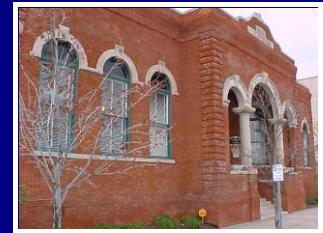


# Communique

Communication: The Key to Successful Business



MAY 2012

**Bessemer**  
Area Chamber of Commerce

## UPCOMING EVENTS

### MAY

- 05/03 Bessemer's National Day of Prayer Program** at First Presbyterian Church at 11:50 am. Speaker: Rev. Reginald Calvert  
*Lunch available for \$5*
- 05/03 Meet Jack Roush at Town & Country Ford** from 5-7 pm for fun, food and autographs
- 05/05 Bessemer Airport's Open House with Huey Helicopter Rides** 10am - 3pm [Cost]
- 05/10 Business After Hours** at Jefferson County Metropolitan Industrial Park from 4:30 - 6pm [McAshan Drive - located at the entrance to Office Max, McCalla in the Business Center]
- 05/16 Ribbon Cutting / Open House** at Onin Staffing from 10am - 1 pm {4770 Eastern Valley Rd, McCalla} RC at 11am RSVP 267-3910 for lunch
- 05/18 Town & Country Ford's 2<sup>nd</sup> Annual DeMeco Ryan's Celebrity Golf Tournament** at 1pm at Bent Brook Golf Course
- 05/22 Board of Director's Mtg.** 11:45 am @ Chamber
- 05/28 Chamber Closed** (Memorial Day)
- 06/02 3<sup>rd</sup> Annual Bob Sykes Barbecue & Blues Festival** from 1-9 pm in Debardeleben Park
- 06/14 2<sup>nd</sup> Beginner's Day of Golf** at Frank House Golf Course at 1pm {Registration Required}

## Decades of Celebration Was Truly a Gala

It was grand, it was lavish, and it was a celebration to remember. Julie Bell and the Chamber's Gala committee worked for several months to bring together one of the best events in Bessemer's recent history. Celebrating 125 years for the City of Bessemer and 90 years for the Chamber, highlights of the decades flowed everywhere you looked. Historic prints of buildings and people from our past, souvenir programs with historic information and more pictures, past mayors, past Chamber Chairmen, an auction for each of the chamber's nine decades, and on and on. Event sponsors were treated to extra special attention these included: State Farm, First Financial Bank, Medical West, Alabama Power, Shan Paden, Bob Sykes Barbecue, Holmes Oil, Bright Star, McCalla Dental, Lawson State, Town & Country Ford, First Southern Services, Noland Health, Rural Metro Ambulance, Long Lewis, ITT Tech, Senator Priscilla Dunn, Bessemer Utilities, and the City of Bessemer. Mayor Kenneth Gulley and the entire City Council joined Chamber President Ronnie Acker in cutting a symbolic cake which depicted the Chamber building and the City's logo. Chamber Chairperson Lynn Joyce welcomed all the attendees and special guests including the Mistress of Ceremonies Janice Rogers of Fox 6 News. A silent auction, wheel of fortune, and a 50/50 raffle kept everyone busy and attentive.

Tek Nek, an outstanding band, provided the live music for all to dance, and dance they did. The floor was often full of guests enjoying the rhythm and the atmosphere. Decorations were put in place by the Chamber Ambassadors and staff with Julie supervising and making sure all went well. Food was catered by Cook's Catering with Chef Ron providing two ice sculptures that were a big hit. The food was great, the celebrants mingled and all had a great time. Special recognition was given for the past Chairmen present. The main highlight of the evening was honoring the businesses and organizations in Bessemer that had been here for 90 years or more. They included: Simmons Sporting Goods; The City of Bessemer; Bessemer Fire Department; Bessemer Coal, Iron and Land Company; Bessemer Public Library; Stone, Patton, Kierce & Freeman; Legacy YMCA; Long Lewis Hardware; Long Lewis Ford; Bright Star; Alabama Power; Bessemer Utilities; and Noland Health Services.

The Decades of Celebration committee consisted of: Chairperson Julie Bell, Don Holmes, Diane Hyche, Charles King, Lynn Joyce, Haley Montgomery, Keith Pennington, Minnie Roper, and Lula Walters. In addition the Ambassadors were their usual energetic hosts. Special thanks must be given to those whose contributions made the evening such a success: Lawson State Ambassadors (they were a grand addition to hosting the evening), antique cars donated by Charles & Barbara Clinton, Bessemer Civic Center staff, Cake Creations, Cook's Catering, Photographer Bill Henry, The Cake Lady and the Chamber Board of Directors. The Chamber salutes Mayor Gulley and the City Council for their support and leadership. Again, Janice Rogers was an exceptional Mistress of Ceremonies but more than that she is a product of the Bessemer Cutoff, graduating from McAdory High School and having family in the area. Thanks also to Tek Nek, a band that everyone agrees is one of the best in our region.

