



Paris/Henry County

SEPTEMBER 2009

CHAMBER NEWS

2508 East Wood Street • Paris, Tennessee 38242 • www.paristnchamber.com

September Chamber Coffee Host Morningside Assisted Living

At Morningside of Paris Assisted Living, we are dedicated to helping seniors and their families meet the challenges of life that come with aging. We offer a family atmosphere, assistance with daily living activities, nutritious dining plans, active and meaningful daily programming and choice of suite layouts.

Our focus is on our residents and our caring for the whole person approach to living, known as Healthy Generations. We believe in the power of balancing the five areas of good health: physical, intellectual, spiritual, social and emotional. By encouraging our residents to engage in programs that stimulate these five areas of health, we see measurable results that residents and family members enjoy.

The SOCIAL portion of our program encompasses the ability to communicate, establish relationships and live in harmony with others in the community and environment. Our monthly activities include wine and cheeses parties, resident council meetings, several clubs and organization, musical performances and games.

We begin every morning with our exercise class. The PHYSICAL aspect relates to the physiological and functional condition of the body and how it responds to physical activity, nutrition and disease. Many people are surprised to find what a difference a thirty-minute exercise class can make..... And it does!

There are several different denominations that provide programming at our facility. They make it possible for us to fulfill the SPIRITUAL needs of our residents. By fulfilling the basic spiritual needs in life, a person affirms life in relationship with self, the community and environment. It nurtures and celebrates wholeness.

We promote EMOTIONAL encouragement. We emphasize the exploration of feelings that each resident has towards self, situations and other people; understanding emotions and how to cope with everyday life and stress. We

hold a resident council meeting each month so we are able to all get together and find out likes and dislikes in order to make our community the most enjoyable and comfortable atmosphere to live.

Our INTELLECTUAL portion of our program encourages creative thinking and promotes lifelong learning, stimulating the individual's ability to make sound decisions. We provide this through many different activities and daily programming.

Daily programming includes a variety of fun, creative and challenging programs, such as current event discussion groups, art classes, musical performances, holiday dinners, guest speakers, outings, intergenerational programs, clubs and much more. Healthy Generations is our cornerstone. It is our commitment to excellence that is driven out of our expertise with seniors, research and most importantly, an understanding of our residents.

September 13-19 we will be celebrating National Assisted Living Week. Our theme this year is "Traditions of the Heart". It will be a week pack full of family, friends, and fun activities as we celebrate our Seniors!

In continuing our dedication to helping seniors meet the challenges of life our next phase is an addition of twenty luxury suites, an activities venue, multiple sophisticated and contemporary sitting areas with style and elegance. For convenience purposes additional parking, circle drive and two entrances will be provided. Gorgeous landscaping and garden structures will be able to be seen throughout the property.

Morningside of Paris is located at 350 Volunteer Dr. Paris Tn. Our office hours are 8:00 am to 5:00 pm Monday-Friday. To inquire about activities, upcoming suites or schedule a tour please call (731) 644-9680. We encourage everyone to come by and see our community and explore our healthy generations program. Find out for yourself what makes Morningside of Paris such a special and unique place to live.

September Calendar of Opportunity

September 7	Chamber Office Closed	Labor Day Holiday	
September 10	Business After Hours	The Breakers	5:30 pm
September 22	Executive Board	Chamber Office	8:00 am
September 24	Board of Directors	Chamber Office	8:00 am
September 29	Chamber Coffee	Morningside Assisted Living	8:00 - 9:00 am
September 29	Chamber Banquet	Paris Convention Center	7:00 pm
October 2	Ribbon Cutting - Orthoworks	1006 Cornerstone Dr. Suite A	2:00 pm



Paris / Henry County Chamber of Commerce

2508 E. Wood Street
Paris, TN. 38242-0008
731-642-3431
Tourism: 800-345-1103
Fax: 731-642-3454

Email: pariscoc@charterbn.com
Website: www.paristnchamber.com

Office Hours: 8 AM - 4:30 PM

EXECUTIVE COMMITTEE

President: Bryan Irby
President-Elect : Carlton Gerrell
VP Economic Development: Bruce Reed
VP Community Development:
Rosie Johnson
VP Tourism: Gary Benton
Treasurer: Clint Davis
Past President: Jeff Mahan

BOARD OF DIRECTORS

Troy Buttrey, Lisa Castelee, Brian Foster, Scott Morrison, Michael Murphey, Butch Powers, John Penn Ridgeway, Vicki Snyder, Joe Turner

EX-OFFICIO

Jack Tarkington, David Travis, Kenny Paschall, Brent Greer, Joe Qualls, Machele Operia

Executive Director: Jennifer Wheatley

Henry County Alliance CEO:
Carl Holder

Administrative
Assistant: Galia Greer

Chamber Services
Coordinator: Susie Umstead

The mission of the Paris-Henry County Chamber of Commerce is to improve the economy and quality of life in our community.

