



NEWS & VIEWS

August 2022

Volume 42 Issue 8

August 9 Luncheon Dr. Todd Freeman, Vestavia Hills City Schools Superintendent

Dr. Todd Freeman has served as superintendent of Vestavia Hills City Schools since March 2018. Now in his fifth year with Vestavia Hills City Schools, Dr. Freeman has led the opening of three new campuses, the implementation of new strategic plan goals, and the renewal of the school system's accreditation.



From 2013 to 2018, Dr. Freeman was superintendent of Sylacauga City Schools in east Alabama. He also spent twenty years in Auburn City Schools as a social studies teacher, high school principal, and executive director of operations and services.

Dr. Freeman holds a bachelor's degree in education from Jacksonville State University, a master's in education from Auburn University, and a doctorate in educational leadership from Valdosta State University.

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LUNCHEON SPONSOR

McDonald's-Black Family Restaurants

Black Family Restaurants is proud to be your neighborhood McDonald's restaurant – not just a restaurant in your neighborhood. Did you know the McDonald's in Vestavia has been here for 50 years? We have had the privilege of serving this community as Owner Operators for the last 6 years and we want to thank YOU for welcoming us in. Every day we strive to be a good neighbor and a positive influence in our community. Our 16 McDonald's restaurants support a wide variety of efforts throughout central Alabama including local churches and schools, arts and cultural events and, of course, our hometown Ronald McDonald House as they provide a home away from home for families in need. Giving back to our community is something we do because, like our customers, we live here. We are proud supporters of Vestavia Hills Schools, Arts, Athletics and several organizations throughout this great city. We know many of you by face and by name, but if not we hope you will stop and introduce yourself to our team. We are Lovin' being a part of this city and look forward to all the great things ahead!



Happy August to Vestavia! The days are being counted down until the schools open their doors for a new school year. Even families without children in the school system often feel a time of a new beginning in September to set a new schedule or routines.

We are approaching a time to pay more attention to our calendars to ensure we are available for all the football games and the meetings and events that may have taken a break during the summer. The beginning of a new school year reminds us of a clean slate that fuels a renewed sense of energy to pursue exciting new goals and plans.



Sandra Cleveland

The renewed energy and exciting plans are evident in our Chamber. Our team is getting serious about the Chamber's Strategic Plan that was created several years ago but took a back seat to the demands of the pandemic. The Chamber's time and energy was devoted to the needs of our businesses, schools and community in response to the changes brought about by COVID. New priorities were identified almost daily and the disciplined focus on the strategic plan was intentionally delayed to a future date. Well, this is the future date where we return to our disciplined approach to planning and executing for the future. Our team, headed by the Board Chair Elect, Donnie Dobbins, is moving forward.

Our next Chamber luncheon is Tuesday, August 9th, with Dr. Todd Freeman, Superintendent of Vestavia Hills City Schools as the speaker. Make your reservations early because this is a well-attended luncheon, and you don't want to miss hearing from Dr. Freeman.

Remember the benefit to our community of shopping local. Having financially healthy businesses in our community increases taxes to the city that provides programs, services, and infrastructure. These businesses are Partners in Education for the Vestavia Hills Schools and they make donations to sports and extracurricular activity teams. A healthy business environment attracts new businesses too. Every action you take to benefit our community is important.

Thanks for thinking about our local economy.

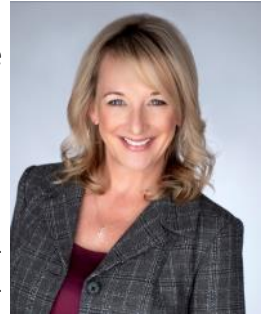
Review the Chamber calendar of events and mark your calendar to participate.

In gratitude,

Sandra Cleveland
BCR Wealth Strategies
Board Chair, 2022

From the President...

Happy Greetings as we welcome in August! I can't express how much I have fallen in love with our beautiful city and business community. THANK YOU for the incredible support and enthusiasm for my first days, weeks, and month and a half... I continue to pinch myself about how much I enjoy my job!



