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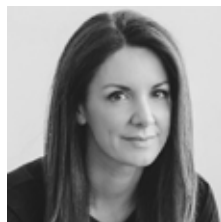
## Leadercast simulcast returns to Cleveland for fourth year

Leadercast, the world's largest one-day leadership conference, will be broadcast live from Atlanta and simulcast to hundreds of locations around the world on May 6. This year marks the 16<sup>th</sup> year of the annual leadership conference and the fourth year that the Chamber of Commerce and People for Care and Learning will host the event at First Baptist Church.



*Nick Saban*

This year's conference theme, "Architects of Tomorrow," will focus on visionary leaders who imagine and build a



*Kat Cole*

future that is rich in innovation and collaboration and full of hope—a future where problems are solved, questions are answered, and confusion gives way to clarity.

The conference will equip attendees to create their own visionary path. Key speakers—visionaries in their own fields—will inspire the more than 325 people who attend locally, and the more than 100,000 people who will attend the event live in Atlanta or at hundreds of other simulcast locations in more than 20 countries.

Among the keynote speakers are

- Kat Cole—Group President, FOCUS Brands Inc. (including Cinnabon®, Moe's Southwest Grill®, Auntie Anne's®, and more)



*Andy Stanley*

- Steve Wozniak—Co-founder of Apple Inc.
- Henry Cloud—Acclaimed Leadership Expert, Clinical Psychologist and Best-Selling Author
- Nick Saban—Head Football Coach, The University of Alabama
- Andy Stanley—Leadership Author and Communicator
- James Brown—Network Broadcaster, CBS Sports and News
- Rorke Denver—Navy SEAL Commander and Author
- Chris Barez-Brown—Author and Creativity Guru



*Steve Wozniak*

"We discovered Leadercast four years ago and decided it was a wonderful leadership opportunity to bring to our community," Bernadette Douglas, Chamber executive vice president, said. "Some of the best leaders in

their field inspire and challenge participants to a higher level of leadership capacity. This daylong event gives you time to fully focus on leadership characteristics and offers truths that you can apply both to your business and in your personal and spiritual life as well."

She continued, "You cannot put a price on leadership, and the cost of this conference is well worth the investment."

For more information and to purchase your ticket or

group tickets to Leadercast Cleveland, visit [www.clevelandchamber.com](http://www.clevelandchamber.com) and refer to the May 6 calendar event.

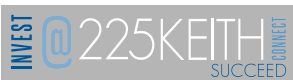


## Bedwell Small Business Person nominations due April 11

The annual Mel Bedwell Small Business Person Award luncheon, slated for May 2, will kick off a monthlong focus on the contributions of small business to the economic well-being of Cleveland/Bradley County. Highlighting the luncheon is recognition of an outstanding small business person in the community, recognized for his/her success in six areas: staying power, growth in number of employees, increase in sales, innovativeness of product or service offered, response to adversity, and evidence of contributions to the community.

The Chamber board of directors renamed the Small Business Person of the Year Award to honor the memory of Mel Bedwell, who was known for his energy, determination, ingenuity, honesty, enthusiasm and loyalty—all traits necessary for a successful small business owner. Bedwell was co-founder with Jack Smith of Cleveland Business Machines.

Nomination forms for this award are available at the Chamber of Commerce or by emailing Bernadette Douglas at [bdouglas@clevelandchamber.com](mailto:bdouglas@clevelandchamber.com). All nominations are due by April 11.



### STAFF

Gary Farlow, *President & CEO*  
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 Melissa Woody, *Vice President, Tourism Development*  
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 Website: [www.clevelandchamber.com](http://www.clevelandchamber.com)

## New board chairman a strong membership advocate

When I opened the doors to Café Roma 13 years ago, I was asked to join the Chamber. Of course, at that time I was not exactly sure of the scope or reach the Chamber had or honestly what it did. But I did know that I should join. I knew it would be an investment of several hundred dollars to be a member, which may seem like a large investment when you are starting your business, but I want other small business owners to know that Chamber membership is the best and most crucial investment I have made as a business owner over the years. With membership, you have the opportunity to form new relationships with like-minded business people through networking, attending educational programs and seminars that focus on leadership development, along with many other pro-business opportunities throughout the entire year.

