From the Chamber President

If You'd Wear it to the Cullman County Fair, Don't Wear it to Work

I have heard all my life. However, as I look around the meeting I am in, it seems most people in this room do not want to be successful. (Ouch, did I just say that out loud?) Workplace dress codes have changed drastically over the years. We have become less and less rigid and more and more ambiguous. With the introduction of casual Friday and the decline of the dress code, it's hard to know exactly where the boundaries of workplaceappropriateness end and begin. Defined attire such as suits, collared shirts and pantyhose have been replaced with phrases like "business attire" or "business casual." Without specific guidelines, employees are left to

what is not. For Traditionalists, Baby Boomers and even Generation X, that kind of freedom is sufficient. Newer generations, such as Y and Z may need more guidelines. Here are a few I have put together that should help you get that promotion you are vying for (or at least keep you from getting fired):

- 1) No Spy Zone Take a moment to examine your "no spy" zone. That would be the grade A, B, C and D parts just below your neckline. You don't have to dress like your Grandma, but at least pretend she is in the room!
- 2) **Skirting -** We aren't in high school anymore. The only boy you are trying to

impress is your boss. Don't make him get the ruler out and send you home.

- 3) Tatts If you don't know what that is, you are okay. For the rest, I don't want to see it and neither does your boss.
- 4) Lady Gaga Should Not Be Your Guide Weird hair, wrinkled clothing and a mismatched outfit leave your colleagues and bosses thinking this disorganization stems into your work performance. Not cool.
- 5) Ladder Climbing If you indulge in your inner Jersey Shore persona, more than likely you will blow your chance at that promotion.

When in doubt, play it safe. Follow office cues and look at co-worker's attire. It's sure to keep you out of HR and on the road to success.

- 6) Don't Flash If you think you might have seen it on the "Real Housewives of Atlanta," set it aside. Bright colors, pictures and sparkle belong on the dance floor, not at work.
- 7) Caked-on Makeup Go home, Tammy Faye! Save dramatic eye makeup and trendy red lipstick for the Parking Lot Party.
- 8) Piled on Accessories -Your goal is to look coordinated, not fresh off the

Brooks Brothers assembly line. Accessorize tastefully.

9) Flips are flops - You may wish you were at the beach, but you aren't. Flip flops aren't so cool in the workplace.

A dress code is not a prison sentence. Get labeled for your excellent work, not for an iffy attire choice. Frumpy, Sexy and Sloppy sound like the clueless cousins to the Seven Dwarfs, not talent-in-waiting for the job you deserve.



Serving: BAILEYTON COLONY

CULLMAN

DODGE CITY FAIRVIEW GARDEN CITY

Leah Bolin

President & CEO, Cullman Area Chamber of Commerce

Speed Networking Coming Up on March 6, 2014

On March 6, the Cullman Area Chamber of Commerce will host their first quarter Business After Hours event called Speed Networking from 5:30-7 p.m. at Grumpy's Italian Grill. The price is \$15 for Chamber members and \$20 for future members. Light Hors d'Oeuvres and drinks will also be served.

decide what is appropriate and

Just what is speed networking? Speed networking is modeled after the infamous speed dating technique of having an allotted amount of time with each person to share important information about oneself in order to create business connections.

So how does one go about prepar-

ing for such an event? It is recommended that you wear an appropriate outfit, prepare a short elevator speech (a small speech that is about 30 to 60 seconds long that describes you and your career), bring business cards of your own, prepare questions to ask those you will meet and finally have fun.

Meeting new people can be scary, but through this style of connecting, the experience is much more personal and laid back. It allows enough one-on-one time to make an impression, to create a connection, and to ensure a hefty amount of business cards left in your pocket

Each speed networking event is operated differently, but the goal is for everyone in the room to meet one another. If worked appropriately, it can be a gold mine of new contacts for your business. Get ready to network like you never have before. You can make over 100 connections in just one night. An even better version than just saving that card in your wallet or stuffing it into your briefcase? Scan it with your phone! With the iconic new app called CardMunch, you can scan your new friend's business card and within seconds have all of their information at your fingertips.

CardMunch scans business cards

and converts them into contacts through a synchronization with LinkedIn, where they pull the business contact's information, experience and resume as provided by them.

If you are ready to take your business from the doldrums to the dynamic, then get on board for this one-of-a-kind event where you will surely grow your business reach in the Cullman area and enjoy a memorable night of connections.

To sign up for this event, you may call (256) 734-0454, email info@cullmanchamber.org or register online.





TOPIC: STAY OFF! STAY AWAY! STAY ALIVE!

