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Official Newsletter
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 WEST POINT

Chamber announces partnership with Candor, enabling members access to healthcare at True Cost of Care

The Cullman Area Chamber of Commerce & Visitor Center is proud to announce a new partnership with Candor USA, introducing a group insurance opportunity for Chamber members only.

Candor is a private healthcare marketplace that enables our members to reduce their True Cost of Care by guiding their decisions when it comes to healthcare coverage. True Cost of Care is a metric that captures your total healthcare spending: Premiums and out-of-pocket costs. Candor estimates your True Cost of Care for each plan based on your answers to seven simple lifestyle, health and financial questions. Matching you with a health plan that delivers the best True Cost of Care value is Candor's objective!

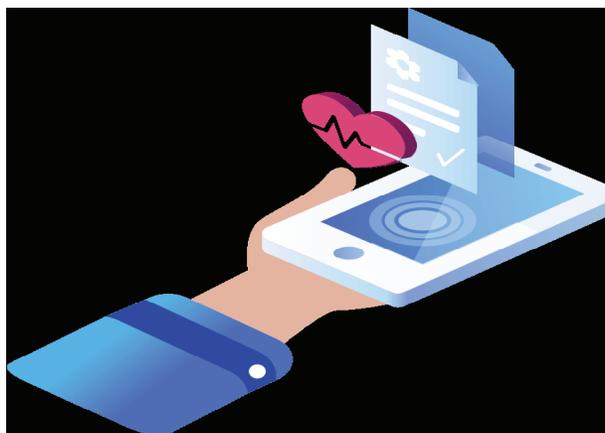


CANDOR™

Our integrity is your advantage™

Candor Kickoff Breakfast | Tuesday, Aug. 14 | 8 a.m. | Chamber's Walmart DC Room | FREE

"For 75 years, area leaders have been utilizing our Chamber of Commerce as a base of strength. The Chamber board and staff continue to build on that strength by offering this new service to our members. Rising healthcare costs affect the potential for small business owners to recruit and retain employees. Organizations that can't afford health insurance for their employees can be at a disadvantage in the labor market," said Chamber & President & CEO Leah



Bolin. "Candor represents a solution to the healthcare problem for our members by combining their technology, insurance expertise and passion to enable our members access to healthcare at the True Cost of Care. I recommend our members take advantage of this additional benefit* to see how Candor can simplify their employees' access to healthcare coverage."

Candor has developed an IOS app, available for

download on the Apple App Store or via web. candor.insurance, making it simple to find the appropriate coverage by filtering available plans by doctor, geographic location and True Cost of Care.

Business members, through the Chamber, are now able to secure access to coverage according to what's best for employees' needs. Exclusive to Candor, Prosper Benefits — a non-insurance offering

that includes Teladoc, discounts for vision and dental coverage, lab testing, and more — are automatically offered with each plan.

"Our goal is to drive increased membership to the Cullman Chamber and to provide Chamber members access to a comprehensive healthcare marketplace that demonstrates actual, appropriate and total healthcare costs," said Candor Chief Operations Officer Michael Beck.

All Chamber members are invited and encouraged to attend a kickoff breakfast with Candor on Tuesday, Aug. 14 at 8 a.m. The free morning event will take place in the Chamber's Walmart DC Room and be the perfect chance for members to meet the Candor crew and learn more about the group insurance opportunity they're providing.

For more information, contact Chamber Director of Finance & Administration Jackie Moore at 256-734-0454 or jmoore@cullmanchamber.org, or Candor's John Rec at 706-766-4244 or john.rec@candor-usa.com.

ABOUT CANDOR

Candor is a technology and private healthcare marketplace company. The Candor App is the healthcare companion that enables Americans to access the information and solutions they need to achieve a state of complete independence, success and well-being. Candor also provides powerful analytics, tools, and methodologies to benefit agencies, carriers, and healthcare providers, ultimately lowering the total cost of healthcare.

