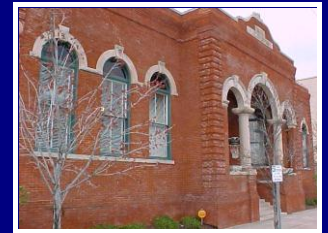


# Communique

Communication: The Key to Successful Business



MARCH 2011

*Some men see things as they are and say, 'Why'? I dream of things that never were and say, 'Why not'?*  
Robert Kennedy

**Bessemer**  
Area Chamber of Commerce

## UPCOMING EVENTS

### MARCH

**03/01 Ambassador Mtg.**  
8:15 am at Chamber

**03/02 Prayer Breakfast**  
Chamber at 7:30 am

**03/03 Membership Meeting Honoring First Responders**  
@ Lawson State Bessemer at Noon  
*\*Reservations Required*

**03/17 St. Patrick's Day Business After Hours** @ Nukes Bar & Grill 5:30-7:30  
(See attached flyer)

**03/22 Board of Director's Mtg.** @ Noon @ Chamber - Executive Comm. 11:30 am

### APRIL

**04/05 Ambassador Mtg.**  
8:15 am @ Chamber

**04/06 Prayer Breakfast**  
Chamber at 7:30 am

### SAVE THE DATE!!

**04/08 Casino Night** @ Woodward Golf & Country Club  
6 - 11pm (see flyer)

## What a Night! Lt. Governor Kay Ivey a Big Hit!

It was exciting, it was dynamic, it truly is a new beginning and it was the 89<sup>th</sup> Bessemer Area Chamber of Commerce Banquet. The food provided by Cook Catering was outstanding and the music from one of our local talented teachers, Kenneth Williams (Greenwood Elementary School) made the evening ever so much better. Outgoing Chairman of the Board David Darby (Bank Trust) highlighted the accomplishments of the Chamber in 2010 and thanked the outgoing Board members. He then turned the gavel over to our 2011 Board Chairman Keith Pennington (Medical West) who provided a feel for what can be expected in 2011 from your Chamber.

Van Sykes, the 2010 recipient of the Charles A. Long Sr. Civic Award presented Ms. Nelda Pate the 2011 Award. Van said of Nelda, "Each year, the Bessemer Chamber of Commerce recognizes someone who has consistently gone above and beyond the call of duty in Civic service by awarding the Charles A. Long Sr. Civic Award. Some people make a difference in this world just by being who they are, serving others and not worrying about who gets the praise. Because of the unselfish and continued service to the Bessemer Area this year's recipient is well deserving of the 2011 Charles A. Long Sr. Outstanding Civic award."

It was then the Chamber's distinct honor to present our new Lt. Governor for the State of Alabama, the Honorable Kay Ivey. She encouraged us, thanked us, and challenged us to make a difference with the changes made last November. She also recognized the City of Bessemer's new Mayor, the Honorable Kenneth Gulley, and its new City Council. She challenged them to make this new beginning a positive for our City. After her remarks, Mayor Gulley stood and presented her with a Key to the City. He then took a few minutes to talk about the challenges and positives of Bessemer. He made some great comments including thanking Lt. Governor Ivey for her help in bringing the Dollar General Distribution Center to Bessemer.

In closing the meeting we acknowledged the assistance and hard work of the Chamber's Ambassadors under the leadership of Minnie Roper and Claire Mitchell, the beautiful gift from Loyal Seymour Jewelers (Carol and Larry Parsons) for our outgoing chairman, and the outstanding support of the Bessemer City Council and the Civic Center staff. Some notables in attendance were: Bessemer City Council members President Jesse Matthews, Donna Thigpen, and Sarah Belcher; Hueytown Mayor Delor Baumann; State Senators Priscilla Dunn and Greg Reed; Judge Eddie Vines; Jefferson County District Court Clerk Bennie Watson; and Chamber Execs Becky Williams (Hueytown) and Joyce Franklin (Greater Irondale). It truly was an exceptional evening. (*More pictures in Chamber section*)



Chamber officers pose with Alabama Lt. Governor Kay Ivey: l-r, President Ronnie Acker, 2011 Chairman Keith Pennington, Lt. Gov. Ivey, Chairman-elect Lynn Joyce, and Past Chairman David Darby.

