

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

Vol. 23, No. 9

A Publication of the Farragut West Knox Chamber of Commerce

September 2009



Mike Such, Junk B Gone, Enterprise Member and Chairman of the Board, Mark Sluder, First Tennessee, Hardin Valley and Enterprise Member, Kerry McDuffie, Superior Carpet and Rug Cleaner and Enterprise Member all enjoy the beautiful array of appetizers provided by Fox Den, while Emily Cox, Privett Insurance, Board Member and Sharon Male, FSG Bank, Enterprise Member.

Reception Honors Enterprise Members

On Tuesday, August 6th, the Board of Directors and staff of the Farragut West Knox Chamber held its 4th Annual thank you reception for the Enterprise Members, The Pillars of the Community. The evening reception was held at Fox Den Country Club with approximately 50 in attendance.

Enterprise Members are those chamber members that go over and above their annual contributions to the chamber to help support the chamber and its Continuing Education Grants and other educational programs and events it provides for its member and our community.

With the support of the Enterprise Club and other major events such as the

Speaker Series Breakfasts, and Annual Silent and Live Auction, and the 5K Annual Run Fun Walk and Pet Parade. The Chamber has proudly presented over 65 education grants to chamber members who want to further their education within their career.

"TDS Telecom utilizes the Farragut Chamber Enterprise Club program because it provides us with mass advertising due to the logo being on all Chamber correspondence, it provides the opportunity for our company to be formally recognized at

Enterprise Members see Pg 2

"Let's Get Ready to Run-ble"



The 14th Annual Farragut 5k, Fun Run and Pet Parade is set to begin at 8:00 a.m., Saturday, September 19, at Mayor Bob Leonard Park on Watt Road. Proceeds support the Farragut/West Knox Chamber's Education Scholarships funds and Young-Williams Animal Center. The chamber will match \$1 per ticket and present the monies to them at the race.

Not only is the course sanctioned by the U.S. Track Club but also **New this year – the course is certified by USATF.** The 5k run is taking place on a traffic-free course, starting at Watt Road, traveling through

Sedgefield Subdivision, and finishing in the park. The Fun Walk and Pet Parade are held on a separate course within the park.

On-site registration begins at 7:00 a.m. and will close no later than 7:45 a.m. Cost is \$20 per participant. T-shirts and goody bags will be given out to participants (while supplies last).

The Chamber would like to thank all volunteers and sponsors who have given so generously of their time and donations: Event Sponsor – TDS Telecom; Media Sponsors – Farragut Press and WHIV 105.3; Community Sponsors – The Town of Farragut, Tennessee State Bank, Farragut Wine and Spirits, Pellissippi State Community College, BB&T Bank, Michael Broyles Photography, West Knox Chiropractic Group, Sign-A-Rama, First Tennessee, Sirel, Keller Williams Commercial – David Pozy, Fitness Together, NHC Place Assisted Living, Enrichment Federal Credit Union, and State Farm Insurance Agencies – Laura Ash, Vanessa Brown, Cindy Doyle, Jeannette Rogers.



Chilly of the Ice Bears meets a new friend at the Pet walk in last years Pet walk and 5K Run.

For more information about the 5k run, visit the website at www.farragutchamber.com or call the Chamber office at 675-7057.

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ENTERPRISE CLUB

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

ADMIRAL ELITE	FIRST TENNESSEE	LENOIR CITY LCUB UTILITIES BOARD	TDS TELECOM
CAPTAIN	BMC Business Machine Company	farragutpress	FSGBank
ANCHOR	STAPLES	JEFFERSON FEDERAL	REGIONS
HOME FEDERAL BANK	United Community Bank	Choice Directory	SUPERIOR CLEANING
THE EYE GROUP	HomeWood Residence	LE BLANC FINANCIAL GROUP	NEWS SENTINEL
THE NEWS SENTINEL	BEST BUY	MERCY Health Partners	MIGUN TN

Welcome to our renewing FWKC members!

