

# P

# Partners

www.knoxvillechamber.com

A PUBLICATION FOR THE MEMBERS OF THE KNOXVILLE AREA CHAMBER PARTNERSHIP

December 2004

## Business Humorist Opens Second Annual Food for Thought

The Knoxville Area Chamber Partnership's monthly educational and informational workshop series, Food for Thought, will kick off the second season at 11:30 a.m., January 12th at the Knoxville Hilton with business humorist and author Todd Hunt.

Hunt is the author of two books, "Does Anal Retentive Have a Hyphen?" a good-natured poke at himself, and "Pardon Me, But That's a Really Stupid Sign!," 136 actual signs that are beyond belief. His weekly column, "Communication Bleeps and Blunders in Business," appears in newspapers across the country and will be the subject of his keynote speech.

Hunt's favorite "blunder" is voicemail. He explains it has been around for a while, but the greetings are still

extremely long, going into excruciating detail on how to leave a message.

"When the technology was new, employees were taught to record a long greeting about being on the phone or away from their desk, so please leave a detailed message after the tone, blah, blah, blah," said Hunt. "But now everybody gets it, just give us the beep."

Hunt jokingly says we waste an average of 240 hours each year waiting for the beep.

Hunt also provides an interesting point of view on communication and uses fast food restaurants as an example.

"Often times we forget about our listener and assume everyone knows what we are talking about," he said.



**Humorist** continued next page

"We could argue that we are the customer and the restaurant should tailor to us, but it just doesn't work that way. It is better to wait, listen, and answer each of their questions."

Hunt worked in advertising for 20 years, including Ogilvy & Mather, before starting his own marketing company in Chicago. Discovering that people would pay him to tell funny stories about

business, he now speaks to hundreds of groups each year on how to communicate better with customers and employees.

Registration is \$30 for members and \$35 for non-members. Visit [www.knoxvillechamber.com](http://www.knoxvillechamber.com) to register or call (865) 637-4550.

Food for Thought is produced in cooperation with the Tennessee Small Business Development

Center and the Partnership's Small Business Coalition. The 2005 Food for Thought schedule will be announced in January.

Sponsorship for the year-long Food for Thought series is available, contact Michelle Dunham at (865) 637-4550.

He's a **business speaker**...no, he's a **comedian**...  
no, he's a **business humorist**.



### Todd Hunt

11:30 a.m. - 1 p.m.  
January 12th  
Knoxville Hilton  
501 W. Church Ave.

Join the Partnership for the second annual Food for Thought educational series kick off lunch.

You'll love Hunt's funny stories about sales, customer service, leadership and change that will inspire you to communicate better with customers and employees.

\$30 members, \$35 non-members  
Register online at [www.knoxvillechamber.com](http://www.knoxvillechamber.com) by Jan. 7th

**P** KNOXVILLE AREA  
CHAMBER PARTNERSHIP

