

Coach Summitt to Highlight Speaker Series

University of Tennessee Lady Vols Basketball Coach Pat Summitt will be the featured guest for the next Speaker Series Breakfast to be held at 7:30 a.m., Tuesday, September 30 at Rothchild's Catering, 8807 Kingston Pike.

Summitt, a favorite of Tennessee fans everywhere, attended UT-Martin where she was a star basketball player. She went on to be co-captain of the Silver medal US Olympic team and was named head coach for the Lady Vols at the age of 22 in 1974.

All total, the Lady Vols under the direction of Summitt have garnered eight National Championships, 14 Southeastern Conference regular season championships and 13 Southeastern

Conference championships. Summitt has never had a losing season in her 34 years and holds the title of "most wins" of any basketball coach male or female.

This marks the third breakfast hosted by the Farragut West Knox Chamber of Commerce this year. Past speakers have included Dr. Bill Bass, Congressman Jimmy Duncan and UT Basketball Coach Bruce Pearl, among others.

Reservations are required for this event and are going quickly. A full buffet breakfast will be served and the cost for Chamber members is \$25; \$35 for non-members. For more information about the breakfast or to reserve a spot, visit www.farragutchamber.com.



member briefs...

Pellissippi State Technical Community College will have the Hot Air Balloon Festival beginning at 4:00 p.m., both Friday and Saturday, September 26 and 27 at the Hardin Valley Road campus. More than 25 balloon artists from across the United States have signed up to "perform" at the glow, where multi-colored balloons light up the night sky. Admission is \$5 per person; children five years or younger are admitted free. All proceeds support the Pellissippi State Foundation.

The Farragut Lions Club will be hosting a Dinner/Wine Tasting and Auction from 6:30 to 9:00 p.m., Thursday, October 16, at Bearden Banquet Hall, 5806 Kingston Pike. The cost of this event is \$50 per ticket and proceeds are used to buy eyeglasses and pay for eye exams for those in need. This year the bulk of the proceeds will benefit the Low Vision Center, a Knoxville non-profit organization providing comprehensive rehabilitation services for patients with moderate to severe vision loss. For more information about this event or for reservations call 865-257-4553 or e-mail sl Robertson816@bellsouth.net.

See MEMBER BRIEFS page 2

Farragut 5K, Fun Run and Pet Walk on Track

The 13th Annual Farragut Fall 5K Run, Fun Walk and Pet Parade is fast approaching and committee members and volunteers are gearing up for the event scheduled for 8:00 a.m., Saturday, September 27, at Mayor Bob Leonard Park on Watt Road.

The run which is sanctioned by USATE, will be managed by the Knoxville Track Club and promises to be a fun, pet and family-friendly good time. Runners will travel on a traffic-free course, starting at Watt Road, through Sedgefield Subdivision and finish in the park. The Fun Walk and Pet Parade will take place on a separate course in the park.

On-site registration will begin at 7:00 a.m. for runners and walkers. The cost is \$15 for participants who pre-register and \$20 for those who register the day of the race. T-shirts and goody bags will

be presented while supplies last. The Chamber would like to thank Event Sponsors Best Western — Cedar Bluff, Cariten Healthcare, LeBlanc Financial Group and TDS Telecom and

Community Sponsors BB&T, Capital Financial Group, Migun — TN, NHC Place — Assisted Living, Realty Executives — Richard Barbee, ReMax — Ryan Levenson, Sitel, State Farm Agencies, Laura Ash, Vanessa Brown, Maria Bull, Cindy Doyle and Jeannette Rogers, Tennessee State Bank, The Town of Farragut, Water's Edge and West Knox Chiropractic and Media Sponsors Knoxville News Sentinel and WIVK — 107.7. For more

information about the 5K run, call the Chamber office at 675-7057 or visit the Web site at www.farragutchamber.com.



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member briefs...

from page 1

Karen Queener, director of Human Resources and Affirmative Action at Pellissippi State Technical Community College, has been appointed to the Southern Region's College and University Professional Association for Human Resources board of directors. The two-year appointment began in July. Queener began her career at Pellissippi State in 1988 and has worked in Human Resources for the past 15 years.



Exhibitor Source by Skyline is hosting two free educational seminar workshops from 1:30 to 3:30 p.m., Tuesday, September 16th and from 9:00 to 11:30 a.m., Wednesday, September 17 at their Knoxville showroom, located at 141 S. Gay Street. The Tuesday seminar is entitled the "Exhibitor Exchange" and offers a unique opportunity to join other marketing, sales and C-level professionals to candidly discuss topics surrounding the exhibiting world. The Wednesday event will cover how to set objectives, budget and determine ROI, design, promotions and more. Complimentary lunch is available both days. Seating is limited. Call Jody Myers at 865-675-0695 to register.



