

August, 2010

Thank you for your interest in becoming a member of the 2010-11 class of Leadership Cleveland. The program is designed to prepare informed and effective community leaders through a series of community tours, presentations and question and answer sessions with governmental, civic and industry leaders.

Enclosed you will find a brochure highlighting the program, our schedule of sessions and an application to become a member of the 2010-11 class.

In order to accomplish our objectives, the full participation of each individual is necessary. Attendance at the opening retreat in October is mandatory and only one absence is allowed for the remaining eight sessions for graduation. Please take these attendance requirements into account when you consider applying for the program. A schedule of the sessions is enclosed for you to review for potential conflicts. Deadline for applications is September 15. In the event the number of applications exceeds available space in the class, a selection committee will review the applications and select the upcoming class.

If you have any questions about the program, please call me at Cleveland Utilities or Bernadette Douglas at the Chamber office.

Sincerely,

A handwritten signature in black ink that reads "Rick Lawson".

Rick Lawson, Chairman  
Leadership Cleveland



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225 Keith St SW  
Cleveland TN  
37320-2275  
423-472-6587

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allowed for the remaining eight sessions.

A commitment of 100-percent attendance is expected. Participants not fulfilling the attendance requirement will not graduate with the 2010-11 class. Sessions may be made up in subsequent years.

### The Cost

Member tuition for each participant is \$650. Non-member tuition is \$895. Participants are responsible for paying their tuition or for making arrangements for payment by their employer and/or sponsoring organization. Fees are used for speakers, transportation, lodging, meals and administrative costs. No refunds are given for those participants not completing the program. Participants are given the opportunity to complete the program the following class year.

"Leadership Cleveland was a valuable use of my time and money," Valorie Garmon, Ocoee Insurance Services, stressed. "I highly recommend the class to any business person that operates in the Cleveland area. It was truly an eye-opening experience to all that Cleveland and Bradley County have to offer."

### The Commitment

Members of the Cleveland/Bradley Chamber of Commerce and their employees are eligible to participate in the program. Nonmembers may participate at a higher fee on a space-available basis. Class size is limited. In the event of a larger number of applicants than slots, a selection committee will review the applications and select a diversified group.

The applicant must show a sincere commitment, be motivated and interested in the community, and have the desire to increase his/her service in the community. The person must exhibit the ability and

willingness to be involved in the learning process and must make a firm commitment to attend the entire Leadership Cleveland program.

"I feel very blessed to have had the opportunity to participate in the Leadership Cleveland program," Melissa Brumfield, Cleveland Utilities, declared at the conclusion of the 2009-10 class. "I have gained a greater understanding of many different areas in our community. I can truly see why it takes everyone working together as a team to make a difference in the community. We are so blessed to live in the Cleveland/Bradley County area with so many opportunities and talented individuals."

### The Results

Since the program's inception, more than 325 participants have graduated from the program and gone on to become involved in all aspects of our community—from involvement on Chamber committees and task forces to local government to leadership positions in other volunteer organizations.

To request an application, please call the Cleveland/Bradley Chamber of Commerce at 472-6587.

CLEVELAND/BRADLEY

CHAMBER OF COMMERCE

225 Keith St SW

PO Box 2275

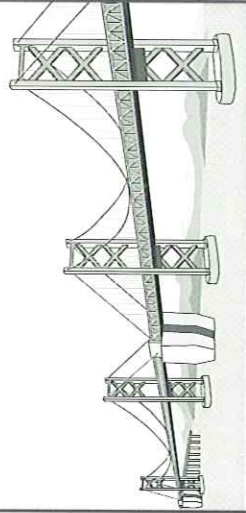
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*"A Bridge to  
Community  
Leadership"*



## The Opportunity

"Education is all a matter of building bridges" (Ralph Ellison). The Cleveland/Bradley Chamber of Commerce provides an educational experience to build bridges to community leadership.

Leadership Cleveland offers an opportunity for individual development that has enhanced community leaders for more than 25 years. Started in 1984, the program enables participants to better understand our community and how to prepare for the challenges it faces by learning about the many facets that make up Cleveland and Bradley County.



As a bridge, Leadership Cleveland empowers participants with knowledge, networks and partnerships that make you more effective in addressing issues and identifying opportunities affecting our community.

Designed to be an educational experience, Leadership Cleveland will not attempt to create a consensus of opinion or promote any specific issue. Participants will be encouraged to take their increased knowledge of the community, awareness of its institutions and familiarity with its leaders and involve themselves in the Chamber of Commerce and

in other areas of potential volunteer opportunity in our community.

"Leadership Cleveland is an excellent program for professionals interested in learning about the wonderful opportunities, services and businesses that are available in the Cleveland/Bradley County area," 2010 graduate KariHudson, Oakmont Eyecare, said.

She continued, "This program also offers opportunities to network with other professionals while getting to experience unique tours that highlight the county and our capital. I highly recommend the program!"



## The Format

Leadership participants will develop leadership skills and knowledge of the community through a series of one-day sessions and one overnight trip. Topics covered include Education, Public Safety, Law Enforcement, Local Economy, Healthcare, Local and State Government, and Tourism. Information will be presented through lectures, discussion, tours, on-site visitations, and informal question-and-answer sessions.

