



# COMMUNIQUE

*Celebrating 98 Years*

*1922 - 2020*

JUNE 2020

## **“Healthcare and Heroes Day in the Park” Was a Tremendous Success!**

The Bessemer Area Chamber of Commerce hosted its first “Healthcare and Heroes Day in the Park” on Thursday, June 25<sup>th</sup> from 11am to 3pm at Debardeleben Park in Downtown Bessemer! Over 150 first responders and healthcare workers were able to come out and enjoy food, door prizes, live entertainment by DJ Mac Taylor with 1 Time Entertainment and visit sponsor vendor booths! While the coronavirus pandemic has upended life for nearly everyone, healthcare workers and first responders have had to face more risks than most. We wanted to show appreciation for all those who are putting their lives on the line for the sake of our community. We are grateful to those who help us and sacrifice their lives to help another in their time of need. We always gain by giving but remembering to be grateful to those that incur sacrifice on our behalf is always worthy of thankfulness. This event was made possible due to the investments of our sponsors, to whom we say, THANK YOU: Dex Imaging, Medical West, Alabama Power, Jefferson County Sheriff’s Department, Marco’s Pizza, Chambers Funeral Home, Regional Paramedical Services, State Farm – Julie Bell, Comfort Health Care, and Bessemer Elks Lodge #721.

Thanks to our supporting Gold Sponsors as well: Holt Insurance, Bessemer Utilities, Lawson State Community College, Medical West, and United Prosthetics and Orthotics. Hats off to Mr. Charles King and the entire membership of Bessemer Elks Lodge #721 for their generosity in helping to prepare the food and volunteer their time! To all of our HEROES (Fire, Police, Paramedics, Sheriffs, Doctors and all Healthcare Workers), we salute and thank you! See you next year in the park!





# CHAMBER EVENT



**CLOSED**

The Bessemer Recreation Center, the Bessemer Civic Center and the banquet facility at the Frank House Golf Course will remain temporarily closed due to COVID-19 concerns. The Mayor and City Council elected to keep the facilities closed as COVID-19 cases continue to subside in the county and state.



# CHAMBER EVENT

## “Ziti in the City” BACOC Fundraiser

The Bessemer Area Chamber of Commerce Ambassadors hosted the “Ziti in the City” lunch fundraiser on Wednesday, June 10th from 11-2pm at the Bessemer Elks Club. The Bessemer Chamber would like to express our sincere gratitude to the Bessemer Elks Lodge #721 for partnering with us. Proceeds from the Ziti luncheon will be used to support the Bessemer community. Thank you again, Bessemer Chamber Ambassadors, Bessemer Businesses and Bessemer Elks Lodge #721 for your support. Be on the lookout for the next lunch fundraiser!



**THANK YOU TO EVERYONE THAT SUPPORTED  
“ZITI IN THE CITY”!**



# BOARD OF DIRECTORS

## Your Chamber Leadership Team



**Charles King**  
Regional Paramedical Services  
Chairman



**Carlton Jackson**  
Bessemer Fire Dept.  
Chairman Elect



**Reggie Mays**  
United Prosthetics & Orthotics  
Past Chairman



**Mitch Avery**  
Spire  
Treasurer



**Connie Fuell**  
Dex Imaging  
Finance Chairman



**Dr. Cynthia Anthony**  
Lawson State



**Laurence Baird**  
Oak Trace Care & Rehab Ctr.



**Ashley Brazel**  
BB&T



**Reginald Calvert**  
New Jerusalem Bapt. Church



**Bryonda Collins**  
Chambers Funeral Home



**Tabitha Dudley**  
Legacy YMCA



**Deaunka LeBeauf-Webster**  
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**Antoinette Madison**  
Alabama Power



**Keith Pennington**  
Medical West



**Sheriff Mark Pettway**  
Jefferson County Sheriff's Office



**Paul Teasley**  
Buffalo Rock



**LaVada Varner**  
Alabama Technology Center



**Pete Winslett**  
The File Depot

# AMBASSADORS



### *Sitting – Left to Right*

Sarah Beasley (Joe Beasley Memorial Foundation, Inc), Lori Chisem (Lawson State Community College), Minnie Roper (Retired), Anna Wooten (First Financial Bank)

### *Standing – Left to Right*

Dorian Waluyn (Lawson State Community College), Danielle Matthews (Matthews & Associates), Denise Jackson (New Jerusalem Baptist Church), Tamala Briggins (Oak Trace Care & Rehabilitation), Cathy Ackerman (First Financial Bank), Daryl Owens (New Jerusalem Baptist Church)

### *Not pictured*

Sarah Belcher (Retired), Claire Mitchell (Retired), Andie Sloan (Comfort Care Home Health), Donna King (D & K Lawncare)

Ambassadors are the key resource in extending hospitality in the Bessemer area and are experienced in business, community, and promotional arenas.