Apple Cake Tea Room
Cruise Planners
Digitize It Now
Drive 4 Life Academy
Matlock Tire Service
Peerless Restaurant
Pellissippi State Community College
Privett Insurance Group
St. John Neumann Catholic School
Urban Engineering
Yellow Book USA

Member Briefs

Congratulations to Clayton Bank that opened its new location in Farragut which is located at 11820 Kingston Pike. Join in on their opening celebration. Branch manager Keith Hickey says, "The bank will open on Saturdays from 9 A.M. til 1 P.M. Coffee, donuts and live music will be provided each Saturday during September from 10 A.M. until noon." Come see the new bank and join in on the fun!

First Tennessee has launched a new Web site at www.ftb.com. Check it out!

If you have not yet been to Migun, located in the Village Green Shopping Center you are in for a healing treat! Owner Teresa Lamb gives back to the community by allowing anyone who enters to enjoy the relaxation and therapy of infrared thermal acupuncture massage bed at no cost. Also provided is Yoga, nutritional products and many different classes. Visit at 11533 Kingston Pike, or call 671 0038 for more information.

Don't forget that flu season is approaching. I don't know how you could since it is all over the news. If you are the one that says, "I had a flu shot several years ago and it made me sick," remember that several years ago we didn't have iPhone either. Shots will be given at no cost at Farragut High School on September 26 from 8:00 a.m. until 12:00 noon.

Mike Gibson of the AlphaGraphics of Knoxville, located at 9648 Kingston Pike, was recently honored during the company's annual conference at the Palmer House Hilton in Chicago, Illinois August 5th - 8th. The Network Builders Award is given to franchisees who display role model behavior and share their strength and expertise with other franchisees. "I was grateful to have been recognized by our colleagues during the company's conference," said Mike Gibson, owner of the local AlphaGraphics. "This recognition is particularly meaningful as it validates our efforts to support the AlphaGraphics brand by assisting other franchisees strengthen their business. When our strong network of people work

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Ribbon Cuttings



▲ Clayton Bank in Farragut opened their newest branch in Farragut at 11820 Kingston Pike. Joining Jim Clayton and his wife Kay in the ribbon cutting is his brother Joe Clayton, Mayor McGill of the Town of Farragut, Congressman Duncan, Senator Tim Burchett, Vice Mayor of the Town of Farragut Dot LaMarche and other bank dignitaries, Chamber Ambassadors and friends.



▲ Doncaster opened a new store in the Pinnacle on August 10th. Pictured in the center are Briggett Smith, Melissa Nelson, Brenda Williams and Tammy Leigh. Joining in on the celebration are ambassadors for the chamber. After the ribbon cutting fruit, snacks and Godiva chocolates were enjoyed by all.



◀ Kerry McDuffie, Superior Carpet and Rug Cleaners, Mitchell Addams, Past Chair from First Tennessee, Vice Mayor of the Town of Farragut Dot LaMarche and Mark Slueder First Tennessee – all Enterprise members pause for a group picture.

exhibitor
865.675.0695
141 South Gay St., 1st Floor
Knoxville, TN 37902
www.doncast.com | 800.777.4444

You can Join US!
Call: 865.544.5400
Click: traacreditunion.com
Come By: 5913 Kingston Pike
West Knoxville, 102 N Seven Oaks Dr.

Enterprise Members from Pg 1
every meeting the chamber holds, it offers us first refusal of sponsorships for the various chamber events and options for choice locations in chamber publications. Enterprise membership gives TDS the opportunity to keep our name in front of our customers - it's a very cost effective way for our logo, products and services to be seen by the public," says

Jerry Parkerson of TDS Telecom.
Tonya Vest of FSG says, "The benefits of being an Enterprise Member are endless, consisting of unlimited advertising and acknowledgements that are listed on the email weekly by the Chamber. An Enterprise Member is mentioned at each series of Breakfast Events, Annual Dinner and Auction, as
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11505 KINGSTON PIKE
KNOXVILLE, TN 37934-3918
JERRY R. PARKERSON
MANAGER - MARKET MANAGEMENT
TDS TELECOMMUNICATIONS CORP
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865-755-0609 Cell
Jeff Diviny
Director of Sales
jeff@apartyrentals.com

Networking



▶ Ambassadors Bert Griffin, Rural Metro and Lisa Coram, Office Suites PLUS and Curtis Johnston, Appalachia Business Communications talk to Dr. Shahid Hasnain at the Pediatric Professionals - Farragut morning networking Thursday, August 6.

