

The Chamber Perspectives online

Post Your Events on our Community Calendar

Don't forget to post your community events on our free calendar at www.tuscaloosachamber.com.

You can subscribe to get a daily email/RSS feed & add items to your own calendar! You can also get a reminder email or text.

We now offer groups an online event registration service for a nominal fee.

Also, a group may put our calendar on its website and may even purchase a sublicense to customize it.

Call 758.7588 for more info.

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Terry Waters to Lead Chamber



Terry Waters was named executive director of The Chamber of Commerce of West Alabama following approval by the organization's board of directors Tuesday to succeed long-time president, Johnnie Aycock, who earlier this year announced his plans to retire. The announcement was made by Claude Edwards, 2010 Chairman of The Chamber. Waters, who recently retired from Alabama Power Company, will take over the reins of The Chamber effective January 1, 2011.

In making the announcement, Edwards expressed his enthusiasm and appreciation. "Johnnie has been such a strong and effective leader of The Chamber for almost 28 years, and we are very pleased that we were able to identify and secure such an outstanding successor in a relatively short period of time. Terry is a proven and exceptional community and business leader and will do a great job in a time of

transition for The Chamber and our community.”

“Waters will serve in an interim capacity as executive director during the coming year as The Chamber takes a strong look at how the organization positions itself for growth and impact as well as defines its role and partnerships with local governments, other economic development agencies, educational entities and other community initiatives,” Edwards emphasized.

“The next several years should provide outstanding opportunities for community growth and prosperity, and our choice for a permanent leader for the future of The Chamber may depend on how we define the role The Chamber should play,” said Edwards. As our executive director, Terry will work collectively with local governments and economic development agencies to facilitate a common set of goals, and methods for achieving these goals, that will help grow and improve the livability and economic vitality of our community and prosperous businesses.”

“During the next year, Terry will be working fulltime with The Chamber to promote and demand the level of excellence that Johnnie Aycock made a tradition for so many years for our organization and our community,” Edwards pointed out. “Our entire Chamber leadership team will also be working together with Terry to define and identify a permanent, future leader for The Chamber.”

“I’m very honored and excited to be given this opportunity,” said Waters. “For almost 28 years, Johnnie Aycock, his professional staff and countless number of Chamber volunteers have worked tirelessly to create a vibrant community, an effective organization, and to address the needs of businesses in Tuscaloosa County and West Alabama.”

“The Chamber has taken the lead on so many worthwhile endeavors, launched many vital programs that have touched the lives of countless numbers of people. And that work has taken place daily in both good times and difficult times for our community,” Waters emphasized.

“Today, we face unprecedented challenges as our economy begins to slowly recover from one of the most difficult recessions in history. The ‘new economy’ that is emerging will be different, very different, from the previous one. Chamber members and area businesses will be seeking new ways to do business, finding ways to reduce costs, looking for new efficiencies in every area of their operations, and exploring new methods for expanding their markets. Our Chamber must be positioned and focused on addressing the changing needs of our members and economy,” according to Waters.

Assuming his new role, Waters said he will place emphasis on: “staying true to the core mission of The Chamber and building on the strong foundation that has been laid; retaining competent and professional staff that’s committed to outstanding customer service; listening to our members to ensure that we clearly understand issues and needs; forging strong alliances with our economic development

partners, such as the Industrial Development Authority and the Convention & Visitors Bureau, our educational institutions and workforce development partners, and local governments and their economic development efforts; and working closely with The Chamber's board of directors in defining and conducting a search for a new permanent president and ensuring a seamless transition of leadership."

"Terry brings tremendous credibility with him to our Executive Director position," said Chairman Elect Lin Moore. "He has served our Chamber in virtually every capacity, and clearly, he has the skill set and leadership qualities we were looking for as we transition to our Chamber's next phase. Terry knows the community's stakeholders and our membership, in addition to having the experience of leading a major employer in West Alabama. As incoming Chair, I truly look forward to working closely with Terry over the course of the next year."

"Terry Waters is a proven leader and his unwavering commitment to our community makes him the perfect choice to lead The Chamber," stated retiring president, Johnnie Aycock. He has over 37 years in leadership roles with Alabama Power Company, is a past chairman of The Chamber and the Tuscaloosa County Industrial Development Authority, and has led numerous, diverse organizations, boards and charitable initiatives successfully. Working with Terry for several years and knowing his experience, passion for our community, organizational skills and character makes him a perfect successor. I'm delighted and very excited for our organization's future."

