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**CHAMBER OF COMMERCE & VISITOR CENTER**

Official Newsletter

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## 2nd Fridays building on 2017 momentum with jampacked June 8th debut

The Cullman area's coolest summer festival is picking up right where it left off in 2017!

Starting June 8th in beautiful Downtown Cullman, 2nd Fridays will again be the place to be for locals and visitors alike, touting THREE stages, TWO kids zones, and the same great opportunities for eating local and shopping late you can't get any other time of year.

Think that's all the Cullman Chrysler Dodge Jeep Ram-sponsored shindig has in store for 2018? Think again! This year's first of four monthly events, proudly presented by the Cullman Area Chamber of Commerce & Visitor Center and Cullman Parks, Recreation, & Sports Tourism, will also feature:

- Avenue G on the Cullman Dairy Queen Grill & Chill Restaurant Stage
- Johnathan East on the Shirley Quattlebaum State Farm Insurance Stage
- The SBGs on the Rock the South Stage
- Year 2 of the James R.

Smith Trucking Artist Alley, nestled between Clark Street and 1st Street NE

- The much-anticipated return of the Branham Accessories – Line-X antique and classic car Cruise-In

- Farm Y'all, sponsored by the Cullman County Industrial Development Authority and highlighted by a specially opened Festhalle Farmers Market

- The R.E. Garrison Trucking Show Lot, with boats from Trident Marina and Russell Marine

- The Buffalo Wild Wings Kids Zone

- Food demonstrations and samples, sponsored by American Proteins, Inc.

- The O.F. Richter & Sons Cornhole Tossin' Competition

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

- Chamber Member Pop-Up Shops lining 1st Street NE

- Food Trucks

- And much, much more!

The party isn't just reserved for June 8th, either. Mark

your calendars now to join us July 13th, August 10th and September 14th for another three months of 2nd Fridays fun.

Admission is completely 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.

The Show Lot, located across from the Stiefelmeyer Building on 1st Avenue SE near Highway 278, will open up to various recreational displays throughout the summer. Other 2nd Fridays activities planned for 2018 are a water balloon tossin' contest, a dunkin' booth and mechanical bull ridin'.

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/2ndFridays](http://cullmanchamber.org/2ndFridays) or contact the Chamber at 256-734-0454 or [info@cullmanchamber.org](mailto:info@cullmanchamber.org).

### Cullman Area Chamber of Commerce

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

[www.cullmanchamber.org](http://www.cullmanchamber.org) | [www.visitcullman.org](http://www.visitcullman.org)

# Community Luncheon series resuming with Community Development theme

It's Community Development's turn in the Cullman Area Chamber of Commerce's Community Luncheon spotlight. The Converging for Success initiative will take center stage on Friday, May 18 from 11:30 a.m.-1 p.m. at All Steak

Restaurant. Invent Communities CEO Jamie Pfeffer will serve as guest speaker, giving insight into his company's

approach to community-oriented development. Invent is based in Nashville and places heavy emphasis on arts and culture, touting Huntsville's Lowe Mill area as one of its more recent projects.

Mr. Pfeffer is a Nashville native and Auburn University graduate with undergraduate degrees in architecture and interior architecture, as well as a master's in building construction. Over the past 15 years, he has founded and continues to operate three companies in the design, development and construction industries — Pfeffer Torode Architecture, Invent Communities and Building Masters.

## Community Luncheon

May 18 | 11:30 AM  
All Steak Restaurant

Speaker: Jamie Pfeffer  
*Invent Communities*

Topic: Community Development



Presenting Sponsor:



Premier Sponsor:



With Jamie on board, Invent has emerged as a leader in community-centric design, building homes that cater to those who want to “live-work-play” within their communities. Since 2016, Jamie has

started working on mixed-use and commercial development projects that incorporate restaurant, retail, office and multi-family components into the urban communities he's redeveloping. Invent's success

in Nashville has allowed the company to expand to other Southeast locations, including Chattanooga, Birmingham, Huntsville and Wilson, Arkansas.

