

CULLMAN AREA  
Official Newsletter  
Volume 46 | March 2015 | Issue 3  
www.cullmanchamber.org  
Eyes of PROGRESS  
Serving the Community Since 1943  
CHAMBER OF COMMERCE & VISITOR CENTER

Serving:  
BAILEYTON  
COLONY  
CULLMAN  
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FAIRVIEW  
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GOOD HOPE  
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HOLLY POND  
SOUTH VINEMONT  
WEST POINT

## SPEED NETWORKING

We will be having a Speed Networking Event as a part of our Business After Hours quarterly program. Please join us for a night of fun, food and contacts in a new setting. This is a chance for you to network with other businesses in the area.

Light hors d'oeuvres and drinks will be served. Contacts, business partnerships, and colleagues can be made at this event.

Business attire is suggested to be worn. A personalized, yet professional speech should be prepared.

This short rhetoric will allow people to understand what your business is about. The speech should be no longer than 30-60 seconds.

The following needs to be brought

with you: personal business cards, a short "elevator speech", appropriate questions, and a smile.

Amanda Martin of Payroll Services, LLC attended the BAH event last year and had this to say about this year's event: "Speed Networking has proven to be very beneficial to myself and my company. I was able to make new contacts along with new friends that I still keep in touch with today. I look forward to attending again this year!"

The Speed Networking Event will be held at The Byre at St. Bernard Abbey.

The entertainment for this event is sponsored by Apel Steel Corp, food will be provided and sponsored

MARCH 10  
**Speed Networking**  
Minute to Win It!  
Bring 100 Business Cards and Get Ready to Make Some Connections!  
Sponsored by:  
Entertainment sponsor:  
APEL STEEL ERA WALDROP REAL ESTATE  
Abbey Byre at St. Bernard  
5:30 pm - 7:30 pm  
\$15 for Members | \$20 for Future Members

by The Byre, with ERA Waldrop Real Estate as the presenting sponsor.

The event will be happening on March 10, 2015 from 5:30-7 p.m. Prices are \$15 for members and \$20 for future members.

Once again, please join us for delicious snacks, great networking prospects, and a fun night.

Call 256-734-0454 to reserve your tickets or email info@cullmanchamber.org.

## LETTER FROM THE PRESIDENT: THE BOOK



Leah Bolin

President & CEO,  
Cullman Area Chamber  
of Commerce

Memories. We all have them. Some of us remember more than others. Some are pleasant. Some are not. Some are random. For instance, I remember a huge black book in our house on Larry Street that was always there. I don't remember a time when it wasn't. It rested on a shelf in my parent's bedroom and it was the biggest book I had ever seen.

My mom used it a lot when she went back to school. I mostly used

it to sit on so I could watch TV from the kitchen. It was only when I started school that I learned what that book was. They called it The Webster's Dictionary. No wonder it was so big; it had every word in the English language!

From that moment on, Mr. Webster and I had a love/hate relationship. The words were big and they were hard to understand. I grew to love his words over time, though. Eventually I even started reading another of his books, Thesaurus.

As I transitioned into adulthood, however, the book and I drifted apart. I began to use a different, faster method for finding new words in a new book called Mac. It was love at first sight. Mac introduced me to a world full of endless words, definitions and synonyms. I didn't need a dictionary anymore... until the

new millennium. New words started emerging that weren't in Mr. Webster or Mac's dictionary. I didn't understand all of the words anymore and I needed help fast. Then I discovered the new book with all the answers: The Urban Dictionary. It was like starting all over again, but this time, I had a different attitude. It was fun and meaningful. I could use it socially and for my business.

Today, The Urban Dictionary averages 72 million impressions and 18 million unique readers per month with over 2 million words or phrases. I would challenge you to use this new "book". It holds a plethora of information that is valuable to your business. Let me introduce you to a few new entries for 2015:

• **Remarketing:** "This is a form of display advertising [that delivers an

image or text ad for your company to a user] after [that user] drops off your website without converting.