Please enjoy additional pictures on the inside of the newsletter, they show a grand evening.



Cutting of Cake at Gala {Left to Right} Ron Marshal, Donna Thigpen, Sherrina Franklin-Rice, Mayor Kenneth Gulley, Jessie Matthews, Ronnie Acker, David Vance, and Cleo King.



Ronnie Acker, Janice Rogers, and Mayor Gulley pose during Bessemer's Decades of Celebration

## Alabama Splash Adventure Water Park Was Announced

On Thursday, April 5<sup>th</sup>, Alabama Adventure announced the park will convert from a dual amusement and water park to a water park only. New owners for the park, General Attractions, bought Alabama Adventure for the second time and plan to rename the park "Splash Adventure." Kent Lemasters, President of General Attractions, explained, "We are creating a new generation of water park with the new attractions we will add to Splash Adventure. Our guests will discover a fresh, exciting, and hands-on approach to interacting with the water elements, not found in any other park. They will also welcome the news that there is a 25% reduction in the general admission price from last year."

Bessemer Mayor Ken Gulley thanked the new owners for buying the park again. The new owners, General Attractions, used to be Southland Entertainment and owned the park from 2003 until 2008. Also on hand were members of the Bessemer City Council: Jesse Matthews, Cleo King, and Sherrina Franklin-Rice.

Lemasters said during that time, around 70 percent of the visitors to Alabama Adventure went to the water park in addition to the amusement park or visited just the water park. The owners bought the park in January 2012 and decided to turn their focus to the water park section.

The owners plan to expand the water park to include four new attractions. Two of those new attractions will be a water maze and a water ropes and zip line course. The new attractions are being built now and will be installed in May and June. Also being added is an Aqua Course and a unique concept in movie going: Dive-in Movies.

Mr. Lemasters also said he's reviving plans to build a \$65 million hotel, conference center and indoor water park sometime in the future.

## Eight Qualities of Remarkable Employees by Jeff Haden

February 21, 2012 *INC. Magazine*

**Jeff Haden** learned much of what he knows about business and technology as he worked his way up in the manufacturing industry. Everything else he picked up from ghostwriting books for some of the smartest leaders he knows in business. Jeff states: "Great employees are reliable, dependable, proactive, diligent, great leaders and great followers... they possess a wide range of easily-defined—but hard to find—qualities. A few hit the next level. Some employees are remarkable, possessing qualities that may not appear on performance appraisals but nonetheless make a major impact on performance."

He points out from his perspective eight qualities of remarkable employees:

- **They ignore job descriptions.** The smaller the company, the more important it is that employees can think on their feet, adapt quickly to shifting priorities, and do whatever it takes, regardless of role or position, to get things done. When a key customer's project is in jeopardy, remarkable employees know without being told there's a problem and jump in without being asked—even if it's not their job.
- **They're eccentric...** The best employees are often a little different: quirky, sometimes irreverent, even delighted to be unusual. They seem slightly odd, but in a really good way. Unusual personalities shake things up, make work more fun, and transform a plain-vanilla group into a team with flair and flavor. People who aren't afraid to be different naturally stretch boundaries and challenge the status quo, and they often come up with the best ideas.
- **But they know when to dial it back.** An unusual personality is a lot of fun... until it isn't. When a major challenge pops up or a situation gets stressful, the best employees stop expressing their individuality and fit seamlessly into the team. Remarkable employees know when to play and when to be serious; when to be irreverent and when to conform; and when to challenge and when to back off. It's a tough balance to strike, but a rare few can walk that fine line with ease.
- **They publicly praise...** Praise from a boss feels good. Praise from a peer feels awesome, especially when you look up to that person. Remarkable employees recognize the contributions of others, especially in group settings where the impact of their words is even greater.
- **And they privately complain.** We all want employees to bring issues forward, but some problems are better handled in private. Great employees often get more latitude to bring up controversial subjects in a group setting because their performance allows greater freedom. Remarkable employees come to you before or after a meeting to discuss a sensitive issue, knowing that bringing it up in a group setting could set off a firestorm.
- **They speak when others won't.** Some employees are hesitant to speak up in meetings. Some are even hesitant to speak up privately. An employee once asked me a question about potential layoffs. After the meeting I said to him, "Why did you ask about that? You already know what's going on." He said, "I do, but a lot of other

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### Eight Qualities of Remarkable Employees by Jeff Haden [Continued from page 2]

people don't, and they're afraid to ask. I thought it would help if they heard the answer from you." Remarkable employees have an innate feel for the issues and concerns of those around them, and step up to ask questions or raise important issues when others hesitate.

