parkview Independent Living  
 Pentalux LLC  
 Petree Arbor, Lawn & Landscape  
 Pitts & Lake, P.C.  
 Quist, Fitzpatrick & Jarrard, PLLC  
 SunTrust now Truist - Farragut Branch  
 Total Hair & Body Medical  
 Years Younger MediSpa

# Calendar of Events: September/October 2021

Members can quickly RSVP for events in their Member Portal at <http://members.farragutchamber.com/login>. Call 675-7057 or email [Suzanne@farragutchamber.com](mailto:Suzanne@farragutchamber.com) for a link to create your account! Visitors/Guests can register by clicking the links on the Chamber Calendar ([www.farragutchamber.com](http://www.farragutchamber.com) > "Events") and registering under "Not a Member?".

**Tuesdays (9/14, 9/21, 9/28, 10/5, 10/12): FREE Business Mentoring for ANY business @ Chamber with SCORE Greater Knoxville. Email [Clifton.Caudill@SCOREvolunteer.org](mailto:Clifton.Caudill@SCOREvolunteer.org) to schedule**

**Wednesdays (9/15, 9/22, 9/29, 10/6, 10/13): FREE Business ADVISING for ANY business @ Chamber with SBDC. Visit [www.tsbdc.org/request-advising/](http://www.tsbdc.org/request-advising/) to schedule**

<b>September 9</b> 8:00-9:00am	<b>Networking – Bryan Insurance Group: Farragut</b> 102 Chaho Rd, 37934	<b>September 29</b> 3:30pm	<b>Ribbon Cutting: Aloft Knoxville West</b> 364 Lovell Rd, 37934
<b>September 14</b> 3:30pm	<b>Ribbon Cutting: Heritage Investors Open House</b> 10641 Deerbrook Dr, Ste 100, 37922	<b>September 30</b> 8:00-9:00am	<b>Networking – His Security &amp; Technology</b> 11426 Kingston Pk, 37934
<b>September 16</b> 6:00pm	<b>THE 33RD AUCTION</b> Tickets: <a href="http://www.farragutchamber.com">www.farragutchamber.com</a> > Events > AUCTION	<b>October 5</b> 11:00am	<b>Ribbon Cutting: Pure Barre</b> 105 S. Campbell Station Rd, 37934
<b>September 22</b> 9:00-11:00am	<b>Workshop: Marketing BASICS for New Businesses feat. Epic Nine</b> Community Classroom @ Farragut Town Hall (11408 Municipal Center Dr)	<b>October 6</b> 3:30pm	<b>Ribbon Cutting: Craven Wings @ Choto</b> 12350 S. Northshore Dr., 37934
<b>September 22</b> 3:30pm	<b>Ribbon Cutting: The Social Brand</b> 600 N. Broadway, 37917	<b>October 7</b> 8:00-9:00am	<b>Networking – United Community Bank</b> 10514 Kingston Pk, 37922
<b>September 23</b> 5:00-6:00pm	<b>Networking – NAI Koella RM Moore</b> 255 N. Peters Rd, Ste 101, 37923	<b>October 13</b> 11:00am	<b>Ribbon Cutting: Nerds to Go West Knoxville</b> 11110 Kingston Pk, Ste 140, 37934
<b>September 28</b> 11:00am	<b>Ribbon Cutting: Transworld Business Advisors</b> 5816 Kingston Pk, Ste 4, 37919	<b>October 13</b> 4:30-6:00pm	<b>WEST Wednesday – MONTHLY Casual YP Meet-up</b> Finn's Irish Restaurant & Tavern, 9000 Kingston Pike, 37923
		<b>October 14</b> 5:00-6:00pm	<b>Networking – Junk Bee Gone</b> 2137 Wilson Rd, 37912

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 CHAMBER of COMMERCE