

Auction a Roaring Success

The 1920s was a time of celebration! And so was the Farragut West Knox Chamber 20th Anniversary Celebration — "The Roaring Twenties" 2007 Annual Silent and Live Auction. It was held on May 4th at Rothchild's Catering.

The guests arrived and walked into a 1920's decorated ballroom, "Speakeasy," on a red carpet. A record attendance of over 230 was filled with feather boas, Flappers and Zoot Suiters, making the occasion even more festive. Decorations were of the happenings of the time: jazz, washtub gin, the Spirit of St. Louis, the Great Gatsby, art and education, Babe Ruth, the model T and much more!

The Renato Buchert Trio provided live jazz music and Bill Jones Music provided jazz played on a Yamaha self-playing Disc Lavier Grand Piano. Guests worked their way through the silent auction tables making their bids, and meandered among each table making their selection for the "Best Dressed Table," all the while enjoying delicious hors d'oeuvres provided by

See AUCTION page 2



Among those attending the 20th Anniversary Auction celebration were past Board Chairs and Board Members. The first to speak was Jan Johnson (upper right) who was the first Executive Director of the Chamber in 1987. Jan was employed by The Town of Farragut and was instrumental in the beginning successes of the Chamber. Suzi Meachem (right), served on the second Board of Directors. Also in attendance were past chairs: Marilyn Cobble, Arbonne International, Thierry Sommers, Thierry Sommers & Associates, Marianne Morse, Mary Kay, Derwin Hagood, KUB; Lance Hunsinger, Cariten HealthCare; and current chairman, Mitchell Adams, First Tennessee Bank. Other current Board members present were Andrea White, The Stokley Company, Tonya Vest, FSG Bank, Emily Cox, Jameson Inn, Emily Lenn, A.L. Lotts, Les Fout, Pellissippi State, and Elaine Grove, farragutpress. Thanks to all of those who serve and have been our leaders in the past!



Brown Bag Luncheon Series

The Farragut West Knox Chamber of Commerce Diplomats will host a Brown Bag Luncheon on Tuesday, May 22, 2007, beginning with a lunch networking from 11:30 until noon, and a presentation lasting no more than one hour. It will be held at

Homewood Residence at Deane Hill. Members are asked to bring their own bag lunch. The program is a free member benefit.

Attendance is limited to 30. If you are interested in attending, please contact the Chamber office 675-7057 as early as

possible. Eric Benson, of The Eric Benson Team will be speaking on *Balancing Three Roles for Effective Supervision*.

For additional information, or topic suggestions, please email Keith Meese, kmeese@prestigegroup.com

4th of July Parade Quickly Approaching!

Chamber Staff, members and friends gather each year for the 4th of July Parade in Farragut. Member businesses are invited to walk with the Chamber and promote their business and their support of the Farragut West Knox Chamber.

This parade has become a tradition in

Farragut, is sponsored by The Town of Farragut, and is attended by about 4000. All those attending look forward to getting "treats" from the parade walkers and floats...a great opportunity to advertise your business by handing out any items you choose, even those with your logo. The group will gather at the Farragut

High School on the morning of the 4th at 8:15 a.m. The parade is usually complete by noon. Come join the fun and the celebration! If you have ever dreamed of walking in a parade, now is your chance. Call Joeva, Freda or Bettye at the Chamber office, 675-7057, and let us know that you want to be included!

member

The Knoxville Museum of Art presents rare etchings in *Sordid and Sacred: The Beggars in Rembrandt's Etchings* from June 8 through September 2, 2007.

Widely recognized as the greatest practitioner of the etching technique in the history of art, Rembrandt created hundreds of prints that constitute a body of work unparalleled in richness and beauty. *The Sordid and Sacred* exhibition is dedicated to images of beggars, which Rembrandt portrays sympathetically.

The exhibition includes 35 prints made from copper plate etchings, which date between 1629 and 1654, when Rembrandt was most actively involved with the medium. The works on display will allow museum visitors to have the opportunity to see how Rembrandt experimented with inks, paper, and the reworking of the copper plates to enhance the visual impact of the imagery. The exhibition is accompanied by *Rembrandt and His Legacy: Master Etchings from Knoxville Collections*, a group of prints demonstrating Rembrandt's influence on printmaking over the course of three centuries.

