

# *The Chamber* Communique

VOL. 8, NO. 5 NOVEMBER/DECEMBER 2011

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

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Chamber of Commerce

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## Jackson County Officially Joins the Highlands Initiative

**HIGHLANDS-** Sixty state and local government officials and chambers of commerce gathered at the Gainesboro-Jackson County Chamber of Commerce recently, to officially welcome Jackson County as the fourth county to join the Highlands Initiative.

“We are looking forward to the partnership with the Highlands. We felt it was the right time for us to become a part,” John Dennis, president of the Gainesboro-Jackson County Chamber of Commerce, said. “All of us joining as one voice benefits each county involved in this initiative. We can learn from one another and help make this an even greater region to live in.”

The Highlands Initiative began in 2006 as an economic development initiative among Overton, Putnam and White counties. It is recognized as a best-practice model of a public/private partnership not only in the Upper Cumberland region, but throughout the state of Tennessee. And now Jackson County has been added to continue development.

The Highlands Initiative seeks to bring tourism, retirees, business and industry to the region for a more prepared, prosperous economy through four main goals: Business Recruitment, Expansion and Retention; Community Development and Advocacy; Research, Branding and Awareness; and Workforce Development and Education.

“Jackson County is an important addition to our program,” George Halford, president of the Highlands Initiative, said. “Jackson County has a lot to offer with their history, natural alliances and the Cumberland River. This will be wonderful



*Local government officials, chambers of commerce and community leaders at the Gainesboro-Jackson County Chamber of Commerce.*

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### Adopt-A-School Annual Meeting A Success

The Adopt-A-School Annual Meeting was held on Thursday, Oct. 27 at Cookeville High School. Adopters and principals gathered together to share what has taken place over the last year.

“The meeting was a success, and it was encouraging to hear about what the adopters have done for our local schools,” Kenneth Manis, Adopt-A-School chairman, said. “The principals were grateful and showed true appreciation to their adopters. I look forward to what the Adopt-A-School program brings to our school system in 2012.”

The Adopt-A-School Program was started in 1989 by the Cookeville-Putnam County Chamber of Commerce to expand learning opportunities for children and youth. They do this by bringing the resources of teachers and community leaders together in a common effort that allows a special relationship to develop between personnel from a particular business and the students and staff of a Putnam County school.

Today, there are over 100 businesses that have adopted one or more schools. Currently, all Putnam County schools have been adopted, but there is always an opportunity to adopt a school. Any business or organization can become an adopter.

Dr. Kathleen Airhart, director of schools; Kenneth Manis, Adopt-A-School chairman and principals from several Putnam County schools all spoke at the annual meeting. The Cookeville High School’s culinary arts class provided breakfast for the all the attendants at the meeting, and three students from Fine Arts Instructor Michael Choate’s class entertained while attendants ate breakfast.

“We are so thankful to Cookeville High School and the CHS adopters for hosting the Annual Adopt-A-School meeting. They both demonstrated the collaboration that makes the Adopt-A-School program work. The annual meeting was a tremendous success thanks to them,” Lillian Hartgrove, V.P. of Economic Development at the Chamber, said.

### Jackson County *continued from page 1...*

place for economic advancement. We are excited to welcome them as our fourth county to join the Highlands.”

The Highlands continues to expand and assist in providing economic growth. Here are some of the ways the region has succeeded thus far:

- Assisted in creating 739 net new jobs, locating six new industries and several expansions,
- Catalyst in supporting development of the Highlands Industrial Park & White County Airport Industrial Park,
- Secured a new 5<sup>th</sup> Interchange for I-40,
- Opened an official Highlands Visitor Center,
- Hosted the historic Highlands Town Hall Gubernatorial Debate at Tennessee Tech University,
- Won hosting privileges to the Tennessee Secondary School Athletic Association football championships,
- Awarded the American Association of Retirement Communities Seal of Approval
- Created a comprehensive Workforce Development and Education program of work,
- One of nine communities to host the Governor’s Regional Jobs Roundtable,
- Received LinkTenn Award for exceptional website development, and
- Launched regional Health Care Delivery Program.



*Above: Cindy Taylor, principal at Prescott South Middle School.  
Below: Adopter, principals and community leaders gathered together for the Annual Adopt-A-School Meeting.*

## The Chamber's Welcomes New 2012 Board Members

The following new business leaders have been elected to the Board of Directors to serve three-year terms beginning January 1, 2012 through December 31, 2014.



**Don Viar** is Managing Partner of Epic Technologies, a regional leader in voice and data technology solutions. Don holds an undergraduate degree in Management Information Systems and an MBA from Tennessee Tech University and also is a Certified Public Accountant. Under Don's leadership, Epic was recognized as one of the Hot 100 Companies in Tennessee by Business TN Magazine in 2008 and 2009 and was named the 14<sup>th</sup> fastest growing IT services company in the country in 2003. Don is a recipient of the 2010 Forty Under Forty Award by the Nashville Business Journal and the 2005 Outstanding Young Alumnus Award from Tennessee Tech. He currently serves as Chairman of the 2011 Chamber Ambassadors Team, on the Board of Trustees for the Tennessee Tech College of Business and on the TTU MIS Advisory Board. Don and his wife Ashley have three daughters Sarah, Rachel and Savannah and are active at Jefferson Avenue Church of Christ where he serves as a deacon.



**Chuck Sparks** is the Agency Manager for BB&T Legge Insurance. Chuck holds the professional designations of Certified Insurance Counselor from the Society of Certified Insurance Counselors, Certified Risk Manager from the Certified Risk Manager International, which are both from The National Alliance for Insurance Education and Research. He also holds the designation of Certified Professional Insurance Agent from the Professional Insurance Agents of Tennessee. Chuck is a graduate of Trevecca Nazarene University with a Bachelor of Arts Degree in Management and Human Relations. He is currently serving as Co-Chair of the Alzheimer's of TN Walk for the second year, and is also serving his first of a two year term as Chairman of the TSSAA Blue Cross Bowl Steering Committee which holds the State Football Championships for all classifications in TN at Tennessee Tech University here in Cookeville. Chuck and his wife, Tracy, a Speech and Language Pathologist with the Putnam County School System, have two children, Dylan 11 and Eva 9. They are members of the Cumberland Presbyterian Church in Cookeville and are both active on Church Committees.



**Jill Horner** works with her husband, David in their family business, Hooper-Huddleston & Horner Funeral Home and Cremation Services. Jill is a licensed funeral director and graduate of Tennessee Tech University. She currently serves on the Tennessee State Board of Funeral Directors and Embalmers, the Cookeville Pilot Club and the TTU College of Business Board of Trustees. She is a member of The River Community Church and is one of the founders of Heart of the Cumberland, a non-profit grief center serving families in the Upper Cumberland. Jill and David have three children: sons, Jason and Brad who work in the family business and daughter, Erin Gaw. They have five grandchildren.



**Mike Porten** is the City President/Greater Cookeville Market Manager for Regions Bank which includes 12 Branches located in 5 counties in the Upper Cumberland. This role involves being ultimately responsible for all aspects of Regions various business lines, their financial performance and its approximately 100 employees. Mike is originally from Florida and has lived in Cookeville for the last 10 years. He has been in banking for over 25 years following graduation from the University of Central Florida with an undergraduate degree in Management and an MBA. Mike is an Adjunct Professor at TTU and sits on The College of Business Board of Trustees. He is also the current President of the Bryan Symphony Board, is an Advisory Board member for Putnam County Habitat for Humanity, sits on the State Board for Habitat for Humanity and has also served on the Putnam County Habitat for Humanity Board as President and a Board member for Mid-Cumberland Area Development.

