

The Chamber **Communique**

VOL. 5, NO.3

MAY/JUNE 2009

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

INSIDE

Putnam County Salutes Industry	2
Highlands Annual Meeting Recap	3
Thanks to our Sponsors	4
Webb Addresses Chamber Committee	5
Convention & Visitors Bureau	6
New Members	7
Renewals	7
Member News	8
Upcoming Events	11



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
www.mustseecookeville.com

Industry Appreciation Week A Success for All

Residents of Putnam County and the Highlands enjoy products of industry every day. To recognize those industries, each year the Cookeville-Putnam County Chamber of Commerce joins Putnam County and its local communities to thank business and industry for its vital contribution to the economy.

This year governmental officials declared the week of May 17, 2009 as Industry Appreciation Week.

“It is the one time of year that we say thank you to our local industries for their contribution to the region,” said Kim Blaylock, Putnam County executive.

The event-filled week included recognition of industries at the Chamber’s Business Before Hours event on Tuesday, May 19 at 7:30 a.m. sponsored by **Charter Business and Farm Bureau Insurance**. Rachel

Crickmar, TVA senior project manager for Existing Industry, was the featured speaker. Crickmar provided an overview of the newly created position she was asked to



Governmental officials recently met to officially declare the week of May 17, 2009 as Industry Appreciation Week. From left: George Halford, Chamber President / CEO; Jeff Wilhite, Mayor of Baxter; Sam Salles, Mayor of Cookeville; Richard Godsey, Mayor of Monterey; Patt Judd, Mayor of Algood; and (seated) Kim Blaylock, Putnam County Executive.

assume earlier this year. Her position focuses strictly on existing industry, which is further evidence of the importance existing industry has on the economy.

“We appreciate the contributions our local industries make to our area economy and want to recognize the successes of those industries and showcase their products and services

continued on page 2

Chamber News

Putnam County Salutes Industry continued from page 1

produced locally,” said Thomas Lynn, Chamber Existing Industry Committee Chair and emcee for Business Before Hours.

Industry participants were given the opportunity to provide a company update to the attendees at Business Before Hours.

The Chamber’s Existing Industry Committee brings together volunteers from industry and other businesses to address ways to better support existing industry. The committee meets at different industry locations to gain greater insight into the various industries that are here in Putnam County.

“The committee has learned so much from these meetings and has gained greater appreciation for what these companies do for our local community and economy. We can never thank them enough,” said Lynn.

The Cookeville Noon Time Rotary Club provided a recognition luncheon event with Trevor Hamilton, Chattanooga Economic Development director as the guest speaker at the Leslie Town Centre with the latest news on VW. Industry leaders were invited as guests of the Chamber to this special luncheon.

Finally, the week culminated with the **2nd Annual Membership Golf Tournament presented by Charter Business** held at Cookeville Golf Club. The tournament gave Chamber members the opportunity to network with each other and showcase their business through a variety of sponsorships.

“Existing industry is still the life blood of our community,” said Sam Sallee, mayor of Cookeville. “Some of our companies have had to downsize due to the economy but we have also had a number of companies

expanding, creating new jobs in the region.”

The Chamber continues to work with local industries expanding this year with announcements to be made soon. “It continues to be true that 80% of all new jobs come from existing industry,” said George Halford, Chamber president and CEO. “This is evidence

again that existing industry is vital to our local economy.”

A special thanks to Charter Business who was the presenting sponsor of the golf tournament and everyone in the community who helped celebrate Industry Appreciation Week. **Look for tournament results and a full list of sponsor in the July/August issue of the *Communique*.** For more information on what the Chamber is doing to assist existing industry, contact Lillian Hartgrove, vice-president of Economic Development for the Chamber at 931-526-2211.



Ready for the 2nd Annual Chamber Golf Tournament
L-R: George Halford, Chamber president/CEO; Bernie Mattingly, Cookeville Regional Medical Center CEO; Bob Allen, Pre-Pak CEO; and Drew Huffines



Industries honored at Business Before Hours:
Back Row L-R, George Halford, Chamber president/CEO; Thomas Lynn, Chamber Existing Industry Committee chair; Tom Lawrence, Chamber board chairman. Front Row L-R, Jimmy Mackie, IWC president; Jim Via, Colonial Molding Co. partner; Cynthia Cooper, Winell Lee Mouldings and Hardwoods sales manager; Melissa Wilson, American Manufacturing and Packaging general manager; Bob Allen, Pre-Pak CEO; Kent Furcron, Oreck Corporation plant manager; Bo Gray, Flowserve; Gene Bressler, Automation Tool Company vice-president of sales and operations; Rick Larsen, Flexial Corporation president.

