From the Chamber President

XYZ: Learning the ABC’s of our Workforce

When I was a kid, XYZ meant “xamine your zipper.” If you have never heard that phrase, you are probably not a part of my generation – Gen X. There is a lot of buzz talk today about generations. In last month’s article, I eluded to Traditionalists, Boomers, and Gens X, Y & Z. What does all of this generational talk mean and why should employers care?

There is a serious new problem in the workplace and it has nothing to do with downsizing or global competition. Instead, it is the problem of distinct generations – the Veterans, the Baby Boomers, Gen X and Gen Y – working together and often colliding as their paths cross.

Individuals with different values, different ideas, different ways of getting things done, and different ways of communicating in the workplace have always existed. So, why is this becoming a problem now? Glad you asked.

This is the first time in American history that we have ever had a whopping four different generations working side-by-side in the workplace. Generational differences can affect everything, including recruiting, building teams, dealing with change, motivating, managing, and maintaining and increasing productivity.

Think of how generational differences, relative to how people communicate, might affect misunderstandings, high employee turnover, difficulty in attracting employees, and gaining employee commitment.

Research indicates that people communicate based on their generational backgrounds. I have included a generation timeline below for reference.

Each generation has distinct attitudes, behaviors, expectations, habits and motivational buttons. Learning how to communicate with the different generations can eliminate many major confrontations and misunderstandings in the workplace and the world of business.

The first thing to consider is the individual and his or her underlying values, or personal and lifestyle characteristics, which seem to correspond with each generation, as shown in the following table.

<table>
<thead>
<tr>
<th>PERSONAL AND LIFESTYLE CHARACTERISTICS BY GENERATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Values</td>
</tr>
<tr>
<td>Respect for authority</td>
</tr>
<tr>
<td>Conformers</td>
</tr>
<tr>
<td>Discipline</td>
</tr>
<tr>
<td>Optimism</td>
</tr>
<tr>
<td>Skepticism</td>
</tr>
<tr>
<td>Nativist</td>
</tr>
<tr>
<td>Identifiers</td>
</tr>
<tr>
<td>A dream</td>
</tr>
<tr>
<td>A birthright</td>
</tr>
<tr>
<td>A way to get there</td>
</tr>
<tr>
<td>An incredible expense</td>
</tr>
<tr>
<td>Communication Skills</td>
</tr>
<tr>
<td>Battery phones</td>
</tr>
<tr>
<td>One-on-one calls</td>
</tr>
<tr>
<td>Touch-tone phones</td>
</tr>
<tr>
<td>Cell phones</td>
</tr>
<tr>
<td>Call me only at work</td>
</tr>
<tr>
<td>Cell phone calls</td>
</tr>
<tr>
<td>Call me only at work</td>
</tr>
<tr>
<td>Internet</td>
</tr>
<tr>
<td>Picture phones</td>
</tr>
<tr>
<td>E-mail</td>
</tr>
<tr>
<td>Dealing with Money</td>
</tr>
<tr>
<td>Put it away</td>
</tr>
<tr>
<td>Pay now, pay later</td>
</tr>
<tr>
<td>Confuse Conservative</td>
</tr>
<tr>
<td>Sense, sense, sense</td>
</tr>
<tr>
<td>Ears to spend</td>
</tr>
</tbody>
</table>

There are more pronounced differences between the generations today than ever before. What can one expect with the dramatic changes in our world in the last 60 years? Good business is based on understanding others.

The majority of us seem to think that the correct way (and the only way) is our way – the way that we want it to be. In business, as well as in personal life, that is just not true.

To work effectively and efficiently, to increase productivity and quality, one needs to understand generational characteristics and learn how to use them effectively in dealing with each individual. This summer, the CoC will be offering a seminar entitled: Bridging the Generation Gap. This seminar will address all of these issues and more.

Understanding these characteristics about individuals makes it easier to look at workplace characteristics and how they manifest themselves in business (see Workplace Characteristics below).

Next month, we will look more specifically at Generation Y. By 2025, (that’s only 11 years) Generation Y will make up roughly 75 percent of the world’s workforce. Scared yet? Don’t be. With a little guidance from the rest of the alphabet, Millennials have a bright future ahead.