• **Mompreneur:** "A woman who has children and [a] family [and runs] a business at the same time."

• **Conversation Marketing:** "Marketing with the goal of having a direct one to one conversation with your customers through social media and other channels."

• **Smarter Marketing:** "Smarter Marketing is the process of integrating sales and marketing process of a business to unify the company goals and provide consistent messaging for your brand."

• **mCommerce:** "[mCommerce is] commerce carried out over a mobile device. Shoppers P 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

# Community Improvement Awards



## community improvement awards

Nominations are being sought for the best examples of community improvement efforts made by business/company owners of properties in the Cullman area.

We hope to inspire others to take action to preserve, promote and protect community improvement in the Cullman area.

These awards will be given on a quarterly basis, with one overall annual award presented at the Cullman Area Tourism Awards. Businesses/organizations are eli-

gible for one award per category each year and must be a chamber member in order to be nominated.

There is no fee to nominate. You must submit a nomination form per each award once a year.

We will keep nominations on file and consider all nominations on a quarterly basis. A sign will be placed in the winner's location each quarter (July, October, January and April). Nomination deadline is March 15th.

### CATEGORIES: (PLEASE CHECK ONE)

#### Business/Organization with Best Landscaping - Small (25 employees or less)

*Awarded for best design, maintenance, litter control and plant materials.*

#### Business/Organization with Best Landscaping - Large (more than 25 employees)

*Awarded for best design, maintenance, litter control and plant materials.*

#### Business/Organization with Best Curb Appeal

*Awarded for substantial improvements to the outside of the property with the most attractive presentation from the street.*

#### Business/Organization with Best Restoration

*Awarded for superlative work in the restoration, rehabilitation, reuse of property or sensitive design. Or also considered are those businesses who have undergone careful construction of a new structure completed within the past three years. Brief description of the project. Date project completed. Must include 2-5 photographs of both before and after pictures.*

#### Business/Organization with New Construction

*Awarded for superlative work in the restoration, rehabilitation, reuse of property or sensitive design. Or also considered are those businesses who have undergone careful construction of a new structure completed within the past three years. Brief description of the project. Date project completed. Must include 2-5 photographs of both before and after pictures.*

#### Business/Organization "Building a Sense of Community"

*Awarded to a business that strives to improve the community through additions of a park, play area, park benches or playground, etc.*

# The 2015 Cullman Area Tourism & Community Improvement Awards

Where is your favorite place to shop, dine, visit, stay and play at in the Cullman area? The Cullman Area Chamber of Commerce & Visitor Center presents their 2015 Cullman Area Tourism & Community Improvement Awards, where your vote determines the best of the best in local entertainment, establishments, attractions and favorites.

To nominate your local favorites, go to [www.cullmanchamber.org](http://www.cullmanchamber.org) for a nomination form or stop by the Cullman Chamber to pick up a nomination form in person starting Monday, March 16th. The deadline for nominations is Wednesday, April 17th. The 2015 Cullman Area Tourism Awards include 16 awards in two categories: The Business Awards and The Individual Service Awards. The 2015 Community Improvement Awards include awards in 6 categories.

The awards ceremony celebrating excellence in tourism and community improvement for the Cullman area will be held on Thursday, May 14 at 8 a.m. Doors will open at 7:30 a.m. and breakfast

will be served. Awards will be presented from 8:30-10 a.m. The event will take place at the Brown Stone Centre at Stone Bridge Farms located at 281 Co. Rd. 717 in Cullman.

The guest speaker will be Tami Reist, President/CEO of Alabama Mountain Lakes Tourist Association (AMLA). Single tickets are priced at \$20 for chamber members and \$25 for future members. Table sponsorships are \$250 and include reserved seating for eight in a prime location with table signage. The presenting sponsor for the event is The Community Shopper's Guide. Corporate sponsors include CullmanSense, Smith Lake Book and The Cullman Times. There are gold, silver and bronze table sponsorships available for this event.