Michelle Hawkins

The Chamber staff has diligently worked on exciting activities to support our membership. We are thrilled to have Annilyn Warner, our office manager stepping up the Chamber's action and presence on social media promoting Vestavia Hills businesses and community events. Over the last 90 days, our Instagram reach has increased 21.6% - Yay!

Since May, we have gained 101 new followers who are growing daily! Annilyn has been taking on additional responsibilities, including onboarding our new members and Shred & Recycle Day Committee Chair. Mark your calendars for this popular event. Shred & Recycle Day is Saturday, September 10th, 2022, from 8 am – 12 pm. We need volunteers, so don't hesitate to get in touch with our office at 205-823-5011 for more information, or you can sign up using the link below:

<https://www.signupgenius.com/go/10C0E48AFAD29A2FECF8-shred>

Our fantastic communications manager, Katie Woodruff has been busy keeping members informed with engaging newsletters and event reminders and finished putting together 150 New Resident Welcome Bags for the schools to distribute to their new resident families. We were delighted to receive various items and pleased with how they will be a spot-on marketing tool for your businesses. A special "Thank You!" to each of you that brought things to include in the bags.

We are excited and looking forward to our August Chamber Luncheon Tuesday, August 9th, where we will hear from Dr. Todd Freeman, Superintendent of the Vestavia Hills City School System. We anticipate this luncheon to be well attended, so don't forget to make your reservations any later than Thursday, August 4th, by noon.

With much enthusiasm, I'm happy to announce the new 2022-2023 Vestavia Hills Living will be arriving in the mail this month! I can't wait for you all to see the finished product!! With each issue, the Chamber staff and the Alliance Publishing Group have strived to create a visual effect that shows Vestavia Hills is truly the best community to work, play and raise a family. Please remember to SHOP LOCAL and support the advertisers in this magazine. We would be unable to mail this to every household in our city without their support.

Thank you so much for granting me the honor to serve Vestavia Hills! I'm grateful for a community that chooses to work together toward "A Life Above!"

With Warm Wishes,

Michelle Hawkins
President

August 9 Luncheon

Reservations must be made by 4:00 PM Thursday, August 4, 2022 and cost \$25. Late reservations will cost \$30. Make your reservation by visiting www.vestaviahills.org or by calling 823-5011.

Please Note:

- Reservations that are made and not cancelled by 4:00 pm Thursday August 4 must be paid for, as we must pay for the number reserved.
- Please pay online or call the office with a credit card prior to the luncheon, or we can send you an invoice afterwards.
- **Please make every effort to make your reservation on time. The number of reservations we have by the deadline is the number that we and the Vestavia Country Club prepare for.**

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

Luncheon Business Spotlights

As a benefit of Chamber membership, you are welcome to choose two luncheons to have a booth to showcase your business. The Vestavia Country Club will provide covered 6 foot tables*-you just bring whatever information and items you would like to display! If you would like reserve your spots for 2022, please email chamber@vestaviahills.org.

2022 Dates:

August 9
September 13
October 11
November 8
December 13

*Depending on number of participants each month, you may be sharing a table with another business.

(Continued from page 1)

Dr. Freeman, his wife, Rachel, and two sons, Samuel and Jacob, are residents of Vestavia Hills. Rachel is the Wellness Director at Shades Valley YMCA. Samuel is a third grader and Jacob is a fifth grader at Vestavia Hills Elementary Dolly Ridge. Dr. Freeman is a member of the Vestavia Hills Rotary Club and Civitan International, and he and his family attend Shades Mountain Baptist Church.

