Communique

Communication: The Key to Successful Business



SEPTEMBER 2010

Bessemer

Area Chamber of Commerce

UPCOMING EVENTS

SEPTEMBER

09/06 Chamber Closed Labor Day Holiday

09/07 Ribbon Cutting @ McAdory Middle School – 10 am

09/13 City Wide Prayer
Breakfast at Chamber @
7-30 am

09/14 Ambassador Mtg. @ 8:15 am at Chamber

09/14 Business After Hours @ Town & Country Ford 5:30-7:30 pm

09/18 Ribbon Cutting & Grand
Opening at eZone Internet
Café and Computer Repair
Shop @ Watermark 10:30am

09/21 Board of Director's Mtg. Noon @ Chamber [Exec. Comm. meets at 11:30 am]

09/30 Ribbon Cutting & Open House at McCalla Orthodontics & Pediatrics Dentistry {RC - 2:15 pm, OH - 2:30-6:30 pm}

OCTOBER

10/04 City Wide Prayer Breakfast Chamber 7:30 am

10/05 Ambassador Mtg. @ 8:15 am at Chamber

10/07 Chamber's Golf "FORE"
Progress Tournament @
Bent Brook Golf Course at
Noon (Registration Attached)

19th Annual Golf FORE Progress will be October 7th

The 19th Annual Golf FORE Progress Bessemer Area Chamber Golf Classic is October 7th at Bent Brook! This is usually the last big tournament of the year, YOU DO NOT WANT TO MISS IT! Chamber Board members Lynn Joyce (First Financial Bank) and Steve Self (Buffalo Rock) are working hard to make the 19th Annual Golf FORE Progress a big success.

We have some slots for players left (only 200 total) and we need door prizes and gift certificates valued at \$10.00 to \$50.00 to highlight your business. There will be a 50/50 Raffle and tickets will be on sale at the tournament or you can buy them with your registration form. (\$10 each)

Bob Sykes BBQ and Buffalo Rock's Catering Creations will have great meals for you and your team mates. Van Sykes has promised something you will rave about. The food is always great whether your golf game that day is or not. Prizes will be outstanding thanks to sponsors such as Premiere Chevrolet and Town & Country Ford. This year each golfer will have two chances at a car on one of the par three holes with a hole in one.

Your Chamber Ambassadors will meet you there to register participants, man the Hole-In-One greens and make your day even more enjoyable. Board Chairman David Darby (Bank Trust) and the entire Chamber board look forward to seeing you at the tournament. Also, put your Company name on a hole as a sponsor and then enjoy one of the best golf tournaments in Alabama.

It will be a day of fun, challenge, and prizes. The tee time is noon with a shotgun start and lunches and the driving range will be ready at 11:00 AM. To register a team, donate prizes, sponsor a hole, or order raffle tickets simply call the Chamber at 425email Mary Milan at mmilan1@bellsouth.net. Or download form website registration on our www.bessemerchamber.com.



Open Letter to Bessemer Merchants From Your Chamber

Dear Merchant

The Bessemer Area Chamber of Commerce would like to invite you to participate in the Buy Bessemer Weekend 2010. The four-day event, September 16-19, is designed to encourage consumers to spend an extra \$20 with Bessemer stores. We strongly encourage stores to have sales or specials that can be advertised but it is not required.

The reason we are sponsoring this event is to bring attention to what Bessemer merchants can offer to consumers. We know what we have but does everyone else? This weekend is an opportunity for you to see your regular customers but hopefully earn new ones.

There is no cost for you to participate in this weekend nor do you have to be a member of the Chamber of Commerce. The Chamber will market this event but we have to have your support if you plan to participate and run sales or specials.

If you have any questions or would like to participate and/or have a sale or special you would like for us to list on a flier and the chamber's website, please contact Ronnie Acker at ronacker@bellsouth.net or Derek Camp at derek@bamafever.com. We hope to hear from you.

