

etowah county

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An annual publication of


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The same dedicated and compassionate caregivers you've known as the people of Riverview are now proud to be a part of **Prime Healthcare Services**, an award-winning hospital management company operating 38 hospitals in 11 states. Recently named one of the Top 15 Health Systems in the Nation*, Prime has more than 35,000 employees and staff dedicated to providing the highest quality healthcare and contributing to the communities they serve.

*Truven Health Analytics Top 15 Health Systems 2013



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THANK YOU TO THE FOLLOWING, WHOSE BOARD TERM EXPIRED IN 2015

Aaron Disouryavong
Walter Duminski
Charlie Hayes
Elizabeth Barnett

Ambassador and Emissary clubs work to enhance Chamber benefits

Ambassadors and Emissaries are volunteers from within the Chamber membership that are enthusiastic, have outgoing personalities, possess good organizational skills, and are honest business people. Generally, representatives of Chamber members that are most successful in these volunteer roles have responsibilities that include outside sales and marketing, and believe in and support the efforts of the Chamber. They are able to balance the necessary time commitment of the clubs with the demands of their jobs. Together, both clubs' collective goal is to represent a wide variety of industries and business.

The primary objective of the Ambassador Club is serve in volunteer opportunities at Chamber events, extending assistance to new members and guests, and attending members' functions. These club members are often the first faces seen at registration desks at an event, and are tasked with making sure new members and guests of an event get acquainted and connected with existing members. Among those activities are: ribbon cuttings, Business After Hours, and Chamber mixers. They also work to promote Chamber events.

The primary objective of the Emissary Club is to serve as a liaison between the Chamber and members, with a focus on existing members. Emissaries participate in a Mentor 40 program, in which they select 40 members from throughout different sectors of industry, and periodically visit, call and email them to keep them abreast of opportunities to enhance their business through Chamber benefits. For example, they make phone calls to remind members of upcoming

MISSION STATEMENT

To promote general membership services and enhance goodwill for The Chamber of Gadsden & Etowah County in the community; assist in the recruitment of new members through personal contacts, membership involvement, and to encourage involvement, awareness, and maximum retention.

events like Business After Hours, and build relationships with their mentored business to ensure a deeper connection to the Chamber and their own business. Emissaries often serve in volunteer roles at events, and attend ribbon cuttings as well.

Throughout the year, membership applications are received from interested individuals and when an opening is available the Club reviews applications and may consider them for membership. While participation does require a significant amount of time, the benefits to the business are outstanding. Membership in either club often provides a "warm welcome" to other businesses and creates a strong relationship between businesses.

Individuals interested in participating in the clubs should email their query to heather.new@etowahchamber.org.

2016 AMBASSADOR CLUB

Isha Bothwell, City of Champions Toastmasters

Amber Condy, Express Family Care

Heidi Darbo, American Heart Association | American Stroke Association

Haley Dunston, Sarrell Dental

Tara Fulford, Advanced Imaging of Gadsden, LLC

Tena King, King's Olive Oil

Mary Anne Lincoln, Exchange Bank of Alabama

Daniel A. Spencer, Alabama Department of Rehabilitation Services

Heather Williams, Allstate Insurance - Tyler Elliott Agency, Inc.

Deesha D. Wolfe, Dr. Roger D. Allen, D.M.D., LLC

Ben Weaver, Alabama Teachers Credit Union

2016 EMISSARY CLUB

Elizabeth Barnett

Jessica Brown, United Way of Etowah County

Morgan Lavender, Modern Woodmen Fraternal Financial

Mike Major, WideNet Consulting, LLC

Darlene Temple, Holiday Inn Express and Suites

Brandon White, Merrill Lynch

Dedra Whittenberg, First Choice Personnel of Gadsden, Inc.

Liz Wood, FLD Landscaping & Garden Shop

Chamber can help with ribbon cutting ceremonies

The Chamber would be delighted to help your business celebrate with a Ribbon Cutting Ceremony if the company has:

- Opened its doors in the last 6 months
- Changed ownership or is under new management
- Moved to a new location
- Has been remodeled or expanded at its present location

A Ribbon Cutting Ceremony is an important part of your overall marketing and advertising plan and is a great way to kick-off a grand opening of a business. It offers an opportunity to meet key leaders in the community and get acquainted with your neighbors and Chamber members. The Chamber would enjoy assisting you in planning a successful event for your company. Having participated in hundreds of ribbon cutting ceremonies, we know how to get optimum exposure for your company. Chamber Staff and Ambassadors attend and conduct the ceremony, complete with a large pair of scissors, photos, and ribbon in your choice of color. We generally begin with a welcome statement before the ribbon cutting and photos are taken to appear in an upcoming edition of *The Messenger Newspaper*.

Scheduling a Ribbon Cutting with the Chamber should take place a minimum of two weeks ahead of the event to allow the Chamber

time to invite members of the Chamber's Board of Directors, the Ambassadors and dignitaries from the appropriate city to join your celebration.

Hors d'oeuvres and beverages are usually served, but it is your decision. Your plan can be as simple or elaborate as you like, whatever fits your budget. Chamber Staff Members & Ambassadors will help to make things go as smoothly as possible:

We'll notify the Chamber's Board of Directors and Ambassadors, City Dignitaries and chamber members, per your directions, and encourage them to attend your event. We'll put you in touch with other Chamber businesses that can provide catering, deli and beverage services. We'll bring the giant scissors and a bow and take pictures at the appointed time. We'll include a photo and acknowledgment of your ribbon cutting in *The Messenger Newspaper* and on our Facebook page at www.facebook.com/etowahchamber.

There is no charge for the Chamber's involvement — it's a value-added benefit of being a member. People generally anticipate spending about a half hour at the ceremony, so be prepared with collateral materials.

LEADERSHIP ETOWAH

Program prepares participants to become community leaders, set priorities, solve problems

Leadership Etowah is a program of The Chamber of Gadsden/Etowah which each year brings together class participants for ten one-day retreats. The program objective is to present to the participants a series of issues-oriented forums based on the belief that knowledge is a key element and prime motivator of leadership. Class members visit organizations and institutions across Etowah County. This allows them to seek a mutual understanding of the priorities and problems facing the county; they also seek to invent vital solutions to the challenges that define the future of our county. Program participants will gain a broader understanding of the complexities that our diverse community represents. Participants will leave the program prepared to use the information and skills they will gain from this experience to be a leader in the community.

Leadership Etowah is a personal development program designed to motivate participants to develop and enhance leadership skills through an educational process that addresses pertinent community needs.

