We are excited to announce the 72nd Annual Meeting & Gala. It will be held on Thursday, February 19, 2015. The event will take place at Stone Bridge Farms, located at 281 County Road 717 in Cullman. Doors will open at 5:30 p.m. and the program starts at 6 p.m., with an after party from 8:10 p.m. The event is presented by Peoples Bank of Alabama, and the theme of the program is “The Magic of Success”. You will be entertained, educated and inspired by our keynote speaker, Joe Turner. Although Turner comes from a corporate background his magical entertainment and has allowed him to adapt his performance to entertain and amaze his audience while emphasizing specific marketing and inspirational messages. You will see how his illusion and magic can help you better understand your business and customers. The presentation is sponsored by Freedom Insurance - The Gloria Williams Agency. There will also be an award presentation of the annual Emma Marie Edelman Citizen of the Year Award and the Small Business of the Year Award. A limited amount of general admission tickets are now available for $50. For inquiries, please contact the Chamber at info@cullmanchamber.org or by calling 256-734-0454.

There’s Magic in the Air

Remember how the first magic trick you saw as a child made you feel full of wonder and excitement? I loved magic so much that I asked for a magic set on my 7th birthday. It was a purple box full of cheap tricks. I thought for sure I would be the next Houdini! Perhaps, however, I didn’t miss the mark by much. A magician knows how to draw you in and get you to believe what you see. Selling a belief is at the core of magic, much as it is in business. We all know that people don’t get sawed in half or swallow 15 sharp swords and walk away unharmed. A magician has to persuade the audience that the seemingly impossible is, in fact, possible. Similarly, leaders need to persuade others to believe in their strategies and products. Successful leaders convince customers to buy a product before they know they need it. The best magician in business was Steve Jobs. No one realized they needed (or wanted) music in their pocket. Apple persuaded consumers they did and sold 600,000 iPods in their first year on the market.

The presentation begins with an analysis of the factors that make an experience “amazing.” In my presentation, we will explore five different categories of amazing experiences in terms of magic and performing arts, then we will see how those relate directly to five arenas that your organization must execute in order to be perceived as amazing by your audience. Amazing isn’t something you can be until it’s something you do; this presentation will show you where the “doing” has to happen. When the tiger appears in an empty cage, the magician disappears into thin air, and when David Copperfield flies above the audience, that’s the magic everyone reacts to. There’s nothing like the feeling you get when you realize that your audience just had that magical moment. We look forward to this year’s “magical moment” on February 19th. Passing of the gavel, recognition awards to citizens of the year and small business of the year, coupled with music, magic and a wealth of fun is sure to make this year a memorable one. To purchase tickets, please contact the Chamber office today. I look forward to an AMAZING experience!
Smithsonian Exhibition
THE WAY WE WORKED - CULLMAN, ALABAMA

February 10-March 20, 2015
THE WAY WE WORKED
The Evelyn Burrow Museum
at Wallace State Community College, Hanceville, AL

Smithsonian Institution
Museum on Main Street exhibitions visit 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 or www.alabamahumanities.org

Visit FB: The Way We Worked - Cullman to learn more about the exhibit as well as Cullman's history!

$2,000 to Cullman Caring for Kids

The Cullman Area Chamber of Commerce Staff presents check to Javon Daniel & Nancy Bryant, Cullman Caring for Kids.

We recently held our Chamber for Charities/3rd Annual Art After Hours event to celebrate the end of a fantastic year! We would like to thank all of our current Chamber members, community members, and contributing artists for supporting the cause. The event was held Tuesday, December 9 at TP Country Club from 5-7:30 p.m. and featured original, local art from our community. The event was our fourth and final Business After Hours installment, successfully raising funds for the benefitting charity, Cullman Caring for Kids, as well as supporting the local arts in our thriving, talented community. Everything from original paintings and pottery to repurposed furniture and wire creations were sold at the silent auction event. Attendees enjoyed heavy hors d'oeuvres, the beautiful scenery of art, and some networking in a relaxed setting where prizes, live music, the silent auction and fantastic art captivated everyone's attention. Canned food and toys were also donated to Cullman Caring for Kids, in addition to local artists donating 50-100 percent of their profits, making this a special tour, we are pleased to be working with the City of Cullman and the Cullman County Museum to help develop local exhibitions and public programs to complement the Smithsonian exhibition. "The Way We Worked" is part of Museum on Main Street exhibitions visit 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 or www.alabamahumanities.org

Business After Hours: Speed Networking | March 10 Turn to page 16 for more details!
The Alabama Tourism Department has released a new book and travel guide titled “Alabama Barbecue: Delicious Road Trips”, which includes a local Cullman favorite, Johnny’s Bar-B-Q, as one of the featured restaurants.

