



CROSSVILLE CUMBERLAND COUNTY

Action / briefs

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FROM THE CHAIR

Jerry Wood

ECONOMIC DEVELOPMENT

Brad Fox
Frank Shipley

RETAIL DEVELOPMENT

Art Gernt
Tony Frisa

MEMBERSHIP DEVELOPMENT

Cindy Turner
Dorine Hatler

TOURISM DEVELOPMENT

Glenn McDonald
Raj Patel

COMMUNITY DEVELOPMENT

Janice Hamby
Jane Powers

RETIREE RECRUITMENT

Don Alexander
David Sutton

HOUSING TASK FORCE

Danny Thurman
Gay Stewart

BUSINESS BAROMETER FOR CROSSVILLE & CUMBERLAND COUNTY

MESSAGE FROM THE CHAIR



On behalf of the Chamber Board and its dedicated staff, let me extend all best wishes to you for a great New Year for you and your business.

As a new year gets underway, our goal is to continue to build forward on the strong foundation set in place by a strong partnership with the City of Crossville and Cumberland County as well as our members. We have had record attendance at our events, a steady growth in membership and through the terrific work of our Committees sustainable expansion of our

Mission which is to promote business in a way that balances prosperity with quality of life.

This will be the year we expand the Chamber building and celebrate 50 years on Main Street; as a result I anticipate this dedicated group will work with me in the re-structuring and re-energizing of who we are and what we do as an organization. As the expansion will allow us to expand our economic development programs.

The focus for the Chamber will be to determine strategic initiatives that will ensure we are pro-active in optimizing our competitive edge and cost containment. It is imperative that the Chamber continues a strong partnership with the City and County to

address issues that are poised to impact our business community – business large and small, and everything in between. Creating jobs through business retention and recruitment is vital to the continued economic growth of our community and will continue to be our priority.

All in all, this is an exciting time to be involved with the Chamber as a member. You are an integral part of a volunteer organization that can make a difference not only in the business community, but also the greater community of Crossville.

CUMBERLAND COUNTY RANKS NUMBER ONE



Seated, Left to Right - Glenn McDonald - Co-Chair of the Tourism Development Division of the Chamber of Commerce, Pepe Perron - Chairman of Crossville-Cumberland County Convention and Visitors Bureau and Raj Patel - Co-Chair of the Tourism Development Division of the Chamber of Commerce. Standing; Left to Right - Beth Alexander and Ashley Kesterson, Chamber of Commerce.

Cumberland County ranks #1 in the Upper Cumberland Region, according to the 2009 study just released by the Research Department of the U.S. Travel Association for the Tennessee Department of Tourist Development. Cumberland County had a total of \$93.30 million in expenditures, and ranks Cumberland County 16th out of 95 counties in the state.

Cumberland County also had the highest payroll expenditures in the Upper Cumberland Region, with \$21.62 million. In 2008, Cumberland County employed 980 residents in tourism, compared to 990 last year. The Upper Cumberland includes Cannon, Clay, DeKalb, Fentress, Jackson, Macon, Overton, Pickett, Putnam, Smith, Van Buren, Warren and White counties. In other regions, Cumberland County had expenditure percentages similar to Bradley County (\$95.61 million) and Anderson County (\$93.66 million).

Crossville-Cumberland County Chamber of Commerce President and CEO Beth Alexander said, "While the results do indicate the economic stress our country is in, we are encouraged by the increase in some numbers from last year. This study shows that people all over the United States still find value in the assets Crossville and Cumberland County has to offer."

The study provides preliminary 2009 and 2008 estimates of domestic and international traveler expenditures in Tennessee, as well as the employment, payroll income and tax revenue directly generated by this spending. The five counties with the biggest impact on tourism are Davidson, Shelby, Sevier, Knox and Hamilton, in that order.

For more information about tourism in Tennessee, including results of the study, contact the Chamber at 484-8444.

Brad Fox & Frank Shipley, Co-Chairs

BUSINESS RETENTION AND EXPANSION

On December 1st and 2nd, The University of Tennessee presented a Business Retention and Expansion workshop at the Crown Plaza Hotel in downtown Knoxville. Sessions included Understanding Your Community, Public Policy and Legislative Issues, Understanding Existing Industry Needs, Retooling the Workforce, Resources to Help Existing Industries, Challenges and Obstacles and Building Your Action Plan.

