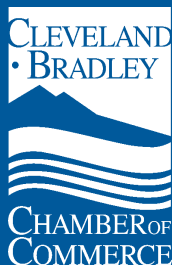


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**WHITE OAK MOUNTAIN
BLUEGRASS FESTIVAL
JULY 16**



Ross Tarver named Mel Bedwell Small Businessperson of the Year

"I'm a blessed man," a surprised and an emotional Ross Tarver said when awarded the Mel Bedwell Small Businessperson of the Year at the Business Development Month kickoff luncheon in early May.

Tarver is vice president and general manager of Tarver Distributing Co. Inc., a distributor of Anheuser-Busch products, and the seventh individual to receive the Small Businessperson of the Year award since its renaming to honor the contributions of the late Mel Bedwell. Bedwell was one of the most loyal and supportive members of the Small Business Committee of the Cleveland/Bradley Chamber of Commerce, which sponsors Business Development Month.

"It's quite remarkable what can be accomplished when you surround yourself with a group of dedicated people," Tarver said of the employees with whom he works. "To be successful, you have to get in the trenches."

Tarver began working at his parents' wholesaler, established in 1962, at age 12 doing such odd jobs as emptying the trash, cleaning floors, operating forklifts in the warehouse and unloading railcars from the brewery. By age 19 he was a full-time draught driver-salesman. That same year he increased the draught market share by 50 percent, with a total sales increase of 405 percent.

In 1985 Tarver became sales and operations manager and by the next year he moved to the assistant general manager position. By 1987, at the young age of 25, Tarver became vice president and general manager of sales and operations, the youngest ever approved by the brewery to hold such a position.

In 1989 and again in 2004, Tarver Distributing received the Wholesaler of the Year award for Tennessee. Since Tarver assumed the managerial role, the company has grown from 16 employees to 39. Its market share has increased from 49 to 65 percent, and yearly sales have increased from 558,000 cases to 1,200,000 cases. The distribution territory includes Bradley, Polk, McMinn, Monroe and Meigs counties.

In addition to his professional efforts, this astute young businessman is committed to the local community. He is a long-time member of the Cleveland/Bradley Chamber of Commerce, serving on the board of directors, Economic Development Council and executive committee. He currently



Ross Tarver (holding plaque) celebrated recognition as the Mel Bedwell Small Businessperson of the Year with his family. His mother, Gloria, and the late "Rabbit" Tarver established Tarver Distributing Co. Inc. in 1962. From left are brother Bill Tarver; son Rossman; mother, Gloria; Tarver; son Will; and wife, Holly.

Small businesses enjoy heartwarming success

Small business success stories are not only good to hear but are usually heartwarming as well. Such was the case at our recent annual Small Business Luncheon.

Loye Hamilton, owner of Coldwell Banker/Hamilton & Associates and keynote speaker for the kickoff luncheon for Business Development Month, reminisced about the days in Cleveland when he learned good business practices by delivering groceries on a bicycle. Loye eventually became the owner of his own grocery store and drew on those early experiences.



Loye Hamilton reminisces about delivering groceries on a bicycle.

The Chamber's Small Business Development Committee honored

Ross Tarver, Tarver Distributing Co. as this year's recipient of the Mel Bedwell Small Businessperson of the Year award. Much like Loye's early exposure to the business world, Ross started young with sweeping and cleaning chores in the family's business—a literal interpretation of "starting from the ground up."

We're proud of both of these guys who represent many of our small business owners who make our community successful.

The Chamber as an organization is pro-business and wants all of our businesses to experience successful ventures. That's why we're here and why we promote and present activities and programs for the betterment of our active members. We hope you share these same thoughts and are not hesitant to tell fellow business owners and managers about your involvement in the Chamber.

Thanks to Loye and congratulations to Ross!—*Jerry Bohannon, Chamber President*



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Celebrate excellence with ATHENA nominations



The ATHENA Award program promotes women's leadership and honors outstanding leaders not just in Cleveland but around the world. Its presentation locally celebrates excellence and seeks to inspire others to achieve excellence.

The Chamber of Commerce will move into its 12th year of recognizing an exceptional individual in August this year with a luncheon on Friday, Aug. 19, at noon at the Museum Center at 5ive Points.

The ATHENA Award is presented annually by soliciting nominations and awarding an ATHENA sculpture to an individual in the community who meets the following criteria:

1. The individual actively assists women in realizing their full leadership potential.
2. The individual demonstrates excellence, creativity, and initiative in their business or profession.
3. The individual provides valuable service by contributing time and energy to improve the quality of life for others in the community.

