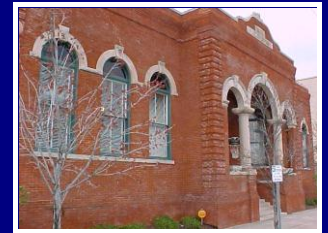


# Communique

*Communication: The Key to Successful Business*



MAY 2011

**Bessemer**  
Area Chamber of Commerce

## UPCOMING EVENTS

### MAY

**05/19 Beginner's Day of  
Golf Tournament** at  
Frank House Golf  
Course, Tee off @ 1 pm  
(Complete enclosed  
flyer to register)

**05/24 Board of Director's  
Mtg.** @ Noon @  
Chamber - Executive  
Comm. 11:30 am

**05/30 Memorial Day**  
Chamber Closed

### JUNE

**06/01 Prayer Breakfast**  
Chamber at 7:30 am

*"The democracy will cease to exist when  
you take away from those willing to work  
and give to those who would not"*  
Thomas Jefferson

### Take PRIDE in Bessemer

It jumped out of the blocks as Mayor Kenneth Guley opened the Take PRIDE in Bessemer Week. The City Auditorium was packed and the group was enthusiastic. Ronnie Acker, Chamber President, conducted the meeting and encouraged the City's businesses and citizens to "Do Something" to make the City better. Rev. Bill Heintz delivered an inspirational few words emphasizing that leadership changes everything and individuals make a difference. Prayer was offered by Bishop Kenneth Kilgore of The Church of Jesus Christ of Latter-day Saints and City Council Member Sarah Belcher thanked all those who would work during the week. Projects included the Boys/Girls Club, Hard Elementary School, drainage ditches, trash pickup, planting flowers, sprucing up the Welcome to Bessemer signs and others. Participating were The Foundry, The Church of Jesus Christ of Latter-day Saints, The Bessemer Area Chamber of Commerce, and the City employees. A lot of work was done during the week but there is a lot of work to do. If you can make your business, your home or your community better please do something about it today. Thank you to the Mayor and City Council for their support and to all the volunteers who gave so much of their time.



### Pride Work Day at Hard Elementary School

Ronnie Acker, Rodney Jones, Principal Barbara McCoy,  
Mike Dyer, Barry Morris, Barry Seidel & City Councilor  
Sarah Belcher



### Chamber Ambassadors Support Membership Night

Sitting – Sarah Beasley, Claire Mitchell, Ambassador  
Coordinator Minnie Roper, Rachel Townsend. Standing –  
Chamber VP LaTasha Cook, Beverly Edwards, Lou Hickey,  
Diane Sparks, Kay Baggett, Lula Walter, Shirley Horn and  
Ericka Watson

### Membership Appreciation Night with Casino Theme

The laughter rang out, shouts of happiness and disappointed could be heard but most of all there were smiles on everyone's face as the Chamber showed its appreciation for the membership. Held on April 8<sup>th</sup> and with a Casino Night theme Chamber dollars or funny money were flowing as those participating in poker, roulette, black jack, and slots enjoyed an evening where losing was not an option. The food and drink were outstanding thanks to Cook's Catering and the facility at Woodward Country Club was inviting and comfortable. Thanks must be given to Dr. Jeremy Burns and his committee for the job well done, to our Ambassadors who take PRIDE in Bessemer, and the Chamber staff. We also thank our sponsors who made the evening possible. A special thank you to Rebecca's Jewelry for the donation of the beautiful ring. Prizes from many of our businesses in Bessemer were auctioned off via the silent auction or the spirited live auction using the Chamber dollars. Attendees could sit inside at tables and enjoy the food and drink or go out on the veranda and enjoy the beautiful evening looking out over the golf course. Memories were made for all.

### Jimmy Moore Will Be Missed

He was a quiet man, but his work ethic and his personality spoke loudly for him. Jimmy Moore, Moore Coal Company, passed away on April 24<sup>th</sup> and will be missed by all that knew him. Jimmy touched many lives, did many acts of kindness, and left a legacy of selfless service for all of us to follow. The Bessemer business community lost a stalwart leader and an example of how a businessman should conduct himself. Jimmy's funeral was held on April 28<sup>th</sup> at the Baptist Church at McAdory with family, friends, and business associates attending. Serving on many boards, Jimmy provided leadership not only in business but at the YMCA, Jefferson County Board of Education, and especially at his church. He loved his family and provided them with confident security. There are not many men who can leave their mark like Jimmy Moore. He was one who the Chamber will miss. The City of Bessemer will feel the void he left. But most of all, each of us who knew him and appreciated him will carry a song in our heart and joy in our thoughts of this special man. Jimmy will be missed.