◀ New members Mary Brooks, State Farm Josh Ellis Agency and Marilyn Walsler, Inside Out Carpet Care pose with Jim Warren of Team Logic IT at Pediatric Professionals networking.



◀ Debi Houck, Thermocopy Centruworks and Reas Cannon REO, LLC, share laughs and good eats at Rothchild Catering Networking held on August 13th.



▶ Richard White, Valley Printers and Greg Caarter, Sentry Insurance enjoy samples of McAllister's food at the McAllister sponsored networking held on August 27th.



▶ Tennessee State Bank, Sharon Male FSG Bank, and Stephanie Barnes of Tennessee State Bank pause for a photo opportunity while enjoying the reception in their honor



Enterprise Members from Pg 2

well as special inserts in the chamber directory. Chamber members have the opportunity to sponsor weekly networkings that are published in the two local community newspapers, the farragutpress and West Side Shopper. The Farragut West Knox Chamber of Commerce promotes growth in our community, provides educational grants that encourages and helps members to increase their success. There is always an opportunity to support and help our community through volunteering as a member of the Farragut/West Knox Chamber."

Again, a special thank you to ALL of our Enterprise Members for their added support to the chamber and to the community!

Member Briefs from Pg 2

together we are making sure we give our customers optimum satisfaction with the solutions to their marketing needs." Thanks Mike for your hard work for your businesses and for all you do for the chamber!

Calling all kids, and their parents, too. The Little Gym of Farragut invites local residents to experience first hand the center's gymnastics classes and other programs that help kids develop lifelong skills. Offering a curriculum-based core program of gymnastics as well as sports skills and dance to promote coordination, balance, rhythm and flexibility, The Little Gym is based on a philosophy of allowing kids to experience success in a fun, caring and

non-competitive way. Children's listening, social and intellectual capacities are all enhanced in the process, as students are encouraged to progress at their own pace. If this might fit your needs go by and visit The Little Gym next to Kroger's in Farragut to tour its facility and get more information about its programs.

Have a Business question you want answered? Get answers from the professional business coaches at Estrada Strategies. Discover the 5 Keys to Open the Full Potential of Your Business. To learn more about Estrada Strategies and their work with business owners, please visit their website at www.estradastrategies.com/knoxville

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Jim Warren

FIRST UTILITY DISTRICT
OF KNOX COUNTY

WATER AND WASTEWATER SERVICE
FOR A GROWING COMMUNITY

122 Durwood Road
Knoxville, Tennessee
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Office: 865-560-8802
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President Quotes 'n Notes

by Bettye Sisco

Attitude Adjustment



"The longer I live, the more I realize the impact of attitude on life. Attitude, to me, is more important than facts. It is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people think or say or do. It is more important than appearance, giftedness, or skill. It will make or break a company...a church...a home. The remarkable thing is that we have a choice every day regarding the attitude we will embrace for that day. We cannot change our past...we cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play the one string we have, and that is our attitude...I am convinced that life is 10% what happens to me and 90% how I react to it. And so it is with you...we are in charge of our Attitudes."

- Charles Swindoll

Can it be that our lives can be enhanced by actually altering our attitude? Art Linkletter said, "Things turn out best for people who make the best of how things turn out." Now if you are tempted to stop reading another "sermon" on attitude, remember we all at times can use an adjustment.

- Attitude affects quality of life. A positive attitude won't let you do anything, but it will help you do everything better. Like it or not, we become on the outside what we are on the inside...
- Attitude is a choice. Circumstances are uncontrollable. Life's events happen. Our responsibility is to choose our responses-our attitude. Situations may color our view of life, but we have the power to choose the color.
- Attitude alters alibis. People who believe they can't usually can't. Football coach Lou Holtz believed "ability is what you are capable of, motivation determines what you do and attitude determines how well you do it."
- A positive attitude anticipates adversity. Positive people know that it is not all blue skies. Challenges are inevitable. Make the best of those challenges.
- Actions alter attitudes. If you want to have a change in attitude, begin with a change in behavior. You are who and what you are today because of the attitude you choose.

