

Dadeville Area Chamber of Commerce Newsletter

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Letter from the President



Welcome to the Dadeville Chamber's first newsletter in quite a while. I know it's been a long time, but it's taken some significant effort to get both "oars in the water", but I believe we are now there—we're on track to provide you the support you deserve. Now, to get here, we needed to work hard to assess how we were doing business and to understand our capabilities so we could put those capabilities to work. Those efforts have resulted in a working strategic road map that focuses on community involvement, member support, business outreach and more. I trust you've seen a bit of that in last year's Corn Hole Tournament, Fall Festival and Christmas Parade among others. Those events were some of the best we've seen in years and the community feedback was tremendous. Our ultimate goal is to put Dadeville back on the map as an enthusiastic and attractive community ripe for new business and community development. Finally, by no stretch of the imagination are we done. We need your continuing support, encouragement, and feedback as we tackle the tough issues and develop a Chamber business support network you can be proud of. It's an ongoing process and you can be sure we are going to keep our foot on the gas. As always, thank you for your support and membership in the Dadeville Area Chamber of Commerce, and in the words of Mayor Wayne Smith, "Onward and Upward!"

- Michael Carter

Business Spotlight

Floyd's Feed and Seed

273 N Broadnax St, Dadeville, AL 36853
(256) 825-7968

"A small town family run store with all the history you remember from your childhood! A real-life feed and seed store that also has landscape and construction materials for most any project. Visit for memory or a project!"

- Alan S.

Dadeville Chamber Welcomes New Members:

- 1028 Catering
- East Alabama Mental Health
- Farmers Insurance
- Tallapoosa County Master Gardeners
- Lake Martin Carpet Cleaning
- Platinum Collision
- Whispering Pines Pet Resort
- E's What's Inside in Camp Hill
- The Lake Martin Experience
- Lake Martin Property Services
- Annie's Antiques
- Dark Insurance Agency
- Lake Watch Lake Martin
- Southern Aerial Drone Services
- Paradise Bed and Breakfast on Lake Martin
- Lake Martin Trading Company
- Hillabee Towers
- HomeTown Lenders
- Table 34
- Philsafe Technology and Design

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!

Small Businesses Love Tax Reform and are Bullish on the Economy

SEAN HACKBARTH, Senior Editor, Digital Content

The Q1 Metlife & U.S. Chamber of Commerce Small Business Index shows a surge in confidence, moving up more than three points to 66.3. It's the biggest jump in the Index since it was launched in 2017. The Index found a big leap in small business optimism towards the national economy—up 17 percentage points (55% vs. 38%) since Q4 2017. For the first time, the Index shows small businesses are more confident in the national economy than their local economies (46%). A lot of this increased economic confidence could be due to last December's tax reform, which small businesses love:

- 54% think it will help the national economy.
- 47% think it will help their business grow, versus 23% who think it will hurt.

The Tax Cuts and Jobs Act cut taxes on businesses of all sizes and forms to spur investment, innovation, and boost economic growth and wages. In response, companies—including small businesses—are taking advantage of the improved tax environment.

"The 20% discount on taxation of S-corp pass-through income will allow us to keep more money in the business, which will then in turn allow us to invest in more machinery and warehouses," Doug Renfro President of Renfro Foods in Fort Worth, TX, told Above the Fold. "Ultimately, also, the ability to have increased profits will allow us to continue to provide outstanding benefits for our employees and their families, despite ever-rising health insurance costs." Renfro Foods isn't alone. Ever since tax reform became law last December, companies all across the country have announced employee bonuses, new plant and equipment investments, and donations to local community institutions. Some other observations: 90% of small businesses expect a good year in 2018 and nearly one-third (32%) plan to hire more workers this quarter. — that's up from 27% in Q4 2017. Additionally, 39% plan to invest profits in their business. Much of that will go to higher employees' pay, training, and hiring more workers.

"The optimism of our nation's small businesses illustrates how much of a home run passing pro-growth tax reform has already been for U.S. workers, job creators, and the economy," said Neil Bradley, U.S. Chamber executive vice president and chief policy officer. "National policies like regulatory relief and tax reform are giving small businesses new hope and a greater ability to invest in their business and workers, which translates into positive growth at the community and national level."

Success is a Decision!

AutoZone Zones in on Dadeville

On January 9, 2018, the Dadeville City Council approved a resolution to bring AutoZone to Dadeville. Construction has already begun on the lot just north of the Dollar General on Hwy 280. "I believe this will be a full-flavor AutoZone. The Council and I are very excited they are coming to town!" said Dadeville Mayor. While the official grand opening is still to be determined, local job sites are posting job opportunities at the new store.



Bob's Fine Foods is Getting Finer!

This past December, Bob's Fine Foods changed ownership. You may have noticed the old on its way out and the new on its way in. While an opening still is yet to be determined, new owner, Brandon Jones, has assured us you'll see some old favorites and some new items to spice up the menu. Additionally, the interior has been revamped and the clean, new atmosphere will be sure to delight the eyes as well as the palate!



What's Your Leadership Impact?

True leadership — the kind that can fire people up — is something exceptional and rare. It's the kind that motivates people to say, "I would work for her anywhere."

Far more usual today, is power by positional authority — where people simply do their jobs... So what makes a true leader versus; what's the secret sauce?