July 29 is the deadline for all nominations for the ATHENA Award. Forms are available now at the Chamber office.

Previous ATHENA winners are Barbara Walker, Bradley County Schools; Joyce D. Everett, Surgical Associates of Cleveland, 2003; Karen Smith, Randstad, 2002; Connie Gatlin, Museum Center at 5ive Points, 2001; Nancy Casson, 2000; Georgia Gann, Cleveland Bank & Trust, 1999; Freda Ayscue, Express Lane Professional Auto Clinics, 1998; Judy Smith, Bradley County Agricultural Extension Agent, 1997; Sue Fair, First Citizens Bank, 1992; Marilyn Chesnutt, Cherokee Valley Bank, 1991; and Beth Woodard, Cleveland Bank & Trust, 1990.

Tickets for the luncheon will go on sale in late July.

Ross Tarver

continued from page 1

chairs the Bradley/Cleveland Industrial Development Board.

"Ross has a genuine interest in his consumers, his customers, his employees and his community," nominator Terry Akins said. "He is a loyal, honest and dedicated business owner who believes in giving back to the community."

Tarver contributes time and finances to a host of community organizations, including the Bradley County Sheriff's Department, Charleston Police Department, United Way of Cleveland, Junior Achievement of Bradley and McMinn Counties and Cleveland Family YMCA.

Guest commentary: 'In celebration of small businesses'

By Rick Platz, Director, Tennessee Small Business Development Center

Small businesses are the backbone of the U.S. economy. Small businesses employ 52 percent of the private workforce. They also employ more than half of the non-farm and government workforce in the United States.

Nationwide small businesses provide 75 percent of the net new jobs. If you think about this, it makes sense. Will General Motors double in size in the next few years? No, but some small businesses will, and it's this effect aggregated among millions of small businesses that creates the vast majority of new jobs in our economy.

So as well celebrate small business and the small business owner, let's make sure we understand just how important they are to our economy not just nationwide, not just in Tennessee, but right here in Bradley County.

Despite all the publicity directed toward large businesses, a base of thousands of small businesses keep our citizens employed and the economy in Bradley County going. Did you know that of the 3,615 businesses in Bradley County, only 10 percent have 10 or more employees? Or put another way, 90 percent of all businesses in Bradley County have fewer than 10 employees on their payroll.

With a better understanding of how important this base is to our economy, what should our concerns be? The main concern is that the survival of small businesses is tenuous. Many small businesses start under funded and without proper planning.



Rick Platz points out that small businesses employ 52 percent of the private workforce.

The national average indicates that two out of three small business start-ups go out of business within two to five years.

With those kinds of odds, why would anyone ever want to start a small business? I believe it is because in our country and in our community there is a spirit of entrepreneurship. It's the vision to see an opportunity and the guts to make it happen.

But just as the success of small businesses is tenuous, the spirit of entrepreneurship can be fragile. We must support and celebrate it with events such as this [recognition of the Small Businessperson of the Year award]. We must nurture it in our schools and in our media. Fortunately, in Bradley County we have many organizations that do this today—organizations

such as the Chamber, Junior Achievement, and programs in our high schools and post-secondary colleges, the Small Business Incubator, and the Cleveland State Small Business Development Center.

So I encourage you to support the spirit of entrepreneurship. With it, we will continue to have the vibrant and growing small business community that is so important to our economic well being.

Editor's Note: Rick Platz is director of the Tennessee Small Business Development Center located on the Cleveland State campus. The center functions as a resource to provide expert business advice to all types of businesses. He shared these remarks at the kickoff luncheon for Business Development Month.


2005 Teachers Academy participants placed in local businesses

Eight teachers are participating in the seventh annual Teachers Academy program this summer. The program places teachers in a four-week summer internship at a local business/industry site where they work on special projects for the company. While the business receives a knowledgeable, eager consultant for a modest price tag, each participating teacher gains invaluable business experiences that they use in the classroom.


Following are the teachers and the participating businesses:

- Rachel Dooley (Cleveland High School)—Arch Chemicals Inc.
- Alan Smith (Lee University)—Arch Chemicals Inc.
- Alan Bivens (Walker Valley High School)—Bowater Newsprint, Calhoun Operations
- Debbie Nerren (George R. Stuart Elementary)—Cleveland Utilities
- Charlie Womac (Cleveland State Community College)—Cleveland Tubing

- Marsha Goodwin (Walker Valley High School)—Eaton Hydraulics
- Dean Anderson (Walker Valley High School)—Maytag Cleveland Cooking Products
- Chuck Barkley (Cleveland State Community College)—Olin Corporation



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Tennessee Scholars enjoy extra 'pomp and circumstance'

The Chamber of Commerce is proud to announce the graduation of the inaugural class of Tennessee Scholars from Bradley Central High School and Walker Valley High School.