Per usual, the Luncheon will be held in the All Steak banquet room and feature an appetizing meal and ample networking opportunities. 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. Thank you to our Presenting Sponsor, Shirley Quattlebaum – State Farm Insurance, and to our May Sponsor, Budget Blinds.

## Tolbert steering May's Morning Blend discussion toward Smith Lake

Cullman County is blessed with an abundance of attractions, and perhaps the most popular — Smith Lake — is set to be the focus

Presenting Sponsor -  
Karma's Coffee House  
Monthly Sponsor -  
EvaBank  
Topic -  
Smith Lake Growth

of May's Morning Blend. Jeff Tolbert will be the man of the hour at this month's event, leading a lively discussion on the growth and success of Smith Lake, a topic the Trident Marina owner knows plenty about. In

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: **Smith Lake Growth**  
Rumors Deli, 601 4th St. SW, Cullman, AL

Presented by: **KARMA'S COFFEE HOUSE**  
Sponsored by: **EvaBank**

**MAY 16**  
**8-9AM**

addition to his everyday position, Mr. Tolbert is a dual member of the Cullman Area Chamber

of Commerce's Board of Directors and Tourism Board.  
Presented by Kar-

ma's Coffee House and sponsored by EvaBank, May's Morning Blend will be Wednesday, May 16 at 8 a.m. For the second straight month and foreseeable future, we'll meet at Rumors Deli's new location at 601 4th St. SW near the corner of Main Avenue and U.S. Highway 278.

The Chamber staff welcomes members and visitors to enjoy delicious coffee and great discussion at our free Morning Blend on the third Wednesday of each month. For more information, contact the Chamber at 256-734-0454 or info@cullmanchamb.org.

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# Quickly approaching 2018 Tourism Awards to celebrate 'Cullman People'

The Cullman Area Chamber of Commerce & Visitor Center's annual Tourism Awards are right around the corner! The 2018 event, again sponsored by The Community Shopper's Guide, is primed for Thursday, June 14th at 8 a.m.

In conjunction with the celebration of the Alabama Bicentennial, this year's theme is "Cullman People," highlighting the people and personalities who have helped make Cullman County an exceptional tourism destination. The program will include breakfast and the announcement of the winners in the categories listed below. The event will take place at Stone Bridge Farms located at 281 County Road 717 in Cullman.

Here are this year's categories:

## THE BUSINESS AWARDS

*These awards recognize businesses and events that differentiate themselves by providing exceptional service, anticipating customers' needs and consistently exceeding visitors' expectations.*

## EXCEPTIONAL FESTIVAL OR EVENT AWARD

Recognizes a festival or event that attracts visitors as well as locals, generates regional and/or state media attention, and positively promotes the Cullman area.

## BEST ATTRACTION AWARD

Recognizes a regional attraction (including museums, performing arts, parks, amusement parks, etc.) which attracts visitors and contributes to an outstanding tourism experience.

## NEAR NATURE, NEAR PERFECT AWARD

Recognizes a business, organization, community or outdoor recreation area that has developed a tourism product/service that best demonstrates the ecological, cultural or historical assets of the region.

## SPIRIT OF CULLMAN AWARD

Recognizes an outstanding tourism- or hospitality-related business or organization that provides excellent service, exemplifies innovation and causes our region to shine.

## ROCKIN' RETAILER

Recognizes a retailer that provides an outstanding shopping experience for visitors.

## EXTRAORDINARY EVERYDAY EATERY

Recognizes a restaurant offering an atmosphere that provides an outstanding experience for visitors.

## THE INDIVIDUAL SERVICE AWARDS

*These awards recognize hospitality and frontline individuals who consistently deliver warm, friendly and*



*helpful service, exceed visitors' expectations, anticipate customers' needs, and have received written or verbal feedback about their exceptional service from their colleagues, supervisors or their customers.*

## THE WHITE GLOVE AWARD

Recognizes exceptional service from an individual hotel house-keeping staff member.

## THE SILVER SPOON AWARD

Recognizes consistent superior service by a restaurant or food service employee.