***THE CHAMBER** in no way profits from this partnership.

Cullman Area Chamber of Commerce

PO Box 1104, Cullman, AL 35056-1104 | 256-734-0454 | F: 256-531-9434 | info@cullmanchamber.org

www.cullmanchamber.org | www.visitcullman.org



#WoofLocal movement taking center stage at August's 2nd Fridays

Make no bones about it — August's 2nd Fridays is going to be a doggone blast.

This month's event is slated for Aug. 10 and will be anchored by Dog Day in Depot Bark, featuring the inaugural Cullman Area 2nd Fridays Furry 5K & 1-Mile Family Dog Walk. Both the 5K and 1-Mile Walk will start and finish at Depot Park. The 5K will also take runners around Cullman High School, by Stiefelmeyer Park and up 4th Ave. NW back toward the event area.

The top male and top female in the 5K will each win FREE WINGS FOR A YEAR from Buffalo Wild Wings. The first 100 to pre-register for the 5K will receive a pup-tastic race T-shirt. The first 10 male and female 5K finishers will receive a pawsitively awesome medal. Participants in the 5K are encourage to run with their dogs, but it is not required.

Registration for the 5K is \$20 and can be done at active.com/cullman-al/running/cullman-area-2nd-fridays-furry-5k-and-1-mile-family-dog-walk-2018. The price will increase to \$25 the week of the event, starting Sunday, Aug. 5th.

All proceeds benefit the Wallace State

Community College Cross Country program. Registration for the 1-Mile Family Dog Walk is free, but donations are encouraged and will be accepted at the event.

SCHEDULE OF EVENTS

Packet Pick-Up: 5:30-6:45 p.m. in Depot Park

Furry 5K: 7 p.m.

1-Mile Family Dog Walk: 7:15 p.m.

Awards: 8:15 p.m.

There will be one aid station — for pups and their human pals — near the midway point of the 5K. Water bowls and treats will be waiting at the finish line.

The party won't stop after the race, either. There will be several other dog-related activities set up in Depot Park, not to mention the usual slate of entertainment that's quickly made 2nd Fridays one of Cullman County's biggest summer hits!

August's 2nd Fridays activities include:

- Drivin' Blind on the Dairy Queen Grill & Chill Restaurant Stage
- Trick Zipper on the Shirley Quattlebaum - State Farm Insurance Stage

- Alex Swindle on the Artist Alley Stage

- The ever-growing Branham Accessories - Line-X antique and classic car Cruise-In
- The R.E. Garrison Trucking Show Lot, with RVs, the Buffalo Wild Wings Kids Zone, the Cullman County Public Library Bookmobile and the U Do It Snow Kone Factory truck

- The James R. Smith Trucking Artist Alley, with artists, Chamber member pop-up shops and music lining 1st Street NE

- Farm Y'all Cullman, sponsored by the Cullman County Industrial Development Authority and highlighted

by a specially opened Festhalle Farmers' Market. This month's activities will also include a mechanical bull, sponsored by C H Harris

- A peach-themed food demonstration, sponsored by American Proteins, Inc.

- Extended retail and dining hours at participating Cullman Warehouse District and Downtown Cullman stores

- Food trucks
- The Cullman County

Conservation District's Agventure trailer

- And much, much more!

2nd Fridays is sponsored by Cullman Chrysler Dodge Jeep Ram and presented by the Cullman Area Chamber of Commerce & Visitor Center and Cullman Parks, Recreation, & Sports Tourism. Festivities begin at 5 p.m. and carry on in Downtown Cullman until 10 p.m. Admission is free, but don't forget your pocketbook to

support area eateries, merchants, vendors, artists and farmers! Attendees are highly encouraged to bring their own chairs as well.

For updates each month, be sure to check out the event Facebook page: 2nd Fridays Cullman. For more information or to apply as a live musician, artist, pop-up shop vendor or food vendor, visit cullmanchamber.org/2nd-Fridays or contact the Chamber at 256-734-0454 or info@cullmanchamber.org.

