

Pell City Riverside

&

St. Clair County Commerce



Chamber promotes city, attracts people

By DAVID ATCHISON
Home staff writer

The Pell City Chamber of Commerce continues to work to not only promote the city but attract people to the area.

“Over the past few years we have worked extremely hard at fulfilling our role in the community and making positive changes,” said Erica Grieve, chamber executive director.

Grieve was appointed by the chamber Board of Directors as executive director in April 2012.

Since her appointment, membership in the chamber has grown. In 2013, the chamber picked up 118 new members, bringing the total membership to about 395.

Grieve said membership does fluctuate, but the membership numbers for the chamber are strong.

She said the chamber has reached outside the area to market Pell City.

Grieve said the chamber participated in the Calhoun County Business Expo, the Regional Diamond Gala, the CCAA Summer Conference, and most recently presented a special presentation at the Annual Birmingham Boat Show about Logan Martin Lake.

“We are reaching out to other communities to show people what we have here,” Grieve said.

She said the chamber has implemented a new data management system, “Chamber Master,” to make information about the community and local businesses readily available to the public and to its members.

“This new data management system makes it much easier to access information on our website,”



Erica Grieve took over as executive director for the Greater Pell City Chamber of Commerce in April 2012.

Grieve said.

She said members can advertise job vacancies. The site includes a “Hot Deal” section for special sales and a calendar of events “so people are aware of all the things we have.”

The calendar also helps people with the scheduling of events, so there are fewer conflicts or competing events being held at the same time.

“We have tried to add some new events,” Grieve said.

Last year, the chamber hosted the Fourth Friday events on the fourth Friday of each month through the summer and fall.

The chamber has also partnered with the Animal Shelter of Pell City to host the Paws in the Park at Lakeside Park.

It also helped host the

Team Magic CX event, which was a combination run and bike race at Lakeside Park. Bigger things are planned for this year as the chamber teams up with Team Magic to hold a half-triathlon, the “Toughman Alabama Triathlon.”

The event will consist of a 1.2-mile swim, a 56 mile bike race and a 13.1 mile run. A 5K run.

“We are expecting an estimated 750 participants and more than 2,000 spectators,” Grieve said.

The Toughman Alabama Triathlon is set for Aug. 16, at Lakeside Park.

Other events the chamber hosts to promote Pell City include the Annual Chamber Block Party, quarterly Chamber Luncheons, Chamber



The chamber's annual Block Party is just one event the chamber hosts to attract people to Pell City.

Metro Bank in business 25 years in May

By DAVID ATCHISON
Home staff writer

Despite a downturn in the economy, Metro Bank was able to survive and even thrived.

“We made money every year, but it wasn't as much as we should have made,” said Don Perry, president and CEO.

When the housing market collapsed, so did many banks.

“We were able to stay ahead of our foreclosures,” Perry said. “We are sitting in better shape since 2008.”

He said other banks that had investments in the housing markets in Florida, Georgia and Nevada were not as lucky.

He said there were several banks in Alabama that ventured into some of those markets.

“Luckily, we were not in any of those markets,” he said.

In 2008, building basically came to a halt.

That's improving, Perry said.

“I'm seeing subdivisions now that never got off the ground, but we are seeing some movement now,” he said. “That's a good sign for our economy.”

Metro Banks does home and commercial mortgage loans, as well as a lot of other different type loans.

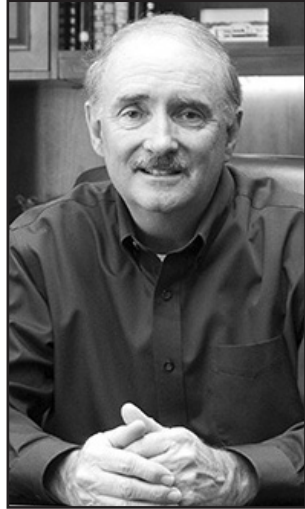
Metro Bank, which will celebrate its 25th year in business this May, focuses on the markets in midsize to smaller communities.

Perry said that new banking regulations, which are coming out of Washington, are hurting smaller banks, and making it harder and harder for customers and small business owners to qualify for



Bob Crisp/The Daily Home

Metro Bank has offices in Pell City, Ragland, Lincoln, Heflin, Ashville, Moody and Southside in Etowah County.



