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I have yet to find the man, however exalted his station, who did not do better work and put forth greater effort under a spirit of approval than under a spirit of criticism.—  
*Charles Schwab*



### ‘Members are our lifeblood’

“Strength in numbers”—the adage is true. That’s why we’re asking every member of the Bradley Chamber of Commerce to help us increase our collective strength by participating in our spring membership campaign.

If you’re reading this newsletter, you’re most likely a Chamber member and realize the importance of a strong Chamber to the economic vitality of our community. But you can contribute to that economic vitality to an even greater degree by inviting other business associates to join you in membership. Your doctor, dentist, attorney, insurance agent, florist and dry cleaner all have a vital stake in ensuring that Cleveland and Bradley County continue to prosper.

We’ve waived the application fee and prorated the dues schedule, making the cost of membership attractive to future members. As an incentive for you, we are entering you in a drawing for a new Maytag Gemini range donated by Whirlpool Corporation, Cleveland Division, along with other prizes, each time your name appears on a submitted membership application for a new member.

Not sure if a business is a Chamber member? Visit our website at [www.clevelandchamber.com](http://www.clevelandchamber.com) and search our membership base. You can also call us at 472-6587, and any member of the staff can check the membership roster for you.

We hope you will join us in this effort. Members are the lifeblood of the Chamber. Besides, “it’s just good business” to belong to the Cleveland/Bradley Chamber of Commerce.—*Nancy Casson, Vice Chairman, Membership Development*

### Membership...

it's  
Just  
Good Business!

### ‘Whodunit’ for small businesses offered

Fan of CSI? Most of us like a good “whodunit” once in a while. The Chamber is hosting its own version of CSI during Business Development Month to make sure no crimes are committed in your small business.

The starring role goes to William W. Acuff, CPA, CFE. Acuff will sensitize you to the characteristics of fraud and teach you how to detect and prevent fraud in your business during a special session on Tuesday, May 22, from 8:00 to 9:30 a.m. at the Chamber’s conference facility.

Bill Acuff is a Certified Fraud Examiner with the Decosimo Forensic Accounting group and a Senior Manager with the auditing and accounting department with over 25 years of experience in public accounting and litigation support. Certified Fraud Examiners in the Decosimo CPA Firm provide services in the investigation of fraud by collecting forensic evidence, conducting interviews, writing reports and testifying to findings. In addition, Decosimo’s CFEs provide consulting services in the prevention and detection of fraudulent financial reporting and employee fraud, including the use of computer-aided detection tools and techniques.

Make sure you prevent crimes in your business by registering for this important seminar. The cost is \$15 for members and \$25 for future members.

## A tax-deductible proposal

You will read this article after the fact, but I thought that as a business member of the Chamber, you might find the information interesting.

An article by Dr. Martin Regalia in the April 2007 issue of the U.S. Chamber of Commerce news magazine focused on taxes and who pays them. For most of us, the damage was done with the passing of April 15<sup>th</sup> or, for this year, April 17<sup>th</sup>. But let's look at what Regalia has to say about taxes as pertains to businesses.

According to the article, Regalia indicated that the bulk of government revenue—more than 93% in 2006—comes from three sources: taxes on individual income, corporate income and social insurance. The largest of these is individual income taxes, which topped \$1.0 trillion in 2006, or 43% of total revenues. Next are social insurance taxes, which were \$838 billion in 2006 and represented about 35% of all revenues. Finally, corporate taxes in 2006 were a record \$354 billion, or almost 15% of total receipts, the highest share since 1978.

He then remarked that such an amount of taxes paid by corporations refutes the often-repeated myth that corporations don't pay taxes. His article also went on to show how the income tax system is becoming more progressive and that the high-income population is taxed at increasing percentage ratios in comparison with lower income taxpayers. So businesses do indeed pay their way, and the success of American businesses is important.

