

The Chamber **Communique**

VOL. 6, NO.3 MAY/JUNE 2010

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

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Cookeville-Putnam County
Chamber of Commerce

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www.mustseecookeville.com

3rd Annual Chamber Golf Tournament Tees Off May 28



From left Randy Adams of Charter Business, Dianne Callahan of the Cookeville-Putnam County Chamber of Commerce, Matt Manzano of Cookeville Golf Club and Jim Woodford, Golf Tournament chairman get together at Cookeville Golf Club to prepare for the Chamber's 3rd Annual Golf Tournament happening May 28. For more information or to reserve a team, call 931-526-2211.

The Cookeville-Putnam County Chamber of Commerce's **3rd Annual Golf Tournament presented by Charter Business** tees off **Friday, May 28** at **Cookeville Golf Club** located at 1500 Country Club Road in Cookeville.

The golf tournament serves as a fundraiser to support the diverse programs of the Chamber and as a networking event in an alternative setting.

"This gives our Chamber members a chance to network in a relaxed, casual environment," said Jim Woodford, Chamber Golf Tournament chairman.

Lunch will be served at 11:30 a.m. compliments of **Cookeville Chick-fil-A**, and the tournament will begin with a shotgun start at 1 p.m.

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Membership Golf Tournament from page 1

Chamber members and their guests are invited to form a four-person team for the scramble. The cost per team is \$450 and includes a practice round, range balls on the day of the tournament, entry into the putting contest for each player, two signs on your team's golf cart, lunch and a golf shirt for each player.

"Years ago, most business deals would be made on the golf course," said Dianne Callahan,

membership services director for the Chamber, "though in today's business environment that may not be as true, networking still plays a major role in making business connections."



There will also be putting, closest to the pin and longest drive contests. Prizes for first, second and third in three flights will be awarded immediately following the tournament.

Cumberland Auto is sponsoring a hole-in-one vehicle giveaway. **IWC** is donating food for the awards reception and **CHAR** restaurant is preparing the food.

Don't miss your chance to reserve a

team while spots are still available. For more information about this event or sponsorship opportunities, contact Dianne Callahan at (931) 526-2211 or dcallahan@cookevillechamber.com.

Industry Appreciation Week Slated for May 24-28

Each year the Chamber joins with Putnam County and its local communities to thank business and industry for its vital contribution to the economy. This year, Industry Appreciation Week is slated for May 24-28.

The week includes recognition of industries at the Chamber's **Business Before Hours** event on Thursday, May 27 at 7:30 a.m. presented by **Averitt Express**.

Jared Mitchem, Valley Investment manager with TVA Economic Development will present TVA's newest incentive program for existing industries called TVA VII.

Chamber members are invited to attend this event free of charge.

The week culminates with the **3rd Annual Membership Golf Tournament presented by Charter Business** on Friday, May 28 at Cookeville Golf Club. The tournament gives Chamber members the opportunity to network and showcase their business through a variety of sponsorships.

"It continues to be true that 80% of all new jobs come from existing industry," said George Halford, president/CEO of the Chamber. "This is evidence again that existing industry is vital to our economy."

For more information on Industry Appreciation Week, contact Lillian Hartgrove at (931) 526-2211 or LHartgrove@cookevillechamber.com.

Small Business Expo Shoot-Out a Success

Over **75 exhibitors** and nearly **500 Chamber members** attended the Small Business Expo held in March at Leslie Town Centre. The Expo is designed to offer Chamber member businesses the opportunity to display their products and services in a setting where "contacts and contracts" are made.

During the Expo, a March Madness Basketball Shoot-Out competition was held with members competing for gold, silver and bronze medals. "The Shoot-Out proved for stiff competition between Chamber members who showed off

their skills," said Matt Swallows, Swallows Newman Insurance Agency, who headed up the shoot-out.

Robert Ward of Stevens Street Baptist Church showed off his basketball prowess as gold medal winner of two tickets to the George Strait and Reba McEntire concert compliments of **Cookeville Communications**. Silver medal winner was Mike Casey of Michael's Video Productions who won dinner for two at **CHAR** restaurant, compliments of Chad Huddleston. The bronze medal went to Patrick Lynn with Luna & Birdwell Investment Group,

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Highlands Prepares For Next Phase of Regional Strategy

By Jay Albrecht
CBJ Publisher/Editor

As reported in last month's Cumberland Business Journal, Phase I of the Highlands Initiative was deemed a "resounding" success by officials in Overton, Putnam and White counties.

Now Phase II, spanning years 2010-2013, has already begun with a fundraising campaign to provide capital for implementing the four main strategies set out in the program of work adopted by Highlands leaders. The theme for the next four years of work is "Better Together."

Retired Cookeville businessman Joe Albrecht has been chosen as the general campaign chairman for Phase II of the Highlands Initiative.

