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"I am of the opinion that my life belongs to the whole community and as long as I live, it is my privilege to do for it whatever I can."

—George Bernard Shaw



Tarver, McIntire: Two 'exemplary models' recognized at Chamber's 85th Annual Meeting

"Exemplary models" describes the two gentlemen commended with special awards at the 85th Annual Meeting of the Chamber of Commerce for their business ethic and contributions to the local community.

Ross Tarver, Tarver Distributing Co. Inc., received the highest award given by the Chamber, the M.C. Headrick Free Enterprise Award, which honors the ideals of the late M.C. Headrick, a successful Cleveland businessman who staunchly believed in the concept of free enterprise.

Dr. Ed McIntire, Tennessee Valley Urology Center, received the Robert W. Varnell Leadership Award, given to an individual whose life is exemplified by outstanding leadership in his business, the community, and his church or faith.

Both recipients motivate others with their attitudes and actions and work ethic. Following are portions of their tributes.

Ross Tarver—Headrick Award

"In my 31 years of professional life, I have never worked with a finer, more committed, more effective community volunteer leader than Ross Tarver," Chamber President Gary Farlow said in presenting Tarver the Headrick Award.



"My dad taught me to give back to the community that gives to you," Headrick Award winner Ross Tarver said, acknowledging that he is a "very blessed individual."

Tarver, vice president and general manager of Tarver Distributing Co. Inc., a distributor of Anheuser-Busch products, learned to be a successful businessman from the ground up. He began doing odd jobs at his parents' wholesaler at age 12 and quickly graduated from odd jobs to operating forklifts and pallet jacks in the warehouse, unloading railcars from the brewery, and then reloading the cars with empty pallets and kegs.

At 16 he began working in the trade as a "driver salesman's helper," rotating, stocking and merchandising products, setting up displays, and competing in sales incentives. By age 19 he was a full-time draught driver-salesman. That same year he increased the draught market share by 50 percent, with a total sales increase of 405 percent.

In 1983, the supervisors and staff of Tarver Distributing voted then 21-year-old Tarver Driver-Salesman of the Year. That same year he received an award from Anheuser-Busch for outstanding sales in this area. He also continued his education through classes and seminars with Anheuser-Busch.

Despite increased sales and market share, Tarver's life path took a significant turn with the death of his father, Bill "Rabbit" Tarver, who along with his wife, Gloria, had established the business in 1962.

'Keep our eye on the ball'

2010 was a banner year for our community with the announcements of investments by Wacker, Whirlpool and Amazon.com. Following are activities we will focus on this year.



2011 Chairman of the Board Barbara Baxter, FSG Bank, says growth and economic possibilities are unlimited for Bradley County.

2011 will be a year of construction for the wonderful announcements we celebrated last year. We must do our part to ensure everything goes smoothly with the myriad details that will be forthcoming.

We will work closely with the Industrial Development Board and city and county governments as we work to bring these jobs to Bradley County. We are the envy of other communities in the

state, and that's a great place to be, but we would not be here were we are if not for the outstanding support of our local governments.

We appreciate our members that have stuck with us through the tough economy. We hope that those who had to resign their membership will once again be in a position to rejoin the Chamber as the economy improves.

We will continue to support the Industrial Development Board as we move toward a new industrial park for our area so we can capitalize on the momentum we have created.

We will also continue to support the ongoing planning effort the Chamber initiated through the Cleveland/Bradley County *continued on page 6*

Ross Tarver—Headrick Award

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Three months after his father's death, Tarver became sales and operations manager, implementing fresh approaches for day-to-day operations, conducting all sales meetings, instituting new promotions and incentives to increase sales, establishing relationships with area convenience store executives, handling bids and purchasing new equipment, and hiring new employees.

When promoted to assistant general manager position in 1986, Tarver launched in-house training programs on product knowledge, rotation, stocking and merchandising. He also made routing decisions, developed pricing strategies, determined salary and wage increases, and supervised advertising and promotional spending.

At the young age of 25, Tarver became vice president and general manager of sales and operations, the youngest ever approved by the brewery to hold such a position. His first job in his new role was to design a bigger, more efficient warehouse in a centralized location.

In 1989 and again in 2004, Tarver Distributing received the Wholesaler of the Year award for Tennessee. Ed Jacobs & Associates awarded Tarver the Collins J. Bennie Award in 2003, which recognizes a small business person who exemplifies a passion for hard work and a true entrepreneurial spirit.

