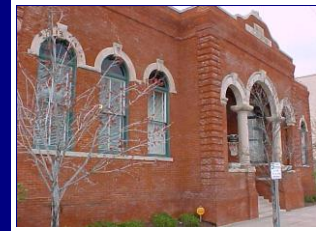


# Communique

*Communication: The Key to Successful Business*



OCTOBER 2013

**Bessemer**  
Area Chamber of Commerce

## UPCOMING EVENTS

### CHAMBER

- 10/22 Board of Directors Meeting** at 11:45 am at Chamber
- 10/22 Business After Hours** at Premiere Chevrolet 5 - 7 pm
- 11/11 Chamber Closed** Veterans Day Observance

### COMMUNITY

- 10/12 4<sup>th</sup> Annual Day at the Depot**  
9 am – 2 pm  
Bessemer Hall of History
- 10/14 Carson & Barnes Circus**  
Showtimes at 4:30 and 7:30 pm at Watermark Place  
*Purchase tickets at Laperla Mexican Grocery at 1516 9<sup>th</sup> Ave. N, OR at Cloray's Cafe at 2528 9<sup>th</sup> Ave. N, Bessemer*
- 10/23 Job Fair** Hosted by Fourth Avenue Supermarket 10 am – 2 pm at 528 Fourth Avenue, N., Bessemer
- 11/08 City of Bessemer's Veterans Day Program** at 11 am at Bessemer City Hall

## 2013 Golf FORE Progress and Business After Hours

It was a great day of fun, networking, and serious golf at Bent Brook on October 3<sup>rd</sup>. The weather held off and set up an enjoyable atmosphere for this year's outing. Over 120 golfers played the beautiful course and the staff at Bent Brook were the perfect hosts. Lunch and dinner were furnished by Bob Sykes BBQ with Buffalo Rock furnishing the beverages. Each golfer received a goody bag, Bessemer Chamber hat, and chances on winning door prizes. A live auction of a pair of Alabama game tickets and a Pat Sullivan jersey were held along with a silent auction put on by Vice Memorabilia.

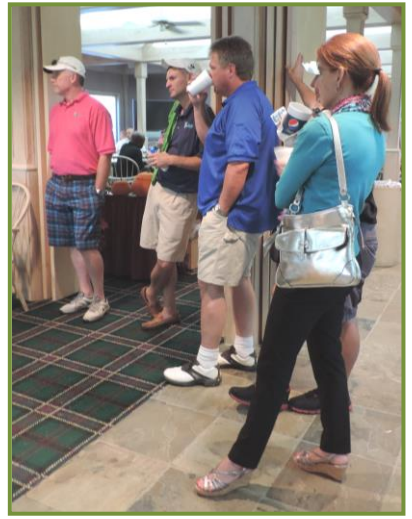
In addition to the door prizes there were winners of some outstanding prizes. First Place Gross Score winners were: Eric Messer, Mike Heckman, Mick Rompa, and Gregg Frazier (each received a \$100 gift certificate at Bent Brook); First Place Net Score winners were: David Waid, Shane Boyd, Carlton Jackson, and Mike Brannon (each received a \$100 gift certificate at Bent Brook); Closest to the Hole winners were: Mark Barron and Robby Cole (each received a putter); Long Drive winners were: Robby Cole and Mark Barron (each received a golf club); and Straightest Drive winners were: Greg Nobles and Rowdy Clark (they also received a golf club).

Excitement continued into the Business After Hours as the 50/50 Raffle generated some action. Mark Bria won the pot of \$1,625 and said he needed it because it was his wife's birthday. Mayor Gulley was playing and enjoyed the BAH along with Chamber Chairman Billy Parsons and his wife. The Chamber Ambassadors and board were busy along with the staff in making the event a success. Special thanks to Eric Messer, Joni Holt, and Shirley Horn for the outstanding job planning the event. Also, Claire Mitchell, an ambassador, sold over \$500 worth of 50/50 tickets. A great job by everyone. (More pictures on pages 2 and 3)



# Golf Tournament Photos





## Tractor Supply Hosts Ribbon Cutting and Grand Opening

On September 26<sup>th</sup>, Store Manager Jim Stronach and his staff at Tractor Supply welcomed a large City contingent along with Mayor Kenneth Gulley, Councilman Jesse Matthews, Commissioner Jimmie Stephens and State Representative Lawrence McAdory to its ribbon cutting and grand opening. The Chamber was well represented with staff and Ambassadors plus some board members. This is a great addition to the Bessemer business community and will be very helpful to our area residents. Not only can you find tractor parts but there are also clothing, toys, feed, tools, and on and on. A great place to shop, please stop by and welcome Jim and his employees to Bessemer. They are located at 690 Academy Drive or give them a call at 436-9905.

