

Chamber Slated to Honor Small Business on April 23; Join Us to Celebrate Winners

The Chamber's Small Business Awards of Excellence Luncheon will be held on Tuesday, April 23 at 11:30 a.m., at Morristown Landing. Twenty-four of our membership's finest small businesses will be recognized for their excellence in service, product quality and community participation. Those businesses were nominated by their customers and/or employees, completed a thorough application, and underwent a judging process. Awards will be presented in five categories. The Horizon Award will be presented to a business less than 5 years old and the top scoring business will be awarded "Small Business of the Year".

Tickets to the luncheon are available for \$23 per person. We would encourage ALL Chamber members to make plans to attend.

"Although the honorees at the luncheon represent small business, this event is not just FOR small businesses", said Debra Williams, General Manger at the Chamber. "We hope that all of our Chamber members recognize how the work of small business supports manufacturing and large businesses and their employees. This is an opportunity to come out and enjoy fine food and fellowship and say 'thank you' to these outstanding small businesses."

To purchase tickets, please contact Lauren Seaver at the Chamber at 423-586-6382 or membership@morristownchamber.com. More information about the event & sponsors is on page 4.



Women
IN BUSINESS

*Friday, April 5, 8:00 a.m.
TCAT Morristown*

Join our friends from
Citizens National Bank as they discuss

**CITIZENS
NATIONAL
BANK**
MEMBER FDIC

Proudly Serving Our Communities

CNBTN.com

Financial Empowerment in 2024

You won't want to miss this one!



From the President's Desk

--Marshall Ramsey

What is “Affordable Housing”

We often hear the term “affordable” tossed around in relationship to homes in our community and region but what is “affordable.” In my opinion, affordable varies greatly and depends on where you put value in priorities in your life. Do you have that new iPhone 15 and 7 new Stanley cups? If so, then your priority isn’t affordable housing because you just spent that money on luxuries. The definition of affordable has changed greatly over the last 10 years, but one of the biggest culprits have been increased wage rates. Yep, when people take home more, the business that pay those people have to charge more for the products they produce or sell. This leaves a greater hourly wage which everyone clamors for but leaves no one any better off financially, it just shifts the definition of affordable. What many of us think of as affordable in say the \$150,000 range of home no longer exists and likely never will again based on the cost of construction. As long as the cost of wages and raw materials remain the same, there is no feasible way to build cheaper and if there were, would you want to live there? What we consider not affordable locally seems to be considered very affordable in other parts of the country based on the number of newly constructed homes and prices paid in our area. I hate to use the word spoiled, but I have kids, so I will, but we have become spoiled in local pricing that was far below the national norms and even now, we are still below those price levels. There are a few solutions which no one will likely find attractive-1. Save money. Never a popular solution because...you know....Starbucks addiction, but home ownership will now require a greater down payment than ever for an affordable payment. 2. Prioritize your lifestyle. There is nothing wrong with being a lifetime renter if you aren’t the type that enjoys yard work, unexpected repairs and other items that ownership requires. 3. Exhibiting patience. The market will change, that is a guarantee. The other likely guarantee is that it won’t ever sink to what we were accustomed to but it will change. You have to decide if the risk of ownership is worth it, but there are very few things in the world that continue to appreciate for years on end except for real estate. There are very few examples in the world of anyone just creating more of it...

Now, upon further review, the ladies in the office say I’m mean. Possibly true, but I’d call it more brutally honest. Lets dive deeper and share the math of everything discussed above. In sharing the math, I’m hoping it can help you as business owners and leaders in understanding wages and their effects in the community. There also has to be an understanding that **NOT ALL JOBS ARE MEANT TO BE LIVING WAGE JOBS.** There, I said it. Some jobs are entry level, experience gaining or not meant to base a career on and that is ok. If more people started at the bottom and understood an entire field, we may not be having this discussion.