*FDU Magazine

Leah Bolin
President & CEO,
Cullman Area Chamber of Commerce

What’s Inside

- Community Luncheon Pg 10
- State of the Schools....Pg 11
- Ribbon Cutting........Pg 12
- New Members ............Pg 13
- Tourism Awards........Pg 14
- Chamber Rewind.......Pg 15

www.CullmanChamber.org

Cullman Area Chamber of Commerce
PO Box 1104, Cullman, AL 35056-1104 | 256-734-0454 | F: 256-737-7443 | info@cullmanchamber.org
www.cullmanchamber.org | www.visitcullman.org
The Chamber will host its monthly “Community Luncheon” on Friday, April 25 in the All Steak Restaurant Banquet Room (323 3rd Ave. S.E.). Our featured speaker will be Pam Dorr. As an entrepreneur living in rural Alabama, Pam Dorr runs 2 non-profits and 6 small businesses, creating affordable housing and economic development that provide jobs and job training. Pam is the Executive Director of the Hale Empowerment & Revitalization Organization, Inc. (HERO) and Habitat for Humanity, Hale County, Inc. As a grassroots non-profit, HERO creates community development opportunities that celebrate rural communities in the Alabama Black Belt.

The Community Luncheon program for 2014 is presented by Mickey Parrish State Farm Insurance & Financial Services. The April luncheon is sponsored by Alabama Technology Network. Doors open at 11:30 a.m. to allow networking opportunities before the program begins at 11:45 a.m. Lunch is $15 per person for Chamber members and $20 for future members. Reservations in advance are encouraged. Please register online at www.cullmanchamber.org or RSVP by contacting the Chamber via e-mail at info@cullmanchamber.org or by calling 256-734-0454. * 48 hours cancellation notice or subject to billing. No payments will be taken at the door but can be invoiced or paid online.

Join us for a Ribbon Cutting for new Visitor Center following The Chamber’s Morning Blend! April 16, 2014 around 9:00 a.m.

Dreaming Up the Ideal Retirement Is Your Job. Helping You Get There Is Ours.

It’s simple, really. How well you retire depends on how well you plan today. Whether retirement is down the road or just around the corner, the more you work toward your goals now, the better prepared you can be.

Preparing for retirement means taking a long-term perspective. We recommend buying quality investments and holding them because we believe that’s the soundest way we can help you work toward your goals. At Edward Jones, we spend time getting to know your retirement goals so we can help you reach them.

To learn more about why Edward Jones makes sense for you, call or visit today.
Superintendents Billy Coleman and Dr. Doreen Griffith, along with Wallace State President Dr. Vicki Karolewics, will deliver the State of the Schools’ addresses. Additionally, the Student of the Year and Teacher of the Year will be announced. Students, parents and teachers are all invited to attend this event. The event will be held at Wallace State Community College School of Nursing and Center for Science Building. You may preregister online at www.cullmanchamber.org. Preregistration cost is $20.00 or $25.00 day of event.
Are You a Leader?

The program is designed to 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 government, economic development and quality of life. Please visit www.cullmanchamber.org under the forms tab to apply for the upcoming year!

Chamber Helped to Celebrate Growth in the Cullman Area

Sportsman Lake Splash Pad
1544 Sportsman Lake Rd. NW Cullman 35055
www.cullmancountyparks.com

Cullman Chrysler - Dodge - Jeep - Ram
300 Benchmark Way Cullman 35056
www.cullmandc.com

WSCC- School of Nursing and Center for Science
801 Main St NW Hanceville 35077
www.wallacestate.edu

Schedule your Ribbon Cutting or Groundbreaking!

