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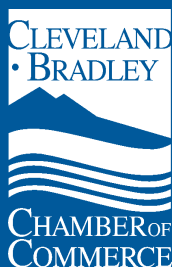
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### 81<sup>st</sup> Annual Meeting

## Award recipients 'driven by action, not words'

Horatio Alger and Catherine Ryan Hyde. Novelists—one from the 19<sup>th</sup> century, one contemporary, but both of whom reflect the character and practices of the recipients of the prestigious M.C. Headrick Free Enterprise and Robert Varnell Leadership awards presented at the 81<sup>st</sup> Annual Meeting of the Chamber of Commerce.

### Headrick Recipient Lynn Jones

Many describe the works of Horatio Alger as "rags to riches stories, illustrating how down-and-out boys might be able to achieve the American dream of wealth and success through hard work, courage, determination, and concern for others." The parallel, noted by presenter Paul Conn, is a fitting description of Lynn Jones, owner/president of Lynn Jones Enterprises LLC and 28<sup>th</sup> recipient of the M.C. Headrick Free Enterprise Award.

Jones had modest beginnings, learning early the value of hard work. He began his climb up the ladder of economic success in 1989 with a backhoe, which became the base for T&G Construction Co. As his list of commercial clients grew, he recognized a growing need in the regional marketplace for commercial rental properties. The first purchase of such properties in 1999 broadened his venture and led to the creation of Lynn Jones Enterprises, which has grown into a multimillion-dollar business operation that today includes T&G Construction Co. (1989), Lynn Jones Properties (1999), LC Packaging & Specializing (2000), Specialized Enterprises Inc. (2004), LYNNCO Pallets (2006), and LYNNCO Mechanical Contractors (2007).

Jones' business affiliations also include a facility in Jasper, Tenn., to be used for an ethanol site; Jones Brothers Catfish Farms (2002); LYNNCO Custom Cycles (2004); and Lynn Jones Foundation (2005), a growing outlet for community philanthropy and service.

Twenty-five full-time employees work among these diversified affiliates with an additional 25 temporary workers reflecting the growth of Lynn Jones Enterprises. Subcontractors working in conjunction with T&G Construction on Jones-affiliated developments may number as many as 150 workers at any given time.

The tenants that occupy leased facilities owned by Lynn Jones Enterprises employ an estimated 80 to 100 people. Whirlpool Corporation, Cleveland Division, now leases the former MeadWestvaco manufacturing facility acquired by Jones and converted to a state-of-the-art warehouse and provides jobs for more than 30 employees.



Lynn Jones (left) is recipient of the 28<sup>th</sup> M.C. Headrick Free Enterprise Award. Retiree Bob Sain, JC Penney Co., is recipient of the Robert W. Varnell Jr. Leadership Award.

## Thanks for your 'barrel time'

Jeff Morelock, chairman of the board as of this writing, gave his fond farewell to the Chamber board of directors during their January meeting. As we often say, "He had his time in the barrel." However, Jeff and all of our volunteer leaders are very valuable to the Chamber and put in a lot of service hours. For them and their commitment, we are grateful.

During our Annual Meeting, we paid tribute through the Headrick and Varnell Awards to two people in our community who have given much back during their business careers. These are the types of people who make our Chamber successful and our community the great place it is. So while we sometimes kid our Chamber leaders about that "barrel time," we also hope it was a gratifying experience for them and afforded them that opportunity to give something back to their community.

We appreciate our Board members, committee chairs and committee members, Ambassadors and many working volunteers who make the Cleveland/Bradley Chamber of Commerce the quality organization it is.—*Jerry Bohannon, Chamber President and CEO*

### *Please make a note . . .*

You should have received your invoice for your 2007 investment in the Chamber of Commerce in mid-December. Please note that for inclusion in the 2007 edition of *The Resource*, the membership directory and buyer's guide, dues **must be paid by March 18, 2007.**

Thank you for all you do to make Cleveland/Bradley County a great place to do business.



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Outgoing Chairman of the Board Jeff Morelock, Insurance Incorporated, passes the gavel to incoming Chairman of the Board Brenda Lawson, Brenda Lawson & Associates.

## Award recipients Jones, Sain

*continued from page 1*

Jones also purchased property adjacent to the building with plans to develop warehousing in excess of 1 million square feet on the site. He completed construction and opening of the first phase, a 130,000-square-foot warehouse addition, also leased to Whirlpool, and recently completed another 75,000-square-foot facility and 125,000-square-foot facility.

