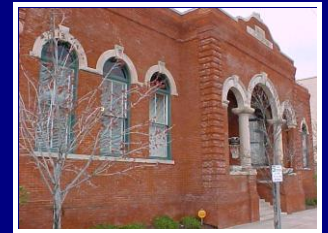


Communique

Communication: The Key to Successful Business



OCTOBER 2010

On my Honor I will do my Best to do my Duty to God and my Country...



2010 Realtor of the Year



Chamber Ambassador
Katherine Taylor

Town & Country Ford Hosts Tremendous Business After Hours

On September 14th close to 75 Chamber members were welcomed by Bill Sain and Steve Watts at Town & Country Ford for a great Business After Hours event. Food, furnished by the Fish Market, and arrangements made by Don Levi, one of the Birmingham Area's great PR persons, were tremendous. Door prizes were handed out which included BP gas cards from Holmes Oil. Attendees were given test drives of the new Edge and Fiesta as well as being able to inspect all of the beautiful vehicles made by Ford. Several elected officials were present including, Sheriff Mike Hale, District Attorney Brandon Falls, and Bessemer City Councilman Jesse Matthews. Don Holmes and Hank Tyler were also there at co-owners with Bill and Steve as well as your Chamber Ambassadors who always make any event enjoyable. It was a fun evening and the Chamber encourages you to go by Town & Country Ford and thank them for their support of your Chamber or visit them online at www.AlabamaFord.com or call them at 491-0000.



Left: Hank Tyler – T & C Ford, Mike Hale - Jefferson County Sheriff, Benny Watson – Circuit Clerk, Don Holmes – T & C Ford, David Darby – Chamber Chairman and Brandon Falls - District Attorney mingle at Business After Hours.
Below: Chamber Ambassadors enjoy BAH.



UPCOMING EVENTS

OCTOBER

- 10/14 Ribbon Cutting @**
2:15, **Open House**
2:30-6:30 pm at
McCalla
Orthodontics
{4814 Bell Hill Rd}
RSVP Robin Forrest
at 477-8004 Ext 304
- 10/19 Business After**
Hours @ Legacy
YMCA 5:30-7:30pm
- 11/01 City of Bessemer**
Prayer Breakfast
Chamber @7:30am
- 11/02 Ambassador Mtg.**
@ 8:15 am at
Chamber
- 12/11 City of Bessemer**
Christmas Parade
@ 2pm in Downtown
Bessemer

Lawson State Named to Nation's Top 50 Best Community Colleges

Lawson State Community College has been ranked by Washington Monthly as one of "America's 50 Best Community Colleges." Lawson State ranked number 39 out of more than 600 nationwide on the 2010 Community College Rankings list.

"We are very proud to have made the list. What makes this even more significant is that the results were based largely on student engagement and student experiences at the Colleges," said Dr. Perry W. Ward, president of Lawson State Community College. "It becomes our goal and responsibility everyday to give our students the very best in order to advance them to the next stage in life."

What distinguishes the top 50 from among the rest? Kevin Carey in writing for the Monthly noted that at the best community colleges, teaching comes first. "While all the schools on it (the list) are inexpensive, have open admissions, and are largely unknown outside their local communities, they stand out in teaching and helping students earn degrees. When it comes to quality of instruction, they outperform not only their two-year peers, but many elite four-year research universities as well," he said.

Most notably, Lawson State students surveyed at 58.1 percent for Academic Challenges. This shows that Lawson placed in the top 10 out of the 50 community colleges ranked. Carey said that the best community colleges have found that when you set high expectations, students will live up to them – even when those students face barriers to graduation. "Student engagement ranks as one of our priorities at the college," said Dr. Bruce Crawford, Vice President for Instructional Services. "We have found that engaging students in every aspect and holding them accountable, in the classroom and beyond, is a formula for success."

Lawson State Community College is a comprehensive community college with campuses in Birmingham and Bessemer. The college seeks to provide accessible, quality educational opportunities, promote economic growth, and enhance the quality of life for students. The college is dedicated to providing affordable and accessible lifelong learning opportunities in order to prepare students for employment and career advancement, or to transfer to senior institutions. The Chamber congratulates Lawson State on this significant achievement and we are proud to have them in our business community.