The Knoxville Museum of Art serves East Tennessee with outstanding exhibitions and educational programs.

See MEMBER BRIEFS page 2

ENTERPRISE CLUB

ADMIRAL ELITE

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

ADMIRAL

KUB

FIRST TENNESSEE

LENOIR CITY
LCUB
UTILITIES BOARD

TDS
telecom

CAPTAIN

BMC
Business Machines Company

farragutpress

KNOXVILLE
NEWS
SENTINEL
KnoxNews.com

NHC
BLAZE
Assisted Living

Parkwest

Rural/Metro
Corporation
50 Years of Serving Others

ANCHOR

AMERICAN
FIDELITY BANK

AM SOUTH BANK

United
Community Bank

BAPTIST HOSPITAL
WEST

BAPTIST HOSPITAL
for Women

THE EYE
GROUP
Family Vision Professionals

JEFFERSON FEDERAL

HomeWood
Residence

NATIONAL
cinemedia

STAPLES

PRSRT STD
 U.S. Postage
 PAID
 Knoxville, TN
 Permit No. 1117

Auction

from page 1

Rothchilds.

After dinner, the excitement began! Auctioneer, Bear Stephenson, bantered with the crowd to get the best bid for the terrific items in the Live Auction. With the auction coming to an end, it was time to announce the winner of the Best Dressed Table and to auction off the table tops. In third place was the Farragutpress — “A Jazz Explosion,” second place went to KUB — “Take Me Out to the BallGame;” the first place winning table was created by Jameson Inn, themed “Ciro — Vintage 1925.” The other winning tables included FSG Bank, Cookies by Design, Antiquities, Garde Bien SpaSalon, Arbonne International, The Prestige Group, Carole’s Interiors, Starbucks, Summit View, TurkeyCreekShopping.com, Tropical Cabana, Yessicks Design, Regions Bank, The Logo Shoppe, Staples, The Dinner A’Fare, REO, LLC, & Raeus Cannon, CBBC Bank, Staples, Kathy’s Decorative Accents and NHC Place. To see these and other photo’s of the auction, go online at www.farragutchamber.com.

“Roaring” applause to Emily Cox, Jameson Inn, and Tonya Vest, FSG Bank, who served as Co-Chairs for the Auction Committee and to the committee members who worked so hard to make this event a success! The committee included: Raeus Cannon, Cannon Networking Systems; Scott Haines, Valpak of East Tennessee; Annie Summers, Brogan Financial; Terrye Whitaker, National College; Sharon Male, FSGBank; Myrl Zapolski, First Citizens Bank; Keith Meese, The Prestige Group; Pamela Lambert, Tastefully Simple; Mary Dunlap, Broyles Renderings; Sondra Oakley, Volunteer State Title; Marianne Morse, Mary Kay Cosmetics; Holly Layman, Kiwanis; Monica Casey, Image Matters; Sonya Scott, A Perfect Day and Kathy Bradley, Kathy’s Decorative Accents.

Thanks also to High School Student Volunteers, A.L. Lotts School Students for Decorations, Farragut Primary School Students for Decorations, Dianna Glendon, Above the Rest Balloon Designs and Event Planning for the art deco balloon palm trees, The Logo Shoppe for auction logo design, Alphagraphics for invitation printing, Business Machines Company of East Tennessee for program printing, Fast Sign for posters and Justin Fee of PhotographFee for event and table photography, Broyles Renderings for 20’s memory photos... and especially to ALL of the members of the Chamber who offered auction items for this annual event. Thank you to our sponsors, TDS Telecom and Cariten Healthcare, Event Sponsors, and to First Tennessee Bank, Business Machines Company of East Tennessee and Community South Bank, Community Sponsors.

Last but certainly not least, much thanks to our “Honorary Member” and friend, Auctioneer, Bear Stephenson! What a fabulous job!

