



# NEWS & VIEWS

August 2019

Volume 39 Issue 8

## August 13 Luncheon Vestavia Hills City Schools Superintendent Dr. Todd Freeman

**D**r. Michael Todd Freeman has served as superintendent of Vestavia Hills City Schools since March 2018. From 2013 to 2018, Dr. Freeman was the superintendent of Sylacauga City Schools in east Alabama. Dr. Freeman also worked for twenty years in Auburn City Schools as a social studies teacher, high school principal, and executive director of operations and services.



As Vestavia Hills' superintendent, Dr. Freeman has overseen renewal of the school system's accreditation and the development of new strategic plan goals.

Dr. Freeman holds a bachelor's degree in education from Jacksonville State University, a master's in education from Auburn University, and a doctorate in educational leadership from Valdosta State Uni-

*(Continued on page 5)*

LUNCHEON SPONSOR

## Cellular Sales of Verizon Wireless

Cellular Sales was founded in 1993 by Dane and Meg Scism. The company marketed service on behalf of Cellular One and GTE Wireless prior to the advent of Verizon Wireless in April 2000. Cellular Sales continued to grow through the late 90's and early 2000's by making its original independent sales representatives partners in new territory markets it opened.



The fourth region opened was the Alabama Market in 1998 with the original Alabama Headquarters opening in Gadsden. The company set itself apart from other cellular agents in the market by impressing a professional dress code and providing a unique buying experience by focusing on total customer satisfaction.

Nationally, Cellular Sales operates in close to 32 states with more than 600 locations. Today Cellular Sales of Alabama's main offices are here in Birmingham and consists of thirty-three locations including seven stores in Tallahassee and Panama City and South Georgia. Cellular Sales' Alabama Market employs over two hundred sales and administrative associates.

As Regional Directors, Jason Love and David Surber contribute the success of the company to a "People First" approach. The people who make the daily sacrifice to provide for their family by spending their "work life" with Cellular Sales, and the clients the company is so fortunate to serve, are together the people Cellular Sales serve first.

## **It's Back to School Time!!      Already??**

Yes, summer might not be over; but summer vacation season has ended for many families and back to school planning is well underway.

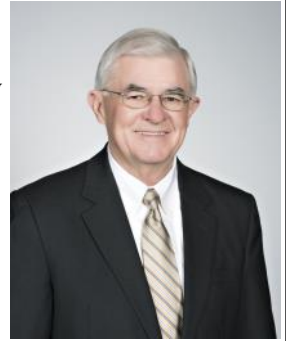
There are probably many back-to-school checklists being prepared because of the number of tasks that must be completed before that first day of school.

To assist in this effort, listed below are some tasks that may not have made your list yet; but you may want to consider adding:

- Do a dry run or two—waking up early, getting ready, and leaving the house on time.
- Talk with your child about the start of school. Ask what lingering worries he or she has and what you can do to help.
- Start setting alarm clocks. Gradually roll back bedtimes and wake-up times to ease kids into their new schedule.
- For reminders you just cannot forget, write it on a sticky note and place it where it is most helpful.
- Start a supply stash - You know the feeling — it's 9 p.m. and you are out of poster board for your son's project that is due at 8 a.m. Prevent future late-night melt downs by refreshing the store pile: markers, index cards, etc. You can also save cash by buying products in bulk.
- Schedule your children's haircuts for fresher looks.
- Read the school handbook for rules and regulations and review all the school medical requirements.
- Do not forget to charge your camera to capture the most exciting moments on the first day of school.
- And my FAVORITE – Do not make them wear those new shoes the first day of school unless they choose to do so. New shoes almost are never comfortable until they have been worn for a while.

This last one is for everyone – The first two weeks of school are crazy, chaotic, and stressful for parents, students, and everyone else who drives. With all the additional cars on the road, remember to be extra careful and patient as new schedules morph into routine schedules.

