

# *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

One West First Street  
Cookeville, TN 38501  
(931) 526-2211  
(800) 264-5541  
(931) 526-4023 fax

[www.cookevillechamber.com](http://www.cookevillechamber.com)  
[www.mustseecookeville.com](http://www.mustseecookeville.com)

## Small Town Scores Big

**Cookeville lands 2009-2010 TSSAA Football Championships**



Tennessee Tech University's Tucker Stadium was picked to host the 2009-2010 TSSAA BlueCross Bowl.

*Photo: Tennessee Tech Media Relations*

It's a winning moment for Cookeville-Putnam County, the Highlands and the Upper Cumberland region. We've just scored the privilege of hosting the Tennessee Secondary School Athletic Association (TSSAA) Football Championships for the 2009 and 2010 BlueCross Bowl games. This year's eight championship games will be played Dec. 3-5 at Tennessee Tech University's Tucker Stadium, and next year's games are scheduled for Dec. 2-4.

The nine-member TSSAA Board of Control made the decision by secret ballot and announced it to Cookeville officials on June 10. Cookeville competed with two larger cities — Chattanooga and Murfreesboro — for the honor. Cookeville offered a guaranteed bid of \$250,000;

Chattanooga bid \$241,000; and Murfreesboro, which has hosted the tournament since 2000, tendered \$231,000.

Besides having the top bid amount, Cookeville's overwhelming desire to host the tournament went a long way toward landing the deal.

"Cookeville showed a lot of enthusiasm and leadership and had the 12 counties that surround Cookeville and Tennessee Tech on board," said Bernard Childress, TSSAA's new executive director. "They all showed support."

Another factor in the decision was that Tucker Stadium, which has just over half

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# Chamber News

## Small Town Scores Big continued from page 1

the seats MTSU's Floyd Stadium does, is more easily filled and thus looks better on television. Tucker Stadium also sports a new field surface, a new track and new lights (125 vertical and horizontal foot candles, equivalent to LP Field), and is located within two miles of most of the hotels in Putnam County.

"It took a tremendous cooperative effort on everyone's part to make this happen," said Cookeville-Putnam County Chamber of Commerce Board Chairman Tom Lawrence. "It was a combined effort of the City of Cookeville, Putnam County, Tennessee Tech University, the Chamber, Convention & Visitors Bureau, WCTE-TV, community business partners and leadership of the Highlands and Upper Cumberland region."

Hosting the tournament will be an enormous benefit to the Cookeville economy. The city will receive 100

percent of gate receipts, concession, parking and program sales to offset the \$250,000 bid amount. Then there are all the tourist dollars to consider.

"There are endless opportunities in this for our community, especially in this economy, because all those people will be eating, sleeping and shopping here," said Cookeville-Putnam County Convention & Visitors Bureau Coordinator Laura Canada. "We conservatively estimate this will generate at least a million dollars in terms of spending over that weekend."

The tournament will also create inestimable exposure for Cookeville as a destination. In the months preceding the event, the city's name will appear repeatedly in media coverage in the towns with teams competing for tournament slots, and especially in the 16 towns whose teams attend the Division I and II championships. And



that's not counting the championship week itself.

"All eyes in the high school sports world will be on Cookeville, Tennessee, for that week," said Bob Bell, president of Tennessee Tech University and vice-chair of the Chamber's Economic Development Division. "This will be our chance to shine and to focus attention on our area's many assets. We feel sure that once they see all we have to offer, the families who visit us will want to come back."

For more information on the BlueCrossBowl, visit [www.cookevilleallaccess.com](http://www.cookevilleallaccess.com).

## Three-Star Community Connection

Local representatives from Putnam County recently visited Cleveland and Bradley County for the Governor's Three-Star Community Connection program to learn about programs, projects and to share best practices used in the two communities.

Community Connection is a requirement of the Governor's Three-Star county recertification program. The program pairs two Three-Star communities together that are at least 90 miles apart, and requires each community to evaluate each others' development efforts. The hosting community prepares presentations about community programs and conducts tours.

The Putnam County representatives' daylong visit included attending a downtown tour of Cleveland's historic sites and a walking tour of beautiful Lee University. Lee University is a four-year university, privately owned by the Churches of God, with an enrollment of more than 4,000 students that are attracted from all over the world.

The exchange group also visited Starplex Scientific, Inc., a local industry that produces premium quality plastic disposables for many facets of the health care industry. Concluding the tour, the group visited Red Clay State Park, which stands as a reminder of days past. It was at this site the Cherokee nation was notified of their tragic journey ahead, the Trail of Tears.

"It was not only a wonderful, sharing and learning experience but we also made new friends and wonderful contacts," said Ellene Duncan, senior vice president of the Cookeville-Putnam County Chamber.

Local representatives are required to complete a daylong visit to their community connection counterpart. The program is designed to be a learning tool and to share best practices.

Bradley County visited Putnam County on Friday, June 19, and Putnam County in turn visited Bradley County on Thursday, June 25.