## SUPERIOR SERVICE AWARD

Recognizes excellent customer service by an individual who has first contact with the public. Front desk personnel, concierges and all other guest service employees qualify.

## SAVVY RETAIL SALES ASSOCIATE

Recognizes excellent customer service from a retail sales associate who has first contact with the public.

## HEART OF THE HOUSE AWARD

Honors an outstanding individual who works behind the scenes to keep their institution, organization or business operating smoothly, creating a superior experience for the public.

## HOSPITALITY VOLUNTEER OF THE YEAR

Recognizes any

hospitality industry volunteer (i.e. entertainment venues, museums, and festival and event volunteers) who has made an outstanding contribution.

## RISING STAR AWARD

Recognizes an up-and-coming leader for their exceptional efforts to serve and enhance the experience of the public. Those who have been in the tourism industry for five years or less qualify.

## TOURISM PROFESSIONAL OF THE YEAR AWARD

Recognizes a person who has made a significant contribution to the tourism industry through more than five years of innovation,

inspiration and industry leadership.

Nominations will remain open until Friday, May 11th. TO nominate your local favorites, go to [survey-money.com/r/2018TourismAwards](http://survey-money.com/r/2018TourismAwards) or stop by the Chamber to pick up a nomination form in person.

Table sponsorships start at \$250 and include reserved seating for eight in a prime location with table signage. The Community Shopper's Guide is serving as Presenting Sponsor, and The Cullman Times is Corporate Sponsor. Gold, silver and bronze table sponsorships are all available.

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## May Small Business of the Month

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Averett



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& Visitor  
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## Goat Island Brewing named April Small Business of the Month

The Cullman Area Chamber of Commerce & Visitor Center would like to congratulate Goat Island Brewing as April's Small Business of the Month, sponsored by Three Pears.

Goat Island Brewing's pride in the Cullman community has been clear since opening its doors in April 2016. The brewery's four owners — John Dean, Brad Glenn, Mike Mullaney and Gery Teichmiller — are very conscious of



Supporter - Three Pears

ployees. "We are very cost-conscious while running our business, except when it comes to ingredients and process that affect the taste and quality of our beer."

Goat Island is heavily involved in the Chamber and the community. The brewery hosts multiple Chamber events, attends the Chamber's Annual

Meeting & Gala, and is represented on the Chamber's Tourism Board and in the Chamber's Young Entrepreneurs Academy (YEA!) mentorship program. Goat Island regularly opens up its brewery to local organizations and charities, participates in charitable events, and donates time, money and product to community organizations.

Goat Island has received a great deal of statewide recognition, including a big win for its Blood Orange Berliner Weisse in this year's Alabama Craft Beer March Madness competition at Birmingham's Slice Pizza

& Brewhouse. In 2017, the Cullman brewery's flagship Richter's Pils snagged second in the overall competition at the Alabama Craft Beer State Championship.

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](mailto: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.

**\*\*\*RESCHEDULED\*\*\***



If you're reading this, you're already a Chamber member. Now, learn how to MAXIMIZE your membership at our Chamber 201 workshop!

Wednesday, May 16<sup>th</sup> | 11:00 AM – 1:00 PM  
Wal-Mart Distribution Center Room @ Chamber

Call 256-734-0454 to reserve your spot!

## Rescheduled Chamber 201 to teach attendees about maximizing membership

Becoming a member at the Cullman Area Chamber of Commerce & Visitor Center is just the first step. Learning how to maximize that membership is the next — and the most beneficial!

Local business representatives and individuals will be able to do just that at our rescheduled Chamber 201 class on Wednesday, May 16. The event lasts from 11 a.m.-1 p.m. in the Chamber's Walmart DC Room, includes free lunch from Sweet Peppers Deli and covers a vast variety of information.

The first Chamber 201 of 2018 was originally slated for late March but had to be pushed back with so much of the area's business community tied up with hail storm recovery.

The rescheduled date, however, will be well worth the wait.

