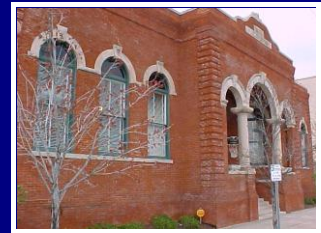


# Communique

*Communication: The Key to Successful Business*



APRIL 2014

**Bessemer**

Area Chamber of Commerce

## UPCOMING EVENTS

### CHAMBER

**4/22 Board of Director's Meeting** 11:45 am

**4/22 Business After Hours** at Brookwood Occupational Health Clinic from 5 – 7 pm

**5/08 Business After Hours** at Bessemer Chamber - Beach Bash Membership Drive Wrap Up Party from 5 – 7 pm

## Tremendous St. Patrick's Day Business After Hours at Discovery Alabama Event Center

The staff at Discovery Alabama hosted our monthly Business After Hours on St. Patrick's Day and in grand style. The food provided by their Director of Catering and Events, Janet Maycock, was outstanding and upheld the theme of the Irish holiday. Green was the color and fun was the tone. Music was provided by Robert Harris and Company. There was dancing, laughing, Irish green beverages, and a video streaming of the St. Patrick's Day Parade. City Council members Sarah Belcher and Cleo King were there with business and civic leaders from all of western Jefferson County.

Chamber Board member Anthony Underwood owns WaterMark Place and Discovery Alabama and hosted one of our best ever events. Door prizes provided by our Corporate Sponsors plus a pot of Irish gold were given away to the lucky attendees. Chamber Chairman Charles King and Anthony welcomed and thanked the over 175 member group for their attendance and support of the Chamber. The Ambassadors were making everyone feel at home and helped coordinate the evening in their usual exemplary way. Board members mingled and made sure everyone felt the spirit of the Irish. A great evening and wonderful event.



Chamber Board members and Ambassadors pose for St. Patrick's Day photo.

## April is National Child Abuse Prevention Month

The Clay House is selling blue ribbons for home or business doors to encourage the awareness of child abuse. We also have blue ribbon lapel pins, antennae ribbons and blue ribbon posters for sale. These can be purchased at The Western Star or The Clay House Children's Center for \$8.00 each. Please refer to our website [www.clay-house.org](http://www.clay-house.org) or our Facebook page for pictures and more information.



Board members Julie Bell, Connie Fuell and Regina Doriety welcome Dr. Jeremy Burns, a past board member.



### State DECA Competition Represented Well by McAdory High School

The Alabama DECA State Career Development Conference was held at the Sheraton and Birmingham Jefferson Civic Center on March 5<sup>th</sup> and 6<sup>th</sup>. Competition was judged by local business and education leaders. Your Chamber annually supports this great activity for our young students and saw a good representation from McAdory High School under the leadership of Ms. Shelley Prewitt, their teacher and advisor.

DECA enhances the preparation for college and careers by providing co-curricular programs that integrate into classroom instruction, applying learning in the context of business, connecting to business and the community and promoting competition. The student members leverage their DECA experience to become academically prepared, community oriented, professionally responsible, experienced leaders.

### Trustmark Promotes David Darby

Trustmark is pleased to announce that David Darby has recently been named an Executive Vice President. With over 35 years of experience in the financial industry, he is a Regional Commercial Lending Administrator for the West Central Region in Alabama. Darby earned a Bachelor of Science in Business Administration degree with a Major in Finance from Auburn University. He is a Certified Arbitrator through the Better Business Bureau. Darby earned the Standard and Basic Certificates, along with a General Banking Diploma, from the American Banker's Association. He has served as a guest speaker for the Consumer Banker's Association, the Alabama Bar Association and the Alabama Independent Automobile Dealer's Association.



Darby currently serves as a Board Member for the Bessemer Area Chamber of Commerce and is a past Chairman of the Board of Directors. He was a Board Member for the Bibb County Chamber of Commerce and a Board Member of the Legacy YMCA having served as the Chairman of their Audit Committee. For 28 years, he has been an active member of the Metro Sertoma Club in Birmingham having served this organization as an Editor, President and Chairman. Previously, he has volunteered with Muscular Dystrophy and Junior Achievement in Birmingham raising the most money ever in campaigns for both of these organizations. He and his wife, Susan, have four children.