Jones received the Mel Bedwell Small Businessperson of the Year award from the Cleveland/Bradley Chamber of Commerce in 2006.

Reusswig added, "On a personal level, he has assisted financially an untold number of friends and family members in need due to medical crises. The number is 'untold' because Lynn isn't one to speak publicly about his spirit of giving. He is a man driven by action, not by words."

The most recent example of his "spirit of giving" was the formation of the Lynn Jones Foundation in 2005.

"The Foundation was formed because Lynn's personal convictions compelled him to give back to the community that had been so supportive of him during his childhood and his early years as a fledgling, young businessman," Reusswig explained.

The Lynn Jones Foundation supports many local organizations geared toward youth, education and athletics. Among those are Junior Achievement of the Ocoee Region; Boys & Girls Clubs of Cleveland; athletics scholarships and programs at Bradley Central, Cleveland and Walker Valley High Schools; Tennessee Christian Academy; Cleveland Family YMCA; Head Start Christmas/Steve A. McKenzie Foundation; American Heart Association; Operation Christmas Child; United Way of Bradley County; Muscular Dystrophy Association; and numerous cheerleading and recreational teams.

In Jones' words, "I'll never stop giving to the people of this community because I remember what it was like when I needed help. People were always there for me, and now I want to

*continued on next page*

## 81<sup>st</sup> Annual Meeting award recipients

*continued from previous page*

always be there for them. Whether through business enterprising, education, child and family development, or community events, I want to be part of the team that is making a difference in Cleveland and Bradley County."

### Varnell Recipient Bob Sain

While the name Catherine Ryan Hyde may not trigger instant name recognition, perhaps her work of fiction will: *Pay It Forward*. Released in January 2000, this book triggered a real-life social movement when the teacher and protagonist in the book, Reuben St. Clair, gave a voluntary, extra-credit assignment to her students: "Think of an idea for world change, and put it into action." Trevor, the 12-year-old hero of the book, decided to do something good for three people, and when asked how he could be repaid, he responded, "Pay it forward." His concept was that a small kindness would multiply exponentially to more and more people.

And Bob Sain, recipient of the Robert W. Varnell Jr. Leadership Award for outstanding community leadership, is one who "pays it forward."

Perhaps most widely recognized for his work with Habitat for Humanity of Cleveland, Sain and members of the Men's Club of Broad Street United Methodist Church chartered the local chapter. He served as executive director for many years and later as construction supervisor.

"Bob dared to dream of helping one family at a time, but through his commitment and selfless dedication accomplished much more, making this dream a reality in the minds of countless citizens in the community," said Matthew Carlson, executive director of Habitat for Humanity.

Nominators describe the 2007 Varnell Award recipient as a Southern gentleman and a "true community leader in very sense of the word."

"Robert Varnell would be proud," Jim Workman, owner of Bender Realty and friend of Bob Sain for more than 30 years. Both Workman and Sain came to Cleveland initially to work for JC Penney Co.

Sain, who grew up in a foster home, enjoyed a 43-year career with Penney's. During his retail career, he rose quickly from a sales associate to store manager, and store assignments took him to his native North Carolina, Alabama, Kentucky, Georgia, Florida and finally to Cleveland, Tenn.

Never a "sideliner" in the communities where his work took him, Sain was active in the Tennessee Retail Merchants

Association and served as president of the Downtown Merchants Association and the Cleveland Mall Merchants during his years with the Cleveland Penney's. In 1981 he earned recognition as Cleveland/Bradley County Retailer of the Year.

In addition to his employment-related activities, Sain reflects the qualities of a leader in his community service as well. A charter membership in Sunrise Rotary, he served the chapter as board member, treasurer, vice president and president and was honored as a Paul Harris Fellow.



Award winners Lynn Jones and Bob Sain understand the merits of "paying it forward" through the Lynn Jones Foundation and Habitat for Humanity of Cleveland.

His other areas of community service include the past presidency of Junior Achievement of the Ocoee Region and 16 years as a Bradley Memorial Hospital board member. This "top-notch solicitor" has served on the United Way of Bradley County board of directors. His involvement with the Boys & Girls Club of Cleveland included serving as board president and chairing the Personnel Committee.


