

## Dadeville Area Chamber of Commerce Newsletter

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## Letter from the President



July marks our second Chamber Newsletter. We've incorporated some of your feedback into this issue and hope you find it as informative as the last issue. A lot has happened since March around Dadeville. We've had new businesses open in the local area, an art gallery, Raining Dog Studio and Gallery, had its debut in June with a tremendous grand opening and reception, and Auto Zone's doors opened for business. Initial indications also suggest that there may be additional businesses interested in Dadeville as a home for their startup. As we gain new businesses, it's important we support those new and existing enterprises. That does not mean we exclude the outside world, it means we nurture locally owned businesses that rely on our local resources, employ our community members and serve predominately local customers. Shopping locally also supports the area economy since more of the money you spend locally stays in the community—it's the most critical component of regional revitalization we can undertake. All that being said, I encourage you to look at what the Dadeville area has to offer, patronize where you can and give us feedback on how to make it better. As always, thank you for your support and membership in the Dadeville Area Chamber of Commerce.

- Michael Carter

### Business Spotlight

#### Jessica's SnoBiz and More

220 N. Broadnax Street, Dadeville  
(256) 373-3700



Jessica's SnoBiz and More is a fun inviting atmosphere. They have a variety of food items to choose from. Come in and relax in our beach themed store and enjoy your favorite lunch or shaved ice.

### Dadeville Chamber Welcomes New Members:

- Raining Dogs Studio and Art Gallery
- Everything's Art
- Lake Martin Baptist Church
- Sweet Pick'ins
- Off the Beaton Path
- Jessica's SnoBiz and More
- The Lake Martin Real Estate Company

Please be sure to check out our newest Chamber of Commerce members. Each brings a unique product and service to the community that can help make our lives a bit better!

### KUDOS Again!

Many thanks to Lakay's Unique Designs and Pearson's Place in Dadeville for supplying the ribbons for the Chamber's Ribbon Cutting Ceremonies. Please go by, pick up some flowers or gifts and say "Thanks!"

## The Tenets of Leadership

Robert Kaplan

It's difficult to overestimate how dramatically effective leadership can enhance an organization. Robert Kaplan, a world expert from Harvard Business School and former Vice Chairman of Goldman Sachs, lifts the lid on the principles that have characterized his career.

### Defining Leadership

Leaders need to act. Either speak up, or develop an action plan or have the backbone or interpersonal skills to take action when you have conviction about what you believe. Leaders need to have a focus on adding value to someone else. There are a lot of people who can figure out what they believe and act on it in a way that's solely good for them, but I don't think that's leadership – either you make the team better, you help a customer or you help a community. When I was younger, I would go straight to results. You ask some people out there: 'What's a good leader?' And they'll say: 'Are they making money or not? Are they winning games or not? If the answer's yes, then they're a good leader.' The problem with that is as soon as results turn bad you then apparently have a bad leader! You have to have faith in a system and a philosophy.

### Putting It Into Practice

As a leader, you have to have a clear vision or theory on how you add value that is distinctive. Leaders need to be agonizing over this question all the time. If you're on a team – what do we do as a team that's distinctive? You need to always be asking that question. That is the lens through which you judge every action you take.

You need to set priorities, not 10 but three to five, and then every other decision you make can be viewed through that prism. Everything you do, is it in or out of alignment with achieving that distinctive value? You need to learn to really zero in on that, it's the lens through which every decision is made. Does it help us get in alignment or does it take us out of alignment?

(**Leader** continued on page 5)

## AutoZone Opens its Doors

Following a whirlwind construction schedule, Auto Zone Opened its doors. Located at 17947 US Hwy 280, it offers a full complement of automotive parts. Hours are Mon—Sat 8:30 am to 9:00 pm and Sun 8:00 am to 8:00 pm. If you need additional information, please call (256) 373-0055

**Funny Bone** 😂

**My wife wanted two kittens, but I'm the man of this house so we got two kittens**



**Passion Never Fails!**

# 50 Small Business Ideas for Rural America

Last Updated: Sep 28, 2017 by Annie Pilon In Startup 3

If you think you need to live in a big city to start a successful business, you're mistaken. There are actually some business opportunities that are better suited for rural communities. So if you're looking to start a rural business, take a look at the list of ideas below.