All of these benefits are right at your fingertips. You just have to join, participate and take advantage of what the Chamber offers.—*Shannon Ritzhaupt, 2016 Chairman of the Board*

### 2016 Chamber Officers

Chairman of the Board—Shannon Ritzhaupt, Café Roma  
 Chairman-Elect—Roger Pickett, Murmaid Mattress Inc.  
 Immediate Past Chairman—Robert Bradney, Bender Realty  
 Treasurer—Matt Hurst, BB&T  
 President & CEO—Gary Farlow  
 Vice Chairman, Economic Development—Bob McIntire, McIntire & Associates Insurance Inc.  
 Vice Chairman, Community Development—Tracey Wright, Cleveland State Community College  
 Vice Chairman, Membership—Marcia Botts, Award Realty  
 Vice Chairman, Public Affairs—Matt Ryerson, United Way of Bradley County  
 Vice Chairman, Tourism Development—Blake McPherson, Cherokee Rafting

### Chairman's One-Year Appointments to the Board

Douglas Caywood, Downtown Design Studio of Lewis Group Architects  
 Thomas Johnson, Health Services Management Group LLC



In the Spotlight *focuses on a business selected randomly by the Small Business Committee from new members that joined in the past six months.* **Boundless Moving & Storage LLC**, whose president is **Matt Carlson**, is this month's spotlight. *Boundless Moving joined the Chamber in September 2015. Contact Matt at 423-763-1000 or [matt@boundlessmoving.com](mailto:matt@boundlessmoving.com) to schedule your move. Visit his website at [www.boundlessmoving.com](http://www.boundlessmoving.com).*

Q: How did you get into your line of work? Business?

A: While interviewing successful business owners I discovered that there was an opportunity in the Cleveland/Chattanooga region for a full service/customer oriented moving business. I met with a friend who has been successful in the moving business for almost 10 years and decided to take advantage of this opportunity.

Q: How long have you been in business?

A: Five months, serving Cleveland/Chattanooga and surrounding region. We do local moves every day and have already been all over the country completing long-distance moves (New York, Michigan, Florida, etc.).

Q: What do you like most about your line of work?

A: Sounds like a cliché, but I like working with and making customers happy. I also like the combination of mental and physical work combined with the opportunity to strategically plan and build a thriving business.

Q: What is the most challenging part of your business?

A: We work extra hard finding employees that possess our passion and professionalism.

Q: Why are you a member of the Chamber?

A: We believe being involved strengthens both community

and economic development, which helps all business people.

Q: What is something we don't know about you?

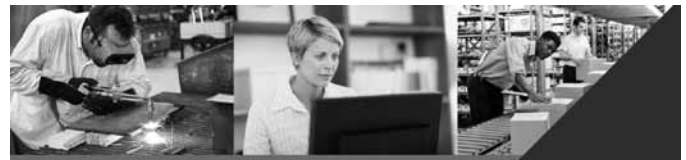
A: Not only do we offer a full-service moving help, we provide moving labor and clean-up services after moves have been completed.

Q: If you could have lunch with anyone, who would it be? Why?

A: It's a tie between two people—George Washington and Jim Gaffigan. George Washington because through integrity and sheer force of will, he created a country and helped set the world on a completely new course. Jim Gaffigan because he's one of the funniest comedians in America . . . and "laughter is the best medicine." A lunch with these two would be full of wisdom and laughter.

Q: Anything else you'd like to share with other Chamber members?

A: With the proper skillsets, a bit of research, along with strong leadership, being an entrepreneur isn't nearly as scary as you tell yourself beforehand.



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## #fabulousfixes theme for 18<sup>th</sup> Chair-ries Jubilee arts auction

Preparations are underway for the 18<sup>th</sup> Chair-ries Jubilee, a charity event that will take place Friday, April 15, at the Museum Center at Five Points.

The Allied Arts Council of the Chamber of Commerce has provided over \$390,000 to our schools and community since the inception of the Chair-ries Jubilee fundraiser.

Last year's auction, "Chair-ries Jubilee 2015—Chair-rie Pickers," raised over \$25,000.

These monies provide funding for teachers to receive \$500 grants for viable art programs they wish to bring to their classrooms, as well as for visiting artists to appear in area schools and in our community.

The National Arts Education Public Awareness Campaign points out that students actively engaged in arts education are likely to have higher test scores than those with little

involvement. The arts help children to develop skills in critical thinking, creative problem solving, effective communication and teamwork. The arts also teach children to be more tolerant and open, allow them to express themselves creatively, and bolster their self-confidence. Additionally, the arts keep students engaged in school, ensuring that they are less likely to drop out.

"Investing in arts education in Cleveland/Bradley County will truly pay dividends for our kids," Nancy Casson, co-chair for Chair-ries Jubilee, said.

Members from the Chair-ries Jubilee Committee began in January to decide on the theme for 2016, #fabulousfixes, and discuss preliminary plans for this year's arts-in-education auction.



*From left are Tracey Wright, Tricia Pennington, Diana Auberry, Co-chair Ann McCarley, Co-chair Nancy Casson, Amy Foss and Ede Scannapiego. Watch for details about #fabulousfixes or follow Chair-ries Jubilee on Facebook.*

## Relocation subscription service helps attract people your business

Does your business primarily target new residents or people considering a move to Cleveland and Bradley County? If so, you will want to participate in the Chamber's new Relocation Subscription Service.

