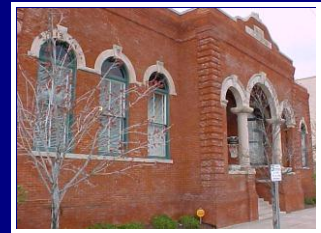


Communique

Communication: The Key to Successful Business



SEPTEMBER 2012

Bessemer
Area Chamber of Commerce

UPCOMING EVENTS

- 09/06 Bessemer Awards Luncheon at Noon**
at Medical West
(see attachment)
- 09/13 Business After Hours**
at Medical West
(in the Healthworks Occupational Medicine Clinic)
4:30-6:30 pm
- 09/25 Board of Director's Mtg.** 11:45 am @ Chamber
- 10/04 21st Annual Golf 'FORE' Progress Tournament** at Bent Brook Golf Course at Noon – Pre Registration and Payment Required to Attend – Sponsorships still available – See Attachment

Bessemer Business Incubation System Hosts Business After Hours

Chamber board member Devron Veasley, director of the Bessemer Business Center and Incubator, hosted the Business After Hours on August 2nd. There was a large crowd and they enjoyed the great food, networking, and door prizes. Devron as always was an outstanding host and made everyone feel at home. Most enjoyed seeing what the incubator had to offer to small businesses just getting started. Devron is trained as a small business consultant to work with start up businesses and get them on track. If you have questions about the center call Devron at 481-2101 or 481-4800.



Bessemer Magazine Ads are Selling

The Bessemer Area Chamber of Commerce is proud to announce that we will be publishing our Magazine which includes our chamber Membership Directory for Bessemer and surrounding area. The magazine will present our area as an attractive and progressive place to live, work, shop and visit. This publication will include color photography of people, places, and events as well as interesting features and profiles. The Magazine will allow you the opportunity to market your business to a prime audience and again this year it will be professionally done.

The 5,000 copies of the magazine are distributed to all of our area hotels, business locations, through the Chamber office, to all our members, through real estate, medical, financial, advertisers offices and sent to all those asking for information about our area. We are offering rates that are economical-as a member of the Chamber you get a reduced rate and we have special offers for our Corporate Sponsors-we will be placing the magazine on line with click throughs to our advertisers websites as well as having the membership list updated on line throughout the year.

This is the official marketing and promotional piece for the entire Southwest Jefferson County region. This magazine is used for economic development and as a recruitment tool. Chamber Ambassadors and staff (Latasha Cook, Debbie Stewart, Connie Fuell, Claire Mitchell and Sarah Belcher) will be contacting you soon regarding advertising opportunities in the new magazine. Please allow them sufficient time to communicate how advertising in this publication will benefit your business and our community. For information contact the Chamber at 425-3253 or email mmilan1@bellsouth.net.



BIG LOTS!

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**HUGE MATTRESS SALE THIS WEEK!
BUY ANY SERTA BRAND MATTRESS
AND GET THE BOXSPRING FOR \$10!**

**Come See Our Full Line of New Furniture
Big Lots! Bessemer 710 Academy Drive by Wal-Mart**

Jefferson County Career Tech Inservice Held at Mortimer Jordan High School

Over one hundred Career Tech teachers in the Jefferson County School System met at Mortimer Jordan High School to prepare for the coming year. The meeting held on August 1st was an inservice event meant to update the educators on what is available to them in Career Tech and to help them get local businesses involved in their advisory councils. Jefferson County schools in our area with Career Tech training are McAdory, Hueytown, Pleasant Grove and Oak Grove High Schools. The Chamber highly recommends that our local business men and women get involved with these local schools and help make the training programs include what is needed for your future employees.

CINTAS OPEN HOUSE

Saturday, September 15, 2012

8:00AM – 12:00PM

We are hiring for

Service Sales Representatives

Sales and Service Experience Preferred

4 Day Work Week!

Learn more about the position at

www.cintas.com/careers

Job # 10114076

To schedule an interview: 205.432.2540

Guaranteed Interview!

Please bring a current copy of your resume.