Pictured left to right are: Lin Moore, Terry Waters, Johnnie Aycock and Claude Edwards.

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Next Mixer at Midtown Village

Our next Chamber Connects mixer will be hosted by Midtown Village on Oct 12 from 5-7pm. Event will be held in the back section, near Kobe. Look for registration at the flagpole. There will be fabulous food by Midtown restaurants and more! Come out



and enjoy the weather, fellowship and shopping. All employees of Chamber member businesses are invited as well as prospective members so bring a friend. Midtown Village is located where McFarland Blvd meets 15th St in Tuscaloosa.

Our September mixer was hosted by Baumhower's Wings and was an enjoyable and productive time for all.

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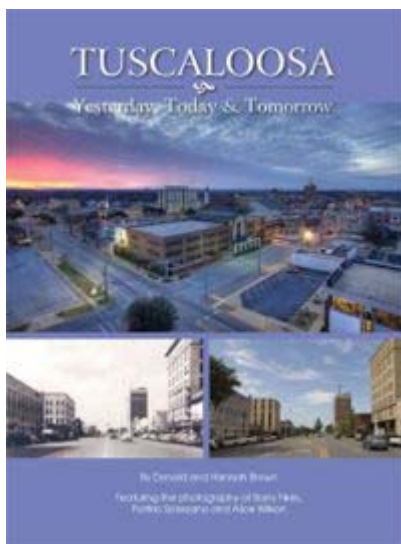
"Tailgate Friday" Shopping Event is Friday

Our Retail Task Force has planned an event that member retailers are encouraged to take part in and benefit from. Tailgate Friday is a shopping event set for 5pm-9pm on Oct 1, the evening before the Florida-Alabama football game, when our community will be full of potential shoppers. Retailers are encouraged to take this opportunity to stay open a bit later, put on a special tent sale, offer incentives, refreshments, you name it. Be creative! Ads are running with tagline "Shop Tailgate Friday."

Roll Tide!

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History Books are Here!



Tuscaloosa: Yesterday, Today and Tomorrow is well worth the wait. Contains historical photos paired with recent ones, showing just how much our community has changed over the years. Beautiful and fascinating, the book makes a great gift! Get yours today at the Chamber office for \$49.95. Books will be distributed to local bookstores as well.

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Reservations Open for 2011-2012 Community Profile & Membership Directory



In these challenging times, continued exposure and networking of your business is critical. Advertising in your Chamber publication has great advantages--A national study recently conducted showed "consumers are 63% more likely to buy goods and services in the future from a company that they believe is a member of the local chamber" and "they are 44% more

likely to think favorably about the business". For more info, contact Ginger Nunley at 850.866.3385 or fmaplady@gmail.com.

Benefits:

- Designed to promote and network your business to the entire West Alabama region and surrounding communities.
- All advertisers will receive a minimum of 3 FREE Internet hyperlinks to their business web site.
- Publication and all content links to the www.villageprofile.com, which receives over 2 million visits a month with reciprocal link on The Chamber of Commerce of West Alabama website.
- Only advertisers will be accessible 24/7 online via mobile cell phone at www.vpmobile.us.
- NEW for 2011-VP Smartphone App for both iPhone and Droid platforms.
- Very reasonable ad rates with FREE ad copy and design preparation available.
- Dedicated distribution of thousands of copies with all advertisers receiving complimentary publications.

The man who stops advertising to save money is like the man who stopped his clock to save time." Thomas Jefferson

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Franklin Covey: 7 Habits for Managers

We're pleased to offer this workshop giving both new and experienced managers tools to meet today's management challenges including: conflict resolution; prioritization; performance management; accountability & trust; execution; collaboration; and team and employee development.

Participants will be able to: Increase resourcefulness & initiative; Define the contribution they want to make; Manage performance through accountability & trust; Give constructive feedback; Improve decision-making skills embracing diverse viewpoints.

Class will be Oct 7 from 8:30am-4pm at JMF (Bank of Tuscaloosa plaza). Cost is \$130. Call 758.7588 or email tracy@tuscaloosachamber.com to register.



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Tickets Still Available for Northport Citizen Banquet

The Northport Citizen of the Year Banquet & Awards program is set for Tues, Oct 5 at 7pm at Five Points Baptist Church. Event tickets are \$25, which includes a delicious dinner by Robertson's BBQ. Contact

Tracy Crumpton at tracy@tuscaloosachamber.com or 391.0554 to register or get more info.

