



COMMUNIQUE

Celebrating 98 Years

1922 - 2020

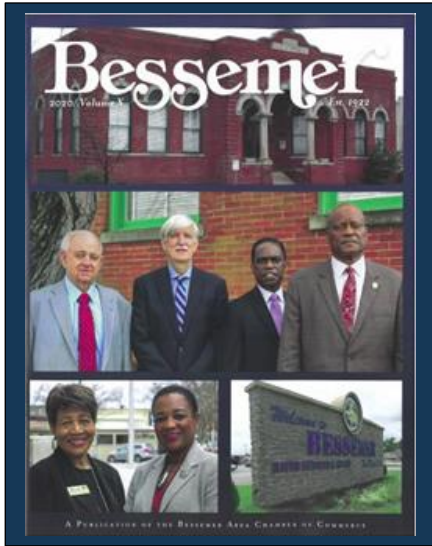
JANUARY

Bessemer Area Chamber of Commerce's 98th Annual Meeting

The Bessemer Area Chamber of Commerce held their 98th Annual Meeting on January 30, 2020 at the Bessemer Civic Center. More than 300 guests were in attendance to witness 2019 Chairman of the Board Reggie Mays, United Prosthetics and Orthotics, pass the gavel of leadership to 2020 Chairman of the Board Charles King, Regional Paramedical Services. Mr. Mays took the time to highlight the success and progress during his time as chairman. His theme, "Working Together, Works", resonated throughout the year as the basis of not only the success of the Bessemer Chamber, but the continued growth and success of the city of Bessemer. The keynote speaker was Dr. Perry Ward, President of Lawson State Community College. Dr. Ward discussed the importance of putting differences aside and working together to continue moving the city of Bessemer forward. Every year, guests look forward to the presentation of the Charles A. Long Outstanding Civic Award! The audience waited with anticipation as 2019 recipient Claire Mitchell presented the prestigious award to a well-known and well deserving individual: 2020 Chairman of the Board, Charles King! The Bessemer Chamber would like to thank everyone in attendance for their continuous support! Also, special thanks to Lawson State Community College's Jazz Band for an amazing performance during social hour!



CHAMBER NEWS – 98TH ANNUAL MEETING



The 2020 Bessemer Magazine is available at the Bessemer Area Chamber of Commerce at 321 18th St. N., Bessemer, AL. Stop by and pick up your copy!



CHARLES A. LONG OUTSTANDING CIVIC AWARD

2019 Charles A. Long Outstanding Civic Award Recipient Claire Mitchell:

“It gives me pleasure to present one who has served as a representative to and for many people. One who is literally on call 24/7 and given unselfishly to serve and to make this area a better place to live, work and do business. This is one whose role has strong roots in the Bessemer Area. One who is a member of numerous organizations. This year’s recipient is known to make impossible situations, possible. Our recipient is always helping someone in need by doing whatever is needed. The recipient is well known throughout the state of Alabama for their business and community involvement and support. The GOOD BOOK tell us in Ephesians 6:7 to serve with our whole heart, and this year’s recipient has made this their model. This individual is most definitely a devoted business and civic leader. This person has held and holds various positions in numerous organizations including but not limited to: the Bessemer Chamber, American Red Cross, Bessemer Library Foundation, Save the Youth, Alabama State Drug Awareness Chairman and the Bessemer Elks Lodge. You may see this year’s recipient on any given day in the hot sun cooking for various organization to save funds, or you may see them playing Santa Claus at nursing homes, cutting grass at veterans’ cemeteries, or placing flags on veterans’ graves. This person started their career at the age of 15 for the first ambulance business in the area. Holding many positions, from dispatch to driver, manager, to marketing director. They have survived buy outs, name changes, management changes and grumpy employees. Working in the 1st responders group, he has a passion for this group. He, along with the Bessemer Elks Lodge, have a 1st Responder’s breakfast twice a year. This person is probably the most proud of being the Exalted Ruler at the Bessemer Elks Lodge #721. He has been selected Elk of the Year, Officer of the Year and Exalted Ruler of the Year. He will tell you one of the reasons he is so involved with the Elks is because of his wife of 12 years. He was a member for several years mainly being a card carrier. His wife told him she was not paying dues again for him to get a card. If she was going to pay the dues, he had to be more active, although she did not mean for him to jump in and drown. Our recipient finally married his first love in 2008, Mrs. Donna. He is a loving and committed father to 7 kids and grandfather to 10 grandchildren. It is now quite understandable why he is the 2020 Charles A. Long Recipient. Please join me as we honor our recipient: Charles King, Regional Paramedical Services!”



