

Around the World Auction

If you have ever envisioned frolicking freely in France, strolling an open market in Morocco or walking through a medieval castle in Wales, the Farragut West Knox Chamber of Commerce may have just what you are looking for ... on a somewhat smaller scale of course.

"Around the World Chamber Style" is the theme for one of the most popular Chamber events of the year; the Annual Live & Silent Auction and Dinner to be held at 6:00 p.m., Friday, June 6, at **Rothchild's Catering**.

Reservations are currently being taken for this festive evening.

International dancers, provided by Jeremiah King of **Counterclockwise Ballroom & Latin Dance** will be entertaining guests during the silent auction

as travelers carry their "passports" around the display tables featuring the many items offered by businesses throughout our community.

Looking for dinner gift cards? Art work? Spa packages? Smokies Baseball Tickets? That is just a sneak peak of what is available! And of course, the evening would not be complete without the excitement and enthusiasm of Auctioneer Bear Stephenson.

Live auction items range from a complete set of tires, to a dinner extravaganza, wine tasting complete with sample food pairings, a get-away in Gatlinburg, fine jewelry and golf packages.

See AUCTION page 2



The Auction Committee met at the Chamber office Wednesday, May 7, in order to discuss progress thus far. Pictured are Marie Moffitt, Pam Lambert, Kristina Everette and Joeva Merrion. The Auction Committee is being chaired by Tonya Vest.

"Downtown at Farragut"

The Farragut West Knox Chamber of Commerce Brown Bag Educational Speaker Series continued Monday, April 28, with a special session regarding the highly anticipated development, "Downtown at Farragut."

More than 60 Chamber members gathered at Hilton Garden Inn for this series which was hosted by Michael Bates of Michael Bates Homes and Southern Home Development, Inc., Architect, Jonathan Miller, Chris Sharpe of Urban Engineering, Susan Worthington of Southern Market and Town of Farragut Associate Administrator, Gary Palmer.

The session was facilitated by Amber Clay, sales and marketing director for the project, and included a brief history of the land currently owned by Farragut Mayor Eddy Ford and his wife, Linda.

Bates, who has more than 25 years in the construction business, and the Fords worked together and developed a concept for the 68 plus acres which is situated on the south side of Kingston Pike between Town Hall and Kohl's Shopping Center. Much consideration was given to the aesthetics of the expanse of land in hopes of combining both residential and retail development in such a way as to enhance the property's value.

Bates said that a feature of the project will be a "Town Square" which will be used for street fairs and festivals as well as winding streets, a lake, gardens and a roundabout.

"We all feel that this land deserves something special, something more than another strip mall," Bates said. "This project will be meaningful for the town as a whole and for the people of Farragut."

Fourteen blocks will encompass "Downtown at Farragut" with architectural design being given strong consideration. "The buildings will be constructed of brick," Bates

See DOWNTOWN AT FARRAGUT page 2

Community Video on the Web My Farragut & West Knox

The Farragut West Knox Chamber of Commerce has a new addition to its Web site ... a community video called My Farragut & West Knox. This new marketing feature highlights nine individuals who are involved in the community and/or businesses in the Knoxville, West Knoxville and Farragut area and displays their testimonials as to what brought them to Knoxville and why our community is a viable place for

them to live, work and play. My Farragut & West Knox can be accessed from the Chamber Web site at www.farragutchamber.com. Click on Community Profile or Chamber Services to view these videos.

Relo pac info needed

Attention Chamber Members ... If you would like to have your business information included in our relocation packages, please gather some fliers, business cards and/or pamphlets and bring them to the Chamber office. We send several relos a month and would enjoy including your business in these information-filled packs. Thank you. *Bettye, Joeva, Judy, Freda and Pam.*

member briefs...

Business Personnel Solutions, a business services company, is presenting a "Nike" Scramble golf tournament Friday, May 30 at Woodlake Golf Club in Tazwell, TN. Proceeds from this event will go to Tiffany Rose, a Lincoln Memorial University student who has been diagnosed with cancer. Tiffany's family is planning to construct wheelchair ramps and make the home more easily accessible to her needs. For more information about the golf tournament, call Mitchell Turner at 771-4055 or Anthony Shuler at 771-4032.