The four main strategies are outlined below, with details of each remaining to be finalized once the required funding levels have been secured.

Strategy I: Business Recruitment & Expansion

The objective is to maintain a focused economic development program to attract 21st century jobs to the region through effective cooperation with Highlands partners; to provide proactive assistance and support for existing companies to thrive; to respond proactively to retention opportunities; and to showcase the Highlands as the destination for targeted retirees and tourists.

"It's all about jobs," said Albrecht at a recent Highlands kickoff event at the Cookeville-Putnam County Chamber of Commerce. "That's what this whole effort is really all about if you cut to the bottom line."

Strategy II: Community Development & Advocacy

The objective is to recognize that community development precedes economic development and encourage Highlands stakeholders to serve as quality-of-life architects to increase the region's attractiveness as an excellent place to live, work, play and visit; and to provide residents with a comprehensive regional health care delivery system.

"We'll make some real progress in unifying our health care services and providing those health care services uniformly across the Highlands," commented Albrecht.

Strategy III: Research, Branding & Awareness

The objective is to enhance and expand brand equity of the Highlands on regional, national and international levels;



and to increase awareness and engagement of the Highlands through research, advocacy, branding and awareness strategies as well as promotional activities around the world.

"We have to tell the world about what we are about and why it's important for them to come look at us," said Albrecht.

Strategy IV: Education & Workforce Development

The objective is to improve education attainment and job readiness of the region's future workforce and increase training and skill development opportunities for the current workforce to match the needs of targeted industries and existing industry; and to encourage a renewed spirit of cooperation and raised level of shared accountability among Highlands citizens as an asset to accomplish the goal of a skilled workforce meeting the needs of 21st century employers.

"We can have the workers and we can have the numbers, but if they aren't trained...if they don't have the skills needed to fill these new jobs we hope to bring into the region, then that's not going to be of great value to us," added Albrecht.

In addition to Albrecht, others working closely on Highlands Phase II include general campaign Vice Chairman David Williamson, Overton County Chairmen Marty Maynard and Greg McDonald, Putnam County Chairman Bobby Williams, and White County Chairmen Roger McCann and Larry Battle.

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5th Annual Meeting Successfully Honors Brown Family

The Chamber recently honored the Katherine Brown family, including Watson, Mack and Mel Brown, for their endless leadership, devotion and support of football and athletics in the Upper Cumberland region at the Sixth Annual Membership Meeting.

Mel, Mack and Watson spoke to the capacity crowd at the Leslie Town Centre, telling stories and reminiscing

about their grandparents and parents. Each one had something different to say, but the same message rang true in each speech - they were very appreciative of the Chamber's effort to recognize their family.

See page 8 for more photos.



Tom Lawrence passes the gavel to incoming Chairman of the Board Bob Luna.



State Representative Henry Fincher (second from right) presents a state resolution to Watson (left), Mel and Mack Brown (right).

Highlands Initiative from page 3

Although efforts are still underway, as of April 20, the Highlands Phase II campaign had raised more than \$1.3 million in cash and in-kind contributions.

The Highlands Initiative began in 2006 as a collaborative, public/private sector program designed to boost economic and community development in the Upper Cumberland region. Officials in Overton, Putnam and White counties joined together to support the regional concept and unprecedented levels of funding were achieved to kick-start the first four years of the program.

“Regional development is certainly a winning formula for this area,” said Livingston Mayor Curtis Hayes. “There’s no question we’re stronger with a three-county region than we are as a single county.”

“This is for us all to come together for the common good,” said Sparta Mayor Tommy Pedigo. “We’re all winners. This does not have an adverse reaction to anything from anybody.”

“We don’t see political boundaries any more. We are one region,” said Cookeville Mayor Sam Sallee. “What’s good for Overton County and White County is good for Cookeville and Putnam County. We have weathered some of the worse economic times in the last 60 to 65 years. It’s the unity between all of us that keeps us strong.”

“The Highlands region is situated to provide many competitive advantages to its citizens,” said Albrecht. “We’re thrilled with the way we and our regional neighbors have been able to partner to further develop those advantages, and we’re excited about how much more we can achieve in the next four years. The tremendous successes we’ve attained thus far have proven that we truly are ‘Better Together.’”

For more information on the Highlands Initiative call (931) 526-2211 or visit www.HighlandsofTN.com.

Chamber News

Highlands Delegation visits Nashville for Day on the Hill

A delegation of Highlands representatives recently met in Nashville for Highlands Day on the Hill to share the message of the Highlands, speak with one voice, and increase visibility.

The group collectively shared the message and vision of the Highlands Initiative, a three-county collaborative effort between Overton, Putnam and White counties focusing on regional economic development and quality of life issues for the people of the Upper Cumberland.

The full agenda included meetings with the Speaker of the House, TDOT, Education Committee members, Constitutional Officers, ECD, local elected officials and a House Health Committee meeting.

