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*“Service is what life is all about.”*

—Marian Wright Edelman



### Chamber board members ‘find how to serve’

Albert Schweitzer said, “I don’t know what your destiny will be, but one thing I know: The ones among you who will be really happy are those who have sought and found how to serve.”

One group of individuals who have sought and found a way to serve our community are those who focus on the economic, business and community development of Bradley County through a position on the board of directors of the Chamber of Commerce.

These men and women serve through regular attendance at board meetings and on committees where important decisions that impact the membership as well as the growth and development of our community. Therefore, election of a new slate of board members is an important process.

Six individuals have been nominated to take their place as members of the Chamber’s Board of Directors beginning in January 2012.

In keeping with Chamber bylaws, the six new candidates are approved by current board leaders for presentation to the membership for election for three-year terms. The bylaws also state that additional candidates may be nominated by petition with the signatures of 5 percent of the voting membership in good standing by Oct. 14. If no petitions are received, nominees will be declared elected at the November board meeting.

Comprising the committee that selected nominees for three-year terms ending in 2014 were incoming Chairman Stephen Wright, Wright Brothers Construction Inc.; Robert Bradney, Bender Realty; Marcia McMurray, McMurray Law Office; Steve Robinson, Cleveland Plywood; and Sandra Rowland, Brenda Lawson & Associates.

#### Michael Baker



Mike Baker

Mike Baker is area executive, Southeast Tennessee, for BB&T. He is a 2010 graduate of the Chamber’s Leadership Cleveland program and a contributor to the COMPASS CAMPAIGN. He is a member of Rotary Club of Cleveland. He serves on the board for several community organizations, including United Way of Bradley County, Boys and Girls Clubs, Cleveland State Community College Foundation. He also serves on the City of Cleveland Health and Education Facilities Board and Cleveland Industrial Development Board.

Mike enjoys spending time with his wife, Cindy, and their two children: Elizabeth and Will. He is also a golf and UT sports enthusiast.

#### Tammy Bentley

Tammy Bentley is president/paralegal of Cleveland Abstract & Title Insurance Co. Inc. She served as president of the Cleveland Civitan Club in 2008, as secretary from 2005 to 2007 and on the Special Olympics Committee. She is a member of the West Cleveland Baptist Church Relay for Life team. She received the Outstanding Citizenship Award from Bradley/Cleveland Services in 2007.

## Hummingbirds and politics

We have a hummingbird feeder attached to our porch and enjoy watching the antics and amazing acrobatics of these beautiful birds. Like many birds, hummingbirds can be very territorial. Our feeder has five faux flowers attached to it so it can theoretically accommodate five birds at once.



I was fascinated one morning to watch as one bird fiercely defended the feeder from

other birds trying to feed. He spent the better part of an hour chasing, dipping and diving at the others and hovering over the feeder to keep them at bay. The consequence was that all the birds expended a great deal of energy, but almost none of the birds—including the “defender of the feeder”—got much to eat.

It occurred to me that lately our political leaders seem to behave the same way. They spend so much time trying to keep the other guy from succeeding that no one succeeds in solving the problems facing our country. It is my fervent hope that our leaders in Washington are smarter than hummingbirds.—Gary Farlow, *President and CEO*



### 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*  
 Kristy Montgomery, *Receptionist/Administrative Assistant*  
 Lisa Tinsley, *Receptionist/Administrative Assistant*

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## Chamber board nominees named

*continued from page 1*

An active member of West Cleveland Baptist Church, Tammy teaches the Young Adult Sunday School class, is the children's worship director and is assistant director for Vacation Bible School.

She and her late husband, Jeff, are parents of Courtney and Caitlin.



Tammy Bentley

### Denise Rice

Denise Rice is plant manager for Cormetech Inc. She serves as engineering advisor for Cleveland High School's project “Lead the Way” and is a member of the Community Advisory Board for CHS. She is president of Cleveland Associated Industries, a member of the board of directors for Chattanooga Manufacturers Association and a member of the Society of Women Engineers, Chattanooga Chapter.



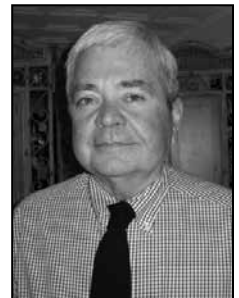
Denise Rice

Denise has two children: Nicole, 17, and Tyler, 16. She enjoys traveling.