*Gary Jordan*  
*Summit Franchising Group*  
*Board Chair, 2019*



Gary Jordan

**F**rom the President...

This summer, your Chamber has been busy working on many things to support our membership. A special thanks to Katie Woodruff for putting together 150 New Resident bags that have been distributed to Vestavia Hills Schools to present to new families to the City of Vestavia Hills. A special thanks to each of you that brought items to include in the bags....we had a good variety of items to let the new families know about our wonderful businesses! We are very grateful for that and hope that getting your name in front of new residents will direct them your way when they need a product or service.



Karen Odle

As back to school is upon us, we have many things planned for August as well as the rest of 2019. I hope you will mark your calendar and join us at all events possible as together; we can continue to strive for a life above.

Our Chamber luncheon will be August 13<sup>th</sup>. We are delighted to have our keynote speaker as Superintendent of Vestavia Hills City Schools Dr. Todd Freeman to give us an update on the wonderful school system that is the crown jewel of our community. Dr. Freeman has quite the plate full with all of the reorganizations of several of the elementary schools and Vestavia Hills Elementary Dolly Ridge coming online as well as Central going off line, I am sure his summer has been crazy. We are delighted he is willing to give us an update on all of the changes in our system as he will be speaking to us the first full week of school. This is a great opportunity to get an update on these changes. Regardless whether you have school age children or not, the vitality of the school system impacts everyone that owns a home or business in this community. Reservations must be made no later than 4:00 pm on Friday, August 9<sup>th</sup>.

Speaking of August 9<sup>th</sup>, we will have the 6<sup>th</sup> Annual Back to School event in Cahaba Heights at Philadelphia Baptist Church on August 9<sup>th</sup>. This change is due to the ball fields at Cahaba Heights Elementary undergoing construction so we are grateful to Philadelphia Baptist Church for opening their doors to us so we can continue to celebrate our students as they go "Back 2 School in the Hills". This event is brought to you by the Vestavia Hills Chamber of Commerce in conjunction with JAMM Entertainment, Deborah's Party Rental, Birmingham Christian Family and title sponsor ARC Realty. We will have inflatables for the entire family, a DJ, a business expo with our incredible sponsors that make this event a reality, and at dusk, the family movie, *Ralph Breaks the Internet*. Check [www.vestavi hills.org](http://www.vestavi hills.org) for updates for the event.

I hope by now you have received the 2019 Vestavia Hills Living. We have had tremendous feedback from our residents. If you missed getting a copy, please stop by the Chamber office and pick one up. We strive with each issue to provide information about different areas of our city. Please support the advertisers in this magazine. We would not be able to mail this to every resident without their support. Remember, shop local! Our local businesses support our community and our schools. So, let's keep them vibrant!

Unity. Prosperity. Family.

*Karen J. Odle*  
*President*

# WELCOME NEW MEMBERS

Please support our newest Chamber members and remember to 'Shop Vestavia Hills First'!!

