

The Chamber **Communique**

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A Bi-Monthly E-Newsletter of the
Cookeville-Putnam County Chamber of Commerce

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Cookeville-Putnam County
Chamber of Commerce

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www.mustseecookeville.com

Highlands Visitor Center Now Welcoming Visitors



Highlands Visitor Center volunteer Barbara Briggs, left, and volunteer coordinator Myrna Estes look over a wall display titled "Historic Attractions & Museums" at the new visitor center. The center, located at 470-A Neal St. in Cookeville, welcomes visitors from 9 a.m. - 5 p.m. seven days a week.

People driving through Cookeville on I-40, Hwy. 111 and Hwy. 70 North now have a convenient place to stop and learn more about the Highlands. That's because the 1,870-square-foot Highlands Visitor Center is now open at 470-A Neal St. in Cookeville.

The Convention & Visitors Bureau (CVB) invites everyone to come and enjoy all the new center has to offer.

With a focus on the Highlands counties of Putnam, Overton and White, the center houses interactive displays of local attractions, fine arts and craft items from local and emerging artists, historical exhibits, a 32-inch flat screen TV showing scenes of the Highlands and other DVDs, such as Appalachian Center for Craft demonstrations, and a wall-sized map that highlights points of

interest in the Upper Cumberland.

The center has wall displays on four main topics: outdoor recreation, cultural arts, historic attractions and museums and music. There are also two-sided floor panels that include information about wineries and agritourism, special events, education, retail and golf. In addition, the center offers bathroom facilities, a refreshment area and wireless internet for up to five users.

"It's not just a room full of brochures," said CVB Director Laura Canada. "It's more than that; it's people feeling like they can have ownership in it and can go in there and find out all there is to do and see in the Highlands and beyond."

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Chamber News

Annual Meeting to Highlight Highlands Musical Heritage

The date is set and the instruments are tuned for the Chamber's annual meeting, set for **March 5** at the Leslie Town Centre. The theme for this year's event is, "A Common Chord," which celebrates the

International Bluegrass Music Association chose the band as one of five "Emerging Artist Of The Year" nominees in 2005 and 2007.

In addition to the music, the members-only event will include a reception and dinner. Also during the meeting, Chamber Board Chairman Allen Ray will pass the ceremonial Chamber gavel to incoming Chairman Dr. Tom Lawrence, and the Chamber's new board members will assume their posts.

The evening's featured speaker will be Millard Vaughn Oakley, philanthropist and owner/director of First National Bank.

and as the State Insurance Commissioner for the State of Tennessee. In this capacity, he had jurisdiction over state savings and loans, securities and other regulatory matters.

After his legislative career, Oakley focused mainly on business investments and real estate development. He now serves on the board of directors of First National Bank of Tennessee, which serves Livingston, Cookeville and Crossville, and on the Board of Directors and Executive Committee of Thomas Nelson Publishers, the world's largest Bible publishing company.

He and his wife, Annette "J.J.," have one daughter, Melissa Oakley Smith, and one granddaughter, Kendall Vaughn Smith, also of Livingston.

The meeting is expected to draw a capacity crowd of more than 500.

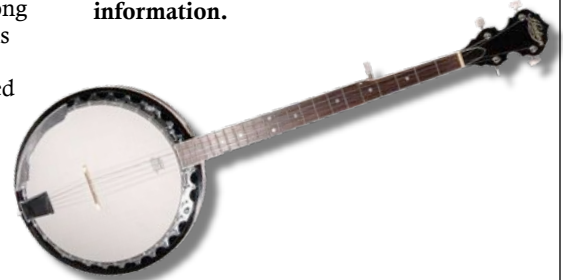
Seating is limited. Contact Dianne Callahan at 931-526-2211 for ticket information.



musical heritage of the Highlands and reflects how the Chamber and the community work together in concert.

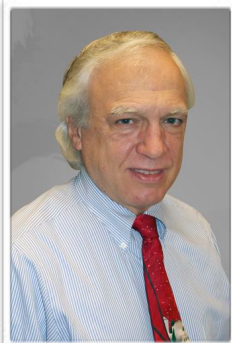
In keeping with its theme, the event will feature live music from The Cumberland Quintet, Wayne Nabors, and Williams & Clark Expedition, a bluegrass band whose members have played with Bill Monroe and Lester Flatt, as well as second-generation bluegrass bands The Bluegrass Cardinals and Tennessee Gentlemen and more current artists such as Mike Snider, Kathy Chiavola and Larry Cordle. The

Oakley, a Livingston native and lifelong resident, is perhaps best known for his history as a legislator. When he was practicing law in Livingston, he served four terms in the State Legislature, one term in the Constitutional Convention and four terms as County Attorney of Overton County. During that time, he also served terms as General Counsel for the U.S. House of Representatives House Select Committee on Small Business



Lawrence to assume leadership of Board

Outgoing Chamber Chairman Allen Ray will pass the ceremonial Chamber gavel to Tom Lawrence at the Chamber's annual membership meeting, set for March 5 at the Leslie Town Centre.



Tom Lawrence

Lawrence, who was selected as chair-elect in November 2007, will assume his new role immediately. His first official act

will be overseeing the annual meeting, which will feature keynote speaker Millard Vaughn Oakley.