Rhonda Whitener, formerly of Realty Executives Associates, is now a charter member of Keller Williams Realty in West Knoxville. Starting her real estate career in Ocala Florida, where she was a "Million Dollar Producer," Rhonda and her husband, Eric, who is also a realtor moved to Knoxville and resumed their real estate careers. After being approached by Keller Williams, Rhonda realized the benefits available to her as an agent as well as her clients. While continuing to work with Rhonda in real estate, Eric also obtained his insurance license and is an account manager at Premier Insurance Company. Rhonda is an Ambassador for Farragut West Knox Chamber of Commerce as well as a member of the Women's Council of Realtors and can be reached at 865-694-5904, by e-mail at Email@WhitenerTeam.com. or on the Web at www.SellingKnoxville.net. Keller Williams, which is the fourth largest real estate company in North America with more than 650 offices, is located at 109 Durwood Road, Suite B.



Elegant Essentials, a gift shop offering unique jewelry, bath and body and gourmet treats among other items is hosting two events of interest. First, there will be a "Jewelry Trunk Show" for Plum Designs. Guests are invited to meet the artist and view her fall jewelry collection. This event will be from 4-8 p.m., Thursday, September 18. Secondly, there will be a Ne Qwa art demonstration. This is Knoxville's first live demonstration of the ancient technique of painting inside of mouth-blown glass.

See MEMBER BRIEFS page 4

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



Members and Ambassadors of Farragut West Knox Chamber of Commerce, friends and family gathered with the team from First Citizens Bank, 100 South Campbell Station Road, Friday, July 25 for a ribbon cutting ceremony. Pictured with Farragut Mayor Eddy Ford, Chamber President, Bettye Sisco and Concord Veterinary Hospital's Dr. Allen Gassel, are First Citizens Bank associates, Myrl Zapolski (with scissors), Allan Beall, Emily Stevens, John Fitzgerald, Lynn Golden, Teresa Watson, Samantha Martin, Doug Derrick, Bob Roberts, Calvin Martin and Vinny Binstock.



Tommy and Pam Aydelott, owners of Safety Smart, along with their children, Brittany, Kim and Lee, gather with Ambassadors and members of Farragut West Knox Chamber of Commerce Friday, August 1, for a ribbon cutting ceremony. The business, which is located at 10412 Kingston Pike, in the Bill Jones Music Center, specializes in personal and home safety. For more information about Safety Smart, call 539-3434.



Dr. Alan Gassel of Concord Veterinary Hospital accepts a framed replica of his billboard advertising his association with First Citizens Bank from Allan Beall, at the bank's ribbon cutting Friday, July 25.



Congratulations
farragutpress
on your
20th
Anniversary!

Don and Karen Sproles, owners of The Lunchbox and David and Robin Purvis, owners of Farragut Wine and Spirits pose for a photo at the evening networking that they co-hosted at The Lunchbox, Thursday, July 31.

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Jim Warren



Pat Myers, director of alumni relations and fundraising at **Pellissippi State Technical Community College**, displays a rendition of the Blount County Center, which is currently being renovated. Myers was speaking to Board members of the Farragut West Knox Chamber of Commerce at the monthly meeting at Pellissippi State Tuesday, July 22.



Gary King of **Realty Executives**, Brenda Koch, Lisa Wells, **Cariten Healthcare** and Scott Pinkston of **Image Matters** enjoy the morning refreshments at the networking Thursday, July 17, at **AAA East Tennessee**.



Enterprise Club members of the Farragut West Knox Chamber of Commerce were honored at an evening reception in order to thank them for giving above and beyond in support of the Chamber and its members. Todd Proffitt, president and Mollie Zigelnik, director of public relations for **Tennessee State Bank**, enjoy the beautiful scenery on the patio of Fox Den Country Club, Wednesday, July 23.



David Loving, chief administrative officer of **Baptist Hospital West/Baptist Hospital for Women** gets acquainted with Farragut Mayor Eddy Ford at the Enterprise Club reception.



Gwen Overton of **Bella Spazio** and Phil Dangel of **Shrimp Dock – Farragut** partake in the after-hours treats provided by **The Lunchbox** on Crosspark Drive, Thursday, July 31.



K.J. Orick of **Realty Executives – Turkey Creek** and Rob Leonard, **Question Mark Research**, network at Fox Den Country Club Thursday, August 14.

Welcome to our renewing FWKC members!