- **They like to prove others wrong.** Self-motivation often springs from a desire to show that doubters are wrong. The kid without a college degree or the woman who was told she didn't have leadership potential often possess a burning desire to prove other people wrong. Education, intelligence, talent, and skill are important, but drive is critical. Remarkable employees are driven by something deeper and more personal than just the desire to do a good job.
- **They're always fiddling.** Some people are rarely satisfied (I mean that in a good way) and are constantly tinkering with something: Reworking a timeline, adjusting a process, tweaking a workflow. Great employees follow processes. Remarkable employees find ways to make those processes even better, not only because they are expected to... but because they just can't help it.

## Community News

### Western Jefferson County Mayors Luncheon with Coach Bobby Bowden

May 15<sup>th</sup> will be a tremendous day in the western Jefferson County area as our Mayor's host the annual Mayor's Luncheon to raise money for the Boy Scouts in our region. Former Florida State Football Coach Bobby Bowden is the featured speaker at the Bessemer Civic Center and a sold out house is anticipated. Tickets are \$65 or a table can be purchased for \$500. Other special sponsorships are available. This is setting up to be one of the year's premiere events in Jefferson County so please plan to attend. For information or tickets contact the Boy Scouts or Anthony Edwards at 205-441-5763 or email aedwards@1bsa.org by May 8th.

### United Cerebral Palsy Hosts RC and Open House

Providing a safe work place for those suffering from Cerebral Palsy, the Birmingham United Cerebral Palsy organization held ribbon cutting on April 15<sup>th</sup> with Mayor Kenneth Gulley of Bessemer assisting in the ceremony. Your Chamber Ambassadors and a few of your board members joined in the event. After the ceremony there was a tour of the facilities showing hard working individuals doing all they could to earn a viable pay check. It was both inspiring and humbling.



### Boy Scouts American Values Luncheon

Bessemer was well represented at the Greater Alabama Council of the Boy Scouts of America's American Values Luncheon. Held at the Birmingham Jefferson Civic Center on April 12, 2012 it is the largest such event in the nation. Rural Metro, Medical West, Regional Paramedical Services, the Chamber, many more hosted tables and enjoyed hearing from Coach Sarah Patterson of the University of Alabama's National Championship Gymnastics team. An annual event the proceeds go to helping youth in the region grow in the Scouting program.



Coach Bobby Bowden

Jeremy Arthur brings to the executive directorship of the Chamber of Commerce Association of Alabama (CCA),” said CCAA board member William J. Canary, president and CEO of the Business Council of Alabama. The BCA and the CCAA, through a unique relationship known as The Partnership, together represent the interests of some one million working Alabamians through its member companies and over 120 local chambers of commerce. “We have known and enjoyed working with Jeremy for the past eight years at the Prattville Chamber,” said Canary, “and we look forward to working even closer in our new partnership on all matters important to our state in his new capacity at CCAA.”

Arthur brings several years of experience in chamber of commerce work to the CCAA job. In 2004, he was named executive vice president of the Prattville Chamber, and subsequently was named president of the organization that has more than 875 members in one of the fastest-growing areas of Alabama. Before joining the chamber, he was an outreach research assistant for the Economic Development Institute at Auburn

*Continued on Page 4*

## Chamber News

### CCA Holds Development Conference/Hires New Executive Director

Chambers from across the state gathered in Prattville on April 2-3<sup>rd</sup> in the annual Chamber of Commerce Association of Alabama's Development Conference. After the conference the CCAA board of directors, with Bessemer Chamber President as Chairman-elect, met and voted on hiring a new Executive Director of CCAA. Jeremy Arthur from Prattville and Montgomery was unanimously elected. “We are extremely pleased and fortunate to have a person with the unique blend of experience and professional ability that



## Chamber News *(Continued from page 3)*

University. He holds a bachelor's degree in political science, a master's degree in public administration, and is a doctoral candidate in public administration and public policy, all from Auburn.

"I am excited about the new opportunity that awaits me," said Arthur. "Under the leadership of CCAA Board Chairman Jan Wood and the entire CCAA Board of Directors, I look forward to helping achieve the CCAA's goal of 'building a better Alabama through strong chambers of commerce.'"