The Cleveland/Bradley Chamber of Commerce is pro-business. As such, we want to create an environment in our community where businesses can be successful. Our members are important to us in helping promote a growing economy, and it is through those members that our revenue is generated. In other words, the more members we have, the more programs we are able to provide.



### STAFF

Jerry Bohannon, *President & CEO*  
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You have received by now a request from our Membership Development Vice Chairman to help us expand our membership numbers through personally enlisting a new business member. Take advantage of a generous reward provided by Whirlpool Corporation, Cleveland Division, and sign up a new Chamber member. And, by the way, your Chamber membership is tax deductible as a business expense.—*Jerry Bohannon, President & CEO*

## Postal pricing becomes 'shape-based'

A radical change taking place in the USPS® this month will dramatically affect how your mailroom operates and may significantly increase your postage costs.



The USPS is introducing Shape-Based Pricing, which will not only increase postage rates but also change the way postage values are determined for mail pieces. Under the new initiative, a size, thickness and weight combination will now become the standard to establish postage costs. Letters, flats and parcels will be priced differently since each is handled and processed differently. Simply put, an item that is easier for the USPS to process will cost less than an item that is not.

Call the local post office at 614-5280 for clarification and information about how the pricing may impact your business.

## Get your tickets to adventure

*What if there is no light at the end of the tunnel?*

Mystery Mine, scheduled to open at Dollywood in spring 2007, is the United States' first system based on Gerstlauer's Euro-fighter ride, which combines an intimate guest experience with hair-raising 95-degree drops. Located in Dollywood's Timber Canyon area, Mystery Mine is themed as a long-abandoned coal mine with an eerie past.



You can get your discounted tickets to this state-of-the-art experience at the Chamber of Commerce. Adult (12+) tickets are \$43 (tax included), and children's tickets (4-11) are \$32 (tax included). Tickets are valid from March 31 through Nov. 3, 2007. If you arrive at the park after 3 p.m., you can get a next-day pass free.

Stop by the office to purchase your tickets to find out if there is light at the end of the tunnel. We accept cash or credit card.

# Youth Leadership: From callused hands to community leaders

Tomorrow's community leaders will emerge from first-class students like the members of this year's Youth Leadership group. In the same week we found them helping others on a Habitat for Humanity workday and making us proud during graduation ceremonies at the conclusion of the nine-month leadership program.



The Chamber's 2006-07 Youth Leadership class—Student reflections during graduation ceremonies noted that each had gained a greater understanding of the community, including local government, infrastructure, healthcare and manufacturing. Juniors and seniors from Bradley Central, Cleveland and Walker Valley High Schools graduating from this year's Youth Leadership program are (from left, front) Zye Hooks, Justin Spain, Courtney Carter, Laura Elder, Lea Brainerd, Kyle Stokes and Clay Bunch; (second) Ryan Ogle, Leah Gilbert, Brynn McCracken, Courtney Anderson, Melody Moore, Kieley Best, Amber Kienlen, Taryn Buckley and Katie Coggin; (third) Chad Fromm, Trey Bradshaw, Scott Murphy, Chad Morris and Matt Sharp. Not pictured are Rachael Isom and Carol Ann Moss.

Photos: 1. Courtney Carter; 2. Taryn Buckley, Melody Moore and Katie Coggin; 3. Zye Hooks, Kieley Best, Scott Murphy, Trey Bradshaw and Amber Kienlen; 4. Zye Hooks and Scott Murphy; Habitat's Jerry Franitza; 6. Laura Elder and Trey Bradshaw.



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## Business/education partnerships benefit everyone

When business and industry partner with education, everyone benefits.

That was the message at this month's presentation of the seventh annual "Best of the BEST." This annual "Salute to Education," hosted by the Chamber of Commerce, honors outstanding teachers in the Cleveland City and Bradley County School Systems and BEST partners. The awards ceremony took place in the Chamber's conference facility on Thursday, March 29.



BEST, the acronym for the Chamber's ongoing Business & Education Serving Together program, encourages interaction between the business/industry sector of the community and the local school systems.