Mayor Kenneth Gulley, Council members Donna Thigpen and Sarah Belcher, Lt. Gov. Ivey, and Council President Jesse Matthews.

**The NEW Southwest Jefferson County Area Today Magazine**  
{formerly the Bessemer Magazine} is Coming Soon! See Page 2.

# Chamber News

## 89<sup>th</sup> Chamber Banquet in Pictures



Keith Pennington receives gavel from David Darby



David Darby receives his plaque as the outgoing Chairman of the Board from Keith Pennington.



2009 Chairperson Dr. Deborah Horn, Miles College, receives her plaque for 5 years of service on the Chamber board.



Chamber President Ronnie Acker recognizes head table and elected officials.

Lt Governor Ivey shows off her Key to the City with Mayor Kenneth Gulley and State Senator Priscilla Dunn.

### Join Us in Honoring Our First Responders

On March 3 we will again be honoring those men and women who sacrifice so much even risking their lives to protect and serve our businesses, our families and our lives. The Chamber will recognize the Fire Fighter, Police Officer, and Sheriff's Deputy of the Year. The Keynote speaker will be Jefferson County District Attorney Brandon Falls and the lunch will be exceptional. Please make plans to join us. For more information contact the Chamber at [mmilan1@bellsouth.net](mailto:mmilan1@bellsouth.net).



Chamber President Ronnie Acker presents a gift to Lt. Governor Kay Ivey, a crystal globe.



Mayor Kenneth Gulley and Council member Sarah Belcher at banquet.

## News

### Greg Waters Out Selling the Southwest Jefferson County Area Today

The Chamber in partnership with Tim Young and Alliance Publishing kicked off the ad sales for the 2011 magazine in late January with a May 15<sup>th</sup> target date for printing. Greg Waters will be visiting businesses in the Bessemer and Hueytown area to give you the opportunity to place an ad in this year's publication. New this year will be a Hueytown section highlighting the City and businesses in the Hueytown area. There also will be an attorney/legal section, a physician/medical section, and a religion section. Alliance does a professional and high quality publication with outstanding photography and articles. Distribution will include area hotels, health care providers, advertisers, real estate offices, schools, library and Chamber members. Each of you will be contacted by Greg Waters from Alliance in February and March, he will have a letter of introduction from the Chamber and we will email you his name and the rate sheet. Be preparing now to take part in a most professional promotion tool for our region, be a part of your community publication. Contact Ronnie Acker at 425-3253 or Greg Waters at 218-6900 or email Greg at [ads@alliancegrp.net](mailto:ads@alliancegrp.net).

## Final Committee Assignments for 112th Congress

Several weeks ago, the BCA provided us with the Alabama delegation's committee assignments for the 112th Congress. Some have changed since that initial offering, and here is the list as it currently stands:

### U.S. Senator Richard Shelby

Committee on Banking, Housing, and Urban Affairs, Ranking Member

- Subcommittee on Economic Policy
  - Subcommittee on Financial Institutions
  - Subcommittee on Housing and Transportation
  - Subcommittee on International Trade and Finance
  - Subcommittee on Securities and Investment
- Committee on Appropriations
- Subcommittee on Labor, Health and Human Services, Education, and Related Agencies, Ranking Member
  - Subcommittee on Commerce, Justice, Science and Related Agencies,
  - Subcommittee on Defense
  - Subcommittee on Energy and Water Development
  - Subcommittee on Homeland Security
  - Subcommittee on Transportation, Treasury, the Judiciary, and Housing and Urban Development, and Related Agencies

