

# CHAMBER LIFE

"THE MISSION STATEMENT IS TO STRENGTHEN AND SUPPORT OUR COMMUNITY BY PROMOTING BUSINESS GROWTH AND ECONOMIC DEVELOPMENT."

Vol. 23, No. 12

A Publication of the Farragut West Knox Chamber of Commerce

December 2009



## IT'S THE MOST WONDERFUL TIME OF THE YEAR

The Annual Farragut West Knox Chamber of Commerce Holiday Open House was held on December 1, 2009 at the chamber. The purpose of this festive occasion was to thank all the many members who support the Farragut West Knox Chamber throughout the year. It is impossible to hold such an event without the support of the members who attended, the volunteers and Ambassadors who helped, and the Chamber members who graciously donated different services. We couldn't have asked for more...Thanks to Bedros Bozdogen - Events by Rothchild for the tent that was warm and cozy, and to those who put it all together, Michael Bates - Michael Bates Homes who helped to light up Farragut and to Josh Ellis - State Farm for his contribution.

Thanks also to the delicious and abundant food and drink graciously provided by our Chamber businesses.

What a great opportunity to try out different foods available to you each day right here in our neighborhood. Food and beverage were provided by:

Abuelo's - John Volpe; Aubrey's - Randy Burleson; Calhoun's - Brenda Herron; Conner's - Al Varlen; Fox Den Country Club - Cathy Storm; Kroger - Molly Stiles; Lenoir City Utilities Board - Jimi Redmond; NHC - Vivian Akins; Peerless - Nia and Gary Kalogeros and Josh Kimmel; Pimentos - John Bushmore; Schakolad - Gus Paredes; Seasons - Deron Little; Shrimp Dock - Helen Markway; and Superior Carpet and Rug Cleaning - Kerry & Sharon McDuffie.

Lines were waiting outside Bettye Sisco's office to receive stress-calming chair massages provided by Oasis Day Spa! These were much needed during this holiday season.

We thank Greg Scribner with American Piano

Gallery for providing the use of the Steinway player piano which played cheery music throughout the evening.

The Chamber was pleased to not just make this a gala evening for our members, but to be there to generously contribute to the Empty Stocking Fund. We collected many toys and food items for those less fortunate.

Everyone was a special guest and we thank Mayor McGill and his wife Marianne and Mayor Bob Leonard and his wife Marie for attending the event as well!

Last but not least, thanks to those who were there when it was over to help break down in order to be ready for another day. Once again, our appreciation goes to all our generous Chamber members in helping make this occasion a success! See you under the tent next year!

## Welcome to our renewing FWKC members!

- BankEast (Hardn Valley)
- BankEast (Kingston Pike)
- BarberMcMurry Architects
- Bath Junkie - Knoxville
- Charter Business
- Childhelp Tennessee
- Click Funeral
- Home/Farragut Chapel
- Coldwell Banker Wallace & Wallace, Realtors
- Custom Insurance Agency
- Dara's Garden
- Dayne Allen Salon
- First Tennessee - Campbell Station Financial Center
- Fort Sanders Health & Fitness Center
- Hampton Inn West at Cedar Bluff
- Herbalife Independent Distributors
- Horne Properties
- Kelly Baker Properties
- Laimon W. Goddell, Jr., CPA, PC
- Lalka Tax Services, LLC
- Love, DDS; John F. M & M Development Co., Inc.
- McAlister's Deli
- New Horizons Computer Learning Center
- NHC Home Care - Knoxville
- O'Rourke DDS; Chris Parkwest Medical Center
- Perfect Logo Promotions
- Pugh & Company, P.C.

- Regal Entertainment Group
- Rose Mortuary/Mann Heritage Chapel
- Rothchild Catering & Conference Center
- Schuchardt Law Firm
- Servpro of West Knoxville
- Site Incorporated
- Sperry Van Ness/ R. M. Moore
- Stokely Company; The Title School of Discovery
- U.S. Cellular - Parkside Drive
- Vienna Coffee Company LLC
- Volunteer State Title
- Webb School of Knoxville