- ◆ Silver Coin Indian Grill  
Bharati Kunder  
3321 Lorna Road, Suite 13  
Birmingham, AL 35216  
(205) 823-9079  
Web: [www.silvercoinusa.com](http://www.silvercoinusa.com)  
Category: Restaurants
- ◆ Local Ad Face  
Shane Locke  
3152 Little Road, Suite 344  
Trinity, FL 34655  
(404) 643-8032  
Web: [www.localadface.com](http://www.localadface.com)  
Category: Advertising
- ◆ Your Kid's Urgent Care  
Felicia Fortune  
790 Montgomery Highway, Suite 112  
Vestavia Hills, AL 35216  
(205) 769-6800  
Web: [www.yourkidsurgentcare.com](http://www.yourkidsurgentcare.com)  
Category: Healthcare
- ◆ Iron Mountain Insurance  
Matt Kilgore  
2170 Highland Avenue South, Suite 100  
Birmingham, AL 35205  
(205) 849-0000  
Category: Insurance
- ◆ NS Dance Studio  
Natalie Virciglio Simpson  
3242 Cahaba Heights Road, Suite A  
Vestavia Hills, AL 35243  
(205) 637-7675  
Web: [www.nsdancestudio.com](http://www.nsdancestudio.com)  
Category: Dance Studio; Performing Arts
- ◆ NS Dance Studio  
Shad Simpson  
3242 Cahaba Heights Road, Suite A  
Vestavia Hills, AL 35243  
(205) 637-7675  
Web: [www.nsdancestudio.com](http://www.nsdancestudio.com)  
Category: Dance Studio; Performing Arts
- ◆ iHeartMedia  
Katie Swann  
600 Beacon Parkway W., Suite 400  
Birmingham, AL 35209  
Web: [www.birmingham.iheartadvertising.com](http://www.birmingham.iheartadvertising.com)  
Category: Radio; Advertising
- ◆ iHeartMedia  
Lance Tarrant  
600 Beacon Parkway W., Suite 400  
Birmingham, AL 35209  
Web: [www.birmingham.iheartadvertising.com](http://www.birmingham.iheartadvertising.com)  
Category: Radio; Advertising
- ◆ Committee to Keep Judge Maria Fortune  
Judge Maria Fortune  
Vestavia Hills, AL 35242  
(205) 325-5013  
Web: [www.keepjudgefortune.com](http://www.keepjudgefortune.com)  
Category: Government

## August 13 Luncheon

Reservations must be made by 4 PM Friday, August 9, 2019  
Reservations may be made by visiting [www.vestaviahills.org](http://www.vestaviahills.org) or by calling 823-5011.

Please Note:

-Reservations that are made and not cancelled by 4:00 pm Friday, August 9 must be paid for, as we must pay for the number reserved.

**-Please make every effort to make your reservation on time. The number of reservations we have by the deadline is the number that we and the Vestavia Country Club prepare for.**

**Please remember the Vestavia Country Club policy of NO JEANS in the ballroom where we hold our monthly luncheons.**

*(Continued from page 1)*

versity in Georgia.

Dr. Freeman, his wife, Rachel, and two sons, Samuel and Jacob, are residents of Vestavia Hills. Rachel is a group fitness instructor at the Shades Valley YMCA. Their oldest son, Samuel, will be a kindergartener this year at Vestavia Hills Elementary East. Dr. Freeman is also a member of the Vestavia Hills Rotary Club and Civitan International, and he and his family attend Shades Mountain Baptist Church.

## Luncheon Business Spotlights

As a benefit of Chamber membership, you are welcome to choose two luncheons to have a booth to showcase your business.

If you would like reserve your spots for 2019, please email [chamber@vestaviahills.org](mailto:chamber@vestaviahills.org).