An Ambassador must serve as an active public relations arm of the Chamber and be prepared to meet visitors, local businesses, and various forms of the media.

We encourage you join the ambassador program. The ambassadors meet on the 1st Tuesday of each month at 8:30am at the Bessemer Area Chamber of Commerce.



# COMMUNITY EVENT

**Bessemer City High School Parents and Louise Alexander Hosted a 2020 Senior Graduation Parade on Friday, May 22, 2020 at 5:30 pm.**



**CONGRATULATIONS TO BESSEMER CITY HIGH SCHOOL CLASS OF 2020!**



## Welcome to Bessemer, Mr. Riley!



Please help us welcome the new principal of Bessemer City High School, Mr. Luther Riley! Luther Riley is a Mississippi Native and is distinguished in numerous areas. Luther has over twenty years of experience in middle, secondary and post-secondary education. Luther's career in education began at Province High School in Jackson, MS as a high school history teacher. After more than 10 years, Luther would go on to Coach Division I Basketball at Alcorn State University in 2011.



# CITY/COMMUNITY EVENTS

## PLANS FOR REOPENING SCHOOLS



### Parent's Guide to Alabama's Roadmap to Reopening Schools

In looking forward to the 2020-2021 school year, we know many challenges lie ahead, but it is the intention of the Alabama State Department of Education (ALSDE) that all schools reopen this fall under the following guiding principles.

#### Guiding Principles

Five principles should guide all planning, decision making, and execution of plans to return to school in the 2020-2021 school year.

1. We will be transparent. We will share what we know and what we do not know and be clear about what we can control and what is outside of our control.
2. We will be equitable. We will center decisions on what is best for all students, families, and educators.
3. We will listen. We will bring together diverse stakeholders and experts to understand realities on the ground and to surface creative solutions.
4. We will put safety first. We will leverage science, data, and public health leadership to inform the choices we make.
5. We will be decisive. Given the size and scope of the challenge, we must move deliberately and make tough choices. We may need to adapt and if so, we will adapt quickly.

The Alabama Roadmap encompasses three focus areas and assists systems in navigating the status of campus availability with guidance for now and when students are back on campus.



#### FAQ

##### Q Are the ALSDE recommendations mandatory?

ALSDE recognizes that all recommended guidance will not be possible in all settings and should be amended based on the needs of each school system and school as appropriate.



Alabama Superintendent Eric Mackey and state leaders announced their plans for reopening schools for the 2020-2021 year.

Mackey says as the state looks forward to the 2020-2021 school year, we know many challenges lie ahead, but it is the intention of the Alabama State Department of Education (ALSDE) that all schools reopen this fall under the following guiding principles.

##### Q Will campuses reopen for in-person instruction?

Yes, the expectation is for Alabama campuses to reopen for traditional learning this fall.

##### Q Who will determine if my local campus stays open?

Local Boards of Education, upon the recommendation of their superintendents and in consultation with the Alabama Department of Public Health (ADPH) and/or local public health officials, will make determinations about specific changes in campus status throughout the year.

##### Q What are some things that might be different on campuses?

Local school systems set day-to-day policies and procedures. Communications around when and if facial coverings should be worn, for example, will come directly from your local school system. Students may expect to see changes in physical distancing, increased sanitization, and personal hygiene on while on campuses.

##### Q What kind of precautions will schools have to take?

A portion of the essential guidance will require enhanced cleaning and sanitization and that all schools designate an area of quarantine for students who become ill at school.

##### Q What remote learning opportunities might be available?



In Alabama's model, local school systems are responsible for developing and implementing policies and procedures around each of these three instructional scenarios. The State has committed to offer remote learning resources through a third-party curriculum developer as well as to expand the high school ACCESS program to all school systems. It is the recommendation of ALSDE that all school systems provide access to both traditional and remote options throughout the 2020-2021 school year. Further details about how remote learning will be improved can be found in the full Roadmap.

##### Q What if I do not have Internet at home?

Local school systems are continuing to inventory Internet accessibility for students. The results of this inventory can provide insights on how students can have Internet connectivity throughout the state. ALSDE and school systems are diligently advocating for Internet connectivity for all students.

##### Q What can I do to help?

**HOME** is the first point on the screening continuum. School systems should educate and support families on identifying the symptoms that indicate staff and students must stay at home. Families should be encouraged to self-report symptoms of illness, which could include fever, new onset of cough, etc. Self-reporting mechanisms could include calling the school or calling your health-care provider.

