



CHAMBER OF COMMERCE  
& VISITOR CENTER

Eyes of [www.cullmanchamber.org](http://www.cullmanchamber.org)  
**PROGRESS**

Serving the Community Since 1943

Volume 45 | SEPTEMBER 2014 | Issue 9

Get ready to mix, shake and stir at our next Business After Hours event on September 4th from 5:30-7:30 p.m. at Top of the Town. This BAH event promises lots of movin' and shakin'! Learn how to master a basic swing dance and how to make your very own mixed beverage while networking with new contacts and familiar friends. And when you're ready to show your new moves off, there will be a DJ and plenty of dancing, along with hors d'oeuvres and beverages. For those who opt to make their own mixed beverage, the following recipes will be available from which you will pick one to learn.

**Spiced Caramel Apple Martini**  
This well-textured twist on the traditional Sour Apple Martini is perfectly fitted for the changing season.

Cafe Theatre

A dramatic coffee-based cocktail full of rich chocolate and hazelnut flavors served at the perfect temperature to warm up the early evening.

**Chocolate Cake Martini**

This intriguing dessert cocktail concoction will surprise you with its unique ingredients and amaze you with its flavor and balance. It's perfect for an autumn holiday or any occasion! For the spectators and participants alike, this one of a kind event will leave you entertained and feeling accomplished.

MIX • SHAKE • STIR

AT THE

TOP OF THE TOWN

SEPTEMBER BUSINESS AFTER HOURS

First step dance instructor, DJ and mixologist  
Network like never before



Reservations are required as tickets are limited! The cost to attend is \$15 per person and \$20 for future members. Bring plenty of business cards and be ready to have lots of creative fun at this event and MIX IT

UP! Contact the Chamber online, by phone at 256-734-0454 or via e-mail at [info@cullmanchamber.org](mailto:info@cullmanchamber.org) for more information or assistance registering. Thanks to our Entertainment Sponsor Advantage Real Estate.

***From the Chamber President: Looking for Love in All the Wrong Places***



Leah Bolin

President & CEO,  
Cullman Area Chamber  
of Commerce

As some of you may have noticed, I like to have fun! Growing up, I envisioned myself as a trapeze performer, Wonder Woman or

maybe even a rock star! As the child of a working mom, I saw firsthand that business was NOT for me! SCREEEECH—wait a minute!! What the heck am I doing? Fortunately for all of us, we are not doing what we dreamed of as a child. If we were, there would be a candy store on every corner and more circus performers than there are children. But the question is, "Do you love what you do?" It seems that most adults are looking for love in all the wrong places. In a recent poll taken by LinkedIn the question was asked, "Is there one simple formula for career happiness?" The #1 answer was, "Liking and believing in what you do." On the

flip side, 87% of all Americans do not feel fulfilled in their jobs. Why? A big reason we are unhappy in our work is that we have a fundamental misunderstanding about what motivates us. Let's look back at my childhood dreams. When I was a child, my passion was performing and people. As an adult, those passions are still there, they have just taken a different form. A prime motivator for me is helping others and making them feel good. Guess what? I get to do that every day! I help people find jobs, acquire new skills, develop plans, and discover solutions to their business problems. If my focus was still being the star of Barnum and

Bailey Circus or flying around in my invisible plane rescuing people from danger, I would be incredibly disappointed. I am doing what motivates me—helping people! Fulfillment can be found in every kind of job if you find your motivating factor. Every person is motivated by something. What motivates you? Once you find the answer to that question, you can be happy working in a factory, sitting at a desk, or mopping a floor. As for me, I have found love. Every day may not be a love affair, but each of you makes my job fun and rewarding. Although some days I feel like I am in a three ring circus I have to remind myself, "Wasn't that my dream?"