POSCO-AAPC Holds Grand Opening Ceremony

The new POSCO-America Alabama Processing Center located in the Jefferson Metropolitan Park-McCalla officially opened on September 14th. The plant broke ground in January and took eight months to build. It sits on 31 acres of land next to the Norfolk Southern railroad line and the Home Depot distribution center. The 146,000 sq. feet facility has the capacity to produce 120,000 metric tons per year. Starting with 14 employees it will eventually employ close to 70. Welcoming POSCO to Alabama at the event were Alabama Lt. Governor Jim Folsom, Jefferson County Commission President Betty Fine Collins and Jefferson County Commissioner Bobby Humphries. Mr. Choi, President of POSCO-AAPC, welcomed the large crowd gathered to commemorate the day with the Consulate General of the Republic of Korea. It was an outstanding day for western Jefferson County and Alabama and the Chamber welcomes the newest member of our business community, POSCO-AAPC.

GRAND OPENING--- eZone Internet Café and Computer Repair Shop

The grand opening and ribbon cutting for eZone Internet Café and Computer Repair Shop at WaterMark Place Center 4500 Katie's Way Suite 112 Bessemer, Alabama was held on Saturday, September 18th at 10:30 am. Mayoral Candidate Kenneth "Ken" Gulley was present to help celebrate the grand opening with an informal *Coffee Table Chat*. This *Coffee Table Chat* was to provide the citizens of Bessemer an opportunity to get to know Kenneth "Ken" Gulley who believes in "Putting Bessemer First", while they toured the new facility and enjoyed a "Cup of Joe". Their website (<http://ezonecafe.com>) with a Facebook "live event page" on the 'What's New' page. You can contact eZone at ezone@ezonecafe.com.



Chamber Ambassadors Claire Mitchell, Sarah Beasley, Minnie Roper and Lisa Hester support ribbon cutting at eZone



Daylight Saving Time Ends
Turn Your Clocks Back 1 Hour Before You Go to Sleep Saturday Night November 6th

Van Sykes Working to Make Downtown a Destination Place

Bob Sykes BBQ owner Van Sykes is working hard to restore downtown Bessemer as a destination place not only for the great retail locations located there and the fine food but also for entertainment. You will be hearing much more over the coming months about plans to bring customers to the heart of Bessemer. Van is working with the Chamber and several local business owners to offer some outstanding opportunities to increase the traffic in Bessemer. Keep your ear to the ground and when the time comes help Van and the Chamber make it happen.

NEW MEMBERS

Blue Ocean Technologies

Bill Pautler
1500 1st Ave. N Ste 1-103, B'ham, AL 35203
Phone: 205.776.6900

TE Tire & Battery

Fred Johnston, Jim McCall
1701 19th Str. N, Bessemer AL 35020
Phone: 205.428.0111
Fax: 205.424.9532
Email: ok649@bellsouth.com
Business Category: Tire & Mechanic Shop

2010 Board of Directors

Chairman

David Darby, BankTrust

Past Chairman

Dr. Deborah Horn, Miles College

Chairman Elect

Keith Pennington, Medical West

Treasurer / Finance Chairman

Lynn Joyce, First Financial Bank

Dr. Cynthia Anthony, Lawson State

Julie Bell, State Farm Insurance

Dr. Jeremy Burns, Eagle Vision

Jim Byram, Development Solutions

Doug Caddell, Canaan Baptist Church

Derek Camp, Team Fever / Bama Fever

Gene Cochran, Liberty National Life Ins.

Randy Donaldson, Alabama Gas Co.

Don Holmes, Holmes Oil

Tom Nicholson, US Pipe & Foundry Co.

Billy Parsons, CPA

Erik Raymond, Rural Metro Ambulance

Allen Rice, ITT Technical Institute

Pam Segars-Morris, Sebro Realty

Steve Self, Buffalo Rock Company

Van Sykes, Bob Sykes BBQ

Devron Veasley, Bessemer Business Incubation System

It's Your Business

By: Ronnie Acker, President

Question: If you could live forever, would you and why?
Answer: "I would not live forever, because we should not live forever, because if we were supposed to live forever, then we would live forever, but we cannot live forever, which is why I would not live forever," given by a Miss America contestant in 1994.