## Member Briefs

CAK to Host Three-Day Workshop for Pre-School, Pre-K & Kindergarten Educators. Educators, mark your calendars! The renowned Gesell Institute is holding a 3-day training workshop in Knoxville, TN on February 1-3, 2010. Hosted by Christian Academy of Knoxville, this workshop will run from 8:30-4:00 each day. The 3-day workshop includes insightful professional development on the ages and stages of childhood as well as in-depth training and hands-on practice with the Gesell Developmental Observation (GDO). The long-used and well-loved GDO assessment involves direct observation of a child's growth and development, as well as some measures of achievement. Participants will learn to observe and interpret development and behaviors in the areas of cognitive, language, math, and motor development of the 2.5- to 6-year-old child in order to understand the unique needs and abilities of students, and in planning for appropriately challenging preschool and kindergarten curricula. The fee for this 3-day workshop is \$495. Reservations can be made by calling the Gesell Institute at 1-800-369-7709 or by visiting their website at [www.gesellinstitute.org](http://www.gesellinstitute.org).

First Tennessee recently named Blake Hauk as senior vice president of the special assets division. Hauk joined First Tennessee in 1994. He resides in Farragut with his wife, Susanne. More information is located at <http://www.firsttennessee.com>.

Mercy Health Partners is proud to partner with Scholastic Inc. in Scholastic Book Clubs ClassroomCare initiative which brings 1 million books to children in need across the U.S. This year, Super Bowl MVPs Eli and Peyton Manning are joining in this effort to get the word out to kids in schools across America. ClassroomCare is an annual challenge to the one million classrooms that use Scholastic Book Clubs.

Member Briefs - See Pg 4

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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**

**ADMIRAL**

**CAPTAIN**

**ANCHOR**

# HAPPY HOLIDAYS

from the Farragut West Knox Chamber



Knox County Mayor  
Mike Ragsdale

- Above the Rest Balloon Designs (865) 719-8110
- Appalachia Business Communications (865) 531-9000
- American General Life (865) 363-6657
- The Davis Family YMCA at Jefferson Park (865) 777-9622
- Mary Kay - Pam Brown (865) 771-1427
- The Prestige Group (865) 705-3878
- Parkway Storage 865-470-7879
- Parkview West (865) 675-7050
- Balanced Books and Payroll (865) 560-8802
- Best Western Cedar Bluff (865) 539-0058
- Kroger (865) 966-3975
- Michael Brady, Inc. (865) 584-0999
- Lawncare Solutions (865) 457-7547
- Orange Apple Branding (865) 381-0905
- ORNL Federal Credit Union
- Kroger Branch (865) 813-2580
- Results Physiotherapy (865) 777-1080
- Reserve National Insurance (865) 675-3564
- Richard Quila Investigations (865) 777-0245
- Salon Byoshi (865) 690-4111
- Saire's Events (865) 803-6917
- Town Framery (865) 671-6627
- TSBDC (865) 246-2665
- Hierry Sommer & Associates (865) 692-1515
- CORT (865) 588-7005
- Custom Insurance Agency (865) 288-3282
- ValuePlace (865) 851-6186
- SILPADA (865) 607-9793
- The Little Gym of Farragut (865) 966-4386
- Randy Walker - Candidate TN State Senate- District 7 (865) 675-7462
- REO, LLC (865) 382-6117
- Rodger Moss (865) 583-0091
- ROK Financial (865) 776-3791
- Society of Friendly Fellows (865) 661-5068
- Event Rentals by Rothschild (865) 531-0269
- Fish Window Cleaning (865) 675-6655
- Best Western Cedar Bluff (865) 539-0058
- Matlock Tire (865) 966-0425
- Massage Envy (865) 218-3689
- The Offices at Water's Edge (865) 684-1931
- Resume Development (425) 568-2576
- Richard Quila Investigations (865) 777-0245
- Salon Byoshi (865) 690-4111
- Saire's Events (865) 803-6917
- Town Framery (865) 671-6627
- TSBDC (865) 246-2665
- Hierry Sommer & Associates (865) 692-1515



# President Quotes 'n Notes

by Bettye Sisco

## Holiday Greetings

*"Blessed is the season which engages the whole world in a conspiracy of love."*  
 - Hamilton Wright Mabi



All of us at the Farragut West Knox Chamber of Commerce join together in sending holiday greetings with every good wish for the new year. Whatever is beautiful. Whatever is meaningful. Whatever brings you happiness. May it be yours this holiday season and throughout the coming year.

We find ourselves reflecting on the past year and on those who have helped to shape our business in a most significant way. We value our relationship with you and look forward to working with you in the year to come. We wish you a very happy Holiday Season and a New Year filled with peace and prosperity.