Monthly Western JefCo Mayors Meeting at APCO

Mayor Doug Brewer of Graysville welcomed the western area Mayors to their monthly breakfast sponsored by Alabama Power on August 3rd. The meeting focused on the Northern Beltline and what the cities need to do to keep the ball moving in a successful way. Commissioner Jimmie Stephens joined the Mayors and took part in the discussions. Jon Staggs and the other managers of Alabama Power were great hosts.

McAdory High School Career Tech Advisory Council Meets

With representatives from the local Chick fil a and McAlister's the 2012 Business Advisory Council for Career Tech at McAdory High School met on August 15th. The council will advise and help the Career Tech educators at McAdory throughout the year.

Chamber News



Medical West Ribbon Cutting and Open House

Tom McDougal, CEO and President, at Medical West was a happy executive as he helped Dr. Michael Mueller and Mayor Kenneth Gully cut the ribbon on the new HealthWorks Occupational Medicine Clinic located across from the hospital's emergency entrance. Dr. Mueller joins Medical West to provide rehab, testing, and other medical needs for businesses and their employees. It was a magnificent facility with areas for helping any employee get back to work as fast as possible.

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

Ericka 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.

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

Rachel Townsend, Rural Metro Ambulance

Lula Walter, City of Bessemer

Trisston Wright Burrows, Moore Coal Company



Councillor Sarah Belcher was joined by Bessemer police officers in District 3 for National Night Out.

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Commercial Lender

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It's Your Business

What is the perception people, customers, have of you and your business? It all begins with that first impression, when they meet you or your employees for the first time. What they see is impressed on their minds and yes you may overcome a bad first impression but being a good business person you should not have to do that. What does a person see when they meet you or your employees?

Most customers notice you or your employee's facial expressions (Are you smiling?), your dress, grooming, cleanliness and demeanor. Attitude is next: Are you friendly? Do you make them feel welcome and important? Are you concerned about helping them? Let's look at the impact of what your first impression may have.

With a smile on you and your employee's faces you signify that you are happy the customer is there, that you enjoy helping them, and that they will be served.

The cloths you wear whether a company uniform or just your everyday work cloths send the message about you and your ability. If you have an employee with pants hanging down showing underwear or worse their butt, it says our products are probably not that good, we are slack in running the business and maybe we won't help you if you have a problem.

Over done viewable tattoos, body piercings, exaggerated hairdos, too much make up, body odor, bad breath and other grooming excesses indicate that you or your employee's have little in the way of self worth. You beg for attention thus how can you help the customer with their concerns. Grooming in the business world is paramount to providing an inviting atmosphere for your customers.

Is your business clean? Floors swept, dust removed, litter out front and inside picked up, and are your employees clean in appearance. Signs and advertising neat and readable. Are your walls and ceilings painted? If you have grass is it neatly cut? Do you have adequate lighting? All this things are important to making a great first impression.

The way you greet your customers, the demeanor you have goes a long way in making them want to do business with you. If you or your employees are having a bad day emotionally the customer does not want to know about it. They want you to be happy to serve them.

Remember to work with yourself on facial expression, the way you dress, groom yourself, always be clean, and be friendly. Demand the same from your employees, they represent your business and you. Make sure they present the best of your business.

OFFICE SPACE AVAILABLE FOR IMMEDIATE MOVE-IN

BESSEMER MEDICAL BUILDING
1088 9TH AVENUE SW
BESSEMER, AL 35022



- GROUND LEVEL PARKING & ENTRY
- LARGE WAITING ROOM
- EXTREMELY COMPETITIVELY PRICED
- 2000 SQ FT AVAILABLE

FOR MORE INFORMATION PLEASE CALL
TAMMY GUNNIN AT 426-7796

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Bessemer, Alabama 35020

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Value for Office Space in Bessemer?**

The Bright Star Realty is your best value.

We have 12,500 sq. ft of full service lease space available.

