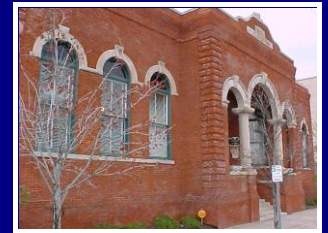


# Communique

*Communication: The Key to Successful Business*



**JANUARY 2011**

*"Nobody can go back and start a new beginning, but anyone can start today and make a new ending."*  
Maria Robinson

**Bessemer**  
Area Chamber of Commerce

## UPCOMING EVENTS

### JANUARY

- 01/03** Chamber Closed  
(New Year's Holiday)
- 01/05** **Prayer Breakfast**  
@ Chamber at 7:30 am
- 01/11** **Ambassador Mtg.**  
@ 8:15 am at Chamber
- 01/17** Chamber Closed  
(Martin Luther King Jr. Day)
- 01/21** **Board of Director's Planning Session**  
(Time & Location TBD)
- SAVE THE DATE!**  
**02/03** **Chamber's 88<sup>th</sup> Annual Banquet**  
*Social Time 5:30-6:30 pm*  
*Banquet Begins 7:00 pm*  
Bessemer Civic Center

## Chamber Christmas Open House Draws Large Crowd

Laughter, smiles, networking and socializing were in abundance at the Chamber's 2010 Christmas Open House. It was a evening of eating, drinking, and gift giving. Special this year was the opportunity to meet our newly elected City Council, Mayor and County Commissioners including: Mayor Kenneth Gulley; council members Jesse Matthews, Donna Thigpin, David Vance, Sherrina Rice, Ron Marshall, and Cleo King (Sarah Belcher is recovering from knee replacement surgery and was unable to attend); County Commissioner Jimmie Stephens and representatives from the office of Commissioner Sandra Little-Brown. The food was outstanding with so many delicious dishes it is hard to describe them. Our Ambassadors and Board members joined the staff in welcoming all warmly with smiles. Chamber Chairman David Darby was the perfect host making sure all felt at home. With the help of the Ambassadors David handed out gifts (door prizes) to 12 lucky attendees. Our Corporate sponsors provided the gifts and we thank them: First Financial Bank, Alagasco, Town & Country Ford, Alabama Power, Holmes Oil, Lawson State, Medical West, ADCO Companies, Wal-Mart, Konica Minolta, WaterMark Place, ITT Technical Institute, Buffalo Rock, Premiere Chevrolet, Rural Metro Ambulance, Legacy YMCA, and The Western Star. As you do business in the Bessemer area, please thank these loyal sponsors of your Chamber they make our programs and activities possible.



## City of Bessemer Christmas Parade

Themed "A New Beginning" the 2010 City of Bessemer Christmas Parade had well over 100 entries, drew a large crowd downtown and was just a fun afternoon on Saturday, December 11<sup>th</sup> at 2pm. Of course, Santa was there with the assistance of the Bessemer Fire Department and security was perfect provided by the Bessemer Police Department. Our new mayor, the honorable Kenneth Gulley was the Grand Marshall and the new City Council were all in the parade including Council President Jesse Matthews, Donna Thigpin, David Vance, Sherrina Rice, Ron Marshall, Cleo King, and Sarah Belcher (who is recovering from knee replacement surgery was unable to attend). Also, we enjoyed new County Commissioners Jimmy Stephens and Sandra Little-Brown plus our State Senator Priscilla Dunn. Town & Country Ford and Premiere Chevrolet are to be thanked for not only being in the parade but providing transportation for our dignitaries. Bessemer City High Schools marching band was a highlight of the parade as were the many floats, vintage cars, horses, and walking groups. Churches from our area made a great contribution to the parade with their themed floats and precious children. Those participating in and attending the parade celebrated the Christmas season with enthusiasm and smiles. "A New Beginning" was an appropriate way to begin the next few years as positive change sweeps over our region. As usual your Chamber staff and Ambassadors made a tremendous contribution to the success we enjoyed. (see page 4 for additional photos).



## NEW Bessemer Magazine to be Published by Alliance Publishing

The Chamber in partnership with Tim Young and Alliance Publishing will kick off the ad sales for the 2011 magazine in January with a May 15<sup>th</sup> target date for printing. Each of you will be contacted by a representative from Alliance in January and February, he will have a letter of introduction from the Chamber and we will email you his name and the rate sheet after the first of the year. Be preparing now to take part in a most professional promotional tool for our region, be a part of your community publication.

## Business News

### Hope Animal Clinic Holds Ground Breaking for 4<sup>th</sup> Addition

Veterinarian Dr. David Fuller and his staff held a ground breaking for the 4<sup>th</sup> addition to the Hope Animal Clinic on Morgan Road on December 15<sup>th</sup>. Chamber Chairman David Darby and Bessemer Mayor Kenneth Gulley recognized Dr. Fuller for his contributions to the Bessemer business community and his continued success. Hot cider made the cold weather bearable and the friendly staff at Hope made all fell welcome. Ambassador Lou Hickey was there to provide support along with the Chamber staff. Coston General Contractors are the builders of the 10,000 square foot addition which will bring the total size to 19,000 square feet. The clinic can board 242 animals at any one time and during holidays it is full. The Chamber appreciates the confidence of businesses like Hope in our area as they continue to expand. There are 42 employees at the clinic along with 3 vets. Contact them at 426-2828.



