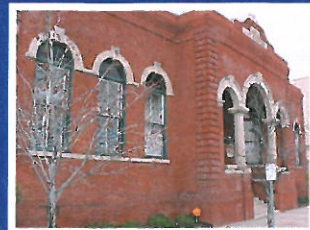


Communique

Communication: The Key to Successful Business



FEBRUARY 2011

Never walk in the footsteps of others, or you won't leave any of your own.

Bessemer

Area Chamber of Commerce

UPCOMING EVENTS

FEBRUARY

BANQUET RESCHEDULED

**02/17 Chamber's 89th
Annual Banquet**
Bessemer Civic Center
*Call today to reserve
your seats/table*

**02/22 Board of Director's
Mtg. @ Noon @**
Chamber - Executive
Comm. 11:30 am

02/22 State of the City
Address @ Bessemer
City High School at 6 pm

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*

Lt. Governor Kay Ivey to Speak at Annual Banquet

Come and meet our new Lt. Governor for Alabama, our new Mayor, new City Council and new Board members. It truly is a "New Beginning". On February 17th at the Bessemer Civic Center the Bessemer Area Chamber of Commerce is holding its 89th Annual Banquet and will not only have a great speaker but you will also get to see the 2011 Charles A. Long Outstanding Citizen of the Year Award. It will be a great opportunity to hear from our Mayor, outgoing and incoming Board Chairmen, and network with the Bessemer Business Community. For tickets and information contact the Chamber at 425-3253 or email mmilan1@bellsouth.net.



Chamber Board of Directors Hold Strategic Planning Session

Hosted by Medical West your Chamber board of directors met in the civic room for a planning session on January 21st. Under the leadership of new Chamber Chairman Keith Pennington, the board looked at all proposed programs, committees, and activities weighing those against the limited revenues available and the necessity of the activity to decide whether to continue or stop our participation. Some important items for our membership that will continue are the Business After Hours and the Coffee & Contacts so members can network and promote their businesses. Also, the Chamber Governmental Affairs group will host two events, either luncheons or BAHs, so members can hear from and network with our elected officials. Another big program will be the PRIDE program which will be renewed and revamped to promote pride in the Bessemer Area, this will include input from the City Council and Mayor.

In the tourism area the Chamber will be publishing a new City magazine and brochure and partnering in hosting a downtown festival. Other involvement in Community activities such as the 4th of July Program, Veterans Day, Day of Prayer, Day of Service, Christmas Parade, and scholarships will continue. The only program that will be deleted will be the Business Awards but will be looked at in a different format. A new event will be planned for hosting a Bessemer Business and Job Fair. A 2012 90th Birthday Celebration is in the planning stages and will be a grand event. Your board is hard at work and with Keith leading the way it will be an exceptional year.

NEW Bessemer Magazine to be Published by Alliance Publishing

The Chamber in partnership with Tim Young and Alliance Publishing will kick off the ad sales for the 2011 magazine in January with a May 15th target date for printing. Each of you will be contacted by a representative from Alliance in January and February, 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 promotional tool for our region and be a part of your community publication.

Business News

Town & Country Hosts Test Drives of ECOBOOST ENGINE 2011 F 150 Ford Truck



Along with many truck enthusiasts and members of the Bessemer Area Chamber of Commerce who attended the special open house, the all new ECOBOOST ENGINE 2011 F 150 Ford Truck was introduced at Town & Country Ford on January 20th. "It is the best looking interior I have ever seen in any truck", said Bill Sain, Partner Town & Country Ford. "Needless to say, the ECOBOOST ENGINE is tops and out performs all the competition", Sain continued. The all New ECOBOOST ENGINE has 365 Horsepower, is **best in class** 420 lb.-ft. of torque, is **best in class** maximum payload 3,060 lbs. and is **best in class** maximum towing 11,300 lbs. Outgoing Chamber Chairman David Darby said, "It is the most powerful truck I have driven. The torque was unbelievable." Visit Town & Country Ford for more information.



Pictured in front of the All New ECOBOOST ENGINE are: Left to Right: Bill Sain, Partner, Town & Country Ford, Joel Johnson, Ford Team Member, Michelle Clark, Ford Team Leader, Jeff Allmen, Ford Team Member, Mitchell Watts, Sales Manager, Kyle Sain, General Sales Manager and Greg Cooks, Sales Manager. (not pictured) Ken Bazman, Ford Team Member)

Community News

Southwest Corridor Transit Study

The Regional Planning Commission is conducting a study of the Hwy 11 (Bessemer Super Highway) corridor to improve transit services in the southwest corridor of Greater Birmingham. In addition to improving services, the study will look at ways to encourage "smarter" and greener planning and land uses to energize economic development for those who live, work and go to school in the corridor. Jurisdictions inside the corridor study area are: Bessemer, Birmingham, Brighton, Fairfield, Hueytown, Lipscomb, Midfield, McCalla, and Jefferson County. The study will consider several different types of premium transit including: express buses, bus rapid transit, light rail and commuter rail. The final study is set to be complete with recommendations in May 2012. For more information about the project you can contact Darrell Howard at 264-8441 or email dhoward@rpcgb.org or go to their web site at www.rpcgb.org.

