

# *The Chamber* **Communique**

VOL. 5, NO. 5 SEPTEMBER/OCTOBER 2009

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

## INSIDE

Membership Drive	2
Small Business Expo	2
Highlands Visits VW	3
Songwriters Workshop	4
Labor Market Surveys	5
Upper Cumberland Air Show	7
October Train Excursions	8
New Members & Renewals	10
Ribbon Cuttings	11
Member News	12
Upcoming Events	17
2009-10 Sourcebook	18



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)

### *The Chamber:* **Excellent Field Position for Your Local Business**

*Get in the  
Game!*

The two-week membership drive will kick-off Monday, **Sept. 28** with a championship luncheon and end Friday, Oct. 9. Spirited players are needed to reach the goal of 160 new members.

"If every team player gets just one new member," Coordinator Dianne Callahan said, "we will reach our goal."

Members of the membership drive committee include Chair Phillip Baker, Coordinator Dianne Callahan, Jim Hicks, Lavonda Moore, Marilyn Mullinix, Beth Stone, Don Viar, and Jim Woodford.

"I am very excited about this membership drive," Chairman Phillip Baker said. "The Chamber is an invaluable resource to our business community, and I strongly feel every business which operates in Cookeville and Putnam County should be a member. Strength is derived in numbers and joining the Chamber is a win for everyone."

The Chamber's mission is to provide leadership, in partnership with and for the citizens of Cookeville, Putnam County and the Upper Cumberland region, to develop and maintain an economic climate that creates and retains jobs and enhances the quality of life.

Competition is in the air and the Cookeville-Putnam County Chamber of Commerce is gearing up for its 2009 Annual Membership Drive. In accord with the BlueCross Bowl, Tennessee's high school football state championship games coming to Cookeville in December, the Chamber is looking to score as many new members as possible.

During the membership drive, 16 teams led by a team captain will compete to recruit the most new Chamber members. This is patterned after the 16 teams that will compete in the BlueCross Bowl in December.

As with football, the MVP or in this case, highest individual dollar producer will be recognized and rewarded a cash prize of \$500. Each member of the winning team will also receive a grand prize.

continued on **page 2**

## Bag Some Bargains at the Highlands Marketplace Sept. 24-25

It is hunting season! If you're hunting for some real bargains for yourself, your business, or as Christmas gifts, you're sure to "bag" some terrific buys at the **Highlands Marketplace** during the Chamber of Commerce Small Business Expo at the Leslie Town Centre on Thursday, **September 24** (Chamber members only) and **Friday September 25** (open to the public -- no admission charge).

Here's how it will work.

Retail businesses will bring a sample of their items, including at least one super-special offer available only at the Small Business Expo Highlands Marketplace.

There, consumers will browse the various businesses, talk one-on-one to the merchants and experience tremendous savings on-the-spot. Retailers will also offer tremendous savings to be found at their store location in the days and weeks following this Highlands Marketplace sale.

Consumers learn what these stores have to offer and get the opportunity to take home some really great deals.

Some examples of the businesses and their "bagable bargains" include:

- \* Kitchen and Bath Gallery -- 40 percent discount on any Graff faucet ordered through October 1;
- \* 15 percent discount on any appliance repair advantage plan from Mr. Appliance;
- \* Wellspring Family Chiropractic -- buy a 30 minute massage at the Expo for \$30 and get 30 minute massage free;
- \* Deuel's Creative Photography -- 1/2 price sitting fee for any session scheduled during the Expo;
- \* Awnings Unlimited -- a 10 percent discount on any project generated from this event;
- \* Petrie Heating & Cooling -- \$89 fall tune up special, including a thorough cleaning and takes 2-3 hours, a \$220 value;
- \* Winell Lee Mouldings & Hardwood -- decorative moldings, appliques, poplar and

cherry flooring, all at half price purchased during the Expo;

- \* Merle Norman/Beauty Queen's Boutique -- all purses and jewelry 25-50 percent off;
- \* Rodan & Fields Dermatologists -- 10 percent off products ordered during event with free shipping;
- \* French's Shoes & Boots -- Daniel Green shoes for \$12.99 (\$42-\$60 value) and Ariat women's belts for \$19.99 -\$29.99 (\$70-\$100 value);
- \* Diamond Treasurers -- 25 percent off Oakley sunglasses and Fossil watches;
- \* Laverne & Janet's Jewelry -- 30 percent off all Sorelli & Lorenzo jewelry;
- \* CHAR Restaurant -- 10 percent off any meal, with coupons given out during the event;
- \* New York Life Insurance Company -- Worksite multi-life long-term care for medical professionals;
- \* Ron Baker Photography -- 20 percent off all photography services;

continued on page 6

## Membership Drive continued from page 1

For more information about the Chamber or its membership drive, contact Dianne Callahan, Membership Services coordinator at 931-526-2211, or e-mail [dcallahan@cookevillechamber.com](mailto:dcallahan@cookevillechamber.com).



### Team Captains gear up for the kick-off of the 2009 Annual Chamber Membership Drive.

In the front row, from left, is Jason Smith, Longhorn Steakhouse; Dianne Callahan, Membership Drive coordinator; Roy Byrd, Roy Byrd and Associates; Marilyn Mullinix, Progressive Savings Bank; Karla Clarke, Fairfield Inn & Suites; Phillip Baker, Membership Drive chairman; Lavonda Moore, chairman of Chamber Ambassadors; Jim Woodford, Chamber Ambassador; Linda Garrison, Community Bank; Luke Allen, W&O Construction; Cathy Wyatt, Bank of Putnam County.

In the back row, from left, is Jim Hicks, Membership Drive committee member; Larry Garrett, First National Bank; Davis Watts, First Tennessee Bank; Don Viar, Chamber Ambassador; Joe Bontrager, J&S Construction; Don McCaslin, Farm Bureau Insurance; Buddy Pearson, Common Sense Media Group; Susan Elkins, Tennessee Tech University; Mark Hutchins, Tennessee Tech University; Beth Stone, Membership Drive committee member; Julie Callahan Gibson, First Realty. Not Pictured is Melahn Finley, Cookeville Regional Medical Center.

# Volkswagen Shares Insights for Suppliers in the Highlands



Volkswagen of America Inc. is on target and full speed ahead to launch their first automotive manufacturing plant in the United States since 1978 located at Enterprise South Industrial Park in Chattanooga.

Regional representatives of the Highlands Initiative recently met in Chattanooga with executives from the Chattanooga Area Chamber of Commerce and Volkswagen for a briefing.

Representing the Highlands were George Halford and Lillian Hartgrove of the Cookeville-Putnam County Chamber of Commerce; Bob Bell, Tennessee Tech University president and vice chair of Economic Development for the Chamber; Wallace Austin, Sparta-White County Chamber of Commerce president; and Ray Evans, Economic Development director for the Livingston-Overton County Chamber of Commerce.

Others in attendance included Trevor Hamilton and Tom Edd Wilson of the Chattanooga Area Chamber of Commerce, Blake Poole, special assistant to Commissioner Matt Kisber; and April Wortham, Volkswagen Community Relations specialist.

“The project will be done completely different due to the economy,” said Tom Edd Wilson to the Highlands team during the site visit on August 6, 2009.

