

inside THIS ISSUE

- Small businesses get off to a 'smart start'. 2
- Professional development seminars offered 3
- Regional ED impacts Bradley County 4
- Workforce coming to Bradley County 4
- Teachers in the Workplace impacts classrooms. 5
- Tennessee Scholars rewarded 6
- New members 6
- member memo 7
- Economic Indicators 7
- more member memo 8

**PROFESSIONAL
DEVELOPMENT SEMINARS
OFFERED MARCH 9!
SIGN UP TODAY!**



And the winner is . . .

Submit nominations for Mel Bedwell award

The hard work and perseverance of small business men and women contribute to the economic prosperity of Cleveland/Bradley County. The Chamber annually acknowledges those contributions during Small Business Month and through the presentation of the Mel Bedwell Small Business Person of the Year award. That presentation will take place Monday, May 1, at the Small Business Month kickoff luncheon.

A selection committee for the award will judge nominations in the following areas: staying power, growth in number of employees, increase in sales and/or unit volume, innovativeness of product or service offered, response to adversity, and evidence of contributions to aid community-oriented projects.

Members of the Business Development Committee will narrow the list of nominees to three finalists before submitting names to the judges. Award finalists must submit confidential financial information.

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 12.

More Ambassadors needed to serve local business community

Ambassador—"a diplomat of the highest rank . . . an informal representative; "an ambassador of good will" (wordnet.princeton.edu/perl/webwn).

We like to think of our Chamber Ambassadors as diplomats of the highest rank. In fact, in the early days of their existence, they were called Diplomats. We entrust them with contacting our newest members, assisting staff with membership retention and serving as good-will representatives at a variety of Chamber events.

With membership recruitment and retention vital to the Chamber's programming, we want to enlarge our Ambassador ranks. The 16 volunteers currently enlisted in our Ambassador program make new-member visits and follow-up visits; conduct surveys; and attend ribbon cuttings, groundbreakings and networking events. While they give generously of their time as Chamber volunteers, we know they also must be good stewards of their time as business owners and employees themselves.



Ambassador Brenda Hjellum Chase Wireless

continued on page 2

More Ambassadors needed

continued from page 2

Still, Ambassadors benefit from volunteering their time and energy.

"After completing Leadership Cleveland, I was asked if I would consider becoming a Chamber Ambassador," Brenda Hjellum, Chase Wireless, tells. "Through Leadership, I had met and become friends with many Cleveland businesspeople and wanted to continue those relationships. By being an Ambassador, I am continuing those friendships, making new business contacts and supporting the Chamber."

Brenda's tenure as an Ambassador now covers almost eight years.

One of the newest Ambassadors—Melinda McIntire, McIntire & Associates Insurance Inc.—also recognizes the benefits of serving in this capacity.



Ambassador Melinda McIntire
McIntire & Associates Insurance

"I love people, and being an Ambassador gives me the opportunity to meet a lot of new people," she says. "It is another way to serve the community."

The National Association of Chamber Ambassadors says, "To lead is to serve!" The many volunteers who represent community leaders and who make the work of the Chamber possible find this to be true.

Please call Gina Akins, membership director, at 472-6587 to find out how you too can become one of these "ambassadors of good will."



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*

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

Small businesses get off to a 'smart start'

The Chamber of Commerce and Cleveland State's Small Business Development Center (SBDC) launched their "Smart Start" program for start-up small business owners with a workshop on Monday, Jan. 31, at the Chamber offices.



Representatives from five fledgling businesses completed the first step of the program by attending the two-hour workshop during which SBDC Director Rick Platz presented the steps necessary to successfully start a small business.

SBDC Director Rick Platz (standing) presents steps to successfully start a small business to "Smart Start" participants.

"Our first session was a real success," Platz said following the session. "Excitement and enthusiasm were evident in each of the attendees. We had a lively discussion, and the questions they asked were excellent. This program will be a real help to anyone starting a new business."

Chamber-member professionals from the law, accounting and insurance fields were asked to volunteer as resources for the sessions. Pam Nelson, Ocoee Insurance, and John DeMoss, Decosimo CPA Firm, donated their time and expertise to the first session.