*Bettye Sisco*



### FARRAGUT OFFICE SPACE FOR LEASE TWO OFFICE SUITES AVAILABLE

Executive office, conference room, three additional offices and reception area \$1,000 a month.  
 Two Executive offices, file room, reception area and conference room.

Class A office space with great Kingston Pike exposure and the Farragut/West Knox Chamber of Commerce as your neighbor.

**MICHAEL BATES**  
 Gables & Gates, Realtors  
 777-9191/675-5722 • cell 924-6244

**Farragut West Knox Chamber of Commerce**  
 11826 Kingston Pike, Suite 110  
 Farragut, TN 37934  
 (865) 675-7057 - Phone  
 (865) 671-2409 - Fax

e-mail: info@farragutchamber.com  
 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!

**American General Life and Accident Insurance**  
 Brian Males  
 8920 Executive Park Drive, Suite F140  
 Knoxville, TN 37923  
 865-765-2394  
 brian.males@agla.com  
 www.qualityoflifeinsurance.com

Knoxville, TN 37923  
 865-531-0269  
 steve@eventrentalsbyrothchild.com  
 www.eventrentalsbyrothchild.com

**Event Rentals by Rothchild**  
 Steve White  
 120 W. King's Way

**West Side Nurseries**  
 Tom Schmandt  
 14301 Northshore Drive  
 Lenoir City, TN 37772  
 865-988-3618  
 tomuschmandt@att.net

### Member Briefs from Pg 1

Christian Academy of Knoxville proudly announced that their students from grades K-12 were invited to enter original artwork in a calendar contest last month. The CAK Art Department then selected four winners from each school (Elementary, Middle, and High) and one grand prize winner. Each winner will have his/her artwork on one month of the 12-month 2010 calendar, with the grand prize winner's art on the cover. Congratulations to our winners! For more information contact the Christian Academy of Knoxville www.cakwarriors.com

Students from the Christian Academy of Knoxville honored local Veterans on November 9 at the school's 5th Annual Veterans Day Celebration – the only event of its kind in East Tennessee. Over 1,200 students and community members gathered for a program led by Tennessee Senator Tim Burchett. CAK's Veterans Day program has become a local favorite, drawing veterans of all ages from all across East Tennessee.

Salon Biyoshi won Redken's "Night of Color" contest in which salons compete to host an event to educate and inspire clients concerning hair color. Salons submitted photographs and a detailed event description to Redken. Salon Biyoshi won a trip to New York City, lunch with a Redken hair color consultant and \$2,000.00 towards advanced education at Redken Exchange.

Heads up Farragut Chamber Members: Best Western is offering "you" two great rates for this winter season. We will offer either of our large event rooms that regularly sell for \$200.00 at HALF price of only \$100.00 plus our double queen or standard king lodging rooms that regularly sell for \$99.00 weekday and \$109.00 weekend for only \$69.00 plus tax. Call Carol Golden at (865) 539-0058 or (865) 643-3443 for these special rates, for your meeting and lodging needs. See pictures at www.bwcedarbluff.com.

Above the Rest Event Designs, owned by local resident Dianna Glandon, was a FIRST PLACE WINNER in a national Business Package Competition at the FLOAT convention in Cincinnati, Ohio. FLOAT is an annual convention for intermediate and advanced balloon artists from the United States and abroad. The Business Package Competition judged the quality of Above the Rest's portfolio, brochure, and website. The brochure was designed by locally-owned firms, Marketing Dimensions and Johans Design. Above the Rest also placed THIRD in the Table Centerpiece Competition, creating a centerpiece in one hour with the theme "Lost in the 80's." For more information, please call Above the Rest, 865.719.8110, or visit www.abovetheresteventdesigns.com.

Throughout the year, a team with the Tennessee Home and Farm magazine travel the state in search of good food and friendly service. In each issue, they feature one of Tennessee's best eateries, and in their opinion, the best dishes to try. In their winter issue, they chose the Apple Cake Tea Room located at 11312 Station West Drive in Knoxville. The article stated that this business is inviting and quaint to local folks and travelers alike. Call these nice folks at (865) 966-7848 to inquire about rental space for parties and special events for holidays or any time of the year as well.

