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“There are no menial jobs, only menial attitudes.”

—William J. Bennett



Olin commits \$30,000 to heritage center

Bradley County celebrated the continuation and expansion of a long tradition of technology and progress in Charleston with the July 22 groundbreaking of Olin Corporation’s \$160 million investment in new membrane technology (see complete story in next month’s 225 Keith). Simultaneously, Olin committed \$30,000 toward the purchase of property to be developed as a heritage/welcome center in Charleston.



The Charleston-Calhoun-Hiwassee Historical Society, city of Charleston and the Convention & Visitors Bureau of the Cleveland/Bradley Chamber of Commerce are working on a heritage development plan to share an important piece of American history. The project includes three features—a heritage center, a river park at the Hiwassee River and an interpretive greenway connecting the two.

As part of the groundbreaking ceremonies, progress and preservation stood together on the same stage with the announcement of Olin’s support for this ambitious and worthwhile community project. This project will not only share the compelling story of the Cherokee, war strategy of the Civil War, the role of the Hiwassee River and other cultural milestones, but it will also transform the city of Charleston into a heritage destination for visitors and residents alike.

The heritage/welcome center is the key to moving this project forward.

“We are proud of our industrial neighbors and their spirit of community, and we are pleased to be part of this important preservation project,” said Melissa Woody, vice president of the CVB.

\$20,000 presented for arts in education efforts

The Chair-ries Jubilee Committee recently presented a check for \$20,000 to the Arts in Education Committee to spend in local schools for teacher grants and visiting artists during the 2011-12 school year.



Nancy Casson, left, and Jeanne Sawyer, members of the Chair-ries Jubilee Committee, present \$20,000 from the 2011 Chair-ries Jubilee fundraiser to the Arts in Education Committee.

Both committees are part of the Allied Arts Council of the Cleveland/Bradley Chamber of Commerce.

“The work of our sponsors, artists and friends enabled us to give the Arts in Education Committee a sizable check this year to support arts programs in our local schools,” Nancy Casson, co-chairman of the Chair-ries Jubilee Committee.

Wendy Benton, who chairs the Arts in Education Committee, expressed appreciation for the \$20,000 and the ongoing efforts of the Chair-ries Jubilee Committee.

“The enthusiasm of this hard-working committee enables us to invest in the arts education

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Slow season but not slow growth

Normally summer is the slow season when everyone takes vacations and schools are out. While the summer pace is a little slower, there is still a great deal of activity around our community.

The Wacker, Whirlpool and Amazon projects are in full swing with construction crews working feverishly to complete their projects on time. Whirlpool and Amazon will be moving equipment into their buildings within the next few months and are already beginning the hiring process. Olin held a groundbreaking ceremony on July 22 for the \$160 million conversion of their facilities to new clean technology.



A symbol of the growing season in our industrial community

On the restaurant front, Casa Nachos is now open at the corner of Keith Street and Raider Drive, and others are under construction throughout the community.

Electronic Express, located in the former Circuit City Building in the Cleveland Towne Center, celebrated its grand opening with a ribbon cutting on July 21.

Downtown is also seeing an uptick in new businesses with the Catch Bar & Grill open on Inman Street. CBC Cleveland is renovating the building next door on the corner of Parker and Inman streets. Lisa Geren and Sarah McKinnis cut the ribbon on their new massage therapy office, Simply Massage, on Inman Street in late June.

It's great to see all aspects of our business community growing. Enjoy the rest of your summer.—Gary Farlow, Chamber President



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 Doug Berry, *Vice President, Economic Development*
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\$20,000 presented for arts in education efforts

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of students in Cleveland and Bradley County," Benton said. "Studies show that the arts impact test scores, communication skills, critical thinking and problem solving. The arts also boost self-confidence and make students less likely to drop out. Our investment in arts education really makes a difference for our students."

Benton and Casson both talked about the impressive list of arts projects and visiting artists brought into schools through the Chair-ries Jubilee fundraiser. Just a few include The Hunt Family Fiddlers; Mr. Ollie—Tim Oliphant; the ballet Peter Pan; Shaking Ray Levi Society; Poetry Alive!; Joel Reese—The Singing Cowboy; Music of the Cumberlands; Colleen Laliberte Puppets; Missoula



Children's Theatre; In Our Own Words—Creative Writing; Introduction to Shakespeare; and Seurat's Pointillism Art.

