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"Quality is never an accident; it is always the result of intelligent effort."

—John Ruskin



Policies, positions, projects: 'Patience is a virtue'

Or . . . "If at first you don't succeed, try, try, try again."

While doing some research for an upcoming meeting of the Chamber's Public Affairs Committee, I decided to look at our history with respect to policies, positions and projects that the Chamber has taken on over the years. It's amazing, encouraging and, at times, disappointing to see what turned up. Here's just a sampling:

- In 1965 the Chamber supported the widening of Inman Street under the railroad underpass. We're still trying to figure out how to raise the bridge to keep 18 wheelers from getting stuck under it.

- In 1969 the Chamber recommended that the city and county purchase 10 acres of land next to what is now Bradley Central High School for a Civic Center. In 1974 the Chamber called for "an all-out effort to secure a civic auditorium." That one seems to surface every few years and is still on the list of needed public facilities.



A now-familiar activity—moving dirt. This happens to be at the long-awaited general aviation site.

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BuyIt*® Bradley cards support buying local

Launched five months ago, the Chamber's BuyIt*® Bradley community shopping/gift card program has seen community support as Chamber members and members of the community have discovered the "perfect" gift for their gift-giving needs.

Not just a shop-local campaign, BuyIt* Bradley is a program that actually drives dollars to local businesses. How does it work? A custom-branded, stored-value card created by the Chamber for our community can be used just like a gift card at participating Chamber-member merchant locations in Bradley County.

While individual card purchases by the community are important, the success of this program depends on the support of our local employers. This community card program is an ideal way for your business to be part of the solution. By purchasing cards as part of your corporate gift, bonus or reward program, you not only can give a great gift but you tangibly benefit our local economy. Client gifts, employee rewards, bonuses and incentives may already be a part of your established annual budget. Now you can meet your needs with a gift that is local, easy to give, provides choices for the recipient *and* makes a difference in our community. Better yet, we can measure the results through our electronic tracking system.

The program's website, www.buyitbradley.com, shows participating merchants with directions

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Policies, positions, projects: 'Patience is a virtue'

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- In 1972 we supported development of what is now Red Clay State Historic Park.
- In 1978 we asked for TDOT feasibility studies of I-75 interchanges at Prospect and Valley Head Roads. The studies led to the development of Exit 27 at Paul Huff Road.
- There were calls for studies of our local government structure and services in '72, '73, '77, '82, '93 and again in 2003. Many improvements have come about as a result of those efforts.
- We've been trying to get an improved or new general aviation airport since 1978. The new airport is now under construction and slated for completion in 2012.
- In 1998 the Chamber supported better access to APD 40 between Exit 20 and Lee Highway. The new interchange is scheduled for completion in 2012-13.
- In 2004 the Bradley/Cleveland Industrial Development Board was formed. Since then our community has seen more than \$2 billion in new capital investment by several existing and new industries, resulting in the retention of over 2,500 existing jobs and the creation of over 1,000 new jobs.

Many other success stories date back even further. Many great projects have come to fruition, and many others are still in the works. We have much to be thankful for and much to look forward to. Patience is a virtue, and persistence pays off.

—Gary Farlow, Chamber President



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 Mantooh, *Receptionist/Administrative Assistant, CVB*
 Lisa Tinsley, *Receptionist/Administrative Assistant*

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 Fax: 423-472-2019
 Email: info@clevelandchamber.com
 Website: www.clevelandchamber.com

BuyIt*® Bradley cards support buying local

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and store details, allows participants to register their cards, and provides an online solution for purchasing and reloading cards.



Here is a current list of those participating merchants at presstime. We appreciate their

participation and dedication:

- Abundant Living Organic Foods
- Bald Headed Bistro
- Café Roma
- Cherokee Pharmacy*
- Cleveland Therapeutic Massage Clinic
- Cooke's Food Store
- Cupcake Divas
- Daylight Donuts
- Don Ledford Automotive*
- Habitat ReStore
- Lupi's Pizza Pies
- Little Caesars Pizza at Keith Street
- Little Caesars Pizza at McGrady Drive
- Museum Center at Five Points*
- Orange Blossom Boutique
- Perry's Petals
- Relics Antiques & Vintage Decor*
- Southern Smokehouse BBQ
- The Accent Mark
- The Baby Place
- The Hideaway Diner*
- The Red Ribbon*
- The Spot
- Town Squire

* *Purchasing locations*

Enjoy the products and services of your fellow member businesses. Acknowledge the efforts of your employees. Support the local economy. Purchase BuyIt* Bradley cards today.