The purpose of Leadership Etowah is to:

- Identify potential and existing leaders in business, labor, education, government and the community at large and help them prepare for voluntary responsibility in our area.
- Provide leaders with practical and sophisticated understanding of major opportunities and problems facing the Etowah County area.
- Facilitate access between emerging leaders and the current leadership in the community.
- Improve the communications network among leaders from unique and different backgrounds.
- Stimulate increased participation and commitment in the community.

The goal of each session is to open the mind of each participant to the perspectives that surround the issue and, through thoughtful consideration of those perspectives, to enable participants to become visionary leaders in the community. (Class order is subject to change.)

Session I — Orientation to Leadership

Session II — Non-Profits and Social Services

Session III — Education

Session IV — Workforce Development

Session V — Government

Session VI — Healthcare

Session VII — Economic Development

Session VIII — Arts and Culture

Session IX — Tourism

Session X — Public Safety

Enrollment begins in mid-September and lasts through the end of October each year. Interested individuals may visit the Leadership Etowah tab on The Chamber's website at www.gadsdenchamber.com.





2015 GRADUATES

Jennifer Boozer, Alabama Land Trust
 Derrick Griffey, Somewhere in Time Antiques
 Wardrick Griffin, Gadsden Regional Medical Center
 Mike Hilton, City of Gadsden
 Shaine Stewart, Honda Manufacturing of Alabama
 Susan Stough, Chappell CPA
 Darlene Temple, Holiday Inn Express & Suites
 Susan Williamson, Community Foundation of Northeast Alabama
 Steven Winston, Gadsden Steam Plant
 Mary Wood, Downtown Gadsden, Inc./Gadsden Commercial Development

2016 CLASS

Jamie Armstrong, Gadsden Regional Medical Center
 Jennifer Bishop, HealthSouth Rehab
 Tabitha Bozeman, Gadsden State Community College
 Mark Condra, community supporter
 Haley Dunston, Sarrell Dental
 Arema Granger, Gadsden Mall
 Chet Hallman, Twin Bridges Golf Club
 Jason Millirons, Gadsden State Community College
 Trace Newton, Nationwide Insurance
 Mallory Oliver, Peoples Bank of Alabama
 Tony Smith, Alabama Power
 Tom Strother, Goodyear
 Kimberly White, Honda Manufacturing of Alabama
 Quez Williams, Boys & Girls Club
 Liz Wood, FLD Landscaping

BUSINESS AFTER HOURS

Chamber members enjoy networking once a month in a relaxed social setting



February at Absolute Fitness



March at Healthsouth Rehab



April at Mary G. Hardin Center for Cultural Arts



May at TeamOne Toyota



June at Gadsden Country Club



July at Northeast Alabama Audiology Clinic



*August at Gadsden Regional Medical Center
Women Imaging Center*



September at Regency Pointe



October at McGuffey's/Rehab First



November at The Athletic Club



*December at Gadsden Convention Hall
sponsored by:*

*Alabama Power Company
City of Gadsden Parks & Recreation
Comfort Care Hospice
Gadsden State Community College
Life Choice Hospice
Physicians Home Health SuperStore
The Southern Bank Company
Top Notch Events & Rentals
WQSB- Mix 102.9- Power 107.5*



Taking time for fun at Business After Hours

2015 Small Businesses of the Year

Chamber recognizes a number of local businesses during awards luncheon in October



Alabama Retailer of the Year
Jireh's Boutique & Gifts



New Business of the Year
Gadsden Variety Antique Mall



Non-Profit of the Year
Tigers For Tomorrow



Small Minority and/or Woman Owned Business of the Year
Rainbow City Pet Clinic



Small Business of the Year, 25 or fewer employees
Frios Gourmet Pops



Small Business of the Year, 25 to 50 employees
Zaxby's



Gold Business of the Year, having served Etowah County and the surrounding area for 75 years or more years
McKlesky Brothers



Silver Business of the Year, having served Etowah County and the surrounding area for 50 years or more
Buck's Island



Bronze Business of the Year, having served Etowah County and the surrounding area for 25 years or more
Gadsden Music Company



Community Improvement
The late Mike McCain, accepted by his family



Friend of Small Business
Nanda Patel, Holiday Inn Express & Suites

Gadsden Regional makes advancements in quality care

Gadsden Regional prides itself on being the premiere health care facility in Northeast Alabama – a place patients and their families have turned to for generations when there is a need for quality, top of the line care.

In the last several years, GRMC has made many advancements in the area of quality care, receiving many certifications and accreditations from various governing bodies in the health care industry, including the prestigious Joint Commission of Accredited Health Care Organizations. Most of these accreditations are not required of hospitals, but Gadsden Regional and its medical staff worked to achieve them to demonstrate to the community that GRMC both meets and exceeds national benchmarks.

In just the last few years, GRMC has received and/or maintained the following:

Orthopedic Hip and Knee Surgery reaccreditation, Advanced Primary Stroke Center reaccreditation from the Joint Commission

Chest Pain with PCI (Percutaneous Cardiac Intervention) reaccreditation from the Society of Cardiovascular Patient Care

Cancer Center accreditation from the Commission on Cancer/American College of Surgeons

Sleep Center accreditation from the American Academy of Sleep Medicine

Get with the Guidelines Gold Plus Award from the American Heart/Stroke Association

In 2016, several projects are planned to continue expansion and services provided at GRMC:

The hospital's Cancer Center will complete renovations and equipment upgrades for patients needing cancer treatment to receive top of the line care right here in Gadsden.

Our orthopedic program will continue to implement a national "best practices" program for total hip and knee replacement surgeries that help patients get back on their feet and back to living life to the fullest.



Gadsden Regional's cardiac program is making impressive strides, including implementing new procedures on the cutting edge of heart care.

Diagnostic imaging services are available at three locations in Etowah County to serve the needs of our growing population. Whether it's at the main hospital, our Women's Imaging Center in Building 400 on the hospital's campus or at Gadsden Regional Imaging in Rainbow City, Gadsden Regional strives to make care as convenient as possible.

The addition of GRMC's new, state-of-the-art Wound Healing Center, which opened in fall 2015, is just another way the hospital is expanding its services to fit the needs of our community.

Regardless of your health care needs, Gadsden Regional is here to serve you, your family and our community ... as we have for the last 110 years and counting.

About Gadsden Regional Medical Center: Founded in 1906, GRMC holds a high standard for patient care in Northeast Alabama. The hospital is owned by Community Health Systems, headquartered in Franklin, Tenn. GRMC employs more than 1,400 and is the second-largest employer in Etowah County. The hospital has a medical staff of more than 230 physicians representing dozens of specialties. For more information, call 256-494-4000 or visit www.gadsdenregional.com.

Riverview Regional Medical holds cross and chapel rededication ceremony

Riverview Regional Medical Center just recently rededicated the hospital's new 20 foot cross and its renovated chapel during a Cross and Chapel Rededication Ceremony held in the hospital cafeteria on Thursday, November 5th, 2015.

