



# Bleckley Buzz

Chamber of Commerce Newsletter

## Events Calendar

Saturday, March 19  
Biking Bleckley

Tuesday, March 29  
9:30 a.m.  
HOG-PC Ribbon Cutting

Tuesday, April 12  
8:00 a.m.  
Chamber Board Meeting

City Clean Up Day  
Saturday, April 23

Annual Banquet &  
Silent Auction  
Friday, April 29

Friday, May 13  
Chamber Golf Classic

Saturday, October 22  
Country Fest

### Our Mission:

**"To Promote Local Business Growth and  
Healthy Community Relationships"**



### **The Double Barrell Band & The Rocky Creek Band Provide a Fun Night of Entertainment for Locals**

Friends and fans alike gathered together on Saturday, March 12, to enjoy the musical skills of these two talented bands. The event had a wonderful turnout. The concert was co-sponsored by the Chamber and the DDA, and funds were raised to be designated to an Auditorium Renovation Fund. It was a happy occasion to see entertainment back in the City Auditorium!



The Cochran-Bleckley County Chamber of Commerce is excited to introduce Brianna Ford, the new Chamber Administrative Assistant.

Brianna is a graduate from Bleckley County High School. She is now attending Middle Georgia State University majoring in Early Childhood Education, but her plan is to switch to a Business major to help further excel her photography business.

Brianna has been teaching herself photography since 2018, and she created her official Brianna Hope Photography business in 2021. Photography has allowed her to get to know so many new people and show off her creative side.

Brianna states "I am looking forward to many new opportunities being the new administrative assistant and cannot wait to see where this new journey leads me!" We are excited to have Brianna as a valuable addition to the Chamber team. Her photography talents, organizational skills, strong work ethic, and friendly personality will all be valuable in helping our continued growth in the community and positive mission. Please help me give her a warm community welcome!



March 2022



# 19th Annual **Biking Bleckley** Saturday, March 19, 2022

***An adventure fit for the entire family!***

Ride the scenic roads of Cochran & Bleckley County as the Cochran-Bleckley Chamber kicks off the biking season with one of the first rides of the year. With four routes to choose from, there is something for everyone. Plus, we will have t-shirts, fun rest stops, lunch, snacks, drinks, goodie bags, SAG wagon and entertainment available for all riders.

**Check-In - Begins 1 Hour Before Ride Time**  
**50 Mile & 62.5 Mile Rides - Ride Begins at 8:30 am**  
**15 Mile & 30 Mile - Ride Begins at 9:30 am**

**Registration Fee - \$40.00 Per Person**  
**(Price increase after March 4, 2022)**

Registration link is available online at [www.cochran-bleckley.com](http://www.cochran-bleckley.com)  
or at the Cochran-Bleckley Chamber office.

Please email [info@cochran-bleckley.com](mailto:info@cochran-bleckley.com) or  
[staleybell@cochran-bleckley.com](mailto:staleybell@cochran-bleckley.com) with any questions.

Cochran-Bleckley Chamber of Commerce  
102 N Second Street, Suite A - Cochran, GA 31014  
Phone: (478) 934-2965





# **Biking Bleckley**

## **Saturday, March 19, 2022**

### **Downtown Cochran, GA**

**(Behind the Chamber Building)**

Cochran-Bleckley  
Chamber of Commerce  
102 N Second Street, Ste. A  
Cochran, GA 31014  
Phone: (478) 934-2965  
staleybell@cochran-bleckley.com  
[www.cochran-bleckley.com](http://www.cochran-bleckley.com)

**50 & 62.5 Mile Routes begins 8:30 AM    15 & 30 Mile Routes begins 9:30 AM**

\_\_\_\_\_ **\$40.00 Biking Bleckley Ride**

\_\_\_\_\_ **\$50.00 Biking Bleckley Ride (Fee After Friday, March 4, 2022)**

Registration fee is due by **Friday, March 4, 2022**. You may continue to register after March 4, however, a shirt will not be available. All fees are non-refundable. Fee includes t-shirt, lunch, snacks and drinks along the route, marked course maps, and access to SAG vehicles on routes.  
Please make checks payable to: **Cochran-Bleckley Chamber of Commerce.**

