

ROCKY TOP NEWS

Published by the Rocky Top Chamber of Commerce

FREE

September 2023

FREE

Rocky Top Powersports Now Open

Rocky Top Powersports, owned by Brandon Epperly, recently opened its doors to the public in Rocky Top. Located at 540 N. Main Street, the shop provides parts, accessories and service for a wide range of off-road vehicles, dirt bikes and motorcycles.



In addition to Rocky Top Powersports, there are side by side rentals available at the location which operates under the name Rocky Top Rides.

The 2,000 square foot building provides close proximity to Interstate 75 and the trails at Windrock and Royal Blue making it a great location for off-roading enthusiasts.

Epperly is currently renovating the building and hopes to offer new and used ATV sales in the near future.

In addition to sales and service, Rocky Top Powersports buys used ATVs. If you have an ATV sitting around, let Brandon and his team take a look.

Powersports (Continued on page 7)

Grand Opening of Coal Creek General Store

Embracing Tradition, Elevating Community, and Celebrating Rocky Top's Rich Heritage

Mark your calendars for an unforgettable event as Coal Creek General Store prepares to open its doors to the community.

Owned by Jason and Natalie Deel and managed by the dynamic Haley Braden, this grand opening promises to be a celebration of Rocky Top's cherished Appalachian heritage.

On September 30th at 11:00 AM, the town will witness the birth of a true cultural hub, offering locally made products, delightful food, endless fun, and live music, making it a day to remember for all ages.

Coal Creek General Store is more than just a retail establishment; it's a passion project driven by the Deel family's deep-rooted love for the Rocky Top community.

Jason and Natalie Deel, both from small town America, share a dream of fostering



General Store (Continued on page 3)

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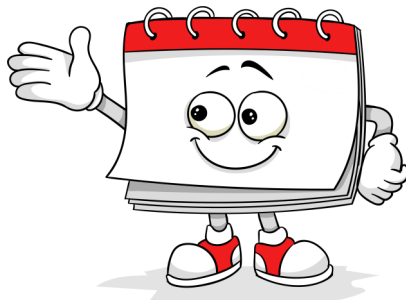
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Area Happenings

Below are some Area Happenings that you need to know about. If you have anything that you would like to add to the list, please email rockytopchamber@gmail.com.

- Butterfly Festival – September 9 at UT Arboretum
- SFWDA Dixie Run – September 29-October 1 at Windrock Park
- Coal Creek General Store Grand Opening – September 30
- Vehicle Military Rally – October 5-8 at Windrock Park
- Pickin in the Park – October 6 at Norris Dam State Park
- Clinch River Fall Antique Festival – October 6-7 in Downtown Clinton
- Little Ponderosa Zoo Fall Festival — October 7th
- Windrock Park Fall Jamboree – October 19-21 at Windrock Park
- Clinton 5K – October 21 – Downtown Clinton
- Cruisers on the Rocks – October 25-29 at Windrock Park
- Fall Heritage Days – October 26 & November 3-4 at Museum of Appalachia
- Rocky Top Trunk or Treat – October 27 from 5:00 to 8:00 pm
- Bigfoot Blast 5K/10K Trail Run – November 11 at Windrock Park
- Rocky Top Christmas Parade – December 1
- Clinton Christmas Parade – December 2



Chamber Events

Chamber events are a great opportunity for members to network. If you are interested in joining the chamber, please feel free to attend any of these events. For more information about the Rocky Top Chamber of Commerce, visit www.rockytopchamber.com or call 865-426-9595.

Upcoming Networking Coffee

- September 19 – Networking Coffee at 8:30 a.m. at Ray Varner Ford
- October 3 – Networking Coffee at 8:30 a.m. at Rocky Top Dentistry

This paper is published by the Rocky Top Chamber of Commerce monthly and is free to the public.

Rocky Top Chamber of Commerce
 P. O. Box 1054
 Rocky Top, TN 37769
 865-426-9595

Please submit events, content and ads by email rockytopchamber@gmail.com

Rocky Top News Advertising Rates

Newspaper Sponsorship-\$300.00

Includes a full page advertisement for one month of the advertiser's choosing based on availability and eleven months of business card size advertisements. Sponsorship also includes an article about the advertiser's business.

Rocky Top Chamber Member's Rates

Full Page	\$100.00
Half Page.....	\$50.00
Quarter Page.....	\$25.00
Business Card (3 1/2" x 2")	\$10.00

Non-Rocky Top Chamber Member's Rates

Full Page	\$125.00
Half Page.....	\$75.00
Quarter Page.....	\$50.00
Business Card (3 1/2" x 2")	\$20.00

Classified Advertisements available for \$5 per line.

