



NEWS & VIEWS

July 2020 Volume 40 Issue 7

Virtual Luncheon: July 14 at 12:00 pm on Zoom Mayor Ashley Curry-State of the City

After finishing high school in Montgomery, Alabama, Ashley Curry obtained an undergraduate degree in Industrial Management from the University of Alabama and an MBA from the University of South Carolina. His professional career began with Milliken & Company of Spartanburg, SC, followed by a 25 year career as a Special Agent with the Federal Bureau of Investigation. He served the Tampa division for two years then was transferred to Birmingham in 1980 where he remained until his retirement in 2003. During his tenure with the FBI, he worked a myriad of criminal investigations including white collar crime, organized crime, public corruption, drugs, personal crimes and property crimes.



After retiring from the FBI, Ashley became the Assistant Federal Security Director for Law Enforcement with the newly-created Department of Homeland Security, specifically the Transportation Security Administration and was assigned to the Birmingham International Airport. In 2005, he left law enforcement and moved back into the corporate arena as the corporate recruiter for EBSCO Industries where he handled the recruitment of executive level positions within the company's 30 different business units. He retired from EBSCO in 2014.

In the summer of 2016, Ashley launched his campaign to become the mayor of Vestavia Hills, Alabama. He was elected in August and took office in November of that same year.

Ashley and his wife, Marga, have been married 47 years and have been residents of Vestavia Hills since 1986 where they are active members of Vestavia Hills United Methodist Church. They have two children: Stuart and Anna. Their son, Stuart Curry, is a dentist and resides in Vestavia Hills with his wife, Christy, and their two children. Anna Curry Gualano, their daughter, is an attorney and also resides in Vestavia Hills with her husband, Mark, and their two children.

Safety Seminar Series 2020

In partnership with the Vestavia Hills Police Department, the Vestavia Hills Chamber of Commerce will be offering some programs over the next few months for our area businesses in an effort to help our businesses with safety awareness and things you should be considering for your business and employees.

Register online at www.vestaviahills.org. Seating is limited to the first 35 that sign up. Free to attend.

Topic: *Theft in the Workplace*



Presented by the Vestavia Hills Police Department
Date: August 26, 2020
Time: 8:00-9:30 AM
Place: Vestavia Hills City Hall – Council Chambers

Topic: *Medical Emergencies in the Workplace*



Presented by the Vestavia Hills Fire Department
Date: October 28, 2020
Time: 8:00-9:30 AM
Place: Vestavia Hills City Hall – Council Chambers

Topic: *Self Awareness and Personal Safety*



Presented by Chris Mize, Owner/Instructor Gracie Ji
Date: September 23, 2020
Time: 8:00-9:30 AM
Place: Vestavia Hills City Hall – Council Chambers

This month's column for me is more personal in nature than usual. If you did not know, and many you probably do not, I lost my mom on June 7th after she was on hospice for about six weeks. That is not the reason I am writing this, it is about the response I received from my family, friends and folks that just know who our family is. I am sure my story is no different than many others, but I say this because when I needed support, it came in a huge way from many different places. Whether it was my hometown of Andalusia, my high school and college friends or from our home today and every place in between, people took the time to reach out to my family and me and share their prayers and support for our family during our time of loss.



John Henley

I think this is truly an important thing today, as compassion is a wonderful thing and it can positively impact others. As we continue to go through these times in our community and our country, which I know I have never seen in my lifetime, please take a moment and think before you react or say something. I say this as sometimes a moment of clarity or reflection can be important in a conversation, an email or making a post on social media. Just as many different people reached out to our family and had a positive impact on us, this can turn in a different manner very quickly.

I know this does not really focus on our Vestavia Hills Chamber of Commerce activities this month, but as we all know the things we can do right now as a Chamber Commerce are limited. The things we are all not limited to at this time are shopping in our community and telling our businesses, their owners and employees we appreciate them being in our city and that we appreciate them being here to serve us. We can also all remember to take that extra moment as I said, before we say or do something that may have an impact on another person.

As I always end my message, please be sure to see what is happening on social media with the Vestavia Hills Chamber of Commerce and the Chamber website. I hope you and your families have a Happy and Safe July 4th holiday.

John Henley
John Henley-State Farm Insurance
Board Chair, 2020

Register for the July 14 Virtual Luncheon!

Register online at www.vestaviahills.org. You will receive an email reminder the afternoon before with the link to the ZOOM meeting. We encourage you to order lunch from one of our fabulous Vestavia Hills restaurants to enjoy while you hear about some of the good things still happening in our City! When you register, you will see a link to these restaurants.

From the President...