If you would like to reserve your tickets to the 2015 Cullman Area Tourism & Community Improvement Awards, email [info@cullmanchamber.org](mailto:info@cullmanchamber.org) or call 256-734-0454. There are a limited number of seats available and tickets are on a first-come, first-serve basis.

## New Map Ads Being Sold

A new marketing opportunity awaits Chamber Members as a new full color printed and online map of the Cullman area is now in production. We are partnering with chamber member NovoPrint USA, Inc. to produce the map, which will be updated to reflect our growth and showcase our beautiful, progressive community. This map is a great tool to communicate information about your business to residents, other businesses and visitors.

As an advertiser, your business will reach more than 10,000 individuals through a low-cost-per-view advertising and will be positioned as a community leader and

a community supporter. The Chamber distributes these maps daily in response to inquiries and to give directions to specific business or residential locations – in fact, it's one of the main printed publications that are included in EACH informational packet that we send out.

To find out more about this project, or to schedule a personal appointment to discuss this project, please contact our NovoPrint representative, Ginger Nunley, at 850-866-3385, or email her at [ginger.nunley@novoprint.com](mailto:ginger.nunley@novoprint.com). You can also contact the Chamber directly at 256-734-0454 or stop by the office at 301 2nd Ave SW in Cullman.

## MEMBERSHIP

### WELCOME NEW MEMBERS

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

McRae Farms	256-297-2693
Vintage Beverage	256-735-4235
Fancher Tutoring Service	256-706-7180
RDK Contract	205-215-9527
Law Office of Michael Babb	256-727-5060
Arrington's Transmission Service	256-747-1055
NovoPrint USA, Inc.	414-276-6622

# 2015 AMBASSADORS



The Cullman Area Chamber of Commerce would like to announce the 2015 Ambassadors.

Lisa Barnett, BBVA Compass; Tricia Culpepper, Cullman City Primary School; Cindy Dyer, Highland Technical Services; Meredith Easterwood, Cullman Regional Medical Center; Sonja Freeman, Mickey Parrish State Farm; Rita Fromhold, Coldwell Banker Hill Real Estate; Israel Gomez, R.J. Young Company; Ashley Graves, Cullman County Economic Development; Bethany Hogan, V&W Food Mart; Chrystal Johnson, Liberty National; Ashley Lackey, Alabama Technology Network; Amanda Martin, Payroll



Services, LLC; Stephen McRea, Ev-aBank; Jaime Medlock, Hanceville Nursing & Rehab Center; Katherine Morgan, Mickey Parrish State Farm; Stefany Pate, Wallace State Community College; Ethan Ponder, Alfa Insurance; Candice (Candy) Rushing, Peoples Bank of Alabama; Jacqueline Schendel, North Alabama Better Business Bureau; Heather Shumaker,

The Cullman Times; Kathy Taylor, Wallace State Community College; Caleb Tubbs, Elk River Inc.; Wendy Tysinger, Alabama Farm Credit; Ashton Warnke, Quality Staffing Solution; Jessica Weaver, Peoples Bank of Alabama; Darla West, Cullman County Revenue Commission; Beverly Wilkerson, Pilot Club of Cullman; Stephanie Wood, United

Way of Cullman County.

Our Ambassadors will be aiding in events as well as updating membership accounts.

We are continuing to take applications, if you would like to be an Ambassador please fill out the application online or contact Magan at [mbartlett@cullmanchamber.org](mailto:mbartlett@cullmanchamber.org)

## Don't Miss Your Last Chance to Visit the Smithsonian Exhibition

The Smithsonian Institution's traveling exhibition "The Way We Worked" is well underway at The Evelyn Burrow Museum on the campus of Wallace State Community College in Hanceville. The tour date of the exhibit, from Feb. 9 to March 20, is about to wrap up, so if you haven't visited the unique and engaging exhibit – stop by soon! Hours of operation for the exhibit are Tuesday through Friday from 9 a.m. to 5 p.m. and Saturday from 10 a.m. to 2 p.m.