Wilson shared insight into the uniqueness of the project and ways Volkswagen is moving ahead to keep the project on target. Many first tier suppliers already have excess capacity in other locations, making it a challenging decision to open another location at Enterprise South.

There will be a supplier’s park on a site adjacent to the plant to make it a more attractive location for first tier suppliers to locate. Volkswagen will own the park and lease space to first tier suppliers. There is a team working through the logistics and funding of the endeavor. Terms and conditions have not been finalized but are expected to be completed in the next 30 days.

Trevor Hamilton provided a report on the prototype currently in the design phase at

the German plant. New hires from the Chattanooga plant are currently in Germany helping build the prototype as part of their education process. The design is not yet complete and is still undergoing revisions. Specifications for first tier suppliers cannot be completed until the new car design phase is finalized and approved.

“Awarding first tier contracts appears to be a slow process to anyone not working on this project from the inside,” said Hamilton. “Volkswagen is proud of their quality standards and meeting their target deadlines. It is a unique project which makes them even more determined to meet their challenges.”

One first tier supplier has been announced with two more soon to be awarded.

There is an enormous amount of behind-the-scenes work being done by the Chattanooga Area Chamber while the park is under construction. “We have a dedicated team of four people working on this project,” said Hamilton. “The real work began after Volkswagen

chose us and has not stopped since. The number of calls to our office went up exponentially asking how to become a supplier, and we needed help to handle the calls and other aspects of the relationship with Volkswagen. We now have a person that works with suppliers and another involved in procurement.”

April Wortham of Volkswagen stressed the importance of registering as a supplier on the Volkswagen of America Inc. Web site for anyone interested in becoming a supplier. The site is the main tool used to assess potential suppliers. To be considered, suppliers have to be registered and that includes first, second and third tier suppliers. Second and third tier suppliers are chosen by first tier suppliers. Wortham also advises companies to continually be aware of who first tier suppliers are, and to seek them out directly to enhance chances of doing business with them.

“Becoming a supplier to Volkswagen is not just for companies in the automotive industry,” said Wortham.

continued on page 4



Regional representatives of the Highlands toured the construction of the new Volkswagen of America Inc. plant in Chattanooga. From left is Trevor Hamilton, Chattanooga Area Chamber of Commerce vice-president of Economic Development; George Halford, Cookeville-Putnam County Chamber of Commerce president/CEO; Bob Bell, Tennessee Tech University president; Ray Evans, Economic Development director for Livingston-Overton County; Lillian Hartgrove, vice-president of Economic Development for the Cookeville-Putnam County Chamber of Commerce; and Wallace Austin, Sparta-White County Chamber of Commerce president.

## Songwriters Workshop Scheduled for Highlands



Jacky "Jack" White

Do you have a song in your head, but can't seem to connect the dots and put it on paper? Or maybe you can get a song on paper, but there's something not quite right with the rhyme.

Whether you are a beginner or a seasoned songwriter, you will learn this and more at the Highlands Music Development Committee's Songwriters Workshop featuring nationally recognized singer/songwriter and radio show host, Jacky "Jack" White from **8 a.m. until 2 p.m.** on Saturday, **Oct. 17** at the Leslie Town Centre in Cookeville.

Artists such as Ray Stevens, Charley Pride, Buddy Jewell, Steve Wariner, Neal McCoy and Mark Lowery have recorded more than one hundred of Mr. White's songs that have been on the charts since 1985. Mr. White's songs have received awards including ASCAP awards for both writing and publishing. In addition to songwriting, Mr. White also hosts the syndicated radio show "The

Sucarnochee Revue" which airs in thirteen states and internationally in Australia.

Cost of the 6-hour workshop is \$70 per person for early registrants prior to Oct. 1, after the cost is \$80 per person; and students may attend at a discounted rate of \$60 per person before Oct. 1. Breakfast and lunch will be provided. Breakfast is sponsored by Cookeville Communications.

Attendees will have the opportunity to perform their songs during the workshop if they choose, and Mr. White will offer a free consultation to each participant after the event. Also, participants receive two free uploads of their music on the **Highlands Podcast**.

"The Songwriters Workshop is a fundraiser of the Highlands Music Development Committee. Proceeds from the workshop will be used by the committee to promote the economic and cultural importance of the rich musical heritage of the Highlands region by nurturing and supporting emerging musical talent," said Dr. John Limbacher, Highlands Music Development Committee chairman.

Please call the Cookeville-Putnam County Chamber of Commerce at 931-526-2211 to register for the exciting workshop or for further information.

## Volkswagen provides insights from page 4

"Other companies may have services or products beneficial to Volkswagen. For example, a company making packaging materials on the surface may not appear to be a good fit when in reality they could be. The best advice is to register online and let Volkswagen assess the opportunity."

Blake Poole, assistant commissioner of Economic Development for the State of Tennessee will be making a presentation in the Highlands during the coming weeks, to share insight into the process of becoming a supplier to Volkswagen. The meeting is scheduled for **Sept. 22** at the Leslie Town Centre in Cookeville. There are two sessions. **A presentation for industry representatives is from 1:30 to 3 p.m. and from 3 until 4 p.m. the presentation is open to all Chamber members.**

"We are impressed with the progress at Enterprise South," said Bob Bell, Tennessee Tech University president. "Tennessee Tech University is looking forward to forging a strong partnership with Volkswagen and its suppliers. Representatives from our College of Engineering and Career Center have already been in meetings with Volkswagen leadership in Chattanooga, and the company has already interviewed the first set of engineering candidates for positions at the company."

"It is difficult to appreciate the magnitude of the project until you are there to see it in person and to hear first hand from those responsible for making it happen," said George Halford, Putnam County Chamber president and CEO. "We appreciate the Chattanooga Area Chamber of Commerce hosting our visit and providing us with a comprehensive tour and update on Volkswagen."



Regional representatives of the Highlands met with Volkswagen Community Relations Specialist April Wortham, to gain insights on how the Highlands can benefit from Volkswagen.

If you would like to be considered a supplier for Volkswagen of America Inc. in Chattanooga, register at [www.volkswagengroupamerica.com/suppliers/index.htm](http://www.volkswagengroupamerica.com/suppliers/index.htm) or contact the Chamber at (931) 526-2211.

**If you are interested in attending one of the presentations, please RSVP to Debbie Adams at (931) 526-2211 by Sept. 18.**

## Thanks to our July and August Event Sponsors



**Business Before Hours**, held in July at the Leslie Town Centre, was co-sponsored by **The Integrity Inspection Group** and **Petrie Heating & Cooling**.

It was a behind the scenes look with the team that brought the TSSAA high

school football championships to Cookeville. Members of the team gave insights on the bid process and discussed opportunities for Chamber members to get involved and volunteer.

**The Integrity Inspection Group** provides complete visual inspections of

residential structures in the Upper Cumberland. The Integrity Inspection Group is located at 548 N. Willow Ave. in Cookeville. For more information, call (931) 520-1700 or visit [www.theintegrityinspectiongroup.com](http://www.theintegrityinspectiongroup.com).

**Petrie Heating & Cooling** is the Upper Cumberland's premier choice for residential heating, cooling and indoor air quality services. Petrie Heating & Cooling is located at 649 Horace Lewis Road in Cookeville. For more information call (931) 528-8888 or visit [www.petriecompany.com](http://www.petriecompany.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).

