



August 2009

Chamber Membership Has Many Benefits



SCOTT COCANOUGH

These past few months have been a test of management ability for several in our community. With most of the companies having reduced incomes, most have looked at reducing the expense side in order to continue to show a profit and stay in business. One of those expenses,

unfortunately, has been the Chamber dues. I would like to discuss the advantages of Chamber membership and try to persuade you of the benefits of your Chamber dues and how they effect your business relationships with other members and with this community.

I know I am preaching to the choir, but the Chamber dues have great benefit to you. Not only does the income from those dues pay for a staff to answer questions from local consumers and businesses about what is available in Bedford County, but they send out and answer questions to many that are coming into or through this community on a daily basis. I don't know if you do this or not, but when traveling, a Chamber Web site or phone call can help clear up questions I have about a local tourist attraction, a shop or restaurant that has some interest to me. Most of these I found out about because of the web site or membership list on the Chamber page. Visit the Chamber's web site and look up several places within our community at www.shelbyvilletn.com, and compare what your Chamber offers.

Additionally, our Chamber serves as the office for the Economic Development and Tourism headquarters. When prospective companies (or individuals) come into town or call upon this office, it is this same team that answers questions and gets them to the right place (or items) to encourage them Bedford County is the place to be.

Another benefit of the Chamber is the social side of the membership. There is hardly a week that goes by that the Chamber is not hosting a ribbon cutting for a new business (or reopening of existing) or a coffee or afternoon gathering for Chamber members. I know I get caught up in my day-to-day duties and miss several of these opportunities, but this benefit gives each member the advantage of knowledge of each other's businesses so that if a tourist, new member of the community, or business comes to my office and asks about what this community has to offer, I can draw from the experience of being in my fellow Chamber members business (or hearing from that member) what they have to offer so I can pass that knowledge along. Sometimes I don't get the customer, but someone in the community does, and that benefits everyone.

Finally, one of the greatest benefits is the ability to send bulk advertising throughout the Chamber membership list. Let's say you are having a horse show to raise funds for the Chamber (and we thank you), by preparing a flyer electronically and submitting it to the Chamber office the staff can bulk e-mail to the Chamber membership and you have just reached close to 500 members, some of which will post it in their offices and possibly reach many times that number. Not too bad for the small price of Chamber dues.

I know this has all been told to you before, or you would not have joined the Chamber. It is now that this advantage is most precious to your business and not a time to cut this small cost. As I will always state, if you have any questions for or about the Chamber, please feel free to call upon the staff or one of the officers. We cannot help you if we don't know what is on your mind.

Have a safe summer,

Scott Cocanougher



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Wartrace Events Continue to Grow in Quality and Critical Acclaim

The fifth annual Wartrace MusicFest held May 29th and 30th, continues to receive rave reviews from musicians and fans of acoustic music. This year's festival featured a more eclectic mix of bluegrass and Americana music with the quality of musicianship at the highest level since the event began.

Jere Cherryholmes, founding father, band leader and bass player for the award winning family band Cherryholmes confided to the Shelbyville Times-Gazette, "We love playing this festival. The mix of different types of music allows us to stretch out and play songs we might not otherwise be able to play at a bluegrass festival". Cherryholmes, who appeared in Wartrace for the second year in a row, has received four Grammy nominations, was the 2005 Entertainer of The Year as voted by members of the International Bluegrass Music Association, appeared at this year's Boonaroo Arts & Crafts Festival and are regular guests on the Grand Ole Opry.

Other acts on the 2009 MusicFest included another up and coming family band The Doerfels. With an average age of fifteen the group showed amazing proficiency on their instruments. Jim and Inge Wood, backed by an all-star band consisting of Nashville recording musicians, pushed the musical envelope by playing jazz-tinged western swing and ancient Celtic melodies. Tom Brantley and his group provided authentic traditional bluegrass tunes hearkening back to Bill Monroe and Flatt & Scruggs. Guitarist Steve Kaufman proved why he's the three-time winner of the National Flatpicking Championship. Festival goers leaving the show grounds on Saturday night had nothing but praise for the entertainment and execution of the event by the festival producers.

The 2010 Wartrace MusicFest will be headlined by America's favorite cowboy band Riders In The Sky on June 4 & 5. The Riders are as popular for their comedy routines as they are for their close harmonies and superb musicianship. Nationally known recording act Claire Lynch and her band will also appear.

