

## inside THIS ISSUE

- New member benefit . . . 2
- More on CHOICES . . . . . 2
- Chamber-members make *Banner's* front page. . . . 3
- New Members . . . . . 4
- Education and economic development . . . . . 4
- Economic Indicators. . . . 4
- New tourism publication released . . . . . 7
- CVB hosts Hospitality Fair . . . . . 7
- 10<sup>th</sup> Evening Shade series artists announced . . . . . 8

**CHAIR-RIES JUBILEE**  
**SET FOR APRIL 16 AT**  
**THE MUSEUM CENTER.**  
**GET YOUR TICKETS AT**  
**THE CHAMBER.**



## 'Top Tools for Business' series implemented

Based on exceptional returns of a survey for small business members of the Chamber concerning their educational preferences, the Chamber's Small Business Committee has developed a "Top Tools for Business" series of educational programs. The series will feature topics based on the survey results deemed the top priorities of area small business owners and will offer practical solutions you can take back to your business and implement.



The lunchtime programs will begin at noon and last until 1 p.m., followed by an optional question-and-answer session until 1:30 p.m.

Small business owners noted that lunch programs are the most convenient times for them to attend. The program kicked off with a March 30 session on "Hiring and Firing," presented by Allison Pierce with Resource Development Systems Inc.

Future topics and dates include the following: April 27—"Is the Internet for Me?" (Do you need a website for your business and how much should it cost?); May TBA—"Using Your Store Layout to Sell" (Merchandising tips and information on how to use your in-store displays to increase sales); June 29—"Advertising" (Spend your advertising dollars where they count the most); Aug. 31—"Customer Service" (Develop a customer service program that wins and keeps customers); Sept. 28—"Business Plan Writing" (Write a business plan to get the financing you need); Oct. 26—"Using Financial Statements" (Use financial statements to manage your business from the bottom line); and Nov. 30—"Where's the Money?" (Manage credit and collections without alienating your customers).

Sessions are priced at \$20 per session, or \$80 for the remaining sessions. Price includes lunch. The merchandising session will be priced separately. Call the Chamber for detailed registration information.



Randy Morris reviews keys to success with students at Teen Learning Center.

## CHOICES added to Chamber 'toolkit'

"The key to success is self-discipline." This is one of the major tenets of the CHOICES program being shared with some "at-risk students" in the Bradley County and Cleveland City School Systems. And CHOICES is the newest tool in an extensive "toolkit" of programs the Chamber is coordinating locally to help prepare the workforce of the future.

## New partnership offers members additional benefit

Most of our business members should have received an email letter from the U.S. Chamber of Commerce announcing the new Cleveland/Bradley Chamber/U.S. Chamber of Commerce affiliation. Known as the Small Business Alliance, this partnership provides membership in the U.S. Chamber as a benefit of your membership in the Cleveland/Bradley Chamber.

In this new partnership, we will continue to focus on local issues and programs while the U.S. Chamber will provide information on national issues, including healthcare accessibility and taxes. Chambers have sought this "federation" for a long time, and we are pleased it is now available to our members at no additional cost. Of course, our membership in the Tennessee Chamber of Commerce and Industry provides us with representation at the state level.

The vast majority of you, based on classification guidelines, are *small businesses*. This new partnership especially provides you with a distinct benefit. In the past the U.S. Chamber solicited businesses to join their organization in addition to your active membership in the local Chamber. That's no longer the case. Now you will receive a U.S. Chamber membership number so you can take advantage of services they provide.

We hope you will take advantage of this new offering and will view it as an additional service provided by your Chamber of Commerce. We're also exploring some other business-friendly programs that will interest you.

*U.S. Chamber of Commerce provides information to local Chamber members on national issues pertinent to small businesses at no extra cost.*

## CHOICES added to Chamber 'toolkit'

continued from page 1



Rick Lawson (left), Cleveland Utilities, and Randy Morris provide oversight for a practice exercise on making good choices at Horizon School.