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Keep Alabama Working

On September 18th, there is a very important vote regarding a constitutional referendum to provide adequate state funding for the State General Fund budget. A “Yes” vote will have a direct impact on the safety and health of Alabama families, as well as the economic development future of our state. If passed, this referendum keeps tens of thousands of hard-working Alabamians on the job. It helps local doctors stay in their communities and ensures that local hospitals remain open and available to meet the needs of our people. Below are some quick issues at stake if the amendment does not pass:

- Many of our rural hospitals and nursing homes will be forced to close their doors, leaving tens of thousands of Alabamians without any access to quality healthcare.
- Many of our doctors will have no choice but to close or move out of state.
- Many rural hospitals will be forced to eliminate services and possibly close.
- Pediatricians, who take many Medicaid patients, will be forced to close their practices or move.
- Entire counties could be left without any health service facilities.
- Prospective businesses are unlikely to locate in a county without access to health services. It will become nearly impossible to recruit industry to Alabama because all businesses want their employees to have access to quality health care.
- We could lose 11 percent of all jobs in the private health care sector causing unemployment to soar. Places like Jefferson County will be especially hit.
- Volunteer fire departments will be at risk of closing after they stop receiving state grants and can no longer afford to keep their trucks and equipment on the road.
- We will lose 1,185 corrections officers who work in our state prison system.
- 3 state prison facilities could close and 9,500 state prison inmates would be released.
- 133 workers in the Department of Human Resources would lose their jobs forcing hundreds of cases of child abuse and neglect to go without being investigated.
- Criminal trials throughout the state would be delayed for months or even years due to reduced staffing in our courts.
- Our food safety could be threatened and food costs would skyrocket. Lack of inspectors would cause local farmers to miss shipping deadlines ruining perishable food.

What can you do to help? Vote “Yes” September 18th! For more information visit www.keepalabamaworking.com

Regional Planning Commission Loan Programs

Since inception, the RPCs loan programs have distributed nearly \$3 million and leveraged a total of \$25 million. The loans include:

Revolving Loan Fund — General Funds: A revolving loan fund provides supplemental financing for expanding and new businesses located in Blount, Chilton, Jefferson, St. Clair, Shelby and Walker Counties whose projects will result in the creation of new permanent jobs.

Revolving Loan Fund — Accounts Receivable: The Accounts Receivable lending program is for incubator tenants only of the Innovation Depot and the Bessemer Business Incubation Center. This program provides quick, low-cost working capital loans to small business using their receivables as collateral over a 30-day term. The maximum loan amount is \$25,000. The average rate today is 6.25%, but rates vary depending on the project.

Revolving Loan Fund — Microlending: The Microlending program provides small businesses with affordable loans of \$35,000, or less for working capital or the acquisition of materials, supplies, furniture, fixtures, or equipment. Terms vary based on the project.

Your Income Will Be in Direct Proportion to How Good You Get at One Thing

“No matter what business you're in your income will always be in direct proportion to how good you are at marketing, even if you're not self employed. Every time you apply for a job, remember that the person who gets hired isn't necessarily the person who's best qualified; it's the person who's best at selling him or herself in the interview. **If you don't get good at marketing, nothing else will matter.**” Glenn Shephard

You Are Invited to Attend the 21st Annual Bessemer Awards Day Luncheon

Sponsored by the Bessemer Area Chamber of Commerce and the Bessemer Elks Lodge 721



BESSEMER AREA CHAMBER OF COMMERCE



Thursday, September 6, 2012 at Noon

Medical West's Civic Room

SPEAKER: Mayor Walter Maddox, City of Tuscaloosa

Please Join Us as We Honor and Recognize the Following.

2012 Charles A. Long, Sr. Outstanding Civic Award Recipient

2012 Bessemer Business of the Year

2011 Law Enforcement Officer of the Year

2011 Fire Fighter of the Year

2011 Deputy Sheriff of the Year

~ Seats are \$12 each or \$90 for a table of 8 – Includes buffet lunch ~

RESERVATIONS REQUIRED

Call the Chamber at 425-3253 no later than Monday, September 3^d to reserve a seat

Indicate # of Tickets Needed: _____ **Ticket(s) at \$ 12 each**

Company: _____ Contact: _____

Phone: _____ Fax: _____ Email: _____

Address: _____ City: _____ Zip: _____

Indicate Method of Payment:

_____ Cash _____ Check _____ Visa _____ MasterCard

Credit Card Information:

Print Company Name or Individual's Name on Card _____ Exp. Date _____

Card # _____

Checks should be made payable to the Bessemer Area Chamber of Commerce

321 18th Street N, Bessemer, AL 35020 *PH 205-425-3253 *F 205-425-4979 *Email mmilan1@bellsouth.net

THURSDAY

09.13.12

refreshments

door prizes

4:30 - 6:30 pm

THE BESSEMER AREA
CHAMBER OF COMMERCE

invites you to join them for

business

AFTER HOURS

HEALTHWORKS OCCUPATIONAL MEDICINE CLINIC
919 MEDICAL CENTER DRIVE
BESSEMER, ALABAMA 35022
{LOCATED ACROSS FROM THE MEDICAL WEST EMERGENCY ROOM}



Registration

SPONSOR DEADLINE: Sept. 21st

Please fill out the information below and be sure to indicate which sponsorship you are choosing.

Company: _____
 Contact: _____
 Address: _____
 City: _____ Zip: _____
 Phone: _____ Fax: _____
 Email: _____

Sponsorship Type: [Indicate below]

Event (\$1,000) **Silver** (\$650) **Hole** (\$200)

Other Opportunities:

Teams of Four # _____ x \$500 = \$ _____
 Individual Golfer # _____ x \$150 = \$ _____
 2 Mulligans + 1 Power Drive # _____ x \$20 = \$ _____
 {Limit of 1 set per player}
 50/50 Raffle # _____ x \$10 = \$ _____

Method of Payment: _____ MC _____ Visa _____ Check _____

Credit Card #: _____
 Exp. Date: _____

Billing Address: _____
 Print Cardholder's Name: _____

I authorize the Bessemer Area Chamber of Commerce to charge my credit card for golf tournament fees and agree to pay the above total according to card issuer agreement.

Authorized Signature _____ Date _____

Mail completed registration & payment to
321 18th St. N., Bessemer, AL 35020

TEAM & INDIVIDUAL REGISTRATION
DEADLINE: Friday, Sept. 28, 2012

Player 1: _____
 Phone #: _____ Handicap _____

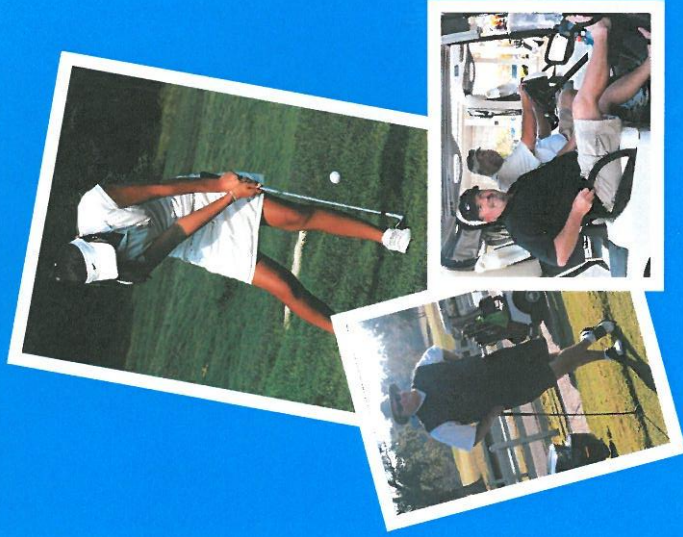
Player 2: _____
 Phone #: _____ Handicap _____