### Walking Away is Not the Same as Being a Quitter

Article by Glenn Shepard, March 18, 2014

The oldest cliché in self-improvement is that quitters never win and winners never quit. But there are times that we find ourselves in bad situations we can't change, which leaves two choices:

1. Accept things as they are
2. Leave

There are certainly some bad situations that people stay in out of a sense of obligation, and this isn't a bad thing. Serving something greater than yourself is generally a sign of maturity, responsibility, and unselfishness. A common example is a not-so-happy couple that stays married and remains civil to each other in order to provide a stable home for their kids. (Not to confuse an unhappy marriage with one that's destructive and dangerous.)

But too many people stay in bad situations they have no obligation to stay in and try to rationalize it by sounding noble. Think about how many people you've known who tried to justify wasting years of their lives in dead end jobs by saying they're not quitters. People constantly tell me how they dislike their jobs and would like to make a change. When I ask why they don't, they give a list of reasons why they "can't". But they're all just excuses.

It's a sad reality of human nature that it's easier for people to maintain the status quo – no matter how much they dislike it – than to make a change. Social workers who try to get battered women out of deadly situations have a saying that goes, "I know I live in Hell, but at least I know the streets by name".

Your situation may not be that extreme, but staying at a job (or in a career field) you hate is as much of a disservice to your employer as it is to you. If your body is at your present job but your heart and head are somewhere else, your company's only getting a third of what it's paying for. Walking away doesn't always mean you're a quitter. Sometimes, it means just the opposite.

## Community News

### Annual Boy Scout Mayor's Breakfast Highlighted by Eli Gold

The Cherokee District of The Greater Alabama Council of the Boy Scouts of America in western Jefferson County held its Annual Mayor's Breakfast on Wednesday, March 5, 2014 at the Bessemer Civic Center. The food was outstanding and the Chamber Ambassadors volunteered to help usher the event. The guest speaker this year was Eli Gold voice of Alabama football. The Cherokee District in western Jefferson County has a long history and currently serves 1,000 youth in our area. This fundraiser was for local programming. The money raised helps to purchase program supplies, fund camperships and registration assistance for youth with financial difficulties. The estimated attendance was about 150.

## PRIDE: A City Wide Clean-Up Campaign

With the kickoff on Monday April 21<sup>st</sup> the city wide 2014 Clean-up Bessemer Campaign begins. The Chamber is partnering with our local schools during the week to encourage our children to keep our city clean. This is part of the City of Bessemer and Chamber program: Take PRIDE In Our City, and will run from April 21<sup>st</sup> through the 26<sup>th</sup>. You are encouraged to first clean up your own business site, then the block you are on, then help with the city clean up. You can pick up garbage bags, t-shirts, and register for clean up of a specific area. For more information call the Chamber at 424-3253 or email mmilan1@bellsouth.net or go to [www.bessemerchamber.org](http://www.bessemerchamber.org).



Just a few of last year's committed volunteers...



## CCAA Leadership Development Conference in Guntersville

Great location, great food and most of all a great learning experience. The Chamber of Commerce Association of Alabama held a Leadership Development Conference at Lake Guntersville State Park on March 11 & 12 with over 80 in attendance. It was a very worthwhile experience and provided ideas, instruction, and direction for Alabama's Chambers. Presentations from economic development professionals, work force development leaders, education officials, and elected officials highlighted the conference. Some of the notable presentations included Mary Scott Hunter, from the State Board of Education which tied the focus of the business community with the importance of education of our next generation of employees. Mark Colson, Chief of Staff for BCA, gave an update on the legislature and what to expect. A thank you to Morri Yancy, President of the Lake Guntersville Chamber for hosting this outstanding event.

## It's Your Business

By: Ronnie Acker, President

April Fool's Day or All Fool's Day occurs annually on April 1. The day is generally observed by playing a practical joke on a "victim" who soon becomes known as an April Fool. This custom is thought to have started in France during the 16th century but the British are credited with bringing it to the United States. The commonly accepted origin of April Fool's Day involves changes in the calendar. At one time, the New Year celebration began on March 25 and ended on April 1. However, in 1582, King Charles IX adopted the Gregorian calendar and accepted the beginning of the new year as January 1. Those who refused to acknowledge the new date or simply forgot received foolish gifts and invitations to nonexistent parties. The butt of such a prank was known as a "poisson d'avril" or "April fish."

But what has this to do with your business? As Mark Twain said, "It's spring fever. That is what the name of it is. And when you've got it, you want - oh, you don't quite know what it is you do want, but it just fairly makes your heart ache, you want it so!" That is what April means to your business, spring fever. People want to be out, doing, growing, active, breathing, shopping, buying! Your customers want-whatever, work to make their whatever your product or service.