This community leader served on the board of directors of the Cleveland/Bradley Chamber of Commerce from 1975 to 1977, as a division vice chairman from 1983 to

1984, and as president in 1985. He returned to the Chamber board for a one-year appointment in 2002.

According to nominator Jim Tucker, retired director of the Boys & Girls Clubs of Cleveland, "Bob's giving nature is rooted in Christian values."

An active member of First United Methodist Church for many years, he chaired a successful church building fund. Following the death of his first wife in 1980, he married Jane and moved his membership to Broad Street United Methodist Church where he served as business manager and board member, coordinated a large building drive, and assisted with the early stages of a \$5 million church rehabilitation project.

Workman agreed. "He's a pillar in the church," his long-time friend said. "Whether in his church or in the community, he rolls up his sleeves to get the job done. He's fair and honest and at the top of my list when I think of morals and ethics."



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## Southern Fried Chicks return with non-stop laughter

Get ready for Southern-fried fun and laughter as the Allied Arts Council (AAC) of the Cleveland/Bradley Chamber of Commerce and Bank of Cleveland present Southern Fried Chicks featuring the comedy of Karen Mills, Leanne Morgan and Etta May. The show is set for Thursday, Feb. 22, at 7:30 p.m. at the Parish Life Center at St. Therese Catholic Church.



Southern Fried Chicks is the story of three women, each from the South yet totally different—one urban, one suburban and one just “plain white trash.” Promoters describe the show as the “new South,” “old South” and “deep South” coming together for an evening of non-stop laughter.

Get your tickets at the Chamber for \$20 or reserve a table for eight for \$200. Enjoy complimentary desserts, Starbucks coffee and other beverages.

This event is the winter fundraiser for the Allied Arts Council.

## New ‘official’ street maps arrive

The most recent edition of the Chamber’s official Cleveland and Bradley County map arrived Jan. 18. The member price per map, which will sell to the public for \$5, is \$4 with quantity discounts available.

We extend a special thanks to the 36 Chamber-member advertisers for their support.



## Welcome our newest Chamber members

The Chamber Board of Directors and staff welcome the following new Chamber members as of Jan. 10, 2007:

### Apria Healthcare

*Jonathan Burger, Sales Associate*  
301 Keith St SW Ste 212  
Cleveland TN 37311  
423-472-6472  
*Hospitals & Healthcare*

### Corporate Care Inc.

*Rick Bealer, Owner*  
2469 Valley Hills Trl NW  
Cleveland TN 37311  
423-432-8339  
*Life Coaching*

### Fifth Point Properties LLC

*Steve Ratterman, President & COO*  
PO Box 1491  
Cleveland TN 37364-1491  
423-476-5054  
*Investment Company*

### USDA Tennessee Rural Development

*Rickey Hickman, Area Director*  
309 A N Market St  
PO Box 4941  
Chattanooga TN 37405  
423-756-2239  
*Government Agencies*

*Membership Development Vice Chairman Nancy Casson, Casson Art & Interior and The Red Ribbon, says this: “Any and all businesses—large, small or in-between—should be members of the Chamber. The Chamber creates and generates the business climate we have in this area. Without that business climate, our businesses wouldn’t grow and thrive like they do here. Ask your business neighbors if they are members. Membership applications are available online at [www.clevelandchamber.com](http://www.clevelandchamber.com).”*

**Lisa Webb**

*Senior Vice President*



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## Woody represents community in state CVB position

Melissa Woody, the Chamber's vice president for Convention & Visitors Bureau, is the 2007 chairman of the Tennessee Association of Convention & Visitors Bureaus (TACVB).



T A C V B ' s membership is comprised of representatives from across Tennessee who promote their respective communities to tourists. These members work

From left are Jen Perdeu, Ocoee Adventure Co. and CVB Advisory Council member; Susan Whitaker, commissioner of the Tennessee Department of Tourist Development; and Melissa Woody, chairman of the Tennessee Association of Convention & Visitors Bureaus.

for a variety of entities, including chambers of commerce, convention and visitors bureaus, departments of tourism, tourism authorities, and local governments. Woody has served on the board of TACVB since 2000. Her peers nominated and appointed her to the new position.

"It is truly an honor to represent Cleveland and Bradley County as the chairman of the state tourism organization," Woody said. "This is the first time our community has held this post, and I am just excited to a part of this great opportunity."