*Kneeling from left: Jason Sklenks, UCARTS; Dan Howell, Bradley County Mayor's Office; Scott Graham, Lee University. Row 1 from left: Gary Farlow, Cleveland/Bradley Co. Chamber; Michael Plumley, Bradley County Commissioner; Lillian Hartgrove, Cookeville-Putnam Co. Chamber; Sheri Crye, Cleveland/Bradley Co. Chamber; Kevin Brooks, Bradley County State Representative; Ellene Duncan, Cookeville-Putnam Co Chamber; Alma Anderson, Cookeville City Council; Karen Brown, TN Dept. of ECD Three Star Program; Laura Canada, Cookeville-Putnam Co. CVB; Jerry Boyd, Putnam County School System. Back Row from left: Allen Ray, Cookeville-Putnam Co. Chamber board member; George Halford, Cookeville-Putnam Co. Chamber; Ed Elkins, Bradley County Commissioner; Bob Luna, Cookeville-Putnam Co. Chamber board member; Melissa Woody, Cleveland-Bradley Co. Chamber.*

# 2nd Annual Chamber Golf Tournament Results

presented by Charter  Business



The 2<sup>nd</sup> Annual Chamber Golf Tournament presented by Charter Business was held recently at Cookeville Golf Club, wrapping up Industry Appreciation Week for the Cookeville-Putnam County Chamber of Commerce. First place, shooting an 18-under round of 52, was the team sponsored by Cookeville Regional Medical Center. Members of the winning team are, from left, Bob Allen, Craig King and Bernie Mattingly (not pictured is Paul Korth), being congratulated by Randy Adams of **Charter Business**, the title sponsor of the tournament.

*\*Congratulating teams below is Randy Adams of Charter Business (far right).*



*The MMA Creative Team came in Second Place in the Second Flight. Members of the team are, from left, Jay Albrecht, Mike McCloud and DeeDee McCloud.*



*The Cantrell Financial Services Team came in Third Place in the First Flight. Members of the team are, from left, Jeff Moore, Jerry Cantrell, Jack Arnett and Tim Harris.*



*Mike Porten, left, accepts a check on behalf of Regions Bank Team for winning Second Place in the Third Flight.*

*\*Photos courtesy of Upper Cumberland Business Journal/MMA Creative - Amy Blaylock New*

## Tournament Winners

### 1st Flight

1st Place: COOKEVILLE REGIONAL MEDICAL CENTER  
Bernie Mattingly  
Paul Korth  
Craig King  
Bob Allen

2nd Place: SOUTHERN HILLS  
Clement Smith  
Bill Franklin  
Johnny Anderson  
Rich Hutton

3rd Place: CANTRELL FINANCIAL  
Jack Arnett  
Jerry Cantrell  
Jeff Moore  
Tim Harris

### 2nd Flight

1st Place: WILLIAMS WHOLESALE  
Bobby Williams  
B-Bob Williams  
Kevin McCaleb  
Jamie Kemp

2nd Place: MMA CREATIVE  
Jay Albrecht  
Mike McCloud  
DeeDee McCloud  
Parker Randolph

3rd Place: ROGERS GROUP  
Roger Randolph  
Mike Phipps  
Tom Hale  
Chris Debien

### 3rd Flight

1st Place: AVERITT  
Danny Crooks  
Monte Manus  
Charles Webster  
George Johnson

2nd Place: REGIONS BANK  
Mike Porten  
Eddie Sykes  
Bobby Garrison  
Scott Garrett

3rd Place: J&S CONSTRUCTON  
Ryan Williams  
John D. Stites  
David Stites  
Tony Gammon

Continued on page 4

# Chamber News

## 2nd Annual Chamber Golf Tournament Sponsors

Congratulations to the winners and thank you to our many sponsors for your time, money and effort to make the tournament a great success.

### Title Sponsor



### Scoreboard/Golf Cart Sponsor

First National Bank

### Putting Green Contest

Copeland Veterinary Hospital

### Longest Drive-Men

Southern Comforts

### Longest Drive-Women

Kelly Tayes, Private Conservator, LLC

### Drink Cart Sponsors

Budweiser of Cookeville  
Coca-Cola of Cookeville  
SEC Enterprises

### Lunch/Snack Sponsors

IWC Cash & Carry  
Spankies

### Team Sponsors

Albrecht Consulting  
American Manufacturing & Packaging  
Averitt Express  
Bank of Putnam County  
BB&T Legge Insurance  
Billings Crane  
Builders Supply  
Cantrell Financial  
Carwile Mechanical Contractors  
Cookeville Electric Motor  
Cookeville Hearing Center  
Cookeville Regional Medical Center  
Cumberland Insurance Agency  
Epic Technologies  
Ferguson Enterprises  
First National Bank  
J&S Construction  
Lakeland Electric  
Larco Medical Inc.  
Lee Company  
Long Branch Lakes Properties, LLC  
McDonald's

MMA Creative, Inc.  
Oreck  
PrePak Systems  
Regions Bank  
Rogers Group  
Southern Hills  
Swallows Newman #1  
Swallows Newman #2  
Upper Cumberland Development District  
William's Wholesale Supply  
W&O Construction

