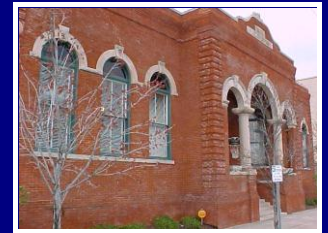


Communique

Communication: The Key to Successful Business



JUNE 2011

Bessemer
Area Chamber of Commerce

UPCOMING EVENTS

JUNE

06/07 Ambassador's Mtg.
Chamber 8:15 am

**6/09 Dollar General
Distribution Center
Groundbreaking**
@ 1pm at Hwy. 150
and Lakeshore Pkwy.

**06/23 Business After
Hours** at Bessemer
Hall of History –
Come enjoy an **old
fashioned picnic** and
welcome our new
members. Tour the
museum and the
Pullman car
5:30 – 7:30 pm
{RSVP at 425-3253
by June 21st}

**06/28 Board of Director's
Mtg.** @ Noon @
Chamber - Executive
Comm. 11:30 am

Tornado Relief Took Center Stage at Chamber

Working with the Cities of Bessemer, Hueytown and Pleasant Grove the Chamber coordinated several deliveries of donated food items from Alabama Power. The items were delivered by The Church of Jesus Christ of Latter-day Saints volunteers to The Foundry, who worked to distribute them to other churches and relief groups, and several local churches doing relief work in Hueytown, Pleasant Grove and Concord. The Chamber was opened for receiving any donations of food items for the area in case it were needed. The Chamber visited Bethel Baptist Church and First Baptist Church in Pleasant Grove on the Sunday after the tornadoes to offer assistance.

It was sobering to see Mayor Jerry Brazealle, Mayor Delor Baumann, State Senator Greg Reid, and State Representative Allen Farley working to help the victims and volunteers. The Bessemer Area Chamber of Commerce was in contact with the Hueytown Area Chamber for a couple of weeks through Becky Williams who provided updates and needs. We cannot describe the devastation nor the sadness we felt at the loss of life and property. Our prayers are with all of those affected by the disaster and we encourage our membership to do all you can to help.



Volunteers work in Concord helping remove trees.

Chamber Honors Teachers of the Year

Again the Chamber was privileged to recognize the Teachers of the Year in the Bessemer City School System. These honorees represent some highly motivated and dedicated individuals who work to educate our children. It is the parent's responsibility to teach their own children but it is a help when they have good school teachers. Honored in 2011 were: Keely Watts (Bessemer City HS), Feletha Hudson (Hard Elem.), Jameka Thomas (Davis Middle), Gloria Gentry (Westhills Elem.), Diane Hollifield (Jonesboro Elem), Nakkia White (New Horizon Alt.), Kem Sneed Steward (Greenwood Elem.), and Kimbley Huston (Abrams Elem.). The Chamber congratulates these special teachers and says thank you to all of our quality teachers. See pictures in Community section.

Chamber Offers Beginners Golf at Frank House Course

Over 60 "duffers" took advantage of the Beginners Golf Classic at Bessemer's Frank House Golf Course on May 19th. Sponsored by the Chamber and hosted by Lee Harper, Manager of Frank House, the event was an overwhelming success. In fact, many of those participating in the 9 hole play asked for more even once a month. The Chamber and Lee are looking into how we can offer this activity again. The pros at the golf course rode around offering tips to individual players on how to improve and in some cases teaching how to play golf. The course was great, we could have used 3 or 4 more foursomes but it was great networking and a very pleasant afternoon.

*If everything is coming
your way, you're in the
wrong lane!*

NEW MEMBER

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Chamber member CeCe Doss and board member Dr. Jeremy Burns relax after day of golf.



Mayor Kenneth Gulley and Medical West's Haley Montgomery discuss the day's golf scores.