For more than 84 years, the illuminated green cross on the roof of Riverview Regional has been a beacon of hope for the Gadsden community. Now, under the leadership of the hospital's new owner, Prime Healthcare Services, and Chairman, President, and CEO Prem Reddy, MD, that symbol has been upgraded to a larger, more visible version.

"The cross at Riverview Regional is an important tradition to the people of Gadsden," said Sandy Agnone, CNO, Riverview Regional Medical Center. "Our current leadership, especially Dr. Reddy, appreciates its significance to our community and is honored to give this symbol a new size more appropriate to its location and visibility."

The original cross, dating back to the 1930's, has actually been replaced a total of 3 times. First in the 1980's, the original was replaced with a neon cross, then in 2013 due to maintenance issues it



was replaced again, and now it is a 20-foot LED lit cross brightly illuminated atop the original 1931 building.

Riverview Regional Medical Center began as Gadsden General Hospital which was built by Dr. Leach in 1917.

It was operated by the

Sisters of Divine Providence until 1925 when it was purchased by the Missionary Servants of the Most Blessed Trinity and renamed the Holy Name of Jesus Hospital. In the years since, the hospital has expanded to 281 beds, was renamed Riverview Regional Medical Center and now is owned by Prime Healthcare Services.

The ceremony also rededicated Riverview's beautifully renovated chapel. The chapel, illuminated by candles and skylight, is located on the third floor near the ER waiting room and open twenty-four hours a day, seven days a week. Patients, families and hospital staff of all faiths are invited to use the chapel for prayer, meditation and reflection.

NOW ACCEPTING NEW PATIENTS!

Same-Day Appointments Available



Dr. Mary Rutherford
Family Medicine



Michael Gross, CRNP
Family Medicine



Gadsden Physician Clinics
Internists Associates - RBC

105 Church St., Rainbow City, AL 35906

Call: (256) 442-5172 Fax: (256) 492-5507

*Office hours are Monday through Thursday from 8 a.m. to 5 p.m.
and Friday from 8 a.m. to noon*

Dr. Rutherford and Michael Gross are now seeing patients ages 6 and older

IDA assists, recruits industries to area

The Industrial Development Authority works to recruit new industries to Gadsden/Etowah County by:

1) Providing information to show companies and their consultants that Gadsden meets their project requirements better than any other location.

2) Maintaining information about available sites and buildings on the state database of available industrial property.

3) Maintaining a website (www.gadsdenida.org) that describes our advantages for new industries.

4) Promoting our industrial development activities on Facebook and other social media.

5) Getting favorable stories published about development activities in Gadsden, and using copies of resulting articles as attachments in prospect correspondence.

6) Making personal contact with prospect referral entities, to ensure their familiarity with our community. This includes, but is not limited to:

- Alabama Department of Commerce
- Economic Development Partnership of Alabama
- Economic Development Department of Alabama Power Company
- Industrial Development Departments of Norfolk Southern and OmniTrax
- Corporate site-selection consultants
- National industrial real estate firms

7) Conducting on-the-ground familiarization tours with representatives of the above referral sources.

8) Conducting direct mail marketing campaigns to generate prospect interest and inquiries.

9) Distributing promotional materials at relevant industry trade shows.

10) Preparing and delivering specialized sales presentations for individual companies, in person, in writing, and via electronic methods.

11) Compiling follow-up presentations to answer specific questions, and transmitting additional information that is requested. (This almost always requires responding within 24 hours.)

The IDA works to help our existing industries primarily by:

- 1) Developing financing plans.
- 2) Assembling incentive packages to reduce project costs.
- 3) Meeting their site, facility, and infrastructure needs.
- 4) Providing workforce development assistance.
- 5) Researching market information.
- 6) Acting to address other needs.

NEW PROJECTS IN THE CITY OF GADSDEN

Twenty-nine projects which the IDA was credited for

influencing are operating today in the City of Gadsden. They:

- Created 2,440 new jobs (this is 50% of the total manufacturing employment in Etowah County.)
- Have a \$65,000,000 payroll.
- Generate \$1,300,000 per year in new OLF revenues.
- New OLF revenues alone provide a 3-to-1 return on the city's annual investment in the IDA.

RETAINED PROJECTS IN THE CITY

The IDA helped save 1,915 jobs and \$1,860,000 in OLF revenues for the city, at 3 industries which were at risk of closing.

ADDITIONAL CITY BENEFITS

Besides ongoing OLF revenues from employee payrolls, the city also receives:

- One-time OLF revenues from plant construction payrolls.
- Sales taxes resulting from the spending of employee wages in local businesses.
- Sales taxes on company purchases of construction materials, fixtures, and consumable supplies.
- Use taxes on company purchases of machinery and equipment.
- Property taxes on land, buildings and equipment.
- Building permit and business license fees.

PROJECTS OUTSIDE THE CITY

The IDA located 10 projects in Etowah County outside the city of Gadsden, which employ a total of 490.

Although there were no sites or buildings in Etowah County which met the requirements of these projects, the IDA also was influential in helping recruit 2 projects to adjacent counties, which employ another 900 local residents. Many of them spend their payroll money in Gadsden businesses, which generates sales tax revenues.

INDEPENDENT INDICATORS OF THE IDA'S EFFECTIVENESS

The IDA has been featured in these economic development periodicals:

- Site Selection magazine named the IDA as one of the top development groups in the U.S.
- Business Facilities magazine chose the IDA for its Economic Development Achievement Award.
- Economic Development Tomorrow cited the IDA as a model of professional practice.
- Office innovations at the IDA are a case study in Computer Applications in Economic Development.
- The IDA's recruitment techniques were highlighted in Marketing Cities in the 1980's and Beyond.

Economic progress requires a cohesive team effort of both the public and private sectors. Our local governments maintain a pro-business climate, support public education and skills training, support and encourage business and industry, and work to improve local infrastructure, all the while encouraging entrepreneurship and economic recruiting efforts. Business and civic volunteers oversee the Industrial Development Authority, the Commercial Development Authority, Downtown Gadsden Inc., Tourism, and the Chamber of Commerce, and together with our elected officials, work tirelessly to generate more job opportunities for our residents, more spending in our economy, and more tax revenues to fund public services.