Chamber News

Your Chamber Going to New Membership Database

Working with local Chamber member Creative Approach Technologies, the Chamber has contracted with Membershipmanager.com to expand its antiquated membership database to upgrade the information and reports that can be generated. By upgrading the system it will make a better tool available to the Chamber staff to serve our membership and to reduce the billing errors and mailing errors we have experienced. It will also allow the Chamber to grow its membership data base as we add new members in the future in a secure fashion. The staff will be working to implement the new system over the next several weeks.

Chamber of Commerce Association of Alabama Board Meeting

On January 31st the CCAA Board of Directors met in Montgomery at the Business Council of Alabama headquarters. CCAA Chairman Kirk Mancer of Cullman Chamber conducted the meeting with BCA President Billy Canary as a board member. The meeting focused on the following topics: Financial update and audit, status of PCH contractual agreement, new membership dues schedule, updating of the by-laws, 2011 meeting schedule, and a presentation from the Early Childhood Investment group. For your information the CCAA summer conference will be held in Prattville and the joint annual meeting with the BCA will be December 2nd. Your Chamber is a member of both the CCAA and BCA and holds a position on the board of directors and is an officer of the organization.

BUSINESS COUNCIL OF ALABAMA 2011 EVENTS

MARCH 22 - BCA Legislative Reception @ 5:30 pm - RSA Alabama Activity Center - 201 Dexter Avenue, Montgomery, AL

MAY 9 - Manufacturer of the Year Awards Luncheon @ 11:30 am - Embassy Suites Hotel & Conference Ctr – 300 Tallapoosa St. Montgomery

JULY 29-31 - Governmental Affairs Conference @ The Marriott Grand Hotel

DECEMBER 2 - BCA Annual Meeting & Luncheon @ The Harbert Center (Room C) – 2019 Fourth Avenue, N. Ste 100, Birmingham, AL – (Parking deck directly across 4th Ave. from the front door)

BankSmart™

COMMITTED TO BESSEMER.
COMMITTED TO YOU.

David C. Darby
Area President and
Commercial Lender

205-665-3361



BankTrust.

banktrustonline.com

Member FDIC




McCalla
Orthodontics & Pediatric Dentistry

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

**4814 Bell Hill Road
Bessemer, AL 35022**

205-477-8004

It's Your Business

By: Ronnie Acker, President

Obstacles and setbacks are part of doing business and part of living your life. I once saw this poem and have tried to take it to heart as I go through my life-

Everybody wants happiness,
Nobody wants pain,
But you can't have a rainbow,
Without a little rain.

Personally and business wise it takes a little setback, a lot of hard work, and even tears to make progress possible. As a business owner or manager you do all you can to make things run smoothly, efficiently, and perfectly. But it does not always work that way. You get an employee sick or late or quits or is fired and it leaves you shorthanded. You have a piece of machinery or computer or phone or radio that goes down. You have late payments or slow payments or no payments. Many things can go wrong in your business just like they can go wrong in your life. But the measure of a successful business is the same as a successful life. It is not the number of times that you are knocked down that counts, it's that you get up each time. Rise to the occasion, be better than your defeats, reach a little farther than you think you can.

I was once told that to be wise I had to first be young and stupid. Well, I don't know if I agree completely with that but it makes sense if put a different way. Before you become wise you have to have experience. Your business becomes "wise", you as an owner or manager become "wise" as you go through the experiences of operating your business. You become wise as an individual as you experience life. Experiences both positive and negative contribute to your wisdom and knowledge. A little rain makes your rainbow appear.

Charles F. Kettering said, "Failures are finger posts on the road to achievement." So true! If you have never failed you have never tried. Babe Ruth held the home run record but he also held the strikeout record. Overcoming failures, setbacks, stupidity is all part of making success a part of you. You become successful by overcoming failure. Conrad Hilton put it this way, "Achievement seems to be connected with action. Successful men and women keep moving. They make mistakes, but they don't quit."

If you remember anything from this article remember this statement from Benjamin Franklin: "The man who does things makes many mistakes, but he never makes the biggest mistake of all-doing nothing." So remember that in order to become a perfect business you must work out the failures, the setbacks, the problems, and the idleness in your business. You have to work hard to perfect an imperfect system by doing something, by having a little rain in your life. Work hard, work smart and above all go and do something. It's your business and it's up to you to enjoy the rainbow despite the rain.

Lyrics of The Star-Spangled Banner

Our National Anthem

O! say can you see by the dawn's early light,
What so proudly we hail'd at the twilight's last gleaming,
Whose broad stripes and bright stars through the perilous fight,
O'er the ramparts we watch'd, were so gallantly streaming?
And the rockets' red glare, the bombs bursting in air,
Gave proof through the night that our flag was still there;
O! say does that star-spangled banner yet wave,
O'er the land of the free and the home of the brave?