## Partnership Summit in Prattville

The Chamber of Commerce Association of Alabama and the Business Council of Alabama held its fourth and last regional Partnership Summit at the Marriott Legends on Capitol Hill in Prattville on September 4<sup>th</sup>. A capacity crowd gathered which included state and local elected officials and business leaders. Speaker of the Alabama House, Representative Mike Hubbard was the featured speaker. He joined CCAA Chairman Ronnie Acker, BCA Chairman Carl Jamison, CCAA President Jeremy Arthur and BCA President Billy Canary in addressing the group. Unity in the state business community is evident and effective.



Photo courtesy of the City of Bessemer

# Community News



Principal Sam Staggs congratulated by his wife, Nancy, at McAdory High School

## McAdory Principal Retires

Sam Staggs, long time principal at McAdory High School, and friend of the Chamber retired on September 30<sup>th</sup>. A recognition ceremony was held at the high school gym on September 23<sup>rd</sup>. The Chamber presented Mr. Staggs with a resolution of appreciation for his service to the youth in our area. Mr. Staggs loved education and especially teaching English. Several of his past students praised him including past Chamber Board member Mark Bria and local Fox6 TV personality Janice Rogers. Both talked about the impact Mr. Staggs had on their lives. It was a well deserved tribute to a good educator.

## 2013 Board of Directors

### Chairman

Billy Parsons, CPA

### Chairman Elect

Charles King, Regional Paramedical Services

### Treasurer / Finance Chairman

Eric Messer, Rural Metro Ambulance

Rev. Reginald Calvert, New Jerusalem Baptist Church

David Darby, Trustmark National Bank  
Regina Doriety, Lawson State Community College

Joni Holt, Holt Insurance Company

Rob Kirkland, Legacy YMCA

Judy Mathis, Moore Coal Company

Jerrellis Melton, Alabama Gas Company

Kyle Sain, Town & Country FORD

Jon Staggs, Alabama Power Company

Kim Starling, Brookwood Medical Center

Anthony Underwood, Anthony Underwood Auto.

Neil Walker, First Financial Bank

## 2013 Ambassadors

### Coordinator

Claire Mitchell, LaShun's Beauty Salon

### Co Coordinator

Nikki Jordan, Trio Safety

### Secretary

Nelda Pate, Retired

Jill Amburgey, Rural Metro Ambulance

Michael Ashmore

Kay Baggett, Retired

Sarah Beasley, Joe Beasley Memorial Foundation, Inc

Sarah Belcher, Bessemer City Council

Beverly Edwards, Rural Metro Ambulance

Connie Fuell

Louise Hickey, Retired

Shirley Horn, Retired

Doris Lewis, City of Bessemer

Minnie Roper, Retired

Lula Walter, City of Bessemer

Ericka Watson, Individual

Trisston Wright Burrows, Moore Coal Co.

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## NEW MEMBER - SEPTEMBER

Mr. Byron Eaton

### Byron Eaton Agency

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PH 205-565-0313, F 205-565-0314

byroneaton@allstate.com

[www.agents.allstate.com/byron-eaton-bessemer-al.html](http://www.agents.allstate.com/byron-eaton-bessemer-al.html)

## FOR SALE - Commerical



6,000sq ft Building      \$550,000  
Divided into 3 Units.

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& Dollar General

Weaver Land & Realty, Inc.

205-428-4139

wlandco.com

## Why I Don't Refer to My Wife as My "Old Lady"

by Glenn Shepard August 27, 2013

I just accepted an invitation to speak in Hollywood, California. A colleague said he could tell I was excited because I said I "get to go" instead of "have to go", as I sometimes say about other places. He's right.