Furry 5K & 1 Mile Family Dog Walk

MEALS FOR TOP 10 MEN & WOMEN

T-SHIRTS FOR FIRST 100 TO PRE-REGISTER

FRIDAY, AUG. 10 @ 7:00 PM
@ DEPOT PARK
304 1ST AVE. NE, CULLMAN, AL 35055

MORE INFO & REGISTRATION:
ACTIVE.COM (SEARCH EVENT NAME)
CALL 256-734-0454

CULLMAN AREA CHAMBER OF COMMERCE & VISITOR CENTER

CULLMAN Chrysler-Dodge-Jeep-Ram

2ND FRIDAYS
DOWNTOWN CULLMAN
Facebook.com/2ndFridaysCullman

CULLMAN PARKS, RECREATION, & SPORTS TOURISM

FARM Y'ALL
Festhalle Farmer's Market | GAMES | Agricultural Demos
Cooking Demo Sponsor

Pat LOCAL Shop LATE
JUNE THRU SEPTEMBER Y'ALL

CRUISE-IN Y'all
FOOD | DRINKS | LIVE MUSIC

Artist Alley Y'all
music, art and culture

SHOW LOT Y'all
Kids Zone

Listen Y'all
Stage Sponsors: DQ, ROCK the SOUTH, State Farm Shirley Quattlebaum

Downtown Cullman - Festhalle & 1st Ave SE | 5:00 PM | JUNE THRU SEPTEMBER | 256-734-0454 | CullmanChamber.org

Total Resource Campaign (TRC) shifting to open season on Aug. 16

Come on down — you could be the next contestant on “The Chamber Life is Right!”

We’re not talking game shows, though. We’re actually talking about the Cullman Area Chamber of Commerce & Visitor Center’s Total Resource Campaign (TRC). Our trusty troop of volunteers wrapped up sponsorship renewals on July 29 and will now move on to open season from Aug. 16-Oct. 5.

The TRC is a sponsorship and membership drive developed to assist members and provide



additional services to area business. Offering “at cost” sponsorships provides members with affordable marketing

options and prime opportunities to engage with the public. This year’s theme, “The Chamber Life is Right,”

is a fun reminder of these “priced right” promotions. Sponsorships are only open to Chamber members, and new opportunities are being added for 2018-19. Every business is encouraged to take advantage of the TRC, as well as all Chamber benefits.

This year’s TRC leadership consists of Chair, Kay Shabel (Urban Grace), and Vice Chairs, Jimmy Hodges (Wallace State Community College), Wendy Crider (Cullman County Industrial Development Board) and Dusty Baker (Cullman County

Commission on Aging). Shabel also serves as Vice Chair of Membership & Marketing on the Chamber’s Executive Board of Directors.

If interested in becoming a Chamber member

or sponsoring a Chamber program or event, please contact Director of Member Services Magan Bartlett at 256-734-0454 or mbartlett@cullmanchamber.org for a list of volunteers.



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WSCC jazzing up Biscuits & Business with interactive simulators

Biscuits & Business is once again getting into a Wallace State of mind! Come enjoy breakfast and fantastic discussion, networking and fellowship on Thursday, Aug. 23 at 8 a.m. Wallace State Community College will sponsor and host the event at the Advanced Visualization Center (AVC) past the library on the right.

Wallace State Director of Workforce Development Austin Monk and Dean of Applied Technologies Jimmy Hodges will provide demonstrations of simulators and other cutting-edge

BISCUITS & BUSINESS

AUGUST 23RD

8:00 A.M. - 9:00 A.M.

HOSTED & SPONSORED BY:

WALLACE STATE
HANCEVILLE • ONEONTA

technology the college uses to positively shape workforce development. The duo will also discuss Wallace State’s vast offering of certifications. The event will be extremely interactive, with all attendees receiving the opportunity to try

some of the simulators for themselves.

Biscuits & Business is free to attend, but reservations are required. For more information or to register, contact the Chamber at 256-734-0454 or info@cullmanchamber.org.