### Joe Stamper

Joe Stamper is chief partner of Stamper's, which has offered distinctive furnishings in the area since 1924. Joe left a career he much enjoyed with Magic Chef to begin his retail training in 1974 under the guidance of his father, Clarke, and says his “career and future are right here with the store.”

Joe served on the board of MainStreet Cleveland from 2002 through 2006. He holds degrees in business administration from Vanderbilt and marketing from UTK. He is married to the former Mary Margaret Abel.



Joe Stamper

### William M. (Mickey) Torbett



Mickey Torbett

Mickey Torbett is president and chairman of United Community Bank. A long-time Chamber volunteer, he served the Chamber as chairman of the board in 2000 and is past chairman of the Economic Development Council.

Mickey currently serves as a member of the board of directors and executive committee for United Way of Bradley County. His past United Way leadership



## BIZ BOWL 2011 kicks off

We recently celebrated the kickoff of our membership drive, BIZ BOWL 2011, with an exciting tailgate party. As the teams met and the coaches teased, the air was full of enthusiasm.



Kevin Moore (standing), captain of Moore's Membership Mafia, reviews the playbook with team members before going on the field in search of new members.

"referee," said. "We are excited to announce that we are already on pace to reach that goal by our 'End of Game' deadline on Oct. 24. Excitement is building, and new members are coming in."

If you know a business that is not a member, encourage them to contact Aaron Weatherford, membership director, or any of the coaches to get them connected with great, new-member sign-up deals.

"Commissioner" Gary Farlow began the party by welcoming the coaches and teams. The three teams consist of 10 "players" each: "Kelly's Kickers," coached by Kelly Williams of Advantage Staffing; "Moore's Membership Mafia," coached by Kevin Moore of AXA Advisors; and "Mike's All-Stars," coached by Mike Thomasson of Andrew Johnson Bank. Coaches will introduce their teams at a later date.

"The goal of BIZ BOWL 2011 is 100 members," Aaron Weatherford,

## Donate a prize?

Help us thank our BIZ BOWL volunteers by donating items we can use for our end-of-game auction. Volunteers for the membership drive will earn "fun money" to bid on prizes at our Super Biz Bowl party at the end of the drive.

We are looking for anything from overnight stays, tickets to area attractions, gift cards to local restaurants in your business's name or gifts associated with your business.

"If you were unable to volunteer for the drive this year, this is another way to get involved and let your business be seen by the 40 businesses participating in the drive," Aaron Weatherford, membership director, explained. "Each business that donates a prize will be recognized as a contributor of prizes won by the volunteers."

Contact Aaron at 472-6587 if you have any door prizes to donate.

## Welcome our newest Chamber members

The Chamber board of directors and staff want to welcome the following new Chamber members as of Sept. 13, 2011. Please support them with your business.

### **Atlas Bolt & Supply Inc.**

Charles Stansell, CEO  
3127 Frazier Park  
Cleveland TN 37312  
423-265-2341  
www.atlasboltco.com  
Fasteners/Maintenance Items

### **Cars and Credit**

Ken Melton, President  
110 Keith St NW  
Cleveland TN 37311  
423-473-9993  
Sponsor: Debbie Melton  
Auto Dealers

### **Central Screen Printing/ Brooklyn McDermott**

Brooklyn McDermott, Tennessee Sales  
Representative  
123 Shire Ln NW  
Cleveland TN 37312  
423-421-2784  
www.facebook.com/  
centralscreenprinting  
Embroidery

### **LFE Institute**

Laura Coleman, Certified Workplace  
Money Coach  
1571 Benjamin Cr NW  
Cleveland TN 37312  
423-479-8721  
www.lfeinstitute.com  
Sponsor: Wendy Hughes  
Employee Benefits

### **Medford, David A., CFP**

David Medford, Owner  
2625 Ralph Buckner Blvd  
Cleveland TN 37311  
423-476-2712  
www.DAMadvisors.com  
Investment Counseling

### **Michael Brady Inc.**

Michael Brady, CEO  
3855 N Ocoee St Ste 412  
Cleveland TN 37312  
423-305-5773  
www.michaelbradyinc.com  
Architects  
Interior Design

### **Rely Local**

Joshua Morrison, Owner  
621 Highland Ave  
Cleveland TN 37311  
423-310-8549  
www.relylocal.com  
Marketing