Students participating in this rewards-and-recognition program take a more challenging course of study in high school, have an overall "C" average in these courses, complete 20 hours of community service, have 95-percent attendance and incur no out-of-school suspensions.

"We applaud these students for accepting this challenge," Sherry Crye, Tennessee Scholars coordinator, said. "Each student also qualifies for a special Tennessee Scholar scholarship at Cleveland State Community College, which will



cover tuition and fees for four semesters."

According to Crye, Maytag Cleveland Cooking Products is also offering a special program to these students called "Earn and Learn," which allows a student to attend Cleveland State full time and work part time at Maytag.

"We've been busy presenting this program to underclassmen in the county high schools and middle schools to get them on track so they will meet all the requirements by the time they graduate," Crye explained. "This program encourages students to take more challenging courses, including a fourth year of math, which will help to better prepare them for college, technical school or the workforce."



Youth Leaders graduate too

The courtyard outside the chapel of the Church of God Theological Seminary provided the backdrop for the photo following graduation ceremonies for the Chamber's 2004-05 Youth Leadership class. This cross-section of juniors and seniors from Bradley Central, Cleveland and Walker Valley High Schools represents some of those young people who will be tomorrow's leaders in Cleveland/Bradley County.

Planning is under way for the 2005-06 Youth Leadership class with a retreat set for Aug. 2-3 at Horn's Creek Resort.



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Teachers sample local business world

Twenty-one teachers from Bradley County Schools got a taste of the business world May 2 during the Chamber's "Teachers in the Workplace" program. These teachers, representing nine of the system's 15 schools, visited either Life Care Centers of America or Maytag Cleveland Cooking Products for the half-day experience.

The objective of the program is to acquaint/reacquaint local educators with the working world outside of the school system and help them discover the skills necessary to perform in today's business world.

"The ultimate goal is to remind educators of the skills and abilities they need to stress in their classrooms to prepare students for life after school," Randy Morris, director of existing industry/workforce development, explained.

During the event, teachers received an overview of company operations, the variety of jobs found within the host company, necessary skills, education and training for these jobs, and the work ethic vital to success. Based on comments from their evaluation forms, teachers *did* take from the experience information that will help them in the classroom.

"As a counselor in high school, just being able to observe the manufacturing process gives me valuable information to share with students," one participant said.

Another added, "The company stressed professionalism, preciseness . . . team work. . . I have lots of ideas for my program."

Special thanks to Carolyn Barber at Maytag Cleveland Cooking Products and the team of Beecher Hunter and Kelly Wilcoxon at Life Care Centers of America for making the experience meaningful to our educators.

Economic Indicators

| March Unemployment Rate | | | | |
|---------------------------|-----------------|------------------|-----------------|------------------|
| | 2004 | 2005 | | |
| Bradley County | 5.4% | 6.2% | | |
| Tennessee | 5.0% | 5.9% | | |
| United States | 5.7% | 5.2% | | |
| April Building Permits | | | | |
| | 2004 | 2005 | | |
| Residential | | | | |
| Number Issued | 65 | 50 | | |
| Permit Value | \$5,393,865 | \$6,636,330 | | |
| YTD Number Issued | 215 | 227 | | |
| YTD Permit Value | \$20,241,472 | \$26,657,522 | | |
| Commercial | | | | |
| Number Issued | 7 | 7 | | |
| Permit Value | \$5,066,404 | \$2,137,250 | | |
| YTD Number Issued | 38 | 32 | | |
| YTD Permit Value | \$29,733,258 | \$6,716,551 | | |
| Local Sales Tax Collected | | | | |
| | Apr 2004 | Jan-Apr 2004 | Apr 2005 | Jan-Apr 2005 |
| Local Sales Tax | \$1,578,537 | \$6,048,756 | \$1,602,370 | \$6,365,050 |
| Retail Sales | | | | |
| | Dec 2003* | Jan-Dec 2003* | Dec 2004* | Jan-Dec 2004* |
| Bradley County | \$93,076,085 | \$962,914,828 | \$103,334,102 | \$1,058,338,539 |
| Tennessee | \$7,039,686,963 | \$68,871,245,371 | \$7,578,316,543 | \$74,473,778,464 |