**Complete, sign, and return this form with check to address below. (Please print clearly)**

First & Last Name: \_\_\_\_\_ Date: \_\_\_\_\_

Email: \_\_\_\_\_

Age on Ride Day: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City, State Zip: \_\_\_\_\_

Emergency Contact Name & Phone: \_\_\_\_\_

#### **Please indicate your t-shirt size.**

\_\_\_\_ Youth Small      \_\_\_\_ Adult Medium  
\_\_\_\_ Youth Medium      \_\_\_\_ Adult Large  
\_\_\_\_ Youth Large      \_\_\_\_ Adult X-Large  
\_\_\_\_ Adult Small

#### **Please indicate your ride.**

\_\_\_\_ 15 Miles      \_\_\_\_ Metric 100 (62.5 Miles)  
\_\_\_\_ 30 Miles      \_\_\_\_ 50 Miles

**Waiver:** A Statement of Release must be signed by all applicants (parent or guardian's signature for youth under 18). **Riders under the age of 16 MUST be accompanied by an adult at all times.** This entry and release form is a contract with legal consequences; read it carefully before signing. I fully realize and acknowledge the hazardous nature and dangers of participating in an organized bicycle ride. I fully assume the risk associated with such participation. I hereby waive, release, and discharge for myself, my heirs, etc. any and all rights and claims which I have or which may hereafter accrue to me against **Cochran-Bleckley County Chamber of Commerce Inc.**, officers, organizers, and sponsors of the event. I agree to abide by all applicable laws and regulations of the City of Cochran, Bleckley County, and the State of Georgia. I will wear an approved helmet. I accept responsibility for the condition of my equipment. I agree that the above representations are contractually binding. I will accept and assume responsibility for my actions. **Helmet and signed waiver required for all riders. No training wheels allowed.**

Signature of Rider: \_\_\_\_\_ Date: \_\_\_\_\_

Parent/Guardian Signature (if under 18): \_\_\_\_\_

**Mail completed application and check to the Cochran-Bleckley  
Chamber of Commerce at 102 N Second Street, Suite A, Cochran, GA 31014.**

*Information on overnight accommodations is available on our website at [www.cochran-bleckley.com](http://www.cochran-bleckley.com).*



# **Thank you to our Biking Bleckley Sponsors!**

**The Citizens Bank of Cochran  
Ocmulgee EMC**

**Coleman's Paint & Body Shop**

**Dykes Pharmacy**

**Heartland EMS**

**Needle N/A Haystack**

**Lindsey Dykes - State Farm**

**State Bank of Cochran**

**Quincy Nobles - Country Financial**

**City of Cochran Fire & Emergency Services**

March 2022



# Chamber of Commerce Annual Banquet & Silent Auction





March 2022



# Annual Chamber Golf Classic

Friday, May 13, 2022



Saturday, October 22, 2022





# Havenwood Gardens Ribbon Cutting & Grand Opening Celebration





March 2022



# Boujee Day Spa Ribbon Cutting





# Upcoming Ribbon Cutting



Heart of Georgia  
Primary Care, LLC

Tuesday, February 29  
9:30 a.m.

150 E Peacock St. Suite A  
Cochran, GA





## NEW MEMBER SPOTLIGHT



478-484-0658



Heart of Georgia  
Primary Care, LLC



# Bleckley Beta Bazaar

Fundraiser to Support BCHS Beta Club

**May 7, 2022**  
**9:00 a.m. – 6:00 p.m.**

**Location: Bleckley County High School Campus**

*All proceeds will go to support those Betas competing at Nationals in Nashville, TN July 1st-4th. Food Trucks, Games, Arts & Crafts, Yard Sales, Fun for the Whole Family!*

## Ways to participate:

1. Family / Group Yard Sale Booth:
  - You pay **rent** for the space (\$20 per 15' x 15' space), and **you keep all of your profits**.
2. Crafts / Business Vendor Sale Booth:
  - You pay **rent** for the space (\$40 per 15' x 15' space), and **you keep all of your profits**.
3. Donations to BCHS Beta Club Booth:
  - You may donate any gently used items to the club to sell in the club's booth.
  - BCHS Beta uses all profits to support those students competing at Nationals.
  - Items must be dropped off at BCHS by 7:00 p.m. on Friday, May 6, 2022.
  - All unsold items will be donated.

