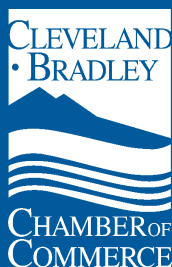


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The sole meaning of life is to serve humanity.

—Leo Tolstoy



Sales tax holiday: It pays to shop at home

Does the opportunity to shop without paying sales tax for one weekend really encourage more citizens of Cleveland and Bradley County to shop locally? Do our local retailers benefit when shoppers spend more of their dollars here?

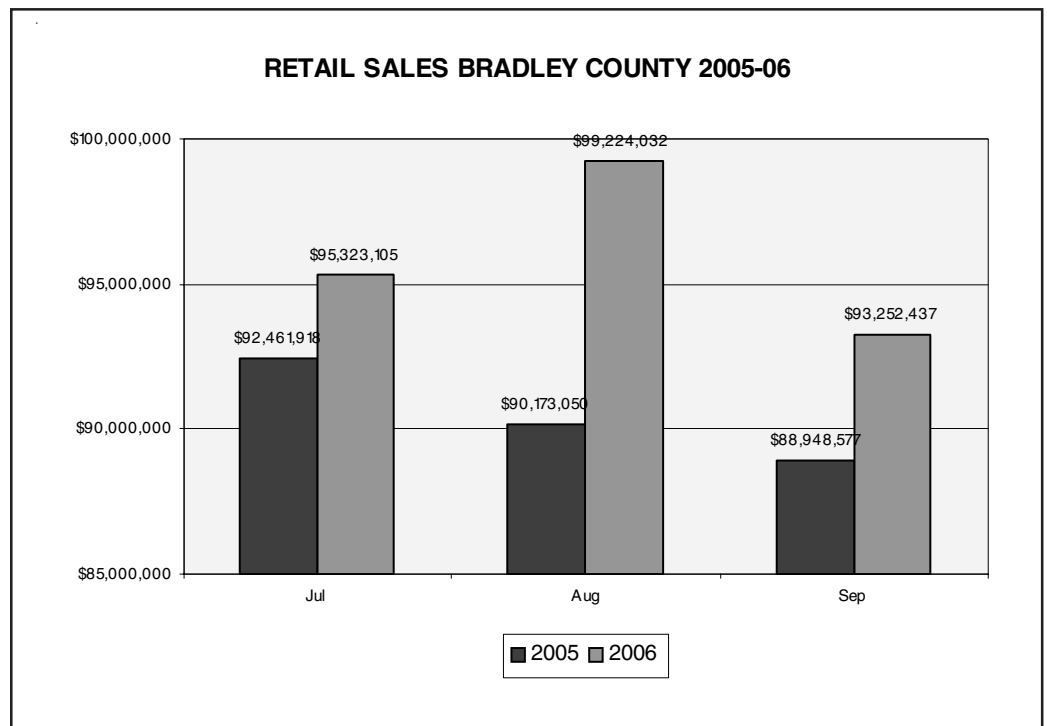
A comparison of the figures from August 2005, before the sales tax holiday began, and August 2006, the first year the state of Tennessee implemented this holiday, provides some interesting information. Retail sales figures for Bradley County from August 2005 to August 2006 reflected an increase of \$9,050,982.

Figures also indicate that retail sales from July–September 2006 averaged \$5,405,343 higher than 2005, with August showing the highest increase. These figures strongly indicate that more local retailers benefit from shoppers’ dollars spent in Cleveland/Bradley County.

With new businesses continuing to open in our community, we have more reasons for shoppers to remain in Bradley County to spend their dollars rather than go to another county or state to shop. In addition, this trend will likely continue in 2008 with Target, Kohl’s and other retailers making plans to open stores here.

And, of course, another benefit to spending more shopping dollars here is the collection of more local sales tax, which, in turn, funds many of the services we enjoy. For the same period of July–September 2006, Bradley County collected an average increase of \$92,309 in sales tax.

We can easily conclude that all benefit from the sales tax holiday—shoppers, retailers, and the city and county tax revenue.—*Sherry Crye, Administrative Assistant, Economic Development*



Wading through economics: A benefit of Federation Partnership

I wish Dr. Martin Regalia had been one of my economics professors when I was trying to wade through macro and micro during the dark ages of my college days. Dr. Regalia is the author of "Econ 101," a column published monthly in the *uschamber.com* newsletter. He presents an understandable and interesting column on the nation's economy as it affects the business sector. You can also read his column on the U.S. Chamber of Commerce website.