[www.CullmanChamber.org](http://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](mailto:info@cullmanchamber.org)

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

# SMALL BUSINESS & WORKFORCE SOLUTIONS

## Cullman Area Reverse Business Industry Trade Expo

The Chamber's Existing Business & Industry Committee will be hosting the 1st annual CARBITE - Cullman Area Reverse Business Industry Technology Expo on Thursday, September 4th from 1-3:30 p.m. at the Cullman Civic Center. The Reverse Business Industry Technology Expo is for plant managers, purchasing managers, project engineers and other decision makers to be exhibitors while suppliers attend the expo and receive benefits such as new contacts and face time with the exhibitors. The invitation is extended at no charge for the exhibiting manufacturers with setup beginning at 10:30 a.m. and lunch provided from 11:30 a.m.-12:30 p.m. The attendance fee for vendors is \$50 for Chamber members and \$75 for future members. This Expo will give you the opportunity to speak with industries and other large organizations in the area. The presenting sponsor is RJ Young, the corporate sponsor is Alabama Technology Network and the luncheon sponsor is Stone Bridge Farms. The exhibitor door prize will be provided by American Proteins, Inc. Proceeds from this event will benefit United Way of Cullman County and Wallace State Community College - Technical Scholarships. For questions, please contact Kevin Jackson at 256-775-7229 or by email at kevinj@cullmaneda.org. You may also contact the Cullman Area Chamber of Commerce

Presented by:



Corporate Sponsor:



Luncheon Sponsor:



Location Sponsor:



Exhibitor Door Prize:



# SMALL BUSINESS OF THE MONTH

## SEPTEMBER SMALL BUSINESS OF THE MONTH

**R.E. Garrison Trucking**  
**1103 County Road 1194**  
**Vinemont, AL 35179**  
**256-255-5537**

Sponsored by:



*Pictured above is Dr. Emily Flores from Cullman Eye Specialists, Alan Walker from Walker Brothers, LTD and Chamber Retail Chair Maria Richter Schultz from O.F. Richter & Sons, Inc.*

We recently presented our Small Business of the Month award, sponsored by Cullman Eye Specialists P.C., to Walker Brothers, Ltd. 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). Walker Brothers, Ltd. is honored to receive this award and they

are happy to offer their services to the Cullman area. "I would like to express my sincerest appreciation for Walker Brothers, Ltd., being selected as the small business of the month by the Cullman Area Chamber of Commerce. I take great pride in the fact that Walker Brothers, Ltd. has been one of the long standing family owned and operated business in Cullman County for over 50 years. I would also like to recognize the very important role the Cullman Area Chamber of Commerce plays in the overall support and assistance to the many small businesses in and around Cullman County. I look forward to our ongoing relationship with the Chamber in promoting the continuing growth of businesses in Cullman County."

The Cullman Area Chamber of Commerce announces the appointment of Derek Lane as the new Director of Small Business and Workforce Solutions. This newly developed position within our organization will lead and direct the business and workforce development efforts for all programs at the Chamber. Derek has over 25 years experience as a business owner and consultant. He has helped launch over a dozen agencies and organizations and provided organizational, resource, and capacity-building services and workshops to agencies around the country. He has garnered over \$20 million in successfully-funded grants and proposals for community and faith-based agencies. Some of his clients include World Vision, Samford University, the Christian Community Development Association, and the United States Department of Agriculture. Derek is also an ordained minister and he looks forward to living and working with residents and businesses in Cullman County. His wife, Mae, is a registered nurse and they have three grown girls and one teenage son who is attending his first year of college here in Alabama. Again, please join us in welcoming Derek as the new Director of Small Business and Workforce Solutions and his efforts to support the business and workforce activities of our community.



## Leadership Cullman County - Class of 2015

Leadership Cullman County is the adult version of Youth Leadership Cullman County. This program is also a nine-month series of seminars and programs designed to bring together a class of 15 to 20 community leaders to examine community issues such as education, health-care, crime, government, economic development and quality of life. This is sponsored



by Traditions Bank. The 2014-15 Leadership Cullman County class consists of: Noah Chandler, Cullman-Sense; Randy Earnest, Chick-fil-A; Matt Gentry, Sherriff-elect; Natalie Godwin, Wallace State Community College; Derek Gossett, REHAU Automotive, LLC; Ashley Graves, Cullman County Economic Development; Kim Hall, Cullman High School; Ben Harrison, Cullman Regional Airport – Folsom Field; Beth Kibler, Jim 'N Nick's Community Bar-B-Q; Bobby Morris, Cullman Regional Medical Center; Jeremiah Nolen, Regions Bank; Dr. Craig Ross, Cullman County Commission on Education; Jack St. John, St. John & St. John, LLC; Stefani Shadowens, State Farm Insurance – Shirley Quattlebaum; Cecelia Smith, Cullman Area Chamber of Commerce; Brandon Snider, Consumer First Mortgage; Jeffrey Taffar, Wells Fargo & Company; Rusty Turner, Cullman County Courthouse; Charles F. (Rick) White, Charles F. White; Dan Baillargeon, Saint Bernard Preparatory School; Sebastian Lehmgruebier, REHAU Automotive, LLC; and Blinda Walker, American Proteins, Inc.