Highlands Expected to Reap Nearly \$154 Million from New Jobs

The local numbers remain hopeful when it comes to new jobs and their economic impact on the three counties of Overton, Putnam and White, which comprise the Highlands of Tennessee. That's the conclusion outlined at the Highlands Initiative annual meeting, held March 31 at the new Highlands Visitor Center.

In 2008, the Highlands Initiative assisted in the relocation and/or expansion of 11 companies, resulting in the creation of 540 gross new manufacturing jobs — 340 in 2008 and 200 additional jobs planned by 2010.

According to an analysis of those numbers presented at the meeting by speaker Tom DiFiore, president of National Community Development Services (NCDS) Inc. of Atlanta, a consulting firm that helped the Cookeville-Putnam County Chamber of Commerce develop and implement the Highlands Initiative, those 540 jobs will add \$18.6 million to the local economy in the form of direct earnings. But the benefits don't stop there; those jobs also produce indirect and induced economic effects.

"The employee paycheck of these new jobs gets spent in town and creates growth in the local economy. That's induced economic impact," said DiFiore. "And then the manufacturing company that added those jobs will buy goods and services, say from a local trucking company, to support the increased production they create from adding those jobs. That's indirect economic impact."

His analysis, based on a multiplier of 1.59 (from government and industry figures for our region), indicates that those initial 540 jobs will likely create 316 indirect and induced jobs. And considering every direct dollar injected into the economy creates 55 cents in indirect and induced earnings, according to established figures, the \$18.6 million in earnings from the initial 540 jobs will generate \$10.2 million in additional earnings. Put it all together, and you have a total of \$28.8 million in earnings being injected into the local economy through a total of 856 new jobs.

Furthermore, based on the industries involved and data for our particular region, NCDS has determined that those 856 jobs will likely produce increased local

production of goods and services to the tune of \$154 million.

The Highlands Initiative is performing very efficiently in bringing those jobs here, according to the "Score Card" portion of the NCDS analysis, which reports that for every dollar spent by the Highlands Initiative to recruit new jobs in 2008, the direct benefit realized was \$44, and the total benefit was \$69. The cost of recruiting 540 direct jobs in 2008 was \$777 per job, or 58 percent of the national average of \$1,351. If you take into account direct, indirect and induced jobs, the cost of recruitment for each new job goes down to \$490, or 66 percent of the national average of \$748.

"The Score Card is really just a measure of the efficiency of the organization. The Cookeville-Putnam County Chamber of Commerce, which spearheads the Highlands Initiative, makes good use of its staff's time and its limited marketing budget," said DiFiore. "And a lot of it has to do with the area itself. The Highlands area, as I see it, is pretty attractive and has a lot to offer companies looking to relocate or expand."

continued on page 5

Compressed Air Seminar a Success

Many area existing industry leaders gained valuable insight into the cost of compressed air and how to reduce expenses by reducing leaks and misuse of this expensive resource during a Tennessee Tech University Center for Manufacturing Research seminar on compressed air in March.

One company in attendance has already reported a 40% decrease in their compressed air bill for a total savings of approximately \$35,000 annually. The seminar was free and the only investment made by those in attendance was less than 2 hours of their time. That's a very impressive return on their investment!

Dr. Glenn Cunningham at TTU's Center for Manufacturing Research, conducted the seminar at the Leslie Town Centre with existing industry participants in attendance from the region. This was the 3rd seminar he has conducted in the past six months for existing industry sponsored by the Chamber's Existing Industry Committee.

For information on upcoming seminars contact Lillian Hartgrove, vice-president of Economic Development at (931) 526-2211 or LHartgrove@cookevillechamber.com.

Hartgrove Honored for Service at Recent Board Meeting

At a recent Chamber Board Meeting, Lillian Hartgrove was honored for her outstanding service as a board member from 2005 to 2007. She was extremely active during the duration of her term serving in various capacities including Executive Committee member, Secretary/Treasurer, Organizational Development Vice-Chair, Highlands Initiative Steering Committee member, Joint Economic & Community Development Board member, and member of the Public Policy Committee.

