

CHAMBER LIFE

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

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A PUBLICATION OF THE FARRAGUT WEST KNOX CHAMBER OF COMMERCE

JULY 2022

ANNUAL Auction Gala set for September

Auction event committee members are already hard at work making calls to businesses in anticipation of the Chamber's annual auction fundraiser event. After nearly three and half decades, the event has grown to be rebranded with a standing upscale theme. Titled "The Auction: Charity Gala & Dinner Affair," the chamber's signature annual fundraiser will offer attendees a night of fine dining, a chance to dress to the nines, and the opportunity to bid on fabulous silent and live auction items. Live auction items will be sold to the highest bidder by well-known auctioneer, Sam Furrow.

Co-chaired by Terry Smiley-FirstBank and Stacy Madar-Pinnacle Financial Partners, the committee will reach out by phone, email or in-person visit to give members first right of refusal to donate and be highlighted at the event. Silent auction items start at a minimum retail value of \$50, while live items vary but include large packages such as trips, vacation/cabin stays, sporting/music/theater events, and large services. There are only eight live item slots available.

Members can also sponsor the event gaining maximum advertising exposure at three different levels. The chamber is grateful to Event Sponsors Knox County and Town of Farragut, and Community Sponsor FirstBank, as well as media sponsors ViaMedia and farragutpress. Email info@farragutchamber.com or call (865) 675-7057 for details.

Tickets are available for individuals for a flat \$75, however MEMBERS can take advantage of a discounted Table for 10 for just \$550 (non-member tables are \$700). Visit www.farragutchamber.com/auction to reserve.

A portion of both item AND ticket sales will benefit member non-profit Remote Area Medical (RAM). RAM's mission is to prevent pain and alleviate suffering by providing free quality healthcare to those in need, notably through pop-up health clinics which provide medical, dental and vision care that individuals would likely not otherwise receive. They also provide pop-up veterinary care clinics for individuals with pets in need. This will be the chamber's first contribution to RAM.



Tickets still available for August Speaker Series

Tickets are still available for the Chamber's popular Breakfast Speaker Series on August 2nd with Matt Schaefer, President & CEO of East Tennessee Children's Hospital (ETCH) as speaker.

Schaefer will provide an update on services and treatments now available at the hospital, as well as talk about how essential children's hospitals are to their community, and their value to the local and regional economy. Schaefer has already played an integral part in the two short years of his tenure in attracting a wider demographic of highly skilled physicians to ETCH, and his team has participated in the recruitment of known business brands like Smith & Wesson to the region.

The breakfast is open to the

public and business members. Tickets are available at www.farragutchamber.com > Events for the event taking place at Rothchild's (8807 Kingston Pike). Networking and breakfast are from 7:30 to 8:00 am; the program is from 8:00 to 9:00 am. Chamber member tickets are \$30; non-member tickets are \$40. Tables of 10 can also be purchased by members and non-members.

Sponsorships can be secured at three levels of marketing and exposure. Call (865) 675-7057 to secure your sponsorship for immediate promotion. The chamber is grateful to Event Sponsor First Utility District, and Presenting Sponsors Knox County and the Town of Farragut for their support, making this and other programs possible.



Matt Schaefer, President & CEO of East Tennessee Children's Hospital

July's Member of the Month



Congratulations to Aaron Crecy, owner of Junk Galaxy, on being nominated and selected as Farragut West Knox Chamber's Member of the Month for July! New to the Chamber this year, Aaron has put his heart and soul into networking, events, and ensuring everyone feels welcome. His business, Junk Galaxy, is committed to environmentally responsible disposal practices and pledges to make every effort to repurpose and recycle the items they pick up, leaving landfill disposal as the last option. Their goal is to reduce Junk Galaxy's impact on the environment by extending the lifecycle of the goods and materials they remove from homes and offices, and they encourage their junk removal colleagues to do the same. Congratulations, Aaron, and thank you for all you do for not only the Chamber, but also the community!

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

Networkings

Graphic Creations - June 9, 2022



Ray Pasko, *Blue Sky Consulting, LLC*, and Christine Dean, *AA-Air Company*, share conversations and laughs during the evening networking.



Chamber Members, Ambassadors, and Board Directors have conversation and share ideas during the networking.

TNBANK - June 16, 2022



Aaron Crecy, *Junk Galaxy*, and Melissa Mijares, *TVAMP*, enjoy coffee and conversation at the morning networking.



