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Starplex Scientific breaks ground on new facility in Cleveland/Bradley Industrial Park

Starplex Scientific Inc., Cleveland's newest manufacturer, and community leaders celebrated its location in Bradley County with a ground breaking ceremony on Tuesday, March 13. State,



local and regional leaders welcomed Starplex President Fred Panini and several other company officials during the event held at the company's site in the Cleveland/Bradley Industrial Park.

The Canadian company will manufacture pharmaceutical and nutraceutical plastic products for its U.S. customers. Starplex will construct a 67,000-square-foot building in the industrial park and will employ 25 workers when fully operational.

Fred Panini spoke of his two-year process in looking for a site in the states to locate his first U.S. operation.

"Almost two years ago, while driving through Tennessee, I saw a sign that said 'Chattanooga Can Do,' and I called to learn more," Panini said. "With the assistance of Mike Stitt from the Southeastern Industrial Development Association (a regional industrial development agency located in Chattanooga) and the Cleveland/Bradley Chamber of Commerce, we found the Cleveland site. Throughout the process we received such personalized service and support from local, state, TVA and other regional agencies."

He also recognized Paulo Tardao, TVA's Canadian representative, for his personal attention to the project.

Gary Farlow, vice president for economic development, called on Starplex and several other Canadian companies while on a trade mission to Ontario with a regional group from the Chattanooga/Knoxville I-75 corridor.

Tennessee Department of Economic and Community Development Commissioner Matt Kisber was also on hand for the celebration.

"Tennessee is pleased to welcome Starplex Scientific to Tennessee," Kisber said. "This project is the result of a great collaborative effort between state and local government, as well as TVA."

The celebrants also heard from Mayor Tom Rowland and Mayor Gary Davis who welcomed Starplex to Cleveland and Bradley County. The company expects to begin operations early next year.

Breaking ground on the U.S. division of Starplex Scientific are (from left) Larry Rock, vice president, engineering services, Apotex Inc.; Gary Davis, county mayor; Matthew Kisber, Tennessee's commissioner of Economic & Community Development; Fred Panini, president, Starplex Scientific; Tom Rowland, city mayor; Tom Wheeler, vice chairman, Economic Development; Cameron Fisher, chairman-elect, Cleveland/Bradley Chamber of Commerce; and George McCain, representative, Bradley/Cleveland Industrial Development Board.

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'How big should Cleveland get?'

Someone asked me this question at a lunch meeting the other day. Of course, my first thought was that it should get as big as possible. But do we really want that kind of growth to happen to our town?

My response was that I would like to see Cleveland become a small city. I think there's a difference between a "large town" and a "small city," and my preference is the small city.

We have already become a Metropolitan Statistical Area (MSA), which indicates that the Cleveland/Bradley community has had sufficient growth and enough economic impact on neighboring Polk County that we qualify as an MSA. Is all growth good? Not necessarily. Uncontrolled and unplanned growth may result in undesirable issues, but orderly growth may bring about welcomed and appreciated opportunities. Fortunately, our community is enjoying its growth through new commercial investments and expansion of our business/industry sector.

However, supporting growth so that it occurs in an orderly fashion can be challenging and costly. Creating the infrastructure—i.e., streets, roads, utilities and support services—is a necessary requirement for the kind of growth we all can enjoy. But the time to start talking seriously about how we're going to support the growth that is coming is *now*.

The Chamber is particularly interested in how our city and county plan to address this infrastructure issue. We presently have a Transportation Task Force that has identified several street and road issues our community leaders need to address. The Exit 20 area is at the top of the list.

So as we look toward the future and its potential for growth in our community, the Chamber remains attentive to what it will take to allow us to become a small city and to the advantages that designation brings to us.

—Jerry Bohannon, *President & CEO*



STAFF

Jerry Bohannon, *President & CEO*
 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*
 Tammy Randolph, *Administrative Assistant*
 Joelle Cavitt, *Administrative Assistant, Convention & Visitors Bureau*

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Small Business Month kicks off May 7

Kickoff luncheon to honor Mel Bedwell Award recipient

The business community will honor the 2007 recipient of the Mel Bedwell Small Businessperson of the Year Award at a special luncheon on Monday, May 7, at noon at the Museum Center at Five Points.

