

CHAMBER LIFE

"MISSION: TO STRENGTHEN, PROMOTE, AND CREATE BUSINESS OPPORTUNITIES THROUGH RELATIONSHIPS AND EDUCATION THAT ENCOURAGE MEMBER SUCCESS."

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2026 Business EXPO

Pre-Register to Save; Members Attend at No Cost

The Farragut West Knox Chamber of Commerce's annual Business EXPO will take place Wednesday, April 22, 2026, from 12 to 4 p.m. at The Venue at Lenoir City, 7690 Creechwood Park Blvd., Lenoir City.

Presented by Slamdot, 2026 EXPO booth spaces are officially sold out. The Chamber appreciates the strong support from members and the greater business community.

With an estimated 500-plus attendees, the EXPO provides an opportunity to network, discover new service providers, and connect with local businesses from across the region. General admission is open to all. Pre-registered Chamber members may attend at no cost by registering through the member portal. Non-members may purchase advance tickets at two for \$5. Tickets at the door will be \$5 per guest, with on-site purchases card-only.

Chamber member businesses that do not have a booth still have an opportunity to participate through the EXPO Swag Bag program. For \$100, member businesses may provide up to 300 promotional items to be distributed to attendees. Swag bags offer a way to maintain visibility during the event. Swag bag items must be delivered by April 9 to the Chamber office, 11826 Kingston Pike, Suite 110.

To pre-register or purchase tickets, visit farragutchamber.com > Events > Business EXPO.

The Chamber thanks presenting sponsor Slamdot; EXPO sponsor First Century Bank; business-level sponsors Lenoir City Utilities Board (LCUB), CertaPro Painters, and Y-12 Federal Credit Union; community-level sponsors Simply Magical Vacations by Amy, NerdsToGo, Kat's Lash Lounge & Wax Studio, and UT Federal Credit Union; media sponsors Farragutpress and WFIV; and swag bag sponsor Graphic Creations, Inc.



Lunch & Learn *to Focus on* Marketing on a Budget

The Farragut West Knox Chamber of Commerce will host its next Lunch & Learn, Marketing on a Budget, Thursday, Sept. 4, 2025, from 11:30 a.m. to 1 p.m. at SouthEast Bank – Farragut, 12700 Kingston Pike.

Marketing looks different for every business, but most share one common challenge: working within a budget. This panel discussion will feature local professionals sharing how they market effectively while managing

costs, including where they focus their time and resources and how they make marketing decisions.

Panelists include Jeremy LaDuke, founder of Epic Nine Marketing Outfitters; KaDee Andreasen, development director of the Humane Society of the Tennessee Valley; Amy Shewmake, owner of Simply Magical Vacations by Amy; and Brannan Gillenwater, president of Gillenwater Flooring & Kitchen Gallery. Each brings a

A poster for the "Marketing on a Budget" event. The text reads: "a Farragut West Knox Chamber Lunch N' Learn event", "MARKETING ON A BUDGET", "Thursday, May 7 | 11:30am - 1pm", "SouthEast Bank Farragut". Below this, it says "Our Panel:" followed by four circular portraits of the panelists: Jeremy LaDuke (Epic Nine Marketing Outfitters), KaDee Andreasen (Humane Society TN Valley), Amy Shewmake (Simply Magical Vacations by Amy), and Brannan Gillenwater (Gillenwater Flooring & Kitchen Gallery). The background is purple with geometric patterns.

different perspective, from non-profit to small business to established businesses.

The event will begin with lunch and networking from 11:30 a.m. to noon, followed by the program and audience questions from noon to 1 p.m.

Admission is included for Chamber members, who must log in to register. Non-members may attend for \$15.

To register, visit farragutchamber.com > Events.

HOW IT'S MADE

KNOXVILLE EDITION

INSIDE LOCAL BUSINESSES WITH THE
FARRAGUT WEST KNOX CHAMBER



Friday, June 26 | 10 - 11:00am

1110 Gilbert Dr.
Knoxville 37923



Chamber's How It's Made:

Knoxville Edition Tour Series Heads to Dalen Products

The Farragut West Knox Chamber of Commerce's How It's Made: Knoxville Edition continues with a behind-the-scenes tour of Dalen Products, a new Enterprise Chamber member and third-generation, family-owned manufacturer rooted in Knoxville since 1975.

Founded by engineer Neal Caldwell, Dalen Products began with the Automator for tomato gardening and has grown into a company known for designing practical, patent-protected solutions that help gardeners across the country. Many of its original products remain in use today, while others have evolved through decades of innovation.