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*Chamber News*

**September & October Ribbon Cuttings and Groundbreakings**



**Britton Jared, Attorney**  
11 North Washington Ave., Cookeville  
(931) 526-9788



**Middle Tennessee Federal Credit Union**  
1255 E. Spring St., Cookeville  
(931) 528-9400



**Martelia Crawford, Attorney**  
101 S. Jefferson Ave.,Cookeville  
(931) 528-8442

To schedule a ribbon cutting or ground breaking for your business, please call Dianne Callahan, Membership Services Director at (931) 526-2211 or [DCallahan@cookevillechamber.com](mailto:DCallahan@cookevillechamber.com)



**Fortis Institute**  
1025 Highway 111.,Cookeville  
(931) 526-3660



**Universal This and That**  
1991 Gainesboro Grade,Cookeville  
(931) 644-5520

## Chamber News

### Thanks to our September and October Event Sponsors

The Chamber's **Small Business Expo/ Business After Hours** was held on **September 29** at the Leslie Town Centre. This event was sponsored by **Bank of Putnam County, Cookeville Promo, MMA Creative/ Cumberland Business Journal, Roland Advertising, and Twin Lakes Telephone Corporation.** Beverage sponsors were **SEC Enterprises and Budweiser.**

The Chamber's **Baxter Business Coffee** was sponsored and held on **September 27** at the **Whistle Stop Restaurant** in Baxter.

**Business Before Hours** was held on **October 18** at the Leslie Town Centre saluting the Highlands. Business Before Hours was sponsored by **Petrie's One Hour Heating &**

**Air Conditioning, Benjamin Franklin the Punctual Plumber and Mist Sparky America's On-Time Electrician.**

The Chamber's **New Member Luncheon** held on **October 5** and was sponsored by **Progressive Savings Bank.**

The Chamber's **Monterey Business Coffee** was held **October 24** at the Super 8 Motel in Monterey. The coffee was sponsored by **Perdue.**

The Chamber's newest event **Speed Networking** was held on **October 27** at the Leslie Town. This event was sponsored by **NHC HealthCare.**

### 2011 Fall Small Business Expo and Business Before Hours a Success



*Mingling and networking took place at the Small Business Expo and Business After Hours. Over 60 businesses and organizations set up booths at the Expo displaying and sharing with the crowd what their business has to offer. Give-aways, food, beverages, and socializing embraced the night making this fall event a successful evening.*

**BLUECROSS BOWL**

**ALL ROADS LEAD TO COOKEVILLE**

**TENNESSEE TECH**

**CHAMPIONS ARE MADE HERE**

**TSSAA**

**December 1-3, 2011**

**at TTU's Tucker Stadium**

**Eight Championship Games**

**Game TIMES**

Thursday, Dec. 1, 2011 (DII) - 3:30 p.m., 7 p.m.  
Friday, Dec. 2, 2011 (DI) - 12 p.m., 3:30 p.m., 7 p.m.  
Saturday, Dec. 3, 2011 (DI) - 12 p.m., 3:30 p.m., 7 p.m.

#### Volunteer Opportunities

Volunteers are needed for the BlueCross Bowl games Dec. 1-3. Areas of interest include: ticket sales, ushers, parking lot attendants and hospitality hosts.

**Presale Tickets Now Available @**

**CookevilleChampions.com**

\$12 each or \$10 per person for groups of 10 or more before Nov. 17

Contact the Cookeville-Putnam Co. Chamber for more information.

**931-526-2211**



GATE  
B

SECTION  
2

ROW  
1

SEAT  
5

# Welcome New Chamber Members

The following businesses/individuals joined the Chamber in September and October 2011. Please help us welcome them to the Chamber.

## September

A & C Propane / Total Fleet Service  
Airflow Heating & Cooling Inc  
Algood Family Dental Group  
Amber Flynn - First Realty Company  
BOS Siding & Gutter  
Barrier Waterproofing Systems  
Baxter Medical Center  
Bedtime Sleep Stores  
Big Reed's BBQ  
Bob & Judy Johnson - First Realty Company  
Buckeye Home Medical Equipment  
C & C Machining  
Canteen Select Services  
Clayton Bank & Trust  
Cookeville Gynecology  
Cookeville Loan & Jewelry  
Cumberland Ink & Toner  
David G. Draper, DDS  
Delbert's Wine & Spirits  
Dwight Henry  
Eagles Landing Apartments  
Fastenal Company  
Fire Tree Inc  
Friends of the Baxter Depot  
Gaw's Auto Mart  
Gentry's Power Equipment  
Glen Smith, CFP  
GraceFull Living Designs dba Nest  
Highland Rim Respiratory Specialists  
Homespun Antiques  
In Touch Salon & The Red Door Boutique  
James A Lynn  
Jason F. Hicks, Attorney  
Jeff Young Collision Center  
Jefferson Avenue Pharmacy  
Larry's Auto Care  
Law Office of William F Roberson, Jr  
Leslie Sullins  
Mae Pearls Frozen Yogurt  
Martelia Crawford, Attorney

Moo's Boutique  
MooreEyes, LLC  
My Choice Marketing of the Upper Cumberland  
Nelson Trophy & Screen Printing  
New Beginnings Assembly of God  
Pamela Bowers  
Peachtree Planning  
Pool & Spa Depot  
RBM Properties  
RPM Heating, Cooling, Plumbing & Electrical  
RPM Services  
Ray's Rapid Response Heating & Cooling  
Southern Paws  
Specialized Industry Solutions  
Sportsman's World  
Stories Automotive  
Tasteful Culinary Creations, Inc. - Naked Salsa  
The Lollipop Shoppe  
The Velveteen Rabbit Boutique  
Upper Cumberland Martial Arts  
Walker Investments  
Washington Avenue Baptist Church  
We're Wireless

## October

Absolute Fitness  
Affordable Travel  
Ameri-Collision Body Shop  
American Wine & Spirits  
Anderson/Upper Cumberland Funeral Home  
Beautiful Balloons Giggle Shoppe  
Bethany Cafe  
Betty Jo Johnson  
BlackRock Services Inc.  
Brookside Properties Inc  
Center Hill Realty  
Chase McMillan Lawn Service  
Cheddars Casual Café

Millie

Citizens Bank - Gainesboro  
Clarence Jones MD  
Convenient Care Clinic  
Cookeville Boat Dock & Resort  
Cookeville Catering  
D. K. Consulting  
Delbert's Wine & Spirits  
Discreet Investigations  
ECE Services  
Echo Valley Swimming Pool  
Extreme Property Management LLC  
Freedom Discount Tobacco  
G. Mark Rogers dba Visions Group Consulting  
Hampton Creek Apartments  
Hitech Direct  
Hometown Lenders  
John B. Averitt, Ph.D.  
Judge John Maddux  
Julian's Auto Body & Frame Shop  
Kitchen & Bath Gallery  
Law Office of Jon E. Jones  
Madewell, Jared, Halfacre, Williams & Wilson  
MapleCross Wealth Management LLC  
Marble Slab  
McMillan's Airport Shuttle  
Michael's Video Productions  
Mike Palk  
My CFI  
Nashville Pain Center  
Personal Growth & Learning Center  
Putnam Farm Supply Distributors LLC  
Rector's Lawn & Garden Service  
Shapiro Metals  
Shirley Riddle - American Way Real Estate  
Shutter Solutions  
Source Resources  
Staging Spaces  
The Building Center  
The Coin Guy of Tennessee  
The Jewell Dean Company  
The Sunny Side Tanning & Nails  
The Whistle Stop  
Thomas Deberry  
Universal This & That Store  
Upper Cumberland Resolutions  
Volunteer Heating & Cooling LLC  
Walker Diesel Service LP  
White County Tire & Repair

# Renewals

The following members have renewed their membership in **September** and **October** 2011. We appreciate your continued support and investment in the Chamber and community.