Chamber 201 is facilitated by Director of Member Services

Magan Bartlett with help from the entire Chamber staff. The class serves as a basic introduction to what the Chamber does and educates new and old members alike on how to get the most out of their Chamber membership.

Topics include:

- Member Services
- Events
- Leadership Opportunities
- Communications & Marketing
- Community Development
- Entrepreneurship & Education
- Business Development & Investor Relations
- Business & Community Advocacy
- Tourism
- Finance & Administration

Chamber 201 is free to attend, but space is limited and reservations are on a first-come, first-served basis. Contact the Chamber at 256-734-0454 or [info@cullmanchamber.org](mailto:info@cullmanchamber.org) to reserve your spot.

# Chamber's Leadership class among attendees at annual Montgomery Drive-In

The Cullman Area Chamber of Commerce packed as much as possible into this year's Montgomery Drive-In on March 21st. Joint sponsored by the City of Cullman Industrial Development Board and Cullman County Industrial Development Authority, the annual event was attended by the Chamber's Leadership class and other area leaders and representatives.

The day began with a tour of the state Capitol and continued with a luncheon at the Capital City Club featuring updates from area legislators Paul Bussman (AL Senate), Corey Harbison (AL House), Randall Shedd (AL House) and Ed Henry (AL House). A photo opportunity with Governor Kay Ivey followed on the Capitol steps, setting the stage for afternoon meetings with the Business Council of Alabama; Alabama Department of Transportation Director John Cooper, Alabama Secretary of Commerce Greg Canfield, Alabama Department of Mental Health Commissioner Lynn Beshear, Acting Alabama Secretary of Information Technology, and Alabama Department of Economic and Community Affairs Director Kenneth Boswell.

This year's Mont-

gomery Drive-In Corporate Sponsor was Cullman-Jefferson Gas. Lunch was sponsored by Cullman Regional.

April's session for the Chamber's 2017-18 Leadership class, sponsored by American Proteins, Inc., was Education Day. Cullman County Schools Superintendent Shane Barnette and Cullman Area Technology Academy (CATA) Principal Billy Troutman treated participants to a tour of CATA, followed by a tour of Cullman High School by Cullman City Schools Superintendent Dr. Susan Patterson and Principal Kim Hall.

The class spent the entire afternoon at Wallace State Community College. They were welcomed by Dean Jimmy Hodges on the top floor of the James C. Bailey Center and then given tours of the Ottis and Evelyn Burrow Center for the Fine and Performing Arts, the



OFFICE OF GOVERNOR KAY IVEY

The Chamber's 2017-18 Leadership Cullman County class and other Cullman area leaders and representatives take a picture with Governor Kay Ivey on the Capitol steps during March's Montgomery Drive-In.

Engineering/Electronics Building, the School of Nursing & Center for Science, and the Diesel Technology/Welding Department.

April's Breakfast Sponsor was St. John & St. John, LLC. Lunch was sponsored by West Cullman Electrical Supply, Inc.

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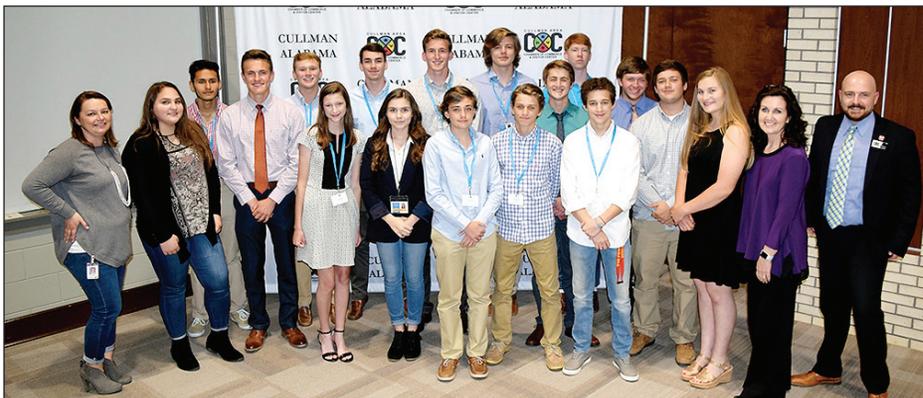
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# YEA! expanding to all area schools after successful 1st year

The Cullman Area Chamber of Commerce is extremely committed to helping local students however possible. We're also wholly committed to helping Cullman County citizens interested in entrepreneurship realize their dreams of becoming business owners. That's why it was an easy decision to combine the two — partnering with the national Young Entrepreneurs Academy (YEA!) for the 2017-18 school year.