Our words reveal our feelings. But they can also affect and even change our feelings. This is one reason I refer to my wife as my "Beautiful Bride". It's not only a way to honor her, but it also reminds me how lucky I am to have her.

I recently shot a round of skeet with an attorney I'd never met before. He proudly introduced his \$10,000 shotgun as "The love of his life". When his wife came up in conversation, he referred to her as his "Ball and chain". I know nothing about his wife. But even if she's a real piece of work (as we say in the South), referring to her that way will only make things worse and increase their chances of divorce (which would make her his third ex-wife).

Dr. Laura Schlessinger, author of 13 books including "*10 Stupid Things Women Do to Mess Up Their Lives*" and "*The Proper Care and Feeding of Husbands*", constantly gets calls on her radio show from people who aren't in love with their spouse anymore. She tells them to start by talking in a loving way, and the feelings will follow. (Stephen Covey said the same thing in "*The 7 Habits of Highly Effective People*"). Again and again they call back a few months later to tell her about the magical transformation that's happened in their marriage.

But it's not magic. It's just a fact of life. Feelings affect our words, and words affect our feelings. If you're not convinced, chose something you love and start referring to it in the most negative terms, i.e. instead of calling your dog "Mamma's precious little fur ball", refer to him as "You stupid little fleabag" and watch how your feelings about him become increasingly negative.

Whether positive or negative, words affect how we think, feel, and even act.

## Community Event Calendar – October (continued page 7)

### **Saturday, October 12, 2013 from 9am – 2 pm – Fourth Annual Day at the Depot**

Bessemer Hall of History at 1905 Alabama Avenue, Bessemer

Open Car Show. All Makes and Models. Trophies for the Top 3 chosen by popular vote.

Entrance fee is \$20 for the first car and \$15 for the second. For more information call (205) 426-1633.

### **Saturday, October 12<sup>th</sup> & Sunday, October 13<sup>th</sup> - Woodcarvers Show**

Tannehill State Park ~ 12632 Confederate Pkwy, McCalla ~ Call 205.477.5711 for more information

### **Monday, October 14, 2013 – Carson & Barnes Circus**

Showtimes at 4:30 and 7:30 pm at Watermark Place at 4500 Katie's Way, Bessemer

*The Carson & Barnes Circus is The World's Biggest Big Top Show with two hours of fun, excitement and pageantry for children of all ages! See elephants, horses, ponies and dogs perform amazing tricks in the center ring. Come early, the Midway opens one hour before showtime with a Free Petting Zoo, plus Elephant and Camel rides.*

Purchase tickets at Laperla Mexican Grocery at 1516 Ninth Ave. N, Bessemer OR at Cloray's Cafe at 2528 Ninth Ave. N, Bessemer OR online at <http://www.carsonbarnescircus.com/venue/bessemer-al> or at the circus box office on the day of the event. Don't forget to go online to print coupons that will allow one child to get in free with every adult ticket purchased.

### **Tuesday, October 15, 2013 from 10 - 11 am – Bessemer City Council Meeting**

Bessemer City Hall [Pre-Council meeting begins at 9 am]

### **Tuesday, October 15, 2013 from 4 – 5 pm – City of Bessemer Planning Commission Meeting**

in the Bessemer City Hall Council Chambers

### **Friday, October 18, 2013 from 1 - 6 pm - Police Department Health Fair**

at Bessemer Civic Center

### **Friday, October 18, 2013 from 2 - 4 pm - Bessemer City High School Homecoming Parade**

*Featuring bands, clowns, jugglers, churches, the Bessemer Fire Department, the Bessemer Police Department, Bessemer City Schools, Day Care Centers, Floats, Cheerleaders and more.* The parade will start at Alabama Avenue by the Railroad Depot and travel north up 10th Street to the Bessemer Public Library. Turning at the Library, the parade will proceed on Fourth Avenue and end at Snitz-Snider Stadium. For further information contact Chaarvon Lassiter at 205-432-3741 or Nefertiti LeBeaux at 205-432-3733.

### **Friday, October 18, 2013 from 7 - 10 pm – High School Football**

Bessemer City High School v. Hueytown High School at 7 pm at Bessemer City High School.

