



NEWS & VIEWS

May 2021 Volume 41 Issue 5

May 11 Luncheon Dave Wood Pilot & Retired CEO of Wood Fruitticher Grocery

Dave Wood holds a B.A. degree in Economics from the University of Alabama and attended graduate school in International Economics at the American University in Rome, Italy. He is an Eagle Scout and became a private pilot in 1968. Dave was a second lieutenant in the U.S. Army. He retired from Wood Fruitticher Grocery Company.



In 1913, Mr. Wood's grandfather, Dave Wood, and Oscar Fruitticher opened their company on Morris Avenue in Birmingham, Alabama - just down the street from The Peanut Depot and Kontos Fruit Company. The company is now run by the 4th generation of the Wood Family and is Alabama's largest independent broadline foodservice distributor.

Wood Fruitticher distributes fresh and frozen vegetables, meats, condiments, and other foodstuffs to the healthcare industry, restaurants, schools, convenience stores, and chains.

Mr. Wood has been very active in the Boy Scouts, was on the Board of the Birmingham Airport Authority, and has been active in the United Way, piloting aircraft and leadership development. Dave Wood is member of the Rotary Club of Birmingham.

Wood is part Veterans Air Lift Command, a group of private pilots that provide free air transportation to wounded warriors, veterans and their families for medical and other compassionate purposes.

LUNCHEON SPONSOR

Standard Heating, Cooling & Plumbing

Standard Heating, Cooling & Plumbing provides the highest quality HVAC and plumbing services to the Birmingham Metro Area and has done so since 1939. Our family-owned and operated company is committed to ensuring that our residential and commercial customers get the comfort and peace of mind they deserve. Our trained and licensed HVAC technicians and plumbers provide repairs, replacements, and maintenance on a wide variety of services that is both affordable, reliable, and energy efficient. Despite an ever-changing industry, we pride ourselves on always being up-to-date and capable of equipping your home with the most recent technology available.



Our Vision Statement

To be the provider and employer of choice for HVAC, plumbing, and generator services in the Birmingham Metro area.

Our Mission Statement

Our mission is to deliver the best customer experience provided by knowledgeable, caring, and trustworthy team members.

(Continued on page 4)

As we turn the calendar to a new month, I was so excited we were able to have our first in-person luncheon since March 2020 in April. We are going to continue with our in-person luncheon in May and June. We are continuing to take precautions to make sure everyone is safe as we start to move back to our normal activities.

We continue to have new businesses open, ribbon cuttings and last Thursday I attended the grand opening and ribbon cutting for the New Merkle House in Cahaba Heights. It is a great new center and I am excited about the opportunities it will present to our community, especially our senior population. In addition, the new Miracle League field opened at Wald Park as well.

With all of this activity, it is now more important than ever to continue to support our local businesses. They are the engine that allows our city to provide all of the amenities that we want and demand as citizens. Please continue to support our local businesses as it truly makes difference in the success of these businesses and for the bottom line of the City of Vestavia Hills.

Please know if the Vestavia Hills Chamber of Commerce can help you in any way, please let us know. I am excited about what we have on the calendar for the remainder of this year and as we move to the last half of 2021.

John Henley
John Henley-State Farm Insurance
Board Chair, 2021



John Henley

From the President...
I can't believe we have reached the end of the school year. What a crazy year it was especially for the graduating seniors (what a story they will have to tell to their grandchildren!). For parents of seniors, I am certain you are wondering where the time went!



Karen Odle

While we were unable to have the Mayor's Prayer Breakfast in April as we have in the past, I certainly don't want to miss it again so we have pushed it out until August 24th so mark your calendar for that and be sure to not miss it. We will be having Brodie Croyle as our speaker since we were unable to have him last year so look for more details coming later.

We are working and planning the 39th Annual I Love America night which is scheduled for June 24th. It is shaping up to be an incredible event as we will a) be back at Wald Park; b) we will kick off the event with a ribbon cutting for the new Grand Lawn at Wald Park where we will be having much of the event; c) we will enjoy music from the incredibly talented Shades Mountain Orchestra and have a children's area AND FREE SWIM in the beautiful new pool at Wald Park; and d) WE WILL BE HAVING FIREWORKS! Look elsewhere in this newsletter for sponsorship information as it is going to be a great community event and with everyone more than ready to get back outside and doing some fun things, we expect to have a huge crowd.