Contact the Rocky Top Chamber of Commerce for multi-month discount rates.

City of Rocky Top Monthly Meeting Schedule

- City Court-2nd Wed. at 8:00 am
- Recreation Comm.-3rd Thurs. at 5 p.m.
- Planning Comm. Workshop-3rd Tues. at 5:30 p.m.
- Planning Commission- 3rd Tues. at 6 p.m.
- City Council Meeting- 3rd Thurs. at 6 p.m.
- Tree Committee-4th Tuesday at 6 p.m.

National Preparedness Month Planning for Emergencies and Severe Storms

Being prepared for severe storms always pays off. The American Red Cross advises having a plan to evacuate and a plan to shelter in place safely before your household faces a major storm.

While most power outages are brief, it can sometimes take days to get power restored after a major weather event, so the Red Cross suggests being ready to live without utilities, including power, water, gas and phone/internet service.

Here are some tips to help you be prepared:

- Make an emergency plan with your family including each member's responsibilities, where to meet in the event of an evacuation or separation.
- Keep a survival kit on hand.
- Keep personal, financial, and medical records safe and easy to access.

In our area, the top disasters to plan for are tornadoes, earthquakes, and flooding. In addition to the tips listed above, here are some steps to ensure your safety with these specific types of storms:

Tornadoes: Find a safe room built to withstand high winds. The next best protection is a small room with no windows on the lowest level of a home or building.

Storms/Flooding: Get to higher ground, stay away from flood waters and be aware of any power lines that are down.

Earthquakes: Drop, cover and hold on. Stay away from windows or heavy objects that can fall over. Move as little as possible. If you're in a vehicle, pull over to a clear location and stop.

Consider signing up for emergency alerts through the CodeRed emergency alert system.

You will receive emergency notifications for your area that can be sent by cell phone, land line, text or email. You can sign up by calling 865-463-8160.

General Store (Continued from page 1)

a sense of belonging and preserving the town's rich heritage.

The grand opening marks the realization of their vision, with the store becoming a focal point for both locals and visitors to experience the essence of Rocky Top.

Heading the store's operations is Haley Braden, a dedicated and community-oriented General Manager who lives right here in Rocky Top.

Haley brings a unique perspective and a keen eye for curating an extraordinary shopping experience. Her warm and welcoming demeanor ensures that each visitor feels at home when stepping into Coal Creek General Store.

Coal Creek General Store is a treasure trove of locally made products, carefully sourced to showcase the talent and craftsmanship of the region. From artisanal crafts and handmade decor to locally produced food items, the store takes pride in supporting the community by offering a platform for these talented individuals to shine.

The grand opening day will be a true celebration, with a plethora of activities to enjoy. Delicious food offerings will tantalize taste buds, and exciting games and activities will entertain the whole family.

Additionally, the event will feature a live band, providing the perfect soundtrack to the festivities. All are welcome to come together and revel in the joyous spirit of community unity.

For more information and updates about the grand opening event, please visit www.coalcreekgeneralstore.com or follow on social media @CoalCreekGeneralStore.



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This material was developed through a project funded by the Tennessee Highway Safety Office.

Rocky Top's Upcoming Christmas Parade Presents "Christmas in Toyland"

Rocky Top is gearing up to transform its streets into a magical realm of childhood dreams with the much-anticipated annual Christmas Parade. Set to take place on December 1st, this year's theme is "Christmas in Toyland."

The Rocky Top Christmas Parade has earned a reputation for being a celebration that brings the community together like no other. Families, friends, and visitors of all ages can look forward to a parade that captures the spirit of the season and ignites the joy of the holidays.

Get ready to be whisked away to a land of toys, dolls, and classic childhood wonders. The "Christmas in Toyland" theme invites participants to showcase their creativity by adorning floats, costumes, and performances that pay homage to beloved toys of the past and present.

Prizes and Awards will be given for the top three floats, top three automobiles (classic and hot rod combined), top two groups, top tractor and top ATV/UTV.

The anticipation is building, and now is the time to register for this fun holiday event. Parade entries are now open, and interested participants can register online at www.rockytoptnchamber.com. Whether you're a local business, community group, school, or individual, there's a place for everyone in the parade.



Pickin in the Park

There is nothing quite like a fall October evening spent outdoors in nature's beauty while enjoying the good sound of music in the background, the smell of food in the air and meandering through the fine displays of craft and artisan booths.

The 15th Annual Pickin' in the Park event will be held this year on Friday, October 6th from 5:30-9:30 at Shelter #2 located on the East Side of Norris Dam State Park.

This year's line-up will include Sleepy-Eyed John's, The Real McCoy's, and Ethan Ferguson.