Benton also noted that the Arts in Education Committee plans to schedule visiting artists in the schools this fall instead of the spring.

"It's difficult to schedule artists in the schools in the spring because of testing and other school activities," she said. "We hope to work with principals at the beginning of the school year to schedule visiting artists or other arts activities for students to attend this fall."

She noted that applications for teacher grants will be due Oct. 15, and monies are awarded at a reception at the Chamber of Commerce Nov. 1.

"We will get the word to teachers as soon as school starts."

Casson added that the ongoing success of the Chair-ries Jubilee fundraiser is determined in part by the artists who submit items for auction.

"We're always looking for new artists to contribute pieces to the auction," Casson said. "We encourage anyone who's interested in submitting a piece of furniture to our fundraiser to start thinking about it now."

The 2012 Chair-ries Jubilee fundraiser is set for April 13 at the Museum Center at Five Points.

Leadership Cleveland application process begins now

The application process for the 2011-12 class of the Chamber's Leadership Cleveland program has begun, Cleveland Utilities' Rick Lawson, chairman of the steering committee for the program, announced recently.



The Leadership Cleveland program provides an opportunity to gain a better understanding of the local community and the challenges it faces and to prepare for those challenges by learning about the many facets that make up our community. Since its introduction in

1984, more than 230 participants have graduated from the eight-month program.

The goal of Leadership Cleveland is for participants to develop leadership skills and greater knowledge about Cleveland and Bradley County through a series of one-day sessions and an overnight trip. Topics covered include Education, Public Safety, Law Enforcement, Local Economy, Healthcare, Local and State Government, and Charting the Future, presented through lectures, discussion, tours, on-site visitations, and informal question-and-answer sessions.

"Leadership Cleveland is an educational experience," Bernadette Douglas, Chamber executive vice president and program coordinator, said. "The goal of the program is to open the minds of participants to the many agencies and offices that make up the fabric of our community. Through exposure to the community, participants are enabled to become more involved leaders in our community."

Wanda Perry, a 2011 Leadership Cleveland graduate, found the program a valuable experience.

"As someone who is relatively new to the Cleveland community, I found tremendous value in Leadership Cleveland," said Perry, service line administrator for SkyRidge Medical Center. "It allowed me to network with other business leaders and to learn about what Cleveland has to offer and how it operates as a community. It was a truly valuable experience."

Douglas added that many graduates of the program have gone on to become involved in a variety of aspects of the community, from involvement on Chamber committees and task forces to local government and leadership positions in other volunteer organizations.

The 2011-12 class will run from September 2011 through May 2012. Those interested should call the Chamber at 472-6587 to be placed on the mailing list for application information.

Chamber jobs board benefits local business

On behalf of iKruit Staffing, I would like to express our appreciation to the Cleveland/Bradley Chamber of Commerce for the free jobs board they provide for local companies to post open positions. The caliber of candidates that have responded to our postings on their website far exceeded the qualifications and experience levels of the candidates that have responded to our posting on other jobs boards. Thank you so much for providing this free service to all of your members.

Brandon M. Perritte
Director of Marketing & Public Relations
iKruit Staffing

EDITOR'S NOTE: Information about how to post your jobs is included in the June and July issues of *225 Keith*. If you need assistance, please call the Chamber.

Volunteers needed for fall membership drive

Chamber membership offers many opportunities to help your business get plugged in. From networking events to advertising opportunities unique to members only, there are always new ways to get more involved with the community that you serve.

One of those ways is the opportunity to volunteer in Chamber events and programs. The newest opportunity to volunteer is the upcoming Membership Drive. This fall Chamber members will have an opportunity to provide representatives to assist and support a Membership Drive that will bring new members to our Chamber family and strengthen the number of connections that you, as a member, could make.

If you are unable to provide a representative to volunteer for the Membership Drive, you can support this effort in other ways. Your business can provide great door prizes for the volunteers working on the drive. In this way, your business will still be recognized at our events, in our publications and on our website.

This is an exciting time for Cleveland and Bradley County, and we want everyone to benefit. Help us strengthen our membership and subsequently provide more opportunities for you and your business, as well as those future members.

Call Aaron Weatherford, membership director, at 472-6587 if you are interested in participating in the drive as a volunteer or in contributing a door prize.

