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*“The time is
always right to do
what is right.”—
Martin Luther King Jr.*



‘Food for Thought’ to serve up community issues



Food for thought is defined as “something for someone to think about; issues to be considered.”

On Thursday, Feb. 20, at noon the Small Business Committee will serve “Food for Thought” for members of the Chamber of Commerce.

The menu for these Dutch-treat membership luncheons will include a variety of speakers addressing diverse topics of

interest to the community. Doug Berry, vice president for economic development, will discuss our economic development outlook.

Berry’s true professional calling is economic development. Since he joined the Chamber of Commerce in 2009, his primary focus has been to nurture and grow existing industry in the community, which has included such successful projects as Whirlpool Corporation, P&G—Duracell and Mars Chocolate North America, along with projects at Olin Corporation and Lonza. He was also the community’s lead contact on the Amazon project. These projects, and others, translate to some \$2.5 billion in new capital investment.



In 2011 Berry was named the Tennessee Economic Development Council’s Fred Harris Professional of the Year by his professional peers in recognition of his contributions to Bradley County and to the state of Tennessee.

Before he came to Cleveland, Berry served as project manager and affiliate broker for Blue Ridge Development LLC in Knoxville, maintaining community/government relations, regulatory compliance and site master planning and also coordinating infrastructure improvements for residential, commercial, manufacturing, warehouse and distribution development.

Prior to that, he was senior vice president of Hodge Engineering Company in Knoxville and was responsible for business development efforts and planning services for a full-service engineering, architectural and planning firm. Berry also spent 11 years as president of the Loudon County (Tenn.) Industrial Committee of 100 where he coordinated economic and community development activities for the city of Loudon, Loudon County and Lenoir City.

The quarterly “Food for Thought” luncheons will take place at the Chamber of Commerce, and reservations will be required to facilitate room setup and food. Please call the Chamber at 423-472-6587 to make your reservation or visit the events calendar on the Chamber’s website, www.clevelandchamber.com.

Make plans for future “Food for Thought” luncheons by adding these dates to your 2014 calendar: Feb. 20, May 22, Aug. 21 and Nov. 20. We will announce topics and speakers prior to each membership luncheon.

Common Core: Expect more, achieve more

Your Chamber of Commerce has been a longtime supporter of quality education in our community. We recognize that if our community is going to be able to compete in what is now a global arena for economic success, we must have quality K-12 and post-secondary education systems. We must have a highly skilled, adaptable and trainable workforce. That's where we believe the Common Core State Standards come in.

The news media has provided a great deal of coverage on the subject of the new Common Core standards. A great deal of misinformation has circulated on the subject as well. In an effort to better inform our members, the Chamber's Public Affairs Committee hosted a forum on Common Core with speakers representing our two public school systems and a representative of the State Collaborative on Reforming Education (SCORE), an effort spearheaded by former U.S. Senator Bill Frist. The speakers talked about the facts and myths surrounding the standards.

One of the biggest myths is that Common Core is a federally mandated curriculum being forced on our local school systems when, in fact, the standards, which were developed by a group of state governors, have been adopted by 48 states. Curriculum development to achieve the standards is left up to individual states and local school systems, NOT the federal government.

According to SCORE, "Tennessee's Common Core State Standards are a set of higher expectations in math and English to ensure that every student graduates high school prepared for the future. These new standards have replaced Tennessee's old set of expectations for students in math and English Language Arts."



Our Chamber Board of Directors agrees with SCORE—that if we expect more out of our students, they will achieve more. We believe that Common Core State Standards should be continued and given a chance to prove that our country's education systems can regain their position among the best education systems in the world.

Common Core State Standards have also been endorsed by a host of business organizations, education groups, conservative commentators, and other organizations and conservative news media around the country, including the U.S. Chamber of Commerce, the Tennessee

Chamber of Commerce and Industry, The Tennessean, Gov. Mike Huckabee, conservative commentator Phil Valentine (The Phil Valentine Show), the National Review, the Chattanooga Times Free Press and Maj. Gen. Terry Haston, Tennessee's 75th Adjutant General.

To learn more about Common Core, visit SCORE's website at www.tnsscore.org.—Gary Farlow, Chamber President and CEO

Welcome our newest Chamber members

The Chamber board of directors and staff want to welcome the following new Chamber members as of Jan. 8, 2014. Please welcome them and support them with your business.

Active Therapeutics

Robert Moore, Doctor of Chiropractic
340 Sunset Dr NW
Cleveland TN 37312
423-653-6977
www.clevelandchiropracticcare.com
Chiropractors

Water Workz Marine Inc.