### Governor Elect Bentley Addresses Birmingham Business Alliance

Barry Copeland and the staff at the Birmingham Business Alliance did an outstanding job in hosting the annual luncheon for BBA with Governor Elect Robert Bentley as the keynote speaker. The Sheraton Downtown Birmingham was packed and the theme centered around the Blueprint Birmingham and the I'M OPEN to building a better Birmingham region promotion. Barry welcomed the crowd along with the Chairman of the BBA board Dowd Ritter, Birmingham Mayor William Bell, UAB's Dr. Carol Garrison, and AT&T's Fred McCallum. Introduced as BBA's 2011 Chairman of the Board was James McManus, CEO & President of Energen.

### JCEIDA's Annual Christmas Breakfast at JefMet McCalla

The Jefferson County Economic and Industrial Development Authority held its annual Christmas breakfast and open house at the Executive Center in the JefMet McCalla Park. Tim Thornton, JCEIDA Chairman, welcomed a packed crowd of well wishers and tenants at the JefMet McCalla Industrial Park on December 1<sup>st</sup>. This annual event is made possible by the great staff of JCEIDA: Director Carma Jude, Jerry Cross and Erica Coleman. Jefferson County has two extremely successful industrial parks in McCalla and on Lakeshore Drive. Board members and developers were attending to meet and network with the tenants at the parks. It was a great event.

## Community News

### Brian McCarty Takes Reins at Legacy YMCA

Brian Carpet's Brian McCarty took the gavel from Van Sykes (Bob Sykes BBQ) as Chairman of the Board at the Legacy YMCA. At the annual Christmas luncheon and board meeting on December 13<sup>th</sup> Van passed the chairmanship to Brian and closed out an extremely successful tenure as Chairman. Van has done an outstanding job of leading the Y through some tough times and continuing the success the Y has enjoyed over the years. Rob Kirkland and the staff at the Legacy YMCA do a professional job and the board receives the accolades for their friendliness and professionalism. The Y is a jewel in our Bessemer Area community.

### Get Motivated Seminar Coming to the BJCC Arena

The Get Motivated Seminar featuring legendary motivator Zig Ziglar, America's Mayor Rudy Giuliani, world famous soldier-statesman General Colin Powell and University of Alabama football coach Nick Saban is coming to the BJCC Arena. The day-long presentation will take place on Monday, February 7, 2011, 8 a.m. to 4:45 p.m.

Additional speakers will include Auburn University football coach Gene Chizik, special guest former First Lady Laura Bush, legendary president of Microsoft Rick Belluzzo, top sales expert Krish Khanam and other renowned teachers and motivators.

Among the speakers' topics will be "How to Stay Motivated" (Ziglar); "Take Charge Leadership" (Powell); "The Tenacity to Persevere: How to Make it Through Any Crisis" (Giuliani); "How to Lead Your Team to Victory" (Saban); "How To Sharpen Your Competitive Skills" (Chizik); "The Keys to Stability in Uncertain Times; "How to Manage, Lead and Succeed" (Belluzzo) and "How to Strengthen Your Sales and Negotiation Skills" (Dhanam).

An entire office of people can attend this seminar of a day of training, inspiration and motivation for a total investment of only \$1.95 per person and \$9.95 for an entire office. To take advantage of this very limited-time offer, call 1-800-217-1339. Admission at the door if attending singly will be \$225.

### Chamber President has Radio Interview with Lou Vickery

Lou Vickery, ex-Major League baseball pitcher, hosts a radio talk show in Alabama and came to Discovery Alabama (WaterMark Place) to host a live Lou Vickery Show. Bessemer Area Chamber President Ronnie Acker was invited as one of his guests. Asked about the area, Ronnie mentioned the tremendous economic assets of the area and the primary tourism attractions, I. e., Alabama Adventure, Tannehill State Park, downtown and The Bright Star Restaurant. Lou Vickery was a left-handed pitcher who played for the St. Louis Cardinals as a rookie with Stan Musial. His radio program is aired on WNSI radio out of Spanish Fork, Alabama and carried over much of the state via the internet. Discovery Alabama owner, Anthony Underwood, welcomed the station and provided a great location for the transmission. Lou Vickery is an interesting personality with many stories that highlight his athletic career.

## It's Your Business

By: Ronnie Acker, President

Ever thought about what a great idea it was to have a new year every twelve months? A new year to make changes to our lives, to begin anew, to start over so to speak. However, when we look at our businesses, our lives and our communities we often times run in to opposition to change. Woodrow Wilson said while President of the United States, "If you want to make enemies try to change something." As we ponder that statement it is oh so true. People resist change although it is inevitable and constant and necessary. If you just set on the tracks you will get run over, you have to move. Your business, your life, your community has to move. You can determine in what direction it moves or stand back and watch it move where it will.