Hartgrove joined Chamber staff early this year as Vice-President for Economic Development. "Lillian has been a tremendous asset to the Chamber," said George Halford, Chamber president/CEO. "Her exemplary work in the financial industry has prepared her to build strong bridges between the Chamber and the business and industrial communities."



Hartgrove (left) accepts outstanding service award from Dr. Tom Lawrence, Chamber Board chairman.

Chamber News

Thanks to our March and April Event Sponsors

Small Business Expo and Business After Hours, held in March at the Leslie Town Centre, was co-sponsored by **Frontier, Hooper, Huddleston & Horner, Highways, Inc. and Institutional Wholesale Company**. The Expo was themed as a way for Chamber members to make contacts and contracts. Over 60 exhibitors participated to showcase their products and services to other members.

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.

Hooper, Huddleston & Horner professionally serves every family with the dignity, care and compassion as if they were their own. They strive to exceed each family's expectations by creating a meaningful experience to reflect the life of their loved one. Hooper, Huddleston & Horner is located at 59 N. Jefferson Ave. in Cookeville. For more information call (931) 526-6111 or visit www.hhhfunerals.com.

Institutional Wholesale Company is able to provide the highest quality in broadline foodservice products. All over middle Tennessee and parts of southern Kentucky, restaurants, schools, hotels and convenience stores have looked to IWC to be their source for foodservice products..

IWC is located at 535 Dry Valley Road. in Cookeville. For more information call (931) 537-4000 or visit www.goiwc.com.

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

The Chamber's next networking event is **Business After Hours** scheduled for **June 11 from 5:30 to 7:30 p.m. at the Leslie Town Centre**. To make reservations, contact Andrea Dudney at (931) 526-2211 or adudney@cookevillechamber.com.

Small Business Expo Benefits Member Businesses

Contacts and contracts were made at the Chamber's recent Small Business Tabletop Expo held in March. Coupled with Business After Hours, members had a chance to network while showcasing their products and services to other members.

The next Small Business Tabletop Expo is scheduled for September. For more information, contact Ellene Duncan at (931) 526-2211.



Webb Addresses Workforce Development and Education Committee

State Commissioner of Education, Dr. Tim Webb, spoke to the Cookeville-Putnam County Chamber of Commerce Board of Directors, members of the Workforce Development and Education Committee, the Directors of Schools from Jackson, Overton, Putnam and White counties, and other educators April 1, 2009 at the Leslie Town Centre.

Dr. Webb provided the audience with an update from the State Department of Education focusing on the anticipated funding from the American Recovery and Reinvestment Act (stimulus package). He said, "Flexibility is the buzz word in Washington while we learn how we can use the stimulus money."

Approximately \$300 million will be directed to K-12. The money is non-recurring, which means everyone has to be careful how they use it. It should not be used to create new programs unless there is a long term source of funding. Also, much of the funding is directed toward specific purposes and is not available for discretionary spending.

Dr. Webb complimented the P-16 Council, the Workforce Development and Education Committee, and TTU for the great work being done in the region, and said "the partnership in the Upper Cumberland is a model for all regions across the state." He reminded the group "education" is our economic stimulus and the partnership



(L-R) George Halford, president, Cookeville-Putnam County Chamber of Commerce; Dr. Susan Elkins, dean of Interdisciplinary Studies & Extended Education, TTU; Dr. Tom Lawrence, chairman, Cookeville-Putnam County Chamber of Commerce; Dr. Tim Webb, Tennessee Commissioner of Education; Dr. Kathleen Airhart, director of schools, Putnam County; Dr. Bob Bell, president, TTU; Jerry Maynard, Putnam County Board of Education.

between education and business in the region will make a significant difference.

When asked by an audience participant what can be done to make a difference with students and encouraging them to stay in school, he spoke with passion about connecting students with adults that care about them, the importance of mentoring, businesses embracing the schools, and serving on advisory programs.

"We appreciate you taking time from your busy schedule to be here with us today. Thank you for all that you do for our students, our schools and our communities. We are so appreciative of the outstanding leadership you are providing for K-12 education throughout the state," said Dr. Susan Elkins, Chair of the Workforce Development and Education Committee of the Highlands Region.

Highlands Initiative continued from page 3

In addition to the new jobs it helped facilitate, the Highlands Initiative assisted in securing the city and county's funding for the infrastructure of Highlands Regional Business Park, provided funding for Phase I Environmental Study of the Upper Cumberland Regional Airport Business Park, opened the regional Highlands Visitor Center at 470-A Neal Street in Cookeville, completed requirements to receive the American Association of Retirement Communities Seal of Approval, and made progress toward many more of its long-term goals in 2008.

