

The

# SCOOP



TOGETHER. WE. THRIVE

Chamber Newsletter

May 2017

## 2017 CHAMBER

GOLF CLASSIC

### Friday, May 19th

Lost Creek Golf Club

Join us for an afternoon of fun, networking and supporting our local community.



#### Golf Registration

##### Includes:

- 18-Hole Best Ball (4-person team)
- Golf Cart
- Lunch (Provided by Bojangles)
- Prizes
- Great Networking Opportunity

**\$100/Team**

**Lunch/Registration Starts at 11:30 a.m.**

**Shotgun Start at 1:00 p.m.**

#### NEW THIS YEAR:

- Putting Contest
- Slingshot Hole

Rain or Shine Event

#### Our Mission:

The Jefferson County Chamber of Commerce is a member-centric organization dedicated to being the voice of our members and to focus on enhancing the growth and prosperity of our community.

#### THANK YOU TO OUR SPONSORS

##### Title Sponsor

Appalachian Electric Cooperative

Carson-Newman Dining & Catering Services

##### Platinum Sponsor

Cate Insurance Agency

##### Gold Sponsor

Franklin Realty

Tennova-Jefferson Memorial Hospital

##### Silver Sponsor

Citizens National Bank  
Dr. Warren K. Stinson, DDS

##### Hole-in-One Sponsor

Tarr Chevrolet

##### Lunch Sponsor

Bojangles

##### Registration Sponsor

McSpadden Inc.

##### Cart Sponsor

Price & Ramey Insurance

##### Tee Sponsors

Bush Brothers & Co.

Cherokee Millwright

Consumer Credit Union

Food City

Gold Team Collision

H.B. Jarnagin & Co.

House of Sports

Jefferson-Cocke Utility District

Jefferson County Farm Bureau

Jefferson County Nursing Home

Pat Whaley—State Farm Agent

Perkins Family Restaurant

Service Electric Co.

Standard Banner

Tinsley-Bible Drug Co.

Total Property Management

Vol Magic Carwash

Volunteer Spirits

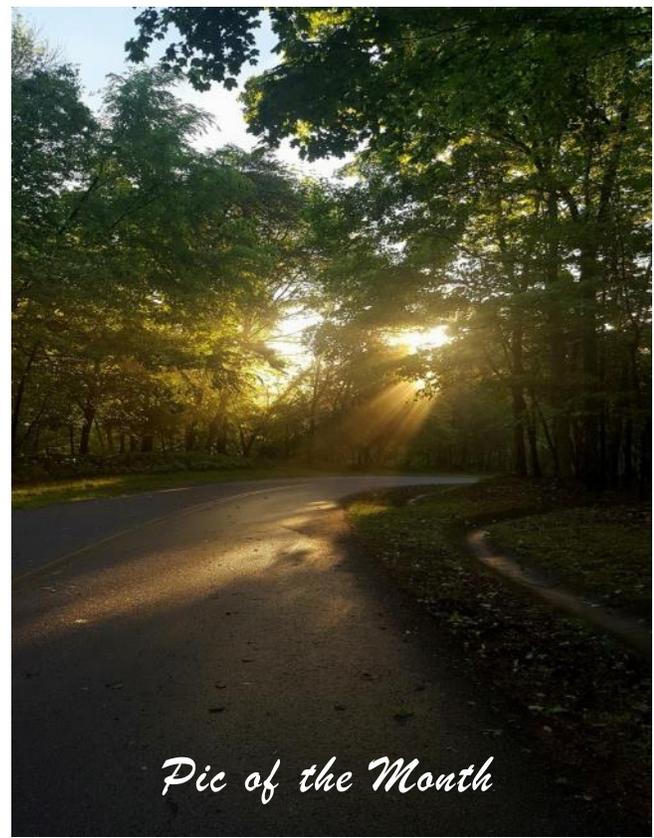
Walmart

# The QUOTE

OF THE MONTH

“The greatest good you can do for another is not just to share your riches but to reveal to him his own”