We have several ribbon cuttings coming up for new businesses in Vestavia Hills. Please check our calendar frequently as we are constantly adding new events and encourage you to be part of as many as you can. You can also see the many new businesses that have opened with photos of their ribbon cutting so be sure and stop by and welcome them to Vestavia Hills if you missed the ribbon cutting.

If you would like more information about these or other opportunities, please contact me or the Chamber office. The best way to get the most out of your Chamber membership is to GET INVOLVED as we strive for "A Life Above"!

Unity. Prosperity. Family.

Karen J. Odle
President

May 11 Luncheon

The April 13 luncheon will be at the Vestavia Country Club, 400 Beaumont Drive, with networking at 11:30 and the program at noon. Reservations cost \$25 must be made by 4 PM Friday, May 7, 2021. Reservations may be made by visiting www.vestaviiahills.org or by calling 823-5011.

Please Note:

-RESERVATIONS REQUIRED. Space is limited to 150 people. **We will NOT be taking walk-ins this month.**

-Seating will be limited to 6 people per table.

-Country Club staff will be serving the food in the buffet line.

-We will NOT be taking payment at the door. Please pay online or call the office with a credit card prior to the luncheon, or we can send you an invoice afterwards.

Please remember the Vestavia Country Club policy of NO JEANS in the ballroom where we hold our monthly luncheons.

(Continued from page 1)

Our Core Values:

- Trust
- Service
- Value
- Quality
- Teamwork
- Safety

Refer & Win

To be entered in the 2021 Second 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 2021 Second Quarter drawing for **a \$250 gift card to Troup's Pizza!**

See why Troup's Pizza is #MoreThanJustPizza and your new favorite neighborhood restaurant. We offer savory sandwiches, amazing appetizers, yummy brunch items, divine salads and so much more. And yes, there are plenty of pizzas to try. Bring your friends for lunch or enjoy the patio and dine outdoors. Are you ready to #BeATrouper? Visit us today!



WELCOME NEW MEMBERS

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

- ◆ Atlas Staffing Group
Paul Leara
Birmingham, AL 35205
(205) 401-9076
www.atlasstaffinggroup.com
Category: Staffing Firm
- ◆ West Alabama Bank
Adam Pierce
200 Office Park, Suite 200
Birmingham, AL 35223
(205) 536-8269
www.wabt.com
Category: Banks
- ◆ Dunkin'
Rachel West
2419 Acton Road
Vestavia Hills, AL 35243
(205) 490-1241
www.dunkindonuts.com
Category: Restaurants; Coffee Shop
- ◆ F45 Vestavia at Liberty Park
Milan Ballard
3215 Endeavor Lane, Suite 101
Vestavia Hills, AL 35242
(205) 778-3445
www.f45training.com
Category: Fitness
- ◆ Mspark
Nancy Lewis
5901 Highway 52 E
Helena, AL 35080
(205) 616-3919
www.mspark.com
Category: Advertising
- ◆ Alabama Good will Industries
Josh Lovejoy
3177 Green Valley Road
Vestavia Hills, AL 35205
(205) 323-6331
Www.alabamagoodwill.org
Category: Organizations
- ◆ Crumbl Cookies Vestavia-Coming Soon!
Jason Dickey
708 Montgomery Highway, Suite 116
Vestavia Hills, AL 35216
(615) 295-9114
www.crumblcookies.com
Category: Bakery
- ◆ Zach Sims-Financial Advisor at Nowlin & Assoc.
Zach Sims
2718 20th St. S.
Homewood, AL 35209
(205) 527-5538
www.nowlinwm.com
Category: Financial Planning
- ◆ Clean Surface, LLC
Dave Kuykendall
2232 Cahaba Valley Drive, Suite J
Birmingham, AL 35242
(205) 229-3588
www.cleansurface.info
Category: Air Purification



Trustee Spotlight



Charlotte Ann Adams-Sterling Seacrest Pritchard



Charlotte Ann Adams is a Client Advisor with Sterling Seacrest Pritchard. As a trusted risk consultant, Charlotte Ann is committed to protecting her clients and investing within her community.