### **Saturday, October 19<sup>th</sup> and Sunday, October 20<sup>th</sup>**

**Trade Days @ Tannehill State Park**

12632 Confederate Pkwy, McCalla ~ Call 205.477.5711 for more information

## It's Your Business

By: Ronnie Acker, President

You will miss 100% of the shots you don't take. That is a given in basketball, soccer, hockey, or any sport. Babe Ruth was the home run king of his time, he also was the strike out king of his time. He took his swings. It matters not that your effort may fail, what matters is that you make the effort, you take the shot. Coaching youngsters in youth basketball taught me this lesson. I would rather the worst player on the team shoot the ball than have no one shoot it with time running out. Makes sense but it also is applicable to your business.

If you talk about adding a product or service in your business, changing a policy, implementing a procedure but never do you will fail. That is a given. But if you ACT, you have a chance to succeed. Even if you fail you set yourself up to do a better job the next time you ACT. ACTION is required to succeed in sports and in business. No action, no rewards.

Ralph Bunche said, "To make our way, we must have firm resolve, persistence, tenacity. We must gear ourselves to work hard all the way. We can never let up." Interesting how that saying says it all without mentioning the word ACT. But ACT is also hard work, it is tenacity, persistence, and resolve. Action is doing and never letting up, never being idle, always in motion. Moving on and moving up.

Oh, and yes I would rather have the best player on a basketball team take the last shot but sometimes it doesn't work out that way. Someone has to take the shot, with time running out it does not matter who that player is, it just has to happen. As in your business all ideas are not the best, but stagnant and complacent managers do not win even in your business. Be active, be decisive, and ACT because it is your business.

### Community Event Calendar (continued from page 6)

#### **Monday, October 21<sup>st</sup> at 6 pm - Budgeting Seminar**

Bessemer Public Library at 400 North 19<sup>th</sup> Street, Bessemer  
*Presented by Joseph Dees, Financial Empowerment Coach. Learn how to take control of your finances. Topics covered will be goal setting, budgeting and saving strategies, and tips for effective debt management. No charge.*

#### **Wednesday, October 23<sup>rd</sup> from 10am – 2pm – Job Fair**

Hosted by Fourth Avenue Supermarket  
528 Fourth Avenue, N., Bessemer

*Open to all employers - Employers will need to bring their own chairs and tables. This event will be held outside unless inclement weather moves it indoors. Please contact Kim Lankford at Services@fourthavesupermarket.com, go by the store or call her at 205-424-6625 for more information. Companies are welcome to advertise on 4<sup>th</sup> Avenue's bulletin boards. This event is free.*

#### **Thursday, October 24, 2013 from Noon - 6 pm - 1<sup>st</sup> Annual Corporate Games Charity Event**

SEE ATTACHED FLYERS FOR MORE INFORMATION

#### **Saturday, October 26<sup>th</sup> - 22nd Annual Halloween Fairyland**

Tannehill State Park at 12632 Confederate Pkwy, McCalla ~ Call 205.477.5711 for more information

*A non-scary fun-filled holiday event focused on the campgrounds, annually attracts over 6,000 visitors, most of them children. This event features park-sponsored programs during the afternoon and traditional Halloween candy "trick or treat" stops at more than 200 campsites during the evening. Park events include moonwalks, face painting, balloon animals, a bungee jump, along with train rides for a small additional charge.*

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## 2013 CORPORATE SPONSORS



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INVITES YOU TO ATTEND THE  
BESSEMER AREA CHAMBER OF COMMERCE'S

# *Business After Hours*

*Tuesday, October 22<sup>nd</sup> from 5 - 7 pm*

*at Premiere Chevrolet @ 4990 Premiere Parkway, Bessemer*

***COME ENJOY NETWORKING, DOOR PRIZES AND REFRESHMENTS***



*RSVP the Chamber at 425-3253 by Friday, Oct. 18<sup>th</sup> if you plan to attend*



# 1ST ANNUAL Corporate Games Charity Event

OCTOBER 24, 2013 • 12PM - 6PM  
LEGACY YMCA • BESSEMER, AL

## Fun, Health & Fitness for your business!

The Corporate Cup games are an Olympic-style, co-ed team competition that celebrates health and wellness in the workplace while increasing employee morale and emphasizing team building and communication. We meet these goals through friendly competition in events that focus on togetherness and fun.