Derek Camp

Director of Alumni Fever/Retail Manager/Chamber Board Member Bama Fever, Inc

4933 Promenade Parkway, Suite 133, Bessemer, AL 35022 Phone 205-426-3140, Fax 205-426-3141

Simmons Sporting Goods Grand Opening

One of the crown jewels of the Bessemer Business community opened its doors for the new addition to an already outstanding facility. The atmosphere of the new Simmons Sporting Goods is electric and invites you to browse and shop for much more time than you planned. The August 2nd grand opening was exciting and fulfilling for a family owned business that has meant so much to downtown Bessemer. Clay Simmons and the staff at the store were hosting a large crowd of dignitaries, Ambassadors and customers as he was assisted by Mayor May in cutting the ribbon to officially open. The Chamber is proud of all our businesses but especially those that have been here and anchored downtown for so long.



Business News

McCalla Memorial Funeral Home Breaks Ground

Located just past Letson Farms Shopping Center and across from the newly built McAdory Middle School, McCalla Memorial Funeral Home broke ground on August 5th as construction began on its new facility. This will be a positive addition to the community and will make the McCalla area even better than it is. City Councilman Jesse Matthews was on hand to help Mike Sartin and many wellwishers to take a shovel and officially break the ground. It was hot but the construction crew was eager to get started.



Norfolk Southern Hosts Train Ride

Several members of the McCalla community were invited to join Jefferson County political leaders, businessmen and women, civic leaders, and Norfolk management to take a train ride from Irondale to Vance on August 10th. Lunch was served and the Norfolk employees answered a bushel of questions about the railroad and specifically the proposed rail hub in McCalla. Your Chamber was represented by Mr. and Mrs. Don Holmes and Chamber President Ronnie Acker. It was an interesting trip and informative as well.

Office Max Celebrates Ten Years in McCalla

The first distribution center and first building in the first Jefferson County Industrial Park. That is Office Max. It does not seem like ten years but on August 26th Office Max celebrated that anniversary and presented those employees who had been there for all ten years with a special recognition. Located at 7200 Jefferson Metropolitan Parkway in McCalla, Office Max anchors the western end of the park while Home Depot anchors the eastern end. Current estimates show Office Max at his location has an annual revenue of \$20 to 50 million and employs a staff of approximately 300. The Chamber congratulates Office Max on this great occasion.

Community News

Western Mayors Hear from ALDOT

The monthly Western Area Mayor's breakfast was held at Alabama Power in Hueytown on August 6th. Besides the great breakfast and an update from ALDOT, Mayor Doug Brewer from Graysville invited all to examine the electric car displayed by Alabama Power. Local Manager, Jon Staggs, provided the meal and location and had the car for all to see. This monthly meeting allows the Mayors to be updated on specific topics and to exchange ideas as well as network.

Bessemer Prayer Walk Focused on Downtown in August

Close to 100 people joined forces to walk and pray in downtown Bessemer on August 21st and your Chamber Ambassadors were there to provide fruit and drink for the thirsty group. Beginning at the Foundry's Worship Center on 18th Street the group made its way through downtown stopping at City Hall, the Court House, 19th Street and other locations to pray for our City prior to the elections held on the 24th. It was hot but the crowd was happy and involved, Chief Rutledge and Captain Mike Roper of the Bessemer Police Department joined Rev. Doug Caddell, Canaan Baptist Church, several local pastors, Chamber Ambassadors, citizens, and civic leaders in making this unique event a success.



It's Your Business

By: Ronnie Acker, President

Your life will either shed light or cast a shadow, it is up to you. Making a difference is not always what position you attain, how much money you make, or how well known you are. Your life impacting those you come in contact with in a positive way makes a difference. Your shadow then becomes a light for others.

John Wayne once said, "Courage is being scared to death... and saddling up anyway." Medal of Honor recipients were all scared but performed their acts anyway. In our businesses we face fear each day, fear of failure, fear of generating enough revenue, fear of the economy, fear of anything that would be detrimental to our business. Robert Schuller talked about failure and the fear of it this way, "If there exists no possibility of failure, then victory is meaningless." Overcome your fear of failure by facing each set back with the knowledge that no one can do your business better than you. You are a special part of your business, you are your business, you are a light in our business community.