Gadsden Commercial Development Authority 2014-2015 Fact Sheet:

New Development:

- Gander Mountain
- Shoe Carnival
- Sport Clips
- Bubba Rito's
- The Factory
- Aqua Medispa
- Southern Care
- Absolute Printing
- American Family Care
- Ulta
- Moe's
- Gadsden Pet Clinic
- Panda Express
- Metro PCS
- Ollie's Bargain Barn
- Ross
- Five Below
- Hibbett Sports
- Jimmy Johns
- Starbucks
- Popeye's
- Beaute
- Lendmark Financial Services
- Krispy Kreme
- Bargain Hunt
- Mi Pueblo

***These businesses have created around 375 new jobs.*

River Trace Shopping Center near completion. Ground work has begun for Panera and Aspen Dental. Once they open, only 2 acres remain to complete the center.

Mi Pueblo is expected to open in November 2015. This grocery store will fill 44,000 sq. ft. in the Canterbury Shopping Center in Alabama City previously occupied by Food World that closed in 2013.

GCDA continues to work with Equity Investment group to fill the former Hobby Lobby location on George Wallace Drive. Bargain Hunt opened in October 2015 taking up around 25,000 sq. ft. There is still about 35,000 sq. ft. available for another retailer.

2nd Annual Business Expo



The expo is held in August of each year and showcases displays of members' goods and services.



COMMUNITY DEMOGRAPHICS |

- **Population**104,430
- **Average Household Size** 2.46
- **Median Age** 39.44
- **Median Home Price**\$98,200
- **Number of Households** 41,584
- **Average Household Income** \$50,994
- **Average Family Income**\$58,161

COUNTY'S TOP 10 EMPLOYERS

NUMBER OF EMPLOYEES

1. Goodyear Tire & Rubber Company, Inc1500
2. Gadsden Regional Medical Center1200
3. Etowah County Board of Education1054
4. Riverview Regional Medical Center850
5. Wal-Mart (two locations)737
6. Gadsden State Community College727
7. Gadsden City School System628
8. City of Gadsden500
9. Koch Foods500
10. Equity Group of Alabama/Keystone Foods ...460

TOP 5 INDUSTRY SECTORS

1. Healthcare & Social Assistance
2. Manufacturing
3. Retail Trade
4. Accommodations and Food Services
5. Educational Services

Source: Alabama Department of Labor and US Census Bureau

REGION 5 TOP HIGH DEMAND OCCUPATIONS

(Base 2010 and Projected 2020)

1. Team Assemblers
2. Registered Nurses
3. Licensed Practical Nurses & Licensed Vocational Nurses
4. Home Health Aides*
5. Automotive Service Technicians and Mechanics
6. Electrical Power Line Installers and Repairers
7. Personal Care Aides*
8. Medical Assistants
9. Computer Controlled Machine Tool Operators, metal and plastic
10. Mechanical Engineers

* Qualify as both high-demand and fast-growing occupations.

Source: Alabama Department of Labor and Center for Business and Economic Research, The University of Alabama. Workforce Dev. Reg. 5 consists of Calhoun, Cherokee, Clay, Cleburne, Coosa, Etowah, Randolph, Talladega, and Tallapoosa counties

TRANSPORTATION

Dart Trolley System Gadsden, Attalla, and Rainbow City, 256-549-4519

Dial-A-Ride System Gadsden, Attalla, and Rainbow City, 256-543-3278

Interstate Access I-59, I-20, I-440

Nearest Airport Birmingham-Shuttlesworth International Airport, Birmingham, AL

ECONOMIC DEVELOPMENT

The Chamber, Gadsden & Etowah County
Heather New, President, 256-543-3472

Gadsden Commercial Development Authority
Lesia Osborn, Director, 256-547-1530

Gadsden-Etowah County Industrial Development Authority
256-543-9423

Downtown Gadsden, Inc.
Kay Moore, Director, 256-547-8696

Greater Gadsden Tourism Board
Hugh Stump, Director, 256-549-0351

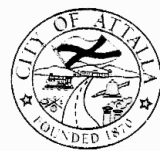


CITY OF ATTALLA

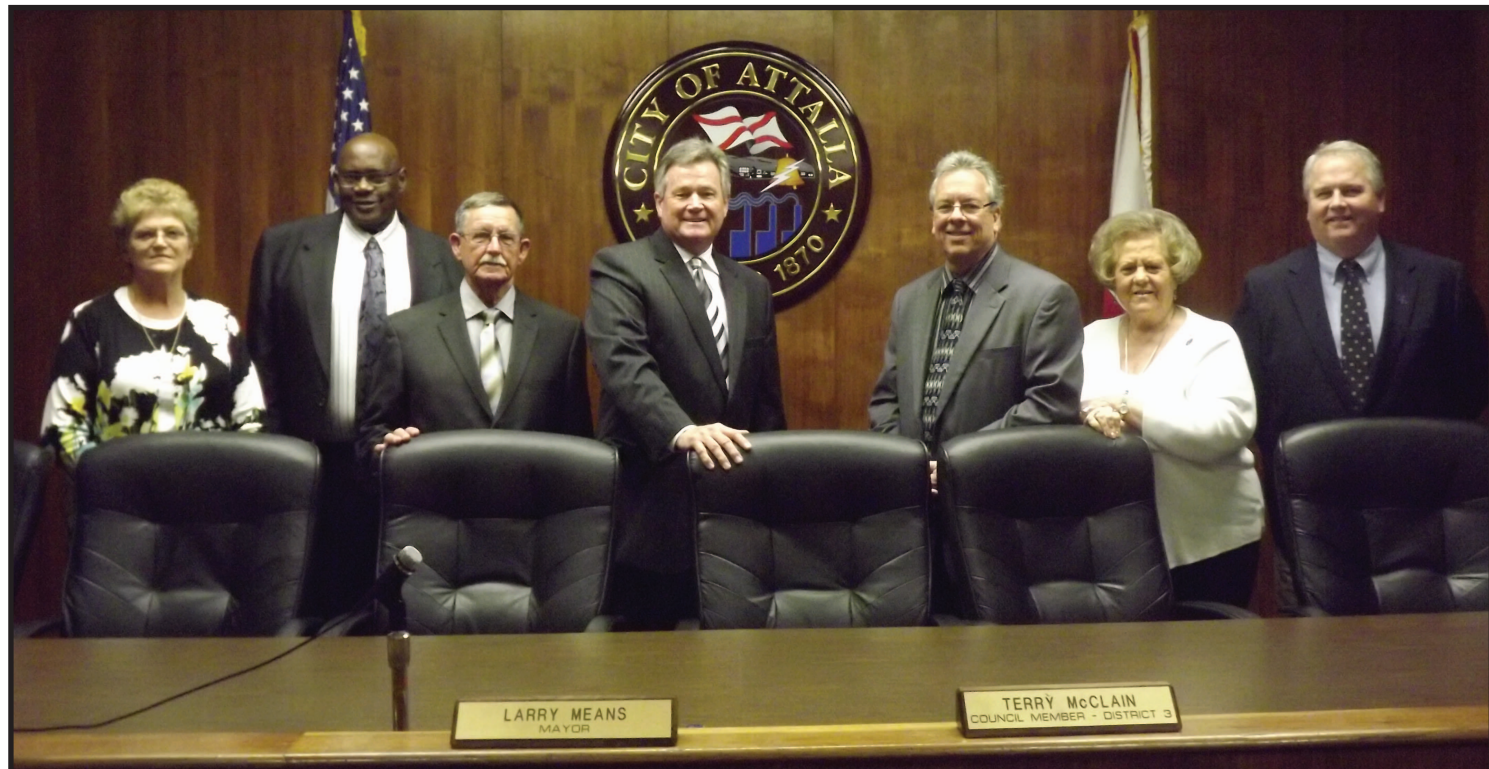


612 4th St. N.W.