The U.S. Chamber of Commerce is the world's largest business federation representing more than 3 million businesses of all sizes, sectors, and regions—from large Fortune 500 companies to home-based, one-person operations. In fact, 96% of its membership encompasses businesses with fewer than 100 employees.

We hope you as our business members take advantage of offerings from the U.S. Chamber, especially since they have initiated the Federation Partnership program. In case you're not familiar with that program, any small business member of our local chamber is also a member of the national chamber. Its purpose is to provide small businesses a U.S. Chamber membership

while growing the pro-business voice.

Just like us, the national chamber is a membership-sponsored organization financially underwritten by a number of large companies. So as a part of the Federation Partnership program, you may have to "endure" some marketing messages from their major partners. However, if enduring those messages allows me to get information on national business issues and

information on a global scale from the likes of Dr. Regalia, then I can accept some of the marketing offerings from companies like FedEx, Yellow Freight and others.

We hope you'll take advantage of the U.S. Chamber of Commerce services as we partner with them. Although it costs you nothing as long as you maintain your membership with the Cleveland/Bradley Chamber of Commerce, you gain a larger, unified network of small business advocates that gives the business community more leverage to influence policies and policymakers on issues that matter most. You can also take advantage of new benefits through U.S. Chamber membership, from solutions to help run your businesses more efficiently to grassroots tools and information.—*Jerry Bohannon, Chamber President and CEO*

Membership golf outing Autumn on the golf course

What better way to spend an autumn afternoon than networking with your business associates on the golf course!

The Chamber of Commerce is hosting an afternoon of golf for members on Monday, Nov.5, at the Cleveland Country Club. Following lunch at 11:30 a.m., golfers will begin the afternoon with a shotgun start at 12:30 p.m.

The outing will feature three flights with prizes awarded to the top three teams in each flight. Cost for the event is \$625 for a team and \$160 for individual players. Space is limited, though, so you'll want to register quickly. Deadline for registration is Friday, Oct. 26.



For more information or registration forms, call Gina Akins or Bernadette Douglas at 472-6587.

225 KEITH

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General Manager

Study says chamber membership boosts business image

A new national study reveals that membership in a local chamber of commerce can significantly boost a business's image among consumers, as well as among other businesses. In a scientific survey of 2000 U.S. adults, The Schapiro Group, an Atlanta-based strategic consulting firm, found positive perceptions of chamber members in a number of areas, including overall favorability, consumer awareness and reputation, and likelihood of future patronage.

The study, commissioned by the American Chamber of Commerce Executives (ACCE), IBM, Administaff, Small Business Network Inc. and Market Street Services, showed that when respondents were told that a particular small business was a member of its local chamber, they were 44 percent more likely to rate it favorably than study respondents who were not told of the chamber affiliation. Respondents were also 63 percent more likely to want to purchase goods or services from a small business that is a chamber member.

"We discovered that informing someone about a company's chamber membership opens the door to substantial increases positive perceptions of that business," said Alex Trouteaud, Ph.D., senior strategist for The Schapiro Group. "There clearly is a feeling by our respondents that chamber membership is synonymous with quality and desirability."

To tap into this reservoir of goodwill, a small business should not only join the local chamber of commerce and participate, but also make sure consumers and other businesses are aware of that chamber affiliation.

The positive impact of perceived chamber membership is felt by big businesses too. For example, when consumers believed

that a restaurant chain was a member of the local chamber of commerce, they were 40 percent more likely to eat at the franchise in the future. And if a consumer believed that one of the major automobile manufacturers was a member of its

local chamber, that consumer was 9 percent more likely to consider purchasing his or her next car from that automaker.

"This study reinforces research done in 2005 about the perceived capacity of chambers to lead businesses and lead communities," said Mick Fleming, president of the American Chamber of Commerce Executives (ACCE). "These new national findings point to even more direct benefits for companies willing to be stakeholders in their local chamber."

The study results had good news for chambers themselves, where 82 percent of respondents indicated that a local chamber of commerce "creates jobs and promotes economic development."

"The message from this national study is as simple as it is groundbreaking," said Jim Blasingame, small business expert and president of Small Business Network Inc. "Join your local chamber, be an active participant in your chamber's programs, and be sure to

let your customers and prospects know you're a proud chamber supporter when they come in your business and when they see your marketing material."