## Surveys Will Help Determine Future Economic Opportunities

The Highlands Region is undertaking a comprehensive analysis of the labor market in our service region. The area being studied consists of three counties – Overton, Putnam and White. Local residents and businesses are being called on to help.

This data will assist existing businesses in finding qualified workers, help workforce agencies match workers with jobs and training programs, and guide educators and other training providers in preparing the workforce for existing and emerging employment opportunities.

“To succeed we need the help of both individuals and businesses in the community,” said Lillian Hartgrove, vice president of Economic Development for the Cookeville-Putnam County Chamber of Commerce. “Our goal is to position the area for future growth and business success. Response to our surveys is a very important part of this process.”

Some local retail businesses will be asked to participate by allowing survey teams to conduct interviews at their location. These interviews to identify workforce skills and availability will be conducted **Sept. 24-27**

at locations provided by retailers throughout the three-county area.

**Many businesses in the region will receive a separate survey during the week of Sept. 21.** This survey asks employers about the availability of skills, the quality of and, the cost of the region's workforce. The information from the survey will be invaluable in identifying the key workforce-related issues impacting businesses across the region.

The surveys of local residents and employers will help identify key workforce information including:

- Skills and characteristics of the labor force
- Any untapped labor force segments
- The extent of underemployment in the workforce
- Types of employee training needed to keep local businesses competitive

**The results of this study will help position the region to meet the challenges of the future through a well-trained labor force.** The programs stemming from this study will help ensure a pipeline of trained

employees and provide information on labor availability, quality, and cost by county and region.

“Workforce skills and availability are the most critical factors for businesses,” notes Hartgrove. “To create quality job opportunities and to meet the needs of industry, communities must understand and address workforce issues.”

**Younger Associates of Jackson, TN, in conjunction with Wadley-Donovan GrowthTech of Springfield, NJ, is conducting the workforce analysis.** They are the premier team for conducting studies of this type in the U.S. Major corporations and economic developers depend on the data from their studies for business location and expansion decisions.



For more information contact **Lillian Hartgrove** at the Cookeville-Putnam County Chamber of Commerce at (931) 526-2211.

## Chamber News

### Employee Free Choice Act Workshop Sept. 22

The Cookeville-Putnam County Chamber of Commerce is hosting a workshop focusing on the Employee Free Choice Act.

The educational workshop will be held Tuesday, **Sept. 22** at the Leslie Town Centre. **Attendees can choose to attend either the morning session from 8 until 11 a.m. or the afternoon session from 1 until 4 p.m.** The cost to attend is **\$35 per person.**

**This workshop will prepare businesses for legislation that might change the way they conduct business,** covering the legalities of EFCA. It will also help reexamine policies, practices, procedures and employee attitudes. All employers,

CEOs, presidents, managers, supervisors and any one else who might benefit are encouraged to attend.

“Our local existing industry managers have asked for more information on the proposed EFCA, and we found two well-versed individuals to conduct sessions to meet their needs,” said Lillian Hartgrove, vice president of Economic Development for the Chamber.

**Jeffery Jones and Gary Wright** will present the workshop. Jones specializes in commercial transactions, governmental law, creditors’ rights and insurance defense. He is the current Putnam County attorney and former district representative for the Tennessee Young Lawyers Division of the Tennessee Bar Association.

Wright practices in labor and employment law, emphasizing on NLRB defense work, union avoidance, collective bargaining, contract administration and arbitration law. Wright is a Tennessee Supreme Court Approved Mediator and has served on the Executive Council of the Tennessee Bar Association and Labor Law Section. He is a member of the Labor and Employment Law Section of the Tennessee Bar Association and the American Bar Association.

For more information or to reserve your seat, contact Debbie Adams at the Chamber at 931-526-2211 or e-mail [DAdams@cookevillechamber.com](mailto:DAdams@cookevillechamber.com).

### Small Business Expo *continued from page 2*

- \* Herald-Citizen -- four-month subscription for price of three (25 percent discount);
- \* Express Signs & Printing -- 50 percent off health products;
- \* Middle Tennessee Federal Credit Union -- Free box of checks with new checking account.

Door prizes to be given on Friday include:

- \* A gift card from F & M Bank;
- \* A weather radio from the American Red Cross;
- \* A fall tune up from Petrie Heating & Cooling;
- \* Reverse regimen from Rodan & Fields Dermatologists;
- \* A \$25 gift certificate from French's Shoes & Boots;
- \* Two coffee mugs from Woodmen Financial;
- \* A personalized savings challenge from Sam's Club;
- \* An NYL duffle bag with gifts from New York Life Insurance;
- \* A portrait session from Ron Baker Photography;
- \* A sample basket from AMP American Manufacturing & Packaging;
- \* A gift certificate from Caris Health Care;
- \* A golf gift basket from Progressive Savings Bank;
- \* A \$50 VISA gift card from Middle Tennessee Federal Credit Union;
- \* A week's worth of dinner out -- seven gift cards to seven different restaurants from Cookeville Plumbing;
- \* A family portrait session worth \$175 from Ellie Odom Photography;
- \* A gift basket from MedVance Institute;
- \* Latex gloves from Apollo Distributing Company.

On Friday, the public is encouraged to come and shop these extraordinary bargains, learn more about local businesses and learn more about how the Chamber of Commerce works day after day, year after year benefiting your local community. The open hours are from **2 to 7 p.m.** on Friday. There is no charge to attend this marketplace on Friday.



*Members of the Small Business Expo Committee promoting the Highlands Marketplace event, are in the front row, from left, Jenny Crockett, Cookeville Regional Medical Center; Ellene Duncan, Chamber; and Jessica Zimmer, Cookeville Communications; and in the back row, from left, David Shelton, Herald-Citizen advertising director; and Al Profant, Four Square Builders and committee chair. Herald-Citizen Photo/ Ty Kernea*

All members -- especially retail members -- of the Cookeville-Putnam County Chamber of Commerce are invited and encouraged to participate. Simply call the Chamber office at (931) 526-2211 for complete information and to reserve your space.

**Sponsors for this event are Bank of Putnam County, Lazarus House Hospice, Charter Business, UniFirst Corporation and Blood Assurance. Beverage sponsors are Budweiser of Cookeville and SEC Enterprises, Inc.**

# Convention & Visitors Bureau

## Buzz on in for the 2009 Air Show

All eyes will be on the sky for the most entertaining show in the Upper Cumberland.

Skilled pilots are ready to take off with breathtaking aerobatics and amazing feats on **September 19** in Sparta.

An estimated 15,000 people are expected to attend the 2009 edition of the Upper Cumberland Air Show on Sept. 19 at the Upper Cumberland Regional Airport. This year's show will include favorites from the past as well as many new performers including a special appearance by the Air Force A-10 "Warthog," Greg Koontz with his captivating act in the bright yellow Piper, CC Gerner in the Extra 300L, the Red Thunder Team in formation, two Pitts 12, one with Larry King the other with Bryan Jensen at the controls, The Black Daggers Special Forces Parachute Team, Brent McClearen with a T-6, Paradise Airshows, Sky Soldiers Huey Helicopter rides and many, many more. Dave Shultz, Air Boss, is coordinating the show.

Gates will open at **9 a.m. with the show beginning at 1 p.m.** Come on in early, airplanes will be flying in all morning, there will be numerous static displays, World War II and Signal Corp, other historic aircraft, war birds, experimental aircraft, and scale aircraft – the list goes on and on. The flight simulator will be back, as well as activities for the kids.