Don Perry has been president and CEO of Metro Bank since 2005.

loans.

Perry was appointed CEO and president of Metro Bank when the president and founder Ray Cox died.

Cox was not only Perry's boss, but a personal friend.

“He put this all together,” Perry said of his mentor.

Perry was the executive vice president and the senior loan officer for 13 years prior to his appointment as the Metro Bank president in 2005.

Perry grew up Heflin. He said Metro Bank recently lost another of its team members and friend,

C.R. “Bob” Spivey, 88.

Perry said said Spivey, a former banker, served on the Metro Bank Board of Directors from the very beginning.

“It was a great loss for us,” Perry said.

Despite the losses, Metro Bank continues to thrive in the smaller communities of East Alabama.

The bank has seen its assets just about double since 2005, from \$380 mil-

lion to \$650 million today. The bank has also pumped more than \$400 million into the local economies in outstanding loans.

Metro Bank also has \$7 million in annual payroll and currently employs 170 people.

“We haven't really tried to grow since 2007,” Perry said. “I think banks were just trying to survive the downturn.”

Last year, Metro Bank

was recognized by Seifried & Brew LLC, a community bank risk management firm, which ranked the local bank in its Top 15th Percentile of Community Banks.

The distinguished recognition was based on Seifried & Brew's Total Risk/Return Composite Ranking system, which showed that Metro Bank demonstrated exemplary performance in balancing

risk and reward.

According to the Seifried & Brew LLC website, the S&B Top 15th Percentile Banks are inclusive of community banks with assets between \$10 million and \$10 billion, which excelled in 2012.

Metro Bank has offices in Ragland, Lincoln, Heflin, Ashville, Moody and Southside in Etowah County.

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Town and Country Ford is building a state-of-the-art service and sales facility that is environmentally friendly as well as customer friendly.

It's an 'exciting time' for Town and Country Ford

By DAVID ATCHISON
Home staff writer

Town and Country Ford has only been in Pell City for the past four years, but it has continued to grow and offer more to the community looking for new or used vehicles.

"None of this would be possible without all the support from the community," said Doug Bailey, general sales manager for Town and Country Ford.

The biggest news for the local dealership is the company's multimillion dollar investment to construct a new facility.

Construction plans include an environmentally friendly facility to not only service vehicles but sell them.

Bailey said architectural plans are currently being reviewed by Ford Motor Company and final approval for the construction project for a 43,000-square-foot facility is only weeks away.

He said workers have removed the 40-year old asphalt around the current building, which will also be renovated once the new sales and service building is constructed.

"We will move into the

new building and give the older building a facelift," Bailey said.

The new facility is much bigger than the existing building. Once construction of the newer building is completed, the current building will be used for pre-owned vehicle sales.

Most of the Town and Country Ford property was recently cleared and leveled.

"We have just shy of 10 acres that we can use," Bailey said.

He said once construc-

See Ford, Page 4



Town and Country Ford has grown tremendously in the past four years, increasing its inventory of new and used vehicles dramatically. The dealership has about 200 new and used vehicles on their lot.

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Willis carrying on her mother's legacy

Corbina Howard has been with Merle Norman more than 40 years

By **ELSIE HODNETT**
Home staff writer

A daughter is carrying on her mother's legacy at Merle Norman Cosmetics Studio in Pell City.

"My mother, Corbina Howard, has been with Merle Norman for more than 40 years," said April Willis, who began managing the Pell City location last November.

Willis said Howard began working with Pam Fowler, then purchased the Merle Norman Studio from her.

"She has been in Pell City this whole time," she said. "They were at a location on U.S. 231 before

moving to downtown Pell City on Cogswell Avenue about seven years ago."

Willis said working in cosmetics was a natural fit for her mother.

"Mother has always been super stylish," she said. "My friends always thought she had the best hair and style."

Willis said Merle Norman offers free makeovers.

"The Merle Norman philosophy is 'try it before you buy it,'" she said. "That helps ensure you are happy with the product."

Willis said some days customers come in knowing exactly what they want, and other days they want



Elsie Hodnett/The Daily Home

The Merle Norman studio offers cosmetics for all skin types and tones. April Willis is now managing the Pell City location.



