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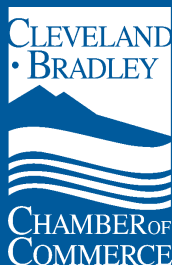
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SAVE THE DATE!

*"Chamber Member
Golf Outing"*

Monday, Nov. 5

Watch for details!



Economic development update

'Making mud pies'

Give us a pile of dirt, and we will happily make mud pies. If only it would rain a little more, we would have plenty of opportunities to make mud pies with the number of construction projects—the piles of dirt—going on around town. While we need the rain, construction contractors like this dry weather and are making great progress on several new construction projects.



The 850,000-square-foot Eastern Lighting Distribution Center in the Hiwassee River Industrial Park already has almost 200 associates.

One of the biggest projects in Cleveland/Bradley County is now complete. The new 850,000-square-foot Eastern Lighting Distribution Center is up and running in the Hiwassee River Industrial Park. EXEL, the company managing the facility for General Electric, already has almost 200 associates and expects to have 50 to 75 more by the end of August.

The Bradley/Cleveland Industrial Development Board is also completing its site grading project for a future 100,000- to 150,000-square-foot industrial building in the Hiwassee River Industrial Park.

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How to gain 'internal control' of your business

From small businesses already established to entrepreneurs seeking to grow their businesses, internal controls, both physical and procedural, have taken on an increased level of significance. The Chamber's Small Business Committee is offering "Internal Controls for Small Businesses" to address this timely subject.

"Internal controls are those measures a business adopts to promote operational efficiency and effectiveness, safeguard assets, and ensure the reliability of accounting data," Bernadette Douglas, senior vice president, explained. "We want to help small businesses throughout our community recognize that a system of internal controls extends beyond functions relating directly to accounting and finances."

Chester "Chet" Logan, CPA, will return as a speaker in the Chamber's "Top Tools" program for small businesses to address this topic at a one-hour seminar at noon on Wednesday, Aug. 14.

Logan, who began his career in public accounting in 1984, is partner-in-charge of Henderson, Hutcherson & McCullough's Dealership Services Group. He is a frequent speaker for professional and industry-specific associations and concentrates on such areas as automotive dealerships, electric service distributors, accounting system review and consulting, forecasts and projections, and fraud investigations.

The session is \$15 and includes lunch. Deadline for registration is Monday, Aug. 12.

Community planning 'Form,' not 'main drag'

I had an opportunity to be in one of our neighboring counties for a meeting a couple of weeks ago and drove through their county seat looking for a lunch stop. You know the routine: Drive two miles along the main drag where *everything* is located. Get off the main highway, and you leave town pretty quickly.

When I returned to Cleveland and was finding my way back to the Chamber offices, I realized that in order to get to our main business district, I had to drive through developed areas for several minutes before I got to the office. I experienced a variety of neighborhoods, from very nice residential areas to professional business, retail/commercial and small service providers. I also passed the sites of several new commercial developments bringing even more new growth to our community. It was somewhat refreshing to be in a town that had "form" rather than an elongated "main drag."

Some people may refer to our growth as "urban sprawl," but I see it as growth with variety. From any compass point downtown you will experience the same progression of community service, commercial/retail, moderate-density residential, low-density residential and eventually suburban/rural. Perhaps it may not be evenly balanced, but there is some planning structure to it.

And that's what makes our town what it is—livable and comfortable—so much so that we are growing and attracting new development that is occurring in cooperation and compliance with assistance from our community planning agencies. That's what they're there for, and growth is what your Chamber likes to see.

—Jerry Bohannon, Chamber President



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60 publications represented on media tour hosted by CVB

The Convention & Visitors Bureau (CVB) hosted a group of 22 travel writers during the last week of June. The state Department of Tourist Development organized the writers tour for Southeast Tennessee.

The writers spent the first three days of the visit in Chattanooga and the last two in the Ocoee Region. Representing more than

**Stories about
a great
experience
someone
had here are
priceless.**

60 publications, most of the visitors are freelance writers who submit stories to such national and regional publications as *National Geographic Traveler*, *AAA Home & Away*, *Backpacker*, *Ladies Home Journal*, *New York Post* and *Dallas Morning News*.

"The stories that will be generated as result of this media tour will generate far more attention for our area than we could purchase,"

Melissa Woody, vice president for

CVB, said. "We promote our area through advertising, but stories about a great experience someone had here are priceless."

While in the area, the writers visited Apple Valley Orchard, Red Clay State Historic Park and the Museum Center at Five Points. They went hiking and whitewater rafting and experienced a host of other outdoor activities. They split into groups according to their interests for some of the activities.

