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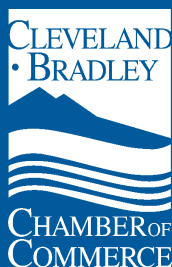
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*The pessimist
complains about the
wind. The optimist
expects it to change.
The leader adjusts
the sails.*

—John Maxwell



A curtain call for the Allied Arts Council 'The show goes on'

If you've picked up a copy of the local newspapers lately, you've surely noticed that the Allied Arts Council of the Chamber of Commerce is busy. From garnering front-page, top-of-the-fold coverage of visiting artist and Grammy Award winner Barbara Bailey Hutchison to a Sunday review of the side-splitting humor of the Southern Fried Chicks, the council is hard at work bringing arts activities and arts in education programming to our community.

Such efforts complement the Chamber's commitment to provide ". . . the highest quality of life for our community," as noted in our mission statement. And this group works tirelessly to ensure that the arts contribute to the quality of life in Cleveland and Bradley County.

Let's review. The visiting artist program reflects the Allied Arts Council's commitment to arts education, and Hutchison's visit puts the council's contributions to local schools at more than \$150,000. That's a lot of money raised by an exceptional corps of volunteers.

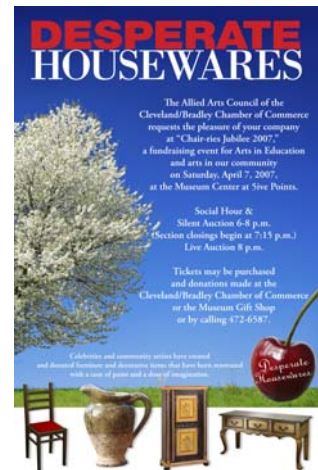
Southern Fried Chicks, the council's winter fundraiser, played to a full house in February. In addition to providing some "urban, suburban and plain white trash" hilarity, the event raised monies that will match a grant for "Evening Shade."

Next on the arts calendar is Chair-ries Jubilee—"Desperate Housewares"—set for April 21 at the Museum Center at Five Points. This annual arts auction, in its ninth year, is the premier fundraiser for arts programming and educational opportunities. Last year the auction grossed \$35,000, most of which goes back into local schools to provide a well-rounded education for our children, grandchildren, nieces and nephews.

And that brings us to "Evening Shade." Now in its 12th year, this springtime event draws hundreds—young and not so young to Johnston Park every Friday evening in May for great, no-cost concerts. This year's lineup promises to continue the tradition of entertainment excellence to which we're accustomed. This year you can expect a troupe performing "musictales," regional talent that includes the Cleveland Community Orchestra and the Jim Wilson Quartet, an evening of "Love Me Tender in the Park" (yes, the park will boast an Elvis sighting), and the crowd-favored "Spirit in the Night" (gospel music).

The Allied Arts Council does pursue grant money from the Tennessee Arts Commission for "Evening Shade" but relies on sponsorship funds, in addition to the winter event fundraiser, to match the grants. The industrious council members make the sponsor contacts to ensure that "the show goes on" with first-rate entertainment.

The curtain is about to go up on our springtime events. Make sure you've got your ticket for the paid events or packed a picnic dinner for the free concerts in the park. Support the Allied Arts Council with sponsorship monies, especially now that you know they invest the dollars in you and your family and our community. And say thanks to the members of this energetic council. Without volunteers like these, the show wouldn't go on.



Community stewardship

Embracing a larger picture

Editor's Note: Garry Senna, pastor of Harvest Valley Christian Church in Pleasanton, Calif., is brother to Bernadette Douglas, senior vice president of the Cleveland/Bradley Chamber of Commerce. He recently spoke at the annual meeting of the Pleasanton Chamber of Commerce. His "Jimmy Stewart" moment led to poignant remarks about the role of businesses in his local community. We share them, with his permission, for you to contemplate with regard as to how we too can best serve as stewards of our community.

Part of what I get to do in our community is function as a police chaplain. This is usually how it works for me on a good chaplaincy day. I am sitting in my office when my cell phone rings; it is marked Private Call—Police Dispatch. I then realize my day is taking a twist and turn. I answer the call, and Dispatch informs me that an officer has requested my help in a tough situation involving a crisis.

This happened to me a few weeks ago. I say it was a "good call" because it involved a 90-year-old woman who slipped into eternity while napping. While still sad, it reflected her wish to die with dignity at home.