From The President

BRYAN IRBY



I can't believe it's that time of year already. No, I am not talking about football time in Tennessee, even though it is. It's time for a new chamber year to begin and that means my time is coming to an end. I truly appreciate the opportunity to serve as your president this past year. You gave me the opportunity to be out front but I can't take credit for all the successes this past year. The events and programs of the Chamber are successful because of the many people who volunteer their time and talents. From the Small Business Expo to the Water Run and everything in between, we have experienced results beyond our expectations. Another reason for the success of the Chamber is our staff. Jennifer, Galia, Susie and Tammy work hard for you. I want to take this opportunity to thank them for their hard work and support over the past year. I have enjoyed my time working with them. I would encourage you to voice your appreciation to them.

The annual Chamber banquet is Tuesday, September 29th at the Hampton Inn Convention Center. Carlton Gerrell will be Chamber president next year. I look forward to his leadership. I know that he has a love for the people of Paris and Henry County and feel confident that it will show through his leadership of the Chamber. Once again, I appreciate the chance to serve as your president.

From The Executive Director

JENNIFER WHEATLEY



Thank You Bryan!

Garrison and Bentley Irby are blessed children. They have had the opportunity to watch a parent set a tremendous example. Their dad, Bryan Irby, has had a tough year, but no obstacle has prevented him from bringing a smile, a good attitude and a tremendous work ethic with him every time he has entered the Chamber office. A fiber optics project big enough to take all of his time landed just as he became Chamber president. It would have been logical (and Bryan is one logical engineer!) to not serve his community right now, to wait, to put it off, but that's not his nature. The concept that adversity does not determine character, but reveals it, has been demonstrated during the past year.

Despite his own challenging schedule, Bryan was our very own electrician during "Trees on the Square." He, Garrison and Bentley cheered on runners during the eight mile Walk/Run at Paris Landing State Park and he managed to shake more than a few hands, and pet a few dogs, while the BASS Elite tournament was in town. He has been everywhere he needed to be and never complained. Bryan brings the same cool, long-term, "What is in the best interest of the community?" way of thinking into every situation. He learns when he needs to learn, he listens when he needs to listen, and he leads when he needs to lead.

Thank you Bryan, for all you have done, and for all you will do, for your Chamber and your community. Your leadership has been outstanding and most appreciated. Garrison and Bentley have a great role model.

Next month the Chamber president will be Carlton Gerrell, executive pastor of Tennessee Valley Community Church. Diversity is one of our organization's great strengths. Think of all the professions which have been represented by our Chamber presidents. Dan Paschall is a full-time farmer. Tim Wirgau and Mark Johnson are entrepreneurs. David Flowers is a banker. Bring your talents to the community. Serve on a committee. Get involved. Call and let's chat about it - 642.3431.

ECONOMIC NEWS

by CARL HOLDER, Henry County Alliance

Crunching Tourism Numbers



Since the inception of the Tennessee River Resort Act we have performed economic impact analyses on event proposals to assist the TRRA committee in evaluative deliberations. Since the formulas and base assumptions

for these analyses are the product of staff research, we have used them primarily for internal purposes and have been sparing in our publication of our findings. Recently however, I enlisted the services of a professional firm which performs such analyses to critique our methodology.

I was gratified that they found our methodology sound and more importantly were able to supply Henry County specific data on tourism spending, local tax receipts, and benefit multipliers. Interesting enough, the calculations we were using for expenditures by tourists were too conservative (according to the US Bureau of Economic Analysis), but conversely the

multiplier we were using was too large for Henry County. The number was supplied by the State of Tennessee Department of Tourism, and is probably valid for the state as a whole, just not Henry County.

The Bureau reports that the average tourist spends about \$135 a day in Henry County, A second and or third fellow traveler spends about \$76 per day. In other words a family of four spending a week in Henry County spends about \$2500, not hard to believe if you tally up the cost of your last vacation – anywhere!! The bureau also reports that if you want to calculate the total economic impact of that one week stay, multiply \$2500 by 1.45 for a total of over \$3600.

So the next time you find yourself stuck behind a vehicle with Florida tags doing 20 mph on Volunteer, just remember they are probably leaving a “plastic” trail around town for a couple of days.