**Application Deadline:**  
**April 1, 2022**

- ★ BOOTH SET-UP to begin at 7:00 a.m.
- ★ SELLERS ARE EXPECTED to provide their own tables, chairs and/or tents.
- ★ SELLERS ARE RESPONSIBLE for transporting and placing their own booths. Labor to erect booths will not be provided.
- ★ NO SELLERS OR THEIR REPRESENTATIVES shall conduct themselves in a manner offensive to general standards of decency or good taste. Bleckley County High School reserves the right to screen all booths and exclude inappropriate items. In the event of inappropriate behavior, the booth will be forced to close and all fees will be forfeited. Keep in mind that this is to support a school group.
- ★ WHEN VACATED, booth space must be left clear of paper, packing materials and other refuse.
- ★ ELECTRICITY **will not** be provided.
- ★ SELLER PARKING will be assigned along with booth space. Please describe what type of vehicle you will need to park (single vehicle / vehicle plus trailer & length). Limit one parking space reserved per seller.
- ★ SITE AVAILABILITY limited. Sites will be allocated in the order in which the applications & fees are received (no refunds).
- ★ **Applications to be turned in to the BCHS Office, or mailed to 1 Royal Drive, Cochran, GA 31014, attn: Angela Jones / Jennifer Edwards**

*The following Betas qualified for Nationals, and can benefit from your support! It is greatly appreciated!*

• Jewell Allen	• Axel Briones	• Logan Davis	• Riley Haley	• Mari Jones	• Calie Paulk	• Aidan Willingham
• Ellen Arnold	• Brooke Burch	• Lauren Dykes	• Harley Harper	• Jamirial Josiah	• Abigail Rangel	• Holly Wright
• Emily Arnold	• James Cairney	• McKenna Edwards	• Allie Hataway	• Cohen Knighton	• Abigale Strait	• Possibility of 17 additional Betas
• Sydney Bass	• Carleigh Claxton	• Sawyer Edwards	• McKenzie Hattaway	• Maddy Land	• Kate Swick	who did not qualify,
• Emily Beasley	• Lauren Coley	• Tanner Filion	• Millie Hulsey	• Joni Lumley	• Katie Thompson	but may compete in
• Shannon Berryhill	• Kayleigh Cook	• Josh Gilbert	• Heaven Ibarra	• Kate Maddox	• Andi Vincent	exhibitions.
• Kenna Bowman	• Ashlynn Corbin	• Raleigh Hagler	• Alex Jones	• SaCoya McNair	• Abby Wiegert	





# Job Openings

## Gilmer Hiring Events

Parking lot behind Chamber of Commerce

Thursday, March 24  
9:30 a.m. - 2:30 p.m.

Thursday, April 14  
10:00 a.m. - 3:00 p.m.

Who wants to be just a cook or a fast food worker? Especially when you were for us at the Cochran Queen, you can be a:



**BURGER BOSS? A  
BLIZZARD  
WIZARD? A  
SUNDAE TOPPER?  
A CURL  
CONNOISSEUR?**

# APPLY

**at one of the hiring days listed.**

COCHRAN DAIRY QUEEN HIRING EVENTS

SAT. MARCH 12 & 19: 9:30 AM - 11:30 AM TESSIE NORRIS LIBRARY,  
3RD ST., COCHRAN, (SIDE DOOR)

TUESDAY, MARCH 15: 10 AM - 12 PM, DAIRY QUEEN, N. SECOND  
STREET, COCHRAN

If you are a current Chamber member and are currently hiring, send your job posting and/or marketing material to Staley for free advertising in our Bleckley Buzz newsletter!