Each month we will provide the names and addresses of people who have requested information on moving to our area via our website and telephone calls. These potential residents of Cleveland and Bradley County have given us their permission to share their contact information and are waiting to hear from the great businesses we have in our community.

For \$250 per year, members may receive the list electronically on a monthly basis, and several members already are taking advantage of this service. The number of requests we have received the past few years has averaged about 100 annually.

To receive contact information for those who have requested relocation information throughout the month, please call the Chamber office at 423-472-6587 and ask to be added to the Relocation Subscription list. We will invoice you for the annual fee. Once we have received payment, your subscription will begin.





## ‘How to survive’ series for small businesses offered

As a small business owner, do you sometimes feel stranded alone on a desert island with no hope for rescue? Your fellow owners on the Chamber’s Small Business Committee have come up with a series of programs for 2016 that they think will help “vote you off the island.”

Beginning Thursday, March 3, the “How to Survive . . .” series will begin at 5:30 p.m. in the Chamber Conference Center. This new dinner program will feature a meal followed by a presentation and question-and-answer session on topics of interest to small business owners. The programs will conclude by 6:30 p.m.

The schedule for 2016 is below. Owners and managers are encouraged to sign up as soon as possible; the deadline for reservations is two days in advance of each program.

- March 3—“How to Survive Finding Funding for Your Business.” Presenter: Bob Hotchkiss, Tennessee Small Business Development Center
- May 26—“How to Survive Broken Relationships in Your Business.” Presenter: Jessica Carrasquillo, Social Security Advocates
- Aug. 25—“How to Survive a Business Slowdown.” Presenter: Brent Templeton, Templeton Design Group
- Nov. 29—“How to Survive Leaving Your Business.” Presenter: TBA

## Women's Council to help develop personal brand

Building a recognizable personal brand opens professional opportunities. Such personal development can lead to a better job, better contacts and clients for your company, industry recognition and more.

Professional development opportunities through the Women’s Council programming will focus on “Your Personal Brand” in 2016.

Dr. Evaline Echols, Lee University, presented the first session on Feb. 22 on personal presentation styles.

The remaining quarterly meetings will address the following topics:

- May 23—“Presenting Yourself.” Presenter: Kelly Williams, Advantage Staffing
- Aug. 22—“Your Online Brand.” Presenter: Susan Webb-Curtis, Cleveland State Community College
- Nov. 21—“Business Ethics.” Presenter: Dr. David Smartt, Lee University

“This year’s cost-effective learning opportunities and our capable lineup of speakers will help attendees develop their personal brand,” Ann Marie Brewer, council chairman, stressed.

All programs take will place in the Chamber’s Conference Center. Cost is \$15 and includes lunch. Registration closes

the Thursday before each Monday program on the Chamber’s event calendar at [www.clevelandchamber.com](http://www.clevelandchamber.com).

## Food for Thought ‘menu’ of topics announced

On Thursday, March 17, 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, first offered in 2014, will include a variety of speakers addressing diverse topics of interest to the community. Although the quarterly luncheons will take place at the Chamber of Commerce, reservations will be required to facilitate room setup.

Mark your calendars to attend the 2016 Food for Thought lunch-and-learn sessions:

- March 17—Dr. Erica Burke, WACKER POLYSILICON North America. Topic: Beginning Production
- June 16—TBA
- Sept. 15—Dr. Paul Conn, Lee University. Topic: Update and Plans
- Dec. 15—Doug Berry, Chamber of Commerce. Topic: Economic Development Update

## member memo

... Ken Webb,  
president and CEO  
of CLEVELAND  
UTILITIES,

recently announced

the promotion of **Jamie Creekmore** to supervisor of customer relations. Creekmore joined CU as a customer



*Jamie Creekmore*

accounting clerk in 2003 and transferred to the Customer Relations Department in 2004 as customer relations representative. He brings years of experience in customer relations, working with various TVA programs, CU's marketing arena and community outreach and serving as their photographer.

Prior to joining Cleveland Utilities, Creekmore served as a solutions manager at Maytag Corporation. He received his bachelor's degree from Lee University in communications.

... **BRADLEY SQUARE MALL** celebrates its silver anniversary this year, turning 25 on Feb. 13. Since its purchase by M.D. Ruston Properties LLC in late 2010, the mall has completed two phases of its planned redevelopment and added two new anchor tenants. During Phase I, Bradley Square Mall's anchors invested \$14 million in renovations and additions, including the 12-screen, 2,364-seat, state-of-the-art Carmike Cinema. Phase II of redevelopment was a \$15 million renovation

using local construction crews to provide brand new entrances, remodeled public restrooms, upgrades to the décor, new lighting, a relocated food court, new landscaping, and new pylons and marquee.