The goal of each day is to open the minds of participants to the perspectives that surround each issue and, through thoughtful consideration of these perspectives, enable participants to become more visionary leaders in the community.

2010 graduate Shandra Able, Check Into Cash, describes Leadership Cleveland as "the VIP, back-stage pass to our community and all of the services it offers. You get to go behind

the scenes, meet the people and companies that make us great, and see what makes our community one of the best in Tennessee. Even if you have lived in the area for many years, you will come away with a renewed sense of pride in our hometown, its people and the many services available to our residents."

Aaron Weatherford, Cleveland/Bradley Chamber of Commerce, offered a similar perspective.

"Being a native to the area, I have seen most of this," the 2010 graduate said. "Leadership Cleveland gave me a different perspective, and I earned a greater appreciation for the community I have served and will continue to serve. The program has made me more prepared to not only care more for the community I represent but also more capable of explaining our progress and the commitment it has toward prospective clients that will look to grow their business here."



## The Schedule

The 2010-11 class will run from September through May with graduation scheduled for early June 2011. To accomplish our objectives, the full participation of each individual is necessary. Attendance at the opening daylong retreat is mandatory with only one absence

## **Leadership Cleveland 2010-2011 Schedule**

Orientation- Thursday, September 30, 8:30 a.m., Chamber office—(approximately 1 hr.)

Retreat- Thursday, October 7, Mandatory, Johnston Woods

Community Awareness/Tourism—Tuesday, October 19

Education- Thursday, November 18

Local Economy- Thursday, December 16

Local Government- Monday, January 10, 2011

Law Enforcement- Thursday, Feb. 17

State Government- Overnight to Nashville, Monday & Tuesday, March 28 & 29

Health & Social Services- Thursday, April 21

Public Safety/Environment- Tuesday, May 17

Graduation—TBD

# LEADERSHIP CLEVELAND

*A Program of the Cleveland/Bradley Chamber of Commerce*



## *Confidential Application for 2010-11*

### 1. PERSONAL DATA

Name \_\_\_\_\_

Preferred Name (for nametags) \_\_\_\_\_

Employer \_\_\_\_\_

Mailing Address \_\_\_\_\_

Work Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Email Address \_\_\_\_\_

Title \_\_\_\_\_ How long in this position? \_\_\_\_\_

Briefly describe your responsibilities. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### 2. COMMITMENT

How long have you lived in Bradley County? \_\_\_\_\_

How long do you plan to live in Bradley County? \_\_\_\_\_

Have you been as active in community, civic, professional and other activities as you would like?

\_\_\_\_\_  
\_\_\_\_\_

If not, what have been the major barriers to your being involved and what conditions have changed that now allow you to seek involvement? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### 3. ORGANIZATIONS & ACTIVITIES

Which of the following categories best describes your present area of leadership activity or interest?

- |  |  |                                      |
|--|--|--------------------------------------|
| <input type="checkbox"/> Business & Industry | <input type="checkbox"/> Human Service       | <input type="checkbox"/> Government  |
| <input type="checkbox"/> Civic Organizations | <input type="checkbox"/> Community Volunteer | <input type="checkbox"/> Professions |
| <input type="checkbox"/> Education           | <input type="checkbox"/> Healthcare          |                                      |
| <input type="checkbox"/> Other _____         |  |                                      |

Please list in order of importance up to five community, political, civic, professional, business, religious, social, athletic and other organizations in which you have been involved.

Activity/Organization	Dates	Responsibilities

Approximately how much time to do you commit to community, civic and professional activities?

\_\_\_\_\_

To which of the above activities do you commit the most time? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What have you accomplished in these activities that you think is important? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Other interests (hobbies, etc.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## 4. EDUCATION

Please outline your academic background and training.

Technical Training \_\_\_\_\_

College \_\_\_\_\_

Graduate Level \_\_\_\_\_

Extracurricular activities and special honors awarded for leadership activities \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## 5. PARTICIPATION

To accomplish our objectives, the full participation of each individual is necessary. Attendance at the opening daylong retreat is mandatory. Participants are expected to attend all sessions **in their entirety**. Participants missing more than one session, either in parts or one entire day, will not graduate with the 2010-11 class. Sessions may be made up in subsequent years. Sessions run from approximately 8 a.m. to 5 p.m. one day a month for nine months.

Tuition for each participant employed by a member firm is \$650, payable upon acceptance into the program. Nonmember tuition on a space-available basis is \$895.

## 6. SPONSOR

This candidate has my full support to participate in Leadership Cleveland. I am aware of the time commitment involved in his/her effective participation as well as the financial obligation. (This must be signed by the firm's chief executive officer if other than the applicant.)

Name \_\_\_\_\_ Title \_\_\_\_\_  
(Please Print)

Signature \_\_\_\_\_ Date \_\_\_\_\_

I understand the goals and commitments of the Leadership Cleveland program, and I acknowledge that completion of this application does not ensure my acceptance. If selected, I agree to commit the time required.

Signature \_\_\_\_\_ Date \_\_\_\_\_

*Return to*

**LEADERSHIP CLEVELAND**  
**Cleveland/Bradley Chamber of Commerce**  
**PO Box 2275**  
**Cleveland TN 37320-2275**