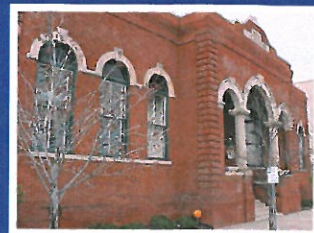


# Communique

*Communication: The Key to Successful Business*



DECEMBER 2011

**Bessemer**

Area Chamber of Commerce

## UPCOMING EVENTS

### DECEMBER

**12/10 City of Bessemer  
Christmas Parade**  
at 2 pm in downtown  
Bessemer

**12/13 Bessemer  
Chamber's  
Christmas Open  
House 5-7 pm**  
at the chamber

**12/20 Board of Director's  
Mtg. @ 11:30 am at  
Chamber - Executive  
Comm. 11 am**

**12/23 & 12/26**  
Chamber Closed for  
Christmas Holiday

**12/30 & 01/02**  
Chamber Closed for  
New Year's Holiday

## Bessemer Christmas Parade to Feature Miss Black Alabama - Charis Wilder



Charis Doris-Amy Wilder is the reigning 2012 "Miss Black Alabama". She was crowned on Sunday, November 6<sup>th</sup> 2011 at the Alabama Jazz Hall Carver Theatre in Birmingham, Alabama. She is a 2009 graduate of the University of Alabama in Tuscaloosa where she received a bachelor's degree in Health Care Management. She serves as the Office Manager at Women's Health Associates in Birmingham, Alabama. Charis is currently working towards an MBA in Health Administration at The University of Alabama in Birmingham. Her platform seeks to eliminate preventable birth defects in babies by educating mothers on the importance of receiving adequate prenatal care. She demonstrates her pageant platform by educating teens and women on the essentials of living healthy lifestyles.

Charis is a member of the Historic Bethel Baptist Church in Collegeville, where her father serves as the senior Pastor. Her morals and values were shaped by several prominent and influential people in the state of Alabama; among them was the late Reverend Fred Shuttlesworth, the former pastor of her father's church. As a child attending church, she heard the stories, saw the scars, and witnessed the testimonies of the struggle that helped propel her where she is today. The stories of undying courage and determination have given her the encouragement to continue striving to empower others no matter their status, color, or ethnicity.

Charis is no stranger to serving others. She balances her time as a member of the youth and progressive choir, drama ministry, singles ministry, children's church teacher and Sunday school teacher. Along with another church member, she organized and began Girl Scouts troop #30412 in the Collegeville area. Charis and her mother, Mechelle, also co-founded the Bethel Baptist Church Fine Arts Academy where they are instructing students to play the piano.

While attending the University of Alabama in Tuscaloosa, Charis was a 4-year member of the Million Dollar Band. She served as the flute section leader for two of her four years in the band. She was the Chaplin of Alpha Kappa Alpha Sorority Incorporated, President of the International Business Fraternity of Delta Sigma Pi for two years, and was regularly recognized for her academic achievements. She volunteered her time as an animal shelter worker, sister-to-sister mentor, Junior Achievement teacher, and Save First certified tax assistant. She was selected as a member of the 2006 Avanti Leadership Team. Recently she was recognized as the District Director of the Year for the Central Gulf Region for her leadership of the Alpha Sigma Chapter of Delta Sigma Pi.

Charis is a 2005 graduate of Spain Park High School where she played girls basketball, served as the school's first drum major for 3 years, was selected as a school ambassador, a member of the show choir, and was voted the most musical female senior for her graduating class.

Music has always been a part of Charis' life. She has studied the flute since the 5<sup>th</sup> grade and has performed in numerous weddings, concerts, and recitals. She finds comfort and strength in her music as it has always been one way to express her gratitude for the gift of life.

Charis looks forward to her reign as Miss Black Alabama 2012. She views it as an opportunity to expand her horizons and contribute to the betterment of society. During her reign, she plans to do various speaking engagements and appearances in which she hopes to educate youth and women about various birth defects. In addition, she wants to communicate to them that the sky is the limit. She is the proud daughter of Reverend Dr. Thomas L. Wilder, Jr. and Mrs. Mechelle Sippial Wilder. She is the oldest sibling of Gilia, Thomas III and Kendra. **Parade Information Attached**