"The willingness of these three counties to work together, not as independent counties,

but together, to bring industry and jobs to our area and address education, workforce and economic development concerns collectively has been very encouraging and very effective," said Highlands Initiative Chair Bob Allen.

Highlands Initiative is a four-year partnership between Putnam, Overton and White counties begun in 2005 to improve the economic and jobs picture; maximize regional benefits of tourist, medical, retail and retiree development; and advocate for improvements to infrastructure, transportation, education and recreational enhancements for the Highlands of Tennessee. Goals are currently being

discussed for the next four-year leg of the Highlands Initiative, set to begin in 2010.

"Despite the difficult economic conditions everyone is dealing with right now, the hard work of county, city and chamber leaders in Overton, Putnam and White counties have produced these encouraging results that will affect the Highlands economy positively for a long time to come," said George Halford, president/CEO of the Cookeville-Putnam County Chamber of Commerce. "We look forward to more growth as we continue our three-county partnership and promotion of the Highlands of Tennessee."

Convention & Visitors Bureau

Community Officials Give TSSAA Warm Welcome

The Chamber along with representatives from the City of Cookeville, Putnam County, Tennessee Tech University, White County and Overton County were on hand to welcome three Tennessee Secondary School Athletic Association (TSSAA) staff members recently during their site visit to Cookeville.

The visit was to review the combined-effort bid from the Chamber, City of Cookeville and Tennessee Tech University to host the 2009-2010 High School Football Championships.

Landing the championships would mean bringing thousands of people to town over a total of three days in December.

From the moment the TSSAA trio entered Cookeville, they were given an enthusiastic welcome beginning at the new Highlands Visitor Center. The group then traveled to Tennessee Tech campus to receive a tour of facilities.

“The main thing we are going to see with every city is do we have the available facilities and hotel rooms,” said TSSAA incoming Executive Director Bernard Childress. “After seeing what we have, then we will work on the logistics of whatever site we go to. After being here today, we know the facilities are here.”

In the running with Cookeville are Murfreesboro and Chattanooga. The TSSAA staff that participated in the site visit will present their findings to a football championship committee on June 4 and from that meeting will come a recommendation to the TSSAA Board. The final decision is expected to be made during the TSSAA Board meeting June 9-11 at Embassy Suites in Murfreesboro.



From Left: Dr. Bob Bell, Tennessee Tech University president; Larry Counts, TSSAA game coordinator; Bernard Childress, incoming executive director for TSSAA, Matt Gillespie, TSSAA media coordinator; and George Halford, Chamber president / CEO.

Sustainable Tourism Workshop to be held at DelMonaco Winery

The Tennessee Department of Tourist Development and Department of Environment and Conservation are committed to preserving and protecting our state's unsurpassed natural beauty. As part of the sustainable tourism initiative, four one-day workshops will be held in 2009 across Tennessee to provide the hospitality and tourism industry with sustainable tourism resources, case studies, best practices, and access to leading experts, one being right here in the Highlands.

DelMonaco Winery and Vineyards located in Baxter will host interested tourism partners from all over the Upper Cumberland and State of Tennessee on June 16. Participants will hear first hand how communities and businesses are successfully implementing sustainable practices that highlight their local, natural and cultural resources, while also enhancing a region's sense of place. They will explore how communities have successfully transitioned their destination through green practices.

The workshop will feature international speaker, Cheryl Hartgrove, who specializes in heritage tourism, planning, development and marketing. Recognized as the U.S. National Trust for Historic Preservation's first heritage tourism director, Hartgrove has more than 30 years of experience in the travel and tourism industry.



Sustainable tourism offers communities numerous benefits including a newfound respect for traditional ways of life, an improved education, employment opportunities, economic growth, a competitive advantage and an authentic visitor experience.

Currently the Baxter workshop has the largest confirmed attendance of all the workshops with over 160 participants.