The session titled Understanding Your Community was presented by Dr. Dave Kolzow which included a case study on Cumberland County; however, was named Centerville County for presentation purposes. Age Distribution, Annual Population Change, Population Change, Standard of Living, Derivation of Personal Income, Personal Income by Sector, Annual Rate of Labor Force Growth, Education Comparison, Unemployment Rate, Occupations, Average Weekly Earnings by Sector, Private Sector Employment Growth, and Local Employment Growth by Sector were all discussed for Cumberland County. The information presented on Cumberland County as well as the case study was taken directly from the Chamber's website. This presentation has been presented around the United States – Cumberland County known as Centerville County to some.

Beth Alexander and Ashley Kesterson attended the course.

GLOBAL ENTREPRENEURSHIP WEEK



Global Entrepreneurship Week was held the week of November 15th across the State of Tennessee. Roane State Community College held a GEW event on November 18th which also included the Cumberland Business Incubator and Chamber of Commerce. Several "How to Start a Small Business"

publications were given out to those students interested which is produced by the Chamber. Chamber staff was available to answer questions and assist with the booth.

2010 EXPLORATION FAIR

The Career Exploration Fair was held on November 4th at the Tennessee Technology Center. The Chamber of Commerce had a booth at the event which highlighted tourism. Over 800 students were in attendance; all who received a *Lifestyle* magazine, golf guide and visitor brochure which are produced by the Chamber. Every eighth-grader in the Cumberland County takes part in the fair which helps them to choose a program of study during high school and possibly throughout their life. Jerry Wood, Chamber Chair; Glenn McDonald, Co-Chair of Tourism Development and Pepe Perron, CVB Chairman all assisted with the booth.



Glenn McDonald, Co-Chair of Tourism Development of the Chamber discussed the importance of tourism to students.

EXISTING INDUSTRY COMMITTEE

James Perry, Committee Chair

EXECUTIVE MANAGERS GROUP



Left to Right: Jerry Wood, Chamber of Commerce Chairman; Curtis Adams, Crossville City Manager; Mayor J.H. Graham III, City of Crossville, Deb Woolley, President of Tennessee Chamber of Commerce and Industry and James Perry, Existing Industry Chairman. Not pictured: Cumberland County Mayor Kenneth Carey, Jr.

The Executive Managers Group of the Crossville-Cumberland County Chamber of Commerce met on Thursday, December 9th at Crossville Career Center located on Ridley Street in Crossville. James Perry, Chair of Existing Industry welcomed those present which included local officials and area business representatives. Also, an introduction of an individual who is certainly no stranger to Crossville - Deb Woolley, President of the Tennessee Chamber of Commerce and Industry who spoke on legislative issues for 2011 as well as the economic outlook for 2011.

According to Ms. Woolley, retail sales and business spending are expected to grow; unemployment is expected to be lower in 2011. As far as legislative issues for 2011, the areas of budget, gun control, immigration, education will all be addressed.

After the presentation, Jerry Wood, Chamber Board Chair stated, "It is vital that we continue to keep job retention and expansion as a priority – we have to be proactive if we are going to have jobs for our young people. We would like to offer them the choice of returning to our community; currently we are

exporting our talent."

The presentation was co-sponsored by East Tennessee Human Resource Agency (ETHRA) and Crossville-Cumberland County Chamber of Commerce.

Art Gernt & Tony Frisa, Co-Chairs

SHOP CROSSVILLE FIRST KICKOFF



Retail Committee Members: Carla French, Pat Roper, Roy Howard Art Gernt, Karen Cole, Valorie Cox, and Tony Frisa. Jerry Wood, Chamber Chair and Ashley Kesterson, Chamber Staff.

The October Business After Hours, held October 28, 2010 at the CHA Center, gave Chamber members an avenue to network with each other, making new contacts and renewing previous ones – but it also allowed something else: to “Get a Jump on the Season of Savings” by introducing the Chamber’s popular annual **Shop Crossville First** program. The initiative, spearheaded by the Chamber’s Retail Development Committee, co-chaired by Art Gernt and Tony Frisa, started its fourteenth year on Thanksgiving Day by encouraging shoppers to buy locally during the busy holiday season.