But remember, if you work 75% of your capacity, 75% will become your capacity. So it is up to you, work hard to succeed, work hard to be the best you can. My old football coaches always said we should give 110%. I tried to rationalize that that was not possible. How could I give more than I could give? My Father always told me to stretch as far as I could, then stretch just a little more. That too was hard for me to understand. But, I know today that at whatever level I work, I labor, I strive, that will be the capacity at which I can achieve. It is the same with you and your business. Run on all cylinders, work hard, work at 110% of your business acumen, be the light for our business community.

Finally, everything in the universe is subject to change and everything is right on schedule. As Bessemer prepares for the changes to be made on October 5th, let us remember that change sometimes creates fear, anxiety, and uncertainty. Your light can alleviate this fear in our communities. Your support for those running who are honorable is essential. Your support for those who worked hard to be elected and did not just expect to be elected is important. But first, our City must elect those who are honorable; those with the courage to saddle up anyway, those who do not fear to fail, those with the capacity to lead us to achieve a 110% of our capacity. Our community needs to see your light, your involvement, your leadership. You are the light in our City because it is your business.

NEW MEMBERS

Earth Journeys Travel

Janis Cordell

2409 Acton Road, Ste 105, Birmingham, AL 35243

Phone: 205.822.0782, Fax: 205.822.0784

Email: jancordell@earthjourneystravel.com

Business Category: Travel

Education Association of Bessemer

Ken S. Steward

5012 Roslyn Road, Bessemer, AL 35022-6353

Phone: 205.586.4415, Fax: 205.432.3207

Email: ksteward1@yahoo.com

Business Category: Education

Individual

Donna Thigpen

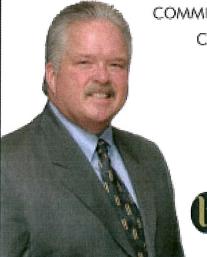
4955 McAdory School Rd, Ste 131,

McCalla, AL 35111

Phone: 205.281.3931, Fax: 205.424.0555

Email: donnathigpen@gmail.com

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COMMITTED TO BESSEMER. COMMITTED TO YOU.

> David C. Darby Area President and Commercial Lender

205-665-3361

(i) Bank**Trust**.

banktrustonline.com

Member FDIC





MCCALLA ORTHODONTICS &
PEDIATRIC DENTISTRY

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

205-477-8004

NEW MEMBERS

Landers McLarty Dodge Chrysler Jeep Ram Karen Stewart

5080 Academy Lane, Bessemer, AL 35022

Phone: (205) 923-6343

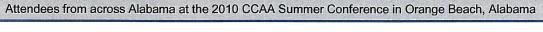
Website: www.landersmclartydodgechryslerjeep.net Business Category: Automobile Sales Make others
happy wherever
you go, not
whenever
you go.

Chamber News

CCAA Conference

Featuring the Mayors from both Gulf Shores and Orange Beach the CCAA Summer Conference was held this year on the Alabama coast at Orange Beach. This allowed the Chamber organizations across the State to show support for our business partners in the gulf region. CCAA President Kirk Mancer, Cullman Chamber of Commerce, presided and welcomed over 50 Chambers that were represented. This meeting also provided a chance for Chamber execs to exchange ideas, learn of programs, and improve their knowledge of the Chamber business. Two outstanding programs were provided that your Chamber will be pursuing: 1) Nationally known trainer Jenny Nolen will be working with us to provide CEU units for business professionals in a Bessemer Area Chamber of Commerce Management Certification Series. This course will include sessions that address: The Power of Connection: Personality Profiling, Dealing with Difficult Customers, Workplace Diversity, I can't say NO; Assertiveness Training, Overcoming Negativity, and Seven L's of Leadership. Jenny is an outstanding presenter and if you want to check her presentations out go to jenny@jennynolen.com. 2) As stated in another article Earth Journeys Travel is working on a package for up to 20 of our membership to travel to either Las Vegas, New York or San Diego to vacation and to meet with local Chamber members to exchange business ideas. Bessemer Chamber President Ronnie Acker is serving this year as Vice President of the Chamber of Commerce Association of Alabama and will be Chairman-elect next year.