2019 Luncheon Dates:

August 13  
September 10  
October 8  
November 12  
December 10

## Member Notes

- Congratulations to **Pet Vet Animal Hospital** on their 20th Anniversary!
- **The Lili Pad** and **Gigi's Teen** are having a Second Chance Sales Tax Holiday, now through August 4. They'll pay the sales tax on your back to school items! 3138 Heights Village
- You're invited to a Back to School Girls' Night Out at Heights Village on August 1 from 5:00-7:00 pm, celebrating the grand opening of **Cradle+Bee** (formerly The Swanky Stork). Be the first to see Cradle+Bee, shop tax free at **The Lili Pad** and **Gigi's Teen**, enjoy Fairy Hair by **Salon Summit** and wine and appetizers from **FOODBAR** and **Wintzell's Oyster House**!
- Join **Vapor Ministries** for the 16th Annual Shake and Bake run held amongst the shaded roads in the beautiful town of Mt. Laurel. The race will benefit Vapor Ministries, beginning at 8:00 am August 3rd! See you there! Register at <https://runsignup.com/Race/AL/Birmingham/ShakeBake5K>
- Check out **NS Dance Studio** during their Open House: August 3 from 11:00 am-1:00 pm at their Cahaba Heights location (3242 Cahaba Heights Road, Suite A) and August 4 from 2:00-4:00 pm at their Grants Mill location (1819 Grants Mill Road)! Enjoy snacks while you meet the faculty and tour the studios.
- **Congressman Gary Palmer** (R-AL) will host a "Pastries with Palmer" meeting with constituents at 8:00 am on Wednesday, August 7, at Vestavia Hills City Hall (1032 Montgomery Highway). This is a relaxed meet-and-greet time with no formal speech for constituents to enjoy fresh pastries and coffee with the Congressman, and to meet his Washington-based legislative staff. This event is open to the public and offers a good opportunity for constituents to have a casual conversation with the Congressman and to get to know his staff.
- **Vestavia Hills United Methodist Church** invites you to their First Day of School event on August 8 from 7:30-10:00 am. Come for coffee and pray with others for our children and schools. 2061 Kentucky Ave
- Sip, Shop, Sweat with **Pure Fitness** on August 10 at 9:00 am! Come try out a sampling of all their group fitness classes then stick around to get your free swag bag, sip, and shop local healthy vendors. Free to attend. Register at <http://www.purefitnessllc.com/classschedule/>
- Join **Sandler Training** on Thursday, August 15th at Faulkner University from 3:00 to 4:30 for Change the Rules and Grow Your Business. We're going to discuss how buyers buy today, how professionals manage the process and where the two collide. What can you do differently to grow your business - that's what we're going to talk about! Register at <https://www.ksainc.sandler.com/>
- Join **Mia Moda** for a Girls' Night Out on August 15 from 5:30-8:30 pm. Shop till you drop and proceeds will benefit the Alzheimer's Association Walk to End Alzheimer's! 1425 Montgomery Highway
- Join **Vestavia Hills United Methodist Church** on August 16 5:30-9:00 pm for Marriage/Relationship Night. Healthy relationships don't happen by accident. Come enjoy a night to laugh and learn with your spouse/significant other as you hear from marriage experts and discover how to honor God and your partner. Register at <https://vhumc.org/events>. \$20 per couple. Dinner included. 2061 Kentucky Ave

## Member Notes (continued)

- Join **Vestavia Hills United Methodist Church** for Bingo Bash benefitting Children's Harbor on August 21 from 6:00-7:00 pm! All ages are welcome to enjoy prizes, music, and games. Please bring a bingo prize to donate to the Children's Harbor mission team. 2061 Kentucky Ave
- **The Bell Center's** 10th Annual Tailgate Challenge on August 24 from 11:00 am-2:00 pm at The Bell Center! The Tailgate Challenge provides a fun way for football fans to celebrate and anticipate the upcoming football season while supporting The Bell Center for Early Intervention Programs. Event goers will enjoy tastes of tailgating food at various team tents during an afternoon of music, kid friendly events and team rivalry. Aubie, Big Al, Blaze and Spike have been known to come to this fun event each year, too! Celebrity judges will be on hand to judge each of the teams on most team spirit, best tasting food, best tasting drink and best all around. Team tent boosters are responsible for providing their own tailgate tent and team decorations to show their spirit. Each team will also provide a "taste" of tailgating food that may be prepared either on site or brought already prepared to the tent. Teams are not asked to provide enough food to fully feed the crowd, merely to give the attendees a taste of the tailgate food they have prepared. For sponsorship and/or team tent information, visit <https://thebellcenter.org/events/tailgate-challenge/> . 1700 29th Court S, Homewood
- The Vestavia Hills Professional Firefighter Local 2087 along with Forge Fitness are hosting a charitable crossfit competition, The Inferno, on September 28 at **Quad Sports & Fitness**, benefiting A4One and Camp Conquest. For information on sponsoring or participating, please email Josh Snyder at [theforgeinferno@gmail.com](mailto:theforgeinferno@gmail.com)

