

Brown Bag Speaker Untangles Web

The first Brown Bag Luncheon Series of 2008 was held Tuesday, March 11, at Jameson Inn. The guest speaker for this event was John Gargis of TradeMark Advertising. After a brown bag lunch and networking session, Chamber members were given a presentation by Gargis on Internet Marketing and how best to utilize the Web to optimize their business. Gargis discussed different Web searches; for example "organic" or free searches and compared them to "pay per click" searches in which the businesses pay a set amount dependent on the number of hits.

Gargis said that it is important for a

business to customize their chosen media in order to "insure that the message will remain consistent and effective." Noting that tracking the amount of visitors to a Web site is key to realizing how best to spend advertising dollars, Gargis said, "The more important you are, the more important you are." Explaining for example that if the Tennessee Smokies, who are affiliated with the Chicago Cubs, were linked to the Cubs Web site, their Web traffic would increase exponentially; thus sponsors and advertisers would benefit as well as the Smokies organization.

Proper linking and selection of key

words and phrases is very valuable to any business that relies on the Internet to help grow their business.

The Brown Bag Luncheon Series is an opportunity for Chamber members gather information from key-note speakers that can be taken with them to possibly utilize in their individual businesses or in their personal lives.

The next Brown Bag is scheduled for Tuesday, May 13, and the topic will be, "Improving Your Customer Service." These events are free to Chamber members, but reservations are required by calling the Chamber office at 675-7057 or visiting the Web site at www.farragutchamber.com



John Gargis of TradeMark Advertising discusses Web site strategies at the Brown Bag Luncheon.

Reservations for the Annual Silent & Live Auction and Dinner commemorating the 21st year of the Farragut West Knox Chamber of Commerce will be accepted soon. The event will be held at Rothchild's Catering Friday, June 6 and the theme for this year is "Around the World Chamber Style." This celebration, the largest fund-raising event for the Chamber, allocates a portion of the proceeds toward the Continuing Education Grant Program and the Chamber will match \$1 per ticket donation toward a yet to be determined charity. Thank you to our Event Sponsor, **Cariten Healthcare** and Community Sponsors, **TDS Telecom** and **East Japanese Restaurant**. Additional Presenting, Event and Community Sponsors are welcome and encouraged; as are Tabletop Sponsors. Thanks also to the Auction Committee for their hard work and dedication. Cost of this event for Chamber members is \$50, for non-members, \$60. Reservations will be required and may be made by calling the Chamber office at 865-675-7057 or by visiting the Web site at www.farragutchamber.com. For more information, call Auction Committee Chairperson, TonyaVest at 865-251-1240 or the Chamber office.



member briefs...

Dr. Alan Lensgraf is celebrating 20 years of chiropractic care in Farragut with an open house from 8:00 a.m. to 2:00 p.m., Friday, March 14 at his office located at 11320 Kingston Pike. Refreshments and door prizes will be offered and guests may receive a chair massage from 10-1. Call Dr. Lensgraf's office at 865-675-2663 for more information.

Tennessee Artist's Association is extending an invitation to the public to attend the "Fine Art Extravaganza" Thursday, Friday and Saturday April 3-5 in the Community Room at Faith Lutheran Church; 239 Jamestown Blvd. The hours for this event are from 10:00 a.m. to 5:00 p.m., Thursday and Friday, and 10:00 a.m. to 4:00 p.m. Saturday. For more information, visit the Web site at www.tnartists.org.

Dianna Glandon, owner of Above the Rest Event Designs, won second place in the National Decorator Contest sponsored by Betallic, Inc., for the creation of a 15 foot balloon spider. Betallic sought decorators from around the U.S. to submit unique and creative balloon designs. Glandon's "Creepy Spider" was created for the City of Knoxville's Safety City Halloween in the City event. It was

See MEMBER BRIEFS page 4

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Calendar of Events

Please call the Chamber office at 675-7057 for information

- March 20** *Networking Event, 8:00 a.m.*
Superior Carpet & Rug Cleaning and Fish Window Cleaning at Superior Carpet & Rug Cleaning
114 Sherlake Drive
865-691-5686

- March 27** *Networking Event, 5:00 p.m.*
Howard Johnson Plaza
7621 Kingston Pike
865-693-8111

- March 31** *Ribbon Cutting Event, 10:00 a.m.*
Enrichment Federal Credit Union
9419 S. Northshore Drive
865-531-1600



Leah Ezelle, branch manager of UT Federal Credit Union gets ready to cut the official West Knox Chamber ceremony held at the new location in Renaissance Center, Friday, February 29. Pictured with Ezelle and credit union associates are Debbie Jones, CEO of UT Federal Credit Union, Therese Leadbetter and Gary Schneider, board members, Farragut West Knox Chamber members and President, Bettye Sisco.