Another aspect of the program for the new businesses includes participation in roundtable discussion groups organized by the Chamber of Commerce. Bernadette Douglas, senior vice president, was on hand to explain the Chamber's involvement in the program and outline the benefits of Chamber membership to participants.

A second session of the program took place Feb. 28. Anyone interested in getting a "Smart Start" can call the SBDC at 478-6247.

EQ

Executive Quarters

Cleveland's Leader in Quality Executive Living
Since 1985

Anne C. Feehrer
Owner

P.O. Box 6105
Cleveland, TN 37320-6105

(423) 559-9437
ExecutiveQuartersTN.com

Price break for early registration

Professional development seminars offered on March 9

Eager to step up your professional development? Want to offer your employees a chance to gain fresh insight on how *they* can impact your workplace? Need to impact your organization's customer service as well as your profits? Want to build positive business relationships and close those sales?

The Small Business Committee is offering you an opportunity to do all these things and more. On Thursday, March 9, the committee is bringing two professional development seminars, "Building Positive Attitudes in the Workplace" and "Professional Sales Skills" to the Chamber's conference center.

"Building Positive Attitudes in the Workplace" will focus on employee attitudes that affect everything from customer service to employee turnover and profits. The truth is, we can control our attitude *and* have a positive impact on others in our organization. For some real tools on getting yourself or your organization moving in the right direction or a few ideas on keeping your workplace positive and fun, this 8:00-11:30 a.m. session is for you.

Specifically, you will learn to

- ◆ Control your own attitude under all situations
- ◆ Have a positive impact on others
- ◆ Have more fun at work and be more productive at the same time
- ◆ Recognize the temporary phases we all go through and what to do
- ◆ To give more praise and recognition to everyone in your life
- ◆ Use effective tools to maintain or achieve a positive attitude
- ◆ Develop a personal action plan to make needed changes.

The second session, "Professional Sales Skills," will offer tools, tips and tactics for becoming more successful in the profession of sales. It will answer these kinds of questions: *Do you manage your time well? Do you sometimes feel like you are just spinning your wheels and not getting anything done? How are you at*

building relationships with your prospects and do you realize how important it is to your success? Are you reaching your sales goals regularly? If not, is it because of a lack of prospecting or a system to prospect effectively? How are you at closing the sale versus just being a "professional visitor" too much of the time?

At the conclusion of this 1:00-4:30 p.m. session, you will leave with tools to help you

- ◆ Set and achieve your sales goals
- ◆ Be more effective in any sales situation with relationship selling
- ◆ Manage your time more effectively—work smarter, not longer
- ◆ Use the telephone much more effectively
- ◆ Identify potential prospects and generate new business with a better prospecting plan and tools
- ◆ Ask the right questions and uncover their needs
- ◆ Overcome objections and get a yes from your prospects
- ◆ Close techniques that really work.

"These are very participation-oriented learning experiences, not just theory," Hazel Key, chairman of the Small Business Committee, says. "You can start using these ideas immediately."

Key also noted that seating for the sessions is limited so early registration is recommended. The cost before Feb. 23 is \$69 per person per session or \$60 if four or more from same company register. Non-members pay \$79 per person per session.

After Feb. 23 the cost is 79 per person per session or \$70 if four or more from same company register. Non-members will pay \$89 per person per session.

Register by calling 472-6587, or visit the Chamber's website at www.clevelandchamber.com and click on the "One Community, One Calendar" logo.

Paul A. Hickman
Investment Representative

Edward Jones
MAKING SENSE OF INVESTING

109 Keith Street Northwest
Keith Street Plaza
Cleveland, TN 37311
Bus. 423-472-6814 Cell 423-505-7177
Fax 866-444-2386
www.edwardjones.com