- Benjamin Disraeli



*Pic of the Month*

## SAVE THE DATE

Tuesday, September 26, 2017

8th Annual

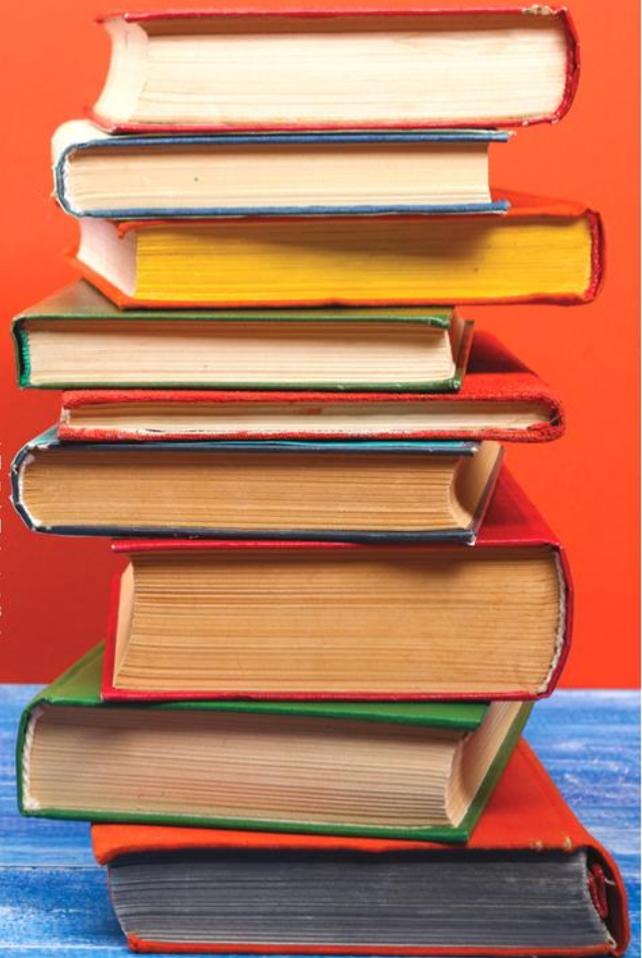
East Tennessee Literacy Conference

Walters State Community College

Dr. Danny Brassell - Keynote Speaker



Affectionately known as “Jim Carrey with a Ph.D.,” Dr. Danny Brassell ([www.DannyBrassell.com](http://www.DannyBrassell.com)) has held a variety of titles and worked with leaders from a variety of fields and disciplines, but he has always considered himself first and foremost a teacher. He is a best-selling author of 15 books, including *Read, Lead & Succeed* and *The Reading Make-over*, based on his popular TEDx talk. A gregarious, sought-after author, speaker and business consultant, Danny is a recognized authority on leadership development, reading, motivation and communication skills. His mission is to bring joy back into education. Thousands, from school districts to association conferences, have enjoyed his energetic, interactive and informative presentations. He has spoken to over 2,000 different audiences worldwide, and he has recently created extensive free materials for teachers via his website, [www.TeacherGPS.com](http://www.TeacherGPS.com), to help parents help their children more.



Registration Fee: \$100 per person

Excellent Speakers • Vendors • Door Prizes

Light Breakfast and Lunch Provided



Jefferson County Chamber of Commerce

# LUAU

& BUSINESS-AFTER-HOURS



Thursday, June 1st  
5:00 PM – 7:00PM

Location:  
Volunteer Spirits  
921C W. Hwy 92  
Jefferson City, TN

Hosted by:



RSVP BY:  
Tuesday, May 30th



**HomeTrust Bank**

*Ready for what's next.*

**You are cordially invited to our**

**R I B B O N C U T T I N G  
C E R E M O N Y**

**FRIDAY, JUNE 2, 2017**

**10:00 A.M.**

Customer Appreciation Celebration to follow from 10 a.m.— 2 p.m.

Open House - Refreshments - Door Prizes



**Jefferson** | chamber  
COUNTY | of commerce

**156 East Broadway Blvd., Jefferson City, TN 37760**

To RSVP, contact Derrick Collins at [dcollins@jeffersoncountytennessee.com](mailto:dcollins@jeffersoncountytennessee.com) / 865.397.9642

# Br ight Ideas

To **maximize** your Chamber Membership



## Identify your company as a Chamber Member

Studies show when a business is a Chamber member consumers are more likely to think positively of that company and more apt to buy services or goods from them. If you would like to show your association with the Chamber on your website, email us at [info@jeffersoncountytennessee.com](mailto:info@jeffersoncountytennessee.com) and we will send you our logo and link.