"It's been an honor to play a part in this professional and enthusiastic board up to this point, and I look forward to growing in this new capacity," Lawrence said. "I have greatly appreciated Allen Ray's effective leadership, and I, too, will do my part to help grow the Chamber and its role as a business advocate in the Highlands."

Bob Luna, an investment advisor, will begin his yearlong term as chair-elect. Ray will succeed Bobby Williams as immediate past chairman.

"I'm glad to have had the privilege of serving with such high-caliber leaders, and I look forward to continuing to work with the board's new and current members as they further their efforts to boost business in the Highlands," Ray said.

Ray expressed thanks to the 900-plus members who renewed or joined the Chamber in 2008, as well as to the Chamber staff, the Chamber board and the more than 250 volunteers who serve on the various Chamber committees.

Lawrence practices Otolaryngology at Cookeville Regional Medical Center and the Cookeville Surgery Center. He holds a

continued on **page 5**

Highlands Visitor Center Opens continued from page 1



Highlands Visitor Center Grand Opening, Jan. 8,

The idea for a visitor center arose from a study completed in 2007 by Randall Travel Marketing, a consulting firm in North Carolina. That study pointed out, like the Wadley Donovan Target Opportunities Study had in 2004, that the Highlands can benefit substantially from growing its visitor economic engine.

Why? Because the area is within one day's drive of 76 percent of the U.S. population and is strategically located between Knoxville (95 miles), Nashville (80 miles) and Chattanooga (95 miles) at the intersection of I-40 East and West and U.S. Highway 111 North and South. On a daily basis, approximately 40,000 people travel

through Cookeville on I-40, and the community has earned a very positive reputation as a convenient, "easy-on, easy-off" interstate exit for food, gas and lodging.

However, the Randall study also found that the ease of finding visitor information in and about the area was below average, meaning a large number of potential visitors were missing out on all the Highlands has to offer. The study cited a stand-alone visitor center as a key short-term strategy to showcase the area's attractions, dining, lodging and shopping venues.

"Until now, the Chamber of Commerce has always sort of served as our visitor center, but the restaurant and hotel owners wanted something closer to the interstate for convenience and closer access, and this study also emphasized the need for that," Canada said.

A staff of at least 20 volunteers will allow the center to be open from 9 a.m.-5 p.m. seven days a week.

"Being open daily will allow us to offer interstate travelers the kind of convenience they need to learn all about our area while on vacation or just passing through," said Chamber Board Member Carolyn Morrison, a State Farm agent and chair of the Highlands Visitor Center Task Force.

You can reach the visitor center at 931-525-1575.

Interested in Being a Volunteer?

If you enjoy working with people and helping visitors find their way around town, we've got a place for you! Just pick up an application at the visitor center or chamber and return it to either. It's that simple!

For more information call Laura Canada at 931-526-2211.



Chamber News

Thanks to our January/February Event Sponsors

Business Before Hours, held in November at the Leslie Town Centre, was co-sponsored by **Baymont Inn & Suites** and **U.S. Cellular**. The program featured updates and insights from qualified individuals on the economy in the Highlands.

Baymont Inn & Suites understands what you need to make a trip worthwhile. They have you covered, whether you are here for work or play, meetings or sightseeing. Baymont Inn & Suites is located at 1151 S. Jefferson Ave. in Cookeville. For more information call (931) 526-6668 or visit www.baymontinns.com.

U.S. Cellular believes pride and respect aren't just words, they're words to live by. They believe the most important thing about your phone is the person on the other end, and they will work harder than anyone to keep you connected to them. U.S. Cellular is located at 447 S. Jefferson Ave. in Cookeville. For more information

call (931) 528-5103 or visit www.uscc.com.

Business After Hours, held in November at the Leslie Town Centre, was co-sponsored by **Frontier** and **Perdue Farms**. The Chamber celebrated and gave thanks for a bounty of goodwill.

You can count on **Frontier** for the speed and flexibility your company needs to grow. Frontier is located at 251 S. Willow Ave. in Cookeville. They can be reached at (931) 372-9179 or www.frontier.com.

Perdue Farms is a leading food and agricultural company recognized globally for quality, service and reliability. Perdue is located in Monterey at 2300 Industrial Drive and can be reached at (931) 839-5000. For more information visit www.perdue.com.

Business After Hours, held in December at the Leslie Town Centre, was co-

sponsored by 11 local banks. Christmas & Commerce was a wonderful time to network and share the Christmas spirit with hundreds of other members. The sponsors included **American Bank and Trust, Bank of Putnam County, Citizens Bank, Community Bank of the Cumberlands, First National Bank, First Tennessee Bank, Jackson Bank & Trust, Progressive Savings Bank, Putnam 1st Mercantile, Regions Bank and US Bank.**

A special thanks goes to **Budweiser of Cookeville** and **SEC Enterprises**, the Chamber's event beverage sponsors.

The next Business After Hours is scheduled for March 26 as a part of Small Business Expo.

For reservations call Andrea Dudney at 931-526-2211.

Cookeville-Putnam County Earns AARC Seal of Approval

The American Association of Retirement Communities (AARC) believes Cookeville and Putnam County definitely have what it takes to attract retirees. That's why the organization awarded the community its prestigious Seal of Approval during its annual conference, held this month in Savannah, Ga.

