

## Chamber Directory in the Works

The Farragut West Knox Chamber of Commerce is preparing to launch the 2008 membership directory. Distribution of the directory will be handled differently this year, with the delivery date now coinciding with the Chamber's fiscal year rather than its physical year. Completion date is set for early July.

Chamber members will be automatically listed in

the alphabetical and categorical sections of the directory and will have a link from the Chamber Web site at [www.farragutchamber.com](http://www.farragutchamber.com).

The directory will be distributed to more than 16,000 homes and businesses and Chamber members may highlight their business by placing ads through representatives of farragutpress. Ad reps may be reached at 675-6397.

The Chamber, some 700 members

strong, is an active and supportive part of the community. Members have benefited in the past from continuing education grants, networking opportunities and educational speakers and seminars to name a few.

If you are interested in becoming a member of the Farragut West Knox Chamber of Commerce and highlighting your business in the Lifestyles membership directory, call the Chamber office at 675-7057 or visit the Web site.

### Around the world...

Reservations for the Annual Silent & Live Auction and Dinner commemorating the 21st year of the Farragut West Knox Chamber of Commerce are being accepted. 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 the charitable organization, "Dream Connection", which is a non-profit organization dedicated to fulfilling the special dreams of children ages three to 18 years who are faced with life threatening or chronically debilitating illnesses in the East Tennessee area.

Thank you to our Event Sponsor, Cariten Healthcare and Community Sponsors, TDS Telecom, East Japanese Restaurant, First Utility District and United Community Bank. 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, \$65. 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](http://www.farragutchamber.com). For more information, call Auction Committee Chairperson, Tonya Vest at 865-251-1240 or the Chamber office.



### Chamber Seeks Board Members



Board of Directors meeting, August 2007.

Farragut West Knox Chamber of Commerce is now accepting applications for positions for the Board of Directors for the 2008-09 fiscal year.

The Board of Directors is responsible for setting policy for the Chamber, an organization that serves its members through representation and support services in the area of Farragut and West Knoxville.

The Chamber seeks well qualified persons with background experience and attributes necessary to assist the Chamber and it's 700 members. Under the by-laws of the Farragut West Knox Chamber, candidates must be an active member in good standing and must agree to accept the responsibility of Board member.

See BOARD MEMBERS page 3

### member briefs...

First Tennessee has recently named Mike Scheidt manager of the commercial real estate and residential construction lending departments in Knoxville. Scheidt hails from Nebraska, where he garnered a 20-year banking career. Having joined First Tennessee in July 2007 as a senior credit officer, Scheidt previously served the East and Northeast Tennessee real estate markets.

Meadow View Greenhouse and Garden Center will host it's 12th Spring Open House Saturday and Sunday, April 19 and 20th at the location at 9885 Highway 11E in Lenoir City. The nursery will also have a

See MEMBER BRIEFS page 4

# ENTERPRISE CLUB

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

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# Calendar of Events

Please call the Chamber office  
at 675-7057 for information

- April 24**      *Networking*  
5:00 p.m.      **Fleming's**  
11287 Parkside Drive  
865-675-9463
- April 28**      *Special Brown Bag Education Series*  
11:30 a.m.      **Hilton Garden Inn**  
216 Peregrine Way  
Michael Bates  
**Southern Home Development, Inc.**  
**Topic — Downtown at Farragut**
- May 1**      *Networking*  
5:00 p.m.      **Garde Bien Spa Salon**  
619 North Campbell Station Road  
865-671-1996
- May 8**      *Networking*  
5:00 p.m.      **Randstad**  
150 Lovell Road  
Suite 107  
865-671-6029
- May 13**      *Brown Bag Luncheon Series*  
11:30 a.m.      **Faith Lutheran Church**  
(Community Room)  
239 Jamestowne Blvd.  
Marshall Wilkins of Chick-Fil-A,  
Improving Customer Service




Members of the Farragut West Knox Chamber of Commerce attended an evening networking at **Howard Johnson Plaza** on Kingston Pike Thursday, March 27. Chamber Ambassador, Greg Carter, Howard Johnson General Manager, Bill Deathrage, Rosemary Floyd of Tennessee Artist's Association, Bettye Sisco, Chamber president, Steve Jergesen of Capital Financial Group, Ambassador, Marie Moffitt and Howard Johnson Sales and Marketing Director, Mercedes Long gathered on the balcony of the hotel for a photo opportunity.