WELCOME NEW MEMBERS

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

- ◆ Tony Robbins
3806 Montclair Road
Mountain Brook, AL 35213
(205) 223-3947
Category: Mortgage Companies

- ◆ Mercy Deliverance Ministries
Antoinette "Toni" Vines
2194 Parkway Lake Drive, Suite C
Hoover, AL 35244
(205) 767-6917
www.mercydm.org
Category: Organizations; Grocery Stores/Markets

- ◆ Iron City Power Washing
Scott Lett
Vestavia Hills, AL 35216
(205) 775-6047
www.ironcitypowerwashing.com
Category: Pressure Washing

- ◆ Gagliano Mortgage
Shannon Driver
4500 Valleydale Road, Suite F
Birmingham, AL 35242
(205) 979-4412
www.birminghammortgagecompany.com
Category: Mortgage Companies

Shred & Recycle Day

September 10th, 2022 8AM to 12PM

New Vestavia Hills Civic Center
1090 Montgomery Highway 35216

Drop off your unwanted electronics, household hazardous waste, paper shredding, and medication (no needles)

Electronics Accepted

PCs & Laptops, servers, cell phones & tablets, satellite & cable boxes, gaming systems & components, stereos & radios, switches & firewalls, printers, fax machines, VCRs & DVD players, remote controls, MP3 players, A/C adapters & other cables, LCD monitors, CRT monitors*, ink & toner cartridges, rechargeable batteries, hard drives*, speakers, cameras, modems & routers, CD players, small kitchen appliances, consumer electronics, battery backups, keyboards & mice, stand alone copiers* and TVs*

*Disposal fee required: hard drive & CRT monitors: \$10 each, TVs: \$20 each

Not Accepted

Large appliances or wooden console TVs

Hazardous Waste Accepted

Paint, batteries (household & automotive), light bulbs, and pesticides. Paint and pesticides **MUST** be in their original containers or they will **NOT** be accepted. **Household amounts only, No contractors! Proof of Vestavia Hills Residency required for hazardous waste disposal.**

Special Thanks to: PROTEC Recycling, AmWaste, Gone for Good (a program of United Ability), and VHPD

For more information, visit vestaviiahills.org or call (205) 823-5011



Help us put a face to your name!

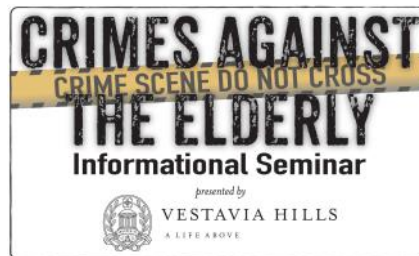
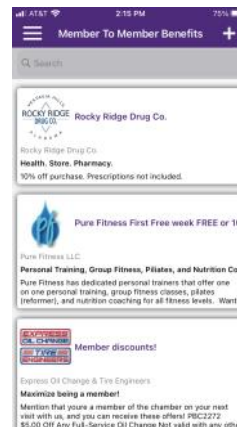
Add your picture to your directory profile.

- Go to www.vestaviahills.org and click the Member Login button in the middle of the homepage
- Login to your member account. Let us know if you need your login info.
- On the menu on the left side of the screen, choose Personal Information and then choose Photo
- Click the + under the placeholder photo to upload yours.
- Click Save Changes.
- Your photo will be on your listing in our web Directory.

Need a photo of yourself? We're working to arrange a few dates for a photographer to take headshots at the Chamber office. Be on the lookout for more details, coming soon!

Member²Member Discount

Did you know discounts are available from your fellow Vestavia Hills Chamber members? Login to your Member account either through www.vestaviahills.org or the MemberPlus mobile app to see what's available or add one of your own!



Join the City of Vestavia Hills on Tuesday, August 23 from 1:30-4pm at Vestavia Hills United Methodist Church for a FREE seminar to provide information on issues affecting senior citizens today – particularly financial crimes and elder abuse.

This FREE seminar is for area seniors, their family members, friends and caregivers – anyone concerned about senior citizens. Representatives from various agencies will be available to discretely discuss sensitive matters and provide direction and assistance for our senior residents and their caregivers.

ALL ARE WELCOME! Come learn more about protecting our aging residents from scams and abuse.