### **SportClips**

Tim Horn, Owner  
4462 Frontage Rd NW  
Cleveland TN 37312  
615-591-5113  
Sponsor: Billie Crabtree  
Barber Shop

### **Tennessee Strategies**

Mike Ragsdale, President  
PO Box 23893  
Knoxville TN 37933  
865-661-7774  
www.tennesseestrategies.com  
Business Consultant

### **Wholesale Carpet Sales**

Johnny Norton, Owner  
1400 S Lee Highway  
Cleveland TN 37311-2531  
423-559-1166  
Sponsor: Traci Hamilton  
Carpeting/Floor Coverings—Sales  
& Services

## Chamber forms new Safety Council

We are pleased to announce the formation of the Cleveland/Bradley County Safety Council.



David O'Boyle, senior regional safety and health coordinator, Southeast Group, Cintas Corporation, approached Lisa Pickel, Chamber director of existing industry programs, with a vision for creating a safety council for Cleveland/Bradley County as a committee of the Chamber of Commerce.

"With David's expertise and passion and our businesses' focus on safety,

I knew this council would provide a service to everyone," Pickel said. "Every organization is concerned with safety in the workplace, and it is important for our industries and businesses to have a forum to attend to share information, as well as bring new information back to their coworkers."

The Safety Council's mission is to improve safety in the workplace, in the community and at home by providing education and promoting safety awareness. The Cleveland/Bradley County Safety Council will offer outreach programs and events throughout the year with subjects ranging from educational to networking.

"Membership on the Safety Council is a key way to increase profits and productivity," O'Boyle explained. "Safety and sound management are essential for success. A modest investment in safety will reduce accident expenses significantly."

For more information about the Safety Council, contact Lisa Pickel at 472-6587 or [lpickel@clevelandchamber.com](mailto:lpickel@clevelandchamber.com).

## Your wisdom, experience are needed by future workforce

We are looking for businesspeople who are willing to speak to high school students for our Ethics in the Workplace and Business/Industry in the Classroom programs. The dates have not been confirmed, but both will be scheduled in late October and early November.

If you feel you could give our future workforce some insight about the importance of workplace ethics and/or offer information about careers that are available in your business or industry, please contact Sherry Crye at 472-6587 or [scrye@clevelandchamber.com](mailto:scrye@clevelandchamber.com).

Thank you in advance for contributing to the development of tomorrow's workforce.

## Wright Brothers, others support Hiwassee River heritage project

Wright Brothers Construction recently presented a check for \$20,000 in support of the development of a heritage center in Charleston. The proposed heritage center is part of an overall development plan to recognize the significant history on the banks of the Hiwassee River.

The property the Charleston-Calhoun-Hiwassee Historical Society is looking to purchase is the vacant bank branch on U.S. Highway 11 that is owned by and formerly housed Regions Bank.

Teresa Wright Horne of Wright Brothers Construction said that she hoped that their support would encourage others to



get involved in this important project. She said she is glad her family business is located in Charleston and is looking forward to seeing the development make a positive difference in the community.

The daughters of the Wright Brothers present a \$20,000 check to Charleston-Calhoun-Hiwassee Historical Society President Faye Callaway. From left are Penny Wright West, Cindy Wright Freeman, Teresa Wright Horne and Callaway.

"This is probably the most important and significant local preservation project of this generation," Melissa Woody, vice president, Convention & Visitors Bureau, said. "We have some amazing support for this project, and we welcome more."

Woody is working with the Charleston-Calhoun-Hiwassee Historical Society to raise funds for the project.

Olin Corporation has also contributed to the project, presenting a check for \$30,000 at the recent ground breaking for their expansion. Olin officials noted that progress and preservation were both being featured in the Charleston area that day.

Also supporting the project are George R. Johnson Family Foundation, Allan Jones, Bowater, Convention & Visitors Bureau, and members of CCH Historical Society. To date, support has reached 70 percent of the purchase price, or \$90,000.

To participate in the project or learn more about it, contact Faye Callaway, president of the CCH Historical Society, at 423-336-5694 or Melissa Woody at 423-472-6587 or [mwoody@clevelandchamber.com](mailto:mwoody@clevelandchamber.com).