**Farmer:** Of course, living in a rural area opens up the possibility of you making a living by farming plants or animals. There are plenty of different agriculture business ideas out there for you to consider.

**Antique Seller:** Rural areas often have unique history and the antiques to go with it. So you could make a business scouring your local area for unique finds and then selling those goods online or at events.

**Antique Mall Owner:** Or you could even open up your own antique mall to give other people in your area a venue to sell their goods.

**Woodworker:** Living in a rural area means you're likely to have access to enough space to set up a woodshed or workspace where you can create your own unique products by carving wood or using similar methods.

**Furniture Upcycler:** You could even specialize just in working with old furniture pieces and giving them some new life with a few quick changes.

**Nature-Inspired Crafter:** If you have enough natural items like flowers, leaves and sticks to work with, you could make wreaths and similar products to sell.

**Farm Equipment Maintenance Provider:** You could also start a business that mainly provides maintenance services to farmers and people with farm equipment in your area.

**Roadside Produce Stand Owner:** If you have enough space to grow your own produce at home, you could potentially start a roadside produce stand to sell your items to passers-by.

**Online Seed Seller:** You could even sell seeds and seedlings to help others start their own gardens. This is something you could even do online.

(*Business Ideas* continued on Page 6)

## Caught on Camera



**Corn Hole Tourney  
Winners Kenny  
McBride and Johnny  
Thomas**



**Will York cuts the ribbon at Raining Dogs/  
Everything's Art  
Grand Opening**



**Jessica's SnoBiz and  
More Grand Opening**



# Ask Chamberman

**Ask Chamberman** is a forum to address any issue that you feel is important. All answers do not necessarily reflect the opinions of the Dadeville Chamber of Commerce or its members.

Dear Chamberman: I've heard a lot about the new "roundabout" in downtown Dadeville. What's up with that?

- Going in Circles

Dear Going in Circles: First, we are trying to get away from "roundabout" in favor of the term "traffic redirection". There have been plans to improve the roads around the Tallapoosa County Courthouse for some time now. An Alabama Department of Transportation study slowed the progress a bit and subsequent steps such as contract bidding, contract award, construction requirements and specification changes added to the timeline. The plan improves traffic flow, updates lighting and adds new landscaping—you will love the final product. We are hoping to break ground around Thanksgiving but many factors can affect the timing....we will keep you posted!

- Chamberman

Dear Chamberman: My family was discussing crazy questions and wanted to get your thoughts on these 4 questions.

- 1) What would be the coolest animal to scale up to the size of a horse?
- 2) What movie would be greatly improved if it was made into a musical?
- 3) If animals could talk, which would be the rudest?
- 4) What inanimate object do you wish you could eliminate from existence?

- Stumper

Dear Stumper: You're making this too easy.

- 1) Ant. It can carry 50 times its weight.
- 2) Godzilla (can't get any worse)
- 3) Cat (hands down the rudest animal on Earth!!!)
- 4) Cell Phone (most obnoxious device everrrrr!)

## Mayor Smith Optimistic on Dadeville

Dadeville Mayor Wayne Smith recently spoke to the Kiwanis Club and indicated that business opportunities are alive and well in Dadeville.



He suggested that Dadeville is nearing a groundbreaking for a truck stop and hotel containing up to 40 rooms. A restaurant such as a Waffle House or Huddle house may be part of the construction project as well.

Additional initiatives include a lodging tax to boost revenues, a new campground and more are slated as possibilities in the near future

Since taking office 2 years ago, Dadeville has experienced an upturn in business investments and initiatives. Mayor Smith insists, "We have many more initiatives on our plate

## Ribbon Cutting & Grand Opening

Friday, July 27—5:00 pm

**We're that Store**

*you've been hearing about!*



*Off the*  
**BEATON PATH**  
*Unique Home Finds & Staging*

**A must-see Home Décor Shop**

If you love having a home that reflects an amazing flair of something beyond ordinary, you'll find the perfect items *Off the BEATON Path.*

**Grand Opening July 27 and 28**

21322 Hwy 280 Dadeville, AL 36853 OTBPHome.com

(Leader continued from page 2)

## Managing Talent

A lot of leaders may give it lip service but they don't make talent management a priority and they don't compartmentalize it. Part of it is attracting the best people and that's a process in and of itself. How do you hire? Do they fit? Do they not fit? Most of the great leaders break that down separately. Second, there's the idea of retain, develop and coach. And that means blunt, direct and clear expectations and making sure you have enough discussions where everybody is on the same page about what is expected. Third is there's a whole process which is unpleasant but you've got to do it.