J. Mac Holladay, CEO of Market Street Services, an economic development consulting firm based in Atlanta that helped create the study, said, "It is refreshing to learn what we have suspected for years—that chamber membership and community involvement are good investments." (*Reprinted from http://www.acce.org/news-acce-article_ektid6418.aspx*)

A sampling of study results

- **Most consumers (59%) think that being active in the local chamber of commerce is an effective business strategy overall. It is 29% more effective, however, for communicating to consumers that a company uses good business practices and 26% more effective communicating that a business is reputable.**
- **If a company shows that it is highly involved in its local chamber . . . , consumers are 12% more likely to think that its products stack up better against its competition.**
- **When consumers know that a small business is a member of the chamber of commerce, they are 44% more likely to think favorably of it and 63% more likely to purchase goods or services from the company in the future.**

"The Real Value of Joining a Local Chamber of Commerce: A Research Study," The Schapiro Group Inc. and Market Street Services.



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Two-day retreat: Youth leaders test personal limits



Twenty-two high school juniors and seniors kicked off their 2007-08 academic year a little early with a leadership retreat sponsored by the Chamber of Commerce.

The two-day retreat is one element of the Chamber's Youth Leadership program, which is designed to help to build Cleveland/Bradley County leaders of the future by focusing on leadership skills, teamwork and knowledge of the community today.

Former tennis pro Kay McDaniel kicked off this year's retreat, challenging students to seek to learn from everyone and everything and take responsibility for their actions. Sharing from her own professional losing streaks, this six-time Wimbledon competitor also pointed out that sometimes we "win through losing."

"Kay McDaniel's story is really amazing and inspiring," one student observed in her retreat evaluation.

Throughout the remainder of the retreat, discussion and activities centered on the highlights of a "homework" assignment. Following their spring orientation, the high-schoolers read Ed Gerety's *Combinations: Opening the Door to Student Leadership*. The book formed the foundation for discussion of six attributes of a student leader—leading with gratitude, developing the right kind of attitude, setting and achieving goals, respecting oneself and others, impacting others through kindness, and always believing.

Jason Sewell, director of student life and leadership at Cleveland State Community College, reinforced aspects of

being a leader with projects that required building Tinkertoy® "Towers of Triumph" and LEGO® men. These activities, always a retreat favorite, compelled students to "think outside the box," utilize problem-solving skills and incorporate planning into their decision-making.

"Doing the activities that involved teamwork, I learned the importance of working well with others," Haley Runion, Bradley Central High School senior, said.

Role-playing activities also reminded the students about making quality decisions when responding to peer pressure, maintaining self-control, developing a sense of values, and treating others with respect.

Team-building exercises culminated at Horn's Creek NOC Resort. While at Horn's Creek, students spent time at the low-ropes course working as a team, testing problem-solving skills and building trust. The high-ropes course, which included a climbing wall, 1,000-foot zip line and giant swing, offered students an opportunity to test their personal limits. The students also enjoyed a refreshing break with some fun time at Horn's Creek's water park.

"Each of the activities challenged the students to test their personal limits and to move beyond those limits," Randy Morris, program coordinator, explained. "And that reinforces the goal of our program—to take these young leaders where they are today and begin preparing them to be our leaders tomorrow."

Said one student at the end of the day, "This retreat has opened my eyes about leadership qualities."



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Nick Decosimo, CPA

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Have we got a facility for you! The primary use of the conference center and other meeting rooms is to promote business and economic development activities of the Chamber of Commerce and its members. Fees for usage of the room(s) are necessary to cover expenses incurred in maintaining the facility.

Any member in good standing or local government entity is eligible to use the Chamber facility on a first-come, first-served.

The following meeting rooms are available:



One of many ways to arrange the Chamber's conference center for a meal function

William A. Jones Boardroom—Seats 20 people around the table with 10 additional seats on the perimeter of the room. (Furniture may not be rearranged.)