Corbina and Jimmy Howard made the Pell City area their home.

to try something new or do a foundation check.

"We work to match skin tone and color and find them the right products," she said. "I think Mother loved doing this over the years because of the customers."

Willis said her mother is currently in the hospital, and has been since last November, when she began managing the studio.

"Everybody that comes

in here asks about her," she said. "They say she has the sweetest voice and the kindest heart."

Willis said the Merle Norman studio offers cosmetics for all skin types and tones, including foundation, eye shadow, blush and lipstick, skin care, body care, jewelry and Auburn and Alabama accessories.

"I am looking to add to what the studio offers — more jewelry," she said. "I want to offer things to accessorize with a makeover."

Willis said customers come in for makeovers for special occasions, proms, pageants and more.

"The makeovers are by appointment," she said. "And walk-ins are welcome."

Willis said she is enjoying managing the store.

"I enjoy meeting the people," she said. "I love it when they come in and talk about Mother — all the sweet stories they tell about her."

Willis said her mother and father, Jimmy, made the Pell City area their

home.

"Mother was active in community events and the local chamber," she said. "She loved supporting the local area."

Willis said many people know her mother through her unique name — Corbina Howard.

"I worked at Merle Norman off and on through the years, and now I'm carrying on her legacy," she said. "I like being in downtown Pell City, and the community is definitely supportive. It is nice to feel the customers' love for Mother."

Ford

From Page 3

tion of the new facility starts, it should take about 10 months to complete, but the construction project is also dependant on the weather.

The new facility will include 16 service bays, along with a seven-bay quick-lane service area. The new facility will also house 12-15 new car sales representatives.

Bailey said the new facility has an open floor plan with good use of natural lighting. He said the upstairs area of the facility will have the dealership business offices and conference room for sales meetings.

"All sales and service will be on the main floor," he said.

The facility will have a designated waiting area for customers, and will include a snacks and coffee area, and a play area for children.

He said customers can use the Internet while waiting for their vehicle to

be serviced.

Bailey said he wants the community to be proud of where they do business.

"Our customers deserve this, something better," he said, adding that Town and Country Ford has devoted customers who have been with the dealership for more than 25 years, even before Town and Country took over in 2009.

Town and Country Ford recently put another entrance on Jeanne Pruett Drive, and the city recently approved a traffic signal at the intersection of Jeanne Pruett Drive and U.S. 231.

"That will be good for us and our customers," Bailey said. "It will help eliminate a lot of traffic issues."

He said the new entrance will allow delivery trucks to get off U.S. 231 and make the dealership more accessible for customers.

He said their traffic study indicated that it was better to have one

big entrance on U.S. 231 instead of two narrow entrances, so there will also be changes to the U.S. 231 entrance to the car dealership.

Bailey remembers when he first came to Pell City in 2009. The car dealership had an inventory of only 30 vehicles.

"As of today, we're just shy of 200 new and used vehicles total," he said.

The expanded inventory includes a wide variety of vehicles, including a vehicle that is sold worldwide every 47 seconds, the Ford F-150 pickup truck.

"It's the best selling vehicle in the world," Bailey said.

Town and Country Ford has a good selection of trucks, from base models to the most expensive models offered.

The local dealership carries a complete line of Ford vehicles, including the Ford hybrids.

"This is really an exciting time for us and our customers," Bailey said.

'None of this would be possible without all the support from the community.'

- Doug Bailey, Town and Country Ford general manager



Town and Country Ford recently added a new entrance to its dealership.



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Bob Crisp/The Daily Home

Daniel Beckworth is production manager at Extreme Printing & Signs.

You name it and Extreme Printing & Signs can print it

By ELSIE HODNETT
Home staff writer

Extreme Printing & Signs in Pell City offers a wide variety of products for business promotional and personal needs.

"You name it, we can print it," said Daniel Beckworth, production manager at Extreme Printing & Signs. "We both create designs for customers and also print our customers' designs."

Keith Owens, owner of Extreme Printing & Signs on U.S. 231, opened the shop in the beginning of January.

"We do all types of signs," general manager Heath Lollar said. "Any application you see, we can do."