The CHOICES Program is an intensive, two-day program that uses simple but effective classroom manipulatives and real-life scenarios to challenge young people to take control of their lives and plan for the future. The program clearly shows them that they have control over the majority of factors influencing their lives, regardless of their present family situation or economic condition, and that the decisions they are making today can affect the rest of their lives.

This program also stresses the value of education, work ethic and making sound decisions in a variety of ways. For example, in the CHOICES Challenge scenario, volunteer students make choices between three different solutions to a real-life problem they may face and then discuss the ramifications of each choice, showing in effect how a choice made at age 15 or 16 can affect the rest of their life. In another activity, one student is employed in a full-time job at minimum wage. Other students represent "Uncle Sam," an apartment manager, or some other organization or business and take money from the employed student. Students easily comprehend how quickly a "large" amount of money is utilized and the fact that a person cannot live comfortably on a minimum wage.

In addition, the program encourages students to take charge of their lives. They are reminded that "I am not what happened to me. I am what I choose to become." At the conclusion of the program at Horizon School, one student commented in her evaluation, "Life is what you make it—your choices are up to you."

Randy Morris, Chamber director of existing industry/workforce development, presented CHOICES either following or in conjunction with Junior Achievement's "Economics of Staying in School" program at both Teen Learning Center (TLC) and Horizon School. At TLC, Morris and Sandy Moore, Junior Achievement's president, presented both programs simultaneously to students. He followed Cleveland Utilities' Rick Lawson's presentation of the ESIS program at Horizon School.

Morris will present CHOICES to a class of at-risk students at Lake Forest Middle School later this spring.



### STAFF

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 Bernadette Douglas, *Senior Vice President/Operations*  
 Gary Farlow, *Vice President/Economic Development*  
 Melissa Woody, *Vice President/Convention & Visitors Bureau*  
 Nancy A. Neal, *Director of Communications*  
 Randy Morris, *Director of Existing Industry & Workforce Development*  
 Sherry Crye, *Administrative Assistant, Economic Development*  
 Gina Akins, *Membership Director*  
 Nadine Bennett, *Administrative Assistant*

Address: 225 Keith St SW, PO Box 2275, Cleveland TN 37320-2275

Phone: 423-472-6587

Fax: 423-472-2019

Email: [info@clevelandchamber.com](mailto:info@clevelandchamber.com)

Website: [www.clevelandchamber.com](http://www.clevelandchamber.com)

## Chamber-member businesses make the *Banner's* front page

Three more Chamber members have made the front page of the *Cleveland Daily Banner* as part of the "Hidden Cleveland" series about businesses and organizations making a significant economic



(Below) Tim Columbia, plant manager for Cormetech Environmental Technologies Inc., pauses in his busy schedule, to accept the framed article about Cormetech's manufacturing process from Randy Morris.

The Rev. M. Thomas Propes, general director of publications, takes a few minutes from the editorial and printing operations at Pathway Press to accept the framed article from Randy Morris, director of existing industry and workforce development.

impact in our community. Casson Art & Interiors is partnering with the Chamber to make presentations of the framed articles to these "Hidden Cleveland" industries and organizations.

(Below) Randy Morris gets a chance to shake hands with Ron Coppinger, CEO for CPO Professional Imaging Inc., when delivering the framed article to this industry leader that provides custom processing for professional photographers.



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Pam Nelson  
Ocoee Insurance Consultant

## Welcome our new Chamber members

The Chamber Board of Directors and staff are delighted to welcome the following new members as of March 9, 2005:

### Abundant Living

#### Organic Foods & Deli LLC

*Diana Carringer, Owner*  
855 Keith St  
Cleveland TN 37311  
423-614-7885  
*Health Food Products*

### Accounting & Tax Services

*Shelia Sauer, Owner*  
2700 Keith Street Ste 6D  
Cleveland TN 37312-5081  
423-339-8771  
*Accountants/CPAs*

### After Hours PC LTD

*Nathan Amthor, Owner*  
155 Crystal Spring Rd SE  
Cleveland TN 37323  
423-544-606  
*Computers/Hardware, Software,  
Instruction, Repairs*

### Bank of Athens

*Thomas Carroll, Senior Vice President*  
1305 Decatur Pike  
PO Box 1008  
Athens TN 37371  
423-745-8246  
*Banks, Savings & Loans*

