

**CULLMAN AREA**



**CHAMBER OF COMMERCE  
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*Official Newsletter*

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Join us at the Chamber on December 9 to "Feed" a couple of great causes

50% of proceeds go to local charities and 50% to local artists

PICTURES, DRAWINGS, MIXED MEDIA, SCULPTURES... AND SO MUCH MORE!

JOIN US! ----- REGISTER AT [WWW.CULLMANCHAMBER.ORG](http://WWW.CULLMANCHAMBER.ORG)

**SILENT AUCTION**

**Art After Hours**

Chamber for Charities | C.C.C.

**December 9**

**5:30pm to 7:30pm**

Our final Business After Hours event to conclude this quarterly series will be held on Tuesday, December 9, 2014 as we present our 3rd annual Art

After Hours Silent Auction/Chamber for Charities event to celebrate the end of a fantastic year! We are seeking local art and special pieces. As an

artist, this is an opportunity to gain exposure within our Chamber, as well as with community members. It affords artists a chance to give back to our local community and also to make a profit should they choose to do so. Fifty percent of proceeds are donated to the local Food Bank and 50 percent to the artists; however, the artist may also opt to donate 100 percent of the proceeds to our local area food bank. The deadline to submit your artwork will be today, Monday, December 1, 2014. Any medium is accepted and subject to approval by the Chamber. You must be 18 years or older. Please provide any display or

support needed for your pieces and let us know if you will need any special accommodations (ex: outlet). Limited space is available. We would like to thank all of our current members and invite future members to join us as we honor our local artists and celebrate the beautiful works of art that originate from our talented community. Please email [info@cullmanchamber.org](mailto:info@cullmanchamber.org) to register and request your submission form, stop by the Chamber office or call 256-734-0454. If you would like to attend please call the chamber to register or register online. Members \$15.00 and Future Members \$20.00.

## From the Chamber President: You're Gonna Shoot Your Eye Out, Kid



Leah Bolin  
President & CEO,  
Cullman Area Chamber  
of Commerce

I have a dirty little secret. I start listening to Christmas music in October. There - I said it! Mock me if you will-but I love Christmas music. The same is true for Christmas movies. Can you watch "Christmas Vacation" too many times? They are like Thin Mint Cookies or Cadbury Eggs-get as many as you can while you can! I discovered recently, though, that Christmas movies actually have some great business lessons.

### The Movie: Miracle on 34th Street

*The Business Lesson: Responsiveness, flexibility and honesty build customer loyalty.*

Edmund Gwenn plays Kris Kringle in the original Miracle on 34th Street, released in 1947. Hired as a department store Santa at Macy's, he promptly breaks the rules by telling some customers they'd have better luck finding what they're looking for over at Gimble's. Macy's management is outraged. But by looking beyond short-term considerations in favor of genuine customer service, Gwenn's Santa creates great buzz, builds loyalty, and expands Macy's customer base. In an era when voice-mail menus have largely replaced human contact and frustrated consumers feel increasingly alienated, a strategy of honest, customer-centered service can pay big dividends.

### The Movie: Elf

*The Business Lesson: Protect your brand against knock-offs.*

In this 2003 charmer, Will Ferrell is Buddy the Elf, a human raised at the North Pole among Santa and his elves. When he returns to New York he is shocked by the proliferation of bewildered fat men in red pajamas. "You sit on a throne of lies!" he informs one department store phony. Buddy's reaction summarizes the harmful effects counterfeits and knock-offs can have on brand integrity. For the Santa brand any semblance of quality control has long since slipped away and the result is exactly the kind of disillusionment expressed here. This film should be standard-viewing at every company boardroom.