The CVB's Woody and Joelle Cavitt, administrative assistant, owe a big thanks to several people, businesses and organizations who supported the media tour, including Jameson Inn, Hampton Inn and Wingate Inn, Café Roma, Bald Headed Bistro, the Museum Center, Town & Country Carriages, Sharon Marr, Randy Morris, the Ocoee Outfitters Association, Red Clay Park, Apple Valley Orchard.

Thanks also to Volunteer Energy Cooperative for a SEED (Supporting Efforts for Economic Development) grant to support this economic development project.

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Economic development update: 'Making mud pies'

continued from page 1

Other projects around Bradley County include the following:

- Starplex Scientific in the Cleveland/Bradley Industrial Park. Starplex expects to employ 25 to 30 associates when they begin operations in early 2008.
- Schering-Plough expansion on Michigan Avenue will employ 50 to 75 new associates and will involve a capital expenditure of \$18.5 million.
- Lynnco No. 5 on Michigan Avenue, a 125,000-square-foot manufacturing/warehouse building.
- Spring Creek on 25th Street, a new mixed-use retail, restaurant, single-family and upscale multifamily residential complex.
- Mouse Creek Crossing on Paul Huff Parkway and Peerless Road.
- Willow Pointe Phase II on Keith Street.
- Westmore Church of God, a new 175-acre campus on Candies Lane.
- Cleveland Towne Center on Paul Huff Parkway and Frontage



Starplex Scientific began moving dirt in June on its site in the Cleveland/Bradley Industrial Park.

Road, which will feature Target, Kohl's, Bed Bath & Beyond, Circuit City and Michael's.

- United Community Bank on North Ocoee and Keith streets.
- Candies Creek Crossing on Georgetown Road, with The Market, an upscale grocery store, and other retail properties.
- Interchange Village at Exit 20, a new Toyota dealership.
- Love's Travel Center at Exit 33.
- Fairfield Inn on Westside Drive.
- The Leonard Center, a health clinic building at Lee University.
- Expansion of the YMCA on Stuart Road.
- Giant Trailers in the Cleveland/Bradley Industrial Park.
- Mayfield Elementary School on 20th Street.
- Ocoee Middle School on Ocoee Street.
- Creekside Development on Keith Street.

Coffee/Expo offers opportunities for networking, information

Some 110 members networked while looking at the various technology and communications exhibits.



Sprint was just one of the communications businesses exhibiting at the July Coffee and Technology Expo.




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Teachers Academy—“Changing Education One Classroom at a Time”

Arch Chemicals



Alan Ledford, Bradley Central High School (BCHS), who has extensive experience as a first-responder in both the EMS and fire departments, spent four weeks at Arch Chemicals this summer working with Charlie Caudill on Arch's evacuation and disaster plans. In his project he reviewed response plans, photographed areas of the plant, and worked on building evacuation plans and fire prevention plans. The fire prevention plans will be a vital component of a future “tabletop” exercise conducted by Charlie. Alan, who teaches both government/economics and world history at BCHS, will use his experiences to show the seniors in his government/economics class a firsthand look at life in a manufacturing environment where some of them may soon be employed. He will also bring actual examples from his Arch experience for his World History class when he discusses mass production and the Industrial Revolution. From left are Janice Baker and Charlie Caudill, Arch; teacher Alan Ledford; and Michael Muirhead and Lance House, Arch.

Olin Corporation



Teacher Julie Carson (seated), Stuart Elementary School, worked with a new database at Olin Corporation, inputting emissions control data from various plant operator forms. She enjoyed the opportunity to learn about plant processes through a comprehensive plant tour that gave her firsthand knowledge of the data with which she worked. According to Mike Dunn, operations manager, and Bob Kehrer, maintenance manager, Julie was a tremendous asset—her project was vital in preparing the plant for a comprehensive audit conducted later in the summer. Pertinent concepts she will take back to her classroom include following oral directions, lessons on safety, and the importance of good reasoning and social skills.

Bradley County Health Department



During their four-week Teachers Academy experience at the Bradley County Health Department, teachers Agnes Colon (center), Bradley Central High School, and Paula Giron-Escobar, Cleveland Giron-Escobar, Cleveland Middle School, prepared anti-smoking displays in both English and Spanish targeted toward specific audiences reached by the department—youth, pregnant women and the elderly. A complementary pair, Paula used her skills in computer research and Agnes her artistic skills to effectively display the messages. Amid other projects, the teachers served as interpreters and translators of documents as needed. Agnes plans to bring her Spanish honors students to the health department for real-life communications practice. She also noted that she “learned a great deal about teamwork” from interactions at the health department that she can incorporate into her classroom. Paula likewise better appreciates the vast amount of work that goes on daily at the department and will use the experience to make more real-life connections in her classroom and in the clubs she sponsors. Eloise Waters (left), Bradley County Health Department, says their first time to participate in the Teachers Academy certainly won't be the last.