Attendees will tour Dalen's manufacturing facility and observe the processes involved in producing, assembling, and preparing products for distribution. The visit will include a closer look at Dalen's well-known owl deterrents—one of the company's most recognized

products, used by organizations including NASA. The tour also provides an opportunity to learn more about the company's long-standing commitment to people, community, and environmental stewardship.

This is an approximately one-hour walking tour through a manufacturing facility. Attendance is limited to 25 participants. Comfortable shoes and clothing suitable for an industrial environment are recommended. Light refreshments may be provided.

The tour is free to attend and open to both Chamber members and the community.

The tour will take place Friday, June 26, 2026, from 10 to 11 a.m. at Dalen Products, 1110 Gilbert Dr., Knoxville, TN 37932. Participants should arrive by 9:45 a.m.

Registration details are available at farragutchamber.com > Events.

Networkings

Hampton Inn Knoxville West at Cedar Bluff | *March 5, 2026*



General Manager Steven Lawrence (far left) and Market Sales Manager Tracy Hicks (pink blazer) are joined by colleagues for a photo opportunity while hosting an evening Chamber networking event at their beautiful Cedar Bluff hotel location.



(L to R) New Chamber member Jonny DeBerry of *Volunteer Roofing & Siding* and Makhira Ralston of *State Farm Insurance – Josh Ellis Agency* pause for a photo while networking.

JCPenney – Turkey Creek | *March 26, 2026*



General Manager Michelle Austin (far left) and her team gather for a group photo while hosting a morning Chamber networking event.



(L to R) New Chamber member Nathan Schofield of *Best Buy Metals* and Chris Latka of *Y-12 Federal Credit Union* pause for a photo while making connections.

Ribbon Cuttings

Checkmat Knoxville Brazilian Jiu-Jitsu Academy

March 3, 2026



Owner and third-degree black belt Kevin-James Gonzalez and his wife (both centered, holding scissors) are joined by students and community members to celebrate the opening of Knoxville's new world-class Brazilian Jiu-Jitsu academy.

Finn's Restaurant & Tavern

March 10, 2026



Co-owners Ben Harmon (center, holding scissors) and Will Camp (to his left) are joined by family, friends, and Chamber members to celebrate their new ownership of Finn's Restaurant & Irish Tavern, serving Irish cuisine in one of Knoxville's oldest homes.

Haven Chiropractic & Wellness and Haven Animal Chiropractic

March 18, 2026



Owners Colin Hickey (left, holding scissors) and Kari Hickey (right, holding scissors) are joined by colleagues and community members to celebrate the opening of their dual chiropractic clinic, formerly West Knox Chiropractic, offering services for both people and animals.

Provisions

March 25, 2026



Co-owners Kevin Cook (holding scissors) and April Cook (to his left) are joined by family and community members to celebrate the opening of Provisions, an outfitter and boutique offering men's and women's apparel along with home goods and gifts.

SCAN TO SEE WHAT'S HAPPENING!

Use the QR code to view our April events calendar and stay up to date on networking, workshops, and Chamber happenings all month long. Don't miss a chance to connect!



Did you know?

Did you know that marketing does not have to feel overwhelming for a small business owner? But it does require intention. If you want better results, it comes down to focusing on the right fundamentals and staying consistent. Below are six practical steps to help you build a stronger, more effective marketing approach.

Define your target customer with precision. Instead of trying to reach everyone, focus on who is most likely to buy from you. Consider age, lifestyle, location, and habits. A local sandwich shop in Farragut should prioritize nearby customers. Clear targeting improves efficiency and strengthens return on investment.

Invest consistently in your marketing and treat marketing as a core business function. While a common guideline is around 10% of your gross revenue, the exact number will

vary for each business. When budgets get tight, marketing is often the first thing businesses cut; maintaining visibility during those times is what keeps your pipeline active and your business growing.

Build strategy around your customer behavior, not yourself. Your personal preferences do not always reflect your customers' behavior. The platforms, channels, and content you enjoy may not be where your audience spends their time. A good reminder: if your ads are placed effectively, you may not even see or hear them yourself. The goal is to reach your customer, not yourself.

Review performance on a regular basis. Identify what works, what fails, and what may require adjustment. Explore new tools such as streaming TV, geofencing, retargeting, contextual digital ads, or struc-

tured social media campaigns.

Pay attention to your audience's behavior. Study what your customers watch, listen to what they engage with. Identify efficient opportunities that align with habits. Less obvious placements can deliver strong results, often at a lower cost.

Do your research before you invest. Understand the environment where ads appear. Evaluate programming, content, and audience fit. Reviewing details like programming, content, or audience fit can help you avoid mismatches and ensure your message is delivered to your target customer.