Lollar said most of the business — about 90 percent — is local.

"We print box toppers for restaurants, business cards and stationery, duplicate invoices up to 5-part and more," he said.

Beckworth said T-shirts and banners are the most popular items.

"We do other clothing apparel, too — a lot of flannel pajama bottoms, hoodies, hats, towels, even

wetsuits," he said. "We also do golf marker flags."

Beckworth said Extreme Printing & Signs can supply garments, or customers can supply their own.

"When we print on apparel, chances are the clothing will wear down before the printing will," he said. "Pricing depends on the quantity of the order."

Beckworth said Extreme Printing & Signs is a one-stop marketing hub.

"If you need something done to promote your business — we can get it," he said. "There is no limitation but the customer's imagination. Normally customers come in with an idea of what they want, and we help them go from there."

Beckworth said they deal with mainly promotional products.

"We can get what you need and do a quality job on it," he said. "We are also competitive for blank goods."

Lollar said he does a lot of decals and municipal work.

"Vehicle wraps are replacing high-quality

paint jobs for vehicles, in a sense," he said. "It is an expensive product, but you can get five wraps for your car for about the cost of one high-quality paint job."

Lollar said it is customer preference regarding what vehicle wrap they put on their vehicle.

"The wrap itself is a solid piece of vinyl," he said. "It is painted then laminate is applied. The wrap is applied to the vehicle around all the surfaces — every painted surface will be covered."

Lollar said financing for vehicle wraps is available.

"The vehicle wraps fall under insurance for your vehicle," he said. "We are warranted by 3M and Avery, the world leaders in vinyl and laminates."

Beckworth said they work to provide a quick turnaround for customers.

"I really believe in the quality of the product," he said. "Heath and I take pride in what we do. Buying American and buying local is starting to catch back on. If you want customers to return, you have to go above and beyond."



Bob Crisp/The Daily Home

Richard Crow and all employees at Extreme Printing & Signs take pride in what they do.



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Lucky's Bait & Tackle a 'mom and pop' shop

By GARY HANNER
Home staff writer

Lucky's Bait & Tackle has been a fixture in the Pell City/Cropwell area for more than two decades. It now has a new owner, Aaron Roberts, and he can't wait until spring/summer gets here.

Roberts became owner of Lucky's in June 2013.

"I'm leasing the building and the name was never trademarked, so I just took over the name," Roberts said. "I thought about changing the name, but that would have meant a lot of marketing dollars. Everybody already knew Lucky's Bait & Tackle, so we were just trying to restore the image and get it back to what it once was."

Roberts is originally from Birmingham, but his mother, Debbie Cearley, has lived on the backwater of the Coosa River for the past 12 years.

When asked why he wanted to open up a bait and tackle shop, Roberts said he had been fishing a good bit the past decade since his mom had been living here.

"I fished for years when I was younger, and got back to fishing when she moved on the water," Roberts said. "I actually used to come in here and shop at this store myself. I'd drop my reels off, and get them restrung. I was in here at least once a week. I became very familiar with this store."

Roberts said he was sad to see the store change hands the first time, because the guy who bought it brought in more guns, and wanted to turn it into a gun store.

"A gun store in Pell City is just not going to work, but a bait and tackle will," Roberts said. "And we will get back into it. We will add guns, ammo and hunting accessories back in here. But I was looking for a bait and tackle store. I wasn't necessarily looking at this location. I looked at several locations. When I talked to the guy who owned this building and told him what I wanted to do and what my plans were, he was fine with it. I did come in here with a plan, but, of course, plans can and do change. I do planning on stocking some firearms and ammo by next fall."

Roberts said he worked on the remodeling of the building for about a year. He had a partner who was going in with him, but the partner fell out at the last moment. Roberts basically was about to stop.

"However, it would have been disheartening to see someone else open it after all the work I had put into it that entire year,"

Roberts said. "My mom became very instrumental in me continuing to finish seeing it through, and became part owner. She is on the Logan Martin Lake Protection Agency board, and very active in the community."

Roberts said he is ready for the spring and summer to get here.