Four of the Farragut West Knox Chamber of Commerce Ambassadors get together for a snapshot at the Farragut Family YMCA networking, Thursday, February 21. Pictured are Greg Carter of Sentry Insurance, Rhonda Whitener, Realty Executives, Lisa Coram, Office Suites Plus and Marie Moffitt, Avon.



The Farragut West Knox Chamber of Commerce held a ribbon cutting ceremony at Lilly's Bead Box located at 613 N. Cedar Bluff Road, Wednesday, February 27. Lilly's, opened in May of 2007, also has a shop in the Bearden area. The shop which specializes in original jewelry pieces has pre-made designs and encourages customers to design and make their own creations. Pictured along with Chamber members are owner, Lilly Kehoe, holding scissors, and associates, Julie Byrd and Kathy King.



The Farragut West Knox Chamber of Commerce had a before hours networking at the Farragut Family YMCA Thursday, February 21. Pictured above with Chamber members are President, Bettye Sisco and Director of Marketing for the YMCA, Vicky Beard.



Knox County Commissioners, Craig Leuthold and Mike Hammond, share a laugh at the WIVK-107.7 networking at the Knox County Trustee's office Thursday, February 28. Also pictured are Fred Sisk, Knox County Trustee and Knox County Clerk, George Stooksbury.



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The Chamber is pleased to announce that a portion of the proceeds from the Dr. Bass/Jon Jefferson breakfast went to the Women's Basketball Hall of Fame for World Vision Day.




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Farragut West Knox Chamber of Commerce President, Bettye Sisco, speaks to the audience after the **Farragut Leadership Initiative** breakfast at **Farragut High School** Monday, February 18. Pictured along with Sisco are FHS students Alex Encarnacion, Ashley Sutton, Alyssa Powers, Kim Ploof and Megan Paris.



Farragut West Knox Chamber of Commerce President, Bettye Sisco, greets Chamber members at the networking at **FSGBank** on Lovell Road, Thursday, February 14. Pictured are David Haynes, President of the Knoxville Region, Sharon Male, Branch Manager and Tonya Vest, Retail Manager.



Members of the Farragut West Knox Chamber of Commerce gathered at an after-hours networking at **Oasis Day Spa**, Thursday February 7. Pat Cannon of PC Enterprises looks over the gift certificate presented to him as a door prize.



Gina Hileman of Carole's Interiors and Tracy O'Connor of Knoxville Tourism & Sports Corporation pose with "WIVK the Frog," at the **WIVK-107.7** Chamber networking Thursday, February 28.

Welcome to our renewing FWKC members!

- | | |
|---|---|
| American Cancer Society | Homespun Craft & Antique Mall |
| American Youth Soccer Association | HR Sources & Solutions |
| Ameriprise - Biladeau, Roberts & Stevens | Hudson & Hudson, P.C. |
| APAC — Tennessee, Inc./ Harrison Division | Irwin, DDS; L. Gene |
| Bella Sera Luxury Linens | Knoxville Bar Association Lawyer Referral & Information Service |
| Berry Company;The | Leitner, Williams, Dooley & Napolitan, PLLC |
| Borders — Turkey Creek | Master Custom Homes & Remodeling |
| Business Personnel Solutions | Medi-Spa @ Knoxville Dermatology Group |
| CADES — Concord Adult Day Enrichment Services | Messer Construction Co. |
| Captain Clean & Crew | NEXT Financial |
| Coldwell Banker/Wallace & Wallace | Parkway Storage |
| Color Market , LLC. | Prestige Group; The |
| Comfort Suites | Professional Business Advisors of East Tennessee |
| Conway Marketing Communications | Quick Print & Copy |
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| Engel Group, LLC | Smart for Life of Tenn |
| Estrada Strategies, Knoxville | Tennessee Farm Bureau Insurance Co. |
| Farragut High School Education Foundation | Texas Roadhouse |
| Holiday Inn Express | |



Dignitaries from **Tennessee State Bank** gathered with **Mayor Eddy Ford** at the future site of the Farragut location on Parkside Drive for a ground-breaking ceremony Thursday, February 28. Pictured are Charles Frost, Mitchell McCarter, Alex Davis, Kevin Diegel, Brownlee Reagan, Farragut West Knox Chamber Ambassador, Bert Griffin, Ford, Todd Proffitt, Andy Proffitt, local artist, Robert Tino, Ken Maples, Travis McCroskey, Pershing McCarter and Johnny King. Tennessee State Bank, which currently has 12 locations in Sevier and Knox Counties is a recent member of Farragut West Knox Chamber of Commerce and has come onboard in the Enterprise Club at the Admiral level.



