Were you born in the 80’s or 90’s? Me either. But the majority of our future workforce was. How can this be? Are they even old enough to drive?? I have talked with many of you about the statistic I shared last month: ‘Generation Y will make up roughly 75% of the world’s workforce by 2025.’ I sense concern—even panic. Let’s talk about the pros and cons of this new workforce and how to maximize your potential and theirs.

Historically, younger generations have stirred new ideas into the corporate world causing some expected irritation for older generations. Yet this time it’s not an attitude problem, it’s a transition in business where globalization and technology have radically changed the game. Gen Y has grown up participating in this revolution and sees clearly how they can be creative and innovative in today’s world. The clarity of Gen Y however, comes across as arrogance and self entitlement to the rest of the workforce. Where is the resolve?

Let’s look at the positives of Gen Y:
- They’re optimistic
- They work well in teams
- They can multitask
- They are tech savvy

Gen Y’ers value career progression, accelerated learning and a work culture that matches their values—relaxed, results-oriented and wanting responsibility. In an effort to maintain and motivate this generation, employers and managers must learn how to relate.

Give them opportunities to learn: Because Generation Y is tech-friendly, craves structure and is achievement-oriented, workplace education opportunities are perfectly suited to their style. If you can tie these three elements together, you can help them feel supported as they learn how you want things done.

Show them you care about their career growth: Dead-end jobs won’t do for this generation. They need to know that they have a career path and that you will give them a structured environment in which to grow. And, who knows, you might have found your next manager.

Have a little fun: This is a relaxed, upbeat, positive-minded generation. Loosen up and have a little fun. You’ll find that this will help bring out the best in this group.

Once you realize what makes this new workforce tick, it will create a new path to success for the future of your company. Valerie Grillo, Chief Diversity Officer at American Express, had this to say about millennials, “Millennials play an important role in driving innovation throughout the enterprise. We live in a world where digital and social media have completely changed the way we connect with our customers. The companies that figure out how to successfully market to and attract Millennials will be primed for success in this increasingly competitive business environment.”

Gen Y will be more difficult to recruit and manage. Yet if we can harness the wisdom and organizational knowledge of the older generations and the creativity of the younger generation, we have the possibility to create a very high-performing work environment for the future. Only 22.9% of associations have a plan in place to engage the next generation. Without knowledge and a plan, these companies will fail. To learn more about generational differences, the CoC will be offering a seminar June 26 entitled, “Bridging the Generation Gap.” I don’t know about you, but I am looking forward to moving my children into the workforce. Help me make sure they stay there!

*USA Today; Forbes; Millennials Branding

What’s Inside
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- Ribbon Cuttings & Groundbreakings . . . Pg 4
- June Community Luncheons- Jay Barker . . . Pg 5
- Teacher & Student of the Year . . . . . . . Pg 6
- Farm Y’All . . . . . . . Pg 8
The Cullman Area Chamber of Commerce’s Retail Committee presents a new night-time event called Hops & Shops Cullman premiering on Thursday, May 8, 2014 from 5-8 p.m. This first-time event will be on the second Thursday every month and will feature extended shopping hours, dining, specials and discounts, along with exceptional craft beverages and live music. The event begins at the Chamber’s Visitor Center. Here you pay a cover charge of $10 and receive a wristband, a passport and map, 20 pennies and a souvenir sample glass. Then you start walking to the destinations on the map and get your passport stamped. Everyone with a completed, stamped passport will be entered into a drawing for a gift certificate. This drawing will be held at a designated restaurant each month. Straight to Ale, based out of Huntsville, AL will be the brewery sponsor for May. While you are walking in the Central Business District- take advantage of our local stores extending their hours! If you normally can’t shop downtown due to your work schedule, you now have a time where you can! There are a limited number of tickets available. For more information, please call 256-734-0454 or email info@cullmanchamber.org.
Join us for our quarterly Biscuits & Business; this is a great opportunity to enjoy breakfast, network and talk a little business! We will see you at Alabama Technology Network (lower level of the Chamber building) at 8 o’clock!

