

## J&J Childersburg Pharmacy has grand opening at new location

Members of the Childersburg Chamber of Commerce gathered with employees and friends of J&J Childersburg Pharmacy for a grand opening celebration and ribbon cutting ceremony Friday at the store's new U.S. 280 location.

Though the former J&J Drugs moved out from downtown Childersburg a couple of months ago, owners Doug and LaShane Calvin have been putting the finishing touches on the store in recent weeks in advance of the official grand opening.

According to its website, childersburgrx.com, the store is open Monday through Friday from 8 a.m. to 6 p.m. and Saturday from 9 a.m. to 1 p.m.

"J&J Childersburg Pharmacy is a family-owned Christian business serving

Childersburg and surrounding areas," the website says. "J&J has been a part of the community for over 60 years. It's pharmacy the way it should be: fast, friendly service and free local delivery."

Store employees include pharmacists Doug and LaShane Calvin and Ken Horton along with Martha Standifer, Kirstie Martin, Daretha Thomas and Sandy Hammonds.

Chamber officials present for the ribbon-cutting were Executive Director Bubba Cleckler and board members and supporters Diane Kay, Sandy Peoples, Terry Jinks, Tommy Goodwin, Bruce Hunt, Nancy Hunt and Dot Fiquett.

To reach the store, call 256-378-7761 or email [pharmacists@childersburgrx.com](mailto:pharmacists@childersburgrx.com).

— Bill Kimber



Behind the pharmacy counter at J&J Childersburg Pharmacy are, from left, Ken Horton, owners LaShane Calvin and Doug Calvin, and Kirstie Martin.



Bob Crisp/The Daily Home

Boyd McGehee boosts area agencies through his work on social media.

## Communities take advantage of social media as a new tool in the civic space

By **DARON KENT HARRIS**  
Special to The Daily Home

The impact of social media on how people communicate is something that by now a majority of people are aware of, but the answer to how such huge movements and trends shape the modern digital age continues to evolve.

"Facebook pages are used by many municipal governments to provide residents with information about government services and projects, local events, rules and regulations and other relevant topics," said Tonja Taylor Ramey, public relations officer for the City of Lincoln.

"It's also a forum to engage in a dialogue with residents, gather feedback, and strengthen relationships with the community. In the past six months, Lincoln has created a Facebook page and a new website which will soon be available. With these tools, the City of Lincoln is able to gather, manage and share information with the public and other departments in a timely manner."

Ramey continued, "Lincoln has a Facebook page for the city, library, parks and recreation, and fire department and police department, with a com-

bined number of 6,000 'likes.' Each (department) posts events and news that is going on in their department."

"The Lincoln website is going to be colorful, interactive and current. The website will be monitored on a daily basis with updates on city events, and it will have the city newsletter and survey for our citizens to view and help us with improvement ideas."

In Talladega, businessman and community volunteer Boyd McGehee has jump-started several social media campaigns that are aiding the civic life of Talladega.

An executive in his family's insurance agency and member of the National Board of Independent Insurance Agents of America, McGehee spearheaded the consolidation of three independent Facebook pages that existed for the Ritz Theater into one cohesive page. He also oversees the Talladega Mardi Gras Facebook presence, and is an active consultant for The Donaho School Alumni Association Facebook page.

McGehee points out that for a recent Ritz Theater concert by Pugsley Buzzard, a "reaching across the aisle" approach turned out to be successful in advertising a concert that

ultimately raised money to benefit the Talladega Pilgrimage Council.

"We were able to reach out to over 4,000 people through just the Talladega Mardi Gras Facebook page alone," said McGehee. "This is a great example of how one social media tool in the community can cooperate with others to help increase public awareness of worthwhile things going on."

Ultimately, more people were aware of the concert and chose to attend it by virtue of the information available on Facebook, McGehee said. In a world crowded with too many stories of public people getting in trouble via social media technologies, a police department may seem an unlikely source for a Facebook success story, but the Sylacauga Police Department proves otherwise.

In what may be the most successful single Facebook page presence in the county, the Sylacauga Police Department's Facebook page has already garnered more than 6,200 "likes," and has even been able to solve a crime via use of the page.