The Highlands delegation included:

Debbie Adams, Cookeville-Putnam Co. Chamber

Joe Albrecht, Highlands Initiative II Chairman

Wallace Austin, Sparta-White Co. Chamber

Phyllis Bennett, UCHRA

Laura Canada, Cookeville-Putnam Co. Chamber

Dr. Steve Copeland, Sr., Copeland Veterinary Hospital and Highlands Transportation & Advocacy Committee Chairman

Dr. Susan Elkins, Tennessee Tech University and Cookeville-Putnam Co. Chamber Board Member

George Halford, Cookeville-Putnam Co. Chamber

Lillian Hartgrove, Cookeville-Putnam Co. Chamber

Curtis Hayes, Livingston Mayor

Harold Jackson, Jackson Properties and Highlands Transportation & Advocacy Committee Member

Melinda Keifer, City of Cookeville Economic & Community Development

Stephanie McQueen, Cookeville-Putnam Co. Chamber

Jeanie Lee, Winell Lee Hardwoods & Mouldings and Cookeville-Putnam Co. Chamber Board Member

Bob Luna, Luna & Birdwell Investment Group and Cookeville-Putnam Co. Chamber Board Chairman

Jim Martin, Putnam 1st Mercantile and Vice-Chairman of the Cookeville-Putnam Co. Chamber Public Policy Division

Dennis Tennant, Nashville State Community College-Cookeville Campus

Jim Shipley, Cookeville City Manager

Herd Sullivan, White County Executive

Jeff Willhite, Baxter Mayor



Meeting with Speaker of the House Kent Williams



Meeting with State Representative Henry Fincher



Meeting with State Senator Charlotte Burks

Thanks to our March and April event sponsors

Business Before Hours, held in March at the Leslie Town Centre, was co-sponsored by **SunCrest Home Health** and **Carwile Mechanical Contractors**.

Tennessee Tech University Associate Dean of Economics, Finance and Marketing, Dr. Bob Wood lead a panel discussion focusing on the economy, and where it is headed.

SunCrest Home Health is dedicated to providing compassionate, quality services to patients and their families. Visit www.suncresthealth.com.

Carwile Mechanical Contractors works hard to build caring and lasting relationships while providing the varying mechanical needs of their customers. Visit www.carwilemech.com.

Small Business Expo and Business After Hours was held **March 25** at the Leslie Town Centre.

Sponsors included presenting sponsor Frontier Communications, Cookeville Regional Medical Center, Heritage Pointe Senior Living, J&S Construction Company,

McGugin Oil Company and **Middle Tennessee Natural Gas.**

Frontier Communications Solutions offers unequalled services and capability. Pay one fixed price for the best business calling features, the fastest, most reliable high-speed internet connection with unlimited possibilities. Visit www.frontieronline.com.

Cookeville Regional Medical Center, a 247-bed regional referral center in the heart of the Upper Cumberland in Middle Tennessee, has offered services since 1950 and has grown to provide inpatient, outpatient, rehabilitation and emergency care in addition to a host of specialty services. Visit www.crmchealth.org.

J&S Construction Company, Inc., founded in 1957, has maintained one very clear objective, "building relationships by building trust." J&S Construction Company employs nearly 100 of the finest craftsmen and trade professionals in the construction industry. Visit www.jsconstruction.com.

Heritage Pointe Senior Living is an independent and assisted living community for seniors, "a place you will love calling home." Visit www.heritagepointeseniorliving.com.



Showing off medals during the Small Business Expo Basketball Shoot-Out held recently are Gold medal winner Robert Ward, Stevens Street Baptist Church (center); silver medal winner Mike Casey, Michael's Video Productions (left); and bronze medal winner Patrick Lynn, Luna & Birdwell Investment Group (right).

McGugin Oil Company, a third generation family owned business, has been the Shell Distributor in the Upper Cumberland Region since 1948. Most locations are open 24-hours a day.

Middle Tennessee Natural Gas Utility District's mission is to improve the welfare of the community it serves by providing quality natural gas service at competitive rates in a safe, clean and efficient manner. Visit www.mtng.com.

Beverage sponsors were **Budweiser of Cookeville** and **SEC Enterprises, Inc.**

Small Business Expo from page 2

winner of a gift certificate from **Longhorn Steakhouse**, compliments of Jason Smith.

A special thank you to the Expo sponsors who made this event possible: **Presenting sponsor Frontier Communications, Cookeville Regional Medical Center, Heritage Pointe Senior Living, J&S Construction Company, McGugin Oil Company and Middle Tennessee Natural Gas.**

Fall Expo is scheduled for September 23-24 at Leslie Town Centre which is open to the public on Friday, September 24. Contact the Chamber at (931) 526-2211 for more information.

Don't miss Fall Expo September 23-24!