In previous years, we all were looking forward to and enjoying the lazy, hazy, days of summer, rainy or not, but in the crazy times we are in, I think everyone just wants to get back to normal – EVEN in the heat. While we realize that any kind of normal won't be here for a while, please remember to be careful and cautious when you are out and about.

There are many, many people that are not comfortable being out or their health is compromised so will not be shopping in our businesses unless they feel safe, so I encourage you to think about this as you are reopening and trying to get shoppers back in your business. Maybe think about an hour when you first open that you require people to wear a mask or something along those lines. Of course social distancing will be required for a while.



Karen Odle

I have just finished a webinar on Cybersecurity and the current environment with COVID-19; reported scams have increased by **350%**. Please take precautions for your business to make sure you aren't one of these! We have information on this topic on our website under the banner of COVID-19 Resources.

Sadly, we will not be preparing for I Love America event which would have taken place on June 30th. Even though it looks like it would have been rained out, when we were working through the preliminary plans, we couldn't work out a way to keep things cleaned due to the number of people that attend so with the communities health in mind, we felt it best to cancel the event this year but hope to be back next year bigger and better than ever!

Please see elsewhere in this newsletter information about completing the 2020 Census. This is critical for several reasons among which are: 1) any funds that our state may be eligible for is generally based on population and 2) Elected officials are based on census population numbers so we certainly want to be represented in Federal offices and don't want to lose a Congressional seat. The date has been extended to October 31, 2020 so if you haven't done your census, please do so TODAY!

Savor the Summer is going strong! Be sure to continue to collect your receipts to area restaurants and turn them in to the Chamber by August 7th! Also check out our social media for features on our "restaurant of the week". This has been so fun getting to know more about each of our wonderful restaurants and their staff!

The 2020 *Vestavia Hills Living* has been delayed due to the lockdown that we encountered recently but we are back working hard to get it on track and are planning to have it mailed in September so it's not too late to buy an ad to get in the official City of *Vestavia Hills Living* magazine that is mailed to every household. Contact Lisa Christopher at 205.862.3445 for further information ...we look forward to sharing stories of our wonderful city with our residents. Thank you to all that have already placed their advertisements as that enables us to mail this to every household in Vestavia Hills.

Lastly, I know I have said this so many times before but please be sure to support local businesses during this slow time of the year. It is so hard to compete with the big box stores AND online retailers, especially with the quarantined during the summer when so many folks are out of town so think about your options before you leave the city to purchase goods and services.

Please let us know how we can better serve you! Our goal is to be a tool to help you and your business continue to grow. We look forward to working with you as together we work toward "A Life Above".

Unity. Prosperity. Family.

Karen J. Odle
President

WELCOME NEW MEMBERS

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

◆ Farmer's Insurance-Stacy O'Shields Agency
Stacy O'Shields
3945 Cypress Drive
Vestavia Hills, AL 35243
(205) 881-1220
agents.farmers.com/al/vestavia/stacy-oshields
Category: Insurance

◆ Don's Carpet One
Samantha Blythe
1432 Montgomery Highway
Vestavia Hills, AL 35216
(205) 822-4334
www.donscarpetone.com
Category: Flooring

◆ Fleet Feet Sports
Jay Middleton
3060 Healthy Way, Suite 100
Vestavia Hills, AL 35243
(205) 970-6620
www.fleetfeetbirmingham.com
Category: Sporting Goods; Clothing

◆ Alabama Education Association
Dana Clement
422 Dexter Avenue
Montgomery, AL 36104
(205) 335-9779
www.myaea.org
Category: Education; Organizations

◆ GrandView Financial Group
Kelly Morgan
3168 Cahaba Heights Road
Vestavia Hills, AL 35243
(205) 262-1120
www.grandviewfinancialgroup.com
Category: Financial Planning



Postponed-New Date TBD
Tickets and Sponsorships that have already been purchased will be carried over to the new date.

BACK 2 SCHOOL

In the Hills



Back 2 School in the Hills is scheduled for August 14 at the newly renovated Cahaba Heights Athletic Fields. Stay tuned for more information!

Refer & Win

To be entered in the 2020 Second & 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. 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 2020 Second & Third Quarter drawing for **\$250 gift certificate to Bistro V, courtesy of Roger Steur with Method Mortgage**. When it comes to your mortgage, you need a helpful roadmap. And a friendly guide, too. Let Method Mortgage lead you to The Smartest Way Home. To learn more, visit www.methodmortgage.com, call 205.705.1650, or email us at rsteur@methodmortgage.com.





The once a decade Census count provides rich data on communities, including trends in the population, projections of growth, and information on demographics in our state. These data are valuable to businesses; they help inform better decisions regarding business expansions, closures, hiring strategies, and other practices to decrease perceived risks and increase return on investments. Please join us to spread the word about the importance of the 2020 Census and help ensure a complete and accurate count for our state.