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 www.farragutchamber.com

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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|---|--|--|
| <p>Alexander Dumas Art Gallery
 Alexander Dumas
 865-777-3745
 552 David Lane
 Knoxville, TN 37922
 www.alexandumasartist.com</p> | <p>Keller Williams Commercial
 David Fozy
 865-300-4711
 5616 Kingston Pike, Suite 201
 Knoxville, TN 37919
 www.dpozy.com</p> | <p>Northshore
 Pellissippi Storage
 Hugh Neil
 865-558-6330
 904 Osprey Point Lane
 Knoxville, TN 37922
 www.npstorage.com</p> |
| <p>Calhoun's
 Bart Fricks
 865-673-3400
 10020 Kingston Pike
 Knoxville, TN 37923
 info@coppercellar.com</p> | <p>Knoxville Internet
 Kevin Shirk
 865-588-2465
 5710 Kingston Pike, Suite G
 Knoxville, TN 37919
 knoxvilleinternet.com</p> | <p>Patriot Investment
 Management
 Brad Bower
 865-777-2479
 9721 Cogdill Road
 Knoxville, TN 37932
 www.patriotinvestment.com</p> |
| <p>Calhoun's
 Bart Fricks
 865-673-3400
 625 Turkey Cove Lane
 Knoxville, TN 37934
 info@coppercellar.com</p> | <p>Massage Envy
 Ron Nichols
 865-218-3689
 11669 Parkside Dr.
 Farragut, TN 37934
 www.massageenvy.com</p> | <p>Signarama Knoxville
 Terry Finnegan
 865-690-1903
 9700 Kingston Pike,
 Suite #18-A
 Knoxville, TN 37922
 www.signaramaknoxville.com</p> |
| <p>Designs for Health
 Donna Taylor
 865-742-5078
 1682 Meadow Chase Lane
 Knoxville, TN 37931
 www.designsforhealth.com</p> | <p>Michael Brady Inc.
 Carl A. Smith
 865-584-0999
 299 North Weisgarber Road
 Knoxville, TN 37919
 www.michaelbrady.com</p> | <p>Smoky Mountain Brewery
 Bart Fricks
 865-288-5500
 11308 Parkside Dr
 Knoxville, TN 37934
 info@coppercellar.com</p> |
| <p>East Tennessee
 Community Open MRI
 Cynthia Gragg
 865-692-9964
 300 Prosperity Drive, Suite 105
 Knoxville, TN 37923
 www.knoxvilleopenmri.com</p> | <p>Money Concepts
 Financial Planning Center
 Cynthia "Cid" Letsinger, CFP
 865-689-1600
 9111 Cross Park Drive Suite
 D200 Knoxville, TN 37923</p> | <p>Tennessee Army
 National Guard
 SSG Steve Bell
 865-693-3130
 8891 Town & Country Circle
 Knoxville, TN 37923
 www.nationalguard.com</p> |
| <p>Greater Knoxville
 Business Journal
 Amy Nolan
 865-342-6294
 2332 News Sentinel Drive
 Knoxville, TN 37921
 www.knoxvillebiz.com</p> | <p>Mortgage Investors
 of Knoxville
 Gus Saledo
 865-588-4473
 9648 Kingston Pike, Suite 8
 Knoxville, TN 37922
 www.miotkn.com</p> | |

Member Briefs from Pg 3

Congratulations to Vienna Coffee Company who announced that July was a great month, the second best in online sales, and it couldn't have happened without you. Thank you so much for all of your support. Check out their class/cupping schedule this month. It's a great way to learn even more about coffee and how to get the perfect cup of Joe, our own Tennessee Coffee. Visit them on line at info@viennacoffeecompany.com

Congratulations to the Jameson Inn hotel brand. For the first half of 2009, and for 5 consecutive years, Jameson Inn has been ranked #1 in customer service in the Market Metrix Hospitality Index (MMHI). "It is great to know our dedication to our guests has been recognized again," said Shannon Smith, general manager of the Jameson Inn Knoxville, TN. "Even in a down economy, our commitment to an excellent lodging experience is our overriding goal." The Jameson Inn Knoxville is located at 209 Market Place Blvd., Knoxville, TN 37922. Shannon Smith can be reached at (865) 531-7444 or 800-JAMESON (526-3766).