*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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Leadership Cleveland looks at state government



With the equestrian statue of Andrew Jackson, seventh president of the United States, in the background at the State Capitol Plaza in Nashville, members of the 2004-05 Leadership Cleveland class pause before visiting our area legislative delegation. From left are (front) are Bryan Harper, Suntrust; Merica Stum, Lee University; Nancy LaBine, Bradley Memorial Hospital; Lisa Lusk, First Citizens Bank; Jeremy Moore, First Tennessee Bank; Holli Carroll, Carroll & Greene Real Estate; Rosemary Dworak, Cleveland Family YMCA, (back) Brian Johnson, First Tennessee Bank; Jason Sewell, Cleveland State Community College; Tim Hopkins, Cleveland Country Club; Kenny Longley, Cleveland Utilities; Paul Taylor, Cormetech; Sherry Crye, Cleveland/Bradley Chamber; Gina Burnette, AmSouth Bank. Recruitment for the 2005-06 session will begin in July.






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Chair-ries Jubilee 2005: 'Extreme Makeover' raises \$32,000

It's true. *Extreme Makeover: Home Edition's* Ty Pennington and his design team have nothing on the design team for the Allied Arts & Leisure Council's (AALC) Chair-ries Jubilee: "Extreme Makeover—2005 Edition."

Doors opened at the Museum Center at Five Points at 6 p.m. on April 16 to a large waiting crowd that was rewarded with a vast array of items on which to bid ranging from children's beds to adult bars.

Auctioneer David Carroll of Carroll & Greene, assisted by PeeDab Matthews and Steve Hixson, kept the bidders motivated and raised the final tally of money designated for arts in our schools to \$32,000 (before expenses).

"Special thanks go to the generous artists who donated wonderful items that make it possible to raise this kind of money," Nancy Casson, committee chairperson said.



Casson also acknowledged the efforts of the hardworking Chair-ries Jubilee committee: Diana Auberry, Cathy Boettner, Tara Brown, Ken Cagle, Lori Calfee, June Chase, Holly Duncan, Christy Griffith, Carol Hoops, Nancy Labine, Ann McCarley, Christy Petty, Patti Renz, Jeanne Sawyer and Kelly Smith.

Another highlight of the annual event is the opportunity to sample the sumptuous fare offered by area caterers. Featured Chamber-member caterers for the 2005 Chair-ries Jubilee included Café Roma, Frontline Catering and the Culinary Arts Class at Bradley Central High School, Impressions Café & Catering, Pam's Florist and Catering, and The Sampler Basket. Beverages were provided by these Chamber members: Cooke's Food Stores and Tarver Distributing Co. See the list below for corporate sponsors and friends of the event.

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... PARRIS ROOFING & SHEET METAL CO. INC. recently achieved the 2005 Master Contractor Award for the 16th year and the Inner Circle of Quality Award for the 13th year from Firestone Building Products Company. These awards recognize the company for their dedication to quality roofing installations. The company is also celebrating 50 years of business in 2005. For more information about their roofing services, contact *Randy Parris* at 472-4579 or via email at randy@parrisroofing.com. You can also check out their website at www.parrisroofing.com.

... CITIZENS NATIONAL BANK is pleased to announce the promotion of *Leigh Ann Boyd* to assistant vice president and trust office. Leigh Ann recently passed the CERTIFIED FINANCIAL PLANNER™ certification examination covering these areas: the financial planning process, risk management, investments, tax planning and management, retirement and employee benefits, and estate planning.

... RHON'S DISTINCTIVE FLORAL DESIGNS welcomes *Kevin Roberts* to their staff. Kevin, who comes to Rhon's as a creative associate, was formerly a designer/creative consultant with Cleveland's Trees N Trends. His many talents include theatrical and musical appearances on Chattanooga and New York stages and appearances in commercials and on television. Contact Kevin by calling 339-2911 or emailing rhons@bellsouth.net. The addition of Kevin is part of Rhon's celebration of their first-year anniversary.

... SYLVAN LEARNING CENTER will add "summer hours" in June and July. In addition to 3:30, 4:30 and 5:30 p.m. sessions on Monday-Thursday, tutoring sessions are offered at 9:30 and 10:30 a.m. Monday-Thursday and at 11:30 a.m. on Monday and Wednesday. Call *Andret Dinon*, director, at 614-4447 for more information.

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