AUBURN CHAMBER of commerce

AUBURN ADVANTAGE

a membership publication of the Auburn Chamber of Commerce



Ron Anders, Tiger Trail event chair, with his son and inductees Ronnie Brown and Carnell Williams

MARCH/APRIL 2014

MISSION STATEMENT:

The Auburn Chamber provides resources and leadership to strengthen the Auburn business community and create a thriving business environment.

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If you would like to submit content for the Auburn Advantage, contact Jennifer Fincher at (334) 887-7011 or jdodson@auburnchamber.com.

THANKS, BO!



Lolly Steiner

If you were unsure of Bo Jackson's love for Auburn and the great state of Alabama, his 62-mile bike ride across the rolling hills of Lee and Macon counties this past A-Day Saturday should confirm his affection. The Auburn Chamber, along with the Auburn-Opelika Tourism Bureau and the Auburn Bike Committee, sponsored the three rest stops along the 62-mile route. Our stop happened to be located on a tough climb, the highest elevation in Lee County, so we rallied the riders with hundreds of peanut butter and jelly sandwiches, gallons of Gatorade, fresh fruit and, of course, our cheers and encouragement. The 600+ cyclist who rested at stop #3 hailed from as far away as Wisconsin, but many were familiar Auburn faces.

Those of you who attended the Auburn Chamber's annual meeting in February will remember Bo sharing with the group his desire to help his fellow Alabamians who lost so much during the devastating tornados that tore through West Alabama in 2011. The inaugural Bo Bikes Bama fundraiser, held on the one year anniversary of the 2011 tornados, was a five-day ride that traced the path of the tornados across the western part of the state. Bo was joined by many high profile athletes and leaders from all over, with all proceeds going to help the citizens of Alabama who were affected by the tornados. The fundraiser has continued every year since. In 2013, in an effort to establish a more permanent funding source for helping Alabamians in need after a catastrophe, the governor created the Governor's Emergency Relief Fund to become the beneficiary of all subsequent Bo Bikes Bama rides. Thank you, Bo, for your passion and for bringing Bo Bikes Bama to Auburn.

Another great event this past A-Day weekend was the Auburn Chamber's 19th Tiger Trail induction ceremony, held the Friday evening before A-Day. The Auburn family welcomed four former athletes, the family of a former athlete, and the family of a former head coach back to the Plains for their induction into Auburn's own walk of fame. Each inductee or representative addressed the sold-out crowd of 350 guests, sharing their heartfelt gratitude to the chamber, city and Auburn University. If you have not attended one of our 19 Tiger Trail induction ceremonies, I highly recommend you consider joining us next year for the 20th year of Tiger Trail. The event is always the evening before A-Day and is held in the Auburn Arena. For a list of all the past inductees, pictures and bios, and the locations of their plaques in the sidewalks of downtown Auburn, visit www.auburnalabama.org/tigertrail.

The Auburn spring is as pretty as it's ever been and the azaleas are not the only things blooming. The Auburn Chamber has already held a record number of ribbon cuttings and grand opening celebrations for the 50+ new members we've welcomed already this year. We are hoping that the trend continues and we welcome many more new businesses to our community. Auburn is home to several new retail and restaurant establishments, so get out there and explore and support Auburn business by shopping Auburn. What you can find right here at home will surprise you. For a list of the chamber's 850+ members, including the 50 new member businesses, visit www.auburnchamber.com.

Lolly Steiner
President

RIBBON CUTTINGS & NEW MEMBERS



FEBRUARY 2014

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MARCH 2014

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Congratulations to the 2014 Tiger Trail inductees!

Megan Rivera I Richard Quick
Carnell Williams I Ronnie Brown
Doc Robinson I Cleve Wester

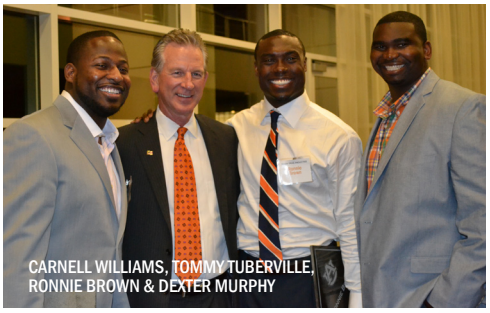
At the induction ceremony on Friday, April 18, each inductee was presented with a granite plaque to be placed in the sidewalk of downtown Auburn. Each inductee, or a representative, randomly draws the plaque location.