Presented By:



**ALL NEW 2014  
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DUTY  
RAM**

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MAX TOWING  
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GET UP TO **\$9,000 OFF\*** 2500 & 3500 MODELS

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**SATURDAY SERVICE AND PARTS!**

**YOUR MISSION:**

**CASH MOB**

**TARGET:**  
AVE MARIA GROTTO  
Gift Store

**September 9, 2014 4 - 6 PM**  
1600 St Bernard Dr, Cullman, AL 35055

Brought to you by: **O.F. Richter & Sons Inc**

Our monthly Cash Mob, sponsored by O.F. Richter & Sons, Inc., will "mob" the historically beautiful Ave Maria Grotto on Tuesday, September 9, 2014 from 4-6 p.m. The Grotto is located at 1600 St. Bernard Drive in Cullman. This special event will offer a rare occasion of the monks baking bread. They traditionally prepare it for the Bloomin' Festival and sell out every year. Don't miss out on this special opportunity to see the Grotto and all its gorgeous scenery, as well as visit the gift shop and purchase the freshly baked breads. The plan is for everyone to bring \$20 to spend at The Grotto. It's a great time to meet people, shop for great items and thank local businesses for investing in the Cullman community.

**Friends.  
Family.  
Community.**



Mickey J Parrish, CLU ChFC CASL, Agent  
909 Fisher Street Southwest  
Cullman, AL 35055  
Bus: 256-734-4640  
mickey@mickeyparrish.com

**We're all in this together.**

State Farm® has a long tradition of being there. That's one reason why I'm proud to support our Chamber of Commerce.

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**FREEDOM**

Gloria  
Williams,  
Agent

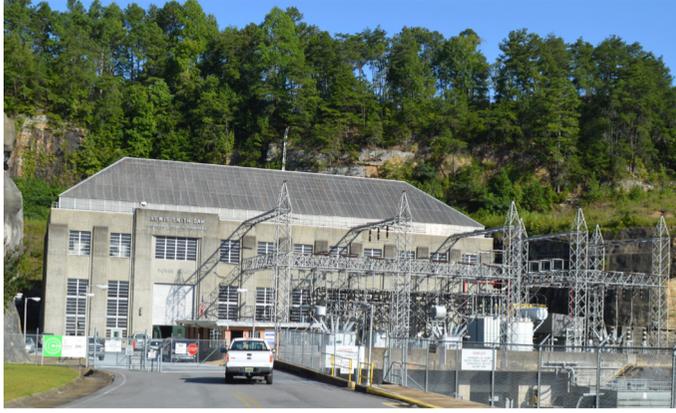


- \* Home
- \* Auto
- \* Farm
- \* Business
- \* Life
- \* Motorcycles
- \* Boat

**INSURANCE AGENCY**  
168 County Rd 1435 (Eva Rd.), Cullman \* 256-737-0011

# TOURISM

## GO FISH: Smith Dam Releases Rainbow Trout



*Pictured Above: Lewis Smith Dam - Alabama Power Company - Power Plant*

Alabama Power showcased for the news and outdoor media on Thursday, August 21 the release of rainbow trout below Smith Dam. The 9 a.m. event provided an opportunity to learn about the one fishing spot in Alabama where trout can be caught year-round and the company's coordination with the Alabama Department of Conservation and Natural Resources (ADCNR) stocking fish in the Sipsey Fork of the Black Warrior River. The media was able to video and/or shoot photographs adjacent to the dam and from in the stream bed further down the river. Media was able to talk with Alabama Power and ADCNR officials, as well as local chamber and economic development officials about the benefits of the program to fishermen and local tourism. A brief news conference was held next to the dam parking lot around 9 a.m., immediately followed by the release of 15,000 rainbow trout equating to 18,000 lbs. Alabama Power officials explained how enhanced habitat and improved access below the dam works to improve trout fishing. "We're eager to spread the word about the uniqueness of trout fishing below the dam," said