Ph.: 256-538-9986



“A Small City with Big Opportunities”



MAYOR:

Larry Means

COUNCIL MEMBERS:

Kenneth Scissum • Kenneth Dixon • Terry McClain • Virginia Smith • Bob Cross

CITY CLERK:

Sharon Jones

CITY ATTORNEY:

Richard Rhea

CITY JUDGE:

Kenneth Robertson

*** EVENTS ***

Heritage Day • Farmers Market • Train Day • Christmas Parade • Christmas Festival

**Industrial & Business Opportunities Available through
Attalla's Information Center Located in Historic Downtown Attalla**

CharACTers Theatrics

Award-winning production company is soaring to new heights with its 2016 season!

CharACTers Theatrics is soaring to new heights with its 2016 Season! Winner of three international musical theatre awards for their 2015 production of *Les Miserables*, CharACTers is the premiere theatrical production company in Northeast Alabama!

CharACTers offers weekly classes from beginning musical theatre to their nationally and statewide award winning musical theatre troupe, CCT KIDS. Additionally, CharACTers produces multiple LIVE theatrical productions throughout the year! If you haven't been to a CharACTers performance yet, try something new in 2016 and experience the MAGIC of THEATRE!

2016 SEASON

DISNEY'S MARY POPPINS

March 3-20, 2016 – Wallace Hall Fine Arts Center

The season will begin with a musical that is an enchanting mixture of irresistible story, unforgettable songs, breathtaking dance numbers, and astonishing stagecraft. The show delighted Broadway audiences for over 2,500 performances and received nominations for nine Olivier and seven TONY Awards, including Best Musical. One of the most popular movies of all time will capture your hearts in a whole new way: as a practically perfect musical! CharACTers is proud to announce our 2016 season will begin with the musical based on the books of P.L. Travers and the classic Walt Disney film, Disney and Cameron Mackintosh's *Mary Poppins*.

DISNEY'S ALICE IN WONDERLAND JR.

**April 21-April 24, 2016
Wallace Hall Fine Arts Center**

The first Children's Theatre production of 2016 is a fast-paced stage adaptation of another timeless film, featuring updated dialogue and new arrangements of classic Disney songs. One of literature's most famous inquisitive heroines comes to life in this delightful tale. Travel down the rabbit hole and join Alice's madcap adventures in Disney's *Alice in Wonderland Jr.*

BIG RIVER

**June 10-19, 2016
Wallace Hall Fine Arts Center**

CharACTers third production of 2016 is an ageless adventure featuring hilarious, suspenseful and heartwarming moments and characters. Propelled by an award winning score from Roger Miller, the king of country music, this jaunty journey provides a brilliantly theatrical celebration of pure Americana that sweeps us down the mighty Mississippi as the irrepressible Huck Finn helps his friend Jim, a slave, escape to freedom in this eight time Tony Award winning musical, *Big River*.

DINNER THEATRE - TO BE ANNOUNCED

Summer 2016

The forth production of the CharACTers 2016 season will be our 3rd annual dinner theatre. The exact show is still up in the air as we finalize the performance details, but our four main contenders include *Mama Won't Fly*, *Always a Bridesmaid*, *The Hallelujah Girls*, and *The Odd Couple*. Each show features side splitting comedy and outrageous characters. We hope you will join us during the summer of 2016 for our 3rd annual dinner theatre.

GODSPELL

**August 11-21, 2016
Gadsden Museum of Art**

CharACTers fifth production of the 2016 season is a 3-time Grammy and

Academy Award winner by Stephen Schwartz (*Wicked*, *Pippin*, *Children Of Eden*); and it took the world by storm. A small group of people help Jesus Christ tell different parables by using a wide variety of games, story-telling techniques, and hefty dose of comic timing. An eclectic blend of songs ranging in style from pop to vaudeville is employed as the story of Jesus's life dances across the stage. Dissolving hauntingly into the Last Supper and the Crucifixion, Jesus's messages of kindness, tolerance, and love come vibrantly to life. Boasting a score with chart topping songs, a book by a visionary playwright (John-Michael Tebelak), and a feature film, *Godspell* is a sensation that is sure to be a fan favorite of the 2016 season!

FLAT STANLEY JR.

**September 30-October 9, 2016
Wallace Hall Fine Arts Center**

CharACTers Children's Theatre's second production of 2016 is based on the beloved children's book written by Jeff Brown in 1964 which has become a literary and pop cultural phenomenon - delighting readers and travelers all around the world. Stanley Lambchop is your ordinary, every day, run-of-the-mill ten-year-old: normal mom and dad, normal little brother, normal life. That's just the problem...for Stanley, life is too normal. He wants to travel the world, do something amazing, something no one's ever seen before. Careful what you wish for, Stanley! In a whirlwind musical travelogue, Stanley is stamped, posted and cancelled from Hollywood to France to Honolulu and beyond. This musical is filled with infectious songs and non-stop adventure making this a perfect show to experience the magic of live theatre. Join us and everyone's favorite two-dimensional hero for *The Musical Adventures Of Flat Stanley® JR.*

A MIDSUMMER NIGHT'S DREAM

**Fall 2016
Outdoor Theatre**

The seventh production of the 2016 season goes something like this.... Girl meets boy. Girl falls in love with boy. Girl loses boy when a mischievous fairy sprinkles love "juice" on boy's eyelids, making him fall for another girl. Girl wins boy back (with the help of a little fairy magic). No, it's not the latest romantic comedy to hit theaters near you; it's a play that was dreamed up by William Shakespeare toward the end of the 16th century. Like the modern-day romantic comedy genre it's helped to shape and influence, this play features young lovers who fall comically in and out of love in a ridiculously brief period of time (over the course of a single, enchanted midsummer night) in William Shakespeare's *A Midsummer Night's Dream*.