"That means business is going to pick up," Roberts said. "Jim Mitchell is the man who owned this business for 20 years. He helped me in the beginning and was very instrumental in letting me know what I needed to stock the store. He was more real with me than anybody was. He shared with me what I could expect. He gave me a dose of reality."

Roberts said a good thing is that Pell City and St. Clair County continue to grow.

"Mr. Mitchell told me that when he had the business, he would go 30 days during the winter and not see a single customer," Roberts said. "That has not been the case now, because we have somebody in here every single day. There may not be as many of them, but there are several who do come in. Even in the winter time, we have done pretty well."

Roberts said since 2005, this area has grown and new rooftops and subdivisions are being built every day.

"That is only going to help me," Roberts said.

"I'm ready for some warmer temperatures and I'm ready for the spring and summer to get here."

Currently, it is just Roberts and his mom running the store. Since taking over the store last June, Roberts said he has put twice as much merchandise in the store than he had planned on.

"That is a great thing," Roberts said. "I was amazed, because I thought we had so much merchandise. But this is all due to the foot traffic we have coming in all the time. It's due to so many loyal customers who continue to come in. They will come in here in February when it is 40 degrees outside, but yet they are going fishing."

Roberts said he is proud to have what many people would consider a "mom and pop" bait and tackle shop.

"I know Bass Pro Shop is 13 miles down the road, but they never scared me at all," Roberts said. "They don't have everything, and they have higher prices than we do. We have very fair prices here."

Lucky's Bait & Tackle has everything a fisherman could dream of when it comes to fishing.

"For the first year to year-and-a-half, I have listened to what the customers want," Roberts said. "If we don't have it in stock, we will get it. You have to listen to your customers,



Gary Hanner/The Daily Home

Aaron Roberts shows Bill Everidge one of the many different reels he has in stock at the store.

or you will never make it."

He carries crickets, worms, wigglers, night crawlers, red worms and minnows (tuffies and shiners).

Lucky's Bait & Tackle is closed on Mondays. Days of operation are Tuesday

through Sunday. Sunday hours are from noon to 5 p.m.

Right now, during the winter, the hours are 8 a.m. to 5 p.m. Tuesday through Saturday.

During the spring, they will open at 6 a.m. Tuesday through Thursday, and

at 4 a.m. on Friday and Saturday. They will close at 7 p.m. each night.

Visit them on their Facebook page at Luck's Bait & Tackle.

Contact Gary Hanner at ghanner@thestclairtimes.com.



Gary Hanner/The Daily Home

Aaron Roberts looks over the merchandise that is displayed on the wall at Lucky's Bait & Tackle.

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Bob Crisp/The Daily Home

Farmers Home Furniture in Pell City opened in Pell City in December.

Quality merchandise at good price Farmers Furniture's mission

By ELSIE HODNETT
Home staff writer

Farmers Home Furniture in Pell City continues its founder's mission to offer quality merchandise at a good price. "Sherwin Glass founded Farmers Home Furniture in 1949," said David Ford, store manager for Farmers Home Furniture in Pell City. "He wanted to offer quality merchandise at a good price and because he believed in the goodwill of people, he would finance it for them. We still do that today, which is why we are successful and growing."

Ford said Farmers Home Furniture opened in Pell City in December. "I've been in the furniture business for 16-17 years," he said. "I rotated between stores in north Alabama before becoming manager at the Pell City location. We picked Pell City because it is a great place for our company to grow and expand."

Farmers Home Furniture in Pell City opened December 2013.

"Our first two months have been absolutely wonderful," he said. "The community has accepted us very well and we have

put together an excellent staff that makes things run smoothly. That's a big part of any business, having the right people to help it succeed,"

Ford said the Pell City location is the 180th store in a five-state area, including Alabama, Georgia, Florida, North Carolina and South Carolina.

"This is the 20th store in Alabama," he said. "We are currently expanding in Alabama and the company is very pleased to do business here."

Ford said last year, Farmers Home Furniture became 100 percent employee-owned.

"We are one of the largest employee-owned companies in the Southeast," he said. "We are one of the top retailers in the country."

Ford said Farmers Home Furniture continues to offer financing so people can get the furniture and other house items they need that they might not be able to get otherwise.

"We do in-house financing exclusively," he said. "We go the extra mile with financing to help the customers."