Town Wide Yard Sale Celebrates Fourteenth Year

Another annual Wartrace event will enter its fourteenth year this August 21st and 22nd. Started on a whim in 1995 by some local neighbors wanting to clear

some junk out of their garages, the event has grown each year to the point that it draws thousands of out of town bargain hunters and vendors purveying their wares. There is a small fee for reserving space near the downtown area. Vendors may contact Laura Gentry at the Wartrace Town Hall for more information at 931-389-6144.



"Riders In The Sky"
Headline the 2010 Wartrace MusicFest



Mike Cavender
Financial Advisor

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MAKING SENSE OF INVESTING

Bell Buckle Takes New Direction

“If you continue doing the same thing, you should expect the same results.” The Bell Buckle Chamber of Commerce explored that theory in depth earlier this year during 2009 planning and strategy meetings and took some new direction this year. With the economy taking the forefront from our stores to our town budget meetings to our residents, there is very little time to sit back and enjoy past successes. In that vein, the Chamber took advantage of a Department of Tourism grant to produce two commercials; one of which recently aired on Channel 5 promoting a “Mothers’ Day Giveaway” drawing. Results were enormously successful.

In addition, both the Town and the Chamber worked as a team to help with the world convention of GeoWoodstock VII for geocachers on May 23rd this year. Organizer Brad Simmons did a magnificent job in effectively communicating between the entities making for one of the most enjoyable events ever seen in Bell Buckle. One of the group’s mottos is to leave a place better than they found it. The Bell Buckle Chamber of Commerce would like to salute everyone involved as they certainly left all of us better for having gotten to know them if only for a brief time.

At the time this goes to print, Bell Buckle will have just completed its annual Motorcycle Day and 15th annual RC-Moon Pie Festival. These events are managed all through the dedication and sweat equity of volunteers. The RC-Moon Pie Festival was named a 2009 Southeastern Tourism Society Top 20 event and remains a family favorite throughout Tennessee.

The 2nd Annual Tennessee Shakespeare Festival was held once again on the Webb School grounds with a repeat of last year’s wildly successful performance of “A Midsummer’s Night Dream” on June 26-28 and July 3-5 and the season’s newest production of “Romeo and Juliet” on July 10-12 and July 16-19. The Bard is back in Bell Buckle and not to be missed.

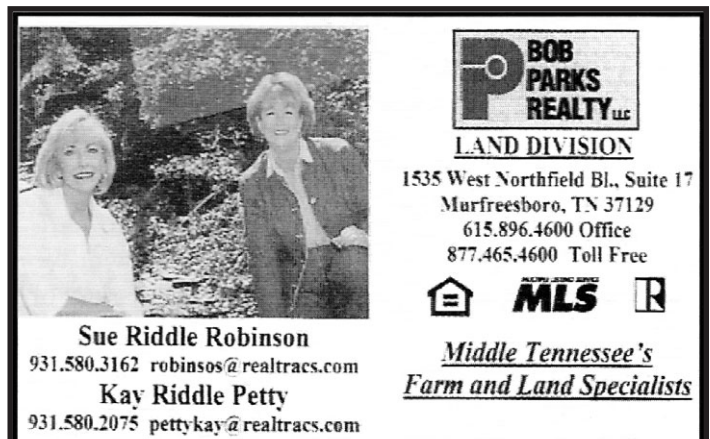
Bell Buckle is quite pleased to finally announce the opening of its new Amphitheater in the Bell Buckle Park. The grand celebration of its inaugural performance was held on Saturday, July 4th with Uncle Tom’s Band performing from 7-9pm and fireworks following. Everyone was encouraged to bring a picnic dinner and enjoy the sounds of Southern Rock and Roll and celebrate an amphitheater that has been SEVEN years in the making! There was no

charge for the event.


No time to sit back and enjoy any lazy days of summer. Not with the 2nd Annual Best of the Butts Barbeque Cook Off coming Saturday, September 5th sponsored by George Dickel Distillery to benefit the Bell Buckle Park. Be sure to come and taste all 24 different entries and vote for your favorite for the People’s Choice Award. Check www.BellBucklePark.info for more details later this summer.