The luncheon traditionally kicks off the Chamber's monthlong emphasis on the contributions of small businesses to the economic vitality of Cleveland and Bradley County. Highlights of the noon gathering are presentation of the award and tabletop exhibits from Chamber members.

To reserve tickets and corporate tables, call the Chamber at 472-6587. Individual tickets are \$15, and corporate tables of eight may be reserved for \$150. The tabletop exhibits will open at 11:30 a.m.



2006 Tabletop exhibitor Welcome Friends

Tabletop exhibits at luncheon a great way to feature your business

Tabletop exhibits, an annual feature of the Mel Bedwell Small Businessperson of the Year Award luncheon, will once again be a highlight of this year's presentation on Monday, May 7, at the Museum Center at Five Points.

Over 100 business people attend this annual luncheon to launch the Chamber's celebration of the contributions of small businesses to our community. The \$35 cost for a tabletop exhibit includes one ticket to the luncheon and an eight-foot table to display your products and services.

If you would like to exhibit at the luncheon, call Bernadette Douglas at the Chamber office or email her at bdouglas@clevelandchamber.com. The number of first-come, first-served exhibitors is limited to 22 due to space.

Chamber's Crye completes two-year leadership development program



Sherry Crye (center), receives her graduation diploma from 2007 President of the Tennessee Chamber of Commerce Executives Paul Latture (left) and President-Elect Thom Robinson. Crye is administrative assistant for economic development and coordinator of Tennessee Scholars at the Cleveland/Bradley Chamber of Commerce

Sherry Crye, administrative assistant for economic development at the Chamber of Commerce, recently completed the Tennessee Chamber of Commerce Executives (TCCE) Institute.

Crye, who is also the Chamber's coordinator for the Tennessee Scholars program, completed the two-year program that aids in the advancement of leadership development of chamber professionals and graduated during ceremonies in Murfreesboro on March 6.

During the two-year program, participants attend classes to learn about all aspects of Chamber management, including such facets as membership development, budget and finances,

working with volunteers, communications, media relations, government relations, economic development and tourism, and best practices in chamber work.



Nancy Neal, also an Institute graduate, teaches the communications session for participants in the TCCE leadership development program.

Nancy Neal, director of communications, also attended this year's Institute as instructor for the communications session. She has taught this session since the inception of TCCE's

Institute in 2002. She, along with Jerry Bohannon, president, and Randy Morris, director of workforce development and existing industry, are also graduates of Institute.

Board approves new mailing list policy for members

The Chamber's Board of Directors approved at their February meeting a new policy for the Chamber's mailing list allowing members to purchase the mailing list in an electronic format. The list has traditionally been available on self-stick labels for a minimal charge for member's business use.

The new policy will allow the list to be emailed to the member in electronic format as an Excel spreadsheet for a fee of \$250. If requested, the list can be updated on a quarterly basis for one year from the initial purchase.

With the purchase, the member agrees to use the list only for their business use and agrees not to share the list with other businesses or organizations. As with the self-stick labels, the use of or reference to the term "Chamber" in the mailing is prohibited, and payment must be included with the request for the list 24 hours in advance.

Paper labels are still available at a cost of \$25 for company CEOs and \$50 for all members.

VECustomer Share program benefits Tennessee Scholars

Sherry Crye (right), coordinator, accepts a grant check for \$1,000 on behalf of the Chamber's Foundation for the Tennessee Scholars program. Bill Sparkman (center), VECustomers Share board member, presented the award as part of Volunteer Energy Cooperative's grant



program for community service organizations in and around the Cleveland area. Founded in October 2001, the program has awarded more than \$2.1 million to various organizations. Randy Morris, director of workforce development, also attended the grant presentation. Tennessee Scholars is a workforce development program of the Chamber of Commerce.



American Insurance Managers

Jim Suiter, CIC
 Creekside Business Park (Keith St)
 Cleveland, TN 37312
 423-473-1500



Business & Industry in the Classroom

More than just reading, writing and arithmetic

By Eli Kretzmann, Lee University Business Department Intern

"If you can't respect people, then most likely you're not going to make it in the workplace."