Jason Carlee, an environmental supervisor for Alabama Power. "We think it will be interesting for the public to see the habitat enhancements and access improvements we installed to improve the fishing experience." "Due to the unique habitat, the Smith Dam tailwaters provide an excellent location for stocking rainbow trout," said Chris Greene, assistant chief of fish series for ADCNR. "Through a cooperative agreement with Alabama Power, we are now pleased to offer anglers more frequently stocked and larger fish." If you decide to fish, make sure you purchase your Freshwater Fishing License from Mary Carter Store, Walmart, the Cullman County Courthouse or at [www.outdooralabama.com](http://www.outdooralabama.com). Since 1974, trout have been



*Pictured Above: One of the several Rainbow Trout released.*

stocked below Smith Dam. The deep water intake above the dam allows water temperature leaving the hydroelectric facility to stay below 70 degrees year round – supporting this unique trout population. Trout fishing below the dam has been an economic shot in the arm for the area, said Linda Lewis, president of the Chamber of Commerce of Walker County. "The chamber has led the way for more than a decade in recruiting fishing tournaments to our area and understands the meaning of tourism dollars," Lewis said, estimating the impact between \$1.5 million and \$2 million for each event. "By stocking trout just as this attractive option of fishing has benefitted

Walker County for several years, so too does it benefit Cullman County, as every single access point in which to fish is located throughout the beautiful outlets of the Cullman area.



*Pictured Above: Rainbow Trout being released into Smith Lake.*



# CULLMAN REGIONAL MEDICAL CENTER

Established October 19, 1939

## 75<sup>th</sup> Anniversary

# Community Celebration

**Sunday, October 19**

**2-5 pm**

*CRMC Campus ~ 1912 Alabama Highway 157*

*Join us for an afternoon of fun for all — kids activities, health screenings, facility tours and more as we Celebrate 75 Years of Excellent Healthcare in our community.*

**Past, Present & Well into the Future**

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

Stay Connected



### Own at Smith Lake RV & Cabin Resort



From \$65,000

Oversized RV Lots - Stained & Stamped Concrete Pads & Patios; Upgrades: Storage/Guest House, Decks, Pergolas

**PHASE II - NOW OPEN!**

- Two Saltwater Pools & Clubhouse
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- Lakeside Pavilion, Waterfall & Boardwalk
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Large RV Lot and Beautifully-appointed Resort Cabins



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800 County Road 202  
Crane Hill, AL 35053  
[www.SmithLakeRVResort.com](http://www.SmithLakeRVResort.com)

# Youth Leadership Cullman County - Class of 2015



*Pictured above is from the first session of YLCC.*

Youth Leadership Cullman County is a nine-month series of seminars and programs designed to educate selected youth participants from Cullman area high schools on community issues such as education, healthcare, crime, government, economic development and quality of life. The 2014-15 Youth Leadership Cullman County class consists of: Bailey West and Reilly Hood, Cold Springs High School; Will Raney and Jessica Canaday, Cullman High School; Brett Perry and Luke Barlow, Cullman Christian School; Tiffany Crook and Jessica Patterson, Fairview High School; Heather Middleton and George Smith, Good Hope High School; Niyonna Malcom and Jeremy Davis, Hanceville High School; Javier Figueroa and Brianne Brewis, Holly Pond High School;

Grace Eidson and Lacey Barrett, Home School; Thomas Bolin and Lesley O'Donnell, Saint Bernard Preparatory School; Savannah Terry and Sarah Dyer, Vinemont High School; and Ethan Barnette and Kerragan Baker, West Point High School. The first leadership session was facilitated by John Bentley of Power2Transform. The students worked with Mr. Bentley to learn about their strengths and expectations. This session is always eye opening and gives the students an opportunity to break the ice with their classmates.



The Cullman Area Chamber of Commerce announces the appointment of Jackie Moore as the new Director of Finance and Administration. This comprehensive position within our organization will manage the financial side while leading the administration department at the Cullman Area Chamber of Commerce," said Cullman Chamber President Leah Bolin. Jackie has worked in the banking business for over 10 years. With experience in a variety of accounting departments, she brings to the job a refreshing perspective and an extensive history in accounting, marketing, managing and collections. Jackie attended Valdosta Community College in South Georgia where she studied accounting and marketing. Her diverse background in corporate and independent accounting departments has allowed her the experience to appreciate the small town and startup businesses, as well as leading giants in the industry. Prior to her transition into the field of accounting, Jackie was the former Director of Business & Workforce Development at the Chamber. She has enjoyed the opportunity to meet and share marketing ideas with local business owners. In her time spent in this title, Jackie helped to implement several seminars and special events that have provided invaluable information to local businesses. With her change of title comes a shift of program work, but she is excited to remain involved with special events and the daily excitement here at the Chamber. "Again, please join me in welcoming Jackie as the new Director of Finance and Administration. Her infectious drive and innovation will continue to carry us forward in the community and at the Chamber.