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The Farragut Kiwanis Club in conjunction with the Town of Farragut hosted the third annual Shamrock Ball; a Father/Daughter Dance, from 7-9 p.m., Saturday, March 8 in the Commons of Farragut High School. Dads and daughters, some 300 in all, dressed in their "Sunday best," danced the evening away, posed for photo opportunities and enjoyed refreshments ... especially the fruit, marshmallows and chocolate fountains.

Kiwanis Club member, Charles Stevens, who attended with his nine-year-old daughter, Emily, said that the Shamrock Ball is a very special time for the two of them. "We do it up right, he said. "I buy her a new dress, we go out to dinner. We have made some very good memories."

The DJ, who spun a variety of music such as the "Cupid Shuffle" and the "YMCA," kept the crowd moving to the beat. A request and dedication table was set up allowing either dad or daughter to select a special tune just for the two of them. Plans are being made for next years' Shamrock Ball.



Kerry McDuffie, owner of **Superior Carpet & Rug Cleaning**, talks to Chamber members about the steps taken when cleaning an Oriental rug at the networking hosted by Superior Carpet and Fish Window Cleaning Thursday March 20.



Charles Stevens, of **United Community Bank**, dances with his nine-year-old daughter, Emily, at the Shamrock Ball.



Beth Bladsloe of **Optimist Club**, Janet Neal, **Park Place Title** and Mansour Hasan, **State Farm Insurance** enjoy the morning networking Thursday, March 13 at Pimento's Café and Market/Turkey Creek.

Visit us at these convenient  
West Knox/Farragut locations:

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

M-F 8:30-6:00 \* Saturday 9:00-1:00  
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Ambassadors of the Farragut West Knox Chamber of Commerce, Chamber members, family and friends gathered at **Elegant Essentials**, 7240 Kingston Pike in the Gallery Shopping Center Tuesday, March 26 for a ribbon cutting ceremony. Owners Linda and Steve Parrent opened the shop which specializes in home décor, gifts, jewelry and novelty items in November. Pictured are Linda (with scissors) surrounded by her parents, Charles and Betty Heaton and husband, Steve. For more information about Elegant Essentials, visit the Web site at [www.shopelegantessentials.com](http://www.shopelegantessentials.com).



**Enrichment Federal Credit Union** had a ribbon cutting ceremony with Farragut West Knox Chamber members Monday, March 31. The brand new financial institution, formerly known as K-25 Federal Credit Union, is located at 9419 S. Northshore Drive. Standing alongside Branch Manager, Ellora Bryant (with scissors), are VP of Human Resources, Nancy Donsbach; Wayne Hope, CEO; Board Member, Patsy Hamby; Mike Colvin, representative of the site development company, Level 5 and Van Johnson VP of Facilities and IT.