Weatherford awarded TCCE scholarship

The Tennessee Chamber of Commerce Executives Board of Directors selected Aaron Weatherford to receive a scholarship to attend the TCCE Institute on March 6-8.

The purpose of TCCE is to enhance the professional growth and development of Chamber executives and staff.



Aaron Weatherford

"I am very excited and honored to receive this scholarship," Weatherford said. TCCE had more applicants than available scholarships because of the economic uncertainty most Chambers face. "I am also very proud to be the first recipient of the TCCE scholarship from our Chamber!"

Weatherford, membership director for the Chamber, will complete the second year of the program and graduate from Institute this year.

Submit your nominations for Mel Bedwell award

Of the 3,659 businesses in Bradley County, about 80 percent employ fewer than 10 workers. Doubtless, 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 annually 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 9, at this year's Small Business Month kickoff luncheon.

Nominations will be judged 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.

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 15.

Showcase YOUR business at small business celebration

A great opportunity exists for you to showcase your business products and services at the 2011 Mel Bedwell Small



Brenda Sheehy, Small Business Development Center, and exhibitor Nancy Casson, The Red Ribbon

Businessperson of the Year Award Luncheon. This year's event will be held on Monday, May 9, at the Museum Center at Five Points from 11:30 a.m. to 1:30 p.m.

Over 100 businesspeople attend this event each year, and it provides another chance for you to expose your business to a

new market. The \$50 cost for a tabletop exhibit includes one ticket to the luncheon and a six-foot table to display your products and services. Additional luncheon tickets are available.

If you would like to exhibit at the luncheon, call Bernadette Douglas at the Chamber office or email her at bdouglas@clevelandchamber.com. The number of first-come, first-served exhibitors is limited to 22 due to available space.

Staff welcomes Lisa Tinsley

Meet the newest member of the Chamber of Commerce staff.

Lisa Tinsley has joined us Monday-Friday from 1 to 5 p.m. as receptionist/administrative assistant. She brings a diverse background as a secretary and office manager to the position, having worked most recently with the Southeast Tennessee Community Corrections Program and for attorneys Denny Mobbs and Harvey Templeton.

"I'm loving it—I really am," Tinsley said about her new position. "I enjoy working with the staff and helping people who come in. I'm really interested in what they [visitors] tell me and where they're from."



Lisa Tinsley

A lifetime resident of Bradley County, Lisa is a good fit for greeting people who enter the "front door of the community."

She attended Bradley Central High School and Cleveland State Community College. She lives on the river and enjoys kayaking, boating and fishing. If she isn't on the water, she also likes to read a good book. She describes herself as the "happiest girl in the world" when she talks about Dwight, her husband of 25 years.

She also confessed something after her first weeks in the office.

"I didn't realize how much the Chamber of Commerce contributes to the community," she declared. "It's immense!"

✓ Your Calendar!

- ✓ March 8—Coffee hosted by Bayne's Busines Machines and First Baptist Church at First Baptist Church
- ✓ March 15—Salute to Education, Chamber
- ✓ March 22—Become the Benchmark for Your Industry, Chamber

MORE

News
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BRADLEY

Isn't it time you had more?

Call 423-757-6262 to subscribe



Chamber's website stats show online reach

You've asked; we're answering.

In response to requests for online advertising, the Chamber of Commerce is preparing to launch the opportunities to purchase banner ads on the Chamber website, www.clevelandchamber.com. Horizontal banner ads will allow advertisers to embed their ad into a specific web page and attract traffic by linking to the website of the advertiser.

"This is our next step to allow member businesses to maximize their advertising budgets," Nancy Neal, vice president of communications, said. "The economic development announcements over the past two years have placed our community on the radar for business growth and expansion, new industry and relocation. The result is that businesses and individuals visit our website, seeking information. What better place to advertise than on our website?"

Neal noted that print advertisers in the Relocation Guide and 225 Keith (newsletter) are already visible on the website. The 2011 edition of The Resource, membership directory and buyers guide, will be uploaded as a flip book in June, giving all those advertisers additional "bang for their buck."

Why advertise on the Chamber's website?

Website statistics from Feb. 1, 2010, through Jan. 31, 2011, show the long reach of www.clevelandchamber.com. Visitors to the site came from countries as close as Canada and as far away as Australia. Other notable countries with visits to the site were The Netherlands, Germany, Norway, Italy, Japan, Switzerland and even Belarus.

During this same period, the Chamber site averaged more than 400 sessions per day and an average of over 1,280 page views per day (see chart at top of next column).

