

MARCH 2013

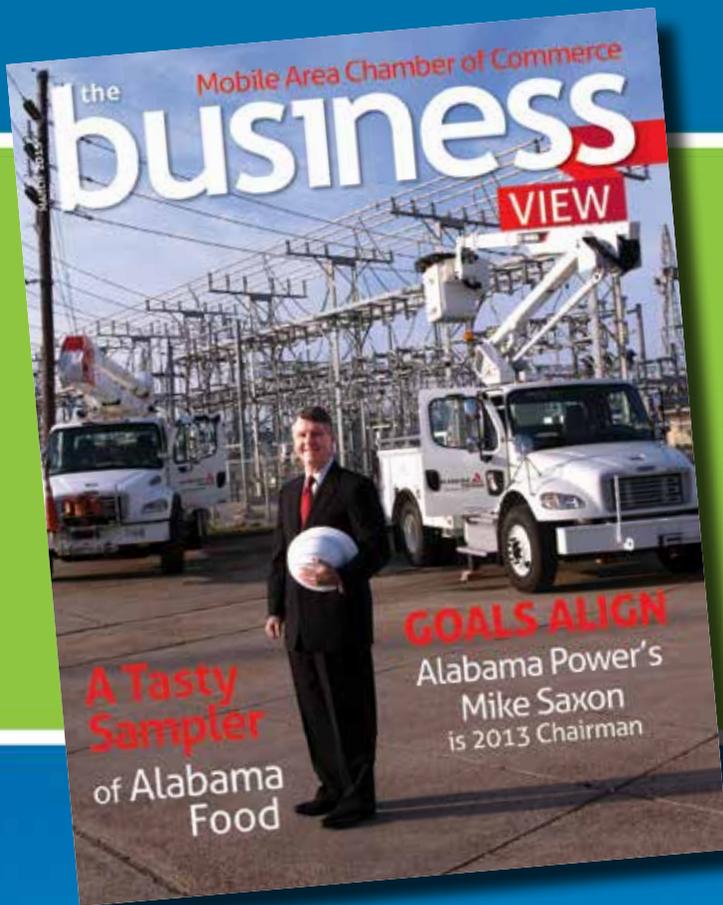
the **Mobile Area Chamber of Commerce**  
**business**

**VIEW**



**A Tasty  
Sampler**  
of Alabama  
Food

**GOALS ALIGN**  
Alabama Power's  
Mike Saxon  
is 2013 Chairman



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the Mobile Area Chamber of Commerce  
**business**

**VIEW**

Cover

Mike Saxon, 2013 chairman of the Mobile Area Chamber of Commerce is the top local executive of Alabama Power. Read about Saxon's platform on Chamber efforts in 2013 on page 13. *Cover photo by Ashley Horn.*

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# Outstanding Work will Continue

## Economic Activity at its Peak

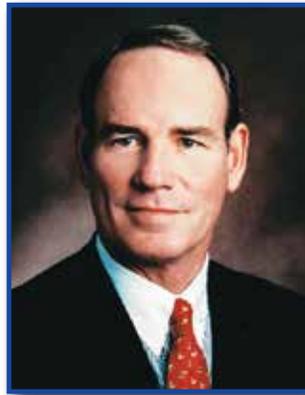
This past November, I announced I would be retiring during 2013. I am so proud to be able to look back on what the Mobile Area Chamber has helped accomplish, and thankful that I was able to participate in these successes with our outstanding volunteers and staff. The Chamber's programs and initiatives are driven by a strategic plan that supersedes personalities or tenures, and I am confident our first-class Chamber will continue to do the outstanding work our members and our community have come to expect.

The work of the Chamber is broad, but well focused, and delivers on a number of fronts, including governmental and community development; small and minority business development; and networking, training and discount programs for our members. But by far, most people associate the Chamber with our economic development efforts.

You may remember in 2008, the Chamber set goals of creating 3,750 new jobs with a targeted average annual salary of \$38,500 and generating \$1 billion in capital investment over the ensuing five years. I'm happy to report we have far exceeded those goals.

Over the past five years, 8,027 new jobs were created – 212 percent of our five-year goal. The average annual salary of these jobs also exceeded the \$38,500 goal, averaging more than \$48,000 annually. The companies creating these jobs are investing \$2.2 billion in capital investment in our area. During 2012 alone, 2,116 new jobs were created with capital investment of \$733 million.

In my 22 years with the Chamber, I have never seen this volume of economic activity. Our organization continues to host prospects almost weekly, representing a variety of industry sectors including chemical, oil and gas, steel, aerospace, engineering and distribution.



**Win Hallett**  
President, Mobile Area Chamber of Commerce

We are currently working 30 active projects. And we've raised the bar on what we want to accomplish over the next five years.

Through 2017, this organization will set out to attract 4,000 jobs with an average annual salary of \$40,000 or above and \$1.5 billion in capital investment. A world-class

program has been put together to surpass these goals, and 160-plus private investors, along with the city of Mobile and Mobile County, are providing the funding to make it happen.

We recognize that Mobilians' quality of life and the region's economic growth are interrelated in the most intimate way, and the Chamber's efforts are both progressive and responsible, attempting to build an economy that complements and enhances our coveted and unique quality of life.

It's a little bittersweet that I won't be at the Chamber to see this program to fruition, but the staff is in place and the volunteer leadership working behind the

scenes is committed and capable. Thank you for the opportunity you have given me to serve this great organization over the past two decades. Godspeed.

**"... the Chamber's efforts are both progressive and responsible, attempting to rebuild an economy that complements and enhances our coveted and unique quality of life."**

Two Mobile-Based Projects Receive Prestigious *fDi* Awards

*fDi* – an international business magazine with headquarters in London – presented Mobile with two awards during its annual "Projects of the Year" competition. The Port City was honored with:

- Runner-up in the global category "Best Aerospace Projects" for Airbus' first U.S.-based production site; and
- Honorable Mention in the global category "Best Expansions" for Austal USA's \$5 million project agreement.

The awards were announced in *fDi*'s February/March 2013 issue with a special cover-story feature. Projects were judged by the magazine's editorial team and Mobile's projects were up against all global greenfield projects recorded for 2012 in the magazine's investment database.

Elizabeth Holmenlund, business development manager for *fDi*, said Mobile was one of only two cities to receive two awards in this year's competition. The magazine is a special publication of the *Financial Times*.

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

# Port Reports

## Record Revenues

The year 2012 proved to be a record one for the Alabama State Port Authority, as it earned revenues of \$144.6 million for the fiscal year ending Sept. 30, 2012 according to Jimmy Lyons, port director and chief executive officer. Added to that, Lyons said expenses were down about \$1.4 million from the proposed budget.

The gains were principally attributed to increased volumes in steel, export coal and containers. General cargo ended the year with \$34.2 million in revenues stemming from iron, steel and forest products moving through the public facilities. Steel posted the largest general cargo volumes at 3.9 million tons overall, marking a 26 percent increase over 2011.

Another large increase in volume occurred in containerized moves with 196,965 TEUs (twenty foot equivalent units) in 2012, a 31 percent increase over 2011. Automotive components, refrigerated cargoes and forest products were the leading commodities imported and exported through the container terminal.

“The port’s success is the result of a combination of things, including the outstanding diversity of Alabama’s industrial base, the increase in consumption of goods produced in Alabama and consumption of imported goods in all markets served by our port,” said Troy Wayman, vice president of economic development of the Mobile Area Chamber.

While steel’s been the “belle of the ball” in Mobile since ThyssenKrupp began importing product from Brazil last year, McDuffie Terminal also reported \$67.8 million in revenue and handled 9.9 million tons of export coal. Lyons says the 5 percent increase in export coal was attributed to increased demand for metallurgical coal globally.

Alabama is a metallurgical coal producing state, and in 2012 to meet export coal service needs, the port authority invested nearly \$10 million for a new ship loader and associated improvements at McDuffie, converting an existing import-only berth to an import/export berth.

Another performing division included the terminal railway ending the year with just over \$21.5 million in revenue and handling 133,105 rail cars through the short-line’s switch and terminal yards. That is an 11 percent gain over the previous year.

Overall growth in the port authority’s general cargo, bulk and containerized cargo volumes are linked to capital investments and manufacturing output over the past decade.

“The port authority’s \$700 million investments in new warehouses, Post-Panamax cranes, intermodal and rail, along with expanding manufacturing in the region, have transformed the port authority’s business,” said Lyons. “With continued investment in intermodal and transportation infrastructure, I can see these figures only getting bigger.”



# Airbus Announces

## Final Assembly Line Schedule

As Airbus prepares to break ground next quarter on its final assembly line project at Brookley Aeroplex, the Mobile Bay area continues to buzz with interest and excitement as local media reports on the company's numerous orders for aircraft. When he spoke to the Mobile Area Chamber's board of directors and board of advisors in November,

Allan McArtor, chairman of Airbus Americas Inc., shared a projected timeline for the site construction and delivery of aircraft to its customers.

Below is an estimated timeline for selection of contractors to work with Airbus as the project comes online.

How can your company participate? Local business owners need to make sure their company is registered with Airbus to receive notification when bidding opens.

Learn more about registering your company at <http://mobilechamber.com/airbus.asp>.

### Airbus Suppliers and Services Needed During Set-Up Phase and During Operations:

#### Building and Infrastructure

Program manager – Q1 2013  
Architect and engineer – Q1 2013  
Construction – Q3 2013



#### Jigs and Tools

Assembly and test stations – Q2 2013  
Sea transport jigs and boxes – Q2 2013  
Site logistics and storage equipment – Q3 2013  
Catalogue items (managed by the prime contractor) – Q2 2014



#### Integral Supplies

Aircraft painting – Q1 2013  
Powerhouse (central utility) – Q1 2013  
Logistics (warehouse operations) – Q4 2013  
Engine podding and installation – Q4 2013  
Ground support (aircraft handling) – Q3 2014  
Aircraft refueling and defueling – Q3 2014  
Powerplant/equipment/avionics/cabin OEM onsite support – Q3 2014



#### Consumables – Major Groups *(managed by the prime contractor)*

Production tools (i.e. drills) – Q2 2014  
Cleaning materials and chemicals – Q2 2014  
Office supplies – Q2 2014



#### Production Services

Tooling maintenance and calibration – Q3 2014  
Nondestructive testing – Q3 2014  
Repair part production/snag rectification – Q3 2014  
Sea transport – Q3 2013  
Air freight – Q3 2013  
Ground transportation – Q3 2013



#### Site Services – *All Q4 2014*

Building maintenance  
Security  
Cleaning  
Medical services  
Groundskeeping  
Catering  
Expat support services  
IT/communications services  
Environmental services



*\*Includes estimated selection timing. Go to <http://mobilechamber.com/airbus.asp> for additional details and the latest information. Information provided to the Mobile Area Chamber of Commerce by Airbus in November 2012.*

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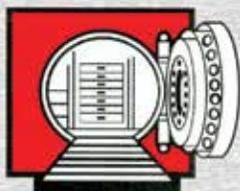


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## 16<sup>th</sup> Annual State of the City & County Lunch

**Wednesday, April 3**  
Noon to 1:30 p.m.  
Arthur R. Outlaw  
Mobile Convention Center

Join Mobile County Commission President Merceria Ludgood and City of Mobile Mayor Sam Jones as they discuss the state of the city and county at this annual Chamber luncheon.



Tickets are \$25 per person or \$250 for a table of 10 (Chamber members only) or \$35 per person for nonmembers.

Reservations and advanced payment are required.  
Call 431-8621 or email [chunt@mobilechamber.com](mailto:chunt@mobilechamber.com)

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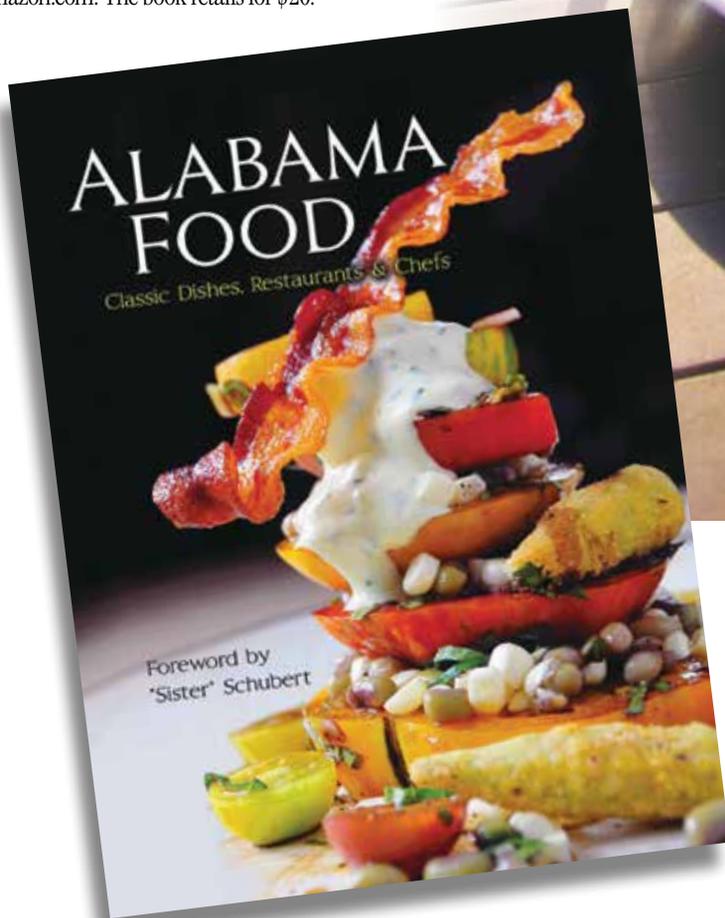
# The Year of Alabama Food

**J**ust start talking about your favorite restaurants in a crowd, and the conversation could last for hours.

To tempt palates across the state, the Alabama Department of Tourism, with the *Birmingham News*, recently published *Alabama Food* – a plotted cuisine trail from north Alabama to the Gulf Coast. Based on the popular “100 Dishes to Eat in Alabama Before You Die” brochure, it serves as the official publication of the department’s Year of Alabama Food promotion.

The colorful 128-page hardcover book features more than 200 dishes across the state, including those of 50 restaurants in Mobile and Baldwin counties. Emphasizing unique and original Alabama restaurants, the growth of the farm-to-table movement and native Alabama foods, the book also has sections devoted to farmers’ markets, you-pick farms, food festivals, and Alabama wines and craft beers. Readers will also find 11 profiles of the state’s award-winning chefs, including Mobile’s Wesley True, owner of True Midtown Kitchen in Mobile, and Lucy Buffett, owner of LuLu’s at Homeport Marina in Gulf Shores.

*Alabama Food* is available at Books-A-Million stores across the state, and online at [www.bhamstore.com](http://www.bhamstore.com) and [www.amazon.com](http://www.amazon.com). The book retails for \$20.



# A Tasty Sampler:

Seafood freshly prepared from the Alabama Gulf of Mexico waters (pictured left), a divine cheeseburger with all the fixins' from LuLu's at Homeport Marina (pictured bottom left), succulent oysters from Wintzell's Oyster House (below), and the plentiful Yo' Mama's Platter from Ed's Seafood Shed (top right) – just a few of the Gulf Coast dishes that made the list.

Here is the list of Mobile Area Chamber members included in *Alabama Food*, the state tourism department's book featuring the state's best dishes.

## The Battle House Hotel

**Signature dish:** Caramelized day boat scallops with wild mushroom risotto, Swiss chard and white truffle oil

**Cuisine:** Fine dining, seafood  
26 N. Royal St., Mobile  
251-338-2000  
[www.marriott.com/hotels/travel/mobbr-the-battle-house-a-renaissance-hotel](http://www.marriott.com/hotels/travel/mobbr-the-battle-house-a-renaissance-hotel)

## The Blind Mule

**Signature dish:** Alabama shrimp and grits

**Cuisine:** Beverages, casual dining  
57 N. Claiborne St., Mobile  
251-694-6853  
[Myspace.com/theblindmule](http://Myspace.com/theblindmule)

## Bluegill Restaurant

**Signature dish:** Gumbo and crab claws

**Cuisine:** Casual dining, seafood  
3775 Battleship Pkwy., Spanish Fort  
251-625-1998  
[www.bluegillrestaurant.com](http://www.bluegillrestaurant.com)

## Dreamland

**Signature dish:** Ribs and white bread

**Cuisine:** Barbecue, casual dining  
3314 Old Shell Rd., Mobile  
251-479-9898  
[www.dreamlandbbq.com](http://www.dreamlandbbq.com)

## Ed's Seafood Shack

**Signature dish:** Yo Mama's Platter

**Cuisine:** Casual dining, seafood  
3382 Battleship Pkwy., Spanish Fort  
251-625-1947  
[www.edsshed.com](http://www.edsshed.com)

## Felix's Fish Camp

**Signature dish:** Crab soup

**Cuisine:** Sandwiches, seafood  
1530 Battleship Pkwy., Spanish Fort  
251-626-6710  
[www.felixsfishcamp.com](http://www.felixsfishcamp.com)



## Grand Hotel Marriott Resort

**Signature dish:** Signature lump crab scramble

**Cuisine:** Fine dining  
1 Grand Blvd., Point Clear  
251-928-9201  
[www.marriott.com/hotels/travel/ptlal-grand-hotel-marriott-resort-golf-club-and-spa/?clusterCode=MW1](http://www.marriott.com/hotels/travel/ptlal-grand-hotel-marriott-resort-golf-club-and-spa/?clusterCode=MW1)

## LuLu's at Homeport Marina

**Signature dish:** Cheeseburger in Paradise

**Cuisine:** Burgers, casual dining, seafood  
200 E. 25th Ave., Gulf Shores  
251-967-5858  
[www.lulubuffett.com](http://www.lulubuffett.com)

## NoJa

**Signature dish:** Ginger doughnut

**Cuisine:** Dessert, fine dining  
6 N. Jackson St., Mobile  
251-433-0377  
[www.nojamobile.com](http://www.nojamobile.com)

## Pollman's Bakery

**Signature dish:** Praline dobash cake

**Cuisine:** Baked goods  
750 S. Broad St., Mobile  
251-438-1511



## Original Oyster House

**Signature dish:** Peanut butter pie

**Cuisine:** Casual dining, dessert, seafood  
3733 Battleship Pkwy., Spanish Fort  
251-626-2188  
[www.originaloysterhouse.com](http://www.originaloysterhouse.com)

## Saucy Q Bar BQ

**Signature dish:** Ribs

**Cuisine:** Barbecue, casual dining  
1252 Government St., Mobile  
251-433-7427  
[www.saucyqbbq.com](http://www.saucyqbbq.com)

## Spot of Tea

**Signature dish:** Eggs Cathedral

**Cuisine:** Casual dining and breakfast  
310 Dauphin St., Mobile  
251-433-9009  
[www.spotoftea.net](http://www.spotoftea.net)

## Tanner Pecans & Candies

**Signature dish:** Candied pecans

**Cuisine:** Dessert  
10 Springdale Blvd., Mobile  
251-473-4560  
[www.tannerspecan.com](http://www.tannerspecan.com)

## True Midtown Kitchen

**Signature dish:** Sweetbreads

**Cuisine:** Casual dining, seafood  
1104 Dauphin St., Mobile  
251-434-2002  
[www.kitchen.truedine.com](http://www.kitchen.truedine.com)

## Wintzell's Oyster House

**Signature dish:** Oysters (fried, stewed and nude)

**Cuisine:** Casual dining, historic, seafood  
605 Dauphin St., Mobile  
251-432-4605  
[www.wintzellsoysterhouse.com](http://www.wintzellsoysterhouse.com)



A group of 50 leaders from the business community have committed to an important role in the 50<sup>th</sup> Anniversary Campaign for the University of South Alabama. The University thanks these members for their generous gifts and their willingness to raise awareness and encourage fellow business people to support the campaign with a gift to honor USA on achieving this historic milestone.

*With deepest appreciation, the University of South Alabama presents the*  
**50<sup>th</sup> Anniversary Annual Fund Business Leadership Circle**



**Airbus Americas Engineering, Inc.**  
David Trent



**Alabama Power Company**  
Mike Saxon



**Alabama State Port Authority**  
James K. Lyons



**Beard Equipment Company Corp**  
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**Beard Equipment Company Corp**  
W. Bradley Beard Jr.



**Callis Communications**  
Dean Parker



**China Doll Rice**  
Harris V. Morrisette



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Reggie Copeland, Sr.



**City of Mobile Mayor**  
Samuel L. Jones



**Community Leader**  
Anne Nix



**Creola Investments**  
Lowell J. Friedman



**D Bark Associates**  
Dow Bark



**Former Mayor, City of Fairhope**  
James P. Nix, Sr.



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G. Robert Baker, Jr.



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**Mobile Airport Authority**  
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**Morgan Stanley**  
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**Regions Bank**  
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**Rime Investments**  
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**Scotch and Gulf Lumber**  
Sandy Stimpson



**SH Enterprises, Inc**  
Sheila Hodges



**Silver Voit & Thompson PC**  
Irving Silver



**Smith, Dukes, Buckalew, LLP**  
Gilbert "Tup" Dukes



**Spherion Staffing Services**  
Cheryl Williams



**Starnes Davis Florie LLC**  
John Peter Crook McCall



**State of Alabama, House of Representatives**  
Jamie Ison



**Terry Thompson Chevrolet**  
Terry Thompson



**Thames Batre' Mattei Beville & Ison**  
Jay Ison



**The Center for Dermatology, P.C.**  
Amy M. Morris, M.D.



**The Gardner Firm, PC**  
J. Cecil Gardner



**Thompson Engineering**  
John Baker



**Tidewater Real Estate**  
W. Allen Cox, Sr



**Youngblood Realty**  
Bill Youngblood

**Not Pictured:**

Lyons & Crane  
Beth M Lyons  
Riley Stuart Supply Co. Inc.  
W. Ramsey Stuart

Premier Medical Eye Group  
Matthew W. Mosteller, M.D.  
Woodrow Reynolds & Son  
Timber Company, Inc.  
Chuck Reynolds



**Floor Trader, a family-owned business, opened a Mobile location to capitalize on residential and commercial growth in west Mobile. Pictured are: (back row, left to right) Joseph Bruhl, Carleton Mallory, Tim Johnson and Keith Rhodes; and (front row, left to right) Vicki Rhodes, Jennifer Paulk and Mike Downey. Not pictured are: Brad Snell and James Chambers.**

# Ground-Floor Opportunity

It's not uncommon for people in grocery store lines or at gas stations to break into song when they see **Keith and Vicki Rhodes**. Musicians? No. People just love their catchy jingle, "Floor Trader – the money saver."

The couple owns Mobile Floor Trader on Schillinger Road, the Mobile Area Chamber's Small Business of the Month. They also own two other Floor Trader stores in Mississippi. The retail flooring store carries a variety of carpeting, area rugs, ceramic tile, wood flooring and laminates, including a wide selection of products made in the USA that are environmentally friendly, such as those made from bamboo and even plastic bottles.

Customers will also find on the shelves everything they need to install, clean and maintain their flooring choices.

Catering mostly to residential consumers who are remodeling or building new homes, the store also serves a number of commercial customers. "In this day and

time, people are investing in what they have," said Keith.

One of the things that makes the store successful is its inventory, explained Keith, stressing the store has one of the largest collections in the area stocked to help the do-it-yourselfer. Large displays and rolls of carpet also make it easier for people to visualize what a particular flooring would look like at home. "They don't have to make a decision based on one tile or a small carpet sample. People have a hard time visualizing, and it is our job to help them do that," said Vicki.

Flooring was ingrained in Keith, who grew up in a similar family-owned business in Mississippi. Vicki joined the company in 1984. Together the couple launched their own endeavor with what is now the Floor Trader franchise in 1997 and in 2008 opened the Mobile location.

Originally from Mobile, Vicki still has family here, so Schillinger Road was a natural choice to expand their Gulf Coast

presence. Research and statistics were also part of the decision, added Keith. "There was a lot of growth going on and there was a need in west Mobile."

The store has seven employees. All three stores share Keith who heads up operations; Vicki, who has a background in interior design and leads sales, training and advertising; their daughter, **Lauren**, who focuses on social media and promotions; and **David Salters**, vice president of operations and buyer.

"Being a family business, we like to be involved in the community," said Keith. "It is our way of giving back," added Vicki. For that reason, the store is a venue for numerous community projects such as LifeSouth blood drives and Saturday pet adoptions.

Floor Trader is open Monday through Saturday from 9 a.m. to 6 p.m. For more information, call 251-219-8050.

Go to [mobilechamber.com/award.asp](http://mobilechamber.com/award.asp) to submit a Small Business of the Month nomination, or contact Danette Richards at 431-8652 or [drichards@mobilechamber.com](mailto:drichards@mobilechamber.com). Small Business of the Month is a no-cost benefit of Chamber Membership.



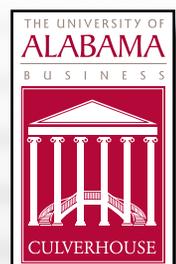
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# Alabama Power Executive Installed as 2013 Chamber Chairman



**T**hroughout his 36-year career with Alabama Power and its parent company Southern Co., Mike Saxon has been exposed to a number of chambers in Alabama, Florida and Georgia. And although he's only been in Mobile a little over three years, he says one of the Mobile Area Chamber's greatest strengths is its spirit of cooperation to make things happen.

Saxon, area executive for Alabama Power's Mobile division, was installed as board chairman during the Chamber's 176<sup>th</sup> annual meeting, held in January at the Mobile Civic Center. Saxon outlined his goals for the Chamber in 2013 to an audience of more than 1,000. The goals are in-step with the organization's strategic plan focusing on jobs, advocacy, value and excellence.

"You might think that I'm about to lay out some grand new initiative — another study, another report, another new "big idea," Saxon told attendees. "But that's not what we need right now. This year we'll continue to build on our four core areas — more jobs for Mobilians, stronger advocacy work for Mobile businesses, better value for your membership and achieving all of this with excellence."

Among his comments during the annual meeting, Saxon outlined the following objectives:

**Jobs** — "they are at the core of what we do — and your Chamber's economic development team will continue to be relentless in its pursuit to add more of them to Mobile's burgeoning workforce." He noted Mobile's economy will grow thanks to the Airbus announcement.

"These 1,000-plus jobs will begin to be filled in 2013, but so will supplier industries co-locating on the Brookley Aeroplex site and within the drive market of Mobile. Our team will continue its efforts in Germany, France and beyond going after Airbus suppliers. The capital investment from these projects and the jobs they will create will have a trickle-down impact on our existing industry base," he said.

"Headlines capture news about the 'big ones' in economic development — the Airbuses, the Austals, the ThyssenKrupps; but the end game for us is increasing job opportunities for the residents of Mobile Bay. Be it the one-to-two-employee, mom-and-pop operations, or Mobile's largest employer, our emphasis will be on growing Mobile's economy."

**Advocacy** — Emphasizing the Chamber's advocacy efforts, Saxon highlighted issues that will have a long-term impact on Mobile and are to be decided in 2013, including:

- Determining where dollars from the RESTORE Act will be invested,
- Permitting for the I-10 bridge and Bayway expansion across Mobile Bay,
- Continuing defense funding, and
- Assisting members in the permitting process.

**Value** — Saxon concluded his remarks by encouraging members to get involved, either through numerous seminars, networking events or committees.

"Finding your niche as a member of the Chamber can be a challenge — especially if you're not sure where to start. The Chamber leadership and staff continue to adapt and enhance its seminars,

committees and networking venues to provide increased value for the membership investment you make."

**"This year we will continue to build on our four core areas — more jobs for Mobilians, stronger advocacy work for Mobile businesses, better value for your membership and achieving all of this with excellence."**

**Mike Saxon**

*2013 Chairman*

*Mobile Area Chamber of Commerce*

Watch the Mobile Area Chamber's video annual report, a five-minute program highlighting the organizations accomplishments, at [youtube.com/MobileChamber](http://youtube.com/MobileChamber).





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# Lenzing Fibers

## Expansion Increases North-American Production

Building its production of Lyocell, a cellulose fiber used in clothing and other textiles, helped Lenzing Fibers meet the growing demand for the product in North America.

What's been described as a small, silky cloud of air is having a big impact locally. Lenzing Fibers in Axis produces 30,000 tons of Lyocell, a cellulose fiber marketed as Tencel and used in clothing and other textile applications as well as personal, industrial and critical care wipes.

As a result of the increasing demand for this product, the company recently completed a \$30 million expansion, building capacity to 50,000 tons a year and adding 63 jobs in the process. The scope of this endeavor made Lenzing

the obvious choice for the Mobile Area Chamber's Manufacturer of the Year.

The company restarted a production line that stood idle for more than a decade, and today is the most advanced Lyocell production facility in the Lenzing Group.

Consumer demand for personal care products with the environmentally compatible features of Tencel is expected to increase, according to company officials.

Axis was the first facility in the world to manufacture Tencel when it was owned by the former British company Courtaulds. Since 2004, it has operated under the Austria-based Lenzing flag, becoming the only producer of the product in North America at its technologically advanced facilities.

The Lenzing Group worldwide employs nearly 6,600, worldwide including 177 in Mobile County.

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# Alabama Power Co. Plant Barry

## Carbon-Capture Facility Has Double Impact

When a new technology makes the country's most ready resource — coal — an even cleaner product, people take notice. When that technology is built in Mobile County, the Mobile Area Chamber takes notice, as do Partners for Environmental Progress and the state of Alabama's Engineering Hall of Fame.

Alabama Power Co. Plant Barry completed a \$174 million carbon-capture facility in 2012 that purifies and compresses 150,000 tons of carbon dioxide annually, significantly reducing air emissions. Equivalent to removing 30,000 vehicles off the road annually, it is the world's largest system of its type, according to company officials. This earned Plant Barry the Chamber's Innovator of the Year Award.

In addition to the environmental benefit and the dozen jobs created at Alabama Power, carbon dioxide, when pumped into an underground geological formation in Citronelle, is driving out desirable crude oil and natural gas, and creating additional jobs.



This is the Alabama Power team at Plant Barry responsible for the largest carbon-capture facility of its type in the world. Its environmental impact is equal to removing 30,000 vehicles off the road annually.

Reducing emissions is one of the many challenges facing the utility industry. This promising technology reduces greenhouse gas emissions and ensures electricity remains affordable while continuing to use fossil fuels such as coal and natural gas.

The carbon-capture facility was installed and is operated by a consortium led by Southern Co. and Alabama Power.

The technology deployed is owned and licensed by Mitsubishi Heavy Industries, a Japan-based international technology and equipment company. Headquartered in Texas, Denbury Resources runs the Citronelle Oil field. Plant Barry employs more than 300 people, with 19 full-time staff on the carbon-capture project.

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# Weinacker's Montessori School

## Second Generation Advances Learning

A second generation is running Weinacker's Montessori School and continues to impact how area children are learning.

Learn while playing. Play while learning. Educators at Weinacker's Montessori School believe every child is born with unique potential, and they encourage children to explore and learn in a safe, engaging, fun and stimulating environment. Its success in Mobile helped the company earn the Mobile Area Chamber's Small Business of the Year award.

Owner **John Weinacker** is himself a product of the hands-on learning system that encourages individual development at each child's pace. And now his two

daughters attend the school his mother Marcia started in 1969, based on the Italian program developed more than a century ago. The program was the first Montessori school in the Mobile Bay area and one of the first in Alabama.

Highly skilled teachers at the school's seven Mobile and Baldwin county sites help students who range from infants to nine-year-olds succeed by learning their ABCs, becoming bilingual, developing peer problem-solving skills and more. As a result, children develop self-confidence and a lifelong curiosity for knowledge.

The school has also integrated a Spanish immersion program. "The best way to learn a foreign language is to be immersed in the language so that the child can learn through the context in which the language is used rather than by translation and memorization," says Weinacker.

Weinacker says he knows success doesn't come day by day. He relies on his five-year strategic plan to guide the company's future.

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# BP America Inc.

## Diversity Supplier List Grows

BP America Inc. was honored with the Chamber's Minority Business Advocate Award during the annual Eagle Awards and Minority Business Week held in October 2012. The company received the award for its strong supplier diversity program.



The Minority Business Advocate award recognizes a local company that exhibits commitment to expanding opportunities for minority-owned businesses through its day-to-day operations, including goals for contracting with local minority-owned businesses; procurement processes that help facilitate continued progress in developing new and innovative minority-owned business recruitment; community service; and current or future plans for

mentoring and/or partnering with local minority-owned businesses.

Committed to increasing its diversity supply chain, BP has among the highest participation level of certified vendors and suppliers and was named the Minority Business Advocate of the Year, presented at the annual Eagle Awards. BP America purchased \$1.3 billion of products and services from minority- and women-owned

businesses in the last two years alone.

At the onset of the Deepwater Horizon incident, the company set an annual spending goal for these businesses and increased its local involvement. As a result, 95 qualifying suppliers were contracted, 86 percent of whom are Alabama-based, with nearly half based in Mobile.



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# Kasie Irby

## Excels at Chamber Duties



When it comes to promoting the Army Aviation Center Federal Credit Union, **Kasie Irby** is all business. But she also knows how to have a little fun, helping out the Mobile Area Chamber, and is proficient at turning new contacts into clients.

Irby is the Mobile Area Chamber's Ambassador of the Year and business development officer for Army Aviation Center Federal Credit Union.

Throughout the year, she has attended numerous ribbon cuttings and Chamber events, and was the leader in visiting members.

Volunteers from member companies serve as ambassadors and compete for recognition based on their participation and attendance at events. To learn more about the program contact **Dawn Rencher** at [drencher@mobilechamber.com](mailto:drencher@mobilechamber.com) or call 251-431-8641.



Thompson Engineering employees play hard – and for a good cause. This group organized and participated in the Funky Monkey 5K & Fun Run. Proceeds support the company's foundation and its donations to area organizations and student scholarships.

# Thompson Engineering

## Employees Play a Big Role in Community Organizations

Community service isn't mandated at Thompson Engineering, but it is nurtured and promoted. And over the past year, Thompson's 190 local employees responded in a tremendous way, coming to the aid of 73 organizations from service on a board to working on fundraisers.

The extraordinary efforts of the employees, matched with company support, earned Thompson Engineering an unprecedented third win of the Corporate Community Service Award in the 13-year history of the award. Thompson first won the award in 2001, then in 2007 and again in 2012.

The company's signature projects include organizing the first Funky Monkey 5K & Fun Run for the company's foundation; managing the Thompson Fishing Rodeo; weekly mentoring for Big Brothers - Big Sisters; and activities for Penelope House.

Proceeds from Thompson's Foundation's fundraiser are returned to the community in valuable services such as those for the Ronald McDonald House and other nonprofit organizations, as well as scholarships for engineering students.

The Corporate Community Service Award recognizes companies – both large and small – for their dedication to the community and is presented by HandsOn South Alabama and the Mobile Area Chamber.

Award recipients are selected by an outside panel of judges and evaluated based on the company's demonstrated commitment to community service and percentage of employee volunteerism.

*The Mobile Area Chamber returned to the traditional annual meeting format on Tuesday, Jan. 22, at the Mobile Civic Center. The event featured a reception; a theater program honoring 2012's Chamber board chairman, Michael Pierce with Commonwealth National Bank, and introduced the 2013 chairman of the board, Mike Saxon with Alabama Power Co. The evening ended with one of the largest networking receptions in the city featuring 20 area restaurants, caterers, dessert makers and beverage distributors.*

Thank you to the following companies for supporting this year's annual meeting:



Presenting Sponsor

Since 1986, BankTrust has enjoyed a long-standing relationship with the Mobile Area Chamber. Over the years, BankTrust associates have volunteered to promote the Chamber and the Mobile Bay area. Recently, BankTrust's Chamber Chase team received top awards for top new member producer, top producing team captain and top overall producer.

With 10 branches located throughout Mobile and Baldwin counties, BankTrust remains dedicated to providing support for businesses that fuel Mobile's economic success. BankTrust's move to the RSA-BankTrust Tower last year reinforces its commitment to downtown Mobile and the Mobile Bay area.

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Discover the  
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# Ireland

with the Mobile Chamber

November 5-12, 2013

**Ashford Castle** is considered by many to be a masterpiece resting on the shores of Loch Corrib. Originally established in 1228 and later transformed by the Guinness family, this estate harkens back to another time while providing a host of modern conveniences. Travel up the drive as a slight mist blows in and the castle is obscured before giving way to a majestic building and finely manicured grounds. Now a luxury resort, the castle traces its architectural roots back to the finest homes in the British Isles.

Savor the true "essence" of Ireland when you spend the night in a stately castle, learn to pour the perfect pint at the Guinness Storehouse, visit charming Adare Village and tour rollicking Dublin, among other things. All this and more can be experienced in the "Irish Splendor" trip put on by the Mobile Area Chamber, Nov. 5-12. Cost for the trip, based on double occupancy, is \$2,749 per person. There is a \$250 discount on trips booked before March 6 – making the trip \$2,499. Single passengers add an additional \$300.

Included in the trip is roundtrip airfare from Mobile to Dublin, hotel accommodations, transfers, air taxes, fees/surcharges and many meals (noted below). The trip is put on by Collette Vacations, with whom the Chamber has worked on two other successful trips. The Ireland excursion is designed to offer Chamber members and guests more free time for independent sightseeing and dining based on feedback from prior trips. The tour will sell out at 35 people.

To learn more about the trip, or to make reservations, contact Leigh Perry-Herndon at 251-431-8645 or lherndon@mobilechamber.com. A \$250 deposit is required at the time of reservation to reserve a space.

## ITINERARY

### Nov. 5: Mobile to Dublin

Overnight flight from Mobile to Dublin.

### Nov. 6: Dublin, Ireland - Tour Begins

Your tour begins in rollicking Dublin. Tonight, meet fellow travelers and gather for a special welcome dinner. *(Dinner included)*

### Nov. 7: Sightseeing Tour of Dublin

Take in O'Connell Street, Grafton Street, Phoenix Park and the city's magnificent rows of stately Georgian town homes. Visit St. Patrick's Cathedral, which dates back to the 13<sup>th</sup> century. The day's activities conclude at the Guinness Storehouse, where you will learn about the brewing process that creates this beloved beverage. This is your chance to discover the training and technique needed to pour the perfect pint and enjoy one. The remainder of the day is at leisure to relax in one of the world's most vibrant cities. Take advantage of the opportunity to explore the cultural offerings of delightful Dublin. *(Breakfast included)*

### Nov. 8: Dublin - Killarney

Begin the day with a brief stop in the town of Cashel for views of the historic Rock of Cashel, the reputed location where St. Patrick preached and converted the King of Munster. Next, journey to historic Blarney Castle and have the opportunity to kiss the famous Blarney Stone. Legend has it that those that do are bestowed with the gift of eloquence.

There will also be time to shop at the famous Blarney Woollen Mills, the world's largest Irish gift store. End your day in charming Killarney. *(Breakfast and dinner included)*

### Nov. 9: Killarney-Dingle Peninsula - Killarney

Set off to follow what is perhaps Ireland's most majestic coastal route – the stunning Dingle Peninsula. Stop at the Gap of Dunloe to shop for traditional Irish goods handcrafted by local artisans. Travel to the town of Dingle and then drive the beautiful Sleat Head Road, where some of the country's most spectacular landscapes are found. *(Breakfast included)*

### Nov. 10: Killarney - Cliffs of Moher-Cong

Depart Killarney and travel across the countryside of Kerry to the River Shannon. A short ferry ride will take passengers across the river to the Clare coast. Journey to the stunning, 700-foot-high Cliffs of Moher for awe-inspiring views of the mighty Atlantic and the Aran Islands. Then, travel through the vast limestone landscape of the Burren, known for its stark beauty and Neolithic tombs. Continue past scenic countryside to the fairytale setting of Ashford Castle, regarded as one of Ireland's finest hotels. Overnight in this castle and toast your magnificent trip during a fabulous formal dinner. *(Breakfast and dinner included)*

### Nov. 11: Cong-Tullamore - Dublin

Enjoy a relaxing morning at the castle before returning to Dublin. Along the way, visit the Tullamore Dew Heritage Centre where you will learn how Irish whiskey is made and enjoy a tasting. At night, come to know Ireland's true secret – its people. Meet a few of the boisterous locals over a pint when you enjoy a drink and entertainment at a local pub and see why the Irish are known for their generous and hospitable nature. *(Breakfast included)*

### Nov. 12: Tour Ends - Dublin to Mobile

Tour Ends Your tour ends today. Return to Mobile with a lifetime of Irish memories. *(Breakfast included)*



# How to Plan for Sales Cycles

## Expert Advice on Making the Sales Process More Effective

*Editor's Note: The SCORE national organization invited author, columnist and consultant Mike Michalowicz to discuss one of the most challenging issues for many small business owners – planning for, and adjusting to, sales cycles.*

**Do you feel most entrepreneurs pay enough attention to sales when laying the groundwork for their businesses?**

Entrepreneurs are often in “panic mode.” They go after everyone rather than

pursuing a consistent customer profile. They don't ask the right questions because they don't know what those questions are.

### So what is the best way to approach sales?

- Recognize that there is a cycle. This applies to every business.
- Identify your best customers. See what factors make them appealing, and prepare for them. Companies that assess the practices of their worst customers often end up attracting more of them.

- Track the buying trends of good customers.
- Document your sales process. This will serve as valuable guidance for you and your sales staff.

### Similarly, what can an entrepreneur do to stay ready to act on any potential sales opportunity?

It goes back to filtering. If you already know the characteristics of the clients you want, and the filters for determining them, you can filter in the right customers more quickly.

### Not all entrepreneurs are comfortable with managing sales. What can they do to make it fun, or at least less of a chore?

Entrepreneurs may say they're sales managers, but they're really sales advocates. Too often, they tell someone else to go out and make sales, but don't provide the right tools to do it. When not happy with results, they wind up having to figure out how to get things done for not-so-attractive customers. That's why the sales process is so important – how to do it, what questions to ask, good questions to ask and how to follow up.

A “dashboard” can also be helpful. As a business grows, you can't do sales simply by gut instinct. You need to regularly look at numbers, such as the number of calls, how many of them led to proposals and how many of those proposals were converted to new customers.



Mike Michalowicz is the author of *The Pumpkin* and chief executive officer of The Proventus Group. He can be reached at [mike@michalowicz.com](mailto:mike@michalowicz.com), or <http://mikemichalowicz.com>. For a free and confidential one-on-one counseling session, contact the Mobile SCORE chapter, housed at the Mobile Area Chamber, at 251-431-8614, or visit online at [www.mobilescore.org](http://www.mobilescore.org).

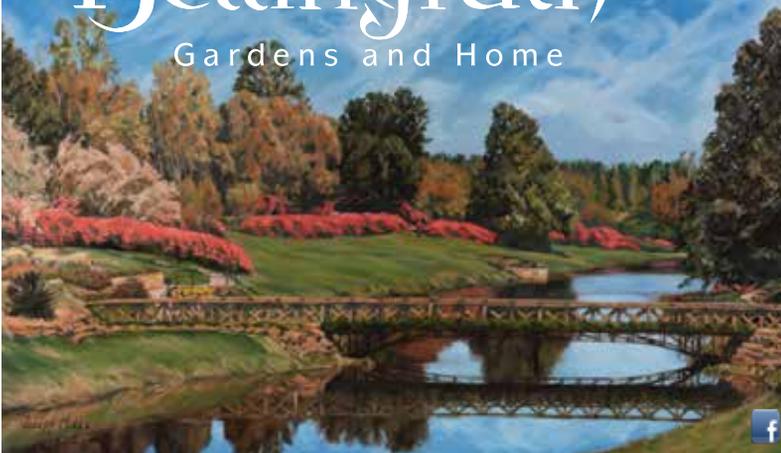
### What's the best bit of business wisdom you received during your career?

A business coach once told me that there's the point where you are the struggle, and the point where you want to be is the goal. Normally, these points are connected by a straight line, but there's often the temptation to go in a different direction just to get away from the struggle. You may have some temporary success, but you're no closer to the goal. So you need to make sure everything you do aligns with your goal, and keeps you on the path to achieving it.

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# Lana Mosley



**Company:** Onin Staffing

**Title:** Area manager

**Hometown:** Atlanta

**Education:** Mosley earned a bachelor's degree in communication arts from Troy State University in Troy, Ala.

**First job:** While in high school, Mosley worked as a salesperson for Merle Norman Cosmetics.

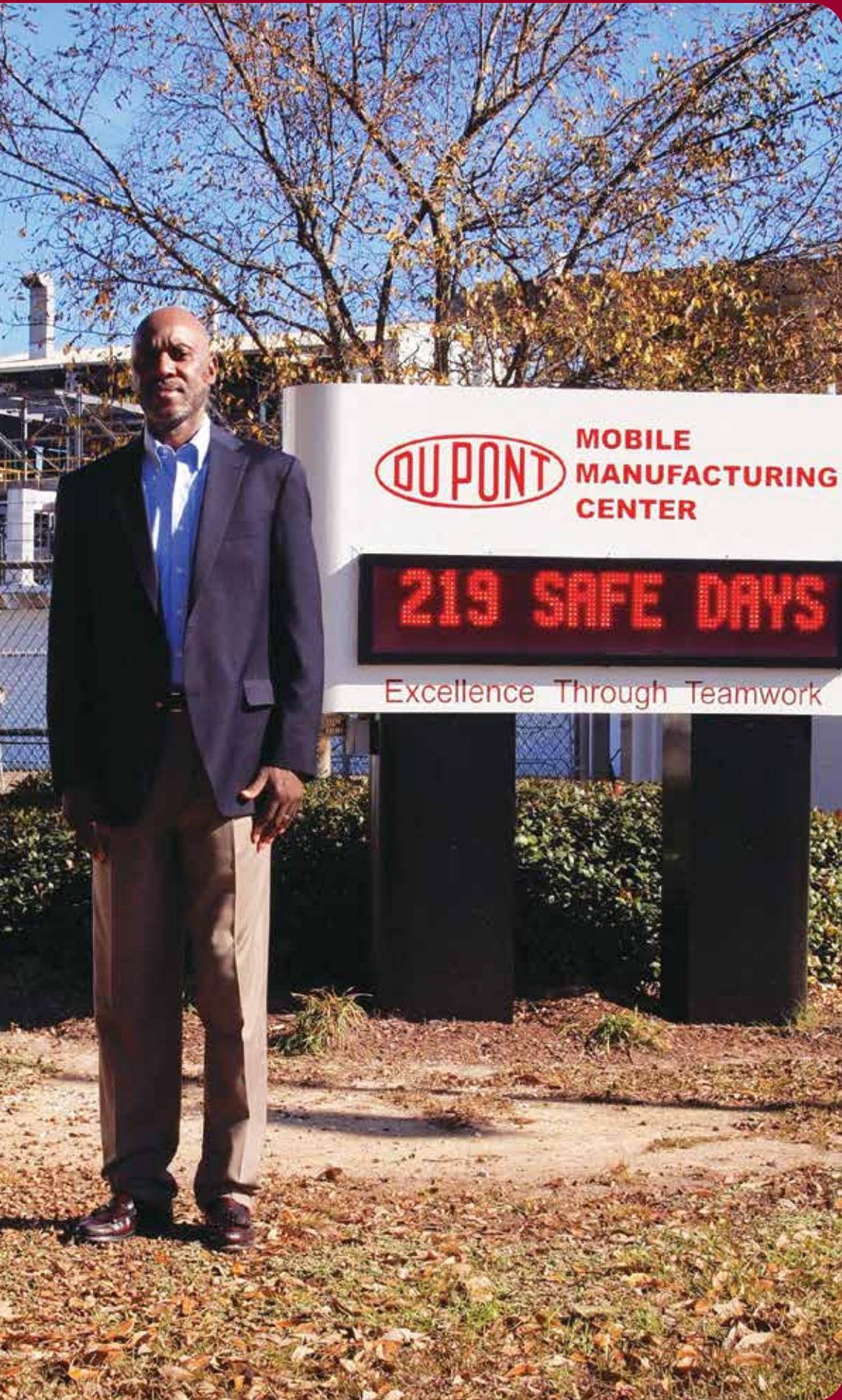
**Previous experience:** Throughout her career, Mosley has worked as a college recruiter and director of career services for Remington College, director of business development and marketing for Clark Personnel, senior recruitment specialist for RBC Bank and most recently as a branch manager/sales manager at Reliable Staffing (now Onin Staffing).

**Accomplishments:** As a veteran volunteer involved in several of the Mobile Area Chamber of Commerce programs, Mosley earned the Diplomat (Ambassador) of the Year distinction in 2005, and the Chamber Chase Rookie Producer of the Year and Top Cash producing team in 2006. Mosley also sits on the board of directors for the Mobile Society for Human Resource Management.

**Secret to success:** "I try to be better than the person I was yesterday and doing the right thing when no one else is watching. A firm belief in hard work pays off. And willingness to go the extra mile."

**Brief company description:** Onin Staffing (The Onin Group) is a Birmingham-based, privately held multi-regional staffing agency serving the Southeast, Mid-south, Mid-west and Southwestern United States. With 50 offices in 12 states, the company ranks among the top 3 percent of domestic staffing companies in sales volume. The Mobile office also services Baldwin County and the Mississippi Coast in the clerical, medical, sales, light and heavy industrial, manufacturing and marine fields.

# Charles Simmons



**Company:** DuPont Crop Protection

**Title:** Plant manager

**Hometown:** Charleston, S.C.

**Education:** Simmons earned a bachelor's degree in engineering from Charleston Southern University in Charleston.

**First job:** Supply clerk at the Charleston Naval Weapons Station

**Previous experience:** Simmons has worked his entire adult life for DuPont. He started in the textile fibers business at the DuPont Cooper River site, in Moncks Corner, S.C.

**Accomplishments:** In 1994, Simmons earned the Corporate Marketing Excellence Award and in 2005 he became a Certified Six Sigma Master Black Belt, a program designed to improve manufacturing processes and eliminate defects.

**Secret to success:** "Placing God and family first; having a 'can-do attitude' and passion; treating everyone like I want to be treated; listening; building trust through your actions; saying 'thank you' to all who contribute to your success; embracing, enjoying and accepting the full responsibility of being the leader."

**Brief company description:** DuPont Crop Protection manufactures insecticide products for cotton, vegetable and other crops, pests in the home and specialty chemical products used in a variety of household goods. DuPont purchased the Mobile site from Shell in 1990.

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# CHAMBER GOLF CLASSIC

Mobile Area Chamber Annual Golf Tournament

**Friday, March 1**  
TimberCreek Golf Course in Daphne

-----  
7:30 a.m. - Registration & Breakfast  
8:30 a.m. - Shotgun Start

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Putting Contest - State Farm/Greg Jones; Chipping Contest - Nature's Way Marina; Closest to the Pin - Robert J. Baggett Inc.; Longest Drive - Mississippi Export Railroad Co.

# BlueCross and BlueShield of Alabama



BlueCross and BlueShield of Alabama's mission is to provide employers, families and individuals access to quality, affordable healthcare. Local representatives of the company are (from left to right) Kay Williams, Russ Cox, Clay Walden, Cheryl Richardson, Tim Hudnall and Robin Russ.



Partners for Growth (PFG) is the Mobile Area Chamber's long-term economic and community development program. For more information, contact **Shelly Mattingly**, the Chamber's investor relations coordinator, at **431-8655** or [smattingly@mobilechamber.com](mailto:smattingly@mobilechamber.com).

**Company officials:** Terry Kellogg, president and chief executive officer; Tim Kirkpatrick, executive vice president; Tim Sexton, senior vice president and chief marketing officer; Gene Linton, vice president of sales; and Clay Walden, Mobile district manager.

**Years in business:** 77

**Brief company description:**

BlueCross and BlueShield of Alabama offers health insurance products. According to its mission, the company "provides employers, families and individuals access to quality, affordable healthcare because we care about our members' financial security, health and peace of mind."

**Why are you located in Mobile?**

"Headquartered in Birmingham, we have various satellite offices across the state," said Walden. "Having a presence in Mobile helps us better serve our customers and employer groups in Mobile and Baldwin counties and neighboring areas."

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

"It is a great return on investment and a 'fit' for our corporate values," said Walden. "Partners for Growth helps to fuel the economic development engine that recruits new business to the Mobile area. This drives the economy by creating jobs for new and existing businesses, as well as

bringing positive influences and impacts to our community."

**What do you see as Mobile's greatest potential?**

"Mobile is geographically blessed – not just with great weather, but with the port and Brookley Aeroplex," said Walden. "Mobile definitely has an advantage and a great potential that is presently being developed. But Mobile's greatest potential truly resides in its people."

**Length of continuous Chamber membership:** 39 years

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# Chamber Hires New Security Officer

A true Southern gentleman who takes the matter of safety seriously is Grant Carrera, recently named the new security officer for the Mobile Area Chamber of Commerce. He is responsible for maintaining a presence inside and outside Chamber buildings and grounds to assure the security of staff, guests and property. He monitors the Chamber's parking lots for unauthorized use, responds to security alarm calls 24 hours a day and assists with other daily operations.



Carrera

Joe Mareno, the Chamber's chief financial officer, says, "Grant's security knowledge and experience makes him a perfect fit for our organization and we are very pleased to have him."

Carrera previously worked for Security Engineers Inc., based in Birmingham,

where he was contracted to BBVA Compass Bank, as part of the tornado relief team assigned to work in Huntsville. There he maintained security for the bank. Before that he worked for Gulf Coast Procurement Services on the BP Oil Spill cleanup here in Mobile. As a licensed hazardous materials technician, Carrera instructed field workers on safety procedures for removing oil balls washed ashore and other oil related waste found.

Carrera is also a U.S. Army veteran. As for working at the Chamber, Carrera says, "The Chamber is the epitome of business excellence at its finest. And I'm happy to be here."

Carrera can be contacted at 251-431-8658 or gcarrera@mobilechamber.com.

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## Business Spotlight of the Month: Panera Bread

### When One Door Closes...

For more than 15 years, the Chamber has operated Envision Coastal Alabama – a grassroots initiative to bring together residents of Baldwin and Mobile counties to partner on efforts that would be mutually beneficial to the region. The Envision brand sunset in 2012, although the Chamber will continue to actively foster efforts to promote collaboration and cooperation in the coastal Alabama region. Envision has used its regional approach to further a number of important initiatives to educate, motivate and heighten public awareness on a variety of community issues. Some of these successes include Bayline, a joint transportation effort between the Baldwin Rural Area Transportation System (BRATS) and The Wave Transit System of Mobile, Metro Mobile Recycling Center, as well as a number of other strategies promoting smart growth, state constitutional reform and increased funding for public schools.

### Another One Opens....

As the Chamber continues to look for ways to increase services to members and reach out to them in more efficient ways, staff is working with an online advocacy tool, Voter Voice. It will enhance the way the organization monitors legislative issues and share information with members. Once implemented, Voter Voice will also allow members to follow the status of state and federal business-impacting legislation straight from the Chamber's website. In addition, members will be able to weigh in on those issues most important to them, or use the online tool to share their thoughts directly with elected officials. The Chamber's hope is this new tool will not only provide members a one-stop shop to stay engaged in policy-making that most affects them, but will also serve as an information source for elected officials.

### Chamber Names New Ambassadors

Stephanie McAdams with C Spire Wireless and Mary Shuford with Paulk's Moving and Storage were named new Chamber ambassadors. Ambassadors are a group of volunteer members who assist the Chamber with a variety of projects, including event registration, member visits and ribbon cuttings. To learn more about this group, contact Dawn Rencher at 251-431-8649 or [drencher@mobilechamber.com](mailto:drencher@mobilechamber.com).



With the single goal of making great bread, **Panera Bread** freshly bakes bread and pastries each day. The bakery-café offers made-to-order sandwiches, salads and soup as well as a variety of sweet cakes and pastries. Pictured above, regional sales manager Shay Tucker (left) and catering coordinator Jamie Bennette (right) assist customers with catering needs, presentations and deliveries. There are more than 1,600 stores throughout 44 states. Three are located in the Mobile area. *The Business Spotlight of the Month is selected at random from a business card drawing at the Chamber's monthly Business After Hours event.*

### Chamber Staffer Named One of "40 under 40"



Claudia Zimmermann, the Mobile Area Chamber's economic development director, was named one of the country's "40 under 40" economic development pacesetters by Development Counsellors International (DCI). Zimmermann was one of only 14 women and two Alabamians to make the list.

Zimmermann joined the Chamber in 2004, having served as the local lead project manager for both the ThyssenKrupp and Airbus projects and served a brief stint as director of European business development for the Alabama Department of Commerce.

The 40 rising stars were selected from a pool of more than 150 candidates by a five-member committee, representing what DCI calls "top innovators, deal closers, job creators, investment attractors and marketing extraordinaires."

### Countywide Project to Yield Great Rewards for Chamber

A tremendous economic engine for Mobile is its chemical industry, and the Chamber's economic development team has long needed an overview of the products produced and a document detailing the infrastructure invested in chemical plants located in Mobile and Washington counties. The Chamber is partnering with the Alabama Department of Commerce and Alabama Power in an effort dubbed the MAST (McIntosh, Axis, Saraland and Theodore) Project. Results will help the Chamber identify inputs and outputs from individual companies to determine synergies with potential companies the Chamber's economic development team could recruit here. The project is overseen by a group of nationally recognized chemical industry consultants, and their final report will provide the Chamber's economic development team with a marketing strategy to recruit additional companies to locate to the region.

### Chamber Names Six New Board of Advisors

The Chamber's board of advisors represents key businesses whose significant dues investment lead the way in funding the Chamber's programs and initiatives.

## Ambassador of the Month



Mamun

Photo by J. Tesney Photography

### Mamun

An energetic Mamun joined the Mobile Area Chamber's ambassador program in 2009, ready to expand his network of fellow businessmen and women. He is the Chamber's Ambassador of the Month.

A real estate sales agent for RE/MAX Partners, Mamun assists clients with buying and selling residential and commercial property. In 2010, he was named Ambassador of the Year.

Currently there are 236 companies that make up the board. New board members are: Big Communications, Ervin and Associates LLC, Gulf Equipment Corp., L&M Welding Supply Inc., Mediterranean Shipping Co. Inc. and Sandy Sansing Ford-Lincoln-Mercury LLC.

### Chamber Participates in Member Grand Openings and Ribbon Cuttings

Chamber staff and ambassadors helped cut ribbons and celebrate grand openings at Bank of the Ozarks, Billy Yates State Farm Agency, Century Bank, Domke Market, Jason's Deli, Jeff Tesney Photography, Mattress Firm, Washington County Business Park and Zeal Boutique. 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](mailto:drencher@mobilechamber.com).

### Chamber Hires Spring Semester Intern

Throughout the spring semester, the Chamber has a Spring Hill College student working in the communications and marketing department. Brandy Jones is a graduating senior, working on her degree in journalism.

# BOARD OF ADVISORS



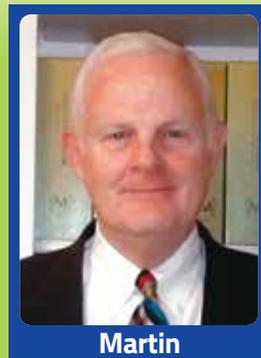
**Boehm**

**Todd Boehm** is co-owner of Gulf Coast Containers, a locally owned and operated waste and recycling hauler, offering services for commercial, industrial and construction businesses in Mobile and Baldwin counties. He earned a bachelor's degree in finance from The University of Alabama. Boehm is a member of the Rotary Club and Partners for Environmental Progress.



**Brenner**

**William H. Brenner** is president of Southern Earth Sciences Inc. and has more than 35 years of experience in geotechnical and environmental services. He graduated from the University of South Alabama with a bachelor's degree in geology, and is a registered professional geologist in Alabama, Mississippi and Florida. Brenner is a member of the American Institute of Professional Geologists, National Groundwater Association, National Drilling Association, American Society of Civil Engineers and the American Society of Foundation Engineers. Southern Earth Sciences is a Partners for Growth investor.



**Martin**

**Lee Martin** is president of Masland Contract, a wholly owned subsidiary of the Dixie Group. He is a graduate of the Citadel and served in the U.S. Army and Army Reserves. Martin began his career in the floor-covering business as a fiber spinning plant manager and has held numerous positions at all levels of management, with his deepest roots in training. New to Mobile, he is a member of the Rotary Club of Mobile.



**Wallis**

**Michael "Mick" Wallis** is chief executive officer of Outokumpu Stainless USA LLC. He has 30 years of general management experience in the stainless steel and aluminum business across Europe and North America. Wallis began his career with British Steel and shifted to the aluminum industry in 1986. His career has spanned aerospace, can-sheet and automotive products for clients including Airbus, Boeing, Ford, GM and Coca-Cola. Most recently, he managed profit and loss for Alcoa's \$6 billion aluminum rolling business across three continents. Outokumpu is a Partners for Growth investor.