- COMMUNITY LUNCHEON -

The Chamber will host its monthly "Community Luncheon" on Friday, March 28, in the All Steak Restaurant Banquet Room (323 3rd Ave. S.E.). Our featured speaker will be Nancy Hudson. In 1999 after more than 20 yrs in the traffic engineering profession Nancy Hudson became the Executive Director of Alabama Operation LifeSaver. In addition to being Executive director she sits on the National Operation LifeSaver board of directors.

The Community Luncheon program for 2014 is presented by Mickey Parrish State Farm

Insurance & Financial Services. The March luncheon is sponsored by HH Technologies.

Doors open at 11:30 a.m. to allow networking opportunities before the program begins at 11:50 a.m. Lunch is \$15 per person for Chamber members and \$20 for future members. *Reservations in advance are required.

Please register online at www.cullmanchamber.org or RSVP by contacting the Chamber e-mail via at info@cullmanchamber.org or by calling 256-734-0454.

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* 48 hours cancellation notice or subject to billing. No payments will be taken at the door but can be invoiced or paid online.



THE 2014 COMMUNITY LUNCHEON PROGRAM IS PRESENTED BY:

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The March Community Luncheon is brought to you by:







MARCH MORNING BLEND

Chamber staff will welcome members and visitors to the Chamber building every month to discuss the hottest topics in business and share tips, ideas and viewpoints.

The Chamber's Morning Blend is presented by Starbucks.

Thank you to our February sponsor:

PONDER WRECKER **SERVICE** 256-739-0149





Chamber's Freedom Insurance Room - Class limit 10 Beginner Class-for people who have little or no experience in QuickBooks.

> Contact jmoore@cullmanchamber.org for more details or call the Chamber at 256-734-0454

www.CullmanChamber.org

Chamber Helped to Celebrate Growth in the Cullman area



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RADIO SHACK

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168 CHINA BUFFET

1600 Mitchell Road NW, Cullman, AL 35055

2014 Cullman Area Career Awareness Fair to be Held

|March 20|

Career Awareness: Gaining knowledge of career paths and job opportunities, acquiring the skills and qualifications necessary to be successful.

The Chamber's Education Committee will host its annnual Cullman Area Career Awareness Fair on March 20 at Wallace State Community College. This event is held each year and targeted to tenth graders in all of Cullman County. The students complete a survey to determine their top three career interests using the state's 16 career clusters. This information is then used to recruit business leaders in the area to speak to the students and give them insight on how to map their path to success in their selected career. Awareness of job opportunites right here in the Cullman area is a primary focus of the event. Our children are our future!

Presented by:

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www.wallacestate.edu

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designers and estimating department to produce cost-effective project design and delivery.

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Construction Mgt.

Our construction management services team provides just the right amount of oversight to achieve the optimum cost, schedule, and product quality.

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Improve overall quality and reduce costs with Joiner Construction's pre-construction services

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Joiner Construction was started in 1994 by Jerry Joiner in Vinemont, Alabama as a residential contractor. In 2004 Adam Joiner joined the company and moved the company in a new direction toward commercial contracting. Joiner has experienced tremendous growth since 2004, doubling in size every year. Joiner Construction has now expanded its boundaries to cover all phases of the construction industry. We have over 75 years combined experience in these facets of construction.

Joiner Construction has completed many types of projects which include government contracts, educational, medical, commercial, industrial and several retail developments. We have also built and remodeled several churches. Sixty-five percent of our work has been competitively bid projects with the remaining amount as cost plus and design build projects. Joiner Construction has also maintained its residential home builder's license, plumbing license, electrical license

Our firm seir performs firty percent of its work. We believe that quality is maintained through our companies own work forces. We have a quality staff that is onsite every day. Our diversified staff has experience in all aspects ranging from design to civil to completed building. We take great pride in doing the job right the first time. Our goal is to have a very small or no punch list at the end of the project.

At Joiner Construction we believe in honesty and integrity in our construction business. We believe in being open with our clients so they can see where every dime of their money is being spent. We are open and available to all questions, comments, and concerns that you may have. We want to make sure that every customer is completely satisfied every time.

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Are you a Leader?

identify, prepare and build upon leadership resources within Cullman County. It brings leaders together to discuss the present and future direction of our county and prepares them for greater involvement through volunteer roles in the community. The program consists of eight monthly meetings focused on various topics such as education, criminal justice, local government, health care, state economic government, development and quality of life. Contact the Chamber for more information on how you can participate in the 2014-15



2013-14 Leadership Cullman County Program is brought to you by:



www.merchantsbankal.com

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Why Choose Five Star Senior Living?