Events will take place on **Thursday, October 24, 2013 from 12p-6p at the Legacy YMCA**. To compete in all events, teams must consist of 3-5 individuals. The Games are open to all local businesses. Participants must be 18 years or older. Awards will be given to the 1st, 2nd and 3rd place teams as well as a team spirit award. The 1st place team earns bragging rights and the Legacy Cup Trophy for one year!



### A Priceless Value for your Organization

The experience your employees will receive will not only boost morale and employee satisfaction, but will also encourage wellness and productivity. The games are carefully formulated to improve communication, eliminate stereotypes, build trust and encourage physical activity. This is a great way to show your employees how much they are appreciated, while improving the productivity of your organization at the same time. It will also help to support the 3rd grade Water Safety Program and 7th grade Free Membership Initiative.

### Each Employee Participant will Receive:

- One week FREE membership to Legacy YMCA
- Official YMCA Corporate Games tshirt
- Lunch, Snacks and Beverages on Game day
- Valuable team-building experience
- FREE Health Screenings
- Participant goody bag

### 1st Place Team Members will Receive:

- 6 months Membership to Legacy YMCA
- SWAG bag from sponsors
- Bragging Rights & Traveling Trophy



### 2013 Game Events

1. One Mile Fun Run
2. Closest to the Pin
3. Frisbee Chaos
4. Cornhole Cup
5. Casting Call
6. Hot Shot
7. Hula Hoop it Up
8. Obstacle Course
9. Eggsecutive Toss
10. Nutrition Know it All
11. Water Winger
12. Pig in a Blanket



1ST ANNUAL  
**Corporate Games Charity Event**  
OCTOBER 24, 2013 • 12PM - 6PM  
LEGACY YMCA • BESSEMER, AL

## Sponsorship Opportunities

*Proceeds from the event will be used to support the 3rd grade Water Safety Program and the 7th grade Free Membership Initiative at the Legacy YMCA.*

### Gold Sponsor - \$750

- 5 teams (3-5 people each)
- Company Logo included on T-shirt for each team member
- 1 week FREE membership to Legacy YMCA
- Lunch provided by Bob Sykes BBQ
- Snacks and drinks provided by YMCA
- Participant Goody Bag
- FREE Health Screenings by Medical West
- Company included on Legacy YMCA Facebook Page and other news media
- Company Banner/Signs displayed on Game Day
- Display table/giveaway opportunities at event

### Games Sponsor - \$350

- 2 teams (3-5 people each)
- Tshirt for each team member
- 1 week FREE membership to Legacy YMCA
- Lunch provided by Bob Sykes BBQ
- Snacks and drinks provided by YMCA
- Participant Goody Bag
- FREE Health Screenings by Medical West
- Company included on Legacy YMCA Facebook Page
- Company Signs displayed on specific games

## Registration

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY, ST: \_\_\_\_\_ ZIP: \_\_\_\_\_

TOTAL # LOCAL EMPLOYEES: \_\_\_\_\_

TEAM CAPTAIN: \_\_\_\_\_ PHONE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

PARTICIPATION LEVEL (CIRCLE ONE):    GOLD SPONSOR (\$750)    GAMES SPONSOR (\$350)

Return of completed entry form secures team spot. A registration form should be completed for each team entering. Event details, rules, rosters and waiver forms will be sent upon receipt of entry. Registration and payment is due October 10th, 2013.

Please make checks payable to the Legacy YMCA and send to 1501 4th Ave SW, Bessemer, AL 35022.