## Important information: Final rule for notification of employee rights

The National Labor Relations Board has issued a Final Rule requiring most private-sector employers to notify employees of their rights under the National Labor Relations Act by posting a notice. The rule was scheduled to be posted in the Federal Register on Aug. 30, 2011, and will take effect 75 days later.

Employers should begin posting the notice on Nov. 14. Copies of the notice will be available on the NLRB website and from NLRB regional offices by Nov. 1. Similar postings of workplace rights are required under other federal workplace laws. The 11-by-17-inch notice is similar in content and design to a notice of NLRA rights that must be posted by federal contractors under a Department of Labor rule.

The notice of rights will be provided at no charge by NLRB regional offices or can be downloaded from the board website and printed in color or black-and-white. Translated versions will be available and must be posted at workplaces where at least 20 percent of employees are not proficient in English. Employers must also post the notice on an intranet or an Internet site if personnel rules and policies are customarily posted there.

**Does my company have to post the notice?** The posting requirement applies to all private-sector employers (including labor unions) subject to the National Labor Relations Act, which excludes agricultural, railroad and airline employers. In response to comments received after the proposed rule was announced, the board has agreed to exempt the U.S. Postal Service for the time being because of that organization's unique rules under the act.

**When will the notice posting be required?** The final rule takes effect 75 days after it is posted in the Federal Register, or on Nov. 14, 2011.

**There is no union in my workplace; will I still have to post the notice?** Yes. Because NLRA rights apply to union and non-union workplaces, all employers subject to the board's jurisdiction (aside from the USPS) will be required to post the notice.

I am a federal contractor. Will I have to post the notice? The board's notice posting rule will apply to federal contractors, who already are required by the Department of Labor to post a similar notice of employee rights. A contractor will be regarded as complying with the board's notice posting rule if it posts the Department of Labor's notice.

**I operate a small business. Will I have to post the board's notice?** The rule applies to all employers subject to the board's jurisdiction, other than the U.S. Postal Service. The board has chosen not to assert its jurisdiction over very small employers whose annual volume of business is not large enough to have a more than a slight effect on interstate commerce. The jurisdictional standards are summarized in the rule.

**How will I get the notice?** The board will provide copies of the notice on request at no cost to the employer beginning on or

before Nov. 1, 2011. These can be obtained by contacting the NLRB at its headquarters or its regional, subregional or resident offices. Employers can also download the notice from the board's website and print it out in color or black-and-white on one 11-by-17-inch paper or two 8-by-11-inch papers taped together. Finally, employers can satisfy the rule by purchasing and posting a set of workplace posters from a commercial supplier.

### **What if I communicate with employees electronically?**

In addition to the physical posting, the rule requires every covered employer to post the notice on an Internet or intranet site if personnel rules and policies are customarily posted there. Employers are not required to distribute the posting by email, Twitter or other electronic means.

### **Many of my employees speak a language other than English. Will I still have to post the notice?**

Yes. The notice must be posted in English and in another language if at least 20 percent of employees are not proficient in English and speak the other language. The board will provide translations of the notice, and of the required link to the board's website, in the appropriate languages.

**Will I have to maintain records or submit reports under the board's rule?** No, the rule has no record-keeping or reporting requirements.

**How will the board enforce the rule?** Failure to post the notice may be treated as an unfair labor practice under the National Labor Relations Act. The board investigates allegations of unfair labor practices made by employees, unions, employers or other people but does not initiate enforcement action on its own.

### **What will be the consequences for failing to post the notice?**

The board expects that, in most cases, employers who fail to post the notice are unaware of the rule and will comply when requested by a board agent. In such cases, the unfair labor practice case will typically be closed without further action. The board also may extend the six-month statute of limitations for filing a charge involving other unfair labor practice allegations against the employer. If an employer knowingly and willfully fails to post the notice, the failure may be considered evidence of unlawful motive in an unfair labor practice case involving other alleged violations of the NLRA.

**Can an employer be fined for failing to post the notice?** No, the board does not have the authority to levy fines.

### **Was there a public comment period? What was the response?**

The board received more than 7,000 public comments after posting a notice of the proposed rule in the Federal Register. A detailed description of the comments and the board's response to them, including responsive modifications to the rule, may be found in the Preamble to the Final Rule.

*Source URL: <http://www.nlr.gov/news-media/fact-sheets/final-rule-notification-employee-rights>*

## Job Shadowing: Help us prepare our future workforce

What happens every year and involves up to 325 11<sup>th</sup> graders, 12 school buses, 70 businesses, industries and schools, bus chaperones, and countless hours of preparation? Job Shadowing!