Dale Trezise, *TNBANK*, CJ Stevens, *Insurance Office of America*, and Misty McHone, *iRIS NETWORKS*, greeting each other and discussing ideas at the networking.

Volunteer Ministry Center - June 30, 2022



Julie Blaylock, Erica Randolph, *Emerald Youth Foundation*, Lorena Hubbard, *Second Harvest Food Bank of East Tennessee*, and Jennifer Laverghetta, *Edward Jones*, smile for the camera with all their glasses!



Nancy Friedrich, Chair, *Volunteer Ministry Center Board of Directors*, and Trevor Hobbs, *Town of Farragut*, enjoy conversation at the morning networking.

Town of Farragut Independence Day Parade

July 4, 2022



Ribbon Cuttings

Miser Wealth Partners, LLC - June 8, 2022



Welcome to the community, Miser Wealth Partners, LLC! Derek Miser (blue suit), and his team are passionate about making you feel seen and heard when it comes to your financial situation. Derek, with his team, prepares to cut the ribbon as fellow Chamber members and ambassadors celebrate.

Puleo's Pizzeria - June 15, 2022



Congratulations, Puleo's Pizzeria! Owners David Puleo (left, center) and Jordan Frey (middle, red shirt) are passionate about making pizza that reminds you of Brooklyn, New York. They are surrounded by community and Chamber members to celebrate the grand opening of their business after the ribbon was cut!

Alpine Cakery - June 21, 2022



Welcome to West Knoxville, Alpine Cakery! Your one-stop-shop for all things sweet, Alpine Cakery brings the "old world" bakery-style to the heart of West Knoxville with delicious cakes, cupcakes, cookies, and more! Owner Christine Goebel (middle) is passionate about what she does; it shows through her delicious treats. Congratulations!

The Shoppes at Homespun
30th Anniversary - June 24, 2022



Congratulations to the Shoppes at Homespun for celebrating 30 years as a business! The Shoppes at Homespun is a unique antique and craft vendor store with two locations in East Tennessee. They have local vendors who bring new and old treasures right to you! You are guaranteed to find a thing you love inside either location! Congratulations on your milestone, The Shoppes at Homespun!

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 **Tennessee Artists Association** is celebrating 50 years as the area's oldest member-supported art organization! A 50-year celebration gala is being planned for the group's annual juried show in August, with a reception held during the First Friday Art Walk on Friday, August 5, from 5-9 pm.

Blue Ridge Yoga has yoga teacher training coming soon! Have you ever wanted to be a yoga instructor? If so, now is your time! Applications are open on their website for their next training starting in August!

Emerald Youth is hiring for a number of positions! Volunteer Coordinator, Executive Assistant to the President/CEO, Annual Giving Officer, VP of Advancement, and JustLead Children's Ministry Worker are all positions open for applications. Give them a call at (865) 637-3227 or apply online at emeraldyouth.org.

Reserve your spot for **UTK Employer's Employee of the Week**! This is a FREE opportunity to build your brand on campus and share opportunities with students in a casual setting. Email lw Walton@utk.edu for more information.

Exciting news from **Moxley Carmichael**! Cynthia Moxley and Alan Carmichael have sold the company to its executive team of Scott Bird, Shaun Fulco, Lauren Miller, and Charley Sexton. The new ownership team represents 95 combined years of successful public relations, marketing, creative, and management experience - 67 of which have been at Moxley Carmichael.



There are many challenges that come along with starting a small business in Tennessee. The business advisors at the TSBDC are committed to helping entrepreneurs overcome these challenges at every stage in your business's life cycle. Through a combination of consultation, in-depth analysis, and plan development, we provide business owners with the tools they need to succeed. Our business consultants have extensive, practical experience in marketing, finance, operations, franchising, international trade, and government procurement. Many have been business owners themselves, most have advanced degrees, and all are committed to helping you start and grow your business in Tennessee.

Check out our website: <https://clients.tsbdc.org/Events.aspx?mode=4&area=Alamo+TN&zip=&miles=25¢er=47021&topicnum=0&days=360&sort=M&layout=0>

July 2022 Classes: Registration & Class Info:

How to do Business with the Government 101, Part 1 and Part 2: Online

Tuesday, July 12 <https://clients.tsbdc.org/workshop.aspx?ekey=21420027>

Thursday, July 14 <https://clients.tsbdc.org/workshop.aspx?ekey=21420038>

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.