For more information contact Patricia Gray at (615)741-9004 or Lee Curtis at (615)741-9095, lee.curtis@state.tn.us or visit the website at www.tnsustainabletourism.com

Welcome New Chamber Members

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

Business Automation Systems

5209 Alabama Avenue
Nashville, TN 37209-3344
615/329-4585
Ingram Ardith

Fellowship of Christian Athletes

1459 Interstate Drive
Cookeville, TN 38501-4609
931/372-2123
Noel Cherry

Monte Gaw, RE Appraiser

9 South Jefferson Avenue
Cookeville, TN 38501-3377
931/528-0394
Monte Gaw

Noble Cody

1522 Barnes Drive
Cookeville, TN 38501-2053
931/526-1032

Putnam County Sheriff

P.O. Box 33
Cookeville, TN 38503-0033
888/609-2977
David Andrews

Quik Sell

30 Battlefield Road
Cookeville, TN 38506-5540
931/349-2880
Gary Moser

Ron Baker Photography

118 Big Springs Circle
Cookeville, TN 38501-4811
931/526-6886
Ron Baker

Smoothie King

1095 S. Walnut Avenue
Cookeville, TN 38501-3996
931/526-2999
Randall Rittenberry

Thrive Media, Inc.

4526 Meadow Circle
Cookeville, TN 38506
931/267-1038

Larry Dougherty

TTL, Inc.

447 Metroplex Drive
Cookeville, TN 37211-3109
615/331-7770
Larry Weber

GG Technologies

4533 Maple Shade
Circle
Cookeville, TN
38501
615/469-4682
David Maher

American Way Real Estate

710 S. Jefferson
Avenue

Cookeville, TN
38501-4014
931/265-3579
Tracy Bartik

Upper Cumberland United Soccer Club

P.O. Box 2914
Cookeville, TN
38502-2914
931/528-5417
Kristen Scruggs

Chartwells

1000 N. Dixie
Avenue
Cookeville, TN
38505
931/372-6136
Sam Holm

Bush Construction Co., Inc

1781 South Jefferson
Avenue
Cookeville, TN
38506

931/526-3223
David Bush

Mustard Seed Ranch

P.O. Box 3814
Cookeville, TN
38502-3814
931/510-7020
Rex Buckner

Fast Lane Fun Park

1943 East Spring
Street
Cookeville, TN
38506
931/319-1447
Christine Cruz

Avon Products, Inc.

1008 Heritage Woods
Drive
Hendersonville, TN
37075-8513
615/347-1181
Joy Witherow

Hidden Hollow Park

1901 Mount Pleasant
Road
Cookeville, TN
38501
931/526-4038
Vince Taylor

Renewals

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

March

AFC-MD Benefits Consultation
Atwork Cumberland Staffing
Budweiser of Cookeville
Caney Fork Cycles
Cookeville Glass & Mirror, Inc.
Cookeville Jaycees
Cookeville Pediatric Consultants
Crawdaddy's Inc.
Cedar Hills Retirement Center
DP Personnel Services
Farm Bureau Insurance - Phillip
Baker
Four Square Builders, LLC
Golden Corral #676
Grade-A Catering
Highland Rim Respiratory
Specialists

Jackson Street Grill
Lakeside Resort
Lane & Lane CPAs
Norrod Brothers
Pro Service Auto Glass
Regional Oral Surgery Center
Reliable Building Service, LLC
Security 7 Alarms, Inc.
State Farm Insurance - John
White
Straight-Line Construction LLC
Synergy Products, Inc.
Thompson Machinery Commerce
Corp.
TUTCO, Inc.
Upper Cumberland Shopper, Inc.
US Bank
Wal-Mart Supercenter

Williams Carpet & Paint

April

American Red Cross - Middle
TN Region
American Way Real Estate -
Susan Hogan
Barrett Chiropractic
Cavender's LLC, The Interior
Company
CB Trucking, Inc.
Community Options
Country Cabin Liquors
Country Inn & Suites
Dacco, Inc.
Danny Roberts Construction
Company

First Volunteer Bank
Friends of Cookeville/Putnam
County Animals
Jeff Young Collision Center
Medicine Chest Apothecary
Middle Tennessee Auto Truck
Plaza
Morris D Mabry Architect
One Hour Martinizing
Research Electronics Int'l
Roy Byrd & Associates
Susan G Komen UC Affiliate
The Bill Voorhees Company
Whitson Funeral Home
Wholesale Furniture
Wilmoth Insurance Agency
Zaxby's

Member News

Star Physical Therapy Supports “Soles 4 Souls”

Star Physical Therapy recently participated in donating new and lightly worn shoes to Soles 4 Souls Inc., a non-profit organization that makes a difference in people's lives with the gift of shoes. The mission of Soles 4 Souls is Changing the World One Pair at a Time™ by providing free footwear to people in need such as victims of disaster and people living in poverty.

