

*From the Chamber President*

## Take Me to Your Leader

It's coming, and it's bigger than Y2K and that asteroid NASA says "could" hit the earth in 2032. This is real, and you need to prepare; it's going to change the way you and everyone else works. There will be no near-misses or "oops we were wrong", and you'll need to do more than buy a backup generator and bury your gold to get ready for the changes coming, so listen up; we're talking about your workforce. We're talking about the workforce crisis. For the past several months, I have been writing about generational workforce. By the year 2020, there will be 5 generations in the workforce, but by 2015 the majority of that workforce will be in their 20s. We're about to experience the largest shift in human capital this country has ever seen. It's happening within the next year. Do you know who your leaders are? Your future leaders are probably growing within your organization right now. They are the employees who show the most drive and have the strong track records of performance. Maybe your future leaders aren't leaders yet, but that doesn't mean you sit back and wait or expect a clear leader to show up when you are ready. You should start developing your leaders now.

Identify who exhibits these leadership qualities:

- Honesty
- Confidence
- Ability to delegate
- Excellent communication
- Sense of humor
- Commitment
- Creativity

These traits are identifiable no matter where an employee is in the organization. Once you have identified these characteristics, add their names to your succession plan and develop them into leaders. Coaching and mentoring young talent needs to be part of your succession plan.

Losing and replacing employees is expensive. Losing your future leaders is even more costly. Find tomorrow's leaders today and develop them to lead. Programs such as the Chamber's Leadership Cullman County Class can help you in the development of these leaders. We are currently taking applications for the leadership class of 2014-2015. Leadership Cullman

is a nine-month series of seminars and programs designed to bring together a class of 20 leaders to examine community issues such as education, healthcare, crime, government, economic development and quality of life. Use this and other tools to assist in leadership development. Identifying and grooming the next generation is vital to your success. In fact-your future depends on it! The chamber is here to help. Call us today at 256-734-0454 or go online to [www.cullmanchamber.org](http://www.cullmanchamber.org) for additional information on workforce development and leadership tools for your organization.

\*XYZ University/Shannon Neeser



Leah Bolin

President & CEO,  
Cullman Area Chamber  
of Commerce

# 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](mailto:info@cullmanchamber.org)  
[www.cullmanchamber.org](http://www.cullmanchamber.org) | [www.visitcullman.org](http://www.visitcullman.org)

# MEMBERSHIP

On July 24, 2014 Membership 101 will be offered starting at 11:30 am. Lunch will be provided by Sweet Peppers Deli, here at the Chamber in the Freedom Insurance room. This is a great way to learn about new programs and how to maximize your membership! Sign up now! [www.cullman-chamber.org](http://www.cullman-chamber.org).



**MAKE THE MOST OF YOUR MEMBERSHIP**

Thank you to our Lunch Sponsor: Sweet Peppers Deli

## Ribbon Cutting



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Scott Spitzer - General Manager

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ROCK THE SOUTH

Concertgoers from all over the state of Alabama and even the nation were rocking out at Rock the South held on June 20-21. This three year old concert has grown tremendously since its beginnings in 2012. The concert served as a way for Cullman to bond together following the tumultuous time of the April 2011 tornadoes that destroyed parts of our beloved town. This year's concert definitely met its expectations. The concert surpassed its goal by hosting over 32,000 attendees, a large portion of out-of-towners, as well as locals. The tourism factor that coincides with Rock the South has proven to be economically beneficial for our community. Rock the South has allowed the city of Cullman to evolve tragedy into a positive new tradition for the community.

There were several performers in this year's line-up at Rock the South including: Weston Burt, The Springs, The Welch Brothers, Charlie Daniels, Easton Corbin, and Little Big Town on Friday; with Shelbie Z, Drake White and The Big Fire, Sara Evans, Colt Ford, Billy Currington, and Lynyrd Skynyrd on Saturday, along with the help of DJ Hish both days. Phil Robertson and son Alan also participated in a Q & A session will WZZK's Greg and Speedy on stage Saturday. This anticipated event brought in the crowd and helped show Cullman locals and visitors alike a great time in our town.

JULY 13 - 16

HARTSELLE

JULY 27 - 30

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# TOURISM



## community improvement awards

Congratulations to the following companies that have been selected as the Community Improvement award winners. Thank you to these winners for their constant efforts in helping to preserve, protect and promote the beauty of the Cullman area. The next round of Community Improvement nominations are due on September 15. Nomination forms may be found online at [www.cullmanchamber.org](http://www.cullmanchamber.org). Please call 256-734-0454 or email [info@cullmanchamber.org](mailto:info@cullmanchamber.org) for more information.

**Best Landscaping – Small**  
DQ Grill & Chill

**Best Landscaping – Large**  
Webb Wheel Aftermarket

**Best Curb Appeal**  
Country Financial – Lee Powell

**Best New Construction**  
Wallace State Community College  
School of Nursing and Center for Science

**Best Restoration**  
Cullman County Economic Development

**Building a Sense of Community**  
Cullman County Master Gardener Association  
Demonstration Garden

# FARM Y'ALL

Dinner is served, y'all! The Chamber of Commerce's annual Farm to Fork Dinner, sponsored by Alabama Farm Credit, will kick off this year's Farm Y'all Festival. The dinner will be held on August 16 from 6-9 p.m. at Wallace State Community College's School of Nursing and Center for Science. The night's entertainment will be provided by Morrow and Laura Doss. Come enjoy a three course meal prepared by Mauricio Papapietro, owner and chef of Brick & Tin Restaurant, Bar and Bakery in Birmingham. The first course includes a Cullman County heirloom tomato salad



with fresh peas and beans, sweet corn, cucumbers, basil and balsamic. The main course consists of braised pork shoulders and slow roasted loin with zucchini, squash, sweet peppers and

cherry tomato gremolata. For dessert, a Cullman County peach custard parfait with shortbread cookies will be served. For more information or to register, call 256-734-0454 or go online to [farmyall.com](http://farmyall.com).