How do visitors find our site on the World Wide Web? The most frequently used search terms are "Cleveland" and "Tennessee." Adding "Chamber of Commerce" in the search is the second most popular with the higher ratings a combination of those search terms plus the addition of "Bradley" or "city." Adding "Wacker" to the above also rated in the top 50.

Total Sessions	157,945
Total Page Views	467,208
Total Hits	2,931,566
Average Sessions Per Day	432.73
Average Page Views Per Day	1,280
Average Hits Per Day	8,031

Feb. 1, 2010-Jan. 31, 2011

Google reigns among the search engines used to find us with 6.88 percent. Other top referral sites are Bing, the City of Cleveland site, Yahoo, AOL, Wacker's site and the Whirlpool career site rounding out the Top 10. The vast majority, however, leap directly to our site with 80.6 percent of visitors.

TOP REFERRAL SITES	%
No Referral	80.6
Google	6.8
Bing	2.6
City of Cleveland	.6
Yahoo	.5
AOL	.3
Wacker.com	.23
Cleveland Daily Banner	.21
Whirlpoolcareers.com	.21

Just what are visitors taking away from our site on a daily basis? The hands-down winner in "Top Downloads" is a copy of our Industrial Directory, which lists all the manufacturers in Bradley County. Following is a copy of "The Book," which is the summary of demographic information about our community. Our club list is also popular, followed by individual copies of the Chamber's monthly newsletter, which are downloadable. Newsletter downloads for each month average more than 200.

"In mid to late March we will contact Chamber members about the opportunity for placing banner ads on our website," Neal explained. "We are currently working on details for page placement of those ads, ad specifications, costs and package prices for our online advertising. This is a wonderful time to review your advertising dollars and get in on the ground floor of this opportunity to target web savvy customers and interest them in your product or service."

Stay tuned for the details.

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eNewsletters
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Web Content
SEO Webcopy
Press Releases
And More . . .

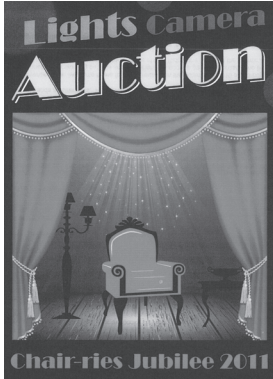
Dan Lutts
www.WriterForAllSeasons.com
dan@writerforallseasons.com
423-614-8905

Grow Your Business and Increase Your Bottom Line Inexpensively

'Lights, Camera, Auction'

On Friday, April 15, the curtain will rise on this year's Chair-ries Jubilee fundraising show.

Local artists are busy reinventing pieces of furniture that represent a movie, a Broadway show, a TV show or other topics that this year's Chair-ries Jubilee theme brings to mind. From chests, chairs, tables and wardrobes to Adirondacks, porch swings, headboards and desks, dozens of pieces will be on display for bidders to take home. Check the Chair-ries Jubilee Facebook page in coming weeks to start your selection process.



The Allied Arts Council of the Chamber of Commerce has raised more than \$240,000 for arts activities in our community since the inception of this arts auction. Last year's auction, "Remember When in 2010," raised over \$23,000. These monies provide funding for teachers to receive \$500 grants for viable art programs that they wish to bring to their classrooms, as well as for visiting artists to appear in area schools.

The event will begin at 6 p.m. at the Museum Center at 5ive Points with a silent auction and social featuring area caterers. The live auction begins at 8 p.m. Tickets are \$20 in advance and \$25 at the door.

Please join us as the **lights** come on, the **cameras** start rolling, and the **auction** begins to promote arts in our schools and our community. The success of this event depends not just on our artists but those who will invest in our students.

YPAC wants YOU!

Hey, young professionals! Want to be part of something more than just a 9-to-5 job? Exciting things are taking place in Cleveland/Bradley County, and Young Professionals of Cleveland (YPAC) is one of those things!

We're a group of 21-40-year-olds with our sights set on being the future leaders of the community. We're beginning that leadership NOW, so we invite you to attend our monthly lunches every third Wednesday of the month at the Chamber of Commerce. The cost is only \$10.

We are currently planning local speakers, sponsors, as well as community involvement activities, for 2011. If you are interested in becoming part of YPAC or assisting in a leadership position, please email Aaron Weatherford at aweatherford@clevelandchamber.com or call him at 423-472-6587.

Attention, managers: Become your industry's benchmark

Some companies are surviving and, in some cases, thriving during tough economic times. It's all about getting the right results: greater profitability, increased sales and outstanding customer satisfaction. But where do you begin?