INTO THE WOODS

**December 2-11, 2016
Wallace Hall Fine Arts Center**

The eighth and final production of CharACTers 2016 season is a multiple Tony Award winning and Oscar nominated musical. This musically sophisticated show brings audiences on a fantastic magical adventure through the woods. The Brothers Grimm hit the stage with this epic fairytale about wishes, family and the choices we make in James Lapine's and Stephen Sondheim's storybook masterpiece that brings everyone's favorite fairytale characters together for a timeless yet relevant piece and rare modern classic, *Into the Woods*.

We hope you are as excited as we are about this amazing season. Season tickets are available for all of these AMAZING shows for the low price of \$60!

Visit us online at www.CharACTersEntertainment.com for tickets, audition information, and to join our email list!

Theatre of Gadsden

Group continues history of producing a variety of new and classic productions

Theatre of Gadsden had its beginnings in the late 1800s when plays were frequently produced at the Elliott Farm. A number of incarnations later, Gadsden Civic Theatre purchased the Ritz Theatre in Alabama City in 1971 and opened with a production of *Born Yesterday* in the former movie house. Gadsden Civic Theatre merged with two other local theatre groups to form the Theatre of Gadsden which continues to produce shows, rent space, and hold events in the Historic Ritz Theatre. This past season saw a resurgence in productions and audiences at The Ritz Theatre, as former Production Director Mike Beecham returned to Theatre of Gadsden after a number of years working professionally in theatres in Atlanta and around the Southeast.

Opening the 2016 season Theatre of Gadsden will reunite the cast of last year's sold out production of *Smoke on the Mountain* for a one weekend run. Audiences filled the Ritz Theatre last year for this down-home gospel family musical and TOG brings it back for one more round. To bookend the season, the 2016 season will close with the Christmas sequel to *Smoke on the Mountain*. Sanders Family Christmas joins the singing family as they have one last gospel sing before son Dennis heads off to the Navy in WWII.

Offering workshops and productions for all ages, Theatre of Gadsden is a non-profit community theatre that strives to promote local talent, provide an outlet for creative community involvement, and celebrate and enhance understanding of ourselves and others through the shared experience of live theatre, producing a variety of new and classic productions throughout the year.

SHOW BLURBS:

THE FANTASTICKS:

*Try to Remember the kind of September
When Love was an ember about to Billow...*

The world's longest-running musical takes audiences to a place where a wall and two feuding fathers separate young lovers, Matt and Luisa. Mysterious narrator El Gallo and a troupe of vagabond actors orchestrate everything from deception to reunion as the youngsters find the glittering, faraway world isn't quite what they'd dreamed it to be. It is love and family and friendship that our hearts should remember.....and follow.

SMOKE ON THE MOUNTAIN:

The Sanders Family (from up around Siler City) returns with its 2015 cast for a command performance ONE WEEKEND ONLY. Join Vera and Burl Sanders and their quirky family band as they help Reverend Mervin Ogleshorpe revive the Saturday night singin' at Mt. Pleasant Baptist Church.

NUNSENSE:

With only 19 survivors from an accidental vichyssoise poisoning, the Little Sisters of Hoboken are staging a variety show on cable access to raise money for the burials. Mother Superior Mary Regina (a former circus performer) has gathered rival 2nd in command Sister Mary Hubert, streetwise Brooklynite Sister Robert Anne, aspiring ballerina



*Theatre of Gadsden to open season with *Smoke on the Mountain**

novice Sister Mary Leo, and Sister Mary Amnesia, called so after a cranial "incident" with a crucifix, to help make her TV fundraiser a success. Join them as they sing, dance, and laugh their way into your heart and prove that "Nunsense is Habit-Forming!"

MAME:

Eccentric bohemian Mame Dennis won't let even the Great Depression get her down! But her fabulous life is interrupted when 10 year old nephew, Patrick, becomes her ward. Spanning the turbulent decades of the 1930s and 40s, this Tony Award-winning musical says "Come along, Agnes!" and takes audiences on a madcap ride from start to finish.

SANDERS FAMILY CHRISTMAS:

North Carolina's favorite family returns in this holiday sequel to *Smoke on the Mountain*. It's Christmas Eve 1941, and Vera, Burl, and the gang have gathered for a Christmas sing before son Dennis ships off to the Pacific in World War II. With a couple dozen of everyone's Christmas and gospel favorites, this family musical is sure to have audiences clapping and singing along with the good folks of Mt. Pleasant Baptist Church!

OUR TOWN:

Thornton Wilder's Pulitzer Prize-winning drama follows the triumphs and disappointments of the citizen's of fictional Grover's Corners in the years leading up to the first World War. Using simplicity and honesty, *Our Town* tells us that life is fleeting and each person, each moment should be cherished. A classic of the modern stage, this play is a "must-see" for students and adults alike. "Does anyone ever realize life while they live it....every, every minute?"

GSCC programs give students early start on achieving goals

When Ashley Smith developed a love for mechanical design, she never dreamed it would lead her to a career in dental appliance creation.

“If you need a crown, I can make it,” the 18-year-old said. “If you need dentures, I can make it. And, I can personally design and make partials, too.”

Smith enrolled in Gadsden State Community College’s Dual Enrollment and Early College Enrollment programs while still a senior at Gaston High School last year.

“I knew the programs would get me ahead,” she said. “I wanted college under my belt so I could join the workforce. Plus, being a part of the programs is like having a scholarship.”

She initially enrolled in architecture classes but soon discovered her love for mechanical design.

“My instructor, James Wilson, knew I’d be good in mechanical design, and he encouraged me to do it,” she said. “It’s nice having someone push you to do your best, and that’s what Mr. Wilson did for me.”

While still enrolled at Gadsden State, Smith is working at Roberts Dental Laboratory utilizing a computer-aided design system with 3D Technology to develop dental appliances.

“We are one of only five labs in the country using the Exocad 3-D system,” she said. “It’s highly technical and not a lot of people know how to use it. I took what I have learned at Gadsden State and expanded on it.”

Once she makes the design, Smith sends it to a lab in Wisconsin, where they laser print it. It is sent back to Gadsden and finished for the customer.

“It’s like making jewelry,” Smith said. “I take a concept and then I make it look nice and pretty.”

Because of the flexible course schedule offered at Gadsden State, Smith is able to take 15 credit hours towards her associate’s degree in Mechanical Design while working full time at the dental lab.

“I take morning and night classes,” she said. “It allows me to continue working and doing what I love while achieving my academic goals. It’s a tough schedule but I’m driven. I want to be something; be successful.”

Smith’s situation is a good example of collaboration between members of The Chamber.

“The Chamber is a supporter of workforce development and Gadsden State,” said Heather Brothers New, president of The Chamber. “It’s rewarding when members work together. Ashley was trained by Gadsden State so that she’s ready to embark on a promising career at another Chamber member business.”