**STERLING SEACREST
PRITCHARD**

A native of Huntsville, Charlotte Ann and her daughters have lived, worked, played, learned and invested in Vestavia Hills City for more than a decade. Charlotte Ann is a graduate of the University of Alabama at Birmingham and transitioned to the insurance industry in 2014 after being the sole owner of An Art Affair for 12 years.

Charlotte Ann is an active member of the community and serves with several non-profit and civic organizations. She is the founder of the Beakers Seekers Scholarship Fund, a scholarship created in conjunction with the McWane Science Center that helps provide children with better access to hands-on science education programs. She also currently serves as a board member for The Crisis Center, serving on the Finance Committee, and participates as a volunteer for the Make-A-Wish Foundation of Alabama and Family Promise. She is a former board member of AMBUCS and a parishioner of All Saints Episcopal Church.

Sterling Seacrest Pritchard is a full-service, broker-owned risk management and insurance brokerage firm serving the commercial, professional and personal needs of clients across a range of industries. With over 300 employees at eight southeastern locations, the firm provides unique expertise in healthcare, construction, transportation and logistics, manufacturing, real estate, technology and other professional services. Product offerings include all forms of commercial and personal property & casualty insurance, employee benefits and surety bonds. At SSP, both clients and employees benefit from access to a broader team with a depth of knowledge and resources that are unmatched in the industry.

Goodwill
ALABAMA



**Cahaba Heights
Donation Center**

Grand Opening &

Ribbon Cutting

May 13th | 11:00 am

3177 Green Valley Road
Vestavia Hills, AL 35243



OPEN

39th Annual
I Love America Night
June 24, 6:00 pm at Wald Park
2021 Sponsor Information Package

Premium Levels

PLATINUM TITLE SPONSOR-\$5000; SOLD

PRESENTING SPONSOR-\$2500; Limited Number Available

- Logo on t-shirts and prominently placed on all advertising
-advertising includes Chamber newsletter, posters, Over the Mountain Journal ad
-will be included on flyers sent home with Vestavia Hills elementary students & in Vestavia Voice ad if sponsor form is received by **May 7**
-logo will need to be provided to the Chamber in a pdf or jpg format
- 1/2 page ad in Vestavia Hills Community News issue of your choice that is mailed to over 12,000 homes in Vestavia Hills
- A 10' X 10' tent provided for your use with a 6' or 8' table and two chairs to display promotional materials and information regarding your business; Sponsor booths are open from 6:00-8:00 pm
- (5) I Love America Night t-shirts
- One banner prominently displayed on fence at the park at event (Provided by Sponsor)
-approximately 2 feet tall by 10 feet wide (can be a little bigger or smaller in either direction)

Traditional Levels

GOLD LEVEL - \$350

- A 10' X 10' tent provided for your use with a 6' or 8' table and two chairs to display promotional materials and information regarding your business; Sponsor booths are open from 6:00-8:00 pm.
- Logo in *News and Views* (the Chamber's newsletter), posters, press releases, etc.
-will be included on flyers sent home with Vestavia Hills elementary students & in Vestavia Voice ad if sponsor form is received by **May 7**
-logo will need to be provided to the Chamber in a pdf or jpg format
- Business Name listed in Over the Mountain Journal ad
- Business Name listed on t-shirts
- (4) I Love America Night t-shirts
- One banner on fence at the park at event (Provided by Sponsor)
-approximately 2 feet tall by 10 feet wide (can be a little bigger or smaller in either direction)

SILVER LEVEL - \$225

- Business name listed in printed materials: t-shirts, *News and Views* (the Chamber's newsletter), Over the Mountain Journal ad, posters, press releases, etc.
-will be included on flyers sent home with Vestavia Hills elementary students & in Vestavia Voice ad if sponsor form received by **May 7**
- (2) I Love America Night t-shirts
- One banner on fence at the park at event (Provided by Sponsor)
-approximately 2 feet tall by 10 feet wide (can be a little bigger or smaller in either direction)

Register by **May 7** to be included in Vestavia Voice ad and School Flyers, and **May 24** for all other advertising.

*Rain Date: July 1

*Please note: This event would not be possible without our sponsors, therefore, only sponsors will be allowed to hand anything out at the event.