If your business is new to the area, under new management, have a new location or if you are breaking ground call us today at 256-734-0454!
Welcome New Members

ALL American Auto LLC.
61 AL Hwy 69 N
Cullman, AL 35058
Primary Phone: (256) 775-3704

Marshall Industrial Supply, Inc.
Cullman Area Contact: Paul Hollis - Sales Rep
P.O. Box 177
Guntersville, AL 35976
Primary Phone: (256) 382-2401
marshallindustrial.com

McPherson Insurance Agency
P.O. Box 1283
Cullman, AL 35056
Primary Phone: 

Mobility Massage Therapy, LLC
1400 AL Hwy 69 S
STE 30
Cullman, AL 35058
Primary Phone: (205) 907-4656
mymobilitymassage.com

Rookis Agency, Inc
3912 3rd Avenue South
Birmingham, Alabama 35222
Primary Phone: 205-595-2267
www.rookisagency.com

Thank you to our Renewals

4D Farm
Action Environmental, LLC
Action Resources
AI Associates, Inc. / People, Inc.
AK Equipment Rentals and Sales, Inc.
Alabama Air Solutions, Inc.
Alabama Archives, Inc.
Alabama Electrical Contractors of Cullman, Inc.
Alabama Specialty Clinic
Alabama Web Press, Inc.
ALFA Insurance-Buddy Kelley
All American Auto LLC.
All Steak Restaurant
American Pistol Bullet
American Proteins, Inc.
American Trim
America’s Car-Mart
Apel Machine & Supply Company, Inc.
Apel Steel Corporation
Ashley Drug Company of Cullman - Hospital Discount East
Berkeley Bob’s Coffee House, LLC
Benney Office Solutions
Betty Leeth Haynes
Billy Ray Taylor Auto Sales
Blocher Company, Inc.
Blount Springs Materials, Inc.
Blue Cross Blue Shield of Alabama
Boozer EyeCare Associates, P.C.
Borden Family Pharmacy & Market Shoppe
Burks Brothers Pools & Spas LLC
Business Solutions of Cullman
Camp Meadowbrook
Campbell’s Cleaning Your Way, LLC
Carlton’s Italian Restaurant
Castle Custom Cabinets LLC
Charter Business
China Garden
Circle H Logistics LLC
City of Cullman
College Tire
Comfort Care Hospice
Computer Network, Inc.
Computer Partners, LLC
Concours Mold Alabama, Inc.
Cook’s Pest Control, Inc.
Covey Chase Apartments
Creative Design & Screen Printing LLC
Cullman Anesthesiology & Pain Consultants
Cullman Association of REALTORS, Inc.
Cullman Ballet Society
Cullman Cabinet & Supply Company, Inc.
Cullman Caring for Kids, Inc
Cullman Casting Corporation
Cullman Chrysler Dodge Jeep Ram
Cullman City Board of Education
Cullman City Schools Foundation
Cullman County Agricultural Trade Center
Cullman County Center for the Developmentally Disabled
Cullman County Homebuilders Association
Cullman County Museum
Cullman County Public Library System
Cullman County Revenue Commissioner’s Office
Cullman Emergency Medical Services
Cullman Guns & Ammo
Cullman Heritage Funeral Home
Cullman Logistics, Inc.
Cullman Long Term Care and Rehab - Katie Smith
Cullman Marble & Granite
Cullman Power Board
Cullman Real Estate Inc.
Cullman Regional Airport - Folsom Field
Cullman Shopping Center
Cullman Urology, P.C.
Cullman Veterinary Hospital P.C.
Cullman-Jefferson Gas
Culpepper Real Estate, Inc.
Dale Greer
Daystar Church
DCA Ready Mix
Dennis Guthrie Construction
District Attorney’s Office - Worthless Check Unit
Doug Doggett Jewelers
Doyle Real Estate
Dr. Jenny G. Fossum
Dr. Jerry D. Gailin
Dr. John T. Williamson
Dr. Rodney Delliger
Dr. Samuel J. Oliver
Dyer Poultry Supply
East Elementary School
Ed Harbison Realty