Dr. Olga Sanchez-Hernandez and staff invite you to an Open House in celebration of their new facility

> Location: 4814 Bell Hill Road Bessemer, AL 35022

Date: Thursday, September 30, 2010

Time: 2:30 P.M. - 6:30 P.M.

RSVP: Robin Forrest 205.477.8004, ext 304

BCA/CCAA Hosts Leadership Forum

Billy Canary, President and CEO of the Business Council of Alabama, hosted a leadership forum in Shelby County near Calera. Along with members of the BCA staff and CCAA Vice President Ronnie Acker, the event welcomed local business and Chamber leaders to a dinner and presentation on the just completed legislative session. It was well attended and worthwhile for all. The next forum will be in Cullman and a date will be announced. Billy also introduced the newly published *What If No One Were Watching 2010*, a review of the 2010 Legislature from the business perspective. It is well written and we have copies in the Chamber if you would like to look over one or if you want a copy contact the Chamber at ronacker@bellsouth.net.

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.

Community News (continued)

Boy Scout Popcorn Campaign

The Magic of Popcorn will provide our community with two ways to help the Boy Scouts in our community 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 District Popcorn Campaign for 2010. Your Chamber is represented on the Cherokee District Scout Committee not only by Haley, but other local business people like David Darby (Bank Trust), Jon Staggs (Alabama Power), Dr. Fred Wallace, Judge Scott Roebuck, District Chairman Ronnie Acker, District Commissioner Teresa Castle and District Scout Executive Anthony Edwards.

Political Forums were Held at Bessemer High School

Citizen participation, citizen education, and a chance to meet the candidates face to face, these are the reasons why the Chamber sponsored three sessions of political forums. These sessions provided a chance for the candidates for the Bessemer City Council, Board of Education and the Mayor's office to let the citizens get to know them better. Held at Bessemer City High School on August 12th (Districts 1, 2, & 3), August 16th (Districts 4, 5, 6, & 7) and August 17th (Mayoral Candidates) the forums allowed questions to be submitted by the citizens of Bessemer and in return gave the candidates a chance to respond. The Chamber's Governmental Affairs Committee did an outstanding job of preparing for this chance to meet the candidates. Those on the committee who worked tirelessly were Pam Segars-Morris (Sebro Realty), Billy Parsons (CPA) and Devron Veasley (Bessemer Business Center). A big thank you to these three members of your Chamber board, to our Ambassadors, and to the staff at the Chamber for another successful political forum. Also, we must thank all those at Bessemer City High School and the Bessemer Board of Education for being the perfect hosts.



Governmental Affairs Committee at Forums

Business News (continued)

Save-A-Lot Food Stores Opens in Bessemer

Officials with Save-A-Lot welcomed the crowd that joined them for their Dollar-Cutting Ceremony on August 19th at 528 West Town Plaza, Bessemer, AL 35020. Chamber Ambassador Sarah Belcher thanked store officials for including the community in celebrating their welcome addition to our city.

Store officials presented our local United Way Food Bank with a check for \$5,000 to assist families in our community with groceries.

Right – Sarah Belcher welcomes Save-A-Lot to Bessemer Below Left – Rev. Douglas Caddell and Chairman David Darby at Save-A-Lot

Below Right – Chamber Ambassadors Lisa Hester, Sarah Beasley and Sarah Belcher along with David Darby welcomed new business.





Community News



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

Board Certified, Internal Medicine

GROUND LEVEL PARKING • ON-SITE LAB & BONE DENSITY SCREENING

Bessemer Medical Building
1088 9th Avenue SW · Bessemer · 35022 · 426.0546

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

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 Kenneth Gulley, Lawson State - Birmingham Lisa Hester Louise Hickey, Legacy YMCA Syble Lamons, Retired 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 Tammy Tucker, Golden Living Center Meadowood

Ericka Watson, Individual



Introducing....