You never know what the topic will be, always great company & great conversation! The Chamber’s Morning Blend May 21, 2014.
Cullman Area Chamber of Commerce - Visitor Center Lobby
301 2nd Ave S.W. Cullman, AL 35055
www.cullmanchamber.org

Cullman Emergency Medical Services
601 2nd Ave SW Cullman, AL 35055

Medical Arts- Living Well Natural Store
124 Seventh St. SW Cullman, AL 35055
(256) 734-4933

Rehau- Plant Cullman Automotive Expansion
2424 Industrial Dr. SW, Cullman, AL 35055

Cullman County Economic Development
325 2nd Street SE Cullman, AL 35055
(256) 775-4696

Flowers Bakery Outlet
403 Main Ave SW, Cullman, AL 35055
(256) 739-6953

Schedule your Ribbon Cutting or Groundbreaking!
If your business is new to the area, under new management, or has a new location or if you are breaking ground call us today at 256-734-0454! Ribbon Cuttings & Groundbreakings are scheduled Monday - Friday 8 a.m. - 5 p.m.

www.CullmanChamber.org
Welcome New Members
Thank you for your support and investment in the Cullman Area!

March 23, 2014 - April 23, 2014

Byars Wright, Inc.
1112 Main Street
Gardendale, AL 35071
Primary Phone: (205) 221-3621
Website: http://www.byarswright.com

Independent Consultant with The Pampered Chef - Erica Phillips
320 County Road 627
Hanceville, AL 35077
Primary Phone: (602) 526-4671

Southwestern Telephone, Inc.
1400 Al Hwy 69 South
Hanceville, AL 35077
Primary Phone: (205) 871-3000

Cedric Williams Tree Service & Landscaping
909 Oak Street SW
Ruskin, FL 33570
Primary Phone: (256) 775-7682

Farmers Insurance - The Warhurst Insurance Agency
2110 AL HWY 157
Cullman, AL 35058
Primary Phone: (256) 336-3701

Dodge City Construction Co
334 County Road 111
Bremen, AL 35033
Primary Phone: (256) 287-1006

Thank you to our Renewals
We appreciate your continued support and investment in the Cullman Area!

March 24, 2014 - April 23, 2014

Action Resources
Alabama Specialty Clinic
America’s Car-Mart
Borden Family Pharmacy & Market Shoppe
Cullman County Museum
Cullman County Public Library System
American Trim
Carlton’s Italian Restaurant
Cullman Logistics, Inc.
Geniva Hospice
Hanceville Drug Company
Cullman Civilian Club
FUNZONE
Inline Electric Supply Co., Inc.
Riley Business Products Inc.
The UPS Store
Unlimited Mobile Home Service & Supplies, Inc.
Wells Turner Family Pharmacy
Bama Glass Company
ADS Security, Inc.
Air Evac Lifeteam
Belk
Cullman Area Career Center
REMAX BJC Real Estate, Inc.
Rotary Club
Sweet Peppers Deli
Wildman Tattoo
Bates Roadbuilders, Inc.
Burger King - Town Square
Cabin Fever Beverages
ERA Waldrop Real Estate
J & R Feed Service
Joe Caretti Auto Service, Inc
Morningside of Cullman
Serta Mattress Company
Cullman Electric Cooperative
Cullman Environmental, Inc
Destiny Church, Inc.
Fricke, Sweatmon & Miller, PC
Lamar Advertising
LifeSouth Community Blood Centers
McGriff Industries, Inc.
NARE Home Medical Equipment, Inc.
The Sport Center
United Way of Cullman County
American Dehydrated Foods, Inc.
Baker, Sara Attorney at Law
C. Blake West, Attorney at Law
CRI - Carr, Riggs & Ingram
Cullman Community Concert Association
Cullman County Juvenile Court
Cullman Oktoberfest
CullmanSense
DQ Grill & Chill - Cullman
Emily Niezer Johnston, LLC
Rusken Packaging, Inc.
Southern Hickory Barbecue
West Elementary School
American Red Cross — Cullman
Chapter
Brenda N. Horn
Buettner Brothers Lumber Company, Inc.
Childhaven, Inc.
Cracker Barrel Old Country Store
Cullman Bowling Center LLC
Cullman Internal Medicine, P.C.
Dr. Ronald Carter, DMD
Elk River, Inc.
HornTex
Mitch Smith Chevrolet, Inc.
O.F. Richter & Sons, Inc.
Options
Pee Golf Discount
RJ Young Company
St. John & St. John, LLC
Tutor Doctor
C & M Truck and Trailor Repair
Days Inn Motel
Gregg Hodges
McLeroy Law Firm, LLC
Pitts & Zanaty, LLC
Smith Lake Bed and Breakfast
The Angler Seafood House