### Hole Sponsors

American Bank & Trust of the Cumberlands  
Averitt Express  
BB&T Legge Insurance  
Carwile Mechanical Contractors  
CHC Mechanical  
City of Cookeville  
Cumberland Auto Center  
Hooper, Huddleston & Horner Funeral Home  
Lakeland Electric  
MJF Media  
Petrie Heating & Cooling  
PrePak Systems  
Rains Foundation  
W&O Construction

### Closest to the Pin

City of Cookeville  
David K. Andrews, Sheriff  
Harold Burns, Register of Deeds  
Marcia Borys, Circuit Court Clerk  
Rhonda Chaffin, Property Assessor

### Driving Range Sponsors

Abel Gardens  
Bennett Jared, Wachovia  
Crawdaddy's  
Cumberland Insurance Agency  
Henry Fincher, State Representative  
Luna & Birdwell Investment Group  
Mills Linen Service  
One Hour Martinizing  
Raymond James-Bill Scruggs  
Wayne Nabors, County Clerk

### Golf Ball Sponsor

Cookeville-Putnam County Chamber of Commerce



Roger Randolph, left, accepts a check on behalf of Rogers Group Team for winning Third Place in the Second Flight.



Johnny Stites, right, accepts a check on behalf of J&S Construction Team for winning Third Place in the Third Flight.



Charlie Webster, left, accepts a check on behalf of Averitt Express Team for winning First Place in the Third Flight.



Rich Hutton, left, accepts a check on behalf of Southern Hills Team for winning Second Place in the First Flight.

## Highlands Splash Coming to The Back Porch July 23

Looking for a fun, relaxing evening under the stars? Then don't miss the "Highlands Splash" on Thursday, July 23 on The Back Porch at The Company Store, 7080 Ridge Dale Road, in Liberty, Tenn.

The Back Porch, which overlooks picturesque Center Hill Lake, seats approximately 175 and is one of the most beautiful outdoor venues in the state for live entertainment.



[www.legacyclassicrock.com](http://www.legacyclassicrock.com)

You will hear great classic rock from the '60s, '70s and '80s performed by Legacy and an acoustic performance by Don & Eli Prince at the event sponsored by the Highlands Music Development Committee. Gates open at 6 p.m. with music beginning at 6:30 p.m.

"The Back Porch is a great venue for the Highlands Splash, and all proceeds from the event will go toward fostering our rich musical heritage and nurturing musical talent in the Highlands of Tennessee," said Dr. John Limbacher, chairman of the Highlands Music Development Committee.

The ticket price of \$8 in advance or \$10 at the gate will include two free beverages. Food will be available for purchase at The Company Store's restaurant.

Call the Cookeville-Putnam County Chamber of Commerce at (931) 526-2211 for more information and to purchase tickets for the event.

## Thanks to our May and June Event Sponsors

**Business Before Hours**, held in May at the Leslie Town Centre, was co-sponsored by **Farm Bureau Insurance** and **Charter Business**. It was themed to salute our existing industries. Rachel Crickmar, TVA Senior Project Manager was the keynote speaker.

Discover what Tennessee's rural residents have known for decades: that **Farm Bureau Insurance** means outstanding service, a caring attitude and convenience. Farm Bureau Insurance is located at 410 E. Veterans Drive in Cookeville. They can be reached at (931) 528-1571 or [www.fbitn.com](http://www.fbitn.com).

**Charter Business** provides scalable, tailored and cost-effective broadband communications solutions to business

organizations. For more information call (931) 303-8658 or visit [www.charter.com](http://www.charter.com). Charter Communications is located at 38 W. Broad St. in Cookeville.

The Chamber's **Business After Hours**, held in June at the Leslie Town Centre, was co-sponsored by **UniFirst** and **Mid-State Construction**.

**UniFirst** has supplied workwear and related products to businesses big and small since 1936, providing a wide range of apparel from traditional uniforms, industrial wear, specialty and protective clothing to corporate casual and executive attire. UniFirst is located at 765 Humble Dr. in Cookeville. They can be contacted at (931) 520-1215 or [www.unifirst.com](http://www.unifirst.com).

**Mid-State Construction's** roots go 30 years' deep into quality, innovative and client-oriented building techniques and systems. Mid-State Construction is located at 695 E. 15th Street in Cookeville. For more information call (931) 526-7345 or visit [www.mid-stateconstruction.com](http://www.mid-stateconstruction.com).

The Chamber's next networking event is **Small Business Expo & Highlands Marketplace** on Sept. 24 and 25, and **Business After Hours** on Sept. 24. To make reservations, contact Andrea Dudley at (931) 526-2211 or [adudney@cookevillechamber.com](mailto:adudney@cookevillechamber.com).



## 2009 Parade Theme Announced

"Inside Santa's Workshop"  
Nov. 30, 2009

## Sponsors



**BANK OF PUTNAM COUNTY**  
The Local Choice



## Chamber News

# Small Business Expo Brings New Twist

Your Chamber is featuring our business community with emphasis on retail during this fall's Small Business Expo (SBE), to be held September 24 and 25 at the Leslie Towne Centre. The Friday event, promoted as the "Highlands Marketplace" is open to the public with new extended hours on Friday.