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President Quotes 'n Notes

by Betty Sisco

"If we had no winter, the spring would not be so pleasant; if we did not sometimes taste of adversity, prosperity would not be so welcome."

— Anne Bradstreet



When business is successful, life is really good. However, when things go wrong, businesses often find themselves in a cycle of self-doubt, second-guessing, frustration and depression that follows them home after the close of business hours.

While the techniques for dealing with setbacks are simple, their application sometimes is not, especially in the middle of the storm. In his book *Money, Success & You*, John Kehoe describes seven tips for bouncing back amidst adversity.

1. **Don't panic** — the cardinal rule in a crisis. Dealing with a situation with a calm head is critical. Sometimes that may mean that you have to postpone a decision until a later time. The more pressure you feel to make a decision right away, the more likely it is that you'll benefit from getting a night's sleep behind you before making the decision.

2. **Stay with the boat** — even a severely damaged boat will float. Stay with it long enough to be able to make a rational decision about the situation. Only after you're 100% sure that the boat is sinking should you abandon ship.

3. **Damage control** — sometimes you need to stabilize the situation before you can improve it. Approach your response to the setback with two steps in mind. This will prevent you from getting overwhelmed.

4. **Don't beat up on yourself** — even though you're probably better at it than anyone else. When things go wrong it is very easy to start asking the "what if...?" questions. Try to catch yourself and stop before you get started.

5. **Stay positive** — remember, you aren't your job. Also, there are no solutions that ever come from worrying or negativity.

6. **Hold council** — try to talk with someone who has been in your situation before. You may not choose to do exactly what they did, or follow all of their advice, but simply knowing that you're not alone in your situation can be a very powerful stabilizing force.

8. **Recognize that time is on your side** — imagine yourself 5, 10, or even 20 years from now. What will your life look like? Will this situation still be looming large, or just a blip on the radar? Taking the long-view can help put events in perspective and allow you to realize that there will be life after this setback.

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

Welcome to our new Farragut West Knox Chamber members!

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member briefs...

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rigged atop a 32 foot tall miniature Sunsphere where it watched the 4,000 children and parents below with its flashing red eyes. Glandon, who opened her Knoxville-based business two years ago, competed against industry designers who have been in the business for several decades. Since opening, Glandon has designed for the Dogwood Arts Festival, Buddy's Race against Cancer and U.T.'s men's and ladies' basketball teams. Her award winning design and other work can be seen on the Web at www.abovetheresteventdesigns.com.

Sandler Sales Institute announced that it has adopted a new corporate name – Sandler Training in order to reflect its broader capabilities and expansion plans. Sandler, the leading provider of sales and management training and consulting programs for the past 40 years has approximately 225 licensed franchises in the United States and internationally. One of the locally owned franchises is owned and operated by Steve Herzog. Having helped professionals and companies learn more effective non-traditional sales and management strategies, Herzog's firm has been recognized in the top 10 percent of the Sandler franchises. To learn more about Sandler Training, visit www.firstinsales.com.

Amy Goff, owner of Events at Sherlake, has sent certificates for a free weekday party to ten elementary schools in the area as an incentive for the children to stay active and improve their physical fitness. The certificates will be given as an award for the class or an individual for achievement or improvement in becoming physically fit. Events at Sherlake is a 10,000 square foot warehouse that has two 4,000 square feet of obstacle courses, bounce houses, slides and rock climbs. There is a private party room and all gatherings are staff supervised. For more information about Events at Sherlake, log onto www.eventsatsherlake.com.

National College of Business and Technology recently began its first spring term for 2008. Students have enrolled in 11-week terms taking classes in medical assisting, business administration, computer applications and other programs in the business, medical and technology fields. Day and night classes are offered. The second spring term begins April 7. National College of Business and Technology offers small class sizes, hands-on curricula and instructors with practical experience in the fields that they teach. For more information about National College of Business and Technology, call 865-539-2011.