Arthur is a member of several national organizations, including the board of directors of the Auburn Alumni Association, the American Society for Public Administration and the American Chamber of Commerce Executives. He was also elected vice-chairman to the U.S. Chamber of Commerce Board of Regents representing the Southeast Institute for Organization Management (IOM). He is an active member of numerous statewide organizations, including the board of directors of the CCAA, and the Economic Development Association of Alabama, where he is currently serving on its Conference Committee.

### Hueytown Middle School Career Day

Chamber President Ronnie Acker was invited to talk to three classes of 7<sup>th</sup> and 8<sup>th</sup> grade students at Hueytown Middle School on April 25<sup>th</sup> about a career in the Chamber and in business. Topics covered included how to prepare now for a career, what to be doing to help get a job in business, and how to improve not only as a future job seeker but as a person. This annual event is pointed toward helping the students think about careers that they may have an interest in and to prepare now for the opportunity when it comes.

## Decades of Celebration Photos

*(continued on pages 5 & 6)*





## 2012 Board of Directors

### Chairman

Lynn Joyce, First Financial Bank

### Past Chairman

Keith Pennington, Medical West

### Chairman Elect

Billy Parsons, CPA

### Treasurer / Finance Chairman

Charles King, Regional Paramedical Services

Julie Bell, State Farm Insurance

Rev. Reginald Calvert, New Jerusalem Baptist Church

Derek Camp, Team Fever / Bama Fever

Gene Cochran

Regina Doriety, Lawson State Community College

Rob Kirkland, Legacy YMCA

Eric Messer, Rural Metro Ambulance

Dr. John Poczatek, McCalla Dental

Kyle Sain, Town & Country FORD

Jon Staggs, Alabama Power Company

Chuck Taylor, Splash Adventure

Tammi Turner, City of Bessemer

Devron Veasley, Bessemer Business Incubation System

Frank Whaley, GREDE – Bessemer

## 2012 Ambassadors

### Coordinator

Claire Mitchell, Hair Gallery Beauty Salon

### Co Coordinator

Erica Watson, Individual

### Secretary

Nelda Pate, Retired

Michael Ashmore, Stellar Staffing

Kay Baggett, Retired

Sarah Belcher, Bessemer City Council

Sarah Beasley, Joe Beasley Memorial Foundation, Inc.

Beverly Edwards, Rural Metro Ambulance

Connie Fuell, Konica Minolta

Louise Hickey, Legacy YMCA

Shirley Horn, Retired

Nikki Jordan, Sarrell Dental

Doris Lewis, City of Bessemer

Ernestine McNair, Humana MarketPoint

Daryl Owens, Dr. Miracles, Inc.

Debbie Stewart, Digital Print Solutions

Sherri Rice Sullivan, Medical West

Minnie Roper, Retired

Diane Sparks, Retired

Katherine Taylor

Rachel Townsend, Rural Metro Ambulance

Lula Walter, City of Bessemer

Trisston Wright Burrows, Moore Coal Company

## Decades of Celebration Photos



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# It's Your Business

By: Ronnie Acker, President

## IT'S YOUR BUSINESS

By: Ronnie Acker, President

May is a month highlighting families. One of my favorite hymns goes like this:

*There is beauty all around,  
When there's love at home;  
There is joy in every sound,  
When there's love at home.  
Peace and plenty here abide,  
Smiling sweet on every side;  
Time doth softly, sweetly glide,  
When there's love at home;*

This is true and appropriate as we approach that special time of the year when we honor our Mothers. They are the heart and soul of the family unit, the basic unit upon which our nation has rested for centuries. Home is just a house without Mom. As a business person you need to spend some special time with your mother, and if she is not here spend some time remembering what she means in your life.

We sometimes get caught up in running our businesses, making a living, working to pay the bills and neglect the best parts of life, our family. Many would relegate the family unit to a secondary level, but our forefathers sacrificed all to preserve their families, their freedoms, and their country. We need to stand tall as we love our families. The family unit made up of a loving Mother and hardworking Father has been an institution and integral part of American society forever. Sometimes we forget that or are told that it no longer matters. That is like telling your business that it no longer needs revenue or to make a profit.

As you honor your Mothers this month remember them with pride, with love and above all with respect for the sacrifices they made in giving each of us life and love. Return that love, thank them for giving birth to you and thank them for providing "the beauty all around when there is love at home".



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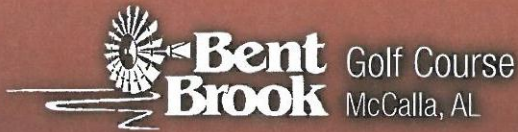


Olga Sanchez-Hernandez, D.M.D., M.S., M.S.