Shop Crossville First has a proven track record stimulating the economic base of Crossville and Cumberland County, this is especially important in this economic downturn. As shoppers save time and money by shopping Crossville first, they encourage and ensure a brighter future for our community by keeping jobs and services in Crossville.

This year’s Corporate Sponsors included: Bank of Crossville, FirstBank, First National Bank of Tennessee, Highland Federal Savings & Loan Association, Progressive Savings Bank, Walgreens and Wal-Mart. Media coverage of the event was provided by the Crossville Chronicle, Flynn Sign Company and PEG Broadcasting. Funds from the program were used to award a total of twenty-two (22) individuals with a \$100.00 gift certificate to “Shop Crossville First” participating merchants.

Corporate sponsors, media sponsors, sponsoring businesses and participating merchants were continuously listed on the Chamber website, posted in the Crossville Chronicle, and featured on the radio by PEG Broadcasting. A special thanks goes out to all sponsors of the 2010 “Shop Crossville First” program, your generosity is always appreciated.

WINNERS OF “SHOP CROSSVILLE FIRST”

The winners of the first weekly drawing and businesses where they registered are: Lisa Wyatt, Action Heating and Cooling – certificate to Hill’s; Lisa Short, Mayberry’s Complete Home Furnishings; Joyce Norrod, French’s Shoe Store; Beverly Fuchs, Crossville Chronicle – certificate to The Screen Door; Sharilyn Clemons, Crossville Model Railroad Club – certificate to VF Outlet

The second weekly drawing of winners and businesses where they registered are: Sue Mackie, Three Stones Crafts and Consignments; Sandra Noe, Art E. Gernt Insurance Agency – certificate to Hill’s; Jerry Scherer, Dave Kirk Automotive; Jennifer Miller, Walgreens; Delbert Reed, The Mattress Outlet

The third weekly drawing of winners and businesses where they registered are: Aaron Worthington, Crossville Housing Authority – certificate to Wal-Mart; Rea Verri, Southern Charm; Irene Baker, Farm Bureau Insurance – certificate to Make It Personal! Embroidery and Gifts; Lynn Stepp, Volunteer Hearth and Home; T Shurmur, FirstBank – certificate to Wooden Acorn

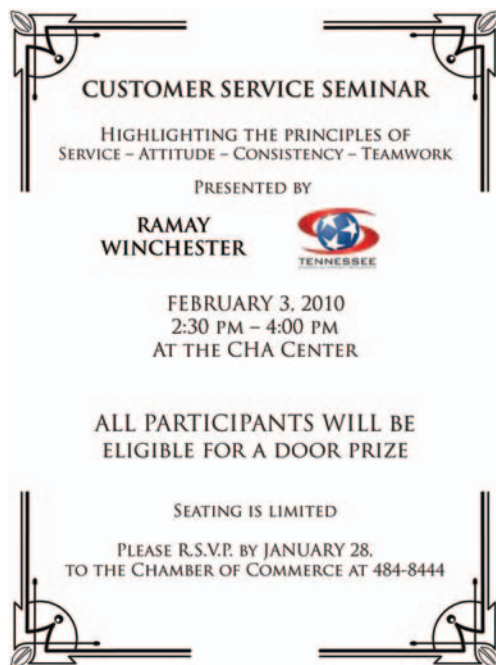
The fourth weekly drawing winners and businesses where they registered are: Nadine Vaughn, Mikki’s Frame Shop; Sally Oglesby, The Screen Door; Levi Drecher, Best One Tire and Auto; Anna Respass, Rainbow Crafts; Sara Halsord, Nanny’s Cottage; Sara Carey, Forte’s Restaurant on the Square; Raymond McDonald, Flower’s Bakery of Crossville

SMALL BUSINESS OPPORTUNITIES

In conjunction with the Tennessee Small Business Development Center at Roane State Community College, the Chamber of Commerce has a computer workstation with high speed internet available. This workstation will facilitate clients who have only analog connection at their place of business. Ms. Bangs had one appointment in November and is scheduled to be at the Chamber again on Wednesday, January 19th. Those businesses interested should contact Jutta Bangs, Senior Business Specialist with the TN Small Business Development Center at Roane State Community College via phone 865-483-2668, email jbangs@tsbdc.org or call the Chamber at 484-8444. Businesses have the opportunity to use the computer for online file sharing, whiteboard, and video counseling services.