## Sept

Advanced Termite & Pest Control  
Allen's Exteriors, Inc.  
Andy Redus  
Apple Independence Mobility LLC  
Barbara Tetreault  
Barge, Waggoner, Sumner & Cannon, Inc.  
Barky Beaver Mulch & Soil Mix, Inc.  
Bartlett Surveying  
Bock Properties  
Britton A. Jared, Attorney  
Caris HealthCare, LP  
Carmike Cinemas  
Cash Express  
Charter Business  
Cookeville Chiropractic & Physical Therapy PC  
Cookeville Housing Authority  
Cookeville Pathology Laboratory  
Crest Lawn Funeral Home - Cremation Center and Memorial Cemetery  
Crossroads Wine & Spirits  
Dan Brooks & Associates  
Debot Computer Services  
Duncan's Indoor Storage  
Estelle Siers-Gabel  
Farley's Masonry, Inc.  
Fastsigns  
First Cumberland Presbyterian Church  
Fish Window Cleaning  
Gary Maxwell Insurance Agency, LLC  
Gisela Wood  
Guaranty Mortgage Services  
Holston Gases, Inc.  
Honey Baked Ham & Café  
House Call Veterinarian  
J. R. Gaw Produce  
Jackson Properties  
James Dial  
Jeff Jones - American Way Real Estate  
John Martin Epley Jr., M.D.  
Kelsan Inc.  
Kids Kare Pediatrics & Pediatric Cardiology  
Life Church  
M P Components, LLC

Mary Kay Cosmetics  
McReynolds Builders  
NESCO, Inc.  
Overton County News  
Par 3 Technology  
Potter's Ace Home Center  
Power of Putnam  
Primerica Financial Services  
Putnam County Highway Department  
Remar Inc.  
Right At Home of the Upper Cumberland  
Rotary Club of Cookeville  
Security Fence Inc.  
Sentry Shred LLC  
Silpada Designs Independent Sales Rep  
Sleep Unlimited - Cookeville  
Stevens Street Baptist Church School of Performing Arts  
Stover's LLC  
SunTrust On Line  
Technology Store LLC  
The Market on the Square  
The River Community Church  
Visiting Angels Living Assistance Services  
White Plains Golf Course  
Willow Park Apartments  
Woodmen of the World

## Oct

Air & Hydraulic Equipment, Inc.  
Air Experts  
Ajax Tax Preparation Company  
Allen Appraising  
Allergy, Asthma & Sinus Center  
Alzheimers Tennessee Inc  
American Powertrain/The Driven Man  
Americare Pharmacy Services, LLC  
Associates in Neurology  
Bernhardt, LLC  
Billings Crane & Mechanical, Inc.  
Byrd/Amonett Auction Team  
Cannon Clark Holman & Associates  
PLLC  
CHAR

Clean-Care Auto Care  
Cookeville Pediatric Associates  
Cookeville Pregnancy Clinic  
Cookeville Transmission  
DCS Restoration LLC  
Doc's Auto & Tire Center  
Eric Brown  
First Baptist Church  
First United Methodist Church  
Fluitek Corporation  
Friendship United Methodist Church  
Grace Presbyterian Church  
Gynecology & Women's Health Care  
Home Instead Senior Care  
Homes and Land Magazine  
Huddleston & Shepherd Family Vision Care  
Integrated Management Resources, Inc.  
James Meat Company  
Jerry Robbins Landscaping & Irrigation  
Jimmy Lewis Auto Sales  
Journey Financial Planning  
Kiwanis Club of Putnam County  
Lamb Oil Company  
Lee Company  
MacKool Manufacturing LLC  
Monterey Limestone Company, Inc.  
Pebbles 2  
Print Link Printing  
Progressive Sentencing Inc.  
Putnam County Family YMCA  
Region Air LLC  
Rib City Grill  
Robert W. Agee Inc.  
Robinson Dental Care  
State Farm Insurance - Elwood Ervin  
State Farm Insurance Agency - J. T. Turnbow  
Stuart C. Irby Co.  
TUTCO, Inc.  
Upper Cumberland Computer  
Upper Cumberland Development District  
Vaughn's Monument Works  
Wellspring Family Chiropractic  
Xpress Lube

## Highlands Initiative Supports Career Readiness Through “Yes, I Can” Program

The Highlands Workforce Development and Education Committee and Learning and Development sub-committee has brought a new program to our region supporting career readiness through one-on-one coaching partnerships. The Yes, I Can program will begin Sept. 19 and run through Nov. 28, and will be offered in Jackson, Overton, Putnam, and White Counties.

The Yes, I Can mentoring program is designed to help individuals who are unemployed, under employed, or about to be employed, partner with a mentor who will help them work on three of 12 skill gaps, which are: decision making, complex problem solving, negotiation, time management, life management, teaching others, active learning, interpersonal, listening, speaking, social awareness and confidence, and team participation.

“We have identified critical competent gaps that our workforce needs in order to meet the demands of emerging jobs in the region,” Lisa Norris, chair of the Yes, I Can program. “Mentorship gives an opportunity to build a relationship where the individual can see the strengths they never knew they had, and to improve their existing skills.”

This 10-week program will link community leaders, also referred to as mentors, with individuals who want to build critical career readiness skills. The mentor will guide their mentee toward a goal of either being ready to take new steps, begin creating a plan of action or already be working on a plan, by the end of the program.

“The mentee’s goal could be to go back to college or start applying for another job. Everyone’s goal will be different,” Danielle Cason, Workforce Development and

Education coordinator, said. “We want to see more people go after what they want, whether it’s a dream job or graduating from school. We want them to let go of the barriers holding them back and gain confidence to succeed.”

Mentors will use a self-assessment survey to help match relationships with mentees. They will commit one hour a week to meeting with the mentee. The first week will be a casual session to plan a course of action and to determine what three skills, out of the 12 skills gaps, the mentee

wants to improve in. They will then spend three weeks on each one of the skills they choose, for a total of nine weeks.

“It is exciting to be a part of such a great program that helps make a difference in our community and region. I am excited to meet my mentee, and together learn how to succeed in the work place,” Tracy Hughes, SunTrust Bank’s Online Banking

Team Manager and a

mentor for Yes, I Can, said.

There are currently 12 organizations/companies and over 30 individuals signed up to be mentors. Anyone 18 years and older can be a mentee, and anyone who feels they have good leadership skills are encouraged to be mentors.

Tennessee Tech University is offering students an opportunity to receive one hour of school credit if they complete the Yes, I Can mentorship program.

To learn more about the program please contact Danielle Cason at 931 526-2211.



*Mentors met together for training to learn about how to get the most out of mentoring. Lisa Norris is the training instructor.*

## The Mead Family Gets Fit With The Highlands Get Fit Challenge



Front row, left is George Mead and Donna Mead. Back row, left is George Allen Mead, Heidi Langford, Annika Langford, Curtis Langford, and Hillary Mead

The Highlands Initiative launched the Get Fit Challenge on Sept. 1 to encourage physical activity in the region. Putnam, Overton and White Counties have been in a friendly competition to see which county can earn the most physical activity points. Businesses within each county are also competing with one another to become the overall winning business team. However, each participant has a different story as to why they chose to join the challenge. George and Donna Mead's story is one that shows taking a step toward physical activity can change one's life.

George and Donna Mead and their children George Allen, Hillary, Heidi and Heidi's husband Curtis all participate in the Highlands Get Fit Challenge. Before the Get Fit Challenge existed Donna was pretty active, but on one vacation that all changed for her. The Mead family was headed Atlanta for their nephew's graduation, then on to Virginia Beach for vacation. Donna wore high-heels to the dressy occasion and once graduation was over she realized her comfortable shoes were packed away. By the time they reached Virginia Beach, she could barely walk and the pain was becoming unbearable.

"If she wanted to go to the beach, she would jump on my back at the dock and I would carry her to the beach," George Mead, Donna's husband, said.