2014 INDUCTEES


DAVID MARSH






CARNELL WILLIAMS, TOMMY TUBERVILLE, RONNIE BROWN & DEXTER MURPHY


COACH KAREN HOPPA & MEGAN RIVERA


KEN RICE, ELIZABETH WESTER & DAVID HOUSEL


DOC ROBINSON & DAVID HOUSEL

mark your CALENDAR

APRIL
25 Mountain High Outfitters Ribbon Cutting, 3:30 PM (339 South College Street, Suite 13)
30 Fimiani Development at Saugahatchee Square Grand Opening & Ribbon Cutting, 11:30 AM (3700 Pepperell Parkway)
30 CDG Engineers & Associates Ribbon Cutting & Grand Opening, 4 PM (778 North Dean Road, Suite 200A)

MAY
1 Express Employment Professional Grand Opening & Ribbon Cutting, 10 AM (East University Drive)
15 New Member Reception, 5 PM, Auburn Chamber
13 Tuesday Talk, 8 AM, Auburn Chamber
22 Hilton Garden Inn Business After Hours, 5-7 PM
26 Memorial Day—Chamber office closed

JUNE
10 Tuesday Talk, 8 AM, Auburn Chamber
13 Operation Thank You
17 Leads to Business, 8:30 AM, Auburn Chamber
18 Industry Lunch & Learn, Auburn Chamber

JULY
4 Independence Day— Chamber office closed
25 Public Safety Appreciation Lunch

AUGUST
8 ACS Institute Day
12 Tuesday Talk, 8 AM, Auburn Chamber
19 Leads to Business, 8:30 AM, Auburn Chamber
27 Business Fair at Auburn University

SEPTEMBER
1 Labor Day Holiday—Chamber office closed
9 Tuesday Talk, 8 AM, Auburn Chamber
17 Industry Lunch & Learn, Auburn Chamber
11 Auburn Chamber Golf Classic

OCTOBER
14 Tuesday Talk, 8 AM, Auburn Chamber
21 Leads to Business, 8:30 AM, Auburn Chamber
30 Oktoberfest—A Celebration of Auburn Industry

NOVEMBER
6 New Member Reception, 5 PM, Auburn Chamber
11 Veterans Day Reception
19 Industry Lunch & Learn, Auburn Chamber
26-28 Thanksgiving—Chamber office closed

DECEMBER
9 Tuesday Talk, 8 AM, Auburn Chamber
TBD Auburn Christmas Parade
24-25 Christmas—Chamber office closed

For additional details, visit www.auburnchamber.com.

BUSINESS briefs



MOUNTAIN HIGH OUTFITTERS LANDS ON THE 50 YARD LINE OF JORDAN HARE IN AUBURN, AL



Active lifestyle and outdoor boutique Mountain High Outfitters is carving out its niche in Auburn. The award-winning Alabama retailer is celebrating its first college-focused location with a $500 product package giveaway Friday, April 25, from 4 p.m.-7 p.m. Guests will enjoy food, live music and beverages. Mountain High will have slackline demos and Hoop Fitness will be demonstrating hula hoops.

Family-friendly festivities continue Saturday, April 26, from 10 a.m.-5 p.m. with a $1000 product package giveaway. Throughout the day, multiple vendors will be present with free giveaways. Kids can participate in a scavenger hunt with giveaways and prizes.

Located across the street from Auburn's campus in the new Heart of Auburn Shopping Center at 339 S. College Street, Mountain High Outfitters caters to those who embrace an active lifestyle. From families looking for relaxed weekend wear, to college students looking for the latest trends, to the hard-core adventurist, Mountain High compliments the Auburn shopping scene and is the perfect place to find brands such as Patagonia, Arc'teryx, Southern Marsh, Yeti, Ray Ban, Chaco, Costa, Southern Shirt Co., OTBT, and Bote Stand Up Paddleboards.