Chamber Hosting 'A Penny Saved' Workshop

When is the last time you went out of your way to pick up a penny? How much have you lost or given away today? A penny lost here or given away there can add up to big bucks in a hurry.

The Chamber along with Volunteer State Community College is presenting an informative workshop focusing on how to keep more and improve your financial bottom line. The workshop is scheduled for Tuesday, **June 15** at the Leslie Town Centre in the Herald Citizen Conference Room. Registrants may choose to attend either the morning session from 9 a.m. until noon or the afternoon session from 1 until 4 p.m.

Presenter Richard Britnell has significant management experience gained through multidisciplinary jobs in an international work environment and teaches tried and true concepts on how to use a repeatable problem solving method to improve business by removing waste and errors. He joined GE after a 20-year career in the U.S. Navy, and

has been recognized for Six Sigma training excellence with management awards.

Participants will learn to identify financial savings from process improvement efforts in various businesses, as well as how small losses quickly add to significant financial impacts on the bottom line. They will learn how large and small businesses solve process failures with a repeatable problem solving approach. Other topics to be covered include process improvement, brainstorming and change management.

The cost is \$69 for Chamber members and \$79 for non-members. To register or for more information about this workshop, contact Andrea Dudney at 931-526-2211 or adudney@cookevillechamber.com.



Economic Development Summit Focuses on Education

It was all about jobs and the importance of education in securing those jobs at the **Highlands Economic Development Summit** held recently at the Leslie Town Centre. Key speakers Dr. Gary Nixon, executive director of the Tennessee State Board of Education; Brad Smith, executive director of SCORE (State Collaborative on Reforming Education); and William Fredrick, president/CEO of Wadley Donovan GrowthTech, LLC were on hand.

SCORE is jump-starting a long-term educational change in Tennessee to ensure that every child graduates high school prepared for college or a career. Smith reported that SCORE's final report, "A Roadmap to Success: A Plan to Make Tennessee Schools #1 in the Southeast Within Five Years," provides key initiatives to implement these changes needed.

"Tennessee ranks 41 of 50 states on achievement tests," Smith said, "and Tennessee ranks worse on national assessments than most surrounding states."

Also during the Summit, Wadley-Donovan GrowthTech, LLC presented findings from the Labor Market Assessment for the Highlands Region completed in October 2009.

The Highlands Region's diverse employment base, population growth, growing labor force and younger

population were all reported as positive assets. Ninety-two percent of occupations are available and there are no critical labor shortages. Among several challenges reported in the findings included a high unemployment of 11.2 percent, an undereducated workforce and a below average income distribution.

"There are also concerns about the effect of retiring Baby Boomers. There are mixed messages when it comes to retirement polls; expectations about the retirement age are varied between companies and employees," said William Fredrick, president/CEO of Wadley Donovan GrowthTech, LLC. "The replacement population for the Baby Boomers isn't there."

Fredrick also recommended that the Highlands Region market its area strengths and form a program to attract the younger population. Fredrick stressed that working with area employers to create an action plan is vital. Utilizing co-op opportunities with Tennessee Tech and area employers was encouraged. Fredrick concluded by supporting an action team to develop a strategic plan or vision to show advancement in the area.

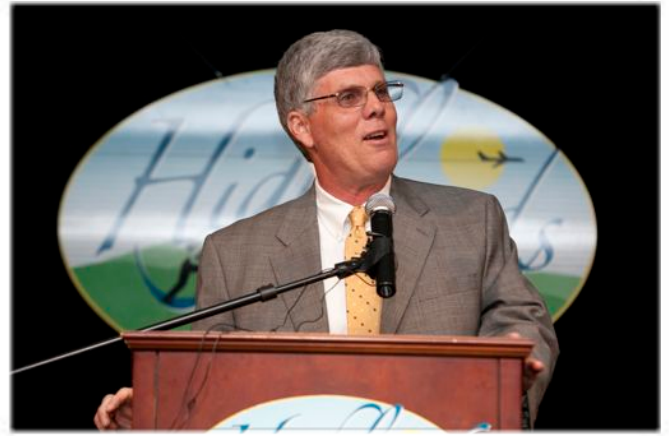
For more information about the Highlands Economic Development Summit, contact Lillian Hartgrove at 931-526-2211 or e-mail her at lhartgrove@cookevillechamber.com.

Chamber News

Annual Meeting Photos from page 4



Mel Brown



Watson Brown



Mack Brown



Photo of Katherine Brown shown during a video honoring the Brown family.

Highlands Career Fair Motivates Students at a Young Age



Highlands Career Fair Committee

The Highlands Workforce Development and Education Committee hosted an eighth grade career fair May 11 at Hooper Eblen Center on the campus of Tennessee Tech University. Approximately 1600 eighth grade students from Jackson, Overton, Putnam, and White county schools were in attendance.

