

OUR
NEW
LOGO



Issue 1
January 2020

Lake Martin Dadeville Area Chamber Newsletter

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Letter from the President

Hold on to your seats, folks. The Dadeville area is thriving. 2019 saw a number of positive changes in the business realm and within the community. Two industry expansions (Sejin America and Hellas Fiber in Dadeville) and multiple businesses opening were a great sight to see. If you attended the Dadeville Fall Festival, you were part of the over 5,000 people who came out to enjoy all the festivities. It just warms my heart to see a so many people enjoying such a beautiful day together. This years' Dadeville Spirit of a Hometown Christmas Parade was a huge success as well. There were over 2,000 people enjoying the afternoon shopping at the local vendor booths and watching the parade's 50+ entries. The weather turned out to be perfect for both of events. I would like to personally thank everyone who donated either their time, money or gifts for all our fundraising events. This made a huge difference for the Lake Martin Area United Way, the children in Tallapoosa County that may have gone without a Christmas gift this year and to the Tallapoosa County Sheriff's Girls Ranch with so many donations of food and cleaning supplies. We are overwhelmed with the generosity of our community. You each help to make Dadeville "A Great Place to Call Home!"



-Michael Carter

New Chamber Members:

- ◇ Leigh Ann Taylor—State Farm Insurance Agency
- ◇ Union Volunteer Fire & Rescue
- ◇ Archer Porta Potty
- ◇ The Mitchell House at Lake Martin
- ◇ Three Sixty Real Estate and Resort Living
- ◇ Susan McBride
- ◇ Lesia Woody
- ◇ Ann Campbell
- ◇ Big Boy Toys at Blue Creek
- ◇ Lake Martians 09 (Youth Travel SoftBall)
- ◇ Dadeville Masonic Lodge #71
- ◇ East Alabama Fly Fishing
- ◇ Julie Brock / Studio 915
- ◇ Abundantly Blessed Accessories
- ◇ The Destination Resort Inc.
- ◇ LD Creations
- ◇ Bama's Best Products, LLC
- ◇ Precision Floor Care
- ◇ Lakeside Mercantile



Business Spotlight



Farmers Insurance Agency

John Buono
(256) 373-5551
185 S Tallassee St., Ste. 103
Dadeville, AL 36853

John is not only a member of the Chamber, but a Board Member as well. He actively supports all Chamber projects within the local community. He also served for 6 years in the U. S. Air Force, retiring as Staff Sergeant. He is a friendly local Insurance agent in Dadeville with 8 years of experience in the insurance industry. His mission is not only to ensure you are paying the best possible price, but that you also have the right kind of coverage that you need.

Please be sure to check out our newest Lake Martin Dadeville Area Chamber members. Each brings a uniqueness to the community that can help make our lives a bit better!

Board of Directors: President-Michael Carter, VP-Jim Cahoon, Treasurer-Carol Sellers, Presidential Advisor-Karen White;
Board Members: Ashley Benton, Phil Blasigame, Peggy Bullard, John Buono, Sandra Carlisle, Sharon Fuller, Augie Latorre, Randall McClendon, Tina Parker, Janice Roe, Ed Shikoski, Gary "GW" Warren; Executive Administrator-Molly Parker

Community, Business and Organization Moments



August Quarterly Luncheon

If you missed out, we had a large turnout at this luncheon that was sponsored by River Bank and Trust. Our guest speaker was Ed Oliver, State Representative, District 81. He had a lot of interesting information on future roadway improvements set for in and around the Dadeville area where traffic accidents and congestion are a current issue. It seems we all have been stuck on E. LaFayette waiting for a clear break in traffic on Hwy. 49 (Broadnax St.) since the removal of the traffic light at that intersection. Let's hope that the solutions on these issues that are being talked about come quickly.

Road Construction around Dadeville Square

This roadway construction has been met with some positive and negative thoughts. The bottom line is that making turns around the Dadeville Square have become a traffic flow hazard. The Alabama Department of Transportation (ALDOT.) has set this roadway upgrade in motion weighing in the growing issues we are having with increasing traffic and the cost impact over time. Just as with any change, there are always going to be opposition. However, if we do nothing, we never grow or fix issues. Like anything new, we give it time to settle.



Chief David Barbour Retirement

In 2012 he became our Chief of Police after joining the department in 1993. He was quoted saying "I want to thank all the employees with the City of Dadeville for their kind support and friendship they have shown toward me during this tenure. At last I want to thank the men and women of Dadeville Police Department for their respect for me and our profession to achieve the goals that I and the officers have put into place to better serve the citizens of Dadeville. The citizens deserve nothing less." This young man will be forever in our hearts for all he has done and for the positive role model he has been with our community. We hope he enjoys his retirement to the fullest!

