

TSSAA tournament

(Continued)

The nine-member TSSAA Board of Control made the decision by secret ballot and announced it to Cookeville officials on June 10. Cookeville competed with two larger cities — Chattanooga and Murfreesboro — for the honor. Cookeville offered a guaranteed bid of \$250,000; Chattanooga bid \$241,000; and Murfreesboro, which has hosted the tournament since 2000, tendered \$231,000.

Cookeville's and the Highlands' overwhelming desire to host the tournament went a long way toward landing the deal.

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

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

Hosting the tournament will be an enormous benefit to our economy. The city will receive 100 percent of gate receipts, concession, parking and program sales to offset the \$250,000 bid amount. Then there are all the tourist dollars to consider.

"There are endless opportunities in this for our community and region, especially in this economy, because all those people will be eating, sleeping and shopping

here," said Cookeville-Putnam County Convention & Visitors Bureau Coordinator Laura Canada. "We conservatively estimate this will generate at least a million dollars in terms of spending over that weekend."

The tournament will also create inestimable exposure for Cookeville-Putnam County and the Highlands as a destination.

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

Several hundred volunteers are needed for the Dec. 3-5 games. If you are interested in helping, please call the Chamber at 931-526-2211. Check out www.CookevilleAllAccess.com for ongoing updates on the BlueCross Bowl.

Cookeville will benefit in many ways from hosting the TSSAA tournaments:

- **Economic impact**

In addition to concession, parking and program sales, the area will rack up tourist dollars from the estimated 20,000-25,000 people who will be eating, sleeping and shopping here during the TSSAA tournament. That's an estimated \$1 million to be spent locally.

- **Visitor awareness**

Those 20,000-25,000 attendees will see firsthand what is great about Cookeville and the Highlands as a destination. Many will likely return for another visit; many will go home and tell their friends and families, who might also decide to visit; and the athletes who play here, as well as their families, will see all that TTU has to offer them as prospective students.

- **Media exposure**

Hosting such an event will broadcast Cookeville's, Putnam County's, the Highlands' and Tennessee Tech University's names throughout media outlets in all the towns with teams competing for tournament slots, which will foster widespread recognition of and familiarity with our area.

- **Future prospects**

Seeing Cookeville-Putnam County successfully host a major state tournament tells the rest of the state and the region that we are a prime location for other large events. In fact, the Chamber is already beginning to see interest from other organizations interested in having Cookeville-Putnam County host their games and events.

- **Higher-level branding**

Seeing that our town was able to land such a high-status event — and reaping the economic benefits — will signal to our community and the world that Cookeville-Putnam County and the Highlands is now playing at a new, higher level in terms of marketing, branding and awareness.



Members of the TSSAA Steering Committee

are from left, seated, Visitor Relations Team Leader Phillip Baker, Farm Bureau Insurance; Misty Pearson, Tennessee Tech University Athletics; Steering Committee Chairman Ottis Phillips, SEC Enterprises; Laura Canada, Cookeville-Putnam County Convention & Visitors Bureau; Hospitality Team Leader Slade Stroud, Stroud's BBQ; and standing, George Halford, Cookeville-Putnam County Chamber of Commerce; Facility Management/Logistics Team Leader Melinda Keifer, Tennessee Economic & Community Development; Treasurer Allen Ray, BB&T Legge Insurance; and Sales Team Leader Thomas Lynn, First National Bank. Not shown are Security Team Leader Jim Shipley, Cookeville city manager; Marketing & Communications Team Leader Mark Hutchins, Tennessee Tech University; Susan Elkins, Tennessee Tech University; Facilities Upgrade Team Leader Bobby Williams, Williams Wholesale; Kristie Phillips, Tennessee Tech University; Becky Magura, WCTE-TV; and Mel Brown, BlueCross BlueShield of Tennessee.

How Are We Doing?



So, here we are at the midpoint of 2009 and in the second year of what is easily the most challenging and uncertain economic period in most of our lifetimes.

plants in nearby cities, which will increase our attractiveness as a central location for companies that supply parts to those factories. Volkswagen is building a plant in Chattanooga; Hemlock Semiconductor Group plans to invest \$1.2 billion to create a polysilicon production facility in Clarksville; and Wacker Chemie AG, a Munich-based chemical group, has announced plans to build a \$1 billion plant in Cleveland.

Adding to our appeal for prospective suppliers is that we have two new business parks in the works — the 290-acre Highlands Regional Business Park on I-40 and the 150-acre Upper Cumberland Regional Airport Business Park — which will provide an ideal factory or business setting. Furthermore, we recently learned that Gov. Phil Bredesen has allocated funds in his 2010 budget to begin work on the Fifth Interchange, a planned interstate exit where Mine Lick Creek Road crosses I-40 that will be instrumental in unlocking the potential of Highlands Regional Business Park.