"Putnam County met the criteria with flying colors to become a certified retiree destination," said Wade Adler, Chairman of the Board of AARC, which bases the designation on a community's attractiveness to retirees and its efforts to market itself to the age 50-plus demographic.

Criteria for selection include:

- A nearby hospital and adequate medical services
- Adequate supply of resale and rental housing
- Adult education opportunities
- Adequate shopping, restaurants and pharmacies to serve the area

- Recreational opportunities such as golf, walking trails and fitness centers
- Cultural opportunities such as theaters, art galleries and recitals
- Low crime rate
- Civic and community pride
- City endorsement of retirement recruitment effort
- An official sponsoring organization with a retirement program director, retiree participation, a marketing plan and brochure, a toll-free number and attendance at the annual AARC conference

"The Cookeville-Putnam County Chamber of Commerce already has an aggressive retirement program and committee working to attract active retirees to Putnam County," said Roy Byrd, past-chair of the Chamber's Retirement Development Committee. "We are pleased to receive this prestigious Seal of Approval that will allow us to market Putnam County at an even higher level."

"This is a wonderful community, and they're finding us," said Ellene Duncan, the Chamber's senior vice president. "We spend a lot of time attracting active retirees who desire to give back to the community. In 2008 we received over 6,000 requests for information."

She noted that the Chamber's long-range marketing plan especially targets retirees from Florida, New York and California, the three states from which the Chamber receives the greatest number of retirement information requests.

Cookeville-Putnam County joins 21 other AARC Seal of Approval members, which include Chattanooga-Hamilton County and Crossville-Cumberland County in Tennessee. Cookeville-Putnam County is also an official "Where to Retire" community and a Tennessee Top 10 upscale retirement community.

Chamber News

Make Contacts and Contracts at Small Business Expo

Small Business Expo offers Chamber members an opportunity to make contacts and contracts!

One of the Chamber's premier events, Expo gives your business exposure to several hundred Chamber members. The Chamber has partnered with Tennessee Tech University to bring you a March Madness theme with special events planned.

We appreciate our sponsors of Small Business Expo and Business After Hours.



**Hooper
Huddleston
& Horner**

Funeral Homes
& Cremation Services



Beverage Sponsors:



SCHEDULE OF EVENTS:

Don't miss the exciting events your Chamber has planned for this year's Small Business Expo and Business After Hours.

Thursday, March 26, 2009

4:00-8:00 p.m.

Small Business Expo

Geared toward small business, providing you the opportunity to showcase your products and services while networking your business to other local businesses.

Each exhibitor received two free reservations for Business After Hours per paid table.

Booth Info:

Each booth is provided with one 6 ft table and two chairs. Exhibitors are responsible for table covers. Electricity is available for an additional \$10. Please bring an extension cord. Nothing may be attached to the walls or hung from the ceiling.

Costs:

Before March 6:	Center Space \$65/table	Wall \$75/table
After March 6:	Center Space \$75/table	Wall \$85/table

Door Prizes:

Exhibitors have the option to have giveaway items. A drawing will be conducted for each exhibitor from the list of registered attendees.

5:30-7:00 p.m.

Business After Hours

All Chamber members are invited to visit the exhibits and network with fellow members. Hors d'oeuvres and beverages are available. The cost is \$10 before Mar. 13 and \$15 after. Call the Chamber to make a reservation.

Lawrence continued from page 2

B.S. degree in chemistry from The Ohio State University and earned his medical doctorate from Ohio State in 1973.

He is a past president of the Rotary Club and past chairman of the Administrative Board of First United Methodist Church. Lawrence has also been involved with the TTU Nursing School Foundation and TTU President's Club. He won the TTU Outstanding Service Award in 2003.

Lawrence has lived in Cookeville for 31 years. He and his wife, Patricia, have two daughters, Melissa and Megan, and two grandchildren.

Luna is a senior partner with Luna & Birdwell Investment Group, a full-service

securities brokerage firm. Luna has worked in the financial services industry since 1985. A TTU graduate and a veteran of the U.S. Navy's Nuclear Submarine Program, he is past president of the Rotary Club and past chair of the WCTE Board of Directors. For 15 years, he has been the voice of the Golden Eagle Marching Band.

He and his wife, Gail, who is the executive director of the Bryan Symphony Orchestra, have two daughters, Susan, a 2007 TTU graduate, and Jennifer, who is currently a student at TTU.

The Chamber of Commerce is closing in on 1,000 members who represent approximately 16,000 employees. About 90 percent of Chamber members are small

businesses that employ fewer than 25 people.

Chamber President/CEO George Halford said strong volunteer leadership is pivotal to the Chamber's success.

"Our volunteer leadership deserves enormous praise," Halford said. "Their continual efforts have helped us reach new heights of progress in boosting our regional economy and creating an attractive climate for business, and I have faith that our new slate of leaders will help the Chamber continue to flourish."

Industry Focus

Compressed Air Seminar Coming March 4

The next seminar presented by Tennessee Tech University's Center for Manufacturing Research is scheduled for Wednesday, **March 4**, at the Leslie Town Centre located at One West First Street in Cookeville.