Summer Teachers Academy benefits industries

The Chamber of Commerce has completed the 13th year of industry and educators working together on a mutually beneficial project. Teachers Academy, just one of the workforce development programs of the Chamber, places a teacher from one of our local schools to work on a special project for an industry for a four-week period during the summer. This allows the teacher to “experience” working in an industry and take back to the classroom observations to share with the students that will help prepare them for the future workforce. The industry benefits by having an extra person to work on a much-needed project that they may not have had the resources for.

To date we have placed 91 teachers at 19 different businesses or industries.

Three industries and four teachers participated in the program this year. Each of the three industries has participated several times in the history of the Teachers Academy program.

“They obviously feel that this is a good program that benefits their business each year and also feel that they are helping to prepare teachers to teach tomorrow’s workforce,” Sherry Crye, workforce development director, said.



Paul Anderson (left), Taylor Elementary School, and Leslie Garvey, Cleveland Tubing

Cleveland Tubing Inc.

Paul Anderson, a fourth/fifth-grade teacher at Taylor Elementary School, wrote an operator’s training manual at Cleveland Tubing Inc. Anderson observed each of the machines and wrote the process from beginning to end in a training format. He also took photos of the processes to include in the training manual.

Leslie Garvey, production manager, said this was something Cleveland Tubing needed but had not had the time or resources to complete. “The manual will be an invaluable asset to have in the future as new employees need to be trained,” she said.

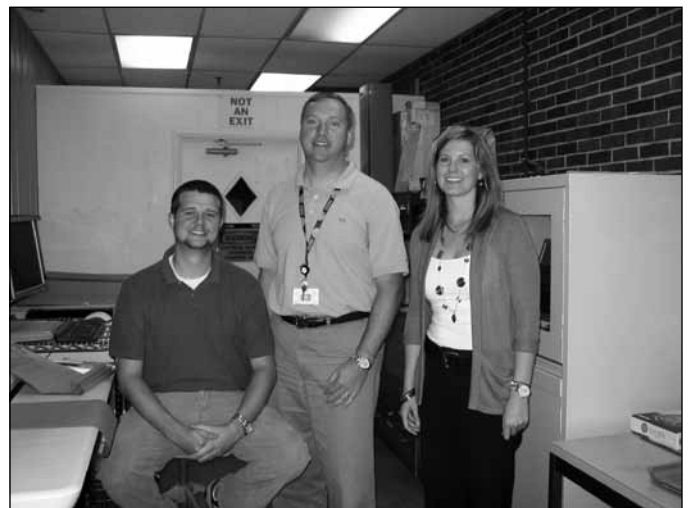
Anderson said one of the things he would take back to the classroom was a greater sensitivity to students not understanding the meaning of a word just from hearing the word since many words have more than one meaning.

Eaton Electrical

Derrick Stephens, a fourth-grade teacher from Taylor Elementary, participated in Teachers Academy at Eaton Electrical. Stephens worked on several projects during his time at Eaton, including scanning and saving computer files of old blueprints for parts manufactured in their plant. He also took digital pictures of dies used in their operation and recorded the dimensions of those dies.

Stephens said he will remind students in his classroom that all of the basic skills they are learning, even as early as elementary grades, will be helpful to them as they enter the workforce. He plans to share with them that there are highly skilled jobs in industry for the future. He also observed that manufacturing workers are continuously training to perform their jobs at a high level.

Randy Gazdecki, engineering manager, supervised Stephens during his time at Eaton. He was grateful for the opportunity Eaton has to participate in the Teachers Academy program and to complete projects that are an asset to their industry.



Derrick Stephens (seated), Taylor Elementary School, and Randy Gazdecki and Amanda Groves, Eaton Electrical

If Teachers Academy is a program you feel would benefit your company, contact Sherry Crye, director of workforce development, at 472-6587 or scrye@clevelandchamber.com.

Chamber's Women's Council in early organization stage

The Chamber is beginning the formation of a Women's Council in response to the comments from women who attended the annual Women in Business program hosted during Small Business Month. Attendees to the luncheon expressed their desire for some type of ongoing program that addresses the programming needs specific to women in business.



Businesswomen Linda Lundy, Welcome Friends, and Lois Egan, Hiwassee Insurance, network at the spring Women in Business luncheon.

Members who attended the 2011 program were surveyed about what type of programming they are most interested in attending.

A steering committee will review survey results and then determine frequency of meetings, topics and format.

"With the ever-increasing number of women entrepreneurs, and with so many women in the workforce, this is a good time to implement a council that addresses needs and situations unique to women in the workplace," said Ann Marie Brewer, vice chairman for Membership Development, said.