Ford said the 17,500-square-foot facility

offers a wide variety of furniture, appliances, bedding and more.

"Much of our furniture and bedding is made in America," he said.

Ford said Farmers Home Furniture's big sellers include bedroom sets, dining room sets, living room sets, appliances and bedding.

"Mattresses and box springs are selling about as well as appliances," he said. "For appliances, we have washers, dryers, stoves, refrigerators and freezers."

Ford said Farmers Home Furniture stocks a wide variety of furniture styles.

"In today's society, you have to have a wide variety because so many customers



Bob Crisp/The Daily Home

Bedroom sets are among Farmers Home Furniture's big sellers.

have different tastes," he said.

Ford said a popular trend is sectionals.

See Farmers, Page 10



Bob Crisp/The Daily Home

Farmers Home Furniture stocks a wide variety of furniture styles.



Welcome to the City of Moody, Alabama
MAYOR
JOE LEE



We are a small yet fast growing city located along I-20 about 15 miles east of Birmingham. During the past ten years the City of Moody has consistently been at or near the top of the list of the fastest growing cities in the state of Alabama. With a current population of 13,855, our citizens enjoy the benefits of a small town friendly atmosphere while being in close proximity to large city amenities.

Our schools serve all school aged children in nice newly built or refurbished educational facilities and we have a variety of medical services available to all citizens either within the city or a short twenty minute drive away. With excellent Library, Police, Senior, Fire and Public Works services, the city stands ready to serve you.

Moody is now seeing a surge in the commercial growth needed to catch up to recent residential growth. The city possesses both large and small commercial properties having interstate and major highway visibility and/or access. As more people learn about our city, our progressive attitude toward growth and a warm small town atmosphere becomes apparent. During 2012 we will be celebrating our 50th anniversary as a city. I would like to encourage you to come visit our city and celebrate with us.

I am proud to call Moody home and know that it is a great place to live, work and raise a family. If I can be of assistance, please do not hesitate to contact me.

Come be a part of the excitement as we continue to pursue our future together!

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Food Outlet feels like home

By WILL HEATH
Home staff writer

When Tina Ailor looks around Food Outlet in Pell City, she sees her family.

“Last year (cashier) Miss Pat broke her foot,” Ailor said. “She was out close to three months; she’s known as ‘The Singing Lady.’”

“The whole time she was out, everybody would come in and ask, ‘Where’s the lady who’s usually on 4?’ Because everybody missed her.”

It is the kind of relationship that Ailor, store manager for Food Outlet for almost as long as the store has been established, treasures as part of her day-to-day profession. The store was established in 2001, and Ailor has worked there since January 2002.

“It’s strange,” she said. “When you stay at a store this long, you get to know people’s families, and their children, and then those children grow up and some of them have children.”

“You share their happy and their sad moments; you grieve with them, and you celebrate their joys. Your customers become like part of your family, because Pell City has some of the nicest people.”

The bond between



Customers value the knowledge of the employees at Food Outlet, especially in the meat department, where they will cut meat to your specifications.



employee and customer is an important one for Food Outlet, located on Cogswell Avenue in the downtown area, near U.S. 231. Ailor said customers value the knowledge of the employees when making their purchases.

“It’s especially important for the meat and the produce departments,” she said. “Those are perishable items.”

“I had one of our meat cutters tell me it really makes them feel good

to have people come in and hand-pick a roast or a steak that they cut, knowing they’re going home to feed that to their families. That really means a lot to them.

“It’s all part of the relationship. People call our staff and ask them for specific things. If they have a need, we’re going to take care of them.”

Ailor says she sees more of her customers — even the younger ones — who

want to cook at home, for reasons related to health and economics.

“I see more people trying to cook from scratch, instead of the boxed dinners,” she said. “They’re realizing that not all those ingredients are very good for them, and more recipes are available on the Internet and that kind of thing. Even some of my young cashiers are wanting to cook at home, and I think that’s great.”

It is something she

enjoys sharing with the community that has become part of her family.

“I have kids and grandkids here that I see every day,” she said.

To reach Ailor or for more information about Food Outlet, call 205-814-0056. The store is open from 7:30 a.m. until 9 p.m.

Contact Will Heath at wheath@thetclairtimes.com.