Smith will graduate with her associate’s degree this spring.

“I know some day I want to own a business that designs prosthetic limbs for people,” she said. “I’m OK with staying in the workforce after I graduate. If I need more training, I’ll go back to school but, right now, I have what I need. I know engineering principles thanks to my education at Gadsden State. I know how things work in mechanical design, so I can go far with my associate’s degree.”



Ashley Smith got a jump start on her career in dental appliance creation through Gadsden State’s Dual Enrollment and Early College Enrollment programs.

Learn.



Train.



Live.



ACADEMICS ■ CONFERENCES & WORKSHOPS ■ LIFELONG LEARNING

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256.546.2886

Gadsden.ua.edu

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Alternative Education Center	256-538-8431
Attalla City Board of Education	256-538-8051
Attalla Elementary	256-538-7266
CA Donehoo Elementary	256-546-3604
Career Tech Center	256-538-3312
Carlise Elementary	256-593-4613
Duck Springs Elementary	256-538-6301
Emma Sansom Middle	256-546-4992
Etowah Co. Alt. High School	256-439-2972
Etowah High	256-538-8381
Etowah Middle	256-538-9221
Eura Brown Elementary	256-546-0011
Gadsden City Board of Education	256-543-3512
Gadsden City High	256-543-3614
Gadsden Middle	256-547-6341
Gaston School	256-547-8828
George W. Floyd Elementary	256-546-0836
Glencoe Elementary	256-492-4709
Glencoe High	256-492-2250
Glencoe Middle	256-492-5627
Highland School	256-546-7408
Hokes Bluff Elementary	256-492-5571
Hokes Bluff High	256-492-1360
Hokes Bluff Middle	256-492-1963
Ivalee Elementary	256-538-9781
John S. Jones Elementary	256-442-2900
Litchfield Middle	256-492-6793
Oscar Adams Elementary	256-492-4952
RA Mitchell Elementary	256-546-2711
Rainbow Middle	256-442-1095
Ray Thompson Elementary	256-546-7011
Sardis High	256-593-5221
Southside Elementary	256-442-1090
Southside High	256-442-2172
Special Ed Learning Center	256-442-1050
Walnut Park Elementary	256-546-4665
WE Striplin Elementary	256-546-8616
West End Elementary	205-589-6421
West End High	205-589-6421
Whitesboro Elementary	256-593-5406

PRIVATE SCHOOLS

Coosa Christian	256-456-0595
Episcopal Day School	256-546-9071
St. James Catholic	256-546-0132
Summit Academy	256-546-9265
Westbrook Christian	256-442-7457

HIGHER EDUCATION

Gadsden State Community College	256-549-8200
Huntingdon College	256-393-2999
Jacksonville State University	256-782-5781
University of Alabama Gadsden Center	256-546-2886

WORKFORCE DEVELOPMENT

Etowah County Career Technical Center	256-538-3312
Gadsden Job Corps Center	256-547-6222
Alabama Technology Network	256-549-8163

GOVERNMENT

Altoona	205-589-2311
Attalla	256-538-9986
Etowah County	256-549-5393
Gadsden	256-549-4500
Glencoe	256-492-1424
Hokes Bluff	256-492-2414
Rainbow City	256-442-2511
Reece City	256-538-6521
Ridgeville	256-538-8968
Sardis City	256-593-6492
Southside	256-442-9775
Walnut Grove	256-589-2553

LIBRARIES

Alabama City	256-549-4688
Attalla	256-538-9266
East Gadsden	256-549-4691
Gadsden	256-549-4699
Glencoe	256-459-4285
Hokes Bluff	256-492-9846
Nichols	256-490-4683
Rainbow City	256-442-8477
Sardis City	256-593-5634
Southside	256-442-6217
Walnut Grove	205-589-6699
Westside	205-589-6699

HEALTHCARE

Gadsden Regional Medical Center	256-494-4100
Riverview Regional Medical Center	256-543-5200
Mountain View Hospital	256-546-9265
Public Health Department	256-547-6311

HUMAN SERVICES

Department of Human Resources	256-549-4135
First Call for Help	211

PUBLIC SAFETY

For all emergencies, dial 911.

Municipal police and fire departments may be reached by calling the city number listed previously.

Etowah County Sheriff's Department	256-546-2825
Gadsden/Etowah	
Emergency Management Agency	256-549-4575

UTILITIES

Alabama Gas Corporation	800-292-4008
Alabama Power Company	800-245-2244

TELEPHONE AND INTERNET

AT&T	256-546-9449
Comcast	256-547-6821

WATER AND/OR SEWER

Altoona	205-589-4788
Attalla	256-538-3322
Gadsden	256-543-2884
Glencoe	256-492-1020
Hokes Bluff	256-492-2298
Rainbow City	256-442-2553

DRIVER'S LICENSES AND MOTOR VEHICLE REGISTRATION

Alabama Department of Motor Vehicles	256-492-5035
License/Tag Renewals & Registrations	256-549-5344

The Real Value of Your Chamber Membership Investment

There are many reasons that businesses join The Chamber, Gadsden/Etowah County. The following are benefits which are INCLUDED in your annual membership dues. As you can see, it PAYS to be a member!

