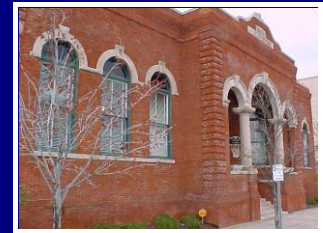


Communique

Communication: The Key to Successful Business



AUGUST 2012

Bessemer
Area Chamber of Commerce

UPCOMING EVENTS

- 08/02 Business After Hours**
Bessemer Business Incubation System
(401 19th St. Bessemer)
5-6:30 PM
- 07/24 Board of Director's Mtg.** 11:45 am @ Chamber
- 08/16 Ribbon Cutting & Open House at Medical West** in the Healthworks Occupational Medicine clinic. {RC at 10am, Open House until 5pm}

Fireworks in the Park

The City of Bessemer's Annual July 4th Fireworks at Roosevelt Park were a great event again. Due to the support of the City Council and the hard work of the Chamber's staff and Park employees several hundred attendees were thrilled by the outstanding show. Watermelon, juice, water, cookies, candy, and big dill pickles brought smiles to the children's faces and joy to their parents. City Council members provided glow necklaces, patriotic glasses and pins, and flags galore. Festive, impressive, and entertaining-words that can make the memories of the 2012 July 4th Celebration last a life time. Thank you to Mayor Gulley and the City Council for funding this tradition and to the Park Board for providing hard working crews. Also, a big thank you to Chief Syx and the Bessemer Fire Department and Chief Rutledge and the Bessemer Police Department for a safe environment. If you missed this evening you missed one of the year's great gatherings.



Community News

West Jefferson Technical Education Endowment and Trust Honors Jimmy Moore

At a luncheon held at the Bright Star on July 25th, the board of directors of the West Jefferson Technical Education Endowment and Trust met with the family of long time Bessemer businessman Jimmy Moore to present a resolution honoring his service to the Bessemer area. Jimmy was on many civic and charity boards in the area and was a major part of the WJTEET's founding. He was an outstanding citizen of Bessemer and loved to host a Bible study at his home where he always cooked a delicious meal. Jimmy leaves an meritorious legacy of selfless service and dedication to the educational efforts in not only the Bessemer area but the whole of Jefferson County. This honor was presented by Mr. Al Craig and Dr. Mert Byram representing the board.



Jimmy Moore with sister Judy Mathis

Greenwood Community July 4th Parade



Mt. Hebron Celebrates With Ribbon Cutting



A Competitor Practices until He Gets it Right, a Champion Practices until He Can't Get it Wrong

by Glenn Shepard

I often hear people complain that they've "fallen" into a rut with their jobs.

I don't buy it.

People don't "fall" into a rut.

What some people, especially those who've been at a job for a long time, do is quit trying as hard as they used to.

I was reminded of this a few weeks ago when I was getting a prescription filled and had a question about the dosage. The senior pharmacist was so apathetic about answering that I swore I would never go back to that pharmacy again.

True professionals commit themselves to constantly striving to get better at what they do, no matter how long they've done it.

Once when Dan Kennedy was backstage at a success seminar, he noticed Zig Ziglar was in the corner mumbling. When he asked what he was doing, Zig explained that he was rehearsing his speech. Perplexed, Dan said "But you've given this speech a million times. Why are you rehearsing?" Zig explained, "But the 17,000 people in this audience haven't heard it a million times, and I owe it to them to give the best speech I can!"

Nobody is so good at what they do that they can't get better. My skeet shooting coach told me he sees the same thing in his business. He coached Reba McEntire, Kix Brooks, Ronnie Dunn, and my former neighbor and former Tennessee Titans tackle Albert Haynesworth. When I asked who was the most difficult to teach, he said they're the best students he's ever had. Because they worked so hard and achieved so much in their careers, they understand the importance of constantly striving to improve and get better.

He said his worst student is a 50-year-old guy who's been hunting his entire life, and thinks he already knows everything about shooting. As he put it, "A competitor practices until he gets it right, a champion practices until he can't get it wrong".

Glenn Shepard is an author and speaker in Nashville. More free resources are available at www.GlennShepard.com

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Community News

Jeremiah Castille Highlights Salvation Army Dinner

On September 20, 2012, the Salvation Army will host its annual dinner with former University of Alabama star Jeremiah Castille as speaker. Contact the local office for more information and your tickets to this outstanding event. This year's event will be held at the Bessemer Civic Center from 6pm-9pm. There will be a silent auction so come prepared for an outstanding evening.



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Thursday, October 4th @ Noon
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Saturday, December 8th @ 2pm
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One of Glenn Shepard's "Rules of Work" states: Do NOT read your text messages while a customer is talking to you! Simple and obvious but this is one rule that is broken too often. This is just plain rude. If a person is talking to you, have the courtesy to listen or tell them when you can listen with full attention.

I was in a local official's office a few years ago and was needing to understand their priorities and how I and the Chamber could be more help in moving their organization forward. While I was talking this individual was going through mail on his desk and reading it. I asked, "Can I come back later when you have time to listen?" His response told me all I needed to know about this individual, "No, I can read and listen at the same time." I never respected that person again nor did I try to communicate with them again.

Attention to your customer/employee/friend or even a family member is essential to understanding them. Would you take notes, listen to messages, read mail or text messages while talking to your boss or spouse? No and neither would any true leader. Interest in the person you are communicating with shows both respect and basic politeness.

In a conference I attended recently we were discussing how today's younger generation needs to prepare to get a job. This workforce is challenged by high unemployment, lack of basic skills, and attitude. Example: After arranging for an interview with an Alabama business one young man's cell phone went off right in the middle of his interview. What did he do? He took the call and even asked the interviewer if he could step out for some privacy. Did he get the job? NO!

It is unbelievable at what lengths this new generation's parents go to "protect" their children. Some Moms are known as helicopter moms, because they hover over their young ones and go to extremes to make life easy for their children. Again, two examples of this: 1) a young man brought his mother to his interview and she demanded to sit in the interview with him, 2) a young woman did not even attend her interview, her mother was there for her. This was in Alabama! Would you hire them? NO!

Communication with the younger workers is a challenge unless it is tweeted or texted. They have not understood that communication is important and that they are not the center of the world. They have some hard lessons to learn and it will not be kind to them nor to their enabling parents.

Business News

Sneaky Pete's Reopens on 19th Street

After the devastating fire of June 16th destroyed the long time location of Sneaky Pete's in downtown Bessemer, the staff were back up and running at a new location, 1901 2nd Avenue N., across from the new Jefferson County Court House. It is a tribute to the resilience and dedication of the owner and staff to have this well known and much appreciated business back in operation.

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BUSINESS AFTER HOURS



THURSDAY, AUGUST 2ND, 2012

5:00 - 6:30 PM

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