From left to right:

Dr. Perry Ward (2017), Claire Mitchell (2019), Sarah Beasley (2013), Charles King (2020), Joni Holt (2012), Mayor Kenneth Gulley, Keith Pennington (2015), Ronald Acker (2014)

2020 "STATE OF THE CITY" ADDRESS

Bessemer Mayor Kenneth Gulley highlighted a strong economic climate and new crime prevention strategies in the Annual State of the City Address delivered on Monday, January 27, 2020 at the Bessemer Civic Center. Gulley, who is in his third term as Mayor, said Bessemer's economy is the strongest in recent memory due to recruitment efforts which have landed the city such companies as Amazon and Carvana, resulting in the creation of thousands of new jobs. Amazon plans to open Alabama's first Robotics Fulfillment Center in March and employ between 1,500 and 3000. The \$325 million facility on Powder Plant Road is spurring additional growth in the area. Carvana announced last year it plans to build a \$40 million Fulfillment Center on Morgan Road and employ upwards of 300 new employees. Gulley said Bessemer's future is bright as the new decade starts. "The promise of Bessemer shines brighter than ever before. Let us all continue, regardless of our race, age, or financial background, to work together to take Bessemer to heights she has never reached."

Credit: Seth Holloway/The Cutoff News



BOARD OF DIRECTORS

Your Chamber Leadership Team



Charles King
Regional Paramedical Services
Chairman



Carlton Jackson
Bessemer Fire Dept.
Chairman Elect



Reggie Mays
United Prosthetics & Orthotics
Past Chairman



Mitch Avery
Spire
Treasurer



Connie Fuell
Dex Imaging
Finance Chairman



Dr. Cynthia Anthony
Lawson State



Laurence Baird
Oak Trace Care & Rehab Ctr.



Ashley Brazel
BB&T



Reginald Calvert
New Jerusalem Bapt. Church



Bryonda Collins
Chambers Funeral Home



Tabitha Dudley
Legacy YMCA



Deaunka LeBeauf-Webster
AAA



Antoinette Madison
Alabama Power



Keith Pennington
Medical West



Sheriff Mark Pettway
Jefferson County Sheriff's Office



Paul Teasley
Buffalo Rock



LaVada Varner
Alabama Technology Center



Pete Winslett
The File Depot

AMBASSADORS



Sitting – Left to Right

Sarah Beasley (Joe Beasley Memorial Foundation, Inc), Lori Chisem (Lawson State Community College), Minnie Roper (Retired), Anna Wooten (First Financial Bank)

Standing – Left to Right

Dorian Waluyn (Lawson State Community College), Danielle Matthews (Matthews & Associates), Chyna Brown (Brown Beauty Barber School), Denise Jackson (New Jerusalem Baptist Church), Tamala Briggins (Oak Trace Care & Rehabilitation), Erin Cooney (Holt Insurance Agency), Cathy Ackerman (First Financial Bank), Daryl Owens (New Jerusalem Baptist Church)

Not pictured

Sarah Belcher (Retired), Claire Mitchell (Retired), Andie Sloan (Comfort Care Home Health)

Ambassadors are the key resource in extending hospitality in the Bessemer area and are experienced in business, community, and promotional arenas.

An Ambassador must serve as an active public relations arm of the Chamber and be prepared to meet visitors, local businesses, and various forms of the media.

We encourage you join the ambassador program. The ambassadors meet on the 1st Tuesday of each month at 8:30am at the Bessemer Area Chamber of Commerce.