The Town Framery is hosting a Spring Open House from 10 to 4 Sunday, March 29. This one day event will feature tax free shopping, a discount coupon for a future framing order and refreshments. The Town Framery is located at 12814 Kingston Pike. For more information, call 865-671-6627.

Dermatology Associates of Knoxville; P.C. has opened an additional office in Knoxville. The newest location, which opened February 18, is located at 939 Emerald Avenue, Suite 705. For more information about Knoxville Dermatology Associates of Knoxville; P.C., call 865-524-2547.

Farragut Middle School is seeking donations of used laptop computers to build a computer lab for student use. Batteries and hard drives are not necessary, but Ethernet cards would be beneficial. The computers should be Pentium II or better. The school would prefer many of the same brands but will accept any donation. Receipts will be given for tax purposes. Contact Brendon Cleer or Sheri Weaver at 865-966-9756 or by e-mail at cleerb@k12tn.net.

Greenway School invites interested families to tour and meet the faculty at Visitors' Open House on Sunday, April 13th, from 3-5 p.m. A fully-accredited independent school in West Knoxville, Greenway is now enrolling for grades 6, 7 and limited 8th grade openings. The college-track curriculum is taught by experienced, licensed teachers in a nurturing environment. Greenway provides hands-on learning in all subjects, a laptop computer to every student, and free after-school care. Students are encouraged to advance to their highest level of ability. Located on a 20-acre wooded campus at 544 Canton Hollow Road, one mile south of Kingston Pike. No reservation is necessary to attend. www.greenwayschool.edu. 865- 777-0197. Greenway School, because middle school really matters!

Who's who... by Leslie Tucker

Irish Times



Leslie Tucker

It's easy to become enchanted with the European country dubbed the Emerald Isle. Ireland boasts a rich history, rolling lush countryside dotted with centuries-old castles, some of the best golf in the

world, magnificent beaches and truly unique, mouthwatering food. For one day in March, many of us look forward to celebrating everything Irish. Lucky for us, we don't have to wait until St. Patrick's Day to take in that storied culture and enjoy its special cuisine.

If you haven't yet checked out Farragut West Knox Chamber member restaurant Irish Times, March is the perfect time to visit. Irish Times (ph: 675-8800) is located in Turkey Creek at 11348 Parkside Drive. It has been open since February 2007. "It's been a very successful year," said Manager Noel Douglas. "This is a very warm and welcoming place to visit. Everyone has great time; it's a fun place. All of our staff is wonderful, and we have some of the best food in Knoxville."

Come with an appetite; a menu of hearty Irish food awaits. Authentic dishes include corned beef and cabbage, Irish stew, Shepherds pie, fish and chips, and bangers and mash (Irish sausage with mashed potatoes and gravy). Enjoy your Irish meal amongst décor reminiscent of an Irish tavern for a true Irish experience. No wonder, owners Jon and Racheal Ferrie are from Ireland and carefully chose where to relocate and open the business. The couple decided on here, because, "East Tennessee looks a lot like Ireland. And it's also a good place to raise a family." Noel said.

As for St. Patrick's Day, you can expect a big helping of cheer at Irish Times. The restaurant kicks off St. Patrick's festivities with a green tie charity event March 11 followed by a weekend of music featuring a band from Ireland and local Irish musicians. On Saturday, March 15, music begins at 10:30 a.m. and continues all day.

Also celebrating St. Patrick's Day in a big way is Wild Wings Café (11335 Campbell Lakes Drive). Drop in anytime Saturday, March 15 to join in a party featuring green beer specials and free giveaways. The Buzz, a 90s cover band, take the stage that evening.

No matter how you choose to observe St. Patrick's Day, don't miss out! "St. Patrick's Day is a time for friends to get together and celebrate all that is Irish," said Noel, who also boasts an Irish heritage. "Music, friends, and good food!"

- May there always be work for your hands to do.
- May your purse always hold a coin or two.
- May the sun always shine on your window pane.
- May a rainbow be certain to follow each rain.
- May the hand of a friend always be near you.
- May God fill your heart with gladness to cheer you.

— Irish blessing.



Leslie Tucker is a technical writer for Scripps Networks and a freelance writer/photographer. She can be reached at ltpro2006@yahoo.com.