The next morning she woke up and the pain had increased to the point she had to crawl to get from one room to the next, which warranted a trip to an orthopedic surgeon.

"The doctor quickly diagnosed me with a stress fracture and gave me, what my family referred to as, 'da boot' to wear for several weeks," Donna Mead said. "Upon removal of the boot the pain persisted. Injections, icing, medications and rest did not help. I was not able to ride a bicycle, use an elliptical trainer or even take brief walks. Pressing down the accelerator of the car even caused intense pain. After dealing with incredible anger and frustration I finally surrendered."

Donna continued, "Time passed by and the pounds crept in. When I looked in the mirror I wondered, 'Who is that lady? Surely it isn't me!'"

When the summer months approached Donna began to try swimming in their pool. Although the pain was still there, it seemed to be the only thing tolerable. She then visited a physical therapist.

"The therapist performed a general ultrasound and the heel of my foot lit up in pain like a Christmas tree. The therapist felt this had to be a nerve issue. My doctor agreed and gave me a choice of continuing with therapy or surgery. I chose therapy," Donna said.

Towards the end of the summer her athletic son had a shoulder surgery. A week later he told Donna he was going to participate in an 8K run that he had signed up for prior to his surgery. She admired his determination and decided to walk with him.

"My heart pounded and tears flowed as we lined up to the starting line. Having been a former marathoner, it was the first time ever that I had not been able to run," Donna said. "We finished the 8k with pride. We had done what we could do and I realized my foot was fine."

With this new realization and outlook Donna became encouraged and asked her husband to be her coach, but only agreed to it if she would listen to him. Jason Lankford, Get Fit team captain at F&M Bank, was a friend of her son, George Allen. George Allen introduced his father, George, to Jason and they began a boot-camp together at Tennessee Tech's Fitness Center. Jason told George about the Highlands Get Fit Challenge and asked if he, Donna, George Allen, and Hillary would like to participate.

"When George first asked, I said absolutely not. My foot will not allow me to be in a challenge yet. My husband 'the coach' reminded me that I had agreed to listen to

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## Highlands News

### Mead Family continued from page 9...

him,” Donna said. “Reluctantly, I signed up. After reading on the website the large list of general activities, including house cleaning, I felt much better.”

All of the Mead family began to get involved. They entered their daily points into the ‘Get Fit TN’ website and it began to inspire them to make better eating choices. Although the Highlands Get Fit Challenge is about increasing physical activity and not about weight-loss, Donna has lost 10 pounds since beginning the challenge and George has lost 12 pounds.

“The Get Fit Challenge is one of the best decisions I have ever made. It is just what I needed to break out of the cocoon of fear,” Donna said. “With pride I enter my points daily. Today, I am happily bicycling, swimming, working out with weights and even short distant running. My foot is doing great and I feel healthy both mentally and physically.”

Donna spends a lot of time with her granddaughter, Annika. Before the Highlands Get Fit Challenge she had less energy and moved slower when she kept her. Now, she can keep up with her granddaughter’s energy.

“I have seen a huge difference in Donna when she keeps Annika,” George said. “This challenge has given her her spark back.”

George being Donna’s coach and work-out partner was intended to help her, but instead it has helped him just as much.

“It has been encouraging to have her as a partner. She has helped me and encourages me to go workout now,” George said. “Working out is our time together. It is good for marriage.”

The goal in the Highlands Get Fit Challenge is to do some form of physical activity five times a week for 30 minutes a day. Then logging points into the system helps one’s self, team, and overall counties’ points. The website also offers a way to track nutrition.

“The point system keeps you accountable. Our children pay attention to the points to see who is leading,” George said. “It will motivate you to exercise.”

There are many different ways to earn Get Fit points, but the Mead children have found fun activities that fit their different personalities. George Allen is at Lipscomb University and continues to run, lift weights and stay active on campus. Hillary, their youngest daughter, attends South College and chooses running and aerobics to earn her points. And Heidi, who is married to Curtis and the

mother of Annika, gets fit with her husband through riding mountain bikes and she does Zumba.

This challenge also inspired George from a business aspect.

“Jason encouraged me as a business owner. I can now see the influence this could have inside the work place,” George said.

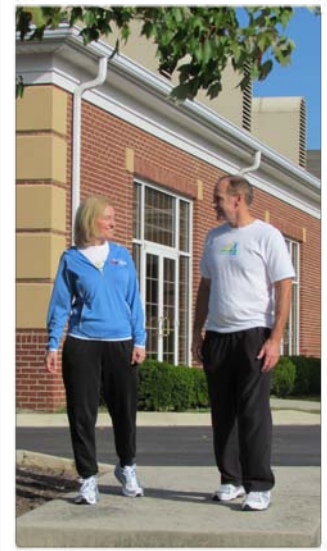
The Mead family is continuing to stay fit individually, but as a family they participate in several of the local marathons. This year they ran the Susan G. Komen Upper Cumberland Race for the Cure, and are planning to run the Turkey Trot on Nov. 24.

“I ran the whole race,” Donna said, “It is my hope that this story will inspire others to take advantage of the Get Fit Challenge. When you feel that it is over and you are at a bump in the road, try again. I did, and I am back. I am glad I tried and didn’t say no. Take it slow, but take the plunge, it will be worth it and it will make a difference in your life.”

George encourages others to participate in this challenge, “Something is better than nothing. Even if it is five minutes a day, in a year, that could change a lot.”

Donna said, “The free gift of exercise can be lost at any time. I will never take for granted the ability to participate in any physical activity. My gratitude extends to God, my husband George, my team leader Jason, and the Get Fit Challenge for the encouragement to become healthy for life.”

The Highlands Get Fit Challenge is an initiative of the Highlands Health Care Committee, which is working to promote a healthy lifestyle in the four counties of the Highlands. The Highlands Get Fit Challenge was launched Sept. 1 and will end on Nov. 30. For more information about the challenge contact Putnam County Captain Lori Hatcher at 931-267-6090 or [Hatcher.Lori@gmail.com](mailto:Hatcher.Lori@gmail.com).



*Walking together is  
Donna and George Mead*

## Parental Engagement Kicks Off at Oreck, TUTCO and Federal Mogul

Parental Engagement is a program that has evolved through the Highlands Workforce Development and Education sub-committee designed to provide parents, in the workplace, with an opportunity to learn about issues that their children often face in the school setting. TUTCO and Oreck in Putnam County and Federal Mogul in White County will kick-off this new and exciting Parental Engagement program. These companies have employees with children attending schools in Overton, Putnam, Jackson and White counties and who have expressed an interest in learning more about current issues that their children encounter. Eaton in both Jackson and Overton County plan to have similar workshops in the near future.

“We have partnered with the four school systems and are finding ways that parental guardians can have more opportunities to become involved with their school age children,” Deeta Ellzey, Human Resource manager at ORECK and chairman of the Parental Engagement program, said. “We will be offering workshops in different companies by providing valuable information and tools for parents so they can better understand the everyday issues that their children so often face.”

These companies conducted in-house surveys identifying topics that parents would be interested in exploring. Workshops were offered on topics such as self-esteem, grades, bullying, peer pressure, and drugs. Parents also indicated when they would prefer to attend a workshop, either during lunch or after work.

Oreck and TUTCO kicked off their workshops this week, with Federal Mogul’s presentation taking place on Nov. 1, and these companies will continue to offer workshops in the months to come. The topic of the first workshop will be Self-Esteem, with volunteer presenters

teaching parents on how to help their children with self-esteem issues.

“Parents have been very responsive and are excited about this opportunity,” Angela Bruce, Human Resource manager at TUTCO, said. “Most of these parents are not able to get involved at school because of their work. We are so thankful that the Highlands Initiative has provided a program where we can give our parents the opportunity to gain insight regarding school issues in the workplace.”