Turtleheads Tea and Coffee Company announces the arrival of the first samples of

See MEMBER BRIEFS page 3

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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

- May 15** *Networking*
8:00 a.m. **Panera Bread**
205 N. Peters Road
865-850-8916
- May 22** *Networking*
5:00 p.m. **Sandler Training-Herzog**
& Associates
312 Prosperity Drive, Suite 103
865-470-4224
- May 29** *Networking*
8:00 a.m. **Jameson Inn**
209 Market Place Blvd.
865-531-7444
- June 6** *Annual Silent & Live Auction & Dinner*
6:00 p.m. **8807 Kingston Pike**
Reservations required
Call Chamber office at 675-7057



Dr. Joseph Hicks of Hicks Orthodontics held a ribbon cutting ceremony, Monday, April 28, at the new office located at 11221 West Point Drive. Hicks, who has been practicing orthodontics for five years, had the office built by Hickory Construction, Inc. Pictured are Hicks (with scissors), his wife, Kim, Chris Duncan and Mike Bridges of Hickory Construction, staff and Ambassadors of Farragut West Knox Chamber of Commerce. Dr. Hicks has a new concept in customer service with his "Brace Bus." The bus is designed to pick student patients up at surrounding schools, bring them to his office for an examination and deliver them back to the school, allowing for time management for the office staff and alleviating the need for working parents to interrupt their schedules.



Gwen Overton of Bella Spazio and Jim Warren, Team Logic IT, who are both new members of the Farragut West Knox Chamber of Commerce, attended the evening networking at Fleming's Prime Steak House in the Pinnacle at Turkey Creek Thursday, April 24.



Members of the Farragut West Knox Chamber gathered at TeamLogic IT Monday, April 7 for a ribbon cutting ceremony. Owner, Jim Warren is pictured with his wife, Wendy, and lead tech, Ryan Blume. The business, located at 224 South Peters Road, was opened in January is a full-service technology partner specializing in consulting, computer repair and maintenance. For more information about TeamLogic IT, call 357-8548.



Farragut West Knox Chamber Ambassadors, Bert Griffin, Rural Metro, Jack Wickstrom, Franklin's Printing West and Greg Carter, Sentry Insurance, enjoy breakfast and networking at LeBlanc Financial Group, Thursday, April 10.

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Jim Warren

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Tabletop centerpieces will be following in the theme, with each one uniquely representing a different country. Tabletop decorations will be auctioned off and a first prize plaque will be awarded to the "Best Dressed Table."

The Chamber would like to thank Event Sponsor, Cariten Healthcare and Community Sponsors, East Japanese Restaurant, First Tennessee, First Utility District, Mercy Health Systems and United Community Bank.

Reservations are required and may be made online, via the e-mail invitation or by calling the Chamber office at 675-7057. Cost for Chamber members is \$50 and the charge for non-members is \$65, with \$1 from each ticket going to Dream Connection. The Chamber will match \$1 per ticket for this charity as well. Space is limited so please make your reservations as soon as possible. The Farragut West Knox Chamber of Commerce would also like to thank the Auction Committee for its hard work and dedication to this event.

Mark your calendars for Friday, June 6 and join the Farragut West Knox Chamber of Commerce as we travel "Around the World Chamber Style."

You will not want to miss this one!

downtown at farragut

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says. "We have traveled to many towns such as Savannah, Charleston and Seawane, among others, and all of them have been successful with this 'old town element' and we believe that by picking and choosing from these designs, Downtown at Farragut will also be a great success."

The panel noted that the first phase will encompass town homes and condominiums, boutiques, office space and restaurants, with phase two housing single family dwellings.

Southern Market, which is currently located in Bearden is a unique retail establishment in that it houses a collection of unique interior shops within a single building, has committed to Downtown at Farragut and is pre-leasing 24,000 square feet of full service retail space with plans to open in the spring of 2009.