### Berywood Aesthetics

*Rose Stanbery, Owner*  
424 Berywood Tr NW  
Cleveland TN 37311  
423-310-0879  
*Health Spa*

### Best Value Inn

*Steve Ratterman, Administrator*  
Hwy 68  
Sweetwater TN 37874  
423-337-3511  
*Lodging*

### Century 21 1st Choice Realtors

*Teresa Vincent, Broker/Owner*  
227 Ocoee Crossing  
Cleveland TN 37312  
423-478-2332  
*Real Estate Agencies*

### Champions Club

*Rich Balthrop, Manager*  
7502 Snow Hill Rd  
Ooltewah TN 37363  
423-238-6812  
*Golf-Courses/Driving Range*

### Colonial Cabinets Inc.

*Marcia Poore, Sales*  
6215 Springplace Rd  
Cleveland TN 37323  
423-476-6839  
*Cabinets*

### Cross Christian Rafting

*Paulette King, Marketing  
& Guest Services Director*  
185 Copeland Rd  
Ocoee TN 37361  
423-338-1791  
*Whitewater Rafting*

### Derby Industries

*Shari Kepsel, Plant Manager*  
2765 Michigan Ave  
Cleveland TN 37323  
423-614-6766  
*Industrial Outsourcing*

### Exclusive Tan & Spa

*Jane Kitts, Owner*  
3525 Keith St NW  
Cleveland TN 37312  
423-479-9907  
*Tanning*

### Foxfire Technologies LLC

*Gena Allen, CFO-Member*  
7417 Davis Mill Cr  
PO Box 546  
Harrison TN 37321  
423-267-7330  
*Computers/Hardware,  
Software, Instruction*

### Headquarters

*Alice Jones, Owner*  
3434 Keith St  
Cleveland TN 37312  
423-472-3214  
*Beauty Salons & Spas/Supplies*

### Heritage Pontiac- Buick-GMC Trucks Inc.

*Dick Fortney, Owner*  
2805 Decatur Pike  
PO Box 1126  
Athens TN 37371-1126  
423-744-7590  
*Auto Dealers*

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Landfill Partners**

*Knox Horner, President/CEO*  
775 Raider Dr  
PO Box 3415  
Cleveland TN 37320-3415  
423-476-1613  
*Development Companies*

**IPT Cellular**

*Brian Shoemaker, Vice President*  
6300 N Lee Hwy  
Cleveland TN 37312  
423-479-6799  
*Communications*

**Kodiak Mfg. Inc.**

*Dennis Tweed, President*  
8849 Candies Creek Ridge Rd  
Charleston TN 37310  
423-336-2390  
*Manufacturers*

**Lawn Doctor of Cleveland**

*Rick Bell, Owner*  
PO Box 5375  
Cleveland TN 37320-5375  
423-478-0000  
*Lawn & Plant Care/Landscaping*

**Life Care at Home**

*Donna Burks, Branch Director*  
1594 Clingan Ridge Rd  
Cleveland TN 37312  
423-478-8023  
*Home Health Services*

**McKenzie Financial**

*Greg Steele, Partner*  
555 N Ocoee St  
PO Box 1479  
Cleveland TN 37364-1479  
423-479-1899  
*Factoring*

## Economic Indicators

January Unemployment Rate				
	2004	2005		
Bradley County	5.3%	6.2%		
Tennessee	4.9%	5.9%		
United States	5.6%	5.2%		
February Building Permits				
	2004	2005		
Residential				
Number Issued	40	53		
Permit Value	\$4,402,959	\$5,342,688		
YTD Number Issued	85	107		
YTD Permit Value	\$9,027,369	\$12,350,888		
Commercial				
Number Issued	9	11		
Permit Value	\$1,493,254	\$646,719		
YTD Number Issued	21	18		
YTD Permit Value	\$21,571,054	\$1,805,786		
Local Sales Tax Collected				
	Feb 2004	Jan-Feb 2004	Feb 2005	Jan-Feb 2005
Local Sales Tax	\$1,338,794	\$3,105,089	\$1,400,040	\$3,354,762
Retail Sales				
	Sept 2003*	Jan-Sept 2003*	Sept 2004*	Jan-Sept 2004*
Bradley County	\$92,962,554	\$707,306,988	\$86,959,645	\$783,133,982
Tennessee	\$5,742,479,846	\$50,236,305,801	\$6,201,842,049	\$54,496,620,618