Why be a member of The Cullman Area Chamber of Commerce?
Member-Only Monthly Marketing Reports
Business Networking Opportunities
Complimentary Meeting Rooms
Additional Member-To-Member Discounts
Free business listing in Classic Cullman
Sponsorships available for purchase- promote your business name & products!
The Crooked Creek Civil War Museum in Vinemont is owned by Fred Wise and has been opened for 8 years as of April this year. Wise has owned the property since 1981 but only thought to make it a Civil War museum once he realized that his land was actually a battle site. Confederate General Nathan Bedford Forrest and Union Colonel Abel Streight fought a heated battle with their troops for several hours at Crooked Creek. With the rich history associated with the land, Wise knew he had a goldmine and thus the Crooked Creek Civil War Museum was born. New items are added all the time, as Wise and his son are both collectors. The best part about visiting this particular museum would have to be that Wise takes you on a personal tour that can last up to 2 hours and he actually lets his visitors handle the artifacts, which include hats, aged firearms, old shell fragments, etc. He is a walking encyclopedia of the land, the history and the heritage. The Crooked Creek Civil War Museum is even known as a paranormal hot spot with photos to prove it. The Ghost Hunters of Southern Territories (G.H.O.S.T) has been out on three separate occasions to document footage of the ghostly apparitions that abound at this historic site. Another awesome aspect of the local attraction is the Bed & Breakfast available for rent. Prices are affordable and the experience is one-of-a-kind. Wise’s unique museum is a hidden secret in the Cullman area and will definitely draw tourists and locals alike to this historical landmark.

Fred Wise, Crooked Creek Civil War Museum

CROOKED CREEK CIVIL WAR MUSEUM

516 County Road 1127
Vinemont, AL 35179
(256) 739-2714

Hours of Operation:
Open Daily 9-5
Fee: $5.00
Wheelchair Accessible

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
State of the Schools/Student and Teacher of the Year

The annual State of the Schools/Student and Teacher of the Year awards presented by Chick-fil-A was held on Monday, April 14, at Wallace State School of Nursing and Center for Science building. Corporate sponsors included Cullman-Jefferson Gas, Cullman Electric Cooperative and WSCC. The awards sponsor was Knight-Free Insurance Agency, Dr. Doreen Griffith, Superintendent of Cullman City Schools, Billy Coleman, Superintendent of Cullman County Schools and Dr. Vicki Karolewics, President of WSCC each delivered their annual State of the Schools address. The 2014 State of the Year school nominees were Jamie Beasley, West High School; Tasha Flanigan, Secondary Teacher of the Year from the CACC. CHAMBER Rental and Sales, Inc. Center, AK Equipment Heritage Diagnostic Cullman Rotary Club, Environmental, LLC, Internal Medicine, Action Bernard Prep, Cullman schools in addition to St. Cullman county and city juniors from each experience enabling two as a leadership and service Webb Wheel Products, Cullman Regional was American Proteins. 22. This year’s presenting program on Tuesday, April 22. The 2013-14 Youth The Chamber’s Education Committee presented the 2014 Inspiration award to Andrew Winfrey from Cullman High School. Andrew’s life story has been and continues to be a source of inspiration for the community. The 2014 Teachers of the Year recognized from Cullman City Schools were Anita Moore, Elementary Teacher of the Year from Cullman Primary and Jennifer Calahan, Secondary Teacher of the Year from Cullman High School. The 2014 Teachers of the Year recognized from Cullman County Schools were Ronda Harris, Elementary Teacher of the Year from Parkside School and Tasha Flanigan, Secondary Teacher of the Year from the CACC. Terri Waldrop, Wallace State instructor of Business and Commerce, recognized Wallace State employee recipient’s in the field of Educational Achievement, NISOD and extraordinary employee of the year.