Ed Holcombe Pharmacy
Ed White Jewelers
Edward Johnson Investments— Greg Picgorna
Edward Johnson Investments— Ronald Mann
Edward Johnson Investments— Steve Casebolde
Eidson & Associates, Inc.
ENT Associates of Alabama, PC
ExpoDisplays / Method-1
First Baptist Church-Cullman
First Presbyterian Church
First United Methodist Church
Frankham, Lance
Freedom Insurance, The Gloria Williams Agency
Gentiva Hospice
Girl Scouts of North-Central Alabama, Inc.
Good Hope Contracting
Hagan Real Estate
Hanceville Drug Company
Hays & Son Oil Company, Inc.
Heritage Pharmacy
HH Technologies, Inc.
Hibu - formerly YellowBook
Holmes Oil Company
Hospital of Cullman County
Hospital Discount Pharmacies & Wellness Centers
Inland Buildings/Schulte Building Systems
Jack’s Western & Outdoor Wear
James R. Smith Trucking Co., Inc.
Jet Pep, Inc.
Jim B’s Restaurant
Jim Phillips — Coldwell Banker Hill Real Estate
Joe C. Strickland, DMD, PC
Johnny’s Bar-B-Q
K. A. Fisher Company
Knight-Free Insurance Agency, Inc.
Krout Properties
Lee’s Veterinary Hospital, Inc.
LifeFirst - Imaging and Oncology Care Group
Lions Club of Cullman
Lois A. Burns
Lynn Layton Chevrolet
Marshall Industrial Supply, Inc. - Cullman Area Contact: Paul Hollis - Sales Rep
Matt Delliger DMD, LLC
McDonald’s of Hanceville
McPherson Insurance Agency
Medical Arts Apothecary
Mental Healthcare of Cullman
Mesco Building Solutions
Michael J. Graham, DMD, PC
Mobility Massage Therapy, LLC
Moss Service Funeral Home
Mrs. E. G. Plunkett
Mullins Body Shop, LLC
NARLOG
National Multiple Sclerosis Society - Alabama/Mississippi Chapter
Nationwide Insurance— Martha Burchell Agency
North Central Neurology Associates, PC
Northbrook Baptist Church
Oden’s Auto Glass, Inc.
Papa Murphy’s Take ’n’ Bake Pizza
Parker and Parker P.C. Attorneys At Law
Paul D. Freeman, DMD
Payroll Services, LLC
Peek Auto Parts
Peggy Smith
Pepsi Cola Distributing Company
Physicians Resource Network
Precision Graphics, Inc.
Professional Weight Loss & Wellness Center
Ray Buchmann
Raymond James
Realty Inc./Homes for Heroes Affiliate
Red Door Clothing LLC
Richard Electric Company
RJR Mining Company, Inc.
Rock the South
RockTer
Rookis Agency, Inc
Rumors Deli and Coffee House, Inc.
Saint Bernard Preparatory School
Sama’s Club
Sandra’s Tax Service
Security Finance
Seidel Plastic Surgery, P.C.
Servaltof Cullman/ Blount Counties
Smith Lake Marina & Resort
South Park Auto Sales, Inc.
St. John & Associates, Inc.
St. John’s Evangelical Protestant Church
State Farm Insurance— Shirley Quattlebaum
Systemedex, Inc.
Tankersley Chiropractic, P.C.
The Awards Palace, LLC
The Cullman Times
The Final Touch
Three Pears Shoe Outlet
Tool Shed
TP Country Club, Inc - Patrick Drake
TP Country Club, Inc.
Uniform Place of Cullman, Inc.
Urgent Care Center
USA Healthcare, Alabama, LLC
Village Furniture & Gifts
W. S. Badcock Corporation Distribution Center
Walgreens
Walker Brothers, LTD
Walker’s Discount Building Supply, Inc.
Wal-Mart Distribution Center
Warnke Insurance, Inc.
Warren, Averett LLC
Water Valley Flea Market LLC
Webb Wheel Products, Inc.
WASHINGTON TRADING COMPANY
West Cullman Electrical Supply, Inc.
W. Howard Elcock, MD & Associates PC
Wesco Industries, Inc.
Yoga Mountain Cullman
Zero Bullet Company, Inc.
Who Will Have Your Nomination?