*A Parental Engagement workshop on self-esteem taking place at Oreck.*

For more information or to learn more about how your company can get involved in Parental Engagement please contact Danielle Cason, Workforce Development and Education coordinator, at 931.526.2211 or [dcason@highlandsoftn.com](mailto:dcason@highlandsoftn.com).

## Putnam County Clean Commission Recycling BOPAE Waste Year Round

Keep Putnam County clean and beautiful by recycling your old batteries, oil, paint, antifreeze, and electronics (BOPAE) year round.

Recycling brings revenue to our county providing funds for improving our county. By recycling, you are protecting the environment and ensuring a clean and safe Tennessee for generations to come.

Please check our website [www.cleancommission.org](http://www.cleancommission.org) or give us a call at 931-537-3278 to find out how and where to recycle these items.



## Board Candidates *continued from page 3...*

Prior to moving to Tennessee, Mike was the President of Big Brothers and Big Sisters, Committee member of United Way, all based in Volusia County, Fl. Mike and his wife Janet have two grown daughters, Jessica and Alexis, two dogs and three cats.



**Mike Swallows** is the President of the Swallows Agencies. The largest locally-owned agency in the Upper Cumberland Region, the Swallows Agency was started by Mike's father, Elmo Swallow, in 1956 with a single office in Livingston. During the past 55 years, the Swallows Agencies have grown to also include offices in Cookeville, Sparta and Smithville and is known throughout the Upper Cumberland Region for being a leader in the business insurance field. Mike is a graduate of Tennessee Technological University and many schools in the insurance industry. He is a past president of the Rotary Club where he remains a Paul Harris fellow. Mike and his wife Joyce are members of the Methodist Church. They are the parents of two children, Stephanie Lowe and Matt Swallows, and have three grandchildren.

## The Algood Train Excursion Left Riders with Lasting Family Memories

COOKEVILLE- The Tennessee Central train traveled from Nashville with over 400 passengers, and stopped at the Cookeville Depot to let local citizens board the train for a short trip to Algood and back.

"I really enjoyed the train ride experience," a Cookeville native said. "There was music and shopping while we waited

for the train. And I couldn't believe all the people who traveled from a different county to be a passenger. I would do it all over again."

Several of the passengers were first time train riders. The train ride was sold out both weekends it came in to town. Leaving several families with memories to always remember.



## Chamber Introduces New Event: Speed Networking

Speed Networking was held on Oct. 27 at the Leslie Town Centre. The event allows local businesses to network with other businesses in the easiest way possible. Speed networking has tables set up around the room and each person get three minutes to talk across the table about their business and services. Then the bell rings and it is time to move to the next chair. Afterwards a reception is held for everyone to mingle and revisit a business they made a 'connection' with. This event is limited to 30 people. Call Dianne Callahan at the Chamber for more information 931.526.2211.



*Speed Networking Class Oct. 27, 2011*



*Casey Scarlett, from Roland Digital Media, met several new businesses.*

## The Chamber's Annual Membership Drive Reaches New Member Goal

The Chamber's Annual Membership Drive has reached their goal and landed on the moon. The membership drive chairman, Jim Hicks, and all of the team captains have worked extremely hard to make sure this year's membership drive was better than ever.

The theme for the Annual Membership Drive was "Shoot For The Moon," and that is exactly what they did. Their goal was to recruit 150 new members and that was accomplished thanks to all the team leaders and volunteers.

"The membership drive could not happen without businesses letting their employees come and volunteer," Dianne Callahan, membership director at the Chamber, said. "We are so thankful and appreciative for Jim, our team captains and our volunteers."

Many businesses volunteered during the Annual Membership Drive, and a special thanks goes out to: Bank of Putnam County, the Chamber Ambassadors, Oreck, Community Bank of the Cumberland, J&S Construction, First Tennessee Bank, First National Bank, American Bank & Trust, and the Chamber Board Members for all their hard work.

"We also want to thank all of the individuals, businesses and organizations that donated prizes for our team and individual winners," Callahan said.

Now that the membership drive has ended a luncheon was held to award and recognize the teams and individuals who recruited the most new members.

The Team Winners are:

- #1 Bank of Putnam County, who recruited 23 new members
- #2 Chamber Ambassadors, who recruited 22 new members
- #3 First National Bank, who recruited 19 new members
- #4 Community Bank of the Cumberland, who recruited 16 new members
- #5 Chamber Board of Directors, who recruited 10 new members
- #6 Oreck, who recruited 9 new members

The Membership Drive's Individual Winners are:

- #1 Cheryl Sandlin, with 17 new members
- #2 Jewell Miller, with 11 new members
- #3 Robert Ward, with 6 new members
- #4 Lavonda Moore & JoeMac Bennett, 6 new members each
- #5 Ann Holland, with 4 new members
- #6 Davis Watts, with 4 new members

"This was truly the best year ever. We welcome our new members and look forward to partnering with you and your business." Callahan said. "I can't wait to see what 2012 brings."



*Front row from left is Dianne Callahan; Jewell Miller, Bank of Putnam County; and Linda Garrison, Community Bank of the Cumberland; Lavonda Moore, Chamber Ambassador. Back row from left is Jim Hicks, membership drive chairman; Davis Watts, First Tennessee Bank; Thomas Lynn, First National Bank; Cheryl Sandlin, First National Bank; and Robert Ward, Steven's Street Baptist Church and Chamber Ambassador*

## Promised Land Trail Unveiled on Oct. 12



*Unveiling ceremony at Watertown Train Station.*

The ninth of 16 self-guided driving tours in the Discover Tennessee Trails & Byways program was launched on Oct. 12.

The Promised Land Trail weaves along Highway 70 and features 113 tourism sites spanning across nearly 515 miles. The trail showcases antique shops, unique

restaurants, museums, historic sites, outdoor recreation activities, state parks, hiking, waterfalls, and much more.

Cumberland, Davidson, Dekalb, Jackson, Putnam, Smith, White, and Wilson counties are in partnership with the Tennessee Department of Tourist Development, Tennessee Department of Transportation and Tennessee Department of Economic & Community Development to make this trail unveiling a successful and historic day.

Speakers included Tennessee Department of Tourist Development, Commissioner Susan Whitaker and Tennessee Department of Transportation, Commissioner John Schroer.

The unveiling began at Riverfront Train Station in Nashville, Tenn. The audience then boarded the train and took a scenic ride to Watertown, where they de-boarded the train at Watertown Train Station and had a respected unveiling ceremony there.

After enjoying the quaint city square in Watertown, the audience boarded the train to Nashville.

## Volunteers Needed For TSSAA BlueCross Bowl

Hundreds of volunteers are needed to help make the TSSAA BlueCross Bowl High School Football Championships a memorable event for the players and their families. The championship games will be held at Tennessee Tech's Tucker Stadium December 1-3. Ushers, ticket takers, parking attendants, souvenir program sales, and ticket sellers are just a few of the areas where volunteers will be the key to making this a successful experience for everyone.

"The TSSAA BlueCross Bowl steering committee has been working together to make this years championship better than ever," Kristin Wells, team leader for volunteers, said. "We need over 500 volunteers over the three-day period to welcome our guest to Cookeville. This is a great opportunity to serve your community and be a part of one the most exciting events in this area."

Organizations, businesses, churches, clubs, and other groups can all volunteer at the BlueCross Bowl.

"The BlueCross Bowl makes such a tremendous impact on the businesses in Putnam County," Wells said. "This is a fun way to serve the community as a couple or with your family and friends."



Tickets for the BlueCross Bowl are on sale now at the Cookeville-Putnam County Chamber of Commerce, located at 1 West First Street in Cookeville, as well as online at [www.cookevillechampions.com](http://www.cookevillechampions.com).

