



VESTAVIA HILLS  
CHAMBER  
of  
COMMERCE

# NEWS & VIEWS

June 2021 Volume 41 Issue 6

## June 8 Luncheon Rosilyn Houston, Chief Talent & Culture Executive, BBVA

**R**osilyn Houston serves as BBVA's U.S. head of Talent and Culture, reporting to U.S. President and CEO Javier Rodríguez Soler. She has overall responsibility for providing leadership in recruitment and staffing; compensation and benefits; employee engagement, commitment and retention; internal communications; payroll administration; and compliance with all employment-related legal and governmental regulations and requirements.



Houston began her banking career 29 years ago as a part-time teller while attending college. She has held various front-line and leadership positions for BBVA USA's retail bank and has experience managing in the complex and dynamic environments of North Texas, California, Alabama and Florida. She previously served as the North Texas regional executive for Consumer and Commercial Banking, where she was responsible for the Commercial, Wealth and Retail business lines. Before that, she served as the regional retail executive in the East Region, which covers Alabama and Florida. Under Houston's direction, the East Region, which she led from 2011 to 2014, was the top performing region for the bank in several categories.

Houston supports Girls Inc. of Dallas, an organization dedicated to helping girls reach their full potential, and After-School All-Stars of North Texas, which provides comprehensive after-school pro-

*(Continued on page 4)*

LUNCHEON SPONSOR

## Vestavia Country Club

Welcome to Vestavia Country Club, one of the finest country clubs in the South! We are proud to host the Chamber each month and appreciate the opportunity to extend our rich tradition of hospitality to each of you.

As a rule, we strive to transform the lives of our Club Community, which we define as Members, staff, and the city of Vestavia! We challenge ourselves to be the leaders in the club experience, and we value passion, trust, respect, hospitality, and teamwork.

Since 1948, our club has offered a wide range of social and recreational experiences. These experiences include community/socializing, events, business networking, dining, golf, tennis, fitness, childcare, youth activities, pools, swim team, and more. All of these wonderful amenities boast beautiful views of the valley and surrounding foothills of the Appalachian Mountains!

Our welcoming and professional staff are eager to provide unparalleled service, and we

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I am excited we are moving forward with the annual I Love America Day celebration on June 24th. We are going to incorporate this annual event with a ribbon cutting of the new Grand Lawn at Wald Park and for the first time in many years, we are going to have a fireworks celebration to end the evening. This is a great time to see the new park and swim at the new Aquatic Center. I hope everyone will come out and celebrate with us.

As schools dismiss for the summer and many of us take vacations, please remember when you are in town to continue to support our local businesses. These businesses depend on us to support them, so please stop by to say hello and be sure to buy in Vestavia Hills.

We have a full calendar of events scheduled for the remainder of 2021 so please be on the lookout for additional information from the Chamber as we continue to fill our calendar.

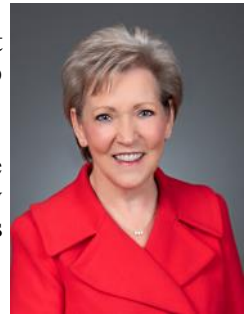
If the Vestavia Hills Chamber of Commerce can help you in any way, please let us know. I hope everyone enjoys the summer and spending time with your families.

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



John Henley

**F**rom the President...  
Can you believe we are almost half-way through 2021!!! With things opening up, it has been crazy, but in a good way! So thrilled to see our businesses opening back up to normal and folks out supporting them.



**Karen Odle**

We are excited about the 39<sup>th</sup> Annual I Love America (ILA) Night which is always a great time for our community to come together and celebrate the freedoms that we have in this great country and to honor our military. We were so disappointed to miss last year due to COVID-19 so this should have been our 40<sup>th</sup> year but we are still going to celebrate in a BIG way!

We are thrilled to be back in person AND we will be celebrating the redeveloped Wald Park and most importantly, celebrating the freedom and beauty of our city, state and country!

We will kick off the event with a ribbon cutting for the Grand Lawn after which time we will have free swimming at the beautiful new Wald Park Aquatics Complex, a children's area on the baseball field as well as over 60 sponsors showcasing their business. We would not be able to do this event without these sponsors so be sure and thank them for their financial commitment to making this fun event happen.

The **Pops in the Parks** will take place at the Pavilion on the Grand Lawn beginning at 7:30 PM so find a seat and enjoy this fabulous presentation of patriotic music as well as other tunes. We are grateful to the Shades Mountain Baptist Church Orchestra for sharing their time and talents for this event and to Dr. Joel Davis for directing the Orchestra and Ryan Maynard for technical and audio support.