### The Movie: Christmas Vacation

*The Business Lesson: Do not empty your RV's septic tank into the sewer because the buildup of methane gas could cause a city-wide blackout.*

Ho, ho. Never mind all that. The real business lessons from the 1989 film Christmas Vacation are numerous and obvious: don't substitute employee cash bonuses with jelly-of-the-month club subscriptions; don't hire contractors for pool work unless you have the capital on hand; don't kidnap your boss; never wear a forest green dickie under a white sweater. But on this holiday season we're not here to merely recap the obvious. Rather, let's dig deeper. The story-line for the film is familiar - a bumbling idealist seeks to capture the perfect family Christmas... and everything goes wrong! The humor lies in the visual and narrative juxtapositions - the ideal of the perfect

*Chamber President continued on pg 13...*

# www.CullmanChamber.org

**Cullman Area Chamber of Commerce**

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# SMALL BUSINESS & WORKFORCE SOLUTIONS

## QuickBooks Seminar

The Cullman Area Chamber of Commerce hosted an Advanced QuickBooks class on November 18, 2014. The participants gave high marks for the instruction and lessons learned. Robert Page, an economist and CPA with the Alabama Cooperative Extension, facilitated the class and was able to provide personalized instruction to the attendees during the 2 ½ hour session.

Check our website and calendar for upcoming seminars during 2015.



Angie Jarrett; Robert Page, Alabama Cooperative Extension; and Robbie Henshaw are pictured above.

## PAINT THE TOWN



Pictured above is Ms. Richter's class from Cullman Middle School.

The winners from the Paint the Town contest are: Ms. Rutherford's class from Cullman Primary School, Ms. Lochridge's class from St. Paul's Lutheran School, Ms. Boyd's class from Cullman High School, and the overall winner was Ms. Richter's Class from Cullman Middle School. We'd like to extend a special thanks to Ginger Campbell who represented her company, Webb Wheel, and sponsored the event. We'd also like to thank Chick-fil-A for providing lunch to our overall winners. Presenting the check was Maria Richter Schultz, Retail Committee Chair - O.F. Richter & Sons, along with Ginger Campbell that represented Webb Wheel, Presenting Sponsor.

Paint the Town was sponsored by:



2310 Industrial Drive SW  
Cullman, AL 35055  
www.webbwheel.com

## DECEMBER SMALL BUSINESS OF THE MONTH

Office Equipment Company, Inc.

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Cullman, AL 35055

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Sponsored by:

Cullman Florist

256-734-0263

## NOVEMBER'S SMALL BUSINESS OF THE MONTH



From L to R: Rita Dean, owner of What a Girl Wants; Jason Gerstman, CEO/owner of Valley Heating & Cooling; and Derek Lane, Cullman Chamber.

Congratulations to our November Small Business of the Month winner, Valley Heating & Cooling. This month's Small Business of the Month was sponsored by What A Girl Wants. The Small Business of the Month award is given monthly to a local small business that meets nomination requirements. Eligible candidates have under 100 employees, are members of the Cull-

man Area Chamber of Commerce and make contributions to our community, offer outstanding customer service and serve as inspiring success stories. Nomination forms can be downloaded at [www.cullmanchamber.org](http://www.cullmanchamber.org). Valley Heating & Cooling is honored to receive this award and happy to offer their services to the Cullman area.

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# MEMBERSHIP

## WELCOME NEW MEMBERS

Thank you for your support & investment in the Cullman Area!

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## Halloween & Hospitality – We Love Our Members!



We at the Chamber loved Halloween. Who doesn't love dressing up in a costume and eating loads of candy? This year, we dressed up and visited Cullman City Primary – Head Start and the Margaret Jean Jones Center where Cruella de Vil sang and passed out candy. We also visited as many members as we could throughout the day. Thank you for allowing us to spend our favorite spooky holiday with y'all!