Thanks to Alabama Farm Credit for sponsoring Farm to Fork Dinner!



# FREEDOM

Gloria Williams,  
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Monday - Saturday

# Summer Samplers in the Breezeway

The Chamber of Commerce's breezeway was alive with music, food and beverage samples on Thursday, June 5 from 5:30-7 p.m. The third annual Summer Samplers in the Breezeway included 15 local restaurants and beverage vendors that served samples to over 100 attendees. The musical stylings of the band Old Spice kept the atmosphere light and carefree. Summer Samplers is part of the Chamber's Business After Hours program, a quarterly affair in which the Chamber hosts networking events for members and future members. The event was sponsored by HH Technologies, who provided the giveaway prize of a large industrial sized PolarCool fan, a \$1,200 value, to one lucky attendee at the end of the night!

Vendors not only served food and beverages, but also decorated their tables to resemble their restaurant's own décor. Participating restaurants included: The All Steak, Alamitos Mexican Restaurant, the Cullman Brewer's Guild, Brown & Co., Busy Bee, Cabin Fever Beverages, Carlton's Italian Restaurant, Chick-fil-A, China Garden, DQ Grill & Chill, Grumpy's Italian Grill, Guthrie's, Johnny's Bar-B-Q, Lombardo's Pasta Bar and The Spot Beverages.



## Be One of Us

### WALLACE STATE HANCEVILLE



## Priority Registration begins July 14 for Fall Semester

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**The Chamber's Morning BLEND**

Find out what's happening in the Cullman area

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Starbucks COFFEE

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Chamber Building Commons Room

**BISCUITS & BUSINESS**

SPONSORED BY:

**AUGUST 5**  
8:00 A.M. - 9:00 A.M.

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Come to our Chamber morning events!  
The Chamber's Morning Blend is a monthly event that takes place here at the Chamber. There isn't a set topic, so come enjoy a cup of coffee & great conversation!

Biscuits & Business will be held at Peoples Bank, come enjoy biscuits and learn about Small Business Loans!



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## Community Luncheon

On June 27, the Cullman Chamber's monthly Community Luncheon took place at the All Steak restaurant from 11:30 a.m. - 1 p.m. Special guest speaker Armand DeKeyser, executive director of the Alabama Humanities Foundation, spoke about the AHF and opportunities in this area. DeKeyser is a representative of the Smithsonian Institution traveling exhibition called "The Way We Worked", which conveys the history of the American workforce in a captivating way. This exhibition will contain archival images, compelling videos and fascinating interviews to supplement the presentation. It will also be touring only six cities and will be coming to Cullman in February 2015. 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.



### July's Community Luncheon...

Dr. Craig Ross, newly appointed Superintendent of the Cullman County Schools will be speaking at July's Community Luncheon. Help us welcome Dr. Ross to the Cullman community!

July's luncheon is sponsored by The Cullman Times and presented by Mickey Parrish State Farm Insurance & Financial Services.

The 2014 Community Luncheon is presented by:

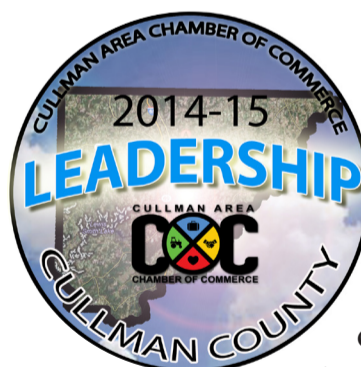


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Cullman County Leadership Applications are due July 31st. This is a great way to learn about the community you live in as well as attain leadership skills. This course consist of eight monthly day long meetings. The class will examine a different issue such as education, local government, state government, health care, economic development, human sevice, criminal justice, agriculture, and quality of life.

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2014-15 Cullman Area CoCTRC

-TRC is right around the corner! If you would like to volunteer for our sponsorship drive please contact [mfromhold@cullmanchamber.org](mailto:mfromhold@cullmanchamber.org).

-Businesses this is your opportunity to network with other businesses in the community!

-Loved the sponsorship from this year? Volunteers will be contacting you soon to renew!

# Hops & Shops

One of the most anticipated events of the month wrapped up its second session, and Cullmanites and visitors alike are loving every minute of it. Hops & Shops is a monthly event that brings the Central Business District of downtown Cullman to life. This event is for the food aficionados, the beer lovers, the shop until you drop crowd, and those who just want to go out and have a good time. Hops & Shops is the ideal night for experiencing downtown Cullman like never before with over 40 retailers extending their shopping hours and offering discounts and specials, and restaurants with live music, delicious deals and craft beverages.



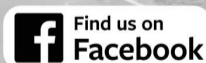
This event is a happening again on July 10, 2014 from 4-9 p.m. July's feature brewery is Yellowhammer Brewery out of Huntsville. Pre-registration is encouraged as there are limited tickets available. Each month offers a bevy of prizes as well. This Hops & Shops will feature a shopper's drawing happening at 8:15 p.m. at Better than Before Consignments. The winner of this drawing will take home a Smith Lake Package, which consists of a two-night cabin stay at Smith Lake Park, one paddle board lesson for two, and a meal for two at The Angler Seafood House. The hopper's drawing will be held at the All Steak restaurant at 9 p.m., and the winner of this drawing will receive a \$50 gift certificate to All Steak. Don't miss out on this exciting event! Call 256-734-0454 or email [info@cullmanchamber.org](mailto:info@cullmanchamber.org) to sign up today!



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