The Bell Buckle Park was recently awarded the 2009 Rebuild Tennessee Award on April 29th at the TDDA Annual Legislative Dinner. The Bell Buckle Tree Board has completed the requirements and submitted an application for the Park to be certified as a Level I Arboretum which consists of planting and identifying 30 species of trees. We continue to move our interests forward and to plan for a future that benefits the unique aspects of our town. Keeping what works is great, but Bell Buckle continues working, planning, creating, and most importantly doing what needs to be done to stay successful.

Lastly but most importantly, Bell Buckle recently celebrated the life and achievements of Chief James Elkins who passed away earlier this year. Chief Elkins served as Bell Buckle’s Fire Chief for 42 years and was a decorated veteran of World War II. Bell Buckle Volunteer Fire Department is a tribute to Chief Elkins’ dedication and love of his duty and community. State Senator Jim Tracy was instrumental in a Senate Joint Resolution passed on May 20, 2009, honoring Chief Elkins, his family, and his life. He was one of Bell Buckle’s most loved citizens and will be dearly missed by all.



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Board Members Spotlight

Tonya Davis

Family: Husband, Mike Davis; son, Colt and daughter-in-law Sarah; daughter, Sheena

Job: Hair Stylist

Church: Calvary Baptist Church

Community: Serving Leadership Bedford Board for 3 years; served on Chamber Board of Directors & with United Way; member of Shelbyville Breakfast Rotary Club & member of Women's Club; ambassador for the Chamber of Commerce; works with Stuff the Bus for school children; volunteer of the Sr. Citizens Center & Duck River Clean-up

Hobbies: Walking, Reading, Yardwork

Place of Birth: Shelbyville, TN

2009 Goal: Our community has struggled through down econ. We can continue by networking and promoting business through our Chamber's many events and services. Support our 3-Star program, development of our community and continue supporting education to get higher skilled workforce with our MTSU Campus, Motlow State Community College and Tennessee Technology Center. Participate and encourage our Tennessee Walking Horse National Celebration.



Joe W. Finch

Family: Wife, Rosemary; son, Joe W. Finch II and wife Tammy; grandson, Joe W. Finch III (Trey)

Job: Engineering Manager at Jostens, Inc. Employed at Jostens for 40 years

Church: Charter member of Fair Haven Baptist Church

Community Service: Past Service - Sunday School teacher, Chairman of Deacons, active in nursing home and jail ministries, served as Vice-President of Jostens Credit Union, Babe Ruth baseball coach, and Parents Advisory Board for Central High School

Hobbies: Golf, Hunting/Fishing, Ping Pong, Horseshoes, Horseback Riding & anything to do with the outdoors

Place of Birth: Paris, Tennessee

2009 Goal: Do everything possible to assist in retaining and/or adding employment opportunities in this community.



Ben Craig

Family: Wife, Lana; children, Andrew Walker (4) and Isabella Ryan (due in July)

Job: Realtor/Auctioneer - Craig & Wheeler, LLC

Church: First Presbyterian Church

Community Service: Treasurer, Chamber of Commerce and Board of Directors; Economic Development & Tourism board member; Argie Cooper Library Board of Directors; Chairman, Argie Cooper Friends Council; Member, Argie Cooper Library New Building Committee; Elder, First Presbyterian Church; Leadership Bedford Board of Directors; Leadership Bedford Class of 2003

Hobbies: Duck & Upland game hunting with my lab, turkey hunting, traveling with family

Place of Birth: Murfreesboro, Tennessee

2009 Goal: Gain strength from the past, move forward in a positive direction, search for peace in all situations and be innovative by "looking outside the box".