Tickets are \$12 per person with a discounted price of \$10 for groups of 10 or more. Discounted ticket prices will expire Friday, Nov 18, but tickets at the regular rate will be available through Dec 3.

Thursday, Dec 1 Cookeville will welcome the Division II private high schools championship games at 3:30 p.m. and 7:00 p.m. On Friday, Dec 2, Division I public high schools championship games for 1A, 3A and 5A will be in town and will take place at 12:00 p.m., 3:30 p.m. and 7:00 p.m., respectively. The same game time schedule will follow for Saturday, Dec 3 for Division I's 2A, 4A and 6A teams.

TSSAA's BlueCross Bowl in Cookeville is a combined effort between the Cookeville-Putnam County Chamber of Commerce, City of Cookeville, Putnam County, and Tennessee Tech University. An anticipated \$1 million is

**cont'd on page 15**

## Volunteers Central Gets A Face Lift For TSSAA BlueCross Bowl

A facility at Tennessee Tech's Tucker Stadium has been newly renovated to use as a meeting room for Coach Watson Brown, and to host volunteers when TSSAA's BlueCross Bowl rolls in to town.

Over the years the TSSAA BlueCross Bowl steering committee continues to make it a priority to give back to Tennessee Tech, as a partner in hosting the games at Tucker Stadium. In 2009, Bobby Williams led the Facility Up-grade Task Force, a sub committee of the steering committee. The goal was to up-date the press box, and thanks to several people who gave materials and labor it made the project a success. The retail value of the press box

renovations was around \$80,000. In 2010, the restrooms were next on the list to up-date. New light fixtures were installed, fresh paint went on the walls and hot water was added to give Tucker Stadium's restrooms a clean look. This year, double the work has been done.

Volunteer Central has been up-dated, and the visitor's locker room will begin renovations as early as the first week in October. The locker room is scheduled to be done by the time this year's BlueCross Bowl kicks-off.



*The newly remodeled Volunteer Central.*



*Contributors to Volunteer Central and the TSSAA BlueCross Bowl Steering Committee*

“Our goal, as the steering committee, is to give back and show commitment to TSSAA, the championship games and Tennessee Tech. After the bid is paid, we designate an amount to put back in to Tucker Stadium to improve and complete projects like renovating bathrooms, locker rooms and providing a nice place for our volunteers and Coach Brown to use as a meeting room,” Chuck Sparks, chairman of the BlueCross Bowl steering committee, said. “It takes everyone pulling together to make this a successful event. We want TSSAA to keep coming back to Cookeville.”

Volunteer Central is where over 500 volunteers check-in, eat and rest during the three day BlueCross Bowl championship games. New carpet, freshly painted walls, new ceiling tiles, and up-dated light fixtures are some of the changes the new Volunteer Central holds.

## TSSAA Volunteers continued from page 14...

expected to be contributed to Cookeville and Putnam County's economy over the three-day period.

To volunteer or receive more information about volunteer opportunities, please contact Kristin Wells through the

event's website: [www.cookevillechampions.com](http://www.cookevillechampions.com) or by contacting the Cookeville-Putnam County Chamber of Commerce at (931) 526-2211.

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

## Member News

### W&O Construction Building Trust

Talk with anyone at W&O Construction about the influence the company has had on the Upper Cumberland over the past five decades, and it won't be long before they begin talking of the relationships the company has built and of trust, which they believe is the cornerstone of the company's success. Growing out of those relationships is a keen interest in community and a sense of pride in the role they have played in constructing a solid infrastructure to improve lives in the Upper Cumberland.

The trust W&O has earned is not accidental. It began years ago with the decision to develop a company culture that focuses on understanding, caring about, and delivering to the needs of their customers. With that comes an awareness of the significant investment in time, money, materials, and emotions each customer has made in their project. In the end, their trust is confirmed by maintaining clear communications and delivering the project as promised, on time and on budget.

#### Building Infrastructure

*Strong infrastructure in a community attracts industry and improves quality of life for everyone. Few may realize the extent to which W&O Construction has played a major role in building infrastructure in cities and counties across the Upper Cumberland.*

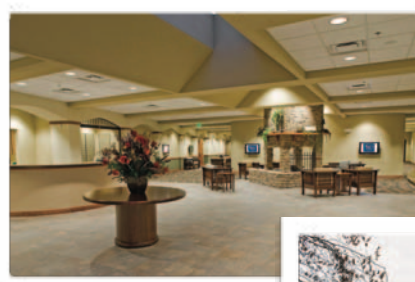
The series of utility plants W&O has constructed in Cookeville reaches everyone in the community. Beginning with the primary sewer plant back in the 1980s, W&O continued to establish a reputation for solid water treatment projects with the Cookeville Water Treatment and Wastewater Treatment plants. They've even repainted the Cookeville water tanks a bright Cumberland sky blue.

Just down the road, W&O worked on the Algood Water Main and installed the pump stations for Algood, Brownmill Road and East Cookeville. They have recently been awarded contracts on Algood City Hall and Algood Fire Department. And, further up the road, they built the Monterey Sewer Plant and Celina City Hall. In Cumberland County, W&O worked on the Catoosa Waterline project and managed construction of the Cumberland County Health Department.

If this sounds like a long list of projects, it is. There's really no better way to express the impact W&O has had in these communities.

#### Building Faith

*For most Southern communities, faith is a fundamental element. Each place of worship and fellowship building is a functional symbol of the character of the community. Perhaps this is why you hear a hint of pride when anyone at W&O discusses the many churches that have placed trust in their team.*



*Top and middle: Fairfield Glade Community Center.  
Bottom: Custom home in Livingston, TN*

After renting various spaces for their Sunday

services for over 20 years, Grace Presbyterian Church approached W&O to design and build their own facility. Working with the church's architect, W&O created a plan within the congregation's budget that exceeded all their expectations.

In Livingston, W&O has cultivated a long-standing relationship with trustees of the First United Methodist Church who regularly call the W&O teams for their renovation or maintenance needs.

At The River Community Church in Cookeville, W&O is working closely with church leaders to perform work in smaller phases. These more 'approachable' segments of work are helping the congregation meet their goals without stretching beyond their means.

*"After praying about our decision, we decided to go with W&O. I can't say enough about their willingness to move at our pace and their eagerness to pray with us during important decisions."  
– Steve Tiebout, Pastor at The River Community Church.*

At the Trinity Assembly of God in Algood, W&O faced the challenge of building an addition that connected three existing buildings while coordinating aesthetics, buildings systems, water flow, and even traffic patterns.

Life Church, Willow Avenue Church of Christ, Collegesside Church of Christ, Poplar Grove Baptist Church, Trinity Assembly of God, First Christian Church in Cookeville and Church on the Hill... Even though the list of church projects seems to go on and on, each project was a labor of love for the team at W&O.

cont'd on page 18

## HealthGrades Names CRMC Best in Tennessee in Cardiac Care, Vascular Surgery and Orthopedic Services

COOKEVILLE- A report released today by HealthGrades, the nation's most trusted, independent source of physician information and hospital quality outcomes, named Cookeville Regional Medical Center the top rated hospital in the state for cardiac care, vascular surgery and orthopedic services. Additionally, the hospital is one of America's 100 Best Hospitals in these specialty areas.

According to the report, patients in the Nashville Designated Market Area® are increasingly seeking such quality information online, with 21 percent of residents visiting HealthGrades.com in the past year. And for good reason: Choosing a hospital can be a life or death decision. HealthGrades report found that patients treated at 5-star rated hospitals experience a 73 percent lower risk of mortality and a 63% lower risk of complications.

A quality comparison of doctors and hospitals in the Nashville metro area can be found online at HealthGrades.com at: [topcities.healthgrades.com/ratings/nashville-tn](http://topcities.healthgrades.com/ratings/nashville-tn).