This advice was offered to Bradley Central and Walker Valley High School students by local business professionals in early March.



Stacy Beeler, investment representative, Merrill Lynch, speaks to students at Bradley Central High School.

Twenty-one speakers from a variety of professions shared tips with students about preparing for a career as part of the Business & Industry in the Classroom program. This is a yearly workforce development event coordinated by the Chamber of Commerce.

According to Randy Morris, the Chamber's workforce development director, "This is a great opportunity for local businesspeople to be actively involved with our community's emerging workforce—showing them the skills necessary to be productive in the business world."

Echoing that sentiment, Merica Stum, director of community relations for Lee University and a speaker for the day, feels that programs such as this will help students recognize what they want to do and inspire them to pursue it.

A recurring theme among the presentations seemed to be an emphasis on the value of education. Michelle Davis of Southern Heritage Bank noted that in "the real world" employers are looking for applicants with college degrees. Similarly, Ralph Petty, president of Petty Marketing, stressed the value of education and informed students that they will "never quit learning" no matter what career field they enter.

Other speakers encouraged students to prepare for a career by emphasizing the importance of developing good communication, teamwork and critical thinking skills.



Andy Andrews, senior engineer with Duracell, talks about job requirements in a Walker Valley High School calculus class.

"Think critically about the outcome of your actions, and be on a quest for excellence in your life no matter what career path you decide upon," Greg Hicks, owner of Impressions Food Company, said.

Brent Templeton of Templeton Design Group had a single word to say to those students apt to talk in class.

"The most important requirement for any job—listen."



Michelle Davis, vice president/human resources director for Southern Heritage Bank, talks to WVHS students about workforce preparation.

Thank you to the following who were speakers for the 2007 Business & Industry in the Classroom: *Check Into Cash*—Melodye Baker; *Cleveland Tubing*—Jody Beasley; *Cleveland Utilities*—Jimmy Isom; *Duracell*—Andy Andrews and Ivana Kurowski; *Eaton Hydraulics*—Jimmy Jwayeed; *Impressions Food Company*—Greg Hicks; *Lee University*—Craig Gray, Jerome Hammond, Merica Stum and Nate Tucker; *Merrill Lynch*—Stacy Beeler; *Olin*—Joy Dees and Don Horsman; *Petty Marketing*—Pat Lay, Kris Miller and Ralph Petty; *Southern Heritage Bank*—Michelle Davis, Gayle Ellis and Kathy Stuteville; *Templeton Design Group*—Brent Templeton; and *Tennessee Department of Labor*—Larry Green.

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Community leaders discuss how to build a competitive workforce

"A high school education is no longer enough. Eighty percent of the nation's 30 fastest growing jobs—including computer software engineers, forensic science technicians, and dental hygienists—require at least some postsecondary education."

Statements such as these have sparked a conversation that is spreading across communities in the South. It is a conversation that is concerned with how best to build a competitive workforce for the future—and Cleveland/Bradley County is talking.

A forum involving nearly 40 business people, industry representatives, educators and students recently met in the Foundation Room at Cleveland State Community College (CSCC) to address approaches for ensuring a competitive workforce in the area.

This was one of more than 125 forums that are convening in 13 Southern states and Puerto Rico at the request of the Southern Growth Policies Board. The Southern Growth Policies Board is a public-private partnership for 14 states that develops and advances visionary economic development policies. The local forum was a joint effort of the Chamber and Cleveland State.

"Baby boomers are retiring," Randy Morris, the Chamber's director of existing industry and workforce development, said at the outset of the meeting. "The South's population of senior citizens is projected to grow by 28 percent over the next 10 years while the growth rate among younger workers pales in comparison."

He continued, "Human resource managers reported in a national survey that high school graduates lack soft skills such as professionalism and work ethic, and the South is losing an estimated \$256 million to provide remedial education to students entering college or the workforce."

