



# Eyes of PROGRESS

Serving the Community Since 1943

## From the Chamber President

# If you don't know where you're going, you might not get there! - Yogi Berra

Last month, we talked about Cullman's new tourism opportunities. The month before that we talked about capitalizing on current opportunities. This month I would like to talk about making new opportunities. There is no cookie-cutter approach to success. However, there are strategies your business can devise to take advantage of local activity as well as tourism. Here are a few marketing and management tips that are beneficial for locals and tourists alike:

### Attracting Lucrative Locals

Just as you want to reach out to travelers and tourists from out of town, don't forget to focus your marketing and advertising efforts close to home.

- **Explain what differentiates you** – Are you family/pet friendly? Do you stock local products? How easy is it to get to you? Do repeat visitors receive any special discounts?
- **Source local** – Look for ways to integrate local produce into your business so that customers get a real flavor of what our community offers (and the dollars stay local).

- **Team up with complimentary businesses** to cross-promote and market your businesses.

- **Cash-in on what Cullman has to offer** – City of Churches, festivals, unique shopping and dining, recreation, one-of-a-kind attractions.

- **Develop messages and advertising that targets larger groups** – Can you handle bus tours or school field trips? Any incentives or package deals for larger groups or families?

- **Get Involved in Local Events/Festivals** – Community fairs, farmers markets, sports events and concerts offer great opportunities to reach locals and tourists.

### Use Location-Based Services to Attract Passersby

Don't forget to take advantage of mobile technology. Promoting your small business to tourists who might be passing by using mobile apps isn't that difficult. Our new Chamber app or apps such as Groupon, let you post information about your latest offers and limited-time deals to consumers within a

certain distance of your business. You can also schedule deals so they get delivered during key hours. Keep your Chamber page, Google, Yelp, Yellow Pages and other online listings up to date too.

### Make it Easy for Tourists to Come Back to Their Favorite Spots

Start with a plan to reach your low hanging fruit – repeat visitors. The best way to do this is to stay in touch with them all year round with special offers, email marketing and social media updates. Let them know what plans you have for the year and any upgrades you've made to your business.

### Partner with Local Business Groups

Reach out to your local CoC and tourism office. We will promote clusters of businesses in the same business sector such as hotels, restaurants, tour operators or campgrounds to name a few. The CoC offers businesses an opportunity to participate in their targeted and collective approach to marketing.

Simply put, we want to help you build a solid foundation for success. Use your greatest resource for information and support—the CoC!



Leah Bolin

## Cullman Area Chamber of Commerce

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# Cullman Area Chamber of Commerce and Tourism Board Hires Tourism Director

Cullman, Alabama – The Cullman Area Chamber of Commerce and Tourism Board announces the hiring of its first full time Tourism Director.

After a lengthy search, the Cullman Area Chamber of Commerce has hired Cecelia Smith, originally from Georgia, as the Tourism Director. She started the position on July 9th with a unanimous approval by the Chamber's Tourism Board. Cecelia brings with her extensive experience in marketing, sales, tourism and hospitality. Before joining the Chamber she worked

as a private marketing consultant in Decatur, Alabama, served as Events Director of the Northern Pima County Chamber of Commerce in Tucson, worked in marketing at the Indianapolis Zoo, in customer service with Delta Air Lines and US Airways, and served as Membership Director of the Walton County Chamber in Georgia.

Sammie Danford, Tourism Board Chairman said, "With new events like Rock the South music festival and the approval of the Bass Hall of Fame

permanent site, the need for tourism continues to grow. It is our hope that we will be able to organize all tourism initiatives under one roof."

Melissa Cartee, Chamber Board Chairman stated, "The hiring of the first full-time Tourism Director for Cullman is a milestone that the Chamber's Board of Directors has anticipated for a long time. Cecelia Smith brings to this position the expertise and knowledge that will result in economic growth through tourism for the entire Cullman area. On behalf of the

Chamber Board of Directors we look forward to working with Cecelia and the newly formed Tourism Board."



Cecelia Smith

## MEMBER SPOTLIGHT

Be sure to visit these businesses for your transportation & accessory needs.