Trustee Spotlight



Ashley Mathews-Grandview Medical Center



Ashley Mathews joined the Grandview Medical Center team in 2021 as an Assistant Chief Executive Officer. Ashley has more than a decade of healthcare experience. Previously, she worked for seven years at DeKalb Regional Medical Center in Fort Payne, AL. Prior to joining Grandview, she was Executive Director of Operations and Business Development for DeKalb. There she served in several leadership roles including Executive Director of Employed Practices where she was responsible for overseeing the management of DeKalb's primary care, neurology, pediatrics, interventional cardiology and orthopedics clinic operations.



Ashley also has experience in practice acquisitions and expansions, physician recruitment, and strategic planning. She began her healthcare career in Gadsden with Quality of Life Health Services, Inc., where she served as Director of Marketing and Public Relations.

A native of Gadsden, Ashley earned her bachelor's degree in Public Relations with a concentration in management from Auburn University. She earned her master's degree in Health Administration from the University of Alabama at Birmingham. Ashley is a member of the American College of Healthcare Executives, Medical Group Management Association, Alabama Rural Health Association, and serves on Forge Breast Cancer Survivor Center's Leadership Team.

At Grandview Medical Group, an affiliate of Grandview Medical Center, our compassionate team is committed to working with you to meet your healthcare needs. Whether you are looking for a primary care physician or a specialist, our dedicated staff will assist you in finding a doctor who is conveniently located near you. Good health is a life-long journey and our personalized patient experience can make your journey smoother.

Grandview Medical Group is a network of primary care physicians and specialists with offices conveniently located in Liberty Park, Vestavia City Center, Chelsea, Columbiana, Greystone, Helena, Homewood, Hoover, Lee Branch, Pelham, Springville, Trussville and our newest location in Cahaba Heights.

For more information visit grandviewmedicalgroup.com or call 205-971-DOCS.



RIBBON CUTTINGS



SHERWIN-WILLIAMS.

Tuesday, August 2
4:00 pm
3900 Crosshaven Drive
Vestavia Hills, AL 35243



Friday, August 5
10:00 am
2665 Hackberry Road
Vestavia Hills, AL 35226

Refer & Win

To be entered in the 2022 Third Quarter Refer and Win prize drawing, simply refer someone to the chamber who joins as a new member. Contact the at (205) 823-5011 or email chamber@vestaviiahills.org. We 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 2022 Third Quarter drawing for a **Catering Certificate for 10-25 people Taco Mama!**

Enjoy a Taco/Nacho bar: Ground Beef and Chicken with all the Fresh Fixings*
*Available for pickup or delivery (\$20 delivery fee will apply) - time must be approved 24 hours in advance. Valid for one catering, may not be split into multiple caterings