The City of Bessemer



Presents

Rockin' Around  
the Christmas Tree

**Bessemer's Annual  
Christmas Parade**

**Saturday, Dec. 10<sup>th</sup> at 2 pm**  
Downtown Bessemer





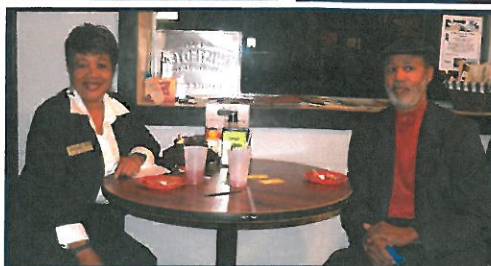
## Lt. Governor Kay Ivey Highlights Bessemer Veterans Day Program

A delightful Southern lady, a politician, an icon-what else could be said to describe Alabama's Lt. Governor Kay Ivey. Asked to speak at the City of Bessemer Veteran's Day Program held on November 4<sup>th</sup> the program also included the Bessemer City High School Choir who did an outstanding job showing appreciation for our Vets. The BCHS ROTC posted the colors and did it in an impressive manner. We can all be proud of the students that represented our local high school. Chamber President Ronnie Acker welcomed the largest crowd to attend the event in the last 5 years to Bessemer City Auditorium. Gordon Seale, American Legion Post 149 Commander, made the introductions of the following: Lt. Gov Kay Ivey, Bessemer Mayor Kenneth Gulley, State Senator Priscilla Dunn, City Council members-Sarah Belcher, Donna Thigpen, and Cleo King, Wayne Turner-National Executive Committee American Legion, Jeff McNair-Department Commander American Legion, Ron Haygood, George Krigbaum-Jr. Vice Commander American Legion, Carol Ham-Campbell District 21 Commander American Legion, Wayne Campbell-District 21 Vice Cmdr American Legion, Tyrone Tolbert, William Madison-District 21 DEC, and Chrystal Maxwell-District 21 County Commander.

Special recognition was made of every veteran attending and their service to our country. After Lt. Gov. Ivey spoke about the dedication, sacrifice and bravery of our veterans, Mayor Kenneth Gulley thanked her and also thanked the veterans, City Councilperson Sarah Belcher spoke along with State Senator Priscilla Dunn and AL American Legion Commander Jeff McNair. In closing Ronnie Acker praised the attendees for showing honor to those men and women who have sacrificed, sometimes to the ultimate, for our freedom.

## BAH Hosted by The Hangar Restaurant and Bar at Bessemer Airport

It was standing room only at the November 10<sup>th</sup> as a large crowd of Chamber members met at the Bessemer Airport's restaurant, The Hangar, and enjoyed some outstanding hot food and drinks. If you have not visited The Hangar drop by for lunch or dinner or just for an after work refreshment and see what a hospitable welcome you receive. It is one of the most welcome places you can visit. The Airport Authority Board were hosts and were welcoming all to this under promoted locations in our fair City. Go by and see for yourself.





### Chamber Attends Airport Board Meeting

Chamber President Ronnie Acker and VP Latasha Cook along with Mayor Kenneth Gulley were invited by the Bessemer Airport Authority Board of Directors to attend their November meeting held on November 9<sup>th</sup>. Mayor Gulley gave an update of the financial condition in the City and answered questions about any help the City might be to the airport financially. The Chamber then welcomed the boards decision to renew their membership and promised to continue to promote the airport. It is an asset for economic development and growth for not only the City but also for western Jefferson County.

### District 3 Meeting at Library Hosted by City Council Member Sherrina Rice-Franklin

Area business and community leaders were joined by County Commissioner Sandra Little-Brown and Bessemer Mayor Kenneth Gulley to review and discuss a sidewalk project for areas around and leading to Abrams Elementary School. It was a great meeting with a worthwhile goal. Ideas were exchanged, a project template was shown and ways to begin the project were discussed.

### Bessemer Fire Academy Graduation

Congratulations to the 2011 Graduating class of the Bessemer Fire Academy. Chief Syx and the entire Bessemer Fire Department can be proud of the hard work, professionalism and sacrifice by so many that went into one of the premiere first responder training facilities and programs in the State. Held at the Bessemer Civic Center, the graduation was on November 18<sup>th</sup> with Mayor Kenneth Gulley, Council members-Sarah Belcher, Donna Thigpen and Ron Marshall, Chamber President Ronnie Acker and a room full of family and friends attending. We are proud of the work our first responders do to protect our property and ourselves. Thank each of them because the train to save lives.