## Van Sykes Helps BERMCO Build in Bessemer

The City of Bessemer and the Chamber of Commerce thank business leaders like Van Sykes, Bob Sykes BBQ, for the leadership and support of the City that they provide. Van was talking with Steve Weinstein, Chief Executive of Bermco, one day during lunch at Bob Sykes while Steve was waiting for his order. He mentioned that Bermco was looking to move to Talladega County but Van told him he should talk to the new leadership in Bessemer. Van said that they had gotten more aggressive in economic development and were open for business. After doing just that, Steve said the company has warmed up to the idea of investing \$8 million into a new plant at the 20-acre site of its existing Bessemer scrapping and shredding plant. Steve Weinstein, chief executive of Bermco, said the company has warmed up to the idea of investing \$8 million on a new plant at the 20-acre site of its Bessemer scrapping and shredding plant.

After speaking with Mayor Kenneth Gulley, Mr. Weinstein said, "Bessemer has been terrific. They have made it a very viable alternative for us. They were very interested in keeping us here. It will initially move 75 jobs to Bessemer and it will also save the 25 jobs that are there."

It is great to have businessmen and women like Van Sykes who promote our City and work to make it better.

## The Oaks Highland Skilled Nursing Open House

Great addition to our community was the general consensus at the open house of The Oaks new facility just off Parkwood Parkway. The April 14<sup>th</sup> event featured a tour of the new facility, great food and a chance to meet the management of Noland Health Services. Pam Nichols, past Chamber Chairperson of the Board, and longtime Noland Health executive was there welcoming all. The new building provides excellent care for our elderly and is named Highland Skilled Nursing. Please offer your thanks to the Noland Health organization for their continued investment in the Bessemer area.

## McCalla Memorial Funeral Home Officially Opens

On April 17<sup>th</sup> Wesley Anderson, Manager of McCalla Memorial, and Mike Sartin, General Manager, welcomed many well wishers to their official opening and open house. The Chamber's President, Ronnie Acker, helped owner Jeff Gamble and Chris Seay Owner/President of Seay Construction cut the ribbon.



Ronnie Acker, Mayor Kenneth Gulley and The Oaks' Administrator King deMontluzin mingle at the Highlands Skilled Nursing Open House.

## Trust Will Trump Technology Any Day of the Week

Dr. Karen Stephenson, PhD, has spent three decades studying human interaction in corporate settings. Speaking on the role of trust in business, Stephenson — who received her doctorate in anthropology at Harvard and currently lectures at the Rotterdam School of Management at Erasmus University — said, "the Achilles' heel of trust is called betrayal."

"If there has ever been betrayal, you can never ever reconstruct that relationship," she said. "You can try to 'patch up' the relationship ... but if there is betrayal in the works, it is so poisonous that you can never really bring back the (original) full relationship."

Citing the example of infamous investment scam artist Bernie Maddoff, Stephenson defined betrayal as the "willful intent to deceive." Such egregious betrayals irreparably alter how people perceive, feel and behave toward the offender, she said.

"In a business setting, you just should not waste the only nonrenewable resource, which is your time, by trying to reconstruct a betrayed relationship," Stephenson said. "It's just not going to happen."

While much of her research has centered on face to face interactions between people, Stephenson has also studied the impact of technology and social networking on business relationships.

During her discussions, Stephenson will break down conventional theories of culture and structure by looking at culture as the smallest social network using a database of more than 500 organizations, from tribal to examples on Wall Street.

"For (millennia), we have been cheek by jowl ... looking each other in the face," explained the Texas native. "Never before have we been this interconnected — both virtually and (traditionally)."

Since so much of human communication is nonverbal, she said, just because someone says something on LinkedIn or Facebook does not mean they can be completely trusted.

Until technology can offer more interpersonal, virtual "face-to-face" interaction, then most business relationships will lack the full measure of trust that could be developed during traditional means, Stephenson said.