CHAMBER NEWS

2020 “Living Legends” Awards Ceremony

Bessemer Area Chamber of Commerce President LaTasha Cook Williams was recognized as one of Bessemer’s 2020 Living Legends in a surprise ceremony on Thursday, January 16th, 2020. Bessemer City Council President Cynthia Donald organized the luncheon to honor those who have made exceptional contributions over the years for the success and betterment of the city of Bessemer. Mayor Kenneth Gulley was on hand to deliver the keynote speech, followed by Bessemer City Councilors honoring individuals within their districts. Congratulations to Mrs. Williams and all “Living Legend” Awards recipients!



*LaTasha Cook Williams, BACOC President;
Cynthia Donald, Bessemer City Council President*



*From left to right: Bria Cook, Brandi Cook, LaTasha Cook
Williams, Kenneth Williams*

**Welcome to
Bessemer!**



The Bessemer Area Chamber of Commerce would like to welcome **Jackson Hewitt Tax Services** to the city of Bessemer!

**706 Academy Dr. Ste. 102,
Bessemer, AL 35022**



CHAMBER NEWS

Taking Care of You: Signs of Burnout in the Nonprofit World

By: Anissa Starnes, IOM

The new year, for many, represents a fresh start and a time to make resolutions or promises to change unhealthy habits. In the nonprofit arena particularly, I often see people wearing many hats, working long hours, and listening to the needs of others before the needs of their own mind and body. A saying I heard long ago that definitely applies in our industry: **Don't set yourself on fire to keep others warm.** How are you taking care of yourself? Do you recognize the signs of burnout and keep an eye out for them in your own life as well as those of your coworkers and friends? I hope you'll take three minutes to read through this blog for the warning signs of burnout and commit to making at least one change in your life to put yourself first. The improvements in your health and happiness are worth it. I will start us off with a list of the phrases that as a fundraising professional and nonprofit strategic consultant, I hear way too often:

- My work is a 24-hour job.
- I know it's expected to answer my phone and return emails within minutes.
- My family just has to understand that working all the time is a part of my job.
- I work on vacation because I have to — it makes it easier when I get back.
- If I don't do it, no one else will.

What is burnout?

Burnout is a state of emotional, physical and mental exhaustion caused by excessive and prolonged stress. It occurs when you feel overwhelmed, emotionally drained, and unable to meet constant demands. You may be on the road to burnout if you feel like every day is a bad day and your Sundays are ruined by the very thought of Monday. The phrases I mentioned above may be ones you have said frequently or recently. You may even be so out of balance, you sometimes feel like you can't breathe. In my 20s, my goal was to move up in my career and be the youngest female VP at our Chamber of Commerce. I said yes to everything, raised my hand for extra projects, and spent 90 percent of my life at my job. Soon I couldn't see a light at the end of the tunnel with my work. At the age of 29, I turned in my resignation. My CEO sat me down and said, "Anissa, I won't accept this resignation. You need to take some time off, reprioritize your life ... and you need to get a dog!" I thought he was crazy at the time. But my time off helped me realize what burnout was and how far along that path I had traveled. His advice ended up saving my career! Today, almost 25 years (and two dogs) later, I'm still in the nonprofit world and have learned to live a more balanced life which has positively impacted every organization I have worked with, my family, my friends, and my own health.

What can cause burnout?

Here are a few of the things at work that can cause burnout:

- Little or no control over our schedules
- Lack of recognition or rewards for what we do
- Unclear or overly demanding job expectations
- Saying YES when should say NO
- Not able to see results of our work
- Working in chaotic or high-pressure environment

- And here are a few of the lifestyle causes and personality traits that can lead to burnout:

- Always connected
- Working too much without downtime
- Not getting enough sleep
- Perfectionist, nothing good enough
- Need to be in control, reluctant to delegate
- High achieving, type A personality
- Not allowing time to recharge



How to avoid getting burned out.

One of the easiest ways to avoid burnout is to TAKE A BREAK! Last year, 768 million vacation days went unused in this country (Source: US Travel Association). Beyond that obvious (and somewhat temporary) solution though, there are many steps you can take to make your health and wellbeing a priority every day both on the job and at home. Some of these may resonate more with you than others. I encourage you to try at least one of these simple steps this week to help you avoid burnout.