In a half-day interactive workshop designed for industry decision makers and presented by Pinnacle Partners, you will

- Discover the tools and techniques that successful companies are using.
- Learn how to apply these tools and techniques to actual situations in your company, allowing you to immediately improve both personal, team and overall business performance.
- Receive a list of world-class measures to evaluate where your company currently stands.
- Develop an initial plan of action for becoming the best company in your industry.



Sheila Poling
Pinnacle Partners

Register now for "Become the Benchmark in Your Industry" and become one of the first companies to receive a **FREE** one-day "quick start" session! Pinnacle Partners' strategic improvement specialists will come to your organization to identify specific improvement opportunities that can give you "quick" and tangible business results within 30-60 days!

The half-day workshop is targeted to CEOs, CFOs, COOs, senior level managers, plant managers, and current or future leaders in your organization. "If you are a decision maker or leader in your company, this session is designed for you," Sheila Poling said.

Poling is a managing partner and owner of Pinnacle Partners Inc., a training/consulting firm that specializes in Lean Six Sigma. She is also a Fellow of the American Society for Quality.

It will take place Tuesday, March 22, 8 a.m.-noon, at the Chamber of Commerce. Cost for the session is \$20 and includes breakfast and snacks. Email Lisa Pickel, director of existing industry programs, at lpickel@clevelandchamber.com to register.

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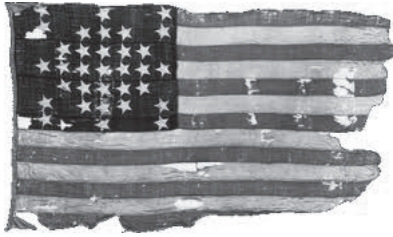
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PO Box 6105
Cleveland, TN 37320-6105

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www.ExecutiveQuartersTN.com

Civil War 'flag raising' set



Photograph of the original Fort Sumter flag now on display at Fort Sumter

As the 150th Anniversary of the Civil War approaches, the Convention & Visitors Bureau (CVB) is working with local historians who have identified more than a dozen significant events that happened in Bradley County during the Civil War and months beyond.

The slate of commemoration events kicks off April 25 at noon with speakers, a reenactment and the raising of a 33-star handmade flag onto a liberty pole on the courthouse square in downtown Cleveland.

History tells us that just days after the first shots of the Civil War were fired at Fort Sumter, local Union supporters raised a tall hickory pole on the courthouse square and hoisted an American flag, which at the time displayed 33 stars. About a month later, Confederate soldiers passed through on the train and fired at the flag, which stood as the tallest object in town, easily viewed from the railroad.

"Recognizing these bookmarks in history is our community's opportunity to be a part of the sesquicentennial commemoration as events are being planned all across Tennessee and many other affected states," said Melissa Woody, CVB vice president. "Civil War history is huge draw for heritage tourists, as well as residents interested in their community's place in history."

For a full slate and description of the activities planned in Cleveland and Charleston, visit the "History" section of our website at www.visitclevelandtn.com.

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 Feb. 9, 2011:

American Cancer Society

Angela Mathis, Community Representative

6221 Shallowford Rd Ste 102
Chattanooga TN 37421-1972
423-855-2778
www.cancer.org
Associations

Beltone Hearing Aid Center

Lauren Gillespie, Director of Marketing

1520 Clingan Ridge Dr NW
Cleveland TN 37312
423-479-5808
www.beltone.com
Hearing Aids

Billingsley Architecture

Steven Billingsley, Owner/Architect

633 Chestnut St Ste 800
Chattanooga TN 37402
423-752-6630
Architects

Bradley Initiative for Church and Community (BICC)

Brenda Hughes, Executive Director

2810 Westside Dr NW Ste E
PO Box 5404
Cleveland TN 37320-5404
423-559-1112
www.bicc-inc.org
Community Services

Choo Choo Merchant Services

W.D. "Bo" Hentz, Chief Problem Solver

711 Signal Mountain Rd Ste 150
Chattanooga TN 37405
423-653-7942
www.choochoomerchantservices.com
Credit Card Merchant Services

DAKO Group, The

Valerie Long, Branch Manager

6441 Bonny Oaks Dr Ste A
Chattanooga TN 37416
423-243-3005
www.dakogroup.com
Employment Agencies & Services

Mark your calendars!