Save the Date



Tree Lighting Festival

November 29, 6:00 pm
Vestavia Hills City Hall

Breakfast with Santa

December 10, 7:30-10:00 am
New Vestavia Hills Civic Center

Vestavia Hills Christmas Parade

December 11, 2:00 pm
Liberty Park

Menorah Lighting

December 20, 6:00 pm
Vestavia Hills City Hall

Member Notes

- **Mason Music** is celebrating 10 years of inspiring and teaching students to be passionate about playing music by bringing our community together for a one-day, family-friendly, music festival on Saturday, August 13, at Avondale Brewing Company. Featuring national, regional and local artists like The Brook & The Bluff, Drew Holcomb and The Neighbors, Gatlin, Lady Legs, Shaheed and DJ Supreme, and Jahnah Camille, Mason Music Fest 2022 will have something for everyone. There will also be food trucks, student performances, yard games, and an educational class taught by Shaheed and DJ Supreme on the essential elements of Hip Hop. Tickets available at www.ticketmaster.com
- The Vestavia Hills Farmers Market is now open from 10:00 am to 1:00 pm every Wednesday through August 31! Located at Scout Square, right off of Highway 31, the Farmers Market is an outreach ministry of **VHUMC**, created to bring local crafts and seasonal goods into our community!
- **Pure Fitness'** Stand Up Paddle Board classes are back! Join them for a fun workout on Saturday mornings at the Vestavia Hills Aquatic Center at Wald Park. Register at https://www.wellnessliving.com/schedule/pure_fitness-a6lo9o
- Check out Fit for Life at **Birmingham Physical Therapy**! This small group functional fitness class is led by a physical therapist and is designed for people 55+. There are two groups - one that comes Monday/Wednesday and the other comes Tuesday/Thursday. Classes meet at the clinic between 12-1pm and are \$150/month or \$20/class. Email melaniecosio.dpt@gmail.com for more info and to get signed up!
- **VIVA Health** offers a 5-Star rated Medicare Advantage plan, which means Alabamians can enroll in VI-VA MEDICARE any time of the year for their 2022 coverage. Call us today at 1-888-830-8482 (TTY: 711) or visit www.VivaHealth.com/Medicare to enroll in the highest rated plan in Alabama.
- Read the latest issue of **Birmingham Christian Family** to learn how NFL Couple Tony and Lauren Dungy strive to live a purposeful life as individuals and as a couple. Read it online at <https://birminghamchristian.com/issues/>.
- **Vestavia Toastmasters Club** meets on the 1st and 3rd Tuesdays of each month at 6pm and would love to have you visit! Learn about them at www.vestavia.toastmastersclubs.org

If you have any news or events you would like to put in the News & Views, email it to chamber@vestaviiahills.org.

2022 Trustees

Kimberly Jackson-Alabama Power Company
 Chris Thomas-America's First Federal Credit Union
 Jeff Phillips-American Pest Control
 Jefferson County Commissioner Steve Ammons
 Tommy Cannon-Ascension St. Vincent's Health System
 Patrick Cushman-BancorpSouth
 Sandra Cleveland-BCR Wealth Strategies
 Ben Nevins-B.L. Harbert International
 Ginger Aarons-Birmingham Business Journal
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 Dr. Darcy Schofill-Cahaba Mountain Brook Animal Clinic
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 Christina Babineaux-First US Bank
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 Charlie Norton-Harbert Realty Services
 Steve Mote-Hollywood Pools/Alabama Gaslight & Grill
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 Roger Steur*-Method Mortgage

Robin Morgan*-Morgan Properties
 Todd Jackson-Newk's Eatery
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 Lauren Trim-Sentry Heating, Air Conditioning,
 Plumbing & Generators
 Tommy DeRamus-Shades Mountain Baptist Church
 Scott Jenkins-Southern States Bank
 Steve Smith-SouthPoint Bank
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 Rob Dowda-SpeedPro Direct
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 Tyler Kime-Standard Heating, Cooling & Plumbing
 John Henley-John Henley State Farm Insurance
 Charlotte Ann Adams-Sterling Seacrest Pritchard
 Taylor Burton-Taylor Burton Company
 Steve Vickery-Truist
 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

2022 Chamber Champions



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 Rocky Ridge Drug Co.
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 Michelle Hawkins, President
 Phone: 823-5011 Fax: 823-8974
 Email: michelleh@vestaviiahills.org
 Web: www.vestaviiahills.org
 Annilyn Warner, Office Manager
 Email: annilynw@vestaviiahills.org
 Katie Woodruff, Communications Manager
 Email: katiew@vestaviiahills.org

Upcoming Chamber Meetings

August 9 Monthly Luncheon, 11:30 am, Vestavia Country Club
 August 18 Board of Directors, 7:45 am, Chamber Office

Events

August 1 New Member Orientation, Chamber Office, 5 pm
 August 2 Ribbon Cutting: Sherwin-Williams Company, 4 pm
 August 5 Ribbon Cutting: Unless U Post Place, 10 am

Other Meetings & Holidays

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



News and Views
 Vestavia Hills Chamber of Commerce
 1975 Merryvale Road
 Vestavia Hills, AL 35216