Business News

BBQ and Blues Fills Downtown Bessemer

DeBardeleben Park was full of BBQ lovers and Blues fans on April 30th and the event turned into a venue for helping the April 27th tornado victims. Van Sykes and the staff at Bob Sykes BBQ along with super public relations director Elaine Lyda made the day and evening one of the best events held in downtown Bessemer in years. This will become an annual event and downtown merchants should jump at the chance to join Van in growing the festival. Other events such as the Blues Festival are being tossed around to bring more people to downtown Bessemer. We have so much to offer and a new atmosphere to work in, it is really great to have businessmen like Van Sykes working to make not only his business better but the entire community.



Bria Cook, Chamber Ambassador Kay Baggett, Chamber Vice President Latasha Cook and Brandi Cook man the Chamber's booth at the 2nd Annual BBQ & Blues Festival

Dollar General Ground Breaking on June 9th - You Are Invited!

Dollar General, as you already know, is clearing a 100-acre site on West Lakeshore near the Highway 150 intersection for their new distribution center. This is a tremendous addition to the Bessemer area. They will build a one million square foot facility. This is not only significant for our economic development efforts in Bessemer but also for our region. This is only the beginning! The transportation investment that Norfolk Southern is making in McCalla will be a stimulus for even more development in Western Jefferson County in the months and years to come. We have developed over the years in this region a very sophisticated transportation system including our international airport, regional Bessemer airport, our interstate system, and soon a tier 1 intermodal rail facility. Western Jefferson County is poised to reap the influx of millions in investment dollars and new jobs. Please join us at 1:00 PM on June 9th at the Dollar General site on Lakeshore to meet their leadership team and to welcome Dollar General to the Bessemer area.



The Bessemer Voter's League held their annual scholarship awards banquet at the Bessemer Civic Center on April 29th.



WATERMARKPLACE



Rural/Metro[®] Ambulance

50 Years of Serving Others

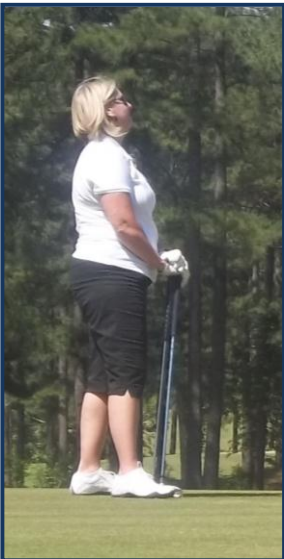
Ora H Foster Community Service Scholarships Awarded

McAdory, Bessemer City and Bessemer Academy High Schools all had students presented with the Chamber's Ora H Foster Community Service Scholarship during their Class Day awards ceremonies. Chamber President Ronnie Acker presented the awards on behalf of the Chamber. Attending Bessemer City's Class Day, Ronnie presented the scholarship to DeMario Davidson. At Bessemer Academy the scholarship was given to Haley Turner and at McAdory the honoree was Rachel Stephens. Each of the students were well deserving of the awards and it is the Chamber's honor to make them available. Hard work in fundraising by our Ambassadors make the scholarships possible.

Rickwood Classic Presented by State Farm

The Birmingham Barons will play the Chattanooga Lookouts in the 2011 Rickwood Classic. State Farm Insurance is sponsoring this year's classic. Held at the historic Rickwood Field, America's oldest baseball park, the game will be June 1st beginning at 12.30 PM. This is one event that businesses can take their families, employees and clients to a really great historic afternoon. Both teams will wear vintage uniforms, Barons are to wear the 1961 uniform. This is the uniform worn in the Baron's final season in the Southern Association. For information contact the Baron's at 988-3200.

