



# NEWS & VIEWS

March 2021

Volume 41 Issue 3

## Virtual Luncheon: March 9 at 12:00 pm on Zoom Kelly Caruso, CEO of Shipt

Kelly Caruso is a seasoned retail professional with vast experience in retail merchandising, technology, and sourcing. In March of 2019, she became the Chief Executive Officer of Shipt, a leading online same-day delivery marketplace. Under Caruso's direction, Shipt offers delivery to more than 250 markets and 80 million households nationwide. The company also has a network of more than 100,000 Shipt Shoppers.



Caruso's experience in the retail sector spans 25 years with companies such as May Merchandising, Abercrombie and Fitch, and Target. Prior to joining Shipt, Caruso was the Senior Vice President of Merchandising for Hardlines at Target. During her time at Target, she led numerous merchandising teams within Apparel, Accessories, and Home. She also led a multi-national team responsible for the global sourcing of Target's Owned Brands in Apparel, Accessories, Home and Hardlines.

Caruso is a member of the board of directors for the Network of Executive Women (NEW), and is an alumnus of the Studio E Entrepreneurial Leadership program in the Twin Cities. She received her BA from the University of North Dakota. Kelly and her family have relocated to Birmingham, Alabama - the Magic City.

LUNCHEON SPONSOR

## Cellular Sales Authorized Agent 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.

**F**rom the President...

I hope you were able to attend the virtual February Chamber luncheon to hear Dr. Rachel Lee from UAB give us a very interesting perspective on COVID-19. She was not only brilliant in her information but shared it in such a way that laypeople could understand what she was saying. I left very encouraged in her message and have great hopes that we will be together again sooner rather than later.



**Karen Odle**

Thank you to everyone that completed the Business Survey recently. We have compiled the data and will be using it to drive our plans in developing programming that we can provide our membership to help you as we look to getting our businesses back to full operations which we project is in the near future. Stay tuned for further details.

The Chamber is working to put together a series of seminars on how to more effectively use tools that are made available by Google. While we did this series a couple of years ago, there has been so much change, our businesses need to be made aware and take advantage of these changes to ensure that you are getting the exposure you need for your business. We all know that Google has become a verb so people are using it so we need to have it in our toolbox to more effectively let our potential customers know about us when they are looking for our product or business.

We have once again had to move the Mayor's Prayer Breakfast from our April 24<sup>th</sup> date but are determined to get it in this year so stay tuned and we hope to have an updated date for the event.

We have begun work on the 2021 *Vestavia Hills Living* magazine so be sure and take a minute to check your listing on our website to ensure everything is correct as we will print a listing of our entire membership in the magazine which will be mailed to each household in Vestavia Hills the end of June. This also is a great way to market your business to Vestavia Hills residents. Contact Lisa Christopher for information regarding advertising at (205) 862.3445.

Please let the Chamber staff or any of our board members know of any are

as that we can help you or your business as we strive for "A Life Above" in Vestavia Hills!

Unity. Prosperity. Family.

*Karen J. Odle*  
*President*

# WELCOME NEW MEMBERS

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

- ◆ The Backyard Market  
Jeff Gentry  
633 Montgomery Highway  
Vestavia Hills, AL 35216  
(205) 637-5731  
Category: Restaurants; Markets
- ◆ Career Personnel Services of Birmingham  
Matt Rainer  
1932 Laurel Road, Suite 1D  
Vestavia Hills, AL 35216  
(205) 874-9540  
www.careerpersonnel-service.com  
Category: Staffing Fire
- ◆ Locksmith Express  
Phillip Epperson  
Birmingham, AL 35244  
(205) 444-5557  
www.locksmithexpressal.com  
Category: Locksmith
- ◆ Champion Sports Medicine  
Rachel Morton  
200 Montgomery Highway, Suite 150  
Vestavia Hills, AL 35216  
(205) 822-0067  
www.csmsportsmedicine.com  
Category: Physical Therapy
- ◆ Workshops Empowerment, Inc.  
Mary Hendley  
4244 3rd Ave. S.  
Birmingham, AL 35222  
(205) 383-6897  
www.weincal.org  
Category: Employment Screening
- ◆ Express Oil Change & Tire Engineers  
Ricky Moore  
3940 Crosshaven Drive  
Vestavia Hills, AL 35243  
(205) 969-5596  
www.expressoil.com  
Category: Automotive; Tires