And finally, a coup, a biggie, a game changer: Cookeville-Putnam County has landed a deal to host the 2009 and 2010 TSSAA High School Football Championships, which will generate an estimated \$1 million economic boost to our area for each of those two years, and hopefully beyond. The deal will also generate huge opportunities for us in terms of statewide publicity and advertising, which is priceless.

In summary, we are holding our own with some bright spots. Collectively, your Chamber, along with local and regional governments, is continuing to position our market to capitalize upon the eventual surge and up-tick in the national economy. We will be ready. We will be successful. And we will go to another level of economic prosperity for the Highlands of Tennessee.

Thom Lawrence
Chairman of the Chamber Board

How are we doing? Your Chamber hears that question almost daily about the state of our local and regional economy.

Briefly, as chairman of the Chamber, I would like to try and give an answer to the open-ended question with a few specifics, some examples, some generalities and some observations.

First, a caveat: Your Chamber is very concerned and sensitive to individual situations. We believe in the old adage that "if one has recently lost a job or their business, it is a depression, not a recession." This is a very painful time for many of our Upper Cumberland citizens, and we hope and trust that the efforts we are making will be of benefit to them first and foremost.

With that said, we'd also like to share some encouraging news for our area.

As is usually the case, our strong, diversified local and regional economy, with its "no boom/no bust" feature, is generally performing at or above the state and national economy. Take a look at these numbers:

• Unemployment rates

U.S. 5/09: 9.4%
Tennessee 5/09: 10.7%
Upper Cumberland 5/09: 13.1%
Putnam County 5/09: 9.7%

Then there's our industrial development picture. Tutco has announced relocation of their Illinois operation to Cookeville that will create new jobs over the next several years, and so far in 2009, we've had 14 industries and businesses request information about the Highlands. That's an increase over 2008 numbers. We also have several emerging opportunities in the form of large factories locating their



Chamber members share information about their companies with the community during a recent Small Business Expo.

Small Business Expo Brings a New Twist

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

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

In addition to other business displays, retail members will sell all types of products and services and will be on hand with at least one stupendous deal. In addition, these businesses will offer bargains in their stores during the days and weeks following the SBE. In most cases, these additional bargains will be available only to those who have attended this event.

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

Thursday evening's event is reserved for Chamber members.

All members of the Cookeville-Putnam County Chamber of Commerce are invited and encouraged to participate. Simply call the Chamber office at 931-526-2211 for complete information and to reserve your space. Hurry, only a limited number of spaces are available.

If you have a business and are not yet a Chamber member, it's easy and inexpensive to join. In addition to other benefits, you will be able to participate in this special event. Call the Chamber office at 931-526-2211 for more information.



— Many Thanks to our Sponsors! —



Chamber Tees Up Appreciation for Members

Second Annual Golf Tournament

Sponsored by

Charter Business



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



Charlie Webster, left, accepts a check on behalf of Averitt Express Team for winning First Place in the Third Flight. He is congratulated by Randy Adams of Charter Business, the title sponsor of the tournament. *(Photo submitted by the Cumberland Business Journal/Amy Blaylock New)*



Johnny Stites, right, accepts a check on behalf of J&S Construction Team for winning Third Place in the Third Flight. He is congratulated by Randy Adams of Charter Business, the title sponsor of the tournament. *(Photo submitted by the Cumberland Business Journal/Amy Blaylock New)*



Mike Porten, left, accepts a check on behalf of Regions Bank Team for winning Second Place in the Third Flight. He is congratulated by Randy Adams of Charter Business, the title sponsor of the tournament. *(Photo submitted by the Cumberland Business Journal/Amy Blaylock New)*



Roger Randolph, left, accepts a check on behalf of Rogers Group Team for winning Third Place in the Second Flight. He is congratulated by Randy Adams of Charter Business, the title sponsor of the tournament. *(Photo submitted by the Cumberland Business Journal/Amy Blaylock New)*



The MMA Creative Team came in Second Place in the Second Flight. Members of the team are, from left, Jay Albrecht, Mike McCloud and DD McCloud (not pictured is Parker Boles) being congratulated by Randy Adams of Charter Business, the title sponsor of the tournament. (Photo submitted by the Cumberland Business Journal/Amy Blaylock New)



Rich Hutton, left, accepts a check on behalf of Southern Hills Team for winning Second Place in the First Flight. He is congratulated by Randy Adams of Charter Business, the title sponsor of the tournament. (Photo submitted by the Cumberland Business Journal/Amy Blaylock New)