### AUTO DEALERS

**America's Car-Mart**  
(256) 734-3973  
1634 Brantley Avenue, NW  
Cullman, AL 35055-  
<http://www.car-mart.com>

**Bill Smith Pontiac-Buick-GMC, Inc.**  
(256) 734-4472  
1940 2nd Avenue NW  
Cullman, AL 35055  
<http://www.billsmithpontiac.com>

**Billy Ray Taylor Auto Sales**  
(256) 739-5415  
1303 2nd Avenue SW  
Cullman, AL 35055-5308  
<http://www.billyraytaylorautosales.com>

**Cullman Dodge-Chrysler, Inc.**  
(256) 734-0721  
1302 2nd Avenue SW  
Cullman, AL 35055  
<http://www.withyouowntheroad.com>

**Culpepper Auto Sales**  
(256) 734-9400  
107 9th Street SW  
Cullman, AL 35055

**Eckenrod Ford Lincoln of Cullman, Inc.**  
(256) 734-3361  
5255 AL Highway 157 NW  
Cullman, AL 35058-  
<http://www.eckenrodford.com>

**Honda of Decatur**  
(256) 355-3636  
735 Beltline Road  
Decatur, AL 35601

**Lynn Layton Cadillac - Nissan**  
(256) 353-8150  
2402 US Highway 31, S.  
Decatur, AL 35601-  
<http://www.lynnlaytonnissan.com>

**Lynn Layton Chevrolet**  
(256) 353-5531  
2416 AL Highway 31 S  
Decatur, AL 35601-  
<http://www.lynnlayton.com>

**Mitch Smith Chevrolet, Inc.**  
(256) 734-6430  
1655 Cherokee Avenue SW  
Cullman, AL 35055

**Serra Visser Nissan**  
(256) 739-1771  
1645 2nd Avenue, NW  
Cullman, AL 35055-  
<http://www.serravissernissan.com>

**South Park Auto Sales, Inc.**  
(256) 734-7381  
1628 2nd Avenue NW  
Cullman, AL 35055-1734

### AUTO DETAILING

**Sparkle Automotive Detailing**  
(256) 595-0360  
145 Ward Hill Road  
Hanceville, AL 35077

### AUTO PARTS & SUPPLIES

**Keystone Automotive Industries**  
(256) 734-3411  
215 County Road 490  
Cullman, AL 35055-  
<http://www.keystone-auto.com>

**Peek Auto Parts**  
(256) 734-0675  
1937 2nd Avenue SW  
Cullman, AL 35055

### AUTO REPAIR

**Affordable Automotive LLC**  
(256) 739-2290  
5132 County Road 703  
Cullman, AL 35055

**Dodge City Collision Center, LLC**  
(256) 287-0680  
4333 County Road 216  
Hanceville, AL 35077-  
<http://www.dodgecitybodyshop.com>

**Earl's Body Shop, Inc.**  
(256) 734-2406  
2251 Decatur Avenue NW  
Cullman, AL 35055  
<http://www.earlsbodyshop.com>

**Express Oil Change**  
(256) 737-5465  
1711 2nd Avenue SW  
Cullman, AL 35055

**Joe Caretti Auto Service, Inc.**  
(256) 739-2940  
1049 County Road 490  
Hanceville, AL 35077

**Mullins Body Shop, LLC**  
(256) 734-1353  
11042 US Highway 31 S  
Cullman, AL 35055

**Texaco Xpress Lube**  
(256) 739-5888  
117 2nd Avenue SW  
Cullman, AL 35055

### BOAT DOCKS

**Flotation Systems, Inc.**  
(256) 287-0445  
2700 AL Highway 69 S  
Cullman, AL 35057  
Boat Docks

### BOAT REPAIR

**Leon's Marine**  
(256) 734-3223  
9090 County Road 813  
Cullman, AL 35057-

### TIRE & AUTO SERVICE

**College Tire**  
(256) 352-2221  
315 Main Street  
Hanceville, AL 35077

**McGriff Industries, Inc.**  
(256) 739-0710  
86 Walnut Street NE  
Cullman, AL 35055  
<http://www.mcgriffindustries.com>

**Peoples Tires & Service, Inc.**  
(256) 734-4585  
1107 Katherine Street NW  
Cullman, AL 35055  
<http://www.peopletires.com>