##### Q What is being done to close the digital divide for Alabama's students?

ALSDE continues to work with state leaders to secure funding and additional opportunities for expansion of broadband infrastructure. Many school systems have already invested in innovative tactics to close the digital divide by purchasing devices. ALSDE is providing best practices as examples to school systems, distributed funds, and is providing a remote/digital curriculum to all school systems.

##### Q Will extracurricular activities be allowed?

Yes, we will continue to work with school systems to provide best practices for off-campus field trips, etc. We also continue to share the Alabama High School Athletic Association's guidance for sports.

Knowing a challenging school year lies ahead, we want to take this opportunity to say thank you ahead of time. Together we all achieve more, and together we will keep our students safe and push forward!



Alabama's 15th annual sales tax holiday for school-related items begins at 12:01 a.m. Friday, July 17, 2020, and ends at midnight Sunday, July 19, 2020, giving shoppers the opportunity to purchase certain school supplies, computers, books and clothing free of the state's four percent sales or use tax.

# COMMUNITY NEWS

## **Kenneth E. Coleman Has Been Named President and CEO of the Birmingham Business Alliance (BBA), the Region's Leading Economic Development Organization**



Coleman will be responsible for developing collaborative efforts between the BBA and its community partners to lead economic growth and expansion for the seven-county region, in addition to the day-to-day operations of the organization. He will begin his new role in Birmingham on July 20. Coleman is currently interim president and CEO for the DeKalb Chamber of Commerce in Metro Atlanta. His 25-year, senior-executive career – mostly with Southern Company and its subsidiaries Georgia Power, Alabama Power, Mississippi Power and Southern Company Gas – has yielded significant accomplishments in stakeholder engagement, regulatory and legislative affairs, public policy, brand identity and economic development.

"I am excited to lead the Birmingham Business Alliance at such a pivotal time," said Coleman. "The partnerships we strengthen, the jobs we help create and the support we provide to all businesses moving forward will shape Birmingham's future as a leading metropolitan area. I look forward to working closely with the public and private sector – old friends and new - to make that happen."

Coleman's early career was spent in Birmingham, first playing professional baseball with the Birmingham Barons and later working in business development for the Metropolitan Development Board, a predecessor organization to the BBA. He started with Southern Company in 1999 and held numerous senior executive roles during his time with the company. Among his many accomplishments, Coleman points to positioning Georgia Power as a leader in solar generation; developing a successful Smart Cities partnership between Georgia Power and the City of Atlanta; and serving as chairman of a \$1 billion community-wide economic development program in Montgomery, which led to more than 10,000 new jobs and over \$2 billion in new capital investment.

He received a bachelor's degree in communications from the University of New Haven, in New Haven, Connecticut and a Master of Business Administration degree from the University of Alabama. He is married to Dr. Prentiss Coleman and they have two sons, Kamden and Kyle. "Kenny will be able to hit the ground running as he is well known to many people in the region and is a proven leader" said Jim Gorrie, CEO of Brasfield & Gorrie LLC and 2020 BBA Chairman. Coleman joins the BBA as the economic development organization is developing its four-year strategic plan to drive growth in the seven-county region. This process was spearheaded by BBA's interim president and CEO Fred McCallum, who joined the organization in March 2019 and will help Coleman transition into his new position. "Fred has done a tremendous job leading the BBA and the Board of Directors can't thank him enough for all his hard work," said Gorrie. "He has built a solid foundation in a short amount of time that will allow Kenny and the BBA to accelerate efforts to build a more prosperous region."

Hiring Coleman is the culmination of a six-month search process that was led by Mark Tarr, president and CEO of Encompass Health and a member of the BBA Executive Committee. "Kenny stood out from what was a sizable list of very qualified candidates interested in leading the BBA," said Tarr. "His track record of success, experience in a number of different markets, along with a familiarity of Birmingham made him the top pick to lead the BBA at such a critical time."

## **Market at Pepper Place and Chef Clayton Sherrod Raise Funds for Lawson State Culinary Arts Program**

As part of its Chef of the Week program this week, the Market at Pepper Place will be spotlighting well-known local Chef Clayton Sherrod, and helping to raise funds for the Culinary Arts Program at Lawson State Community College. For this week-long fundraiser, Chef Sherrod will offer two dishes: Cajun Shrimp with Holy Trinity (bell pepper, celery and onion), Wilsonville, AL Stone-Ground Grits, Crispy Kale with Freshly Shaved Parmesan, and Cajun Seasoned Breadcrisps (\$15 each); and Chilton County Peach Cobbler topped with Moonshine Lemonade Ice Cream Sauce (\$8 each). The "to-go" dishes are single-serving size, and available for pre-order/pre-pay only through the Market's online shop, Monday 9am- Thursday 6pm. Customers can pick up their orders at the contactless Drive-Thru Market anytime Saturday morning, July 11, between 7am-noon. Proceeds will be donated to the Lawson State Culinary Arts Program, to provide assistance for needed items and support. In the Market's online shop, there are also options to give directly to the Lawson State Culinary Arts Program.