Wesley Eshenbrenner, President
3201 APD 40
Cleveland TN 37312
423-476-0020
www.waterworkzmarine.com/
Sponsor: Brian Lessig
Boating/Marina



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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Phone: 423-472-6587
Fax: 423-472-2019
Email: info@clevelandchamber.com
Website: www.clevelandchamber.com

"Swing for the Fences"

**Find out what this is, and
make plans to be there.**

(Hint: See page 4.)

Global Sourcing is topic for joint Quality Council in March

What are major concerns for supplier quality?

Rick Shuppert, president of SupplyChainPro, a world-class supply chain management consulting firm, will address these concerns at the March 6 joint meeting of the Chamber's Quality Council and the Chattanooga ASQ Chapter.

Shuppert's extensive supply chain management background spans more than 30 years of hands-on experience with demonstrated successes for companies such as A.O. Smith, Exxon, Ingersoll Rand and Dow Chemical. Most recently, he has supported the University of Tennessee as a faculty member, providing expertise to external clients related to supply chain management best practices. He has also accepted an offer to teach Purchasing and Supply Chain Management at the University of Tennessee to undergraduate students.

Before his retirement in 2012, Shuppert was director of global procurement for A.O. Smith Corporation. He had responsibility for the strategic sourcing of over \$500 million in annual spending and directed all major procurement activities supporting North American manufacturing operations, as well as international support for Asian and European procurement projects.

Shuppert's background and expertise will capture the important aspects of global sourcing at the March meeting. Topics incorporated in his presentation will include

- Why focus on global sourcing
- Drawbacks to global sourcing
- Sourcing selection
- Global supplier performance measurement.



The meeting will begin with dinner at 6 p.m. followed by the presentation at 6:30 p.m. Cost for the meeting is \$15. To make your reservation, contact Lisa Pickel, director of existing industry programs, at the Chamber of Commerce by calling 423-472-6587 or by emailing her at LPickel@clevelandchamber.com by Monday, March 3. To avoid billing, make any cancellations by that date also.

Half-day team-building workshop set for March 4

You still have time to register for the half-day team-building workshop—"TEAM 2.0: Together Everyone Accomplishes More"—on Tuesday, March 4.



The 2013 sessions presented by Bill Drury on "A Passion for Service" both sold out. Register early for the 2014 workshop on "Together Everyone Accomplishes More" by Feb. 26 for a savings.

Last year Bill Drury, interpersonal communications expert, presented two sold-out sessions on "A Passion for Service." The response was so positive that the Chamber invited him to return for an action-packed half-day workshop to help everyone in your company build teamwork and reduce employee turnover.

Drury speaks, trains and travels extensively and has proven to be one of the most effective and entertaining speakers in the industry.

Seating is limited, but we are offering two identical

presentations for your convenience. Session one, 8:30-11:00 a.m., and session two, 1-4 p.m., will allow employers to send employees in the morning and in the afternoon.

Topics will include

- 21st century team challenges
- Building trust—the glue of good team relationships
- Energizing hard work
- Taking initiative
- Solving problems together
- Giving the gift of honor—mutual respect
- Taking charge of your attitude even when you're having a bad day
- Recharging the enthusiasm, fun and laughter
- Improving communication
- Developing effective listening skills
- Turning irate co-workers into supportive co-workers
- Overcoming stress and burnout
- The 29 most important words for great teamwork.

Your investment is only \$99 if registration is completed by Wednesday, Feb. 26, with discounts for five or more attendees. You may complete your registrations on the Chamber's events calendar at www.clevelandchamber.com or by calling the Chamber at 472-6587 for quantity discounts.

Late registrations are \$109/\$99.

Nominations for Bedwell Award

Small business shapes the world, Bradley County

Henry Ford. Thomas Edison. Bill Gates (Microsoft). Sam Walton (Wal-Mart). Steve Jobs (Apple Computer). Michael Dell (Dell Inc.). Steve Case (AOL). Pierre Omidyar (eBay). Larry Page and Sergey Brin (Google). These are among the millions of individuals who have started businesses in the United States and have shaped the business world as we know it today. And they have changed the way business is done today.

The Chamber of Commerce annually acknowledges through presentation of the Mel Bedwell Small Business Person of the Year award those in our community who also have started businesses. These small business owners provide the backbone of the economy in Bradley County. They create jobs, spark innovation and provide opportunities for many people, including women and minorities, to achieve financial success and independence.



Mel Bedwell, a staunch supporter of the Chamber and a proponent of the viability of small businesses, is the namesake for the Mel Bedwell Small Business Person of the Year award.

This year's presentation will take place Monday, May 5, at this year's Small Business Month kickoff luncheon at the Museum Center at 5ive Points.

We are currently seeking nominations for this prestigious award. A panel of professionals with small business expertise in the following areas will judge nominations for the award: 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.

For this award, 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 423-472-6587.

The deadline for submitting completed nominations is April 4.



Prime Time: Business EXPO to "Swing for the Fences"

We will be "Swinging for the Fences" on Thursday, March 20, when the Chamber hosts our first Prime Time Business EXPO.

This themed event, which will take place at the Omega Center International, will be full of opportunities not only to network with businesses with which you are already familiar but will also provide a chance to spotlight your business in an environment where others who would like to know more about you can do so easily.

"Prime Time will provide an excellent opportunity to network, brand and promote your business to hundreds of new members from our recent membership event, more than 400 volunteers who worked to recruit them and current members as well," Aaron Weatherford, membership director, explained.

The October 2013 Chamber membership event, "Chamber World Series: Batting a 1,000," was recruitment-focused with volunteers inviting businesses to join the Chamber. The hard work paid off, and in just three days our more than 400 volunteers recruited 555 new members!

"During the event, all volunteers and new members were invited to participate in Prime Time as an additional membership benefit," Weatherford said. "But we also want to invite existing members to take part in the Prime Time EXPO."

Prime Time will take place Thursday, March 20, from 5 to 7 p.m. Tabletop exhibits are available for \$100 for existing members and free for new members and volunteers who participated in the October membership event. All Chamber members will receive an invitation to attend.

Several sponsorship opportunities for Prime Time—food, associate sponsors and event headline sponsors—are available also.

To become a sponsor for the event or to reserve a booth, contact Aaron Weatherford at aweatherford@clevelandchamber.com.

Let's "swing for the fences."

Make sure your business is in the new four-color directory

You have a few more days to check your membership listing for any changes you would like made for the 2014-15 version of The Resource, the Chamber's membership directory and buyers guide, and make sure your dues are paid for inclusion in the directory. Plus, you can still reserve advertising space in this member-to-member publication.

"Advertising in The Resource is a significant opportunity for business exposure," Aaron Weatherford, membership director, explained. "With 2,000 copies printed last year, a yearlong shelf life and an interactive flip book accessible online by others worldwide, advertising in this publication is well worth the investment."

Weatherford continued, "This year we are making changes to the directory to reflect our increase in Chamber members, as well as the attention our community has received on a national level."

The print run will increase to 3,000 copies, and the directory will become a full four-color publication. Every ad provided as a four-color graphics file will be in color on a higher quality paper, thereby improving the overall attractiveness of the directory.

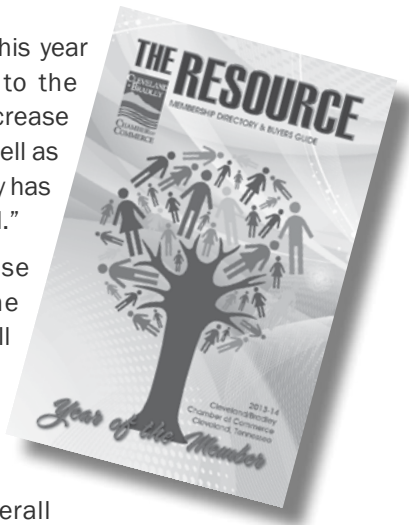
"We're excited that we are producing the first full-color directory for the Chamber in 2014," Weatherford said. "And our rates make advertising in this publication a sound investment."

Payment of your dues invoice by Friday, Feb. 28, ensures your inclusion in the directory. Those who became members in October 2013 will automatically be included but should take time to make sure your membership information is accurate.

Deadline for securing an ad spot in The Resource is also Feb. 28. The contract should be submitted prior to that date to secure your ad space and meet the necessary advertising specifications.

If you have any questions regarding advertising in the new membership directory, please contact Aaron Weatherford at aweatherford@clevelandchamber.com or 472-6587 at your earliest convenience. If you have changes in your current listing, please call the Chamber and speak with any staff member.

Thank you for your continued support of the Chamber of Commerce. If you have any questions or need assistance, call us at the Chamber at 423-472-6587.



Chair-ries Jubilee 2014 to present 'Do-Over Dynasty'

In a bit of a spoof on a popular reality television series, the Allied Arts Council of the Cleveland/Bradley Chamber of Commerce will mark its 16th season when Chair-ries Jubilee presents "Do-Over Dynasty."

The 2014 season is its own form of reality, featuring yard-sale bargains and items salvaged from attics and basements that are "done over" by artists and other creative individuals to raise funds to promote arts in our schools and our community.

The season will premiere Friday, April 11, at 6 p.m. at the Museum Center at Five Points.

"We have announced the theme early to encourage artists to search for bargain pieces of furniture at yard sales and to begin cleaning out their garage or attic," Nancy Casson, co-chairman of the Chair-ries Jubilee Committee, said. "Winter is a great time to begin painting and refurbishing furniture pieces for the spring auction."

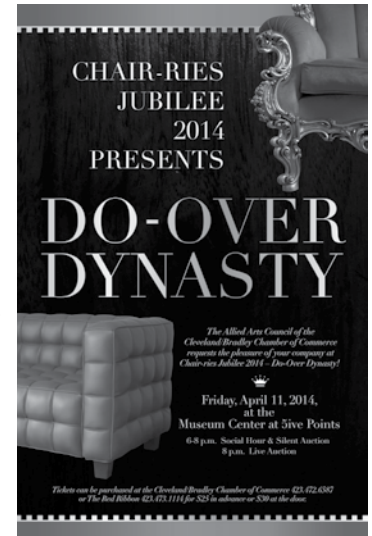
She added, "Last year several new artists participated, but we are still looking for folks who will submit items for the auction. If you need ideas to help you do over your furniture pieces, a book of photos from last year's auction is displayed at the Chamber."

Through the Chamber's Allied Arts Council, the Chair-ries Jubilee auction has raised more than \$285,000 for arts activities in our schools and community since 2000. The spring 2013 auction, "3D: Delectable, Delicious and Delightful," raised more than \$28,000. These monies provide annual funding for teachers to receive grants for up to \$500 for viable art programs that they wish to bring to their classrooms, as well as for visiting artists to appear in area schools.

"We've said it many times," Casson noted, "but investing in arts education in Cleveland and Bradley County will pay significant dividends for our students. We are grateful that the community responds well to this event every year. So mark your calendars and make this event a 'must attend' on your spring schedule."

The event will include a silent auction, a social featuring area caterers and a live auction. The committee will release additional details in the coming weeks.

For information about submitting items for the auction, call the Cleveland/Bradley Chamber of Commerce at 423-472-6587 or Nancy Casson at 423-473-1114.



Tennessee named “2013 State of the Year” for economic development

Congratulations to Tennessee’s business community!

In late January the Tennessee Chamber of Commerce & Industry along with business leaders across our state heralded the announcement that has been a long time coming. *Business Facilities* magazine ranked Tennessee the top “2013 State of the Year.”

This distinction was awarded for, among other things, Tennessee’s top five economic and community development projects for the number of jobs created and amount of capital invested from Oct. 1, 2012, through Oct. 31, 2013. These projects created 6,900 jobs, \$3.2 billion in capital investment and seven expansions, as well as three new recruitments. This is the first time Tennessee has been given this prestigious honor.



Along with this distinction, Tennessee earned numerous accolades in 2013, including being named No. 1 in the nation for automotive manufacturing strength for an unprecedented four years in a row. Tennessee was ranked in the top five states with the best business climate by *Site Selection*. CEO respondents voted the Volunteer State the fourth best state in the United States for business in *Chief Executive Magazine’s* Annual Best & Worst States for Business Survey.

One important note mentioned in the award was Tennessee’s need to address workforce preparedness. *Business Facilities* magazine suggested that in order for Tennessee to remain at the top of this list, we must close the skills gap and better prepare Tennesseans to participate in the workforce.

Reprinted from Capitol Update, Jan. 23, 2014, a publication of the Tennessee Chamber of Commerce & Industry

‘Don we now our warm apparel’



The Chamber’s first-ever “mitten tree,” a live Christmas tree purchased from People for Care and Learning in December as part of their “Buy a Tree, Change a Life,” was decorated with mittens, gloves, hats and scarves to donate to our local school systems for students who may need extra warmth during our single-digit temperatures. Chamber members and staff fully decorated our tree, then undecorated it and

delivered three boxes of warm accessories to three schools, respectively. And since it was the “season to be jolly,” staffers Kristy Montgomery, Aaron Weatherford and Lisa Pickel donned a sample of the apparel to celebrate the season.

Boys and Girls Clubs host first Coffee for 2014



Executive Director Charles Sutton greeted the crowd and shared about the work of the clubs.



A great crowd turned out to network at the January 2014 Membership Coffee hosted by the Boys and Girls Clubs of Cleveland.

