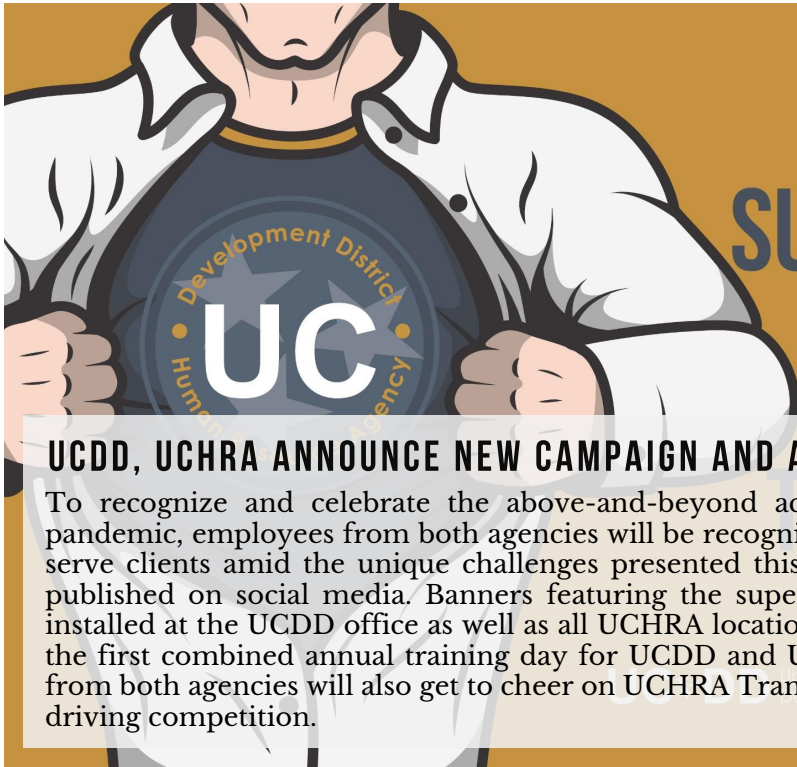




A moment to focus on the good our team is doing every day



NOT ALL SUPERHEROES WEAR CAPES, SOME OF

UCDD, UCHRA ANNOUNCE NEW CAMPAIGN AND ANNUAL TRAINING

To recognize and celebrate the above-and-beyond actions of our staff during the COVID-19 pandemic, employees from both agencies will be recognized by their supervisors for their efforts to serve clients amid the unique challenges presented this year in the form of success stories to be published on social media. Banners featuring the superhero artwork and messaging will also be installed at the UCDD office as well as all UCHRA locations. The superhero theme will carry over to the first combined annual training day for UCDD and UCHRA, slated for Nov. 20. Staff members from both agencies will also get to cheer on UCHRA Transit drivers competing in the annual Rodeo driving competition.

Out in the Field



AAAD recently began providing services for individuals with the CARES Act funding; providing home delivered meals, personal care, homemaker and respite services for our clients. Currently, there are 28 individuals being served with this funding with more to come. This funding is set to continue on through September 2021.



From Overton County...

THE POWER OF TEAMWORK

UC-HRA

A summer thundershower last week made a little bit of a mess in the Overton County UCHRA office. Thank you, Sandy and Dian, for showing what teamwork is all about!



The Fentress County UCHRA Team has been working hard to bring a little cheer to local seniors; providing goody bags full of snacks and the chance to win a special basket.

AREA BUSINESS LEADERS, ENTREPRENEURS JOIN CONGRESSMAN ROSE IN SMALL BUSINESS TOWN HALL

Leaders of both UCDD and SBDC joined Congressman John Rose, of Tennessee's Sixth Congressional District, for a virtual town hall meeting held Tuesday. During the meeting, participants discussed challenges faced during the COVID-19 pandemic and returning to pre-pandemic operations.

"These are very interesting times, to say the least, for the country and very interesting times in Washington (D.C.)," said Congressman Rose.

While businesses across the country grapple with the new normal amid the COVID-19 pandemic, discussions regarding the next piece of Coronavirus legislation stalled in recent weeks. As America returns to work, small business owners have struggled to maintain pre-pandemic levels of operations and sales but are beginning to see an uptick in sales and productivity.