Not all of us are optimists, some are-some aren't, and those that are vary in their degree. An optimist is defined by Susan Bissonette as the human personification of spring. Spring makes us feel good, we feel a rebirth, even in the aged there is a spring in the step. We look forward to life, new growth, flowers, leaves, grass, the fresh fruits, the vegetables, the birds singing, bees humming, wow, spring is sprung. Put that new enthusiasm into your business, help your employees feel that new growth in themselves, walk with a spring in your step.

Finally, yes we all know about April Fool's Day. My philosophy on that is that the real fool is the person who does not see the wonderful opportunities a new spring and the resultant summer bring to each of us. Business, personal, or community opportunities will abound, we need to take advantage of them. We have a new year, God is telling us we have one more chance to make things right. Don't be the fool, spring to action.



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## **Bouncing Back With Bessemer**

**JOIN THE BOARD OF DIRECTORS AND THE AMBASSADORS**

**Recruit Chamber Members ~ It's a Money Back Guarantee**

**Sign Up a New Member before Tuesday, May 6, 2014**

**Start receiving benefits immediately**

**New Members will be included in cash drawing for \$200.00**

**New members will be included in a drawing for a free insert in the Chamber Monthly Newsletter**

**New Members Will Be Recognized at Our**

**Business After Hours on Thursday, May 8, 2014 from 5 - 7pm**

**at the Bessemer Area Chamber of Commerce at 321 18<sup>th</sup> Street, North**

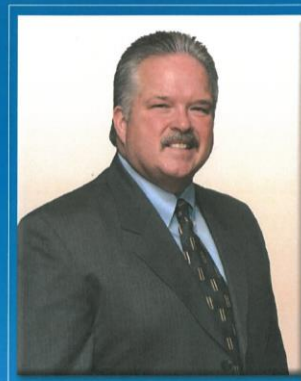


**Olga M. Sanchez-Hernandez,**  
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THE BESSEMER AREA CHAMBER OF COMMERCE'S

# COOKOUT

## BUSINESS AFTER HOURS



### When:

Tuesday, April 22, 2014 from 5 - 7 pm

### Where:

Brookwood Occupational Health Clinic

4760 Eastern Valley Rd, Suite 102, McCalla

### Enjoy:

Networking ~ Refreshments

Door Prizes ~ Outdoor Games

### RSVP:

RSVP at 205-425-3253 by Friday, April 18th

## We're Firing Up the Grill For You!



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Medical Center



## 2014 CORPORATE SPONSORS



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Charles King, Regional Paramedical Services

#### Chairman Elect

Eric Messer, Shoals Ambulance

#### Past Chairman

Billy Parsons, CPA

#### Treasurer

Joni Holt, Holt Insurance Company

Julie Bell, State Farm Insurance

Don Bratcher, Rural Metro Ambulance

Matt Bryant, The Western Star

Nathan Clark, Medical West

David Darby, Trustmark National Bank

Terry Dawson, Regions Bank

Regina Doriety, Lawson State Community College

Roderick Evans, Paden & Paden, PC

Connie Fuell, Dex Imaging

Jimmy Hankins, Restoration Xpress

Judy Mathis, Moore Coal Company

Jerrellis Melton, Alabama Gas Company

Dr. Fred Primm, Bessemer Board of Education

Mike Roper, Bessemer Police Department

Jon Staggs, Alabama Power Company

Kim Starling, Brookwood Medical Center

Van Sykes, Bob Sykes Barbecue

Hank Tyler, Town & Country Ford

Anthony Underwood, Anthony Underwood Auto.

Devron Veasley, Bessemer Business Center

Neil Walker, First Financial Bank

### 2014 SMALL BUSINESS PARTNERS



Paden & Paden, PC

### 2014 Ambassadors

#### Coordinator

Nikki Jordan, Trio Safety

#### Co-Coordinator

Lula Walter, City of Bessemer

#### Secretary

Nelda Pate, Retired

Jill Amburgey, Rural Metro Ambulance

Kay Baggett, Retired

Sarah Beasley, Joe Beasley Memorial Foundation, Inc

Sarah Belcher, Bessemer City Council

Beverly Edwards, Rural Metro Ambulance

Louise Hickey, Retired

Shirley Horn, Retired

Doris Lewis, City of Bessemer

Claire Mitchell, Visalus - Body by Vi

Daryl Owens, Bessemer City Schools

Minnie Roper, Retired

Ericka Watson, Individual

Trisston Wright Burrows, Moore Coal Co.