The objective of the Highlands Career Fair was to motivate students at a younger age to become college and career-ready. Gator Harrison, Country Giant DJ, and keynote speaker, encouraged students to stay in school and find a job doing what they love to do.

Area employers set up booths geared to attract students to job categories of interest. Guest speakers from business and industry spoke to students throughout the day-long event.

For more information on the Highlands Workforce Development and Education Committee, contact Lillian Hartgrove at (931) 526-2211 or LHartgrove@cookevillechamber.com.

Welcome New Chamber Members

The following businesses/individuals joined the Chamber in March and April 2010. Please help us welcome them to the Chamber.

March

Clippers

2785 Granville Hwy.
Gainesboro, TN 38562
JoAnn Ramsey
931-268-1999

Ambiance Modeling & Performing Arts Center

17 W Second St.
Cookeville, TN 38501
Jana Lind
931-372-1234

Heritage Real Estate

530 W Jackson St.
Cookeville, TN 38501
Cay Shreckengost
931-526-1772

Upper Cumberland Family Physicians

1101 Neal St.
Cookeville, TN 38501
Steven Flatt
931-528-7797

Bob Sotis – First Realty Company

218 Barnes Rd.
Cookeville, TN 38506
931-265-2459

H & R Block

565 S Jefferson Ave.
Cookeville, TN 38501
Dianna Massey
931-526-1544

Crossville KOA

6575 Hwy 70 E
Crossville, TN 38555
Bob Epstein
931-707-5349

ThunderHawk Canine LLC

176 Jamison Ln.
Cookeville, TN 38501
Christie Meyer
931-858-7091

Culligan Water of the Upper Cumberland

280 Kendallwood Dr.
Gainesboro, TN 38562
Wendall Hall
931-528-6282

Beef O' Brady's

851 S Willow Ave. Ste. 114
Cookeville, TN 38501
Jennifer Bilbrey
931-854-1500

John F. Rhodes DMD

1100 Neal St., Ste. A
Cookeville, TN 38501
931-526-4912

Algood Drugs

606 W Main St.
Algood, TN 38506
Brad & Rachel Cross
931-537-3211

Amy Callahan Photography

253 E Seventh St.
Cookeville, TN 38501
Amy Callahan
931-520-7677

Deborah's Designs

44 N Walnut Ave.
Cookeville, TN 38501
Deborah Mayberry
931-528-7673

Borden Jewelry Company

136 E Broad St.
Cookeville, TN 38501
Jackie Borden
931-526-3371

April

MetLife

37 W Broad St.
Cookeville, TN 38501
Lynn Roden Brown
931-854-1601

Party Source & Rentals, Inc.

450 S Jefferson Ave.
Cookeville, TN 38501
Jesse & Trish Stover
931-528-5724

Michael Brady Inc.

1843 Foreman Dr. Ste. 201
Cookeville, TN 38501
Jay Henderlight
931-644-2122

Diablo BBQ

3519 Vista Cir.
Cookeville, TN 38506
Brian Thiesen

To schedule a ribbon cutting for your business, please call

Dianne Callahan

Membership Services Director

(931) 526-2211 DCallahan@cookevillechamber.com

Member News

March & April Ribbon Cuttings



WineShop at Home - Diane Smith
1715 Parkway Dr., Cookeville
(931) 239-4026



Algood Drugs
606 W. Main St., Algood
(931) 537-3211

Renewals

The following members have renewed their membership in **March** and **April** 2010. We appreciate your continued support and investment in the Chamber and community.

March

Brown Properties, Inc.
Dacco, Inc.
Frontier Communications
Putnam County Board of
Education
Sherwin-Williams Company
Wilmoth Insurance Agency
Mustard Seed Ranch
Synergy Products, Inc.
Thomas Andrew's
DP Personnel Services
Norrod Builders, Inc.
Pioneer Credit Company
Cummins Filtration
Debot Computer Services
Noble Cody
Security 7 Alarms, Inc.
Thompson Machinery
Commerce Corp.

Cedar Hills Retirement Center
Crowdaddy's Inc.
Cookeville Glass & Mirror, Inc.
Total Quality, Inc.
Don Haile & Son Decorators
Four Square Builders, LLC
One Hour Martinizing
Whittenburg Land Surveying

April

Comfort Inn & Suites
Medicine Chest Apothecary
Cookeville Jaycees
Susan Hogan – American Way
Real Estate
Williams Carpet & Paint
Friends of Cookeville/Putnam
County Animals
Reliable Building Service LLC

A-Z Office Resource, Inc.
Whitson Funeral Home
Fast Lane Fun Park
Rocky Mountain Elk
Foundation
Highland Rim Academy
Zaxby's
Cumberland Back Pain Clinic
Sand Products LLC
Community Options, Inc.
Research Electronics Int'l
Cavender's LLC, The Interior
Company
Lighthouse Learning Center
Putnam Physical Therapy
Services
Caliber Computer, LLC
Anderson Performance Printing
Susan G. Komen U.C. Affiliate

Member News

DelMonaco Winery Announces its 2010 Concerts on the Lawn Schedule

DelMonaco Winery & Vineyards, located in Baxter announces its schedule for this summer's Concerts on the Lawn.