"The Chamber's mission is to serve our members in as many ways as possible," said Al Profant, chairman of the SBE committee. "And right now a way we can serve our members and our community, is to familiarize the many fine businesses providing goods and services to consumers who are more than ever, seeking value for their dollars. This event will help bring buyer and seller together," Profant said.

All participants will be able to display and sell their products or services at both the membership event on Thursday evening from 4 to 8 p.m. and the open-to-the-public event on Friday from 2 to 7 p.m. Those businesses who will be selling a product or service are asked to deeply discount one item and may bring as many of their wares as they choose.

Friday's "Highlands Marketplace" event will be promoted heavily in Putnam County as well as the entire Upper Cumberland region.

It is a win-win for businesses and retailers to meet new potential



customers, and for consumers to learn what these businesses have to offer.

Call the Chamber at (931) 526-2211 as soon as possible to reserve your booth for this Small Business Expo extravaganza.

## Small Business Expo Sponsors



## Beverage Sponsors

**Budweiser of Cookeville**  
**SEC Enterprises, Inc.**

## 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, Sept. 24**  
**4:00-8:00 p.m.**  
**Small Business Expo**

**5:30-7:00 p.m.**  
**Business After Hours**

**Friday, Sept. 25**  
**2:00-7:00 p.m.**  
**Highlands Marketplace**

### Booth Info:

One 6'x30" table and two chairs will be provided. Electricity is available for an additional \$10 cost. **Exhibitors are responsible for table covers and extension cords.**

### Costs:

Before Sept. 4: Center Display \$75/table Wall \$85/table  
After Sept. 4: Center Display \$85/table Wall \$95/table

### Door Prizes:

Exhibitors are given the option to offer items as door prizes on either day. Thursday, everyone pre-registered will be included for drawings. Exhibitors may request a list of Thursday's attendees. Friday, each exhibitor should register consumers at their individual booth.

## Convention & Visitors Bureau

# CVB Forges Ahead in Promoting Putnam County and the Highlands to the World

Tourism can be the lifeblood of any growing community, and that's especially the case for Putnam County and the Highlands. In 2007, Putnam County generated nearly \$117 million in tourist dollars, a 7-percent increase over 2006 numbers.

The numbers for 2008 are due out in September, and we know they will reflect the decrease in tourism which has occurred nationwide. The good news for us, though, is that people are now vacationing closer to home, and Putnam County is within a day's drive of 75 percent of the population.

They say that those who advertise in down times eventually come out on top, so we at the Cookeville-Putnam County Convention & Visitors Bureau are doing all that we can, even in this slow economy, to take our tourism efforts to the next level. We've launched many exciting projects in recent months — projects which utilize the latest technology and emerging media to boost tourist awareness of Putnam County and the Highlands well into the foreseeable future.

Our proudest achievement has been the opening of the Highlands Visitor Center, an 1,870-square-foot showcase of attractions, dining, lodging and shopping opportunities in the Highlands (Putnam, Overton and White counties) and the Upper Cumberland. The center is located at 470-A Neal Street in Cookeville and is open 9 a.m. to 5 p.m. seven days a week. The location is convenient to visitors coming from I-40, Hwy. 111 and Hwy. 70, and three billboards going up along I-40 will encourage people to stop off the interstate.

So far the center has had visitors from all over the U.S. and even Canada. We have heard nothing but positive responses about the center, and our hotel owners are telling us they like having a place to send travelers for more information. It will be exciting to see how the number of visitors increases as people start responding to the billboards and other marketing initiatives.

We are also promoting our area's attractions online with our newly-launched Must-See Cookeville Web site ([www.mustseecookeville.com](http://www.mustseecookeville.com)), part of a branding campaign which also includes the "Must-See Cookeville" visitor's guide. Since we launched the site last fall, we have received thousands of requests for more materials about Putnam County through a form on the site. And coming soon, anyone who requests a visitor's guide on the site will automatically receive e-newsletters with regular updates.

In addition to the Must-See Web site, we are boosting Putnam County's online presence by using social media such as **Facebook, Twitter and Flickr** to spread the word about all that Putnam County has to offer. We have gained many Facebook "fans" since we created our profile in January, and the number grows weekly. These types of sites allow us to easily spread the word about area happenings through photos, videos, an events calendar and a blog.

We plan to continue using social media as much as possible,

because more and more people are planning trips online and using forums like these to get other people's recommendations and to share their own. People are investigating all the things there are to do at home and nearby, and we want to show them that there's a lot going on around the region that's worth doing and recommending.



In the first quarter of 2009 alone, we've received nearly 5,000 requests for information, all generated through the Web site and from magazine advertising. We ran ads this spring in *Country*

Continued on page 9...

## STS Continuing Education... for the Tourism Professional



Since the **Cookeville-Putnam County Convention and Visitors Bureau** is a member of Southeast Tourism Society, you are invited to attend the next STS Professional Outreach Program (POP) class, complimentary. This program brings timely information right to

your desktop with topics important to your organization's success. You can enjoy this class from the comfort of your own office by watching the presentation on your computer and listening over your own phone – without leaving your desk! *This class is complimentary.*

### Our Next POP Class:

*"Am I Meeting My Goals?" A Study in Accountability Conversion as a Process*

If the goal of any marketer is to assist in the generation of a sales or a visit, we must consider all the activities that convert a potential customer to an actual customer. This can best be described as an ongoing, continuously flexible process and not just the measurement of one single step.

