

Elmore Autauga News

Top News in The River Region

Events this week:

Today at 4 p.m.:
Neighborhood Grill &
Catering Grand Opening and
Ribbon Cutting

TOMORROW 11 AM – 4 PM
Lifesouth Blood Drive
Prattville Christian Academy

SATURDAY 9 AM – 4 PM
Reveler Mardi Gras parade
and festival

SATURDAY AT 10 AM – 1 PM
Super Bowl Scramble at
Capitol Hill

SATURDAY AT 11 AM – 6 PM
Mardi Gras Buffet
Plantation House Restaurant
and Catering

MESSAGE FROM OUR TEAM!

By Heather Knight

We are so grateful for the continued support of the community during 2020. I think we can all agree we hope there is light at the end of the tunnel with the new year arriving.

We made some changes last year that included ending our print product for the time being but we will be adding some new things this year including a weekly newsletter. Stay tuned for the other surprises coming from Elmore Autauga News in 2021.

We also want you guys to remember that we love submitted things like community news, recipes, private and public events and anything else that you guys would like shared with the community.

You can submit those things via email to staff@riverregion.news



Elmore Autauga News



SOCIAL MEDIA POST BOOSTS BUSINESS FOR PRATTVILLE'S ONLY SHOE REPAIR SHOP

By Gerri Miller
EAN Staff Writer

Things looked rough for JR Benson in December. The current health crisis was keeping people from coming in to get repairs on their boots and shoes and his business, JR Shoe and Boot Repair, was no longer thriving at its South Memorial Drive location.

Benson said his business had been good but earlier this month he was on the verge of closing his doors. That was before one of his customers stepped in with one simple post that went viral.

Becca Petty, a Prattville Realtor posted a shout out to the repair shop that was shared thousands of times. On Tuesday, business was brisk as a steady stream of customers brought items for repair into the shop.

"Grady Lee (her son) got new boots for Christmas and within the first hour the heel fell off the boot! Thank you, JR for this affordable repair! JR explained to me he barely made enough to cover rent this month and then there were tacked-on late fees. He was so sweet, but it was heartbreaking to hear how he said his business was thriving for the first 5 years and this year he is on the verge of closing his doors.

Y'all don't throw your shoes away! Get them fixed! If you can see in the back, he fixes purses too!! Just a quick share would help spread this word and keep one of our small businesses in Prattville open!!" Petty posted.



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Shoe Repair Continued

Petty said Benson told her the past few years have been wonderful for him since he moved to Prattville and how he hated to be in a position to possibly have to close the doors if business didn't pick up.

"My heart was broken. So being a Realtor my business comes from how much I advertise," Petty said. "I have several friends and I was like; you know what? I'm going to post about this because I know of so many shoes, I have loved in the past I have thrown away and I could have had them fixed but never thought of it. I posted and immediately the shares and comments started!"

Petty said that even weeks after she made the post, she is still getting notifications of people sharing the post. "I have heard people have even come from Mississippi for him to repair their shoes," she said. "I heard today from a lady in Texas who said she had never heard of a boot repair so cheap!"

Petty said Benson's smiling face and humble attitude made it all the better experience as well. "I know I will never go anywhere else," she said.

Albert Dunn has worked in Benson's shop since the company opened there six years ago. He said word-of-mouth advertising had been working, but social media has also been a blessing.

Dunn has practiced his craft for more than 40 years. He started training when he was a student at Carver High School. It took him two years to learn the trade. Benson has the only shoe and boot repair in Prattville, and it has become harder to find those who repair shoes and leather nationwide.

The work of a shoe repairman can be grueling. It takes a lot of training and is full of constant activity. Yet, Dunn loves the work.

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Largest liquor and package store in Millbrook or Prattville
107 Kelley Blvd Millbrook, AL 36054
Next to Walmart 334-285-0415

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Elmore Autauga News

Shoe Repair Continued

It's always been my calling since I learned how to do shoe repair" Dunn said. "You always try to do your best work. People are particular about their shoes."

Customer Sam Averett appreciates having this service in Prattville. "It took me forever to find someone to do my boot repair," Averett said.

The shop provides many services along with shoe and boot repair. Dunn can create orthopedic buildups for shoes. "If one leg is shorter than the other, we can create a buildup for one boot," he said. If you buy a pair of boots and find they are a little tight, Dunn can add leather to make them wider. If you buy a pair of high-heeled shoes and find they are a little too high, he can make them shorter.