Expressly chosen by the Alabama Humanities Foundation to host "The Way We Worked", as part of the Museum on Main Street project, is a national, state and local partnership, which brings exhibitions and programs to rural cultural organizations as a way to explore the professions and the people that sustain the American society.

"The Way We Worked," adapted from an original exhibition developed by the National Archives and Records Administration, explores how work has become a central element in American culture. 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.

The exhibition draws from the Archives' rich collections, including historical photographs, archival accounts of workers, film, audio and interactives, to tell the compelling story of how work impacts our individual lives and the historical and cultural fabric of our communities.

Since 1997, the foundation has partnered with the Smithsonian to bring the Museum on Main Street program to small cities and rural communities across Alabama.

"Allowing all of our state's residents to have access to the cultural resources of our nation's premiere museum is a priority of the Alabama Humanities Foundation," said Executive Director Armand DeKeyser.

"The Way We Worked" is part of Museum on Main Street, a unique collaboration between the Smithsonian Institution Traveling Exhibition Service (SITES), state humanities councils across the nation and local host institutions.

To learn more about "The Way We Worked" and other Museum on Main Street exhibitions, visit [www.museumonmainstreet.org](http://www.museumonmainstreet.org). Support for Museum on Main Street is provided by the United States Congress, Alabama Power Foundation and Norfolk Southern Foundation.

Cullman's exhibition is a joint project of the City of Cullman, Cullman Area Chamber of Commerce, Cullman County Museum, Cullman Economic Development Agency and Wallace State Community College.

For more info, please call the Evelyn Burrow Museum at 256-352-8457.

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 [sites.si.edu](http://sites.si.edu) or [alabamahumanities.org](http://alabamahumanities.org).

## NESMITH PARK Apartments

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[nesmithparkmgr@spm.net](mailto:nesmithparkmgr@spm.net)



# SMALL BUSINESS OF THE MONTH

# COMMUNITY LUNCHEON



March's Sponsor:



## FEBRUARY'S SMALL BUSINESS OF THE MONTH

# Bill Smith



1940 2nd Avenue NW  
Cullman, AL 35055  
256-734-4472

[www.billsmithbuickgmc.com](http://www.billsmithbuickgmc.com)

We recently presented our February Small Business of the Month award to Bill Smith Buick - GMC. This award is given monthly to a local small business that meets nomination requirements. Eligible candidates have under 100 employees, are members of the Cullman Area Chamber of Commerce and make contributions

to our community, offer outstanding customer service and serve as inspiring success stories.

Nomination forms can be downloaded at [www.cullmanchamber.org](http://www.cullmanchamber.org). Bill Smith Buick - GMC is honored to receive this award and happy to offer their services to the Cullman area.



Mr. Derek Lane, Director Small Business & Workforce Solutions-Cullman Area Chamber of Commerce, Matt Heim, Owner, All Steak, Sponsor, and Jeff Crider, Bill Smith Buick-GMC

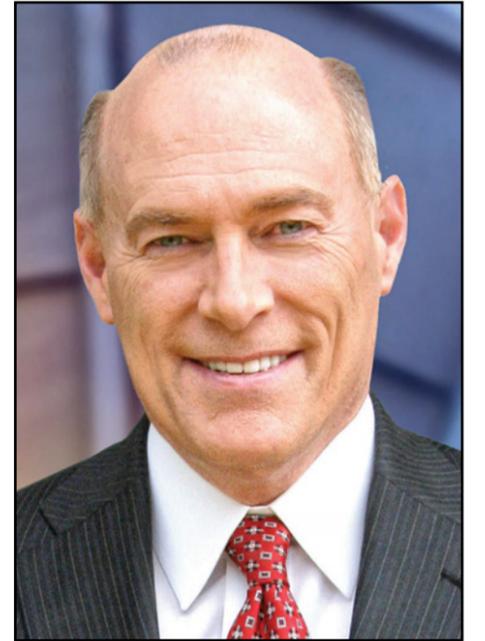
The Cullman Area Chamber of Commerce's March Community Luncheon, formerly called Fourth Friday, will be held on Friday, March 27 from 11 a.m. to 1 p.m. in the Banquet Room at the All Steak restaurant.