**Stacia Crye Shahan**, Bradley Square Mall's general manager, says the redevelopment is not complete. "The center is becoming a destination location to serve the entire surrounding area. We are excited about the opportunity to continue to offer our customers new and exciting merchants. We are weighing our options for Phase III, which will rejuvenate the west side of the mall and will further improve the entertainment, shopping and dining experience."



She added, "We appreciate the support Cleveland and Bradley County has always provided the mall, and we look forward to continuing to be a venue for local schools and organizations to host events. Bradley Square Mall is becoming a hub for the community and surrounding area for shopping, dining and entertainment."

In addition to being home to many local merchants that offer unique shopping and entertainment experiences, several outparcels include dining options and other businesses.

Bradley Square Mall is located at 200 Paul Huff Parkway NW. For more information, visit [www.ShopBradleySquare.com](http://www.ShopBradleySquare.com) and find them on Facebook.

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## Welcome new members

The Chamber board of directors and staff welcomed the following new Chamber members on Feb. 10, 2016. Please welcome them with your business.

### Atwell LLC

Mark Steinle, Project Manager  
4160 N Ocoee St Ste 8  
Cleveland TN 37312  
423-464-0883  
[www.atwell-group.com](http://www.atwell-group.com)  
Engineers  
Surveying

### Dilling Group Inc.

Kim Schippers, Regional Manager  
c/o WACKER POLYSILICON  
553 McBryant Rd  
Charleston TN 37310  
423-464-3547  
[www.dillinggroup.com](http://www.dillinggroup.com)  
Contractors—Mechanical

### Erlanger LIFE FORCE

Derek Ball, Clinical Base Supervisor/Flight Nurse  
975 East 3rd Street  
Chattanooga TN 37403  
423-503-1198  
[www.lzontheweb.com](http://www.lzontheweb.com)  
Air Ambulance

### Papercut Interactive

Jenny Hill, Partner, Client Relationships  
330 Frazier Ave Ste 100  
Chattanooga TN 37405  
423-648-7773  
[www.papercutinteractive.com](http://www.papercutinteractive.com)  
Marketing

## Economic Indicators

December Unemployment Rate				
	2014	2015		
Bradley County	5.6%	4.9%		
Tennessee	6.6%	5.6%		
United States	5.6%	5.0%		
January Building Permits				
Residential	2015	2016		
Number Issued	28	26		
Permit Value	\$5,064,494	\$3,540,015		
YTD Number Issued	28	26		
YTD Permit Value	\$5,064,494	\$3,540,015		
Commercial	2015	2016		
Number Issued	7	7		
Permit Value	\$7,149,150	\$1,682,473		
YTD Number Issued	7	7		
YTD Permit Value	\$7,149,150	\$1,682,473		
Local Sales Tax Collected				
	Jan 2015	Jan 2015	Jan 2016	Jan 2016
Local Sales Tax	\$2,962,508	\$2,962,508	\$3,263,450	\$3,263,450
Retail Sales				
	June 2014	Jan-June 2014*	June 2015	Jan-June 2015*
Bradley County	\$117,760,341	\$689,943,374	\$119,039,325	\$695,408,915
Tennessee	\$8,280,856,165	\$47,583,583,730	\$8,618,414,276	\$48,145,537,801

\*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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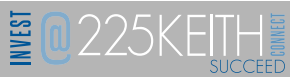
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Gary Farlow, Publisher

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## Things you should know ...

- **March 8, 8:30 a.m.—Chamber Coffee**, Garden Plaza at Cleveland
- **March 16, 5 p.m.—Salute to Education**, Chamber Conference Center
- **March 17, 11:30 am.—Food for Thought**, Chamber Conference Center
- **March 24, 8:30 a.m.—New Member Orientation**, Chamber of Commerce Board Room
- **March 25—Good Friday**, Chamber offices closed
- **April 1, 8 a.m.—Breakfast for Champions**, Chamber Conference Center
- **April 12, 8:30 a.m.—Chamber Coffee**, Elliott's Boot Co.
- **April 15, 6 p.m.—Chair-ries Jubilee**, Museum Center at Five Points
- **May 6, 8:30 a.m.—Leadercast**, First Baptist Church

## Leadercast Cleveland TN

May 6, 8:30 a.m.-4:30 p.m.

First Baptist Church

- Cost per corporate table—\$600
- Cost per individual ticket—\$79 (floor seats), \$69 (stadium seats)

*All ticket prices include breakfast and lunch.*



Cleveland/Bradley Chamber of Commerce



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