I Love America Night

Sponsorship Form

Please complete the following and return to the
Vestavia Hills Chamber of Commerce by **May 24, 2021**
(To be included in flyers delivered to Vestavia Hills schools and Vestavia Voice ad,
sponsorship form must be received by **May 7**)

Business Name _____

As you would like the publicity to read. Please print legibly.

Contact _____

Address: Street _____

City _____ State _____ Zip _____

Phone _____ Email _____

After Hours Phone _____ and/or Cell _____

Sponsorship Package

\$5000 Platinum Level SOLD

\$2500 Presenting Level (limited number)

5 t-shirt sizes: _____

I will need electricity at my booth for _____

\$350 Gold Level (10x10 tent for event)

4 t-shirt sizes: _____

I will need electricity at my booth for _____

\$225 Level (publicity only-no booth)

2 t-shirt sizes: _____

Total Sponsorship: _____

Check Invoice Credit Card

Visa MasterCard Discover American Express

Credit Card # _____ Exp. _____ Security Code: _____

Name on Card _____ Zip Code: _____

Vestavia Hills Chamber of Commerce
1975 Merryvale Road
Vestavia Hills, AL 35216

Phone (205) 823-5011

Fax (205) 823-8974

Email: chamber@vestaviiahills.org

Member Notes

- Celebrate Cinco de Mayo with **El ZunZun!** We'll have live music from 4-8 pm with Holguer Pimiento! \$5 shots all day long, plus giveaways, beer bucket specials and Corona Girls! If you plan to order family meals or curbside make sure your preorders are in by 2:30 pm Tuesday May 4th. You can schedule your order online at www.el-zunzun.com or call us at 205.791.7711
- **Longleaf Liberty Park** invites you to drive-thru and pick-up a Mother's Day bouquet for your mom, best gal-pal, daughter or even yourself! Stop by on Friday, May 7 from 10:00 am-2:00 pm. RSVP to lhar-ris@longleaflibertypark.com by May 5. 451 Liberty Parkway
- Silhouette Artist Tim Arnold will be at **Monograms Plus** on Friday May 7th and Saturday May 8th! These beautiful heirlooms make great Mothers Day presents! It only takes 10 minutes! Call today to reserve your spot: 205-822-3353. 1360 Montgomery Highway, Suite 122
- The **Vestavia Hills Beautification Board's** Dogwood Luncheon featuring a fashion show and silent auction will be on May 12 from 10:30-1:00 pm at the Vestavia Country Club. Tickets can be purchased at <https://www.eventbrite.com/e/2021-vestavia-hills-dogwood-luncheon-tickets>
- **Episcopal Church of the Ascension** invites you to its 2nd Annual Food Truck Festival on May 13 (Ascension Day) from 5:30 p.m. to 8:30 p.m. The festival will feature not just delicious food, but also music and yard games with proceeds going to benefit the Backpack Program, a new outreach serving weekend meal packs to children in our local elementary school. The festival is free to attend and donations for the Backpack Program will be gratefully accepted. Featuring: Full Moon BBQ, Pazzo Big Slice, and Corazon Mexican. 1912 Canyon Road
- **Monograms Plus** is celebrating their Spring Open House on May 13 from 10 am-7 pm and May 14 from 10 am-6 pm. Enjoy drinks and snacks and 20% off your purchase (excluding Ronaldo)! 1360 Montgomery Highway, Suite 122
- The **Southern Museum of Flight**, along with the Commemorative Air Force (CAF) Gulf Coast Wing and the Flagship Detroit Foundation is bringing Living History to Birmingham! One of the most strategic and iconic aircraft of WWII, the B-17 Flying Fortress, and one of the earliest airline passenger aircraft, the Douglas DC-3, Flagship Detroit as well as two other vintage warbirds, will be roaring into the Birmingham International Airport, May 14th through May 16th. Enjoy on-board tours and warbird flights with the aircraft crews at the Atlantic Aviation Gate located at 43rd Ave. N. and 66th St. N. Gate admission and cockpit tours to the event is \$15 per adult, \$10 for children under 12, and \$25 for a family of up to 5 and includes admission to the museum plus access to all the aircraft for cockpit tours. Warbird flights start as low as \$100 on the Navy transport, \$380 for the advanced trainer and seats on the B-17 start at \$475. Those who wish to fly the warbirds can call 855-FLY-A-B17 (1-855-359-2217) or reserve online at B17TexasRaiders.org or see more on [Facebook.com/B17TexasRaiders](https://www.facebook.com/B17TexasRaiders).
- Join **America's First Federal Credit Union** for their annual Sporting Clays Charity Tournament on May 21 at Selwood Farm! All proceeds of this year's tournament benefit Big Brothers Big Sisters of Greater Birmingham, Smile-A-Mile, and Three Hots and a Cot. Registration & Warm Up begins at 7:30am, with breakfast at 8:00am and the Tournament begins at 9:00am. Lunch provided on-site following tournament. Register at <https://secure.givelively.org/event/amfirst-foundation/the-amfirst-foundation-charity-sporting-clays>
- Make plans now to join **The Arc of Central Alabama** for our annual Golfing for Good at Greystone Golf and Country Club on Wednesday, May 26, 2021! Register at <https://e.givesmart.com/events/kCu/>
- **Birmingham Christian Family** is celebrating 21 years of Good News! Read the May issue online and find details about the Celebrate the Family Expo on May 8 at the Pelham Civic Complex!