These concerts are free and open to the public. Come spend a Sunday afternoon relaxing and listening to great music. Bring your picnic basket, friends, a lawn chair but do not bring pets, grills or outside alcohol.

The concerts start at 1 p.m. and last until 4 p.m. A variety of artists are scheduled to appear. Good music and fun can be had by all who attend. The schedule and artists are as follows:

May 23rd – Roger Harper, - Jazz
June 20th – Larry & Ivan LaFever - Country
July 11th – Phlatt Earth - Blues
July 18th – Stacy Mitchhart – Blues
August 1st – Medicine Hat – Rock & Roll
Aug 22nd – Larry & Ivan LaFever – Country
Sept 19th – Ruth Collins – Country

For more information on these artists and other happenings at DelMonaco Winery & Vineyards, visit www.delmonacowinery.com or call (931) 858-1177. The Winery is located at 600 Lance Drive in Baxter, just 10 minutes from downtown Cookeville.

Grand Opening for Shops at 39 W. Broad June 18-19

On **June 18 and 19**, the shops and businesses at 39 West Broad Street in Cookeville will be holding a Grand Opening. The 11 businesses will be offering a variety of tasty morsels from Sebastian's cafe, store specials and door prizes.

As part of the Grand Opening, there will be a fashion show, staged by **Sweetpea Boutique**, **Just for You Boutique**, and **J'aime Cette Lingerie**. Seminars on retirement will be held including financial planning by **MetLife**, coping strategies for the transition to retirement by **Transitions Life Coaching**, and information on interior design for aging in place by **Transformations Interior Design**.

Cooking demonstrations by **Sebastian's** café and a painting demonstration by **Sandra Bos** round out the exciting events the weekend of June 18 and 19. Come for great shopping, great food and fun, and learn something

new, too! Watch for times and dates of specific events coming soon.



View of entrance to the shops at 39 W. Broad in Cookeville.

Back To Health Chiropractic Announces New Location

After only a few months in Algood it was very evident to Back To Health (B2H) that they were outgrowing their space. B2H searched for a new office for several weeks and finally found an "ideal" location just off the Square in Cookeville.

"We are so pleased to be back in Cookeville and our patients are delighted with our location," Dr. Hall noted. Not having stairs to climb has made Back to Health's new location more accommodating for those patients that are less mobile. Also, the new location offers parking in front or on the side of the business making the office even more accessible.

Back To Health Chiropractic has two female chiropractors, Doctors Melissa Hall and Amanda Vaden, and massage therapist, Jennifer Wilson. Besides offering chiropractic and massage therapy, B2H is now able to offer pregnancy exercise classes to the community on Saturdays – **free of charge**. Classes are available at 10 a.m., 11 a.m. and 12 p.m. Interested persons should call (931) 372-2225 to sign up for classes.

The new address for Back To Health Chiropractic is 419 East Broad Street, Cookeville. The new phone number is (931) 372-BACK or 2225. Visit Back To Health on our new website www.back2healthcookeville.com.

Member News

Mattingly Recognized as Tennessee Grassroots Champion

The American Hospital Association (AHA), in partnership with the Tennessee Hospital Association (THA), has awarded Bernie Mattingly, chief executive officer at Cookeville Regional Medical Center, with the AHA *Grassroots Champion Award*.

As a 2010 *Grassroots Champion*, Mattingly is being recognized for his exceptional leadership in generating grassroots and community activity in support of a hospital's mission.

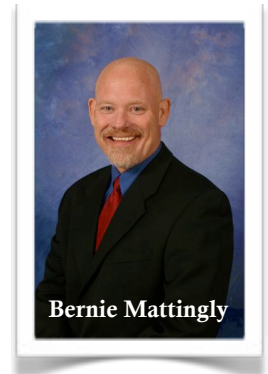
The American Hospital Association *Grassroots Champion Award* was created to recognize those hospital leaders who most effectively educate elected officials on how major issues affect the hospital's vital role in the community, who have done an exemplary job in broadening the base of community support for the hospital, and is a tireless advocate for the hospital and its patients.

"We depend upon strong voices like yours to help tell the story of hospitals as cornerstones of the communities they

serve," said Rich Umbdenstock, AHA president and CEO. "This award is a small token of our appreciation for your hard work and dedication to improving health and health care in America."

"Bernie has been an outstanding grassroots motivator and supporter of THA for many years," said Craig A. Becker, THA president. "He currently serves on the THA board of directors as the Mid-East Hospital District representative and has been a great advocate for healthcare issues at the state and federal levels for many years."