The Air Show is a fun, family-friendly event with something for everyone. Tickets are on sale now at locations in the area



including the Highland's Visitor Center in Cookeville, and the Sparta – White County Chamber of Commerce in Sparta.

Admission is \$10, with children 10 and under free. Save \$2 and purchase your advance tickets.

The Upper Cumberland Regional Airport is located just off Highway 111 at the Highway 136 (Hampton's Crossroads) exit, approximately three miles south of Interstate 40 at Cookeville.

**For more information about the show go to [www.uppercumberlandairshow.com](http://www.uppercumberlandairshow.com) or call Mike Douglas, UCR Airport Manager at (931) 739-7000.**

## Phillips to Head Leadership Team for TSSAA BlueCross Bowl



*Ottis Phillips*

Ottis Phillips will chair the Steering Committee in charge of coordinating the TSSAA BlueCross Bowl, which has moved the Tennessee state high school football championships to Cookeville beginning in 2009. Division I public schools and Division II private high schools will play their championship games together for the first time December 3-5 at Tennessee Tech's Tucker Stadium.

Phillips, a local resident and business owner, graduated from

Putnam County Senior High School in 1969 and Tennessee Tech in 1972. An avid athlete in both football and baseball, he played for both school's varsity football teams. In 1967, Ottis played alongside current Tennessee Tech head football coach Watson Brown in the Civitan Bowl, also held at TTU's stadium. The Cavaliers defeated a top ranked Clarksville team in front of a sell out crowd, which was the largest crowd to witness a high school game in Tucker stadium at that time. As a Golden Eagle, Phillips

played on the 1972 OVC Championship team which appeared in the Grantland Rice Bowl.

With two sons, Parker and Hunter, following in his footsteps, Ottis has been heavily involved in the Cookeville High School Cavalier Booster Club, Cavalier Athletic Foundation, youth football and baseball for more than two decades. As a local business owner, Phillips has been supportive of many community organizations, causes and events over the years. Through his company, he is a major supporter of Golden Eagle football.

It's this dedication to athletics and community that led many to think Phillips was a natural choice to chair the steering committee.

"We couldn't be more excited to have Ottis as chairman," said George Halford, president of the Cookeville-Putnam County Chamber. "He is a tremendous business leader and community advocate, and we are confident his leadership will help ensure the success of this important event for our region."

continued on page 9

# Convention & Visitors Bureau

## The Trains are Coming!

**Tickets are now on sale for October Train Excursions!**

The Tennessee Central Railway Museum trains are coming from Nashville in October. They will bring around 500 people to eat and shop. There will also be local excursions to Algood and back boarding at the Cookeville Depot.

**Saturday, October 17, 2009**

Nashville Train Arrival: Approx. 11:45 a.m.  
Algood Excursion Departure: 12 noon

**Saturday, October 24, 2009**

Nashville Train Arrival: Approx. 11:45 a.m.  
Algood Excursion Departure: 12 noon

The Algood Excursion will arrive back at the Depot at approximately 1 p.m. and the train will re-board for departure to Nashville (all times subject to change).



**Tickets are now on sale at the Chamber:**

1 West 1st Street, Cookeville  
(931) 526-2211

[info@cookevillechamber.com](mailto:info@cookevillechamber.com)

**Dome Seats (only 20 available): \$30**

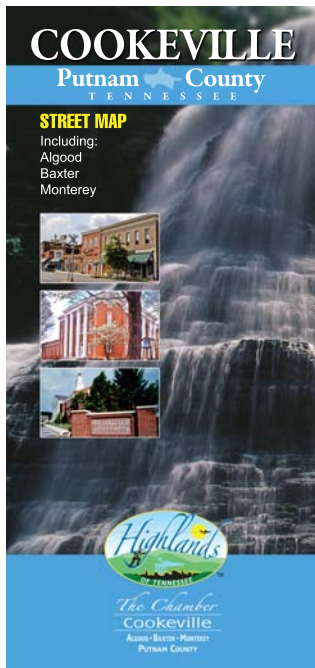
**Coach Seats**

Age 13 & up: \$15

Age 4-12: \$10

Age 3 and under ride free in adult's lap

## 2009-10 Street Maps Now Available



The 2009-2010 official Cookeville-Putnam County Street Map is now available at the Chamber.

The online component is also available at <http://www.communitylink.com/us/tn/cookeville/map/>

Chamber members may purchase them at a discount for \$2 each.

**A special thank you to our sponsors for helping to make this project a success! You may pick up your maps included with your sponsorship at the Chamber. See Sharon Ruff for a circulation list or call (931) 526-2211.**

## Visit us on



## Convention & Visitors Bureau

# STS Continuing Education... for the Tourism Professional

Since the Cookeville-Putnam County Convention & Visitors Bureau is a member of Southeast Tourism Society, you are invited to attend the **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 these classes from the comfort of your own office by watching the presentation on your computer and listening over your own phone – without leaving your desk! *These classes are complimentary.*

### Our Next POP Classes:

**Date: Wednesday, October 7, 2009 at 9:00 AM CT**

**Subject: Travel Distribution Trends: 2009-2010**

PhoCusWright, the travel industry research authority on how travelers, suppliers and intermediaries connect, will discuss key trends shaping travel distribution in 2009 and beyond. Presenting key findings from recent research in online and offline channel trends, consumer behavior, destination marketing, leisure and corporate travel, PhoCusWright's senior director of research Douglas Quinby will examine the key challenges and opportunities facing travel marketers in the months to come.

Brought to you by: PhoCusWright

Speaker: Douglas Quinby, Senior Director, Research

**Date: December 2, 2009 9:00 – 10:00 AM CT**

**Subject: Travel Trends for 2010**

Brought to you by: Randall Travel Marketing, Inc.

Speaker: Judy Randall - Judy is president/CEO of Randall Travel Marketing, and a travel "futurist" whose company focuses solely on research and trend analysis for the travel and tourism industry. She has conducted destination research studies in over 150 destinations all over the U.S. Judy will focus on Tourism Trends for 2010 and how those trends relate to the Southeast destinations.

If you are not on the class promotion notification list, please send an email to [darryl@southeasttourism.org](mailto:darryl@southeasttourism.org) and request to be added.

## Steering Committee continued from page 7

TSSAA's BlueCross Bowl in Cookeville is a combined effort between the City of Cookeville, Putnam County, the Cookeville-Putnam County Chamber of Commerce and Tennessee Tech University. More than 20,000 fans are expected to contribute close to \$1 million to Cookeville and Putnam County's economy over the three-day period. Making the event a reality takes the work of a dedicated team of volunteers.

Joining Ottis on the steering committee are George Halford, Cookeville-Putnam County Chamber of Commerce; Jim Shipley, City of Cookeville; Kim Blaylock, Putnam County; Susan Elkins, TTU; Becky Magura, WCTE; Allen Ray, BB&T Legge Insurance; Misty Pearson, TTU Athletics; Laura Canada, Cookeville-Putnam County Chamber of Commerce; Mel Brown, BlueCross Blue Shield of Tennessee; and Kristie Phillips, TTU. Team Leader members of the committee are: Phillip Baker, visitor relations; Mark Hutchins, marketing; Thomas Lynn, sales; Melinda Keifer, facility management & logistics; Slade Stroud, hospitality; Jim Shipley, security; and Bobby Williams, facilities upgrades.