Since Tarver assumed the managerial role, the company has grown from 16 employees to 44. Its market share has increased from 49 to 68 percent, and yearly sales have increased from 558,000 cases to 1,200,000 cases. The distribution territory includes Bradley, Polk, McMinn, Monroe and Meigs counties.

In addition to his professional efforts, this astute businessman is committed to the local community. He is a long-time member of the Cleveland/Bradley Chamber of Commerce, serving on the board of directors, Economic Development Council and executive committee. He currently chairs the Bradley/Cleveland Industrial Development Board, a position he has held since 2004.

In 2005 Tarver received the Chamber's Mel Bedwell Small Business Person of the Year Award. Most recently, the Tennessee Economic Development Council (TEDC) recognized Tarver as the 2009 Jim Spradley Volunteer of the Year, which recognizes those individuals who make a substantial impact in assisting economic development organizations in their economic progress and capabilities growth.

In addition to his volunteer efforts with the Industrial Development Board and the Chamber's Economic Development Council, Tarver contributes time and finances to a variety of community organizations, including the Bradley County Sheriff's Department, Charleston Police Department,

continued on next page



STAFF

- Gary Farlow, *President & CEO*
- Bernadette Douglas, *Executive Vice President*
- Doug Berry, *Vice President, Economic Development*
- Melissa Woody, *Vice President, Convention & Visitors Bureau*
- Nancy A. Neal, *Vice President, Communications*
- Sherry Crye, *Director of Workforce Development*
- Lisa Pickel, *Director of Existing Industry Programs*
- Aaron Weatherford, *Membership Director*
- Tammy Randolph, *Executive Assistant*
- Lisa Mantooth, *Administrative Assistant*
- Lisa Tinsley, *Receptionist/Administrative Assistant*

Address: 225 Keith St SW, PO Box 2275, Cleveland TN 37320-2275
 Phone: 423-472-6587
 Fax: 423-472-2019
 Email: info@clevelandchamber.com
 Website: www.clevelandchamber.com

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United Way of Cleveland, Junior Achievement of Bradley and McMinn Counties, Cleveland Family YMCA, Cleveland Creative Arts Guild, Friends of the Library, Bradley County Rescue, Charleston Fire Department, Muscular Dystrophy Association, Cleveland Sports for Youth Program, and the American Heart Association.

“Ross has a genuine interest in his consumers, his customers, his employees and his community,” said Terry Akins, who worked with Tarver for 20 years. “He is a loyal, honest and dedicated business owner who believes in giving back to the community. His work ethic is unmatched.”

Tarver is a standing member of the Tennessee Malt Beverage Association, where he has served on the board of directors and convention committees and chaired the Legislative Committee.

Ed McIntire—Varnell Leadership Award

Ed McIntire, urologist and partner with Tennessee Valley Urology Center, “is an exemplary model of integrity and leadership in our community.”

“Ed is a man of high moral standards, outstanding intellect, compassion and outstanding surgical ability,” C.A. Kyle Jr. said.

Born in Corpus Christi, Texas, this year’s recipient received his undergraduate and medical degrees at the University of Arkansas, where he played quarterback on a football scholarship. He also received numerous academic scholarships and recognition for academic performance. He completed his internship and urology training at the University of Kansas Medical Center.

McIntire came to Bradley County 14 years ago to join the Tennessee Valley Urology Center and since that time “has made quite an impact on our community in multiple areas,” said Dr. William F Johnson, Surgical Associates of Cleveland.

McIntire and his family attend Broad Street United Methodist Church where he holds membership on their Board of Stewards and Long-Range Planning Committee. He frequently teaches a high school Sunday school class and evening classes for the youth group. When not working with youth, he teaches his adult Sunday school class. He also assists in teaching many short-term Bible studies.

The Unity Center, sponsored by Broad Street, provides an after-school program primarily for at-risk children from the East

Cleveland area. McIntire has been a member of the Unity Center Board for quite some time and has taken an active role in programming.

“Ed is a superb resource,” Johnson said. “Especially through his work at church, I believe that Ed has demonstrated remarkable vision for long-term planning.[He] has become a person that other members seek out to help resolve or consider especially long-term programming goals.”