"I put a dollar in one of those change machines. Nothing changed." So stated comedian George Carlin. Sometimes we stand back throw money at an existing problem, concern, or opportunity and act like we are surprised that nothing changed. Our business, our lives and our communities only change when we take action to direct the change in a positive way. Else, we see no change or we gripe about the change that was made without our input. Save your money, spend your time and effort in directing the change and then watch the change happen the way you want it to occur.

Money or the resources you have are finite, your effort is not. Yes, your time is dependent on your limited days on this earth but your effort is unrestrained. I remember Sam Ewing talking about how prices have changed over the years, he said, "Inflation is when you pay fifteen dollars for the ten-dollar haircut you used to get for five dollars when you had hair." Your business, your lives, your community are constantly changing, you do not have to throw money at the change to influence it but you do have to exert effort to make it best suit you and your business, your life or your community.

Do not be afraid of change. Make it work for you. As we begin this new year, 2011, let us renew our efforts to make changes that grow our businesses, improve our quality of life, and build our communities. You can do that, you can make a difference, you can be an important part of making our region the best it can be. Keep change in your business, in your life and in your community. If not you may be like Bruce Barton once said, "When you are through changing, you are through."

## Chamber News

### Western Jefferson County Economic Development Leadership Taskforce

Chamber Board member Don Holmes and Lawson State President Dr. Perry Ward met with the Western Area Mayors Breakfast on December 3<sup>rd</sup> to present the preliminary information on the Western Jefferson County Economic Development Leadership Taskforce. The Taskforce was conceived as a support mechanism for Western Jefferson county (including eastern Tuscaloosa, northern Bibb, and southern Walker Counties) to the Birmingham Business Alliance's Blueprint Birmingham. Covering all aspects of economic development for the area, Don presented the existing information and asked the Mayors for their input into the document. The Taskforce will provide the information to promote the region within the blueprint from the BBA. If you have questions about the process or would like to provide input please contact Mr. Jon Staggs at 226-1221.

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## SAVE THE DATE!

BESSEMER CHAMBER'S  
**88<sup>TH</sup> ANNUAL BANQUET**

Thursday, Feb. 3<sup>rd</sup>, 2011 @ 7 PM @ Bessemer Civic Center

  
**McCalla**  
**Orthodontics & Pediatric Dentistry**

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

**4814 Bell Hill Road  
Bessemer, AL. 35022**

**205-477-8004**

# Chamber News

## Christmas Business After Hours Hosted by Town & Country Ford

It was a grand evening as Town & Country Ford's Bill Sain and Steve Watts hosted another great business after hours. Centered on the release of the new 2011 Ford Explorer and with Catering Creations providing outstanding food the evening attracted a large crowd even with inclement weather. City Council members Donna Thigpin and Jesse Matthews dropped in to wish Town & Country the best and to network with our Chamber members. It was estimated that well over 50 Chamber members and guests attended. Our Corporate sponsors and T&C provided 12 door prizes including Alabama Coach Nick Saban's newest DVD. If you missed this event you missed an important part of being a Chamber member, networking to build your business. Please join the Chamber in thanking Town & Country for their great support.



### NEW MEMBERS

**Busy Bee Child Care Center**  
 Valrie Oakes  
 610 Ninth Avenue N.  
 P. O. Box 1242  
 Bessemer, AL 35020  
 Phone: 205.425.9577  
*Business Category: Child Care*

**Washington, Lloyd & Henderson**  
 Lonnie A. Washington  
 1429 Second Avenue N.  
 Bessemer, AL 35020  
 Phone: 205.424.5722  
 Fax: 205.424.5460  
 Email: lonnie.a.washington@gmail.com  
 Website: www.wlhlawfirm.com  
*Business Category: Attorney*

## PHOTOS - City of Bessemer Christmas Parade (continued from Page 1)



**2011 Board of Directors**

**Chairman**

Keith Pennington, Medical West

**Past Chairman**

David Darby, BankTrust

**Chairman Elect**

Lynn Joyce, First Financial Bank

**Treasurer / Finance Chairman**

Billy Parson, 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, Liberty National Life Insurance

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, Sebros Realty

Van Sykes, Bob Sykes Barbecue

Devron Veasley, Bessemer Business Incubation System

Edward B. Vines, District Judge

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true to it's traditions through generations."  
The Birmingham News - December 2007*

**2011 AMBASSADORS**

**Coordinator**

Minnie Roper, Retired

**Co Coordinator**

Sarah Belcher, Bessemer City Council

**Secretary**

Nelda Pate, Retired

Kay Baggett, Retired

Sarah Beasley, Joe Beasley Memorial  
Foundation, Inc.

LeeAnn Best, Lawson State - Bessemer

Regina Doriety, Lawson State - Bessemer

Connie Fuell, Konica Minolta

Lisa Hester

Louise Hickey, Legacy YMCA

Nikki Jordan, Sarrell Dental / Watermark Place

Doris Lewis, City of Bessemer

Ernestine McNair, Liberty National

Claire Mitchell, Bessemer Beauty Institute

Tyndl Land-Roberts, Individual

Diane Sparks, Legacy YMCA

Katherine Taylor, Favor Realty

Ericka Watson, Individual



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