[staleybell@cochran-bleckley.com](mailto:staleybell@cochran-bleckley.com)



## Faith and Finesse: Knowing When to Reposition Your Business

By: Emily Wiegert, Back Pocket Branding

As business owners, we're still recovering from the wild rides that were 2020 and 2021. Many are wondering what's next and how to prepare for a still potentially turbulent 2022 in our businesses. Taking time to regularly evaluate the following seven areas of your business can save you money and market share in the long run.

If your business or brand resonates with any of the following seven signs for repositioning in the marketplace, it may be time to assess what you can do to continue to grow.

1. **Your business has changed.** Maybe you've grown more during this time and your core messaging and internal brand doesn't match who you are serving. If anything has improved - your technology, your products, your service - now would be the prime time to look at repositioning your business by upgrading your brand messaging.
2. **Your ideal customer has changed.** Whether that is because you've discovered you're not serving who you originally thought you might be serving, you're moving into new market segments that have a whole new list of needs, or your old market is shrinking, adjusting your business strategy to fit your current ideal customer will improve the bottom line.
3. **Your competition has changed.** You know you need to stand out more in the marketplace, but you're unsure of how to go about it. Sometimes, what is so disheartening for a business owner is when you discover that what you thought was a unique position isn't as unique any more. If the competition is encroaching on your customer base, now is the time to rework your brand messaging, research your competitive advantage, and create a new unique position in the market.
4. **Your old way of doing things just doesn't apply any more.** This can be one of the most difficult pills for a business owner to swallow. Sometimes technology takes a giant leap forward and leaves the business behind; sometimes the concept for the business was perfect two years ago, but isn't any more. These moments of realization are the perfect time to reevaluate where your true opportunities are and how to get there.
5. **Even your ideal customer doesn't "get" what you can do for them.** It may be time to simplify your messaging if your customer doesn't understand what the products or services you offer you can do to make their lives better or to solve a problem for them.
6. **Your business or brand is in an industry or environment that has completely changed.** Trends can take a business from being the top-of-mind go-to for your industry to becoming the last place anyone would want to go. This change is felt the most by boutiques, gift shops, and technology brands that don't evolve to meet the preferences of their customers and clients.
7. **You're ready to take your business to the next level.** You've been happy with the growth from your grass-roots marketing campaigns, but you know your business idea has the potential for so much more. You're ready to be taken as a major player in your market, and laser focusing on your target market can get you there.

Knowing when to move your business forward takes both faith and finesse. If any of the seven changes ring true for your business, it may be time to restructure your internal brand and reframe your messaging. By addressing the new realities of your business or personal brand, you'll make positive internal brand changes that will allow you to align your business to your true ideal customer and increase your market share and revenue.





## DPH COVID-19 Testing Sites

Wednesday and Friday  
9:00 a.m. until 2:00p.m.  
103 S.E. Third Street  
Cochran, GA

Please pre-register at <https://mako.exchange/splash/GAmakotesting/>



## Covid-19 Testing Site in Cochran on Wednesdays & Fridays

Ask us about

# Quotes for Good™

## Cochran Boy Scouts of America

February-March 31, 2022.

Together, we can turn caring into doing.

**Lindsey Dykes, State Farm Agent**  
137 S 1<sup>st</sup> Street, Cochran, GA 31014  
LindseyDykes.com  
lindsey@lindseydykes.com  
(478)934-6306

Neighborhood of Good



## Heart of Ga Georgia Community Action Agency Cooling Assistance Available

Bleckley, Dodge, Laurens, Montgomery, Pulaski, Telfair, Treutlen, Wilcox and Wheeler Counties

**April 1, 2022:** Households where all members are 65 years of age or older -or- homebound households may contact the number beside the county you live in below for an appointment beginning April 1, 2022--- 8:30 A.M.

**May 2, 2022: IF Funds Permit, all other** income eligible households may contact the numbers listed below to schedule an appointment or to be placed on a waiting list beginning May 2, 2022 --- 8:30 A.M.

Bleckley 478-934-4012, Dodge 478-374-5936, Laurens 478-275-0478, Montgomery/Wheeler and Treutlen 912-583-2163, Pulaski 478-892-2244, Telfair 229-868-5966, and Wilcox 229-365-0077

Appointments are made by call in or on line only NO walk-ins.