The award is presented annually to one individual from each state, with winners being chosen by the state association.



Peachtree Planning of Tennessee has Opened a New office

10 West Broad Ste 300, Cookeville, TN 38501 (931) 526-9933

Peachtree Planning of Tennessee, an affiliate with Peachtree Planning Corporation, headquartered in Atlanta is a leading provider of comprehensive wealth planning and client management solutions.

The firm has served the Southeast since its inception in 1987, when Bob Mathis, CEO, started the firm with a strategy that ultimately proved to be "the right idea at the right time."

Today, Peachtree Planning is recognized as one of the premier organizations in the country focusing on providing winning financial strategies for its clients.

Peachtree Planning of Tennessee has now opened an office in Cookeville at 10 West Broad St., Ste 300 on the third floor of

Regions Bank. The phone number is (931) 526-9933 and the website, www.peachtreeplanning.com will remain the same. The firm's financial representatives focus on understanding the specialized and dynamically changing needs of their executive, professional, retiree and pre-retiree clients.

Peachtree Planning Corporation is ranked 28th in the country of other firms of its type by GAMA International and has over a billion dollars in assets under management, with more than 70 financial representatives in more than 20 offices throughout the Southeast.

The Cookeville office will consist of Keith Kail, Senior Advisor; Sari Brown, Financial Representative; Autumn Walker, Marketing; Brandon Draughon, Financial Representative; and Jennifer Kail, Administrative Assistant.

Planning Underway for Annual CASA Dinner & Dance

Planning is underway for the annual CASA Dinner and Dance. The event will be held Friday, September 24, at DelMonaco Winery. There will be a theme featuring the 40s. Costumes are encouraged, and there will be awards for the best 40s costumes and dancers.

Money raised will support the Court Appointed Special Advocate (CASA) Volunteer program. After training, volunteers are appointed by the juvenile court judge to

follow and investigate a case. They work tirelessly to ensure that children in that case (who have come into the court through abuse and neglect) have a voice and someone they can count on throughout the process. For more information about the dance or about volunteering, call UCHRA CASA at 931-520-8733, extensions 248/138.

Member News

Upcoming Community Activities at YMCA

The Putnam County Family YMCA has several upcoming opportunities for the community to get involved!



- **Lunch & Learn:** The Putnam County Family YMCA has partnered with Cookeville Regional Medical Center to offer Lunch & Learn. Lunch & Learn is designed to provide prevention and educational speakers on a wide range of topics aimed at educating the community on topics of interest at CRMC Rehab. The Lunch & Learn is open to the entire community.

The first Lunch & Learn topic is titled “**Exercise and Recovery after Rehabilitation Therapy**” and will take place on **June 18 from Noon to 1 p.m.** At the YMCA located at 235 Raider Drive in Cookeville. It focuses on returning to exercise following joint replacement. Find out how physical therapy can benefit you after this procedure. **Please bring your lunch and learn while you eat.**

- **Senior Prom:** (*Seniors/ Active Older Adults (Age 55+)*) will feature DJ music from the 50s, 60s & 70s, including some line dances and ballroom dances. The event will be catered by White Plains Plantation Grill (heavy appetizers). Come for fellowship and to win door prizes and prizes for Best Dancer, Best Dressed, etc.

Attire: Formal, Business Casual or 50s theme (encouraged)

Place: Avery Trace Middle School

Date: Friday, June 25

Time: 6 - 9 p.m.

Cost: \$8.00 by June 20, \$10 at the door

Open to the Community.

Buy tickets at the Putnam County Family YMCA
235 Raider Dr., Cookeville TN 38501

- **Line Dance Classes for Seniors/ Active Older Adults (Age 55+):** The Putnam County Family YMCA is offering Line Dance Classes free to the community. Get ready for the “Senior Prom” and learn four to six dances over four weeks. The class starts Thursday, **June 3 from 12:30-2:30 p.m.**, and meets every Thursday in June.

- **Boot Camp:** Come train like you have never trained before with ACSM Certified Personal Trainer Chris King. Challenge yourself and change up your workout using different equipment like kettle bells, weight balls, boxes and BOSU ball.

The class starts **June 7** and meets on Mondays, Wednesdays and Fridays from **10-11 a.m.** It will run for six weeks ending on July 16.

Cost: \$99 for 18 one-hour sessions

For more information on these events, contact the Putnam County Family YMCA at (931) 528-1133 or visit www.ymcamidtn.org

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!

SATURDAY, JUNE 12 12 - 5 P.M.
WWW.BLOODASSURANCE.ORG



Cancer Center at Cookeville Regional Receives Achievement Award from Commission on Cancer

The Cancer Program at Cookeville Regional Medical Center has been awarded the prestigious Outstanding Achievement Award by the Commission on Cancer of the American College of Surgeons. This award is designed to recognize cancer programs that strive for excellence in providing quality care to cancer patients. Only 18% of hospitals surveyed in 2009 received this award. The award represents this facility's dedication to leadership, data management, research, community activities and quality improvement.