In Partnership with the Vestavia Hills Chamber of Commerce



Ribbon Cutting

Thursday, March 11, 2021  
at 4:30 pm

708 Montgomery Hwy  
Suite 101  
Vestavia Hills, AL 35216  
\* Located in the Vestavia City Center



Give the Gift of Life at a Red Cross  
Blood Drive  
Vestavia Hills United Methodist  
Tuesday, March 16  
12-6pm

Sign up to give at: <https://www.redcrossblood.org/give.html/drive-results?zipSponsor=VHUMC>





# Trustee Spotlight



## Scott Jenkins-Southern States Bank



The most important thing to us at Southern States Bank is our relationships with our customers. We are a true community bank that understands the value of providing our customers the very best in banking products and services. Our seasoned banking professionals are committed to our mission of giving our customers the personal attention and service they would expect from their bank.



With an extensive focus on customer service and staying adept with the latest and greatest banking products and services, Southern States Bank has an account or service that meets just about every personal and business banking need. We work with our customers to create a banking plan that compliments their lifestyle or helps their business grow.

Community involvement is another focus for Southern States Bank and we pride ourselves on being able to provide resources to help grow the communities we serve. Being involved in our communities is important to us because our banking professionals live, work and play in the communities we serve. We get involved in local sponsorships, community activities, non-profit volunteer work and we will be cheering alongside you at local sporting events. Our goal is to create a sense of partnership with the communities we serve and being a part of the Vestavia Chamber of Commerce helps make it happen.

Founded in 2007, Southern States Bank has grown with ten full-service banking branches in Alabama, five full-service banking branches in Georgia, in addition to an LPO in Atlanta. Southern States Bank is a wholly owned subsidiary of Southern States Bancshares, Inc. and is headquartered in Anniston, Alabama. For more information, visit us at [www.southernstatesbank.net](http://www.southernstatesbank.net).

## Dennis Cameron-Cameron Travis & Company, CPAs



CAMERON TRAVIS & COMPANY- Accountants and Advisors. We are an accounting/CPA firm located conveniently in the Patchwork Farms area of Vestavia (2109 Devereux Circle), just off of Acton Rd. Although our name has changed, the firm has been in business since 1985. We offer all types of Tax, Accounting, and Auditing Services for businesses and individuals. Our firm is large enough to handle complex matters in all areas; but small enough to maintain personal relationships. We provide these services for a wide range of businesses and professionals in the metro area, and across the state of Alabama. There is convenient access to our team via email, web portal, or in person. Please visit our website at [CameronTravis.com](http://CameronTravis.com), or call us at 205-967-0101. We are proud to have been a member of the Vestavia Chamber for over 25 years.





# Trustee Spotlight



## Angela Stevens-RealtySouth



Angela Stevens was born and raised in Vestavia Hills, AL. She began her real estate career in 2015, and has a passion for the Vestavia Hills Real Estate market. She is a residential REALTOR/Associate Broker with RealtySouth, Alabama's largest brokerage firm. Whether you're a buyer or home seller, Angela will guide you through every step of the process with ease, and guarantee a real estate experience like no other. She is dedicated to putting her experiences and local market knowledge to work for you in all steps of the real estate transaction, from start to finish. She is also involved in the Vestavia Hills Community and serves on the

**RealtySouth**  
Family of Services

board for the Vestavia Hills City Schools Foundation. Contact your Vestavia Hills Real Estate expert today.

"Working with Angela is such a joy. She got our house under contract in 24 hours with multiple offers, all over asking price! She is helpful, knowledgeable about the market, and bent over backwards to get the deal closed for us. I wish I had half her energy! So thankful for our experience with Angela and will continue to recommend her to anyone!" The Narveson Family- Vestavia Homeseller



### Join the students of VHHS for the 1-Mile Super Hero Fun Run and 11th Annual Rebel Run!

The Superhero Fun Run for grades K-5 will be held on the track in the VHHS football stadium. Runners may gather beginning at 7:30 am and the race start at 8:00. There will be music, face painting and even a few Superheroes. There to start the race will be Vestavia student runners, Ethan Strand and Crawford West. Ethan is an 8-time individual State Champion in Cross Country and Track and Crawford West is a 2-time individual State Champion in Cross Country and Track. Register at <http://alturl.com/n2esm>