## Welcome to our renewing FWKC members!

- |   |   |
|---|---|
| Advanced Office Systems                     | Jani-King of Knoxville  |
| Associated Insurors — Financial Services    | Kiwanis Club of Farragut  |
| Barnes, DDS, P.C.; Susan Orwick             | Knoxville Catering  |
| Bearden Banquet Hall                        | Knoxville Utilities Board   |
| Bonefish Grill - Turkey Creek               | Little Joe's Pizza  |
| Buddy's Bar-B-Q — Farragut                  | Logo Shoppe   |
| Capital Financial Group — Steve Jergesen    | Michael Bates Homes   |
| Carpenter & Lewis, PLLC                     | National CineMedia  |
| Clayton Bank and Trust                      | Nationwide Insurance — Ashley Brody Agency                                  |
| Cookies by Design                           | Panera Bread — Peters Road  |
| Cornerstone Church of God                   | PetSafe Village   |
| Deltacom                                    | Petty D.C.C.E.P.; Michael T. Re/Max Preferred Properties — Valarie Thompson |
| Family Business Institute of East Tennessee | SimplySkin MedSpa   |
| Family Support Services, Inc.               | Staples #747  |
| Fisher Tire Company                         | State Farm Insurance — Mansour Hasan  |
| Fox Den Country Club                        | Tennessee National  |
| FSGBank, N.A.                               | Tennessee Smokies Baseball  |
| FSGBank, N.A. — Campbell Station Road       | Twin Lakes Limo, Inc.   |
| Gables & Gates — Troy Stavros               | United Community Bank   |
| Gables & Gates — Vikki Felts                | Vulcan Materials Company  |
| Gondolier Italian Restaurant & Pizza        | West Knox Dentistry — Joseph W. Brakovec, DDS                               |
| GreenBank — Parkside Drive                  | Women's Basketball Hall of Fame   |
| Greenway School                             | Y-12 Federal Credit Union — Kingston Pike                                   |
| Holiday Inn Select                          |   |

## Board members

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Applications for positions on the Board of Directors may be obtained at the Chamber office at 11826 Kingston Pike. Requests for forms may be made by calling 675-7057. The form is also available on the Web site at [www.farragutchamber.com](http://www.farragutchamber.com) on the "About Us" page.

Completed forms must be returned not later than 4:00 p.m., Friday, April 25.



Joeva Merrion, executive assistant at Farragut West Knox Chamber of Commerce, has recently completed the first of a two-year course of the Tennessee Chamber of Commerce Executives Institute training. The session took place at Middle Tennessee State University from March 2-4. TCCE is organized to enhance professional growth of Chamber executives, staff and volunteers. Some topics discussed at Institute include, budgeting and finance, communication and membership retention. Pictured are Merrion (second from left, printed jacket) and her Institute class hailing from Elizabethton to Clarksville and all points in between.



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# President Quotes 'n Notes

by *Betty Sisco*

**"I have learned the novice can often see things that the expert overlooks. All that is necessary is not to be afraid of making mistakes, or of appearing naive."**

— **Abraham Maslow**



A characteristic of great organization is the ability to handle mistakes well. Mistakes are a part of everyday life both personally and professionally; yet the value of taking responsibility, and the effect it has on others is often misunderstood.

It is human nature to struggle with taking responsibility or admitting a mistake. But nothing worthwhile comes easy, right? Being mindful of your ability to make mistakes is the first step to handling them well. In business as well as in our personal lives mistakes and errors happen often. It's the nature of life in a sense.

When confronted with a situation where you could be responsible for a mistake, ask yourself the following questions:

**What role did I or my team play in this situation?**

**What are all of the potential ways I could be responsible for what happened?**

**If it is not my fault, how can I work towards a resolution with the responsible party?**

Asking these questions allows us to look into the situation and find an answer, rather than take the hands-off approach that can be frustrating for others. Handling it well means following up on 3 crucial levels:

**1. Take Responsibility.** Simply explain what happened, and apologize. Make sure you NEVER use "but", "if" or anyone else's name. Taking responsibility is not an opportunity to make excuses. Even if the problem was only 10% your fault, most times it is more appropriate to take responsibility for your mistake(s) so that both sides can hopefully move ahead positively.

**2. Make it Right.** What it takes to make a situation right varies, but don't hesitate to go over and above the status quo to make situations right.