Strong marketing is not about doing everything, it is about doing the right things consistently. The TS-BDC stands ready to assist business owners with guidance, strategy, and support for effective marketing growth.

**Our Members
are Hiring!**

Workforce & Jobs

Town of Farragut – Multiple Positions

The Town of Farragut is hiring for several positions across Parks and Recreation and Public Works, including **Park Maintenance Technician I, Public Works Technician I, Recreation and Event Attendant, and Seasonal Public Works Crew.** These roles support the maintenance of public spaces, infrastructure, and community events. Candidates should be dependable, service-oriented, and able to work in team environments.

For more information or to apply, visit townoffarragut.org > Job Opportunities.

Kitchen Tune-Up –

Kitchen Sales Representative

Kitchen Tune-Up is hiring a full-time kitchen sales representative to guide homeowners through the design and remodeling process, from initial consultation to completed project. Responsibilities include meeting with clients, developing and presenting kitchen layouts

and material selections, building trust-based relationships, and collaborating with design and installation teams to ensure a seamless experience. Candidates should have strong communication skills, an interest in design, and experience in sales or a related field, along with the ability to stay organized and work directly with clients.

For more information or to apply, visit kitchentuneupknoxville.tn.careerplug.com/jobs.

Senior Citizens Home Assistance Service, Inc. (SCHAS) – Caregiver

Senior Citizens Home Assistance Service, Inc. (SCHAS) is hiring caregivers to provide non-medical, in-home support including companionship, assistance with daily activities, light housekeeping, meal preparation, and errands. Caregivers support clients in maintaining independence, dignity, and safety while helping improve their quality of life. Candidates must be at least 18 years old, have

a valid driver's license and reliable transportation, and be able to pass required background checks and a drug test.

For more information or to apply, visit schas.org/careers.

McLain's Painting – Painter / Painting Craftsman

McLain's Painting is hiring painters to join its team of professional craftsmen. No experience is required, as the company provides extensive training. Responsibilities include interior and exterior painting, working with a team to complete residential projects, and delivering high-quality customer service. Candidates should have a reliable vehicle, a valid driver's license, no criminal history, and the ability to pass a drug test. Full-time, year-round positions are available with opportunities for growth into management roles.

For more information or to apply, visit mclainspainting.com/employment.

THANK YOU

to our
Enterprise Members!

A special thank you goes to these renewing members who are continuing their support of our chamber and the businesses it serves through their above-and-beyond Enterprise Membership:



*Thank you for your
NEW Anchor Enterprise Membership!*

Welcome New Members!

The Chamber welcomes these businesses who joined us recently in March

Did you know businesses/organizations can submit an application & payment online?

Visit www.farragutchamber.com and click "Join the Chamber!"

Scan the QR code to learn about our new members!



THANK YOU for Renewing Your Membership!

The Farragut/West Knox Chamber thanks to these businesses who have renewed their investment in the Chamber as of March. We can count them as Farragut West Knox Chamber of Commerce members! We urge members to patronize one another when the goods or services a member can provide are needed. We also hope that area residents recognize a business's commitment to its community when it becomes part of its local chamber of commerce and reward that commitment with its patronage.

3 to 99
Alzheimer's Tennessee, Inc.
Anchor 934 Apartment Homes
Bowen Door Service
C12 East Tennessee
Cannon & Cannon, Inc.
Crye-Leike Realtors
Dolly Parton Children's Hospital
Epic Orthodontics-Joseph Hicks, DDS, MDS
Fleming's Prime Steakhouse & Wine Bar
Foxy Locks, LLC
GarageExperts
Global Medical Response
Heritage Realty

Hilton Knoxville Airport
Hot & Cold Air Co.
Knox Audiology
Matlock Tire Service &
Auto Repair - Hardin Valley
Monster Tree Service of Knoxville
OneDigital
Pinnacle Assisted Living
Primerica
Senior Care Authority of Knoxville
Shine of Knoxville
Simply Magical Vacations by Amy
Slate, Disharoon, Parrish & Associates
Smiley Swirl of West Knoxville

Smyrna Ready Mix Concrete
Southern Tequila & Taco Festival
TN Pro Home Inspections
TNBank
United Real Estate Solutions
UT Federal Credit Union
Volunteer Ministry Center
Wanda Malhotra |
Wellness Realtor JHG |
Brand Strategy & Certification |
Targeted Advertising
Whitecap Strategy Partners
Zoom Drain Knoxville

Enterprise Club

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

ADMIRAL ELITE



ADMIRAL



VICE ADMIRAL



COMMANDER



CAPTAIN



ANCHOR