It’s your off day. Or the weekend. . .
Where are you shopping, dining, visiting, staying and playing? Odds are you have a picture of your favorite places in your head. It’s time to write them down on paper and nominate them for our first-ever 2014 Cullman Area Tourism Awards!

Your nomination determines which places and individuals receive these first-time awards. Make your nomination count.

To nominate your local favorites, go to www.cullmanchamber.org for a nomination form or stop by the Cullman Chamber to pick up a nomination form in person. The deadline for nominations is Friday, April 11, 2014. The 2014 Cullman Area Tourism Awards includes 14 awards in two separate categories: The Business Awards and The Individual Service Awards.

Presenting Sponsor
The Community Shopper’s Guide

Celebrating Excellence in Tourism
for the Cullman Area

Tuesday, May 6, 2014
Doors Open 7:30 a.m.
Breakfast 8:00 - 8:30 a.m.
Awards 8:30 - 10:00 a.m.

The Brown Stone Centre
at Stone Bridge Farms
281 County Road 717 - Cullman, Alabama

Guest Speaker
Lee Sentell
Director of the Alabama Tourism Department

Table Sponsor - $250
Reserved seating for 8 in a prime location with table signage

Individual Tickets
Chamber Member $20        Non-Member $25

Corporate Sponsors
Hampton Inn - Cullman
Premier Productions (Rock the South)
The Cullman Times

The Business Awards
Exceptional Festival or Event Award
Recognizes a festival or event that attracts visitors as well as locals, generates regional and/or state media attention and positively promotes the Cullman area.

Best Attraction Award
Recognizes a regional attraction (including museums, performing arts, parks, amusement parks, etc.) which attracts visitors and contributes to an outstanding tourism experience.

Near Nature. Near Perfect Award
Recognizes a business, organization, community or outdoor recreation area that has developed a tourism product/service that best demonstrates the ecological, cultural or historic assets of the region.

Spirit of Cullman Award
Recognizes an outstanding tourism or hospitality related business or organization that provides excellent service, exemplifies innovation and causes our region to shine.

Extraordinary Everyday Eatery
Recognizes a restaurant offering an atmosphere that provides an outstanding experience for visitors.

The Individual Service Awards
The White Glove Award
Recognizes exceptional service from an individual hotel housekeeping staff member.

The Silver Spoon Award
Recognizes consistent superior service by a restaurant or food service employee.

Superior Service Award
Recognizes excellent customer service by an individual who has first contact with the public. Front desk personnel, concierges and all other guest service employees qualify.

Savvy Retail Sales Associate
Recognizes excellent customer service from a retail sales associate who has first contact with the public.

Heart of the House Award
Honors an outstanding individual who works behind the scenes to keep their institution, organization or business operating smoothly, creating a superior experience for the public.

Hospitality Volunteer of the Year
Recognizes any hospitality industry volunteer (i.e. entertainment venues, museums, and festival and event volunteers) who has made an outstanding contribution.

Rising Star Award
Recognizes an up and coming leader for their exceptional efforts to serve and enhance the experience of the public. Those individuals who have been in the tourism industry for five years or less qualify.

Tourism Professional of the Year Award
Recognizes a person who has made a significant contribution to the tourism industry through more than five years or more of innovation, inspiration and industry leadership.

Pro Angler Kevin Hawk Becomes the Face of Smith Lake

The Meet & Greet held on March 7 with Pro Angler Kevin Hawk at Smith Lake Park was the ultimate kick off for the Fishing Tournament in 2014. The Cullman County Commission, Cullman County Parks & Rec and Smith Lake Park announced that Hawk would be promoting Cullman County and the Park as he travels across the country competing in the Bassmaster Elite Series.

Left: Hawk is pictured with his awesome boat emblazoned with the infamous Smith Lake Park slogan.
Biscuits & Business
Showcases Workforce Solutions

The smell of fresh baked biscuits, piping hot coffee and ripened orange juice filled the air at Biscuits & Business, the Cullman Chamber's first quarterly event of the year. This morning event was offered free of charge to the public. Held at Wallace State Community College on March 12 from 8 to 9 a.m. in the Bailey Building, the event was well attended and highly enjoyed by all.

Not only were attendees able to enjoy an informative discussion concerning workforce solutions while enjoying a delicious breakfast, but the spirit of camaraderie and fellowship was also present and experienced by all. Wallace State Community College sponsored the event.

The morning edition of biscuits, business and networking was especially enjoyable with guest speakers Dale Greer, assistant director of the Cullman Economic Development Agency, and Dr. Vicki Hawsey Karolewics, president of WSCC.

Industry Reception Celebrates Cullman as #3 Micropolitan

The annual Industry Appreciation Reception was held on March 3 at TP Country Club from 5:30 to 7 p.m. This yearly event celebrates industry professionals in the community and the area’s growth as a whole. The Chamber’s Chairman, Jim Weidner, spoke on behalf of the Chamber in opening the event.