If you or your organization would like more information on how you can be involved with the event or to volunteer, please contact **Laura Canada** at (931) 526-2211 or email [LCanada@cookevillechamber.com](mailto:LCanada@cookevillechamber.com).

## Great Move-In Day at Tennessee Tech



*Chamber representatives and ambassadors, with the help of Tennessee Tech students, handed out Cookeville goodie-bags on Great Move-In day to incoming freshmen.*

# Welcome

## New Chamber Members

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

### Amedisys Home Health

100 W. 4th St.  
Cookeville, TN 38501  
931-520-3005  
Wanda Corbin

### Awnings Unlimited

254 Guylene Dr.  
Sparta, TN 38583  
931-761-3699  
Edward McConnell

### Bouton's CAD and Reprographics

701 E. Spring St.  
Cookeville, TN 38501  
931-528-9223  
Levi Bouton

### Carlen Motors, Inc.

330 W. Spring St.

Cookeville, TN 38501  
931-526-2163  
Whit Carlen

### Knights Inn

1814 Salem Rd.  
Cookeville, TN 38506  
931-528-5411  
Chris Shah

### Market America

2261 Plunk Whitson Rd.  
Cookeville, TN 38501  
615-249-5250  
William Soto

### AFLAC

1305 Price Rd.  
Lenoir City, TN 37771  
865-804-6633  
Melody Ryon-Gentry

### Avalon Hospice

13 N. Oak Ave.  
Cookeville, TN  
38501  
931-854-1391  
Kim Parrish

### Church's Chicken

220 S. Willow Ave.  
Cookeville, TN  
38501  
425-577-3595  
Gary Marstall

### Crossroads Wine & Spirits

6099 Nashville Hwy.,  
Ste. A  
Baxter, TN 38544  
931-858-1116  
Millie Lee

### First United Methodist Church

204 E. Spring St.  
Cookeville, TN 38501  
931-526-2177  
Max Mayo

### Mandarin Palace

791 S. Jefferson Ave.  
Cookeville, TN 38501  
240-675-6666  
Zusong Wang

### Papa John's Pizza

1013 N. Washington Ave.  
Cookeville, TN 38501  
931-526-8999  
Zachery Bollen

### Putnam Plumbing

5240 Hillrose Rd.  
Baxter, TN 38544  
931-267-5202  
Garry Brown II

### Rodan & Fields Dermatologists

5585 Keller Rd.  
Cookeville, TN 38506  
931-260-0725  
Suzanne Harrington

### Selby Properties

575 S. Willow Ave.  
Cookeville, TN 38501  
931-528-7246  
Viginia Selby

### The Pampered Chef

3131 Browns Mill Rd.  
Cookeville, TN 38506  
931-520-0517  
Karla McKinney

# Renewals

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

## July

A-Z Office Resource, Inc.  
Bryan Symphony  
Orchestra Association  
Captain D's  
Chick-Fil-A  
Christy's Cafe & Bakery  
Cypress Creek  
Apartments  
Duncan Transfer &  
Storage  
Elk Mountain  
Construction Co. Inc.  
Lee Company  
Liberty Square Inc.  
LoJac Materials  
Middle Tennessee  
Federal Credit Union  
Mid-State Construction  
Co., Inc.  
Putnam County Assessor  
of Property  
Putnam County Library  
System  
Satellite Med

Sonny & Janice Moores,  
Realtors  
Swallows/Sandlin  
Tennessee Tech University  
TVA

## August

Allergy, Asthma & Sinus  
Center  
Church on the Hill  
Cove Builders &  
Development  
Cumberland Insurance  
Agency  
Eagle Credit  
Express Signs & Printing  
Fairfield Inn & Suites  
Farm Credit Services  
First Realty Company/  
Brenda Gaw  
Freeman Tire Co., Inc.  
Gaw's Auto Mart  
Home Builders  
Association of the UC  
James Meat Company

Jennings Builders, LLC  
Judd's Antique Mall &  
Country Store  
Judge Leon Burns, Jr.  
Julian's Auto Body and  
Frame  
Law Office of Donna  
Simpson  
Longbranch Lakes  
Properties, LLC  
Maffett-Loftis  
Engineering, LLC  
McGugin Oil Company,  
Inc.  
Metrology Solutions, Inc.  
Mortgage Investors  
Group  
New Day Services, LLC  
Olive Garden  
Oreck Commercial  
Rapid Machine  
Company  
Ricky G. Gentry, CPA  
Robert Clark Childress,  
DDS

Roland Advertising  
S & W Catering  
Sam's Club  
Select Transportation  
Star Motor Inn  
State Farm Insurance/  
Suzanne Worrell  
Tennessee Master  
Restoration  
The Contract Yard  
The Market on the  
Square  
The Technology Store  
Theta Upsilon Alumni &  
House Corp.  
TN Vocational Training  
Center  
Upper Cumberland  
Family Dentistry  
Upper Cumberland  
Regional Airport  
World Finance

## Member News

# July & August Ribbon Cuttings



Poet's On The Square  
230 E. Broad St.  
Cookeville, TN 38501  
(931) 372-2201



Details for the Home  
32 N. Cedar Ave.  
Cookeville, TN 38501  
(931) 528-1401



Algood Wal-Mart  
589 W. Main St.  
Cookeville, TN 38506  
(931) 537-3880



Middle TN Federal Credit Union  
112 N. Oak St.  
Cookeville, TN 38501  
(931) 528-9400



Hyundai  
931 S. Willow Ave.  
Cookeville, TN 38501  
(931) 520-7200



Mandarin Palace  
791 S. Jefferson Ave.  
Cookeville, TN 38501  
(240) 675-6666

## Member News

### CASA Holds Blast From the Past Dance to Benefit Abused Children

CASA, UCHRA Court Appointed Special Advocate program, is holding a Blast From the Past Dance on September 25 at the DelMonaco Winery off Hwy. 70 in Baxter from 7 to 11 p.m. The dance is reminiscent of the American Bandstand days.

Event goers will enjoy a barbecue dinner and beverage for only \$25 while hearing songs spanning the decades. Wine tasting will also be provided by DelMonaco's, and there will be a live and silent auction with lots of unique items. Some of the auction items include tickets to Dollywood and the Nashville Zoo. Titans memorabilia and Rodney Atkins items will also be up for bidding.

The evening will also include an old fashioned American Bandstand dance contest and a costume contest. Costumes from all decades are welcome. Prizes and trophies will be awarded.

Monies raised from the event go to support CASA's mission, which is to recruit, train and supervise community volunteers who are appointed to be a voice for an abused and neglected child that has come into the Juvenile Court system. These are children that have been taken from their homes by the Department of Children Services due to allegations of abuse and neglect. The abuse can

be physical, emotional, or sexual. Neglect can include environmental, educational or non-supervision.

Typically, volunteers work with a case an average of 12 months. CASA is a non-profit agency and must obtain funds through grants, fundraiser events and donations by the public and businesses. Over 2100 children were reported abused or neglected in Putnam County in 2008.