As we interacted with the family, I was overwhelmed with a "Jimmy Stewart moment" of what a wonderful town we really live in. I was overwhelmed with the level of care the police officer was able to give to the family—care that reflected the values and goals of the Police Department. I was reminded that we all play a part in the shaping of our community.

Every simple act of responsibility, compassion, self-discipline, honesty, respect and integrity fosters a climate in our

community we all benefit from. Everyone of us plays a part—however small—in establishing the culture of our town. I can't eat at a downtown restaurant, go to the Stoneridge Mall or stop by a farmers market without having an overwhelming sense of **pride and, equally, a sense of responsibility** and stewardship for our community.



Pastor Garry Senna

Though realizing that our businesses need first to be economically viable to even last and make a difference, once that is achieved, we are invited to shift gears a bit and realize that we are stewards of a larger picture, a larger place, a larger community than simply the boundaries of our respective businesses.

That is why we are here tonight. Tonight we come together to celebrate our **shared stewardship** of a place we call home—*Pleasanton*. Each one of you shapes and stewards our town, some on a more visible level than others due to your calling and position.

We **shape and steward** through our daily interactions at coffee shops, farmers markets, mixers, sporting events.

We **shape and steward** by the ethics of our business—how we treat those we employ, by our attitudes toward not only our clients but also our competition.

Tonight we come together to **honor the past** and stand on the shoulders of those who have gone before us and established a foundation and legacy for us to enjoy and reap the benefits of.

Tonight we come together to **honor the present** and acknowledge those whose outstanding service to our community have made Pleasanton a better place today.

Tonight we have come **together to charge and commission** a new chamber board with the stewardship of our business community for next year.

All three of those—the past, the present and the future—invoke a sense of stewardship upon our lives, a sense of living life for a greater good and purpose beyond our interests and ourselves. Stewardship invokes accountability; stewardship invokes an embracing of a larger picture.

It is my hope that not only for just tonight but for the coming year that we would remember that we are part of bigger picture, a larger canvas; that perhaps we would not mirror the parochialism of our culture and draw from a historical past that exhibited leadership not based upon personal gain and self centeredness but upon the greater good.

May we be graced to walk together into 2007 with a greater sense of our shared stewardship for Pleasanton.



STAFF

Jerry Bohannon, *President & CEO*
 Bernadette Douglas, *Senior Vice President/Operations*
 Gary Farlow, *Vice President/Economic Development*
 Melissa Woody, *Vice President/Convention & Visitors Bureau*
 Nancy A. Neal, *Director of Communications*
 Randy Morris, *Director of Existing Industry & Workforce Development*
 Sherry Crye, *Administrative Assistant, Economic Development*
 Gina Akins, *Membership Director*
 Tammy Randolph, *Administrative Assistant*
 Joelle Cavitt, *Administrative Assistant, Convention & Visitors Bureau*

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New faces seen around the Chamber offices

Joelle Cavitt

The Chamber recently added a new member to its team. Joelle McCoy Cavitt joined the staff as part-time administrative assistant for the Chamber's Convention & Visitors Bureau (CVB).

The new position Cavitt fills expands the capabilities of the CVB and allows for more tourism promotion and development activities. A larger department means more resources to accommodate the increasing number of visitors to Cleveland and Bradley County each year.

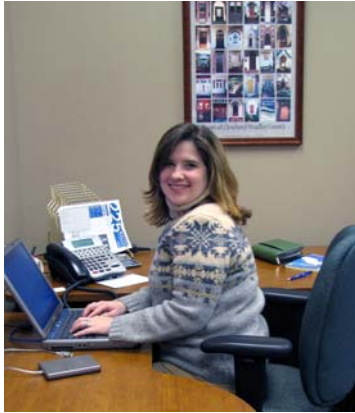
"We're really glad to have Joelle on board," Melissa Woody, vice president of the CVB, said. "With her background, she will be a real asset to the CVB staff and Chamber team."

Cavitt, a Cleveland native, recently returned to Cleveland after living five years in the Chattanooga and North Georgia areas. A graduate of Bradley Central High School, she earned her bachelor's degree in communications from the University of Tennessee at Chattanooga. Her experience includes working as a copywriter and an account executive for an ad agency and in-house marketing for a Southeast Tennessee manufacturer.

"I am so excited to join the Chamber staff and learn about how tourism affects the Cleveland area," Cavitt said. "It will be so interesting to interact with business and community leaders to find out what goes into making Cleveland such a wonderful area to live, work and play."