This celebration has passed, so mark your calendars NOW for the next auction celebration! The date? April 25, 2008! The theme? “Around the World... Chamber Style!” See you next year! Table-top Sponsors, start planning now!

member briefs...

from page 1

The museum is located in downtown Knoxville at 1050 World’s Fair Park and is open to the public Tuesday, Wednesday, Thursday and Saturday 10 a.m. – 5 p.m., Friday 10 a.m. – 8 p.m., and Sunday 1 p.m. – 5 p.m. Parking is free. Admission prices are \$5 for adults and free to members and children 17 and under. Admission is free on Tuesdays. For more information contact Angela Thomas at (865) 934-2034 or visit www.knoxart.org.

Greenway School’s 6th grade team placed second in the annual Pellissippi Math Bowl, competing with 320 students from 20 Knox and Anderson county schools. Greenway 6th grader Sam Shadwell placed 2nd individually, and Timothy Blackwell placed 5th. Other members of Greenway’s winning team were India Gill, and Ethan Schulz. Also, student Sophie Yates was among the five highest scoring students in the state of Tennessee in the Reader’s Digest National Word Power Challenge. The Word Power Challenge is a vocabulary contest designed for grades four through eight at schools nationwide. Greenway School is a private, independent middle school. For more information contact www.greenwayschool.edu.

Auction Pictures



Artist Soo Cha Griffith, Gallery Provence, not only donated a beautiful painting, valued at \$1,100 for the live auction, but grabbed some items to call her own in the silent auction.



Broyles Renderings was on hand to provide fun mementos of the evening in the way of portraits taken at the cut-outs created by Farragut Middle School Students.



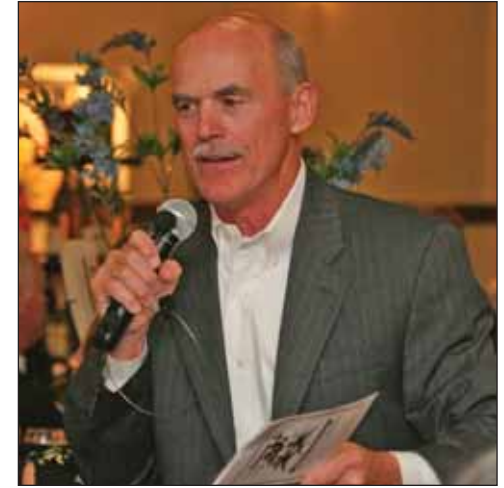
Mark and Laurie Fluder, First Tennessee Bank, along with Dawn and Tre Hargett, Rural Metro, pause to smile for the camera.



Vada Helton, Garde Bien SpaSalon, and husband Dan with Jack Wickstrom, Franklin’s Printing, enjoying their evening.



Co-Chairs of the Event, Emily Cox of Jameson Inn and Tonya Vest of FSG Bank take time to enjoy the benefits of their hard work



Auctioneer and “Honorary Member” Bear Stephenson working hard to benefit the Chamber and The Children’s Hospital Humor Cart.



Duane Davis of Imagine and Fiancée Stephanie Caudill enjoy “getting into the act.”



Mike Massaglia of Northwestern Mutual Finance and wife Amy out for a night on the town!

FIRST UTILITY DISTRICT OF KNOX COUNTY

WATER AND WASTEWATER SERVICE FOR A GROWING COMMUNITY

122 Durwood Road
Knoxville, Tennessee
(865) 966-9741

REGIONS BANK

Tiffany Hopson Walker
Vice President
Branch Manager

Walker Springs Office
8517 Kingston Pike
Knoxville, Tennessee 37919
865.694.5504 Phone
865.694.5501 Fax
tiffany.walker@regions.com

RE/MAX Preferred Properties

Laura Marsh
REALTOR®

117 Center Park Drive
Knoxville, Tennessee 37922
Office: (865) 694-8100 x1217
Fax: (865) 531-6377
Cellular: (865) 382-1011
E-Mail: laura.marsh@remax.net
Web site: www.lauramarshsells.com

Each Office Independently Owned and Operated

And the Best Dressed Table goes to:



Jameson Inn (right)
"Cirio - Vintage 1925".