The Town of Farragut will share in the responsibility of maintaining the common areas, which Bates said takes some of accountability off of homeowners and retailers.

Bates and staff are currently pre-selling and pre-leasing space. For more information about Downtown at Farragut call 865-966-0091 or visit online at www.downtownfarragut.com.

Visit us at these convenient
West Knox/Farragut locations:

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

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



Thomas Christian, Tristan Majors and Sarah Stewart learn the inner workings of a lawnmower from Travis Bullington at the **Farragut Optimist Club Lawnmower Safety Clinic** Saturday, April 12 at Mayor Bob Leonard Park. Bullington owns his own landscaping business and gave the children advice on lawn mower safety and how to secure a summer lawn care job.



New members of the Farragut West Knox Chamber of Commerce met for the New Member Orientation Breakfast at Baptist Hospital West, Tuesday, April 8. Members who have joined the Chamber within the past 18 months are invited to the breakfast to view a presentation given by President, Bettye Sisco, and learn how to utilize what the Chamber has to offer in order to best serve their business. The Chamber hosts New Member Orientations twice annually, in April and October.

Welcome to our renewing FWKC members!

- | | |
|---|---|
| 9040 Executive Suites | Marino Therapy Center |
| Aubrey's Cafe | Mark's Carpet & Rug Cleaning |
| Calvert-Morse; Carolyn | Maytag Store |
| Carole's Interiors | Memories Photographics |
| Catalyst Technology Group USA, Inc. | Mortgage Investors Group |
| Community Link | New Covenant Baptist Church |
| Country Inn & Suites | Oasis Day Spa |
| Creative Structures, Inc. | Panera Bread — Turkey Creek |
| David's Abbey Carpet | Re/Max Preferred Properties — Lynn Hobbs |
| East Tennessee Personal Care Service | Realty Executives Relocation-Susan Varner |
| Edible Arrangements | Resource Accounting |
| Farragut High School Football Boosters Club, Inc. | Saddlebrook, Inc. |
| Foundation for Personal Financial Education; The | Shane's Rib Shack |
| Global Recruiters of Knoxville | State Farm Insurance — Jeannette Rogers |
| Heartland Payment Systems | Super 8 — West Tn Bank |
| Hicks, DDS MDS PC; Joseph D. | TurkeyCreekShopping.com |
| Irish Times, The | U.S. Cellular — Parkside Drive |
| Knoxville Culligan Water | West Knox Chiropractic Group |
| Knoxville Pediatric Associates | WIVK 107.7 |
| Lincoln Memorial University | |

at farragut

member briefs...

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the New Spring Harvest teas. These teas are renowned for being fresh and brightly floral and produced in small quantities. Turtleheads Tea and Coffee Company is located at 11130 Kingston Pike, Suite 2 in the Food City Shopping Center. Call Turtleheads at 675-5505 or visit on the Web at www.turtlehead-teaandcoffee.com.



Superior Carpet and Rug Cleaning owner, Kerry McDuffie, recently received his certification as "Master Textile Cleaner" from the Institute of Inspection Cleaning and Restoration. This is the highest designation on the cleaning side of the

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More than 100 executives from across the country gathered for the second annual U.S. Chamber Leader's Institute. The program, designed for those who have earned their IOM, CAE or CCE designations, allowed participants to engage in interactive sessions as well as electives where they learned from business and political experts and engaged in discussions on nonprofit issues and peer networking activities. Farragut West Knox Chamber President, Bettye Sisco, is pictured with some members of the executive class.



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President Quotes 'n Notes

by Betty Sisco

"You must be the change you want to see in the world."

— Ghandi

...Search to Become a Leader --Anonymous--



I went on a search to become a leader. I searched high and low.

I spoke with authority; people listened. But alas, there was one who was wiser than I, and they followed that individual.

I sought to inspire confidence, but the crowd responded, "Why should I trust you?" I postured, and I assumed that look of leadership with a countenance that flowed with confidence and pride, but many passed me by and never noticed my air of elegance.