Additionally, Ronald Wade with the Tennessee Department of Economic & Community Development meets with individuals to provide financial, procurement and development opportunities for entrepreneurs, small businesses, and businesses owned by minorities or women. Mr. Wade had three appointments in December and is scheduled to be at the Chamber office again on Monday, January 10th. You may contact Mr. Wade at 865-777-4043, email Ronald.wade@state.tn.us or call the Chamber at 484-8444 to set up an appointment.

CUSTOMER SERVICE SEMINAR SCHEDULED



The Retail Development Division of the Crossville-Cumberland Chamber of Commerce will host a Customer Service Seminar on Thursday, February 3rd at 2:30 PM at the CHA Center. Ramay Winchester, Tennessee Department of Economic and Community Development will be the guest speaker at the event. The presentation will highlight the principles of service, attitude, consistency and teamwork. If you plan to attend the seminar, please RSVP to the Chamber of Commerce at 484-8444 or akesterson@crossville-chamber.com.

CUSTOMER SATISFACTION SURVEY CONDUCTED

Recently, the Chamber of Commerce created a survey for the residents of Crossville and Cumberland County regarding service, quality, professionalism and improvements of local businesses. The survey was created through Survey Monkey which is free and allowed 5 questions. The Customer Satisfaction Survey was available at the Chamber office during the Cruise-In on October 23rd with the assistance of Art Gernt and Don Alexander. Each individual who participated in the survey received a ticket for a drawing of \$100.00. The response was great with over 100 responses received as well as the rating of local business sectors. The purpose of conducting the survey was for future seminars which will be in areas in need of improvement according to the consumer answers.



GRAND OPENINGS AND RIBBON CUTTINGS



5TH STREET DINER

Karen & Jay Edmonds
47 West 5th Street
Crossville, TN 38555
931-787-1817



CHARLESTON PLANTATION

David Kerr
254 Charleston Lane
Crossville, TN 38555
931-484-6800



CHOICE REALTY OF TENNESSEE, LLC

Celeste Chism
1535 Sparta Hwy.
Crossville, TN 38572
931-484-4003



CUMBERLAND AUTO PARTS, INC

Parts City Auto Parts
Donald & Penny Adams
718 West Avenue North
Crossville, TN 38555
931-484-5119



JACQUELINE'S BOUTIQUE

Jacqueline & Jim Jensen
126 Stonehenge Drive
(The Village Green Mall)
Fairfield Glade, TN 38571
931-787-1789



THE MATTRESS OUTLET

Tony White
1515 North Main Street
Crossville, TN 38555
931-707-9955

DECEMBER'S HOLIDAY BUSINESS AFTER HOURS



Jerry Wood, Chamber Board Chair with one of many door prize winners - David Jewell, First Realty

To welcome in the holiday season the Chamber Membership Development Division organized a Business After Hours gathering on December 2, 2010, at the CHA Center. This year's holiday event was sponsored by Action Heating & Cooling; Art E. Gernt Insurance Agency, Inc.; First Realty Company; Flowers Bakery of Crossville, Inc.; Peavine Wine & Spirits; Progressive Savings Bank; Regions Bank; The Screen Door and Judge Larry M. Warner; with decorations provided by Gifts From The Heart and assistance provided by Budweiser of Cookeville and Chestnut Hill Winery. "December's Holiday Business After Hours" was very successful and enjoyed by approximately 130 Chamber member representatives.

The next Business After Hours will be in March 2011 (date to be announced later). If you haven't made it a habit of attending, you are missing out on one of the best uses of your membership investment. Please take time to attend and take advantage of the great opportunity of networking and display your business cards or business/organization brochures on our display table. Learn how and what made other businesses successful and meet with business leaders or potential customers.

If you would like to be a sponsor for the March Business After Hours or if you are interested in donating a door prize please contact the Chamber at 931-484-8444 or email Gail Langen at glangen@crossville-chamber.com.



TUSCANY CUSTOM TILE & STONE OF CROSSVILLE

Bill & Pamela Littlefield
5508 Blaylock Road
Crossville, TN 38572
931-335-2950

A MILESTONE.....