In second place is
KUB (below)
"Take Me Out To the Ballgame"

and in third place is
farragutpress (below right)
"A Jazz Explosion."



(Right) Bear Stephenson stirs the crowd to bidding wars.

(Below Left) Curtis Johnson of **Business Machines Company of East Tennessee** and Carol DeCook of **Verizon** clearly enjoying the evening.

(Center) Thierry Sommers, **Thierry Sommers & Associates**, makes the perfect "Speakeasy Guard."

(Right) Elizabeth Torrey and Rana Owens of **Garde Bien SpaSalon** having a great time.



Welcome to our renewing FWKC members!

- Abuelo's Mexican Food Embassy
- American Cancer Society
- At Large Graphic Design
- Auto Spa of Farragut
- Baptist West Plastic Surgery, PLLC
- Creating Dinner
- James DeBerry, DDS
- Deltacom
- Events @ Sherlake
- Family Business Institute of East Tennessee
- FASTSIGNS
- First Baptist Church of Concord
- Flooring America
- Food City
- Girl Scouts of Tanasi Council
- Grayson BMW
- Jiffy Lube
- Junior Achievement of East Tennessee
- Junk Bee Gone, LLC
- Marino Therapy Center
- MetLife - Rhyne Agency
- Partners Development
- Thomas Pattison, DDS
- Resource Accounting
- Rocky Top Realty, Inc.
- Starbuck's Coffee Company
- Super 8 - West
- Sylvan Learning Center
- The Total Works SalonSpa.
- Transmission World

RE/MAX
Preferred Properties

117 Center Park Drive
Knoxville, Tennessee 37922

Office: (865) 694-8100
Direct: (865) 218-1149

Fax: (865) 531-6377
homesbyval@aol.com
www.valariethompson.com

Each Office Independently Owned and Operated

Valarie M. Thompson, MBA
REALTOR®, ABR, CRS, GRI, PMN, e-PRO®

SUNTRUST
MORTGAGE

Catrina Foster
Asst. Vice President
Mortgage Lending

SunTrust Mortgage, Inc.
7610 Gleason Drive
Knoxville, TN 37919
Tel 865.692.6950 Cel 865.414.9901
Fax 865.692.6940 Tol 866.876.5006
catrina.foster@suntrust.com
www.suntrustmortgage.com/cfoster

THE TOTAL WORKS
HAIR & BODY SALON

The Total Works, LLC
Phone: 865.690.5654
120 S. Peters Road, Suite 18
Knoxville, TN 37923

Visit us at these convenient West Knox/Farragut locations:

<p>Farragut 11864 Kingston Pk</p>	<p>Campbell Station 11685 Parkside Dr</p>
<p>Northshore 9615 Kroger Park Dr</p>	<p>Kingston Pike West 9607 Kingston Pk</p>

M-F 8:30-6:00 * Saturday 9:00-1:00
971-2100
www.firsttennessee.com

FIRST TENNESSEE

TDS
telecom

JERRY R. PARKERSON
MANAGER - MARKET MANAGEMENT
TDS TELECOMMUNICATIONS CORP

DIRECT: 865.671.4771
CELLULAR: 865.368.6060
FAX: 865.966.9005
JERRY.PARKERSON@TDSTELECOM.COM

PO BOX 22610
11505 KINGSTON PIKE
KNOXVILLE, TN 37934-3918

TDSTELECOM.COM • TDSMETRO.COM

President Quotes 'n Notes

by **Bettye Sisco**

"Communicate unto the other person that which you would want him to communicate unto you if your positions were reversed." —Aaron Goldman

Successful Communication



Successful people believe their success is attributable to a pattern of mutually beneficial interpersonal relationships, as much as it is due to technical skills or business knowledge. Your communication and the image you present create the first impression - often the lasting impression - on the people you meet.

It is important to review how you present yourself and your business when customers and sales prospects contact you, then, brush up your skills if necessary. These skills are both verbal and non-verbal.

Non-Verbal communication includes physical appearance, eye contact (or the lack of it), body language, gestures, facial expression, voice-tone, pitch and inflexion. Sometimes, costly business mistakes can happen in only 4 to 6 seconds upon meeting a new business contact.