Runners for the 5K color run will begin gathering at 9:30 in the front parking lot of Vestavia Hills High School for the 10:00 start time. This is a community event for 6th grade to adults. The Trak Shak will provide supplies and guidance to make the run a great experience for all. Register at <http://alturl.com/4n4qb>

All proceeds will benefit the Adolescent and Young Adult Oncology Program at the O'Neal Comprehensive Cancer Center at UAB. This is a RISE event. RISE stands for Rebels Impact through Service and Engagement.

# Advertise in the 2021 Community News

The Vestavia Hills Chamber of Commerce in conjunction with the City of Vestavia Hills and the Vestavia Hills Board of Education will continue publishing the joint *Community News in 2021, with 10 full-color issues, which will be mailed to the almost 14,000 homes in Vestavia Hills. Advertising space will be limited and will be on a first come, first served basis.*

See next pages for rates and contract.



To be entered in the 2021 First 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@vestavi hills.org](mailto:lisac@vestavi hills.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 2021 First Quarter drawing for **a \$250 gift card to Milo's Hamburgers!** Milo's Hamburgers is a local favorite in the Birmingham area and home of the original saucy burger. Choose from the original burgers, hand-breaded chicken, crispy fried pies or famous sweet tea.



# Vestavia Hills Chamber of Commerce

## Vestavia Hills Community News Rate Sheet 2021



VESTAVIA HILLS  
CHAMBER of COMMERCE

The Vestavia Hills Chamber of Commerce in conjunction with the City of Vestavia Hills and the Vestavia Hills Board of Education will continue publishing the joint *Community News* in 2021, with 10 full-color issues. The Chamber will make available to its members a unique advertising and marketing opportunity in newsletter which will be mailed to the almost 14,000 homes in Vestavia Hills. Advertising space will be limited and will be on a first come, first served basis.

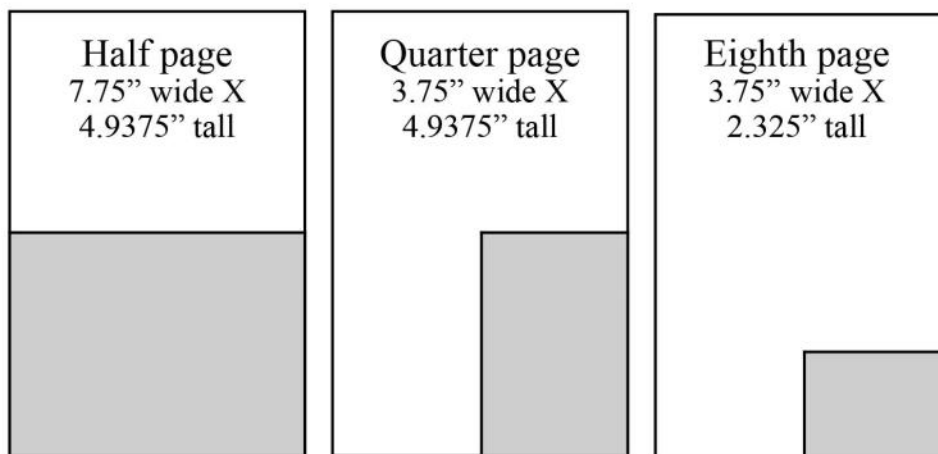
*This is a great way to target Vestavia Hills residents in a cost effective way.*  
Don't miss this special opportunity to reach a very targeted, desirable market!

10 Issues Published Per Year

2021 Issue Dates: **Feb. 1, March 1, April 1, May 1, June 1, Aug. 1, Sept. 1, Oct. 2, Nov. 1, Dec. 1**  
Copy Deadline: Jan. 6; Feb. 3; Mar. 3; April 7; May 5; July 7; Aug. 4; Sept. 8; Oct. 6; Nov. 3

### Display Advertising Rates

<u>Size</u>	<u>1 Issue*</u>	<u>5 Issues*</u>	<u>10 Issues*</u>
Half page	\$ 785/per issue	\$ 735/per issue	\$ 685/per issue
Quarter page	\$ 540/per issue	\$ 475/per issue	\$ 420/per issue
Eighth page	\$ 385/per issue	\$ 340/per issue	\$ 305/per issue