Dr. Glenn Cunningham, Associate Professor of Mechanical Engineering at Tennessee Tech University, is scheduled to present. The topic of the seminar will be issues related to compressed air and industrial energy efficiency.

"Participants will receive an overview on the cost of air, types of compressors, compressor controls, selecting and sizing, air treatment, air receivers and storage, minimizing pressure drops, air leaks, inappropriate use of compressed air and improving performance at industrial facilities," Lillian Hartgrove, vice president of Economic Development said. "The Chamber of Commerce will offer a series

of free seminars this year designed to assist existing industry."

Many industrial energy efficiency improvement opportunities involve routine technologies that pay for themselves quickly through the savings generated. As energy prices rise, the payback becomes even more financially attractive.

The seminar is scheduled to begin at 7:30 a.m. in the Herald - Citizen Conference Room and conclude at 9:30 a.m. This seminar is designed and offered to industrial energy managers, facility managers, plant managers, equipment distributors, engineering consultants or their designees free of charge.

Reservations are required by Monday, March 2. Please contact Debbie Adams at 931- 526-2211 or email dadams@cookevillechamber.com.

Healthy Highlands Forum Focuses on Cover Tennessee Program

The first Healthy Highlands Community Forum of the year will be held Tuesday, March 10, from noon until 1 p.m., in the Herald-Citizen Conference Room of the Leslie Town Centre. The topic will focus on Governor Bredesen's Cover Tennessee program.

John Rust of the Tennessee Community Services Agency is the presenter. Rust has worked with the Cover Tennessee program that was developed to create health insurance options that are affordable and portable, and meet the needs of the uninsured.

"We encourage small businesses to take advantage of this opportunity to learn about affordable health insurance for employees, and for individuals who have been recently laid-off from their jobs and no longer have health insurance," said Toney Hudson, M.D., and chairman of the Chamber's Medical Development Committee.

CoverTN offers affordable health insurance for small businesses, self-

employed and Tennesseans between jobs. Twenty work hours must have been completed within the last six months for CoverTN.

CoverKids offers free complete health coverage to qualifying uninsured children in Tennessee, age 18 and younger. CoverRx offers affordable prescription drugs to Tennesseans who lack pharmacy coverage. AccessTN is comprehensive health insurance for adults who are uninsurable due to pre-existing conditions.

The forum is free and open-to-the-public. It provides community members an opportunity to get answers about health-related issues. It is hosted by the Chamber's Medical Development Committee.

Attendees are welcome and encouraged to bring a sack lunch.

Please reserve your spot by Friday, March 6 by calling Andrea Dudney at the Chamber. For more information on CoverTN visit www.covertn.gov.

ABOUT

Cover Tennessee

Governor Phil Bredesen developed Cover Tennessee to create health insurance options that are affordable and portable, and meet the needs of the uninsured in our state. Cover Tennessee has four programs.

CoverTN is a partnership between the state, employers and individuals that makes health care coverage affordable for the state's working uninsured.

CoverKids offers free comprehensive health coverage to qualifying uninsured children in Tennessee, age 18 and younger.

CoverRx offers affordable prescription drugs to Tennesseans who lack pharmacy coverage.

AccessTN is comprehensive health insurance for adults who are uninsurable due to pre-existing conditions.

"Cover Tennessee is a practical, down-to-earth health insurance that was developed to offer affordable, portable health coverage to Tennesseans who are living without health insurance today. There are different insurance products available under Cover Tennessee, so be certain to look for the one that best suits your needs."

-Governor Phil Bredesen

Convention & Visitors Bureau

Cookeville-Putnam County CVB Launches New Web Site

Anyone who lives in or around Putnam County knows that the area is rich with historical attractions, great places to shop, charming restaurants, breathtaking natural attractions and many other things to see and do.

But how can we convey all of our area's special features to the rest of the world? That's a question the Cookeville-Putnam County Convention & Visitors Bureau (CVB) has tackled, and their answer is www.MustSeeCookeville.com, a new Web site they have launched to show everyone what makes this little part of Tennessee special.

"I think the combination of culture and nature and small-town charm we have in Cookeville and Putnam County truly sets us apart and makes us highly attractive to prospective visitors — provided they have a way to learn about us," said Karla Clarke, chair of the CVB Steering Committee and general manager of Cookeville's Fairfield Inn. "We thought that a friendly and well-designed Web site would be the perfect way to market our attributes to the world at large."

With eye-catching graphics and an engaging format, the interactive "Must-See Cookeville" Web site includes slide shows and listings of Cookeville's many attractions, including shopping, dining, lodging, parks, arts venues, historical sites, festivals and other events.

"This site beautifully showcases all the things we have to offer," said Toni Evans, executive director of CityScape. "It makes it easy to find specific information you might be looking for, and its playful layout also invites the user to simply browse."

Three days' worth of sample itineraries are included to help prospective visitors plan a trip, or they can set their own agenda by adding stops to an online "travel bag." Other site features include an online form that allows users to submit questions about Cookeville to the CVB, as well as a downloadable "Must-See Cookeville" visitors guide.

"In the short time since the site has been 'live,' we've already received a very positive response and several requests for more information about Cookeville," said CVB Coordinator Laura Canada. "I think the site makes the Cookeville experience tangible to others and will ultimately provide a significant boost to tourism."