I ran ahead of the others, pointed the way to new heights. I demonstrated that I knew the route to greatness. And then I looked back, and I was alone.

"What shall I do?" I queried. "I've tried hard and used all that I know." I sat down and pondered long. And then, I listened to the voices around me. And I heard what the group was trying to accomplish. I rolled up my sleeves and joined in the work. As we worked, I asked, "Are we all together in what we want to do and how to get the job done?" And we thought together, and we fought together, and we struggled towards our goal.

I found myself encouraging the faint-hearted. I sought ideas of those too shy to speak out. I taught those who had little skill. I praised those who worked hard. When our task was completed, one of the group turned to me and said, "This would not have been done but for your leadership."

At first, I said, "I didn't lead. I just worked like the rest." And then I understood, leadership is not a goal. It's a way to reaching a goal. I lead best when I help others to go where we've decided to go. I lead best when I help others to use themselves creatively. I lead best when I forget about myself as leader and focus on my group...their needs and their goals. To lead is to serve...to give...to achieve together.

I dedicate this, one of my favorite pieces for many years, to all graduates.

May all of your dreams come true! Good job!

Farragut West Knox 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!

American Diabetes Association
Janis Stone
865-524-7868
865-966-0385
211 Center Park Drive, Suite 3010
Knoxville, TN 37922

Conversion Properties, Inc.
Courtland Cobble
4852 Miser Station Road
Friendsville, TN 37737

Farmers Insurance Group — Bassett Insurance Agency
Greg Bassett
865-556-1087
865-381-1272
9724 Kingston Pike, Suite 600
Knoxville, TN 37922

Farragut Lions Club
Kathy Burrow
865-693-5449
700 Sedgley Drive
Knoxville, TN 37922

Gables & Gates
Janice Peterson
865-777-9191
865-966-2295
11800 Kingston Pike
Knoxville, TN 37934

Knox Area Rescue Ministries
Burt Rosen
865-673-6540
865-673-6556
418 Broadway
Knoxville, TN 37917

Lovell Animal Hospital
Sherri Mellskog, DVM
865-777-1221
865-671-2337
1305 Lovell Road
Knoxville, TN 37932

Morris Creative Group
Charles Morris
865-637-9869
865-637-9900
401 Henley Street
L&N Station/Plaza
Knoxville, TN 37902

Pre-Paid Legal Services, Inc.
Crystal Stinson
865-250-4508
865-966-1702
Knoxville, TN 37934

Safety Smart
Tommy Aydelott
865-539-3434
865-539-3436
10412 Kingston Pike
Suite 101
Knoxville, TN 37922

Shopper-News Now
Penny Heller
865-692-1537
865-342-6611
9040 Executive Park Drive
Suite 260
Knoxville, TN 37923

Slamdot, Inc.
Sean Christman
865-238-5600
P.O. Box 1572
Knoxville, TN 37901

Tradebank of Knoxville, Inc.
Jeff Jones
865-531-1822
865-693-6300
130 Mabry Hood Road, Suite 210
Knoxville, TN 37922

U-Haul Company of Knoxville
Clay McQuade
865-675-0856
10833 Kingston Pike
Knoxville, TN 37934

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industry. This recognition from the IICRC gives Superior Carpet and Rug Cleaning 12 certifications in total. For more information about Superior Carpet and Rug Cleaning, visit www.superiorofknoxville.com or www.IICRC.org

First Tennessee recently named Brent Larson private client services relationship manager. Before joining First Tennessee, Larson served for two years as a commercial relationship manager at First Citizens Bank in Knoxville and for three years prior as a business banking relationship manager with AmSouth Bank.

Michael Broyles Photography along with Make-a-Wish Foundation is working to raise more than \$6,700 for the foundation and its cause to fulfill a wish for one child. To make this goal, Michael Broyles needs to sell 150 portrait certificates by the end of July. The certificates sell for \$65 and are valued at more than \$275. Forty five dollars of the money is donated to Make-a-Wish. For the \$65, patrons receive a portrait session and an 11 x 14 print. In addition, for each portrait certificate sold, a Make-A-Wish kid will receive a free portrait session and an 8 x 10 inch print – a \$185 value.