Any Chamber member interested in being a part of the group may email Bernadette Douglas at BDouglas@clevelandchamber.com and request addition to the mailing list.

June Quality Council

Randy Hatcher, president of MAU, spoke at a joint meeting of the Chamber's Quality Council and STAHR



(Southeast Tennessee Association of Human Resources) on June 21 in the Chamber's conference center. Hatcher introduced a new workforce model that frees organizations

to focus on what really matters—value-added core functions.

member memo

... This summer has brought some significant changes in the life of NEW HOPE PREGNANCY CARE CENTER with the retirement of YAUNNA HIGGINS, who served as the executive director for eight years. "These years have been some of the most precious years of my life serving this community and upholding life," Higgins said. She is spending some much-needed time with family, including going overseas to be with her daughter and family.

The board of directors and staff at New Hope searched for the right replacement and are proud to announce that TRACIE SHELLHOUSE accepted the position of executive director and joined the New Hope family in mid-June. Shellhouse most recently moved from Houston, Texas, where she served as executive director of a Pregnancy Resource Center.



Tracie Shellhouse

"My family and I are very excited to be at New Hope and in Cleveland," Shellhouse said. "We feel like we have moved 'home.' We are looking forward to becoming involved in this community. I truly believe that the Lord ordered our footsteps and led my family and me to New Hope for this season. Together we can change the future one life at a time."

The board encourages you to drop by New Hope and meet their new director personally and welcome her to Cleveland.

... USA Today College recently listed LEE UNIVERSITY among the 20 Colleges Most Committed to Community Service. The website, dedicated to blogs, news and updates for connected students, compiled "a listing of ... inspiring schools out there," and Lee came in at number 13.

"Being recognized as a leading institution in service learning is a testament to the life-giving work our students do," says Dr. Mike Hayes, vice president of student development. Lee University's commitment to service extends to each of its students, who must complete two service-embedded courses and 80 hours of service-learning as a graduation requirement.

The Leonard Center is the student development sector that directs service learning at Lee. Its mission is to prepare students for citizenship as Christians in the world through reflective community interactions and teach commitment to ideals of service, benevolence, civic virtue and social justice.

To see the full article, visit www.usatodayeducate.com/staging/index.php/the-20-colleges-most-committed-to-community-service.

June, July ribbon-cutting recap



SIMPLY MESSAGE celebrated its grand opening with a ribbon cutting celebration at 149 Inman St. Simply Massage is the newest massage therapy business in the area and offers a variety of massages, including traditional massage, deep tissue massage and foot baths. Cutting the ribbon are co-owners LISA GEREN and SARAH MCKINNIS. Celebrating with them are Mayor Tom Rowland, City Councilman George Poe, several Chamber Ambassadors, friends and family. Call Simply Massage to schedule an appointment at 423-715-1761.



CASA NACHOS, the newest Chamber-member Mexican restaurant in Cleveland, recently celebrated their grand opening with a ribbon cutting and a mariachi band. Located at 3475 Keith St. NW, former location what long-time residents will remember as Shoney's, Casa Nachos offers a wide variety of authentic Mexican dishes in a family-friendly environment. Cutting the ribbon is JUAN ROACH, chief manager and owner. Also pictured are Chamber Ambassadors, City Councilman George Poe, and friends and family of Casa Nachos employees. Call Casa Nachos for additional information at 423-339-2989.

member memo

HEALTHY WOMAN

The fifth anniversary event for Healthy Woman will take place Thursday, Sept. 8, at First Baptist Church on Stuart Road. The Women's Expo, complemented by heavy hors d'oeuvres, will take place from 4:30 to 6:30 p.m. at 7 p.m. nationally known speaker LaDonna Gatlin will highlight the event, followed by door prizes.

"Due to great response over the years, we have moved the event again to First Baptist Church whose capacity for seating



LaDonna Gatlin

is 1,400," Ann Marie Brewer, director of community relations, said. "Ticket price will include admission to the Women's Expo, heavy hors d'oeuvres and theatre-type seating."

LaDonna Gatlin knows firsthand that to be our absolute best, we must find our own voice and "sing our own song."