For more information and the opportunity to donate to Lawson State, visit: <https://shop.pepperplacemarket.com/product-category/items/chef-clayton-sherrod-benefit/>



## CITY/COMMUNITY EVENTS

### 10 New Hangars at Bessemer Municipal Airport

The Bessemer Airport Authority is happy to announce the completion of their new 14, 220 square foot General Aviation hangar. The hangar will house ten individual T-hangars providing state of the art, secure aircraft storage. The hangars further demonstrate the business-friendly environment being nurtured by the Bessemer Municipal Airport and the City of Bessemer, Alabama. This project is the direct result of the tireless and multifaceted efforts of Ms. Jordan and Mr. Johnson in an effort to enhance and improve the Bessemer Municipal Airport.



### Welcome to Bessemer!

**DRIVE-UP  
COVID-19  
TESTING**  
FREE to the PUBLIC

**Location:** Dunbar-Abrams Community Center  
2715 6th Avenue North  
Bessemer, AL 35020

**Date:** Thursday July 16, 2020

**Time:** 3:00 PM until 5:00 PM

**\*\*If you have fever, cough, or difficulty breathing, seek care early & Immediately**

HOSTED BY DISTRICT 2 BESSEMER CITY COUNCILOR  
*Kimberly Alexander*  
& CAHABA MEDICAL CARE



The Bessemer Area Chamber of Commerce would like to welcome Jackson's Bait Shop to the city of Bessemer! A ribbon cutting ceremony was held on June 16<sup>th</sup>, 2020! They are located at **729 9<sup>th</sup> St. N., Bessemer, AL 35020.**

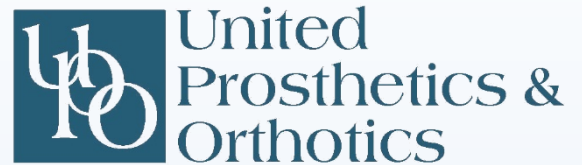


# 2020 Sponsors

## PLATINUM SPONSOR



## GOLD SPONSORS



## SILVER SPONSORS



**DOLLAR GENERAL®**

## SMALL BUSINESS PARTNERS

America's First Federal Credit Union  
Chambers Funeral Home  
Comfort Care Home Health & Hospice  
Julie Bell, Agent – State Farm Insurance  
Legacy YMCA  
Regional Paramedical Services  
William Parsons CPA



# Bessemer

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Area Chamber of Commerce

July 14, 2020

Dear Bessemer Chamber Member:

*RE: 2021 Bessemer Magazine*

The Bessemer Area Chamber of Commerce is preparing now for the Bessemer Magazine that will be distributed in January. **We need your help in making this Bessemer's largest magazine. Please consider purchasing an Ad. This will be a great investment for your company / organization.**

The magazine will contain the chamber membership directory and interesting articles that highlight our area as an attractive and progressive place to live, work, shop and visit. This publication will also include colorful photos of people, places and events as well as interesting features and profiles. This magazine is a great marketing tool for your business and the entire Bessemer area.

Over 3,000 copies of the magazine are distributed to all area hotels, churches, various business locations, area conferences, and family/class reunions. The magazine is mailed to all tourist and newcomers seeking information on our area.

Complete the attached rate sheet and return as soon as possible to reserve your preferred space. Ad spaces are on a first reserve basis.

Thank you for your continual investment into your chamber!

If you have any questions concerning the magazine or upcoming events, please contact LaTasha Cook at (205) 283-2659 or Mary Milan at 205-425-3253.