Job Shadowing is an ongoing Chamber workforce development program that makes a difference in the career choices of future members of our workforce. Through Job Shadowing we provide high school juniors from Bradley Central, Cleveland and Walker Valley High Schools, plus Tennessee Christian Preparatory School, an opportunity to “shadow” someone in a career that interests them. But this program is not possible without YOUR participation. By agreeing to host a student (or two) for about four hours and provide lunch on Wednesday, Nov. 9, and/or Wednesday, Nov. 16, you give us a chance to help students better prepare for the job market.

To impact their workforce preparation, you need only to pair students with a “shadow”—someone in your workplace who can explain the skills, education, personality traits, and so on, it takes to do his or her particular job. We screen student applications and make every effort to assign interested students to your work site, bring them to your front door and pick them up after lunch.

You can have a huge part in preparing students for tomorrow’s workforce and impacting their future career choice by participating in this Chamber program. Contact Sherry Crye, director of workforce development, at 472-6587 or [scrye@clevelandchamber.com](mailto:scrye@clevelandchamber.com) if you are willing to partner with the Chamber in this important program for our students.

## Economic Indicators

July Unemployment Rate				
	2010	2011		
<b>Bradley County</b>	9.0%	9.6%		
<b>Tennessee</b>	9.8%	9.8%		
<b>United States</b>	9.5%	9.1%		
August Building Permits				
	2010	2011		
<b>Residential</b>				
<b>Number Issued</b>	28	51		
<b>Permit Value</b>	\$2,657,800	\$5,023,169		
<b>YTD Number Issued</b>	190	276		
<b>YTD Permit Value</b>	\$24,936,558	\$25,115,755		
<b>Commercial</b>				
<b>Number Issued</b>	8	20		
<b>Permit Value</b>	\$2,520,856	\$123,864,206		
<b>YTD Number Issued</b>	58	62		
<b>YTD Permit Value</b>	\$31,046,949	\$180,065,816		
Local Sales Tax Collected				
	Aug 2010	Jan-Aug 2010	Aug 2011	Jan-Aug 2011
<b>Local Sales Tax</b>	\$1,946,136	\$15,735,148	\$2,144,318	\$16,529,078
Retail Sales				
	Dec 2009	Jan-Dec 2009*	Dec 2010	Jan-Dec 2010*
<b>Bradley County</b>	\$102,113,615	\$1,076,582,230	\$108,952,405	\$1,131,101,024
<b>Tennessee</b>	\$7,908,943,085	\$79,867,126,707	\$8,531,186,368	\$85,843,493,782

\*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.



**Donna Davis**  
President

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 Cleveland TN 37323 [www.outlandtravel.com](http://www.outlandtravel.com)

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## member memo

. . . BRYAN COLLEGE—ADULT & GRADUATE STUDIES' Degree Completion Group 127 just started in Cleveland with 24 bright young (and some not-so-young) minds. "We are proud to have students from many industries, including several Whirlpool employees, finishing their bachelor's degree right there in Cleveland," Benton Jones, regional director, Chattanooga AGS, said. "We are accepting applications for another group, which should start in the spring." For more information about the degree completion program, call 423-634-1114 or visit [www.Bryan.edu](http://www.Bryan.edu).

. . . THE CARING PLACE distributed 1,557 bags to 1,141 different households in August. This is an all-time record, breaking the previous one by 193! Each bag weighs at least 23 pounds, so a minimum of 35,811 pounds were distributed in August alone. According to Executive Director Reba Terry, "This food affected the lives of approximately 7,000 people. Of the people who received food, 87 percent of the households found articles of clothing they needed in our display rooms. This was made possible by the 1,361 hours of volunteer service provided by 126 dedicated volunteers." The Caring Place also saw a 37-percent increase in the distribution of diapers over July. Due to the generosity of Brenda Lawson and the diaperLove program, they distributed 20,160 diapers to 224 babies/toddlers. If you or someone you know is interested in having someone from The Caring Place speak to your civic club or business, please contact The Caring Place at 423-472-4414 or via email at [info@thecaringplaceonline.org](mailto:info@thecaringplaceonline.org).

## 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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Contact person/title \_\_\_\_\_

Phone \_\_\_\_\_

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