LaDonna literally grew up on stage singing with her brothers, the legendary Gatlin Brothers. In the early 1970s the Gatlins took their family harmony to Nashville. But a detour appeared on the road to stardom—LaDonna got married. At this defining moment, she realized that success for her could be measured in a different way. So she took a giant leap of faith, choosing to follow her heart and "sing a different song" apart from her brothers.

She has spent her entire career empowering people to "sing their own song" as well. A seasoned professional, LaDonna speaks from the heart with stories that are the stuff of life, driving home common-sense wisdom for everyday living in the process. Her presentations educate, inspire and entertain and are an unforgettable experience for her audiences.

LaDonna is an active member of the National Speakers Association and has earned its highest professional designation, the Certified Speaking Professional (CSP). In July 2005 LaDonna was one of five speakers (and the only woman!) inducted into the Speakers Hall of Fame (CPAE Council of Peers Award for Excellence), a lifetime award for speaking excellence and professionalism. She has recorded four solo CDs and is a contributing writer to the best-selling book series *Chicken Soup for the Soul*.

Tickets for the anniversary event are \$15 and must be purchased by Aug. 22 from one of these locations: SkyRidge Medical Center's main campus, cashier's desk; The Red Ribbon; Chamber of Commerce; and SkyRidge Physical Therapy Center at the YMCA.



Bradley County news . . .

Bradley County Mayor Gary Davis announced recently that the Government Finance Officers Association (GFOA) had recognized Bradley County for its excellent budgeting process. The prestigious "Distinguished Budget Presentation Award" is GFOA's highest form of recognition and was given to the county for its 2011 budget.

GFOA also presented the county finance department with the "Certificate of Achievement for Excellence in Financial Reporting." This marks the sixth year in a row that Bradley County has received this certificate.

"My staff works very hard to prepare a comprehensive county budget each year," Mayor Davis said in acknowledging the award. "It's rewarding to see our efforts acknowledged by the people at GFOA. I commend County Finance Director Lynn Burns and the staff whose efforts ensure we conduct the county's business in an ethical and professional manner."

Bradley County Civil Engineer Sandra Knight also has been honored by the American Society of Civil Engineers (ASCE) with its Pegasus Award, the highest award presented by the ASCE. The annual award acknowledges an engineer's civic and humanitarian activities, education, engineering achievements, as well as professional and technical activities.

Knight has held the post of Bradley County civil engineer since 1996. In addition to numerous leadership position in professional organizations, she serves on the Economic Development Council for the city of Cleveland/Bradley County and the Industrial Technical Advisory Council for Cleveland State Community College.

"Sandra brings experience, knowledge and tremendous people skills to the County Engineer's Office, something that is critical when dealing with major corporations such as Wacker," Mayor Davis said. "She has also been extremely helpful to the local building trades. We are fortunate to have her."

Economic Indicators

May Unemployment Rate				
	2010	2011		
Bradley County	9.1%	9.2%		
Tennessee	10.4%	9.7%		
United States	9.7%	9.1%		
June Building Permits				
	2010	2011		
Residential				
Number Issued	23	38		
Permit Value	\$3,576,000	\$3,559,237		
YTD Number Issued	133	200		
YTD Permit Value	\$19,739,958	\$17,123,486		
	2010	2011		
Commercial				
Number Issued	11	7		
Permit Value	\$2,830,940	\$10,529,671		
YTD Number Issued	43	35		
YTD Permit Value	\$27,770,322	\$49,872,833		
Local Sales Tax Collected				
	June 2010	Jan-June 2010	June 2011	Jan-June 2011
Local Sales Tax	\$1,933,951	\$11,726,737	\$2,103,752	\$12,129,768
Retail Sales				
	Dec 2009	Jan-Dec 2009*	Dec 2010	Jan-Dec 2010*
Bradley County	\$102,113,615	\$1,076,582,230	\$108,952,405	\$1,131,101,024
Tennessee	\$7,908,943,085	\$79,867,126,707	\$8,531,186,368	\$85,843,493,782

*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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Whirlpool, Bradley Central sign BEST agreement



Whirlpool Corporation, Cleveland Division, and Bradley Central High School signed a BEST partnership agreement in July and became the newest Business & Education Serving Together partnership. Celebrating the partnership are, from left, Gary Farlow, Chamber president; Sherry Crye, Chamber workforce development director; Todd Shoemaker, BCHS principal; Dicky Walters, Whirlpool division vice president; Cindy Slater, Whirlpool manager operations, Plant 2; and Carolyn Webb, Whirlpool human resources generalist.

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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