Above: Some of the clients at Margaret Jean Jones Center posed with Cruella & her dalmatians



Above: Chamber President, Leah Bolin, dressed as Cruella de Vil, and Margo Messersmith, Owner of Margo's Antiques & Gifts

## Cullman Area Chamber of Commerce & Visitor Center Ribbon Cuttings



Donut Joe's  
505 Main Ave SW  
Cullman, AL 35055 | 256-841-5872



Applebee's  
2106 Cherokee Ave SW  
Cullman, AL 35055 | 256-736-6336



The Candle Garden  
320 1st Ave SE  
Cullman, AL 35055 | 256-338-7204



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Joe Turner

Presenting Sponsor:



The Chamber's 72nd Annual Meeting & Gala will be on Thursday, February 19, 2015 at Stone Bridge Farms located at 281 County Road 717 in Cullman. The doors open at 5:30 p.m. and the program starts at 6 p.m. There will be a post party from 8-10:30 p.m. The event is presented by Peoples Bank of Alabama and features the theme, "The Magic of Success". Our featured guest speaker is renowned comedian and keynote speaker, Joe Turner and is presented by Freedom Insurance –

The Gloria Williams Agency. This year's program will also feature the presentations of the annual Emma Marie Eddleman Citizen of the Year Award and the Small Business of the Year Award. We will have general admission tickets available for sale in December. For more information, or to make a reservation, please contact the Chamber at [info@cullmanchamber.org](mailto:info@cullmanchamber.org) or by telephone at 256-734-0454. Our speaker and entertainment, Joe M. Turner, is a professional speaker, mentalist and

magician based in Atlanta, Georgia. A brand engagement and audience impact specialist, he creates customized corporate magic presentations and keynotes for promotional, motivational and entertainment events in the United States and around the world. Joe's title, "Chief Impossibility Officer," alludes to his corporate background prior to his magical entertainment and speaking career, as well as his expertise in adapting his performances to entertain and amaze his audiences while emphasizing specific marketing or inspirational messages. He has been featured in numerous television, radio and

print appearances, including Good Morning America, Nightline, and a highly rated feature on CNN Headline News. Joe is currently serving as the International President-Elect of the International Brotherhood of Magicians. He is also a member of the Academy of Magical Arts at The Magic Castle in Hollywood, the Society of American Magicians, The Magic Circle in London (A.I.M.C. with Silver Star) and the Fellowship of Christian Magicians. He is also a popular speaker, onscreen and onstage talent, a professional pianist, an accomplished vocalist, composer and playwright.

## Emma Marie Eddleman Award

This award, presented in February of each year by the Cullman Area Chamber, recognizes an individual who has made an outstanding contribution to the community. Nominations should include a written statement about the individual's accomplishments and why that individual should be considered for the award. The nominee should be dedicated to community service, have accomplished outstanding goals or tasks in a community service role, have achieved an outstanding status in the community and be a resident of Cullman County. All nominations must be submitted to the Chamber no later than the last day of January to be eligible. You may fill out a nomination form online at [cullmanchamber.org](http://cullmanchamber.org) - forms or email [dmatthews@cullmanchamber.org](mailto:dmatthews@cullmanchamber.org).

Speaker Sponsor:



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The 2014 - 15 Leadership Class along with local Judges; the Honorable Judge Chaney, the Honorable Judge Nicholas and the Honorable Judge Turner.

Presented By:



Leadership Cullman County is a nine-month series of seminars and programs designed to bring together a class of 20 community leaders to examine community issues such as education, healthcare, crime, government, economic development and quality of life. This ambitious group of leaders have successfully completed sessions on education and criminal justice. Their November session focused on the criminal

justice system and law enforcement within the Cullman community. The day was full of educational experiences and simulated situations that fully engaged the members. Thanks to Listerhill Credit Union for providing breakfast and to KFC for providing lunch. Their December

outing will be on "Local Government". Leadership Co-Chairs include Brian Lacy, Cullman Electric Cooperative; and TJ Franey, Cullman County Schools. Cullman Chamber President Leah Bolin leads the group and serves as program advisor.