**3. Prevent it From Happening Again.** Think Strategically. Learn from not only your mistake, but others as well. Never stop investigating. Every question we have leads us to another and in turn, leads us to success. When mistakes are made, apologizing and making the situation right may not be quite enough. Take very clear steps internally to ensure that the mistake does not happen again. Don't divide into weak and strong, success or failure, rather learners and non learners. Because ... we all strive to learn a little more each day.

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Chamber of Commerce**  
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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!

**Abstract Title**  
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2030 Falling Waters Road,  
Suite 180  
Knoxville TN 37922  
865-691-5100

**ASAP, LLC**  
Rae Lyne Sharp  
608 Mabry Hood Road  
Suite 200  
Knoxville TN 37932  
865-684-1963

**Bella Spazio, LLC**  
Darlene Baker  
12748 Kingston Pike  
Suite D-205  
Knoxville TN 37934

**Brainstorm International**  
Chris Trezise  
P.O. Box 30674  
Knoxville TN 37930  
865-470-2966

**Counterclockwise**  
Jeremiah King  
475 Manor View Drive  
Knoxville TN 37923  
865-803-5153

**Manorhouse Assisted Living**  
Christine Hames  
8501 S. Northshore Drive  
Knoxville TN 37922  
865-670-0504

**Realty Executives Associates — Richard Barbee**  
Richard Barbee  
10255 Kingston Pike Knoxville TN 37922  
865-388-1621

**Rodefer Moss & Co., PLLC**  
Betsy Gray  
608 Mabry Hood Road Knoxville TN 37932  
865-583-0091

**Shrimp Dock  
of Farragut; The  
Phil Dangel**  
11124 Kingston Pike  
Suite 111  
Knoxville TN 37934  
865-777-3625

**The Offices at Water's Edge**  
Mindy Thomas  
608 Mabry Hood Road  
Suite 202  
Knoxville TN 37932  
865-684-1931

## member briefs...

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class at 10:00 a.m., Saturday, April 26 on how to "plant your own container workshop." This is a hands-on workshop and class size is limited. For more information, call Meadowview at 986-7229.



Greenway School students took top four places in one category and won 1st and 2nd place in another category in the Junior Division of the Regional National History Day. Top honors in the Individual Performance category were William Coe, Sophie Yates, Timothy Blackwell and Lauren Winder. In the Historical Papers category, Blaire Toedte placed 1st and Erin Stapleton, 2nd. Mia Wallace placed 1st in the Individual Documentary and Russell Fulcher and India Gill placed 3rd and 4th respectively. Sarah Margaret Hutchison and Kiyoko Reidy placed 2nd in Group Performance and received 3rd place for the East Tennessee Veteran's Memorial Association for best use of warfront information. The Linda Billman, Inc., Documentary was awarded to Greenway's Mia Wallace. The school began participating in National History Day in 2003 and students have advanced to both the state and national competitions each year. To learn more about Greenway School, visit [www.greenwayschool.edu](http://www.greenwayschool.edu).



Panera Bread has begun serving grilled breakfast sandwiches in conjunction with the bagel and pastries that have made them famous. The new sandwiches; an egg and cheese breakfast sandwich, bacon, egg and cheese and sausage egg and cheese are being introduced to give customers a hot breakfast option. For more information about Panera Bread, visit the North Peters Road or Parkside Drive locations or the Web site at [www.panerabread.com](http://www.panerabread.com).



The second annual "Adult Spelling Bee" will be held at 7:00 p.m., Tuesday, May 6 at Pellissippi State Technical Community College in the Performing Arts Center. This event is sponsored by the Farragut Rotary Club and benefits the Knox County Adult Literacy programs and Knox County Imagination Library. Three person teams will compete for prizes, trophies and the championship title. For more information, call 694-6453.