*\*Unemployment rates, local sales tax and retail sales figures are the latest state-provided figures. Numbers for building permits are obtained from city and county records.*

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3354 Keith St NW  
Cleveland TN 37312  
423-472-0091  
*Music—Equipment & Services*

**Nelli Belle's****Restaurant & Catering**

*Danny Smith, Owner*  
2382 N Ocoee St  
Cleveland TN 37311  
*Restaurants*

**Precision Auto Body**

*Jim Reynolds, Owner/Manager*  
717 S Lee Hwy  
Cleveland TN 37311  
423-472-6750  
*Automobile—Parts/Supplies/Repairs*

**Preferred Family  
Pharmacy LLC**

*Lynn Woody, Owner*  
8897 Hiwassee St  
PO Box 455  
Charleston TN 37310  
423-336-5522  
*Pharmacies*

**Prior Attire**

*Shelly Isbel, Owner*  
2520 Keith St Ste 2  
Cleveland TN 37312  
423-473-0983  
*Consignement Stores*

**Prudential Financial**

*Steve Kempson, Owner/Agent*  
389 Broad St NW  
Cleveland TN 37311  
423-339-3181  
*Insurance Agencies & Services*

**Ray's Catering**

*R.B. "Chip" Caylor, Owner*  
235 2nd St • PO Box 835  
Cleveland TN 37364-0835  
423-544-1347  
*Caterers/Personal Chefs*

**The Renaissance**

*Pam Byers, Owner*  
270 N Ocoee St  
Cleveland TN 37311  
423-472-4228  
*Beauty Salons & Spas/Supplies*

**Riverside Restaurant**

*Eduardo Arecco, Owner*  
1620 Hwy 64 E  
672 Hildabrand Rd  
Ocoee TN 37317  
423-338-4433  
*Restaurants*

**Rolling Hills Golf Course**

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2200 Candies Ln  
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2253 Chambliss Ave Ste 300  
PO Box 1479  
Cleveland TN 37320-1479  
423-478-1159  
*Management Services*

**Synaxis Killebrew**

**Lyman & Woodworth**  
*Hicks Armor, Managing Director*  
1100 Republic Centre  
Chattanooga TN 37450  
423-756-7821  
*Insurance Agencies & Services*

**Tangle'z II Salon**

*Melanie Snyder, Owner*  
2507 N Ocoee St  
Cleveland TN 37311  
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*Beauty Salons & Spas/Supplies*

**Tri-Con Inc.**

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**Tropical Tan**

*Chonia Combs, Owner*  
1300 25th St #10  
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*Tanning*

**USLEC Corp.**

*Hunter Lindsay, Account Executive*  
Two Union Square Ste 200  
Chattanooga TN 37402  
423-308-1000  
*Telecommunications*

**Young's Auto Body Inc.**

*Greg Young, President*  
2000 S Lee Hwy  
Cleveland TN 37311  
423-339-1258  
*Automobile—Parts/Supplies/Repairs*

**Swann's  
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Specialties**

*Holly Swann, Owner*  
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## Tourism publication entices visitors to the area

Donning a fresh new look, the *2005 Visitors Guide* debuted recently and is already being distributed to thousands of potential visitors.

"The four main colors used in the new design reflect the four seasons," Melissa Woody, Convention & Visitors Bureau (CVB) vice president, said.

"The message is that no matter what the season, our region offers breathtaking beauty and appealing activities for the whole family."