He can put new zippers in leather jackets or zippers and straps on purses. He can put a sole guard in new shoes to keep them from wearing out so quickly.



Customer Michelle Studdard is another person who appreciates having the business in Prattville. "I'm happy he's in business here," she said. "I have been bringing my shoes to him for three years because he does a great job."

What advice would Dunn give to someone buying a new pair of boots or shoes? "If you are going to buy a pair, go ahead and invest some extra money into a good pair," he said. "That way they will last you a while and you won't have to get them repaired so much."

The shop is located at 992 South Memorial Drive and the phone number is (334) 358-0080 The store is open Tuesday through Saturday from 9 a.m. to 5 p.m. and on Saturdays from 9 a.m. to 1 p.m.



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**If you would like to be included in our real estate section
call Heather Knight 205-299-1818**

Elmore Autauga News

PET OF THE WEEK



EMMA

Our featured pet this week is a special kitty named Emma.

Emma is a senior girl who is 8-years-old. She is spayed and declawed (front only). "Special Needs" has been indicated on her bio because she should be an indoor cat only since she has been declawed. She has beautiful colors of brown, orange, and white. Emma is a grumpy cat who likes to lay around and look out the window. We believe she would do well in a very quiet home with no children. Emma is also a sweet girl who is trying to process the life changes of being in a new and unknown place. She is calm and quiet; and she just needs a second chance at a new life!

1009 Reuben Road in Prattville.
please call 358-2882,
Facebook at Prattville/Autauga Humane Society,
email autaugahumane@yahoo.com
www.prattvilleautaugahumane.org.

Sincerely,
Ara Horn

Braxton came to us as a stray and sadly no one ever came looking for later. He is seven months old, 35-40 lbs so not going to get much bigger. He is super sweet, loves attention and people and is very playful. Great with children, dogs and cats.

Our adoption fees are \$100 for dogs and \$50 for cats under one-year-old; cats over one-year-old can be adopted by approved adopters for a fee of their choosing. This adoption fee completely covers the mandatory spay or neuter, basic immunizations, deworming, microchip, heartworm check for dogs, rabies vaccination if old enough, free health exam with your participating veterinarian.

*Rea Cord, M.S.
Executive Director
Humane Society of Elmore County*

*255 Central Plank Rd Wetumpka, AL 36092
Ph: 334/567-3377
Email: hselco@bellsouth.net
Website: www.elmorehumane.org*

BRAXTON



Elmore Autauga News

Millbrook Area Chamber of Commerce-Business Spotlight



Ashley Williams, owner and operator of Pest Pro Services, previously known as Extermitech, has been in her field for over a decade. She not only has a passion for her business but also for her community.

Ashley was born and raised in Millbrook and when she isn't busy keeping the community free of pests, she is helping coach the local softball team at her alma mater, Stanhope Elmore High School.

Pest Pro offers complete termite and pest control services. Prices are flexible to meet any budget.

They service both residential and commercial businesses and is the leading pre-treatment specialist in the River Region.

They also provide real estate inspections (WIR).

When asked why she picked Millbrook for her business location Ashley stated, "being born and raised here I knew I wanted to bring it back home. I want to be a part of my community."

"I am so glad I made the decision to join the Millbrook Area Chamber of Commerce. They have been so helpful and have been a great networking system for me and my company," says Ashley.

We are in the midst of termite season so make sure you call Pest Pro Services to take care of any possible termite infestation you may have or want to protect your home from getting.

Leave it to the Pros to Protect Your Most Valuable Investment and call Pest Pro today!
(334) 265-9990 They are located in Millbrook at 3560 Main St. Millbrook, AL 36054

Elmore Autauga News



Send a Love Letter to that someone special. It will be published on our Website, Facebook and Newsletter! Email your letter and a photo to staff@riverregion.news

An advertisement for ellianos coffee. At the top, the ellianos logo is shown with a coffee leaf icon and the text 'fresh roasted ellianos'. Below the logo are three coffee items: a chocolate drink with whipped cream in a glass, a latte in a blue cup with a drizzle, and a brown paper cup with the ellianos logo. At the bottom, there are two columns of text providing store addresses.

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PRATTVILLE, AL 36067

MILLBROOK
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