The ALL NEW



DOOR PRIZES

REFRESHMENTS



Tuesday, Sept. 14, 2010

5:30 - 7:30 pm

Bessemer, AL 205-491-0000 I-59/20 • Exit 108 • Academy Dr.

AlabamaFord.com WN & COUNTY "A New Attitude"

sponsor of SUSan G. Komen A proud

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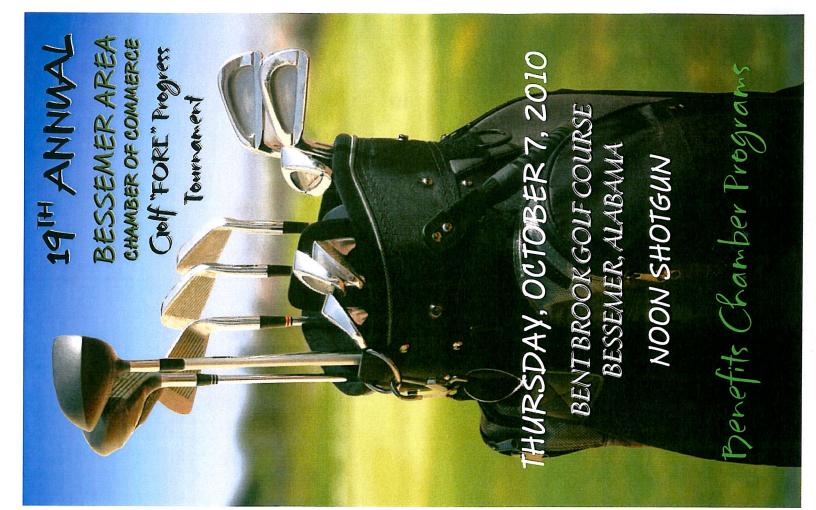












1917 ANNUAL

BESSEMER AREA

Golf "FORE" Progress Tournament

SO NIOI

Thursday, Oct. 7, 2010
Bent Brook Golf Course
Bessemer, Alabama

- ► Join us for a fun day of golf while raising funds for the Bessemer Area Chamber of Commerce Programs
- ► This event is open exclusively to Bessemer Area Chamber of Commerce Members, their invited guests and prospective members
- ► Individual golfers are welcome to participate

CONTESTS & PRIZES

Prizes will be awarded for:

OF EVENTS

Registration

11 AM

12 PM Fee Time

SCHEDULE

- Closest to Pin on each Par 3
 - 3 Longest Drive Prizes
- d Straightest Drive Prizes

NVIII/N

Dinner & Awards

50/50 Raffle (Cash Prize) 510 Raffle tickets will be on sale throughout the day. The

individual with the winning ticket receives half of the collected pot.

Tournament Fees:

{Includes: Green Fees & Cart, Range Balls, Soft Drinks & Water, Door Prizes, Cash Prizes, Two beer coupons each, Closest to Pin on each Par 3, Longest Drive Prizes, Straightest Drive Prizes, Buffalo Rock Company Box Lunch, Bob Sykes Barbecue Dinner}

\$125 Individual / \$450 Foursome

SPONSORSHIP OPPORTUNITIES

Sponsoring an event at the Bessemer Area Chamber of Commerce Golf Tournament is an ideal and inexpensive way to grab the attention of fellow Chamber Members.

Sponsorships Available:

Event (\$1,000) – includes Logo recognition on all Golf "Fore" Progress Promotions, Exposure to 120 golfers, Pre & Post event publicity, Opportunity to display and distribute company product / merchandise at clubhouse or special location, Complimentary Four person team entry, Opportunity to include promotional items in gift bags, Post event mailing list, Company name & logo at clubhouse and registration, Includes all meals

Silver (\$ 600) – includes 4 person team and Hole Sponsorship, Exposure to nearly 120 golfers, Opportunity to include promotional

items in golfer's gift bags, Includes all meals

Prize (S 200) – includes Opportunity to include promotional items in golfer's gift bags, Donation of prize with promotional information included & recognition at presentation

Hole (\$ 200) – 18 X 24 in. sponsorship sign, with your company logo at hole on course, Exposure to 120 golfers, Opportunity to include promotional items in golfer's gift bags, Post event mailing list, Includes all matters.