Sheena Newman, principal of Michigan Avenue Elementary School, and Kevin Holland, Schering-Plough, accept first-place honors as BEST Partnership of the Year.

"Chamber-member businesses are encouraged to partner with local schools to create symbiotic relationships that benefit the school, the business, and the community as a whole," Jerry Bohannon, Chamber president, said. "And that's the best part about the program—everyone benefits!"

During the "Salute to Education" ceremonies, the chamber recognized the partnership of Michigan Avenue Elementary School and Schering-Plough Inc. as this year's "best" BEST partnership. The award was given on the merits of the partnership's outstanding commitment to strengthening the quality of the educational process, fostering better understanding between the business community and the schools, and expanding learning opportunities for everyone involved in the partnership effort.

A myriad of worthwhile activities that took place between the BEST partners of Cleveland/Bradley County impressed this

year's selection committee. Schering-Plough and Michigan Avenue especially exhibited innovation as well as scope and depth of projects the selection committee looked for in awarding the top honor.

For the eighth consecutive year, the partnership collaborated to host a weekly family reading night to promote student literacy skills. Personnel from both organizations contributed to this event throughout the year. Other noteworthy achievements of the partnership included jointly hosting a Health and Wellness Fair for parents, teachers and students and contributing creatively to each other's newsletters.

To further prepare students for the future, Schering-Plough employees again taught Junior Achievement classes at the school, allowing students to practice decision-making and workplace skills they will eventually use when they are members of the area workforce.

Business partners historically make financial contributions to their school partners. Schering-Plough's generous donations included \$5,000 that the school used for playground and technology upgrades, and \$1,000 to buy much-needed basketball uniforms for the Michigan Avenue Wolverines.



Michigan Avenue in turn provided their partner with gifts of their own, including holiday music from the MAS choir, numerous thank you cards and a "Thanks" giving lunch. Next month Schering-Plough volunteers will attend an "Oscars" ceremony where they will receive a tasty lunch and their own chocolate Oscar.

Deb Bailey (right), principal of Blue Springs Elementary School, and Denise DeArmond and Lee Stewart, Southern Heritage Bank, are finalists in this year's "best of the BEST" partnerships.

Other prime examples of the best in industry and education  
*continued on page 5*

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## Education integral to economic, community development

“Education is one of the cornerstones of a growing and vibrant community,” Randy Morris said. “It is also an integral part of all economic and community development—the two key missions of the Chamber of Commerce.”



Randy Morris

These opening remarks by the director of existing industry and workforce development set the tone for the seventh annual “Salute to Education” held in late March at the Chamber’s conference facility. The reception and awards ceremony honored

the outstanding system-level and building-level Teachers of the Year from the Bradley County and Cleveland City School Systems.

“The Chamber is proud of all K-12 and post-secondary institutions in Cleveland and Bradley County,” Morris continued. “We are also mindful of the key role they have in developing our future community leaders, but we do not just play a passive role in the educational arena. We commit a lot of energy and resources toward the development of our citizens for the jobs of the future.”

The six outstanding system-level teachers each received an attaché case, framed certificate and \$500 cash award from the Chamber Foundation through financial contributions from chamber-member businesses.

The building-level teachers each received a certificate and were eligible for door prizes, which included gift baskets from local businesses, memberships to area fitness centers, gift certificates to area restaurants, an electric grill and a flat-panel television.

## Teachers receive \$500 from the Chamber Foundation



From left are the six outstanding system-level Teachers of the Year recognized by the Cleveland/Bradley Chamber of Commerce during its annual “Salute to Education”: Nicole Nelson, Black Fox Elementary School; Angela Lawson, Bradley Central High School; Amber Winters, Michigan Avenue Elementary School; Barbara Ector, Cleveland Middle School; Jeannie Long, Cleveland High School; and Susan Hoops-Whitlock, Donald P. Yates Primary School.