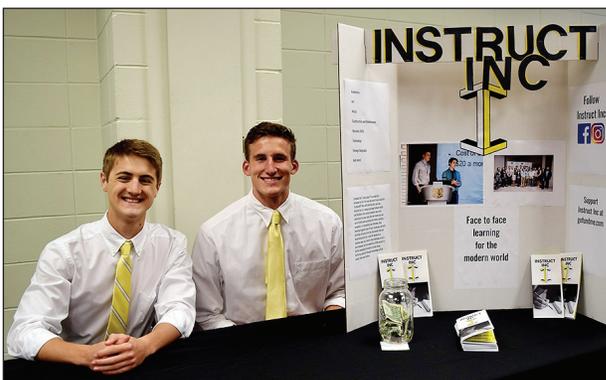
Now, it's already time to start preparing for Year 2.

With the Wallace State Future Foundation as Presenting Sponsor and 412 Public House as Corporate Sponsor, the first year of YEA! has been a big success and a lot of fun. Several students received actual seed money to help fund their businesses at the inaugural YEA! Investor Panel in early April. This event, sponsored by AlateX, is very similar to the hit show Shark Tank. The Investor Panel was made up of the following judges and their sponsoring businesses: Eddie Canada, AlateX; Blinda Walker, American Proteins, Inc.; Zac Smith, AGCOR Steel; Stephen Skinner, In-N-Out Self Storage; Kay Stewart, Stewart Auto Supply; Gary Nunn, Premier Bank of the South; and



CULLMAN AREA CHAMBER OF COMMERCE

**The Chamber's inaugural Young Entrepreneurs Academy (YEA!) class — made up of students from Cullman High and Holly Pond High — gathers for a group picture following last month's YEA! Investor Panel.**



CULLMAN AREA CHAMBER OF COMMERCE

**Parker Van Dyke, left, and Zane Manley of Instruct Inc show off their Investor Panel-winning business to the public and State of Our Communities attendees during the YEA! Trade Show.**

Leah Bolin, Cullman Area Chamber of Commerce.

The big winners at the end of the evening were Parker Van Dyke and Zane Manley of Instruct Inc. The idea behind their business is that real learning is done in person. Instruct Inc. will be a website and search engine that will help people connect with nearby individuals who can teach them a variety of skills or hobbies. As

YEA! Investor Panel winners, Parker and Zane received a \$1,000 investment and assistance with their website. Additionally, the Cullman High duo earned a recent trip to Rochester, New York to compete for the Saunders Scholarship at the YEA! national semifinals.

If you haven't heard about YEA! yet, here's a brief overview of the program. YEA! guides students through the

process of starting and running a legitimate business or social movement over the course of a complete academic year. Since 2004, YEA! has graduated more than 4,000 students who have started over 3,000 businesses and social movements. These young adults start as students and graduate as CEOs!

Over the course of the academic year, students in the YEA! program:

- Brainstorm business ideas
  - Write business plans
  - Interact with business professionals
  - Pitch their business plans to potential investors (think Shark Tank meets The Apprentice meets American Idol)
  - Legally register their businesses
  - Participate in a YEA! Trade Show
  - Actually launch their own businesses or social movements
- The 2017-18 YEA!

program was taught as a class at both Cullman High School and Holly Pond High School. While both participating schools did a fantastic job, we realized we were missing out on some potentially promising young entrepreneurs from the rest of Cullman County. That's precisely why we're changing how we offer YEA! to students in the Cullman area. Instead of sticking with just two schools, we're opening it up to EVERY high school in Cullman County.