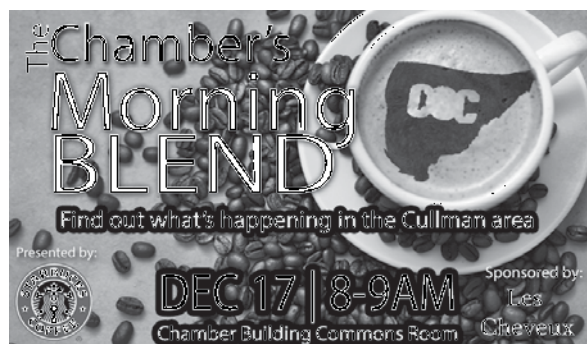
## Governmental Affairs Committee (GAC)

The Governmental Affairs Committee of the Cullman Area Chamber of Commerce is committed to reviewing, developing, and supporting issues that promote a positive, pro-active economic environment with social progress and enhanced quality of life.

### Role of GAC

- Establishing productive relationships between business interests and public officials.
- Providing forums to inform Chamber members, public officials and candidates for public office on issues impacting the business community.
- Developing and supporting legislation and other governmental action which promotes a strong business climate and job growth opportunities.
- Endeavoring to hold public officials accountable for their actions and the resulting impacts on the business community.

If you would like to apply for the GAC please contact Debbie Matthews at [dmatthews@cullmanchamber.org](mailto:dmatthews@cullmanchamber.org) or fill out the application at [www.cullmanchamber.org](http://www.cullmanchamber.org) under forms.



Morning Blend is a chamber event held each third Wednesday of the month in the Commons Room of the CoC. You set the topic, Starbucks provides the coffee. This is a great opportunity to network with others in the community. Thanks to Les Cheveux for being our monthly sponsor!

From the President continued from pg 9...

family holiday gathering against the reality of a group of flawed human beings thrown together not by choice, but by virtue of a blood connection sealed by pure chance; the urbane Clark Griswold against the profane Cousin Eddie. And therein lies our lesson. Building a successful business demands the constant search for perfection balanced against the reality of constant flaws and failure. The beauty of it lies not in the achievement of perfection, but the process of searching for it. There are countless other lessons in Christmas movies such as, "It's a Wonderful Life" and "A Christmas Story". As we begin a new year, I am reminded of Charles Dickens' quote in "A Christmas Carol". "I will honor Christmas in my heart, and try to keep it all the year. I will live in the past, the present, and the fu-

ture. The spirits of all three shall strive within me. I will not shut out the lessons that they teach."

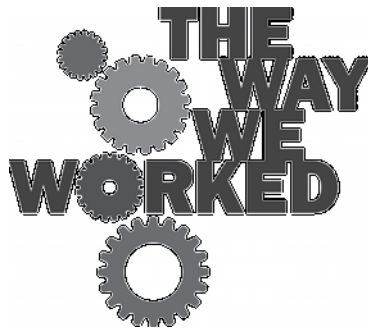
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## TOURISM

## Smithsonian Exhibition:

## Exploring the American Workforce Coming to Cullman



What would life be like without teachers, doctors or firefighters? Every day, Americans are hard at work on farms, factories, in homes or at desks keeping our communities thriving.

The Cullman community, in cooperation with Alabama Humanities Foundation, will explore the professions and the people that sustain American society when it hosts "The Way We Worked," a Smithsonian Institution traveling exhibition. "The Way We Worked" will be on view February 9th until March 20th of 2015 at the Evelyn Burrow Museum at Wal-

lace State Community College in partnership with the Cullman County Museum. The Cullman Area has been expressly chosen by the Alabama Humanities Foundation to host "The Way We Worked" as part of the Museum on Main Street project—a national/state/local partnership to bring exhibitions and programs to rural cultural organizations.

"The Way We Worked," adapted from an original exhibition developed by the National Archives and Records Administration, explores how work has become a central element in American culture. It traces the many changes that have affected the workforce and work environments over the past 150 years, including the growth of manufacturing and increasing use of technology. The exhibition draws from the Archives' rich collections, including historical photographs, archival accounts of workers, film, audio and

interactives, to tell the compelling story of how work impacts our individual lives and the historical and cultural fabric of our communities.