Conversion is a process, the movement from a particular set of attitudes, opinions, actions or inaction that transforms the neutral prospect into a guest, visitor or customer.

**The Speaker:** Jack Yager, SMITH

Jack Yager offers clients a unique and valuable resource for exploring and solving major research and branding issues. His travel industry experience covers over 35 years of conducting quantitative and qualitative studies for destinations, attractions, theme parks, casinos, Worlds Fairs, accommodations, and transportation firms. He has trained over 50 advertising agencies on the use of research.

### For More Information and to Register:

We welcome you to our next class on "Am I Meeting My Goals?" For more information about this class and to register email Darryl Wilson at [darryl@southeasttourism.org](mailto:darryl@southeasttourism.org).

# Welcome New Chamber Members

The following businesses joined the Chamber in May and June 2009. Please help us welcome them to the Chamber.

## Americas Best Value Inn

897 South Jefferson Avenue  
Cookeville, TN 38501  
931/526-9521  
Manahar Patel

## Caliber Computers, LLC

203 Reagan Street, Ste 1  
Cookeville, TN 38501  
931/520-7800  
Asher Christensen

## CHAR

14 South Washington Avenue  
Cookeville, TN 38501  
931/520-2427  
Chad Huddleston

## Cumberland Back Pain Clinic

480 Neal Street, Ste. 101  
Cookeville, TN 38501  
931/520-8104  
Bethany Shanku

## Food Lion, Inc.

377 West Jackson Street  
Cookeville, TN 38501  
931/528-8934  
Barry Shelton

## Lighthouse Learning Center

1160 Perimeter Park Drive  
Cookeville, TN 38501  
931/520-7400  
Phil McCannless

## Poets on the Square

230 East Broad Street  
Cookeville, TN 38501  
931/372-2201  
Kelsey Taylor

## Putnam County Physical Therapy

1140 Perimeter Park Drive  
Cookeville, TN 38501  
931/526-2345  
Larry Burks

## Rocky Mountain Elk Foundation

P.O. Box 391  
Cookeville, TN 38503  
931/252-0780  
Greg Brown

## Spangler Entertainment

1330 Dickerson Bay Drive  
Gallatin, TN 37066  
615/451-3432  
Rebecca Spangler

## Cookeville Ford, Lincoln, Mercury

1115 E. Spring Street  
Cookeville, TN 38501  
931/520-7200  
Mike Church

## Cookeville Hyundai

931 S. Willow Avenue  
Cookeville, TN 38501  
931/520-7200  
Mike Church

## Cookeville Pregnancy Clinic

694 S. Willow Avenue,  
Ste. 3  
Cookeville, TN 38501  
931/526-5525  
Nancy Knowlton

## CookevilleTimes.Com

370 S. Lowe Avenue,  
Ste. 301  
Cookeville, TN 38501  
931/528-3333  
Ward Norris

## F&M Bank

541 S. Willow Avenue,  
Ste. 104  
Cookeville, TN 38501  
931/525-5626  
Suzanne Harrington

## Heart of the Cumberland

377 Short Street, Ste B  
Cookeville, TN 38501  
931/525-2600  
Nanci Dalton

## J J Jax Gifts

146 S. Lowe Avenue  
Cookeville, TN 38501  
931/526-6130  
Jenny Spurlock

## Prospect, Inc.

1000 England Drive,  
Ste. G  
Cookeville, TN 38501  
931/520-3034  
Damon Prince

## Webb's Refreshments

141 MTCS Drive  
Murfreesboro, TN  
615/893-2749  
Lonnie Hillis

# Renewals

The following members have renewed their membership in **May** and **June** 2009. We appreciate your continued support and investment in the Chamber and community.

## May

Charles Stone Heating &  
Cooling  
Clouse and McNelly  
CPA's  
E-Com, Inc.  
Genesis Career College  
Hermitage Hardwoods  
Hill Realty  
Honest Abe Log Homes  
Longhorn Steakhouse  
NAPA Auto Parts of  
Cookeville  
O'Mara & Johnson,  
Attorneys  
OfficeMax  
Progressive Savings Bank

Rains Agency  
Sand Products LLC  
Stonehaus Winery, Inc.  
Todd Masonry, Inc.  
WIN Home Inspection  
Wallboard & Supply  
Company  
Wimberly Lawson Seale,  
Wright & Daves, PLLC  
World Finance

## June

American Cellular, Inc.  
Baymont Inn & Suites  
Ben Lomand  
Communications, Inc.