Crossville-Cumberland County Chamber of Commerce

1961

50th
Anniversary

2011

The Crossville-Cumberland County Chamber of Commerce is celebrating 50 years on Main Street in Crossville and Cumberland County this year.

2010 At A GLANCE.....

TOURISM

BUSINESS APPRECIATION

ANNUAL
MEETING

ELIXIR
INDUSTRIES



**SUPPORT THOSE
WHO SERVE YOU!**



SHOP LOCALLY!



Tourism Tax under
Cumberland Co. 3/2/10
Each County Household \$37.50
Three hundred seventy seven five dollars
with a sales tax of 7.5 percent
Sunday, March 7

RETIRE TN



ECONOMIC DEVELOPMENT



HOUSING



WELCOME PERSONNEL



Cindy Turner & Dorine Hatler, Co-Chairs

NEW CHAMBER MEMBERS

CAPITAL GROUP CONSULTING

Steven Cochran
846 Livingston Road, Ste 101
Crossville, TN 38555
954-605-2467

We provide a high tech advertising venue promoting your business at a fraction of the cost of traditional print ads.

COUNTRY AMISH

Lucille Horst
3122 North Main Street
Crossville, TN 38555
931-484-8999

We sell authentic Amish goods including food, cheese, hand-crafted hardwood furniture made in Pennsylvania, storage buildings, lawn furniture and other unique items from local artisans.

FIRST BAPTIST CHURCH

Kenneth Stevens, Senior Pastor
712 South Main Street
Crossville, TN 38555
931-484-3532

www.firstbaptistcrossville.com

We are led by the Lord to have both classic style and contemporary styles of worship. Our vision is to start churches in our community, state, nation and around the world.

FIRST HERITAGE CREDIT

Nicki McBride
189 Highland Square
Crossville, TN 38555
931-787-1899

First Heritage Credit has been doing business for 15 years and is excited to be able to offer loans starting from \$500 to \$30,000 dollars.

GOLD SERVICES, LLC

Jeff N. Brown
820 North Main Street
Crossville, TN 38555
931-787-1777

Gold Service Insurance is an independent agency that specializes in personal home, auto and commercial property insurance that fully covers customer's needs.

JODIE CARLON

Jodie C. White
1660 North Main Street
Crossville, TN 38555
931-707-8533

www.jodiecarlon.com

We offer a complete line of wedding gowns, bridesmaid and flower girl dresses, prom dresses, evening gowns, tuxedo rental, jewelry, shoes, veils, flowers and party or wedding rental accessories.

LISA'S FURNITURE

Lisa Masters
2024 North Main Street
Crossville, TN 38555
931-787-1915

We offer high quality name brand close-out items at a fraction of the cost! Choose from Broyhill, Lane, Simmons, Stearns & Foster, Ashley, Southern Motion, Shadow Mountain, Serta, Lexington, Tommy Bahama, Lane Venture and much more.

THE MATTRESS OUTLET

Tony White
1515 North Main Street
Crossville, TN 38555
931-707-9955

www.themattressoutlet.com

We are a factory direct outlet for Simmons, Beautyrest, Tempurpedic, Serta, Englander and Sponge Bob/Dora Perfect Sleepers as well as a full line of adjustable beds.

MOVEMENT LEARNING SYSTEMS

Jesse Nichols
157 Greenwood Road
Crossville, TN 38558
931-287-0257

www.movementlearning.com

Mr. Nichols, teaches a movement fitness method using the martial art of Aikido. He works with golfers, people in need of back care, high-performing individuals, athletes and artist.

NANNY'S COTTAGE

Teresa Braun
627 South Main Street
Crossville, TN 38555
931-787-1144

Nanny's Cottage buys children's items from the community and resale for great prices. They cater to all ages (infant to teens).

PONY ESPRESSO

Beth Wyatt-Davis
1561 North Main Street
Crossville, TN 38555
931-456-4448

Since 1993 we have been serving Crossville the finest and freshest lattes, mochas, chai tea, smoothies, brewed coffee, homemade baked goods and more.

SIMONTON'S CHEESE & GOURMET HOUSE

Jim & Shelia Long
2278 Hwy. 127 South
Crossville, TN 38572
931-484-5193

www.simontonscheese.com

They strive to make all your purchases, whether for yourself or as a gift, a pleasant experience. Simonton's Cheese & Gourmet House is very proud of their "World Famous Cheddar Cheese".