Morningside Assisted Living of Cullman is owned by Five Star Senior Living – a national healthcare and senior living provider. Five Star communities go above and beyond government requirements or traditional ideas about retirement living – in healthcare, dining, and every aspect of community life. We give more special services, flexibility, choices, and a variety of funding options, including a rent-based pricing structure with no up-front buy-in fees required.

Five Star Senior Living owns and operates independent and assisted living communities, skilled nursing facilities, rehabilitation hospitals, and outpatient physical therapy clinics across the nation. Our programs are recognized nationally through the Assisted Living Federation of America's (ALFA) "Best of the Best" Awards and other industry honors.

With more than 260 senior living communities across the United States, Five Star is one of the largest senior housing and care providers in the nation. Our high-level expertise and shared experience ensure top-quality service throughout our communities, rehabilitation facilities, and wellness programs.







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Nominate Your Favorite Small Business Today

The Retail Committee of the Cullman Area Chamber of Commerce is proud to provide special recognition to our small business community by presenting one (1) monthly recognition award and one (1) yearly award. Monthly award winners will be considered the nominees for the yearly recognition award to be presented at the Cullman Area Chamber of Commerce Annual Meeting held each February. Visit CullmanChamber.org to show some love to your favorite business.

February Small **Business of the** Month - Brandin' Iron Steakhouse

The Cullman Area Chamber of Commerce's February Small Business of the Month was awarded to Brandin' Iron Steakhouse in West Point. Cullman Chamber Director of Business & Workforce Development Jackie Moore explained that this award is given to a local small business that meets nomination requirements.

Eligible candidates have under 100 employees, are members of the Cullman Area Chamber of Commerce, make contributions to our community, possess outstanding customer service and are examples of inspiring success stories.

Brandin' Iron Steakhouse is pleased to be February's choice for Small Business of the Month.

"Recognition [for these local businesses] is so important to me because small businesses are the backbone of our community. They are the ones who sponsor the schools and different sports activities and the churches," Retail Committee Chair Susie Ashlev Hood said.

"They have the dinners, the banquets and such in their facilities and it means so much for the community to have these guys around, and they make so many contributions behind the scenes that nobody ever knows about."

Brandin' Iron Steakhouse has been around since 2006. And they are actually looking to expand their restaurant lineage into Fairview, developing a sister store that is anticipated to open in the spring of this

Manager Josh Speakman shared his thoughts on Brandin' Iron Steakhouse being awarded this outstanding achievement:

"I am very honored to be recognized by the Cullman Chamber and the business community represented by the Chamber. It is easy to get caught up in the high energy and chaotic atmosphere that signatures the daily managing of a restaurant with such a high volume as we see, as well as the added demands of the local charitable events we support at any given time; so it is very nice to be recognized for all the hard work, and I am very humbled and thankful for the recognition."

If you would like to nominate a local business for the Small Business of the Month award, nomination forms can be downloaded at www.cullmanchamber.org

Chamber Begins an Exciting New Year in March 2014 | MEET THE NEW OFFICERS AND D

OFFICERS AND DIRECTORS |

MELISSA CARTEE

Cullman Electric Cooperative 2013-14 Chamber Chair

Thank you for a fantastic year!



JIM WEIDNER

Cullman Regional Medical Center 2014-15 Chamber Chair Looking forward to a great year!

2014-15 CHAMBER EXECUTIVE COMMITTEE

Chamber Chair Jim Weidner

Cullman Regional Medical Center

256-737-2000 www.crmchospital.com

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Vice Chair, Business Development **Susan Guthrie** Royal Technologies, Inc. 616-669-3393

www.royaltechnologiescorp.com

Vice Chair, Community & Workforce Development **Perry Shields** ATN-Cullman/Hanceville 256-352-8324

www.atn.org

Administration Jason White The Final Touch 256-775-6877 www.tftpromo.com

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Vice Chair, Membership & Marketing Gloria Williams

Freedom Insurance Agency 256-737-0011

www.freedomagency.com

Vice Chair, Tourism & Recreation Sammie Danford

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Jennifer Prybyla Shrine of the Most Blessed Sacrament

Teresa Daniel



February Session Held: "State Government Day"

lunch with legislators and toured the capitol. Thank you to our breakfast sponsor Serra Visser Nissan. We look forward to our March session, "Business & Industry Day" with breakfast sponsored by Krout Properties. To sponsor a 2014-15 year jmoore@cullmanchamber.org.