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Public wanted for kickoff of 'Your Community, Your Future' forum series

The Cullman Area Chamber of Commerce & Visitor Center's Talent Recruitment and Housing Taskforces have been hard at work pinpointing how to make Cullman County the best possible place to live, work and play.

Now, they're asking for your help.

Make your voice heard on Thursday, Aug. 16 at 6 p.m. at Cullman City Hall for the first of a three-part Cullman Area Community Needs Forum series appropriately titled "Your Community, Your Future." Each forum will focus on one aspect of the area's "live, work, play" approach.

First up for August is "work."

After analyzing nearly 400 survey responses, the Chamber's Talent Recruitment Taskforce has honed in on

the biggest factors affecting the Cullman area's workforce needs. Among the information they'll be looking to gather at this month's opening forum:

- Why citizens commute to jobs outside Cullman County
- Why people work in the Cullman area but live elsewhere
- What could be added to make Cullman County a more desirable place to live

All Cullman area citizens and members of the local workforce are encouraged to attend August's forum. Once participants answer the taskforce's short list of initial questions, they'll be broken into focus groups to obtain further details. From there, the Talent Taskforce will use all data and information collected to that point to partner with the Housing Taskforce and create action

plans for filling Cullman County's gaps in each area. Recommendations will then ultimately be made to the appropriate parties to see the action plans enacted.

In addition to positively impacting the community you live or are employed in, there's plenty of incentive to participate in this month's forum. All attendees will automatically be entered in drawings for a slew of impressive door prizes — valued at more than \$1,000 — from around the area. Winners will be notified after the event.

Dates, times and locations will be announced for the second and third forums in the "Your Community, Your Future" series will be released as they become available. For more information, contact the Chamber at 256-734-0454 or info@cullmanchamber.org.

WE NEED YOUR IDEAS!

Community Needs Forum

3-Part Series
"Live, Work, Play"

PART ONE: WORK

- Why do citizens commute to jobs outside Cullman County?
- Why do people work in the Cullman area but live elsewhere?
- What could be added to make Cullman County an even more desirable place to live?



AUG. 16
6:00 PM

Cullman
City Hall

DRAWINGS FOR PRIZES!!!
- MORE THAN \$1,000 VALUE -

For more information or to register, contact the Chamber at 256-734-0454.



TURN YOUR IDEAS INTO ACTION
Your Community, Your Future

Sides stopping by August Morning Blend to discuss Affordable Housing

The Chamber's
Morning BLEND

Find out what's happening in the Cullman area
Chamber staff welcomes members and visitors to the back room at Rumors Deli every month to discuss various topics.
Topic: Affordable Housing
Rumors Deli, 601 4th St. SW, Cullman, AL

AUG. 15
8-9AM

Presented by: **KARMA'S COFFEE HOUSE**
Sponsored by: **Highland Technical Services, Inc.**

Come join the Cullman Area Chamber of Commerce & Visitor Center the morning of Wednesday, August 15 for delicious coffee and great discussion at our

Presenting Sponsor - Karma's Coffee House
Monthly Sponsor - Highland Technical Services, Inc.

Morning Blend, held every third Wednesday of each month from 8:00 to 9:00 a.m. at Rumors Deli near the corner

of Main Avenue and U.S. Highway 278. The Chamber staff welcomes members and visitors to attend this free event.

Cullman Housing Authority Executive Director Steve Sides will lead the discussion for August's topic: Affordable Housing. The topic is in conjunction with the Chamber's "Converging for Success" Community Development initiative. Sides is also a member of the Chamber's Housing Taskforce.