Join us at the Chamber on December 9 to "Feed" a couple of great causes

# Art

## After Hours

SILENT AUCTION

Chamber for Charities |

## December 9

5:30pm to 7:30pm

PICTURES, DRAWINGS, MIXED MEDIA, SCULPTURES.....AND SO MUCH MORE!

50% of proceeds go to local charities and 50% to local artists

JOIN US! ----- REGISTER AT [WWW.CULLMANCHAMBER.ORG](http://WWW.CULLMANCHAMBER.ORG)

## CALLING ALL ARTIST!

Our final Business After Hours event to conclude this quarterly held series will be in December as we present our 3rd annual Art After Hours event to celebrate the end of a fantastic year! We are seeking local art and special pieces. The deadline to submit your artwork will be quickly approaching. Any medium is accepted and subject to approval by the Chamber. Must be 18 years or older. Please provide any display or support needed for your pieces and let us know if you will need any special accommodations (ex: outlet). Limited space available. We would like to invite our current members as well as invite future members to join us as we honor our local artists and celebrate the beautiful works of art that originate from our talented community. Please email [info@cullmanchamber.org](mailto:info@cullmanchamber.org) to register and request your submission form or just stop by the Chamber office.

EVERYTHING IS FREE & CONFIDENTIAL!

- Pregnancy Tests
- Limited Ultrasound
- Referrals to OB/GYN & Community Resources
- Material Aid for Parents & Children
- Adoption Support & Counseling
- Earn-While-You-Learn Parenting Classes
- Ongoing Prenatal & Parenting Support
- Father Mentoring Program
- Group Classes
- Mommy & Me Time/Daddy & Me Time Classes
- Sexual Integrity/Abstinence Classes
- One-on-one Counseling

Tuesday-Friday  
9:30-2:30 (256)352-5683  
203 Commercial Street SE  
Hanceville, AL

# MEMBERSHIP

## WELCOME NEW MEMBERS

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

- Big Country 105.7 FM WQAH (256) 773-4114
- Seventh Street Baptist Church (256) 739-8724
- KenyaRelief.org (256) 531-2535
- Trinity Custom Homes (256) 737-5055
- Cullman Coca-Cola (256) 734-0613
- Airgas (256) 353-1585
- Ivory Exchange, LLC
- Jonathan Hollis Agency - American National (256) 887-1145
- Alfa Insurance - Jeremy Scott (256) 734-1224
- Kimberly Williams-Bear (256) 297-5218
- Community Consultants, Inc. (256) 890-4240
- Whitetail Properties Real Estate (205) 368-9032
- Lacy Beasley (205) 490-2829
- Rita Fromhold - Coldwell Banker Hill Real Estate (256) 338-6956
- Brother's Kitchen & Pourhouse (256) 735-4240
- Clark Branch (256) 734-7557
- Rebecca Branch (256) 734-7557
- Sassy Southern Printing (256) 507-0510
- James Fields - Cullman Electric Cooperative (256) 737-3200
- Good Hope Pharmacy (256) 841-5958
- Corey Harbison State Representative District 12
- Cullman Regional Medical Center - Cardiology Clinic (256) 737-2095
- Super 8 Motel (256) 734-8854
- The Red Door Emporium (256) 338-3074
- Advance America (256) 739-9190



## Ribbon Cuttings



**Salinity**  
216A 3rd Street  
Cullman, AL 35055  
256-303-9306



**The Reid House- Cullman Area Mental Health**  
70 Mitchell Rd NE  
Cullman, AL 35055



**The Factory Dance Productions at Stone Bridge Farms**  
281 Co. Road 717  
Cullman, AL 35055  
256-734-9765



**Brown Stone Centre at Stone Bridge Farms**  
281 Co. Road 717  
Cullman, AL 35055  
256-734-9765



**The Brandin' Iron Steakhouse - Fairview**  
430 Welcome Road  
Fairview, AL 35058  
256-739-1112



**Belle Vue Hall at Stone Bridge Farms**  
281 Co. Road 717  
Cullman, AL 35055  
256-734-9765



**Premier Bank of the South**  
3323 AL HWY 157  
Cullman, AL 35058  
256-735-2001

To schedule a Ribbon Cutting, please call the Chamber at 256-734-0454.