Just recently, the medical center's Cancer Program was awarded a three-year accreditation with commendation following the on-site evaluation by a physician surveyor who evaluates how well the overall cancer care program meets the 36 standards. The Commission on Cancer is a consortium of professional organizations dedicated to improving survival rates and quality of life for cancer patients through standard-setting, prevention, research, education and monitoring of comprehensive, quality care.

The Outstanding Achievement Award is granted to facilities like Cookeville Regional that demonstrate a commendation level of compliance with six standards that represent five areas of cancer program activity (cancer committee leadership, cancer data management, research, community outreach and quality improvement). In addition, a facility receives a compliance rating for the remaining 30 standards. For more information about the Commission on Cancer, visit www.facs.org/cancer/index.html.

The Cancer Center at Cookeville Regional, located in the newly completed North Patient Tower, 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.

The Cancer Center is 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 the Cancer Center, visit the hospital website at www.crmchealth.org.

J&S Construction Working to Assist Flood Victims in Nashville

J&S Construction Company's Emergency Response Team has been fervently assisting victims in Nashville and the surrounding areas in the wake of the Middle Tennessee floods. J&S Construction crews have been working around the clock, expediting demolition and cleanup for Stansell Electric Co. Inc., located in the heart of downtown Nashville, which suffered severe flood damage. Stansell Electric is responsible for providing a variety of electrical services to commercial, industrial, residential and governmental clients throughout the Middle Tennessee area.

Stansell selected J&S due to its ability to direct workers on site immediately after the detrimental waters receded. J&S also has extensive experience in dealing with water and mold remediation, being able to accelerate all content pack outs, odor removal and mold remediation. Stansell had over four feet of water throughout its 270,000 square-

foot office/maintenance facility. The Emergency Response Crews removed all drywall up to the water level, and are in the process of drying/cleaning the building to ensure no mold will develop in the future.

Kevin McCaleb, chief operating officer with J&S Construction has continuously been onsite while much of the work has been ongoing.

"Nashville has seen tremendous devastation," said McCaleb. "We are honored to be a part of the relief efforts in helping our fellow friends at Stansell. Our men have worked tirelessly to get Stansell back in operation, and all of their efforts are to be commended."

Upcoming Events

Below is a sampling of events. For a complete list, visit www.cookevillechamber.com and click on "Events."

Chamber Business Before Hours

May 27

7:30 a.m., Leslie Town Centre, Cookeville. Industry Appreciation theme. (931) 522-2211.

Jammin at Hippie Jacks Americana Music Festival

May 28-30

Crawford, Tenn. 3-day festival featuring original singer-songwriters. (931) 445-2072. www.myhippiejack.com.

Chamber Membership Golf Tournament

May 28

11:30 a.m. lunch, 1 p.m. shotgun start, Cookeville Golf Club. (931) 526-2211.

5th Annual Memorial Weekend Concert featuring Legacy

May 30

7 p.m., Dogwood Park. Fun for the entire family. Bring a lawn chair and enjoy an evening of classic rock! (931) 528-1313.

Community Band Concert

May 31, June 14 & 28

7:30 - 8:30 p.m., Dogwood Park. (931) 528-1313. www.cpactn.com.

Sundays in the Park Concert

June 6, 13, 20 & 27

2 p.m., Dogwood Park. Free concert. (931) 528-1313. www.cpactn.com.

Comedy Night with Chili Challis

June 11

7 p.m., DelMonaco Winery. \$20 in advance, \$25 at the door. (931) 858-1177. www.delmonacowinery.com.

Pepsi Bobby Nichols Golf Scramble

June 11-13

Contact (931) 372-3940 for more information or www.ttusports.com.

Blood Run

June 12

12-5 p.m., Blood Assurance, Cookeville. (931) 526-3462. www.bloodassurance.org.

4th Annual Hog-Eye Fest

June 12

Livingston's Wingham Park. Beauty contest, cook-off, ice-cream contest, 5-K run, live music & more! (931) 258-4185.

A Penny Saved Workshop

June 15

9 a.m.-Noon or 1-4 p.m., Leslie Town Centre, Cookeville. \$69 for Chamber members and \$79 for non-members. (931) 526-2211.

Chamber Business After Hours

June 17

5:30-7:30 p.m., Leslie Town Centre, Cookeville. Your number one networking opportunity. (931) 526-2211.

Soap Box Derby

June 19

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

Big Band Sound Concert

June 26

7:30 p.m., Dogwood Park. (931) 528-1313. www.cpactn.com.

Cookeville Criterium

June 27

Registration begins at 7 a.m., Cookeville Courthouse Square. (931) 510-6366.



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

Cookeville-Putnam County Chamber of Commerce
One West First Street
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