CHAMBER HAPPENINGS



1.) The fair hosted a big crowd at August Chamber Coffee. 2.) Susie Umstead, Chamber Member Services Coordinator; Carl Holder, CEO, Henry County Alliance; Sherri McCarter, Economic Development Specialist for Tennessee Department of Economic and Community Development; Galia Greer, Administrative Assistant to the Henry County Alliance; Chamber President Bryan Irby, BPU; and Jennifer Wheatley, Executive Director of the Paris-Henry County Chamber of Commerce, show off the certificate declaring Henry County a Tennessee Three Star Community, a status we have maintained for over 20 years.

Perk Up Paris!

MORNINGSIDE ASSISTED LIVING

350 Volunteer Drive

Paris, Tennessee

Tuesday, September 29, 2009

8:00 am - 9:00 am



"A Premium Blend"

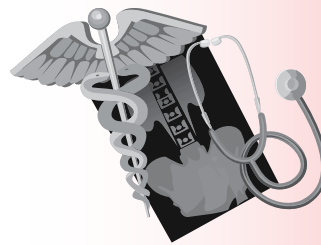
Clip and post after reading the Chamber News.

Healthcare Informational Membership Luncheon

Tom's Pizza & Steak House

12 Noon

\$12.00 per person



**Call
642-3431
FOR
RESERVATIONS**



**2508 E. Wood Street
Paris, TN 38242-0008**

www.paristnchamber.com

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PARIS-HENRY COUNTY 17th ANNUAL SMALL BUSINESS EXPO 2009

Commercestock



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2009

Small
Business
Expo

Paris-Henry County
Chamber of Commerce



EXPO

Tuesday, October 20, 2009

11:00 AM - 6:00 PM

Paris Convention Center

Hampton Inn, Paris, TN

SPONSORED BY THE PARIS-HENRY COUNTY CHAMBER OF COMMERCE

- Registration is required by October 13, 2009 •
- Door prizes provided by exhibitors may be given away all day •
 - Sales permissible in exhibitor booths •
- There will be three size booths available. The larger booths are few so reserve your spot early. •

10 x 6 Booths - \$130.00

12 x 6 Booths - \$175.00

14 x 6 Booths - \$250.00

Outside Booths - \$100.00*

(*No electricity outside)

BOOTH FEE INCLUDES:

DRAPED AREA WITH
SKIRTED TABLE & ONE CHAIR
BUSINESS SIGN
PUBLICITY
GARBAGE CAN
TRADE SHOW KIT

**\$25.00 extra fee for electrical outlet
CALL EARLY!**

You will be charged \$50 for early breakdown.

**NO REFUNDS OR CANCELLATIONS
AFTER OCTOBER 13, 2009**

**PAYMENT MUST BE RECEIVED IN FULL
BEFORE BOOTH SPACE IS RESERVED.**

Exhibitor/Company _____

Contract Name _____

Phone _____

Mailing Address _____

City/State/Zip _____

Chamber Member? Yes No

Need Electrical Outlet? Yes No

**CONTACT THE CHAMBER OF COMMERCE
FOR MORE INFORMATION**

Phone: (731) 642-3431 • Fax: (731) 642-3454

BANQUET SPEAKER: MICHEAL BURT

What separates Micheal from other speakers and consultants is that he prides himself on being a practitioner of what he speaks and writes on with all his clients. A Championship Coach and Chief Leadership Officer for multiple companies, Micheal is helping take people and organizations from where they are to where they want to be. Over the past ten years, he has spoken to over 100,000 people and realized the people passionately want to do something significant with their time and talent. His presentations are dynamic and inspiring and will help discover your unique voice and fulfill your potential.

VOICE - helping you detect your unique mission in life at the intersection of talents, passion, needs of the world, and conscience.

"Micheal puts on one of the most dynamic and engaging presentations our leadership team has ever participated in."

-Burt Hove FACHE
CEO Bristol Regional Medical Center

LEADERSHIP - equipping you with the skills and tools to help others find their voice through effective leadership

EXECUTION - recognizing and identifying roadblocks to your ideal picture of success and closing the execution gaps in your life through seven core strategies

After working with Micheal your organization will have an infusion of **VOICE, LEADERSHIP, EXECUTION**. Micheal will inspire you to be more **FOCUSED**, more **PASSIONATE**, more **ENTHUSIASTIC**, and more **MOTIVATED** to fulfill your mission and exceed customer expectations.



*Speaker
Sponsored By*

FB
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*for the
Paris-Henry
County Chamber
Banquet*

*September 29
7:00pm
Paris
Convention
Center*

*Banquet
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HIC HENRY COUNTY
MIC MEDICAL CENTER