2021-2022 Vestavia Hills LIVING



The Vestavia Hills Chamber of Commerce announces the 2021-2022 edition of *Vestavia Hills Living*. We mail over 12,000 copies into Vestavia Hills homes, and distribute to local businesses, newcomers and churches. In addition, *Vestavia Hills Living* will be available online.



AD SIZES						
Size	Non-Bleed	Bleed	B & W (members)	B & W (non-members)	Color (members)	Color (non-members)
2 Pg Spr	7 x 20	16.75 x 11.125	NA	NA	\$3,520	\$4,045
Full Pg	7 x 10	8.375 x 11.125	\$2,020	\$2,320	\$2,420	\$2,780
2/3 Pg	4.625 x 10	NA	\$1,720	\$1,975	\$2,020	\$2,320
1/2 Pg H	7 x 4.875	NA	\$1,220	\$1,420	\$1,520	\$1,745
1/2 Pg V	4.625 x 7.5	NA	\$1,220	\$1,420	\$1,520	\$1,745
1/3 Pg Sq	4.625 x 4.875	NA	\$750	\$860	\$1,120	\$1,285
1/3 Pg V	2.125 x 10	NA	\$750	\$860	\$1,120	\$1,285
1/6 Pg V	2.125 x 4.875	NA	\$450	\$515	\$775	\$890
1/6 Pg H	4.625 x 2.25	NA	\$450	\$515	\$775	\$890
Bus Card	3.25 x 1.75	NA	\$250	\$288	\$450	\$517

Pg=Page; Spr=Spread; H=Horizontal; V=Vertical

PREMIUM POSITIONS

	Member	Non-member
Back Cover	\$3,535	\$4,030
Inside Front Cv or pg 3	\$3,285	\$3,735
Inside Back Cover	\$3,185	\$3,630
Opposite TOC	\$3,185	\$3,630

DEADLINES

Early Bird**	May 12, 2021
Space Reservation	June 11, 2021
Final Advertising Copy	June 18, 2021
Publishing Date	August 2021

**10% Early Bird discount for members who reserve space and pay at least half by May 12



JOIN THE CHAMBER

Join Vestavia Hills Chamber by **June 16, 2021** to be included in the publication's categorical directory.

ADVERTISING SALES:

Lisa Christopher
Membership/Marketing Consultant
862-3445 • lisac@vestavi hills.org
www.vestavi hills.org

All rates are net. 50% payment with contract required. Remaining balance due upon publication.

All checks made payable to:
Alliance Publishing, LLC.
Visa and MasterCard accepted.



VESTAVIA HILLS
CHAMBER of COMMERCE

DISTRIBUTION

As an official marketing tool for the Chamber, *Vestavia Hills Living* will be distributed throughout the year by the Chamber of Commerce to acquaint newcomers, key business prospects and visitors with the unique aspects of living, shopping, dining, and doing business in Vestavia Hills. *Vestavia Hills Living* will also be digitally published so it can be accessed online all year via the Chamber's and City's websites or as a link.