Brenda Hughes, executive director of BICC, believes one of McIntire’s strongest areas of contribution to the local community is through the Bradley Initiative for Church and Community.

“Ed served with the utmost integrity and capability in the Bradley Initiative for Church and Community for many years,” she said. “He was the first president of our Board of Directors and first chairman of the Steering Committee and served on numerous other committees. His leadership helped to shape BICC into a strong and sustainable organization.”

McIntire also spearheaded the work with local and state authorities that culminated in the Bradley Initiative Credit Union (BICU), which promotes financial literacy. He currently chairs the credit union board.

“Ed tirelessly and enthusiastically lives out his passion to the call of Christ and is a living example of Christian love and service,” Hughes summarized.

“In all his endeavors with Broad Street, Unity Center and BICC, Ed has pursued the goal of trying to break the cycle of poverty that exists in our community through programs designed to make a long-term change,” Johnson explained, adding that “in just a few years, he has become quite a driving force in the community for helping work through many of the very difficult problems present in both the marginalized portions of our community and others.”

McIntire’s professional memberships include the Tennessee Medical Association and American Urological Association. He is a member of SkyRidge Medical Center’s Board of Directors and chairs the hospital’s Physicians Leadership Group. He also serves as vice president of the Community Foundation of Cleveland/Bradley County and is a member of the Board of Directors of the Cleveland/Bradley Chamber of Commerce.

“Dr. McIntire is highly esteemed among his professional healthcare providers, his church community and those with whom he has contact in the community as he selflessly gives of his time and his finances to help those less fortunate in our community,” Dr. Rodney Fitzgerald said. “Without a doubt, he is a person of the highest integrity and maintains the highest moral and ethical code of conduct.”

McIntire is a former board member for First Citizens Bank of Cleveland, BB&T Bank and Cleveland Family YMCA. He is a member of the Museum Center at Five Points and volunteers as a baseball and football coach in youth sports programs.



“God has blessed Rebecca [wife] and me in many ways, and one was to bring us here,” Varnell Award winner Dr. Ed McIntire said. “We’ve always encouraged each other to be a part of things bigger than we are.”

State of American Business: A plan for economic renewal

By Thomas J. Donohue, President and CEO
U.S. Chamber of Commerce

The U.S. Chamber federation was tested like never before in 2010—a faltering economy, huge policy battles, and an aggressive campaign to vilify the business community, divide it against itself and silence our voice in the political process. I'm pleased to say that by standing together and speaking with a united voice on the big issues, we made a tremendous impact. But our work is far from over—in 2011, we must redouble our efforts to revitalize the economy and put Americans back to work.

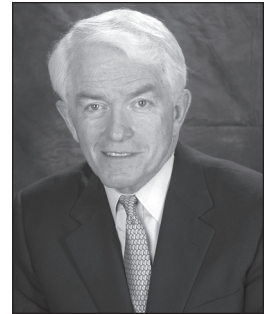
We've already observed the big changes that can take place in a single year. In January 2010, we worried about the possibility of a double-dip recession. Today, the state of American business has improved. This is due to both the impressive resilience of our economy and the enactment of the tax relief package in late December. For these reasons, the Chamber projects that the economy will enjoy solid growth in 2011.

Although our economy is improving, the recovery is fragile and we still face many significant challenges. Foremost among these challenges is unemployment, which has exceeded 9 percent for 20 consecutive months. That hasn't happened since the 1930s. Next, our nation must contend with unprecedented competitive challenges as other countries race to implement pro-growth reforms. Finally, America faces unsustainable long-term financial burdens—massive deficits, runaway entitlements and unfunded public employee obligations at all levels of government.

Overcoming these challenges requires a multifaceted approach. Four areas will be among the business communities' priorities in 2011—reining in excessive regulations, expanding American trade, rebuilding our economic foundation and reducing deficits and debt.

First, we must restrain excessive regulation while reforming the regulatory process. At the federal level alone, regulations

Tom Donohue gave his annual State of American Business address to the business community in mid-January. The U.S. Chamber of Commerce is the world's largest business federation representing the interests of more than 3 million businesses of all sizes, sectors and regions, as well as state and local chambers and industry associations. *Printed with permission.*



already fill 150,000 pages of fine-print text and cost Americans \$1.7 trillion a year. In recent years, we have seen an explosion of new regulatory activity that is simply unprecedented. This regulatory tsunami poses, in our view, the single biggest challenge to jobs, our global competitiveness and the future of American free enterprise.