Once you are seated on the Grand Lawn, you will want to keep your space as when the orchestra finishes and it is dark enough, we will have FIREWORKS! They will be in the area on the upper west side of the park where construction has yet to begin. The Fire and Police Department will have an area blocked off for the fallout area in front of West Elementary. Be sure if you have children with you that they remain with you, as we will have the playground closest to the fireworks roped off for safety reasons. PLUS you will have the best seat in town if you are on the Grand Lawn.

We would not be able to do fireworks without the support of **McDonald's** as the Title Sponsor and **Royal Automotive, Progress Bank, Shades Mountain Baptist Church and Standard Heating, Air and Plumbing** as our presenting sponsors. Their high-level sponsorships paid for the fireworks and for that we are certainly grateful!

Food will be available for purchase at the concession stand....so we are looking forward to a bigger and better ILA than ever before.

We have several Ribbon Cuttings and Grand Openings coming up over the summer months so please check our website calendar and plan to attend all of these that your schedule allows. It means so much to the new businesses that choose Vestavia Hills and it is a great way to get to know them as well as their staff so be sure to welcome them to our city. We will be celebrating with Unless U; SouthPoint Bank in Liberty Park; Crumbl Cookie in Vestavia City Center and Summit Smiles in Cahaba Heights. Check elsewhere in the newsletter or on our website for details on these ribbon cuttings.

Summertime is extremely slow even in the best of times so make sure you "Shop Vestavia Hills First" to help our businesses stay in business!

Have a great summer and I hope to see you at "I Love America Night"!

Unity. Prosperity. Family.

***Karen J. Odle***  
***President***

## June 8 Luncheon

The June 8 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, June 4, 2021. Reservations may be made by visiting [www.vestaviahills.org](http://www.vestaviahills.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.**

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grams that keep children safe and help them succeed in school and in life. Her additional community volunteerism includes: executive board seats at Girls Inc. of Central Alabama, The American Heart Association, The Leukemia and Lymphoma Society and Camp Smile-A-Mile. She also volunteers with Junior Achievement and Children's Hospital of Alabama Committee for the Future. Houston is a Leadership Birmingham and Momentum Leaders alumna.

Houston earned a bachelor of arts in organizational management at the University of Phoenix in Arizona and a master's in management at the University of Redlands in California.

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look forward to extending that warm and friendly experience to you! Please let us know if there is anything that we can do to make your Chamber experience more enjoyable, and – again – welcome to our club!

For more information about Vestavia Country Club, or to schedule a club tour, please contact Membership & Communications Director, Katy Williams at 205-823-2451.

# WELCOME NEW MEMBERS

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

- ◆ Magic City Harvest  
Suzanne Wright  
105 Vulcan Road, Suite 462  
Birmingham, AL 35209  
(205) 451-5833  
[www.magiccityharvest.org](http://www.magiccityharvest.org)  
Category: Nutrition; Organizations
  
- ◆ The Heights Fitness  
Amanda Traywick  
4232 Dolly Ridge Road  
Vestavia Hills, AL 35243  
(205) 915-8333  
[www.theheightsfitness.com](http://www.theheightsfitness.com)  
Category: Gym/Health Club; Fitness
  
- ◆ Unless U  
Lindy Cleveland  
737 Chestnut Street  
Vestavia Hills, AL 35216  
(205) 215-5209  
[www.unlessu.org](http://www.unlessu.org)  
Category: Education; Organizations
  
- ◆ ARC Realty-Julia Hoover  
Julia Hoover  
5220 Peridot Place, Suite 124  
Hoover, AL 35244  
(678) 822-1252  
[www.juliahover.arc Realtyco.com](http://www.juliahover.arc Realtyco.com)  
Category: Real Estate (Agent)
  
- ◆ HOTWORX Vestavia Hills  
Rebekah Livingston  
790 Montgomery Highway, Suite 124  
Vestavia Hills, AL 35216  
(205) 502-7511  
[www.hotworx.net/studio/vestaviahills](http://www.hotworx.net/studio/vestaviahills)  
Category: Fitness; Gym/Health Club
  
- ◆ Mobile Fleet Specialists of Birmingham  
Remco Hoytink  
800 3rd Avenue N.  
Birmingham, AL 35203  
(205) 332-5300  
[Www.mobilefleetspecialists.com](http://Www.mobilefleetspecialists.com)  
Category: Automotive

- ◆ Mealfit  
Thomas Cox  
3660 Grandview Parkway, Suite 100  
Birmingham, AL 35243  
(205) 597-4480  
[www.mealfit.co](http://www.mealfit.co)  
Category: Caterers; Nutrition