Calendar of Events

Please call the Chamber office at 675-7057 for information

- | | |
|--|---|
| <p>September 17
 8:00 a.m.</p> | <p>Networking
 Leitner, Williams, Dooley & Napolitan
 180 Market Place Boulevard</p> |
| <p>September 19
 8:00 a.m.</p> | <p>5K Run, Fun Run & Pet Walk
 Mayor Bob Leonard Park
 Watt Road</p> |
| <p>September 24
 1:00 - 2:00 p.m.</p> | <p>Ribbon Cutting
 Massage Envy
 11669 Parkside Drive</p> |
| <p>September 24
 5:00 p.m.</p> | <p>Networking
 Daral Garden
 2637 Maryville Pike</p> |
| <p>September 25
 9:00 a.m.</p> | <p>Ribbon Cutting
 A Total Travel Agency
 11408 Kingston Pike</p> |
| <p>September 29
 7:30 a.m.</p> | <p>Speaker Series Breakfast
 Knoxville Mayor Bill Haslam
 Fox Den Country Club
 12284 N. Fox Den Drive</p> |
| <p>October 1
 8:00 a.m.</p> | <p>Networking
 Earthfare
 10903 Parkside Drive</p> |
| <p>October 8
 5:00 p.m.</p> | <p>Networking
 Office Suites Plus/Society of Friendly Fellows
 200 Prosperity</p> |

Who's who... by Courtney Such

Be "Safety Smart"



Courtney Such

Lately, more and more people are becoming aware of their safety in this world. But, how far can we go to ensure that? What are we allowed to have with us every day to make sure we stay safe? Knoxville is fortunate to have Safety Smart, a store where you can purchase items and attend classes to protect yourself and others.

Tommy Aydelott and his family decided to open this unique business when his daughters who attend college "came to me expressing concern about personal safety." Other crimes that were going on at the time also made an impact on the family to start making everyone aware of what is going on around them. Aydelott began researching and "quickly realized personal safety was only the beginning, and determined to extend my research into home safety, emergency safety, fire safety, and travel safety." When he looked around the area for a store dedicated to safety, he could not find one. In January of 2007, Safety Smart opened its doors.

The store is very modern, and equipped with all of the latest safety products, including cameras, fire safety, alarms, and personal safety sections, to name a few. There are security cameras to use for the house or a business. Fire escape ladders and smoke detectors are also available. "The kids come in here with their parents and know more about fire safety than they do," says Aydelott, laughing. "...the store has an inviting and relaxing atmosphere for individuals and families of all ages."

Not only does Safety Smart sell products, but they also offer classes so the customers can learn how to use them. Videos and live demonstrations are shown to teach people exactly how to use their products. There are upcoming Safety Awareness and Self-Defense Classes on Saturday, September 19, and Saturday, October 24 for women only, to learn what to do if under attack.

To sign up for either of these classes or to get more information on the store, call Safety Smart at 539-3434, or visit them at www.safetysmart.biz.

How to Grow your Company Today

by Joe Andrews



Joe Andrews

It appears the economic indicators are looking better, and there's a feeling that we may truly be at the bottom of the decline we have been seeing for quite some time. This, in fact, may be the best time for you to be investing in your business. Here are some tips for you to focus on how to increase growth and profit for your business.

1. Work on your business, not in it. Too many times business owners live in the present and forget about the future. Think about where you need to be in six months, one year, and three years out from today and ensure all of your goals and actions are aligned with achieving those goals. This is a great time to update your business plan. When we're busy working in the business, on a day-to-day basis, we sometimes end up doing activities that lead us astray and we become unfocused, not moving toward real business goals.
2. Make sure you understand what differentiates your company from your competitors. This not only includes companies that provide products or services similar to yours (direct competitors), but rather all of the firms that compete for the same customer dollars (indirect competitors). For example, I have worked with several HVAC (heating, ventilation, and air conditioning) contractors over the years. In reviewing competitors, the contractors should realize that some of their prospects often decide between spending money on a new HVAC system or a new sun room for their house. That makes small construction companies their indirect competition.
3. Sales - Remember to listen to your customers' needs and address them. It's not about telling somebody everything you know about your products and services. Good salespeople spend most (at least 75%) of their time listening to their customers' needs before talking. With a typical adult attention span of no more than 30 seconds, that means you need to truly do your homework before you meet with a potential customer so the message you provide is clear, concise, and targeted toward their specific needs.

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