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Pictured, from left: Mark Farley, UCDD Executive Director; Maegan Smith, SBDC Small Business Development Advisor; Tyler Asher, Director of SBDC at UCDD; Britt Aikers, Owner of One Hour Martinizing in Cookeville.

CONTINUED: AREA BUSINESS LEADERS, ENTREPRENEURS JOIN CONGRESSMAN ROSE IN SMALL BUSINESS TOWN HALL

Britt Aikers, owner of One Hour Martinizing in Cookeville, says his peak season — prom and wedding season, that is — was derailed as the ripple effects of the pandemic closed schools and halted social events.

“We saw our business drop over half,” Aikers said. “It was a shock. The PPP (Paycheck Protection Program) money helped us to bridge that gap and retain our employees.”

Aikers says as regulation and safety measures have relaxed, business is picking up.

“We’re not back to normal,” he added.

Kellie Fitzpatrick, owner of Lenny & Eva, headquartered in Baxter, says as brick-and-mortar stores closed amid COVID-19 concerns, fans of the popular wholesale jewelry line shifted to making purchases online. Prior to the pandemic, Fitzpatrick estimated approximately 80 percent of the business’s incoming revenue came from wholesale with direct-to-consumer sales accounting for the remaining 20 percent.

“We’re starting to see those stores (brick-and-mortar wholesale buyers) purchase again, which is a good sign,” Fitzpatrick said.

“I think Tennessee is in a fairly good place relative to much of the rest of the country.”
- Congressman John Rose

As businesses continue to navigate unfamiliar territory, Congressman Rose says the way we do business will change but that he foresees Tennessee recovering quickly.

“I think Tennessee is in a fairly good place relative to much of the rest of the country,” said Congressman Rose. “I think our state and local leaders have handled this fairly well under the circumstances and, as a result, I think Tennessee stands to bounce back quicker than many other places around the country; and, certainly the US, I think, has the possibility of bouncing back quicker than other countries around the world. We need to seize that opportunity and take advantage of that chance to come back quickly and get our economy back on track.”

An entrepreneur himself, Congressman Rose offered advice for other entrepreneurs and small business owners during these uncertain times.

“I would just say, listen to your customers. Try to hear what they’re saying,” he said. “You’ve got to observe how they’re reacting to you because obviously serving them, serving their needs, addressing their demands is what’s going to keep you in business.”

To learn more about various loans and assistance programs available to small businesses, contact SBDC at UCDD at (931) 520-6081 or call UCDD, (931) 432-4111.



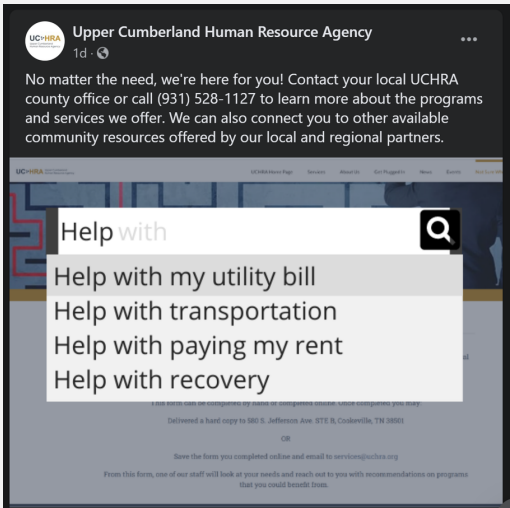
UCHRA ANNOUNCES NEW 'LIFE HAPPENS, HELP HAPPENS' RADIO AD

UCHRA will soon have a new radio ad hitting the Stonecom airwaves thanks to the Community Services Department.

"Life happens, help happens" reminds listeners that, no matter the need, UCHRA can help connect individuals to services they need.

From assistance to utility bills to assistance with rent and baby items, UCHRA is here to help. Similar recent social media messaging also reminds followers to contact the agency for assistance needs.

For more information about the services offered, visit uchra.org, contact your local UCHRA county office, or call (931) 528-1127.



Above: A screenshot of one of the recent 'searching for help' posts shared to UCHRA's Facebook page. Follow UCHRA on Facebook to learn more about various programs, services, and events offered by the agency.