## BEST partnerships benefit everyone

*continued from page 4*

partnerships are BEST Partnership Award finalists Southern Heritage Bank and Blue Springs Elementary School and Arch Chemicals Inc. and Walker Valley High School (WVHS).



Danny Coggin, principal of Walker Valley High School, and Janice Baker, Arch Chemicals, continue to represent the “best of the BEST” partnerships as one of this year’s finalists.

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## Welcome our newest Chamber members

The Chamber Board of Directors and staff welcome the following new Chamber members as of April 11, 2007:

### Custom Interiors by Kandice

*Kandice Allred, Partner*  
527 Morgan Rd  
Charleston TN 37310  
423-595-1494  
*Interior Design*

### Goody 2 Shoes

*Wendy Dionne, Manager*  
2524 Keith St NW #1  
Cleveland TN 37312  
423-336-1086  
*Shoes & Accessories*

### Lee's Used Books & Media

*Brenda Howell, Owner/Partner*  
204 Grove Ave  
Cleveland TN 37311  
423-339-9527  
*Bookstore*

### Moore Development Company

*Ben Moore, Owner*  
2190 Westland Dr SW  
PO Box 3240  
Cleveland TN 37320-3240  
423-479-5855  
*Real Estate Developers*

### Southern Hospitality

*Nancy Sellers, Event Coordinator*  
Fillauer Lake House  
1153 N Ocoee St  
Cleveland TN 37311  
423-618-2398  
*Meeting/Conference/  
Special Event Facilities*

### Unity Christian Ministries Inc.

*Aubrey Ector, President*  
2419 Georgetown Rd NW  
PO Box 2923  
Cleveland TN 37320-2923  
423-284-9300  
*Churches & Ministries*

## member memo

. . . CHARTER COMMUNICATIONS is now offering Charter Digital Cable™ customers in Cleveland a technology that lets customers order a movie or a special program through their cable television system and then control that program like a videotape. Called Charter OnDemand™, this new service will offer customers a selection from hundreds of shows and let viewers stop, start, pause, rewind and fast forward the program just like using a VCR or DVR. In addition, Charter recently announced the addition of CNN International, the most valuable international news channel on cable, to its Digital line-up. CNN International is available locally on Channel 154. For more information log on to [www.charter.com](http://www.charter.com).

. . . FIRST BAPTIST CHURCH is presenting via simulcast "The Influence Index: Increasing a Leader's True Value." Renowned athletes, authors and leadership experts from virtually every circle of influence will present an unforgettable day of leadership development. For more information visit [www.maximumimpact.com/mis](http://www.maximumimpact.com/mis). For ticket information, call 423-476-5526.

. . . Hey, golfers! The TENNESSEE REHABILITATION CENTER AT CLEVELAND is hosting its Second Annual "Tee Off for TRC" Golf Tournament on Saturday, April 28, at 8 a.m. at the Chatata Valley Golf Course. To register for or sponsor the event, contact DARLENE TAYLOR or DELWYN SMITH at 423-478-0332, ext. 20 or 27, or the Chatata Valley Golf and Country Club at 423-339-9784.

## member memo

. . . The Tennessee Economic Council on Women and Southeast Development District Advisory Council are hosting the second annual Economic Mini-Summit for Women, "Lead, Follow or Get Out of the Way," on Friday, May 11, from 8:30 a.m. to 4 p.m. at CLEVELAND STATE COMMUNITY COLLEGE. The event is for those interested in improving the economic status of women in Tennessee and will focus on women in business, in politics, and regarding self at various levels and stages in life. For more information contact CELE CURTIS, mini-summit chair, at 423-473-2393 or [c curtis@clevelandstatecc.edu](mailto:c curtis@clevelandstatecc.edu).

. . . The first person interested in attending the session on small business fraud (page 1) will receive a free ticket if you call BERNADETTE DOUGLAS at 728-0801 and tell her the name of the session presenter. The session is set for Tuesday, May 22, from 8:00 to 9:30 a.m. at the Chamber of Commerce.