Second, we will fight to advance a pro-America trade agenda with the goal of doubling exports in five years and creating millions of new jobs. Many Americans, regrettably, think that trade agreements kill jobs—that foreign investment and immigration threaten our national sovereignty and U.S. jobs. To change these misperceptions, we'll soon launch a major initiative to educate citizens and policymakers on trade that will clearly link global engagement to American jobs.

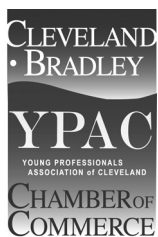
Third, we must make it a priority to rebuild the country's economic foundation. Roads, bridges, rail and mass transit networks, airports, and air transport systems must be modernized. Broadband capacity, power generation and water supplies must be expanded. At the same time, we must recommit ourselves to developing our human capital by reforming education and training programs.

Last, businesses, like all Americans, must do their part to help address another defining challenge of our times—the expansion of government spending and entitlements, and with it, the explosion of government debt. Conventional wisdom says that no effort to address deficits will be considered until after the 2012 elections. We can't wait that long. At the very least, a serious down payment on bringing deficits and debt under control should be made this year. The Chamber will support congressional efforts to reduce spending, even if we don't like all the details.

These are challenging times, and I can't thank you enough for your continued support of this organization. Our strength doesn't reside in a building made of marble and stone—it comes from our network of state and local chambers and the grassroots activism of their members. If, in the days ahead, the Chamber federation remains united, there is no limit to what we can achieve on behalf of our members.

The challenges facing us this year are big—but so are the opportunities. Throughout it all, the business community will lead the way.

Ready to get involved with Young Professionals of Cleveland?



YPAC, our business association for professionals ages 21-40, begins a new year of networking and education on Wednesday, Feb. 16, at noon at the Chamber of Commerce. If you or someone you know is interested in getting involved, call

Aaron Weatherford at 423-472-6587 and make plans to attend. Lunch is \$10.

What's the price of eggs in Alaska? And why does it matter?

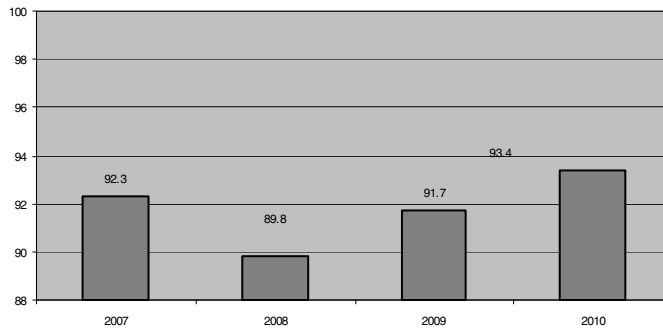
Did you know the average price of a dozen eggs ranges from \$.96 in Covington, Ky., to \$3.01 in Kodiak, Alaska? And why does such trivia matter anyway?

The Chamber of Commerce participates in the quarterly ACCRA Cost-of-Living Index survey. Prices such as these help us determine the cost of living in Cleveland, Tenn.

Cost of living is an important factor industries, retail companies and individuals consider when looking to locate in a new community such as Cleveland/Bradley County. The national cost-of-living survey coordinated by ACCRA requires actually going into local stores, recording prices on a variety of items and reporting them. These items include 26 grocery items, clothing, toothpaste, shampoo, tennis balls, hair cuts, dry cleaning, rent and cost of a new home, utilities, movies, bowling, doctor, dentist and veterinarian visits, telephone, newspaper, and gasoline. The survey also requires contacting local realtors and builders for rental costs and new housing costs and determining utility costs such as electricity, natural gas and telephone service.

Once ACCRA calculates these prices, we can compare Cleveland/Bradley County to other cities in Tennessee and across the entire United States. The Chamber uses this figure

Annual Average Cost of Living: Cleveland



in recruitment efforts for new industries and jobs for our area. Currently, the 2010 annual average cost of living for Cleveland is 93.4 percent, which means we are 6.6 percent below the national average.

Prices do rise and fall, but the cost of living for Cleveland/Bradley County has ranged from 6.6 to 10.2 percentage points below the national annual average from 2007 to 2010 (see chart). So even though prices continue to rise, the cost of living in Cleveland remains "pretty good."

A look at the cost of living in a few larger cities makes us feel even better about living in Cleveland. According to the annual average for 2010, the most expensive place to live is Manhattan, NY, where the cost of living is a whopping 216.4 percent—116.4 percent higher than national average. The cost of living in Honolulu is 165.6 percent—65.6 percent higher than average.

Our hope is that local business owners, future retailers and potential industrial recruits will look at these figures and determine what we know to be true: Cleveland/Bradley County continues to be a great place to live, raise a family, work and do business.

A call for future Cleveland/Bradley County leaders

Do you know a high school student who is now in 10th or 11th grade—perhaps a son or daughter or grandchild—and who would be interested in applying to be a member of the 10th annual Cleveland/Bradley Youth Leadership class?

School guidance counselors received applications for the next Youth Leadership class in late January. Interested



students must pick up and complete an application and return it to the guidance office by Feb. 16.

The Youth Leadership Steering Committee will review the applications and select 26 students with representation from Bradley Central, Cleveland and Walker Valley High Schools and Tennessee Christian Preparatory School in March.





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Welcome our newest members

The Chamber Board of Directors and staff want to welcome and introduce you to the following new Chamber members as of Jan. 12, 2011:

Bell, State Senator Mike

261 Coounty Rd 757
Riceville TN 37370
423-829-0058
Individual

Dilling Group

Kim Schippers, Regional Manager
111 East Mildred St
Logansport, IN 46974
270-483-9088
www.dillinggroup.com
Industrial Supplies & Services

Hearing Solutions

Tom Reese, President
60 25th St NE Ste 5
Cleveland TN 37312
423-508-9553
Hearing Aids

Lifevantage & Helping Hands of Cleveland

Donna Payton, Manager
60 25th St Ste 1
Cleveland TN 37312
423-476-0035
www.lifevantage.com/Tenn
Health Food Products

Pesterfield, Joe, Construction Co. Inc.

Joe Pesterfield, Vice President/Owner
4035 Bow St
Cleveland TN 37312
423-400-8514
*Contractors—Commercial/Industrial/
Residential*



Wacker Polysilicon N.A. became the first new Chamber member of 2011 on Jan. 4. Jeff Zierenberg (right), manager of human resources and training, filled out the application. With him are Aaron Weatherford, membership director, and Bernadette Douglas, executive vice president.

Wacker Polysilicon N.A.

Erika Burk, Director, Human Resources
3855 Ocoee St NE
Cleveland TN 37312
www.wacker.com
Manufacturers

Waterhouse Public Relations

Annette Gilley, Business Manager
735 Broad St Ste 1004
Chattanooga TN 37402
423-643-4977
www.waterhousepr.com
Public Relations/Public Affairs

Mark your calendars!

NEW MEMBER ORIENTATION

**March 24, 8:30 a.m.
Chamber of Commerce**

'Keep our eye on the ball'

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2035 Strategic Plan. Without the vision created by this plan, we may find ourselves playing "catch-up" in the future. We must be ready for the growth coming to our community.

Now that the election season has passed, we will concentrate on building relationships with those newly elected officials and work to maintain our existing relationships for the betterment of our community.

The Convention & Visitors Bureau is making plans to celebrate the Civil War Sesquicentennial Commemoration. The CVB has worked with local historians to identify a dozen significant events that happened in Bradley County during the Civil War 150 years ago and have started planning a slate of events for recognition and reenactment over the next five years.

The BuyIt*® Bradley card program can make a significant impact on our retailers if we spend our dollars locally and support our fellow business people. If you have not yet purchased BuyIt* Bradley cards, we encourage you to buy cards for your ongoing gift needs.

Another important milestone for the Chamber in 2011 is applying for our 30-year accreditation from the U.S. Chamber of Commerce. This designation signifies that our Chamber meets the standards set out for outstanding chambers across the United States.

We will continue our great workforce development programs and membership initiatives, utilizing every technology available to us.

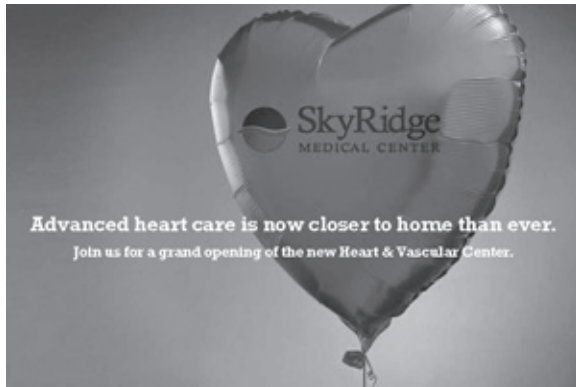
If we continue to "keep our eye on the ball" and work together for the betterment of our community, the future growth and economic possibilities are unlimited for Cleveland and Bradley County.—
*Barbara Baxter, FSG Bank, 2011
Chairman of the Board*



'Final notice' for 2011 directory listing

You received information about your 2011 investment in the Chamber of Commerce in late December. Please note that for **inclusion** in the 2011-12 edition of *The Resource*, the Chamber's membership directory and buyer's guide, **dues must be paid by Feb. 28, 2011**. Corrections or additions in your listing(s), must also be made by Feb. 28. Please call the Chamber office at 423-472-6587 to update your information.

THANK YOU for all you do to make Cleveland/Bradley County a great place to live, work, play and pray.



**You are cordially invited to an
Open House at the new
SkyRidge Heart & Vascular Center**

Saturday, Feb. 19 • 8 a.m.-2 p.m.
Dedication ceremony at 10 a.m.
SkyRidge Medical Center Main Campus
(Former Emergency Room Entrance)
2305 Chambliss Ave. NW

This FREE event will give you a chance to see firsthand the advanced cardiovascular technology and services we're providing our community.

Activities and events will include

- Heart screenings—blood pressure, body mass index, glucose and blood lipids profile
- Educational seminars with topics including "Warning Signs of Heart Disease" (11 a.m.) and "Women and Heart Disease" (1 p.m.)
- Center tours
- Refreshments

**For more information, visit
www.skyridgemedicalcenter.net.**

Economic Indicators

November Unemployment Rate				
	2009	2010		
Bradley County	9.1%	8.8%		
Tennessee	10.3%	9.4%		
United States	10.0%	9.8%		
December Building Permits				
Residential	2009	2010		
Number Issued	19	9		
Permit Value	\$1,565,860	\$1,541,670		
YTD Number Issued	264	255		
YTD Permit Value	\$26,726,386	\$31,955,559		
Commercial	2008	2009		
Number Issued	1	5		
Permit Value	\$654,000	\$1,023,850		
YTD Number Issued	61	83		
YTD Permit Value	\$19,360,107	\$130,628,352		
Local Sales Tax Collected				
	Dec 2009	Jan-Dec 2009	Dec 2010	Jan-Dec 2010
Local Sales Tax	\$1,869,399	\$20,367,381	\$1,956,540	\$23,429,842
Retail Sales				
	June 2009	Jan-June 2009*	June 2010*	Jan-June 2010*
Bradley County	\$92,537,521	\$519,089,565	\$93,139,392	\$547,903,858
Tennessee	\$6,801,393,881	\$38,048,553,719	\$7,332,333,978	\$41,075,005,784

**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

. . . January marked the **20th anniversary** of **HOMESTEAD LAWN & TRACTOR CO.** Starting as a John Deere Dealer on Sahara Drive off of Keith Street, Homestead built and moved to their current location on APD 40 in October 2000. In 2010, they added several new manufacturers to their lineup of quality brands: Exmark (commercial mowing equipment), Gravelly (commercial and consumer mowing equipment) and EZGO (Electric and gas utility vehicles). Existing lines include John Deere, Stihl, Scag and Landpride. Congratulations to **Neil Groothuis**, president, and the Homestead staff! www.homesteadtractor.net



. . . **SIMPLE CRUISE DEAL** has a new telephone number since we announced their membership in the December newsletter. Please note that their new number is 423-476-6300 so you can contact **Deborah Cross**, owner, about travel deals. www.simplecruisedeal.com

. . . "If you have plastic grocery store-type bags just lying around, we could sure use them," **Reba Terry**, executive director, said in late January. Although **THE CARING PLACE** received a donation of 3,000 bags just after she sent the request, we encourage you to call 423-472-4414 in months to come to see if they have a need. www.thecaringplaceonline.org

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 _____

FAX TO: 225 Keith Newsletter, 423-472-2019

EMAIL: NNeal@clevelandchamber.com