November Quarterly Luncheon

Our November Quarterly Luncheon was a great success. Thank you to our co-sponsor "Deep Water Dock Service. Our guest speaker was Will Ainsworth, Lieutenant Governor of Alabama. He was very entertaining and full of good information. He talked about Education and workforce development and how educating students for a job and not college was most important for today's youth. He also talked about students who live in our state should be able to go to pre-K. He also talked about a web application that legislature is working on to list all jobs available within a 60-mile radius of students. This will give students an idea of what career fields are nearby. It is good to see businesses growing and moving into Alabama.



Mr. Herbert Arnold "Dick" Harrelson passed away December 12, 2019



He was an active member and Deacon of First Baptist Church Dadeville. He worked as sales manager at McKelvey Chevrolet for 44 years. Mr. Dick served on the Tallapoosa County School Board for 18 years and was a Dadeville City Councilman for the last three years. He was an active member and supporter of the Dadeville Quarterback Club and was the "chief cook" for the steak supper fund raiser. Mr. Dick loved his community and serving its people. In lieu of flowers the family requested memorial contributions be made to First Baptist Church of Dadeville 178 S. Tallassee Street Dadeville, AL 36853 or to the Dadeville Quarterback Club 152 East South Street, Dadeville, AL 36853. Thank you for all you have done for our community and may you rest in peace Mr. Harrelson.

Growing an Established Business

1. Develop a company culture - A strong company culture is what will keep your small-business team together during times of exponential growth. Ask yourself and your team questions: Why does our company exist? Why do we do what we do? What does our company believe in? What are our values? Where do we want our company to go (our company's vision)?

When employees feel connected to your company, they'll be more likely to stick it out through uncertain times. Plus, a strong company culture can actually attract new customers to your business, so be consistent with it and splash it everywhere, including your website, social-media platforms, marketing materials, etc. When your target audience can see the values behind your company, they can connect with your business on a deeper level.

2. Hire the right people - It's important to take your time and find the right people for the job. Consider recruiting people based on their technical skills and experience. You should also determine if they'll be a good fit during this time of growth. Startup life isn't for everyone, so find employees who will be eager to take on the challenge.

3. Focus on innovation - When expanding your small business, focus on innovation in other areas. As one example, try innovating your onboarding experience or adopting new technology like live chat to scale your customer service. Innovating your current processes will take up less of your resources, and it's critical when growing your customer base. Once you've achieved more stability, then you can think about introducing new products.

4. Build name recognition - When a consumer sees your logo, advertising campaign, product packaging or slogan, you want them to be able to recognize it as your company. An easy way to do this is to start networking more often on social media. The more times consumers see you online, the easier your company will be to remember.

5. Don't forget about existing customers - To make your existing customers feel valued, consider creating a satisfaction survey that allows you to gain insights on what your customers love about your business currently, what could be improved and what they're looking forward to regarding your expansion. You can then use this feedback to improve your business and reduce customer churn. After all, customers who are happy with your business will be more likely to spend more money and recommend you to their family and friends.



Expanding your small business is exciting, so long as you don't get carried away. By going into the expansion with a plan in mind, you'll be able to stay true to your values, keep your star employees, impress your customers and attract new ones, all of which contributes to the recipe for a successful business.

CHAMBER EVENTS CALENDAR

January 23

Annual Awards Banquet

February 11

Quarterly Member Gathering

April (T.B.D.)

Annual Cornhole Tournament

May 12

Quarterly Member Gathering

August 11

Quarterly Member Gathering

October 3

Dadeville Fall Festival

November 1

Dadeville Business

Christmas Open House

November (T.B.D.)

Denim & Diamonds

Charity Ball

November 11

Quarterly Member Gathering

December 6

Dadeville Spirit of a Hometown
Christmas Parade

*Thank you to all our 2019 Chamber
Members. We couldn't do the things
we do without your support!*

DADEVILLE Community Calendar

WEEKLY:

Dadeville Kiwanis Meeting Seeking people to join in their efforts to support education and community with their programs. Meetings are every Thursday at 11:45a at the First Presbyterian Church 171 Okefuske St..

Library Storytime in Dadeville Storytime for children aged 5 and younger is held at the Dadeville Public Library every Tuesday at 10:00a.

Open Studio The Artists Assoc. of Central Alabama sponsor an open studio every Monday from 10a-1p at the Dadeville Senior Center. Come and paint your own project or join in special projects. Eliminate stress, laugh, share a love of painting.

MONTHLY

\$20 on the 20th The Dadeville Area Chamber of Commerce encourages the community to spend \$20 on the 20th of each month to help the local economy.

FERST Readers The Dadeville Public Library hosts the FERST Readers program every first Thursday at 1pm for Children up to the age of 5. These children who live in Tallapoosa County are eligible for free books.