SIMPLE ENERGY WORKS

Randy Velker
773 Deep Draw Road
Crossville, TN 38555
931-287-9288

www.simpleenergyworks.com

We offer services in plan, design and installation of solar photovoltaic systems that generate renewable energy from the power of the sun for your home or business.

SOUTHERN CHARM

Tammy Sells
73 North Main Street
Crossville, TN 38555
931-787-1320

We feature local area art and hand crafted goods; from jewelry, soaps, candles, art, photography, pottery and wood turning. We are proud to showcase our southern talent.

TUSCANY CUSTOM TILE & STONE OF CROSSVILLE

Pamela Littlefield
5508 Blaylock Road
Crossville, TN 38572
931-335-2950

Offers tile installation at the lowest prices possible; making tile affordable for everyone.

UCHRA CASA OF CUMBERLAND COUNTY

Erin Young
73 Methodist Campground Loop
Crossville, TN 38555
931-456-0691

www.uchracasa4children.com

Court Appointed Special Advocates, is a non-profit organization that speaks on behalf of and for abused and neglected children who have been removed from their homes through court proceedings.

Glenn McDonald & Raj Patel, Co-Chairs

TENNESSEE WELCOME CENTER PERSONNEL VISIT CROSSVILLE

Attending on the first day were, from left, Jerry Wood, Chamber Board Chair; Ashley Kesterson, Chamber staff; Glenn McDonald, Co-Chair of Tourism Development of the Chamber; Crossville Mayor J.H. Graham III; Franklin O'Neal; Cynthia Jared, Dianne Higgins, Janice Rich, Jan Elliott, Brenda Brooks, Larry Minniear, Paulette Harrington and Kerrie Sutton, Welcome Center Personnel; Pepe Perron, Chairman of Convention and Visitors Bureau; Cumberland County Mayor Kenneth Carey, Jr.; and Charles Webb, Tennessee Welcome Center Regional Manager.

The Crossville-Cumberland County Chamber of Commerce hosted two groups of Tennessee Welcome Center personnel on October 19th and 20th for a familiarization tour to offer information on attractions available to tourists in Cumberland County. Thanks to Commissioner Susan Whitaker and Charles Webb, Tennessee Welcome Center Regional Manager.

“We have lots of things going for us in Cumberland County,” said Pepe Perron, Chairman of the Crossville-Cumberland County Convention and Visitors Bureau. “We want you to know what we have here and spread the word.”

Cumberland County recorded the highest economic impact from tourism in the Upper Cumberland in 2009, according to a study by the Research Department of the U.S. Travel Association for the Tennessee Department of

Tourist Development, bringing \$93.3 million in expenditures. The county ranks 16th out of the state's 95 counties.

Guests from Tennessee Welcome Centers from all areas of the state were able to sample some of the attractions of Cumberland County including Art Circle Public Library and speakers from the Crossville Depot and Military Memorial Museum. Other places of interest included Fairfield Glade, Stonehaus Winery, Cumberland County Playhouse, Crossville Centennial Park, Dr. Carl T. Duer Soccer Complex and the Palace Theatre.

Cumberland County Mayor Pro Tem Harry Sabine said, “I have talked to retirees from across the country, who could go anywhere. They found Crossville and are convinced it's the best place on Earth.”



Attending on the second day were, from left, Ashley Kesterson, Chamber staff; Terry Ashburn, Manager of the Palace Theatre; Crossville Mayor J.H. Graham III; Kathy Sorenson, Michael O'Donnell, Mandy Roberts, Jean Milligan and Alice Erwin, Welcome Center Personnel; Glenn McDonald, Co-Chair of Tourism Development of the Chamber; Charles Webb, Tennessee Welcome Center Regional Manager; Eddie Johnson and Kim Sexton, Welcome Center Personnel; and Nita Boring, Military Memorial Museum.

GOLF GUIDE TO BE DISTRIBUTED AT GOLF SHOWS

The Chamber has contracted with Let's Golf Travel Network. They will be distributing 10,000 NEW! Crossville Golf Guides at the following golf shows:

- Louisville, KY on January 8-10
- Columbus, OH on January 15-17
- Cincinnati, OH on January 15-17
- Schaumburg, IL on January 22-24
- Indianapolis, IN on January 29-31
- Chantilly, VA on February 5-7
- Oaks, PA on February 12-14
- Cleveland, OH on February 19-21
- Novi, MI on March 5-7
- Monroeville, PA on March 12-14

Let's Golf is an online resource for golf courses in the Southeast and is a registered trademark of Crossroads Marketing in Atlanta. Visit www.letsgolf.com for more information.