2013-14 Cullman County Youth Leadership Program is brought to you by:



Thank you to our Breakfast Sponsor: SERRA VISSER NISSAN www.serravissernissan.com

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CHAMBER REKWIND

CoC Annual Meeting & Gala Celebrated 71st Year



2013-14 Emma Marie Eddleman Recipient: Roy Drinkard

The Cullman Area Chamber of Commerce held their long anticipated 71st Annual Meeting & Gala on February 13 at Loft 212. The theme of the evening was "Rollin' in the Dough" and the style of dress was Old Vegas. Entertainment was provided by Gwen Hughes and the Retro Jazz Kats.

The event celebrated the past year's accomplishments under Melissa Cartee's leadership and kicked off the new year of programs and activities under 2014-15 Chamber Chair Jim Weidner's leadership.

The event was presented by Peoples Bank of America and the featured speaker was presented by Freedom Insurance – The Gloria Williams Agency. Patricia Barnes aka Sister Schubert of her famous rolls line was the revered guest speaker for the night.

She delivered a beautiful address rich with faith, family and food. The crowd rose to their feet and thunderously applauded Sister after she finished.

Outgoing Chamber Chair Melissa Cartee inspired the room with her reflection on the past year of growth and progress that Cullman experienced as she passed the gavel. Incoming Chair-Elect (now 2014-15 Chamber Chair) Jim Weidner encouraged the crowd and left a spirited impression with his theme of moving Cullman forward.

TRC (Total Resource Campaign)
Outgoing Campaign Chair Vicki
Karolewics also passed the gavel
on to incoming TRC Campaign
Chair- Elect (now 2014-15 TRC
Campaign Chair) Susan
Copeland. Both women conveyed
a contagious positivity and an
insatiable desire to push TRC to
the very top.

The awards of the evening were also given out. The Cullman Mayors Association's Lucille Galin Public Service Award winner of 2014 was given to Joann Walls, a Hanceville resident who has passionately served the public for years.

The Cullman Chamber's Emma Marie Eddleman Citizen of the Year for 2014 was awarded to Roy Drinkard of Drinkard Development. This illustrious man humbly received his award. Drinkard has been dubbed the father of Cullman and is the longest living former Chamber Chair

Upon completion of the program and the announcement of the Drawdown winners, attendees were able to play games and catch up with one another at the Old Vegas themed gathering.

Congratulations to our \$10,000 Drawdown Winners



Left: Tina Hulse - Split Winner



Left: Judy Butler - Split Winner





































CHAMBER RESWIND

Organize 4 Success

Get Organized, Productive and Focused

typing away engrossed in a report you're working on when the phone suddenly rings and jolts your attention away. All at once, you remember the phone bill is due, the puppy needs to go to the vet and, hey, there's that paperclip you lost

Don't let chaotic disorder take over your life. Karen Sladick won't allow it. Who is she? Sladick is the owner of Organize 4 Results and is a premier expert in productivity and leadership training. Her Birmingham based business has helped the likes of Regions Bank, St. Vincent's Hospital, Children's Hospital and the Southern Research Institute, to name a few. This month, the Cullman Area Chamber of Commerce held a seminar on February 19 called Organize 4 Success with Sladick as the facilitator. Her specialized course helps you garner the critical information needed to help you focus and function at your absolute best, increasing productivity and efficiency in the workplace.

You know the drill. . . You're As stated on Sladick's website, www.organize4results.com, this program specializes in workplace productivity and leadership skills development training. They have helped several companies achieve bottom-line results and increase productivity and effectiveness through employee development

> Through this program, employees learn practical solutions to real world challenges and gain skills they immediately use on the job. Within a four-hour time span. Sladick taught her full class ideas that could be implemented in all areas of life - work, home, school,

> Her tips and tricks of the trade for staying organized are tried and true. This highly informative session included several methods of staying organized that would efficiently work at home and in the workplace.

Sladick explained that certain behaviors and habits either had to be built or rebuilt depending on what one was prone to do. After

explaining how these certain habits can make or break an individual, she suggested different methods to alter or better enforce such behavior.

As Sladick commented, "You can manage those actions that eat up your time."

If you are tired of being all over the place and lost in translation. it's time to give Sladick a call and get your life in order. She not only leads the seminar but also provides her participants with a 63-page workbook that they fill out and keep. Not only that, but Sladick calls and checks in on her students to see if the process oriented program is working for them.

In summation, Sladick is an organizational maverick. If you have employees that are lacking the ability to be focused and productive, Sladick can help. Her process is a proven method of efficiency. Isn't it time for you to be organized, focused and productive?

2014 State of the Hospital Address and **Healthcare Professional of the Year**

On Wednesday, Jan. 29, the 2014 Business Leaders Luncheon and the Cullman Area Chamber of Commerce's Healthcare Professional of the Year Award Presentation was held in conjunction with the State of the Hospital Address at Cullman Regional Medical Center.