FSG Bank

Village Green
301 Keith St. SW
Cleveland, TN 37311

8:30 am-4:00 pm, M-Th
8:30 am-6:00pm, F
tel: 423.559.1282
fax: 423.559.1404

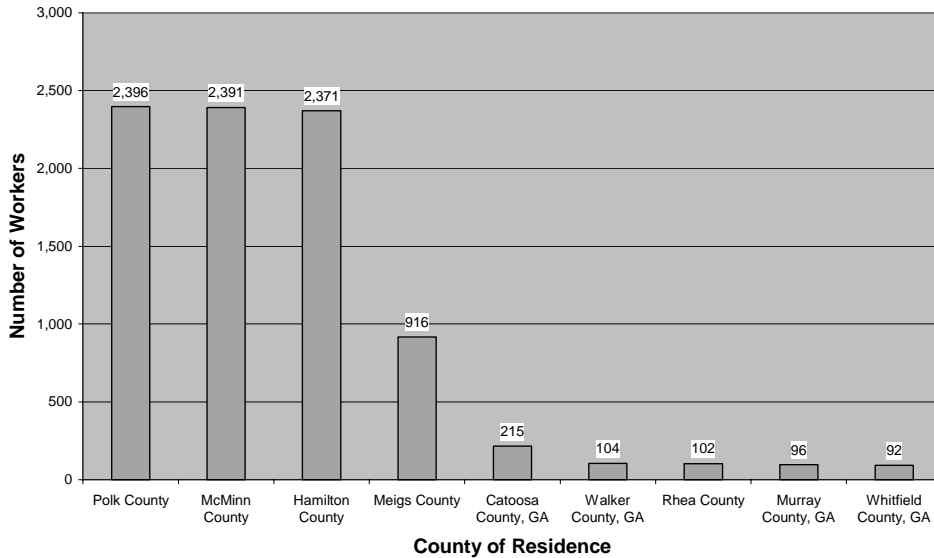
Workforce, economic development are often regional activities

During a recent seminar conducted by the Southeast Development District on regional workforce development, statistics (gathered from census information) showed that approximately 9,000 individuals from surrounding counties enter Bradley County daily to work at local businesses. A similar number of local residents leave Bradley County for their employment. The charts accompanying this article outline the details of this “migratory behavior” of workers.

who live in Bradley County; we already know about the quality of life locally. These numbers, however, do bring about interesting speculation on the future impact of economic development efforts presently going on in Hamilton County relative to the Enterprise South Industrial Park, which is just south of the Bradley/Hamilton County line. We believe development of that industrial park will have a tremendous impact on our county. The approximate 10 miles from Exit 20 to the new Enterprise South interchange is almost insignificant in today’s travel time. The additional stress on streets and roads as well as utilities in the south part of Bradley County will dramatically impact us.

Truly, workforce development and economic development activities have regional implications.—*Jerry Bohannon, President & CEO*

Workforce Entering Bradley County



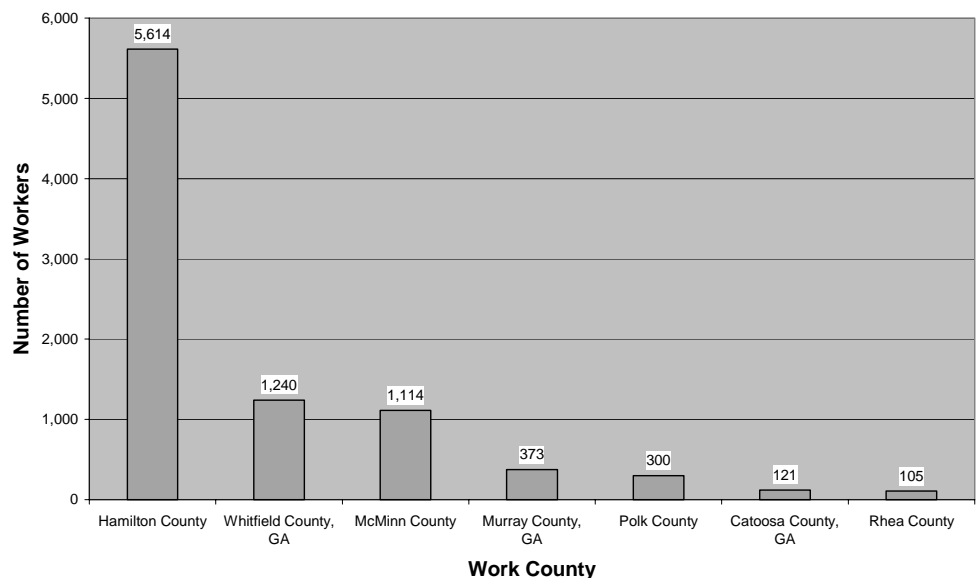
At the regional meeting, attended by Chamber staffers Jerry Bohannon and Randy Morris, representatives from Southeast Tennessee, North Georgia, northeast Alabama and southwest North Carolina discussed not only the size and quality of the workforce in this region but how economic development will affect other community resources as well. The Development District has stepped up as the coordinator of this collaboration of regional economic developers since they work with representatives from the entire four-state area. They can facilitate the effort to address issues in a unified manner.

Everyone at the seminar agreed: This issue needs immediate and coordinated efforts. In fact, the Development District is already forming subcommittees to take the next steps.

You will note in the top chart, Bradley County is home for many Hamilton County workers. This statement may not come as surprising news to many of us

Not surprising, Bradley County is home for many Hamilton County workers.

Workforce Leaving Bradley County



Workforce development initiative

Chamber places Bradley County teachers in 'industry classrooms'

Despite a forecast of wintry precipitation, 26 teachers from Bradley County schools volunteered to participate in "Teachers in the Workplace" Monday, Feb. 6, during a time set aside for in-service training.

This "teacher shadowing" is a program of the Chamber of Commerce that allows local educators to visit business/industry sites to learn about the business environment in Cleveland and Bradley County.

"The objective of this program is to acquaint or reacquaint local educators with the working world outside of the school system and help them discover the skills students need to succeed in today's business world," said Randy Morris, the Chamber's director of existing industry and workforce development. "This activity gives teachers a better understanding of how to apply classroom learning to the world of work."

Participating businesses included Bowater Newsprint, Cormetech Environmental Technologies and Duracell Global Business Management Group. While in the manufacturing environment, teachers received an overview of company operations, the variety of jobs found within the host company, necessary skills, education and training for these jobs, and the work ethic vital to success. Based on comments from their evaluation forms, teachers *did* take from the experience information that will help them in the classroom.

In fact, Oak Grove teachers actually experienced at Duracell some of what they teach in fourth grade. "The components of batteries are a part of the science standards for fourth grade," one said. "[This experience] helps connect what we do in the classroom to the 'real world'."

The other fourth-grade teacher added, "I will teach my kids about filling out applications and following directions. If you don't follow directions *exactly*, they won't even look at the application. . . . This was an excellent opportunity."

Walker Valley High School teachers were enthusiastic about their Bowater experience. They summarized the opportunity as "a great learning experience" that can be incorporated into the classroom and will stress "the importance of having a good attitude in all you do."

Another Oak Grove teacher visited Cormetech. "We are working

with graphs in our math unit. I'll be able to share with my students how data is gathered and made into graphs at this company."



Twenty-six teachers from the Bradley County School System participated in the "Teachers in the Workplace" program. The program is one of many efforts of the Cleveland/Bradley Chamber of Commerce to enhance workforce development in Cleveland and Bradley County.

Morris, a former classroom teacher, continued, "Workforce development is one of the Chamber's primary objectives. Changes in business and industry demand that training for the workplace begins when a student starts to school. Many teachers graduated from college and stepped right into another classroom. We appreciate the commitment of our local educators to step out of their academic setting and into an industrial setting to find out what students really need to know to succeed in the workplace."

Teachers participating and their respective schools included Jeannette Hill, Blue Springs

Elementary School; Andrew McMahan, Danny Casteel, Angela Lawson and Paul Shull, Bradley Central High School; Cynthia Humes, Hopewell Elementary School; Karen Rymer and Nancy White, Lake Forest Middle School; and Lainey Johnston and Tricia Gilliam, North Lee Elementary School.

Also participating were Allison Chancey, Suzanne Curtis, Jeannie White and Missy Bandy, Oak Grove Elementary School; Johnny Cartwright, Joe Spencer and Jason Robinson, Ocoee Middle School; Rocky Chavis and Rhonda White, Prospect Elementary School; Andrea Burlingham, April Koger and Becky Scurlock, Taylor Elementary School.

Others participating included Terry McElhaney, Scott Swain, Mary Elizabeth Taylor and Steve McAmis, Walker Valley High School.

DECOSIMO CPA FIRM

www.decosimo.com
756-7100

Jerry Adams, CPA
Nick Decosimo, CPA

Tennessee Scholars 'rewarded' for efforts

"Tennessee Scholars is a rewards-and-recognition program that prepares students to succeed and at the same time give us a means to respond to our business community's need for a qualified workforce," says Coordinator Sherry Crye. "Several Chamber members have donated terrific prizes to reward the efforts of our scholars, providing everything from \$100 savings bonds and gift cards to area restaurants to tickets for bowling and movies and the Aquarium.

Special thanks to the following Chamber members for stepping up to provide incentives for students who stay on track and graduate on time as Tennessee Scholars:

Bank of Cleveland
Bradley Square Mall
Bruster's Real Ice Cream
Chick-Fil-A
Cleveland State Community College
DQ Grill & Chill
First Citizens Bank
Galaxy Bowling
Hardee's/J&S Restaurants Inc.
K Jane's Designs Inc.
Lee University
Maytag Cleveland Cooking Products
Museum Center at Five Points
Outback Steakhouse
Panera Bread
Papa John's
Premiere Theatres
Shoney's
Southern Heritage Bank
Wal-Mart on Treasury Drive
Wildwater Steakhouse



Welcome our new members

The Chamber Board of Directors and staff welcome the following new Chamber members as of Feb. 8, 2006:

Cooper's Hometown Sports

Knox McCoy, Vice President
201 Keith St SW Ste 19
Cleveland TN 37311
423-472-2831
Sporting Goods/Trophies

International Worship Center

Yvonne Villarreal, Youth Pastor
548 Central Ave
PO Box 2757
Cleveland TN 37320-2757
423-478-7369
Churches & Ministries

ITC Deltacom

Harry Black, Branch Manager
1200 Premier Dr Ste 220
Chattanooga TN 37421
423-826-2550
Telecommunications

Men's Den

Harvey Harkins, Owner
201 Keith St SW
Cleveland TN 37311
423-479-8444
Clothing

WinXnet Inc.

Kathryn Potts, Southeast Operations Manager
PO Box 24434
Chattanooga TN 37422
423-648-4522
Computers/Hardware, Software, Instruction, Repairs

Affiliate

Lee Tate, Prudential Botts & Associates

Your ticket home.

The Business Express. Special packages to comfort and security for the distinguished business traveler. Because at Douglas Inn & Suites, we know there's no place like home when you're on the road.

I-75/Exit 24/Next to Cracker Barrel
2600 Westside Drive/Cleveland, TN

877-559-5579



The New Place
To Stay.

MOUNTAIN VIEW



A Watson Family Dealership

Contact **Chad Akins**
For All Your New and
Pre-owned Vehicle Needs

Office: 423-756-1331
Mobile: 423-400-7092
Email: CAkins22@aol.com

member memo

... CLEVELAND PEDIATRICS, which has served the children of this community for three decades, has expanded. Not only does it continue to offer care to our younger citizens in its original offices at 435 25th Street (next to Bender Realty), it now occupies a completely remodeled building next door once occupied by Church of God Accounting Offices. The two sites now offer double the parking space and exam rooms and an opportunity to schedule visits in either the "acutely ill" or the "well" building. DR. FELICITO FERNANDO says, "This allows complete separation of the contagious from the non-contagious and addresses long-standing concerns regarding the exposure of otherwise well children to those with acute illness. Congratulations to those who serve children from birth to the early teen years!

... NEW HOPE PREGNANCY CARE CENTER is celebrating its 20th anniversary this year. According to Executive Director YAUNNA HIGGINS, a large part of the celebration will take place during its Masterpiece's IX Banquet on May 2 at Peerless



Road Church. The program format for this year's banquet will include success stories from former clients. For more information about the banquet, log on to the Chamber's website at www.clevelandchamber.com and click on the "One

Community, One Calendar" icon. You may also contact New Hope at 479-5825.