Here are some forbidden phrases with customers:

I don't know. There is no need to ever say it. If you don't know, find out.

We can't do that. This one is guaranteed to get your customer's blood boiling. Instead: "That's a hard one; let's see what we can do."

You'll have to... Wrong. The only thing they have to do is die or pay taxes.

Hang on a second, I'll be right back. Rarely true. Instead: "It may take me 2 or 3 minutes. Are you able to wait?"

"No" at the beginning of a sentence. The word "no" is useless and conveys total rejection. Turn every answer into a positive response.

Work on leaving the "you should's, and the "you need's" out of your conversations. Though very common and used often, they can immediately put others on the defensive and feel like a reprimand.

"But" means no. Try to eliminate its usage in communication as well.

Think, "If I were a customer contacting my business, what would I think of this business? Would I think this is a friendly and professional business with great service or would I think differently?"

Welcome to our new Farragut West Knox Chamber members!

Arbonne International
Skin Care
Renee' Pedigo
9808 Tallahassee Lane
Knoxville, TN 37923
865-250-0906

Assist 2 Sell Sellers & Buyers Realty
Real Estate
Paul Bass
11320 Kingston Pike, Suite 102
Farragut, TN 37934
865-966-2995

Community South Bank
Bank
Chris Avans
11543 Kingston Pike
Farragut, TN 37934
(865) 675-0084

Community Link
Publishing Services
Anna Maddox
P.O. Box 306
Pinckneyville, IL 62274
800-455-5600

Compass Consulting
Human Resources & Organizational Development Consulting
Eva Todd
10009 Casa Real Cove
Knoxville, TN 37922
865-382-0022

Creative Structures, Inc.
General Contractor
Foster Slack
1480 Breda Drive
Knoxville, TN 37918
(865) 688-1335

Derrick Properties
Real Estate
Donna Derrick
103 Suburban Road
Knoxville, TN 37923
865-357-5263

Faith Lutheran Church
Lutheran Church
Mary Boring
239 Jamestowne Boulevard
Knoxville, TN 37934
865-966-9626

**Fitness Together Northshore/
Balance Approach, Inc.**
Personal fitness/Massage Therapy
Andrew Henderson
9430 Northshore Drive
Knoxville, TN 37922
865-357-8663

Global Recruiters of Knoxville
Professional Recruiting
Rick White
9050 Executive Park Drive, Suite A-200
Knoxville, TN 37923
865-470-9199

GolfTec - Knoxville
Golf Instruction/Custom Clubs
Tripp Barnes
7240 Kingston Pike, Suite 144
Knoxville, TN 37931
865-603-5455

Imagine
Residential Remodeling, Consultation & Construction
Duane Davis
2534 Silver Grass Lane
Knoxville, TN 37931
865-851-5005

Knoxville Culligan Water
Water Treatment & Bottled Water
Wendell Hall
11150 Outlet Drive
Knoxville, TN 37932
865-675-3079

Knoxville Lifestyle, Inc.
Publishing/Advertising
Dennis Downs
521 Lovell Road, Suite 201
Knoxville, TN 37932
(865) 966-7488

Money Mailer of Knoxville
Direct Mail Advertising
Chris & Carolyn Wilson
5133 Ball Road
Knoxville, TN 37931
865-531-5693

Nite Time Décor
Landscape Architect/Designs/Night Time Lighting
Wendell and Jinni Redmond
139 Hidden Valley Lane
Lenoir City, TN 37772
865-769-0039

Prince Carpet Services, LLC
Carpet & Floor Cleaning
Mark McConnell
11112 Concord Woods Drive
Knoxville, TN 37934
865-936-3702

Realty Executives Associates - Terry Goodson
Real Estate
Terry Goodson
10255 Kingston Pike
Knoxville, TN 37934
865-696-2759

Robert A. Cox Properties
Real Estate
Daniel Walker
9051 Executive Park Drive, Suite 600
Knoxville, TN 37923
865-539-8200

U.S. Cellular
Wireless Sales & Service
Jack Brundige
8401 Kingston Pike
Knoxville, TN 37919
865-643-5225

Who's who...

by **Leslie Tucker**
Places to Party

If you didn't make it to the Chamber's 20th Anniversary Auction, too bad; you missed quite a party. One cool thing about Farragut West Knox Chamber functions (especially this annual event) is that organizers go out of their way to make sure everyone has a good time. If the auction got you thinking about your own summer shindigs, look no further than your Farragut West Knox Chamber directory where you'll find some of the finest party locales in the region.