"We are both proud and honored to be recognized for quality patient care by a nationally known source," says Dr. Menachem Langer, CEO at Cookeville Regional. "It is the result of the combined efforts of so many individuals at our facility who continually strive to bring our region the latest in health care treatments and technology with a personal touch."

"Patients today have a wide array options when it comes to choosing a health care provider," said Kerry Hicks, HealthGrades chief executive officer. "At HealthGrades, we are proud to have led the way for empowering patient choice based on objective clinical outcomes and access to actionable quality measures. We commend Cookeville Regional Medical Center for its superior quality and support of consumerism and transparency."

In addition to the outstanding state and national rankings, Cookeville Regional Medical Center was also recognized as receiving HealthGrades highest rating – 5-stars – in several categories, including:

- Treatment of heart attack
- Coronary interventional procedures
- Total knee replacement surgery
- Total hip replacement surgery
- Hip fracture treatment
- Back and neck surgery
- Spinal fusion surgery
- Carotid surgery
- Peripheral vascular bypass surgery

Key findings of the *HealthGrades Healthcare Consumerism and Hospital Quality in America* report include:

- If all Medicare patients from 2008 through 2010 had been treated at 5-star hospitals, 240,040 lives could have potentially been saved.
- In an online survey, 80 percent said they are very or somewhat concerned about the quality of hospital care in their community.
- The Nashville Designated Market Area® rated 1-star overall for joint replacement quality, while Cookeville Regional Medical Center is 5-star-rated in joint replacement.

### **About Cookeville Regional Medical Center**

Cookeville Regional Medical Center is a 247-bed regional referral center for the Upper Cumberland area. With over 150 physicians in 40 different medical and surgical specialties, Cookeville Regional offers patients here the same kind of care that they could expect in a larger metropolitan area.

Serving the Upper Cumberland since 1950, Cookeville Regional has grown to become the premier health care provider for many residents.

Cookeville Regional continues to expand both its facilities and its services, having recently added a dedicated Electrophysiology (EP) Lab to expand services offered through the hospital's Heart and Vascular Center. In addition, the hospital has opened a new five-bed, dedicated pediatrics unit, cheerfully decorated with children in mind with large murals in each room. Last year Cookeville Regional completed a multi-million dollar renovation and expansion of its obstetrics department. In preparing for the future, the hospital's board of trustees has approved the commissioning of a new long-range, master-plan study for the facility. Currently Cookeville Regional is undergoing a \$20 million project to add six new operating rooms in the Surgery Department.

### **About HealthGrades**

HealthGrades is America's most trusted, independent source of physician information and hospital quality outcomes. HealthGrades online properties are the nation's leading destination for physician search and empower more than 170 million consumers annually to make informed health care decisions.



# Member News

## W&O continued from page 16...

### Building Medical Facilities

*Applying expertise developed from a wide range of projects, a new horizon for W&O has been the development of cutting-edge medical facilities which showcase the team's ability to integrate precise structural and functional requirements into an aesthetically pleasing environment for healing.*

With their work on the Upper Cumberland Orthopedic Surgery, Upper Cumberland Otolaryngology Building, Upper Cumberland Urology, Cookeville Surgery Center and Walnut Commons Medical Park, W&O is quickly making a name for themselves as one of the area's premier developers of medical practices and surgery centers.

### Building Businesses

*With vision, a commercial building of little more than blocks and glass can become the forum for a business' future. W&O understands the importance of partnering with business owners to create structures that inspire businesses and define competitive advantage. Through the years, W&O has developed a unique talent for turning common structures – whether renovations, expansions or new constructions – into showpieces.*

W&O performed renovations for Parker Seals in Livingston, a large industrial facility that makes O-rings as part of the Parker Hannifin Corporation. W&O has also managed commercial construction and remodeling projects that span the Upper Cumberland area, including Puckett Furniture and Storage in Livingston, Norcom, Inc. in Sparta, and the Herald-Citizen, Legge Insurance, First National Bank, Swallows Insurance, Russell Stover Candies, and Phoenix USA in Cookeville.

### Building Dreams

*Sometimes the relationships W&O forges touch every part of their customers' lives. By establishing trust through attention to detail and clear communication, residential projects often lead to commercial projects and vice versa.*

Charlie and Barbara Johnston, owners of Cookeville Plating, have been pillars in the community since they moved to Cookeville in the early 1970s. After calling on W&O to renovate their home, they were so impressed with the results that they asked W&O to construct an addition to their business. Since the construction zone required shutting down the loading area, W&O worked around the clock to help Cookeville Plating restore operations as quickly as possible.

Charlie and Barbara have passed the reins of the business to their children, Bryan and Kim, and Cookeville Plating continues to thrive. W&O is honored to continue to work

with this next generation of Johnstons to keep Charlie and Barbara's dream alive as they undertake the latest big project at the Cookeville Plating plant.

*"This is the only construction company we have dealt with that finished early and under budget." – Bryan Johnston*

### Building Futures

*Schools and universities are the building blocks for a community's future. The W&O team always feels honored when selected to build structures where our future leaders, workers, craftsmen and artists are cultivated.*

W&O is proud to have performed renovations and additions for Capshaw Elementary School, the Putnam County Board of Education, and the Volpe Library at Tennessee Tech.

When the University of Tennessee approached W&O to help create the curriculum for a degree program in Construction Technology, they felt especially honored. Drawing from years of experience, they partnered with UT to create a viable curriculum designed to educate a whole new generation of construction professionals. W&O also established a \$25,000 scholarship endowment for students studying engineering technology in UT's new program.

### Building Hope

*As much as the folks at W&O enjoy building infrastructure, churches, commercial and residential buildings, their most rewarding projects are those that allow them to pour energy and resources back into communities to build hope for better futures.*

W&O proudly sponsors Mercy Ministries of America, Mustard Seed Ranch, Be a Santa to a Senior and Heart of the Cumberland.

### Building On

Drive through any community in the Upper Cumberland, and you'll see physical evidence of W&O's influence. The buildings they constructed are a testament to the relationships behind them.

With a portfolio of projects that covers all areas of expertise and every county in the Upper Cumberland, you might expect W&O to feel comfortable accepting a small amount of praise for their impact in the region – quite the opposite. Speak to anyone at W&O Construction, and you will notice how quick they are to express appreciation to the many communities, businesses, and individuals throughout the region who have trusted their team.

*For more information about W&O visit [wocc.com](http://wocc.com)*



*The Johnston family with Luke Allen of W&O Construction (middle)*

## Member News

# J&S Construction Signs Contract to Reface Cumberland Plaza Shopping Center

CROSSVILLE — J&S Construction Company, located in Cookeville, Tenn., has recently signed a \$595,000 contract with Cumberland Plaza, LLC to reface the front façade of Cumberland Plaza Shopping Center, a 56,720 square-foot retail center located in the heart of Crossville on the corner of Genesis Road and North Main Street, two of the city's busiest streets.

During this four-month project, J&S Construction will completely reface the front facade of the building and bring the facility to current standards. The client has asked for a 'Timeless' look to the new façade to provide many years of enjoyment to the community. The façade will be refaced to look similar to two highly popular Tennessee shopping plazas, Providence Marketplace (Mt. Juliet) and Turkey Creek (Knoxville).

"This international client picked J&S because they could not take the chance that their contractor would fail to perform when they were so far removed from the project," said J&S Construction CEO Johnny Stites. "Our consistent record of performance was one of the factors that caused us to be awarded the project. We are thankful to have the opportunity to present a positive impression of Tennessee businesses to our client."

The 764 lineal-foot facade update will consist of replacing the current overhang and brick columns with a fresh EIFS front with varying colors, fabric and metal awnings, as well as staggered storefront heights.

The covered courtyard will be revamped with skylights and an updated look to bring in more natural light. Also, exterior lighting fixtures will be updated throughout the center to tie into the new theme.