*If you have any news or events you would like to put in the News & Views, email it to [chamber@vestaviiahills.org](mailto:chamber@vestaviiahills.org).*

### Refer & Win

To be entered in the 2019 Third Quarter Refer and Win prize drawing, simply refer someone to the chamber who joins as a new member. Contact the chamber's Membership and Marketing Consultant, Lisa Christopher at 862-3445 or email [lisac@vestaviiahills.org](mailto:lisac@vestaviiahills.org). Lisa will be happy to provide complete membership information to your prospects and will diligently try to "close the deal" so you can be included in the 2019 Third Quarter drawing for **(5) \$50 Gift Certificates from Satterfield's!** Enjoy the freshest and best ingredients, a friendly and knowledgeable staff-including their new Executive Chef Rita Bernhardt-and elegant ambiance.

Satterfield's





Friday, August 9 6:30 pm  
Philadelphia Baptist Church

3001 Pumphouse Road

Presented by:



Enjoy rides & inflatables for kids, tweens, teens & adults!  
Check out our sponsors for fun freebies  
and register to win door prizes!  
Catch the movie *Ralph Breaks the Internet* at Dusk.

Visit [www.vestaviiahills.org](http://www.vestaviiahills.org) for more info.

Please: NO Pets



# Thanks to All our Sponsors!



# Helping Hands in the Hills Recycle Day

SEPT 14 Vestavia Hills City Hall 9:00 am-  
2019 1032 Montgomery Hwy 1:00 pm

Electronics are made with valuable reusable materials, including steel and precious metals that can be recovered, recycled and reused. Paper shredding services are also available to destroy any sensitive files or documents. Household Hazardous Waste Disposal\* will be available and the Vestavia Hills Police Department will be collecting unneeded medications for disposal (NO needles).

**\*Proof of Vestavia Hills Residency required for Hazardous Waste Disposal.**

**ACCEPTABLE ELECTRONIC ITEMS:** PCs including laptops; Servers; Cell phones and tablets; Satellite & cable boxes, Gaming systems & components; Stereos & radios; Switches & firewalls; Printers & fax machines; VCRs & DVD Players; Remote Controls; MP3 Players; A/C adapters & other cables; LCD Monitors; CRT Monitors\* ; Ink & Toner cartridges; Rechargeable batteries; Hard drives including external\*; Speakers; Cameras; Modems & Routers; CD Players; Small kitchen Appliances; Consumer electronics; Battery backups; Keyboards & mice; Standalone Copiers\*; TVs\*

\*Fees apply

**ACCEPTABLE HOUSEHOLD HAZARDOUS WASTE ITEMS:** paint; batteries (both household and automotive); light bulbs; and pesticides. Paint and pesticides MUST be in their original containers or they will NOT be accepted.

**Shredding of Hard Drive and CRT Monitors: \$10  
Televisions: \$20**



Special Thanks to:  
PROTEC Recycling Republic Services  
Gone For Good (A program of United Ability)

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 Dr. Melanie Petro-Petro Facial Plastic Surgery & MedSpa  
 Sean Johnson-Progress Bank  
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 Jimmy Nuckles-Regions Bank  
 Becky Hicks-Abbott-RE/MAX Southern Homes  
 Lauren Trim-Sentry Heating, Air Conditioning, Plumbing & Generators  
 Scott Jenkins-Southern States Bank  
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 John Henley-State Farm Insurance  
 Dr. Nicol Pettway-Summit Express Urgent Care  
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 Mark Gualano-Vestavia Title & Mark E. Gualano LLC  
 Dan Starnes-Vestavia Voice  
 Senator Jabo Waggoner  
 Joe Perez-Wild Birds Unlimited  
 Stephen Allen-Williams Blackstock Architects  
 Butch Zaragoza

\*Chamber Past Chair

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*News and Views*  
*Vestavia Hills Chamber of Commerce*  
 1975 Merryvale Road  
 Vestavia Hills, AL 35216