A Chamber representative will be participating with Let's Golf at as many shows as possible.

CROSSVILLE CHAMBER AND THE CONVENTION AND VISITORS BUREAU SPONSORS 2010 VOL NETWORK TRIVIA CHALLENGE

The Vol Network, the University of Tennessee's exclusive sports programmer, has been a tradition for Tennessee Vol football fans since 1949, broadcasting Volunteer football games play by play and providing commentary. They also broadcast a trivia challenge for callers, and this season's trivia challenge is sponsored by the Crossville-Cumberland County Chamber of Commerce and Convention and Visitors Bureau. With football season slowly coming to an end, a special thanks to the following Holiday Inn Express & Suites, Comfort Suites, Hampton Inn, Best Western Leisure Inn and La Quinta Inn who assisted with accommodations; Bear Trace, Stonehenge, Druid Hills, Dorchester, Lake Tansi, Heatherhurst (Crag and Brae) Golf Courses and Cumberland County Playhouse.

2011 TACVB CONFERENCE

Chamber representatives will be present at the 5th Annual Tennessee Association of Convention and Visitors Bureaus Blizzard V- *Waves of Change* on January 27th and 28th in Murfreesboro. This annual conference is for Tourism Professionals. Several known speakers will present valued information for the industry.

Janice Hamby & Jane Powers, Chair

LEADERSHIP CUMBERLAND 2011

The Crossville-Cumberland County Chamber of Commerce is preparing for Leadership Cumberland Class of 2011. We are still taking nominations; however, those approved to date include Ashley Kesterson, Crossville-Cumberland County Chamber of Commerce; Matt Dukes, Progressive Savings Bank; Nick Reed, Action Heating and Cooling; Carol Norris, Colinx; Kenneth Stevens, First Baptist Church, Robbie Wightman, Regions Bank; Glenn McDonald, First Realty; Don Sadler, Tennessee Technology Center and Ken Taylor, Hospice of Cumberland County. New for 2011 will be an orientation and dinner for participants which will assist in knowing others in the class and what is to be expected throughout the sessions. Leadership Cumberland will start on January 25th and continue through July with one session per month with the exception of the orientation and dinner. A special thanks to Home Away From Home for the grant received to help offset cost involved in the program.



Kathy Wilson, HAFH; Charles Tollett, Leadership Cumberland facilitator, Janice Hamby, Co-Chair of Community Development Division of the Chamber. Not pictured: Jane Powers, Co-Chair of Community Development Division of the Chamber.

LEGISLATIVE BREAKFAST TO BE HELD

The Crossville-Cumberland County Chamber of Commerce will host a Legislative Breakfast on January 8th at 8:00 AM at the Fairfield Glade Conference Center in Fairfield Glade. State Senator Charlotte Burks and State Representative Cameron Sexton will be in attendance. The cost for the event will be \$5.00. If you plan to attend, please RSVP to the Chamber of Commerce by phone 484-8444 or email akesterson@crossville-chamber.com; no later than Thursday, January 6th at noon.

DAY ON THE HILL AND CONFERENCE

On February 9th, Tennessee Chamber of Commerce Executives will host a winter conference and legislative reception along with Tennessee Economic Development Council and Tennessee Department of Economic and Community Development. On the same day, Tennessee Economic Development Council will host Day on the Hill luncheon. Representatives from the Crossville-Cumberland County Chamber of Commerce will attend.

RETIREE RECRUITMENT TASK FORCE

Don Alexander & David Sutton, Co-Chairs

LIVE SOUTH SHOW IN GREATER PHILADELPHIA

The Retire Tennessee program participates in several Live South real estate shows across the United States. On January 28th and 29th, King of Prussia, PA will welcome thousands of attendees as well as exhibitors to promote areas represented. As a Retire Tennessee community, one requirement for the program is participation in a show. So, representatives from the Crossville-Cumberland County Chamber of Commerce will head north to do just that; promote Crossville and Cumberland County as a place with a mild climate and low taxes to affluent individuals. In addition, to promoting Crossville and Cumberland County face-to-face with individuals; the Chamber will be able to contact individuals to provide more information.