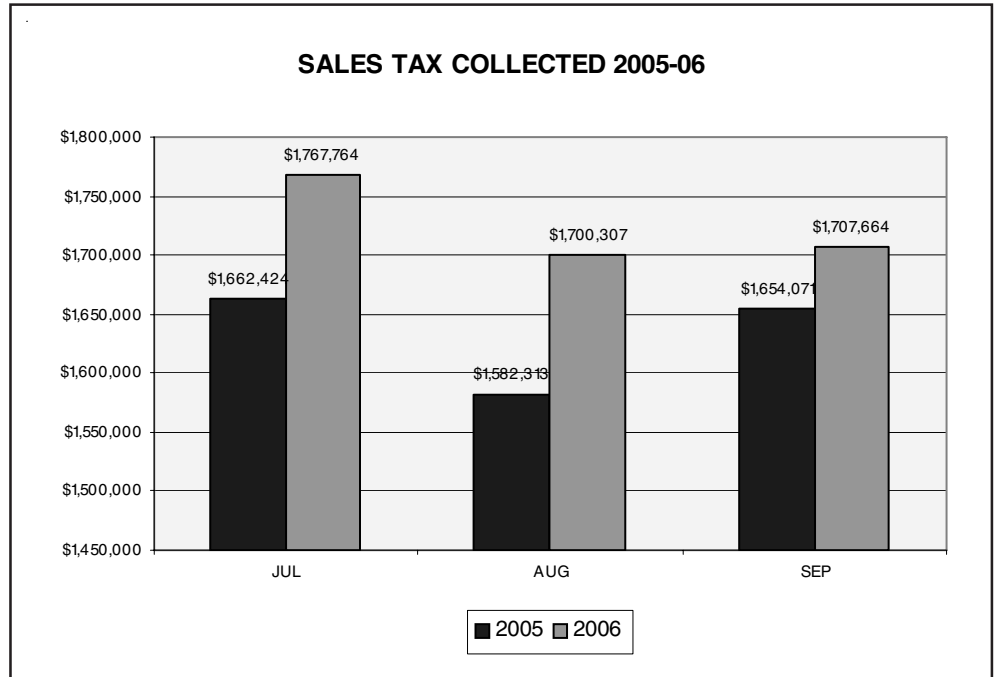
Conference Rooms A and B—Individually these rooms will seat 36. Rooms may be combined for total seating of 144. These rooms are equipped with audiovisual equipment.

Facility use hours are Monday-Saturday, 7 a.m.-11 p.m. Requests for reservations may be made up to six months in advance.

Log on to www.clevelandchamber.com and click "Membership/Membership Benefits" for the entire policy.

Sales tax holiday: It pays us to shop in Bradley County

The chart at right reflects the benefit of shopping at home through the increase in sales tax collected. The greater the collection, the greater the funding for the many services we enjoy and the better our quality of life.



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Welcome our newest Chamber members

The Chamber Board of Directors and staff welcome the following new Chamber members as of Aug. 8, 2007:

Chattanooga Goodwill Inc.

Angela Smith, Director of Marketing
& Public Relations
220 Grove Ave SW
Cleveland TN 37311
423-629-2501
Associations

Country Squire Homes

Marty Sandlin, General Manager
1671 S Lee Hwy
Cleveland TN 37311
423-476-3605
Mobile Home Sales

Cracker Barrel

Old Country Store Inc.

Dan Sweezo, General Manager
1650 Clingan Ridge Dr
Cleveland TN 37312
423-728-4045
Restaurants

Girls Preparatory School

Ryan Kirk, Assistant Director
of Admissions
205 Island Ave
PO Box 4736
Chattanooga TN 37405
423-634-7644
Colleges & Schools

Jackson Hewitt Tax Service

Bob Mammen, Franchise Owner
851 Keith St
Cleveland TN 37311
423-476-5308
Bookkeeping/Tax Service

Joy Chiropractic

Joy-Lynn Norris, Chiropractor
248 1st St NE
Cleveland TN 37311
423-298-1488
Chiropractors

Motorsport Legends

Jerry Stout, Partner
4605 N Lee Hwy
Cleveland TN 37312
423-339-2901
Auto Dealers

Office Depot

Russ Stoker, Business
Development Manager
2208 Chimney Hills Dr
Soddy Daisy TN 37379
423-991-6366
Office Products & Machines

Palm Properties/ Ocoee Landing Condos

Carrie Dowlen, President
4054 South Access Rd
Chattanooga TN 37416
423-629-3030
Apartments/Condominiums

Physician's Care PC

Lana Burk, Director of Nursing
1740 Stuart Rd
Cleveland TN 37312
423-648-4500
Physicians

Pitney Bowes

Jenna Lydick, Sales Executive
651 4th St E
Chattanooga TN 37403
423-259-0230
Mailing Systems/Services

Quality Connections Inc.