Tate's School will be hosting a Day Camp Open House from 10:00 a.m. until 2:00 p.m., Saturday, April 19 for families with children ages three to 15 years. The school, located at 1031 N. Cedar Bluff Road will have hayrides, lemonade and camp tours for those in attendance. For more information about Tate's School, call 690-9208 or visit [www.tatescamp.com](http://www.tatescamp.com)



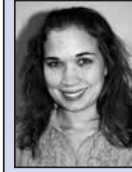
Farragut Leadership Initiative of Farragut High School is hosting "Jamfest 2008" at 7:00 p.m., Friday, April 25 in the gym of the high school. This event is open to the public and will feature more than 10 live bands from around the Knoxville Area. The cost of "Jamfest" is \$3 for students and \$5 for adults. For more information, call the school at 966-9775.



The Goddard School, located at 125 Loudoun Road in Farragut, has been awarded a "Rising Star" award from the Tennessee Small Business Development Center. The TSBC is a network of professional business consultants who provide advice to small businesses to help ensure success. The "Rising Star" award is given to small businesses that have exceeded projected goals and/or expectations. Opening in 2006, The Goddard School offers programs for children from six weeks to six years. For more information about The Goddard School, call 966-0663.

## Who's who... by Leslie Tucker

### How Can We Help?



Leslie Tucker

Many of you probably have a secretary or assistant at work that help you get your job done. If you're lucky, they may even pick up your dry cleaning or make you a doctor's appointment or two. How nice would it be to have that kind of assistance at home? Someone who can help with the countless tasks awaiting after you put 8+ hours in at the office. Your wish has been granted. Knoxville has joined the cities which boast personal service or concierge companies. No longer do you have to stay in a fancy hotel to have someone waiting, even wanting to help you.

**Your Personal Assistant (233-2092)** After Frank and Jean Ponteri retired from the exciting gaming industry; they decided they were not done working with and helping people. They've recently moved from Rhode Island and decided to make Knoxville home. "We were very impressed with the area. We liked the people," says Frank. "When we were thinking about starting a business, we knew we wanted to help people and we wanted direct contact with the public. We were in such a stressful industry you really have to be up on your customer service skills to survive."

Services offered by Your Personal Assistant are personalized. "Once we know your needs, we'll build a program for you. We supply services that improve people's lifestyles." Services include everything from making appointments to shopping, from computer services to caring for pets, and from house-sitting to concierge services for travel planning. They hope especially to be able to help people who are relocating. "From what we've learned moving down here, not knowing anyone, we can really help people in that situation."

Fees are based on an hourly rate, and membership plans with discounted hourly rates are available. "We think that after you try our services, you're going to come back for more. I think that as people get to know us, word of mouth will be our best advertising."

**BST Concierge (216-5050):** This new Farragut West Knox Chamber member began business in May 2007 as Buy Some Time Concierge and then shortened its name to BST Concierge. "Seems like everybody is looking for a way to buy some time to get something else done and then seldom accomplish that goal," says Lisa Petree, President. BST Concierge offers a broad range of personal and/or administrative assistance for individuals and businesses. "We do deliveries, errands, personal shopping, grocery shopping, pet sitting, meeting planning, and I've become a certified wedding planner to offer our clientele one more valuable service."

Customer service is not a stretch for this company. "We've always been in some capacity of customer service or event planning in our other jobs. We'd watched the concierge industry grow in other markets. A year ago, Knoxville seemed to be an area lacking this type of service... It's just in our personalities to be problem solvers and helpers, so this feels very natural."

Lisa says her job is satisfying. "We get to help people - relieve their stress, make their day a little easier and get to make new friends along the way. We really like spoiling our clients with personal, dependable service." Dependable includes safety and security. "Our policies will never allow us to put peoples' lives or property in danger. Allowing us access to your home is a huge leap of faith. We work to earn your trust and to protect your privacy each time you call on us. In the old days, that's what a concierge was - someone trustworthy who was put in charge of the owner's estate to keep it secure and running smoothly - just as if the owner himself was there."

Leslie Tucker is a technical writer for Scripps Networks and a freelance writer/photographer. She can be reached at [ltp2006@yahoo.com](mailto:ltp2006@yahoo.com).