Convention & Visitors Bureau Coordinator Laura Canada, seated at right, admires Cookeville's new official tourism Web site, www.MustSeeCookeville.com, on her laptop. Joining her are, clockwise from Canada, Chamber staffers Debbie Adams, executive assistant; George Halford, president/CEO; and Lillian Hartgrove, vice president of economic development.

The Web site is part of the CVB's comprehensive corporate identity program, which also includes the "Must-See Cookeville" visitors' guide.



Putnam County Received Positive Press from Travel Writers Tour

As a result of the November 2008 Travel Writers Tour in Putnam County, a two-page article highlighting Cookeville's cultural arts was published by the Knoxville News Sentinel.

The article reached 147,937 consumers, and purchasing an equivalent amount of space as advertising, would have cost \$33,239.

Travel writer Linda Lange focused on artists and galleries in and around Putnam County. It featured Cookeville native Brad Sells, a nationally renowned wood artist who recently completed a sculpture titled "Peace, Wellness, Hope, Strength" on

display in the main lobby at Cookeville Regional Medical Center.

Lange also captured the uniqueness of the Appalachian Center for Craft naming it the "center point for Middle Tennessee's arts community."

The article also noted the many vintage merchant buildings that wrap around the Cookeville

Depot Museum on the Westside calling it a "jaunty, kinetic shopping and entertainment area."



The West Side Merchants Association hosted all 17 writers for a reception held at West Textures Framing and Fine Art Gallery to showcase the many restaurants and boutiques that line the six-block area.

The article garnered attention from other media outlets including a writer for Southern Living magazine who is visiting Cookeville in March.

Welcome

New Chamber Members

The following businesses joined the Chamber in November and December 2008. Please help us welcome them to the Chamber.



Charlotte Suggs

2695 Watermill Road
Cookeville, TN 38501

PreView Imaging Center

25 W. Broad Street
Cookeville, TN 38501
931/528-8439
Lori Parton

Region Air, LLC

748 Airport Road
Cookeville, TN 38501
931/739-8272
Eric Walker

Robert W. Agee, Inc.

P.O. Box 296
Sparta, TN 38583
931/836-3163

Bargain City Furniture

5750 Hwy 111 North
Algood, TN 38506
931/537-9017
Kevin McBroom

Cumberland Presbyterian Church

595 E. 10th Street
Cookeville, TN 38501
931/526-6585
Charles McCaskey

Sharon Barnes

1964 Henneessee Bridge Rd.
Rock Island, TN 38581
931/224-6645

Tennessee Central Xpress

1018 Calfkiller Highway
Monterey, TN 38574
931/239-3318
Ken Hall

Upper Cumberland Home Inspection

373 Hermitage Church Road
Red Boiling Springs, TN 37150
615/699-2413
Benny Carlisle

YES Organization

420 N. Washington, Ste 4
Cookeville, TN 38501
931/520-8333
Koleen Simpson

Cookeville Rescue Mission

1331 S. Jefferson Avenue
Cookeville, TN 38506
931/528-5819
Larry Self

Renewals

The following members have renewed their membership in **November** and **December** 2008. We appreciate your continued support and investment in the Chamber and community.

November

AFLAC Insurance Agency
Alzheimers Association
Audio Video Plus
Barge, Waggoner, Sumner & Cannon
CareAll Home Health
Charles A. Sewell, CFP
Cookeville Florist / Everything Herbs
Cookeville Kitchen Sales
Cookeville Transmission
Cornerstone Middle School
CRYE*LEIKE South- Diane Ludwig
Estelle Siers-Gabel
Ferguson Enterprises
First Baptist Church
HydroHoist International Inc.
J. R. Gaw Produce
Lamp & Lighthouse
Longhorn Steakhouse
O'Mara & Johnson, Attorneys
Overton County News
Plateau Pipe Co.
Solutions IT Consulting, LLC
Stuart C. Irby Co.
Sylvan Learning Center
The Berry Company

APCOM, Inc.
Appliance Mart
Art & Frame Outlet
Atnip Chiropractic
AUI
Automotive Parts Supply Co.
Averitt Express
Bank of Putnam County
BB&T Legge Insurance
Best Western Thunderbird Motel
Blood Assurance
Bradmark
Brown Properties, Inc.
Builders Supply Company
Burger King
Cannon-Clark & Associates
Carl Maxey Phillips, EA
Carwile Mechanical Contractors
CityScape
Clarion Inn
Collins Manufacturing Co.
Cookeville Medical Center
Cookeville MedPlus Pharmacy
Cookeville Metal Enterprises
Cookeville Regional Medical Center
Cookeville Save-A-Lot
Cookeville Sheet Metal Works
Cookeville Therapy Center
Country Hearth Inn & Suites
Cumberland Plateau Recovery