*Proceeds from the event will be used to support the 3rd grade Water Safety Program and the 7th grade Free Membership Initiative at the Legacy YMCA.*

*For more information or volunteer opportunities,*

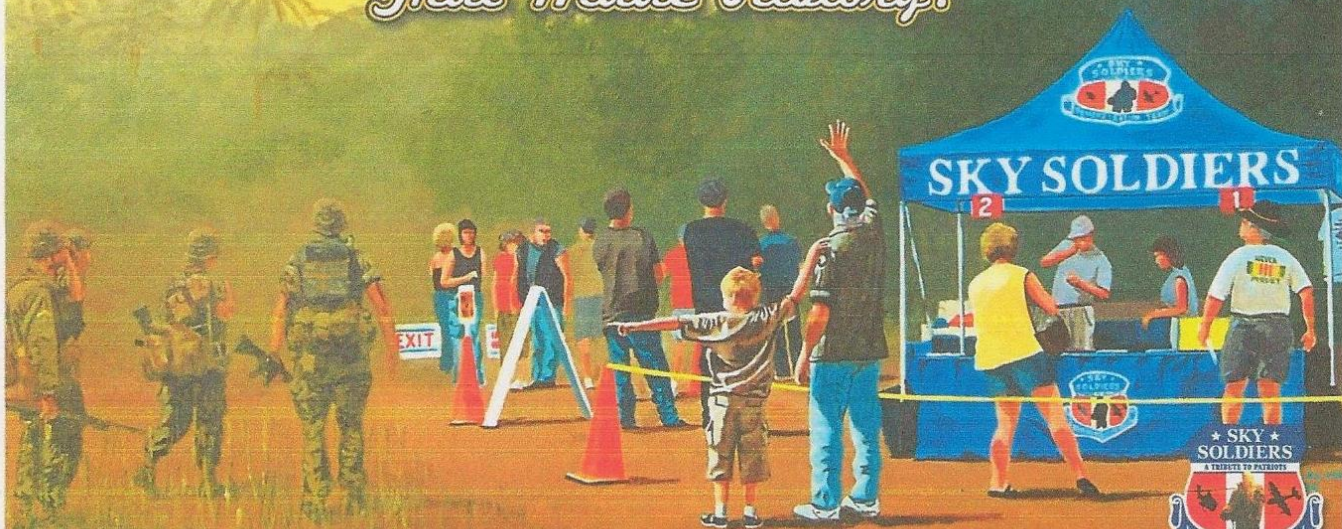
Contact Trisha Galvez at 426-1211, [tgalvez@legacymca.org](mailto:tgalvez@legacymca.org) or visit us at [www.legacymca.org](http://www.legacymca.org)

# SKY SOLDIERS<sup>SM</sup>

## *Huey Helicopter Rides*



*Fly With The Veterans and Aircraft  
That Made History!*



Office: 770-897-0444

Web: [www.ArmyAv.org](http://www.ArmyAv.org)

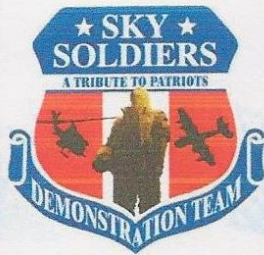
Bessemer Airport Open House with Huey Helicopter Rides

Saturday, November 2, 2013 at 10am at 900 Mitchell Field Road, Bessemer

The public is invited, and area businesses are welcome to exhibit at no cost. The helicopter rides provided through The Army Aviation Heritage Foundation, a non profit organization are tax deductible. The cost is \$60.00 per ride. Children must be 5+ years to ride. Free children's activities are available and Fly In. Businesses are asked to RSVP a space by calling 205-424-7234.

# SKY SOLDIERS

## HUEY HELICOPTER RIDES



Fly in the "ICON" of military helicopters and the Vietnam War ... the "HUEY" helicopter. the Huey performed multiple missions including air assault, gunship, search & rescue, resupply, Command & Control and MedEvac.

The whirl of the turbine . . . the thumping of the rotors . . . it all comes rushing back! Let us escort you and your loved ones into a unique experience from the past.

*Fly Back In History With the Veterans and Aircraft That Were There!*



No where else can a family climb aboard a real Vietnam-era UH-1H "Huey" and fly with the very Veteran Combat Pilots and Crew that made military history. Events across America are finding our Huey Ride Program to be solid, crowd gathering, once in a life time experience.



Our professional ground staff guide you through the ride process, answering all questions, collecting a tax deductible donation and providing a thorough safety briefing.

Our highly experienced crews keep these historic and authentic aircraft in top condition. Our Huey Ride Program has safely flown thousands of satisfied passengers.

**THE HUEY...  
THE UNIQUE SOUND THAT MARKED A GENERATION**