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State of Community Breakfast Coming Up

The 8th annual State of the Community Breakfast will be presented by Ellis Architects and Regions Bank on Thurs, Oct 14 at 7:30am at Hotel Capstone. Reports on the progress of our area and status of our local governments will be shared by Mayor Walt Maddox, Mayor Bobby Herndon & County Commission Chairman Hardy McCollum. A continental breakfast will be provided. There's no cost to attend, but registration is required by calling 758.7588. Over the past few years, this program has been well-received and informative.

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Save the Date: Memories & Dreams-A Celebration

Mark your calendars for a special Chamber Annual Meeting event on the evening of Jan 21 entitled Memories & Dreams-A Celebration, which will commemorate the retirement of our fearless leader and president, Johnnie Aycock.

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"Goblins & Ghouls" Tennis Tourney Set



The annual Nucor Steel Tuscaloosa Adopt-A-School Tennis Tournament is scheduled a little later this year, but the participants are sure to have a "spirited" time as the tournament takes on a Halloween feel! Theme is "Goblins & Ghouls" and participants will enjoy traditional Halloween activities as well as compete in the doubles tournament! The 17th annual tourney is set for Thurs, Oct 28 at Indian Hills Country Club, beginning at 8:30am. Ladies doubles

teams will compete in 2.5, 3.0, 3.5, and 4.0+ divisions. Cost is \$45/player and all schools represented are eligible to win cash prizes. Registration forms will be available at Indian Hills Country Club, the Chamber office and at www.tuscaloosachamber.com soon. Court and prize sponsorships are available. For more info, call 391.0563 or email loo@tuscaloosachamber.com.

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Chamber & Community Delegation Headed to Washington

The annual Washington Fly In, sponsored by the Chamber, began yesterday and will continue today. Effort is once again poised to make an impact, presenting a number of issues, projects and needs to the members of Alabama's congressional delegation.

The 27-member team, led by 2010 Chamber Chairman Claude Edwards, is promoting an agenda that includes: funding for the McWrights Ferry road and the Martin Luther King Blvd/Jack Warner Parkway extensions; Northport's Downtown East-West Corridor and Mitt Lary Road expansion and other transportation projects; funding for enhancements at the Tuscaloosa Regional Airport and other community projects; as well as a number of legislative policy positions, including The Chamber's policies related to health care reform, environmental and energy.

The Chamber delegation includes: Mayor Bobby Herndon of Northport; Dr. Frank Costanzo, Superintendent of the Tuscaloosa County Schools; Dr. Mark Heinrich, President, Shelton State Community College; Tuscaloosa City Council members Cynthia Almond and Bob Lundell; Chamber President Johnnie Aycock; and members of The Chamber's Board of Directors and Public Affairs Council.

The group has a full schedule with the members of the Alabama Congressional delegation and their professional staffs.

Chamber President Johnnie Aycock emphasized that "our Fly In to Washington has been very effective over the years, advocating key business positions on legislative issues, building positive relations with our elected leaders in Washington, and providing support for vital community and economic development projects for our area."

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Biggest Ecycling Event Yet

We partnered with the Cities of Northport and Tuscaloosa again for another community-wide E-Cycling Day event this month, which proved to be the biggest and best yet! A total of 192,000 lbs of e-waste was collected and diverted from our landfills. This filled 6 transfer trucks!



More than 1100 vehicles came through from 10 counties in West Alabama. Number of members participating doubled this time--223 businesses dropped off items.

As an added bonus this time, each member vehicle dropping off was entered in a drawing for 10 FREE \$300 vouchers from NoJobMonsterHere.com, two ipod Shuffles from The Core, and other great prizes.

Thanks to all who participated, helping to make our community a "green" one.

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Tide-Fi Network to Benefit Low Income Residents

Since last fall, the Tide-Fi Wi-Fi network has provided free Internet access across the Strip for two hours a day. City leaders are now exploring the possibility of expanding Tide-Fi to other areas, from commercial districts like Temerson Square to low-income neighborhoods like those in the city's Hope Initiative.

During a City Council projects committee meeting earlier this month, council members were updated on Tide-Fi's progress by representatives from the UA and the Chamber, who reported that the network on the Strip cost \$3,500 to put in, with little to no cost in upkeep. The council members were surprised at the low cost and feel that expanding that network is very doable.

The chamber recommended that the city consider asking churches, nonprofits and other agencies in these districts and neighborhoods to contribute to the cost of the network and host the nodes that broadcast the network's signal. And the city will contribute as well.