Going forward, YEA! will be run at the Cullman Area Chamber of Commerce. We have spoken with Cullman County Schools Superintendent Dr. Shane Barnett and Cullman City Schools Superintendent Dr. Susan Patterson, and they too are excited about the new format.

The Chamber has worked closely with YEA! Corporate to develop a YEA! pilot program unlike any

other across America. The course will now be taught once a month for 10 months, similar to the Chamber's successful Youth Leadership Cullman County program. Students will meet at the Chamber in the morning and spend the day learning the tools to become a successful entrepreneur!

There are 22 spots to fill for the YEA! 2018-19 class, and we would prefer to have two students from each area school. We ask that students are in grades 10-12 and have access to reliable transportation and a laptop.

YEA! applications, which can be found on the Chamber website, are encouraged to be submitted by May 15th. For more information on the application process or YEA! program in general, contact Wesley Smith, the Chamber's Director of Entrepreneurship & Education, at [wsmith@cullman-chamber.org](mailto:wsmith@cullman-chamber.org) or 256-734-0454.

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# Youth Leadership class enjoys annual trip to Capital City

The Cullman Area Chamber of Commerce's Youth Leadership class spent some valuable time in the Capital City last month, meeting the governor and a couple of local legislators as part of State Government Day. This year's class is sponsored by R.E. Garrison Trucking.

April's session began with tours of the state Capitol and Alabama Department of Archives and History. State Senator Paul Bussman and State Representative Randall Shedd joined the students for lunch at the RSA Plaza Terrace before accompanying them on the Capitol steps for a group photo with Governor Kay Ivey.

April's Breakfast Sponsor was McGriff Industries.

Youth Leadership's March session was Agriculture Day, sponsored by the Cullman Farmers Co-Op. Following breakfast sponsored by Compton's



OFFICE OF GOVERNOR KAY IVEY

The Chamber's 2017-18 Youth Leadership Cullman County class takes a picture with Governor Kay Ivey and local legislators Randall Shedd (AL House, top left) and Paul Bussman (AL Senate, top middle) on the Capitol steps during last month's trip to Montgomery.

Veterinary Hospital, the class departed the Chamber for a string of tours at the Cullman Stockyard, West Elementary Outdoor Classroom, North Alabama Agriplex, Brickyard Meats and Steele Orchard.

Some students had the opportunity to

speak about their Youth Leadership experience while the class enjoyed lunch with the Cullman Rotary Club. The rest of the session was spent at Wallace State Community College, where the group heard about the Horticulture program

from Anthony Hilliard, the Hinton-Mitchem Regional Poultry Diagnostic Laboratory from Julia Bright and the Sustainable Agriculture program from Chamber Board/Tourism member Travis Kress.

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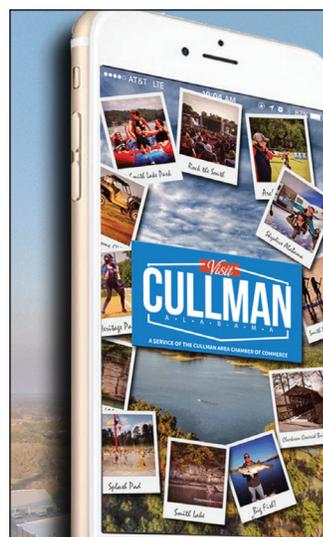
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Rumors Deli | 601 4th St. SW, Cullman, AL 35055 | 256-737-0911



Alabama Bicentennial Traveling Exhibit – Evelyn Burrow Museum | 801 Main St. NW, Hanceville, AL 35077 | 256-352-8457



Bargain Hunt | 1721 2nd Ave. SW, Cullman, AL 35055 | 256-736-5240



The Blue Eyed Rabbit | 1702 Cherokee Ave. SW, Cullman, AL 35055 | 256-841-6109



Smith Lake Park 6-Lane Boat Ramp | 403 County Road 386, Cullman, AL 35057 | 256-739-2916