1. Spend 10 minutes a day unplugged in a quiet space. Whether you read, meditate, or just sit, this time will allow you to connect with yourself.
2. Start and end each day with at least one hour of NO electronics. We've all heard about how the artificial lights found in televisions, computers, and smartphones can disrupt sleep patterns. Spending some time without screens can help your day begin and end more smoothly.
3. If you have clients, colleagues, friends (or even family) that text you or call you at all hours of the day/night/weekends, implement guard rails. Whether you talk to them about this directly or turn on "do not disturb" functions on your phone, work on owning your schedule at home.
4. Sleep enough, eat healthier, exercise. These basic health mantras are so important to your mental and physical wellbeing.
5. Let the perfectionism go. Don't sweat the small stuff!
6. Don't be afraid to ask for what you need... a day off, additional resources, etc.
7. Give back to a cause that YOU care about. We all work for or with nonprofits who do good work in the world. But giving back to a cause of your choice can have positive effects on your own community and your happiness.
8. Take a meeting-free day once a month or once a quarter. I've heard this called a "clarity break" as well. Block your schedule and take the time to just do some high-level thinking and reflecting. The results will be worth it.
9. SAY NO! Just try it!
10. Last but not least, get the dog! Always get the dog!

NEW MEMBERS:

Balloon Studio & More LLC Charlotte Wilson	806 19 th Street North Bessemer, AL 35020	P: 205-800-3578	charlotte@balloonstudioandmore.com
Birmingham Times Media Group, LLC Samuel Martin	115 Third Avenue West Birmingham, AL 35204	P: 205-957-6864	publisher@birminghamtimes.com
Bre's Restaurant and Catering LLC Brunetta Means	5204 Bessemer Super Hwy. Brighton, AL 35020	P: 205-760-5731 P: 205-999-4790 F: 205-760-5732	bremansbg@gmail.com
Brown Beauty Barber School Chyna Brown	1724 First Avenue North Ste. 120 Bessemer, AL 35020	P: 205-253-3956	chyna@brownbeautybarberschool.edu
Cell Phone Repair Kelly McMahan	1827 13 th Avenue North Bessemer, AL 35020	P: 205-558-9355	kelly@cpr-hoover.com
Dentbiofit and Wellness Daniel Dent	4500 Katie's Way Bessemer, AL 35022	P: 205-765-2279 P: 205-861-6666	dentbiofit@yahoo.com
Diversicare of Bessemer Randolph Pickell	820 Golf Course Road Bessemer, AL 35020	P: 205-425-5241 F: 205-426-6262	Randolph.pickell@dvcr.com
First Class Auto Sales Erek Yarbrough	809 19 th Street North Bessemer, AL 35020	P: 205-747-0895	yarbroughbiz@yahoo.com
Humana Michelle Purse	<i>Serving Central Alabama</i>	P: 205-461-7986	mpurse@humana.com
Jaa Kats Unlimited, LLC Juanita Thrasher	1308 Eastern Valley Road Bessemer, AL 35020	P: 205-436-2191 P: 205-704-1527	jaakatsunlimited@gmail.com
Individual - Jeff. Co. Commissioner Sheila Tyson	716 Richard Arrington Jr., Ste 250 Birmingham, AL 35203	P: 205-325-5074 F: 205-325-4878	tysons@jccal.org
Jefferson County Sheriff's Office Mark Pettway	2200 Rev. Abraham Woods Jr. Blvd N. Birmingham, AL 35203	P: 205-325-5720	jenkinsf@jccal.org
Just In Time Legal Solutions, Inc. Kem L. Marks, Esq.	1922 Third Avenue North Bessemer, AL 35020	P: 205-436-2846 P: 205-777-2717	kemesq@icloud.com
Pace Properties, LLC Robert C. Smith	218 20 th Street North Bessemer, AL 35020	P: 205-434-3511 P: 205-222-1551	Pp68realty@bellsouth.net
Paprazzi Claire LaQuita Benjamin	4100 Rock Creek Circle Pleasant Grove, AL 35127	P: 205-317-5006	asuhornet@aol.com
Prestige Automotive Solutions, LLC Reginald Jones	705 6 th Avenue North Bessemer, AL 35020	P: 205-377-6009 P: 205-296-6858	Rjjones32@yahoo.com
Realty South – Berkshire Hathaway Affiliate Chancie Rogers	4760 Eastern Valley Road Suite 126 McCalla, AL 35111	P: 205-260-8286	crogers@realtysouth.com
Shades Valley Elks Lodge #884 Alfred Armour Sr.	901 24 th Street North Bessemer, AL 35020	P: 205-428-2068	Shadesvalleyelk884@gmail.com
The Back Porch Ron Cook	1924 First Avenue North Bessemer, AL 35020	P: 205-230-3395 P: 205-760-5035	Chefron1@live.com