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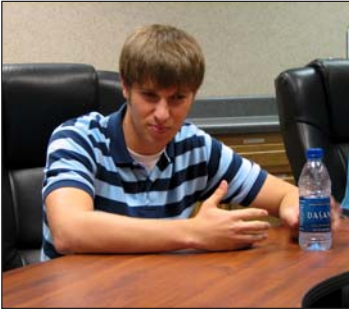
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2007 Teachers Academy adds value to companies, teachers

Eaton Electrical



Jake Willcut, Walker Valley High School, scanned design documents for a product line that Eaton Electrical recently purchased. He also worked with engineers and an engineering intern on mini-projects involving such skills as product

testing. He has new insights into industry that he will utilize in his history classes when discussing such eras as the turn of the 20th century rise of big business.

Norrissa Martin, Bradley Central High School, worked with Gary Shojaie at Eaton Electrical on a project to optimize use of present parts inventory on a product being phased out of production with the introduction of a new model. She became familiar with the concepts



of cross-referencing parts, cycle count and inventory control procedures and will return to her math classroom with examples of workplace math she observed, including the use of rounding, price per unit concepts and the use of combinations in probability studies.

Bowater Newsprint, Calhoun Operations

Dawn Steele (right), nursing instructor at Cleveland State Community College, worked with Bowater Newsprint nurse Audrey Cleveland in a variety of areas, including assisting with occupational health reports,



writing wellness articles for the company's in-house newsletter and employee screenings. Dawn will convey to her students a better perspective on the vital roles of occupational health nurses, discharge planning and employee screenings. Though Dawn experiences the nursing world outside the classroom through part-time work with SkyRidge Medical Center, she said she enjoyed her time with Audrey in yet another arena of healthcare and looks forward to sharing what she experienced with her students in the fall.



Cleveland Tubing

Robin Slack, Hopewell Elementary School, prepared machine operator modules for the various machines in Cleveland Tubing's plant. She examined every aspect of operations, including proper techniques, quality control and safety, and incorporated digital images to aid operators. Robin observed that the company relies heavily on math and communication skills, noting also that workers need some Spanish and chemistry skills and must be able to write legibly. She is taking back to her classroom many examples of workplace math skills, recycling efforts and environmental practices used in the workplace. Lars Hondorf (seated, right), Cleveland Middle School, worked on an inventory control project for Cleveland Tubing's maintenance department, preparing a comprehensive database of parts and cross-referencing them against manufacturers' specifications. He plans to show his students the many ways math is used on the shop floor, including the importance of precision and working correctly with decimals. Plant manager Chris Turner (standing) commented that participants in the Teachers Academy program are great "drop-in resources that add value" to the company.

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The workforce of the future needs to hear from you! Students in our area high schools need to hear statements like “If you can’t respect people, then most likely you’re not going to make it in the workplace.” They need to be able to respond to speakers with such statements as “When you were talking about using the company’s computers to do personal work online when we should be working on a specific job, [it] helped me realize that I should start thinking things over first.”

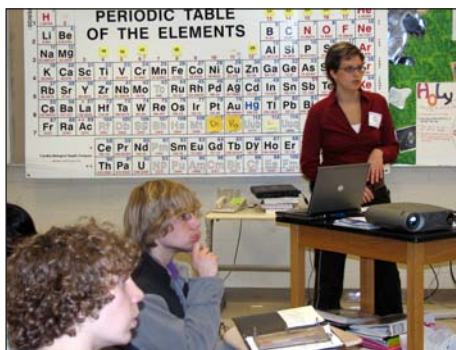
These comments were from two of our workforce development programs held in conjunction with the local schools last year—the first from a speaker in our last “Business/Industry in the Classroom” program, courtesy of a local business professional, and the second a response from a Cleveland High School ninth-grader evaluating last year’s “Ethics in the Workplace” activity.

The Education/Workforce Development Committee would like to expand both of these important programs to reach more students during the 2007-08 school year. To do so, we need more speakers for each activity.

“Ethics in the Workplace” is part of the Chamber’s effort to address the work ethic, attitudes and character traits of the younger workforce that business/industry has found lacking in many cases. This program also fits well with the character education program that the schools have undertaken. Speakers agree to present to two classes (45 minutes each) and utilize their business experiences to model ethical activity to the students. The activity is held in late September.

“Business/Industry in the Classroom” asks business professionals to “teach” one or two high school classes (again, 45 minutes each). The topics are his/her business

and the skills necessary to be productive in the business world. Speakers give students an overview of the products/services of their respective company, provide information on workplace expectations such as punctuality and dependability, and share employee “critical attributes” such as teamwork skills, problem solving and critical thinking. The activity is held in late February.



Joy Dees, Olin Corporation, talks to students about skills necessary to compete in the workplace.