‘... you get to know people’s families, and their children ... You share their happy and their sad moments. ... Your customers become like part of your family, because Pell City has some of the nicest people.’

- Tina Ailor, Food Outlet manager



Bob Crisp/The Daily Home

Farmers has electronics, including TVs ... as big screen as you would like.

Farmers

From Page 8

“I think people are making family rooms with big TVs and want sectionals to go with their family room,” he said.

Ford said sectionals are the next level above a sofa and hold more people.

“In most cases, sectionals connect a couch and

love seat with a wedge,” he said. “They come in all different forms depending on what customers like and what they have space for.”

Ford said Farmers Home Furniture has electronics, including TVs, and other furniture such as bookcases and curios.

The Pell City location will also soon have patio outdoor sets, lawnmowers and tillers.

“We have accessories including pictures, wall hangings, trees, vases, coffee table items,” he said. “We don’t do flooring or curtains, but you can do just about everything else for your house.”



Bob Crisp/The Daily Home

Farmers Home Furniture sells washers, dryers, stoves, refrigerators and freezers.

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Get full service at Classic Car Wash

By GARY HANNER
Home staff writer

It's classic, and it's the only one available in St. Clair County that offers full service. It's Classic Car Wash and it's located in Pell City on U.S. 231 at 602 Martin St. S.

Terry Ogle has been the owner for the past seven years. Before that, it was a self-service car wash, but Ogle turned it into a full service car wash and detail shop.

Ogle has eight employees, and he feels like he is in the ideal spot in Pell City. Right now, he has about four females and four males working for him.

"A couple of them are college kids, looking to make some extra money for school," Ogle said. "Most of them are full time, though. Most of them have been with me anywhere from two to seven years."

Believe it or not, Ogle said the busiest time for him is in the winter.

"Yesterday, we had over an inch of snow on the ground," Ogle said. "Today, the sun is shining, and we have been busy all day."

He said they are the busiest in the winter because in the summer, people may wash their own vehicles at home.

"People are not going to wash their own car in the winter time," Ogle said. "There's probably 20 percent of Pell City's population always at the beach in the summer time on vacation. Spring is also a busy time for us as well."

Ogle said it is very important for customers to come back to his place of business.

"For that to take place, we have to maintain outstanding customer service," Ogle said. "That's what we have strived for from day one. We try to do a good job, but customer service has to be number one."

Ogle said it is up to the car owner on what they want when they come in.

Car wash packages include Full Service Wash, Ultimate Exterior and Express Exterior.

Other Express services include hand wash; full service hand wash; engine cleaning; complete interior or dressing; exterior dressing; carpeted mats; and Rain-X.

Detail packages include



Gary Hanner/The Daily Home

Sara Johnson has worked at Classic Car Wash for the past four years.



Gary Hanner/The Daily Home

Pictured are the owners of Classic Car Wash in Pell City, Terry Ogle and his wife, Brenda.

carpet shampoo; leather/cloth seat clean and condition; express wax and condition; spray-n-shine;

and bumper to bumper. "Primarily, our big thing is full service and detail shop," Ogle said.

Classic Car Wash offers a lobby where customers can sit and wait for their vehicles to be cleaned. They also can drop their vehicles off and pick them up later that day.

"We also have an outside waiting area we added this past spring," Ogle said. "It is used a lot during the summer."

Customers not looking for the full service still have the option of the do-it-yourself self-service.

"The car wash is open all the time, 24/7," Ogle said, "including the tunnel. You can go around back, pay an auto cashier, pick the wash you want and drive in."

Ogle said as the spring turns into summer, he will go and pick up boats, bring them to his business, get them all cleaned up and take them back to the owner.

Classic Car Wash is open Monday through Saturday from 8:30 a.m. to 5:30 p.m. The telephone number is 205-338-1322.

Visit them online for web specials at www.classiccarwash-pellcity.com.

Contact Gary Hanner at ghanner@thetclairtimes.com.

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Gary Hanner/The Daily Home

Vacuuming out the inside of a van at Classic Car Wash in Pell City are Brandon Wright, left, and Holli Thornton. Wright has been an employee at Classic Car Wash for two months, while Thornton has been there for six months.

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