### Jesse Matthews Named to NLC Board



Councilmember Jesse Matthews of Bessemer was elected to serve a one year unexpired term on the National League of Cities' (NLC) Board of Directors during the annual NLC business session on Saturday, November 12 at the Congress of Cities in Phoenix, Arizona. Matthews was first elected to the Bessemer City Council in 1998 and has also served as Council President. During his tenure, he has initiated and supported the creation of McNeil Park, worked closely on the Sanitary Sewer Project for the Pipe Shop Community, installed several new stop signs and lights and eliminated overgrown lots in District 6 communities. He has served on the Alabama League of Municipalities' Executive Board since 2004 and is an Advanced Certified Municipal Official. Matthews is a member of the Bessemer Chamber of Commerce, the Bessemer Fourth of July Committee, the Jesus Christian Daycare and School Board, the Israel Williams Scholarship Fund Board, the Jefferson Democratic Conference Committee and the Alabama Democratic Conference Committee. He is the Second Vice President of the Alabama Black Caucus of Local Elected Officials and serves on the Deacon Board Ministry and as a youth advisor for the New Bethlehem Baptist Church. NLC is governed by a Board of Directors which is made up of the three officers -- president, first vice president, second vice president -- and 40 members. To serve as a member of the NLC Board of

Directors, a candidate must be a local elected official from a member city, or a chief executive officer of a member league. An elected official serving as an Officer or Board member must remain a local elected official throughout his/her Board term. After completion of their terms, members of the Board of Directors still in government service become members of the Advisory Council. Former Board members continue to serve on the Advisory Council as long as they are in government service. The Alabama League currently has three representatives serving on the NLC Advisory Council: Mayor Leon Smith of Oxford, Mayor Ted Jennings of Brewton and Councilmember Debbie Quinn of Fairhope, who is the current chairperson of the Advisory Council.

### NEW MEMBERS - NOVEMBER

#### Bessemer Airport Authority

LaToya Jefferson  
900 Mitchell Field Road  
Bessemer, AL 35022  
PH: 205.424.7234, F: 205.424.9949  
EMAIL: baauthority@bham.rr.com  
www.bessemerfbo.org  
Business Category: Non Profit

#### Courtyard Café and Bakery

Shelly Reister  
1901 Second Avenue N.  
Bessemer, AL 35020  
PH: 205.424.3406, F: 205.424.5963  
EMAIL: spreister67@yahoo.com  
www.courtyardcafebakery.com  
Business Category: Restaurant

#### Brookwood Occupational Health Clinic LLC

Michael Smith  
4760 Eastern Valley Road  
McCalla, AL 35111  
PH: 205.969.8818, F: 205.972.8375  
EMAIL: mike.smith@tenethealth.com  
www.bwmc.com  
Business Category: Health Care

#### Ezell's Catfish Cabin Bessemer LLC

Agnew Hall  
5060 Academy Lane  
Bessemer, AL 35022  
PH: 205.424.5860  
EMAIL: ezell1hall@yahoo.com  
Business Category: Restaurant





## Big Lots Hosts BIG Grand Opening

The Bessemer City High School Band, Cheerleaders, Majorettes and mascot filled the new Big Lots location on Academy Drive on November 4<sup>th</sup> welcoming a large group of shoppers along with City Officials and Chamber Ambassadors. The crowd was upbeat with the band playing and cheerleaders cheering. Derrick Oden, former linebacker at the University of Alabama, was on hand to sign autographs and mingle with the crowd. Hats, delicious food, goodies, and much more were being given out as the shoppers crowded in to the store. Police Chief Nathaniel Rutledge and Captain Mike Roper represented the police department and Cleo King, Sarah Belcher and Council President Jesse Matthews represented the City of Bessemer. Many more officials and Chamber members were on hand to welcome Big Lots back to Bessemer.



The Bessemer Chamber  
Wishes to Thank the  
Salvation Army of  
Bessemer for the use of  
their Cantina during our  
cookout. {See photos below}

**WE APPRECIATE YOU!**

## Cookout Enjoyed after Veteran's Day Program



*Left & Above* - Ambassadors Darryl Owens and Shirley Horn serve customers with a smile.

*Right* - Chamber Member Rodricus Hunter (Kaylyns) supported our fundraiser.