To purchase tickets, donate items for the auction or inquire about sponsorship opportunities please call Judy Greenwood at 931-520-8733 ext. 248. For directions to the winery visit their website at [www.delmonacowinery.com](http://www.delmonacowinery.com).



*Right to Left, Jane Nellis, Jerry Myers, Johnnie Wheeler, Judy Greenwood, Alicia Pile. Rita Turninseed*

### Cookeville Regional's Stephanie Jennings Receives National Credentials



*Stephanie Jennings*

Stephanie Jennings, a radiologic technologist at Cookeville Regional Medical Center, recently earned national credentials in bone densitometry. Jennings earned the credentials from the American Registry of Radiologic Technologists (ARRT).

She works in The Women's Center at Cookeville Regional's Outpatient Imaging Center.

This certification is voluntary, not mandatory, and Jennings underwent extensive preparation to prepare for the certification.

"She is to be commended for her efforts," said Hugh Bennett, manager of The Outpatient Imaging Center. "By obtaining this credential, patients as well as physicians are assured that bone densitometry exams are being performed by a technologist who has met established standards of training and education."

"Cookeville Regional is the largest medical facility in the Upper Cumberland," continues Bennett, "and this region deserves to have high quality medical care provided by well-trained

and credentialed technologists in an ever-expanding and technically dependant field."

The Outpatient Imaging Center at Cookeville Regional is the region's first "all digital" full-service imaging facility and is located at 251 West Third Street – just one block from the hospital.

The ARRT is a nationally recognized organization that promotes high standards of patient care by recognizing qualified individuals in medical imaging, interventional procedures and radiation therapy. ARRT provides a mechanism to recognize individuals who continue to demonstrate their qualifications through adherence to the standards of professional behavior and compliance with the continuing education requirements.

## Member News

### Mistletoe Market - A Christmas Tradition at Leslie Town Centre



*Lavonda Moore (left) enjoying the 2008 Mistletoe Market & Cafe with Sarah Johnson at the Johnson Nursery & Garden Center booth.*

With great anticipation, hundreds of shoppers look forward to the first weekend in November as **Mistletoe Market & Café** gets underway at the Leslie Town Centre in downtown Cookeville. **The 7<sup>th</sup> Annual Mistletoe Market & Café will be held on Friday**

**and Saturday, Nov. 6-7** with live music, door prizes and great buys on gifts. This Christmas tradition is seven years strong and showcases almost 50 area merchants under one roof to provide shoppers with unique gift items from Mistletoe Market and yummy treats from the Café.

“This year ‘Santa’s Stimulus Packages’ has been added with specially priced \$10 gift items to help Santa in these challenging times. Delicious foods add convenience to shopping while Blue Eyed Grass entertains us with their live Christmas music,” said Debi Smith, special events coordinator for the Leslie Town Centre. “Our **Together We Care** patron nonprofit organizations will have another opportunity to win as every shopper votes for their favorite. Votes counted at the end of the event will reveal the winner to receive a \$300 donation! With all the community support and traditional Mistletoe Market

shoppers, we are planning for a great turnout!”

Call Debi Smith at 931-372-7200 or email **MyEvent@LeslieTownCentre.com** regarding booth rental or information about attending Mistletoe Market & Café. Admission is \$2 and free admission for age 10 and under.

The Leslie Town Centre is co-owned by the City of Cookeville and Putnam County and houses the Cookeville-Putnam County Chamber of Commerce, the Convention and Visitors Bureau and two venues: Estes Williams Business Center and the Herald-Citizen Conference Center. The Public Building Authority Board of Directors governs the Town Centre for the benefit of our community and is proud to offer the “Together We Care” program and Mistletoe Market & Café at the Leslie Town Centre.

### News from New York Life: Is Your Retirement Plan Protected?

Planning for retirement is probably a top priority for you. Do you know how much money you need to retire? Are you concerned that you may outlive your money? Are you concerned about the burden a chronic health care need could have on your family and finances? Your retirement is the dream for you and your family’s future. Proper planning and protection of that dream are crucial to help make it a reality.

#### **Preserve you and your family’s choices**

Long-term care insurance can help protect and preserve your income and assets you have worked so hard to accumulate, and give you the ability to spend money for care. With the advances in home care services, many people needing long-term care are actually able to stay at home, with or near families, and still get the professional care they need. Long-term care insurance allows your family to be there to love you, instead of worrying about the financial, emotional and physical toll of providing care for you. Whether at home, in an adult day care center or an assisted living facility, you and your family can maintain control of your options and your lifestyle.

#### **Protect your retirement plan**

As the population ages and Americans are living longer than ever before, the need for long-term care services has emerged as an important element to a comprehensive retirement plan. In 2008, nursing home cost averaged \$76,416 a year nationally, and these costs inflate every year. Do you have enough in your retirement to pay for the high cost of long-term care services? Without a proper long-term care plan in place, your assets and income can be significantly depleted. This could leave you and your family in a difficult financial situation. What would happen to you and your family if you have to pay out-of-pocket for your long-term care? With long-term care insurance, you will have peace of mind, knowing that you have taken control to protect your hard earned retirement assets.

#### **Begin your plan now**

The sooner you begin your long-term care planning, the better. The cost of waiting can be expensive in several ways. The younger you are when you purchase long-term care insurance, the lower the premiums will cost. As you age, premiums are higher if you purchase an

equivalent policy and you may qualify for a lesser class rating due to health changes. You could pay thousands more in premium over the life of the policy, just by waiting a few years to purchase. Or, you may not be able to qualify for coverage at all. The worst part about waiting is that you may not have coverage in place when you need it most.

With long life comes long-term planning. Make a plan for you and your family today. For more information on long-term care insurance, please contact **Andrea V. Burckhard**, Agent, New York Life Insurance Company in Byrdstown, 931-864-8688 or 931-265-1959 cell visit her at the **Small Business Expo on September 24 and 25 at the Leslie Town Centre.**



*The Company You Keep®*

## New Physician Joins the Cancer Center at Cookeville Regional



Dr. Venumadhav Kotla

Hematology and Oncology specialist Dr. Venumadhav Kotla has joined the staff at Cookeville Regional Medical Center. He is working with Drs. Paul Jacquin, Algis Sidrys, and Jonas Sidrys in the Cancer Center at Cookeville Regional Medical Center.

The field of hematology-oncology deals with the diagnosis, treatment, and prevention of blood and platelet disorders and various forms of cancer. Before

coming to Cookeville, Dr. Kotla worked as a Clinical BMT (Blood and marrow transplantation) fellow at the world-renowned MD Anderson Cancer Center in Texas. He also completed his Hematology-Oncology fellowship at Albert Einstein College of Medicine in Montefiore, NY and his Internal Medicine residency at Albert Einstein College of Medicine at Jacobi. Dr. Kotla earned his medical degree at the All India Institute of Medical Sciences in New Dehli, India. He also has experience in the area of clinical trials.

Dr. Kotla looks forward to serving the patients of the Upper Cumberland. The Cancer Center at Cookeville Regional has recently relocated to the newly completed North Patient Tower and is now *one of only two cancer treatment centers in Tennessee* to offer Tomotherapy – one of the world’s most advanced cancer treatment systems that allows unparalleled precision in delivering radiation therapy, resulting in minimal damage to surrounding tissue.