Community Bank of the  
Cumberlands  
Cookeville Nissan  
Dyer Funeral Home  
Electronic Express  
Factory Connection LLC  
Genesis House, Inc.  
Holiday Inn Express &  
Suites  
Maffett-Bouton &  
Associates  
Mr. Transmission/Milex  
New South Maple  
Partners LLC  
Putnam County Plastic  
Molding

Quality Home Health  
Care  
Quality Service Group  
Raymond James  
Financial Services  
Ships 'N Trips  
T.H.E. Real Estate  
Group  
Tennessee Orthopedic  
Alliance

## Member News

# May & June Ribbon Cuttings



CHAR  
14 South Washington Ave.  
Cookeville, TN 38501  
(931) 520-2427



Caliber Computer, LLC.  
203 Reagan St.  
Cookeville, TN 38501  
(931) 520-7800



Food Lion  
377 W. Jackson St.  
Cookeville, TN 38501  
(931) 528-8934



Blood Assurance  
155 W Broad St.  
Cookeville, TN 38501  
(931) 526-3462



Putnam Physical Therapy  
1140 Perimeter Park Dr.  
Cookeville, TN 38501  
(931) 526-2345

## CVB Forges Ahead *continued from page 7*

*Living* magazine and in the Southeast Tourism Society's *Spring Getaways* insert in major newspapers. We also hosted 17 travel writers from various regional and national publications for two nights last fall, which resulted in positive press equivalent to \$35,000 in advertising dollars, and a writer from *Southern Living* magazine this past March.

And now, for the first time, we're starting to bid on events. We won the bid to host the TSSAA Football Championships for the 2009 and 2010 BlueCross Bowl games at TTU's Tucker Stadium. Landing that deal will likely bring in at least \$1 million in spending during each championship weekend.

Hosting such an event will broadcast the city's and county's names throughout media outlets; bring hundreds of participants and their families and thousands of spectators to local restaurants, stores and hotels; and increase recognition of and familiarity with our area. With that in mind, we plan to continue bidding on sports and other large events to get Cookeville-Putnam County "out there" and to show that we can compete in a larger market.

But we don't only want to get people "out there" excited about the Highlands. One of our prized goals is encouraging local people to rediscover our local treasures, too. In the region, we have so much more to offer than many people realize in terms of unique local shops, mom-and-pop eateries, off-the-beaten-path attractions, day trips and great places to get away and enjoy nature. And then there are all the events — there's something fun going on practically every weekend in the Highlands, and you can find new listings each week on our "Must-See Cookeville" Facebook page or on our Web site.

Yes, Putnam County and the Highlands is now standing squarely in the 21st century in its efforts to promote tourism, and those efforts are based on the firm foundation laid by the businesses, individuals and leaders who have worked to make our community one that's worth bragging about to the rest of the world. When it comes to the future of tourism in the Highlands, we have a lot to be excited about.

Check it out at [www.mustseecookeville.com](http://www.mustseecookeville.com).

## Member News

### Cane Creek Elementary Adds New Business Partner

An Adopt-A-School program was held May 18, at Cane Creek Elementary School when **The River Community Church** became an official business partner with the school. Steve Tiebout, lead pastor of The River Community Church, was present to show support of their commitment.

The Adopt-A-School program began in 1989. It is an educational partnership under the Cookeville-Putnam County Chamber of Commerce involving the Putnam County School System. Currently, all schools in Putnam County have been adopted.

The program was designed to expand learning opportunities for children and youth by bringing the resources of teachers and community leaders together in a common effort. It creates a structure that allows a special relationship to develop between personnel from a particular business and the students and staff of a single school.

The Adopt-A-School program helps to build bridges between the world of business and the world of education and between the perceptions of the students and the realities of the adult world.

"The key is leadership provided by the school principal and the business Adopt-A-School coordinator," said Sue Neal, Adopt-A-School Committee chair.

"Together, they identify appropriate activities, develop a schedule and secure involvement of appropriate volunteers, teachers and students. Their efforts are directed at getting as many people included as possible. The emphasis is on involvement, not financial assistance. It is so important that the school and the business adopter have a coordinator."

Adopt-A-School activities are as varied as the partnerships involved. They are dependent upon the needs of the school's resources and the imagination of coordinators and school principals.

To learn how your business can become involved in this community program, call the Chamber at 931-526-2211.

### Local Businesses Encouraged to Support TTU Pride Days

**TTU Pride Days** are almost here! For two weeks — Aug. 17-28 — Tennessee Tech University is encouraging local businesses to display their TTU Pride.

What can you do? Become a Pride Partner (for free) by signing up to offer in-store discounts to TTU students, faculty or staff at your business. Pride Partners are also featured on the university's Web site. Put up yard signs in front of your business. Encourage employees to wear purple and gold.

Display TTU memorabilia. Wear TTU Pride buttons.

In addition, TTU will be holding an Awesome Business Decorating Contest that will reward the top businesses that go all out to show their TTU Pride. Submit photos of your business display to [bfmaynard@tntech.edu](mailto:bfmaynard@tntech.edu) by Aug. 27.

To enroll your business as a Pride Partner or to request free Pride promo items to give away during Pride Weeks

at your business, contact Bobbie Maynard, marketing director, at [bfmaynard@tntech.edu](mailto:bfmaynard@tntech.edu) or at (931) 372-6525. Visit [www.tntech.edu/pridedays/partners.html](http://www.tntech.edu/pridedays/partners.html) for more information.