Sincere gratitude to the Board of Directors expressing their appreciation for opening their doors to the Chamber in order to give members a look into their facilties. A very distinct honor was bestowed upon the Cullman area when it was revealed that our community was the number 3 top micropolitan city in the U.S. by Site Selection Magazine.

Our March session was a hit! We first had breakfast sponsored by Krout Properties. Then the class toured Alabama Cullman Yutaka Technologies, Cullman Economic Development Agency, Merchants Bank & Cullman Regional Airport-Fulsom Field. We look forward to our April session, “Quality of Life Day” we will visit CCCDD-Margaret Jean Jones Center, CBMC, and the Good Samaritan Clinic.

To sponsor a student for the 2014-15 year contact jmoore@cullmanchamber.org.

Speed Networking Grows Your Business’ Reach!

Where did you make 100 connections in just one night? At Speed Networking! Don’t be mistaken – we didn’t mean Speed Dating. The Business After Hours event was held on March 6 from 5:30 to 7 p.m. at Grumpy’s Italian Grill. The annually anticipated event of Speed Networking was a hit as Chamber and community members alike got to know one another in this extraverted game of wits. Participants prepared a 30 to 60 second elevator speech describing who they are and what they do. This condensed approach to networking paid off when attendees looped around the room exchanging stories and business cards with one another.

Amid the laughter and smiles, real business connections were made as attendees were able to grow their business reach in the Cullman area. The event, sponsored by Nearen Construction, featured an array of Italian delights served up by Grumpy’s Italian Grill. It was a night packed full of great company and food.
March Small Business of the Month – Johnny’s Bar-B-Q
Sponsored by: ADS Security

You’ve been there and you love it. With several options in the Cullman area, it is no surprise that residents love their barbecue. Family owned since 1963, Johnny’s Bar-B-Q features a menu that automatically makes your mouth water.

Open from Tuesday through Saturday from 10 a.m. to 9 p.m., this place is sure to be open and beckoning your taste buds to try their stuffed baked potatoes, delicious seafood, plates of slow cooked meats, sandwiches and freshly prepared sides.

You’ll really become smitten with their dessert menu boasting such options as coconut, lemon, pecan, apple and chocolate pie among other decadent sweet treats.

Each month, the Chamber chooses a local company to be honored to be recognized for their efforts and legendary barbecue. They have taken great pride in offering the best barbecue and service for years around and years to come.

Nominate your favorite business by going to www.cullmachamber.org

March Small Business of the Month – Johnny’s Bar-B-Q

You’ve been there and you love it. With several options in the Cullman area, it is no surprise that residents love their barbecue. Family owned since 1963, Johnny’s Bar-B-Q features a menu that automatically makes your mouth water.

Open from Tuesday through Saturday from 10 a.m. to 9 p.m., this place is sure to be open and beckoning your taste buds to try their stuffed baked potatoes, delicious seafood, plates of slow cooked meats, sandwiches and freshly prepared sides.

You’ll really become smitten with their dessert menu boasting such options as coconut, lemon, pecan, apple and chocolate pie among other decadent sweet treats.

Each month, the Chamber chooses a local company to be honored to be recognized for their efforts and legendary barbecue. They have taken great pride in offering the best barbecue and service for years around and years to come.

Nominate your favorite business by going to www.cullmachamber.org

March Small Business of the Month – Johnny’s Bar-B-Q

You’ve been there and you love it. With several options in the Cullman area, it is no surprise that residents love their barbecue. Family owned since 1963, Johnny’s Bar-B-Q features a menu that automatically makes your mouth water.

Open from Tuesday through Saturday from 10 a.m. to 9 p.m., this place is sure to be open and beckoning your taste buds to try their stuffed baked potatoes, delicious seafood, plates of slow cooked meats, sandwiches and freshly prepared sides.

You’ll really become smitten with their dessert menu boasting such options as coconut, lemon, pecan, apple and chocolate pie among other decadent sweet treats.

Each month, the Chamber chooses a local company to be honored to be recognized for their efforts and legendary barbecue. They have taken great pride in offering the best barbecue and service for years around and years to come.

Nominate your favorite business by going to www.cullmachamber.org