Most of our closets are filled with shoes we rarely wear. Instead of taking up space, these gently worn shoes can make a

tangible difference in someone's life. Star Physical Therapy encouraged individuals, churches, civic groups and businesses to clean out their closets and recycle shoes that were not in use.

To collect the gently worn shoes, they had a drop box at their location in Premier Medical Park.

Currently, an estimated 300 million children are without shoes, and the community helped be a part of the solution to this crisis through Star Physical Therapy.

The simple act of giving footwear can help prevent infectious diseases and will improve the quality of life for each recipient.

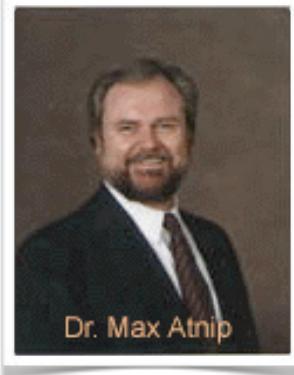
Donating shoes also helps reduce the strain on our environment by recycling shoes that may otherwise be sent to a landfill. The gift of shoes is a simple yet profound way to benefit people in need while helping the environment at the same time.

For more information about Star Physical Therapy call (931) 854-1203.

Local Physician attends TCA Spring Seminar & License Renewal

Dr. N. Max Atnip, F.I.C.C., a board-eligible chiropractic orthopedist, attended the Tennessee Chiropractic Association 2009 Spring Seminar held recently in Knoxville, Tenn.

Dr. Atnip, who is Tennessee's alternate delegate to the American Chiropractic Association, attended 12 hours of post-graduate continuing education symposiums for licensure renewal.

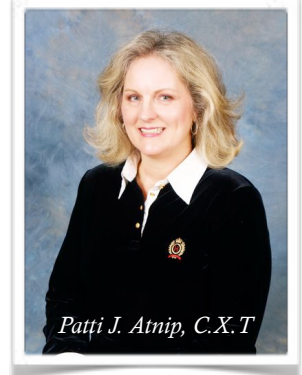


Dr. Ronald Wellikoff, Chairman of the Florida Board of Chiropractic Medicine, presented an Introduction to the new AMA "Guides to the Evaluation of Permanent Impairment", 6th Edition. Topics included: Impairment vs. Disability; New Rules/Definitions; Diagnosis-Based Impairments, Grade Modifiers, Disorders of the Spine; Upper & Lower Extremity Impairment; Sensory and Motor Impairment, Proper Protocols; Physical Medicine; Evidenced-Based Documentation; Medical Necessity, and Diagnosis Pointing.

Dr. Atnip manages a governor-recognized Tennessee Quality Award-winning chiropractic, rehabilitation, and wellness clinic located at 126 Jackson St. in Cookeville. Atnip Chiropractic and its employees were recently honored with the 2009 Ovation Award. Chosen by the business community in local polls, Dr. Atnip was featured in the *Cumberland Business Journal* for the Best Overall Experience in the Professional Services category.

Technician attends TCA 2009 Spring Seminar

Patti J. Atnip, C.X.T., a licensed x-ray technician with Atnip Chiropractic of Cookeville, attended the Tennessee Chiropractic Association 2009 Spring Seminar held recently in Knoxville, Tenn.



Atnip completed six hours of roentgenology relicensing requirements as required by the State of Tennessee Division of Health Related Boards. The symposium was presented by Dr. L. Doug Adair, a Cum Laude graduate of Logan College of Chiropractic in St. Louis, Missouri, who received special recognition for Clinical Diagnosis and Radiological Analysis. Among the topics covered, Dr. Adair presented radiographic film problems and their solutions, positioning, protection and safety, image quality, standard guidelines, and new technology in the field of roentgenology.

Aside from her radiographic responsibilities, Atnip assists with the administrative and rehabilitative services provided by Atnip Chiropractic and serves as the clinic's patient relations liaison. Most recently Atnip Chiropractic was chosen in a local poll conducted by the *Cumberland Business Journal*, and honored with the 2009 Ovation Award in the Professional Services category for Best Experience Overall. Atnip, who is a past president of the Auxiliary to the Tennessee Chiropractic Association, is currently a member of the Chiropractic Assistants of Tennessee and the Chiropractic Assistants Division of the Parker Seminars of Dallas, TX.