For more information, call 888-968-4386 or visit www.mountainhighoutfitters.com.

MAESTRO 2300 LLC RANKED #1 BY TRIPADVISOR

TripAdvisor.com, one of the most popular and user-friendly travel websites providing directory information and reviews for restaurants, travel, hotels and more, has ranked Auburn's own Maestro 2300 #1 out of 164 Restaurants in Auburn.



"We could not have achieved this honor without our great customers and dedicated staff," said Don McCartin, general manager. "It just makes us want to do even better."

Maestro 2300 is located at 2300 Moore's Mill Road. For more information, visit www.maestro2300.com or like them on facebook.

WEICHERT, REALTORS® - PORTER PROPERTIES DONATES TIME AND GOODS TO FOOD BANK

WEICHERT, REALTORS® - Porter Properties set aside the morning of March 5 to volunteer for the Food Bank of East Alabama, donating more than 200 pounds of food and boxing 2,000 pounds for distribution in the community.

"We believe in giving back to the community as an important part of being a successful business in Lee County," said Stacey Sanders, broker of the Auburn agency.

The Food Bank of East Alabama works



to alleviate hunger by collecting and distributing food to people in need, reducing food waste, and increasing public awareness of hunger and food issues in East Central Alabama.

WEICHERT, REALTORS® - Porter Properties is located at 472 North Dean Road, Suite 200, in Auburn. For more information, call (334) 887-2070 or visit www.porterproperties.com.

BAY LIMOUSINE SERVICE NOW SERVING AUBURN-OPELIKA



Bay Limousine Service recently expanded and now serves the Auburn-Opelika area. Bay Limousine provides clients with professional, reliable and prestigious ground transportation as well as well-groomed, experienced and knowledgeable chauffeurs ready to assist with transportation needs. Founded in Dothan, Ala., the company has been serving the tri-state area since 1990.

Bay Limousine has vehicles of multiple sizes. The fleet consists of limousines, SUV's, corporate sedans, charter buses, executive buses, party buses, vintage cars, and even a horse and carriage. The fleet contains several stretch limousines available in Hummer, Lincoln or SUV.

Bay Limousine offers reliable door-to-door service to airports, hotels,

conference destinations, corporate conventions and much more. The company also provides service for special occasions, evenings out, tours and vacations.

For more information, call (334) 740-2920 or visit www.baylimousineservice.com.

LEE COUNTY MASTER GARDENERS 2014 GARDEN TOUR COMING MAY 17 & 18

The Lee County Master Gardeners Association is pleased to announce the upcoming 2014 Garden Tour on May 17 and 18. This tour continues a decade-long tradition of showcasing inspirational and educational gardens to the public. It is a fundraiser to support worthy horticulture-related community projects, programs and scholarships.

The tour includes beautiful private gardens, great design ideas and locally-



successful plants. This year, Jule Collins Smith Museum of Fine Art, Auburn University and Auburn University Ag Heritage Park's Red Barn will be free stops on the tour, offering fun family events to help commemorate the 100th anniversary of the Cooperative Extension System.

The tour booklet includes a ticket, garden descriptions, a tour map and a list of Master Gardener Association projects.

All gardens will be staffed by Lee County Master Gardeners, friends of MGs, and knowledgeable, friendly volunteers. Prominent and interesting plants at each garden will be identified and listed.

Tickets are $20 in advance at Blooming Colors, The Flower Store and the Auburn and Opelika Chambers of Commerce. Children 12 and under are free. On tour days, tickets are $25 at the gardens. Visit www.LeeMG.org for garden addresses and an interactive map.

Jule Collins Smith Museum Café is preparing delicious pre-order box lunches from Catering by Ursula. Call Jennie at (334) 444-1804 to reserve a lunch. Pre-ordered lunches are $8, day-of-tour lunches are $10, and children's lunches are $5.



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