WHAT'S AT STAKE FOR ALABAMA:

- \$13 Billion in federal funding for our state's programs that affect economic development, health care, education, housing assistance, infrastructure development, and more.
- Congressional representation, the voices in the House of Representatives that represent Alabama, is dependent upon a complete Census count.

WHAT IT MEANS FOR BUSINESS:

- **Economic development** is critical to the quality of life in Alabama. Companies will rely on data collected to make decisions that will positively affect generations to come.
- **New businesses** will be encouraged to enter the state, stimulating retail growth and overall economic well-being.
- **Grant distribution** is dependent upon accurate census data, providing the basis for economic development, such as local business expansion.
- **Recruiting improvements** can help business owners enhance hiring practices and identify skilled workers, based on the Census data.
- **Valuable information** on your customer base, including income levels, household size, and homeownership, will be derived which can further inform business strategies.



Savor the Summer in Vestavia Hills by visiting as many of our restaurants as possible! We'll be giving away prizes for 2 categories: **Quantity** (the largest number of receipts collected) and **Quality** (the highest amount spent). Each 1st place winners will receive \$300 cash, and the 2nd place winners will receive \$200 cash.

Savor the Summer runs **May 21-August 7**.

You can use your own envelope to keep your receipts in, or pick one up from the Chamber Office, City Hall, or New Merkle House.

Receipt envelopes must be turned in to the Chamber of Commerce Office (1975 Merryvale Rd.) **by 5:00 pm on August 7**. The winners will be announced on August 14 on the Chamber's Facebook page.

The following rules will apply:

- Open to both residents and non-residents
- Limit 1 entry per household
- Only 1 prize will be awarded per household
- Original or printed copy receipts are accepted
- Must have amount spent on receipt to count for Quality category
- 1 household receipt per restaurant per mealtime; multiple receipts from a restaurant is only allowed if it is for different dates or times (examples: one from a restaurant for breakfast and another from the same restaurant for dinner on the same day is accepted. One from a restaurant for lunch on Monday and one from the same restaurant for lunch on Tuesday is accepted. Paying separately for each member of the family for breakfast on the same visit to get multiple receipts is not accepted).



2020 Vestavia Hills Living

COVID 19 has launched us into uncharted waters. Our personal lives, our professional lives and the lives of those we love have been greatly impacted. With the sudden change, production on *Vestavia Hills Living 2020* came to a halt. Photoshoots for pictures to accompany stories were no longer possible.

For most, advertising dollars will be fewer and therefore, require being more strategically invested. *Vestavia Hills Living*, our City's official publication, showcases Vestavia Hills and our Chamber members with strong editorial content and award-winning photography to capture our unique spirit and tell our story as a City: A Life Above.

Its year-long print shelf-life and online edition have staying power and unmatched credibility. Its directory listing of the Chamber's 1000+ members is a go-to source for trustworthy retail, service and professional providers. Truly ONE ad works an entire year!

Mid-September is our mailing goal. You'll save 10% when you reserve your ad space by June 19 with the Early Bird Discount or you can wait until July 8 to gauge your company's "new normal". Half of the payment is due by those deadlines, however, we understand that times are tough. Just give me a call and let's discuss creative payment options! Ad professionals agree: STAY THE COURSE and maintain your presence – especially in front of those who know you and business's story.

IF YOU RESERVED YOUR AD SPACE BEFORE OUR "PAUSE" IN MARCH, your ad order is still in place, however you now have additional time to submit or revise your art. I'm happy to provide more information, discuss various options or help brainstorm your message! Let's get back to business.

Fondly,

Lisa Christopher
 Membership/Marketing Consultant
 Vestavia Hills Chamber of Commerce & Alliance Publishing Group
 205-862-3445; 205-823-5011; lisac@vestaviiahills.org

Check your listing for the 2020 Member Directory by **July 15!**

Go to www.vestaviiahills.org and under MEMBERS, click on the Directory. Search for your business name to see your listing.

To Make Updates:

- Click on the MEMBER LOGIN button or Scroll over the MEMBERS tab and choose Login from the drop down menu.
- Enter your Username and Password.
- Contact the Chamber Office if you don't know it-(205) 823-5011 or chamber@vestaviiahills.org
- Once you are logged in to the Member Information Center (MIC), you'll be able to make updates to your contact information and add photos, and videos in the Company Information section, Events, Special Offers, Member to Member Benefits, and Job Postings.