4814 Bell Hill Road  
Bessemer, AL. 35022

205-477-8004





**Friday, May 18, 2011**

**Lunch:** 11:00 a.m.

**Shotgun Start:** 1:00 p.m.

4 Person Scramble

Prizes for Gross & Net

Soft Spikes Required

### SPONSOR INFORMATION

#### Platinum Sponsor

Signage on Tee All Day  
3 Teams > \$2,000.00

#### Gold Sponsor

Signage on Tee All Day  
2 Teams > \$1,700.00

#### Silver Sponsor

Signage on Tee All Day  
1 Team > \$1,050.00

#### Supporter

Signage on Tee All Day  
\$250.00

#### One 4-Person Team

\$800.00

#### Individual Player

\$200.00

Mulligans and Power Drives sell for \$5 each and are limited to two Mulligans and two Power Drives per player.

Team packages for Mulligans and Power Drives (2 each per person) can be purchased for \$75.00.

*Individual Donations Welcome*

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# TOWN & COUNTRY



## 2nd Annual DeMeco Ryans Foundation Celebrity Golf Tournament

Eunice Elliott, Executive Director  
Tim Wormley, Community Relations

### CHARITY INFORMATION



100%\* of proceeds from the tournament will be donated to The DeMeco Ryans Foundation.

The DeMeco Ryans Foundation's mission is to create innovative programs that provide access to educational, recreational and healthy living initiatives designed to positively aid in the development of youth in the two areas that have impacted him the most, Birmingham/Bessemer and Houston.

[demecoryansfoundation.org](http://demecoryansfoundation.org)

### GENERAL INFORMATION

As a player you will also receive:

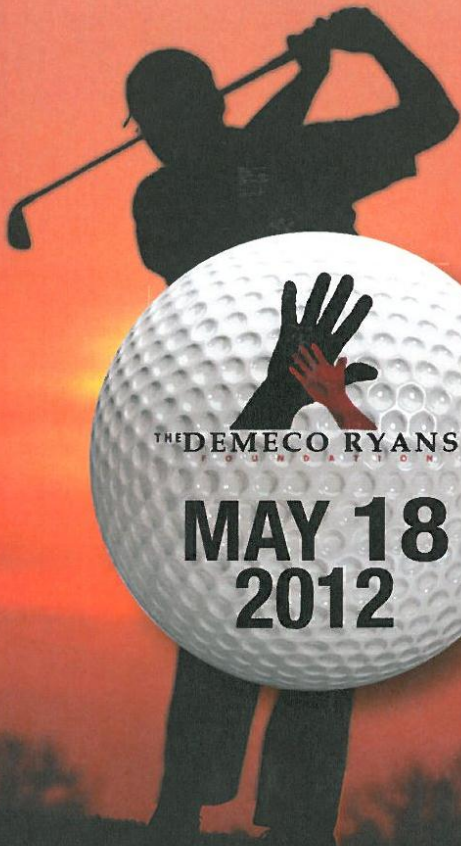
- Round of 18 Holes including greens fee and cart fee
- "Gift Bag" for each player
- Complimentary Lunch
- Complimentary Drinks during Tournament
- Eligibility for Tournament Prizes for "Closest to the Pin," "Hole in One" and "Longest Drive"

Visit

**AlabamaFord.com**

for complete details and information.





# Town & Country Ford's 2nd Annual DeMeco Ryans Foundation Celebrity Golf Tournament

## ENTRY FORM

Sponsor/Team/Player: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

- Level Of Sponsorship:
- Platinum: \$2,000     Four-Person Team: \$800
  - Gold: \$1,700         Supporter: \$250
  - Silver: \$1,050        Individual: \$200

- I want to purchase: (Qty) \_\_\_\_\_ Mulligans @ \$5 each (limit 2 per player)
- (Qty) \_\_\_\_\_ Power Drives @ \$5 each (limit 2 per player)
- (Qty) \_\_\_\_\_ Team Packages @ \$75 each (includes 2 Mulligans  
and 2 Power Drives per person)

**Please make checks payable to "The DeMeco Ryans Foundation" and mail completed form along with your payment to:**

Steve Watts or Bill Sain, 5041 Ford Parkway, Bessemer, AL 35022

*Individual Donations Welcome • All proceeds are donated to The DeMeco Ryans Foundation*

If registering a team, please provide the following information for each player:

Player 1 Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Handicap Index: \_\_\_\_\_

Player 2 Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Handicap Index: \_\_\_\_\_

Player 3 Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Handicap Index: \_\_\_\_\_

Player 4 Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Handicap Index: \_\_\_\_\_