

## inside THIS ISSUE

August 'Top Tools' . . . . . 2

Leadership Cleveland  
provides insight . . . . . 4

SpeedNet builds business  
relationships . . . . . 4

Cleveland is affordable . 5

CVB begins e-newsletters  
. . . . . 5

Small businesses expect  
growth . . . . . 6

member memo . . . . . 6

Economic Indicators . . . 7

“Competence  
leads to  
enthusiasm for  
one’s  
endeavors.”



### ‘What do y’all do at the Chamber?’

A young businessman from Athens, Tenn., posed this question a couple of weeks ago when he came into the Chamber of Commerce trying to locate a subdivision in north Bradley County. After searching our maps and making three phone calls, we finally located the new subdivision. But as he prepared to leave, he asked one more all-too-common question, “What do y’all do here?”

To “insiders”—those who either work for the Chamber or who serve as one of our many volunteers—the answer seems simple. But for those beyond the walls of our office complex in the Village Green Town Center, those who don’t attend networking events, who don’t attend seminars or workshops, who aren’t involved on committees or boards, who never look at our website or rarely read the local newspaper, the answer may be a little more complicated.

The mission statement for the Cleveland/Bradley Chamber of Commerce states that we are “. . . a quality organization dedicated to the business development of our members, the economic growth of our region, and the highest quality of life for our community, the Ocoee Region of Tennessee.”

To be that “quality” organization and to achieve our lofty mission, we divide our work into seven divisions, each with their own set of goals and objectives: Business Development, Community Development, Convention & Visitors Bureau, Economic Development, Membership Development, Organizational Development and Public Affairs.

Recently, the staff presented the Board of Directors with a midyear review of the 2009 Program of Work, providing close scrutiny of projects completed or well underway, examination of objectives unattainable at the present, and an analysis of budget constraints and their impact on goals.

We also updated our “Did you know . . . ?” information, presented as a flyer in all new member packets and as a section in the Chamber’s membership directory. From that information, we were able to share some of the highlights of what the Chamber does with the young man from Athens. We only scratched the surface, but you can read some of that information on page 7 in your new copy of *The Resource*.

### 2009 Teachers Academy: The impact

#### Too excited to sleep

John Warren couldn’t sleep at night—that’s how much the chemistry professor at Cleveland State Community College enjoyed his Teachers Academy experience at Arch Chemicals Inc. this summer.

Teachers Academy, developed in 1998, establishes stronger partnerships between business and education to help teachers identify and incorporate necessary skill training and understanding of business/workforce realities into school curriculum.



Cleveland State’s John Warren (right) and Arch Chemicals’ Jim Brennan talk about exciting lab experiments.

## August 'Top Tools' to focus on finding the right employees

On Wednesday, Aug. 19, the Small Business Committee will present "Finding the Right Employee for Your Business" as a session of the Top Tools for Business program.

Finding the right candidates for open positions is stressful but can be improved with the right processes and procedures. In a *Society of Human Resource Managers* survey, eight of 10 hiring experts expect applicants to receive counteroffers, even for entry-level jobs. This lunch program will cover the following topics:

- Assessing your situation
- Locating the best candidates
- Evaluating resumes
- Conducting interviews
- Checking references.

David Norton, recruiting manager for Robert Half International, will present the program. Robert Half International is the oldest and largest specialized staffing firm with over 350 offices in 21 countries. Norton is a Cleveland native and a 1993 graduate of Bradley Central High School. He graduated from Rhodes College and worked several years as an analyst for an investment banking due diligence firm specializing in commercial real estate. He joined Robert Half International in 2004 and came back home to Cleveland. He now serves as branch manager of the Northeast Tennessee operations in Knoxville. He is a member of the Chamber's Small Business Committee.

The program will begin at noon at the Chamber's conference facility in the Village Green Town Center. Chamber members may attend for \$15, which includes lunch, or may attend for no charge if not eating. Registration, however, is required. To register, call the Chamber office at 472-6587.