This award, presented by the Cullman Area Chamber of Commerce's Health

Services committee, recognizes individuals who have made an outstanding contribution in healthcare to our community.

The 2014 Cullman Chamber's Healthcare Professional of the Year was awarded to Dr. Jeremy Stidham of Cullman Internal Medicine. Stidham is a beloved and highly admired doctor practicing in the Cullman area.

2013-14 Chamber Chair Melissa Cartee spoke briefly and Jared Rice of Borden Family Pharmacy & Market Shoppe presented the

The State of the Hospital Address was delivered by 2014-15 Chamber Chair and President/ CEO of CRMC Jim Weidner, His



2014 Healthcare Professional of the Year Recipient: Dr. Jeremy Stidham (Left)

detailed, impressive speech was the most comprehensive and current evaluation of CRMC and the Cullman area, as well as his update on the conditions and forecasts in the healthcare industry and the medical field.

Weidner wrapped up his speech with a touching video that displayed the following words: "Empathy – the human connection to patient care." It is highly evident that the doctors and staff of the medical field in our Cullman community are cutting edge professionals with their patients' best interests at heart.



The State of the Hospital Address was delivered by 2014-15 Chamber Chair and President & CEO of CRMC Jim Weidner.

Welcome New Members

January 1, 2014 - February 23, 2014

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

168 China Buffet

1300 Mitchell Road NW Cullman, AL 35055 Primary Phone: (256) 775-8888

Cullman Ballet Society

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Cullman 10211 US Hwy 31 Hanceville, AL 35077 Primary Phone: (256) 775-4317 www.fryeathletics.com

Harris and Graham, Inc.

896 Co. Rd. 732 Cullman, AL 35055

Primary Phone: (256) 595-4973

harrisandgraham.com

Lakeshore Revenue Recovery, LLC

P.O. Box 303 Arley, AL 35541

Primary Phone: (205) 406-8862

lakeshorerevenue.com

Legacy Realty Group

103 3rd Street SW Cullman, AL 35055

Primary Phone: 256-841-5657

Matt Gentry

1412 Allendale Ln NW Cullman, AL 35055

Primary Phone: (256) 595-8862

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Thank You to our Renewals

January 1, 2014 - February 23, 2014

We appreciate your continued support and investment in the Cullman Area!

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Cullman County Republican Women

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Not a Member Yet? Not a Problem!

Your business can join for @ 50 cents a day!

Visit www.CullmanChamber.org or call the Chamber at 256-734-0454 any time for more information.





Join the "CA\$H MOB"

business. Each month participants meet in a designated area with a prerequire that each business pay it business!

HOW IT WORKS: The Cash Mob is forward by selecting a local nona way to show support of local area profit or charity to donate to. It can be a percentage of the cash mob sales or donation of time/resources. This determined amount of money in should be a lot of fun and a great way hand. During the mob the participants to promote SHOP LOCAL! Let's are asked to meet 3 new people. As keep our tax dollars in Cullman and part of our Cash Mob initiative, we keep our existing businesses in

Biscuits & Business

Presented by:

WALLACE STATE

The Cullman Area Chamber of Commerce's quarterly Biscuits and Business meeting is offering a new venue for guests this year as the first meeting of 2014 takes off Wednesday, March 12 at Wallace State Community College.

The quarterly event, which gives local business representatives the opportunity to network and share resources, also offers participants helpful information on a variety of business and community-related topics throughout the year.

Updates will be provided from Wallace State and Economic Development regarding Workforce Solutions. The breakfast begins at 8:00 a.m. and is provided by our sponsor. Wallace State Community College. There is no charge for the

Chamber members and future members are invited to attend each quarter. To RSVP, or to get more information on how you can become a Chamber member, please call 256-734-0454.

Join Us for the March | CoC Seventh Annual Montgomery Drive-In | MARCH 5, 2014 | Presented by:

The Chamber's 7th Annual Montgomery Drive-In presented by the Cullman Economic Development Agency and Cullman County Industrial Development Authority is set for Wednesday, March 5. The cost for participants is \$50 which includes transportation (bus) to and from Montgomery and lunch.

The program will also include presentations from various departmental and agency directors who will meet with our group and provide an update on their respective programs and activities. Furthermore, our local Cullman area state legislative delegation has been invited to join us for lunch that day to provide an overview on legislative issues.

Thank you to our Lunch Sponsor: Cullman Regional Medical Center | www.crmchospital.com

Thank you to our **Transportation Sponsor:** Goodwyn, Mills & Cawood, Inc. | www.gmcnetwork.com



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