You need to assess people and regularly you'll need to move people out. It can be painful but if you don't coach and you're not blunt then when it comes to the time of moving somebody on it comes across to them as very unfair. People will understand you moving them on if you've been saying to them for years: "You've got this strength, this weakness and you've got to work on this because this is what we need." If you don't do that because you want to be liked and you're afraid of confrontation, when you move them on, they will rightly feel they've been unfairly treated.

## Managing Yourself

As you become more senior, the biggest dangers you face are isolation and the shutting down of learning. They're not the dangers I anticipated. You can find yourself in a situation where everyone in the organization knows there's a problem and the danger is sometimes it's everyone but you. Sometimes I used to sit in my office, the CEO's office, and I could hear a pin drop. People would tip toe around and lower their voices and I'd think: What's the matter? Why don't you speak up? But everyone's a little afraid and you get shut off from feedback.

As boss you feel you're the same as you were 10 years ago, you feel you haven't changed, but you have and you get isolated. What you have to learn to do in managing yourself is be open to learning. Learn to say 'I don't know!', 'I'd like your advice', 'I was wrong' and so on. You've got to empower people to tell you things that they're all

thinking but you can't see. Because of the power and asymmetry between boss and subordinate, they're not going to volunteer it unless you create an environment that's open to that.

The most important thing I've learned with regards to managing myself is 'Be open to learning, not just strategically and intellectually but about yourself'.

There's a big danger (when you become more senior and you've had success) that people are afraid to challenge you and you can make some really dumb mistakes when the organization has a problem and the last person to know is you.

Found on: <https://leadersinsport.com/performance/leadership-and-culture/leadership/the-tenets-of-leadership/>

Dadeville Area Chamber of Commerce

fall festival

&

Ducky Ward Soap Box Derby

Saturday, October 6, 2018

9:00am - 4:00pm

Downtown Dadeville Courthouse Square

Vendor applications contact Dadeville Area Chamber of Commerce

256-825-4019 or [chamber@dadeville.com](mailto:chamber@dadeville.com)



Soap Box Derby & Car Show Information Call

Marrell Ward

256-469-0339

(*Business Ideas* con't from Page 3)

**Plant Nursery Owner:** Or you could open up a full greenhouse or nursery that customers can visit to purchase a variety of different plant products.

**Rural WiFi Cafe Owner:** Since wifi is sometimes hard to come by in rural areas, you could start a cafe that offers free wifi to customers to set your business apart.

**Rural Coworking Space Operator:** You could even start a coworking space aimed at freelancers and professionals who need a place to work but don't want to set up shop in big cities.

**Alternative Energy Installer:** Since some rural residents prefer to stay "off the grid," you could provide alternative energy installation services to help them make their homes or businesses self-sufficient and sustainable.

**Landscape Photographer ;** Rural areas often provide beautiful backdrops that look great in photos. You can start your own photography business by taking photos of those landscape scenes and then selling them as prints.

**Photo Products Seller:** Or you could even turn those photos into other products like t-shirts, mugs and postcards. Then you can sell them online or in local souvenir shops.

**Stock Videographer:** Likewise, you could shoot video of the landscape around your area and then offer it for use in people's online videos.

**YouTube Channel Creator:** You could also start your own YouTube channel where you can share a bit about rural life.

**Rural Blogger:** Or you could start a blog where you write about your area and life in a rural community.

**Author:** You could also focus on writing longer works like books or ebooks by setting up a writing space.

**Drone Operator:** Rural areas also potentially offer enough space for you to use drones for photography or videography, allowing you to get some impressive landscape shots.

**Drone Instructor:** You could even use your drone operating skills to teach others how to use drones.

**Rural Resort Operator:** If you have enough space at your home or on your property, you could potentially set up a hotel or bed and breakfast where you can welcome visitors to book overnight stays.

**Barn Renter:** For those who have large barn spaces, you could even rent out your barn for weddings and other events.

**Camping Site Operator:** Or you could set up a campsite with enough space and offer outdoor areas for rent.

**RV Park Operator:** Similarly, you could offer outdoor space to customers who have campers or recreational vehicles they need to park during off times.