The Chamber's  
**Morning BLEND**

Find out what's happening in the Cullman area

Presented by: **STARBUCKS COFFEE**

**SEPT 17 | 8-9AM**

Sponsored by:  
Joel Adams, DMD  
Clyne Adams, DMD

Chamber Building Commons Room

**BISCUITS & BUSINESS**

SPONSORED BY:

**NOVEMBER 13**

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

**MCGRIFF INDUSTRIES**

**Come to our Chamber Morning Events!**

Morning Blend is a chamber event held each third Wednesday of the month in the Commons Room of the CoC. You set the topic, Starbucks provides the coffee. This is a great opportunity to network with others in the community.

This quarter, Biscuits & Business will be held at McGriff Industries. This structured event is from 8 -9 am. Plan to eat breakfast with us on November 13th for a delicious breakfast and insightful discussion.

**Hops & Shops**

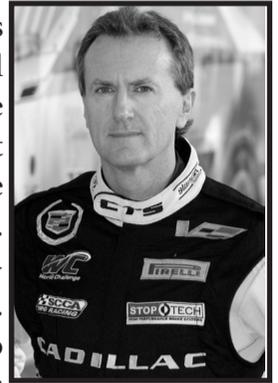
2ND THURSDAY OF EACH MONTH  
SHOP DOWNTOWN CULLMAN  
EXTENDED HOURS | STORE DISCOUNTS  
RESTAURANT SPECIALS | LIVE MUSIC!

It's almost time for Hops & Shops in September! Plan on coming to downtown Cullman on September 11 from 4-9 p.m. for a tasty hopping experience, excellent shopping deals and door prizes you don't want to miss. The shopper's prize drawing will be held at 8 p.m. at our featured store of the month, Littleville Blue, where the winner will receive Alabama football tickets

and Auburn football tickets! The hopper's prize drawing will be held at 9 p.m. at our featured restaurant of the month, The Downtown Grill, where the winner will receive a \$50 gift certificate to The Downtown Grill. Over 40 local restaurants and retailers will highlight the downtown area of Cullman offering extended hours, discounts and drawings. There will be a horse drawn carriage, live music, street performances and a classic cruise in car show. Wristbands for hoppers can be picked up at the Cullman Area Chamber of Commerce's Visitor Center, or at a separate location on First Avenue in front of ERA Waldrop Real Estate, starting at 4 p.m. on the day of Hops & Shops. For more information or to register, call 256-734-0454 or email [info@cullmanchamber.org](mailto:info@cullmanchamber.org). You can also receive updates from our Facebook page: [www.facebook.com/HopsAndShopsCullman](http://www.facebook.com/HopsAndShopsCullman).

**Community Luncheon**

The next Community Luncheon will be on the fourth Friday of the month, September 26, 2014 from 11:30 a.m. to 1 p.m. at the All Steak restaurant in the banquet room. Our guest speaker for August is Andy Pilgrim and the presentation topic will be America's Distracted Driving Epidemic: How Bad Is It and How Can We Cure It? Andy Pilgrim has been a professional race driver for 29 years and is currently a Pro Driver for GM Racing's Team Cadillac. Andy has won 5 Professional Championships and has 20 years of experience talking to students, parents and educators about traffic safety and distracted driving. In 2008, he started the Andy Pilgrim Foundation, a 501c(3). In November 2013, Andy released a new educational DVD called The Parent Driving Zone. He is a leading force in bringing attention to the critical role parents play in their children's driving education. Most parents never think about the fact that driver education starts the moment a parent turns that child safety seat around. Andy is also leading ground breaking efforts to put mobility knowledge into middle schools. For additional information, please visit [www.theparentdrivingzone.com](http://www.theparentdrivingzone.com) or [www.andypilgrimfoundation.org](http://www.andypilgrimfoundation.org).