### Nonprofits Awarded Proceeds from Town Centre Event

The community came out for another fun evening at the Leslie Town Centre's May Day Mania. Prizes were awarded to many contestants as Spangler Entertainment gave opportunities to win donations by area merchants. DJs and Divas squared off as The Country Giant 94.7/Magic 98.5 won a portion of the ticket sales for participating 501c3 organizations through the **Together We Care** program. Cash prizes of \$100 each were awarded to **Friends of Cookeville/Putnam County Animals** and **CRMC Foundation**.

The **Together We Care** program offered by the Public Building Authority is available to all 501c3 organizations booking events at the Leslie Town Centre. For more information about the **Together We Care** program, call Debi Smith at the Leslie Town Centre 372-7200 or email [MyEvent@LeslieTownCentre.com](mailto:MyEvent@LeslieTownCentre.com).



May Day Mania ticket proceeds are awarded to local 501c3 organizations through the Leslie Town Centre's "Together We Care" program. (Left to right) Lisa Bagi, director of CRMC Cancer Center and Katrina James, administrative coordinator for CRMC Foundation; Debi Smith, Leslie Town Centre special events coordinator and Linda Westin, president of Friends of Cookeville/Putnam County Animals.

## Member News

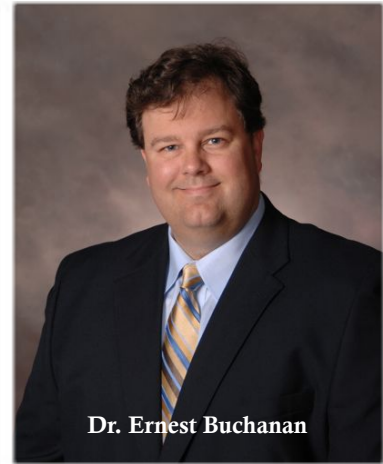
### New Physician joins Cookeville Regional

Family Practice Physician **Dr. Ernest Buchanan** has joined the staff at Cookeville Regional Medical Center. He is joining Drs. Steve Flatt and Jane Anne Gotcher of Upper Cumberland Family Physicians, located at 1101 Neal Street in Cookeville.

Dr. Buchanan finished his Family Practice Residency at the University of Tennessee at Knoxville, where he served as Chief Resident during his final year. He also earned his medical degree from the University of Tennessee at Memphis, and he is board certified in the field of Family Practice.

Dr. Buchanan has already been serving the residents of the Upper Cumberland region for the last ten years as a family practice physician in Crossville. While there, he served as the Chief Managing Partner for his practice and spent one year as the Chief of Staff for Cumberland Medical Center.

Originally from Cookeville, Dr. Buchanan is pleased to be returning to his hometown. He is joined by his wife, Teresa, and their three children. He is now accepting new patients at Upper Cumberland Family Physicians. To schedule an appointment with Dr. Buchanan, call 931-528-7797.



Dr. Ernest Buchanan

### CRMC Foundation Wins \$500 Award

Leslie Town Centre announced **CRMC Foundation** as the third quarter *Together We Care* winner to receive \$500 toward their upcoming event at the Town Centre. CRMC Foundation is a 501c3 organization that assists the community through various hospital patient care programs such as the Cancer Care Fund and Caring Hands Fund. On August 13, 2009 the Foundation will have the CRMC Golf Tournament Celebrity Dinner at the Leslie Town Centre featuring local sports authority Buddy Pearson with special guests – Sports Legends Graig Nettles and Ken Griffey Sr. who will be available for autographs following the dinner. All proceeds will benefit the Foundation. For information, contact Christy Kinnard (931) 783-2010.

“We are pleased to participate in the *Together We Care* program at the Town Centre and be the winner of the \$500 award. The award, along with fundraisers like the golf tournament, helps us stretch our dollars to support patients with

financial needs.” stated Gary Curto, executive director of the Foundation. “We value our partnership with the Leslie Town Centre as they provide the perfect venue and service for many of our events.”



CRMC Foundation representatives receive the Leslie Town Centre's third quarter "Together We Care" award with a donation of \$500 towards their August 13 fundraiser at the Leslie Town Centre. (Left to right) Debi Smith, special events coordinator for Leslie Town Centre presents check to Lisa Bagci, director of CRMC Cancer Center and Katrina James, administrative coordinator for CRMC Foundation.

“Since the program began in January, it has gained popularity with our patrons who can see their revenue dollars directly touching our community through organizations like this,” said Debi Smith, special events coordinator for the Leslie Town Centre. “It is

exciting to realize that a portion of every event dollar goes towards the *Together We Care* award and any 501c3 organization can participate.”

Co-owned by the City of Cookeville and Putnam County, the Leslie Town Centre is supported solely by the rental of the two venues within the building: Estes Williams Business Center and the Herald-Citizen Conference Center. The building houses the offices of the Cookeville-Putnam County Chamber of Commerce and Convention and Visitors Bureau. The Public Building Authority governs the Leslie Town Centre for the benefit of our community and proudly offers the *Together We Care* program. For information call Debi Smith at 931-372-7200.