Coffee and snacks will be provided by Present-

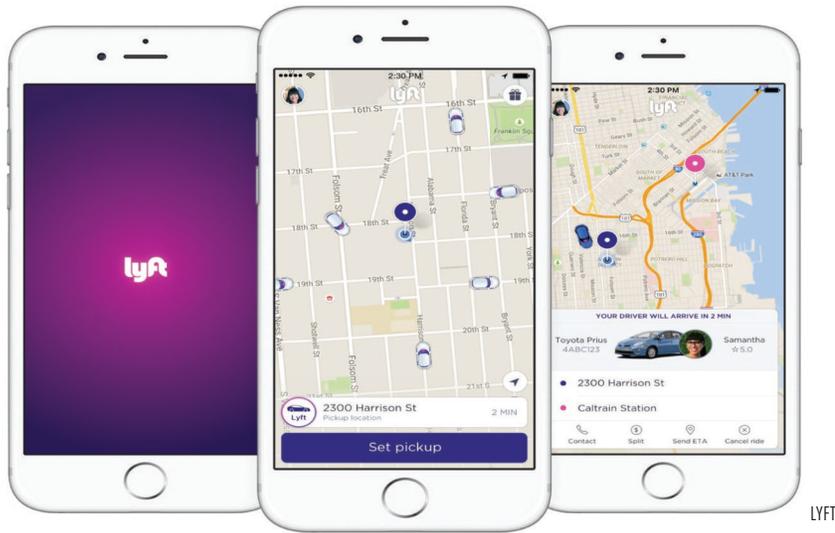
ing Sponsor Karma's Coffee House. August's sponsor is Highland Technical Services, Inc.

For more information, contact the Chamber at 256-734-0454 or info@cullmanchamber.org.

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LYFT

Chamber aiding expansion of popular ridesharing service to Cullman area

Catching a lift is about to get a whole lot easier in the Cullman area.

Months after Alabama Governor Kay Ivey's signing of statewide ridesharing legislation, Lyft is preparing to expand to Cullman County. One of the nation's most popular ridesharing services, Lyft allows for one-time shared rides to quickly be arranged and paid for through a smartphone app.

While Lyft is clearly convenient from a rider perspective, it will also be beneficial for those interested in becoming drivers. Lyft Executive Ambassador and Memphis Operations Captain Jack Eastep addressed the latter at a Lyft seminar on Wednes-

day, Aug. 1 at the Cullman Area Chamber of Commerce & Visitor Center. The highly informational session allowed numerous prospective Lyft drivers to be signed up on the spot.

Chamber Director of Entrepreneurship & Education Wesley Smith reached out to Eastep about bringing Lyft to the Cullman area almost immediately after Gov. Ivey passed the statewide ridesharing bill in early March.

"The addition of ridesharing in the Cullman area will not only provide much-needed transportation for our young professionals, but for all citizens who choose to use the service," said Smith.

Added Chamber President & CEO Leah

Bolin, "This will be a significant help in bridging the gap between transportation and jobs for Cullman County."

Those interested in becoming local Lyft drivers should contact Smith at wsmith@cullman-chamber.org. Drivers must be at least 21, have had their license for a year, own a smartphone, and pass an extensive background check and DMV check. Vehicles must be 2003 or newer and have four doors and five to eight seats, including the driver's. Personal insurance is required, and Lyft provides secondary coverage.

For more information, contact Smith at 256-734-0454 or wsmith@cullman-chamber.org.

2018 3rd Quarter Intern Insight – Logan Shugarts

Where do you attend school? What's your major and why?

I am currently a junior at the University of Alabama. My major is Management Information Systems, with a specialization in sales. I chose MIS as my major because of my problem-solving capabilities. In the IT field, you need to be able to work through problems quickly and efficiently, and I have been blessed with the ability to do so. I added a sales specialization to broaden my area of study. MIS and sales are on opposite ends of the academic spectrum, and I not only want to work with technology but interact with people as well.

What have you learned about the Chamber and its position in the community?

One of the first things I was told when I started was that the Chamber is the front door to the community. After only about a week as intern, I came to realize just how true that is. One thing I've been able to witness is the Chamber's Think Local First campaign coordinated with 2nd Fridays. The Chamber is the glue that keeps the community together, linking old and new businesses with young entrepreneurs, and providing events to keep all



Shugarts

of Cullman a friendly and loving community.