CELEBRATE OUR NEW  
SOUTHPOINT BANK LOCATION

JOIN US FOR A  
*Ribbon Cutting Ceremony*  
AND  
*Grand Opening Celebration*

JUNE 17, 2021  
5:00 - 8:00 PM  
MUSIC | FOOD | FAMILY FUN

8000 LIBERTY PARKWAY  
VESTAVIA, AL 35242

PARKING AVAILABLE AT  
SURGICAL DERMATOLOGY GROUP  
ON STONEGATE DRIVE

SHUTTLE SERVICE PROVIDED FOR  
DURATION OF EVENT

  
SOUTHPOINT  
BANK





# Trustee Spotlight



## Jonathan Handey-Eco Three



At Eco Three, we are your local energy efficiency and insulation experts with a goal of making homes more energy efficient and comfortable. Therefore, our clients will enjoy greater comfort and lower utility bills. We specialize in home energy audits and energy efficient upgrades aimed at a quick payback. Additionally, we do consulting, duct and envelope testing, HERS® Ratings, and energy code compliance for new construction. We have been in business for over 11 years and have serviced thousands of homes in Alabama. Call or email us today to see how we can help you Feel the Difference...in the summer, in the winter, and in your wallet.



## Todd Jackson-Newk's Eatery



Todd Jackson, his wife Sonya, and their partners own and operate the three Birmingham area Newk's Eatery restaurants. With both holding a degree in Hotel and Restaurant Management from The University of Missouri-Columbia, Todd and Sonya also own and operate seven additional Newk's Eatery restaurants located in Meridian, MS and throughout Texas. The Birmingham area Newk's Eateries are in Vestavia, Hoover and Downtown, which was the first location to open in 2007.



Newk's Eatery is an express, casual cafe specializing in gourmet pizzas, fresh-tossed salads, and toasted specialty sandwiches. Newk's freshness, quickness, flavor, and hospitality is what sets this restaurant apart from others. Newk's Eatery offers catering for large events as well as small office gatherings with a separate catering menu. Guests will see a Newk's Grab-n-Go section at each location giving customers the option to quickly select their favorite menu item from the stand-up refrigerator to take on the go. There is also curbside pickup and third-party delivery services available for guest convenience.

The success of Newk's Eatery relies on happy guests and exceptional customer service has been the foundation since day one. Newk's uniquely fresh and flavorful food with high quality ingredients and the friendly, industrious staff at each of the stores have created the perfect experience for customers. That winning combination has helped make Newk's a favorite place for lunch, dinner, and catered meals throughout Birmingham.

For more information on Newk's Eatery, please visit us at [www.newks.com](http://www.newks.com) or our staff is happy to give you the exceptional Newk's experience at any of our dining locations.

39th Annual

*I Love  
America  
Night*

*Thursday, June 24, 2021*

6:00 pm at Wald Park

1973 Merryvale Road

Presented by:



BLACK FAMILY RESTAURANTS

*Bring a  
lawn chair  
or blanket*

*Pack a  
picnic or visit  
the concession  
stand*



ProgressBank.



SHADES MOUNTAIN  
BAPTIST CHURCH  
[www.shades.org](http://www.shades.org)

**Vestavia Hills Chamber of Commerce & City of Vestavia Hills**

Ribbon Cutting for the Grand Lawn, 6:00 pm

6:15-8:00 pm

Children's Area Sponsored by Vestavia Hills United Methodist Church

Sponsor Booths

Free Swimming at the Wald Park Aquatic Complex

Patriotic Concert by Shades Mountain Baptist Church Orchestra, 7:30 pm

 **FIREWORK SHOW** at 8:30 pm 

Free Shuttles will be available from nearby parking lots.  
Visit [www.vestaviiahills.org](http://www.vestaviiahills.org) for Parking and other Information.

**NO PETS** please.

Rain date: July 1



# Many Thanks To All Our Sponsors



BLACK FAMILY RESTAURANTS



Aldridge Gardens \* Altadena Eye Care \* bDot Architecture \* BBB of Central & South Alabama  
 Gwen Brannum, RealtySouth \* Caprine Engineering \* Darnell's Fun Stuff  
 Express Oil Change & Tire Engineers \* First Church of the Nazarene \* Heights Dermatology & Aesthetics  
 Megan Kincaid, ARC Realty \* Liberty Park Children's Dentistry \* Meld Financial \* Scott Perry, RealtySouth  
 Pigtails & Crewcuts \* Romeo's Sporting Goods \* Roofing & Painting Contractor ~Oswaldo Sialer  
 The Smocking Bird \* Stone Building Company \* Town Village Vestavia Hills \* The UPS Store  
 Vestavia Hills Beautification Board



## New Resident Welcome Bags

Summer is a busy time for families moving into Vestavia Hills. We will be packing 150 Welcome Bags in July for the schools to distribute to their new resident families. This is an excellent way to introduce your business to these new members of our community. Start thinking now about what you would like to put in the bags-we will need your items by July 9.