- AlphaGraphics
- American Finest Hardwood Flooring Dist., Inc.
- Blue Haven Pools
- Cellular Sales of Knoxville, Inc.
- Chris & Carolyn Wilson
- Coachman Clothiers, Inc.
- Colonial Pinnacle — Turkey Creek
- Corporate Quarters, Inc.
- Cracker Barrel
- Cruise Planners
- Earth Fare
- Farragut Middle School
- Femme Touche Hair Designs
- First Citizens Bank
- GolfTec — Knoxville
- Home Federal Bank — Concord
- Home Solutions
- Homewood Suites by Hilton at Turkey Creek
- Joseph A. Houck Construction Company
- Knoxville Convention Center
- McDonald, Levy, Taylor & Crotwell
- Partners Development
- Peerless Restaurant
- Pellissippi State Technical Community College
- Reserve National Insurance Co.
- Rick Terry Jewelry Designs
- RTL Technologies, Inc.
- Servpro of West Knoxville
- St. John Neumann Catholic School
- Starbuck's Coffee — Turkey Creek
- Sun Trust Bank — Turkey Creek Branch
- Tilman Companies, LLC
- Tropical Cabana Travel
- Tusculum College
- Urban Engineering
- UT Federal Credit Union
- Waste Management
- Yellow Book USA
- YMCA — Farragut Family

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President Quotes 'n Notes

by Betty Sisco

"Marketing takes a day to learn. Unfortunately it takes a lifetime to master."

— Philip Kotler, 1931
US marketing guru

Tips For Boosting Your Marketing Creativity



If you're going to succeed in your business, it is important to get creative. Stop doing the same ol' same ol'. Here are a few easy things you can do today to help you get more creative in your marketing:

- Stop listening to negative talk. If anyone says you can't, just close your ears because, you can.

- See something someone else is doing? Find a way to adapt it for your own situation if it looks successful to you.

- Break a glass. Well, maybe not literally. Just do something different. Anything. Surprise yourself. It doesn't even have to be business related. Eat breakfast at the same coffee shop every morning? Well, tomorrow go somewhere else. It has been said that "variety is the spice of life," so spice up how you do things.

Change? Oh no! It is not change that is difficult, it is the process!

- Keep a journal. Write every day. Even if it's just two sentences. Reflect on what you are doing.

- Spend 5-15 minutes a day brainstorming for new ideas. You won't get to them all and don't try to. At the end of each week, review your brainstorming lists and highlight the top 5 that show some promise. Make a plan to implement them.

- Read a book. Hold it in your hands. It's old-fashioned, but it's also relaxing.

- Resist an impulse. Any impulse. If it's something you would normally do then break your routine. Change again?

- Take a successful person to lunch and listen to everything they say. Ask questions.

Looking back at the simple steps and looking forward with change can create the results you need to re-kick start or kick-start your business.

Welcome to our new Farragut West Knox Chamber members!

Bailey Insurance Service
Mike Bailey
865-691-9111
865-539-6815
9219 Middlebrook Pike,
Suite 100
Knoxville, TN 37931

865-247-7010
4609 Papermill Drive
Knoxville, TN 37909

Dunkin Donuts
Kevin Patel
865-671-4110
715 Campbell Station Road
Knoxville, TN 37934

Digitize It Now
Derek Welsh
865-686-5760
12752 Kingston Pike, Suite 103
Knoxville, TN 37934

Environmental Drain & Plumbing Inc.
Ray Ferguson
423-946-2543
865-546-7871
9540 Hyacinth Way
Knoxville, TN 37923

Drive 4 Life Academy
Greg Mangon
865-470-4122

Housekeeping Maintenance Systems, Inc.
Judy Newman
865-691-6935
865-691-1490
10523-A Kingston Pike
Knoxville, TN 37922
hms@hmscleaning.com

Mancino's Pizza & Grinders
Shane Moore
865-686-2546
865-769-2255
9209 Middlebrook Pike
Knoxville, TN 37931

member briefs...

from page 1

The artist is signing and dating the ornaments. Each comes in its own velvet and satin box with a certificate of authenticity. The Ne'Qwa demonstration will be from Noon-3 p.m., Sunday October 5. Elegant Essentials is located at 7240 Kingston Pike in The Gallery Shopping Center. For more information, call 865-247-0157 or visit www.shopelegantessentials.com.



Earth Fare in Turkey Creek will host an Autism awareness day to benefit the local East Tennessee chapter of the Autism Society of America. Five percent of the sales from Saturday, September 13 will be given to the ASAETC. They will be having gluten-free tours, supplement tours, children's crafts, face painting and workshops including an occupational therapist, music therapist and an Autism 101 question and answer session. There will be a cook-out from noon until 2:00 p.m., with gluten-free hot dogs and \$5 plate lunches. For more information, visit www.earthfare.com or call the corporate offices at 828-281-4800.