She resides in Cleveland with her husband, Heath, and two daughters: Reese, 5, and Avery, 22 months.

For more information about the tourism activities in the Ocoee Region, log on to www.visitclevelandtn.com.



Joelle Cavitt

Eli Kretzmann

Eli Kretzmann is a prime example of the quality students in the Business Department at Lee University.

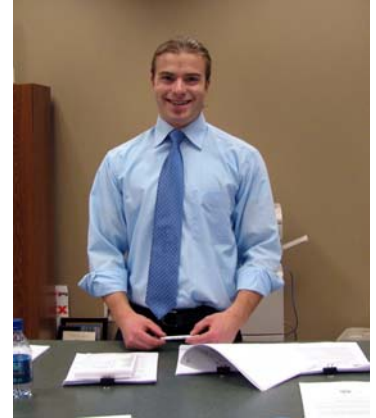
A native of Grangeville, Idaho, Eli is a business administration major with a minor in communications. He is active in Lee's Students in Free Enterprise (SIFE) organization, which is assisting business entrepreneurs in startup and marketing their businesses. Eli has also performed community service projects while at Lee for Habitat for Humanity and Hurricane Katrina Relief.

"The Chamber routinely has a Lee business intern in both the fall and spring semesters," Randy Morris, supervisor of Eli's Chamber experience, said. "Interns like Eli provide invaluable service to our economic development projects."

While at the Chamber, Eli is updating the *Industrial Directory* and *The Book*, the latter of which is a composite of community information used in the recruitment process for prospective businesses. He is also tabulating information gleaned from the Existing Industry survey and updating other databases. Because he is minoring in communications, those skills will be put to use during the Business & Industry in the Classroom program.

"The diversity of experiences and backgrounds Lee interns bring to the Chamber has been tremendous," Morris added. "During the past few years, our interns have come from several states, including Ohio, Georgia, North Carolina and, of course, Tennessee. And one intern was from Mongolia!"

For more information about Lee's internship program, contact Shane Griffith, instructor of business administration and director of the internship program, at 614-8162.



Eli Kretzmann

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Public Affairs committee releases 2007 Legislative Agenda

The Public Affairs committee of the Chamber of Commerce continues to identify and monitor a variety of issues at the local, state and national levels that impact our community. The committee brings these concerns to the attention of our local elected officials, state legislators and congressional delegates to apprise them of pertinent community issues as they pursue legislative activity throughout the year. Following is the agenda they will monitor in 2007:

LOCAL ISSUES

1. Build and/or develop a new general aviation airport in Bradley County.
2. Initiate an aggressive road/street construction program in support of the Metropolitan Planning Organization and assign the highest of priorities to the rebuilding of Exit 20 on I-75.

Other Related Local Issues

- Actively pursue and support efforts to secure additional industrial park property.
- Actively support economic development activities so as to stimulate job creation within Bradley County for more and better paying jobs, as well as decrease the out-migration of jobs to other communities.
- Take necessary measures to support both county and city school systems so as to show steady progress in new and upgraded facilities, teachers' salaries, reduction of dropout rates, and student testing.
- Maintain active support and implementation of MainStreet Cleveland's plans for downtown Cleveland.
- Continue active construction and improvements on the Mouse Creek Greenway Project.
- Recognize the community's international population and both initiate and financially support local services to accommodate them.

- Support the Bradley/Cleveland Industrial Development Board's planning and development of a speculative industrial building in the Hiwassee River Industrial Park.
- Support efforts to enhance air passenger service through the Chattanooga Metropolitan Airport.

STATE ISSUES

1. Support local efforts to construct a new and better airport in Bradley County.
2. Support efforts to rebuild Exit 20 on I-75.
3. Support efforts to make Tennessee's healthcare programs more efficient and cost effective.

Other Related State Issues

- Oppose any efforts to impose requirements on local governments to negotiate with organized labor.
- Assure proper funding of Tennessee economic development activities to meet competition.
- Establish and maintain top-level state support and communication with the Chamber's economic development activity.
- Remain vigilant as to the providers' increasing costs for healthcare services; *i.e.*, uninsured debt, malpractice insurance rates, etc.
- Support the Cleveland Metropolitan Statistical Organization's (MPO) master road and the Rural Planning Organization's (RPO) road/street projects in Bradley County through proper funding by TDOT.
- Aggressively support full funding for public institutions of higher education in Tennessee that includes funding for Board of Regents schools throughout the state, particularly Cleveland State Community College and the Tennessee Technology Center in Athens.