Makes as much sense as increasing the tax burden on you and your business, i.e. business in general. If the government, local/county/state/federal, increases taxes who pays the taxes. Yes, the government will say the business but in reality it is your customers (the citizens) who always pay. So logically, we the citizens pay the increased taxes for our businesses who we use for all aspects of our lives. But the elected politicians would have you believe they are not increasing your taxes just those on businesses.

I know the Miss America contestant was under pressure, did not have time to think about her answer, and was doing her best to address the question. Likewise I know that our business leaders and elected officials are under pressure to perform to do the right thing. They do not have time to think but must take the time to make the right decisions. And do their best to address the question and must do so in clear and exact English. So in reality the contestant had an excuse, you as a businessperson or elected official do not.

Ethical, moral, truthful, and honest need to become words that are the watch cry for electing those we need in office and for doing business in general so those words should be our business's watch cry. Being truthful according to the letter of the law is not good enough. Marion Barry, when he was mayor of Washington, DC stated truthfully according to the letter of the law, "Outside of the killings, Washington has one of the lowest crime rates in the country." That is not good enough.

Talking in legalese is not what we need in this free country or our City. We need those leaders both in business and government who speak the language of the people, pure down home English. If you need a lawyer to make an agreement understood with your neighbor then don't make the agreement. A man's word should be trusted, should be believed, should be honor bound. Convenient memory is a dishonest person's best defense when it comes to sliding by the truth, to answering our questions without answering our questions. The Miss America contestant was at least truthful even though she had no idea what she was saying. We need businessmen and women, elected officials, and leaders who know what they are saying, say it so we understand it, and especially remember they said it. This is important to you because it is your business.



COMMITTED TO BESSEMER.
COMMITTED TO YOU.

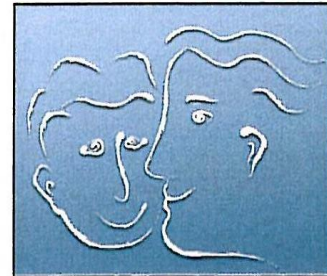


David C. Darby
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Community News

McAdory Middle School Hosts Official Opening with Ribbon Cutting

Principal James Mcleod welcomed an array of Jefferson County School officials, retired teachers, civic leaders, Chamber members, and of course the student body to the official ribbon cutting on September 7th in the new gymnasium. The ribbon cutting ceremony was one of four held to open this year in Jefferson County. JefCo Superintendent Dr. Phil Hammonds and JefCo Board of

Community News

McAdory Middle School Ribbon Cutting (continued from Page 3)

Education President Jennifer Parsons, were on hand to greet the large crowd and to thank those who made the day possible.

McAdory Middle School's band and choir performed along with a group of Boy Scouts leading the Pledge of Allegiance. The new school is designed especially for middle school aged students and is located at 5450 Yellow Jacket Blvd., in McCalla. The old school was an elementary sized space. It is also completely wireless and equipped with new athletic facilities.

Pleasant Grove High School Ribbon Cutting

On September 1st, Dr. Phil Hammonds and Mayor Jerry Bassealle joined Principal Wayne Byram to officially open the new Pleasant Grove High School. One of four new JefCo schools to open this year it is a wonderful addition to a great school system. JefCo Board President Jennifer Parsons joined the group in both greetings and a thank you to all those who made the event possible. With Hueytown High School soon to be completed all of southwest Jefferson County's High Schools will have been updated and new. The Chamber wants to thank Dr. Hammonds and President Jennifer Parsons for the support for our area.

Remember the Boy Scout Popcorn

The Boy Scouts in our community will be using the Magic of Popcorn to provide our community with two ways to help the Scouts and our military men and women. First, all popcorn you buy provides funding for the world's most productive youth organization for young men in the world both locally in our Cherokee and in our Greater Alabama Council. Second, they make a way available for you to buy popcorn to be sent in bulk to our men and women in the military located in Iraq and Afghanistan. As these young men come to you and ask for your help please remember they are our leaders of tomorrow and are working to make a difference. Medical West's Director of Marketing, Haley Montgomery, is serving as Chairperson of the Boy Scouts Cherokee (western Jefferson County) District Popcorn Campaign for 2010.