GPS (S 100) – includes Promo that will appear on GPS monitor in all carts for hole sponsored, Opportunity to include promotional items in golfer's gift bags

WIN Hole-in-One Contest

We Have 3 Cars Provided by:

Premiere Chevrolet and Town & Country Ford

Questions? Contact the Chamber at 425-3253 or by email at mmilan1@bellsouth.net

Deadline for Sponsorship - Friday, September 24, 2010

| The | Please complete & mail to The Bessemer Area Chamber of Commerce 321 18th St. N., Bessemer 35020 or fax 205-425-4979 | |
|------------------------|---|------|
| | Event Sponsor (\$1000 includes team of 4) | |
| | Silver Sponsor (\$ 600 includes team of 4) | |
| | Prize Sponsor (\$ 200 no team included) | |
| | Hole Sponsor (\$ 200 no team included) | |
| | GPS Sponsor (\$ 100 no team included) | |
| Company: | | |
| Contact: | | |
| Address: | | |
| | | |
| City: | Zip: | |
| Phone: | Fax: | |
| Email: | | |
| Indicate Payment Type: | ype: Check Cash Visa MC | JC J |
| CC#: | | |
| | | |

19TH ANNUAL GOLF "FORE" PROGRESS REGISTRATION

Tournament Fees: \$125 Individual / \$450 Foursome

{Includes: Green Fees & Cart, Range Balls, Soft Drinks & Water, Door Prizes, Cash Prizes, Two beer coupons each, Closest to Pin on each Par 3, Longest Drive Prizes, Straightest Drive Prizes, Buffalo Rock Company Box Lunch, Bob Sykes Barbecue Dinner}

DEADLINE TO REGISTER: Friday, October 1, 2010

FAX COMPLETED FORM TO: 205-425-4979

OR MAIL TO: Bessemer Chamber of Commerce, 321 18th St. N., Bessemer, AL 35020

| Golfer 1 | Handicap: | Golfer 3 | Handicap: |
|--------------------------|---|--|--|
| Name: | | Name: | AND STREET, ST |
| Co. Name: | | Co. Name: | |
| Address: | | Address: | |
| City: | Zip: | City: | Zip: |
| Email: | | Email: | |
| Phone: | | Phone: | |
| Golfer 2 | Handicap: | Golfer 4 | Handicap: |
| Co. Name: | \ | Co. Name: | |
| Address: | | Address: | |
| City: | Zip: | City: | Zip: |
| Email: | | Email: | |
| Phone: | | Phone: | |
| Foursomes # | X \$450 = \$ | | |
| Single Golfers # | X \$125 = \$ | NO ON | QUESTIONS? |
| | | | 105 475 3753 |
| 50/50 Raffle #_ | X \$ 10 = \$ | ZO. MMilan | MMilan1@bellsouth.net |
| TOTAL AMOUNT DUE: \$ | NT DUE: \$ | Tournamen | Tournament Date: October 7th |
| Method of Payment: | t: MC Visa | Check (mail to 321 18 th | Check (mail to 321 18 th Str. N., Bessemer, AL 35020) |
| Credit Card #: | | | Fxn Date: |
| Billing Address: | | | |
| Print Cardholder's Name: | lame: | | |
| I authorize th | he Bessemer Area Cha ees and agree to pay ti | mber of Commerce to cho te above total according | I authorize the Bessemer Area Chamber of Commerce to charge my credit card for golf tournament fees and agree to pay the above total according to card issuer agreement. |
| Authorized Signature | U | | Date |
| 0 | | THE RESERVE THE PROPERTY OF THE PERSON OF TH | |

Teams Are Limited, Registration on a first come, first served basis.

321 18th Street North* Bessemer, AL 35020 Phone (205) 425-3253 * Fax (205) 425-4979

Make checks payable to: Bessemer Area Chamber of Commerce

Print Cardholder's Name:

Exp. Date: