

OCTOBER 2015

the Mobile Area Chamber of Commerce
business

VIEW



**Minority
Contracting
Surpasses
\$1 Billion**

**See the
Oyster Trail
in Downtown
Mobile**

**Contemporary
Exhibit on**

Display

at Space 301



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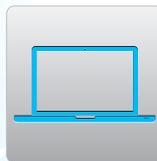
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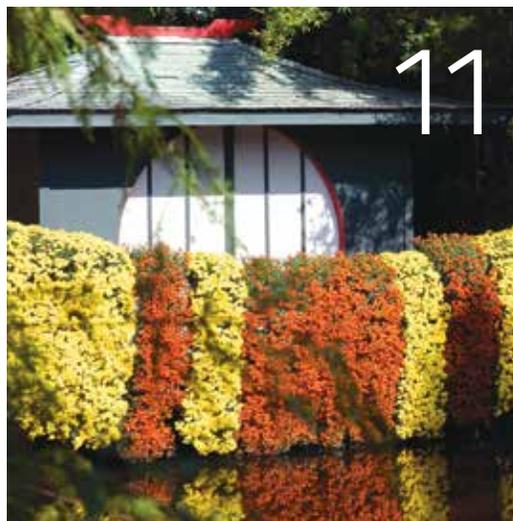
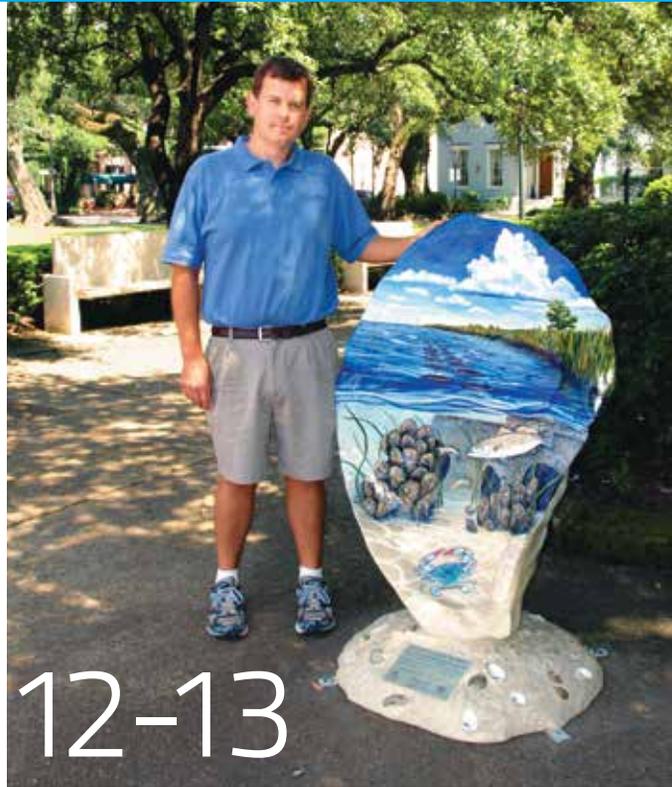
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 VIEW

Cover

A young scientist spurs a new entertaining and educational treasure hunt in the form of a permanent display of larger-than-life oysters painted by local artists. Pictured is P.J. Waters with the Mississippi-Alabama Sea Grant Consortium and brainchild Mobile's Oyster Trail.

See pages 12-13 for story.
 Photo by Susan Rak-Blanchard



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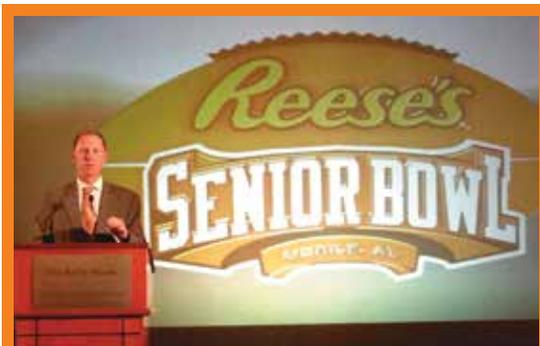
Senior Bowl Gets Sweeter

Reese's Peanut Butter Cups signs on as title sponsor

In August Senior Bowl representatives announced they landed a new multi-year agreement with title sponsor — Reese's Peanut Butter Cups — thus changing the name of the 2014 game to the Reese's Senior Bowl. The game will be played on Saturday, Jan. 25 at Ladd-Peebles Stadium. The Senior Bowl had a title sponsor as recently as 2011, when it concluded a five-year run as the Under Armour Senior Bowl. Under Armour will provide apparel for the 2014 Reese's Senior Bowl.

"The Reese's Senior Bowl is a perfect combination of two iconic brands and we believe this

partnership will elevate our position in the sports business market place now and in the future," said Senior Bowl Executive Director Phil Savage.



Phil Savage, executive director of the Senior Bowl, announced the all-star football game's new title sponsor, Reese's Peanut Butter Cups, during a media event held in August. The candymaker will begin its sponsorship with the 2014 game on Jan. 25 in Mobile.

In addition to its new partnership with the Senior Bowl, the Reese's brand is also the official candy partner of the NCAA and the title sponsor of the National Association of Basketball Coaches' Reese's College All-Star Game, featuring the top Division I senior basketball student-athletes from around the country and played the weekend of the NCAA Men's Final Four.

The Reese's Senior Bowl game and all practices will be televised by NFL Network.

Time Clock Taxi Helps People Get to Work

If getting your employees to work or to job training is a challenge, there's a new transportation program that could help. Mobile Bay Transportation Co. recently launched Time Clock Taxi, offering discounted rates during non-traditional work hours, weekends and holidays to transport employees to and from their jobs.

"We've offered half-price taxi rides to the elderly and disabled since 2009. We applied those same principles for a job access/reverse commute grant to help people get to work," says Margie Wilcox, company president and owner of Mobile Bay Transportation and Yellow Cab.

Sydney Raine, president of Mobile Works, says, "There are a lot of individuals who want to work but have transportation issues. If they are on a major thoroughfare, it isn't an issue, but many are not. This assistance can give people an upper hand in getting a job."

Workers needing this service must call 251-476-7711 to confirm their eligibility and then register in person Monday through Friday from 8 a.m. to 3 p.m. with a letter from their employer stating their hours and a photo ID.

Wilcox adds she will be glad to work with employers who want to pay or help pay the employee's half-fare. She is also hoping to launch a similar program for homeless veterans in the future.

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Port Authority, Alabama Steel Terminals Partnering on New Facility

Mobile's growing steel industry, driven by the likes of Nucor, Outokumpu, SSAB and ThyssenKrupp, is powering an expansion at the Port of Mobile. To meet growing demand, the Alabama State Port Authority (ASPA) is partnering with Alabama Steel Terminals to develop a new \$36 million steel coil handling facility.

Currently, the port handles some 500,000 tons of steel annually. The new facility will increase capacity to 1 million tons, according to Jimmy Lyons, ASPA's director and chief executive officer.

The facility will consolidate port storage sites for steel waiting to be exported, as well as that imported to area companies.

"We're handling all the coils we can, spread out from one end of the port to the other," said Lyons. "This will free up existing space and make room for other new business."

The project consists of a 372,600-square-foot warehouse and will create 50 permanent jobs, generating an annual payroll of \$2 million. Phase one includes a covered bay area equipped with three 50-ton capacity cranes and an open storage yard that will handle an estimated 650,000 tons of steel annually.

Phase two of the development increases the bay's capacity and adds three additional cranes.

Last year, steel exports posted an 8 percent increase over the previous year.



Business Facilities Gives Mobile and Alabama High Marks

Once a year, *Business Facilities* magazine looks at a number of statistics, refines and expands its ranking categories, and evaluates how cities and states stack up against each other. This year, Mobile netted two coveted spots on the magazine's rankings, coming in at No. 1 in the Manufacturing Employment Leaders category and No. 2 in Economic Growth Potential category, behind Baton Rouge, La., honored for its recruitment of an 800-job IBM technology center.

The report credits the Airbus assembly facility as "the engine that drives growth in Mobile, Ala., for years to come" and the "expected anchor" in the state's aerospace sector.

In addition to the annual rankings, the Port of Mobile was recognized in a story highlighting Post-Panamax Ready Ports, those ready to receive shipments from the expanded Panama Canal, and Alabama snagged a few hot spots in the state rankings, with the most notable being No. 2 Most Improved Business Climate, No. 3 Workforce Training Leaders and No. 10 Economic Growth Potential. 

You'll see this symbol  with stories featuring Chamber initiatives.

Stimpson Wins Mayor's Race District 2 Race Run Off on Oct. 8

Scotch & Gulf Lumber executive VP /CFO Sandy Stimpson was elected Mobile's mayor on August 27. Stimpson previously served on the Chamber's Board of Directors and as chairman of the board in 2009. He defeated two term mayor Sam Jones. Jones previously served 16 years on the Mobile County Commission. Re-elected to four year terms on the Mobile City Council were Fred Richardson (district 1), CJ Small (district 3), John Williams (district 4), Bess Rich (district 6) and Gina Gregory (district 7). Joel Daves was unopposed in his race to replace retiring councilman Reggie Copeland in district 5. There will be a runoff for the district 2 seat on October 8 between Levon Manzie and Greg Vaughan. The Chamber does not take positions in candidate campaigns, but does share information with all candidates about issues that are important to the business community. Stimpson and City Council members will be sworn into office on November 5 in a ceremony at Government Plaza.

Upcoming Special Elections

Mobile area residents will have the opportunity to go to the polls twice in the fall for special elections. Alabama's 1st congressional district held its primary election in September (the race took place after *The Business View* went to print), and will hold its general election, and runoff (if necessary) this fall. In addition there will be a special primary election for the House District 104 seat this month. Note the dates for these special elections can be confusing and voters should pay special attention to the dates.

Special Election for Alabama's 1st Congressional District

- Special Primary Election: Sept. 24
- If a runoff from the special primary election IS needed, it will be held on Nov. 5.
- If a runoff is NOT needed, then the Special General Election will be held Nov. 5.
- If the runoff is held on Nov. 5, then the Special General Election will be held Dec. 17.

Special Election for House District 104

- Special Primary Election: Oct. 15
- If a runoff from the special primary election IS needed, it will be held Dec. 3.
- If a runoff is NOT needed, then the Special General Election will be held Dec. 10.
- If the runoff is held on Dec. 3, then the Special General Election will be held Jan. 28, 2014.

Mobile Rankings

- #1 Manufacturing Employment Leaders
- #2 Economic Growth Potential

Alabama Rankings

- #2 Most Improved Business Climate
- #3 Workforce Training Leaders
- #10 Economic Growth Potential
- #6 Renewable Energy Leaders (Capacity)
- #6 Renewable Energy Leaders (Power Generation)
- #7 Nuclear Power Generation Leaders
- #1 Biofuels Leaders (Celulosic Ethanol)
- #2 Automotive Manufacturing Strength



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Dr. Malcom Warren's dental practice is based in midtown Mobile at 2655 Old Shell Road. Pictured above from left are Camille Paulk, Dr. Malcolm Warren, Cathy Nabors, Deidra Dekle, and Jamie Warren.

Family Dentistry

Serves Patients for 36-Plus Years

Dr. T. Malcolm Warren grew up in a hospital. His father, Dr. Claude M. Warren Jr. MD, was an ear, nose and throat specialist for more than 55 years in Mobile and often took his son with him to work.

"That's why I got interested in the field of medicine. When I got old enough to go to the hospital with him, I wanted to do what he did," said Warren, adding his father encouraged him to find a field that would allow him some time to spend with family. "He worked from daylight to dusk and he was on-call on weekends."

Through the influence of some friends of his father who were in the field, Warren turned to dentistry. After the UMS graduate earned a degree in general and cosmetic dentistry from the University of Alabama at Birmingham and served a two-year residency at Charity Hospital in New

Orleans, Warren returned to Mobile to open his family dental practice in 1977. He has been at the same Old Shell Road location for the last 36 years.

Warren's practice, which includes four full-time employees, is the Mobile Area Chamber's Small Business of the Month.

While at Charity Hospital — the facility where his father also served his residency — Warren received special training in temporomandibular joint (TMJ) disorders, a syndrome causing ear pain but which Warren said is actually caused by displacement of a disc where the lower jaw connects to the skull. As very few dentists or physicians were trained to treat TMJ disorders at the time, Warren said it became "a huge part" of his practice and still accounts for about 30 percent of it today.

Warren also has served on the "cleft palate" Mobile area team and has treated patients from the Mobile ARC and Children's Rehabilitation Services since opening his practice. Being able to serve the community through these associations has been a priority and a very rewarding experience for Warren, who has loyal patients who come from all of the surrounding states.

"I just love my patients; some of them I've had since birth," he said. "I enjoy the family relationship we've developed with our patients over the years."

As a Chamber member for 27 years, Warren said he values what the Chamber does for the community and for small businesses like his practice.

Go to mobilechamber.com/award.asp to submit a Small Business of the Month nomination, or contact Danette Richards at 251-431-8652 or drichards@mobilechamber.com.

MBDA Business Center Mobile Surpasses \$1B Mark

The region's Minority Business Development Agency Business Center Mobile (MBDA-BC) hit a milestone recently in its efforts to assist minority-owned companies. As of March 31, the agency helped clients earn new contracts and financing of more than \$1 billion since it opened here in 2006. In addition, the results of its work can be attributed to creating or maintaining more than 1,100 jobs.

According to MBDA-BC Executive Director **Pam Ramos**, the achievement is significant for two reasons: "First, the center went from startup to \$1 billion-plus in seven years, even while facing challenging economic conditions. Second, our clients have been able to grow their businesses and make positive contributions to employment and economic development."

Operated by the Mobile Area Chamber, MBDA-BC offers business-to-business matching events and consulting services in the areas of mentoring, strategic alliances, business financing, bonding assistance, sustainability training, global business solutions and more.

Clients represent various industries, including construction, engineering, information technology, manufacturing and service. In fiscal year 2012, 95 percent of the contracts and capital gained by the center's clients were in the manufacturing sector.

"We want minority businesses to understand we are not a 'one-stop center,'" says **Darrell Randle**, the Chamber's vice president of small business development who oversees MBDA-BC operations. "We are the beginning of their path towards greater

business success."

Qualifying companies for assistance have either \$1 million annual revenue or the potential for rapid growth. "These are the types of companies who can quickly hire and have an impact," says Randle.

The center also plays a pivotal role in the business community by maintaining a database of minority-owned companies for corporations looking for diversity, supply chain or contract fulfillment partners, and a local minority business directory on its website at www.mobilembdacenter.com.

The Mobile operation has a satellite office in Birmingham and is part of a national network of centers located in major cities in the United States. Primary funding is provided through the U.S. Department of Commerce, Minority Business Development Agency. 

Fast Facts

What: Minority Business Development Events

When: Thursday, Oct. 17

Where: Renaissance Mobile Riverview Plaza Hotel

Events: Leadership Forum
8:30 a.m Registration
Cost: \$20 for Chamber or MBDA-BC members or \$25 for potential members.

Awards Luncheon featuring Michael Baisden, Acclaimed Radio Personality
Time: 11:30 a.m.

Cost: \$50 for Chamber or MBDA-BC members or \$60 for potential members. Table of 10 \$500/\$600.

Info: To register or for more information, contact **Brenda Rembert** at brembert@mobilechamber.com or 431-8607.

Minority Businesses Honored

The Minority Enterprise Development Awards, presented by the MBDA-BC, are awarded to minority business enterprises for their accomplishments in the areas of business growth, financial sustainability, job creation and retention, strategic alliances, market penetration and community leadership.

• NationView LLC High Performing Minority Business of the Year

Awarded to a minority company that has achieved outstanding success in penetrating a new market and has achieved notable success in providing quality products and services resulting in improvement of the environment, proficiency and customer satisfaction.

• Tri-County Contractors Inc. Minority Construction Firm of the Year

Awarded to a minority firm achieving outstanding success in private or public sector construction projects and exhibited revenue and job growth over a sustained period of time.

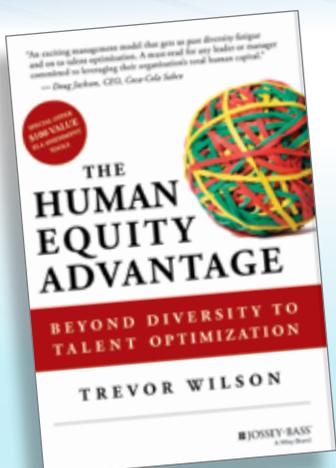
• ALM Tech Group Minority Manufacturer of the Year

Awarded to a minority firm achieving significant success in employing new and innovative techniques leading to a significant increase in market share, job growth and customer satisfaction.

Book Review

The Human Equity Advantage

Does your company embrace workplace diversity as a means to increase employee performance?



The concept of workplace diversity has been studied for many decades as a vehicle to increase organizational inclusiveness and equality. Given the longtime debate concerning workplace equality, most assume that diversity in the workplace is simply about expanding racial, national, gender or class representation. While that traditional definition remains true, the new diversity paradigm expands beyond the notion of race and gender, and is now seen as a means to leverage individual employee talent and potential. Managed properly, the end result can generate improved performance, more satisfied employees and

successful business outcomes.

In his new book, *The Human Equity Advantage*, global diversity strategist **Trevor Wilson** presents a new management model that goes beyond the traditional definition of diversity. Wilson argues that in order to remain competitive in today's global environment, business models must include strategies that tap into the unique strengths and talents of the existing workforce. As the driver of this model, business leaders and managers must embrace and celebrate their organization's human capital.

The Human Equity Advantage

outlines eight key strategies to guide managers on ways to promote and value the unique talents, abilities and individual strengths of their employees. Readers will also learn how companies can improve hiring and retention, reduce turnover, increase productivity, improve teamwork and create a workplace culture that is equitable and inclusive.

Corporations are recognizing the importance of investing in their employees now more than ever before. In order to stay ahead, companies must place more emphasis on developing and retaining their people.

2013 Eagle Award Winners

The Mobile Area Chamber will present Eagle Awards to two minority-owned businesses demonstrating achievement in certain business areas including maintaining a solid financial base, revenue and/or employee growth and evidence of community service contribution or involvement. These awards will be presented at the Minority Business Week Awards Luncheon on Oct. 17. 



BNI Business Resource Print & Ship Center

provides marketing consulting services, design and printing services to small and large businesses. In business for more than 10 years, the company expanded in 2008 to a full business resource center with a print and design shop. The company has customers in south Alabama as well as in northwest Florida.



Hughes Plumbing & Utility Contractors provides underground services for sanitary sewer installations, force main, booster stations, pump stations, water mains, storm sewers, tank installations and onsite waste water installations. The company does business in Alabama and Mississippi, and has recently applied for permits in Louisiana. In business since 1997, the company has 12 full-time employees.



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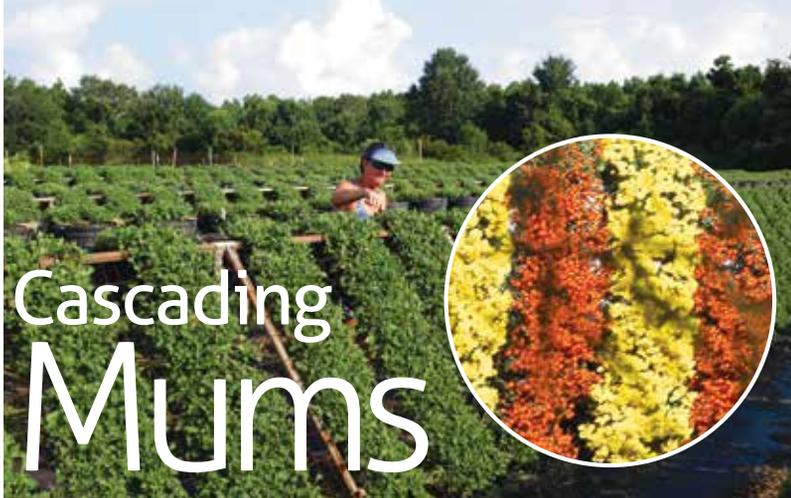
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Cascading Mums

Celebrate 50 Years at Bellingrath

For 50 years, Bellingrath Gardens and Home has been known for its gorgeous outdoor cascading mums that create a colorful fall masterpiece every November.

Longwood Gardens in Kennett Square, Pa., sent the first mum cuttings to Bellingrath in 1962. The first display in the gardens debuted a little over a year later.

Native to the Orient, the *chrysanthemum x morifloru* variety is used because of its vigorous growth rate and freely branching character, according to Leslie Schraeder, marketing director for Bellingrath.

During a 10-month growing stage, Bellingrath's staff produces more than 150 mum columns, 55 hanging baskets, 20 spheres and 450 cascades, in addition to more than 6,800 plants, each carefully transported to the gardens for the display.

The mums are expected to be at their peak between Nov. 9 - 17. Join the "mum watch" to see the progress of the blooms at www.bellingrath.org. Bellingrath Gardens and Home is located at 12401 Bellingrath Gardens Rd. in Theodore.

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Jeffrey

Location: Bienville Square
Artist: The BayArt Project



Tip C Turtle

Location: Cathedral Square
Artist: Dyann Munoz



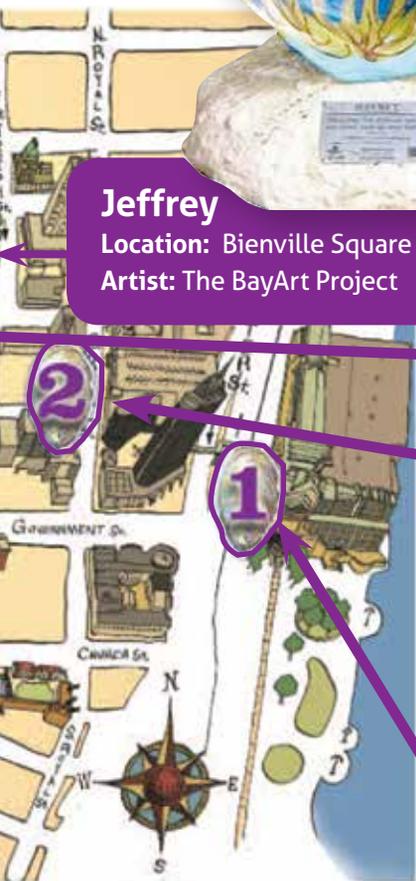
Light of the Bay

Location: Hampton Inn & Suites
 Downtown Mobile Historic District
Artist: Riley Brenes



Felix

Location: Arthur R. Outlaw Mobile
 Convention Center
Artist: America Jones



Each oyster has a fast fact and QR code leading to a website explaining why oysters are beneficial. Funds raised from the trail will support the Mobile Bay Oyster Gardening Program's mission to restore Mobile Bay's oyster reefs.

Based on a similar project with clams in a New Jersey city, the idea came to fruition thanks to a team of volunteers and area organizations, says Waters, including his employers, Alabama Cooperative Extension System and Mississippi-Alabama Sea Grant Consortium's Mobile Bay Oyster Gardening Program; former co-worker Marie Dyson; Downtown Mobile Alliance; Mobile Arts Council; and the Mobile Bay Convention and Visitors Bureau.

Learn more about the trail, its sponsors and locations at masgc.org/oyster/TheOysterTrail.htm.



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By far the most popular destination for Mobile Area Chamber members and guests participating in group travel has been Italy. From March 17-25, 2014, the Chamber is leading a whirlwind tour of some of Italy's most popular destinations, including Rome, Venice, Tuscany and Milan.

Cost of the trip is \$2,899 per person based on double occupancy. The price includes roundtrip airfare from Mobile, hotel accommodations, an English-speaking tour guide and motor coach transportation, seven breakfasts, three dinners, air taxes, fees and surcharges and hotel transfers. While many of the days are filled with tours, this trip offers several optional side tours, or participants can tour on their own.

Space is extremely limited for this trip, and a deposit of \$250 is required to hold a spot. To learn more, contact Leigh Perry-Herndon by e-mail at lherndon@mobilechamber.com or call 251-431-8645.

OVERVIEW OF TRIP

March 17 - Overnight flight from Mobile to Rome.

March 18 - Rome: The tour begins in "the Eternal City." Meet fellow travelers and experience true Italian culture. A pizza-making class with an expert will teach you the art of creating this Italian specialty.

March 19 - Rome: Enjoy a tour of classical Rome, viewing the Piazza Venezia, Roman Forum, Circus Maximus and the Arch of Constantine. Visit the famed Colosseum, where gladiators and once entertained the Roman crowd. In the afternoon, take an optional excursion devoted to the splendors of Vatican City, Vatican Museums and St. Peter's Basilica.

March 20 - Rome-Florence: Depart Rome for a scenic journey through Italy's graceful low-lying hills to the spectacular capital of Tuscany, Florence. Learn the traditional Italian techniques of leather-making during a visit to a family-owned leather shop. Then explore Florence, as a local expert provides a leisurely paced walking tour featuring the Piazza del Duomo, Cathedral of Santa Maria del Fiore and the Baptistery. Visit the Piazza della Signoria with its impressive Palazzo Vecchio.

March 21 - Florence: Relax or continue independently exploring the city's cultural riches. An optional tour goes to the famous Leaning Tower of Pisa, followed by a visit to a Tuscan winery complete with a regional lunch.

March 22 - Florence -Mogliano Veneto: Journey through central Italy, crossing over the wooded Apennine Mountains toward the Po River valley. Arrive in Mogliano Veneto and enjoy a relaxing afternoon in this quaint Venetian town. An optional excursion to the islands in the Venetian lagoon is available.

March 23 - Mogliano Veneto - Venice - Mogliano Veneto: Board a train toward enchanting Venice, with 117 tiny islands and its latticework of 150 canals and 400 bridges. The adventure begins with a boat trip to charming St. Mark's Square, the lively hub of the city's activity and events. A local expert will give a walking tour of the area featuring St. Mark's Basilica and the Clock Tower with its famous Moors.

March 24 - Mogliano Veneto - Milan- Milan Malpensa: Travel toward the exciting and modern city of Milan and visit the magnificent Duomo (Cathedral) and the Vittorio Emanuele II Gallery in one of the city's most elegant squares. Explore the city at your own pace before continuing to nearby Malpensa.

March 25 - Milan Malpensa - Mobile



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Contemporary Art Exhibit

Challenges Patrons to

Think About the Future

Predicting our future has always been a popular school activity, but the Centre for the Living Arts (CLA) at Space 301 has taken it a step further with its contemporary arts exhibit – Futures – on display through January 2014.

The stunning exhibit features the work of internationally-recognized contemporary artists whose work is on display around the world. And the exhibit's focus is more than just on the artwork itself. CLA is hosting a slate of public conversations and artist talks that complement the exhibition.

Cost to view the exhibit located at 301 Conti Street in downtown Mobile is \$5 for adults, and free for children under 12. Go to www.centerfortheivingarts.com for more information.

Working as a convener, the CLA has collaborated civic, cultural, health and educational organizations to create these public conversations. The free public conversations about Mobile's future offered in October include:

Future of Media

Oct. 3 at 7 p.m.

301 Conti St. (Space 301)

Participating organizations: Lagniappe – Rob Holbert; Press-Register – Randy Kennedy; USA Journalism Department – James Aucoin; Spring Hill College – Sharee Broussard; and Mod Mobilian – Emily Hayes

Future of Childhood and Aging

Oct. 17 at 7 p.m.

4850 Museum Dr. (Mobile Museum of Art)

Participating organizations: USA Center for Generational Studies – Dr. Roma Stoval Hanks; Via – Barbara Estes and Donna Curry; Pediatric Neurologist – Dr. Paul Maertens; Mobile Museum of Art – Deborah Velders; and Centre for the Living Arts – Robert Sain

Future of Human Evolution

Oct. 22 at 7 p.m.

301 Conti St. (Space 301)

Participants: University of South Alabama Department of Anthropology Dr. Phillip J. Carr

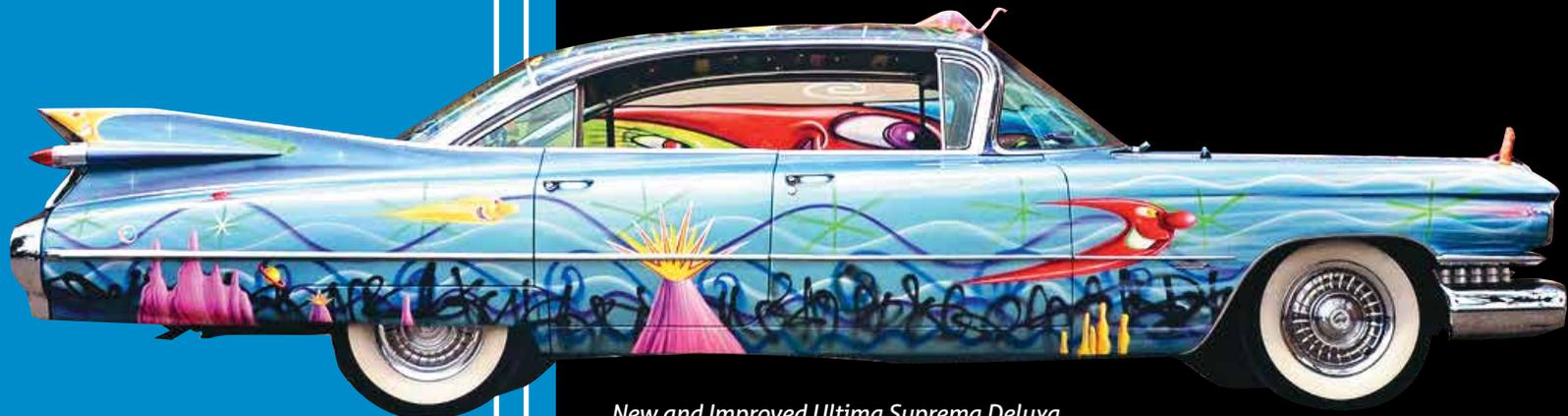
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Mothership Part
One: Postulations
of Myth and Math
by Dawn DeDeaux*





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Sherrri Bumpers in *Media Womb*
by Nina Waisman



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Cosmic Cavern by Kenny Scharf



What Is Unified Communications and How Can It Future-Proof Your Business?

Companies today are faced with exciting opportunities and pressing challenges, all to conquer within a rapid pace. I speak every day with business owners who are trying to understand how to make technology work for them rather than them working for technology. In the last 20 years there has been a move from product-based businesses to knowledge worker-based businesses. Who would have thought that in 1992 product-based company General Motors, one of the top three largest companies in the world, would go bankrupt 20 years later; and Google, a knowledge-based tech company that wasn't even founded in 1992, would be worth \$288 billion today? This same transformation is happening in communications technology.

Today, communications technology is vital to business' success, and it, too, is rapidly advancing. Gone are the silos that once segmented our phone and IT system: the phone line, Internet connections, equipment to make it all work, and multiple people to manage and configure each layer of infrastructure. The advancements in communications technology have become what is referred to as Unified Communications as a Service (UCaaS).

What is UCaaS? It is a communications solution that connects all of the former silos needed to run telecom and IT into a simple, unified and streamlined platform that includes: hosted PBX (the combination of your local and long distance lines, your phone system and your IT network), email, Internet, security and collaboration. UCaaS

connects you to communication and data whenever, wherever and whatever the device. According to a study conducted by Webtorials in 2011, it was determined that a person using unified communications will save an average of 19 hours a day. Unified communications is the answer to this dilemma that businesses face – for the first time, thanks to UCaaS, technology is working for you rather than you working for technology.

Unified cloud communications allows businesses to outsource these critical communications functions needed for your company to succeed – hosted PBX, email, Internet, security and collaboration – without the hassle of dealing with the infrastructure required to support it and without having to watch your network



Dean N. Parker Jr. is president and CEO at Callis Communications. To learn more about unified communications contact him at Dean.Parker@mycallis.com.

hardware, tangled cables, unmet expectations and unnecessary costs. And it gives companies a simple solution to manage all of their communication – all at no upfront capital cost and in a secure, reliable and redundant network. Unified communications allows companies to focus on their core business.



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Tony van Aken Retires

Credited With Creating Chamber's International Trade Division



Tony van Aken, who retired from the Chamber in late July, was honored for his contributions to the state of Alabama's international trade program. Pictured here is van Aken (right) and Hilda Lockhart, international trade division manager for the Alabama Department of Commerce. Lockhart presented van Aken with a proclamation from Gov. Robert Bentley.

This summer, Gov. Robert Bentley and the Mobile Area Chamber honored **Tony van Aken** for his contributions to the state's and Mobile's international trade efforts. The former director of the Chamber's international trade division retired July 31.

Van Aken is credited with steering the Chamber's now nationally recognized program from its inception 16 years ago. During his tenure, the Chamber conducted and participated in 55 missions to 38 countries — all designed to help local companies break into and expand sales in foreign markets.

The program's success can be measured by the participating companies' sales of \$182.6 million in the past five years, which support more than 3,000 jobs.

"We're not taking credit for what these companies are doing," says van Aken. "These statistics just prove what we've been

seeing all along — companies who export hire more employees, pay them higher wages, increase their gross profit margins and are more resilient."

The Chamber's international trade program earned three significant recognitions with van Aken at the helm, including the President's "E" Award, given by President George W. Bush; the Governor's Trade Excellence Award from Gov. Bob Riley; and the inaugural "Going International" Award, presented by the American Chamber of Commerce Executives.

Throughout the years, the Chamber gained a number of partners who contribute to the achievements in international trade, including the Export Alabama Alliance, American Chamber of Commerce of Latin American, the U.S. Chamber of Commerce and the U.S. Commercial Service.

Christina Stimpson

Promoted to Director of International Trade Division

The Mobile Area Chamber promoted **Christina Stimpson** to director of its international trade division. Previously she served as manager of the division for three years under Tony van Aken, who retired this summer. Stimpson originally joined the Chamber's staff in 2009.



than ever before." "Christina's expertise and eagerness to build on the foundation of a program she has been a part of for the last three years will ensure her success in contributing to the bottom line of companies seeking growth in international sales and helping build the local economy," says

Stimpson's goals include continuing the division's focus on creating jobs through trade promotion and education, and fostering regionalism to maintain a healthy climate for trade. She also plans to spread the word to more people that when it comes to international trade, the Chamber is here to help.

"No company is too small to go global. And exporting to some markets is no more risky than selling in the United States," says Stimpson. "Exporting is relatively easy, and there is more help

Troy Wayman, the Chamber's vice president of economic development.

Stimpson earned a bachelor's degree in apparel merchandising, design and production management from Auburn University, a degree she says helped prepare her for her current role based on the curriculum's heavy logistics and international focus.

Prior to moving to Mobile, Stimpson worked in the healthcare recruiting industry in Birmingham.



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Cesny Soffronoff

Named Administrative Services Coordinator

For nearly two years, Cesny Soffronoff has operated behind the scenes helping the Mobile Area Chamber's economic development team prepare project proposals for new and existing companies, coordinate prospect visits and work closely with the Mobile County Industrial Development Authority.



Soffronoff

reach my goals. Not just for me, but for the team," says Soffronoff.

"Cesny's experience and knowledge of both the Chamber and this department will help us expand the position. She's been a great asset to the team and I'm looking forward to working even more closely with her," says Wayman.

Recently, Soffronoff was promoted to coordinator of administrative services for the economic development department.

In her new role she will assist the Chamber's Vice President of Economic Development Troy Wayman and continue to coordinate the Chamber's and Team Mobile's involvement in trade shows.

"What I love about this job is being part of a very motivated team that works quickly to get things done. It makes me want to do better, and continue to strive to

Soffronoff holds a bachelor's degree in human services from Geneva College in western Pennsylvania. She came to Mobile to pursue a master's degree in public administration and graduated from the University of South Alabama.

She replaces Shelly Mattingly, who was promoted to executive assistant to Chamber President and Chief Executive Officer Bill Sisson.

Soffronoff can be reached at 251-431-8636 or csoffronoff@mobilechamber.com.

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Thompson Engineering



Thompson Engineering business leaders (from left to right) John Baker, Henry Seawell, Jimmy Shumock, Mike Manning and Ritchie Hurt stand in front of two of the company's significant waterfront projects, Austal USA and GulfQuest, National Maritime Museum of the Gulf of Mexico.

Company officials: James Shumock, chief executive officer, and John Baker, president

Years in business: 60

Brief company description:

Thompson Engineering is an integrated planning, design and construction services firm supporting five primary markets: industrial, transportation, federal, state and municipal, and commercial/institutional. The 300-employee firm is 100 percent employee-owned. It provides a broad range of services including pre-design services (planning/geotechnical/environmental/surveying), in-house design services and construction and program management services.

Why are you located in Mobile?

"We were established by Vester J. Thompson Jr. of Mobile 60 years ago this year," said

Baker. "Although we operate in seven Southeastern states, Mobile remains our headquarters. Mobile is centrally located to the markets we serve.

What's happening in Mobile is no fluke. While it's taken a long time to gain momentum, we see Mobile's future as very bright."

Why do you support the Mobile Area Chamber of Commerce's Partners for Growth initiative?

"We recognize the value of all of the Chamber's initiatives, especially Partners for Growth," said Baker. "As a Mobile-based firm, we are committed to participating with other businesses across the greater Mobile area as a partner with the Chamber in assisting with existing business growth and recruitment of new opportunities for our city."

What do you see as Mobile's greatest potential? "Mobile's assets include vast natural resources, great interstate access (both east-west and north-south), a very competitive deep-draft port supported by a vast inland waterway system, strong universities and a sound educational system, Brookley Aeroplex and many more," said Baker. "However, Mobile's greatest potential is its people. Diverse in many ways, our workforce is strong, our work ethic is even stronger, and we've maintained a welcoming attitude. We are proud to call Mobile our 'headquarters.'"

Length of continuous Chamber membership: 47 years, since 1966



Partners for Growth (PFG) is the Mobile Area Chamber's long-term economic and community development program. For more information, contact **Katrina Dewrell**, the Chamber's investor relations coordinator, at **251-431-8611** or **kdwrell@mobilechamber.com**.

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Business Spotlight of the Month: Dean McCrary Imports



At age 19, **Dean McCrary** started Dean's Auto Sales on Moffett Road, and in 1994 he began franchising. Today McCrary operates six franchise dealerships including Kia, Porsche, Volkswagen, Mazda and Audi at 1525 Beltline Hwy. Service Rd. facing I-65, as well as a Kia dealership in Hattiesburg, Miss.

The company sells and services all new models, and carries a large selection of

pre-owned cars and trucks, that buy the company's "warranty forever" coverage. McCrary says his mission is to treat every consumer "as an honored guest." For more information, call 251-471-3326 or visit www.deanmccrary.com.

The Business Spotlight of the Month is selected at random from a business card drawing at the Chamber's monthly Business After Hours event.

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Study Completed on Air Service in Mobile

In August, the Chamber's Air Service Task Force heard the results of a regional air service study by Campbell-Hill Aviation Group. The quantified data confirmed Mobile Regional Airport offers the most potential for growth among Gulf Coast airports. The study also calculated 65 percent of travel out of Mobile Regional Airport is business travel and 11 percent is international, both of which generally support higher fares.

The study further confirmed that reducing fares and adding non-stop flights will help recapture leisure passengers who are driving to other Gulf Coast airports. Mobile Airport Authority (MAA) shared the commissioned research with both current carriers and airlines not currently serving Mobile during fall recruiting trips to targeted carriers. In addition, Air Service Task Force subcommittees developed a community marketing package that will be integrated into MAA's air service recruitment message. The Air Service Task Force will meet again in early 2014 to hear results of the MAA airline recruitment visits.

Talking Economic Development with Elected Officials

Chamber President Bill Sisson and Board Chairman Mike Saxon with Alabama Power recently met with each Mobile County commissioner and Mobile City Council

member about the Chamber's efforts to recruit new industry and assist existing businesses with expansion projects. Discussions also included the Chamber's efforts in small business development.

Chamber Participates in Member Grand Openings and Ribbon Cuttings

Chamber staff and ambassadors helped cut ribbons and celebrate grand openings at Access MD, Credit Central, Greater Mobile Laser & Aesthetic Center, Greer's CashSaver Cost Plus, Home Instead Senior Care and Room Service. If your business is a member and you would like assistance with planning a grand opening or ribbon cutting event, contact Dawn Rencher at 251-431-8649 or drencher@mobilechamber.com.

Staffers Participate in National Chamber Conference

Bill Sisson, Bob Chappelle and Carolyn Golson participated in the American Chamber of Commerce Executives Annual Conference in Oklahoma City in July. Sisson was introduced to the members of the Metro Cities Council, a networking group for CEOs at chambers representing the largest metropolitan areas in the country.

Ambassadors of the Month



Folz



Williams

Peggy Folz and Angela Williams share the spotlight as the Mobile Area Chamber's Ambassadors of the Month.

Folz is a franchise owner of Batteries Plus, a battery and light bulb franchise with more than 510 locations in 46 states. The Ohio native joined the ambassador program in 2011.

Williams is the district community development coordinator for LifeSouth Community Blood Center, a nonprofit community blood supplier for local hospitals. Williams, a Mobile native, joined the ambassador program in 2008.

Both Folz and Williams welcome new businesses to the community at grand openings and visit new and established members.



Standing, left to right: David Cooper, Vice Chairman, Cooper/T. Smith Corporation; Grayson Hall, Chairman, President and CEO; Bill Seifert, South Alabama Advisory Board Chairman. Seated, left to right: Brian Willman, South Alabama/Florida Panhandle Area President; John Turner, South Region President.

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BOARD OF ADVISORS



Bailey

Owen Bailey is administrator of the University of South Alabama Children's and Women's Hospital. He previously served as president and chief executive officer of Thomas Hospital in Fairhope, and as executive vice president for Infirmiry Health System. Bailey received a bachelor's degree in health administration from Auburn University, where he served as drum major of the Auburn University Marching Band. He received a master's degree in health administration from The University of Alabama at Birmingham. Bailey is past chairman of the Southwest Alabama Workforce Development

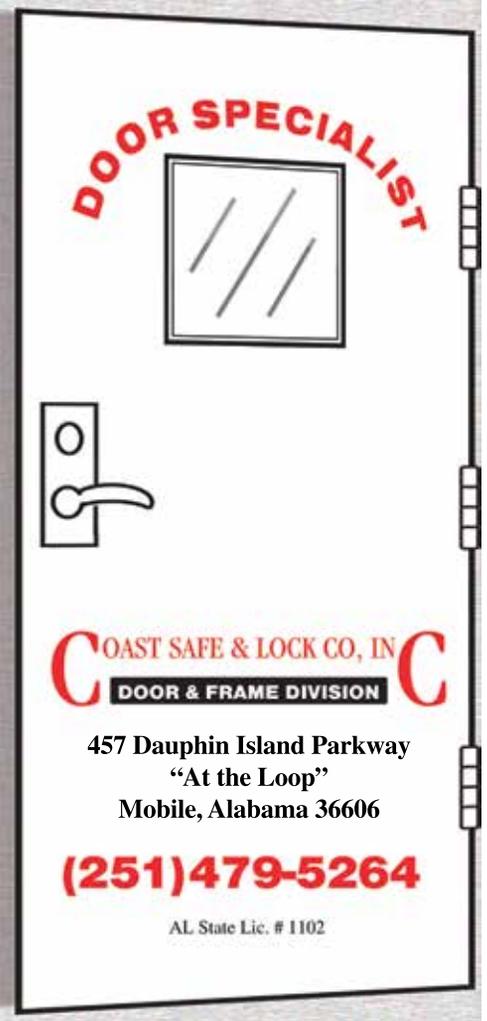
Council and past chairman of the Mobile Area Education Foundation. He is a fellow with the American College of Healthcare Executives, has served on the boards of Blue Cross Blue Shield of Alabama, Mobile Area Chamber and the Business Council of Alabama, and as chairman of the Southwest Council for the Alabama Hospital Association. He serves on several area boards, including the University of Mobile and Mobile Symphony. He is also a member of the Junior League of Mobile's Community Advisory Council. Bailey has received numerous awards in the healthcare industry and in the community.

For more information about the Chamber's board of advisors, contact Katrina Dewrell at 251-431-8611 or kdewrell@mobilechamber.com.

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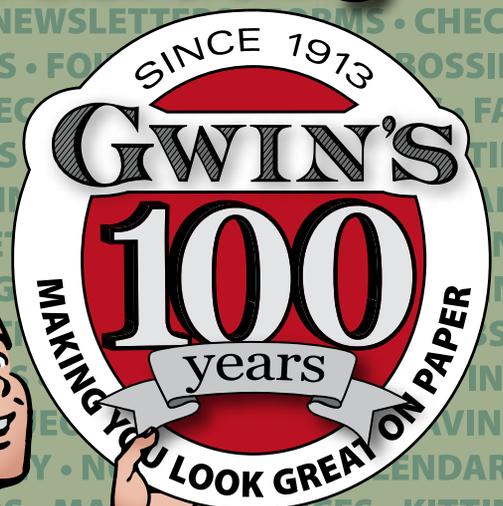
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Key in on Your Website Words

Over the years, hundreds of small businesses have underperformed or failed entirely because customers didn't know about them. The same is true in the online era. Unless your business appears on the first page or two of a Google, Bing, or Yahoo search result, connecting with prospective customers will be very difficult.

That's not the fault of the search engines, they simply respond to whatever search terms the user enters. It's up to you to make sure your website content includes keywords people in your target markets are most likely to use, thereby making your website pages more "visible" to search engines.

A good first step in finding the right combination of keywords for your content is to brainstorm words your searchers might use. This includes product names, generic names for those products, locations,

specialties and words searchers might use when they need your product (including words about the problem it solves).

Author and digital media consultant **Mike Moran** cautions that because keywords represent your market segments, the best matches for your site may not necessarily be the most popular ones.

"Rather than trying to think of 'everything' — that is, words that almost no one uses — look for a middle ground of words that are at least somewhat popular and are very strong matches for your site," Moran explains.

Here are some other tips for finding good keywords:

- **See what your competitors call the same products.** You may see words on their web pages you hadn't thought of.

- **Avoid terms that are too general.** Instead of picking "auto insurance," for example, use a more qualified term like "auto insurance Cleveland Ohio." **Brian Halligan**, chief executive officer and co-founder of marketing software company Hub Spot, says while such long-tail keywords may generate fewer searches, "they bring in more qualified visitors who are more likely to become customers."

- **Use keyword tools from the search engines themselves.** For example, Google Adwords will suggest variations on your selected keywords.

- **Look at what words people already use to find your site.** This information is available in most web analytics packages.

- **Incorporate links.** Connecting your site with leading ones in your community or industry is more likely to draw a search engine's attention.

Search engines also tend to give low rankings to web pages that are rarely changed, so be sure to update your content regularly. "Photos and video can be huge drivers of search results," Halligan adds. "Be careful with your title and tags, and include a link in the caption."

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Scott Tindle



Company: The Grounds – Home of the Greater Gulf State Fair

Title: Executive director

Hometown: Mobile

Education: Tindle earned a bachelor's degree in secondary education from Auburn University and his law degree from The University of Alabama.

First job: Tindle worked as an assistant clubhouse manager for Mobile BayBears, where he made sure team meals were prepared, uniforms ready and other needs of the team were met.

Previous experience: Tindle is a former public school educator and school reform consultant. He practiced law both with a civil defense firm and as in-house counsel for an international security firm. He also was co-founder of TieTry.com.

Accomplishments: Tindle successfully launched a tech-based startup company and sold it within 18 months. Among his other accomplishments, he says, he is leading a talented board of directors, staff and volunteers to transform The Grounds. Also, he served as a volunteer personal aide to former President George W. Bush and appeared on ABC's reality show "Shark Tank."

Secrets to success: "Strive to always do the right things for the right reasons and treat people with dignity and respect."

Brief company description: The Grounds is a year-round entertainment, convention and commercial venue that hosts several of the Gulf Coast's largest events, drawing more than 1 million annual attendees. The Grounds, originally the Greater Gulf State Fair Inc., was formed in 1955 as a project of the Mobile Jaycees.

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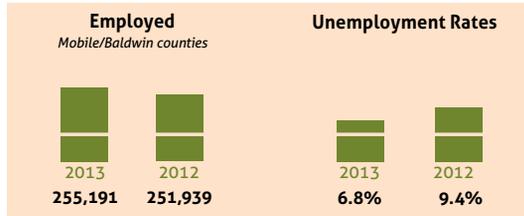


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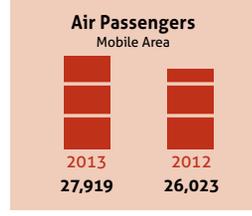


Comparative Economic Indicators

July 2013 vs July 2012



The Mobile Area Chamber's research division collects a variety of statistics each month.



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Sweepstakes open to all legal U.S. residents of AL residing in the counties of Baldwin and Mobile only, FL, residing in the counties of Escambia, Santa Rosa, Okaloosa and Walton only & MS who have reached the age of majority in their home state at the time of entry. Sweepstakes begins 8/1/13 and ends 9/30/13. For complete details on how to enter without purchase or obligation see official rules at any participating Hancock Bank branch or at www.hancockbank.com/fanplastic. The estimated odds of winning are: 1:7,303,058. However, the actual odds of winning are dependent upon the total number of eligible entries received for the entire Promotional Period. Void outside the Alabama and Florida counties listed and where prohibited or restricted by law. Sponsor: Hancock Bank, P.O. Box 4019, Gulfport, MS 39502. ENTRY INTO SWEEPSTAKES INDICATES THAT YOU AGREE TO THE FULL TERMS AND CONDITIONS CONTAINED IN THE OFFICIAL RULES.

3 HOW TO GROW YOUR INTERNATIONAL SALES BY OFFERING CREDIT TERMS BUT MINIMIZING RISKS!

Export credit insurance helps you become more competitive while limiting international risk.

When & Where: 11:30 a.m. - Chamber, 451 Government St.

Speaker: Warren Bares, J. Maxime Roy Inc., a recognized leader in the Southeast for export credit insurance and an authorized broker for the Export-Import Bank of the U.S.

Contact: Christina Stimpson at 251-431-8648 or cstimpson@mobilechamber.com

No charge, but registration required.

9 SPEED NETWORKING **Members Only*

A periodic networking event offering members the chance to maximize their connections in a minimal amount of time.

When & Where: 8 to 9 a.m. - Chamber, 451 Government St.

Cost: \$5 (Payment due with reservation.)

Contact: Kelly Navarro at 251-431-8638 or knavarro@mobilechamber.com

Reservations required. Cancellations after Oct. 11 not reimbursed to cover lunch cost.

Sponsor:



15 WOMEN'S ROUNDTABLE **Members Only*

A bi-monthly forum for Chamber member women business owners and managers

When & Where: 8 to 9 a.m. - Chamber, 451 Government St.

Speaker: Jennifer Ogle, director of human resources, Airbus Americas

Topic: Ogle will share updates on the progress of the Airbus final assembly line startup.

Contact: Kelly Navarro at 251-431-8638 or knavarro@mobilechamber.com

No charge, but seating is limited. RSVP requested.

Sponsor:



15 EXECUTIVE ROUNDTABLE **Members Only*

A monthly forum for Chamber member small business owners and managers

When & Where: 8 to 9 a.m. - Mobile Area Chamber, 451 Government St.

Speaker: Glen King, Mayfield & Associates

Topic: Affordable Care Act - Public and Private Exchanges

Contact: Brenda Rembert at 251-431-8607 or brembert@mobilechamber.com

No charge, but seating is limited.

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16

GCTC LUNCH

A bi-monthly lunch hosted by the Gulf Coast Technology Council.

When & Where: 11:30 a.m. to 1 p.m. - Buffalo Wild Wings, 6341 Airport Blvd.

Speaker: Chris Morton, MCG Business Solutions

Topic: Desktop visualization and cloud-based solutions

Cost: \$15 Chamber members, \$20 potential members - includes lunch

Contact: Cesny Soffronoff at 251-431-8636 or csoffronoff@mobilechamber.com

Reservations required. Cancellations after Oct. 14 not reimbursed to cover lunch cost.

Sponsor:



17

MINORITY BUSINESS WEEK

LEADERSHIP FORUM

 (See pages 8-9 for related stories.)

When & Where: 8:30 a.m. registration opens - Renaissance Mobile Riverview Plaza Hotel

Speaker: Sharon Patterson, Moderator of Billion Dollar Roundtable

Topic: Economics Development Opportunities as a Result of Innovative Leadership

Cost: \$20 for Chamber or MBDA Business Center - Mobile members, \$25 for potential members

Contact: Brenda Rembert at 251-431-8607 or brembert@mobilechamber.com

17

MINORITY BUSINESS WEEK AWARDS LUNCHEON

When & Where: 11:30 a.m. - Renaissance Mobile Riverview Plaza Hotel

Speaker: Michael Baisden, acclaimed radio personality

Cost: \$50 for Chamber or MBDA

Business Center - Mobile members, \$60 for potential members. Table of 10 costs \$500/\$600.

Contact: Brenda Rembert at 251-431-8607 or brembert@mobilechamber.com

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Bronze Sponsor: Corrometrics, Ambrecht Jackson, Technology/Integration Group



24

BUSINESS AFTER HOURS

When & Where: 5:30 to 7 p.m. - Holiday Inn Mobile Airport

Cost: \$5 for members and \$10 for potential members

Contact: Kelly Navarro at 251-431-8638 or knavarro@mobilechamber.com

Reservations are not needed.

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Member News

WHO'S NEW



Hwang



Ringold



Niemeyer



Hartley

Greater Mobile Laser and Aesthetic Center named **Richard F. Hwang MD** and **Jill F. Ringold MD** as physicians for the practice. They are joined by **Lauren M. Niemeyer CRNP** (certified registered nurse practitioner) and certified laser technician **Crystal D. Hartley**. Hwang completed undergraduate and medical degrees at The University of Alabama at Birmingham and is a board-certified general surgeon. Ringold earned an undergraduate degree from The

University of Alabama, completed a medical degree at the University of South Alabama and is board-certified in internal medicine and pediatrics. Niemeyer earned a bachelor's degree in nursing from the University of Mississippi and a master's degree in nursing from the University of South Alabama. Hartley attended Faulkner State Community College and received certified laser technician training and certification with Candela Corp.

Tom Jackson joined AFLAC as an independent agent serving both the Mobile and Baldwin County areas. He brings 17 years of experience in business, sales and customer service to the company.



Jackson

Kelly Jones was hired at Local 15, WPMI to co-host "LOCAL 15 Today" from 5 to 7 a.m. and the noon news with Pat Greenwood. Jones, a 13-year news veteran, comes to Local 15 from KCTV in Kansas City, where she served as anchor, reporter and host.



Dzwonkowski

Regions Bank South Alabama promoted **Lee Dzwonkowski** to wealth advisor in Regions Private Wealth Management division. The Mobile native earned a bachelor's degree in finance from The University of Alabama. He previously served as branch manager at Regions' Dauphin Street location.

Michael Hollis was promoted to vice president of operations at **World Omni Financial Corp.** Hollis received a bachelor's degree in finance from Auburn University at Montgomery and earned a master's degree from The University of Alabama at Birmingham. Hollis has more than 20 years of experience in automotive finance business.

Coastal Bank and Trust named **Douglas Rehm** senior commercial loan officer. Rehm has more than 19 years of banking experience. He received a bachelor's degree in finance from Auburn University and a master's degree in finance from The University of Alabama.

Hartmann, Blackmon & Kilgore PC hired **Holly Campbell** and **Lindsey Ward** in its client accounting services department. Campbell earned an associate's degree from Faulkner State Community College and will work in the Foley office. Ward graduated from Troy University with a bachelor's degree in business administration /human resources and will work in the Brewton office.

BUSINESS ENDEAVORS

The Grounds, formerly known as the Greater Gulf State Fairgrounds, recently changed its name and underwent a \$250,000 renovation. Major changes include renovations to the grand ballroom and VIP areas, as well as new landscaping and brick columns.

Victory Health Partners announced the **YMCA of South Alabama** as a new partner. The YMCA will offer memberships to Victory patients through its Community Initiatives Membership partner program, giving access to services, classes and amenities.

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 CHRIS WALTON, MD
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Red Square Agency launched two new divisions: Red Square Gaming and RSQ. Both are fully staffed and operate under their own brand names.



S.S. Nesbitt & Co. acquired International Assurance. S.S. Nesbitt, an independent insurance agency in Alabama, is backed by EBSCO Industries Inc., a 60-plus year-old corporation with 40 diverse businesses and facilities in 20 countries.

WELL DONE



Cooper



Parker

Alabama State Port Authority (ASPA) welcomed two new representatives to its board of directors. **Angus R. Cooper III** of Mobile was named ASPA chairman and **Tim Parker III** was named to the board. Both appointments are five-year terms. Cooper is group president and a member of the board of directors for Cooper/T. Smith, an Alabama corporation, and Parker is president of Cargo Handlers Inc.



Cooper

Attorney **Anthony A. Joseph** of **Maynard Cooper** was named president of the Alabama State Bar. Joseph's practice focuses on white collar criminal defense and general civil litigation.



Three companies were recognized as "Best Companies to Work for in Alabama." **Hargrove Engineers + Constructors, Hartmann, Blackmon & Kilgore PC**, certified accountant, and **Community Bank** were recognized by Business Alabama magazine and Best Companies Group for workplace policies, practices and philosophy.



Aimee Risser, chief executive officer of **Big Brothers Big Sisters of South Alabama**, was awarded a fellowship by the Alabama Association of Nonprofits and the Harvard Business School Club of Birmingham to attend the 2013 Harvard Business School's Strategic Perspectives in Nonprofit Management program.



EAP Lifestyle Management LLC earned Better Business Bureau (BBB) accreditation. The BBB is a nonprofit organization that sets and upholds standards for fair and honest business behavior.

Robert Turnipseed, a partner at **Armbrrecht Jackson LLP**, was appointed chairman of the Closely Held Business Committee of the Tax Section of the American Bar Association after previously serving as vice-chair.



Prudential Cooper & Co. Inc., Realtors ranked highest for customer satisfaction in three segments of J.D. Power and Associates 2013 Home Buyer/Seller Study. The firm scored highest in Repeat Home Buyer, First-Time Home Buyer and First-Time Home Seller categories. It ranked third in the Repeat Home Seller segment.



Scott

Rich Scott, president of **Quality Filters**, was recently appointed to the advisory board of the National Institute of Standards and Technology's Hollings Manufacturing Extension Partnership (MEP). In this role, Scott will help the MEP create and retain jobs, improve efficiency and increase profits among small- and mid-sized U.S. manufacturers.

Mobile Infirmary's laboratory was awarded accreditation by the Accreditation Committee of the College of American Pathologists (CAP), based on the results of a recent onsite inspection.

COMMUNITY NEWS

Mobile County residents can get discounted dental, vision and hearing care through a **Mobile County Commission** program to provide residents with little or no medical insurance or high deductibles – an option for discounted prescriptions and some lab work. The cards are available online at www.coast2coastrx.com/index.php, and can be picked up at many chain and independent drug stores and at Government Plaza county offices.

Submission deadline for Member News is two months prior to publication. News releases should be one or two brief paragraphs. Photos must be professional headshots, labeled with the person's last name, and must be 300 dpi at full size and saved in an eps, tiff or jpg format. Send your information to news@mobilechamber.com.



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The Mobile Area Chamber was awarded a five-star rating by the U.S. Chamber of Commerce, the highest designation given. Of the 6,936 chambers in the U.S., only 301 are accredited, and of those only 43 have achieved five-star distinction.



The Mobile Area Chamber has been accredited by the U.S. Chamber since the designation's inception more than 40 years ago.

LAGNIAPPE DO YOU KNOW THE LATEST?*

SOMETHING EXTRA FOR MOBILE

READERSHIP

Lagniappe has 48,801 print readers each issue, and 95,226 print readers over 6 months, representing a readership gain of 22% over last year.

AGE OF READERS

Lagniappe's average reader is 46 years old, with 74.7% of our readers aged 35 or older.

INCOME

Our readers have an average household income of \$75,451, more than \$17,000 above the market average of Mobile and Baldwin counties. 24.5% of Lagniappe households earn \$100,000 or more annually.

GENDER

56.1% of Lagniappe's readers are women, 43.9% are men.

AUTOMOTIVE

16.9% of our readers plan to buy a new vehicle in the next year, more than 5% over the market average. 23.5% plan on buying a used car in the next 12 months, over 7% more than the market average.

LAGNIAPPE READERS ALSO:

- Spend an average of \$141 per week on groceries • Are 50% more likely to eat seafood
- Represent 88% of the micro-brew buyers in the area • Are 44% more likely to purchase liquor and wine
- Spend over \$3,000 per year on home improvements • Are 80% more likely to have a 401K plan
- Are 150% more likely to have an IRA • Are 78% more likely to own stocks or stock options

(*Scarborough Research, CSA, Release 2, Oct. 2011 – Sept. 2012)

EDUCATION

68.5% of Lagniappe's readers have some college education or above. 21.4% have college degrees and 13.2% have post-graduate degrees as well, nearly double the market average.

OCCUPATION

Lagniappe readers' occupations are 55.5% white collar, 28.1% blue collar.

HOME OWNERSHIP

73.8% of Lagniappe's readers own their own homes, and 24.7% rent their residence. Our readers' average home value is \$241,630, more than \$55,000 above market average.

DINING

Lagniappe's readers love restaurants. 96.5% went to a restaurant in the last month. 89.1% have been to a sit down restaurant in the last 30 days, and are 25% more likely than the average resident to eat at a fine dining restaurant.

CELL PHONES AND COMPUTERS

Lagniappe's readers are well connected. 95.9% own mobile phones, with 61.4% owning smart phones, nearly 15% over the average Mobile/Baldwin resident. 77.4% of our readers own home computers, 7% above the market average.

2013 Statement of Ownership, Management & Circulation

(1) Publication Title: *The Business View* (2) Publication Number: 952-7000 (3) Filing Date: 9/1/2013 (4) Issue Frequency: Monthly Except Combined Issue of December/January (5) Number of Issues Published Annually: 11 (6) Annual Subscription Price: \$24 (7) Complete Mailing Address of Known Office of Publication: P.O. Box 2187, Mobile, AL, 36652-2187, Mobile County (8) Complete Mailing Address of Headquarters of General Business Office of Publisher: 451 Government Street, Mobile, AL, 36602 (9) Full Names and Complete Mailing Addresses of Publisher; Editor and Managing Editor: (Publisher) William B. Sisson; (Editor) Leigh Perry-Herndon; (Business Manager) Susan Rak-Blanchard; P.O. Box 2187, Mobile, AL, 36652-2187 (10) Owner: Mobile Area Chamber of Commerce, P.O. Box 2187, Mobile, AL 36652-2187 (11) Known Bondholder, Mortgagees or Other Securities: None (12) For completion by nonprofit organizations authorized to mail special rates. The purpose, function and nonprofit status of this organization and the exempt status for federal income tax purposes: Has Not Changed During Preceding 12 Months (13) Publication Name: *The Business View* (14) Issue Date for Circulation Data Below: September 2013 (15) Extent and Nature of the Circulation

	Average No. Copies Each Issue During Preceding 12 Months	Actual No. Copies of Single Issue Published Nearest to Filing Date
a. Total No. of Copies	10,255	9,300
b. (1) Paid/requested outside-county mail subscriptions	3,033	3,071
b. (2) Paid in county subscriptions	none	none
b. (3) Sales through dealers, carriers, street vendors, counter sales	none	none
b. (4) Other classes mailed	none	none
c. Total paid and/or requested circulation	3,033	3,071
d. (1) Free distribution by mail outside county	none	none
d. (2) Free distribution by mail in county	none	none
d. (3) Free distribution - other classes mailed by U.S.P.S.	6,767	5,789
d. (4) Free distribution - outside the mail	300	300
e. Free distribution	7,067	6,100
f. Total distribution	10,100	8,860
g. Copies not distributed	100	100
h. Total	10,200	8,960
i. Percent paid and/or requested circulation	30%	34%

(16) This Statement of Ownership will be printed in the October 2013 issue of this publication.

(17) Signature and title of Editor, Publisher, Business Manager or Owner & Date:

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including multiple damages and civil penalties).

Susan Rak-Blanchard 28 August 2013

New Members

If you know a company interested in benefiting from Chamber membership, contact **Tricia Bradley at 251-431-8642** or **Rebecca Milam at 251-431-8647**. View the complete membership directory at www.mobilechamber.com.

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AeroStar
Alabama Pecan Development
Co. Inc.
Alabama Small Business Capital
Baldwin Bone & Joint PC/
Canale Spine Institute
BES Inc.
Best Choice Roofing
Big Communications
C Spire Wireless
Camellia Home Health &
Hospice of MS
Town of Chatom

Cheer Force
Cheyenne Steel Inc.
Children's Medical Group PA
Dearborn YMCA
Encore Rehabilitation Inc.
Regina Faggard - RE/MAX
Realty Centre
Devin Ford Photography
FusionPoint Media Inc.
Gem of Champions
Denise Harris
Gulf Equipment Corp.
Healing Touch Chiropractic
Holiday Inn Express &
Suites - Daphne
I.W.R. Therapy Services

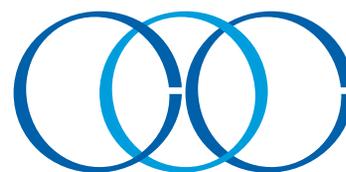
Jones Lang LaSalle
Little Flower Catholic School
Making Waves Charters
McGuire Oil Co. Inc.
Mellow Mushroom
Neel-Schaffer Inc.
Ogletree, Deakins, Nash,
Smoak & Stewart PC
Optera Creative Inc./
Identity Signs
Padgett Business Services
of Mobile
Port City Medical LLC
Rayford & Associates Inc.
RE/MAX By The Bay
Toni Riales Photography LLC

Roberts Brothers -
Mia Burmeister-Laws
Earl D. Rogers DMD PC
Keith R. Scott Associates
Service Pump & Compressor
(Hertz)
Specialty Fuels Bunkering LLC
St. Mary's Catholic School
Sunrise Dermatology LLC
Symbol Health Solutions LLC
TruFund Financial Services
Vending for U
Venture Technologies
Wetlands Solutions LLC
Yak the Kathmandu Kitchen

believe in **mobile** belong to the **chamber**

we're good for business ... your business

It's tough running a business, but it's easier when the Mobile Area Chamber of Commerce has your back. Most of our more than 2,200 members are small businesses working to make a living and make a difference. The Chamber does more than build a strong economy – we offer prime networking venues to develop new contacts and solid resources to help you start, manage and grow your company. Believe in a strong future for Mobile. Belong to the Chamber – because it's good for business and good for Mobile.



MOBILE AREA
CHAMBER OF COMMERCE