To be eligible for assistance, households must have an income at or below 60 percent of the state median income level which amounts to:

\$26,474	One-person household
\$34,619	Two-person household
\$42,765	Three-person household
\$50,911	Four-person household
\$59,057	Five-person household
\$67,203	Six-person household
\$68,730	Seven-person household
\$70,257	Eight-person household

• Annual gross amounts shown above

**A minimum of the following items will be required to verify eligibility for assistance:**

- \* Verification of **all household income** for every person living in the home for the past 30 days. **PLEASE BRING ALL DOCUMENTATION BECAUSE WE ARE NO LONGER ABLE TO OBTAIN INFORMATION FOR YOU.**
- \* Social Security Cards for every person living in the household
- \* ID -- Driver's License for everyone over the age of 18 in household
- \* Recent **electric bill** with the service address and account number printed on it
- \* Recent **heating bill** with the service address and account number printed on it
- \* Recent **water bill** with service address and account number printed on it

THIS PROGRAM IS AVAILABLE TO ALL ELIGIBLE APPLICANTS REGARDLESS OF RACE, COLOR, NATIONAL ORIGIN, AGE, SEX, POLITICAL BELIEFS, OR HANDICAP.



# What's Happening This Week?

Brought to you by the Bleckley Progress  
"Where to Go When You Need to Know"

## **What's happening this week?**

**Thursday— County Commissioner Meeting.  
10 am, city auditorium.**

**Friday— HS soccer vs Northeast, 5:30 pm.**

**Saturday— 19th annual Biking Bleckley.  
7:30 am, behind Chamber of Commerce.**

**MS baseball Diamond Day, 10 am.**

**Monday— MS baseball at East Laurens, 4 pm.**

**HS baseball vs Crawford County, 6 pm.**

**Tuesday— HS soccer vs Washington County,  
5:30 pm.**

**Thursday— MS baseball vs Jeff Davis, 4 pm.**

**MS tennis at Dodge County, 4 pm.**

**Friday— HS baseball vs Lamar County, 5:45  
pm.**

**Saturday. Mt. Calvary Baptist Church "Share  
Day," 8 am.**

**Sunday— Limestone Baptist Church  
Homecoming, 11 am.**

**Mt. Calvary Baptist Church "Vision Sunday,"  
8:45 & 11 am.**

Check out [bleckleyprogress.com](http://bleckleyprogress.com) for frequent updates  
and a community calendar of events.





# **Chamber Chairman's Club**

## **Silver**

The Citizens Bank of Cochran

## **Bronze**

Heartland EMS

Dykes Pharmacy

Needle N/A Haystack

State Farm - Lindsey Dykes

# **Thank you to our sponsors!**



## Staff

**Staley Bell**, President/ CEO

**Brianna Ford**, Administrative Assistant

## Board of Directors

**Dr. Michael Stoy**, Chairman

**Dani Dykes**, Vice Chairman

Needle N/A Haystack

**Quincy Nobles**, Secretary-Treasurer

Country Financial Insurance

**Lisa Chastain**, Daylight Donuts

**Scott Cox**, Georgia Power

**Keith Anderson**, Nicole's Restaurant

**Kim Hall**, At Home Senior Living

**Patricia Roland**

**Brock Wilcher**, Fire Chief

Cochran Fire & Emergency Services

**Mike Davis**, Ex-Officio Member

Sole Commissioner, Bleckley County

**Henry Whitfield**, Ex-Officio Member

Community Director, MGA

**Matt Fordham**, Ex-Officio Member

Chairman, Cochran-Bleckley IDA

**Billy Yeomans**, Ex-Officio Member

Mayor, City of Cochran

**Steve Smith**, Ex-Officio Member

Superintendent Bleckley County Schools

Chamber members may submit material, announcements, events, etc. for the Bleckley Buzz.

For the March edition, please send any material to [staleybell@cochran-bleckley.com](mailto:staleybell@cochran-bleckley.com) by Monday, February 28.

Contact the chamber for information on how to become a member!

### Contact

102 N Second Street, Suite A

Cochran, GA 31014

478-934-2965

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