Jim Allison

Family: Wife, Kim (teacher at Southside Elementary School); kids, Jennifer (25), UT grad in Chem Engineering, starts UT Med School fall 09; Mike (22), senior at UT in Mech Engineering; 2 dogs and 3 cats

Job: President and CEO, Duck River Electric Membership

Church: First Presbyterian Church

Community Service: Chamber Board, TWHNC Board and Association, President Shelbyville Noon Rotary Club, Board and Exec Committee of Middle TN Industrial Development Authority; former board Habitat for Humanity, Friends of Argie Cooper Library

Hobbies: Long time major college football official in SEC and other conferences; retired from the field following 2006 Fiesta Bowl (Ohio St. vs. Notre Dame); currently Instant Replay Official for SEC, was Instant Replay official for 2008 SEC Championship game between #1 Alabama and #2 Florida and for the 2007 Fiesta Bowl (Oklahoma vs. West Virginia)

Place of Birth: Knoxville, Tennessee

2009 Goal: Help the Celebration weather all the very difficult issues in the Walking Horse Industry.



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The Celebration® - Top 20 Event - Set To Take Place Aug. 26-Sept. 5



Shelbyville, Tenn. - You have to hand it to the gentlemen who got together back in 1939 and came up with an event to honor the Tennessee Walking Horse and name it "The Celebration®". There may never have been an event that reflected its name more than the Tennessee Walking Horse National Celebration®.

Others have recognized the importance of the event also. The 71st Annual Tennessee Walking Horse National Celebration® has been named a Top - 20 Event by the Southeast Tourism Society (STS). It marks the twenty-first time in the past twenty-two years that the signature event of The Celebration® has received the honor. In addition, The Celebration® has been featured in national publications such as Progressive Farmer and American Profile magazines and also listed in a travel book, 1,000 Places in the USA and Canada to See Before You Die.

Each year, nearly a quarter-million fans will view eleven days and nights of competition among thousands of entries with the culmination coming on the Saturday night before Labor Day when the World Grand Champion Tennessee Walking Horse® is crowned. It's a "truly-Tennessee" spectacle like no other.

The Celebration® is the term generally used to identify both the event and the organization that manages and presents it. The idea for a Walking Horse "festival" (later identified as the Tennessee Walking Horse National Celebration®) is generally credited to the late Henry Davis of Wartrace, TN. It began when Davis went to nearby Winchester one spring day in 1939 and observed the Crimson Clover Festival. He became very enthusiastic about what he saw and returned to Shelbyville with the idea that his home county should have a festival to celebrate their most important asset - the Tennessee Walking Horse.

The idea was cultivated into the first Celebration on September 7, 8, and 9, 1939. It has been held every year, without interruption, since. It is the longest continuously running event in the State of Tennessee.

In addition to the horse show, visitors can enjoy the Celebration Trade Fair, Barbecue Cookout, Dog Show, The Tennessee Walking Horse Museum in nearby Lynchburg, and free clinics on care, training and horsemanship from the Tennessee Walking Horse Breeders' and Exhibitors' Association.

Again in 2009, The Celebration® can be viewed by anyone in the world with an internet connection. Streaming video of each performance is being made available on a pay-per-view basis and can be gotten by logging on to twhnc.com.

Its great disposition, along with a smooth and easy gait, has made the Tennessee Walking Horse the undisputed show ring champion. So remember, it's Celebration time. Isn't it about time you experienced what The Celebration® is all about? This year's Celebration runs from August 26-September 5.

The 2009 Celebration features 171 total classes. Total entries are expected to climb well over 4,000 once championship entries are made.

For more information on The Tennessee Walking Horse National Celebration, click on their website at www.twhnc.com or give them a call at 931-684-5915.



**Winner of the 2008
Tennessee National Walking Horse Celebration.**

Main Street Shelbyville Hosts State Event

The Promotions Committee of Main Street Shelbyville has landed the State Level of an ICS Sanctioned Chili Cook-Off. The event took place the second weekend in July (the same weekend as the Mule and Donkey Show.) Pre-registered were “chili heads” from California, Kentucky and all around Middle Tennessee. The consciences even before the event was held, is that making this an annual event could be very promising.

On August 25, several second floor Uptown Lofts will be on tour as part of Main Street’s “Celebration in White”. This fundraiser will be a serenade to the end of summer and will highlight the livability of the Historic Uptown District.

The last part of October will bring out “The Real Scare Crows of Bedford County.” Just added to “The Splendor of Autumn Festival Series,” individuals and schools will be asked to create a scare crow and place it at a lamp post and the Uptown Square. The scare crows will be judged by the public, and winners will be announced in several categories.

For complete Uptown Calendar of Events and updates visit the Main Street Shelbyville website at www.uptown-shelbyville.com.

