

"The mission statement is to strengthen and support our community by promoting business growth and economic development."

Burchett Featured at Chamber Breakfast

The Farragut West Knox Chamber of Commerce Speaker Series Breakfast continued highlighting Republican Senator Tim Burchett Tuesday, July 21 at Fox Den Country Club.

Approximately 100 guests attended the breakfast which began with Chamber President Bettye Sisco acknowledging sponsors, Event Sponsor, **Lenoir City Utilities Board (LCUB)** and Community Sponsors, **Farragut Wine & Spirits, Matlock Tire Service, NHC Place - Assisted Living and the YMCA - Farragut Family.**

Sisco also recognized the Chamber Board and presented a plaque and sincere thanks to outgoing Board Member, Jerry

Parkerson of TDS Telecom.

After an introduction by Knox County Chief of Staff Mike Arms, Burchett spoke candidly of his Knoxville roots ... Bearden High School and UT graduate, of some pertinent government issues in Nashville and his decision to run for Knox County Mayor.

Noting that the state of Tennessee has a \$30 billion budget and stating, "In two years, when this federal stimulus money runs out, we local people are going to be the ones to figure out how to pay for it." Burchett said that he is very "fiscally conservative," and he has a strong belief in state, local and federal government working together toward a common goal.

After a question and answer session involving balancing the state budget, the recent increase of unemployment insurance and the effect on small business and a sales tax for our state, Burchett encouraged the audience to make sure that state and local politicians are doing their jobs. He said that often elected officials are "put on a pedestal" and it is our responsibility to ask the tough questions and to make sure that they are "held accountable" for their decisions and actions.

The next Speaker Series Breakfast will feature Knoxville Mayor Bill Haslam and will take place at 7:30 a.m., Tuesday, September 29, at Fox Den Country Club.



Senator Tim Burchett checks in at the "greater table" at the Speaker Series Breakfast where he was the featured speaker.

Bert Griffin: Ambassador of the Quarter

Bert Griffin, Rural Metro Corporation of Tennessee was named the "Ambassador of the Quarter" at the monthly Ambassador meeting Tuesday, July 14. Griffin, who has been a member of the Farragut West Knox Chamber of Commerce since 2003, was previously on the Membership Committee for the Chamber until two committees combined to form the Ambassadors in 2007.



Griffin

Rural Metro is a private emergency services provider specializing in ambulance and fire protection services. Griffin, who has been with Rural Metro for six years, handles commercial sales and is the homeowner's association contact for Knox County.

The Ambassadors are a group of approximately 20 Chamber members who actively participate in networking and ribbon cutting events, deliver new member packets and assists office staff in recruitment and retention. The Chamber staff is grateful for the "volunteer spirit" of the Ambassadors, and Bert Griffin represents the Farragut West Knox Chamber very well.

For more information about the Farragut West Knox Chamber Ambassador program, call the office at 675-7057.

14th Annual Farragut Fall 5K Run, Fun Walk & Pet Parade

The 14th annual Farragut Fall 5K Run, Fun Walk and Pet Parade is fast approaching and committee members and volunteers are working to make this event the most successful to date. Runners, walkers and pets should mark their calendars for 8:00 a.m., Saturday, September 19 at Mayor Bob Leonard Park on Watt Road.

The course which is now USATF sanctioned and certification has been applied for, will be managed by the Knoxville Track Club. Runners will travel on a traffic-free course starting at Watt Road, through Sedgefield sub-division 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 to participants who pre-register and \$20 for those who register the day of the race. T-shirts and goodie bags will be given while supplies last.

The Chamber would like to thank Event Sponsor TDS Telecom and Community Sponsors, Michael Broyles Photography, Farragut Wine & Spirits, NHC Assisted Living, Tennessee State Bank, State Farm - Cindy Doyle, Laura Ash, Jeannette Rogers, Vanessa Brown Agencies, Enrichment Federal Credit Union, Sitel, First Tennessee, Pellissippi State

Community College, BB&T, West Knox Chiropractic, Sign-a-Rama Knoxville, Fitness Together, Keller Williams Commercial - David Pozy, the Town of Farragut and Media Sponsors, Knoxville News Sentinel, farragutpress, and 105.3 WFIV; also Tony Christen of farragutpress for designing the 5K logo.