Former Southern Living staff, travel editor Annette Thomp- son and photographer Art Meripol, have created a beautiful book filled with delicious commentary and appetizing photos of 75 different barbecue places all across the state. Johnny’s Bar-B-Q has been in existence since 1963 and is a family owned business in its third generation. With an impressive reputation and winning tagline of “We’ll Serve No Swine Before Its Time,” Johnny’s draw is their delicious barbecue, mouth-watering pies, and family appeal. Whether it’s chicken, pork or ribs, Johnny’s Bar-B-Q will hit the spot.

The 126-page hardcover book was produced by the Alabama Media Group, in cooperation with the Alabama Tourism Department, and it covers the state by geographic regions. To order copies of the book, please contact Carl Bates of Advance Central Services Alabama at (205) 325-2237 or at cbates@acsal.com. The book is also available at Books-A-Million stores and online at amazon.com & Johnny’s Bar-B-Q.
Our upcoming Community Luncheon will be held on Feb. 27 at the All Steak restaurant in the Banquet Room from 11:30 a.m. to 1 p.m. Our guest speaker will be LeNá Powe. She currently serves in a dual role as the Director of Workforce Development for the West Alabama Chamber of Commerce and the Executive Director of West Alabama Works. In this combined role, Powe is the primary liaison between business and industry and education and training. She formerly served as the manager of minority and small business development for the Birmingham Business Alliance, the leading economic development agency for the seven-county Birmingham region. Powe is a former Miss Black Alabama USA, and has helped raise over $29,000 for diabetes research in Alabama. She serves on the executive board for the UAB Minority Health and Research Center's young professional board and is an active member of Alpha Kappa Alpha Sorority, Inc. She was the 2013 recipient of the Best in Minority Business - Female Outstanding Young Professional Award. She will be speaking about the current workforce relations and this topic of interest will be especially informative for industry and retail affiliates. For more information or to reserve your seats today, call 256-734-0454 or email info@cullman-chamber.org. Prices are $15 for chamber members and $20 for future members.

Presenting Sponsor for 2015 Community Luncheon

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February's Community Luncheon Sponsor:

Quality Staffing Solution, Inc.

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(256) 255-1515
www.shirleyq.biz

February's Sponsor:

LeNá Powe
Director of Workforce Development at West Alabama Chamber of Commerce

Conner Carroll is the 1st Quarter Intern of the new 2015 year program. Conner is a high school graduate from Elmore County High School currently studying Collision Repair at Wallace State Community College. He is sponsored by J&R Feed Service. Conner is excited to be an intern at the Cullman Chamber and looks forward to learning the inner workings of how a Chamber operates, meeting new business contacts, and expanding his knowledge of clerical, administrative and specialized project tasks.
Job Fair - Cullman

The Cullman Jobs Fair will take place on February 28th from 8am until 2:00pm at Wallace State Community College School of Nursing Center. The hiring industries include REHAU Incorporated, Topre America Corporation, and Alabama Cullman Yutaka Technologies. The following positions are available:

**REHAU**
- Assistant Paint Line
- Assistant Injection Molding
- Assistant Fabrication
- Maintenance Technician

**Topre**
- Maintenance Mechanic A
- Die Maintenance
- Industrial Maintenance - Technician

**Yutaka**
- Production Associate
- Industrial Engineer
- Die Maintenance
- Industrial Maintenance - Technician

The Cullman Jobs Fair is designed to provide an opportunity for pre-screened applicants who meet preliminary conditions to be interviewed at the Cullman Jobs Fair on February 28th. Participants are strongly encouraged to visit the website, www.cullmanjobsnow.com to pre-register and complete the online application and come prepared to be interviewed.

The opportunity to receive an interview is based upon information provided from the online application. Pre-registered applicants who are selected will receive a notification for a scheduled time to interview.