Three Hope neighborhoods are in Councilman Harrison Taylor's district. Taylor said he is confident that the churches there can work together to support the network, greatly helping students living in West End households that can't afford Internet access.

Councilman Bobby Howard, whose district has two Hope Initiative neighborhoods, believes his area churches will help as well.

Meanwhile, the Tuscaloosa Public Library is hoping to have a large Wi-Fi network setup within the Weaver Bolden Library being built in McKenzie Court that will broadcast outside its walls and into McKenzie Court.

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3-Part Literacy Day Event Held



The Literacy Council of West Alabama held its 3rd annual program on Sept 8 in honor of International Literacy Day to highlight efforts to combat illiteracy.

Event included a grant-writing seminar in the morning, an awards luncheon to honor community leaders in the fight against illiteracy and a reception for the Literacy Council's new executive director, Stephen Bridgers, at Hotel

Capstone.

A highlight in the movement over the last year is Bridgers signing on as the organization's first full-time staff member, after the council was awarded \$250,000 in funding from Congress to hire staff and create an office. He will work with a committee to address local literacy problems and build a regional plan including ways to increase awareness and advocacy, enhance coordination and build alliances within the community. Plan will expand upon efforts already under way in West Alabama.

Pictured are Stephen Bridgers and Council chair Jackie Hurt.

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UA Enrollment Continues to Grow with Quality

The University of Alabama continues to grow with quality with enrollment topping 30,000 for the first time this fall.

A record 30,232 students are enrolled, an increase of 1,425 students, or almost 5 percent, over fall 2009. This year's freshman class once again increased in quality as well as numbers.

Enrollment at UA is up 54.1 percent since fall 2002. UA has planned carefully for the unprecedented growth in both numbers and quality, adding faculty, facilities and support functions to provide an excellent education to all students.

Outstanding qualifications of the freshman class include:

- The entering freshman class, at 5,563, is the largest and most academically talented class in UA history.
- The class includes 125 National Merit Scholars, up from 102 in 2009. Last year, UA ranked 10th in the nation among public universities in the enrollment of National Merit Scholars.
- 25 percent of the freshman class – 1,395 students – had a 4.0 or higher grade point average in high school and the mean ACT score for the class is a record 25.1.
- The freshman class was drawn from a record 20,112 applicants, up 175 percent since fall 2002. In a clear indication that UA has become a more selective institution, the percent of students admitted was 54 percent, down from 85 percent in 2002.

Enrollment in graduate and first professional degree programs is 5,348, up from 5,105 last year.

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Tuscaloosa Named a Best Community for Young People



In a celebration of America's young people

and the communities most dedicated to helping them become successful, America's Promise Alliance recently announced its 2010 list of 100 Best Communities for Young People presented by ING and Tuscaloosa is one of them! An interactive showcase of the 100 Best and their accomplishments can be found at www.americaspromise.org/100Best. Alma J. Powell, Chair, America's Promise Alliance, said, "Each community has proven that they are developing programs and implementing initiatives to provide young people with the essential resources they need to graduate from high school and succeed in college and a 21st century career." Competition is part of the Alliance's Grad Nation campaign, a 10-year initiative to mobilize all Americans to end the dropout crisis. This year, more than 350 communities in all 50 states and Washington, DC, were nominated for the 100 Best competition. Winners were chosen by a distinguished panel of judges that included some of the nation's most well-known civic, business and nonprofit leaders 2010 winners were highlighted at a ceremony in front of the Washington Monument on the National Mall in Washington, DC.

First held in 2005, 100 Best honors communities large and small, rural and urban, that are making progress to help young people achieve their potential, which includes earning a high school diploma, securing a good job, and playing an active, productive role in America's economic vitality.

A local celebration will be held on Nov 20, time and place TBA. For more info, contact Sabrina Thomas at Tuscaloosa's One Place at 462.1000.