What business skills have you acquired at the Chamber?

Being the intern at the Chamber was a much-needed first step in my career path. While working here, I have acquired skills such as organization and time management. I have also sharpened my communication skills and learned how to call for events and manage the daily tasks of a fast-paced environment. Additionally, I've gained valuable experience working with databases that I'll likely be able to use throughout my career.

How will this internship affect your future plans?

The Chamber has al-

ready affected my future by giving me the incredible opportunity to work with databases and improve my people skills. I have also encountered many influential people throughout my time here, possibly providing me with other internship and job opportunities. It is the perfect next step in my young career, and I could not be more appreciative.

What can you take away from this internship and apply to your career of choice?

I have gained many beneficial relationships that will be impactful down the road, as well as the soft business skills you can't learn sitting in a lecture. I could not have been more blessed with a better first step in my career, and I am so thankful to have been given this opportunity to advance in my studies.

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August Small Business of the Month

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Supporter -
Cullman Eye
Specialists,
P.C.



Quality Staffing Solution named July Small Business of the Month

The Cullman Area Chamber of Commerce & Visitor Center would like to congratulate Quality Staffing Solution, Inc. as July's Small Business of the Month, sponsored by East Side Barber Shop.

Quality Staffing Solution is 100 percent focused on providing superior service to its customers. With their normal clientele, as well as the occasional pairing with a temporary agency, Quality Staffing Solution understands the difference between average customer service and superior customer service. Their eight employees are always looking for ways to innovate and are consistently asking how they can improve a process, develop a tool, or create a service that helps the team or their clients' overall success.

Prior experience working in the human resources department of a temporary agency and seeing recruiters place the same non-performers time and time again has taught Quality



Quality
STAFFING SOLUTION, INC

Supporter - East Side
Barber Shop

Quality Staffing Solution, Inc.
1724 2nd Ave. NW
Cullman, AL 35055
256-739-3555

Staffing Solution owner Karen Blair what not to do. Keeping that in mind, Blair and staff set out to be the best in the business. They differentiate themselves from temporary agencies by taking the time to do extensive interviews in order to match their applicants' skills to the clients' needs — practically serving as an ex-

tension of their clients' HR departments.

Quality Staffing Solution has been locally owned and operated since 2006 and has a deep interest in the Cullman area and its residents and welfare. They love giving back to the community and do so with their actions. In addition to their partnership with the Chamber, Quality Staffing Solution works closely with The Link of Cullman County to help provide encouragement and hope to those in need. Their involvement with the Chamber includes:

- Converging for Success Partner
- Industry Appreciation Corporate Sponsor
- Ambassador Program Sponsor and Volunteer

- Longtime TRC Volunteer
- Annual Meeting & Gala Gold Table Sponsor
- Regular Attendee of Industry Tours, Community Luncheons and Business After Hours events

Each month, a sponsoring business helps celebrate and acknowledge the Small Business of the Month winner. If you have a local business you would like to nominate for their outstanding service, please contact Brian Poole at bpoole@cullmanchamber.org. Monthly winners will be automatically nominated for Small Business of the Year, which is presented at the Chamber's Annual Meeting & Gala.



Community Luncheons picking back up with pair of new football coaches

The seemingly endless wait for high school football is finally almost over. Same goes for the return of the Cullman Area Chamber of Commerce & Visitor Center's Community Luncheons. This month's event will give members and the community the opportunity to learn more about Cullman's and Hanceville's off-season hires only a week before both teams begin the 2018 season.

Cullman's Matt Plunkett and Hanceville's Cody McCain will be the guests of honor on Friday, Aug. 17 from 11:30 a.m. - 1:00 p.m. inside All Steak Restaurant's banquet room. Each

Presenting
Sponsor - Shirley
Quattlebaum – State
Farm Insurance
Monthly Sponsor -
Cullman Electric
Cooperative

coach will have the chance to tell attendees a little bit about themselves and provide insight on their coaching philosophies and plans for the future.