Make-a-Wish children have been stricken with life threatening medical illnesses. All expenses of a wish are covered by the Foundation, giving the wish kid and family a brief respite from dealing with health issues. To purchase a certificate or learn more about how you might contribute, please call 865-777-5683 (LOVE).

Junk Bee Gone was named as a finalist for the 2008 Pinnacle Business Awards in the Small Business Excellence Award by the Knoxville Chamber. This award is presented to a business with 50 or fewer employees that has consistently grown its workforce and revenue and overcome obstacles including access to capital, operational efficiency control of expenses, customer loyalty and distribution. Junk Bee Gone has been in operation since the spring of 2005 and specializes in removal of junk from offices, homes and storage spaces.

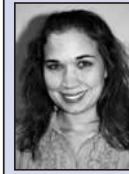
Carol Montgomery of Green Village Green, painted an artistic rain barrel for the Water Quality Forum. The forum kicked off the first annual Rainy Day Brush-Off and enlisted local artists to create works of art on 55-gallon rain barrels to help raise awareness about water conservation and water pollution. Montgomery's rain barrel is titled "Green Village Green." To learn more about Green Village Green, visit the Web site at www.greenvillagegreen.com

Fourteen students from Farragut Middle School were honored for winning 2nd, 3rd and honorable mention prizes in C-SPAN'S annual StudentCam competition. The videos were judged by a panel of C-SPAN representatives and evaluated based on the thoughtful examination of the contest theme, quality of expression adherence to the 10-minute time limit, balance of views presented and use of C-SPAN programming. The special award presentation and tour stop at FMS is held in conjunction with Charter Communications.

Who's who...

by Leslie Tucker

Making Business Better



Leslie Tucker

Business. It ain't easy. And sometimes, sadly, even the most hardworking and passionate fail. Whether you're a new business owner or a seasoned veteran, there's always more to learn. The Farragut

West Knox Chamber is an invaluable resource, and among its members are people whose business is to make other businesses better.

Sandler Training Herzog & Associates: If your bottom line relies on closing sales, get to know Steven Herzog. Steven is President of one of the longest successfully running Sandler franchises in the world. Steve says, "We help business and individuals learn and use a proven process of systematic selling and managing" — assistance that is especially helpful for companies who are frustrated with sales, turnover, and time spent in presentations and proposals that result in no sale.

The Sandler approach focuses on training coupled with weekly one-on-one coaching. "Having now worked with many businesses, I can say that beyond the help we are able to provide our clients with increasing their sales effectiveness and/or management success, we have had several clients comment as to how we have helped their non-work life as well. After all, selling is communicating to people and the techniques we train for selling absolutely apply to how we can best communicate with all people, whether they are our spouses, our children, family, or friends."

Learn more at upcoming events held at Sandler Training Herzog & Associates: May 22, 5-7 p.m., Farragut West Knox Chamber networking; June 16, 8:30-10 a.m., "Introduction to Systematic Selling"; June 17, Brown Bag Luncheon. For more information, call 470-4224.

Estrada Strategies, Knoxville: Longtime business owner and consultant Kevin Kragenbrink says, "Helping business owners find success is my passion. When one of my clients reports a great success, I find deep satisfaction in their accomplishments." Kevin owns Estrada Strategies, Knoxville, a business coaching and CEO training company. Clients are members of either its CEO Club or Entrepreneur's Club, based on length of time in business. "Long term success in any field requires that you have someone who can help you see past your own blind spots and discover the things you need to know to overcome every barrier."

Estrada's training program helps business owners build systems to address core disciplines of business. "Many people think of a business coach as someone who helps companies or entrepreneurs who are in trouble. If you think about it, you quickly realize that even people at the very top of their games have coaches. Great athletes, famous entertainers, top executives, powerful politicians and yes, successful business owners have coaches."

For more information, visit an Executive Briefing (for business owners and executives) held twice monthly: May 16 and 28 this month. Register at www.estradastrategies.com.

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