This monthly event educates and inspires the community as a whole with special guest speakers and delicious luncheons. The Community Luncheon is presented by Mickey Parrish State Farm Insurance & Financial Services and sponsored by Cullman Regional Medical Center. You may register at [www.cullmanchamber.org](http://www.cullmanchamber.org) or by calling 256-734-0454 or by emailing [info@cullmanchamber.org](mailto:info@cullmanchamber.org). There is a 48-hour cancellation policy and prices are as follows: chamber members - \$15; future members - \$20.

September Community Luncheon Sponsor:



The 2014 Community Luncheon is presented by:



**Mickey Parrish**  
State Farm Insurance  
& Financial Services



256-734-4640

[MickeyParrish.com](http://MickeyParrish.com)



Thank you to our 2013-2014  
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Cullman County Farmers Federation

307 Main Avenue, Cullman, AL 256-734-4660



Steven T. Murphree DVM  
Dana H. Kessler, DVM  
Tara Bonds, DVM

1636 Main Avenue S.W.  
Cullman, AL 35055  
Office: 256-734-2181

Monday - Saturday

# TOURISM

## STS Marketing College



*Cecelia Smith receiving 1st year certificate of completion of Marketing College presented by President/CEO Bill Hardman of Southeast Tourism Society*

Cecelia Smith, Tourism Director of the Cullman Area Chamber of Commerce, has completed the first portion of a three-year professional development program that will lead to certification as a Tourism Marketing Professional (TMP). While Elaine Fuller, Curator of the Cullman County Museum, has successfully completed the three-year program and is now fully certified as a TMP. Smith and Fuller were two of 266 tourism professionals enrolled at the Southeast Tourism Society Marketing College this month. The week-long program turns the facilities of the University of North Georgia in Dahlonega, Ga., into a laboratory to teach tourism marketing each summer. There is no other professional development program like STS Marketing College, and it is recognized nationally for its training of tourism leaders. 804 people have earned TMP certification. "In the tourism industry, TMP certification carries a lot of weight," said Bill Hardman, president and CEO of the Southeast Tourism Society, a 12-state organization that promotes travel and tourism in the Southeast. The STS Marketing College began in 1992 to provide continuing education for tourism professionals and feted its 23rd anniversary this year. Tourism ranks amongst the top five industries in each STS member

state. Students come from convention and visitors bureaus, chambers of commerce, attractions, hotels and other segments of the tourism industry. The curriculum covers topics such as branding, social media, packaging and sports marketing. Heritage tourism and research are courses that have attracted special interest in recent years. "The fundamental concept of STS Marketing College is that the curriculum is practical. What students learn can be put to practice as soon as they get back to their workplaces," Hardman said. Twenty-five senior executives in the travel and tourism industry were the volunteer faculty. The program attracts students from throughout the Southeast and from around the country. "Southeast Tourism Society is recognized nationwide for the cohesiveness and camaraderie it fosters in the region. No other region in the U.S. has a similar organization. STS Marketing College is a major project to build skills and professionalism in the tourism industry," Hardman said. Southeast Tourism Society, created in 1983, is headquartered in Atlanta and has approximately 800 members who represent travel industry businesses, state tourism departments, chambers of commerce, convention and visitors bureaus and travel media. Its activities include cooperative marketing programs, continuing education, professional development and travel industry policy advocacy. More about STS can be found at <http://southeasttourism.org>. The 12 STS states are Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia.



## community improvement awards

### Seeking Community Improvement Nominations by September 15, 2014

Nominations are being sought for the best examples of community improvement efforts made by organization/business/company owners of properties in the Cullman area. We hope to inspire others to take action to preserve, protect and promote community improvement in Cullman. Anyone may nominate a commercial property/organization in the Cullman area. These awards will be given on a quarterly basis. Businesses/Organizations are eligible 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 for the award on a quarterly basis. If you have previously submitted a nomination in a certain category, no need to re-submit, we will keep said nomination on file for one year. A sign will be placed in the winner's location each quarter (July, October, January and April). Nomination deadlines are September 15, December 15 and March 15. Please review the following accolades and nominate accordingly.

- 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. A brief description of the project along with the completion date and 2-5 photographs of both before and after pictures should be submitted.
- Business/Organization with New Construction Considered for this award will be those businesses that have undergone careful construction of a new structure completed within the past three years. A brief description of the project along with the completion date and 2-5 photographs of both before and after pictures should be submitted.
- 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.

Pick up a nomination form at The Chamber or please email Cecelia Smith at [csmith@visitcullman.org](mailto:csmith@visitcullman.org).

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