1. All rates are based on camera ready copy. Adobe Acrobat; Illustrator; InDesign or PhotoShop
2. All ads must be high-resolution (300 dpi)
3. Acceptable formats: PDF (press optimized; no RBG or Spot Colors)
4. Color: CMYK only; no Pantone or Spot Colors
5. Bleed: Not available; Non-bleed only

**Vestavia Hills Chamber of Commerce  
Joint City/Chamber/School Newsletter Agreement  
Vestavia Hills Community News  
2021**

**Company Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_

**State** \_\_\_\_\_

**Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_

**Contact Email** \_\_\_\_\_

**Terms: Undersigned agrees to participate in the Joint City/Chamber/School Newsletter program. Participants will be billed per issue unless otherwise noted beginning February 1, 2021 with payment due within 30 days. Participant agrees to pay all costs of collection or attempted collection to include a reasonable attorney's fee, made necessary by non-payment.**

**Please check appropriate boxes**

- Bill in lump sum<sup>1</sup>**
- Bill monthly (as appropriate)**

**Ad Size:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_

**Months to run ads:**



VESTAVIA HILLS  
CHAMBER of COMMERCE

- ALL issues**
- February**
- March**
- April**
- May**
- June/July**
- August**
- September**
- October**
- November**
- December/  
January**

<sup>1</sup>May be paid in 2020



## Member Notes

- **The Backyard Market**, Vestavia's newest market & farm to table restaurant, is now open! Serving breakfast, lunch and dinner, come by and see them at 633 Montgomery Highway.
- **Taco Mama** opens in their newest location at the Vestavia City Center on March 1!
- Mark your calendar to join the **Friends of Birmingham Botanical Gardens** on Sunday, March 7, for a fun and festive evening featuring Chef Chris Hastings! As part of this livestream fundraiser, you'll receive a custom, three-course dinner menu created by Chef Hastings especially for the event, as well as his recipes, ingredient list, pro tips, recommended wine pairings, and a chance to ask questions. Cook along with Chef Hastings as he shares cooking tips and tricks and answers your questions live from his kitchen at Hot and Hot Fish Club. Learn more and register at <https://bbgardens.org/expert.php>
- The **Friends of Birmingham Botanical Gardens** is pleased to announce the return of our popular Native Plant Conference on March 11-14! Recognized as one of the Southeast's premier native plant events, this biennial conference highlights the amazing resilience that native plants provide in our gardens. All presentations, roundtables, and trivia will be virtual. On-site, small group field trips will be available to supplement the virtual program with opportunities for in-person observation and study of Alabama's native plant species with local experts. Professionals and hobbyists alike will gain valuable knowledge and skills from tracks in conservation, design, and education. Learn more and register at <https://bbgardens.org/npc.php>
- Join **Aldridge Gardens** on March 31 from 10:00-11:00 am for an Introduction to the Art of Bonsai! John Walker, our in house Bonsai specialist, will speak on the topic of Bonsai. What is a Bonsai? The history, how to select, trim, maintain, transplant, repot, and care for this beautiful plant.
- **VHUMC's** Easter Egg Hunt will take place outdoors on Sunday March 28th. Gather on the Sanctuary Lawn next to Kentucky Avenue at 4:00. Please bring a basket and your cell phone to have a picture made with the Easter Bunny. We are asking that everyone 4 years and older wear a mask please!
- **Sterling Seacrest Partners**, one of the nation's top 100 commercial insurance brokerages, has announced the hire of Ray Greer. Ray is based in the company's Birmingham office and will concentrate on commercial insurance with a focus on wholesale, distribution, and construction.
- Read the latest issue of **Birmingham Christian Family** online at <https://birminghamchristian.com/issues/> to find the latest on Chamber Member Brookdale University Park and more!
- Registration is now open for Summer Camps at **Aldridge Gardens**! We have plenty of camps to choose from for boys and girls entering kindergarten through 5th grades. Whether your little campers like American Girl Dolls, art, origami, myth busters, STEAM (Science, Technology, Engineering, Art, and Math) or engineering and construction, we have something they're sure to enjoy. Find more details at [https://aldridgegardens.com/education/summer-camps/summer\\_camp.html](https://aldridgegardens.com/education/summer-camps/summer_camp.html)
- **Champion Sports Medicine** is here to help you recover and get back to living your life with their Recovery & Reconditioning Program. Call 844-554-5678 to schedule an appointment.