The speaker will be our locally renowned and well respected weatherman, Meteorologist James Spann of ABC 33/40.

Spann is a well-known meteorologist in Alabama who hails from Tuscaloosa, where he began his career in 1973.

His alma mater is Mississippi State University, and his first employer was WTBC-AM radio. He became one of the youngest chief weathermen in the United States.

At age 23, he set the precedence for a meteorologist. James Spann is the founder of The Weather Factory. His company provides weather forecasts for various radio stations. He will be speaking about weather preparedness.



James Spann  
ABC 33/40 Meteorologist

Please come and join us for our community luncheon!

To reserve tickets, please email [info@cullmanchamber.org](mailto:info@cullmanchamber.org) or call 256-734-0454. Tickets are \$15 for chamber members and \$20 for future members.

### Presenting Sponsor for 2015 Community Luncheon

905 2nd Avenue SW  
Cullman, AL 35055  
(256) 255-1515  
[www.shirleyq.biz](http://www.shirleyq.biz)



### March's Community Luncheon Sponsor



# DON'T FORGET

Your Chamber Membership Investment is Tax Deductible

Thank you for investing in the Chamber & Our Community!

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Cullman, AL 35055

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## SMALL BUSINESS & WORKFORCE SOLUTIONS 2015 Industry Appreciation Reception

Approximately 170 guests were in attendance at this year's Industry Appreciation Reception. The event was held at the Evelyn Burrow Museum on the campus of Wallace State Community College to coincide with the opening of the 6-week Smithsonian Tour "The Way We Worked" Exhibit. Participants came early to tour the exhibit, which featured pictures and display items from local businesses and industries.

This private reception is held each year to show appreciation for our area industries and acknowledge the impact they have on our local economy and quality of life.

Presenters included: April Gray, Senior Project Manager from the Al-

abama Department of Commerce; Peggy Smith, Dir. of the Cullman Economic Development Agency; Dale Greer, Asst. Dir. of the Cullman Economic Development Agency; Cherrie Haney, Dir. of the Cullman County Economic Development; Leah Bolin, Pres. of the Cullman Area Chamber of Commerce; and Betty Dorris, representative for Cullman Area Workforce Solutions. Mr. Jason Grimmett, Board Chamber Chair, served as the master of ceremonies for the event.

The Industry Appreciation Reception received rave reviews and appreciation is extended to area presenting sponsors, Cullman County Industrial Development Authority



and the City of Cullman. Support for this year's event was also provided by Wallace State Community College and Cullman-Jefferson Gas who served as premier sponsors, as well as to Cash Acme - Reliance Worldwide Corporation for their support

as the entertainment sponsor.

Many corporate sponsors also contributed to this event, and a special note of appreciation is extended to this year's partners including the Evelyn Burrow Museum and the Cullman County Museum.

## 1st Quarter Industry Tour - Inland Building Systems

On March 5 from 9:45-10:30 a.m., the Agriculture and Existing Business and Industry Committee of the Cullman Area Chamber of Commerce will host its first quarter Industry Tour at Inland Building Systems.

Participation is limited and based upon a first-come, first-serve basis. Derek Lane, Director of Small Business & Workforce Solutions for the Cullman Area Chamber of Commerce, describes the quarterly tours as "a wonderful way to become acquainted with the companies that support and drive our local economy. It's also a great way to become personally acquainted with the people who make it happen."

The Cullman Area Chamber of Commerce, through the Agricul-

ture, Existing Business and Industry Committee, will host an industry tour each quarter in 2015.

### Upcoming tours this year include:

- 2nd Quarter: Friday, May 15th - HH Technologies
- 3rd Quarter: Thursday, September 17th - AGCO
- 4th Quarter: Thursday, November 12th - REHAU

We appreciate Inland Building Systems, as well as all of our area industries, for their commitment to our workforce and the contributions they've made to the local economy. For more information regarding the Industry Tour at Inland Building Systems, visit [www.cullmanchamber.org](http://www.cullmanchamber.org) or call 256-734-0454.