\*\*\*Source: Shapiro Group

## Send us your business news in 2017!

We can help promote your business or event via:

- Chamber Website
- Our Facebook page
- Weekly Chamber Monday Minute e-blast
- Montly Chamber Scoop Newsletter
- Montly Chamber Connect
- Paid advertising and sponsorships
- Workshops and seminars
- Networking and other events

*Are you taking advantage of us?*

## We want to Hear from You

Our commitment to creating highly successful events and publications that meet your needs is a priority to us. What are your experiences at our functions and with our services? Your valued feedback helps us maintain our high standards and market your business more successfully.

Please send your feedback to [Derrick Collins](mailto:dcollins@jeffersoncountytennessee.com).

### Chamber Staff

**Darrell Helton**, President & CEO

[dhelton@jeffersoncountytennessee.com](mailto:dhelton@jeffersoncountytennessee.com)

**Donna Yates**, Office Manager

[dyates@jeffersoncountytennessee.com](mailto:dyates@jeffersoncountytennessee.com)

**Derrick Collins**, Membership Coordinator

[dcollins@jeffersoncountytennessee.com](mailto:dcollins@jeffersoncountytennessee.com)

# LEADERSHIP CORNER

Currently in its 18<sup>th</sup> year, the 2017-2017 Leadership Jefferson County program is nearing completion with six (6) individuals participating

in the eight-session program. The program is designed to identify individuals who have been put in positions of leadership or who have the potential to become community leaders and provide them with the contacts, training and encouragement to achieve and excel in leadership roles.

The 2016-2017 class members include:

- **Frank Herndon**, Jefferson County Clerk
- **Patty Livesay**, Appalachian Electric Cooperative
- **Juan Miranda**, Life Care Center of Jefferson City
- **Aaron Porter**, Carson-Newman University
- **Amanda Pruitt**, Jefferson County Nursing Home
- **Julie Rex**, First Tennessee Bank

The class members accepted into the Leadership Jefferson County Program attend a series of fun and demanding activities requiring a commitment of one full day each month over an eight-month period. The classes, which are more like “experiences,” take place on location and cover a wide range of topics such as state and local government, education, healthcare, social services, agriculture and tourism.

The course is just as much about connections as it is information, and the access provided to decision-makers in all facets of the community gives Leadership Jefferson County participants an inside view that isn’t available to everyone. While the “face time” spent with community leaders is valuable, many students find that the greatest benefit is the networking opportunity they have with their classmates.

Graduation is set for Wednesday, May 24<sup>th</sup>.





# BUSINESSMATTERS

## Small Business Marketing: Focus



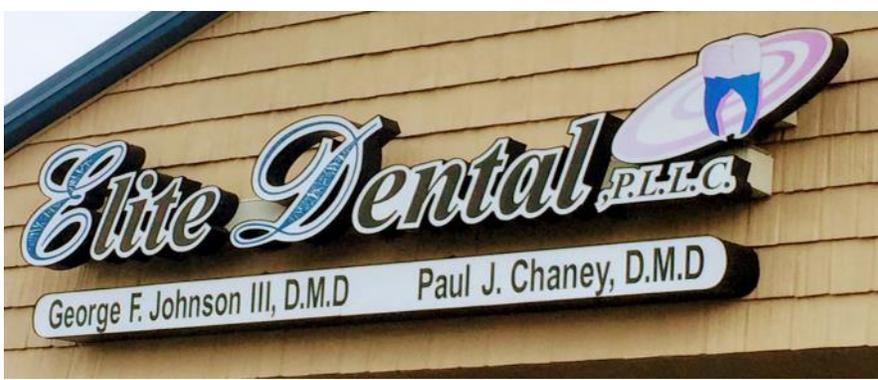
Visibility is a very important aspect of marketing that will never change—regardless of the year, social setting or business. Marketing before and after a digital transformation revolves around how customers see your business. We certainly do not have all the answers but we do have some insights on where to begin.

It begins with one simple word — FOCUS! With the trend the last few years being on data, it is easier than ever to identify your target audience. This can be misleading at times, however, as discerning valuable information from the volume of data can be overwhelming. How do we stay focused and create more product conversions? It is a difficult question but there are some basic truths that will always be evident. Here are 3 simple rules to staying focused in your marketing strategy:

1. **Focus on creating a customer experience**— Customer experiences are the heart of any marketing campaign. While it has always been an important focal point, today's businesses, at least the most successful ones, have embraced a "Customer First" philosophy to create effective marketing strategies. A satisfied customer can be your biggest ally. Make it personal and don't let creativity get in the way of delivering a good customer experience.
2. **Focus on consistency**— Consistency in message is an absolute must. If your message, including your materials, are not consistent, it may leave your audience with their heads spinning. Pull out all of your marketing materials over a six-month period and lay them out on a table. See how many of them are similar. If you have trouble with this exercise, you may need to seriously consider a branding facelift. Start with primary colors and fonts. This alone can make a huge difference.
3. **Focus on the WHY**— Every successful marketing campaign **must** begin with determining the why. It doesn't matter how great your product or service is if you cannot get your audience to feel the same as you do about it. A wise friend of mine once said that in order to trust something you must first believe in it. If you believe in your product, tell others why!

*\*\*\*For more information on how to determine the why, check out this TED Talk from Simon Sinek.*

So, when you begin developing your next marketing strategy, start with the basics. If you can keep these few things in mind, it will help you to establish a clear market direction going forward. Take a deep breath, slow down and make it **MATTER!**



MEMBER  
SPOTLIGHT

## *Introducing Elite Dental*

In 2007, Dr. George Johnson and Dr. Paul Jason Chaney had a vision and it was simple – to provide cutting edge dental procedures and techniques to their patients and to do it amidst the beauty of East Tennessee. Since that time, Elite Dental has been devoted to restoring and enhancing the natural beauty of smiles using conservative, state-of-the-art procedures that result in beautiful, long lasting smiles! Through checking the overall health of teeth and gums, performing oral cancer exam and taking x-rays when necessary, Elite Dental is creating an environment of preventative care and education as the keys to optimal dental health. It is truly a culture of “dental health care” vs. “disease care.”

“Dr. Johnson and I started Elite Dental in 2007. The beauty of East Tennessee and the need for more quality dentistry are the two primary reasons I chose to practice here,” stated founder, Dr. Paul Jason Chaney. “I have devoted my professional career to all aspects of specialty practice with special interests in cosmetic and implant dentistry,” he added.

Elite Dental offers a wide variety of dental health care options including cleanings and prevention, cosmetic dentistry, periodontal disease, restorations and Invisalign among others.

Building a foundation of trust by treating their patients as special individuals is vital to their success. They understand that some patients may feel uneasy about their dental visits and they try to provide excellent, personalized care and service to make dental visits as comfortable and pleasant as possible.

For more information about Elite Dental, visit them online at [www.elitedentalsmiles.com](http://www.elitedentalsmiles.com) or contact them at (865) 397-5422 to schedule an appointment.

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### **You Deserve to Love Your Smile**

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ELITE DENTAL | 334 Highway 92 Ste# 1 | Dandridge, TN 37725

865.397.5422

[www.elitedentalsmiles.com](http://www.elitedentalsmiles.com)



# SPECIAL EVENTS

*To make connections...*

## *April Membership Breakfast—Hosted by Carson-Newman University*



The Jefferson County Chamber of Commerce held its monthly Membership Breakfast at Carson-Newman University in April. Before a crowded room at Stokely Memorial Cafeteria, those in attendance were welcomed by Dr. Randall O'Brien, President of Carson-Newman University. In addition, Director of Campus Ministries, Nenet Measels and Associate Director of Campus Ministries, Chad Morris presented "The Creation of the St. John's Bible" providing a detailed look at the Lynn & Lyndsey Denton Gallery that houses the St. John's Bible display. Pictured (from left) are Rodney Alexander, Volunteer Party Rentals; Chad Morris; Kevin Bunch, Jefferson City Councilman; Mark Potts, Jefferson City Mayor; Dr. Randall O'Brien; David Longmire, Chamber board member; Shelly Laux, Carson-Newman; Donna Yates, Chamber Office Manager; Rocky Melton, Jefferson City Councilman; Eva Zirkle Building a Better Future team member; Bill Darden, Congressman Phil Roe's office; Cynthia Lynn; Roger Mynatt, Chamber board member; In back from left, Ben Strand, Chamber board member; Baron Mayes, The Thomas Group; and Dr. John Zirkle, Chamber Chairman-Emeritus.

# SPECIAL EVENTS

*To make connections...*

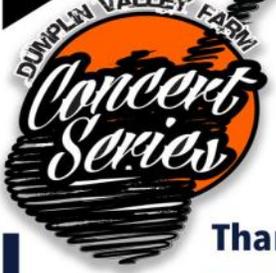
## *Outdoor Power Plus Ribbon Cutting*



Cutting the ribbon on the new Outdoor Power Plus on Tuesday, April 18th were (front row, from left) Darrell Helton, Chamber of Commerce CEO; David Longmire Chamber board; Alan Palmieri, County Mayor; Owners Mary & Troy Gatlin; Beau Tucker, Mayor of New Market; Ken Symington and Kevin Daniels, employees; Troy's Mom, Jody Gatlin; and Crystal Morgan, Knoxville TVA Credit Union; (back row, from left) Julie Rex, Colin McRae and Ken Dobbins, Chamber board members; Kyle Bishop, employee; and son Lance Gatlin;

RONNIE HOUSLEY / THE STANDARD BANNER

55 Adult  
\$1 Student  
Donation  
Under 5 Free!



Jefferson County Post  
Jefferson County's Newspaper Online

**MAY 13** GRITS  
Country Show +  
Classic Rock Show

**JUNE 10** ZuZu Welsh Band  
& Terry Phillips

**JULY 8** Pop Seals  
& Open Range

**AUG 12** Lost Creek Band

Thank you to all our Sponsors

**Gates Open 6:30 pm Shows 7:30 pm**  
549 East Dumplin Valley Road  
Jefferson City, TN (865)567-6944

**MODERN WOODMEN MOVIE NIGHT**



The Secret Life Of Pets

Showing at  
**Mossy Creek Station**  
On Main Street in  
Historic Jefferson City

**May 19th, 2017**

Admission: FREE  
**Movie Starts 9:00 pm**

Bring a beach towel or chair to sit on.  
Concessions will begin at 8:15pm and will benefit the Jefferson County Rescue Squad.  
(865) 475-7184

rain or shine

DANDRIDGE, TENNESSEE  
- 2017 -  
**FARMERS MARKET**

Every  
saturday  
MAY 6  
thru NOV. 4  
8AM - 12PM

At the corner of meeting street  
and gay street

SPONSORED BY

GET A HELOC WITH AN INTRO RATE OF **2.49%** APR for 12 months

THEN A VARIABLE RATE AS LOW AS **PRIME + 0.95%** APR currently 4.95%

**LOANS TO START FROM SCRATCH**

Whether you're making home repairs or looking to consolidate your debts,\* a Home Equity Line of Credit from First Tennessee can help you make it happen.

TO APPLY, STOP BY A FINANCIAL CENTER,  
CALL US TOLL-FREE AT 800-922-4018,  
OR VISIT FTB.COM/EQUITYLOAN.



\* Rate offer is good for applications taken April 1, 2017, through June 30, 2017 and the HELOC must be closed by August 31, 2017. All lines are subject to credit and collateral approval. Some restrictions apply. First Tennessee Bank National Association. Member FDIC. www.firsttennessee.com

# Join us for Kids Day at the Jefferson City Branch!

June 16  
10am - 4pm

662 E Broadway Blvd  
Jefferson City, TN

- 📌 Games
- 📌 Giveaways
- 📌 Food
- 📌 Face Painting
- 📌 And More!

Bring this flyer to the Jefferson City Branch and we will open a **Jump Start Savings Account** for you and deposit \$5 to get you started!

# \$5.00

[tvacreditunion.com/jumpstartsavings](http://tvacreditunion.com/jumpstartsavings)



MOUNTAIN STATES FOUNDATION PRESENTS:

BRIAN CULBERTSON



# Funk!

TOUR

SUNDAY, JUNE 25  
7:30 P.M.

GREENEVILLE, TENN.  
NISWONGER PERFORMING ARTS CENTER

[BRIANCULBERTSON.COM](http://BRIANCULBERTSON.COM)

📍 @BRIANCULBERTSONOFFICIAL  
📍 @BRIANCULBERTSON  
📍 @BRIANCULBERTSONMUSIC



PROCEEDS BENEFIT NISWONGER CHILDREN'S HOSPITAL

TICKETS GO ON SALE MAY 1<sup>ST</sup> AT 10 A.M.  
TICKET PRICES BEGIN AT \$30  
PURCHASE TICKETS AT [NPACGREENEVILLE.COM](http://NPACGREENEVILLE.COM)  
OR CALL 423-638-1679



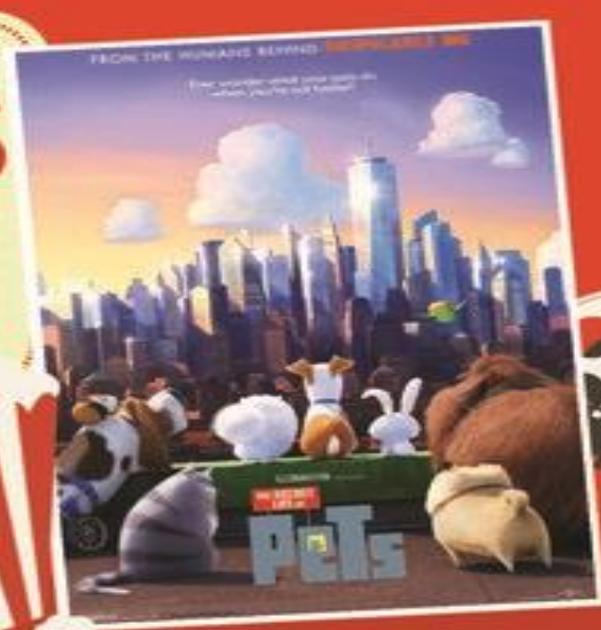
423-302-3181 | [NiswongerGolf.org](http://NiswongerGolf.org)  
#NiswongerClassic



FREE ADMISSION

MODERN WOODMEN PRESENTS

# MOVIES ON MAIN





## Glenmore Mansion Seeking Support Letter to Partner with MTSU

DANDRIDGE, TN – MAY 15, 2017 – Glenmore Mansion Board of Directors is making application for one of five Partnerships for Professional Service Awards available through the Center for Historic Preservation at Middle Tennessee State University.

Along with our application we need several letters of support from local governmental officials and other community stakeholders. **We are asking that you write a brief letter giving your support for our efforts to secure this award.**

In brief, this award will not provide any monetary support for Glenmore Mansion, but makes available the Center for Historic Preservation professional services at no charge. Thus, we gain the expertise provided by faculty and staff, assisted by MTSU public history graduate students who are training at the center.

Their guidance and expertise would help Glenmore plan for a professionally designed “Exhibit Room” that will become a part of the walking tour, thus enriching our visitor’s experience. We would be converting the current “Gift Shop” rooms into an exhibit space. Numerous options for exhibits are possible, but we’d like to highlight local history that currently has no exhibit venue in the county.

### For Example.....

- The **Civil War Battle of Mossy Creek** which took place primarily on Branner land.
- The **East Tennessee and Virginia Railroad**; John R. Branner’s role in bringing the railroad to Mossy Creek and his time as President of the railroad.

**Please write your letter and send it to me via e-mail or USPS, but I need it no later than Monday, May 29, 2017 so that I can include your letter in the package that is due to MTSU by June 1, 2017.**

You can address your letter to:

*Antoniette van Zelm, Assistant Director  
MTSU Center for Historic Preservation  
Murfreesboro, Tennessee*

If you need for info, give me a call. (Home-475-3270 or Cell-865-414-8764)

Thanks in advance for your attention to this request. We appreciate your assistance.

SPREAD  
A LITTLE



JEFFERSON CO.  
TENNESSEE



# Welcome, New Members

Take a Minute and **Contact Our Newest Members**

**Broadway Family Footwear /  
Broadway Tan**

464 E. Broadway Blvd.  
Jefferson City, TN 37760  
Phone: (865) 262-0419  
Email: [broadwaytan1@gmail.com](mailto:broadwaytan1@gmail.com)

**Douglas Lake Vacations**

569 Keeble Road  
Maryville, TN 37804  
Toll Free: 1-800-599-2517  
Phone: (865) 977-6009  
Fax: (865) 982-9665  
Email: [douglasvacations@gmail.com](mailto:douglasvacations@gmail.com)  
[www.douglasvacations.com](http://www.douglasvacations.com)

**Cynthia W. Lynn**

**RN, PhD, GC-C, SANE**  
342 Pinto Ridge Road  
New Market, TN 37820  
Phone: (865) 680-3256

**Outdoor Power Plus**

1025 W. Hwy 11E  
New Market, TN 37820  
Phone: (865) 262-9577  
Fax: (865) 262-9578  
Email: [troy.gatlin@yahoo.com](mailto:troy.gatlin@yahoo.com)

**Personal Connections  
Matchmaking, LLC.**

310 Goose Creek Road  
Dandridge, TN 37725  
Phone: (865) 940-1919  
Fax: (865) 940-1918  
Email: [collinsny@ad.com](mailto:collinsny@ad.com)  
[www.personalconnections.org](http://www.personalconnections.org)

**Safe Harbor Child Advocacy  
Center of the Smokies**

1109 Oak Cluster Drive  
Sevierville, TN 37862  
Phone: (865) 774-1777  
Email:  
[connie.burns@safeharborcac.com](mailto:connie.burns@safeharborcac.com)  
[www.safeharborcac.com](http://www.safeharborcac.com)

## **The Jefferson County Chamber of Commerce would like to thank all of our valuable members for your continued support....**

The Jefferson County Chamber of Commerce is very thankful for the support of all its members. We recognize that our organization and our community benefit greatly from the investment that our 300+ members have made. When you are seeking products and services in our community, we encourage you to consider making purchases from those businesses that are members of the Chamber.

For your convenience, we feel it appropriate to spotlight several business categories that represent our membership. We are presenting the categories at random and we hope to feature all categories that include all our members in future newsletter publications.

You can find a full list of all our members and member categories by visiting our website at [www.jeffersoncountytennessee.com](http://www.jeffersoncountytennessee.com).

### **HEALTH CARE—ASSISTED LIVING, NURSING HOME, REHABILITATION CENTERS & SENIOR LIVING**

- Chandler House (Jefferson City)
- Darby House (Jefferson City)
- Jefferson City Health & Rehabilitation Center (Jefferson City)
- Jefferson County Nursing Home (Dandridge)
- Life Care Center of Jefferson City (Jefferson City)
- Signature Lifestyles of Jefferson City (Jefferson City)

### **HEALTH CARE—SENIOR HOME CARE**

- Amedisys Home Health (Jefferson City)
- UT Home Health (Jefferson City)

*Thank You!*



2017

## Board of Directors

Colin McRae, Chairman

Roger Mynatt, Chairman Elect

Pam Dockery, Treasurer

Ron Lawrence, Vice-Chair

Julie Rex, Vice-Chair

Dr. John Zirkle, Chairman Emeritus

Dr. John Cagle

Ed Franklin

Kenneth Dobbins

David Longmire

Allen Morgan

Dr. Hal Morrill

Sally Musick

Brandon Otto

Chad Parker

Ben Strand, Jr.

## Meet Your Chamber Staff

The Jefferson County Chamber of Commerce serves the interest of businesses in each of our five (5) municipalities within the county: Baneberry, Dandridge, Jefferson City, New Market and White Pine. Our mission is to build a positive business environment while enhancing our community's quality of life.

The Chamber offers a wide variety of valuable networking opportunities that connect our members with future clients and other business professionals. We also offer several educational opportunities that provide professional training and development offered by subject matter experts. From small business challenges to education from leadership development to infrastructure, from healthcare to natural resources, the Chamber knows that without a strong business environment we won't have the quality of life that we all want in a community where we live, work and play. Without a desirable quality of life our business community will not thrive.

**Darrell Helton**

**President & CEO**

Phone: 865.397.9642

Mobile: 423.312.5873

[dhelton@jeffersoncountytennessee.com](mailto:dhelton@jeffersoncountytennessee.com)

**Donna Yates**

**Office Manager**

Phone: 865.397.9642

[dyates@jeffersoncountytennessee.com](mailto:dyates@jeffersoncountytennessee.com)

**Derrick Collins**

**Community Development &  
Membership Coordinator**

Phone: 865.397.9642

Mobile: 865.850.3461

[dcollins@jeffersoncountytennessee.com](mailto:dcollins@jeffersoncountytennessee.com)

**Make your business visible!**

Advertise your event in the **Chamber**

**Connect** absolutely **FREE!**

All artwork and flyers must be provided in a JPEG or PNG format for consideration and inclusion. Deadline for submission will be the 2nd Tuesday of each month.

All press releases, artwork and /or must be submitted with "CHAMBER CONNECT" in the subject line.

**Submit to:**

[dcollins@jeffersoncountytennessee.com](mailto:dcollins@jeffersoncountytennessee.com)