# Washington Update

FEATURING

## THE HONORABLE GARY PALMER

*(U.S. Representative – 6th Congressional District, Alabama)*



**April 6, 2021**  
**9:30AM – 10:30AM**  
**Via ZOOM**

**Congressman Palmer – first elected to represent Alabama’s 6<sup>th</sup> Congressional District in the U. S. House of Representatives in 2014 -- will provide participants in the meeting with an update on the issues facing the 117th Congress this year.**

**There is no cost to attend this event.**

**Please email [info@shelbychamber.org](mailto:info@shelbychamber.org) to register by no later than Friday, April 2.**

**This Washington Update event is co-hosted in collaboration by:**



VESTAVIA HILLS  
CHAMBER OF COMMERCE

## 2021 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  
 District Judge Martha Cook  
 Dennis Cameron-Cooke, Cameron, Travis, Campbell & Co.  
 Calvin Brown-Dog U  
 Jonathan Handey-Eco Three  
 Christina Babineaux-First US Bank  
 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-KPR-Vestavia City Center  
 Jamie Pursell-Leaf & Petal  
 John Bonanno-Liberty Park Joint Venture  
 Mark Macoy-Mark W. Macoy, LLC  
 Chip McCallum-McCallum Hoaglund & McCallum, 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  
 Senator Dan Roberts  
 Lauren Trim-Sentry Heating, Air Conditioning,  
 Plumbing & Generators  
 Scott Jenkins-Southern States Bank  
 Rob Richardson-SouthPoint 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  
 Charlotte Ann Adams-Sterling Seacrest Partners  
 Dr. Nicol Pettway-Summit Express Urgent Care  
 Taylor Burton-Taylor Burton Company  
 Tony Truitt-Truitt Insurance & Bonding  
 Dr. Bill Brunson-Vestavia Hills United Methodist Church  
 Dan Starnes-Vestavia Voice  
 Senator Jabo Waggoner  
 Beth Moody-The Welch Group  
 Stephen Allen-Williams Blackstock Architects  
 Mark Yanosky, D.M.D.-Yanosky Orthodontics

\*Chamber Past Chair

## 2021 Chamber Champions

The image displays a collection of logos for various local businesses and organizations. The logos are arranged in a grid-like fashion. The first row includes cellularsales, ProgressBank, Liberty Park, REGIONS, and Vestavia Hills United Methodist Church. The second row features Standard, ONTIME SERVICE, McDonald's, a circular logo with 'DOG', and AmFirst. The third row contains Spire, State Farm, Rainbow Paint & Decorating, Vestavia Voice, and Truitt Insurance & Bonding. The fourth row shows SpeedPro Imaging, SEUC, L&P, Jackson, Howard & Whatley, and Sentry.

**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@vestaviiahills.org](mailto:kareno@vestaviiahills.org)

Web: [www.vestaviiahills.org](http://www.vestaviiahills.org)

Lisa Christopher, Membership Consultant

Email: [lisac@vestaviiahills.org](mailto:lisac@vestaviiahills.org)

Betsy Webster, Office Manager

Email: [betsyw@vestaviiahills.org](mailto:betsyw@vestaviiahills.org)

Katie Woodruff, Communications Manager

Email: [katiew@vestaviiahills.org](mailto:katiew@vestaviiahills.org)

**Upcoming Chamber Meetings**

March 18 Board of Directors, 7:45 am

**Events**

March 11 Ribbon Cutting: TrustCare, 4:30 pm  
March 16 Blood Drive, VHUMC, 12-6 pm

**Other Meetings & Holidays**

March 8 City Council Meeting, Council Chambers 6 pm  
March 11 Planning & Zoning Commission, 6 pm  
March 18 Board of Zoning Adjustment, 6 pm  
March 22 City Council Meeting, Council Chambers 6 pm



*News and Views*

*Vestavia Hills Chamber of Commerce*

*1975 Merryvale Road*

*Vestavia Hills, AL 35216*