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

CRMC Staff Completes Critical Care Course

Eighteen registered nurses at Cookeville Regional Medical Center (CRMC) have completed the critical care course taught on-site by CRMC educators and TTU faculty.

The nine-week course is designed to advance the skills and knowledge of registered nurses in caring for critical care patients.

The registered nurses who completed the course represent several areas of the medical center including the Intensive Care Unit, Cardiovascular Intensive Care Unit, Emergency Department, 4-North

(Cardiovascular Nursing Unit) and 6-East (Pulmonary Nursing Unit).

The nurses who completed the training are Jeannetta Stephens, Katie King, Anna Hogan, Alicia Linder, Gregory Whited, Ashli Loftis, Hillary Pate, Bethany Ledbetter, Mary Leah Webb, Amy Copeland, MaryAnn Stockton, Brent Watson, Cherryl Tumanda, Bethany Sanders, Marlene Hall, Jason Reed, Anita Reynold and Stephanie Wingert.

CRMC critical care instructors are registered nurses from different specialties. They are Angela Craig, RN, CNS Critical Care, Sheila Walker, RN, Education, Nancy

Judd, RN, MSN Education, Kay Moyer, RN, ICU, Kim Haring, RT Respiratory Department, Cherry Cason, RN CVICU and Julia Hazzard , RN, BSN CVICU.

Tennessee Tech University School of Nursing instructors include: Judy Duvall, RN, MSN, CCRN, Melissa Geist, RN, APRN, BC, Ed.D. and Bedelia Russell, RN, MSN, CNOR, CPNP.

For more information about future critical care courses at CRMC, please call the Education Center at CRMC at (931) 783-2030.



Front Row L-R- Mary Leah Webb, Amy Copeland, MaryAnn Stockton, Brent Watson. Back Row- L-R Cherryl Tumanda, Bethany Sanders, Marlene Hall, Jason Reed, Stephanie Wingert



Front Row L-R Jeannetta Stephens, Katie King, Anna Hogan, Alicia Linder Back Row L-R Gregory Whited, Ashli Loftis, Hillary Pate, Bethany Ledbetter

Pink Ribbon License Plates Now Available

Pink Ribbon license plates are now available for purchase at most County Clerk offices. The cost is \$60, and is available to any Tennessee resident who is registering a private passenger motor vehicle.

The Tennessee Legislature passed legislation that created the "Pink Ribbon" plate, and a portion of the proceeds from license plates purchased in Upper Cumberland counties will support local projects of the Upper Cumberland Affiliate of Susan G. Komen for the Cure.



If you currently have a regular license plate, you can pay the extra fee and trade it in for a Komen plate.

The goal of Susan G. Komen for the Cure is to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find a cure.

For more information about the Pink Ribbon License plate, contact your local County Clerk's office.

Member News

J&S Construction Receives LEED Award for Retail Development

At a recent open house of its new headquarters, J&S Construction received an award from the U.S. Green Building Council for its LEED Silver Certified Times Square Retail Development on Willow Avenue in Cookeville.

Their new environmentally friendly headquarters located at 1843 Foreman Drive in Cookeville features spray foam insulation, a water-source heat pump and other state-of-the-art design components that generate total energy costs that are 17 percent less than buildings of comparable size.



J&S Construction Company is a locally-owned, full-service company with more than 50 years' experience building projects, relationships and trust. It has successfully completed over 5,000 projects for a variety of clients.

From Left: David Robinson, J&S pre-construction manager; David Stites and Kevin McCaleb (back), Times Square owners; Kris Duran and Eric McKiney, U.S. Green Building Council Middle Tennessee chapter; Ryan Williams, Cookeville city council member and J&S employee; Brad Leimer, LEED project manager; Alma Anderson, Cookeville city council member; and Jean Davis, Cookeville Vice-Mayor.

Town Centre's May Day Mania a Success

"We Won!" said Lee Wray and DJs from The Country Giant 94.7/Magic 98.5 as they faced off against the Divas to win a \$100 cash prize for the Friends of Cookeville/Putnam County Animals at the first annual May Day Mania. On May 1, great fun was had by local celebrities and audience contestants as Party Specialist *Spangler Entertainment* brought the magic of their TV Game Shows to the stage at the Leslie Town Centre. Audience contestants laughed and applauded as participants played games and won valuable prizes donated by area businesses.