Local Cracker Barrel Stores Can Help You Develop a Gift for Giving and offer great gifts, value, and convenience. Farragut, TN (Grassroots Newswire) December 9, 2009 – Today's economy has shifted the focus from extravagant spending to choices that offer more value. And finding unique gifts at great prices can actually be fun! Cracker Barrel Old Country Store® offers tips on how to maximize your shopping experience to make finding that perfect gift easier. Make a list, shop smart, purchase little luxuries, give food items and be sure to look for the "freebies" such as gift wrapping. Consider all these tips and then head to Cracker Barrel, where you'll find shopping that offers gifts and self-indulgences that are reminiscent of America's country heritage, all at a great price. Find your nearest Cracker Barrel location by visiting www.crackerbarrel.com.

Steinway is moving...spread the word! We're moving locations...actually in the same building just 2 doors down. We're moving into a space that is 4225 square-feet. We're going to have a great looking showroom and having about a 60 seat recital hall. Our grand opening celebration is going to be the weekend of January 22nd. For more information, contact Brandon Herrenbruck at the following: Nashville: 615.373.5901 - http://www.steinwaynashville.com Knoxville: 865.671.3388 - http://www.americanpianogallery.com.

## Calendar of Events

Please call the Chamber office at 675-7057 for information

December 17 Networking Event:  
 8:00 am Jefferson Federal  
 11916 Kingston Pike

December 23 Offices close for 1/2 day  
 12:00 pm

December 24 No Networking  
 Christmas Eve  
 Office closed

December 25 Christmas Day  
 Office closed

December 31 No Networking  
 12:00 pm New Year's Eve  
 Office close for 1/2 day

January 1 New Year's Day  
 Office closed

January 7 Networking Event:  
 5:00 pm Migun TN  
 11533 Kingston Pike

January 19 Speaker Luncheon  
 12:00 pm Gloria Ray  
 Fox Den Country Club



## Who's who... by Courtney Such

### Schokolad Heaven



Courtney Such

The Schokolad Chocolate Factory has recently changed owners, and when I say recently, I mean it. When Gus Paredes and wife Cecilia opened the store as their own in mid November, they knew they had made the right decision. "I love it," said Gus. Opening this store was "something you could call faith, or destiny, even... something about chocolate puts a smile on everyone's face."

Some of the treats they offer are traditional truffles, ganaches and chocolate covered strawberries. They also have fruit slices, Oreos, pretzels, and marshmallows covered in white, milk, or dark chocolate as well as specialty treats for the holiday season. When asked what the best selling item in the shop was, Gus answered, "You know...everything is our best selling item!" It is definitely a unique store. "We make everything in the store. Not only do we have retail, but also corporate, customized, high-end gifts that have decadence and style," said Paredes. "The fact that we do it [make the chocolate] right in front of them is also what makes us unique."

Schokolad is located in Turkey Creek near the Bath and Body Works across from Chick-Fil-A. Keep in mind that they offer a Sweet Night Out and birthday parties, so you and your loved ones can join in on the experience by making the "highest quality, best chocolate in Knoxville." For more information, call 675-2626 or visit www.schokolad.com. Stop in for a sweet treat anytime! You will not be disappointed!

## Promoting One's Business

by Joe Andrews



Joe Andrews

Listed below are the final five of the 10 inexpensive ways to promote your business.

**Give out freebies as a business promotion.**

Promote something free or use customer "rewards". A farmer gave me coupon with my purchase.

**Promote your business on a talk show.**  
 Business-related programs on local radio stations and cable TV stations are looking for guests. Find out who the host is, and approach him or her as willing to share your expertise. Have your proposal clearly worked out before you contact the program host, and make sure the parameters of your appearance, such as details about plugs, are clear beforehand.

**Promote your business by giving a seminar or presentation.**

Again, share your expertise. A local carpet company advertises a free seminar on installation techniques for a type of laminate flooring. Participants learn how to install this type of flooring and get special discount prices if they purchase the laminate flooring from that carpet company. Create a continuing education program at an area College to create awareness about your business.

**Use your vehicle to promote your business.**

This is a very simple and inexpensive way to get your business promoted. A friend of mine sells logo golf balls. The only source of advertising he uses is a magnet on his car – the return was incredible! **Promote your business through your leisure activities.**

I often get the chance to play golf with individuals I had not previously met. This is a great opportunity to describe what I do and the services I provide. Use your leisure activity to promote your business while you do what you love to do.

Wear your company logo with the name of your business displayed prominently, take your business cards everywhere you go – get in the habit of promotion and you'll be rewarded by business growth through word-of-mouth.

With a little experimentation and time, you'll find out which of these ideas work best for you.

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