Sincerely,



LaTasha Cook Williams, IOM  
President





# The Bessemer Area Chamber of Commerce

## 2021 Magazine Rate Card [ad sizes and rate]

| MEMBER              |               |                |  |  | NON MEMBER                                  |
|---------------------|---------------|----------------|--|--|---|
| Size                | Non-bleed     | Bleed          | Color (M)<br><i>Includes Ad Production</i> |  | Color (NM)<br><i>Includes Ad Production</i> |
| 2 Page Spread       | 14 x 10       | 16.75 x 11.125 | \$2,000                                    |  | \$2,150                                     |
| Full Page           | 7 x 10        | 8.375 x 11.125 | \$1,450                                    |  | \$1,675                                     |
| 2/3 Page            | 4.625 x 10    | NA             | \$1,100                                    |  | \$1,375                                     |
| 1/2 Page Horizontal | 7 x 4.875     | NA             | \$ 900                                     |  | \$1,150                                     |
| 1/2 Page Vertical   | 4.625 x 7.5   | NA             | \$ 900                                     |  | \$1,150                                     |
| 1/3 Page Square     | 4.625 x 4.875 | NA             | \$ 675                                     |  | \$ 875                                      |
| 1/3 Page Vertical   | 2.125 x 10    | NA             | \$ 675                                     |  | \$ 875                                      |
| 1/6 Page Vertical   | 2.125 x 4.875 | NA             | \$ 550                                     |  | \$ 750                                      |
| 1/6 Page Horizontal | 4.625 x 2.25  | NA             | \$ 550                                     |  | \$ 750                                      |
| Business Card       | 3.25 x 1.75   | NA             | \$ 250                                     |  | \$ 425                                      |

### premium positions

(full page 4-color, Members Only)

|                    |         |
|--------------------|---------|
| Back Cover         | \$2,800 |
| Inside Front Cover | \$1,950 |
| Inside Back Cover  | \$1,950 |
| Page 1             | \$1,950 |

### deadline extended

|                   |              |
|-------------------|--------------|
| Space Reservation | Oct. 1, 2020 |
| Advertising Copy  | Oct. 1, 2020 |
| Publishing Date   | January 2021 |

### payment terms

All rates are net. Payment terms:

**\*50% payment with contract required\***

Remaining balance due upon publication

All checks made payable to:

Bessemer Area Chamber of Commerce

Contact the Bessemer Area Chamber of Commerce with any questions at 205-425-3253 or LaTasha Cook Williams at 205-283-2659 or email [mmilan1@bellsouth.net](mailto:mmilan1@bellsouth.net).

*Please see chart above for your ad size specifications. Email your completed ad to [mmilan1@bellsouth.net](mailto:mmilan1@bellsouth.net) in pdf format.*

Advertisers must provide ads in high resolution pdf files by email to [mmilan1@bellsouth.net](mailto:mmilan1@bellsouth.net) no later than October 1, 2020.

Advertiser will be given a proof, the option to edit at no charge and a revised proof. Additional changes to the ad after the revision will be charged at the rate of \$50/hour.

\*Business card ads should be sent as original design files in PDF format\*

### Need to hire a graphic designer for your ad?

The project's graphic designer can design your ad for \$50 per hour. Forward all text, logo, photos, etc. and any instructions to [mmilan1@bellsouth.net](mailto:mmilan1@bellsouth.net) for ad design when reserving your ad space. (This cost is in addition to your ad space cost)

### Specify Ad Information

Ad Size Required \_\_\_\_\_ Ad Cost \_\_\_\_\_ + Production Rate \_\_\_\_\_ = \$ \_\_\_\_\_  
(if applicable) TOTAL COST

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

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Method of Payment: ☐ Credit Card ☐ Check

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV # \_\_\_\_\_

Billing Address (IF different from above): \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Print Cardholder's Name: \_\_\_\_\_ Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

*I authorize the Bessemer Area Chamber of Commerce to charge my credit card for ad rates and agree to pay the above total according to card issuer agreement.*

**Mail this form with payment to Bessemer Chamber at 321 18th St. N., Bessemer, AL 35020 or email to [mmilan1@bellsouth.net](mailto:mmilan1@bellsouth.net).**



The Alabama Chambers Benefit Program helps members reduce health benefit costs by providing a unique, specialized program tailored to small and mid-sized businesses that emphasizes wellness, cost saving education, and concierge-level service.

### Program Eligibility:

- Each chamber must be a member of the Chamber of Commerce Association of Alabama and businesses must be a member of a local chamber
- Employees must be working full-time (at least 30 hours a week)
- Company must have two or more employees to apply
- Independent contractors are not eligible

### Program Features:

- Customer service team dedicated to delivering an exceptional experience
- Stable health benefit costs
- Access to Smart Health 360 which equips members to live healthy
- 24/7 access to a Doctor through Teladoc with a \$0 copay
- Utilizes the VIVA HEALTH Network

### Benefits to Chambers

- Enhanced member satisfaction and retention
- Attractive healthcare program to offer as a member benefit

### Benefits to Members

- Easy access to customer service and resources
- Lower and stable health benefit costs

Benefit Program administered by



[info@ironrehealth.com](mailto:info@ironrehealth.com)



334-245-1099



[ccaabenefits.com](http://ccaabenefits.com)