Through the Town Centre's *Together We Care* program, which promotes 501c3 organizations that utilize the Town Centre, the following groups were present: Boma First Church of God, Cookeville Pregnancy Clinic, CRMC Foundation, Fellowship of Christian Athletes and Friends of Cookeville/Putnam County Animals. CRMC Foundation was the winner of \$100 off room rental at the Town Centre for their upcoming event on August 13, 2009.

"Many thanks to all our generous sponsors," said Debi Smith, special events coordinator for the Leslie Town Centre. "Our first annual May Day Mania was a smashing success and we are already looking forward to next year!"

Sponsors included Appliance Mart, Atnip Chiropractic, Bank of Putnam County, Beautiful Balloons, Belk Department Store, Brenda Smith, Deuel's Creative Photography, Dixie Homecrafters, First National Bank, Genesis Career College, Grace Pointe, Huddleston & Shepherd Family Vision, Horner Rausch Optical, John Story, Johnson Nursery & Garden Center, Lamar Advertising, Linda Westin, Mitch White, Oreck, Pacesetters Inc., Progressive Savings Bank, S & W Catering,

Salon 5, Smoothie King, The Technology Store, and Tupperware-Loretta Qualls with special thanks to Cookeville Communications LLC and Spangler Entertainment.

For more information about venue rental or the *Together We Care* program at the Town Centre, call Debi Smith at the Leslie Town Centre 372-7200 or email MyEvent@LeslieTownCentre.com.



The DJs from The Country Giant 94.7/Magic 98.5 celebrate their win over the Divas at the Leslie Town Centre's inaugural May Day Mania. From Left for the Divas: Toni Evans, Jeanie Lee, Johnnie Wheeler, Dianne Callahan, Brenda Smith. From Left for the DJs: Gator Harrison, Philip Gibbons and Lee Wray.

Upcoming Events

Concert on the Lawn

June 7

DelMonaco Winery, Baxter, 1-4 p.m. Bring lawn chairs, picnic baskets and enjoy a free concert. (931) 858-1177
www.delmonacowinery.com

Sundays in the Park Concert

June 7

Dogwood Park Pavilion, 1:30-3 p.m. Free concert every Sunday in June! (931) 528-1313.
www.cookeville-tn.org/ls

Business After Hours

June 11

Leslie Town Centre, 5:30-7:30 p.m. Your No.1 networking event. Reservations required (931) 526-2211.

Pepsi Bobby Nichols Golf Scramble

June 12-14

Three courses, three days. (931) 372-3937
www.ttusports.com.

Hogeye BBQ & Ice Cream Contest

June 13

Livingston Town Square, events all day including food, music & a cruise in. (931) 823-7257.

Tennessee Central Xpress Kick-Off Game

June 13

TTU Stadium, 7 p.m. Watch as the new Minor League Pro Football team plays its first regular season game. (931) 839-8809.

Sundays in the Park Concert

June 14

Dogwood Park Pavilion, 1:30-3 p.m. Free concert every Sunday in June! (931) 528-1313.
www.cookeville-tn.org/ls

West Side Picks N Grins

June 19-20

Cookeville Depot & Westside. Fri: Nashville Swing Band from 7-9 p.m., Sat: 3 Bands from 10 a.m.-5 p.m. Don't miss this premier summer event! Retail shops WILL be open LATE (931) 528-1220.

Soap Box Derby

June 20

12th Street & Dixie Ave. (931) 520-5302.

Sparta Cruise In

June 20

Liberty Square, (931) 761-8687.

Cookeville Criterium

June 21

Cookeville Courthouse Square, registration is at 7 a.m. Closed circuit bicycle race. (931) 510-6366.
www.ucwheemen.org

Sundays in the Park Concert

June 21

Dogwood Park Pavilion, 1:30-3 p.m. Free concert every Sunday in June! (931) 528-1313.
www.cookeville-tn.org/ls

Cookeville Depot 100 Year Parade

June 27

Cookeville Depot Museum, 10 a.m. Plus music from the Community Band, antique cars, & more! (931) 528-8570.

Sundays in the Park Concert

June 28

Dogwood Park Pavilion, 1:30-3 p.m. Free concert every Sunday in June! (931) 528-1313.
www.cookeville-tn.org/ls



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
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*
Carolyn Morrison, *State Farm Insurance*
Randal Petrie, *Petrie Heating & Cooling*
Jeremy Stoner, *NHC Healthcare*

Chamber Staff

George Halford, *President / CEO*
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*