Get Your Local Business on Google Search and Maps

Monday, July 18 at 1:00p online
<https://clients.tsbdc.org/workshop.aspx?ekey=21420092>

Showing up when customers are searching online is more important than ever. Ensure customers can find accurate, updated information about your local business on Google Search and Google Maps, no matter which device they use. In this workshop, you will learn how to create and manage a Google business profile from start to finish.

In this 60-minute webinar, you will learn to:

- Create or claim your Business Profile on Google
- Manage your business info across Google Search and Maps
- Use your Business Profile to connect with potential customers
- Grow with Google. Reach Customers Online with Google

Monday, July 18 at 3:00p online

See TSBDC on Page 4



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Welcome New Members!

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

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

Visit www.farragutchamber.com and click "Join the Chamber!"

ADS Phoenix, Inc., is a marketing company located in Knoxville, TN, specializing in Graphic Design, Printed Materials, Promotional Items, and Branded Apparel and Gear. They also provide Web Development Services, Company Stores, and full-service Warehousing and Fulfillment. Their clients are local, regional, and national corporations, small businesses, and non-profits. Visit <http://www.adsphoenix.com> or call Tina Hedger for more information at (865) 573-9222.



The Licensed Practitioners at Healing Hands Spa listen to your needs and employ the proper techniques to deliver a truly therapeutic experience. You will enjoy benefits such as relief from back and neck pain, reduced stress, increased circulation, and improved range of motion along with clearer skin. Sharon Zhou can answer your questions at (865) 671-3200 or visit <http://knoxvillemassagepas.com>.



Scratch cookies and cakes made from 100-year-old recipes from owner Christine Goebel's German-Austrian ancestry, nothing made from boxes or tubs! This former mid-westerner (Chicago) has a background in design and got a job in a bakery during college. She wanted to open a bakery for many years and now has realized her dream. For more information, visit <http://alpinecakery.com> or call (865) 396-1258.



They're mobile, fun, and stocked with the most delicious flavors you've ever tasted. Shaved ice is ice that is finely shaved through a blade; not chunks or crushed. Nor is it an icee or a slushie. The shaved ice allows for the delicious flavoring to really soak in and give it the best consistency around- not too compact or fluffy. For more information visit <http://www.kona-ice.com> or call Ingrid Adolphson at (865) 806-1072.



CryoStretch opened in January 2018 and now has 3 locations. Dustin, owner, and Physical Therapist wanted a place where people could recover and feel incredible. Cryostretch offers whole body cryotherapy, localized cryotherapy, NormaTec recovery, assisted stretching, infrared sauna, and their beauty line of Cryoskin services. Come and discover all the benefits and make CryoStretch a part of your weekly routine! Visit <http://Cryostretchusa.com> or call Hope Hall at (865) 766-2796.



Master Remodelers has been transforming kitchens and baths throughout E. Tennessee for over 20 years. In addition to the outstanding kitchen and bath remodeling services they provide, they also love working on additions and renovations that allow multi-generational families have a home that is the perfect for way they live. For more information call Vince Thompson at (865) 805-9714 or visit <http://MasterRemodelers.com>.



Your financial goals are unique. Edward Jones can help identify and define them so you can turn your ideal future into a reality. That's why you'll build personal connections with your financial advisor throughout your partnership. You'll also have tools to help show where you stand in your financial journey. Cory Gerlach can show you how, call him at (865) 671-1718 or visit <https://www.edwardjones.com/us>.



As a Commercial Risk Advisor, Philip Giguere encourages area businesses to view insurance through a risk management lens versus just a transaction. Philip has experience in many industries but specializes in energy, automotive/heavy-duty, and construction. He can also help you with life insurance. For more information, call (865) 357-8921 or visit <https://risksource.com/>.



Tina Wiebe is the Founder | Owner of The Elite Partners - eXp Realty. Having an outstanding reputation for marketing distinguished properties and a broad knowledge of the local market, Tina is the critical resource for marketing luxury properties. She has an established record and is known for discretion and privacy when representing valued clients. Tina can be reached at (865) 360-8556 or visit www.TinaSellsTN.com



Get your financial life in order and make smart financial decisions. Start with a 15-minute intro call that will help them understand your financial situation and how they can help you understand your expectations of a financial planner and make the Discovery Meetings as efficient as possible and designs a strategy just for you. For more information visit <http://tvamp.com> or call Melissa Mijares at (865) 226-9982.



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 Anchor Enterprise Membership!

AFLAC - Cynthia Moore
Ag-Pro
Anytime Fitness
Art House Kitchen & Bath
Asset Planning Corporation
Blue Sky Consulting, LLC
Clean Eatz
Closets by McKenry
Construction Edge, Inc.
Cove at Creekwood Park; The
Dr. Joe Chiro
Faculty Internal Medicine

Farragut High School
Education Foundation
First Citizens Bank -
Campbell Station
The Goddard School
Hill Group Inc.
Home2Suites by Hilton
Knox Dough
Kramer Rayson, LLP
McDonald, Levy & Taylor,
PLLC
PCS, Inc.

Richard F. Qulia Investigations and
Polygraph Company
School of Rock
SmartBank at Cedar Bluff
State Farm Insurance - Laura Ash
Tennessee Valley Pool and Spas Inc.
Thomas Tuning and Service
Thoroughbred Financial Services,
LLC
Total Hair & Body Medical
Turkey Creek Land Partners
Viamedia, Inc.

Calendar of Events: July-August 2022

Members can quickly RSVP for events in their Member Portal at <http://members.farragutchamber.com/login>. Call 675-7057 or email 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 > "Events") and registering under "Not a Member?".

Tuesdays at the Chamber: FREE Business Mentoring for ANY business with SCORE Greater Knoxville. MUST Email Clifton.Caudill@SCOREvolunteer.org to pre-schedule

Wednesdays at the Chamber: FREE Business ADVISING for ANY business @ Chamber with SBDC. Visit www.tsbdc.org/request-advising/ to pre-schedule

Friday, July 15, 2022, 3:30-4:30p
Ribbon Cutting
Engel & Volkers
11347 Parkside Dr., Knoxville 37934

Tuesday, July 19, 2022, 3:30-4:30p
Ribbon Cutting
Summer Moon Coffee
104 N. Campbell Station Rd.
Farragut 37934

Thursday, July 21, 2022, 4:30-6p
Networking
Mercedes Benz of Knoxville
10131 Parkside Dr.
Knoxville 37922

Wednesday, July 27, 2022, 11:30a-1p
Ribbon Cutting
Farragut West Knox Chamber
35th Anniversary
11826 Kingston Pike, Farragut 37934
Parking Lot

Thursday, July 28, 2022, 4:30-6p
Networking
Tennessee State Bank Farragut Branch aboard
The Tennessee Pearl
(this is not a cruise; the boat will remain docked)
Volunteer Landing,
956 Volunteer Ln., Knoxville 37915

Tuesday, August 2, 2022, 7:30-9a
**Breakfast Speaker Series Featuring
ETCH CEO Matt Schaefer**
Rothchild Catering & Conference
8807 Kingston Pike, Knoxville 37923

Wednesday, August 3, 2022, 11a-Noon
Ribbon Cutting
Apricot Lane Boutique
4439 Kingston Pike, Knoxville 37919

Friday, August 5, 2022, 5-6p
Ribbon Cutting
East Tennessee Artists Association
50th Anniversary Celebration
Emporium, 100 S. Gay St., Knoxville 37902



**FARRAGUT
WEST KNOX
CHAMBER of COMMERCE**

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TSBDC

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<https://clients.tsbdc.org/workshop.aspx?ekey=21420093>

Learn how customers find your business online and how to promote your business using Search Engine Optimization (SEO) and Smart Campaigns in Google Ads.

In this live webinar, Dave will discuss best practices for:

- Improving your website's visibility in Google's organic search results, on all devices
- Creating a free Google Business Profile
- Advertising your business on Google

Next Month:

Leveraging Your LinkedIn
Wednesday, August 3 at 10:00 in-person

<https://clients.tsbdc.org/workshop.aspx?ekey=21420075>

LinkedIn is 277% more effective at generating your B2B leads than other social media platforms. Let's learn to Leverage Your with Jeremy LaDuke, Founder of Epic Nine Marketing Outfitters.

In this hands-on course, participants will learn how to:

- Highlight their LinkedIn portfolio to be more than just a resume with a creative headline, relevant summary, effective graphics, and valuable information
- Optimize their connections to expand and nurture their network
- Develop a sophisticated strategy with developing goals and implementing action items

Check our event schedule; follow us on social media or sign up for our monthly newsletters: <https://linktr.ee/knoxsbdc>