Custom Fireplaces & More
D.T. McCall & Sons
Dale Bohannon, Attorney
Deuel's Creative Photography
Duncan, Wheeler & Wilkerson, PC
Eaton Corporation
Elder Law Practice of Timothy L. Takacs
EPIC Technologies
Eye Centers of Tennessee
Five Star Food Service
Fixtur-World
Flowserve Corporation
Fluitek Corporation
French's Shoes & Boots
Frontier
Funderburk Management
Guidant Partners
Gunnels Florist
Hampton Inn
Health Benefit Solutions
Heritage Pointe Senior Living
Heritage Real Estate
Highways, Inc.
Hooper, Huddleston & Horner Funeral Homes
Integrated Management Resources
Integrity Title & Escrow
J. Andy Thompson, DDS
Jackson Bank & Trust

Jackson Heating & Cooling
James L. Vaden, DDS MS PC
Jerry C. Gaw, Inc.
Johns Family & Implant Dentistry
Johnson Nursery & Garden Center
Kelly Tayes, Private Conservator
Lakeland Electric Company
Lamar Advertising
Lazarus House Hospice
Lenhart Design Company
Leonard Machine Company
London Bridge
Lowe's of Cookeville
Maggart Tire Company
Manhattan Salon
Manpower
Meadows Homes, Inc.
MedVance Institute
Merle Norman Cosmetics
METOM, Inc.
Middle Tennessee Natural Gas District
More, Rader, Clift & Fitzpatrick PC
Morningside of Cookeville
N&L Business Systems Inc.
National Community Development Services
NHC Healthcare Center
Nick's Restaurant & Lounge

December

AEI
Affordable Dentures

continued on page 9

Ribbon Cuttings

The Chamber held ribbon cuttings for the following businesses in Nov. & Dec. 08.



Lollipop Shoppe
552 E. 10th St., Cookeville
931.372.7767



DelMonaco Winery & Vineyards
600 Lance Dr., Baxter
931.858.1177



Southern Paws
759 S. Jefferson Ave., Cookeville
931.528.1696



Tennessee Rehabilitation Center
1605 Brown Ave., Cookeville
931.526.4721

Renewals continued from page 8

Nielsen Bainbridge
Nuera Transport
OBGYN Associates
One Eleven Business Center
Pacesetters, Inc.
Perdue Farms
Petrie Heating & Cooling
Plateau Mental Health Center
Putnam 1st Mercantile Bank
Putnam County Habitat for Humanity
R.D. Dishman & Associates
Richard Rinks & Associates

Rogers Group
Russell Stover Candies
Saxony Apartments
SEC Enterprises
Smith Pharmacy
Southern Comforts
Spring Street Super Market
Standing Stone Care & Rehabilitation Center
State Farm Insurance-Suzanne Worrell
Stover's
Super 8 Motel

Swallows Newman Agency
Tennessee Credit Union
The Brightside School
Total Quality, Inc.
Trinity Assembly of God
Turner Universal Co.
Twin Lakes Telephone Cooperative
U.C.E.M.C.
U.S. Cellular
UBS Financial Services, Inc.
UniFirst Corporation
Upper Cumberland Development District

Upper Cumberland Orthopedic Surgery
Upper Cumberland Urology Assoc. PC
Vickers Construction
W&O Construction
Walter K. Crawford, Jr., Attorney
WCTE-TV
WDStone & Associates
Williams Wholesale Supply
Wilson Sporting Goods
Winell Lee Specialty Hardwood

Member News

News from the Cumberland Business Journal

In today's challenging economic environment, businesses in every field are making changes in hopes of continuing to thrive, or in some cases, simply to survive.

The Cumberland Business Journal, is no different. We've been providing business and community leaders across the Upper Cumberland with valuable news and insight for more than four years now.

Advertisers have enjoyed our one-of-a-kind distribution, targeting about 30,000 readers in 15 counties. Readers have enjoyed receiving the CBJ for free, direct to their mailbox once per month, chock full of pertinent business information. And we have enjoyed bringing this all to fruition each edition in an effort to help our regional business community prosper. Despite the struggling economy, we are thankful to report that none of that has to change.

There is one thing we'd like to share with you – due to escalating production costs and belt tightening by advertisers, we are being forced to cap our free distribution at the present level. So, what does that mean to you?

If you are a regular reader of the CBJ, you likely will continue receiving your copy each month, free of charge. In times past, we have even gone to the lengths of replacing or resending a copy if a reader missed the first one.

However, we will not be able to guarantee a replacement now, nor will we be able to add new requests to our free distribution. So if you find that delivery to your address is inconsistent, or you would simply like to guarantee that delivery, we have two options available to you.

First, you may visit your local Chamber or certain other locations to pick up a free

copy (while they last). Second, we will continue to guarantee mail delivery each month to our paid subscribers. That cost is only \$25 per year, and it is delivered right to the destination of your choice.

Please make no mistake about the fact we will continue bringing you the same overall quality and customer service you've grown accustomed to. We believe strongly in our mission and will keep serving the region with a product that helps make a positive impact on business, which, in turn, leads to economic growth, jobs retention, retail and industrial expansion, and much more.

Please help us help you by taking an active role in the content and direction of the CBJ as we move forward in 2009 by sharing ideas for content with Claudia Johnson, our Editor-in-Chief.