Leslie Tucker

The Watts Bar Riverboat Company offers an event venue unlike any other. Docked in Kingston, this shiny 7-year-old vessel is one of the few remaining split-wheel paddleboats in existence. Captain Dave Westberg, formerly an airline pilot, brought the riverboat to Watts Bar Lake because of the area's location, history and scenery; cruisers have the opportunity to take in stunning views and even catch glimpses of bald eagles. The Belle carries up to 149 passengers and is often booked for weddings and corporate functions. Charters start at \$400. If it's a more intimate evening that floats your boat, make reservations for dinner cruises available Thursday - Sunday nights. Capt. Dave also offers dockside lunches and dinners and sightseeing cruises. For more information, visit <http://www.wattsbarbelle.com>.

Events at Sherlake offers a big dose of fun for all ages. Just check out their slogan: "private parties for kids and unruly adults." The venue is located on Sherlake Lane, offers what they call Play Plazas with private party rooms attached. A converted warehouse is a magical indoor playroom that's 10,000 square feet of fun featuring slides and rock climbs, bounce houses and obstacle courses. The Events at Sherlake staff takes care of setting up (and cleaning up!), serving food and beverages and supervising play. Don't just think about birthday parties. A party at this venue could be perfect for an overworked, stressed-out staff who deserve some play time. Party prices begin at \$189. For more information, visit eventsatsherlake.com.

Have a ball at the hall! That's exactly what to expect when you host a gathering at the world's one and only Women's Basketball Hall of Fame. The hall offers several areas for guests to gather including the rotunda, exhibit area, outdoor balcony and the urban playground. Guests can take part in organized games such as scavenger hunts and basketball skills testing. Events feature off-site catering, access to three half basketball courts as well as dribbling and passing courts and a very dramatic view of downtown Knoxville and the riverfront. Brides appreciate the sweeping staircase and wall-sized windows ideal for dramatic photos. This unique venue can hold up to 1500 people. For more information, visit <http://www.wbhof.com>.

"Spring is nature's way of saying, 'Let's party!'"
— Robin Williams

Leslie Tucker is managing editor of Deep West Living, Greater Knoxville Homes & Living and Custom Homes of Greater Knoxville magazines. She can be reached at ltucker@cocoon-publishing.com.

Calendar of Events

Please call the Chamber office at 675-7057 for information

- May 24** Networking, 8-9:30 AM
Standard Kitchen, 8719 Kingston Pike
- May 31** Networking, 8-9:30 AM
Image Matters, 3017 Sutherland Avenue
- May 31** Enterprise Luncheon at Fox Den Country Club
- June 7** Networking, 8-9:30 AM
Earth Fare, 10903 Parkside Drive
- June 8** Ribbon Cutting Event 4:00 PM
GolfTec of Knoxville, 7240 Kingston Pike, Ste. 144
- June 14** Networking, 5-7 PM
Business Machines Company of East Tennessee,
3132 Morris Avenue
- June 21** Networking, 5-7 PM
Seasons Café, 12740 Kingston Pike

Farragut West Knox Chamber of Commerce

11826 Kingston Pike, Suite 110

Farragut, TN 37934

(865) 675-7057 - Phone

(865) 671-2409 - Fax

e-mail: info@farragutchamber.com

www.farragutchamber.com

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

CHAMBER Increases Benefits

If you have an opening in your office or business, the chamber wants to offer you another benefit. Email the information to the chamber, info@farragutchamber.com, and we will now be able to post the business opportunity information on our website. Also keep us informed of any events you may be having at your business and as long as space is available we will place your news in Chamber Life member briefs.

Email your information by the 1st of each month to obtain space.