First Tennessee recently named Mark Sluder as manager of its new Hardin Valley financial center. The branch located at 10606 Hardin Valley Road, is the 40th financial center in the greater Knoxville area. Sluder, who joined First Tennessee in 2006 has previously worked in retail management and is a U.S. Naval officer. He and his wife, Laurie, live in Farragut.

Calendar of Events

Please call the Chamber office at 675-7057 for information

September 11
5:00 p.m. **Networking**
Peerless Restaurant
320 N. Peters Road
865-691-4699

October 2
8:00 a.m. **Networking**
Parkview West
10914 Kingston Pike
865-675-7050

September 18
8:00 a.m. **Networking**
Earth Fare
10903 Parkside Drive
865-777-3837

October 7
7:30 a.m. **New Member Orientation**
Please contact the Chamber for location & information
865-675-7057

September 25
5:00 p.m. **Networking**
BMC
3132 Morris Avenue
865-525-4262

October 9
5:00 p.m. **Networking**
Bill Jones Music
10412 Kingston Pike
865-690-6465

September 27
8:00 a.m. **Farragut Fall 5K**
Mayor Bob Leonard
Park, Watt Road

October 13
3:30 p.m. **Ribbon Cutting/ Open House**
American Print Solutions
11153 Outlet Drive
865-777-1783

September 30
7:30 a.m. **Speaker Series Breakfast**
Coach Pat Summitt
Rothchild's Catering
8807 Kingston Pike
Reservations required
- call 865-675-7057

October 16
8:00 a.m. **Networking**
Stokely Company
320 N. Cedar Bluff Rd.
865-966-4878

Farragut West Knox Chamber of Commerce

11826 Kingston Pike, Suite 110 • Farragut, TN 37934
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This newsletter is published monthly by the
Farragut West Knox Chamber of Commerce.

Who's who...

by Judy Briody

Knoxville Ice Bears



Judy Briody

The 2008-09 season of the Knoxville Ice Bears is fast approaching and Director of Marketing and Promotions, Kim Bittinger, says that team mascot, Chilly, and the gang are gearing up for a fun, affordable and family friendly good time.

Often touted as the "fastest, toughest team sport in the world," ice hockey has experienced its share of bad press, but Bittinger notes that the Ice Bears have "enjoyed a growth spurt," and a reason for this may be because of the organization's commitment to youth, family and fitness.

During the off-season, the Ice Bears host a youth hockey camp while promoting "getting kids moving" no matter what the sport. Future Ice Bears also participate in activities on the ice during game-time intermissions and the crowd stays engaged while enjoying music, giveaways and fanfare.

This season begins with two exhibition games Friday, October 17 and Sunday, October 19, followed by the season opener Friday, October 24, at the Knoxville Civic Coliseum. The team plays a total of 60 games with the hope of play-off and post-season play. Last season, the Ice Bears won the Southern Professional Hockey League championship for the second time in three years.

Fans can take advantage of discounts on pre-sold tickets, partial season passes and flex tickets, which are packages of open-dated coupons that may be used at any home game.

Start planning for an exciting season with the Knoxville Ice Bears. Call 865-525-PUCK (7825) or visit the Web site for more information on ticket sales or to view the schedule at www.knoxvilleicebears.com.

Judy Briody is the Media Coordinator for the Farragut West Knox Chamber of Commerce and can be reached at judy@farragutchamber.com.

Closing the Cash Flow Gap

by Joe Andrews Part 2



Joe Andrews

Last month I focused on ways to determine whether your business may have a cash flow problem and in part 2, I am offering some specific guidelines to help rectify this situation.

- 1) Preparing customer invoices immediately upon delivery of your goods or services to the customer. If you wait to prepare your invoices at the end of the month, for example, you may be adding as many as 30 extra days to your cash flow conversion period!

- 2) Monitoring your customers' use of credit and adjust their credit limits accordingly.

- 3) Offering customers a discount for paying their invoices early. For instance, if your usual policy is to have payments due in 30 days, offer a small discount to customers who pay within 10 days.

- 4) Establishing a deposit policy for works in progress. For example, if you deliver a service, such as software development, home repair, or landscaping, you can adopt a policy that customers pay a certain percentage of the total invoice up front before the job begins.

- 5) Tracking your past-due accounts and actively pursuing collections. Most bills not paid within 60 days of invoicing are very difficult to collect. Do not hesitate to turn over accounts receivables over to collection agencies - this can often turn seemingly uncollectible accounts to cash.

You have to have money coming in regularly to maintain an adequate cash flow for your business, not just endlessly streaming out. Monitoring your cash flow and taking steps to shorten your cash flow conversion period will go a long ways towards eliminating those dangerous cash flow gaps.

Joe Andrews is the Senior Business Specialist for TSBC, Pellissippi State Technical Community College, and can be reached at jandrews@tsbc.org.