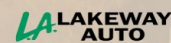
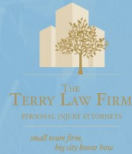
At \$20 per hour, that equates to about \$41,600 per year. Most definitions say that “affordable housing” is consuming no more than 30% of a household income including utilities. Using this number, this would allow a single individual to pay about \$1,040 for these housing costs. If you are in a 2 person household, this would suggest you could reach this number by 2 people making \$10 per hour. We all know finding housing at \$1,040 a month is tough as cost to construct has increased tremendously, but this exercise could be helpful to you as you are hiring to explain the value of having a 2 person household (another article in its own...) When we double that number to 2 people making \$20 per hour and we have a spending availability of \$2080 per month, you can see it becomes much more reasonable to reach those ownership goals. As a business owner, your role may be changing to help employees see the value in strong financial planning and how some of the luxuries they enjoy may be stripping their ability or goals in home ownership.

APRIL 05

FIRST FRIDAY

CONCERT SERIES & NIGHT MARKET

Series Sponsors:



@THE GREEN
AT THE FARMERS MARKET

Chamber Soliciting Teams and Players for Annual Golf Tournament June 3

The Chamber is currently seeking teams for our annual golf tournament coming up on Monday, June 3 at The Country Club, Inc. This year's tournament is being presented by **Atmos Energy** and **Price & Ramey Insurance Group**.

Cost to enter the tournament is \$100 per player. Gold Star Members receive a 10% discount per player and businesses sponsoring a hole may enter one player for \$85. Businesses may enter a full team of four or individual players are welcome and we will pair you up with a team prior to the tournament.

Format will be a shotgun start beginning at 12:00 noon. Lunch, provided by **Redbud Deli & 7 Brew** will be served at 11:00 a.m. Prizes will be awarded to the 1st & 2nd place teams in four flights, sponsored by **Citizens National Bank, ABC Supply & Foundever**.

Beverages and snacks will be available on the course, courtesy of **Quality Plumbing, Heating, Cooling & Electrical, Knight Insurance Solutions, Morristown-Hamblen Library & Morristown Landing**.

If you would like to enter a team, please call Debra Williams at the Chamber, 423-586-6382 or e-mail her with your company name. You may submit the individual names closer to the tournament.

There are also sponsorship opportunities still available, including 1 Title Sponsor, 1 Flight Sponsor and Hole Sponsorships.

22ND ANNUAL SMALL BUSINESS AWARDS OF EXCELLENCE

Small Businesses: Pieces that Make Up Our Community



Support your community by supporting the pieces that make it whole:
Small Businesses

\$23 | April 23rd, 2024 | Morristown Landing | 11:30 am

Contact Lauren Seaver at membership@morristownchamber.com or 423-586-6382 to reserve your tickets.

Media Sponsor



Event Sponsors



MEMBERSHIP

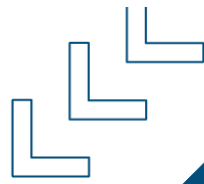
Breakfast



7:30 AM
THURSDAY, APRIL 18TH
739 E 2ND NORTH ST

RSVP to:
macc@morristownchamber.com or call 423-586-6382





LAKEWAY AREA'S *Young Professionals*

\$75/YEAR | AGES 20-40

The mission of HYPE is to Help Young Professionals Excel and to attract, engage, and retain young professionals in the Lakeway Area.

- 3 Lunch n' Learns
- 1 beverage ticket for either
 - Happy Hour
 - HYPE Rise N' Shine
- Concert meetups
- Community service opportunities
- Mentorship opportunities

To join, contact Lauren Seaver at membership@morristownchamber.com or call 423-586-6382.



INVEST IN THE FUTURE *of the Lakeway Area*

The mission of HYPE is to Help Young Professionals Excell and to attract, engage, and retain young professionals in the Lakeway Area.

PARTNERSHIP OPPORTUNITIES

\$500

- Logo on all HYPE Marketing Materials
- 5-Minute speaking opportunity at all HYPE events.
- 2 HYPE memberships for you or your employees.
- *customizable opportunities upon request*

Venues

- Free advertising for hosting a Happy Hour or HYPE Rise n' Shine
- Provide a space for 35-50 people to gather

Mentorship

- Connect with a young professional to instill wisdom you've learned along the way.

To partner or get more information about any of the opportunities, contact Lauren Seaver at membership@morristownchamber.com or call 423-586-6382.

YOUNG PROS HAPPY HOUR



FIRST DRINK
IS ON THE
CHAMBER!

THURSDAY
APRIL
25TH



20-40 YEAR OLDS TRIVIA @ 7PM NETWORKING

MUST BE A MEMBER OF HYPE TO ATTEND. YOUR FIRST DRINK IS ON THE CHAMBER! CONTACT LAUREN SEAVER TO JOIN AT MEMBERSHIP@MORRISTOWNCHAMBER.COM

Rescheduled Future Ready Expo Allows 8th Graders to Explore '24



An unexpected change in venue did not change the vision of the Future Ready Expo – Explore '24. Originally scheduled to be held in January, the event was cancelled due to the winter weather that the area experienced during that third week of the month. But the committee stuck to the plan of hosting a 2024 event and Morristown Landing was gracious enough to provide the space needed for a rescheduled date.

Over 50 exhibitors from Morristown and the Lakeway Area participated on March 6th to offer hands-on, interactive activities for over 1,900 students from Hamblen, Jefferson, Grainger, Hancock, Hawkins & Cocke Counties. Students were given nearly 2 hours to explore career and job opportunities in sectors featuring Advanced Manufacturing; Health, Public Safety & Emergency Services; Trade & Industry; and Retail, IT & Business Services. The goal of the event is to be a guide for these students as they enter high school and begin choosing classes.



A contest was again held prior to the event for high school students to design a logo using this year's event theme – *Explore '24*. The committee chose the design composed by Jazmin Cerritos Martinez in Mrs. Kerry Gatlin's Digital Arts & Design class at West High School.

As the day concluded, an exhibitor in each sector was recognized for their booth set-up and hands-on activity. Oak Ridge National Laboratory was recognized in Advanced Manufacturing, Wilderness at the Smokies in Retail, IT & Business Services, Morristown Utilities in Trade & Industry, and the Morristown Police Department in Health, Public Safety & Emergency Services.

Many thanks to all those that contributed to the success of the event – Morristown Landing, Walters State Community College, HC*Excell, Hamblen County Department of Education, Food City, Lakeway Area Association of Realtors, exhibiting businesses & organizations and the many schools that participated.

Plans are already underway for the 2025 Expo and the committee continues to look for new event partners. To learn more, please visit the website FutureReadyExpo.com, the facebook page Hamblen County Future Ready Expo, or contact Jodi Barnard at the Chamber office.





14TH ANNUAL TENNESSEE **MAY 31 - JUNE 2**

DISC GOLF CHAMPIONSHIP

Be a part of something that brings 500+ golfers to town and has a \$275,000+ direct economic impact on Morristown.

SPONSORSHIPS AVAILABLE

Course Sponsor \$1,200 4 Available

- Logo at courses and sponsor sign at Pro Shop

Player Pack Sponsor \$500 2 Available

- Logo on 500+ bags and sponsor sign at Pro Shop

PRO SHOP & SATURDAY PLAYER PARTY @ MORRISTOWN LANDING | NEW TOURNAMENT STAFF



For more information on sponsorships, contact Anne Ross, Director of Tourism, at tourism@morristownchamber.com.

Welcome New Members!

Northwestern Mutual—Shaun & Emily Jenkins

800 S Gay Street
Knoxville, TN 37918
Phone: 865-740-9089
Email: emily.jenkins@nm.com

Website

Shaun & Emily Jenkins, Advisors, RICP
Insurance—Health, Life, Retirement Investments

Creekside Storage

3303 W AJ Hwy
Morristown, TN 37814
Phone: 423-347-6153
[Morristown - Creekside Storage](#)

Hunter Jones, Owner
Self-Storage Facility

MooreCo Inc.

1307 Davis St
Morristown, TN 37814
Phone: 423-754-4939
www.moorecoinc.com
Suzie Speaks, HR/Safety Manager
Furniture mfg for schools, hotels, etc.

Bigfoots Barnfinds

309 N Cumberland Street
Morristown, TN 37814
Phone: 865-469-4476
Email: joshdillon@myyahoo.com

Facebook

Josh & Kim Dillon, Owners
Variety Mall, Antiques, Artisan Goods

Ketron Agency—Globe Life Liberty National

2004 American Way
Kingsport, TN 37660
Phone: 423-398-3094
Email: tina.globelife@gmail.com

ln.globelifeinsurance.com

Tina Smith, General Agent
Janie Bonner, Agent
Insurance—Individual, Worksite, Life Supplemental

Finely Feathered

413 Wilson Hale Rd
Morristown, TN 37813
Phone: 423-273-0116
www.shopfinelyfeathered.com

Facebook

Kendall Lawson, Owner
Women's Boutique/Clothing Store

K.O. Barber Academy

1952 W Morris Blvd
Morristown, TN 37813
Phone: 423-888-8552
Email: info@kobarberacademy.com
www.kobarberacademy.com

Robert Johnson, Owner
Barbershop Barber Academy

Sentimental Self Storage

1560 Dr. Martin Luther King Jr Pkwy
Morristown, TN 37814
Phone: 423-748-9942
Email: info@sentimentalselfstorage.com

www.sentimentalselfstorage.com

Thomas Shampine, Co-Owner
Eric Delay, President
Self-Storage Facility

First Love on Main

225 W Main Street
PO Box 2330
Morristown, TN 37815
Phone: 423-289-1179
Email: firstloveonmain225@gmail.com

www.firstloveonmain.org

Tyler Alder, Executive Director
Non-profit—Dental & Medical Services

Edwards Foust & Vick

6158 W AJ Hwy
Morristown, TN 37877
Phone: 423-353-4142
Email: rfoust@primerica.com
Rachael Foust, Owner/Partner
Daniel Vick, R.U.P./Owner
Todd Edwards, Owner
Life Insurance Advisors Mortgage

Times Available for Counseling Sessions
at the Morristown Area Chamber of Commerce



Aundrea Salyer, MBA
KOSBE Executive Director

AMBASSADOR OF THE MONTH



Ashley Harper
FOUNDEVER

AMBASSADOR OF THE QUARTER



Tonya Hall
COLLEGE PARK PHARMACY



Featured Gold Star Members



The Chamber boasts over 100 member businesses designated as Gold Star Members. Each month we are proud to feature, on a rotating basis, these special investors.



www.cateagency.com



www.holstongases.com



www.firsthorizon.com



www.ws.edu



www.citizentribune.com



www.dia-arch.com



www.southmarketinggroup.com



www.morristownsigns.com

The Gold Star designation is for members who support the mission and program of work of the Chamber through increased financial investment. Gold Star members receive special recognitions and benefits throughout the year in return for this increased investment. If your company would like more information on becoming a Gold Star member, please contact Lauren Seaver, 423.586.6382 or membership@morristownchamber.com

Mark Your Calendars!

Friday, April 5 th Ribbon Cutting – Bigfoots Barnfinds 309 N Cumberland Street	12:00 pm
Friday, April 5 th First Friday Concert Series – The Sequatchie River Band The Downtown Green & Farmers Market	6:00-9:00 pm
Thursday, April 11 th Ribbon Cutting – Morristown Signs 130 W Park Court	10:00 am
Tuesday, April 16 th Ribbon Cutting – Miasanmia Improvement 301 Beech Street	1:00 pm
Thursday, April 18 th Membership Breakfast – Regency Retirement Village 739 E 2 nd North Street	7:30 am
Tuesday, April 23 rd Small Business Awards of Excellence Morristown Landing – 4355 Durham Landing	11:30 am
Thursday, April 25 th HYPE Happy Hour* Aubrey's Morristown	5:00-6:30 pm
Friday, April 26 th New Member Orientation 825 W First N Street – Chamber Board Room	8:30 am
Friday, May 3 rd Ribbon Cutting – Sweet Magnolia 271 E Morris Blvd	1:00 pm
Friday, May 3 rd First Friday Concert Series – Mikki Norwood Band The Downtown Green & Farmers Market	6:00-9:00 pm
Saturday, May 4 th Bluegrass Festival Downtown Morristown	Noon

New Member Orientation

- 1-Hour Orientation to all things “Chamber of Commerce.”
- Learn about how to make the most of your Chamber Membership.
- Receive your Welcome Packet that contains your membership plaque, decal, + more!

RSVP: membership@morristownchamber.com



FRIDAY

APRIL
26th

8:30 AM
825 W First North Street
Chamber Board Room