**Quick Tire Sales, Inc.**  
(256) 739-1473  
1600 AL Highway 157  
Cullman, AL 35058  
<http://www.quicktiresales.com>

### TRUCK & TRAILER SALES/REPAIR

**C & M Truck and Trailer Repair**  
(256) 734-6378  
82 Schaeffel Road  
Cullman, AL 35055

**Lift Service, Inc.**  
(256) 381-0021  
1110 Highway 20 E  
Tuscumbia, AL 35674  
<http://www.liftserviceinc.com>



# Chamber to host monthly "Fourth Friday"

## Documentary Filmed: "Brother Joseph and the Grotto"/ Red Clay Pictures

The Chamber's Existing Business and Industry Committee will host the "Fourth Friday" Luncheon on Friday, August 23, in the All Steak Restaurant Banquet Room (323 3rd Ave. S.E.). Our featured speaker will be Cliff Vaughn of Red Clay Pictures

The event is sponsored by EvaBank. Doors open at 11:30 am to allow networking opportunities before the program begins at 11:50 am. Lunch is \$15 per person for Chamber members and \$20 for "Future" members. Reservations in advance are required\*. Please register online at [www.cullmanchamber.org](http://www.cullmanchamber.org) or RSVP by contacting the Chamber via e-mail at [info@cullmanchamber.org](mailto:info@cullmanchamber.org) or by calling 256-734-0454.



Director of photography Allen Laseter, with Cliff Vaughn and producer designer Mary Rose Pardales.



\* 48 hours cancellation notice or subject to billing. No payments will be taken at the door but can be invoiced or paid online.

## Getting to know Cliff Vaughn

Red Clay Pictures produces documentaries and other non-fiction projects from its base in Nashville, Tennessee. It is currently in production on "Brother Joseph and the Grotto," the "true fairy tale" of the creator of Ave Maria Grotto in Cullman, Alabama.

unique individuals. He has also shot, edited, written, produced and directed eight documentaries and non-fiction videos for a religious non-profit, all focusing on social justice issues. One was awarded Best Documentary at the International Black Film Festival of Nashville, and another aired on more than 130 ABC-TV stations. He holds a doctorate in American culture studies from Bowling Green State University in Ohio and is a member of the International Documentary Association.

Cliff Vaughn (producer/director/writer/editor) is the Principal at Red Clay Pictures. Under that banner, he made the documentaries "Immaterial John" and "Sawyerville," both of which focused on

Carol Ann Vaughn Cross (producer) teaches "Cultural Perspectives" and "Communication Arts" at Samford University in Alabama. She has made presentations to diverse academic, civic and religious groups, including the Society for Scientific Study of Religion/Religious Research Association; the Southern Historical Association; the Alabama Historical Association; and the Alabama Association of Historians. She is well connected in Alabama and has served on the boards of the Alabama

Poverty Project, the Alabama Citizens for Constitutional Reform, the Leading Edge Institute, and the Alabama Civil Justice Foundation. She holds a doctorate in history from Auburn University in Alabama, with specialties in American religious history, gender, technology and culture, and the South.

Links:

<http://redclaypictures.com>  
<http://brotherjosephmovie.com>

## Chamber announces leadership for Total Resource Campaign

We need high-energy volunteers to make this Total Resource Campaign a SUCCESS!

The Cullman Area Chamber of Commerce will kick off its first annual Total Resource Campaign on Aug. 21. The goal is to raise money to help the Chamber fund new and existing programs to benefit the community and its members.

calendar year, and options include membership, sponsorship, and advertising. Volunteers can build their own personal networks and earn great incentives. This endeavor will enable the Chamber to develop and grow as an organization."

The "Reelin' In The Big One" total resource campaign is a high energy, 7-week campaign where approximately 60 volunteer Chamber members will sell memberships, program and event sponsorships, as well as, advertising and budget-reduction items. Volunteers will work closely with members to help devise ways to effectively promote their business. The opportunities and relationships established through this project are essential to your Chamber's ability to serve as the unified voice of business, promoting sustainable growth and prosperity.



Our campaign will last 7 weeks, from late August through October. During this time, Chamber members have the opportunity to pick and choose sponsorships and marketing opportunities for the entire spread of events and services in 2014, just in time to plan their budgets.

Don't miss this opportunity to be a helping hand of the Chamber and earn a little extra cash — maybe even a vacation — for yourself as well! This is an excellent way to meet people and connect with local businesses and Chamber members.