"Even when people are tweeting, it is because they physically want to be together," she said. "That's never going to go away. We're just going to get better at it with technology."

For example, she said if a team of co-workers doesn't trust each other, and you could put them in the same room with the latest technology in order to solve a problem and it probably won't get done.

But if you have a team with a bond of trust, "you can scatter them to the four corners of the earth, give them sub-optimal technology ... to try to solve a complex problem (and) they'll probably solve it because they trust one another."

"Trust will trump technology any day of the week," Stephenson said.

*Taken from the Deseret News, April 4, 2011*

## Ziti Luncheon

Over \$2,100 dollars was raised with \$1,600 cleared for the Chamber's scholarship fund and the March of Dimes during the Chamber's Ziti Luncheon held at the First Presbyterian Church in downtown Bessemer. The annual event was held on April 12<sup>th</sup> and included preorders delivered and walk in traffic. The Ambassadors did their usual outstanding job working hard to fill the orders and get the food delivered. Thank you to all the businesses and the City departments who made this their lunch for the day.



Our Chamber Ambassadors worked hard to supply members with a hot lunch to raise money for the Ora H. Foster Community Service Scholarship Fund (this fund benefits one area senior from Bessemer City High School, McAdory High School and Bessemer Academy each year) and the March of Dimes.



## Hueytown Chamber Annual Meeting with Coach Mal Moore

Mal Moore was tied up with the National Championship Gymnastics team and it was a special treat to have Coach Joe Kines replace him at the Hueytown Chamber's Annual Meeting held on April 21<sup>st</sup> at North Highlands Baptist Church. A large crowd was in attendance and the buffet line was outstanding. Becky Williams always goes the extra mile to make the Chamber shine and this was another great job she did. Mayor Delor Baumann and the members of the Hueytown Chamber Board made all feel welcome and relaxed as it was an outstanding evening enjoyed by all.



*Monday, May 30th*

### NEW MEMBERS

**Benefits Link LLC**  
 Yolanda Ponder Adrienne Myers  
 401 N. 19<sup>th</sup> St. Ste. 102.  
 Bessemer, AL 35020  
 Phone: 205.396.5084,  
 Fax: 205.481.4801  
 Email:  
 Yolanda@benefitslinkllc.org  
 acmyers@benefitslinkllc.org  
 Website:  
 www.benefitslinkllc.org  
*Business Category: Insurance*

**Nuke's Sports Grille**  
 Sharon Lewis  
 Kimberly Nalls  
 109 19<sup>th</sup> Street, N.  
 Bessemer, AL 35020  
 Phone: 205.436.2637  
 Email:  
 justlikehomedaycare12  
 @yahoo.com  
 Kimberly\_Nalls@yahoo.com

### CHAMBER MEMBER & COMMUNITY EVENTS CALENDAR:

- |  |   |
|--|---|
| <b>Friday, May 13<sup>th</sup></b>                                 | <b>American Red Cross First Annual Heroes Golf Tournament*</b> @ Frank House Municipal Golf Course @ 12:30 pm. Entry deadline: May 9 <sup>th</sup> . For additional information, call 428-4131. |
| <b>Friday, May 13<sup>th</sup></b>                                 | <b>DeMeco Ryans Foundation Celebrity Golf Tournament</b> @ Bent Brook Golf Course at 1 pm. Call Bill Sain or Steve Watts for more information at 491-0000. {Limited to 50 teams}                |
| <b>Sat. May 14<sup>th</sup><br/>&amp; Sun. 15<sup>th</sup></b>     | <b>Alabama Society of Traditional Bowmen</b> @ Tannehill State Park (Call the park at 477-5711 for more information)  |
| <b>Sat. May 21<sup>st</sup><br/>&amp; Sun. May 22<sup>nd</sup></b> | <b>Trade Days</b> @ Tannehill State Park (Call the park at 477-5711 for more information)   |
| <b>Sat. May 28<sup>th</sup><br/>&amp; Sun. May 29<sup>th</sup></b> | <b>Civil War Reenactment</b> @ Tannehill State Park (Call the park at 477-5711 for more info.)<br><b>Civil War Sesquicentennial</b> @ Tannehill State Park                                      |
| <b>Saturdays &amp; Sundays</b>                                     | <b>Bessemer Flea Market*</b> Open (1013 Eighth Avenue N., Bessemer) Call 425-8510 for details.  |