NEW MEMBER ORIENTATION

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

First Health

(Your Community Care Clinic)

Kim Dees, Physician Assistant
227 Ocoee Crossing (next to BiLo)
Cleveland TN 37312
423-472-4677
Physicians

Kwick-Way Relocation Company

Ron Potter, Consultant

1104 Peerless Dr NW
Cleveland TN 37312
423-472-6733
www.kwick-way.com
Moving/Relocation

Papa Murphy's of Cleveland

Chip Baldwin, Owner

120 Stuart Rd
Cleveland TN 37312
423-428-5258
www.papamurphys.com
Restaurants

Trousdale School, The

Shannon Clark, Executive Director

3171 Hewitt St SE
Cleveland TN 37323
423-479-7130
www.trousdaleschool.org
Colleges & Schools

Toyota and Scion of Cleveland

Eddie Triplett, General Manager

3560 Village North Blvd SW
McDonald TN 37353
423-339-1138
www.toyotaofcleveland.com
Auto Dealers

CSCC receives \$5,000 TVA GPS equipment grant



CSCC Civil Drafting and Construction Surveying students are using Magellan's Profession Series GPS unit, Topcon GPS unit, and the Topcon Total Station, all equipment purchased with the grant money from TVA.

The Cleveland State Community College Drafting and Design Program recently received a \$5,000 grant from the Tennessee Valley Authority (TVA) to help purchase Surveying/ Global Positioning System (GPS) equipment for use in the Drafting & Design and Construction curriculums.

The Drafting and Design Program incorporated Civil Technology five years ago. This grant marks the third time TVA has awarded it to the program. The program has purchased several pieces of surveying equipment with these funds, with more to come. According to

Chuck Barkley, Cleveland State associate professor, the equipment is quite expensive, and without TVA aiding the program's general funds, the purchasing of the equipment would be much slower.

"Cleveland State Community College does an excellent job preparing their students for an ever-increasing competitive job market," said Odell Frye, general manager for TVA's southeast customer service district. "TVA is proud to invest in the future success of students at Cleveland State Community College."

The equipment is being used in the Surveying and Mapping, Global Positioning Systems (GPS), Route Surveying, Geographical Information Systems (GIS), CAD Mapping and the Computer-Aided Design (CAD) Projects courses. These courses, for the past five years, have been inside the Civil Emphasis of the Drafting and Design Concentration, and also the Civil Technology Certificate.

For more information about Cleveland State, visit the website at www.clevelandstateecc.edu. For more information about this program, contact Barkley at 423-473-2316.

Economic Indicators

December Unemployment Rate				
	2009	2010		
Bradley County	9.4%	8.5%		
Tennessee	10.9%	9.4%		
United States	10.0%	9.4%		
January Building Permits				
	2010		2011	
Residential	22		25	
Permit Value	\$1,767,800		\$1,556,999	
YTD Number Issued	22		25	
YTD Permit Value	\$1,767,800		\$1,556,999	
	2010		2011	
Commercial	9		8	
Permit Value	\$9,705,743		\$453,000	
YTD Number Issued	9		8	
YTD Permit Value	\$9,705,743		\$453,000	
Local Sales Tax Collected				
	Jan 2010	Jan 2010	Jan 2011	Jan 2011
Local Sales Tax	\$2,368,718	\$2,368,718	\$2,392,312	\$2,392,312
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.

Your Ad Here!

For a modest investment of \$50 a month or \$250 for six months, you can promote your business or service in the Chamber's newsletter. All black-and-white ads are 3½ x 2 inches, horizontal. You only need to provide a jpeg or PDF file.

Member-to-member advertising nets you more than 1,000 readers, plus online readership and downloads at www.clevelandchamber.com. Call Aaron at 423-472-6587 TODAY to reserve your ad space.

USPS 695190



Nancy A. Neal, Editor
Gary Farlow, Publisher

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member memo

The 2011 "Empowering Women" fundraiser to benefit the BOYS AND GIRLS CLUBS OF CLEVELAND will take place Thursday, April 22, at the Cleveland Country Club at 7 p.m. Highlighting this year's event will be actress Jennifer O'Neil and UTC Women's Golf coach Colette Murray as keynote speakers.



The overarching goal of "Empowering Women" is "to enlighten the life of a child through the empowerment of wisdom and self esteem."

"Our mission for the event is to bring greater awareness in our community that younger women need strong female role models," JANEY COOKE, organizer, said. "By having women represented as role models in the lives of younger women, we show them the many opportunities available to them in today's society.

"We also want to raise awareness by involving more women in our community to show not just girls but all children that good role models are a priority."

Deserving women will be recognized throughout the evening.

"We would appreciate your support for this worthwhile event," Cooke said.

For information about sponsoring a table or attending the event, call Janey Cooke at 423-240-8391 or email her at janeypcooke@aol.com.

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