Potential applicants should be 1) authorized to work in the U.S., 2) have no felony convictions in the past seven years, 3) possess a high school diploma or GED, 4) are not full-time employees at any of the three hiring companies. Applicants not meeting these pre-screening conditions may still participate but will be referred to appropriate agencies on site for additional assistance and support. Pre-registration is not required but strongly encouraged. Walk-ins may complete applications on site but there is no guarantee of an interview that day.

www.cullmanjobsnow.com

**Small Business of the Month**

For the past 15 months, the Cullman Area Chamber of Commerce’s Retail Committee has presented the award of Small Business of the Month to a deserving business in the Cullman area that met pre-selected criteria. For the first time ever, the Small Business of the Year will be awarded at the 72nd Annual Meeting & Gala to be held on Thursday, February 19, 2015. If you would like to nominate a business for Small Business of the Month, please contact Derek Lane at dlane@cullmanchamber.org or submit a nomination form online at cullmanchamber.org. We look forward to awarding one of our hardworking local companies, as well as showcasing that our community is honored to have such prominent small businesses, which serve as one of the major economic engines of growth in the Cullman area.

**SBotM Winner**

**Sponsor**

Oct-13 Chick-fil-A  Moe’s Original BBQ
Dec-13 Werner’s Trading Co.  Bella Faire Day Spa & Salon
Jan-14 Mitch Smith Chevrolet  The Spot Beverages
Feb-14 Brandin’ Iron Steakhouse  April Flours Catering
Mar-14 Johnny’s Bar-B-Q  ADS Security
Apr-14 Alabama Farm Credit  Prestigious Pets
May-14 Evabank  Cullman Chamber
Jun-14 Quick Tire  Cullman Chamber
Jul-14 QG Grill & Chill - Cullman  Cullman Chamber
Aug-14 Walker Brothers Ltd.  Cullman Eye Specialists
Sep-14 R.E. Garrison Trucking, Inc.  Cullman Chamber
Oct-14 Southern Accents  Evabank
Nov-14 Valley Heating & Cooling  What a Girl Wants
Dec-14 Office Equipment Co.  Cullman Florist

Tickets are limited for the Annual Meeting & Gala, please call the Chamber to reserve yours today at 256-734-0454. To learn more about the Annual Meeting & Gala, please refer to page 9. We hope to see you there!
LEADERSHIP CULLMAN COUNTY

The 2014-15 Leadership Cullman County class met on Jan. 7, 2015 to learn about the health care industry in Cullman County. This year’s tour included stops at the Good Samaritan Health Clinic, USA Healthcare’s facility at the Folsom Center, Cullman Regional Medical Center and the Mental Health care of Cullman’s new Reid House.

“The health care tour this month really opened my eyes to a lot of things,” said class member Ashley Graves, who works for Cullman County Economic Development. “Having lived in Cullman for such a short period of time, I was unaware of how much these services are depended upon.”

Dr. Craig Ross, superintendent of Cullman County Schools, was most impressed with the way different health care agencies in Cullman County work together to provide the best care possible.

“My big take away was the collaboration between Cullman Regional and the Good Samaritan Clinic,” Ross said. “Everyone wins in this situation – the patient, CRMC and the Good Samaritan Clinic. The more we practice as a community, the more we as a community will move forward and have more to offer.”

Jolanda Hutson, fund-raising and marketing coordinator for Good Samaritan Clinic, shared information on the clinic’s history and the services it offers. At the Folsom Center, Hannah Brown and Jennifer Graves gave a tour of USA Healthcare’s rehab and long-term care units that serve many senior citizens in Cullman County.

CRMC treated the leadership class to lunch followed by a tour of the entire hospital campus hosted by the hospital’s marketing director, Lindsey Dossey, and vice president of patient care, Cheryl Bailey. “The highlight of the day was getting a campus tour of CRMC,” Graves said. “It was interesting to see the advancements they are making throughout the hospital to ensure patients are getting the best care possible.”

The final stop of the day was at the Reid House, where Chris Van Dyke, executive director for Mental Healthcare of Cullman, gave a tour of the new residential facility and educated class members on the history of the services and the number of people who received mental health care treatment of some type every year.

January’s meeting marked the fourth out of eight classes in this year’s program. Class members have studied Education (October), Criminal Justice (November), Local Government (December) and Health Care. Remaining sessions for the class are Quality of Life (February), State Government (March), Economic Development (April) and Agriculture (May). February’s Session will be focused on Quality of Life, with Richard Electric Co., Inc., Breakfast – Cullman Heritage Funeral Home Lunch – Cullman Electric Cooperative.

Presented By:

Brian Lacy, Leadership Co-Chair

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The Cullman Area Chamber of Commerce will host a seminar on the use of Facebook & other social media platforms to build and grow your business. The seminar will take place on Thursday, March 3rd at 5:30pm. The seminar is free to the public but registration is required.