**INDUSTRY TOUR**

**Inland BUILDINGS**

256-739-6827  
2141 2nd Ave. SW  
Cullman, AL 35055  
[www.inlandbuildings.com](http://www.inlandbuildings.com)

9:45AM - Registration at Inland Buildings

## CULLMAN COUNTY YOUTH LEADERSHIP



My name is Thomas Bolin, and I am part of the Youth Leadership Program representing Saint Bernard Preparatory School.

In the February Youth Leadership session, we had the privilege of visiting many areas of business in Cullman County. We started the day

with Cullman Economic Development Agency.

Dale Greer told the class about many projects in Cullman including Duck River and the potential Bass Hall of Fame.

In addition to learning how Economic Development brings industry to Cullman, we discovered that there is a shortage in our workforce.

I was surprised to learn that these industries are in need of college graduates. That being said, our next visit revealed just that.

Webb Wheel, one of Cullman's oldest manufacturers, was remarkable. The huge building contained the latest in robotics and the most

modern machinery.

The robotic arms they used to easily move their products along their assembly line was nothing like I had imagined.

Next, we were given a tour of Peoples Bank. The size of the bank amazed me. In addition to the modern work areas, the meeting rooms were state of the art with the latest in technology to allow other branches to easily communicate through SKYPE and other types of video conferencing.

After visiting People's Bank, I'm sure that their members' money is in good hands.

Finally, we visited the Cullman

Airport. It is a very nice facility and we were given a history lesson in aircraft technology.

I learned about job opportunities in both private and commercial airlines.

The airplanes were amazing, and Ben Harrison's demonstration made becoming a pilot sound like a pretty cool job.

All in all, it was a very informative session. I am very glad I am a part of Cullman Area Youth Leadership. It has opened my eyes to new possibilities in the Cullman Area.

Thanks to McGriff Industries for providing breakfast & to Richard Electric for sponsoring lunch!

## LEADERSHIP CULLMAN COUNTY ENJOYS QUALITY OF LIFE DAY

The 2014-15 Leadership Cullman County class met on Feb. 4. to learn about organizations in Cullman County that impact quality of life. This year's tour included visits with United Way of Cullman County and The Link of Cullman County, as well as trips to the Cullman County Water Treatment Plant, the Cullman County Commission on Aging and the Cullman Wellness and Aquatics Center.

The session sponsor was Richard Electric Company, the lunch sponsor was Cullman Electric Cooperative and breakfast sponsor was Cullman Heritage Funeral Home.

"I always enjoy visiting the new locations and hearing from the different organizations we have located here in Cullman," said Bobby Morris, director of plant operations at Cullman Regional Medical Center. "There is so much that goes on that I'm sure many people do not even realize what Cullman has to offer."

The class visited the Cullman County Water Department Treatment Plant on Highway 278 to learn how the county's water supply is managed.

"My most enjoyable experience was the water treatment plant," said Ben Harrison, general manager of the Cullman Regional Airport. "I have always wanted to go in the tower. It was amazing how much work and science goes into cleaning our drinking water."

Class members were given a step-by-step tour of the water treatment process, and got to visit the observation tower.

"The Cullman County Water Treatment Plant was a very interesting operation," said REHAU employee Derek Gossett.

"I know now when the water smells of strong chlorine it actually means that is less chlorine in the water than normal."

The next stop was a trip to the Cullman County Commission on Aging to meet new director Dusty Baker, learn about services available to senior citizens and join a group of seniors for some intense games of Bingo.

"Senior citizens take their Bingo seriously," Gossett said.

Morris said he enjoyed the trip to the Commission on Aging's facility next to Sportsman Lake Park.

"I was not aware we had places to go and socialize during the day," Morris said. "It was nice to see everyone enjoying themselves."

The last stop of the day was the Cullman Wellness and Aquatics Center where the CWAC staff gave a tour of the building and gave leadership class members an update on plans for a new recreation room, a new children's play center and additions to the outdoor pool facility they hope to have in place for this summer.

