



## Board nominees go above and beyond what is required

“If your actions inspire others to dream more, learn more, do more and become more, you are a leader,” according to John Quincy Adams.

For the Chamber of Commerce, those individuals who inspire the staff and others to dream more, learn more, do more and become more for Cleveland, Charleston and Bradley County are leaders. Those individuals comprise our board of directors, who themselves dream, commit to learning, work hard, and go above and beyond what is required.

Chamber of Commerce bylaws require that six individuals complete terms of service each year and six new candidates be nominated to take their place. Election of a new slate of board members is an important process since these men and women focus on the economic, business and community development of Bradley County through a position on the board of directors of the Chamber of Commerce for three-year terms. These individuals serve through regular attendance

at board meetings and on committees where important decisions that affect the membership as well as the growth and development of our community.

Composition of the Chamber’s board reflects a cross-section of our membership categories: small businesses/retail, manufacturing large and small, financial institutions, education, nonprofits.

Specifically, in keeping with Chamber bylaws, current board leaders approve six new candidates each fall 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 Nov. 16. 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 2018 were incoming

*Continued on page 2*

1925-2015  
  
 Celebrating  
 90  
 Years

### The early 1990s brought many firsts

In 1992, Cleveland/Bradley County was first designated a Three-Star Community by the Governor. We began to identify the area as the Ocoee Region for marketing efforts. We also secured the commitment from the IOC to host the 1996 Olympic whitewater events. 1994 was a good year for industry. Cleveland Chair Company, FunTreats Inc., CPQ Colorchrome, Carolina Freight, First Fleet and Industrial Valve either bought or expanded in the Cleveland/Bradley Industrial Park. Other expansions in town included Peyton's Southeastern, Mirror Image Color Lab, JBK Enterprises, Bradley Block and United Knitting. And a fax system was installed as a means for the Chamber to communicate with its members.

## Board nominees

*Continued from page 1*

Chairman Shannon Ritzhaupt, Café Roma; Cameron Fisher, Church of God International Offices; Jeff Morelock, Insurance Inc.; Steve Robinson, Cleveland Plywood; and Tracey Wright, Cleveland State Community College.

The committee submitted the following individuals for election as members of the Chamber's board of directors beginning in January 2016.

### Andrew Brown

Andy Brown is an attorney with William J. Brown & Associates PLLC. He is a 2012 graduate of Leadership Cleveland and currently serves a one-year appointment on the Chamber's board of directors.



*Andy Brown*

Brown serves as president of the board of trustees for the Museum Center at 5ive Points. He also served as an Empowering Women board member (2011-13) for the Boys & Girls Club. He is a member of the Bradley County Tennessee Bar Association.

He and his wife, Britney, are parents to 9-month-

old Jackson and are members of First Cumberland Presbyterian Church. When he isn't spending time with his family, he enjoys running and swimming.

### Joyce D. Everett

Joyce Everett is practice manager for Surgical Associates of Cleveland PC. She is a member of the American Academy of Professional Coders (AAPC), Cleveland Medical Group Managers Association (CMGMA) and the Cleveland High School advisory board for health science. She is a CMPE certified medical practice executive.



*Joyce Everett*

Everett is a graduate of Leadership Cleveland and is an annual facilitator for the Chamber's Job Shadowing program. She received the prestigious Athena Award in 2003 and was named Tennessee Administrator of the Year by MGMA/SUMIC in 2015.

She enjoys time with her three children and significant other, Bob Jones. She also enjoys yardwork.

### Stacy L. Greene

Stacy Greene is plant manager for Cormetech Inc. In addition to his Chamber membership, Greene is a member of Cleveland Associated Industries and CAI's Best Practices Committee and was keynote speaker at the 2015 Make It Happen event. He is a graduate of the UT Executive Leadership Program.

Greene is also president of the Willow Creek Homeowner's Association.

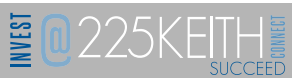
He and Shae, his wife of 17 years, have two children—Tucker, 13, and Olivia, 10—and are members of Westwood Baptist Church. He especially enjoys spending time with his family and building street rods and muscle cars.