### STAFF

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## 2009 Teachers Academy

*continued from page 1*

"Quite often teachers go from being a student in a classroom to being a teacher in a classroom without any exposure to business and industry," Lisa Pickel, director of existing industry programs for the Chamber of Commerce, explained.

John Warren was a "perfect fit" for his assignment at Arch this summer, according to Jim Brennan, Arch consulting scientist. His lab skills, analytical skills, and ability to observe and record data were necessary for performing lab tests in Product Research & Development.

Warren described his Arch experience as "almost too exciting and very addictive." His lab project has motivated him to introduce more analytical chemistry and technique in his Introduction to Chemistry and General Chemistry classes at Cleveland State, classes required for nursing, pre-pharmacy and engineering students. He is developing lesson plans that discuss options for careers in science and will stress to his students that they use more science skills than they realize.

Said Brennan, "One of the best things John can do for his students is to teach how science applies to learning such basic things as following directions and measuring accurately. . . . If you change one variable, you change the results. . . . Let students know that what they are doing will lead them somewhere, to something that's fun."

### From document control to parts of speech

Tucker Blackman describes his classroom as "controlled anarchy and chaos." And he loves to get his English students at Bradley Central High School "fired up."

Following four weeks at Arch Chemicals this summer in the Teachers Academy program, Blackman will no doubt get his students fired up this fall with a little different perspective.

His "job" was to populate a database of all the products produced at Arch.



"One of the key things we are working on is communicating complex information in the plant environment," Ron Masterson, regional quality manager, said. "We need to properly communicate what we need to get back what we want."

"I didn't have time to bring someone up to speed," Masterson said about selecting Blackman for the summer slot. "But we were convinced in the interview process that Tucker was not coming just to pad his resume. He wanted to get something out of the experience."

Tucker Blackman, BCHS, describes his document control project at Arch Chemicals.

## 2009 Teachers Academy: The impact on business, education

Blackman found the project to get all dry PMP (Pool Maintenance Products) into Arch's document control system daunting at first, but he applied a systematic approach, gathered specifications about all the products, and translated the specs into simple terms so that anyone who read them could understand what chemicals are necessary to produce that product.

Judy Tickle, document management specialist, added, "Tucker had a grasp of what we were expecting, and he was really looking for something to take back to the classroom. He accomplished twice the amount of work we expected."

Blackman, who was sad to see his four-week experience come to an end, said, "Teachers Academy is a real-world experience that shows what we as teachers can do to benefit students, to make skills relevant to them."

His lesson plans this fall will include creating spreadsheets for parts of speech, giving students a chance to enter data for how to use them, and addressing why slang rhetoric is inappropriate in the workplace.

Arch Chemicals has opened its door to teachers since the outset of the Teachers Academy program 11 years ago. "This is Arch's contribution to the community for students, many of whom are not purpose-driven," Tickle said. "Students are protected from what it takes to be successful in the workplace. The more we can contribute to students, the better our employees will be."

### Personnel files revamped

Who knew that someone actually enjoys filing? Well, Terri Olinger does, and she exhibited gold-standard filing skills at Flowers Bakery of Cleveland this summer. Olinger, who teaches computer skills for grades 3-5 at E.L. Ross and Mayfield Elementary Schools, revamped the bakery's personnel files for all 270 active employees as a participant in the 2009 Teachers Academy.

"This was an expensive task required by our auditors," Joan Dalton, HR director for Flowers Bakery, explained.

Olinger, who signed a confidentiality statement, sorted employee records into six categories and subsequently refiled

them in chronological order. The end result was an impressive set of completed files and three empty cases of file folders.

The 21-year veteran educator's attention to detail and love of repetitive work also made her a perfect fit for the position. She also spent time in the plant, observing firsthand the different

facets of the baking process. She plans to tie her industry experience to the classroom through databases and spreadsheets.

"This has been a very positive experience,"



From left, Lisa Pickel, Terri Olinger and Joan Dalton talk about revamping personnel files at Flowers Bakery.