Mr. John Alvis will be not only performing, but MC'ing once again this year. There is no one else in Anderson County we could imagine taking on this role. John is super talented and has a wide knowledge of folk/old-time and bluegrass music, but he is also quite the comedian. John and the Sleepy-Eyed John's crew will be taking the stage at 6:30 pm.

The Real McCoy's, based out of Rocky Top, have been performing at Pickin' in the Park since it's very first year! Band members Aaron and Blake McCoy and Nick Patterson grew up together right here in Rocky Top. The Real McCoy's are no doubt the fan favorite and they will be taking the stage at 7:30 pm.

The Clinch River Ramblers will be closing out the show, going on stage at 8:30. The Clinch River Ramblers



Photo credit: C.S. Hightower Photography

is a collection of family and close friends drawn together by a deep love and appreciation of this area and its music. Steeped in the rich musical tradition of the beloved southern Appalachian Mountains, much of the group's musical influence can be found in the likes of the Carter Family, Ralph Stanley, Bill Monroe, Gillian Welch, and Molly Tuttle. You'll hear instruments such as the fiddle, banjo, guitar, mandolin, autoharp, cello, lap steel guitar, and octave mandolin.

If you are interested in becoming a food or craft vendor, email event coordinator, Wendy Madden at wendy.d.madden@tn.gov.



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Norris Lake Project Team Holds Fall Cleanup

The Norris Lake Project Team is calling for volunteers to lend a helping hand in the 14th Annual Fall Five County Norris Lake Cleanup, spanning Anderson, Campbell, Claiborne, Union, and Grainger Counties. Taking place on Saturday, September 16, 2023, from 9 a.m. to 1 p.m., this event aims to preserve the natural beauty and conserve the resources of the Norris Lake Watershed area.

The cleanup effort will be conducted where the Powell River and Clinch River converge. There will be two launch locations: Anderson County Park and Shanghai Resort and Marina.

Volunteers will have access to boats that will transport them to and from cleanup sites inaccessible by land. Additionally, barges will be utilized to transport collected trash back to the shore. Volunteers with boats are encouraged to bring them to assist in the efforts.

All volunteers are asked to wear appropriate footwear, preferably boots. Volunteers call also bring gloves and life jackets if they have them, especially for youth participants.

Minors must be accompanied by an adult and are required to have a registration and release form signed by a parent.

To register as a volunteer or obtain further information about the event, please visit the website at www.norriislakeproject.com.

Registration can also be completed on-site on the morning of the cleanup. For any additional inquiries, please contact the Norris Lake Project Team at 865-457-4547 or via email at info@norriislakeproject.com.

The Norris Lake Project Team, a 501(c)(3) Charitable Organization, is committed to preserving the natural beauty and conserving the resources of the Norris Lake Watershed area for the benefit of residents and visitors. The managing partners include Anderson Co. Tourism Council, Campbell Co. Chamber of Commerce, Union Co. Chamber of Commerce, Claiborne Co. Mayor's Office, Middle East Tennessee Tourism Council, TVA, Norris Dam State Park, Big Ridge State Park, Anderson Co. Litter Grant, and Campbell Co. Litter Control.



ASAP of Anderson Welcomes New Executive Director

ASAP of Anderson hired Shayla Wilson, Clinton native, to be the new executive director this summer.

Wilson graduated from the University of Tennessee, Knoxville with a major in Kinesiology and continued her education at Lincoln Memorial University obtaining both a Masters in Education and an Educational Specialist Degree in Educational Leadership.

She comes from a career in Coordinated School Health at both the district and state level and statewide non-profit work.

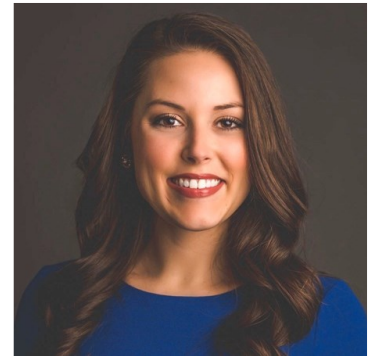
Shayla started in May of 2023, working alongside former executive director Kayla Simon for a month before taking the role over.

She was previously the co-chair of ASAP, volunteering her time to go to Washington, D.C. with the youth coalition. As the executive director, she will continue to take local high school students to Nashville and D.C. to speak with legislators about substance misuse prevention policies.

When asked what her favorite part was about working in Anderson County, she said, "Anderson County holds a special place in my heart. I can without a doubt say that the many individuals I grew up with, went to church with, and served in volunteerism alongside poured into me from a very young age. I was able to serve the county in my teens through the Fairest of the Fair and got involved in organizations that set me up for success. My favorite thing would have to be the people, the community, and the rich history that is held here. It is special to be able to step away, allow myself to grow, and walk back into a small town feeling just as welcomed as when I was 17."