"It has been a delight to work with the owners of Cumberland Plaza and see their commitment to the Upper Cumberland Region," added Jim Vaughn, vice president of architecture at J&S Construction. "It is always a pleasure to assist in bringing more business to the area, as well as making improvements to a city's appearance in general."

**Based in Cookeville, Tenn., J&S Construction is a locally owned, full-service construction company with more than 52 years experience in building projects, relationships and trust. It has completed more than 129,000 square feet of LEED certified buildings and over 5,000 unique projects with more than a 75 percent repeat customer rate. J&S employs 100 of the finest craftsmen and trade professionals, including a number of nationally recognized and award winning architects and engineers.**



## Hospital Board Recognizes Outgoing Medical Staff President



The CRMC Board of Trustees recognized Dr. Tim Collins at the September meeting of the hospital Board for his years of service as a board member while serving as the President of the CRMC Medical Staff.

Dr. Collins' term ended last month and newly named President of the Medical Staff Dr. Sullivan Smith will fill Collins' vacant seat on the hospital Board of Trustees.



*From left is CRMC Board of Trustees Drue Huffines and Dr. Tim Collins*

## Upcoming Events

Below is a sampling of events. For a complete list, visit [www.cookevillechamber.com](http://www.cookevillechamber.com) and click on "Events."

### Chamber's Thanksgiving Business After Hours

**Nov 10** 5:30-7:30 PM  
Regions 931-526-2211  
or  
[info@cookevillechamber.com](mailto:info@cookevillechamber.com)

### Bryan Symphony Orchestra Performs

**Nov 13**  
3:00 PM TTU's Bryan Fine Arts Building in Wattenbarger Auditorium 1150 N. Dixie Ave., in Cookeville 931-525-2633  
[contact@bryansymphony.org](mailto:contact@bryansymphony.org)

### Chamber's New Member Reception sponsored by Regions Bank

**Nov 15** 8:00 AM Leslie Town Centre, Herald Citizen Room, 1 West First St., Cookeville. 931-526-2211 or [info@cookevillechamber.com](mailto:info@cookevillechamber.com)

### Tennessee Tech Football vs. Austin Peay

**Nov 19** 1:30 PM  
Tucker Stadium  
Tennessee Tech University, Cookeville 931-372-3940 or [athletictickets@tntech.edu](mailto:athletictickets@tntech.edu)

### 2011 YMCA Family Turkey Trot 5K and 1 mile Kid's Fun Run

**Nov 24** Register at the Putnam County Family YMCA at 235 Raider Dr., Cookeville, TN or Online [www.runnerreg.net/register/?event=6143](http://www.runnerreg.net/register/?event=6143)

### Appalachian Center for Craft Annual Holiday Festival

**Nov 25-27**  
9:00 AM - 5:00 PM  
Appalachian Center for Craft, 1560 Craft Center Drive, Smithville 931-372-3051 or [craftcenter@tntech.edu](mailto:craftcenter@tntech.edu)

### 45th Annual Cookeville-Putnam County Christmas Parade

**Nov 28** 7:00 PM Washington Ave and 7th Street to the Cookeville Depot Downtown Cookeville 931-526-2211

### TSSAA BlueCross Bowl

**Dec 1-3**  
Tennessee Tech University Tucker Stadium  
Cookeville-Putnam County Chamber: 931-526-2211

### Algood Christmas Parade

**Dec 1** 6:00 PM  
Drive Valley to Algood Methodist Church

### Baxter Christmas Parade

**Dec 2** 7:00 PM  
Downtown Baxter

### Monterey Christmas Parade

**Dec 3** 6:30 PM  
Downtown Monterey

### Chamber's Christmas Business After Hours sponsored by area banks

**Dec 8** 5:30 - 7:30 PM  
Leslie Town Centre, Estes Williams Business Center One West First St., Cookeville 931-526-2211  
[www.cookevillechamber.com](http://www.cookevillechamber.com)

### 46th Annual Overton County Christmas Parade

**Dec 8** 2:00 PM  
Livingston Courthouse Square  
Contact the Chamber of Commerce at 931-823-6421 or [chamber@twlakes.net](mailto:chamber@twlakes.net).



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)

### 2011 Board of Directors

#### Officers

Jim McGeehin, *Chairman*  
Bob Luna, *Immediate Past Chairman*  
Thomas Lynn, *Chair-Elect*  
Jeremy Stoner, *Secretary/Treasurer*  
Phillip Baker, *Organizational Development Vice Chair*  
Ottis Phillips, *Convention & Visitors Bureau Vice Chair*  
Bob Bell, *Economic Development Vice Chair*  
Jim Martin, *Public Policy/Community Development Vice Chair*  
Bob Allen, *Highlands Initiative Vice Chair*

#### Board Members

Jeanie Lee, *Winell Lee Mouldings & Hardwoods*  
David Prowse, *Flexial Corporation*  
Wayne Spain, *Averitt Express*  
Randal Petrie, *Petrie's One Hour Heating & Air Conditioning*  
Ellie Lenhart, *Lenhart Design Company*  
Susan Elkins, *Tennessee Tech University*  
Steve Copeland, Jr., *Cumberland Insurance Group*  
Jean Davis, *Retired*  
Johnny Stites, *J & S Construction*  
Kent Furcron, *Oreck Manufacturing*  
Kevin Bowling, *TechWerks*  
Mike Porten, *Regions Bank*

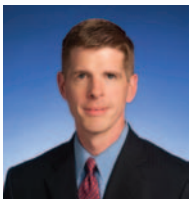
#### Chamber Staff

George Halford, *President/CEO*  
Lynne Matthews, *Vice President/Operations*  
Lillian Hartgrove, *Vice President/Economic Development*  
Laura Canada, *Vice President/Comm.and Programs, CVB Director*  
Dianne Callahan, *Membership Services Director*  
Hannah Davis, *Communication/C&VB Coordinator*  
Megan Farris, *Executive Assistant*  
Andrea Dudney, *Administrative Assistant*  
Pearl Haney, *Information Specialist*  
Debi Smith, *Leslie Town Centre's Special Events Director*



# A Changing Health Insurance Marketplace...

*“How to engage in the process”*



Speaker: **Brian Haile**

Director at Insurance Exchange Planning Initiative, Tennessee Department of Finance & Administration

Panelists:

**Paul Korth**

CFO, Cookeville Regional Medical Center

**Steve Copeland, Jr.**

Insurance Broker, Cumberland Insurance

**Keith Alred**

Small Business Owner, Appliance Mart

**Beth Uselton**

Executive Director, Tennessee Health Care Campaign

November 8, 2011

Leslie Town Centre

Estes Williams Business Center  
1 West First St. Cookeville, TN 38501

Reception 5:30 p.m.

Program 6:00-8:00 p.m.

Refreshments will be served.

Contact:

931-526-2211

**TU** TENNESSEE TECH  
UNIVERSITY  
College of Business  
Whitson-Hester School of Nursing

 **COOKEVILLE REGIONAL  
MEDICAL CENTER**  
*The Proven Choice*



**SHRM**  
Upper Cumberland  
Chapter

  
*The Chamber*  
Cookeville  
ALCOOD • BAXTER • MONTEREY  
PUTNAM COUNTY

# Business after hours

Your No. 1 Business Networking Opportunity

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an evening with the



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November 10, 2011 | 5:30 to 7:30 p.m.  
Regions Bank  
10 West Broad Street | Cookeville, TN

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Hors d'oeuvres and Beverages provided.

To RSVP, complete the attached reservation form  
and return by November 9.

*Join us for this special  
off-site networking event*

HOSTED BY:



# REGIONS



*The Chamber*  
**Cookeville**

ALGOOD • BAXTER • MONTEREY  
PUTNAM COUNTY