TACVB works with the Tennessee Department of Tourist Development to help communicate service the state can offer communities, monitor legislative issues regarding tourism concerns, and provide a network for destination marketers to exchange information and assist each other.

The state tourism organization recently hosted its first professional development conference at Montgomery Bell State Park. TACVB's goal is to have a member from each of Tennessee's 95 counties. Several new members joined as a result of the recent conference.

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## Chamber officers, directors for 2007

### OFFICERS

- Brenda Lawson, *Brenda Lawson & Associates*, Chairman of the Board  
 Cameron Fisher, *Church of God International Offices*, Chairman-Elect  
 Bill Varnell, *Hilliard Lyons Inc.*, Vice Chairman, Business Development  
 Carl Hite, *Cleveland State Community College*, Vice Chairman, Community Development  
 Christy Griffith, *Bank of Cleveland*, Vice Chairman, Convention & Visitors Bureau  
 Tom Wheeler, *Cleveland Utilities*, Vice Chairman, Economic Development  
 Nancy Casson, *Casson Art & Interior Inc./The Red Ribbon*, Vice Chairman, Membership Development  
 Mike Thomasson, *First National Bank of Cleveland*, Vice Chairman, Public Affairs  
 Barbara Baxter, *SunTrust Bank*, Treasurer  
 Jeff Morelock, *Insurance Incorporated*, Immediate Past Chairman of the Board  
 Jerry Bohannon, *Cleveland/Bradley Chamber of Commerce*, President & CEO

### BOARD MEMBERS

- Beirne Beaty, *Cleveland State Community College*  
 Ann Marie Brewer, *SkyRidge Medical Center*  
 Brian Collins, *Collins Oil Company*  
 D. Gary Davis, *Mayor, Bradley County*  
 Chip Dockins, *Dockins Graphics*  
 Cheryl Dunson, *Santek Environmental*  
 Reba Garrison, *Reba Garrison State Farm Insurance*  
 Bob Hardin, *Whirlpool Corporation*  
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 Taylor Howard, *Southern Heritage Bank*  
 Hazel Key, *Key Advertising Inc.*  
 Esmerelda Lee, *Garden Plaza at Cleveland*  
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 Allison Pierce, *Resource Development Systems Inc.*  
 Gary Ray, *Lee University*  
 Alison Hamilton Robinson, *Coldwell Banker Hamilton & Associates*  
 Tom Rowland, *Mayor, City of Cleveland*  
 Gary Sears, *Mt. Olive Ministries*

## Chamber recruits 2007-08 Youth Leadership group

Do you have a child or grandchild or know a special young person who could benefit from an in-depth look at our community while improving their leadership skills? If so, you should encourage them apply for the Chamber's Youth Leadership Program.

Applications are available this month from guidance counselors at the three high schools—Bradley Central, Cleveland and Walker Valley—and are due in the respective guidance offices no later than Feb. 23. The program accepts 24 students, eight from each school, into the program each year.

Similar to the adult Leadership Cleveland, the Youth Leadership program helps to build Cleveland/Bradley County leaders of the future by focusing on leadership skills,

teamwork and knowledge of the community today. Topics throughout the nine-month program include Local Economy, Health and Social Services, Heritage/Tourism, State Government, City Services and County Services presented through discussions, tours, on-site visitations, and informal question-and-answer sessions. Students also participate in a two-day retreat to build relationships and leadership skills.

"We really enjoy working with the high school juniors and seniors in this program each year," Randy Morris, Youth Leadership coordinator, said about the program that will run from August 2007 through April 2008.

"The better we educate our students about the facets of life that make Cleveland and Bradley County strong, the better they will be prepared to become our future community leaders," he said.

The Chamber's Youth Leadership Steering Committee, comprised of Leadership Cleveland alumni and high school guidance counselors, help facilitate the school-day field trips throughout the year and the leadership retreat, held prior to the start of the school year.

Youth  
Leadership  
Applications  
due Feb. 23

## Hopewell School, Candies Creek forge BEST partnership



Pastor Jamison Work, Candies Creek Baptist Church (second from left), and Principal Tim Riggs, Hopewell Elementary School, celebrate their official designation as BEST partners. Chamber staff Randy Morris, left, and Jerry Bohannon, right, were on hand to make the partnership presentation.