2020 Trustees

Alison Howell Steineker-Alabama Power Company
 Chris Thomas-America's First Federal Credit Union
 Jeff Phillips-American Pest Control
 Beau Bevis-ARC Realty
 Steve Ammons-Background IQ
 Patrick Cushman-BancorpSouth
 Steve Vickery-BB&T
 Sandra Cleveland-BCR Wealth Strategies
 Ben Nevins-B.L. Harbert International
 Ginger Aarons-Birmingham Business Journal
 Frank Buck-Frank S. Buck, P.C.
 Angie McEwen*-Butler Snow LLP
 Chad Gay-Cahaba Benefits Group
 Representative Jim Carns
 Brian Barksdale-Carr, Riggs & Ingram, CPA
 David Surber-Cellular Sales Authorized Agent of Verizon Wireless
 Doug Dean*-Children's of Alabama
 Dennis Cameron-Cooke, Cameron, Travis, Campbell & Co.
 Calvin Brown-Dog U
 Charlie Norton-Harbert Realty Services
 Steve Mote-Hollywood Pools
 Donnie Dobbins-Iberia Bank
 Mike Jackson*-Jackson Howard & Whatley, CPAs
 Matthew Allen-JBMC Media, LLC
 Stan Glantz-Katz Properties
 John Bonanno-Liberty Park Joint Venture
 Garrett Griffith-Luckie's Pine Straw
 Mark Macoy-Mark W. Macoy, LLC
 Chip McCallum-McCallum Hoaglund & Irby, LLP
 Jim Black-McDonald's
 Roger Steur*-Method Mortgage
 Robin Morgan*-Morgan Properties
 Todd Jackson-Newk's Eatery

Kerry Adkins-OnTime Service
 Maury Wald-Over the Mountain Journal
 Dr. Melanie Petro-Petro Facial Plastic Surgery & MedSpa
 Sean Johnson-Progress Bank
 James Pace-Rainbow Paint
 Angela Stevens-RealtySouth
 Jimmy Nuckles-Regions Bank
 Becky Hicks-RE/MAX Southern Homes
 Senator Dan Roberts
 Lauren Trim-Sentry Heating, Air Conditioning,
 Plumbing & Generators
 Scott Jenkins-Southern States Bank
 Amy Kabase-Spectrum Reach
 Rob Dowda-SpeedPro Imaging Direct
 Keith Andrews-SperryCGA-The Andrews Group
 James Robinson*-Spire
 Tyler Kime-Standard Air, Plumbing & Insulation
 John Henley-John Henley State Farm Insurance
 Dr. Nicol Pettway-Summit Express Urgent Care
 Dr. Bill Brunson-Vestavia Hills United Methodist Church
 Dan Starnes-Vestavia Voice
 Senator Jabo Waggoner
 Stephen Allen-Williams Blackstock Architects
 Mark Yanosky, D.M.D.-Yanosky Orthodontics

*Chamber Past Chair

2020 Chamber Champions



Board of Directors

Chair: John Henley, State Farm Insurance
Chair Elect: Sandra Cleveland, BCR Wealth Strategies
Vice Chair Membership Development: Erin Holtz,
Pure Fitness
Vice Chair Business Development: Taylor Burton,
Taylor Burton Co., Inc.
Vice Chair Community Affairs: Marty Martin,
B.L. Harbert
Vice Chair Programming: James Robinson, Spire
Vice Chair Public Education: Kelly Bottcher
Treasurer: Ben Chambliss
Jackson, Howard & Whatley, CPAs
Secretary/Legal Counsel: Mark Macoy
Mark W. Macoy, LLC
Immediate Past Chair: Gary Jordan,
Summit Franchising Group
Past Chair: Roger Steur, Method Mortgage

Directors

Keri Bates, Rocky Ridge Drug Co.
Doug Dean, Children's of Alabama
Donnie Dobbins, IberiaBank
Clabe Dobbs, Progress Bank
Linda Parker, Bruster's Real Ice Cream
Rachel Patterson, Bradford Health Services
Jamie Pursell, Leaf & Petal

Karen J. Odle, President

Phone: 823-5011 Fax: 823-8974

Email: kareno@vestavihills.org

Web: www.vestavihills.org

Lisa Christopher, Membership Consultant

Email: lisac@vestavihills.org

Betsy Webster, Office Manager

Email: betsyw@vestavihills.org

Katie Woodruff, Communications Manager

Email: katiew@vestavihills.org

Upcoming Chamber Meetings

July 14
July 16

Virtual Luncheon, 12 pm, Zoom
Board of Directors, 7:45 am

Other Meetings & Holidays

July 9
July 13
July 16
July 27

Planning & Zoning Commission, 6 pm
City Council Meeting, Council Chambers 6 pm
Board of Zoning Adjustment, 6 pm
City Council Meeting, Council Chambers 6 pm



News and Views

Vestavia Hills Chamber of Commerce

1975 Merryvale Road

Vestavia Hills, AL 35216