To tackle these issues, the forum's participants focused their attention around three discussion points: (1) whether a high school education is sufficient in a job market where skill requirements are rising across the board, (2) ensuring that workforce skills match workplace needs, and (3) developing such workforce traits as a good work ethic, a value for lifelong learning, and transferable skills such as flexibility, teamwork and self-initiative.



A cross section of community residents participated in a forum titled "Building a Competitive Workforce." The forum, a partnership of the Chamber of Commerce and Cleveland State, convened in conjunction with efforts by the Southern Growth Policies Board to determine how Southern states need to prepare a skilled workforce in a changing global economy.

Morris and co-facilitator Cathie Hillier, CSCC director of continuing education & training, were pleased with the thought-provoking discussion and ideas proposed by the local group.

"Education is vital to a prepared workforce and that education must include soft skills and job ethics," one local participant expressed.

"We need to teach teachers and guidance counselors differently—more career counseling needs to take place in schools without so much emphasis on a four-year degree," another proposed.

At the conclusion of the two-hour forum, Morris noted that summaries of the forum's discussion points will be submitted to the UT Institute for Public Service, which will prepare a report of the Tennessee communities that participated in community forums. The Southern Growth Policies Board will compile a report based on the results from all participating states and will share the feedback with Southern leaders.

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Welcome our newest Chamber members

The Chamber Board of Directors and staff welcome the following new Chamber members as of March 14, 2007:

Cornerstone Insurance Group

Chris Scoggins, President
301 Keith St SW Ste 102
Cleveland TN 37311
423-472-7773
Insurance Agencies & Services

Gilbert, Marcia D., CPA

Marcia Gilbert, Owner
4160 N Ocoee St Ste 8
Cleveland TN 37312
423-614-4426
Accountants/CPAs

Lamar Advertising

Cheryl Bressler, Account Executive
585 Co Rd 571
Englewood TN 37329
423-333-1239
Advertising/Outdoor

Oakwood Media Services LLC

Paul Baker, Owner
406 Oakwood Cr NE
Cleveland TN 37312
423-559-9512
Video/Audio Production

Rush Fitness Complex (The)

Wes Bright, General Manager
201 Keith St
Cleveland TN 37311
423-303-2550
Fitness Centers/Equipment

SERVPRO of Chattanooga & Bradley County

Stacy Durham,
Marketing/Sales Representative
3009 Wood Ave
PO Box 1567
Hixson TN 37343
423-332-7678
Fire & Water Damage Resotration

Smokey Mountain Tackle Co.

LeeAnn Lowe, Owner
890 25th St NW (Rear)
Cleveland TN 37311
423-472-1800
Sporting Goods/Trophies

Spring Creek Community Developers LLC

Tom Cate, President
3555 Keith St Ste 107
Cleveland TN 37312
423-476-2140
Real Estate Developers

US Truckload Services

Lisa Furtney, Co-owner
2801 Holmes Dr SE
Cleveland TN 37323
423-476-1014
Transportation

Tennessee's education lags

The U.S. Chamber of Commerce in a report titled "Leaders and Laggards: A State-by-State Report Card on Educational Effectiveness" reported the following grades for Tennessee's educational effectiveness with a look at "academic outcomes with attention to key business metrics: innovation, flexibility, management, and fiscal prudence."

Academic Achievement D

Academic Achievement of Low-Income and Minority Students . F

Return on Investment C

Truth in Advertising About Student Proficiency F

Rigor of Standards C

Postsecondary and Workforce Readiness F

21st Century Teaching Force . . . B

Flexibility in Management and Policy C

Data Quality B

Locally, the Chamber's goal is to create economic success in our community, and we believe education is economic development.

Nevertheless, the conclusion of the U.S. Chamber's report card is clear: "the states need to do a far better job of monitoring and delivering quality schooling."

You can read the full report at their website—www.uschamber.com.

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April 'Top Tools for Business'

Create ads with impact

Many small and mid-sized companies do not have the in-house creative resources to build sustainable branding campaigns. The April session of the ongoing "Top Tools for Business" program will feature a session on "How to Create an Ad With Impact" with presenter Brent Templeton of Templeton Design Group.