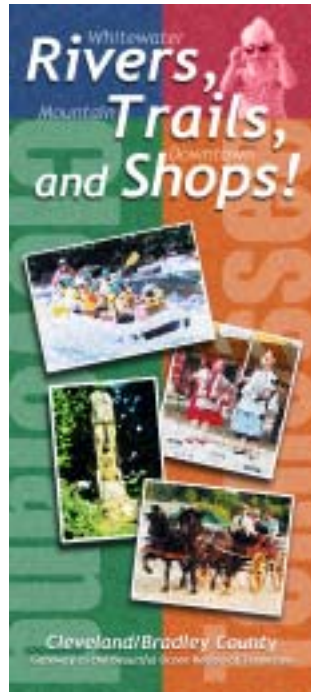
The CVB places thousands of copies of *The Guide* in local and regional hotels and attractions, whitewater outfitters, welcome centers, rest areas, tourist information centers, AAA offices and sends them to travel writers and other targeted groups.

Additionally, hundreds of people each month who respond to national advertisements placed by the CVB and the Tennessee Department of Tourist Development receive copies of the tourism piece.

"*The Visitors Guide* is a major component in our total marketing strategy aimed at enticing visitors to the area," Woody said. "Our objective is to get it in the hands of every interested person possible."

Thirty-one Chamber members advertised in *The Guide*, which offsets the cost of producing 75,000 copies of the publication.

"We could not have produced such a high-quality publication without the support of the advertisers," Woody said. "By working together, we are distributing a beautiful picture of our community."



## Hospitality Fair answers 'what to do' question

It's a classic question: "What's there to do around here?"

The second Hospitality Fair hosted by the Cleveland/Bradley Chamber of Commerce provided answers for about 100 participants, including personnel from hotels, restaurants, convenience stores and other businesses that encounter visitors looking for fun and fascinating activities in the area.

"We encouraged the people who answer that question about 'what's there to do' to give visitors options right here at home," Melissa Woody, vice president for the Convention & Visitor's Bureau, said. "Sending visitors down the road to shop and dine takes money away from our cash registers and weakens our local economy."

The latest figures from the state of Tennessee show Bradley County's tourism revenue at just over \$86 million each year. This revenue saves each local household \$204 in taxes.

"Tourism revenue means money that we can spend in our community, but we didn't have to reach in our pockets and provide," Woody explained. "The more visitors and residents we can keep in our local restaurants, hotels, shops, stores, gas stations and attractions, the more prosperous our hometown bottom line."

After last year's fair, staff at the Museum Center said they could tell some of the local hotel personnel were sending them visitors.

"Many of the participants said by visiting the booths at the Hospitality Fair, they became aware of attractions, activities and restaurants that they had no idea were here locally," Woody said. "Those comments definitely made the effort worthwhile."

Thanks to the Museum Center at Five Points for the use of their facilities and to those who set up booths, donated door prizes and encouraged their employees to participate.

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## FREE entertainment in May 2005

Make plans now to attend the "Evening Shade" 10<sup>th</sup> anniversary concert series in Johnston Park every Friday night in May. The Chamber's Allied Arts & Leisure Council brings wonderful family entertainment at no cost to concert-goers each year. Following are the artists scheduled for the 10<sup>th</sup> anniversary series. Watch local newspapers or listen to local radio stations for details about the performers.

### May 6, 6:30 p.m.—"Easy Hometown Listening"

Walker Valley Show Choir  
Comedian Joe Mullins  
Cleveland Scream Machine  
The Other Side of Doug Richesin  
Cleveland Scream Machine

### May 13, 6:30 p.m.—"Toe-Tappin' Bluegrass"

Hiwassee Ridge  
The Lovell Sisters Band

### May 20, 6:30 p.m.—"Spirit in the Night"

Dueling Keyboards  
Buddy Greene

### May 27, Noon-6:30 p.m.—"Celebrating 10 Years"

Noon—Art in the Park, including presentations by local artists, children's art activities, snacks  
6:30 p.m.—Annie Moses Band

## What's NEW with YOU?

Send us your news or press release for "member memo."

Name of business \_\_\_\_\_

Service/product provided \_\_\_\_\_

No. of employees \_\_\_\_\_ No. of years in business \_\_\_\_\_

Notes of interest \_\_\_\_\_

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Nancy A. Neal, Editor  
Jerry Bohannon, Publisher

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