Lawson State Receives State Energy Sector and Partnership Grant

Lawson State Community College has been approved by the Governor's Office for a State Energy Sector and Partnership Grant funded by the U. S. Department of Labor in the amount of \$587,675 for the purpose of training for jobs in the maintenance and inspection of alternative powered vehicles such as liquefied and compressed natural gas, hybrid and electric vehicles.

"This is a welcome opportunity as it will allow us to provide beneficial training to more than 600 individuals," said Tommy Hobbs, Business and Industry liaison for Lawson State. "Additionally these funds will position Lawson's Corporate Services Division and the Alabama Center for Automotive Excellence (ACAIE) to provide community awareness workshops regarding alternative fuels vehicles as well as offer community service workshops for first responders at the scene of an accident."

Alabama received \$6,000,000 to share with partnership agencies. Program recipients will receive the technical and occupational skills necessary to obtain industry recognized credentials. "These grants will help workers gain access to good jobs, while supporting the sort of statewide energy efficiency strategies that play a crucial role in building the green economy of the 21st century," said Secretary of Labor Hilda L. Solis.

"Lawson State's Corporate Services Division and the Alabama Center for Automotive Excellence continue to stay in the forefront of alternative fuels training," Hobbs said. The College has partnerships with General Motors, Ford, Toyota, and college faculty have participated in a number of alternative fuels training sessions offered locally and at West Virginia University through the College's partnership in the National Alternative Fuels Training Consortium (NAFTC).



McAdory High School Principal Sam Staggs addresses the new middle school

Chamber Ambassadors Lisa Hester, Lou Hickey, Diane Sparks, Erica Watson, Tyndl Roberts and Sarah Beasley attend ribbon cutting at McAdory Middle.



2010 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

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

Earth Journeys

The Bessemer Area Chamber of Commerce is working with its newest member, Earth Journeys Travel, to provide Chamber sponsored vacation tours to USA cities. This will accomplish several things. First, it will give our membership a way to tour other cities and to meet with Chamber members from the cities we visit. Second, it will provide our members an affordable vacation while enjoying a cultural experience. Finally, it will offer a venue for our members to make friendships with other Chamber members and eventually with citizens in foreign countries. We have been invited to England in 2011 for the honoring of Bessemer's namesake Sir Henry Bessemer, we have new businesses in our area from South Korea, and our businesses have customers in Australia, Central and South America, Europe and Asia. We are going to start small and with US trips but please let us know your interest in participating in these planned excursions as we work with Earth Journeys in this effort.

Chamber to Support Bessemer Fire Department in Breast Cancer Awareness

Not many of us can say we do not know someone who has tragically been affected by Cancer.

According to the National Breast Cancer Foundation, more than 200,000 women will be diagnosed with breast cancer across the United States this year, worse; approximately 43,000 will die as a result of being afflicted with the disease. Here are some additional breast cancer statistics:

- One in eight women either will develop breast cancer in her lifetime
- Breast cancer tends to strike women of African and Latino heritage at an earlier age (even though incidence is 12% lower compared to Caucasian women)
- Unbelievable to many men, approximately 1,600 men will become breast cancer victims as well, with about 400 diagnoses resulting in death

Our Bessemer Fire Department through a joint effort between the Alabama Association of Fire Chiefs and the International Association of Firefighters and our very own Firefighters Union, Local 980, are gearing up for a major fundraising effort to fight breast cancer. You will see and hear in the coming weeks all kinds of initiatives for raising funds to fight this disease.

Several Departments in the state (ours included) will be changing from our traditional Fire Service Blues and Reds to a bright Pink to spark interest and increase awareness of breast Cancer during Breast Cancer Awareness month this October. Part of this initiative is "The Real Men Wear Pink Campaign" now running rampant through the Fire Service. Another part of this effort as I mentioned is fundraising, we are currently starting to sell Our Breast Cancer Awareness T-Shirts: To anyone and everyone we can to spread the word and raise money for a cure.

The Union has been gracious enough to invest in the initial cost of T-Shirt purchasing and help the effort get started. This is not merely a union function though, this is a Fire Service function and everyone is encouraged to participate.



Reid S. Christopher, MD
Wallace B. Purdy, MD

Board Certified, Internal Medicine

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