That question is a central thread in all the coaching work I do with my executive clients. If I had to answer it with one word, that word would be impact. Great leaders have impact — the kind that inspires people to do their best. So how do you go about optimizing the impact you have on your people? It's actually quite straightforward: Ask, say, and do things that mobilize others to be at their best... and avoid asking, saying and doing things that make them react negatively, or that kills their drive. Sounds simple, right? It's simple to understand. Still, in my experience, making this kind of shift requires practice — and a heightened set of skills around observing yourself with others. That takes effort and vigilance.

The "mental dashboard": How leaders monitor, manage, and self-correct. The key is to monitor and manage your progress by keeping an eye on two things — what you're saying and doing, and how others are responding to that — in real time. You need to spend, say, 10% of your attention continuously noticing the impact your words and actions are having on those around you. And revising your approach as you do. That kind of ongoing observation/recalibration is how leaders make their impact felt, in a positive way. For example, let's say you want to move your people to be more collaborative, more disruptive, more results-focused. You would keep a "mental dashboard" of these three items — a conceptual structure that gives you an effective way to monitor your impact on them relative to those three goals.

When you observe that you are causing others to be more on track — or conversely, to go off course — you adjust your actions and words until you get to the sweet spot that aligns with those goals. Wake up to seeing your true impact: It's worth it!

(Leadership continued on page 4)

Caught on Camera



**Annie's Antiques
Grand Re-Opening**



**LMTCO Grand
Opening**



**Farmers Insurance
Grand Opening**



**Table 34 Grand
Opening**

(Leadership from page 3)

Non-leaders are all about the me-zone: I think... I feel... I want. The "me" point of view is fine, of course — if your focus is on forging your life's journeys as an individual, as opposed to focusing on how you may be impacting the world as you go along. But if you adopt this kind of stance while in a position of authority over others, you'll miss the opportunity to truly lead. Instead of creating the circumstances for others to be at their best — for that shared dream to be realized — you'll do the opposite, and people will "perform" despite your oversight, rather because they're fired up by your leadership. Wake up to how you are impacting your people, your customers, and the world in general. Monitor that impact in real time. Do this and you can solve any problem and achieve virtually any goal.

The mark of a true leader is one who owns their impact on everyone. Ultimately, that kind of leadership is the X-factor: the difference between achieving a soaring vision or driving it into the ground.

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'm graduating high school and I have no idea what to do...I can't afford college. HELP!

- Clueless

Dear Clueless: Transition from high school to the working world can be difficult but don't fret. Speak to your school counselor about college opportunities through scholarships and grants. Start at a local community college or trade school. If college isn't your preference, look at internships to get experience or volunteer at local organizations. Use those experiences to begin building a resume. Finally, talk to adults who have been there. Many will tell you what they "wish" they'd have done...great advice. Most importantly, don't give up and don't stop pursuing the dream. It's there for the taking. Good Luck!

(Chamberman con't on Page 5)

Can Dadeville Once Again Become the City of Lights?

(A LETTER TO DADEVILLE)

Dear Dadeville,

You probably don't know me, we're those folks from other parts of the country who took one look at Lake Martin and the surrounding area, sold all our wares and moved west, or east or south...whichever direction took us here. It was an attraction that went beyond explanation...but here we are.

We've been here for a few years and are starting to hear all those stories and legends of the area. It's been said that on still evenings some boaters on the lake have heard distant church bells ringing from under the Lake's waves or the howls of tracking dogs whose graves still lie somewhere in the depths of the Lake, covered after the dam was completed. And who knows how many planes, boats, animals and unmentionables drift around the tree stumps...No doubt they are there but I'm not about to find out.

While lake stories are intriguing, what puzzles me the most are the stories of Dadeville...a once bustling and vibrant downtown that even, from time to time, could experience a traffic jam or two. Of particular interest, are the stories of the "City of Lights." I'm told that every Christmas, Dadeville would put out so many white Christmas lights that even the fireflies were jealous. It's been rumored that people would come from far and wide just to drive through to witness the glory of those lights and the glow could be seen as far as Alexander City. Sounds like a fairy tale but I'm told it's surely true.

Just wondering out loud, is there a chance we can recreate that? Is there that possibility that our children can live the splendor that so many seem to look back on with such fondness and a broad smile? I believe there is...

I think I might bang on a few doors and see if some of those white lights are hidden in someone's attic or basement. Perhaps we can dust them off, plug them in and hang them around town this year? Anyone interested in helping?

Chamber Calendar	
June	Cornhole Tourney, date TBD
June 12	Chamber Quar- terly Meeting
Sept 11	Chamber Quar- terly Meeting
Oct 6	Dadeville Fall Festival
Nov 16	Denim & Diamonds
Dec 9	Spirit of a Hometown Christmas Parade



Contact Us:

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 256-825-4019

Please forward responses,
 comments or suggestions to:
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 Dadeville Chamber

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**Contact the Chamber
 for Details and Pricing**

2018 Chamber Board of Directors: President-Michael Carter, 1st VP-Katie Pritchard, 2nd VP-Kurt Pfitzner, Treasurer-Carol Sellers, Presidential Advisor-Karen White; Board Members: Ashley Benton, Phil Blasingame, Peggy Bullard, John Buono, Sandra Carlisle, Augie LaTorre, Randall McClendon, Kim Morse, Tina Parker, Janice Roe, Ed Shikoski, Gary "GW" Warren; Executive Director-Linda Andrews