BENEFIT	VALUE
Chamber Lobby Display Showcase your business brochure/information at the display counter in the Chamber lobby.	\$200
Annual Chamber Magazine As a member, you are automatically listed by category and alphabetically in the annual Etowah County Current and Buyer's Guide. Each member business receives an annual subscription and additional lobby copies upon request. Copies are also distributed to newcomers, tourists and other interested individuals throughout the year.	\$500
Radio Spotlight for New Chamber Members New members are featured on Mix 102.9, WTDR/WGAD, along with other new members with a "Welcome to the Chamber" intro.	\$520
Grand Opening Ceremonies and Ribbon Cuttings Includes promotion, electronic invitations, your choice of ribbon color, and photography. Chamber Board Members, Ambassadors and local dignitaries receive special invitations to attend. Includes a photo in The Messenger Newspaper, as well as a post-event photo album on The Chamber's Facebook page.	\$300
Chamber Website Business Listing and Benefits Contact information with link to your website and representatives' email addresses. Also includes the opportunity to post business events, job listings, news releases, coupons and member-to-member discount offerings. All member events, job listing, news releases and coupons automatically post to The Chamber's Facebook and Twitter pages, and the Chamber President's LinkedIn page.	\$400
Monthly Newsletter Includes a monthly mailed or emailed subscription to the Chamber Chinwag. Members may also insert a pre-printed, single-folded flyer once annually at no additional charge (first come, first served with a max of 6 insertions per month). Annual value includes one insertion.	\$3
Weekly E-Blast and Blog Members can submit digital flyers for inclusion in the weekly blog, which is linked to a weekly email blast that reminds recipients to check out the new deals and events that have recently posted. One-time flyer design with one proof is provided at no additional charge. Members also have the opportunity to submit guest articles for the blog at no additional charge. Annual value includes benefit of receiving and participating in e-blast and blog.	\$350
Member-to-Member Deals Members can submit online through their member profile a special discount or service to their fellow members. We expect this program to grow throughout 2014 to provide numerous additional \$ value to Chamber membership. These discounts are exclusive to Chamber members.	\$300
Business-After-Hours Networking Event The Chamber holds Business After Hours every month except for January, typically on the 2nd Tuesday of each month. Exposure to the month's sponsor(s), networking with between 175-350 other Chamber members, amazing food and generous beverages from Buffalo Rock and Supreme Beverage are included in membership. Value includes attendance at all 11 events.	\$300
Business-and-Gravy Speed Networking Breakfast The Chamber holds Business and Gravy Networking Breakfasts six times per year. The event is a unique way to connect with between 35-47 other members in a quick, concise manner through interactive, guided speed networking that immediately follows a delicious sponsored breakfast and coffees from Buffalo Rock. Value includes attendance at all 11 events.	\$120
Knowledge Bites Lunch and Learn Workshops Monthly training workshops on topics pertinent to small business are offered typically on the second Friday of each month and are limited to the first 20 to RSVP. Members may bring their lunch and attend for free or have a meal provided for only \$10. Value includes attendance at all 12 events.	\$420
Emerging Issues Luncheons Quarterly Emerging Issues luncheons are offered to the first 40 members to RSVP and focus on developing issues that affect local commerce. Lunch is provided at no additional charge. Value includes attendance at all 4 events.	\$100
MINIMUM ESTIMATED VALUE	\$3,510
Discounts, Discounts and more Discounts Discounts are available toward other members' services and products and leadership training opportunities.	PRICELESS
Ambassador Club The Ambassador Club makes visits, phone calls, referrals and extends information to members throughout the year.	PRICELESS
Referrals Every day The Chamber provides referrals for products and services.	PRICELESS
Advocacy Chamber presence on the Region 5 Workforce Development Council, Economic Development Council, East Alabama Regional Planning and Development Commission. Membership in the American Chamber of Commerce Executives, Chamber of Commerce Association of Alabama, Business Council of Alabama, Alabama Retailers Association, Alabama Mountain Lakes Tourism Association. In addition, The Chamber hosts legislative roundtables and meetings that connect business owners directly with elected officials on the city, county, state and national level.	PRICELESS
Small Business Counseling Offered through Jacksonville State University Small Business Development Center, individuals may receive free counseling to enhance or start a new business.	PRICELESS
AND MORE! The Chamber works hard to identify additional benefits as needs arise. Membership forums allow direct flow of information from members to the President, and when possible new ideas are cultivated into new programs or needed changes.	PRICELESS

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JLonnergan@advantageemslc.com

Rural/Metro Ambulance Mike Crowell

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www.ruralmetro.com
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cottonbelle14@yahoo.com

Gadsden Variety Antique Mall (GVMA, LLC)

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Somewhere In Time Antiques & Collectibles

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(256) 442-8435
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buddy@dawsondevelopment.com

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Cup of Coffee and a Second Opinion

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We have seen a lot of difficult markets come and go. We can certainly empathize with folks who find the current environment troublesome and disturbing. We'd like to help, if we can, and to that end, here's what we offer.

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By appointment, you're welcome to come in and visit with me. If we think your plan is well suited to your goals — in spite of current market turmoil — we will gladly tell you so, and send you on your way. If, on the other hand, we think some of the current strategy no longer makes sense, we'll explain why, in plain English. If you like, we'll recommend some alternatives.

Either way, the coffee, tea or soda is on us.

REPRESENTATIVE CONTACT INFORMATION:

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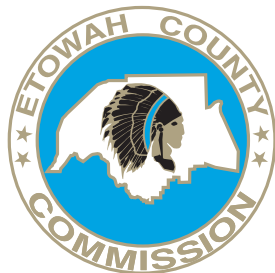
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kingdompromo@hotmail.com

Northeast Alabama Kidney Association
Glenda Selman
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 Gadsden, AL 35902-0264
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Physicians Who Care
Lisa Dobbins
 One Commerce Square
 Gadsden, AL 35901-5252
 (256) 547-3124
www.physicianswhocare.org
lisal@physicianswho.care

RSVP of Etowah County (Retired & Senior Volunteer Program)
Traci Pondick
 800 Forrest Ave.
 Room 219
 Gadsden, AL 35901
 (256) 549-8147
www.etowahcounty.org/RSVP
tpondick@etowahcounty.org

The Chamber, Gadsden & Etowah County
Heather Brothers New
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 Gadsden, AL 35901
 (256) 543-3472
www.gadsdenchamber.com
heather.new@etowahchamber.org

Theatre of Gadsden
Lewis Fuller
 310 Wall St.
 Gadsden, AL 35904
 (256) 547-7469
www.theatreofgadsden.org
theaterofgadsden@gmail.com

Tigers for Tomorrow at Untamed Mountain
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 708 County Rd. 345
 Attalla, AL 35954
 (256) 524-4150
www.tigersfortomorrow.org
untamedmountain@gmail.com

Unique Choices Etowah Extension
S.A.F.E., Inc.
Cindy Smith
 P.O. Box 105
 Attalla, AL 35954
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United Way of Etowah County
Joanne Hightower
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jhightower@uwoec.org

Walnut Gallery
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 Gadsden, AL 35901-4232
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Yellow Jacket Booster Club
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 Glencoe, AL 35905
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Nursing Homes

Gadsden Health & Rehab Center
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 (256) 547-4938
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 (256) 543-3467
www.mcguffeyteam.com

Northside Health Care
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14admn@dvcr.com

Office Machines/Supplies

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www.absofficesystems.com
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 Gadsden, AL 35901-3708
 (256) 543-9222
lcouch@dowdys.net

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 (256) 547-5511
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 Gadsden, AL 35901-4242
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www.observersupply.com
jhall@observersupply.com

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 Gadsden, AL 35903
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Phil Phillips
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Optometrist

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Pest Control

A-1 Insulating & Exterminating

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Cook's Pest Control, Inc.

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Diamond Pest Control/Solutions (DIAMOND VENTURE)

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Gadsden, AL 35903-1142
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**Northeast
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northeastimaging.al@gmail.com

**Northeast
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Gadsden, AL 35901-5216
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Gadsden, AL 35903
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Jason Ayres
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Southside, AL 35907
(256) 442-4141

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www.surgicalgadsden.com
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jcMrDansPlumbing@gmail.com

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