- It doesn't have to be 150 of the same item; you can mix and match.
- Please make sure any coupons have long expiration dates. Leftover bags will be kept at our office and given out through next summer.
- We have a plastic tub set right inside our door for you to leave your items in. Our office is open Monday-Friday, 9:00 am-5:00 pm.



## Refer & Win

Thank you to everyone who participated in the 2021 Second Quarter Refer and Win Prize Drawing! They will be entered in the drawing at the June luncheon for a **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!

Those entered are: Jamie Pursell; Clabe Dobbs; George Pierce; James Robinson; Paul Leara; Jody Peddy;

To be entered in the 2021 Third 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](mailto: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 Third Quarter drawing.



## Member Notes

- The Vestavia Hills Farmers Market is now open from 10:00 am to 1:00 pm every Wednesday through August 25, and is located at Scout Square, right off of Highway 31. The market is an outreach ministry of **VHUMC**, created to bring local crafts and seasonal goods into our community!
- Congratulations to Auburn University's 2021 Top Tigers, **BMSS, LLC, Method Mortgage, Richter Landscape Company and Truitt Insurance & Bonding!** The Top Tiger program honors 58 businesses for exceptional growth, revenue and entrepreneurial spirit. In its seventh year, the honorees are among the fastest-growing companies that are founded, led or owned by Auburn alumni.
- Congratulations to **Rocky Ridge Drug Company's** Dr. Keri Bates for being named Samford University McWhorter School of Pharmacy's 2021 Preceptor of the Year!
- The **Alabama Goodwill Donation Center** in Cahaba Heights is now open on Green Valley Road and accepting donations. Open from 7AM-7PM, the new drop-off location not only serves as a convenient place to donate, it provides employment opportunities, job placement and skills training for individuals that are disabled and/or disadvantaged. 3177 Green Valley Road
- **Mountain Chapel United Methodist Church** is hosting a Red Cross Blood Drive on June 24 from 10:30 am-3:00 pm. Make an appointment at <http://www.redcrossblood.org>
- **The Jimmie Hale Mission** is working to create a license plate! Proceeds from sales of the car tag will help fund the Mission's many outreach programs. The state of Alabama requires 1,000 pre-commitments to begin the official production of this distinctive new license plate. Be one of these first 1,000 commitments and the Mission will cover your registration fee for the first year! Learn more at [https://jimmiehalemission.com/car\\_tag](https://jimmiehalemission.com/car_tag)
- Be aware of website impersonators! **America's First Federal Credit Union** has learned of a scam website recently set up to look like our AmFirst web page and possibly trick our members into handing over personal information. Please remember that the only official America's First Federal Credit Union (AmFirst) website is [www.amfirst.org](http://www.amfirst.org). Pages with different URLs or web addresses could be scam sites trying to steal your information. If you are ever unsure whether a website is safe or not, you can check using Google's Safe Browsing tool. Just paste in the suspect URL address and the checker will determine whether it's safe to visit
- **Spectrum Reach** is supporting our local Alabama communities by offering complimentary advertising and marketing resources for minority-owned businesses, including women and veteran owned businesses. We are calling it our "Pay-It-Forward" campaign and it's truly meant to help our local businesses grow. Selected businesses will receive: 3 month television advertising schedule (July-September 2021); Free :30 commercial through Waymark; Support from local Spectrum Reach marketing experts during the 3-month period; Access to on-demand educational content and expert industry insights; Invitations to exclusive speakers' series and events featuring industry leaders with local market experiences. Businesses can apply now through June 11, 2021 at: <https://go2.spectrumreach.com/pay-it-forward>
- Read the June issue of **Birmingham Christian Family** online for some GOOD NEWS!

## 2021 Trustees

Kimberly Jackson-Alabama Power Company  
 Chris Thomas-America's First Federal Credit Union  
 Jeff Phillips-American Pest Control  
 Beau Bevis-ARC Realty  
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 Robin Morgan\*-Morgan Properties  
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 Angela Stevens-RealtySouth  
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 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



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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  
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Mark W. Macoy, LLC  
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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

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**

June 8 Monthly Luncheon, 11:30 am, Vestavia Country Club  
June 15 Business Development, 8 am, Chamber Office  
June 17 Board of Directors, 7:45 am

**Events**

June 17 Ribbon Cutting: SouthPoint Bank, 5 pm  
June 24 I Love America Night, 6 pm, Wald Park

**Other Meetings & Holidays**

June 10 Planning & Zoning Commission, 6 pm  
June 14 City Council Meeting, Council Chambers 6 pm  
June 17 Board of Zoning Adjustment, 6 pm  
June 21 City Council Meeting, Council Chambers 6 pm



*News and Views*

*Vestavia Hills Chamber of Commerce*

*1975 Merryvale Road*

*Vestavia Hills, AL 35216*