### U.S. Senator Jeff Sessions

Committee on the Budget, Ranking Member

Committee on Armed Services

Committee on the Judiciary

- Administrative Oversight and the Courts, Ranking Member

### U.S. Rep. Jo Bonner

Committee on Ethics, Chairman

Committee on Appropriations

- Subcommittee on Commerce, Justice, Science, and Related Agencies

- Subcommittee on Defense

- Subcommittee on Financial Services and General Government

### U.S. Rep. Martha Roby

Committee on Agriculture

- Subcommittee on General Farm Commodities and Risk Management

### U.S. Rep. Martha Roby *(continued)*

- Subcommittee on Conservation, Energy and Forestry
- Committee on Armed Services
- Subcommittee on Tactical Air and Land Forces
  - Subcommittee on Readiness
- Committee on Education and the Workforce
- Subcommittee on Health, Employment, Labor and Pensions
  - Early Childhood, Elementary, and Secondary Education

### U.S. Rep. Mike Rogers

Committee on Armed Services

Committee on Homeland Security

- Subcommittee on Transportation Security, Chairman

### U.S. Rep. Robert Aderholt

Committee on Appropriations

- Subcommittee on Homeland Security, Chairman
  - Subcommittee on Agriculture, Rural Development, Food and Drug Administration, and Related Agencies
  - Subcommittee on Commerce, Justice, Science, and Related Agencies
- Committee on the Budget

### U.S. Rep. Mo Brooks

Committee on Armed Services

- Subcommittee on Oversight and Investigations

- Subcommittee on Strategic Forces

Committee on Science, Space and Technology

- Subcommittee on Research and Science Education, Chairman

- Subcommittee on Space Aeronautics

- Subcommittee on Investigations and Oversight

### U.S. Rep. Spencer Bachus

Committee on Financial Services, Chairman

### U.S. Rep. Terri Sewell

Committee on Agriculture

- Subcommittee on Rural Development, Research, Biotechnology and Foreign Agriculture

- Subcommittee on General Farm Commodities and Risk Management

Committee on Science, Space and Technology

- Subcommittee on Space and Aeronautics

- Subcommittee on Research and Science Education



**DON'T FORGET TO SET YOUR  
CLOCKS AHEAD 1 HOUR:  
Daylight Savings Time Begins  
Sunday, March 13<sup>th</sup> at 2am**

## Nelda Pate - 2011 Charles A. Long Sr. Outstanding Civic Award Recipient

Van Sykes, 2010 Charles A. Long recipient, did an outstanding presentation to Nelda Pate who was completely surprised when she was named the 2011 winner of the City's prestigious Civic Award. Named for the first recipient and longtime Bessemer business leader Charles A. Long Sr., the award epitomizes the sacrifice, dedication, and support given by citizens of the Bessemer area to making Bessemer a better place to live and do business.

Talking about Nelda's service Van stated, "This is a unique individual who is well known for their involvement in the community. The recipient loves the City of Bessemer and the community putting the growth, improvement and quality of life of the City as their first priority. This person still has friends from childhood in Bessemer, attended the same church most of their life in Bessemer, taught Sunday school and vacation Bible school in Bessemer.

Any time there is a promote Bessemer function going on, this person is involved. And not only that if this person knows of someone sick they will visit them, take food, and drive them to and from the doctor. Their civic involvement didn't start later in life with a career, their passion to serve Bessemer started in high school, being very involved in clubs and always volunteering to hold an office, always dedicated from early on.

The recipient has been involved in so many things that I am sure I will overlook many of their accomplishments. They have been a major supporter of the Bessemer Area Chamber of Commerce for over 20 years, served on the board of directors of the Bessemer Hall of History, and with the West Jefferson Historical Society works tirelessly to preserve the history of Bessemer. The Bessemer Business & Professional Women's Organization and the Red Hat Society are much better today because of the volunteer service of the recipient. The recipient is well organized, confident, competent, and diligently strives to be of service to others.

While working in the business world, this person was very customer oriented, and knows most every person in Bessemer. They were always professional and treated everyone especially their customers with respect. Being patient and kind even when others were not they made doing business with them a pleasure."