The 2013-14 Youth The Chamber’s 2013-14 Youth Leadership class graduated from a 9 month program on Tuesday, April 22. This year’s presenting sponsor was Merchants Bank. Graduation Sponsor was American Proteins. Scholarship sponsors were Webb Wheel Products, Inc., Cullman Regional Medical Center, Cullman Internal Medicine, Action Environmental, LLC, Cullman Rotary Club, Carmen Moss DMD, Heritage Diagnostic Center, AK Equipment Rental and Sales, Inc. YLCC functions as a leadership and service learning experience enabling two juniors from each Cullman county and city schools in addition to St. Bernard Prep, Cullman Christian and participating Home School programs. Throughout this past year, the students have met once a month to learn about such issues as community involvement, volunteer work, law and criminal justice, business and industry, quality of life and agribusiness, to name a few. The 2013-14 graduating class includes: Cole Lay and Oakleigh White from Cullman High School; Raley Warner and Miles Rakestraw from Cullman Christian School; Logan Guffey and Summer Walker from Fairview High School; Miranda Southern and Kyle Johnson from Good Hope High School; Laura Campbell and Heath Dean from Hanceville High School; Kaitlyn Stephens and Cody Jones from Holly Pond High School; Raley Smith, Home School; Aimmie Cortes and Jang Kim from Saint Bernard Preparatory School; Katherine Ann Barnett and Jacob Barker from Vinemont High School; and Stone Parker and Sarah Bagwell from West Point High School.

2014 Miniature Golf FORE Education Tournament

The Cullman Area Chamber of Commerce’s Education Committee hosted their annual Miniature Golf Fore Education Tournament on Saturday, April 26 at Funzone from 8:30 a.m. to 1 p.m. Teams from all over the county and city participated in the fundraiser which enabled students to win money for their schools. The event was presented by RJR Mining Company, Inc. and sponsored by American Proteins, Inc. and Alabama Coal Cooperative. Toppre America sponsored the breakfast, Carter and Company sponsored the t-shirts and Pepsi was this year’s beverage sponsor. This event is a fundraiser which enables students to win money for their schools. This year Chase Starnes and Anthony Harlan representing Good Hope HS took home 1st place with Malachi Holt and Warren Creel of Good Hope HS receiving 2nd place and Billy Troutman and Magan Fromhold representing Cullman Career Center received 3rd place. West Elementary was represented by the team of Jackson Murphree and Jaden Orr who won the drawing for the $100 Hole-in-One prize.

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.

Not a Member Yet? Not a Problem!
Every month, the Cullman Area Chamber of Commerce selects a local store to mob. No, not a flash mob where people break into spontaneous dance, but rather a synchronized shopping effort, of course.

During the Cash Mob, everyone brings $20 to spend in the selected store. It’s a great time to meet new people, shop for great items (often at a steal of a price), and it’s a wonderful way to thank local businesses for investing in the Cullman community. This month, the May Cash Mob will be held at Mary Carter Stores on May 13, 2014 from 4-6 p.m. We will see you there!

From left to right: Casey Sandlin, Chasity Robertson, Susie Ashley- Retail Committee Chair, Phillip Crumbley, Tonya Hardman, Paula Bodkin, and Kerry Neighbors.

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.

SMALL BUSINESSES OF THE MONTH

EvaBank
1710 Cherokee Ave SW
Cullman, AL 35055
(256) 255-2000

In today’s workplace, you will find, for the first time in American history, that we have four generations working side-by-side. This workshop helps you understand where each generation “comes from” and how you can use generational differences to develop greater synergy, creativity and productivity in the workplace. This workshop is applicable for all employees, regardless of position or responsibilities.

Register online www.cullmanchamber.org or call the office 256-734-0454

August 23, 2014
Details coming soon!