"BEST is the acronym for Business and Education Serving Together," Jerry Bohannon, Chamber president, said to a room full of parents and grandparents at the January meeting of Hopewell Elementary School's PTO. "Our BEST program unites the efforts of a business and a selected school and involves a commitment of time, energy and expertise."

Bohannon went on to stress that "the partnership is a two-way street. Both the business and the school benefit from the partnership."

"Our hope is that the school gives to its business partner just as the business gives to the school," he added.

The purposes of the Chamber's BEST program are to strengthen the quality of the educational process through the utilization of community resources, to foster better understanding between the business community and the schools, and to expand learning opportunities for everyone involved in the partnership effort.

The newest partnership forged is between Hopewell Elementary School and Candies Creek Baptist Church.

"Churches are in business too," Bohannon said during the presentation of the Partnership Agreement to Jamison Work, pastor of Candies Creek, and Tim Riggs, Hopewell principal, during the PTO meeting. "Since Candies Creek Baptist Church is also a Chamber member, this partnership is a good fit."

Each public school in the Bradley County and Cleveland City School Systems has one or more local business partners.



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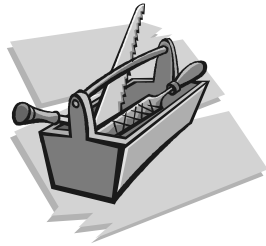
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## Top Tools for Business

# Practical solutions for your business



Mark your calendar now for the 2007 series of small business seminars presented by the Cleveland/Bradley Chamber of Commerce that offer solutions to business challenges you can apply immediately. The cost for each session, which begins at noon, is \$15 and includes lunch. All sessions are held in the Chamber's conference center at the Village Green.

- Feb. 21—Exploiting the Chamber: Making the Most of Your Chamber Membership
- March 21—Why Growth Is Important to Small Business Survival
- April 18—How to Create an Ad With Impact
- May 16—Financial Record Keeping
- June 20—Unemployment Compensation

### No July program

- Aug. 15—Internal Controls for Small Businesses
- Sept. 19—Preparing for a Cashless Business
- Oct. 17—Latest Changes in the Tax Code: What the Small Business Owner Needs to Know
- Nov. 21—Utilizing QuickBooks

These seminars are coordinated by the Chamber's Small Business Committee and facilitated by local business owners with expertise in each respective topic.

To register, log on to [www.clevelandchamber.com](http://www.clevelandchamber.com) and click on the "One Community, One Calendar" icon on the right of the home page.

## Economic Indicators

November Unemployment Rate				
	2005	2006		
Bradley County	5.5%	4.6%		
Tennessee	5.8%	5.0%		
United States	5.0%	4.5%		
December Building Permits				
	2005	2006		
Residential				
Number Issued	48	51		
Permit Value	\$6,652,500	\$9,866,900		
YTD Number Issued	734	715		
YTD Permit Value	\$96,726,125	\$91,227,608		
Commercial	2005	2006		
Number Issued	7	2		
Permit Value	\$1,135,500	\$78,000		
YTD Number Issued	121	116		
YTD Permit Value	\$41,481,592	\$69,715,590		
Local Sales Tax Collected				
	Dec 2005	Jan-Dec 2005	Dec 2006	Jan-Dec 2006
Local Sales Tax	\$1,618,864	\$19,160,246	\$1,661,559	\$20,085,594
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.

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Nancy A. Neal, Editor  
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## We'd appreciate your help

The Chamber will hold its annual "Salute to Education" Thursday, March 29, in the Chamber's conference center. During the ceremony, the 2007 BEST Partnership Award will be presented to the school and business partnership that has shown, through their yearly activities together, the true spirit of partnership for the betterment of both partners as well as the community as a whole.

Many of the finest educators in our area will also attend this event, either as either a building-level or system-level Teacher of the Year. We will give special recognition to each of the six system-level Teachers of the Year and present them a cash award of \$500 if our fund-raising efforts are successful. Each of building-level Teachers of the Year will also receive recognition and be eligible to receive a door prize.

These gifts to the teachers are possible because members of our local business community make a financial contribution toward the \$3,000 gifts for system-level teachers or contribute nice door prizes for the building-level teachers.

If you would like to make such a donation, please call Randy Morris at 472-6587, ext. 105. All who donate will receive proper recognition on the event's printed program.

## What's NEW with YOU?

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

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

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

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

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

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