Almost triple the size of its former location, the new Cancer Center offers spacious treatment areas where attention to detail has resulted in a warm, comfortable environment with an abundance of natural light. In addition, the new Center offers a patient education area with Internet access, a “healing garden”, a survivor’s boutique offering products helpful in coping with cancer as well as a dedicated entrance and parking area.

Recently the Cancer Center became an affiliate of the Southwest Oncology Group, or S.W.O.G., via the University of Tennessee Health Care Systems. S.W.O.G. is one of the largest cancer clinical trials cooperative groups in the United States. Becoming an active member of this group allows the Center to offer many more clinical trials to patients in the Upper Cumberland region. For more information about Dr. Kotla or the Cancer Center at Cookeville Regional Medical Center, visit the website at [www.crmchealth.org](http://www.crmchealth.org) or call 931-783-2497.

### Habitat for Humanity Women Build

Summer is almost over and Habitat for Humanity’s Women Build is starting in September! Get on board and help a family get into an affordable home by helping sponsor a square foot of home for only \$50. Volunteers are also needed to help build the home and bring food for the construction site. You can make a difference- it’s not too late to change a life! Find out more about the Women Build and what Habitat for Humanity does in our Upper Cumberland area! Call 528-1711 today!



**Save the date and plan to attend your Chamber’s Retail Recovery Summit, “How to Survive and Thrive in Today’s Economy” scheduled on Tuesday, October 6, 2009, from 5:30 until 7:30 p.m. at the Leslie Town Centre.**

### 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!

## Member News

### The WCTE Sony TV Raffle

**You can win a 52" LCD/ HD Sony TV, a Blu-Ray DVD Player plus delivery and set-up within 25 miles of Cookeville in WCTE's fundraising raffle.**

"This is our first raffle at WCTE and what a way to start off, said Suzanne Bussell, Major Gifts Officer for WCTE. "We want to thank David Benjamin for DirecTV for donating this great prize worth \$4,800. In November some lucky winner is going to be able to enjoy watching WCTE on a big screen. Imagine watching our great nature programs or the upcoming TSSAA football games on a 52" Sony. You'll feel like you're actually there, that you're a part of the show!"

"All proceeds will go to WCTE to help us purchase a much needed production truck and to help fund our Education/ Outreach program," said Hal Harder, director of Development and Marketing. "Tickets are only \$10 and there is a maximum of 3,500 tickets being sold. Plus it's a great cause. Someone has to win. It might as well be you."

### Komen Race for the Cure

Join us for the 2009 Komen Upper Cumberland Race for the Cure on Saturday, October 17 at Hooper Eblen Center on the Tennessee Tech Campus in Cookeville.

The Susan G. Komen Race for the Cure® Series, the largest series of 5K runs/fitness walks in the world, raises significant funds and awareness for the fight against breast cancer, celebrates breast cancer survivorship and honors those who have lost their battle with the disease. Since its inception in 1983, the Komen Race for the Cure series has grown from one local Race with 800 participants to a global series of more than 120 Races with more than 1 million people expected to participate in 2009.

The Komen Race for the Cure is a unique event, designed and implemented to promote positive awareness, education and early detection of breast cancer. It has proved to be an enormously effective way to reach many women and men with the message that breast cancer is not necessarily fatal if mammography and breast self-exam become routine. As well as being a road race for runners, the Komen Race for the Cure is an emotionally charged event that attracts many first timers and recreational runners. The Komen Race for the Cure is an opportunity for thousands of women, men and their families, running or walking, to spread the breast cancer message within their communities.

For your chance to win, you can buy a raffle ticket at:



**Cookeville:** Letter Perfect, Citgo Auto Care, Luna & Birdwell Investment Group, Pro-Service Auto Glass, Companion CPA Group, Poets.

**Livingston:** Ciphertek Systems.

**Smithville:** DeKalb Animal Clinic.

The drawing will take place at 1 p.m. on Thursday, November 5 at HiTech Direct, 728 S. Jefferson in Cookeville.

You can call Suzanne Bussell at 931.528.2222 ext 222 or go online to [www.wcte.org](http://www.wcte.org) for tickets or for more information.

Up to 75 percent of the funds raised at the Race remain here in the Upper Cumberland to provide breast health research, diagnostics, screening, treatment, services and education for uninsured or underinsured women. The remaining 25 percent goes to fund national research to discover the causes of breast cancer and, ultimately, its cures.

#### Why we need your support:

Every step counts! Your donation provides women and men in Upper Cumberland with services that have literally saved lives. You help make the following programs possible:

- Free mammograms and diagnostics
- Medical treatment for qualified breast cancer patients who cannot afford care, including surgery, chemotherapy, and radiation
- Support services including support groups, assistance with finding financial resources, prescription refills and transportation to medical appointments
- Education about the warning signs of breast cancer, methods of early detection and the latest treatment options
- Cutting edge research to find a cure for breast cancer

For more information or to register for the race visit [www.komenuppercumberland.org](http://www.komenuppercumberland.org).



Presented by



NATIONAL SERIES SPONSORS



## Member News

### 43rd Annual Cookeville Christmas Parade Set For Nov. 30th

The theme for this year's parade is "Inside Santa's Workshop". Mark your calendars for Monday, **November 30 at 7 p.m.**, and make plans now to be a part of one of the largest and best attended Christmas Parades in our state!

#### 2009 Guidelines:

- All entries must be decorated with lights and comply with the theme. No commercial vehicles or entries will be permitted in the parade unless pulling a float. Entry fee for non-Chamber member businesses is \$35, non-refundable after the November 6 deadline.
- All Antique Cars and Car Club entries must be from 1969 or earlier model years.
- Entries must have a clear, printed sign with the entry name in a prominent location. Only signage relating to the Christmas Parade will be permitted on the float.
- Due to safety regulations, no tractor-trailer units will be allowed.
- No entries will be permitted to stop in front of the television cameras.
- No vehicles with sirens will be permitted to use them at any time, while in the lineup or during the parade.
- Only the official Santa is permitted in the parade.
- A determination of motorcycle organizations will be considered case by case, based on prior participation & adequate liability insurance coverage.
- Nothing may be thrown from the floats and no treats or handouts will be permitted.
- Other guidelines may apply.

**Entry Deadline: Nov. 6, 2009**

Contact: Andrea Dudley at 931-526-2211 or [ADudney@cookevillechamber.com](mailto:ADudney@cookevillechamber.com)



### Putnam County YMCA Hosts Weekend of Family Fun

The **Putnam County Family YMCA** is hosting a weekend of healthy family fun in October! You will want to mark your calendars now and register to get yourself, your family and your friends up and moving!

The **Community Expo** kicks off the weekend on Friday, October 23 from 3-8 p.m. in the courtyard adjacent to the Roaden University Center at Tennessee Tech and will be a venue for area businesses to spotlight themselves with all race participants, supporters and visitors. Booth fee is only \$25, but space is limited, so reserve your spot today!

All **Haunted Half** runners will be stopping by to pick up their race packets as well as all the families participating in the Kid's Hero Half marathon visiting the booths during the expo. The last mile of the children's half marathon, the Hero Half, begins at 5 p.m. that evening.

The **Hero Half** runners will walk/run and document their 12.1 miles prior to the race and then run the last mile together. The children's race will start in front of the Tennessee Tech UC on Dixie Ave. wrapping through the Tech campus. This event is spotlighting the unsung hero's in our community and the YMCA is inviting the fire department, police force, EMT's, teachers, doctors, parents and all other community hero's to run with the kids! Come be a hero against childhood obesity and get your loved ones moving!