Campaign chairman is Dr. Vicki Hawsey, President of Wallace State Community College. "Our Total Resource Campaign is a new and exciting program from which everyone can benefit. Chamber members are able to one-stop shop for an entire

We can't wait to get started! If you're interested in being a volunteer for the campaign, or for more information, contact Deonne Ludwig at (256) 727-2044 or [dludwig@cullmanchamber.org](mailto:dludwig@cullmanchamber.org).

## Open Carry Law Seminar

A seminar will be held on August 20, from 8:30am to 9:30am in the Chamber's Charter Business Room to provide an overview on the new gun law in effect August 1. Representative Ed Henry and Chief Kenny Culpepper will address the way officers respond to individuals with guns and changes in the way businesses implement policy under the new law. RSVP 256-734-0454.

### TIPS for Improving CUSTOMER SERVICE SEMINAR

August 29 | 8:30am-9:30am  
 Chamber's Charter Business Room  
 Speaker Lacy Beasley,  
 Municipal Retail Consultant with  
 The Shopping Center Group



CASH MOB is coming to a business near you! The Cullman Area CoC Retail Committee has enlisted a fun way to help out our fellow business owners and shop in some places we love or maybe have never visited. Join the "mob" on Tuesday, August 6th at 11:30am at From the Heart Gifts and Monogramming. **Each month** a name is pulled from the fishbowl and that's where the "mob" (anyone who wishes to participate) meets at a specific day and time to spend a predetermined minimum amount of money. As part of our Cash Mob initiative, we require that each business *pay it forward* by selecting a local non-profit or charity to donate to. It can be a percentage of the cash mob sales or donation of time/resources. Let's help bring awareness to the importance of shopping local.

We each do a little, We all do a lot!!!!

For additional information visit [www.cullmanchamber.org](http://www.cullmanchamber.org) or email [jmoore@cullmanchamber.org](mailto:jmoore@cullmanchamber.org)

## AUG 22 Quarterly Tour - H & H Technologies

Bus will depart from upper parking deck at 9:15 and will return at 12:15pm. Limited seating available. For more information please contact Jackie Moore at [jmoore@cullmanchamber.org](mailto:jmoore@cullmanchamber.org) or call 256-734-0454.



## SEMINAR

Putting the POWER in PowerPoint... but keeping it Zen

AUG 8

Register online at [www.cullmanchamber.org](http://www.cullmanchamber.org)



# FARM Y'ALL

FARM • TO • FORK • FESTIVAL

# SAT.

# AUG.

# 24TH



**LOTS OF FUN AND FOOD FOR EVERYONE Y'ALL!**

<b>GREAT PUMPKIN WEIGH-IN</b>	8:00-11:00 REGISTRATION- (#10 PER ENTRY) 11:00-12:00 JUDGING 12:00-2:00 WEIGH-IN
<b>GREAT FOOD ALL DAY / CELEBRITY CHEFS</b>	8:00-8:20 RUMORS DELI - BREAKFAST SAMPLE 8:35-8:55 BLUE MOOSE - BREAKFAST SAMPLE 9:10-9:30 ALL STEAK - CHEF MATT HEIM 10:00-10:45 DYRON'S LOWCOUNTRY - CHEF DYRON POWELL 11:15-12:00 HIGHLANDS BAR AND GRILL - CHEF FRANK STITT 12:30-1:15 HOT AND HOT FISH CLUB - CHEF CHRIS HASTINGS 1:45-2:30 LITTLE SAVANNAH - CHEF CLIF HOLT 2:45-3:30 WALLACE STATE CULINARY ARTS - CHEF CHRIS VILLA
<b>FESTHALLE MARKET PLAZ</b>	8:00-3:30 CONTEST, FARMERS MARKET, FOOD TASTING, LIVE MUSIC
<b>CULLMAN COUNTY MUSEUM - EDUCATION CLASSES</b>	10:00-11:00 BABY FOOD MAKING DEMONSTRATION 11:00-12:00 FOOD DEMONSTRATION (ZUCCHINI SPAGHETTI) 1:00-2:00 FOOD DEMONSTRATION
<b>DEPOT PARK</b>	8:00-3:30 COW PATTY BINGO, PETTING ZOO, CONTESTS, HORSESHOE CONTEST, EXHIBITORS

SPONSORS - THANKS Y'ALL!

		
		
		
		
		

**www.farmyall.com**