New Raymond James Financial Services Advisor



Matthew Hall
Financial Advisor

Raymond James Financial Services, Inc. member FINRA/SIPC at 430 N. Washington Avenue, Suite A in Cookeville, would like to introduce the newest Financial Advisor to our firm, Matthew Hall. Matthew, a married father of

two is a U.S. Navy Veteran from the first Gulf War, graduated *cum laude* and *in cursu honorum* from Tennessee Tech with degrees in Finance and Economics. His high grade point average gave him the opportunity for membership in several Honors Societies including Business (BGS), Economics (ODE), Leadership (ODK), Mathematics

(KMU), the Financial Management National Honor Society and TTU's Associated Scholars Guild, among others.

After joining the firm, Matthew achieved impressively high scores on his Series 7 and Series 63 licensing exams. "I am truly excited about helping people realize their dreams while managing the risks that we see so clearly in today's market," Matthew confided.

"We see great things in Matthew's future with his strong analytical skills and previous related experience," said Ed Copeland, co-Branch Manager.

"We are very pleased to be adding Matthew to our financial services team. Matthew brings diverse experience and a deep understanding of financial markets," said Bill Scruggs, co-Branch Manager.

With Matthew's years of insurance experience, his academic background and knowledge, he excels in all areas of financial advice while specializing in retirement planning. "Many people don't realize until it is too late that Social Security and their company pension are often inadequate income sources for the kind of retirement they desire," said Matthew. "Because people want to have the same standard of living in retirement as they had when they were working, it is important to plan accordingly. Rather than trying to beat the market in the short run, we develop financial strategies for our clients which we believe will carry them through the ups and downs of volatile markets."

If you would like help formulating a financial plan or just a second opinion, please give Matthew a call today at 931-520-0778.

What's Happening with You?

Send us your news release, special accomplishment, interesting new product or contribution to the community for inclusion in our next available edition. This is an excellent way to tell the business community what's happening with you. It's FREE to Chamber members, however space is limited. Email LCanada@cookevillechamber.com today!

Member News

Cookeville Regional Opens New Patient Registration Department and Cancer Center in new North Tower

The new North Patient Tower at Cookeville Regional Medical Center is now officially open as the Patient Registration area and the new Cancer Center have opened to patients. Other floors of the tower will open over the course of the next few weeks.

Patients who need to register for the following services will now report to the new Patient Registration/Information desk on the first floor of the North Tower as of January 5:

- Inpatient Admission - with the exception of those arriving by ambulance
- Pre-registration for Surgery and Obstetrics
- Same Day Surgery
- Special Procedures
- Outpatient Testing – lab work, imaging studies (except for those scheduled at the Outpatient Imaging Center at 251 West Third Street), etc.

Registration hours of operation for the above services remain the same: Monday

through Friday, 6:00 a.m. – 6:00 p.m. Services after hours and weekends will continue to be handled at the Emergency Room Registration desk.

OB admissions will enter via the Emergency Room entrance.

Also as of January 5, patients of the Cancer Center will begin entering the facility at the new dedicated Cancer Center entrance, located just off Cedar Street, in the North Tower. They also have a dedicated parking area outside the Cancer Center entrance.

The entire 1st and 2nd floors of the North Tower will open to the public. The visitor elevators will open to all floors.

Other changes at the hospital include a new address – 1 Medical Center Boulevard – and a new prefix for all hospital phone numbers. The new prefix “783” replaces “646”. The main hospital phone number – 931-528-2541 – remains the same.



Pictured is the beautiful wood sculpture entitled *Peace, Wellness, Hope, Strength* on display in the main lobby at Cookeville Regional Medical Center. The sculpture was created by local artist Brad Sells, nationally known for his artwork, using wood from the large blue spruce tree that once stood near where the hospital's main entrance is located.

Red Cross in Cookeville Now Offering Classes

The Cookeville Red Cross is trying to get the message out about two things:

- The new Red Cross office in Cookeville is open and is offering Adult, Infant/Child CPR, First Aid, AED and Babysitting Training.
- The Red Cross in Tennessee is trying to get more disaster volunteers. After the tornadoes in Feb. 2008 and sheltering the Gustav hurricane evacuees in Sept. 2008, there has been a need for more manpower. Many businesses and individuals are joining these 10,000. Join the 10,000 was a campaign we kicked off in April 2007. The goal is to recruit and train 10,000 volunteers in the Middle Tennessee/Upper Cumberland area so that our region is one of the safest and most prepared in the country.

Being trained as a disaster volunteer and learning everything from, how to serve a hot meal to someone who is stuck in their home because their electricity is off after a disaster, to opening a shelter for those who just lost their home. The training is fun and free. The Red Cross has already recruited 5,000 volunteers.

The Red Cross is all about neighbors helping neighbors and the Red Cross has to build up its volunteer base now so that we can be ready when the Upper Cumberland is hit by the next tornado.

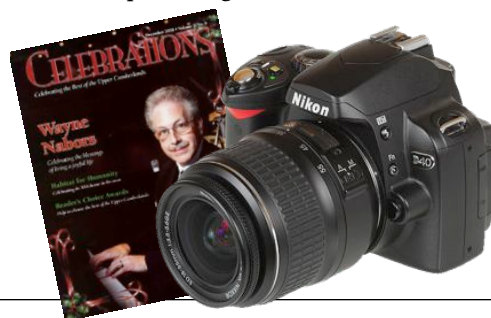
Photographer Wanted to Help CommonSense Publishing

CommonSense Publishing is looking forward to an exciting 2009. With this excitement comes a new opportunity.