### 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](mailto:LCanada@cookevillechamber.com) today!

# Upcoming Events

## **Cookeville Community Band Concert**

**July 20**

Dogwood Park Pavilion, 7:30 p.m. Free concert with lawn seating! (931) 528-1313.  
[www.cookeville-tn.org/dramacenter](http://www.cookeville-tn.org/dramacenter)

## **Back to Mayberry Days at Hidden Hollow Park**

**July 25-26**

10 a.m. - 6 p.m. Live performances, baking contest, bluegrass and folk music, car/truck show, cloggers, crafts, & more! \$6 adults and \$4 kids.  
[www.hiddenhollowtn.com](http://www.hiddenhollowtn.com)

## **Inaugural Sgt. York Summer Ball**

**July 25**

Southern Hills Golf Course, 5 p.m. Dinner, dancing & live entertainment. Ticket info 1-888-WWI-HERO

## **Rodney Atkins Golf Tournament**

**August 1-2**

Cookeville Country Club. Sponsored by Upper Cumberland Development District. (931) 432-4111.

## **84th Annual Putnam County Fair**

**August 6-15**

Putnam County Fairgrounds.  
[www.putnamcountyfair.org](http://www.putnamcountyfair.org)

## **World's Longest Yardsale**

**August 6-9**

Highway 127, Yardsale spans 654 miles and five states. (931) 879-9948.  
[www.127sale.com](http://www.127sale.com)

## **Burgess Falls 5th Annual Butterfly Garden**

**August 8**

Burgess Falls State Park. Enjoy hikes, landscaping, butterfly ID walk, birds of prey, creek studies & more!  
(931) 432-5312.

## **After Dark Movie in the Park**

**August 7**

Dogwood Park beginning approx. 8:10 p.m. Donations will go to the park. Leisure Services (931) 520-4386.  
[www.afterdarkseries.com](http://www.afterdarkseries.com)

## **After Dark Race for the Park**

**August 8**

8k run to benefit Dogwood Park beginning at 8:58 p.m. Leisure Services (931) 520-4386.  
[www.afterdarkseries.com](http://www.afterdarkseries.com)

## **Concert on the Lawn**

**August 16**

DelMonaco Winery, Baxter, 1-4 p.m. Featuring Thea Tippin. Bring lawn chairs, picnic baskets and enjoy the concert. (931) 858-1177.  
[www.delmonacowinery.com](http://www.delmonacowinery.com)

## **Bluegrass at the Sparta Amphitheater**

**August 21**

Liberty Square every 3rd Friday at 7 p.m. Free and family friendly.

## **Backstage Series: Dead Man's Cell Phone**

**August 28 - Sept. 5**

Cookeville Performing Arts Center. 7:30 p.m. Tickets go on sale August 17. (931) 528-1313.

## **Baxter Street Fair**

**September 5**

Downtown Baxter. Parade of the Proud starting at 10 a.m. For more info. Contact Jeanie Lee at (931) 372-9663.

## **14th Annual Fall FunFest**

**September 11-12**

CityScape's Downtown Festival. Live music, BBQ cook-off, WCTE's Stations of Imagination, crafts & more!  
(931) 445-5077.  
[www.fallfunfest.com](http://www.fallfunfest.com)



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

Cookeville-Putnam County Chamber of Commerce  
One West First Street  
Cookeville, TN 38501

(931) 526-2211  
(931) 526-4023 fax  
[www.cookevillechamber.com](http://www.cookevillechamber.com)  
[info@cookevillechamber.com](mailto:info@cookevillechamber.com)

### **2009 Board of Directors**

#### **Officers**

Tom Lawrence, *Chairman*  
Allen Ray, *Immediate Past Chairman*  
Bob Luna, *Chair-Elect*  
David Williamson, *Secretary/Treasurer*  
Thomas Lynn, *Organizational Development Vice Chair*  
Jim McGeehin, *Community Development Vice Chair*  
Bob Bell, *Economic Development Vice Chair*  
Jim Martin, *Public Policy Vice Chair*  
Bob Allen, *Highlands Initiative Vice Chair*

#### **Board Members**

Grover Bennett, *Cookeville Sheet Metal*  
Steve Copeland, *Cumberland Insurance Group*  
Susan Elkins, *Tennessee Tech University*  
Toney Hudson, *Occupational Health Center*  
Tom Jones, *Research Electronics International*  
Paul Korth, *Cookeville Regional Medical Center*  
Donna Lee, *Kitchen & Bath Gallery*  
Jeanie Lee, *Winell Lee Moulding & Hardwoods*  
Mike McCloud, *MMA Creative*  
Randal Petrie, *Petrie Heating & Cooling*  
Jeremy Stoner, *NHC Healthcare*

#### **Chamber Staff**

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Ellene Duncan, *Senior Vice President*  
Lynne Matthews, *Vice President/Operations*  
Lillian Hartgrove, *Vice President/Economic Development*  
Dianne Callahan, *Membership Coordinator*  
Laura Canada, *Convention & Visitors Bureau Coordinator*  
Debbie Adams, *Executive Assistant*  
Andrea Dudney, *Administrative Assistant*  
Sharon Ruff, *Information Specialist*  
Debi Smith, *Public Building Authority*  
Stephanie McQueen, *Marketing/Communications Intern*