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Jerry Adams, CPA  
Nick Decosimo, CPA

## member memo

. . . CLEVELAND TUBING was selected as a Kruesi Award finalist during the Chattanooga Area Chamber of Commerce Spirit of Innovation Awards luncheon in April. The prestigious Kruesi Award recognizes companies for innovative products, services and business practices that have been created and implemented by businesses in the Chattanooga area. Cleveland Tubing was recognized for inventing Flex-Drain®, a patent-pending flexible, expandable plastic pipe, usable in most drainage applications. The product collapses to six feet and expands to 25 feet, which makes it easy to transport and to store. The product's flexibility also allows tight turns and eliminates the need for elbows, and the pipe's integrated, built-in connectors allow users to connect one pipe with the next for longer runs. Congratulations to CATHERINE BOETTNER, president, and her team!

. . . Applause for a local design firm! HASKELL INTERIORS DESIGN COLLECTION is featured in the spring 2007 issue of *Signature Kitchens & Baths* magazine, a national consumer-enthusiast publication featuring innovative kitchen and bath designs. The two-page article highlights the masterful designs of HANK MATHENY and showcases the results of a kitchen project constructed for a local homeowner titled "Tidy in Tennessee." For more information about Haskell Interiors, visit their website at [www.haskellinteriors.com](http://www.haskellinteriors.com) or call 423-472-6409.

. . . Tennessee Department of Labor & Workforce Development Commissioner James Neeley recently awarded OLIN CHLOR-ALKALI CHARLESTON the Governor's Award of Excellence for Workplace Safety. Olin qualified for the award by working more than 1,199,232 man hours without either a lost time or restricted duty incident. This injury-free record dates back to January 2005. Olin has previously earned two certifications for the TOSHA Volunteer STAR Award, the state's highest honor for workplace safety and health. *Congratulations, Olin!*

## Economic Indicators

February Unemployment Rate				
	2006	2007		
Bradley County	5.2%	5.1%		
Tennessee	5.2%	4.9%		
United States	4.8%	4.5%		
March Building Permits				
	2006	2007		
Residential				
Number Issued	59	53		
Permit Value	\$7,999,745	\$7,170,200		
YTD Number Issued	176	153		
YTD Permit Value	\$23,870,232	\$20,755,000		
Commercial	2006	2007		
Number Issued	15	5		
Permit Value	\$8,488,999	\$1,107,000		
YTD Number Issued	32	15		
YTD Permit Value	\$14,012,823	\$2,956,700		
Local Sales Tax Collected				
	Mar 2006	Jan-Mar 2006	Mar 2007	Jan-Mar 2007
Local Sales Tax	\$1,494,100	\$4,946,418	\$1,559,348	\$5,182,132
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

... CANDLEWYCKE MANOR BED AND BREAKFAST now has a beautiful meeting/banquet room available for your upcoming event. If you prefer, Candlewycke will take care of all your arrangements as they have the past five years. However, they are also offering a new opportunity in case you're a do-it-yourself person and are looking for a wonderful room to rent. You can now rent just the banquet room at Candlewycke and handle all the arrangements yourself. For more information, contact Candlewycke at 423-339-3232 or email them at info@candlewyckemanor.com.

... CHARTER COMMUNICATIONS has launched Starz Edge and Starz Cinema to several of Charter's local systems in Tennessee, Georgia and Alabama. The new launches bolster Charter's lineup of Starz premium movie service programming in the systems. Charter has delivered more movies and increased value for its customers, as the new channels have been added at no extra charge with a monthly Starz subscription. Starz Edge and Starz Cinema offer uncut and commercial-free movie programming from Englewood, Colo.-based Starz Entertainment, LLC. "Starz offers a terrific line-up of commercial-free hit movies from Hollywood and these new channels will help extend the great value offered for our subscribers," MIKE BURNS, director of operations for Charter Communications, says. "We are pleased to bring these new services to our customers." Contact Charter Communications at 423-479-9743 for more information.

## 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 \_\_\_\_\_

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