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NOJOBMONSTERHERE.COM Announces New Job Search Site



NoJobMonsterHere.com, a website designed to simplify the search process for workers looking for quality part-time jobs, has launched in a market hungry for an alternative from the typical online job posting websites and traditional newspaper classifieds. The site simplifies the job posting process for

employers and provides annual packages that any company can afford. "Our service is free to job-seekers and affordable for employers," said CEO Jason Aycock. "Our goal is to attract high-quality job seekers and accurately match their skills and interests with the employers' specific needs and to eliminate the expensive turn-around costs associated with the way they are doing things now." The site has initially launched to cater to part-time job markets with plans of bringing professional job postings in the near future. The major difference between NoJobMonsterHere.com and other sites is its integration with Facebook, the world's largest social networking site with over 500 million users. NJMH.com has a Facebook application that allows part-time job seekers to search, save, and share jobs they like with out leaving Facebook. They also are able to subscribe to different types of industries and receive job notifications of opportunities in their area via e-mail and in the Facebook application. Employers are also able to promote their jobs directly to Facebook. When posting a job, an employer can specify the related industry and chose to promote their job posting to potential applicants. This allows companies to reach a much broader pool of job-seekers in their area. NoJobMonsterHere.com is headquartered in Tuscaloosa and a ribbon cutting was held this month. To learn more, email info@nojobmonsterhere.com.

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Mattress King Opens

Mattress King, a locally-owned and operated Sleep Specialty store, held a grand opening on Sept 20. Address is 1413 McFarland Blvd E, next to CVS, in Tuscaloosa. Store's massive inventory of mattresses



includes a full line of Tempur-Pedic and names like Sealy, Stearns & Foster, Embody, Rest & Restore and Englander at various price points. Mattress King in Alabama is proud to be the state's largest family-owned quality "Sleep Specialty" chain. Call 344.6125 or visit www.mattressking.net for more info.

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Social Media Toolbox: Facebook Fan Pages



By: Donna Gilliland, Social Media Specialist of MOSTraining.com

Put your Facebook fan page into overdrive with these two Facebook apps!

There are many great applications for Facebook that you can add to your Facebook personal and business pages that will help you increase your visibility and customer engagement! Start now with these two great applications.

Engage your Facebook audience with live streaming video from your Facebook fan page! We all know that part of the success of using Facebook in our businesses is customer engagement. You want your audience to come back again and again. There are many ways to keep an audience engaged. One of those ways is via live broadcasting from your Facebook pages using [Vpype Live™](#) . It is a live and interactive video broadcast application for Facebook. It is free! If you have a webcam and microphone you can create your own shows and chat with your audience real-time! Your shows can also be recorded and saved so you and/or your customers can view them later. Another way to keep customers coming back! Vpype allows you to have up to 300 in attendance. The application does not require any download. You will add it to your Facebook profile for use whenever you want. You can even preschedule an event and send announcements to ensure greater attendance. Your audience can see and hear you and they can participate through a chat box. The marketing possibilities are HUGE! Take a look at some of the ways you can use this powerful engagement tool. Remember, you are limited only by your imagination.

- *Product launch*
- *Special event announcements*
- *Book launch*
- *Grand opening of a new business or new location*
- *Generate pre-event excitement*
- *Restaurants chefs could broadcast from the a Facebook page monthly and engage with their audience*
- *Virtual parties*

Installing Vpype – visit <http://apps.Facebook.com/VpypeLive> for additional info. You can also use the search box on Facebook by typing in Vpype. Visit the fan page at <http://www.facebook.com/vpype>.

Second application you should consider installing is the **LinkedIn profile application**. You can use this application to display your LinkedIn User profile or Company profile on Facebook--another grand opportunity for you to increase the visibility of you and your company! By the way, this application is not affiliated with LinkedIn.com.

Installing the LinkedIn profile application – visit <http://apps.facebook.com/LinkedInProfile> where you will find the

simple instructions for installing this application so that you will have a LinkedIn profile tab on your Facebook page. You can also search for this application using the search box on Facebook.

Donna Gilliland is a Social Media Specialist for training and consulting on social media marketing. Contact her at Train@MOSTraining.com. Connect with Donna on Facebook at www.Facebook.com/MOSTraining and follow her on www.Twitter.com/MOSTraining for regular tweets on social media and technology!

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Welcome, New Members!

The following joined since Aug 1.

Davis Mediation Firm
Ball & McGough Engineering
Willow House
SPW & Associates
Lenny's Sub Shop
Open Range
Owens, Millsaps, LLP
General Aviation Center, LLC
EMPACT West Alabama, Inc
Moody Radio South
Jalepenos Mexican Grill
Mattress King, Inc
Green Acres Landscape Services, LLC
Fifth & Main
AAA Alabama
Anne's Tiques
The Sherwin-Williams Co
Award Company of America
Delectable Delights
Phone Restore
Konica Minolta Business Solutions
Chef-N-Staff
Edutech

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Diamond Level Sponsors



Mercedes-Benz