Pictures of First Beginners Day of Golf



Chamber Ambassadors enjoy the cool shade at Frank House, l-r, Sarah Beasley, Nelda Pate, and Kay Baggett



Brian Wasman from Bob Sykes BBQ cooks sausages, hamburgers and hot dogs on the grill at Frank House



← Visitors to Bessemer enjoy Beginner's Golf Tournament



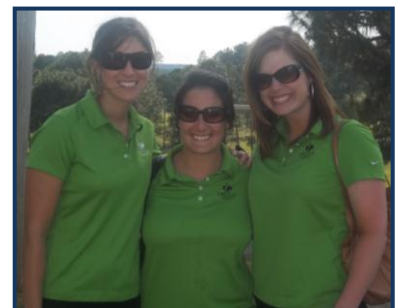
Van Sykes and Joni Holt enjoy Bob Sykes Barbecue at Frank House →



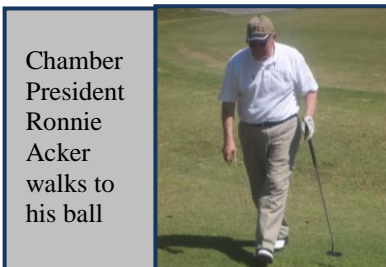
Ambassadors Lou Hickey and Kay Baggett on the patio



Ronnie Acker, Quitman Mitchell, Billy Parsons and Joni Holt enjoy mingling at Business After Hours at Frank House



Medical West not only had a team but manned the drink cart, l-r, Haley Montgomery, Christina Arnone and Marianne Beard



Chamber President Ronnie Acker walks to his ball

National Day of Prayer

Rev. Reginald Calvert, New Jerusalem, a Chamber board member and Chairman of the Ministers Committee worked hard with Rev. Kim Pilkington to make the annual Bessemer National Day of Prayer a success. Featuring Jefferson County Sheriff Mike Hale as the speaker and beautiful music from Charles Diggins, the program provided a time for those downtown to take a break from the everyday rigor and spend time in prayer and contemplation. Special prayers were offered by the following: Rev. Alfonso January for the Tornado Victims, Rev. Randy Kesler for our First Responders, Rev. Doug Caddell for our City/State/Nation, Ms. Phyllis Campbell for marriage and family, Rev. Milton Bishop for our churches, and Chamber VP Latasha Cook for our schools. Held at the First Presbyterian Church this was a tremendous event themed, "A Mighty Fortress is Our God."

McAdory Middle School Presented "The Wizard of Oz"

Sixth to eighth grade students from McAdory Middle School did an outstanding job of presenting The Wizard of Oz. The young people performed like professionals with singing and some dancing mingled with outstanding costumes and make up. ToTo was a hit, a small shiatzu dog help make the play. The Chamber congratulates all those teachers and students who made Friday evening May 20th at Pleasant Hill Methodist Church an enjoyable and worthwhile program.

How Do I Apply For Disaster Assistance?

As part of the U.S. Department of Homeland Security, the Federal Emergency Management Agency (FEMA) is the organization that acts as coordinator of disaster recovery efforts. FEMA partners with local, state and other federal agencies to help those who are affected by federally declared disasters and who qualify for temporary financial and/or direct assistance.

Apply at www.DisasterAssistance.gov

Call 1-800-621-FEMA (3362)

Help is available in most languages

TTY number is 1-800-462-7585



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Pictures of Teachers of the Year and Scholarship Recipients



Bessemer City High School's Teacher of the Year Keely Watts received a Certificate of Appreciation presented by Chamber President Ronnie Acker



Hard Elementary's Teacher of the Year Feletha Hudson received a Certificate of Appreciation presented by Chamber Ambassador Sarah Belcher



Westhills Elementary's Teacher of the Year Gloria Gentry received a Certificate of Appreciation presented by the Chamber



Far Left – Abram Elementary's Teacher of the Year Kimbley Houston received a Certificate of Appreciation presented by the Chamber

Bessemer City High School's DeMario Davidson received the 2011 Ora H. Foster Community Service Scholarship presented by Ronnie Acker



The Bessemer Area Chamber of Commerce Invites You to Attend an

Old Fashioned Picnic

OTHER RECIPIENTS

(Photos Not Available)

TEACHERS OF THE YEAR

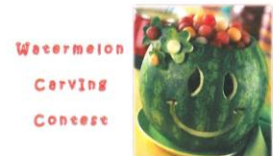
Jameka Thomas – Davis Middle
 Diane Hollifield - Jonesboro Elem.
 Nakkia White – New Horizon Alt.
 Kem Sneed Steward – Greenwood Elem.