Player 3: _____
 Phone #: _____ Handicap _____

Player 4: _____
 Phone #: _____ Handicap _____

BESSEMER AREA CHAMBER OF COMMERCE 2012 CORPORATE SPONSORS

2012 SMALL BUSINESS PARTNERS

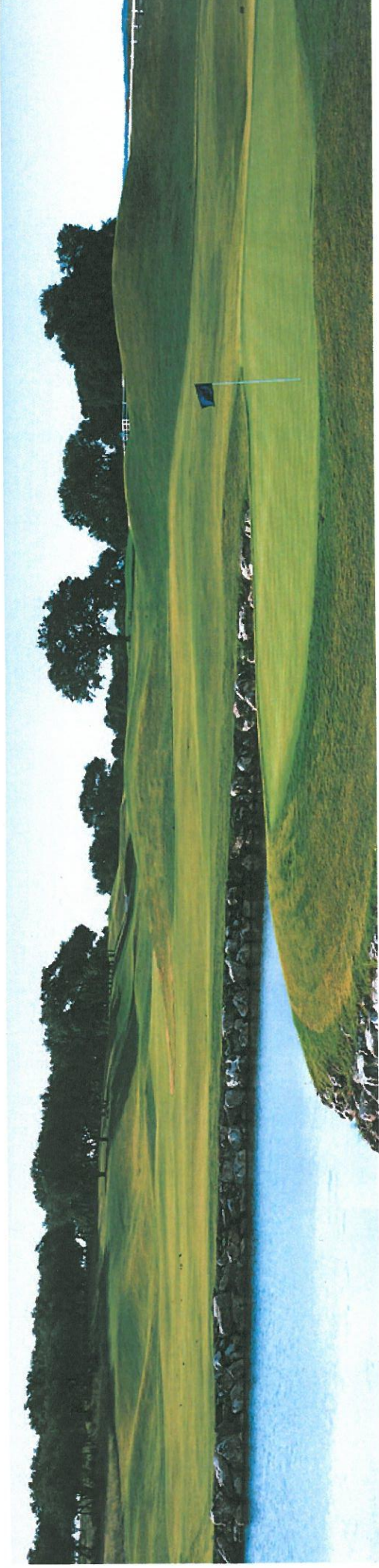


Bessemer Area Chamber of Commerce 21st Annual

**GOLF "FORE" PROGRESS
 TOURNAMENT**

THURSDAY, OCTOBER 4, 2012
 BENT BROOK GOLF COURSE
 BESSEMER, ALABAMA

NOON SHOTGUN



OCTOBER 4, 2012

BENT BROOK GOLF COURSE
SHOTGUN START AT NOON

Schedule

- 10:30 am Registration
Silent Auction Begins
- 11:00 am Lunch provided by
Bob Sykes Barbecue
- 12:00 pm Tee Time
- 5:00 pm Awards

Player Fees

Includes: Green Fees & Cart, Tee Gift, Range Balls, Soft Drinks & Water, Cash Prizes, Two beer coupons each, Closest to Pin on each Par 3, Longest Drive Prizes, Straightest Drive Prizes and a Catered Lunch by Bob Sykes Barbecue.

Sponsorships

EVENT SPONSOR - \$1,000

- Includes Logo recognition on all Golf Promotions
- Exposure to over 200 area golf enthusiasts
- Pre & Post event publicity
- Opportunity to display and distribute company product / merchandise at clubhouse or special location
- Includes 4 person team and Hole Sponsorship
- Opportunity to include promotional items in gift bags
- Post event mailing list
- Company name & logo at clubhouse and registration
- Includes lunch

SILVER SPONSOR - \$ 650

- Includes 4 person team and Hole Sponsorship
- Exposure to over 200 area golf enthusiasts
- Opportunity to include promotional items in gift bags
- Includes lunch

HOLE SPONSOR - \$ 200

- Includes 18 X 24 in. sponsorship sign, with your company logo at hole on course and listing on GPS
- Exposure to over 200 area golf enthusiasts
- Opportunity to include promotional items in gift bags
- Post event mailing list
- Includes lunch

Awards

There will be prizes awarded to the Top 3 Teams for the Lowest Gross & Lowest Net scores along with Closest to Pin, Longest Drive and Straightest Drive.

Win a Car

Chances to win a two year lease with a hole in one. Sponsored by Town & Country Ford and Premiere Chevrolet.

Gambling Hole

Pay \$10 for a chance to get a \$20 gift certificate.

50/50 Raffle

The individual with the winning ticket receives 1/2 of the collected pot and the chamber receives 1/2.

Silent Auction

Includes Golf & Sports Related Items - Auction closes 15 minutes after the last player comes in.

Teams are limited. Registration is on a first come, first served basis.
For more information, please call 425-3253 or email mmilan1@bellsouth.net.

2012 CORPORATE SPONSORS



2012 SMALL BUSINESS PARTNERS



Paden & Paden, PC



Julie Bell, Agent



Reid S. Christopher, MD
Wallace B. Purdy, MD

Board Certified, Internal Medicine

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

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