The Cantrell Financial Services Team came in Third Place in the First Flight. Members of the team are, from left, Jeff Moore, Jerry Cantrell, Jack Arnett and Tim Harris being congratulated by Randy Adams of Charter Business, the title sponsor of the tournament. (Photo submitted by the Cumberland Business Journal/Amy Blaylock New)

R E S U L T S

FIRST FLIGHT

First Place

Cookeville Regional Medical Center Team
Score: 52
(Bernie Mattingly, Paul Korth, Craig King, Bob Allen)

Second Place

Southern Hills Team
Score: 53
(Clement Smith, Bill Franklin, Johnny Anderson, Rich Hutton)

Third Place

Cantrell Financial Team
Score: 54
(Jack Arnett, Jerry Cantrell, Jeff Moore, Tim Harris)

SECOND FLIGHT

First Place

Williams Wholesale Team
Score: 58*
(Bobby Williams, B-Bob Williams, Kevin McCaleb, Jamie Kemp)

Second Place

MMA Creative Team
Score: 58*
(Jay Albrecht, Mike McCloud, DD McCloud, Parker Boles)

Third Place

Rogers Group Team
Score: 58*
(Roger Randolph, Mike Phipps, Tom Hale, Chris Debien)

* Scorecard Playoff

THIRD FLIGHT

First Place

Averitt Express Team
Score: 62*
(Danny Crooks, Monte Manus, Charles Webster, George Johnson)

Second Place

Regions Bank Team
Score: 62*
(Mike Porten, Eddie Sykes, Bobby Garrison, Scott Garrett)

Third Place

J&S Construction Team
Score: 62*
(Ryan Williams, John D. Stites, David Stites, Tony Gammon)

S P O N S O R S

Title Sponsor

Charter Business

Scoreboard/Golf Cart Sponsor

First National Bank

Putting Green Contest

Copeland Veterinary Hospital

Longest Drive-Men

Southern Comforts

Longest Drive-Women

Kelly Tayes, Private Conservator, LLC

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Cookeville Regional Medical Center

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J&S Construction
Lakeland Electric
Larco Medical Inc.

Lee Company
Long Branch Lakes Properties, LLC

McDonald's
MMA Creative, Inc.

Oreck
PrePak Systems
Regions Bank
Rogers Group
Southern Hills

Swallows Newman #1
Swallows Newman #2
Upper Cumberland Development District
Williams Wholesale Supply
W&O Construction

Hole Sponsors

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Lakeland Electric
MJF Media
Petrie Heating & Cooling

PrePak Systems
Rains Foundation
W&O Construction

Closest to the Pin

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

Driving Range Sponsors

Abel Gardens
Bennett Jared, Wachovia
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One Hour Martinizing
Raymond James-Bill Scruggs
Wayne Nabors, County Clerk

Golf Ball Sponsor

Cookeville-Putnam County Chamber of Commerce



Chamber Celebrates 10 New Businesses with Ribbon Cuttings



Blood Assurance

OPEN FOR



Caliber Computer



Cane Creek Apartments



Char



Dental Specialty Group



Food Lion

BUSINESSES



PreView Imaging Centers



Southern Soft Ice



Putnam Physical Therapy Services



Star Physical Therapy & Sports Medicine

Photos by Ty Kernea, Herald-Citizen

Fifty-Five Join the Chamber Ranks As New Members

American Way Real Estate
Tracy Bartik
Americas Best Value Inn
AMP American Manufacturing &
Packaging
Avon Products, Inc.
Blind Accents
Bluewaters Equipment Rental
Bush Construction Co., Inc.
Business Automation Systems
Caliber Computer LLC
Cane Creek Apartments
Char
Chartwells
Cookeville Ford, Lincoln,
Mercury
Cookeville Hyundai
Cookeville Pregnancy Clinic
Cookeville Promo
CookevilleTimes.com
Cumberland Back Pain Clinic
Cumberland Valley Sod, Inc.
Deck Masters
Dental Specialty Group
F&M Bank
Fast Lane Fun Park
Fellowship of Christian Athletes
Food Lion
G.G. Technologies
Heart of the Cumberland
Hidden Hollow Park

Jackson Street Grill
J J Jax Gifts
Lighthouse Learning Center
Martin Signs
Middle Tennessee Eye
Associates
Monte Gaw RE Appraiser
Mustard Seed Ranch

Noble Cody
Poets on the Square
Prospect, Inc.
Putnam County Rural Health Clinic
Putnam County Sheriff
David Andrews
Putnam Physical Therapy Services
Quik Sell
Rene Wihoit
Rocky Mountain Elk Foundation
Ron Baker Photography

Smoothie King
Southern Soft Ice
Spangler Entertainment
Star Physical Therapy
Super 8 - Monterey
Thrive Media, Inc.
TTL, Inc.
Upper Cumberland United Soccer
Club
Webb's Refreshments
Your Special Time



Welcome