On the shore, dimly seen through the mists of the deep,
Where the foe's haughty host in dread silence reposes,
What is that which the breeze, o'er the towering steep,
As it fitfully blows, half conceals, half discloses?
Now it catches the gleam of the morning's first beam,
In full glory reflected now shines in the stream:
Tis the star-spangled banner, O! long may it wave
O'er the land of the free and the home of the brave.

And where is that band who so vauntingly swore
That the havoc of war and the battle's confusion,
A home and a country should leave us no more!
Their blood has wash'd out their foul footsteps' pollution.
No refuge could save the hireling and slave
From the terror of flight, or the gloom of the grave:
And the star-spangled banner in triumph doth wave
O'er the land of the free and the home of the brave.

O! thus be it ever, when freemen shall stand
Between their lov'd home and the war's desolation!
Blest with vict'ry and peace, may the heav'n rescued land
Praise the Power that hath made and preserved us a nation.
Then conquer we must, when our cause it is just,
And this be our motto: "In God is our trust."
And the star-spangled banner in triumph shall wave
O'er the land of the free and the home of the brave!

Just some facts about the National Anthem and the Star-Spangled Banner that Frances Scott Key used for the inspiration to his lyrics:

Quick Facts about the Star-Spangled Banner Flag

- Made in Baltimore, Maryland, in July-August 1813 by flagmaker Mary Pickersgill
- Commissioned by Major George Armistead, commander of Fort McHenry
- Original size: 30 feet by 42 feet, Current size: 30 feet by 34 feet
- Fifteen stars and fifteen stripes (one star has been cut out)
- Raised over Fort McHenry on the morning of September 14, 1814, to signal American victory over the British in the Battle of Baltimore; the sight inspired Francis Scott Key to write "The Star-Spangled Banner"
- Preserved by the Armistead family as a memento of the battle
- First loaned to the Smithsonian Institution in 1907; converted to permanent gift in 1912
- On exhibit at the National Museum of American History since 1964
- Major, multi-year conservation effort launched in 1998
- Plans for new permanent exhibition gallery now underway

2011 Board of Directors

Chairman

Keith Pennington, Medical West

Past Chairman

David Darby, BankTrust

Chairman Elect

Lynn Joyce, First Financial Bank

Treasurer / Finance Chairman

Billy Parsons, CPA

Dr. Cynthia Anthony, Lawson State

Julie Bell, State Farm Insurance

Dr. Jeremy Burns, Eagle Vision

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

The Bright Star
304 19th Street Bessemer, AL
426-1861 424-9444

*Specializing
in the requests
of all types.*



2007
Centennial
Retailer
of the Year!

★★★★★ FIVE STAR RATING ★★★★★

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



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

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

Lisa Hester

Louise Hickey, Legacy YMCA

Nikki Jordan, Sarrell Dental / Watermark Place

Doris Lewis, City of Bessemer

Ernestine McNair, Liberty National

Tyndi Land-Roberts, Individual

Diane Sparks, Legacy YMCA

Katherine Taylor, Favor Realty

Lula Walter, City of Bessemer

Ericka Watson, Individual

The Bessemer Area Chamber of Commerce

89TH ANNUAL BANQUET

Thursday, February 17th, 2011

Bessemer Civic Center's Main Hall

Social Time 6 pm

Buffet Line Begins 6:30 pm

Banquet 7 pm

~ Cash bar will be available during social time ~



Keynote Speaker:

Lt. Governor Kay Ivey
State of Alabama



~ Tickets are \$40 each or \$300 for a table of 8 ~



**Call 425-3253 TODAY to
Reserve Your Tickets**

DEADLINE: Friday, Feb. 11th

Seating is on a first reserved basis

321 N. 18th Street * Bessemer, AL 35020 * (205) 425-3253 * fax (205) 425-4979

Citizens of Bessemer, Community and Business Leaders

The Honor of your presence

Is requested at the



State of the City Address

Presented by

The Honorable Mayor Kenneth E. Gulley

Tuesday, February 22, 2011

6:00pm

Bessemer City High Auditorium

4950 Premiere Pkwy

Bessemer, AL 35022



EVERY DAY

THEY PROTECT US...

The Bessemer Area Chamber of Commerce

Invites You to Join Us

as we honor these men and women who safeguard
our community every minute of every day

Thursday, March 3, 2011 @ Noon

*Lawson State Community College – Bessemer Campus
Ethel Hall Building Auditorium*

SPECIAL RECOGNITIONS:

2010 Deputy Sheriff of the Year

2010 Law Enforcement Officer of the Year

2010 Firefighter of the Year

SPEAKER:

JEFFERSON COUNTY
DISTRICT ATTORNEY
BRANDON FALLS



*The cost is \$12 each or purchase a table of 6 for \$70
(includes lunch)*

2009 RECIPIENTS:



RESERVATIONS REQUIRED

*Call the Chamber at 425-3253 no later than
Friday, February 25th to reserve a seat*