When she is not working, she enjoys playing pickleball, her Goldendoodle Millie, and traveling. She is welcoming her first baby in October with her husband Andrew Wilson.

To learn more about news and upcoming events, visit our website at ASAPofAnderson.org and follow @ASAPofAnderson on Facebook, Instagram, LinkedIn, and Twitter.





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Oliver Springs Family Physicians

103 Bennett Road
Oliver Springs, TN 37840
865-435-1933

Accepting New Patients



Powersports (Continued from page 1)

Rocky Top Powersports recently partnered with area businesses to create a fun and engaging scavenger hunt which has gained popularity in recent weeks.

The hunt involves the shop hiding a part or accessory on an off-road trail in the area and then uses their Facebook page to announce clues to the location of the part.

Once the part is found and brought back to the shop, the winner receives a \$250 cash prize. Be sure to follow their Facebook page to participate in upcoming scavenger hunts.

The shop is open Tuesday through Saturday from 9:00 am to 5:00 pm.

More information about both Rocky Top Power Sports and Rocky Top Rides can be found at www.rockytoppowersports.com.

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Opening September 30th

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Easy Back to School Granola Bars

Ingredients:

- 3 cups quick-cooking oats
- 1 (14 ounce) can sweetened condensed milk
- 2 tablespoons butter, melted
- 1 cup flaked coconut
- 1 cup sliced almonds
- 1 cup miniature semisweet chocolate chips
- ½ cup sweetened dried cranberries

Directions:

◇ Preheat oven to 350 degrees F (175 degrees C). Grease a 9x13 inch pan.

◇ In a large bowl, mix together the oats, sweetened condensed milk, butter, coconut, almonds, chocolate chips and cranberries with your hands until well blended. Press flat into the prepared pan.

◇ Bake for 20 to 25 minutes in the preheated oven, depending on how crunchy you want them. Lightly browned just around the edges will give you moist, chewy bars. Let cool for 5 minutes, cut into squares then let cool completely before serving.



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Memorial Walk at Coal Creek Miners Museum

The Coal Creek Miners Museum is conducting a brick fundraiser as a community-driven project aimed at supporting the renovation and preservation of the museum dedicated to the history of Coal Creek, TN, and the significance of coal mining in East Tennessee.

The project aims to raise funds through the sale of personalized bricks that will be used to construct a memorial pathway at the museum.

By participating in this project, individuals and organizations have the opportunity to contribute to the museum's financial sustainability while leaving a lasting legacy in honor of a coal miner, community member, and/or business partner.

The funds raised will be used for museum infrastructure, exhibits, educational programs, and maintaining the museum's collection.

Prices range from \$100 to \$300. The bricks can be purchased by check by downloading an order form that can be found at www.coalcreekminersmuseum.com. Complete the form and mail it with a check to the Coal Creek Miners Museum at P. O. Box 223, Rocky Top, TN 37769.

If you would like to order a brick in-person with cash, visit the museum during operating hours or call the museum, and a representative can schedule a time to meet with you to collect your order.

You can also order the bricks with a debit or credit card online by visiting www.coalcreekminersmuseum.com. You will be redirected to an affiliated site where you can place your order with a card.

Please note that orders will be taken until December 31, 2023. The museum can not construct the walk until all bricks are sold.

If you have any questions, do not hesitate to contact the museum at info@coalcreekminersmuseum.com or call 865-630-5006.

Library News

Happy September from Rocky Top Public Library! Our fall slate of programming has begun! Make sure to stop by and pick up a calendar or check out our events on FB or Instagram.

Drop by and say hello and browse all of the new books that just arrived at the library.

There is a list of our brand-new books right as you walk in the front door! Check out our staff recommendations and let us know what you are reading!



Make sure to check out our new ongoing Friends of the Library book sale located in the back of the library. All items are \$1 and can change daily. All proceeds go to the Friends of Rocky Top Public Library. Help them make our community library the best it can be!

School News

These Lake City Elementary School students were recognized as Students of the Month for showing compassion. Way to go!



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Main Street Baptist Church, established in 1928, strives to provide ministries that draw people to the light of Jesus Christ. Our ministry programs are geared to all ages as we seek to share Christ's love and grace. Ministries include Food Pantry for Rocky Top residents, Rocky Top Recovery for individuals with addiction issues, Children's Summer Feeding Program for Rocky Top children, Second Harvest Mobile Pantry Truck and Special seasonal programming open to the Rocky Top Community.

Sunday School at 9:45 a.m.
 Sunday Morning Worship at 8:30 and 10:45 a.m.
 Wednesday Evening Service at 6:30 p.m.