Tallapoosa County Cares Meeting Seeking people that will help find ways to resolve the issue of underage drinking that will deter youth from going down a path that could lead to addiction, and are dedicated to finding solutions. Meets every 3rd Tuesday, 3p-4p, at 287 N. Tallassee St., Dadeville in the East Alabama Mental Health Center conference room. For info contact Ashley Williams 256-373-3538 ashley.williams@eamhc.org

BINGO at Niffer's Every Tuesday night at 6pm, Niffer's holds their Charity BINGO. You can contact them to arrange for this fundraiser for your organization.



Do you have a community event/meeting coming up? Are you thinking about starting one? Send us the information and we'll post it on our social media sites.

Looking for people to submit the following to the Lake Martin Dadeville Area Chamber for our newsletter.

We are looking for **jokes**, funny **stories**, funny **pictures**, **advice** (words of wisdom, do's/don'ts, etc.), **Folklore** - stories about anything in the Tallapoosa County area that are true; stories your family have told you that "may" be true; or stories you're pretty sure are not true, but are interesting just the same. Or just interesting historical trivia about Dadeville.

Please let us know if you wish your name to be published with your submittal.

Contact information:

Lake Martin Dadeville Area Chamber

345 E. Lafayette Street, Suite 102

Dadeville, AL 36853

256-825-4019

eMail: chamber@dadeville.com

Website: www.dadevillechamber.com

Dadeville Area Business Ideas

1. Computer Repair - If you're technologically savvy, you have expertise that a lot of people still don't. Start your own business making house calls troubleshooting computer problems and/or showing people how to do what they want to do with their computers and mobile devices such as smartphones and tablets.

2. Instructor - If you have a particular skill and the necessary certification, teaching can be a very satisfying and lucrative small business. Music lessons spring to mind, but there are lots of possibilities, from yoga and aerobics through mountain biking and horseback riding to tutoring school subjects..

3. Exterior House Cleaning - Window washing, gutter cleaning, power washing exteriors - start your own business doing the home care chores that others hate to do and you can clean all seasons! And once you've established this business, it should have great carry-over potential, giving you a list of repeat clients.

4. Property Caretaker - For those that have a 2nd home here, they may want someone who takes care of all the maintenance and repair that their 2nd home needs so they can sit back and enjoy their time here at the lake.

5. Local tour provider. You might offer nature tours such as guided hikes, kayak tours, horse and carriage tours - or something entirely different such as ghost tours, different music venues in the summer, etc.

6. Auto Detailing - A mobile auto detailing business allows you to bring the equipment right to your customers' cars, washing and cleaning their vehicles while they are doing something else that requires their attention. This is a huge time-saver for busy people, often making it an easy sell.

7. Boat and PWC Detailing - A mobile boat and PWC detailing business allows you to bring the equipment right to your customers' watercraft just like an auto detailing business.

8. Personal Trainer - For those people that do not like the idea of going to a gym, bring your work-out equipment with you and help people get into the shape they want in their own home.

9. Cleaning Service - Not just cleaning houses. While residential cleaning is a popular option, you can also clean offices or retail spaces, or specialize in a certain type of cleaning, such as green cleaning or construction cleanup.

10. Junk Removal - The idea is that you can collect unused items that are cluttering a home - generally from garages and attics—for a fee. The bonus is that you can do whatever you want with the junk, potentially cleaning it up and selling it for a second fee.

Dadeville Fall Festival - October 5, 2019



Dadeville Spirit of a Hometown Christmas — December 8, 2019



Police Chief, ROTC, Grand Marshal, Mayor, Sheriff, County Commission, D.A.R.E., Lake Martin Dadeville Area Chamber President



Dadeville School and Dadeville Fire Department



Parade Contestants, Other Schools, Volunteer Fire Departments, Etc.:



Dadeville Public Library



Dadeville First United Methodist Church



Everything's Art



Dadeville Tumbling Tigers





Lake Martin Realty



New Covenant Church



FERST Readers



Eagle Creek Baptist Church





Union Volunteer Fire & Rescue



Tiny's Painting & Remodeling



Lake Community



Reeltown High School



Dadeville First Baptist Church



Stillwaters Volunteer Fire & Rescue

Horseshoe Bend School



Alcazar
Schriners





S & J Outdoors



Ivy Creek Healthcare



Jackson's Gap Volunteer Fire Department



Antique Cars



Tallapoosa County Emergency Alert



Tallapoosa County Emergency Medical Service (EMS)



Jack's Family Restaurant





Elite Champagne Divas



Tallapoosa County Sheriff's Girls Ranch



Molly the Miniature Therapy Horse



Dadeville Healthcare



Susan Story's horses



Thank You to our Parade Judges.

Barry Reed

John Rice

Tony Johnson

Special Thank You to Mr. & Mrs. Claus

Mickey Forbus

Elaine Balint

What a fantastic job you did bringing that extra special element to the Dadeville Spirit of a Hometown Christmas Parade this year!