If you or others in your organization would like to assist with either or both of

these programs, please contact Randy Morris via email at RMorris@clevelandchamber.com or call him at 472-6587.



James Anderson, Family Resource Agency, addresses work ethic, attitudes and character.



Thanks, Whirlpool, for the range!

Don't you wish this Gemini range was yours? Nancy Frye, Southeast Tennessee Career Center, took home this new range as a result of her participation in the Chamber's membership drive. Whirlpool Corporation, Cleveland Division, donated the Gemini range as the grand prize for our membership recruitment effort. For each new member brought in, current Chamber members were entered into a drawing for the range. The drawing was held at the June Membership Coffee.

We extend special thanks to Bob Hardin and Whirlpool Corporation for this wonderful grand prize and to those who, like Nancy, are encouraging other businesses to promote economic vitality and quality of life in our region through Chamber membership.



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Wal-Mart awards \$1,000 community grant to Tennessee Scholars



Wal-Mart awards grant to Tennessee Scholars—Cleveland's south Wal-Mart recently awarded a 2007 Community Grant for \$1,000 to the Tennessee Scholars program. Tennessee Scholars is a workforce development effort administered by the Chamber of Commerce. Dyan Glover (left), Wal-Mart's community involvement coordinator, presented the check to Sherry Crye, Tennessee Scholars coordinator, and Jerry Bohannon, Chamber president.

member memo

... STEVE KIRKPATRICK DESIGN recently provided jackets to Universal Studios, Hollywood, for use in the upcoming film *The Express*, currently being filmed in Chicago. The movie, scheduled for release in fall 2008, is the life story of Ernie Davis, the first black NFL player to win the Heisman Trophy and whose life was cut short by leukemia. Stars in the movie include Dennis Quaid, Rob Brown and Charles S. Dutton. Other noteworthy purchasers of Steve Kirkpatrick Design jackets include CastleRock Pictures for the movie *The Majestic*, starring Jim Carrey; the country music group The Sawyer Brown Band; and country music star Alan Jackson. For information about your own custom apparel, contact this full-service design and manufacturing facility at 339-2620.

Economic Indicators

May Unemployment Rate				
	2006	2007		
Bradley County	4.8%	4.0%		
Tennessee	5.4%	4.7%		
United States	4.6%	4.5%		
June Building Permits				
	2006	2007		
Residential				
Number Issued	52	43		
Permit Value	\$6,602,645	\$6,121,400		
YTD Number Issued	367	305		
YTD Permit Value	\$51,048,040	\$42,064,801		
Commercial				
Number Issued	23	12		
Permit Value	\$2,198,580	\$18,092,287		
YTD Number Issued	77	41		
YTD Permit Value	\$26,059,636	\$30,166,025		
Local Sales Tax Collected				
	June 2006	Jan-June 2006	June 2007	Jan-June 2007
Local Sales Tax	\$1,684,361	\$10,006,741	\$1,785,108	\$10,391,300
Retail Sales				
	Mar 2006*	Jan-Mar 2006*	Mar 2007*	Jan-Mar 2007*
Bradley County	\$93,339,732	\$258,612,163	\$95,765,074	\$261,172,141
Tennessee	\$7,017,214,454	\$19,174,277,488	\$7,098,855,284	\$19,216,489,154

*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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member memo

... HASKELL INTERIORS DESIGN COLLECTION recently received first-place honors in the 43rd annual National Kitchen & Bath Association (NKBA) 2007 design competition. The Haskell Interiors design was awarded first place in the showrooms category, one of 11 distinct categories representing the latest trends in kitchen, bath and other-room design. The winning showroom vignette is on display in the Haskell Interiors Kitchen and Bath Gallery at 85 1st St NE. Congratulations to designers HASKELL (HANK) MATHENY and KATHY MASSEY!

... SERVPRO OF NORTH CHATTANOOGA & BRADLEY COUNTY welcomes STEVE BRIGHAM to their fire and water cleanup and restoration team. Brigham has seven years' experience in cleaning carpets, upholstery, tile, area rugs, VCT tile and automobile upholstery. Offering excellent customer service, he is ready for business. Call him at 298-3071 or 614-5552 for a free estimate.

... SURGICAL ASSOCIATES OF CLEVELAND welcomes DR. ESTON WENGER, board certified general surgeon. He joins Drs. William F. Johnson, Michael T. Rumble and Janet H. Coombs. Surgical Associates specializes in general and vascular surgery. For more information, call 472-5423.

... DOUGLAS CAYWOOD, AIA, CSI, CDT, has now opened his own architectural firm in downtown Cleveland. DOWNTOWN DESIGN STUDIO PLLC is located at 213 Broad St. NW. Call Doug at 476-0012 or email dcaewood@ddsarchitect.com if you need architectural services.

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