*The Chamber congratulates Chamber Ambassador Nelda Pate for this outstanding recognition.*



Mayor Kenneth Gulley and Van Sykes with Award Winner Nelda Pate.



Chamber Ambassadors are proud of one of their own recognized with Charles A. Long Sr. Award: 1-r; Claire Mitchell, Lou Hickey, Lula Walter, Diane Sparks, Nelda Pate, Michael Stewart, Minnie Roper, Ericka Watson, and Sarah Beasley.

## Bobby Blue Bland Concert at WaterMark

Anthony Underwood and the staff at WaterMark Place hosted a really great evening on February 10<sup>th</sup> with outstanding food and a concert from the world's greatest blues singer, Bobby Blue Bland. It was an excellent evening with over 200 what was a concert that will be well remembered by all. Bobby sang over 10 songs he has made famous even at his advanced age and having to be assisted to his chair on the stage. His spirit was young and his voice a blues tone to remember. Thanks must go to Anthony for bringing this extraordinary performer to our City and thanks to Bobby for a great show.



Mayor Kenneth Gulley presents Bobby Blue Bland with a key to the city as Anthony Underwood looks on.

## Lawson State Hosts Legislative Delegation

On February 25<sup>th</sup> Dr. Perry Ward and the great group of educators at Lawson State hosted the local legislative delegation at the Bessemer and Birmingham campus with welcomes from Bessemer Mayor Kenneth Gulley and Birmingham Mayor William Bell. Chamber President Ronnie Acker updated the delegation on the economic impact of Lawson State in the Bessemer area and representatives of the school updated them on various programs offered. A tour of both campuses was made and a luncheon for all attendees was provided by the culinary arts students at the Birmingham campus. Dr. Ward made us proud by shining the spotlight on Lawson.

# It's Your Business

By: Ronnie Acker, President

Speaking about March, Spring and the rebirth at this time of year, Adrienne Cook using St. Patrick's as her focal point said, "St. Patrick's Day is an enchanted time-a day to begin transforming winter's dreams into summer's magic." As business owners and managers you need to heed this quote. March is a great time to begin preparing your business for the activity you dream about in the winter months. Prepare for the increase in floor traffic, sales, in customer interaction, and for increasing your cash flow. It is getting to be spring and a lot of magic always happens in the spring and summer. Things begin to grow like trees, flowers, vegetables, and so should your business.

Dreams are only beneficial when you work hard to make them come true. Someone once said that some people dream of success while others wake up and work hard at it. Your vision for your business should become the working plan for your business which then becomes your map to success. Planning based on your vision is a foundation for moving your business forward not taking steps back. Tariq Siddique flat out stated it like it is, "If you are failing to plan, you are planning to fail." Plan to succeed.

Seek the input of your employees, make them a part of your vision, your dreams and your plan. Listen to their ideas, their vision, their dreams about the business and maybe they will help you have a better plan. Empower your employees, trust them as they earn your trust, be the leader of a team not the boss of a group. Stephen Covey said it like this, "An empowered organization is one in which individuals have the knowledge, skill, desire, and opportunity to personally succeed in a way that leads to collective organizational success."


As we enter March, Spring, make sure you are prepared for the magic. Celebrate St. Patrick's Day with enthusiasm because you are prepared for the magic. Allow your business to grow because of your planning, your vision, your hard work. Empower your employees to work the plan, to share the vision, to match your hard work. It is magic because it is your business.

## State of the City Address / Mayor and City Council



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**2011 AMBASSADORS**

**Coordinator**

Minnie Roper, Retired

**Co Coordinator**

Claire Mitchell, Bessemer Beauty Institute

**Secretary**

Nelda Pate, Retired

Kay Baggett, Retired

Sarah Belcher, Bessemer City Council

Sarah Beasley, Joe Beasley Memorial Foundation, Inc.

LeeAnn Best, Lawson State - Bessemer

Regina Doriety, Lawson State - Bessemer

Connie Fuell, Konica Minolta

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Nikki Jordan, Sarrell Dental / Watermark Place

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Tyndl Land-Roberts, Individual

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