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



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Tradebank of Knoxville, Inc.
Turkey Creek Land Partners
UT Federal Credit Union
Village Veterinary Clinic & Laser Center
West Bicycles
WIVK 107.7
YMCA - Farragut Family

Magic Mulch, located at 3037 Sutherland Avenue held a ribbon cutting ceremony with the Farragut West Knox Chamber of Commerce Friday, July 31. Brooke and Taylor Wilson, with scissors, are joined by their parents, Wendy and Troy. Magic Mulch is a family-owned business specializing in environmentally friendly mulch, stepping stones, and borders. Also pictured with the Wilson family are Chuck and Dee Steimer, friends, family and Chamber Ambassadors.

LeBlanc Financial Group hosted a ribbon cutting celebration for the new Legacy Alliance at their location at 8081 Kingston Pike Friday, July 17 with members of the Farragut West Knox Chamber of Commerce. Pictured along with Chamber President, Bettye Sisco, are Ed Earle, Chris Sieber, Tricia Weaner, Renee Caraway, Cecilee DeNardo, Russell Hale, Dave Murray, Mark Walls, Alyssa Hale, Kevin LeBlanc, Dr. Bill Campbell, Matt Allin, Lisa Bellamy, Lindsay Dycus, Tom Testement, Randy Hodges, Scott Beaty, Earl Myers and Matt Center.

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Ribbon Cuttings



▲ Campbell Station Wine & Spirits had a grand re-opening/ribbon cutting celebration with Farragut West Knox Chamber of Commerce President, Bettye Sisco, Ambassadors, Chamber members, family and friends Friday, July 10. New owners, Gene and Pam Treacy and their son, Lucas are all smiles as they prepare to cut the ribbon. Sales associates include Chad Walter, Bryan Ibson, Patrick Nichol, Ruthie Powers, Jim Furchess and Jeff Jamison.



▲ The new owners and staff of Cookies by Design, 139 West End Avenue celebrated a ribbon cutting/grand re-opening with members and Ambassadors of the Farragut West Knox Chamber of Commerce Monday, July 27. Pictured are Maggie Hudson, Linda and John Vile, Virginia Vile, Keith Wesolowski, Eric Holt, Kyrne Gignac, Ashleigh Crawford and Rebekah Johnston.



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Networking



▲ Soo Cha Griffith of Gallery Provence, Soo Cha's Art Studio chats with Carl Mandell of the Tennessee Smokies at the Slamdot, Inc. evening networking Thursday, July 16.



▲ Sean Christman, co-owner of Slamdot, Inc. stands in front of the live Web cast that was streaming throughout their networking at the place of business located at 119 S. Gay St.



▲ Farragut West Knox Chamber Ambassador, Greg Carter, accepts a stadium seat from Lee Freeman at the Knoxville Tourism & Sports Corporation morning networking Thursday, July 30. Knoxville Tourism and Sports Corporation also serves as the Knoxville Visitors Center, is located on Gay Street and is home to WDVX's Blue Plate Special.



▲ Kiwanis Club of Farragut members, Darla Arnold of NHC Home Health Care and Al Elkins listen as Mario Navarro tells Chamber members about his business, Estelita's. Kiwanis and Estelita's co-hosted a networking Thursday evening, July 23.



▲ Gloria Diltmore of The Travel Authority introduces herself to Viren Lalka of Lalka Tax Services during the morning networking at The Travel Authority Thursday, July 9.

Speaker Series

Jerry Parkerson of TDS Telecom was presented a plaque as thanks for time served on the Board of Directors of the Farragut West Knox Chamber of Commerce at the Speaker Series Breakfast. Parkerson served a three-year term from 2006-09.



▲ State Representative and owner of Matlock Tire Service, Jimmy Matlock addresses a question from another small business owner at the Speaker Series Breakfast.

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President Quotes 'n Notes

by Bettye 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 any one 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 brain storming for new ideas. You won't get to them all and don't try to. At the end of each week, review your brain storming 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.

ADMINISTRATIVE ASSISTANT

Position available for Administrative Assistant for President CEO in fast pace office. Must be reliable, accurate, detail oriented, self starter and organized. Effective computer skills including Microsoft Office, Quickbooks, ACT a plus.

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Reply to: P.O. Box 2261, Suite 110, Knoxville, TN 37934 or jobs@farragutchamber.com

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!

A Total Travel Agency
Pam Streufert
865-966-1445
11408 Kingston Pike,
Suite 300
Farragut, TN 37934

Chris Malone
Foxhollow Goodson
865-777-1720
102 Chaho Road
Knoxville, TN 37934

Orange Apple Branding
Boutique
Susie Norris
2575 Willow Point Way,
Suite 203
Knoxville, TN 37931

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Karl Howdeschell
865-690-4465
9430 Northshore Drive,
Suite 103
Knoxville, TN 37922

Inside Out Carpet Care
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865-828-9437
1982 Holston Shores Drive
Rutledge, TN 37861

Ruth's Chris Steak House
Catherine Robertson
865-546-4696
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Knoxville, TN 37915

Easy Outdoor Décor
Mercedes Campbell
865-966-3551
917 Forest Ridge Circle
Knoxville, TN 37932

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Scott P. Spaid
865-675-4455
9721 Cogdill Road,
Suite 102
Knoxville, TN 37932

Value Place Knoxville
Lynne Houser
865-238-4545
4412 Singleton Station
Louisville, TN 37777

Member Briefs

Edward Jones was recently ranked highest in investor satisfaction with full service brokerage firms according to J.D. Power and Associates. The study measures overall investor satisfaction based on account offerings, convenience, commissions and fees, financial advisor, investment performance and account statements. The Farragut West Knox Chamber of Commerce has three Edward Jones representatives as members, Jim Dickerson, John Gardner and Wendy Schopp.

First Tennessee recently hired Amy Gillen as vice president and portfolio manager in the bank's corporate banking division. Before joining First Tennessee, Gillen worked in commercial banking for more than 18 years.

TDS Telecom recently introduced a new hosted Internet Protocol (IP) communications solution called "managed IP," which is now available to help local businesses improve productivity, have greater efficiencies with no upfront costs or capital expenses. Features of the managed IP system include; the no upfront expense allowing customers to only pay for services needed and not having to worry about equipment becoming obsolete; advanced call routing features increasing employee productivity; simultaneous use of one phone number; user friendly administration that offers flexibility to adjust to staffing changes or changing work stations. For more information about the managed IP system, call 866-983-7249 or visit www.tdsvoip.com.

Mercy Health Partners President and CEO Debra London announced that Alan Watson has been appointed chief executive officer at Baptist Hospital West. This appointment was effective August 1. Watson was the CEO of St. Mary's Medical Centers in Campbell and Scott counties and also played a key role in the integration of Scott County Hospital into the Mercy system. Baptist Hospital West is a member of Mercy Health Partners, which was formed by the merger of St. Mary's Health System and

Baptist Health System of East Tennessee in 2008.

National College of Business & Technology held a graduation ceremony on June 6 and awarded degrees and diplomas to 146 students. Workforce Development Director from the Knoxville Chamber, Jennifer Evans was the guest speaker and congratulated the graduates for changing the course of their lives, their family's lives and the lives of the community.

Moxley Carmichael has recently promoted Lauren Christ to account executive. Christ started as a public relations intern for the company during a summer break. She returned to the firm as public relations specialist.

Julia Wood, director of Marketing and Communications at Pellissippi State Community College was elected vice president of the Tennessee College Public Relations Association (TCPRA) at the group's spring conference in May. TCPRA is an alliance of communicators representing public and private college, universities, two-year technical schools, technology centers and community colleges throughout Tennessee.

First Tennessee recently hired J. Michael Tharp as vice president and investment officer in the bank's brokerage division. Before joining First Tennessee, Tharp served as a chief compliance officer.

Season's Café located in Renaissance in Farragut recently announced a new Executive Chef. Stephen Myers was born and raised in Knoxville and graduated at the top of his class at Le Cordon Bleu College of Culinary Arts in Atlanta. Prior to this position, Chef Myers was on the staff at Blackberry Farm, Copper Cellar, Cha-Cha Tapas Restaurant & Bar, Club LeConte and Southern Graces Catering. For more information about Season's Café, call 671-3679.

Calendar of Events

Please call the Chamber office at 675-7057 for information

- | | |
|----------------------------------|---|
| August 13
5:00 p.m. | Networking
Rothchild Catering & Conference Center, 8807 Kingston Pike |
| August 19
11:30 a.m. | Brown Bag Educational Luncheon Series
Daniel Monday of Slamdor, Inc. - Web sites, Web traffic & Social Networking
Bearden Banquet Hall, 5806 Kingston Pike |
| August 27
8:00 a.m. | Networking
McAlister's Deli, 11140 Parkside Drive |
| September 3
8:00 a.m. | Networking
Clayton Bank & Trust, 11820 Kingston Pike |
| September 10
5:00 p.m. | Networking
Offices at Water's Edge, 608 Mabry Hood Road |
| September 17
8:00 a.m. | Networking
Leitner, Williams, Dooley & Napolitan, 180 Market Place Boulevard |
| September 19
8:00 a.m. | 5K Run, Fun Run & Pet Walk
Mayor Bob Leonard Park, Watt Road |
| September 24
5:00 p.m. | Networking
Dara's Garden, 2637 Maryville Pike |
| September 29
7:30 a.m. | Speaker Series Breakfast
Knoxville Mayor Bill Hisslam
Fox Den Country Club, 12284 N. Fox Den Drive |

Who's who...

by Courtney Such

Mixing it up at Menchie's



Courtney Such

When Bruce Smythe and his wife had experienced a frozen yogurt dessert at Menchie's for the first time in their life, one of the first things they noticed was, "everybody was having fun." Lucky for us, Smythe brought the idea for the franchise back with him to Farragut.

Menchie's is a self serve frozen yogurt store. What makes it unique are the three simple steps to getting your own personal yogurt — mix, weigh and pay! You choose from many flavors of yogurt, such as vanilla, chocolate, cake batter, fruity peach and many more. Next, you move to the vast variety of toppings at the topping bar, where you have choices ranging from sprinkles, to fresh fruit, candy and even cubes of cheesecake! You can also put hot fudge and caramel sauce on top — there are no limitations! Make your treat exactly the way you want it, put it on the scale, and pay by the weight.

The modern environment is also part of what makes Menchie's such an enjoyable place to be. The customers express how fun it is, and how they "enjoy being here." You cannot miss the big chalkboard inside of the store that has everyone's compliments written all over it, and not just from the little ones!

Menchie's is located right in the middle of Turkey Creek near McAlister's Deli. The Turkey Creek spot was chosen because "Farragut [is] a good place to connect to."

The family owned business loves to "spread the yum," according to Smythe. So, "come in and create your own mix masterpiece!" For more information on Menchie's, call 671-2910, or visit www.menchies.com.

Sharing Success Stories

by Joe Andrews



Joe Andrews

In last month's column, I had asked for members of the Farragut West Knox Chamber of Commerce to e-mail me with any personal experience or insight that might help a fellow business owner/manager to continue to succeed during less than optimal times.

Here are a few of the responses that I received. Jim Warren, president of Team Logic IT; a computer consulting company, says, that although it's a little different with a start-up business such as his, networking is a key factor in getting the "Team Logic name" out there." Jim said, "Business referrals have also been a very important factor of getting new business."

Oasis Day Spa manager, Glenna Butler, noted that in tough times she networks consistently. "Networking is not something that you can do once a month. There are weeks where I have gone to four or five events during a week, and it has been very effective for our business." Glenna says that she makes a point to meet three new people at each location and she is also a proponent of offering coupons and gift cards to attendees at these events.

Keith Meese, who is an integrated communications consultant and owner of The Prestige Group, uses drip marketing in order to reach potential customers. Drip marketing is a direct e-mail marketing strategy that involves sending out promotional pieces over a period of time to a subset of sales leads. Keith says that he plays to a potential customer's "pain level." By that he means that a customer may read his e-mail and not necessarily need his service at that time, but as often happens with computers, information is lost with no back-up plan in place and suddenly a customer finds that they need the service that he was promoting through drip marketing, and he is always willing and able to help them with their needs.

Thank you to Jim, Glenna and Keith for your insight and expertise.

Joe Andrews is the Senior Business Specialist for Tennessee Small Business Development Centers, Pellissippi State Community College and can be reached at jandrews@mail.tsbdc.org.