Sgt. Matt Emlich, training officer for the Sylacauga Police Department, shared how his department was able to return a stolen cell

phone to its owner.

"When our officer recovered the phone, we were able to take one of the photos saved on the phone and post it online," Emlich said.

The photo was posted with a public query asking if anyone recognized the photo.

Ultimately, the owner saw the Facebook posting and was able to contact the police department in a short amount of time and reclaim the cell phone.

On a day-to-day basis, the Sylacauga Police Department uses its page as a tool to help get information out to the public. It puts a public face on what the department does each day.

Emlich credits Police Chief Chris Carden as the driving force behind creating and implementing the successful Facebook presence.

## Get Organized!

### Managing school the easy way (Part 2)

By **FRANK BUCK**

Last week, we began the first of a three-article series designed to help students be more successful in school through better organizational skills. A week ago, we looked at writing things down to eliminate forgetting.

#### Break Big Projects Down into Little Parts

As adults, we remember the English teacher who assigned the term paper (due two months hence), and then said, "I want you to turn in your topic this Friday, and outline the next Friday, a dozen note cards the next Friday..." That teacher knew that left to our own devices, we would put off the seemingly overwhelming task until the last minute and then throw something together. She made us break the big job into manageable parts.

What are the big projects for our students? Making the Accelerated Reader "100 Club," earning the next badge in Scouting, and making a sports team are common goals for students. Every one of those goals is accomplished in a number of steps over time. When the little steps are handled, the projects fall into place.

That same student planner or same digital to-do list is the perfect tool for project planning. Begin by going to the date the big project is due and enter the commitment. Work backwards from that date. Assign a date for each step. Record what needs to be done. Work each step clearly so the task will be as easy to do when the time comes. Each day, the student does what he or she had previously recorded. It's just another example of "plan your work and work your plan."

Therefore, the second step in managing school the easy way is to break big projects into little parts.

#### Empty the Book Bag Every Night

For some students, the

book bag is a big black hole into which papers go and are never seen again. When the student finally cleans out the bag in May, one can only imagine what lurks at the bottom. That permission slip he never could find, the homework paper she was sure she did, and that half-eaten banana are among the treasures awaiting at the bottom.

To avoid the problem, emptying the book bag on arriving at home is a must. Everything in there is something thought to be needed or it would not have been put in there.

A dedicated workspace stocked with pens, pencils, paper, stapler, glue, and a hole punch turns time spent looking for these items into time devoted to accomplishing assignments. The student can put everything in a pile in the order he or she wants to work through it and then get started. The sight of each book or piece of paper serves as a reminder of what needs to be done.

The problem many students face is they put things in the bookbag that do not need to be taken home. They load the bag down with every book in their desks whether they need them at home or not. Emptying the bag and then handling every item in the pile identifies anything that has gotten a free ride home.

Correspondence for parents has always been a part of school communications. Permission slips to sign, newsletters, and notes from the teacher are but a few of the items that need to be "handed off" to Mom or Dad and then retrieved before going to school the next day. Unfortunately, these items wind up being placed on the first available surface where they are lost.

If Mom and Dad have designated one spot for school papers, there is no doubt where to put those papers.

Buck is a retired educator who writes and speaks on organizational techniques.



**Riddle Mill Cafe and Grill** located at 57900 Hwy. 77, Waldo 256-761-2050 recently held their ribbon cutting. Among those attending were Cindy Moore, Tony "Birdog" Bishop, Rosemary Sizemore, Owners Danny & Donna Murphy, Jerry & Joan Phillips, Waldo Mayor Susan Crim, Talladega Mayor Larry Barton, and Chamber Director Jason Daves.

## Construction industry prepare for climate change

There's little question many architects and builders are convinced of the threat of climate change and are urging clients to plan for a future of weather extremes.

Those who design and construct buildings are required to look decades into the future and are expected to provide owners with their best advice on how and where they should proceed with their projects.

Those considerations can include everything from what kind of materials to use that can best withstand more frequent downpours to whether to build in an area that might become a flood plain in a future with rising sea levels.

But architects and builders who are among the believers the world is inexorably warming due to human activity frequently face skeptical clients who not only question the science but the added costs that adopting their plans can bring.