\*Indicates Bessemer Chamber Member



**20<sup>th</sup> Annual**  
**Golf "FORE" Progress Tournament**

## Western Mayors' Boy Scout Breakfast at North Highlands

At the April 5<sup>th</sup> Western Mayor's Breakfast held to support the Boy Scouts in our area, Coach Joe Pendry was an outstanding speaker, down to earth, and interesting. His experiences in life provided the perfect examples to the topics he covered. He spoke about knowing how, why and when as elements of success on the football field and in life. Pleasant Grove Mayor Jerry Brazeale emceed the event and welcomed a strong crowd of civic leaders, scout professional's and supporters to the annual breakfast held at North Highlands Baptist Church next to Hueytown's new high school. Chamber Ambassadors from both Hueytown and Bessemer were excellent hostesses and made everyone feel at home. Table sponsors and ticket buyers enjoyed an outstanding breakfast prepared by Cook's Catering. We appreciate the support of all of our western Jefferson County Mayors and their City Councils.



Mayor Doug Brewer, Coach Joe Pendry, Mayor Delor Baumann and BSA District Chairman Ronnie Acker at the Mayor's Breakfast

## Take PRIDE in Bessemer PHOTOS

Right & Below - Members of the Church of Jesus Christ of Latter Day Saints worked at Hard Elementary and the Boys & Girls Club.



Above – Mayor Kenneth Gulley, Chamber Ambassadors Sarah Beasley, Sarah Belcher, Lula Walter, Minnie Roper and Doris Lewis, Chamber President Ronnie Acker, Chamber Member Seth Holloway and City Worker Regina Cooper support the Pride Week Kick Off Rally. Right – Bishop Kilgore, Ronnie Acker, Mayor Gulley, Councilor Sarah Belcher and Rev. Bill Heintz attend rally.

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# It's Your Business

By: Ronnie Acker, President

We lost a great friend and community leader in Jimmy Moore. Grieving for him will take time but there is no time-mother nature took care of that. The devastation, loss of life, and misery that has been piled on our area is unprecedented. The Chamber mourns with all those that have lost loved ones, with the homes and businesses destroyed and with the lives impacted forever. It was a sad day that we experienced. Jimmy Moore would be the first in helping his neighbors and we can use his example to do the same. Jimmy, our friend is gone, we are not, we can make a difference just as Jimmy did in his life.

We are determined to rebuild the homes, the lives of the survivors, and the businesses. We are Americans and we do not quit. We rebound, we get back up, we persevere, we work to overcome. That is part of our persona, part of who we are. No other country in the world has people like we do, we will be better than we were before.

We want to thank all of the volunteers who are geared to help in the devastated areas, for the prayers of those we don't even know, and for the contributions that will help ease the suffering. A single person cannot do all the work that is needed but we can! And we will!

Over the next several months there will be heroes to praise, volunteers to recognize, milestones to meet, we will be working. But those are the things that will be seen, it is the little things that will make the difference like just moving a tree or giving a drink of water or hugging a grieving person. Little things that impact lives one at a time. Kindnesses that only one person sees. Deeds that touch the heart. We each can do the little things and as the little things mount up they become big, they make a difference.

So as we rebuild our communities let us be stalwart, determined, and persistent. We will be better and as we become better people let us remember the good in life. We will mourn, we will cry, but we will stand tall and do what is needed, nature cannot defeat us. We can remember that great smile that Jimmy Moore left in our memories and we can smile as we help our fellow man.

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The Birmingham News - December 2007

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Dr. Cynthia Anthony, Lawson State

Julie Bell, State Farm Insurance

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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, Sebro Realty

Van Sykes, Bob Sykes Barbecue

Devron Veasley, Bessemer Business Incubation System

Edward B. Vines, District Judge



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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

Beverly Edwards, Rural Metro Ambulance

Connie Fuell, Konica Minolta

Louise Hickey, Legacy YMCA

Shirley Horn, Retired

Nikki Jordan, Sarrell Dental / Watermark Place

Doris Lewis, City of Bessemer

Ernestine McNair, Liberty National

Diane Sparks, Legacy YMCA

Michael Stewart, Bright House Network

Katherine Taylor, Favor Realty

Rachel Townsend, Rural Metro Ambulance

Lula Walter, City of Bessemer

Ericka Watson, Individual