We are looking for two portrait photographers that will help us make a difference. We will be using their services on Celebrations, Our Journey, and Welcome Home magazines.

They must have a studio and willing to donate possibly one hour a month to our company. In return their talent will be noted on the cover and we will provide a 1/4 page ad in-kind.

Please notify your friends of this opportunity. They may contact Dean Hutson at 931-252-0963 or email dean@commonsense-publishing.com.



Member News

Premier Diagnostic Wears Red for Heart Month

February was Heart Month. To support awareness of the serious health issue of heart disease, employees of Premier Diagnostic Imaging wore red shirts and donated to the American Heart Association on National Wear Red Day.



Pictured: Jamie Scott, Dr. George Mead, Lili Burnette, Tony Ford, Wendi Payne, and Jessica Davis



The Chamber Communique

The *Communique* is a bi-monthly electronic newsletter sent to Chamber Membership.

Cookeville-Putnam County Chamber of Commerce
One West First Street
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2009 Board of Directors

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Allen Ray, *Immediate Past Chairman*
Bob Luna, *Chair-Elect*
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Same the Date

Cookeville-Putnam County Chamber of Commerce

Membership Appreciation Golf Tournament Friday, May 22, 2009

At the Cookeville Golf Club
More details to be provided soon!



One West First Street • Cookeville, TN 38501 • 931-526-2211
info@cookevillechamber.com • www.cookevillechamber.com

Member News

Just a Reminder...

As you know, there are many causes worthy of support in our community. However, sometimes organizations inappropriately use the Chamber's name to garner support for their cause.

If you are asked to support a cause or business that is portrayed to you as a Chamber project, **please call the Chamber to verify this information.** We will always give our membership advanced notice of any project that might require additional membership support. Currently the Chamber is partnering with CommunityLink Publishing to complete an update of the Cookeville-Putnam County detailed street map. If you have questions regarding this project, please call the Chamber at (931) 526-2211.

Upcoming Events

Mastersingers Winter Concert

Feb 27

Bryan Fine Arts Building at TTU, 7:30 p.m. Tickets: \$10. Program: I Hear America Singing. (931) 372-3650.

Winter Wonderland Pageant

Feb 28

Cookeville Community Center. The 6th Annual UCHRA Winter Wonderland Pageant to raise support for Court Appointed Special Advocate. (931) 520-8733 ex. 248.

Southern Stars Symphonic Brass Band

Mar 1

Cookeville Drama Center, 3:30 p.m. - 5:00 p.m. (931) 528-1313. www.cookeville-tn.org/dramacenter

5th Annual Chamber Membership Meeting

Mar 5

Leslie Town Centre, celebrating Highlands musical heritage. For reservations call (931)526-2211.

Upper Cumberland Home & Garden Show

Mar 6 - 8

Hyder-Burks Agriculture Pavilion. Presented by UCHBA and benefits Habitat for Humanity. (931) 528-1711. www.uchomeshow.com

Irish Road Bowling

Mar 14

Celebrate St. Patrick's Day with a fun Irish tradition - Road Bowling! (931) 520-4FUN (4386). www.cookeville-tn.org/l5

Backstage Series: "8x10"

Mar 20 - 28

Cookeville Drama Center, 7:30 p.m. (931)528-1313. www.cookeville-tn.org/dramacenter

Bryan Symphony Orchestra Concert

Mar 22

Bryan Fine Arts Building at TTU, 3 p.m. Tickets (931) 372-6088. www.bryansymphony.org

Small Business Expo & Chamber Business After Hours (Members Only)

Mar 27

Leslie Town Center, Expo: 4:00 p.m. - 8:00 p.m. Business After Hours: 5:30 p.m. - 7:00 p.m. March Madness! (931)526-2211.

West Side Eats

Mar 28

5:00 p.m. - 8:00 p.m., Twin Oaks. Featuring food from more than 10 eateries located in the West Side district. Tickets: (931) 526-6015.

Highlands Redbud Celebration Kick-Off

Apr 3

DelMonaco Winery & Vineyards, 6:00 p.m. (931) 858-1177. www.delmonacowinery.com

11th Annual Celebration of Craft

Apr 4

Appalachian Center for Craft, 10:00 a.m.-5:00 p.m. Musical performances, demonstrations, silent auction, food and more. (931) 372-3051.

WCTE Presents: Bon Appetit!

Apr 4

DelMonaco Winery & Vineyards, 7:00 p.m. A humorous operetta with dinner and a finale of french chocolate cake! (931) 528-2222 ext.222.

Hidden Hollow Easter Egg Hunt

Apr 11

Hidden Hollow Park, 2:00 p.m.-5:00 p.m. (931) 526-4038. www.hiddenhollowtn.com

5th Annual Nature Fest

Apr 16-19

TTU's Pennebaker Hall, Cane Creek Park & other various locations. Four days of hikes, seminars, kids activities and more! (931) 520-4386. www.naturefestcookeville.com

Window on the World

Apr 17-18

TTU's Roden University Center. Festival celebration of world culture, food, crafts and more. (931)372-6197. www.tntech.edu/wow