**Hauling Business Owner:** For those with a CDL, you could provide hauling and transportation services for people who need critical goods shipped or delivered in rural areas.

**Landscape Maintenance Service Provider:** People who live in rural areas may sometimes require specialized landscaping services beyond simple lawn mowing and gardening. So you can provide specialty services for those outdoor spaces.

**Animal Trainer:** If you're skilled with animals, you could provide training services for pet owners or farmers with other types of animals.

**Pet Boarder:** You could also provide pet boarding services on your property or even provide pet care services at clients' homes.

**Cleaning Company Owner:** Big name cleaning companies don't always reach rural customers. So you could provide a much needed service by offering regular home or office cleaning services.

**Grocery Delivery Service Owner:** You could also provide a service for those who don't want to drive to the grocery store regularly or don't have the ability to carry their own items.

(*Business Ideas* con't on Page 7)



**(Business Ideas** con't from Page 6)

**Restaurant Delivery Service Owner:** Similarly, you could provide a delivery service from local restaurants for those customers who don't want to travel to pick up their own food.

**Microbrewery Owner:** If you're interested in brewing your own beer, you could start your own microbrewery where you invite customers or just supply beer to local restaurants.

**Winery Owner:** Likewise, you could make your own wine and sell it on-site or to restaurants or stores.

**Local Gift Shop Owner:** If your area has enough visitors to support it, you could open up a gift shop where you sell various goods that are hand-crafted or unique to your area.

**Tour Guide:** You could also provide tour guide or informational services to visitors.

**Laundry Service Provider:** For those who want to provide essential services to local residents who don't have access to some of the same amenities that are available in big cities, you could open up a laundromat or start a pick-up laundry service.

**Gym Owner:** If you have the space, you could also open up a gym or personal training studio on your property.

**Firewood Delivery Service Owner:** For those who have access to a large supply of firewood, you could sell it to local customers and even provide delivery services.

**Handyman:** Rural homeowners might not always have access to as many home service professionals either. So you could become a professional handyman or provide more specialized services to homeowners in your area.

**Restoration Business Owner:** If your area has unique old buildings or artifacts, you could specialize in providing restoration services to renew those homes or items to their former glory.

**Junkyard Operator:** You could also collect scrap metal and other junk as part of a rural junkyard business.

**Appraisal Service Operator:** If you have the right expertise, you could even offer appraisal services to people with old or unique items.

**Daycare Owner:** People in rural communities are just as likely as others to need child care services from time to time. So you could provide in-home or onsite care to fill that need.

**Elderly Care Provider:** You could also provide in-home elderly care to those who want to remain in their own homes but just need help with some daily tasks.

**Transportation Service Provider:** Since rural areas aren't usually full of taxis or public transit, you could fill a need by providing transportation to people in rural communities, especially for things like non-emergency medical appointments where patients are unable to drive.

**Auto Repair Garage Owner:** If you're skilled with automotive repairs, you could start your own rural auto repair garage.

**Rural Tech Expert:** Rural communities often present some unique challenges when it comes to technology. So you could provide specialized tech support, including internet setup, smartphone repair and fixing connectivity issues.

**Home Security Service Provider:** You could also provide home security services that are specific to people in rural communities.

**Rural Museum Owner:** If your area has a unique history or any interesting attributes that people might be interested in learning about, you could open up a museum that's specific to the rural community.

### ***Art Studio Gallery Now Open!!!***

**On June 29th, Raining Dog Studio and Gallery along with Everything's Art made their Dadeville debut. A grand opening reception was held at the studio located at 129 N. Tallassee St. with about 200 in attendance. The Studio & Gallery supports working artists and seeks to increase the availability of arts education in the community. Please call (256) 307-0017 for hours and additional information.**

## Chamber Calendar

Aug 4 Ella Langley at the Rodeo Club

Sept 11 Chamber Quarterly Meeting

Oct 6 Dadeville Fall Festival

Nov 16 Denim & Diamonds

Dec 9 Spirit of a Hometown Christmas Parade

Jan Chamber Annual Meeting

Add your business event here free!

## Contact Us:

Dadeville Chamber

345 E. LaFayette St, Suite 102  
Dadeville, Alabama 36853  
256-825-4019

Please forward responses, comments or suggestions to:  
chamber@dadeville.com

Facebook:  
Dadeville Chamber

Website:  
www.dadeville.com

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