*Stacy Greene*

### Michael J. Griffin

Mike Griffin is community president for First Tennessee



#### STAFF

Gary Farlow, *President & CEO*  
 Bernadette Douglas, *Executive Vice President*  
 Doug Berry, *Vice President, Economic Development*  
 Melissa Woody, *Vice President, Tourism Development*  
 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*

Address: 225 Keith St SW, PO Box 2275, Cleveland TN 37320-2275

Phone: 423-472-6587

Fax: 423-472-2019

Email: [info@clevelandchamber.com](mailto:info@clevelandchamber.com)

Website: [www.clevelandchamber.com](http://www.clevelandchamber.com)

Bank. A 2013 Leadership Cleveland graduate, Griffin is also a 2008 graduate of Leadership Chattanooga and served as its alumni board president in 2011. He was 2008-11 treasurer of the Chattanooga Chamber Downtown Council.



*Mike Griffin*

Griffin is a member of Rotary Club of Cleveland and the Rotary Foundation Board. He is a trustee for Erlanger Hospital. His leadership extends to the UTC Alumni Board (past president), UTC Foundation and Chancellor's Roundtable. He is past board chair of Junior Achievement of the Ocoee Region and served three years on the board of directors for United Way of Bradley County. He received the Tennessee Association of Community Leadership Servant Leadership Award in 2010.

He and Kim, his wife of 31 years, have two children, Julia and Graham, and are members of Broad Street United Methodist Church. His favorite pastimes are tennis, travel and reading.

### **Wes Robbins**

Wes Robbins, LUTCF, CLU® and CFP®, is a partner with Landmark Insurance Group. A Chamber member since 2009, Robbins is also a board member of Junior Achievement of the Ocoee Region and serves on the board of trustees for the Holston Home for Children.



*Wes Robbins*

He is a member of Broad Street United Methodist Church and is a lay leader.

He and his wife, Keri, have three children: daughters Kendall, 11, and Ashlyn, 8, and son Hudson, 4.

### **Cole Strong**

Cole Strong is assistant vice president for operations for Lee University. He works with the Cleveland Community Concert series held on the college campus.

Strong and Ashley, his wife of 10 years, attend First

Baptist Church where he teaches a 10<sup>th</sup>-grade male Sunday school class and, with his wife, is part of a community group. They have four children: Jeremiah, 7; Lucas, 5; Olivia, 2; and Nora, 2, adopted from China five months ago.



*Cole Strong*

In addition to spending time with his family, Strong enjoys attending Lee athletic events and cheering for the LSU Tigers.

## **Leadership Cleveland class**



**Members of the 2015-16 Leadership Cleveland class** gathered in September at Johnston Woods to begin the nine-month program with a daylong retreat. Ann Marie Brewer of Tennova Healthcare—Cleveland (formerly SkyRidge Medical Center) facilitated various team-building and leadership-development activities throughout the day. Pictured are this year's class: (front, from left) Barbara Cahoon, Tennova Healthcare—Cleveland; April Lairmore, Southern Heritage Bank; Brittany Cox, People for Care & Learning; Hailey Wood, United Way of Bradley County; Maria Richardson, Doctor's Express; Angel Sherlin, Andrew Johnson Bank; Andrea Lockerby, Tennova Healthcare—Cleveland; (back) Rodney Murray, Cleveland Family YMCA; Luke Thomason, Cleveland Utilities; Catherine Rice, Family Resource Agency; Jeremy Loftis, Athens Federal Bank; Josh Taylor, L&B Appliance Sales & Service; Allen Murphy, Law Firm of J. Allen Murphy Jr.; Amanda Nelson, Ocoee Insurance Services; Isaac Doty, St. Luke's Episcopal Church; Erica Malone, First Tennessee Bank; Josh Worthington, Surgical Associates of Cleveland; Ken Dew, Regions Bank; and David Yost, Cleveland Utilities.

## member memo



... **INDUSTRIAL VALVE** is commemorating 40 years of serving the industrial community in 2015. The company is privately owned by Jim Harrell and Don Williams with four locations, six divisions and over 300 companywide employees. Facilities include South Atlantic Operations in Cleveland, Tenn.; West South Central Operations in Bastrop, La.; Eastern Central Operations in Evansville, Ind.; and Southern Operations in Mobile, Ala. Their commitment to exceed customers' expectations continues to be their primary focus.

Industrial Valve takes pride in being an industry leader that offers technological innovation by providing a comprehensive array of valve-related services, including the Valve Management System (VMS); barcoding software directly linked to VMS; and Document Management, a system designed to streamline corporate and technical documentation.

All four IVS Locations are fully certified by the National Board of Boiler & Pressure Vessel Inspections and are authorized to apply "NB" and "VR" stamps; and The American Society of Mechanical Engineer (A.S.M.E) to certify "V," "UV" Section I and Section VIII valves. IVS is a licensed distributor for Crosby, Anderson Greenwood, Kunkle, Varec, Bray, Copeland and Rotork products.

**Jason Nall** is director of the IVSS South Atlantic Operations in Cleveland. For more information, call 251-487-7457 or visit [www.indvalve.com](http://www.indvalve.com).

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## member memo

... **CAPITALMARK BANK & TRUST**, a division of Pinnacle Bank, is now the sixth-largest out of 16 financial institutions in the Cleveland market, according to the Federal Deposit Insurance Corporation (FDIC). The bank moved up a spot from No. 7 in 2014. The FDIC's summary of deposits for June 30, 2014, through June 30, 2015, shows that CapitalMark grew its deposits by approximately \$42.2 million over the prior year in the Cleveland metropolitan statistical area (MSA), giving the firm 7.3 percent market share, up from 5.0 percent in 2014.

CapitalMark merged with Pinnacle Bank in July and will operate as a division of Pinnacle Bank until the firms' operations converge in March 2016.

"CapitalMark has attracted deposits rapidly since our founding, and we plan to accelerate that growth as we join forces with Pinnacle," said Keith Barrett, Pinnacle's area executive for Cleveland.

CapitalMark is the fastest-growing bank in the Cleveland market with a 53.4 percent increase in deposits from the previous year.

## Christmas elf begins journey

With the intent to encourage local shopping, promote Chamber members and generate excitement about our local economy, Bobblehead Robert Bradney, affectionately

known as the Chamber Elf, began his holiday travels to Chamber-member retailers Nov. 1.

Participating retailers at press time are Blue Ridge Mountain Outfitters—Cleveland, Ever After Bridal & Formal Wear, Hyderhangout: Quilt Fabric & More, Jerry's Auto Service & Tire Center, Mally B's Boutique, Orange Blossom Boutique, Southern Traditions and The Red Ribbon.

At each of the Christmas Elf's stops, consumers will be encouraged to take a "Selfie With the Elfie." They will then be asked to post their pictures on the Chamber's social media outlets (Facebook, Twitter and Instagram) and use the hashtag #CLEChamberElf to be entered in a drawing for \$500. One post per outlet equals one entry into the grand prize drawing on Dec. 21, with a maximum of three per location. Watch for the Elf's location on our social media sites. Then shop local ... and post your "selfie with the elfie."





*David Hudson is director of the Tennessee Small Business Development Center at Cleveland State Community College.*

**Q. We need a website for our business. What are a few things I need to consider when interviewing a website developer?**

A. First, you should consider the purpose of your business website. Do you need a basic site to provide potential clients and customers with information about your business in order for them to contact you? Will you need additional functions such as appointment booking or offering informational downloads? Do you intend to conduct business through an online store and accept payments? Once you have these answers, you are ready to begin your search for the right type of web developer.

Begin by asking other business owners whose sites you find appealing what companies they used for design to narrow the field. Once you have decided on a few designers to speak to, ask them to give you a list of sites they have built. This will allow you to evaluate their work from a consumer's perspective. Make notes of things you like and things you don't like. If possible, speak with their customers to learn more about their experience with the web design company.

During your meeting with the developer, ask if they build the site on a "portable" content management system. It is very important that you avoid having a site built with software that is strictly "in-house," meaning that company is the only one who can work on it. Be sure that you, as the business owner, will own the design as well as the copyright for any artwork created for you and paid for by you. This will allow you to avoid having to build a new site from scratch

should you part ways with the original design company. As part of this conversation, make sure that you maintain ownership of your domain name. Do not allow your business domain to be registered to anyone other than you, the business owner.

It is extremely important that your business website is mobile-friendly. Your website should be designed to adapt to viewing on smartphones and tablets with ease. A mobile-friendly website is imperative to achieving a higher ranking on search engines. You will lose potential customers if they cannot easily view and navigate your site on a mobile device.

Be sure to ask about ongoing support services for your site. If you would like to make changes to the site, will the web design company provide training? Are there additional fees for updates? Will you be provided monthly analytics reports? Make sure to get a very specific list of items included with the design fee. You will also need to understand what kind of ongoing fees will be involved with hosting and whether your site will be hosted with a local server or a "big name" company.

Finally, understand that a great site cannot be built in a day. A web developer should spend some time with you to learn about your company and what your specific needs are. You will need to provide the developer with content, which will probably include photos and product/service information. The more information you have ready for your web developer at the beginning, the faster the process will be.

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## Welcome new members

The Chamber board of directors and staff welcomed the following new Chamber members on Oct. 14, 2015. Please welcome them with your business.

### Bradley Place Executive Plaza (Mr. Zip Inc. of Tennessee)

Karen Thompson, Administrative  
Assistant/Property Manager  
1510 Stuart Rd  
Cleveland TN 37312  
423-476-3261  
*Rental Properties*

### Mountain Gas Propane

Steve Pearson, Manager  
5492 Waterlevel Hwy  
Cleveland TN 37323  
423-790-7727  
*Bottled Gas*

### Payscape Advisors

Bryan Burger, Account Manager  
306 W Main St  
Chattanooga TN 37408  
423-271-3577  
[www.payscape.com](http://www.payscape.com)  
*Financial Services*

### Staff Management/SMX Staffing

Diane Taylor, Lead Manager  
3500 Peerless Rd  
Cleveland TN 37312  
423-479-8611  
[www.apply.smjobs.com](http://www.apply.smjobs.com)  
*Employment Agencies & Services*

### Tri-State Property Maintenance

Lee Rickards, Owner  
3106 N Ocoee St  
Cleveland TN 37312  
423-650-5529  
*Contractors—Improvements &  
Remodeling*

## member memo

**GRAAB COALITION** has relocated and is excited about their new location and their continuing community engagement! The coalition's new physical address is 220 Urbane Road (Cleveland YMCA), Cleveland TN 37312; the mailing address is PO Box 5918, Cleveland TN 37320. The mission of GRAAB Coalition is to bring together concerned individuals, members of the community, and service providers to facilitate lowering illicit and addictive use of alcohol, tobacco, and other drugs in Bradley and Polk counties by providing effective education, recovery, and support for youth, families and the community. Please call 423-805-3367 or email [info@graabcoalition.com](mailto:info@graabcoalition.com) for an appointment.

## Second annual ninth-grade Career Fair held at CSCC

Preparing students for tomorrow's workforce continues to be a strong effort of the Chamber's workforce development

programming. Among those efforts is a Career Awareness Fair for ninth graders from our three local high schools. The Chamber, in partnership with Cleveland State

Community College, held the second annual Career Fair on the Cleveland State campus in September.

Some 800-825 students attended the fair designed to create awareness of what programs are available at their schools and to show them what types of careers are available in Cleveland and Bradley County. Exhibitors also focus on what is required of students to prepare for those careers in secondary and post-secondary education.



*The Lewis Group Architects*

Among the exhibitors were career and technical programs from both Cleveland City and Bradley County Schools. Exhibits from Cleveland State, Lee University and Tennessee College of Applied Technology also showed programs available at post-secondary schools.

Business and industry exhibitors included Cleveland Utilities, Cormetech Environmental Technologies Inc., Family Resource Agency, Franklin Academy, Don Ledford Automotive Center, Lewis Group Architects, Mars Chocolate North America, Olin Corporation, Volkswagen Academy, and WACKER POLYSILICON North America. Representatives from Bradley County Sheriff's Office, Bradley County Fire and Rescue, Cleveland Fire Department and Tennessee Wildlife Resource Agency were also on hand.



*Cleveland Fire Department*

## Businesses interview 500 high school seniors

The Senior Interview program is a workforce development program the Chamber of Commerce began offering for students in 2014. The goal of this program is to prepare each student with the skills necessary in completing an application, preparing a resume and having an interview with a business professional. To affect as many seniors as possible, the Chamber offers the program in both the fall and spring semesters.

Recently, 30 business professionals took time to interview seniors at Bradley Central, Cleveland and Walker Valley High Schools. The professionals interviewed over 500 students and provided them with feedback on ways to improve their resume and interview skills. For many students, this was their first experience in a job interview.



*Josh McGowan, Belflex Staffing, talks about resumes with a Cleveland High student.*



*Jan Runyan, Cleveland Utilities, interviews a Bradley Central senior.*

## Economic Indicators

August Unemployment Rate				
	2014	2015		
Bradley County	7.0%	5.6%		
Tennessee	7.4%	5.7%		
United States	6.1%	5.1%		
September Building Permits				
Residential	2014	2015		
Number Issued	27	23		
Permit Value	\$3,674,736	\$4,242,853		
YTD Number Issued	298	302		
YTD Permit Value	\$39,511,534	\$43,678,976		
Commercial	2014	2015		
Number Issued	5	5		
Permit Value	\$926,000	\$1,240,620		
YTD Number Issued	53	52		
YTD Permit Value	\$16,876,435	\$27,206,495		
Local Sales Tax Collected				
	Sept 2014	Jan-Sept 2014	Sept 2015	Jan-Sept 2015
Local Sales Tax	\$2,270,821	\$20,707,915	\$2,334,040	\$21,917,148
Retail Sales				
	Dec 2013	Jan-Dec 2013*	Dec 2014	Jan-Dec 2014*
Bradley County	\$122,357,088	\$1,535,300,883	\$129,874,659	\$1,415,084,889
Tennessee	\$9,017,934,818	\$97,367,408,737	\$9,386,509,116	\$98,921,448,419

\*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.

### The Plastic Surgery Clinic

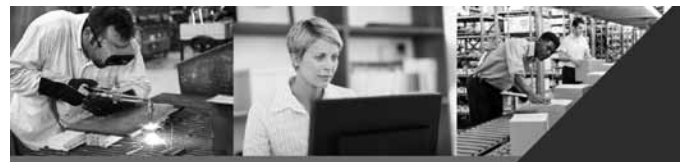
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Nancy A. Neal, Editor  
Gary Farlow, Publisher

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## Things you should know ...

- **Nov. 4—Youth Leadership** “City Government and Services Day”
- **Nov. 5, 6 p.m.**—Ribbon cutting and exhibit opening at Museum Center at Five Points for **The Red Back: America's Best-Loved Hymnal**
- **Nov. 6, 6:30 p.m., Cleveland Country Club**—A joint **anniversary celebration** for the Chamber of Commerce (90 years), Cleveland Associated Industries (50 years) and Junior Achievement (50 years)
- **Nov. 10, 8:30 a.m.**—**Chamber Coffee** at Broad Street United Methodist Church
- **Nov. 12—Job Shadowing** for Tennessee Christian Preparatory School and Cleveland High School
- **Nov. 18—Job Shadowing** for Bradley Central and Walker Valley High Schools
- **Nov. 26-27—Chamber office closed** in observance of Thanksgiving
- **Dec. 4—Carols in the City**, Downtown Cleveland
- **Dec. 5—Christmas Parade**, Downtown Cleveland

**Begin thinking about your investment in Chamber membership for 2016 NOW. Be sure we have your correct information too. Have you changed your business name? Moved to a new location? Hired a new vice president? Visit [www.clevelandchamber.com](http://www.clevelandchamber.com) to confirm the accuracy of your membership listing and call us with the changes.**



Cleveland/Bradley Chamber of Commerce



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