Jim Smith, JVS Sales, and Shane Lawson, pastor of Parkway Baptist Church and a product of the Boys Club, represent the networking opportunities at monthly Coffees.



member memo

... CHATTANOOGA ALLERGY CLINIC opened a new, expanded clinic at the end of January in Cleveland off Keith Street in the Ocoee Commons Professional Building next to Raymond James. The new facility is twice the size of the current office to provide space for their growing practice. Named Chattanooga Times Free Press Best of the Best Allergists in Chattanooga for the last five years, Chattanooga Allergy Clinic has locations in Cleveland, Chattanooga, Hixson, Ft. Oglethorpe and at Erlanger on Volkswagen Drive.



"We are grateful to our many loyal patients who are helping us grow in Cleveland," Dr. Marc Cromie said. "The allergists and staff of Chattanooga Allergy Clinic are an experienced and caring team of specialists, board certified in infant, pediatric, adolescent and adult allergy, asthma and immunology."

In addition to Cromie, other allergists include Dr. Todd Levin, Dr. Lee Perry and Dr. Hyman Kaplan.

Board-certified allergists can help you get control of hay fever symptoms, asthma, food allergies, chronic sinus infections, chronic hives, eczema, drug allergies, insect allergies and immune (IgG) deficiency.

Call 423-899-0431 to schedule an appointment.

... Will the new year present any new opportunities for your organization? Do you have lingering concerns from 2013? Why not start off your new year with a focused, clear sense of priorities?

LBMC PLANNING SERVICES and CATHY BOETTNER (former Chamber chairman of the board) can help you organize and create action ideas and get you started on the planning



LBMC PLANNING SERVICES, LLC that you've been meaning to do. It's called a "Crossroad Issues" meeting, and it gives your top team an opportunity to put their ideas, obstacles and solutions to work. From this meeting (there is no charge), you will receive a one-page report that organizes and prioritizes all the issues and provides a recommendation for next steps. It only takes a couple of hours; why not give it a try?

Contact Cathy today for her experience, knowledge and fresh, objective perspective—423-472-5245 or cboettner@lbmc.com.

Economic Indicators

November Unemployment Rate				
	2012	2013		
Bradley County	6.8%	6.4%		
Tennessee	7.6%	8.1%		
United States	7.7%	7.0%		
December Building Permits				
Residential	2012	2013		
Number Issued	23	22		
Permit Value	\$2,629,000	\$3,140,787		
YTD Number Issued	347	372		
YTD Permit Value	\$37,836,359	\$42,731,53		
Commercial	2012	2013		
Number Issued	3	3		
Permit Value	\$874,000	\$1,366,554		
YTD Number Issued	147	97		
YTD Permit Value	\$387,572,468	\$41,421,777		
Local Sales Tax Collected				
	Dec 2012	Jan-Dec 2013	Dec 2013	Jan-Dec 2013
Local Sales Tax	\$2,191,639	\$26,483,547	\$2,292,388	\$27,034,334
Retail Sales				
	June 2012	Jan-June 2012*	June 2013	Jan-June 2013*
Bradley County	\$110,295,909	\$650,000,000	\$111,302,583	\$663,430,661
Tennessee	\$7,994,431,412	\$46,645,440,182	\$8,125,216,645	\$47,489,152,064

*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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Save these dates ...

Mark your calendars and watch for details about these events slated for this spring. Programs like these are benefits of your Chamber membership. Some provide networking opportunities, others provide information and education, and still others enhance our quality of life.

Feb. 11—February Membership Coffee, Garden Plaza at Cleveland

Feb. 17—Chamber offices closed for Presidents Day

March 11—March Membership Coffee, TBA

March 20—Prime Time Business EXPO

April 8—April Membership Coffee, TBA

April 11—Chair-ries Jubilee—"Do-Over Dynasty," Museum Center at Five Points

April 18—Chamber offices closed for Good Friday

April 28—Women's Council, "Exercise and Nutrition"

May 2, 9, 16, 23 and 30—20th Anniversary of Evening Shade concerts in Johnston Park, downtown Cleveland

May 5—Business Development Month Kickoff Luncheon, Museum Center at Five Points

May 9—Leadercast, First Baptist Church

May 22—Food for Thought, Chamber conference center

What's NEW with YOU?

Send us your news item or press release for "member memo." Include the following:

- Name of business
- Service/product provided
- No. of employees
- No. of years in business
- Notes of interest (promotion, achievement, etc.)
- Contact person/title
- Phone number/email address

EMAIL: NNeal@clevelandchamber.com



Cleveland/Bradley Chamber of Commerce



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