Saturday morning, October 24, bright and early at 7 a.m. the start gun will sound at Tech for the Upper Cumberland's first annual half marathon, **The Haunted Half**. This race is open to

all participants; walkers, joggers and runners. The YMCA wants to bring a flourish of new activity to Cookeville in the fall and from the response so far, we are looking at a great opportunity for our community.

Please register today at [www.active.com](http://www.active.com) or take a look at our website [www.thehauntedhalf.com](http://www.thehauntedhalf.com) for more information. If you are not going to be running with us, please come out and join us to cheer on participants throughout the route! Costumes are encouraged for everyone, runners and spectators.

These events are a chance to bring our community out to show all the participants our City's spirit. The Putnam County Family YMCA is getting moving with healthy activities, bringing national participants in to visit Cookeville, and we want you to be a part of all the fun! Please mark your calendars now and join us during one of Cookeville's most beautiful times of year to spotlight the Upper Cumberland!



# Upcoming Events

## Upper Cumberland Quilt Festival

September 18 - 19

9 a.m. - 4 p.m. Purchase tickets at Trinity Assembly in Algood. \$6.

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

## Upper Cumberland Air Show

September 19

9 a.m. - 5 p.m. Upper Cumberland Regional Airport, Sparta. Air Show from 1-4 p.m.

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

## Chamber Membership Drive

September 28 - October 9

Cookeville-Putnam County Chamber of Commerce annual 2-week membership drive. (931) 526-2211.

## Cookeville Depot: "A Night at the Museums"

September 26

Cookeville Depot & West Side. Part of the Depot Centennial celebration. (931) 520-5455.

## Rollercoaster Yard Sale

October 1-3

Spanning 150 miles around Dale Hollow Lake.

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

## Rodney Atkins Benefit Concert

October 8

Hooper Eblen Center. Special guest Phil Vassar. Proceeds to benefit Mustard Seed Ranch and TTU Athletics. \$25 general public, \$15 TTU students. (931) 372-3940.

## Standing Stone Day Celebration

October 10

Activities all over Monterey: music, car show, artist market, flea market, unique food and more! (931) 839-3350.

[www.hilltopexpress.net](http://www.hilltopexpress.net)

## Bark in the Park 2009

October 10

Bring your pets for a full day of games, contests & more!

## TN Central Railway Museum Train Excursions

October 17 & 24

Cookeville Depot. Passenger trains from Nashville will be stopping in Cookeville. Local excursions to Algood and back. (931) 526-2211.

[www.tcry.org](http://www.tcry.org)

## Coming Around the Mountain 72-Mile Bike Ride

October 17

Starts and ends in Downtown Monterey. Proceeds will go to local Special Olympics.

[www.hilltopexpress.net](http://www.hilltopexpress.net)

## Bacchanal: A Celebration of Art, Wine & Food

October 25

Spankies, 1-5 p.m. (931) 372-3051.

## New Member Orientation for Chamber Members

October 28

8 a.m., First National Bank. Overview of Chamber & benefits of membership. (931) 526-2211.

## 8th Annual Senior Expo

October 28

9 a.m. - 1 p.m., TTU Hyder-Burks Agriculture Pavilion. (931) 423-4111.

## Cooking on the Square

October 30

Cookeville Courthouse Square, 11 a.m.-1 p.m. Benefits Habitat for Humanity. (931) 528-1711.

## TTU Homecoming

October 31

1:30 p.m., Homecoming/Hall of Fame. (931) 372-4940.

[www.ttusports.com](http://www.ttusports.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

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*

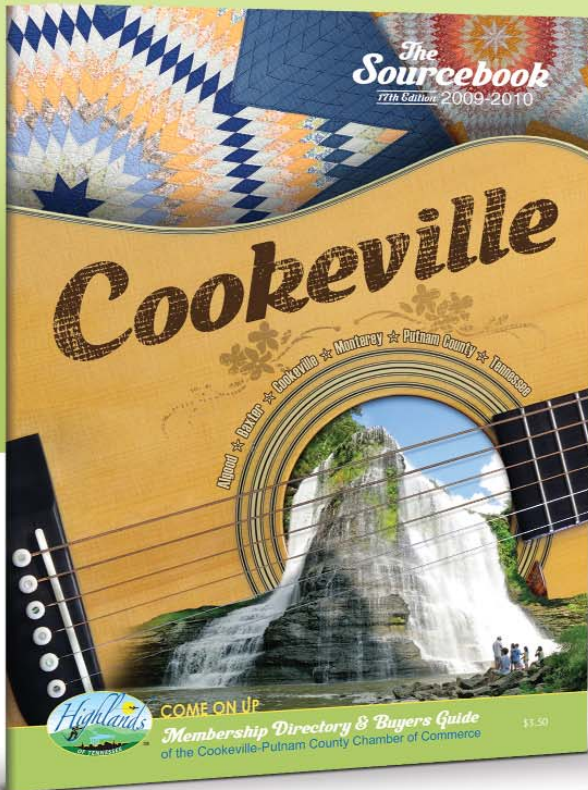
Andrea Dudney, *Administrative Assistant*

Sharon Ruff, *Information Specialist*

Debi Smith, *Public Building Authority*

Stephanie McQueen, *Marketing/Communications Intern*

# Your audience. Your opportunity.



You want to reach business and industry prospects, site selection officials, decision-making CEOs, COOs and CFOs, tourists, newcomers, visitors and professionals.

They look to your Chamber as a primary source of information about you and the community. So your Chamber gives them:



## *The Sourcebook*

*Your Chamber's award-winning marketing tool and one of the best advertising buys you can make!*

■ Slick, full-size and full-color, the 2009-10 (17th edition) of **THE SOURCEBOOK** magazine targets the potential customers you want to reach. Plus its long shelf life keeps on selling your message.

■ **THE SOURCEBOOK** is a buyers guide, a membership directory, and a coffee table magazine all under one cover, and it's chock-full of information for business and industry prospects, site selection officials, decision-making CEOs, COOs and CFOs, tourists, newcomers, visitors and professionals.

■ **THE SOURCEBOOK** describes and illustrates the advantages of living, working and doing business in Cookeville, Algood, Baxter, Monterey and the rest of Putnam County, not to mention the Highlands of Tennessee and the rest of the Upper Cumberland.

■ Your Chamber distributes **THE SOURCEBOOK** in this area and in other parts of the U.S. and the world. Local real estate agencies, hotels/motels and other companies find it especially useful.

■ By advertising in **THE SOURCEBOOK**, you will increase the effectiveness of your media mix and encourage new customers for months. Your presence in **THE SOURCEBOOK**

will also make a strong statement about your business and your commitment to progress in our community.

■ Only Chamber members are eligible to advertise in **THE SOURCEBOOK**, which means your competition is limited.

■ **THE SOURCEBOOK** is a prime advertising publication with a prime readership.

■ **THE SOURCEBOOK** is designed and published for your Chamber by WdStone & Associates, your Chamber's agency of record and a longtime Chamber member.

To learn more about **THE SOURCEBOOK** and how to advertise in it, visit

***YourSourcebook.com***

or **wdstone.com**

or call

**931-525-6020**