... Remember YOU can add your events, meetings, fundraisers, concerts, ballgames, training seminars and other events to the Chamber's "One Community, One Calendar" just like New Hope (above) did. Log onto the website at www.clevelandchamber.com, click on the icon in the righthand corner, scroll to the bottom and submit your event.

Economic Indicators

December Unemployment Rate				
	2004	2005		
Bradley County	4.3%	4.7%		
Tennessee	5.2%	5.4%		
United States	5.4%	4.9%		
December Building Permits				
	2005		2006	
Residential	2005		2006	
Number Issued	54		62	
Permit Value	\$7,008,200		\$8,018,687	
YTD Number Issued	54		62	
YTD Permit Value	\$7,008,200		\$8,018,687	
Commercial	2005		2006	
Number Issued	7		7	
Permit Value	\$1,159,067		\$2,352,032	
YTD Number Issued	7		7	
YTD Permit Value	\$1,159,067		\$2,352,032	
Local Sales Tax Collected				
	Jan 2005	Jan-Jan 2005	Jan 2006	Jan-Jan 2006
Local Sales Tax	\$1,954,722	\$1,954,722	\$1,988,964	\$1,988,964
Retail Sales				
	Sept 2004*	Jan-Sept 2004*	Sept 2005*	Jan-Sept 2005*
Bradley County	\$86,959,645	\$783,133,982	\$88,948,577	\$798,616,538
Tennessee	\$6,201,842,049	\$54,496,620,618	\$6,715,297,843	\$58,623,416,9423

*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.

K. Jane's Designs, Inc.

Corporate Embroidered Apparel

5216 N. Lee Highway
Cleveland, TN 37312
Phone: 423-479-8880
Fax: 423-559-4129
TSsaleskjs@msn.com

Corporate Apparel, Local and National Club Events, Golf Tournaments

Communications
C&E
Electronics, Inc.

Cleveland
2334 Keith Street NW
Cleveland, TN 37311
(423) 479-1469
(423) 472-2567 (F)
(423) 728-0008



Randy Hamilton
MANAGER

Home Office
3411 Amnicola Highway
Chattanooga, TN 37406
(423) 698-3306
Email: rhamilton@commelectronics.com

more member memo

. . . Congratulations are in order for TROPHIES UNLIMITED! Trophies Unlimited is celebrating its 25th anniversary of providing awards for the community. Owner BOB ZVOLERIN recounts humble beginnings in a home garage in 1981 and the move to their current location at 665 Mimosa Drive in 1986. Manager CHRISTIE ODOM says their awards and engraving business is looking to the future with the addition of innovative equipment and an expansion of their already large line of awards and gifts. Call them at 476-1477 for "awards for all occasions."

. . . IMPRESSIONS OF CLEVELAND, formerly Impressions Catering, is celebrating five years of business. Impressions has relocated to 840 Stuart Road and will reopen the café in the spring. According to owner GREG HICKS, "In addition to the café, we will offer prepared meals, on-the-go catering items, desserts and much more." Congratulations on this milestone, Greg and staff!

. . . New member WINXNET recently attained Gold Certified status in the Microsoft Partner Program. This certification recognizes WinXnet's proven expertise and impact in the technology marketplace. CHRISTOPHER CLAUDIO, a Cleveland High School graduate, founded the company in 1999 with partner Michael Williams and travels between three branches in Maine, Washington, D.C., and Chattanooga. His sister, Kathi Potts, lives in Cleveland and is the operations manager of the Chattanooga office. WinXnet, an IT services company, provides solutions management and application development services with an expertise in wireless technology and data security.

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

USPS 695190



Nancy A. Neal, Editor
Jerry Bohannon, Publisher

Copyright © 2006 by Cleveland/Bradley Chamber of Commerce. All rights reserved. No part of this publication may be reproduced without publisher's written permission.

225 Keith is published monthly by the Cleveland/Bradley Chamber of Commerce, with offices at 225 Keith Street SW, Cleveland, Tennessee. 423-472-6587. FAX: 423-472-2019.

Subscriptions: Free with membership. \$25 for non-members. Periodical postage paid at Cleveland, Tennessee. POSTMASTER: Send address changes to 225 Keith SW, PO Box 2275, Cleveland TN 37320-2275.