### It's Your Business

By: Ronnie Acker, President

Can you laugh at yourself? Can you find humor in things you do wrong? If not your life will be a miserable experience and those around you will suffer. Laugh at yourself, you will live longer and happier. Do not be too serious about day to day things that happen to you or to your business. Move on, be steadfast, be wise but laugh. Smile, grin, chuckle, or whatever it takes to enjoy each day. Your business cannot be successful unless you are having fun operating it. Lets say that again: **YOUR BUSINESS CANNOT BE SUCCESSFUL UNLESS YOU ARE HAVING FUN OPERATING IT.**

Bill Cosby, one of my favorite comedians/philosophers said, "There is hope for the future, because God has a sense of humor and we are funny to God." Cosby understands life, he laughs at his experiences and makes money by relating them. But more than that he understands what makes life happy, he can laugh at himself and his experiences. Bill Cosby is wise.

An example of Cosby's wisdom, "You can turn painful situations around through laughter. If you can find humor in anything, even poverty, you can survive it." Take that to heart. Any painful situation can be reversed, they can be survived, just do not take them too seriously. I have often wonder how anyone can go through life with a sour disposition and a personality that exhibits anger, sorrow or hate. In business this type of person, employee or boss is not liked, respected or followed.

Lighten up, enjoy your work day, laugh a lot, find joy in all that you do. Life is short, your work life is shorter. At Church I am taught that "Man is that he might have joy." With all the pain, suffering and sorrow in the world today it is important to look for happiness and above all laugh at yourself. Cosby reminds us that, "The past is a ghost, the future a dream, all we have is today." Enjoy today, be happy. Remember: **YOUR BUSINESS CANNOT BE SUCCESSFUL UNLESS YOU ARE HAVING FUN OPERATING IT.**


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Keith Pennington, Medical West

**Past Chairman**

David Darby, BankTrust

**Chairman Elect**

Lynn Joyce, First Financial Bank

**Treasurer / Finance Chairman**

Billy Parsons, CPA

Dr. Cynthia Anthony, Lawson State

Julie Bell, State Farm Insurance

Dr. Jeremy Burns, Eagle Vision

Jim Byram, Development Solutions

Rev. Reginald Calvert, New Jerusalem Baptist Church

Derek Camp, Team Fever / Bama Fever

Gene Cochran

Don W. Holmes, Holmes Oil Company

Charles King, Rural Metro Ambulance

Rob Kirkland, Legacy YMCA

EJ Randolph, Alabama Adventure

Kyle Sain, Town & Country FORD

Pam Segars-Morris, Sebro Realty

Van Sykes, Bob Sykes Barbecue

Devron Veasley, Bessemer Business Incubation System

Edward B. Vines, District Judge



**Olga Sanchez-Hernandez, D.M.D., M.S., M.S.**

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**2011 AMBASSADORS**

**Coordinator**

Minnie Roper, Retired

**Co Coordinator**

Claire Mitchell, Hair Gallery Beauty Salon

**Secretary**

Nelda Pate, Retired

Kay Baggett, Retired

Sarah Belcher, Bessemer City Council

Sarah Beasley, Joe Beasley Memorial Foundation, Inc.

Regina Doriety, Lawson State - Bessemer

Beverly Edwards, Rural Metro Ambulance

Connie Fuell, Konica Minolta

Louise Hickey, Legacy YMCA

Shirley Horn, Retired

Nikki Jordan, Sarrell Dental

Doris Lewis, City of Bessemer

Daryl Owens, Dr. Miracles, Inc.

Diane Sparks, Retired

Katherine Taylor

Rachel Townsend, Rural Metro Ambulance

Lula Walter, City of Bessemer

Ericka Watson, Individual

## Make Plans to Attend the City of Bessemer's Annual Christmas Parade



Sponsored By:

**Bessemer**  
Area Chamber of Commerce

**HOLT**  
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**MEDICAL WEST**  
an affiliate of the **US HEALTH SYSTEM**

Senator Priscilla Dunn  
Bessemer Industrial  
Development Board

# Saturday, Dec. 10, 2011 at 2pm

## Downtown Bessemer

*The parade will begin on 1<sup>st</sup> Avenue and 19<sup>th</sup> Street*



### Grand Marshall

Charis Wilder

"Miss Black Alabama"

**For Additional Information, Call 425-3253**

**Entry Fee \$25**

[Includes \$10 Late Entry fee effective Dec. 3<sup>rd</sup>]

**Visit the chamber to complete an entry form**





**You Are Invited to Attend the**

*Bessemer Area Chamber of Commerce's*

# **Christmas Open House**

**Tuesday, December 13, 2011, 5-7pm**

321 18<sup>th</sup> Street North, Bessemer

**Call the Chamber to RSVP by Friday, Dec. 9<sup>th</sup> at 425-3253**