Olinger noted, adding that "it has been useful to go into industry because our job is to prepare kids for the workforce. Computer skills are a life skill, and what I teach now will be part of the students' work life at age 16."

Dalton says Teachers Academy is a plus for industry too. "This gives us an opportunity to have someone do a special project, and a teacher has the knowledge and experience to complete the task without our hiring a temp. Terri was used to dealing with confidentiality too. For the dollar value, the service is wonderful."

Teachers receive a stipend from their respective business/industry for a four-week commitment. "Since many businesses are now lean, Teachers Academy gives them an opportunity to have a fresh set of eyes for a problem or an extra set of hands to help with a project for a modest price tag," Lisa Pickel pointed out.

Dalton added, "And any way Flowers can reach the community and students benefits our future workforce."

For information about participating in Teachers Academy, contact Lisa Pickel at 423-472-6587 or email her at [lpickel@clevelandchamber.com](mailto:lpickel@clevelandchamber.com).

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## Accepting applications for 2009-10 program

### Leadership Cleveland 'provides insight on community'

"I found it to be one of the best ways possible to learn about our community and all the wonderful things that it represents," Mitch Napier, owner of Little Caesars and a 2009 graduate, said about Leadership Cleveland.

The Leadership Cleveland program provides an opportunity to gain a better understanding of the local community and the challenges it faces and to prepare for those challenges by learning about the many facets that make up our community.

"It's been a joy making new friends and experiencing firsthand how our city and county operate," Napier added, "and I truly believe that we have a community that puts the interest of business and family first. I'm proud to be a part of this great community and speak highly of it wherever I go."

The application process for the 2009-10 class of the Chamber's Leadership Cleveland program has begun, announced Cleveland Utilities' Rick Lawson, chairman of the steering committee for the program, recently. Since its introduction in 1984, more than 225 participants have graduated from the eight-month program.

The goal of Leadership Cleveland is for participants to develop leadership skills and greater knowledge about Cleveland and Bradley County through a series of one-day sessions and an overnight trip. Topics covered include Education, Public Safety, Law Enforcement, Local Economy, Healthcare, Local and State Government, and Charting the Future, presented through lectures, discussion, tours, on-site visitations, and informal question-and-answer sessions.

Valorie Garmon, Ocoee Insurance Services, noted, "Leadership Cleveland was a valuable use of my time and money. I would highly recommend the class to any business person that operates in the Cleveland area. It was truly an eye-opening experience to all that Cleveland and Bradley County has to offer."

"Leadership Cleveland is an educational experience," Bernadette Douglas, Chamber executive vice president and program coordinator, said. "The goal of the program is to open the minds of participants to the perspectives that surround

each issue. Through consideration of these perspectives, participants are enabled to become more visionary leaders in our community."

Douglas added that many graduates of the program have gone on to become involved in a variety of aspects of the community, from involvement on Chamber committees and task forces to local government and leadership positions in other volunteer organizations.

Scott Beck of Jones Management Services commented that Leadership Cleveland "is an outstanding program that provides an individual with great insight on the infrastructure of Cleveland and Bradley County—very informative on [everything from] public works to non-profits to local businesses. This program should be a must for any person that works or has a business in Cleveland/Bradley County."

The 2009-10 class will run from September 2009 through May 2010. Those interested should call the Chamber at 472-6587 to be placed on the mailing list for application information.

### SpeedNet: Quick, easy, successful networking

Do you ever feel like there is just not enough time to network for your business? You want to let people know that you are here and ready for their business, but you just don't have enough hours in your day. Well, can you invest an hour? SpeedNet is your answer, and it is the quickest networking benefit that the Chamber offers.

SpeedNet is a lot like speed dating, except it is intended to build business relationships. Here's how it works. Open only to 32 people each session, each participant is guaranteed to meet 16 people and spend five one-on-one minutes with each of them. After a brief introduction, you then will spend the rest of the time rotating around the room, meeting other participants at five-minute intervals. Every five minutes is a new networking opportunity and a new business relationship.

Once the networking round is completed, you may follow up with the participants you connected with for a potential business relationship or introduce yourself to others you did not get to meet.

If you have not taken advantage of SpeedNet as a member benefit, now is the time. After all, don't you think an hour is a good investment of your time for a new business relationship?

The next SpeedNet is set for Aug. 26 at 4 p.m. The cost to members is \$10. No-shows will be charged a \$25 no-show fee due to impact that the number of participants has on the event. To register, call the Chamber office at 472-6587.

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**\*Additional savings offered to Chamber members\***

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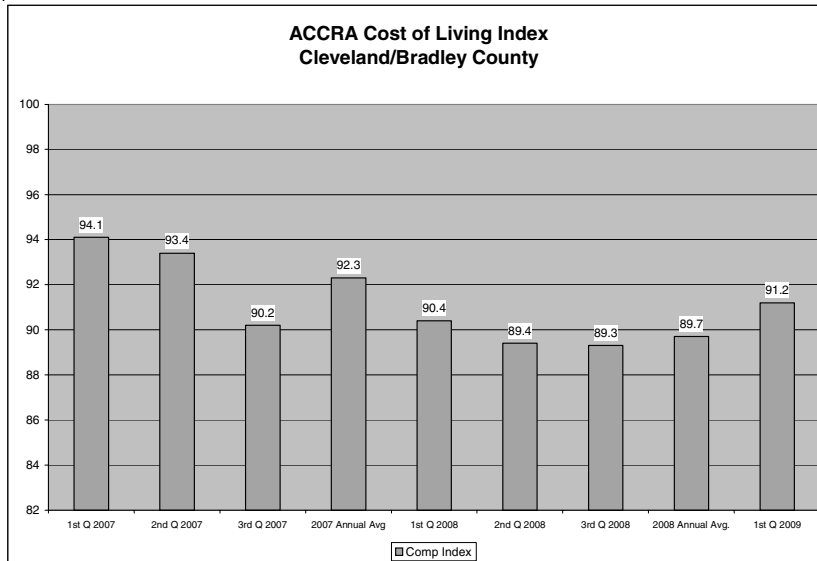
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## Cleveland still an affordable place to live, conduct business

An important factor that industries, retail companies and individuals consider when looking at a new community such as Cleveland/Bradley County is the cost of living. We determine this factor by participating in a national cost-of-living survey coordinated by ACCRA and released quarterly. The survey requires actually going into local stores and recording prices on a variety of items and reporting them.

These items include 26 grocery items, clothing, toothpaste, shampoo, tennis balls, hair cuts, dry cleaning, rent and cost of a new home, utilities, movies, bowling, doctor, dentist and veterinarian visits, telephone, newspaper and gasoline. The survey also requires contacting local realtors and builders for housing costs.

Once ACCRA calculates these prices, we can compare Cleveland/Bradley County to other cities in Tennessee and across the entire United States. The Chamber uses this figure in recruiting new industries and jobs for our area. Currently the cost of living for Cleveland is 91.2 percent, which means we are 8.8 percent below the national average. Prices do rise and fall, but the cost of living for Cleveland/Bradley County has



ranged from 5.9 to 10.7 percentage points below the national average from 2007 to the first quarter of 2009 (see chart). We also range within three points of other Tennessee cities such as Chattanooga, Knoxville and Murfreesboro. So even though prices are continuing to rise, the cost of living in

Cleveland is still pretty good.

To make us feel even better about living in Cleveland, we can look at the cost of living in some larger cities. According to the first quarter of 2009, the most expensive place to live is Manhattan, N.Y., where the cost of living is a whopping 219.3 percent—119.3 percent higher than national average. The cost of living in San Francisco is 164.9 percent—64.9 percent higher than average—and

their housing costs are 274.6 percent, which is 174.6 percent higher. Boston's cost of living is 129.5 percent, or 29.5 percent higher than national average, and their healthcare costs are 126.2 percent higher.

As you can tell by these numbers, Cleveland/Bradley County continues to be a great place to live, work and do business.

## CVB launches e-newsletters

The Convention & Visitors Bureau (CVB) recently launched an e-newsletter directed to consumers. *Currents* informs those who "opt in" what is new and exciting between the rivers of Southeast Tennessee. The first issue introduced the new *Cherokee Passport* brochure, promoted the ongoing rafting season and announced the headliners for the White Oak Mountain Bluegrass Festival.

*Currents* is emailed to potential visitors who have provided their email addresses when requesting information about the area or responding to advertisements the CVB has placed promoting the Ocoee Region of Tennessee.

The CVB also launched *Tourism Talk*, an e-newsletter directed toward the local tourism industry. *Tourism Talk* will keep local businesses informed of activities and projects coordinated by the CVB.

To be added to either of these e-newsletter mailing lists, please contact Joelle Cavitt at [jcavitt@clevelandchamber.com](mailto:jcavitt@clevelandchamber.com) and indicate your preference.

## Looking for treasure?

Looking for an afternoon of unique shopping and treasure hunting? Many visitors to our community are searching for antiques and collectibles, and providing a packaged experience is a great way to encourage them to stay in our community longer.



The Convention & Visitors Bureau recently published an update of the *Antiques & Collectibles Trail—the shops of Cleveland and Charleston*. The brochure features Chamber-member shops that fit the bill for this trail and includes a map for easier location.

The brochure is available at the Chamber of Commerce, at the shops listed in the brochure and on the CVB website, [www.visitclevelandtn.com](http://www.visitclevelandtn.com).

## Survey says . . .

# 70% of small businesses anticipate growth in 2009

ACCE News (June 21, 2009) reported that "70 percent of small businesses anticipate moderate to significant growth in 2009, according to the Small Business Attitudes & Outlook Survey conducted by Constant Contact, a leading provider of email marketing and online surveys."

"Constant Contact conducted the survey of more than 3,000 respondents, in collaboration with the American Chamber of Commerce Executives (ACCE), SCORE and the Association of Small Business Development Centers (ASBDC), organizations dedicated to the success of small businesses. The survey was conducted from April 30, 2009, through June 12, 2009, and was focused on small business and their expectations for the future and the economy."

**'Optimism and perseverance marks this spirited group of business owners.'**

"The results of the survey reveal the optimism and perseverance that so often marks this spirited group of business owners, as well as their adaptability to meet current economic conditions," Constant Contact CEO and Chairman Gail Goodman said. "These companies show us all what it takes to succeed in any economic climate. We are grateful to our partners in the survey, which has given us an encouraging glimpse into the minds and attitudes of today's small businesses."

Go online for complete results of the Small Business Attitudes & Outlook Survey:

[http://img.constantcontact.com/docs/pdf/US\\_Small\\_Bus\\_Survey.pdf](http://img.constantcontact.com/docs/pdf/US_Small_Bus_Survey.pdf)

## member memo

. . . CLEVELAND CITY BALLET BANG-A-RANG PRODUCTIONS announces that registration for the 2009-10 season is underway. The studios offer classes in all levels of ballet, tap, jazz, hip hop, ballroom and piano for students ages 3 through adult. Instructors for all classes are highly qualified and have college degrees and professional experience in all of their areas of expertise. The studios, located in The Old Woolen Mill at 445 South Church St., will be open for registration July 29-Aug. 1, 4-7 p.m. daily and Aug. 3-7, noon-6 p.m. daily. Visit [www.clevelandcityballetonline.com](http://www.clevelandcityballetonline.com) or call 423-472-0167 for more information.



**Bang-A-Rang**



**Flowers Bakery**  
of Cleveland, LLC

. . . FLOWERS BAKERY OF CLEVELAND LLC has received Flowers Foods Gold Pinnacle Award. The Pinnacle Award program ensures that each plant within Flowers Foods continues to be an efficient, least-cost producer, with the best product quality in the baking industry. Each year plants set goals, which are tracked to see if they are being met. A point system is set for each department, and this determines the status under the award program. The maximum possible amount of points for the company is 1,000 to reach the Gold Award, not an easy task. In fact, only two bakeries out of 39 achieved this goal for the year and most bakeries never receive the award. The Cleveland Bakery attributes the hard work, dedication and passion for excellence of all its employees for achieving this most prestigious award.

. . . FLOWERS BAKERY has also reached one-million man hours without a lost-time accident. "Creating a safe workplace is one of the most important goals as a company, and our safety record speaks for itself," Environmental & Safety Director Larry Clements said. "But the most important part of creating a safe workplace is the dedication of the people who come to work each day with safety on their minds. A million safe man

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## member memo

*continued from previous page*

hours is a great achievement. It's an honor which rightfully belongs to each person in the plant. . . . We are headed toward two million and have no intention of looking back." The million-man-hour accomplishment is certified using data supplied to the U.S. Occupational Safety and Health Administration.

. . . AMEDISYS HOSPICE SERVICES announces that WES PAGE, a new account executive, is now working in the Cleveland area. For more information about the services of Amedisys, call Evelyn Thompson, volunteer coordinator, at 499-0018.

. . . Amy Humberd, a local young scholar, has received a college grant from Cleveland Bradley County Teachers Federal Credit Union and the ACCEL/Exchange® EFT Network through the Education Exchange



2009 College Grant Program. Through the program, 34 high school seniors from across the country are selected from a pool of thousands of applicants to share a total of \$50,000 in college grants. Students receive grants of \$1,000 and \$5,000 based upon scholastic achievement, community involvement, qualities of character and leadership, and financial need. "I am so pleased that one of our members won this grant," Janice Hughes, marketing director at the Teachers Credit Union, said. "She is an awesome student and a wonderful young citizen of our community." Amy, a graduate of Bradley Central High School, will attend Lee University and plans to major in music education and math.

## Economic Indicators

May Unemployment Rate				
	2008	2009		
Bradley County	6.0%	9.5%		
Tennessee	6.4%	10.7%		
United States	5.5%	9.4%		
June Building Permits				
Residential	2008	2009		
Number Issued	49	29		
Permit Value	\$12,326,704	\$2,728,500		
YTD Number Issued	209	128		
YTD Permit Value	\$33,025,772	\$14,607,300		
Commercial	2008	2009		
Number Issued	2	5		
Permit Value	\$1,125,000	\$765,250		
YTD Number Issued	26	38		
YTD Permit Value	\$46,358,079	\$5,359,688		
Local Sales Tax Collected				
	June 2008	Jan-June 2008	June 2009	Jan-June 2009
Local Sales Tax	\$1,820,808	\$10,310,263	\$1,883,343	\$10,028,097
Retail Sales				
	Dec 2007*	Jan-Dec 2007	Dec 2008*	Jan-Dec 2008*
Bradley County	\$112,711,679	\$1,181,457,050	\$103,279,156	\$1,196,270,333
Tennessee	\$1,181,457,050	\$90,422,420,405	\$7,728,489,671	\$88,007,484,365

\*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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## member memo



... CLEVELAND TUBING recently celebrated two years of work with no accidents. Their OSHA log is blank for the last 24 months, meaning not just no-lost-time accidents but no



Cleveland Tubing's water gun fight celebrates two years with no accidents.

recordable accidents period. "This represents the commitment that all of our employees have made to work safely every day," President Cathy Boettner said. "They demonstrate this commitment through the decisions and actions they take

every day. Every accident is preventable." Cleveland Tubing marked the occasion with a steak cookout on June 17 on all three shifts along with a water gun fight. Boettner reported that she "spent most of the day wet." The plant manager, controller and logistics manager participated in the water gun fight with all three shifts so they too were soaked all day and night. "As a result of our safety program and record, our insurer uses us as an example with their other clients and when they train their own employees." *Congratulations, Cleveland Tubing!*

## 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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