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2007 Legislative Agenda released

- Increase efforts to “fast track” state highway construction in Bradley County. Dalton Pike and Georgetown Road expansion improvements are of special concern.
- Initiate efforts for the establishment and continued maintenance of high levels of ethical behavior.
- Provide necessary highway funds for construction of Corridor K.
- Oppose any legislation that weakens Right-to-Work provisions for businesses.

FEDERAL ISSUES

1. Support state and local efforts to construct a new and better airport in Bradley County.
2. Provide emphasis and support in the rebuilding of Exit 20 on I-75.
3. Fund construction of a new Chickamauga Lock to assure its continued contribution to the economic development of Southeast Tennessee.
4. Provide federal support for highway construction projects within Bradley County and the widening of I-75 from Chattanooga to Knoxville.

Other Related Federal Issues

- Adopt an effective comprehensive national energy policy.
- Establish the funding for a multiyear extension of the TEA-21 transportation bill.
- Support the emphasis to establish a globally recognized technology corridor from Bristol to Chattanooga.
- Support measures to reduce healthcare costs for business and the support for association health plans for small business.
- Remain vigilant as to the providers increasing costs for

healthcare services, *i.e.*, uninsured debt, malpractice insurance rates, etc.

- Oppose federal mandates placing financial burdens on state and/or local governments and businesses.
- Support efforts to develop a rapid rail system between Chattanooga and Atlanta and inter-city within Tennessee.
- Support international trade legislation to assist regional industries and businesses.
- Assure that Federal funds are sustained for Corridor K.

Submit nominations now for Mel Bedwell award

Small businesses, and the entrepreneurs behind them, play a significant role in boosting the economy of Cleveland/Bradley County.

The Chamber of Commerce annually acknowledges those key individuals during Small Business Month and through the presentation of the Mel Bedwell Small Business Person of the Year award. This year’s presentation will take place Monday, May 7, at the Small Business Month kickoff luncheon at the Museum Center at Five Points.

Members of the Business Development Committee will narrow the list of nominees to three finalists before submitting names to a panel of out-of-town Chamber professionals with small business expertise.

A small business is one that employs fewer than 200 full-time employees and is locally owned and operated within the Chamber’s service area. Each nominee must be a current member in good standing of the Cleveland/Bradley Chamber of Commerce and have been a member for at least one year prior to the nomination deadline.

For detailed nomination information, call the Chamber at 472-6587. The deadline for submitting completed nominations is April 11.

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Welcome our newest Chamber members

The Chamber Board of Directors and staff welcome the following new Chamber members as of Feb. 9, 2007:

Bradley County Sheriff's Office

Tim Gobble, Sheriff
2290 Blythe Ave SE
Cleveland TN 37311
423-728-7304
Government Agencies

Cherokee Rafting Inc.

*Judy Thomason, Owner/
Vice President*
869 Hwy 64
PO Box 111
Ocoee TN 37361
423-338-5124
Whitewater Rafting

Exclusive Quarters

Milan Patel, Manager
210 James Asbury Dr NW
Cleveland TN 37312
423-479-1333
Lodging

First Bank

Jim Pemberton, Regional President
4160 N Ocoee St Ste 5
Cleveland TN 37312
423-472-9720
Banks

General Shale Brick

Barry Sowell, District Sales Manager
1700 Spring Place Rd
Cleveland TN 37311
423-473-0085
Building Materials & Supplies

Gilbert, Marcia D., CPA

Marcia D. Gilbert, Owner
4160 N Ocoee St Ste 8
Cleveland TN 37312
423-614-4426
Accountants

Goin' Postal

C.R. Graham, Owner
111 Durkee Rd
Cleveland TN 37323
423-473-0217
Mailing Systems/Services

Ionian Construction Inc.

Jim Hawkins, General Manager
5318 Dalton Pk SE
Cleveland TN 37323
423-478-2296
*Contractors—Commercial/
Industrial/Residential*

OfficeMax

*Travis Close, Business
Development Executive*
3019 Wingfield Ct
Signal Mountain TN 37377
423-488-1882
Office Products & Machines

Rebecca J's Fudge Shoppe

Rebecca Lipke, Owner
270 Central Ave
Cleveland TN 37312
423-715-6582
Restaurants

Smoothie King

Tim Cooke, Owner
2520 Keith St Ste 4
Cleveland TN 37311
423-339-6726
Restaurants

Spring Creek Town Center

Tom Cate, President
3555 Keith St Ste 107
Cleveland TN 37312
423-476-2140
Real Estate Developers

Town and Country Carriages

Bo Lewis, Owner
302 Old Parksville Rd NE
Cleveland TN 37323
423-595-1305
Weddings/Services

Affiliate

Estela Liermann, Bender Realty

Last call . . .

For inclusion in the 2007-08 edition of *The Resource*, **DUES MUST BE PAID BY MARCH 18, 2007**. You still have time to purchase ad space too. Call Gina Akins, membership director, for ad rates. And **IF YOUR ENTRY IN THE LAST MEMBERSHIP DIRECTORY HAS CHANGED, PLEASE CALL** the Chamber at 472-6587 to update your information.

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member memo

... TONY KINDER, a licensed civil engineer with CLEVELAND SURVEYING COMPANY, has recently been selected to a national design committee, the Leadership in Energy and Environmental Design—Neighborhood Design (LEED-ND) Corresponding Committee. The committee's assignment is the development of a national set of standards for neighborhood design based on better location, design, and construction of new residential, commercial and mixed developments. The new design criteria is expected to help community leaders and developers to revitalize existing urban areas, reduce land consumption, reduce automobile dependence, promote pedestrian activity, improve air quality, decrease polluted stormwater runoff and build more livable communities for people of all income levels. Cleveland Surveying Company, located at 1523 South Lee Highway, has provided civil engineering and land surveying services for about 40 years. Congratulations, Tony!

... MASTERFOODS USA is the current recipient of the Business & Industry White Glove Award presented to a company exemplifying excellence in their commitment to preserving the environment. The award is given quarterly by the Business & Industry Committee of CLEVELAND/BRADLEY KEEP AMERICA BEAUTIFUL. Masterfoods USA, which purchased its Cleveland facility in 1977, has a long history of environmental stewardship in the community, including a wetlands facility that has now created an ecosystem supporting a diverse wildlife population from small crustaceans and amphibians to large fish and water birds. Masterfoods USA partners with the Tennessee Wildlife Agency and holds an annual fishing rodeo to allow fishing in the wetland's facility for special needs citizens in the area. The Cleveland facility also has an active program to recycle fluorescent lamps, batteries, paper, cardboard, plastic and aluminum. Masterfoods also has a program to recycle their manufacturing byproducts into animal feed with a local business partner.

Economic Indicators

December Unemployment Rate				
	2005	2006		
Bradley County	4.7%	4.1%		
Tennessee	5.4%	4.7%		
United States	4.9%	4.5%		
January Building Permits				
	2006	2007		
Residential				
Number Issued	62	60		
Permit Value	\$8,018,687	\$7,821,800		
YTD Number Issued	62	60		
YTD Permit Value	\$8,018,687	\$7,821,800		
Commercial	2006	2007		
Number Issued	7	2		
Permit Value	\$2,352,032	\$240,000		
YTD Number Issued	7	2		
YTD Permit Value	\$2,352,032	\$240,000		
Local Sales Tax Collected				
	Jan 2006	Jan 2006	Jan 2007	Jan 2007
Local Sales Tax	\$1,988,964	\$1,988,964	\$2,039,571	\$2,039,571
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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Jerry Bohannon, Publisher

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member memo

... WELCOME FRIENDS, owned by LINDA LUNDY, proudly announces a partnership with MCCARTER'S FLOWERS & GIFTS to welcome newcomers to Cleveland. After a welcome visit, complete with maps, gifts and information about local businesses and the community, WILMA MCCARTER, owner of the florist shop, then receives the newcomers' names. She then takes a bouquet of fresh flowers to the newcomer with another "Welcome to Cleveland" note. If you have a friend, neighbor or client who has moved from outside the Bradley County area, please call Welcome Friends at 618-7777.

... Attention! THE BREAD BASKET of Cleveland is having its Spring Cake Sale ONE DAY ONLY on Thursday, March 29. They are currently taking orders and will do so until March 23. They will also have extra cakes the day of the sale on a first-come, first-served basis. Call VALERIE MELTON, manager, at 473-6018 to place your order.

... SOUTHERN HERITAGE BANK has expanded its employee base to include several new employees. They include KRISTI BRANHAM, mortgage loan originator; TAYLOR GOBBLE, assistant vice president, mortgage lending; MADISON TREWHITT, financial consultant; and RICHARD BURNETTE, vice president, lending.

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

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