Since 1997, the foundation has partnered with the Smithsonian to bring the Museum on Main Street program to small cities and rural communities across Alabama. "Allowing all of our state's residents to have access to the cultural resources of our nation's premiere museum is a priority of the Alabama Humanities Foundation," said Executive Director Armand DeKeyser. "The Way We Worked" is part of Museum on Main Street, a unique collaboration between the Smithsonian Institution Traveling Exhibition Service (SITES), state humanities councils across the nation and local host institutions. To learn more about "The Way We Worked" and other Museum on Main Street exhibitions, visit [www.museumonmainstreet.org](http://www.museumonmainstreet.org).

Support for Museum on Main Street has been provided by the United States Congress, Alabama Power Foundation and Norfolk Southern Foundation.

SITES connects millions of Americans with their shared cultural heritage through a wide range of art, science and history exhibitions. State humanities councils, located in each state and U.S. territory, support community-based humanities programs that highlight such topics as local history, literature and cultural traditions. To learn more, visit [www.sites.si.edu](http://www.sites.si.edu) or [www.alabamahumanities.org](http://www.alabamahumanities.org).



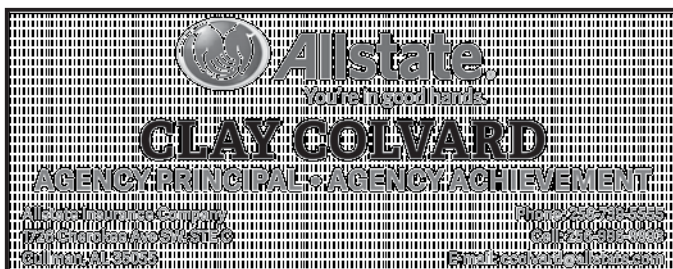
## How do you make a living?

You are part of this nation's story. Rediscover the strength and spirit of American workers through rare archival images, compelling videos, and fascinating interviews.



Deadline December 15th

The Community Improvement Committee is seeking nominations for their Community Improvement Awards. These awards are presented on a quarterly basis. The Committee hopes to inspire others to take action to preserve, protect and promote community improvement in Cullman. Categories include: Best Landscaping - Small, Best Landscaping - Large, Best Curb Appeal, Best New Construction, Best Restoration, and Building a Sense of Community. If you would like more information, or would like to nominate please email [info@cullmanchamber.org](mailto:info@cullmanchamber.org) or call 256-734-0454.



## COMMUNITY IMPROVEMENT 2nd QUARTER WINNERS

Business/Organization with Best Landscaping - Small  
Traditions Mortgage

Business/Organization with Best Landscaping - Large  
Primary School of Cullman

Business/Organization with  
Best Curb Appeal -  
Cullman County Museum

Business/Organization with  
Best Restoration - Loft 212

Business/Organization with  
New Construction -  
St. John & Associates

Business/Organization "Building a  
Sense of Community" -  
Sportsman Lake Park - Splash Pad



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No representation is made that the quality of legal services to be performed is greater than the quality of legal services performed by other lawyers.





*Pictured Above: The 2014 - 2015 Youth Leadership class at the Civil War Museum.*



Youth Leadership Cullman County is a nine-month series of seminars and programs designed to educate selected youth participants from Cullman area high schools on community issues such as education, healthcare, crime, government, economic

development and quality of life. The class is well under way and enjoying their time learning about the Cullman area. Their upcoming session this month is "Law and Criminal Justice" where they will learn all about law enforcement and the criminal justice system. Thank you to presenting

sponsor Wallace State Community College, breakfast sponsor McGriff Tire, and lunch sponsor Cullman County Sheriff Department. Jackie Moore, Director of Finance & Administration, is the program advisor.

Presenting Sponsor:

**WALLACE STATE**  
HANCEVILLE



*Lacey Barrett (Home School), and Javier Figueroa (Holly Pond) enjoy break at Sportsman Lake Park during Community Day.*



*Above L to R: Heather Middleton (Good Hope High School), Savanna Terry and Sarah Dyer (Vinemont High School), model hats at the Crooked Creek Civil War Museum.*

Next Community Luncheon will be January 23, 2015 @ The All Steak Restaurant. We will be hearing from our State Representatives. To register call the Chamber 256-734-0454.