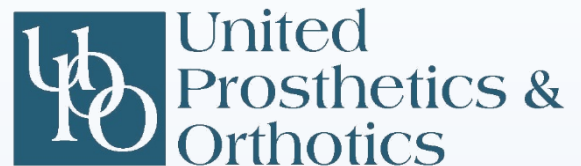


2020 Sponsors

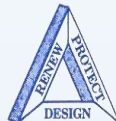
PLATINUM SPONSOR



GOLD SPONSORS



SILVER SPONSORS



District Attorney
Lynneice O. Washington



DOLLAR GENERAL®

SMALL BUSINESS PARTNERS

America's First Federal Credit Union
Chambers Funeral Home
Comfort Care Home Health & Hospice
Julie Bell, Agent – State Farm Insurance
Legacy YMCA
Regional Paramedical Services
William Parsons CPA

TAKING CARE OF BUSINESS

BESSEMER AREA CHAMBER OF COMMERCE

MEMBERSHIP MEETING

SECURING INSURANCE

Tuesday, February 25, 2020

12 – 1:00 pm

Bessemer Area Chamber of Commerce

A light lunch will be available for \$5

RESERVATIONS REQUIRED

*** Call 205-425-3253 to RSVP by Friday, Feb. 21st ***

The Bessemer Area Chamber of Commerce membership meetings are held to provide valuable information to our members; giving you the necessary tools to enhance, promote and protect your business.



TOPICS / SPEAKERS:

If you're looking for an economical health plan for you and your employees, come hear about

Business Health Insurance

Mr. Marty Vice
Iron ReHealth



Do you know everything you need to know about property and casualty insurance? Come hear specifics that will provide you with security and peace of mind

Property and Casualty Insurance

[Personal and Business]

Ms. Joni Holt
Holt Insurance



Are you secure with your financial planning? Make sure you get more details on how to secure your family's future.

Financial Services Insurance

[Personal and Business]

Ms. Julie Bell, Agent
State Farm Insurance



Julie Bell, Agent

Members are encouraged to ask questions after all presentations are complete.

Bessemer

Area Chamber of Commerce



SAINT PATRICK'S DAY



BUSINESS AFTER HOURS

03.12.20 ~ 5-7pm

321 18TH STREET NORTH, BESSEMER

NETWORKING MUSIC DOOR PRIZES REFRESHMENTS

Door prize drawing WILL BE LIMITED to those who make a reservation to attend – no exceptions

RSVP 205-425-3253 BY MARCH 9TH

**COME PREPARED TO TAKE A
CHANCE ON A POT OF GOLD COINS**

Reservations will be accepted for up to 3 members per company
(Platinum and Gold sponsors are excluded from limitation)
Additional guests may attend at a cost of \$10 each.



This event is limited to
members and prospective
members of the Bessemer
Chamber





Bessemer
Area
Chamber of Commerce

TASTE OF BESSEMER

and

BUSINESS EXPO

Thursday, April 16, 2020

4:00 - 8:00 pm

Bessemer Civic Center

Live Entertainment

Food / Business Vendors

Fun for the Entire Family

Showcase
your business
to over
1,000
attendees



Ticket Cost: 1 for \$16 / 12 for \$180 / 20 for \$275

Sponsors: \$300 (Member) / \$400 (Non Member)

Ticket Deadline: April 14th

Sponsor & Vendor Deadline: April 9th

Come sample foods from area restaurants and caterers and visit our vendors.

All sponsor / vendor / ticket money is nonrefundable

FOOD VENDORS

Chamber Member Vendor Cost: \$50

Non-Chamber Members Vendor Cost: \$100

For more
information
call

205-425-3253

BUSINESS DISPLAY VENDORS

Chamber Member Vendor Cost: \$100

Non-Chamber Members Vendor Cost: \$200