2011 ORA H. FOSTER COMMUNITY SERVICE SCHOLARSHIP RECIPIENTS

Haley Turner - Bessemer Academy
 Rachel Stephens - McAdory High



Tour
 The
 Museum



Ambassador
 Appreciation

Come Network, Meet New Members, Relax & Enjoy!

Host Site: Bessemer Hall of History @ 1905 Alabama Avenue

Thursday, June 23rd between 5:30 - 7:30 pm

RSVP for this Business After Hours no later than Tuesday, June 21st @ 425-3253

Community Photos



Chamber President and Mayor Kenneth Gulley with local area ministers at the Holy Week Service on April 21st @ The Foundry's Worship Center.



Mayor Kenneth Gulley and Chamber Board Member Dr. Cynthia Anthony walking with participants in the March of Dimes Walk in Bessemer on May 21st.



Alabama Trucking Association holds Competition on May 13th in Bessemer at the Civic Center. Gene Vonderau looks over competition.



The Western Star

It's Your Business

By: Ronnie Acker, President

Good leadership is the basis for a successful business. In fact, good leadership is the basis for successful life. A good father/mother is a good leader, a good minister is a good leader, a good businessman or woman is a good leader. As William Arthur Ward said, "Leadership is based on inspiration, not domination; on cooperation, not intimidation."

There are those in the business world who dominate or direct others because they are in the position of boss. But you will find the real leaders working under these supposed "leaders" making possible the accomplishments of the business. Many large corporations have CEOs, Presidents, Chairmen, etc. who want to force their will on the employees of their companies. This may work in the short term but over time the corporation suffers. What is the difference in a leader and a boss? Theodore Roosevelt made this difference, "People ask the difference between a leader and a boss. The leader leads, the boss drives." When you think about it we see the difference. If a company wants to be ethical in all it does it will follow the leader who is ethical in all he or she does. However, all the employees of a company can be driven to be ethical because of the intimidation of the boss but if he or she is not ethical also the company image is tainted.

People will follow someone they trust and who trusts them. "Never tell people how to do things. Tell them what to do and they will surprise you with their ingenuity." So said one of the greatest military leaders of all time, General George Patton. Trust and leadership go hand in hand. A boss micromanages, a leader sets the direction and gets out of the way. Hard work that is positive and accomplishes what the business needs is led by a hard working leader. Hard work can also be driven by a boss but the results may not be as rewarding.

"Management is doing things right; leadership is doing the right things." This statement by Peter Drucker is vital to your business. Do the right things! Simple in a complex world. Every time you do the wrong things you fall on you face, every time you do the right things you have success. Why do the wrong things? If we are knowledgeable of our business we know what the right things are. Do them!

Be out front and lead your employees to do the right things. They will know the right things to do by how you do things. Simple in a complex world. Finally, praise them openly when they do the right things, correct them in private when they do not. Arnold Glasgow stated, "A good leader takes a little more than his share of the blame, a little less than his share of the credit." Yes you are the boss but to be a leader you must: lead, set the example, inspire, be trustworthy, cooperate, direct, guide, be out front, and do the right things.

The logo for "The Bright Side" is written in a large, flowing, golden-brown script font. Below it, the address "304 19th Street Bessemer, AL" and phone numbers "426-1861 424-9444" are printed in a smaller, sans-serif font.

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A green star logo with a white center, surrounded by smaller green stars.

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The restaurant has an amazing history and remained
true to it's traditions through generations."
The Birmingham News - December 2007*

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A portrait of David C. Darby, a man with a mustache wearing a suit and tie.

David C. Darby
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The BankTrust logo, featuring a stylized 'b' in a circle followed by the word "BankTrust" in a bold, sans-serif font.

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The Equal Housing Lender logo, featuring a house icon and the text "EQUAL OPPORTUNITY LENDER".

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