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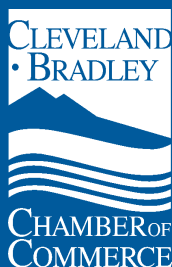
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It's easy to make a buck. It's a lot tougher to make a difference.
—Tom Brokaw



SETTD's Jones thanks local existing industry

"You as existing industry make capital investments and retain and create jobs every day in this community and throughout the region," Beth Jones said. "These jobs employ the people of our region and provide them with earnings that contribute and/or enhance their quality of life. That is the basic definition of economic development. For the capital you risk every day and the jobs you retain and create, we are most grateful. We pause today in recognition and appreciation. Truly, business and industry provide the very foundation of economic development."



Beth Jones, Executive Director, SETTD

Jones, executive director of Southeast Tennessee Development District (/SETTD), was keynote speaker for the Chamber's annual recognition of local existing industry in early June. SETTD is a special-purpose unit of government, which shares a staff to cost-effectively plan and implement programs resulting in the development and improvement of the Southeast region of the Tennessee River Valley Basin in Tennessee, Georgia and North Carolina.

"Cleveland/Bradley County is the 12th largest manufacturing region in the state," Jones reminded those attending the recognition luncheon. "The Chamber has a very successful economic development program because they not only recruit new business

investment, they also are very proactive in taking care of existing business and industry as demonstrated by their existing industry visitation and survey program."

Jones addressed highlights of the Chamber's Existing Industry Survey as relates to local industry competing effectively in a global economy and the transportation infrastructure—Corridor K—necessary for a strong regional economy.

"There is no doubt that the construction of a new road could be threatening to the natural resources and environment of a region, which is the very essence of why we all want to live, work and play here," she noted. "However, many of us are visionaries and believe there is a way that a strong regional economy can be built that balances the quality of the natural environment with a vibrant and prospering economic base.

"In other words, the best of both can exist—a transportation corridor that accommodates business, goods and services and serves as an asset to the assets that are already in the region."

Jones also addressed a qualified workforce as a key piece of infrastructure, adding that "the collaborative efforts of the Tri-State Alliance [Southeast Tennessee, Northeast Alabama and North Georgia] have come together . . . to develop strategies that better utilize dollars and resources to more effectively train the workforce in the labor shed area regardless of political jurisdictions."

"In the end, we know that it is all about your bottom line and your economic development team working on all levels to improve the infrastructure critical to your future business growth and success," Jones concluded. "Cleveland/Bradley County and the Tri-State region are recognized as a great place to do business, where conditions are favorable to entrepreneurial pursuits, where knowledge creation and information transfer are as much a part of the landscape as the mountain and rivers, and where local talent is developed and wants to stay."

The makings of a business-friendly community

I recently read an article by syndicated columnist Jim Davidson published in the *Cleveland Daily Banner*. This particular article, titled "A check list for a successful community," contained four elements Davidson felt were essential for a community to be successful: good schools, safe neighborhoods, a healthy diversified economy, and warm and friendly people.

As I read the article, I compared his community evaluations with what he would find here in Cleveland and Bradley County, and I think his determination would be pretty positive. Just the week before I had spoken on one of our local radio stations, reporting on a recent survey that ranked Tennessee communities for their business friendly environment. Cleveland/Bradley County ranked 19th out of the 50 communities surveyed. I think Jim Davidson's four elements go a long way in helping to determine our good standings.

**Cleveland
ranks 19th
out of 50. . .**

Davidson also stated in his article that a community's good economy is due to the local chamber of commerce. "... The local Chamber of Commerce is the only organization working full time to promote new jobs and a strong economy." So put all the Chamber-sponsored programs together and, when done well, they help a community achieve a ranking of 19th in the state as business friendly.

Still, we can't sit back and read our press clippings. We must continue to develop and expand programs and services to allow our business members to continue to prosper. And with your support, we can.—*Jerry Bohannon, Chamber President*



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2007 Leadership Class completes program

Members of the 2006-07 Leadership Cleveland class celebrated completion of the eight-month program with a June luncheon at the Cleveland Country Club. Chairman Rick Lawson, Cleveland Utilities, presented plaques to graduates and honored several participants with perfect attendance certificates. (Perfect Attendance awardees are noted with an asterisk.)

Pictured above from left are (front) Sandy Schiesz, First Tennessee Bank; Kim Gunter, Bowater Employees Credit Union; Erica Sink*, Southern Heritage Bank; Chrissy Bain*, Randstad; Rick Lawson; (second row) Cathie Hillier*, Cleveland State Community College; Michelle Davis*, Southern Heritage Bank; Leigh Ann Boyd*, Wealth Management Group; Tammy Randolph*, Chamber of Commerce; (back row) Shawn Allen*, McCoin, McCoin & Bunch; Lauren Hosie, Jones Management Group; Paula Wills*, Cleveland Utilities; Mike Policastro, Cleveland State Community College and Lamar Mills, Cleveland Country Club.

Recruitment for the 2007-08 class will begin in August. Interested members should call Bernadette Douglas at the Chamber for application information.

We appreciate Arch

"Thank you" to Arch Chemicals for their recent contribution to the Chamber's Tennessee Scholars program. Arch provided a breakfast for the Walker Valley High School senior Tennessee Scholars prior to their graduation. Walker Valley and Arch are also BEST partners. "We are fortunate to have businesses such as Arch Chemicals in our community who are willing to assist us in our efforts to honor and recognize students willing to take a more challenging course of study," Sherry Crye, Tennessee Scholars coordinator, said.

Chamber recruits 24 new youth leaders for 2007-08

Recruitment is complete for the 24 rising juniors and seniors from Cleveland, Bradley Central and Walker Valley High Schools who will comprise the 2007-08 Youth Leadership class.

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

"Most already exhibit the qualities of a good leader in a variety



2007-08 Youth Leadership Class

of activities, from academics to athletics, in their respective schools. What we do is expose them to various aspects of the community to increase their awareness of leadership opportunities that are available to students now and in the future."

Morris added, "The better we educate our students about the facets of life that make Cleveland and Bradley County strong, the more likely they will be to remain in 'their' community and the better they will be prepared to become our future community leaders."

Bradley Central High School youth leaders for the coming year are

Ethan Beard, Trae Cody, Whitney Cope, Emily Davis, Hunter Gruber, Heather Myers, Katie Ogle and Haley Runion.

Cleveland High School youth leaders are Dara Ben-Judah, Michelle Dyer, Harold Gage, Emily Jordan, Lebron Lackey III, Hannah Long, Grayson McConnell and Ben Spires.

Walker Valley High School's youth leaders for 2007-08 are Matt Bryson, Emily Gardner, Mitch Gibson, Hannah Lee, Anna Luzader, Ben Morrow, Chris Southerland and Cameron Szpur.

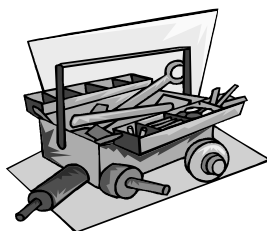
Make plans for remaining 'Top Tools' sessions

"Top Tools for Business" is a continuing effort of the Chamber's Small Business Committee designed to offer practical information for business owners to take back to their respective businesses and implement.

"Top Tools" will take a vacation during July and gear up again on Aug. 15 with a session on "Internal Controls for Small Businesses" by Henderson, Hutchison & McCullough, CPAs.

The Sept. 19 session will focus on "Preparing for a Cashless Business," followed by "What the Small Business Owner Needs

to Know About the Latest Changes in the Tax Code" on Oct. 17.



Programming for 2007 will conclude with "Utilizing QuickBooks" by Rick Platz, director of the Small Business Development Center at Cleveland State Community College.

Each seminar begins at noon and lasts until 1 p.m., followed by an optional question-and-answer session. Sessions are \$15 for members and \$20 for future members and include lunch. Mark your calendar now, and make plans to attend these valuable sessions.

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Chamber salutes local industry, presents industry awards

Chamber officials recognized three local industries during June's "Salute to Local Industry" luncheon at the Museum Center at Five Points. Following are remarks by Randy Morris, director of existing industry/workforce development, highlighting reasons these existing industries received the 2007 Industry Appreciation Awards.

Cleveland Tubing

Cleveland Tubing is one of the most ardent supporters of Chamber of Commerce workforce development and education activities in the community. Even though it is a relatively small company in size, with approximately 45 employees, their involvement in building the workforce of the future has been huge. They participate in almost every Chamber workforce development program, including Ethics in the Workplace, Teachers Academy, and Business & Industry in the Classroom.

Education is also a priority for Cleveland Tubing, evidenced by the company's support of the Chamber's annual "Salute to Education" program, the Allied Arts Council's "Chair-ries Jubilee" fundraiser benefiting arts education in local schools, and Junior Achievement initiatives.

Innovation, though, is a mainstay of Cleveland Tubing. Founded in 1989, the company specializes in the manufacture of corrugated plastic tubing and other molded plastic parts to customers' design specifications. In the past it has concentrated on contract manufacturing, producing a variety of proprietary molded products.



From left are Cleveland Tubing's Gary Payne, maintenance manager; Amy Monroe, inside sales; Pam Wells, sales representative; Catherine Boettner, president; Carla Metzger, sales representative; and Tammy Johnson, controller.

This past year, however, the company began to produce and market an innovative product called FLEX-Drain® under the Cleveland Tubing name. This product is a patent-pending flexible, expandable plastic pipe that is an alternative to traditional four-inch plastic piping. FLEX-Drain provides several benefits to homeowners, contractors and retailers, including ease of transport, an ability to follow the contour of a trench without the need of connectors and elbows, and lower labor requirements. In addition, it takes up only about 20 percent of the traditional space on retailers' shelves.

As an outgrowth of the introduction of this exciting new product, which you can find on retail shelves in Cleveland, Cleveland Tubing was named a finalist for this year's prestigious Kreusi Award for Innovation.

Schering-Plough

Schering-Plough Corporation has had a production facility in Cleveland since 1979 when they began making Dr. Scholl's footcare products locally. Since that time, the plant has expanded its operations locally and now produces a variety of products at the local facility, including many Coppertone® brand sun care products. Employing some 500 workers locally, Schering-Plough also packages several over-the-counter products such as the Coricidin® and Correctol® brands in its 400,000-square-foot Cleveland plant.

Another significant expansion is under way at the local plant this year—an \$18.5 million capital expansion project, which will result in 75 to 80 new full-time employees hired by midyear 2008. The expansion includes renovation of some 20,000 square feet of the local plant to accommodate two new aerosol packaging lines and a compounding area, making the way for the manufacturing and packaging of such products as Coppertone Aerosol and Continuous Spray in Cleveland. This investment in Cleveland/Bradley County is a

continued on next page



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Chamber presents industry awards

continued from previous page

direct result of efforts by general manager Rich Appeldoorn to bring more product lines to Cleveland.



Rich Appeldoorn, General Manager, Schering-Plough

Schering-Plough also has a strong commitment to the local community both in the area of workforce development and community involvement. The company has exhibited a strong BEST Partnership arrangement with Michigan Avenue Elementary School for some 10 years now and received the 2007 BEST Partnership Award from the Chamber's Education

Committee for BEST Partnership activities during the most recent school year. The company is also an avid supporter of many local community activities, including United Way of Bradley County, American Heart Association, Relay for Life and Junior Achievement.

United Knitting

If you were to look up the word *innovation* in a *Dictionary of Cleveland*, you would probably see a product from United Knitting. In the highly competitive world-market of textiles, United Knitting is succeeding because of its innovative product lines and commitments to consistency, flexibility and conformity to customer requirements.

United Knitting produces performance stretch knitted fabrics for the outdoor, fitness, team sports and military markets. They supply fabric for such well-known brands as Under Armour, Champion and Patagonia. Among their vast product lines, they knit fabric that incorporates such materials as coconut shells and recycled plastic bottles and such minerals as copper and silver into the filaments to produce fabrics with superior performance in evaporative cooling, UV protection, and odor and moisture control.

The 125-plus employees of the company constantly work on

innovations to keep the company's products at the forefront of the textile industry. Executive Vice President Margaret Schenck is quick to point out that the company's success is in large measure a result of these dedicated and talented employees.

United Knitting in turn invests in its employees and in the company itself—spending over a million dollars on state-of-the-art equipment purchases in the last 12 months alone. They have a tremendous safety program and record, heading toward eight years without a lost-time accident—a feat honored by the state of Tennessee.



United Knitting's Jerry Miller, President, and Margaret Schenck, Vice President, Operations

The company also realizes the importance of workforce development as evidenced by a training program instituted last year to begin producing yet another new product—a technical fleece. A grant from the Tennessee Department of Labor & Workforce Development rewarded this investment in the plant and its employees with a \$30,000 incumbent worker training grant.

- ➔ According to statistics from the Tennessee Department of Labor & Workforce Development, the 2005 annual average for all Bradley County industries was 1,645 reporting units with total wages paid of over \$1.2 billion dollars and an average wage of \$32,647.
- ➔ 287 of these industries are goods-producing while 1,325 are service-providing and 33 are government entities.
- ➔ The largest single category of employers in Bradley County continues to be manufacturing with just under 10,000 employees on average from 127 companies. The average wage of all workers in the manufacturing sector is \$40,448.

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Welcome our newest Chamber members

The Chamber Board of Directors and staff welcome the following new Chamber members as of June 13, 2007:

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980 White Oak Rd NW
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Adventures Unlimited

Julie Smith, Vice President, Marketing
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Ocoee TN 37361
423-338-4325
Whitewater Rafting

Blue Moon Cruises

Jennifer Perdew, Operations Manager
5637 Hwy 411
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Cleveland TN 37323
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Exel Inc.

Stan Gruchawka, General Manager
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Charleston TN 37310
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Harrison TN 37341-3844
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Publications

Affiliates

Jan Thompson, Coldwell/Banker
Brenda Richardson, Coldwell/Banker
Mary Tom Cocks, Coldwell/Banker
Angel Lawson, Coldwell/Banker

member memo

... The integration plan for SKYRIDGE MEDICAL CENTER—Main Campus (formerly Bradley Memorial Hospital) and SkyRidge Medical Center—Westside Campus (formerly Cleveland Community Hospital) includes the following changes as part of the current phase of their consolidation process:

- Consolidation for Intensive Care Unit (ICU) services concluded in late June with all ICU patients moved to the Main Campus.
- After-hours and emergency surgeries at Westside Campus will transition to the Main Campus within the next few weeks, with only daytime, regularly scheduled surgeries performed at the Westside Campus. The Main Campus will provide surgical services for all emergency conditions, after-hours and regularly scheduled services.
- A better process is in place to increase the ability to service patients more quickly in the Emergency Department. Another component of this plan is a new Critical Decision Unit, which will allow for critical diagnostic and treatment services for admitting patients to the hospital faster and in a more comfortable setting.

The long-term integration plan will continue in the fall with the next phase, an expansion project that will include a new Emergency Department, new surgery suites and additional intensive care and patient rooms. "Improving medical care services for the residents of Cleveland and surrounding communities remains our number one priority," CEO STEVE PATONAI said.

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2006 population estimates 'We continue to grow'

It's not unusual for us to get asked a variety of questions—everything from whether it's too wet to pick green beans to how to get to the ocean from here.

In answer to a question posed to us recently, I gleaned new population estimates for Bradley County, as well as other Tennessee counties, from the Census Bureau's website, www.census.gov. The numbers prove what most everyone in the community already realizes—we continue to grow at a steady rate, as does most of the state.

As of July 2006, the Census Bureau estimated the population of Bradley County at 93,538—an increase of 5,573 or 6.3 percent from the 2000 count of 87,965. The Cleveland MSA (Metropolitan Statistical Area), which is made up of Bradley and Polk counties, has an estimated population of 109,477.

Bradley County's population ranks it as the 14th most populous county in the state. The Nashville MSA has five of the top 12 most populous counties, each of which is over 100,000.

Listed are Tennessee's top 15 most populous counties:

| COUNTY | POPULATION |
|------------|------------|
| Shelby | 911,438 |
| Davidson | 578,698 |
| Knox | 411,967 |
| Hamilton | 312,905 |
| Rutherford | 228,829 |
| Williamson | 160,781 |
| Sullivan | 153,239 |
| Sumner | 149,416 |
| Montgomery | 147,114 |
| Blount | 118,186 |
| Washington | 114,316 |
| Wilson | 104,035 |
| Madison | 95,894 |
| Bradley | 93,538 |
| Sevier | 81,382 |

—Randy Morris, Chamber Staff

Economic Indicators

| April Unemployment Rate | | | | |
|---------------------------|-----------------|------------------|-----------------|------------------|
| | 2006 | 2007 | | |
| Bradley County | 5.1% | 3.9% | | |
| Tennessee | 5.4% | 4.4% | | |
| United States | 4.7% | 4.5% | | |
| May Building Permits | | | | |
| | 2006 | 2007 | | |
| Residential | | | | |
| Number Issued | 67 | 57 | | |
| Permit Value | \$10,531,363 | \$8,448,373 | | |
| YTD Number Issued | 315 | 262 | | |
| YTD Permit Value | \$44,445,395 | \$35,943,401 | | |
| Commercial | 2006 | 2007 | | |
| Number Issued | 11 | 6 | | |
| Permit Value | \$7,370,238 | \$7,282,192 | | |
| YTD Number Issued | 54 | 29 | | |
| YTD Permit Value | \$23,861,056 | \$12,073,738 | | |
| Local Sales Tax Collected | | | | |
| | May 2006 | Jan-May 2006 | May 2007 | Jan-May 2007 |
| Local Sales Tax | \$1,681,053 | \$8,322,380 | \$1,628,122 | \$8,606,192 |
| Retail Sales | | | | |
| | Dec 2005* | Jan-Dec 2005* | Dec 2006* | Jan-Dec 2006* |
| Bradley County | \$101,352,985 | \$1,073,736,880 | \$108,170,964 | \$1,135,977,174 |
| Tennessee | \$8,160,866,305 | \$80,331,009,390 | \$8,554,697,110 | \$86,561,873,735 |

*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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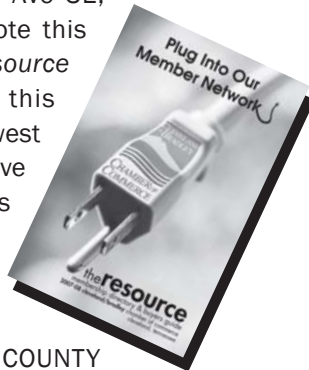
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member memo

... WHIRLPOOL CORPORATION, CLEVELAND DIVISION, is no longer using their Post Office address. All correspondence should go to 740 King Edward Ave SE, Cleveland TN 37311. Please note this change in your copy of *The Resource* (membership directory) since this decision was made after the newest edition went to press. You will receive your 2007-08 edition by mail this month. We appreciate the work of KEY ADVERTISING and DOCKINS GRAPHICS on this project.



... The CLEVELAND/BRADLEY COUNTY TEACHERS FEDERAL CREDIT UNION is sharing an employee with the military. ABRAHAM SARMIENTO greets credit union members at the drive-thru window but is now preparing for service with the United States Armed Forces. Also a chaplain for the police department and former pastor of the Hispanic Church of God, Sarmiento departed for Fort Jackson on June 29 for two months of officers training. He will return to the credit union on Sept. 4 and resume his position until he is called into active duty for the U.S. Army. *Thank you, Abe!*



Abe Sarmiento

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