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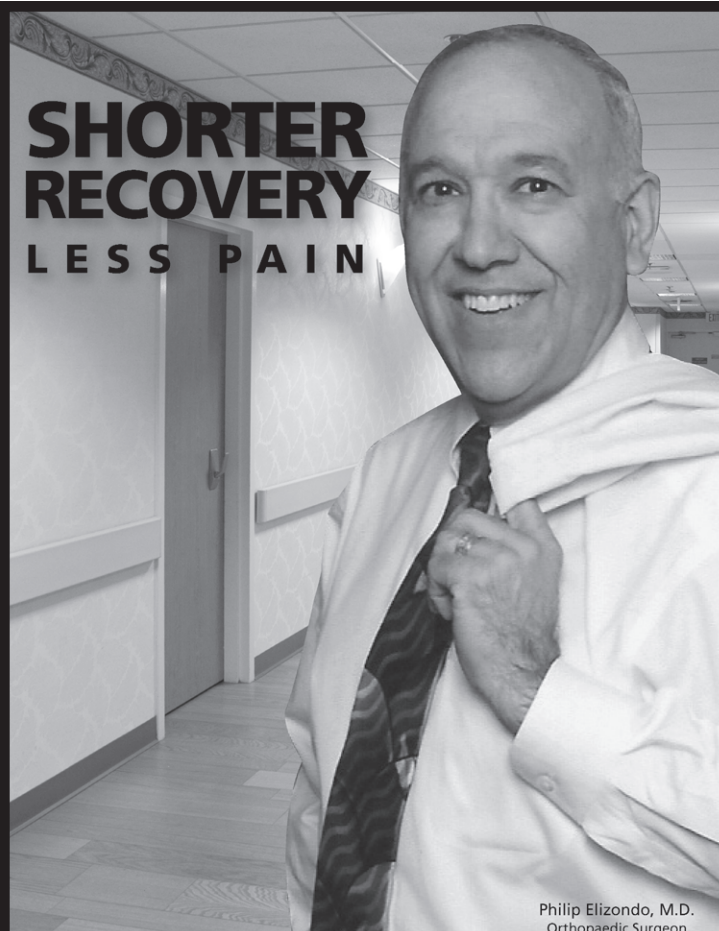
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Three-Star Community Certification



T-G Photo John Philleo

Jamie Stitt, regional economic development specialist with the Tennessee Department of Economic Development, conducts a Three-Star Community certification review at the Shelbyville-Bedford County Chamber of Commerce.



WANT TO HORSE AROUND?

Then Shelbyville is the right place!



WALT WOOD

This message is printed in the *Tennessee Vacation Guide* and has had a great impact so far this year. The Chamber has sent out over 2,000 responses in the last two months to folks interested in visiting our community.

The *Tennessee Vacation Guide* is the most distributed tourism publication in our State and we are making the most of it. In our ad and other promotions we note that Shelbyville is the home of the Tennessee Walking Horse National Celebration. We want our visitors to learn all about the famous animals, with their distinct beauty and gait. Information is available about our horse barns and many welcome visitors. We also encourage a visit to the Walking Horse museum in nearby Lynchburg, also the home of Jack Daniel's Distillery. Many of the thousands of visitors to Lynchburg make their way through our community and there's lots to do here.

We always promote the enjoyment of our winding roads that lead to Bell Buckle, with the RC/Moon Pie Festival and Wartrace which is the Cradle of the Walking Horse. These two communities have lots to do and see all year long.

We also partner with the South Central Tourism Association regarding events in our neighboring counties. The longer tourists stay, the more they spend and we have a lot of places to visit.

Join us in welcoming our visitors whether they are here for a horse show, music festival, motorcycle event, craft fair, or any of the over forty events throughout the year at Calsonic Arena.



TEN TIPS FOR PROMOTING YOUR CHAMBER BUSINESS

1. Attend Chamber events regularly to make business contacts.
2. Provide door prizes for Chamber functions.
3. Join Chamber specialized groups to benefit your company.
4. Promote your business through the Chamber publications.
5. Introduce yourself and shake hands often at Chamber events.
6. Give your business cards generously.
7. List products and services on the back of your business cards.
8. Thank clients openly for their business.
9. Wear a name tag with company name on the right side of your body so people see it when they shake your hand.
10. Do business with Chamber members and be sure to tell them that you are a Chamber member.

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