You know the saying around these parts - "It's Just Better Here"

FREE WEBINAR AND MORE

On December 15th, the AARC offered a free webinar to interested parties, which was presented by Jeff Fleming, Assistant City Manager for Kingsport on retiree attraction and evaluating the success. Beth Alexander and Ashley Kesterson participated.

Also, January through May, the AARC will offer monthly webinars to members of the AARC as benefits. Presenters include Dr. Jim Taylor, Mr. Joe Verdoorn, Mr. Berkeley Young, Mr. Dave Robertson and Mr. Bill Houghton. Representatives from the Chamber will participate.

2010 ANNUAL AARC CONFERENCE HELD



Beth Alexander and Ashley Kesterson along with other Retire Tennessee community representatives and Rick Meredith, former assistant commissioner for Tennessee Department of Economic and Community Development.

The American Association of Retirement Communities held their annual conference in Wilmington, North Carolina on November 3rd – 5th known as The Road to Recovery. Each conference speaker had great points for communities' recruitment efforts. Presentations included Packaging Your Community to Attract and Promote Housing Developments, Retirement's Impact on Communities, Converting Visitors to Neighbors, Evaluating Retiree Attraction Success and Adapting Your Community – Brand to Boomers. During the conference, Retire Tennessee communities also met to discuss upcoming Live South shows, NEW Discovery Tours and Retire Tennessee signs. Beth Alexander and Ashley Kesterson attended.

Coming soon to our community
Retire Tennessee signs!



BOARD OF DIRECTORS AND OFFICERS:
Bruce A. Boyce
Brad Fox
Anthony Frisa
Art Gernt
Janice Hamby

Dorine Hatler
Larry Henson
Glenn McDonald
Raj Patel
James Perry
Jane Powers
Don Sadler
Frank H. Shipley

Charlie Strayer
David Sutton
Cindy Turner
Jerry Wood

AD HOC:
Don Alexander
Gay Stewart
Danny Thurman

CHAMBER STAFF:
Beth Alexander
Ashley Kesterson
Gail Langen
Linda Daugherty
Staff Volunteer

BUSINESS BAROMETER

for Crossville and Cumberland County

POPULATION CENSUS	2001 EST.	2002 EST.	2003 EST.	2004 EST.	2005 EST.	2006 EST.	2007 EST.	2008 EST.	2009 EST.
Cumberland County	48,058	48,604	49,391	50,084	51,346	52,344	53,040	53,590	54,109
City of Crossville	10,433 special census June 2006								

OTHER INDICATORS	2007	2008	2009	2010
Electric Meters	31,341	31,708	32,012	32,206 (Nov)
Employment	21,730	19,930	18,610	20,420 (Nov)
Unemployment	1,280	2,240	2,710	2,360 (Nov)
Unemployment Rate	5.6%	10.0%	12.7%	10.1% (Nov)

BUILDING PERMITS	2007	2008	2009	2010 YTD
City of Crossville - New Homes	147	63	38	43 (Nov)
Lake Tansi - New Homes	85	54	42	34 (Nov)
Fairfield Glade - New Homes	129	88	63	62 (Nov)

LOCAL OPTION SALES TAX	MAY 2010	JUN. 2010	JUL. 2010	AUG. 2010	SEP. 2010	OCT. 2010
County/City Name	Net Collections	Net Collections	Net Collections	Net Collections	Net Collections	Net Collections
Cumberland County	\$ 246,630.65	\$ 278,694.67	\$ 261,161.99	\$ 254,122.09	\$ 254,949.67	\$ 234,302.16
Crossville	\$ 1,088,227.65	\$ 1,212,676.91	\$ 1,136,551.22	\$ 1,093,656.73	\$ 1,136,966.82	\$ 1,141,529.20
Pleasant Hill	\$ 5,185.20	\$ 4,695.20	\$ 5,032.23	\$ 5,547.04	\$ 4,442.20	\$ 4,882.33
Crab Orchard	\$ 7,251.17	\$ 10,788.32	\$ 20,727.16	\$ 17,221.69	\$ 13,490.34	\$ 19,477.37