This session is designed to show how to recognize the difference between "Mom-and-Pop" advertising and advertising with *impact*. You will learn what doesn't work and why, as well as how to get the most impact and response out of your ad space or website. If your Yellow Pages or classified display ad didn't bring the results you'd hope, the reason may not have been because of the media resource but how your ad was laid out. Come join us and learn how to get the most out of your advertising dollars.

Templeton, president of Templeton Design Group, has been providing visual communications for regional, national and international clients for more than 22 years. Some of his past and present clients include BASF, Olan Mills and the Chamber's Convention & Visitors Bureau. His work has appeared in *Southern Living*, *Better Homes & Gardens*, *Transport Topics* and many other national publications.

Although he works with many large corporations, he enjoys working with small and mid-size businesses the best.

"I really enjoy working with small and mid-size businesses because they always appreciate the work we perform," Templeton said. "It's nice sharing in their growth and success."

Brent Templeton during the recent Business & Industry in the Classroom

Economic Indicators

| January Unemployment Rate | | | | |
|---------------------------|-----------------|------------------|-----------------|------------------|
| | 2006 | 2007 | | |
| Bradley County | 5.3% | 5.1% | | |
| Tennessee | 5.2% | 4.8% | | |
| United States | 4.7% | 4.6% | | |
| February Building Permits | | | | |
| | 2006 | 2007 | | |
| Residential | | | | |
| Number Issued | 55 | 40 | | |
| Permit Value | \$7,851,800 | \$75,763,000 | | |
| YTD Number Issued | 117 | 100 | | |
| YTD Permit Value | \$15,879,487 | \$13,584,800 | | |
| Commercial | | | | |
| Number Issued | 10 | 8 | | |
| Permit Value | \$3,171,792 | \$1,609,700 | | |
| YTD Number Issued | 17 | 10 | | |
| YTD Permit Value | \$5,523,824 | \$1,849,700 | | |
| Local Sales Tax Collected | | | | |
| | Feb 2006 | Jan-Feb 2006 | Feb 2007 | Jan-Feb 2007 |
| Local Sales Tax | \$1,463,354 | \$3,452,318 | \$1,583,213 | \$3,622,784 |
| Retail Sales | | | | |
| | Sep 2005* | Jan-Sep 2005* | Sep 2006* | Jan-Sep 2006* |
| Bradley County | \$88,948,577 | \$798,616,538 | \$91,777,001 | \$834,276,141 |
| Tennessee | \$6,715,297,843 | \$58,623,416,942 | \$6,971,931,929 | \$62,513,275,411 |

*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.

JOSHUA OLMSTEAD, DDS



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member memo

... NEW HOPE PREGNANCY CARE CENTER'S Masterpiece Banquet is set for Tuesday, May 1, at 6:30 p.m., at Peerless Road Church. The theme for this year's banquet is "Help Us Grow." The program will feature success stories from former and current New Hope clients. For more information about the banquet, to purchase individual tickets or a table of eight, or to underwrite expenses, please call New Hope at 479-5825.

... The annual Cleveland KIWANIS CLUB Pancake Breakfast will be held on Saturday, April 28, from 8 a.m. to noon at the Bald Headed Bistro. Tickets are \$5 each (children under 6 years old eat free). Proceed from the breakfast are used for various Kiwanis service projects, including the Priority One Youth clothing project at Christmas. For more information, please contact LEIGH ANN BOYD at 478-0001 or laboyd@citnatbank.com.

... The CHEROKEE NATIONAL FOREST'S OCOEE WHITEWATER CENTER was recently honored for their restoration and display of the Oswald Dome Fire Tower. The tower is now preserved and prominently displayed at the whitewater center and can be seen from Highway 64. Congressman Zach Wamp presented the Interpretive Project of the Year award to SHERRY HICKS, assistant center director of the Ocoee Whitewater Center. This project was chosen from among submissions from the 13 Southeastern United States and Puerto Rico.

... BE SURE to send announcements of awards, promotions, new services, moves to new locations, and so on, to NANCY NEAL by the second Wednesday of each month for inclusion.

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 _____

Contact person/title _____

Phone _____

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