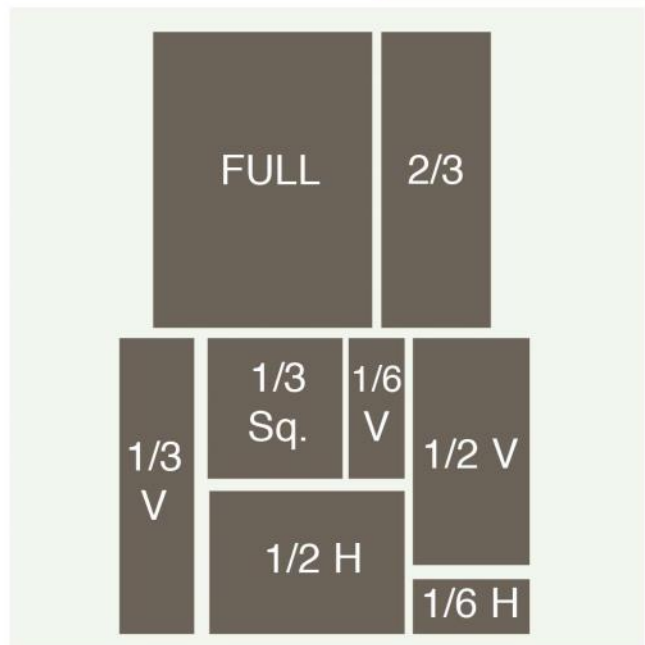
POINTS OF DISTRIBUTION

- Chamber Members and Advertisers
- Relocation Packages
- Vestavia Hills Shops and Restaurants
- Area Churches
- Financial Institutions
- Real Estate Companies
- Health Care Providers
- Area Hotels and Motels
- Online EPUB

PRODUCTION COSTS:

2 page spread	\$150
Full page	\$125
2/3 & 1/2 page	\$75
1/3 page	\$50
1/6 page	\$35
Business Card	\$25

Production costs assume that logos, high resolution pictures, and artwork are supplied; any photography required will incur an additional cost.



Magazine trim size is 8.125" x 10.875"

Note: For full page bleed ads, printer does not guarantee copy that falls within .125" of the magazine trim size

ACCEPTABLE FORMATS AND MEDIA: High res (300 dpi) pdf, .tif, or .jpg | Web images not accepted | Convert all images to CMYK | Pantone and RGB colors will be converted | Alliance Publishing is not responsible for colors that do not appear accurate if they are submitted in anything other than CMYK | CD: A proof of the ad must accompany the disk | Alliance Publishing is not responsible for errors on ads not accompanied by a proof | Magazine trim size = 5.375" x 8.375"

SEND AD PRODUCTION MATERIALS: Liz Young | lizyoung@alliancegrp.net

Alliance
publishing group

PO BOX 190405 | BIRMINGHAM, AL 35219 | 205.482.2464

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 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



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Rachel Patterson, Bradford Health Services
Jamie Pursell, Leaf & Petal

Karen J. Odle, President

Phone: 823-5011 Fax: 823-8974

Email: kareno@vestaviiahills.org

Web: www.vestaviiahills.org

Lisa Christopher, Membership Consultant

Email: lisac@vestaviiahills.org

Betsy Webster, Office Manager

Email: betsyw@vestaviiahills.org

Katie Woodruff, Communications Manager

Email: katiew@vestaviiahills.org

Upcoming Chamber Meetings

May 11 Monthly Luncheon, 11:30 am, Vestavia Country Club
May 18 Business Development, 8 am, Chamber Office
May 20 Board of Directors, 7:45 am

Events

May 13 Ribbon Cutting: Alabama Goodwill Industries, 11 am
May 17 New Member Orientation, 5 pm, Chamber Office

Other Meetings & Holidays

May 10 City Council Meeting, Council Chambers 6 pm
May 13 Planning & Zoning Commission, 6 pm
May 20 Board of Zoning Adjustment, 6 pm
May 24 City Council Meeting, Council Chambers 6 pm
May 31 Memorial Day-Chamber Office closed



News and Views

Vestavia Hills Chamber of Commerce

1975 Merryvale Road

Vestavia Hills, AL 35216