Michael Cook, Owner
2639 Chattanooga Rd
PO Box 1123
Rocky Face GA 30740-1123
423-892-7747
Telecommunications

Scents by Michele

Michele Adsit, Owner
248 1st St NE Ste 138
Cleveland TN 37311
423-658-1311
Aromatherapy Boutique

W&W Restaurant

Wilbur Moore, Owner
239 Wool St
Charleston TN 37310
423-336-3323
Restaurants

WDSI Fox 61

Martha Prince, Advertising Consultant
1101 Main St E
Chattanooga TN 37408-1161
423-265-0061
Television Broadcasting

Wells Fargo Home Mortgage

Angel Clark, Home
Mortgage Consultant
3210 Ocoee St N
Cleveland TN 37312
423-478-8221
Loans—Consumer/Mortgage

Will's Chills featuring Little Jimmy's Italian Ice

Kyle Elrod, Owner
3326 Cumberland Hills Cr
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Restaurants

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Teachers Academy: A different perspective on workforce development

Cleveland Utilities

Brooke Snyder (below) spent her four-week Teachers Academy tenure in various office/clerical capacities this summer at Cleveland Utilities (CU). A first-grade teacher at Charleston Elementary, Brooke will stress to her students the importance of making good choices and the importance of responsibility when she returns to the classroom. She will also use examples of money transactions experienced at CU when teaching her lesson on counting currency this year in the classroom. She will also share with her students about the careers she experienced during Charleston's career week.



Whirlpool Corporation


Jeremy Mann, Bradley Central High School, assisted LeanSigma® technicians in a variety of activities during his Teachers Academy experience at Whirlpool Corporation. His projects included editing standard work procedures for model changes, inventory control projects, and designing/building fixtures for production areas. He will share with his students the importance of fractions, critical thinking, spatial awareness, critical dimensions and angles to manufacturing processes, and "life after high school." From left are Mann and Whirlpool's Gary Martin and Bob Barton.




Economic Indicators


June Unemployment Rate				
	2006	2007		
Bradley County	5.8%	4.2%		
Tennessee	5.6%	4.1%		
United States	4.6%	4.5%		
July Building Permits				
	2006	2007		
Residential				
Number Issued	67	52		
Permit Value	\$10,391,200	\$11,905,613		
YTD Number Issued	434	357		
YTD Permit Value	\$61,439,240	\$53,970,414		
Commercial				
Number Issued	8	4		
Permit Value	\$2,973,689	\$3,740,506		
YTD Number Issued	85	45		
YTD Permit Value	\$29,033,325	\$33,906,531		
Local Sales Tax Collected				
	July 2006	Jan-July 2006	July 2007	Jan-July 2007
Local Sales Tax	\$1,767,764	\$11,774,505	\$1,760,430	\$12,151,730
Retail Sales				
	Mar 2006*	Jan-Mar 2006*	Mar 2007*	Jan-Mar 2007*
Bradley County	\$93,339,732	\$258,612,163	\$95,765,074	\$261,172,141
Tennessee	\$7,017,214,454	\$19,174,277,488	\$7,098,855,284	\$19,216,489,154


*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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Nancy A. Neal, Editor
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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.



member memo

... BLUE RIDGE MEDICAL ONCOLOGY (Dr. Sylvia Krueger) facilitates the administering of funds from the Brenda Davis Foundation, a nonprofit organization designated to assist area patients suffering from cancer, blood disorders and related diseases purchase some of their medicines. One hundred percent of the funds received are used to pay for patients' medications. If you are interested in supporting this worthy cause or need more information about the foundation, please call PEGGY LAMKE at Blue Ridge Medical Oncology (339-0300).

... THE BREAD BASKET, located at 45 Mouse Creek Road, is offering their fall half-price cake sale Thursday, Sept. 20. VALERIE MELTON, manager, is already taking orders and will do so until Sept. 14. Extra cakes will be available the day of the sale on a first-come first-served basis. Call 473-6018 to place your order.

... Moore Drug Company has announced that Alternative Postal Units are now open at SUPER DISCOUNT PHARMACY, 2010 Spring Place Rd, and MEDIMART PHARMACY, 5030 Georgetown Rd. These contract units provided by the U.S. Postal Service are open to alleviate congestion at the Keith St and downtown locations. Each CPU will sell stamps and accept packages for mailing.

... Gateway Professional Recruiters is now GATEWAY RECRUITING & STAFFING SERVICES LLC. Expanding to the contingency side of staffing, Gateway now will place temporary clerical, production and assembly workers. For more information, call MELISSA BUTLER, president, at 479-1516. (See their ad on page 3 for more contact information.)

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Name of business _____

Service/product provided _____

No. of employees _____ No. of years in business _____

Notes of interest _____

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