This seminar will give you practical tips and insights on how to use social media to build and grow your business. If you have been thinking about using social media (or if you are already using it in your business), then you will benefit from this seminar. This seminar will show you the value of using social media to reach your customers; how it can lead to new customers, drives repeat business from your current customers, Facebook best practices and strategies, how to get started the “right” way with Facebook, what you should post and when you should post it, and why Facebook is no longer “free.”
Membership 101

Membership 101 is a quarterly meeting intended to teach new members and existing members how to maximize their membership investment. Investing a little bit of your time can allow one to have a great experience and learn the ins and outs of being a Chamber member. The Cullman Area Chamber of Commerce welcomes existing members and new members to attend these free seminars, which contain vital information for membership. The environment is personable in a business fashion. The seminar will show businesses different tools they can utilize to ensure their business has the most impact as a member.

The first quarter seminar, held on January 22, 2015, was a successful meeting, with several new members and existing members in attendance. First time attendee Katherine Morgan of State Farm Insurance & Financial Services had the following to say about the program: “Attending the Membership 101 class at the Cullman Area Chamber of Commerce has expanded my knowledge of ways to grow my business, network with other local small business owners, and recruit new employees while becoming active in the local community. The Chamber offers so many services such as mentoring business owners as well as providing complimentary meeting space to current members! I cannot wait to take advantage of all that the Chamber has to offer!”

The event is sponsored by Charter Business, with a complimentary lunch provided for all attendees. Joining this seminar will allow a business to embark on an educational voyage about Cullman, the history of the Chamber, and ways to maximize their membership investment. If you are interested in signing up, please call 256-734-0454 or email info@cullmanchamber.org. The next seminar will be held April 23, if you would like to attend please contact Magan F. Bartlett at mbartlett@cullmanchamber.org, space is limited!

Membership 101 is presented by: Charter Business

The Cullman Area Chamber of Commerce has revamped our Ambassador program. Ambassadors will assist with member services and will provide recognition for the ambassador and the business they represent. We are looking for someone that enjoys meeting people, shares enthusiasm for the Cullman Area, and has the ability to establish a positive rapport with individuals and businesses. There will be monthly meetings, along with a point system. This will ensure the Ambassador is recognized for their work throughout the year. We look to have our first meeting in February 2015. If this sounds like something you would like to be a part of please fill out the application at www.cullmanchamber.org/pages/AmbassadorApplication/ or contact Magan F. Bartlett. If you are interested in sponsoring the Ambassador Program please contact the Chamber 256-734-0454 and speak with Magan about this wonderful opportunity!

Business changes for 2015?

Is your business changing locations for 2015, changes in staff, new hours of operation? Make sure you update your information with the Chamber! You can do this by logging into your Member Center. Please contact Magan F. Bartlett for your username! You can login to your Member Center by going to www.cullmanchamber.org, selecting the Chamber Tab, and choose Member Login. You will be able to access "how to videos", Business Reports and update your information. By updating your business' information you are helping others find you!
**INTERNSHIP APPLICATIONS**

The Chamber is now accepting applications for the 2015 Internship Program. This quarterly internship is designed to develop the necessary skills required to efficiently perform in the fast-paced, multi-faceted environment in which we live. The internships occur on the following quarterly basis: April-June, July-Sept., Oct.-Dec. If you would like to apply for this paid internship, please complete the application online, it can be found under forms at cullmanchamber.org, or contact Debbie Matthews at dmatthews@cullmanchamber.org.

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**Montgomery Drive-In**

The Chamber's Montgomery Drive-In presented by the Cullman Economic Development Agency and Cullman County Industrial Development Authority is set for Wednesday, March 4. The cost for participants is $50 which includes transportation (bus) to and from Montgomery and lunch. The program will also include presentations from Governor Bentley; Lt. Governor Ivey; Attorney General Strange; Greg Canfield, Secretary of the Department of Commerce; Jim Byard, Director of ADECCO and John Cooper, Director of ALDOT 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. If you would like to attend please call the Chamber at 256-734-0454.

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**Love Y’All Café Show**

Through February 14th

Included are Ben Johnson Smith’s Paintings, Monoprints, Sleep Shirts, Cards, & Candles

For Those Who Want To Give A Lasting Valentine.

Through Valentine’s Day, Ben will donate 10% of your purchase price to the local nonprofit or civic group of your choice.