The day started with a visit from two agencies that play important roles in serving people in need throughout Cullman County.

Dawn Owens from The Link of Cullman County shared with the leadership class how the faith-based, non-profit organization she founded in 2010 helps the poor and vulnerable in our community overcome the barriers to poverty.

Sammie Danford and Stephanie Wood from the United Way of Cullman County shared a video and talked with class members about how individuals and businesses can get involved helping others.

United Way provides financial support to more than a dozen agencies in Cullman County that have a direct impact on thousands of lives.

February's meeting marked the fifth out of eight classes in this year's program. Class members have studied Education (October), Criminal Justice (November), Local Government (December), Health Care (January) and Quality of Life (February). Remaining sessions for the class are State Government (March), Economic Development (April) and Agriculture (May).

Presented By:



Brian Lacy, Leadership Co-Chair

## 2ND FRIDAYS

It's the shop late, eat local event you have all come to love. 2nd Fridays feature extended hours of shopping with great drawings and discounts, restaurants with specials and entertainment, as well as a chance to experience downtown nightlife like never before.

Starting every second Friday in March through October, from 4-8 p.m., come see what the Cullman area has to offer after dark.

Experience a fun night of shopping, entertainment, and dining in the Cullman Central Business District.

The Chamber has partnered with Coca-Cola & Rock the South to bring Battle of the Bands to downtown Cullman.

Join us for a downtown concert experience listening to bands battle it out for a chance to play on the Rock the South stage!

Competitive Prices, Voted Best Assisted Living seven years in a row. For information, contact Dee Dee Cleghorn, Dir. - 256-737-1088.

The Chamber's  
**Morning BLEND**  
Find out what's happening in the Cullman area

Presented by: **STARBUCKS COFFEE**

**MAR. 18 | 8-9AM**

Sponsored by: **PONDER WRECKING SERVICE**

Chamber Building Commons Room

## MORNING BLEND

Morning Blend is a Chamber event held each third Wednesday of the month. It is located in the commons room at the Chamber of Commerce. You set the topic, Starbucks provides the coffee. There is a tremendous opportunity to network with local people within the Cullman community. Thank you to presenting spon-

sor Starbucks for the delicious, complimentary coffee and to monthly sponsor A-1 Bail Bonds. Please stop in and join us for some conversation, a cup of coffee, and some new business contacts. The next Morning Blend will be Wednesday, Feb. 18, 2015 from 8-9 a.m. Please call 256-734-0454 for more information.

# BISCUITS & BUSINESS

**MARCH 3**  
8:00 A.M. - 9:00 A.M.

SPONSORED BY:  
**WALLACE STATE**  
HANCEVILLE

## BISCUITS & BUSINESS

Our quarterly held morning seminar starts back up this Spring with our first session of Biscuits & Business happening on March 3 from 8-9 a.m. on the 12th floor of the Bailey Building at Wallace State Community College. Dale Greer of Cullman

Economic Development Agency will be speaking about how the Alabama Workforce Council benefits Alabama. Join us for a wonderful morning of biscuits and business and networking. This event is sponsored by Wallace State.

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**AUTO HOME LIFE BUSINESS**

## INTERN 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 fol-

lowing 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](http://cullmanchamber.org), or contact Debbie Matthews at [dmatthews@cullmanchamber.org](mailto:dmatthews@cullmanchamber.org).

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Art & Gift Gallery

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- > Free Small Group Meeting Spaces
- > A Variety of Art From Over 45 Southern Artists & Artisans

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Cullman, AL 35055  
256-734-4110  
[www.avemariagrotto.com](http://www.avemariagrotto.com)

GROUP TOURS AVAILABLE | 9 a.m. - 5 p.m.