Tickets are \$15 for Chamber members and \$20 for future members. Contact the Chamber at 256-734-0454 or info@cullmanchamber.org to reserve your seat.

The Chamber's 2018 Community Luncheon programming is presented by Shirley Quattlebaum – State Farm Insurance. Cullman Electric Cooperative is August's sponsor.

Chamber offering several valuable seminars in coming months

Seminar season is ramping up at the Cullman Area Chamber of Commerce & Visitor Center.

A couple of series are being offered in the coming months, starting with a three-parter titled "Who's Looking Out for Main Street America." The series will be presented by Dex Media's Matthew Gourgeot, an award-winning business advisor and marketing consultant working with small business owners. Gourgeot is a North Alabama native and graduate of the University of North Alabama who majored in public relations and marketing.

See below for details on each part of the series. All sessions will be hosted inside the Chamber's Walmart DC Room.

How to compete in today's mobile world

• Tuesday, Aug. 21 | 2 PM

In today's mobile, on-demand economy, consumers expect instant communication and service. Local, independent business owners must use the tools their customers use — or risk losing business to national chains, venture-backed startups and sophisticated regional players.

The next frontier of small business websites

• Wednesday, Oct. 24 | 10 AM

Is your business as visible online as it can be? Find out what you're doing right and what you could be doing better to improve your online presence and attract more customers. Today, opportunity

doesn't knock. It clicks. Learn how to make your online presence work for you, rather than against you.

Small business guide to the Google universe

• Date and time TBD

While Google has many different products and services, the following are what truly make up Google's small business universe for marketers and small business owners: Google My Business, Google Analytics, Google Search Console and Google Ads (formerly AdWords). These are all great tools to help you grow small business. In this seminar, you will learn how to use them and how they can benefit your business.

Registration for each free session is highly encouraged. For more

information or to register, contact the Chamber at 256-734-0454 or info@cullmanchamber.org.

Chamber's BRC partnering with Extension Office for 2-part workshop

The other upcoming series is a two-part, same-day workshop made available through a partnership between the Chamber's Business Resource Center (BRC) and the Alabama Cooperative Extension System. Both sessions are geared for small businesses of all kinds, including farming operations.

See below for details on each session. Both will be hosted on Tuesday, Sept. 4 inside the Chamber's Walmart DC Room.

Tax Cuts and Jobs Act

• 8:30 - 11:40 AM

• Individuals: \$15 | Accountants (3.5 hours CPE): \$60

The Tax Cuts and Jobs Act made significant changes to the income tax liability of both individuals and businesses. Many of those changes will be discussed during this program. Foresters and professional logging managers are also eligible for continuing education credit.

To register, visit www.aces.edu/taxes or contact Cullman County Extension Coordinator Tony Glover at 256-737-9386.

Should I Be A Business Entity

• 1 - 4 PM

• Individuals: \$15 | Accountants (3.5 hours CPE): \$60

This session will include an introduction to the nine business entities available in Alabama and a comparison of how each affects various business aspects.

To register, visit aces.edu/business-entity, call 334-844-5100 or send a check to 301 O.D. Smith Hall, Auburn University, AL 36849-5608. Make checks payable to Auburn University and specify the Cullman workshop.

For more information on the Sept. 4 sessions, contact Glover at 256-737-9386 or gloveta@aces.edu.



SAVE THESE DATES!

- Trident Marina Summer Concert Series – every Friday and Saturday
- Duck Drawdown Festival @ Sportsman Lake Park – Aug. 11
- Night Ride @ Stony Lonesome OHV Park – Aug. 18 and Sept. 1
- Bamafest 2018 @ Skydive Alabama – Aug. 30
- Sweet Tater Festival @ Smith Lake Park – Sept. 2-3
- Concerts in the Park @ Heritage Park – every Thursday in September
- Bernard Blues and BBQ @ St. Bernard – Sept. 8-9



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