The Chamber office & Visitor Center will be closed Christmas Day

**BISCUITS & BUSINESS**

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## ACCEPTING DONATIONS

Our Chamber for Charities program will be accepting Christmas donations of unwrapped gifts until December 5, 2014. If you or someone you know wishes to donate a toy this Christmas season, please drop your donations off to the Chamber anytime between the hours of 8 a.m. to 5 p.m., Monday through Friday. Donations will go to Cullman Caring for Kids. If your business or organization is offering Christmas assistance or collecting donations, please let the Chamber know so that we may help properly assist and direct those in need; please call 256-734-0454.

### Upcoming Events

December 17th - Morning Blend - 8 AM  
December 25th - CLOSED  
January 1 - CLOSED  
January 21 - Morning Blend - 8 AM  
January 22 - Membership 101 - 11:30 AM  
January 23 - Community Luncheon  
February 19 - 72nd Annual Meeting & Gala - 5:30 PM  
February - March - The Way We Worked (pg 14)

### Upcoming Ribbon Cuttings

December 4th, CRMC - CEMS  
December 4th, - Cutie Patooties  
December 5th, - James R. Smith Trucking  
December 11th - Creative Design & Screen Printing

### Christmas Window Display Contest Winners

Each year, the Cullman Area Chamber of Commerce promotes its Christmas in Cullman Window Display Contest and awards creative entries. This contest is a wonderful way for our communities to celebrate the holiday season, promote seasonal cheer, and support local retailers. Participants were asked to use lights and create a Christmas-themed display. Winners were selected from three categories including restaurant, retail and service-related businesses. Congratulations to our winners and runner-ups!

#### 2014 Chamber Christmas Window Display Contest Winners:

Margo's Antiques and Gifts (Retail)  
Shimmer & Glo (Service)  
Carlton's Italian Restaurant (Restaurant)  
Finders Keepers and Bella Faire Day Spa & Salon placed in our runner-up category



Fall is well under way to becoming winter in just a few, short, blistery weeks! Time to break out the mittens, coats, scarves, heaters and hot hands. Get ready to bundle up and brace the brisk winter weather at the annual Christmas in Cullman celebration! The 2014 Cullman Christmas Parade will start at 6 p.m., and the Lighting of the Tree will be at 6:45 p.m. At 7 p.m., you can catch Santa at the Festhalle, CHS Drama Team and WSCC Singers performing. At 7:45 p.m. there will be the Cornerstone Revival Christmas music, and from 5:15 - 9 p.m., there will be Choir Carolers in downtown.

Don't forget to also check out the Winter Wonderland of Christmas Lights at Sportsman Lake, open December 5 at dark. For more information, please call 256-734-3052. The highly anticipated Christmas Arts & Crafts Show held at the Cullman Civic Center will be held on Friday, December 5 from 9 a.m. to 9 p.m. and Saturday, December 6 from 9 a.m. to 5 p.m. For more information, please call 256-734-9157.

The 2nd Annual Cullman Christmas Festival and Outdoor Market will be on December 13 from 10 a.m. to 5 p.m. An outdoor community festival celebrating the wonders of the Christmas season. Come ready to eat, play, shop and celebrate! Shop in the outdoor old world market setting, based on the tradition of the beautiful outdoor European Christmas markets, with more than 50 market vendors offering beautiful and unique gift items.

Bring the kids to visit with Santa and Mrs. Claus and have fun in the "Candy Cane Lane Kids' Carnival Area" with games, rides, carriage rides, inflatables and "Buckin' Blitzen", the mechanical bull. Visit the food court area for delicious foods from a variety of food vendors. Enjoy live entertainment throughout the day from school choirs and jazz bands to up and coming talent from around the area. Don't miss out on all the fun this Christmas in Cullman has to offer! Make plans to attend these fun events and get into the spirit of the season!

## SHOP LOCALLY & SUPPORT OUR COMMUNITY



### Jeremy Scott

Agent  
216 Compass Way, S.W.  
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