# ALL 2014 INVENTORY MUST BE SOLD!

RAM DODGE CHRYSLER Jeep TRUCK MONTH

**2014 RAM 1500 REGULAR CAB PICKUP**

MSRP \$28,065  
**SALE \$21,498\***

Automatic transmission, exterior appearance group, power and remote entry group, anti-spin rear differential, 5.7 liter HEMI engine, Uconnect, trailer brake control, plus much more

**2014 JEEP COMPASS SPORT**

MSRP \$21,780  
**SALE \$17,988\***

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\* Plus tax and fees.

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Closed Sunday



- March 3 - Biscuits & Business
- March 3 - Social Media Marketing Seminar
- March 4 - Montgomery Drive-in
- March 5 - Industry Tour
- March 10 - Business After Hours - Speed Networking
- March 13 - 2nd Fridays
- March 18 - Morning Blend
- March 19 - Career Awareness Fair
- March 27 - Community Luncheon - James Spann

## ANTI SHOPLIFTING

Matt Dean, City Police Investigator, and guests presented an Anti-Theft seminar for small business owners recently. The event was specifically designed for small business owners. They discussed safety, security and theft.

The event was held at the Cullman Area Chamber of Commerce on Feb. 3, with many local retailers in attendance.

Shrink and loss prevention is an ongoing epidemic.

The definition of shrink to a retailer is anything that is stolen where the shrink is classified as loss profit to a company.

To address this issue, small businesses have to usually invest in security equipment.

The security equipment consists of video cameras, alarms and money safes.

Derek Lane, Director of Small

Business and Workforce Solutions at the Chamber, helped address this issue that affects retailers, both large and small.

Lane said, "This event was especially designed for retailers interested in providing greater safety and security for their establishment. Presenters shared helpful suggestions and asset-protection advice on what to do when suspicions arise. The event was well-represented and received".

Everyone can benefit from the new knowledge about loss prevention with the modern era in which we live.

As always, the Cullman Area Chamber of Commerce looks to provide our membership and community with useful seminars armed with helpful knowledge and ideas to help your business succeed in today's world.

## Book (from P9)

are browsing and buying more and more on mobile [devices]. Business owners should focus on making their online store fronts mobile friendly to create a truly omni-channel experience."

• **Mydeation:** "It is using a group to help an individual solve a challenge specific to them (in an ideation or brainstorming session), most often to generate ideas for their own new product or new business venture."

• **Goal Digger:** "A goal digger is

defined as an employee who pursues and successfully achieves company goals creatively, opportunistically, tirelessly, and, most important, legally."

There's lots of new information out there. Although it can seem a daunting challenge to stay on top of this ever changing landscape, your Cullman Area Chamber of Commerce is here to assist you with the latest technology and up-to-date information to help you grow your business or organization. Whether you are a

### UPCOMING SEMINAR

# Using Facebook & Social Media to Build and Grow your Business

This free seminar to be held on March 3 from 5:30-7 p.m. 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;
- How it drives repeat business from your current customers;
- Facebook best practices and strategies;
- How to get started the "right" way with Facebook;
- The difference between a Personal Page and a Business Page;
- What you should post and when you should post it;
- Why Facebook is no longer "free";
- And MORE ...

If you are currently using social media or if you want to get started, then you do not want to miss this event. It is filled with valuable content, strategies, and insights on how to get the most out of the time you spend on social media. Beginners and seasoned users will walk away with something they can use to build their business using this popular social media platform.

This seminar is presented by Mike Coleman. He is a web consultant, speaker, and author who works with



organizations, business owners, and professionals who want to create a stronger web presence, communicate their message to their target market more effectively, and make better use of their time and resources to grow their business.

He is a Constant Contact Authorized Local Expert (ALE) and provides email marketing and social media seminars across the state of Tennessee and surrounding region teaching best practices.

His business services include content development, SEO, Email marketing, social media, and web design.

Register by emailing [info@cullmanchamber.org](mailto:info@cullmanchamber.org) or by calling 256-734-0454.

Momtrepreneur or the CEO of a Fortune 500 company (or both), don't let your love/hate relationship with new terminology keep you from reaching

the pinnacle of success for your business. Times change, but who you are and what you want for your business does not.

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