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

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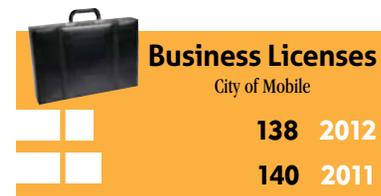
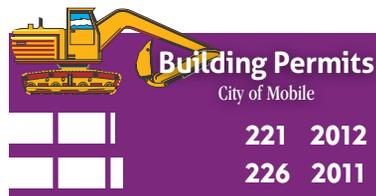
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# Comparative Economic Indicators

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

November 2012 vs November 2011



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**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

**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.

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

# March Calendar of Events

For information on Chamber events, visit [events.mobilechamber.com](http://events.mobilechamber.com).

## 1 CHAMBER CLASSIC GOLF TOURNAMENT *\*Members Only*

Make plans to bring your customers out for a relaxing day of fun and networking on the golf course at this year's Chamber Classic annual golf tournament on Friday, March 1, at TimberCreek, 9650 TimberCreek Blvd. in Daphne.

Breakfast and registration begin at 7:30 a.m., with a shotgun start at 8:30 a.m. Individual tickets are \$150, and hole sponsorships are available for \$850.

For reservation and sponsorship information, contact **Kelly Navarro** at 251-431-8638 or [knavarro@mobilechamber.com](mailto:knavarro@mobilechamber.com).



## 4 FORUM ALABAMA – U.S. Sen. Richard Shelby

Chamber members and guests won't want to miss this upcoming opportunity to hear about national issues that impact business development. On Monday, March 4, the Mobile Area Chamber welcomes U.S. Sen. **Richard Shelby**, an advocate for Alabama and the Mobile Bay area, to hear his perspective on the most pressing issues facing our nation, including healthcare, environmental regulations, free trade agreements and financial regulatory reforms.

Sponsored by the Alabama State Port Authority, the event will be held from 7:30 to 9 a.m. at the Renaissance Mobile Riverview Plaza. Breakfast tickets are \$25 for Mobile Area Chamber members, \$35 for potential members, \$250 for a Chamber member table of 10, or \$350 for a potential member table of 10.



To secure your reservation, pay online at [events.mobilechamber.com](http://events.mobilechamber.com), or contact **Carolyn Hunt** at 251-431-8621 or [chunt@mobilechamber.com](mailto:chunt@mobilechamber.com) with credit card information.

## 13 NETWORKING@NOON *\*Members Only*

Make 40-plus business contacts in 90 minutes at Networking@Noon on Wednesday, March 13, at Spot of Tea, 310 Dauphin St., from noon to 1:30 p.m. This bi-monthly event is for Mobile Area Chamber members and limited to one representative per company.

The cost is \$10 and includes lunch. Reservations must be made by March 11, by contacting **Kelly Navarro** at 251-431-8638 or [knavarro@mobilechamber.com](mailto:knavarro@mobilechamber.com). No cancellations will be reimbursed after March 11.

## 19 EXECUTIVE ROUNDTABLE *\*Members Only*

Executive Roundtable, a monthly forum exclusively for Chamber member small business owners and managers, will meet on Tuesday, March 19, from 8 to 9 a.m. in the Mobile Area Chamber's Board Room. Nathaniel (Nate) E. Patterson Jr., managing partner of The Patterson Group, will speak about how to utilize awareness campaigns to build success.

There is no charge to attend, but seating is limited. For reservations, contact **Brenda Rembert** at 251-431-8607 or [brembert@mobilechamber.com](mailto:brembert@mobilechamber.com).

## 19 SURETY BONDING

**Ed Wonders**, CRIS, CWCU, insurance consultant/bond specialist, will explain the process for a company to obtain a bond, including SBA guaranteed bonds and commercial bonds, as well as the pros and cons of each. This event is co-sponsored by the Chamber and the University of South Alabama Small Business Development Center, and will be held from 1-3 p.m. in the Chamber's Tricentennial Room.

The cost is \$20 for members/\$25 for prospective members. For reservations, contact **Brenda Rembert** at 251-431-8607 or [brembert@mobilechamber.com](mailto:brembert@mobilechamber.com).

## 20 GULF COAST COMMERCIAL REAL ESTATE SUMMIT VI AND MARKET REVIEW

**Dr. Lawrence Yun**, chief economist with the National Association of Realtors, will be the featured speaker at the Gulf Coast Commercial Real Estate Summit VI and Market Review. The Mobile Area Chamber and the University of South Alabama Mitchell College of Business will present this one-day summit – the only program of this type on the central Gulf Coast – on Wednesday, March 20, from 7:30 a.m. to 4:30 p.m. at the Renaissance Mobile Riverview Plaza Hotel.

The cost is \$150 per person, and CEU credits are available. To register, contact **Shelly Mattingly** at 251-431-8655 or [smattingly@mobilechamber.com](mailto:smattingly@mobilechamber.com).



## 28 BUSINESS AFTER HOURS

Join Chamber members and volunteers on Thursday, March 28, from 5:30 to 7 p.m. for Business After Hours at the Mobile Marriott, 3101 Airport Blvd. This popular event is one of the Chamber's best opportunities to introduce your business and make new contacts.

The cost to attend is \$5 for members and \$10 for potential members. Reservations are not needed.



# Member News

## WHO'S NEW

SH Enterprises' Meyer Vacation Rentals promoted **Michelle Nelson** to chief operating officer. The former director of operations graduated from Rollins College in Winter Park, Fla., with a bachelor's degree in international relations.

In addition, the CENTURY 21 Meyer Real Estate division hired **Renee Coleman** as a sales associate. Coleman earned her GRI designation from the REALTOR Institute at West Virginia University at Parkersburg.



Coleman



Hart



Mercer

Coldwell Banker United, REALTORS Mobile Office welcomes new agents, **Denise Hart** and **Joy Mercer**.

**Jamie Betze** joined **Maynard, Cooper & Gale PC** as a shareholder in the firm's general litigation practice group. Betze brings more than 15 years of litigation experience.



Betze

**Chris Jett** was promoted to assistant administrator at **USA Children's & Women's Hospital**. Jett has a master's degree in health administration and business administration from the University of Alabama at Birmingham.



Jett

**Community Bank** promoted **Emily Burton** to office operations manager of its Dauphin Street branch. Burton graduated from the University of South Alabama with a bachelor's degree in psychology.



Burton



Brower



Middleton

**John Brower Jr.** joined **Strategic Wealth Specialists** as a financial representative, and **April S. Middleton** joined the firm as disability income specialist.



Liederman

**Sandra Liederman** joined **Life+Legacy Benefits Inc.** as marketing manager. Liederman earned a bachelor's degree in business and a master's degree in business administration from George Washington University.

**Keller Williams Realty** hired three new agents: **Cindy Gaspelin**, **Lesa Gilbert** and **Louise Henley Johnson**.

**Smith, Dukes and Buckalew LLP** welcomed **Zachary Wolf CPA** to the firm as an assurance/tax senior in the Mobile office. Wolf earned a bachelor's degree from The University of Alabama and a master's degree in accounting from Vanderbilt University.



Wolf

**Austal USA** announced the promotion of **Craig Perciavalle** to president and **Brian Leathers** to senior vice president and chief financial officer.

Local newspaper **Lagniappe** hired **Steve Hall** as director of sales and marketing after a long career at the **Press-Register**. Hall brings more than 25 years in management and sales. He served 17 years as retail sales manager and was advertising director of sales.



Hall

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Jones



Freed

Local advertising firm **Red Square Agency** promoted **Sarah Jones** to president and **Elena Freed** to executive vice president and chief operating officer. Jones graduated from Texas A&M University with a bachelor's of business administration in marketing and holds a master's degree in business administration from Auburn University. Freed earned her master's degree in print and broadcast journalism from Emerson College in Boston.



**Burr & Forman LLP** welcomed **George David Bronner** as an associate in its Mobile office. Bronner is a member of the Alabama and New York state bar associations. He received both his undergraduate and law degrees from The University of Alabama.



Bronner

**Walcott Adams Verneulle** architects appointed **Ryan Baker** as a principal in the architectural firm. Baker graduated with a bachelor's degree in architecture from the Pratt Institute in Brooklyn, N.Y.



Baker

**Charles Hyland** was named director of the **Mobile Area Water & Sewer System**. Hyland holds a master's and bachelor's degree from the University of South Alabama and is a graduate of the American Water Works Association Utility Management Institute. He replaces retiring director W. Malcolm Steeves.



Hyland

## BUSINESS ENDEAVORS

Mobile-based engineering firm **Volkert Inc.** acquired **Allied Engineering and Testing** in Fort Myers, Fla. Allied specializes in construction engineering, inspection and materials testing.

The **University of Mobile** launched a new website, [www.umobile.edu](http://www.umobile.edu), featuring easier navigation, quick ways to schedule a campus visit, information about upcoming events and more.



**Charlie Jackson** established **Charlie Jackson, CLU Life+ Legacy Benefits Inc.** The company provides insurance and financial services for executive and employee benefits.



Jackson



**McCroly & Williams Inc.** announced the merger of **Rester & Coleman Engineers, Inc.** with its firm. Rester & Coleman brings 54 years of service to the union.



**Hargrove Engineers + Constructors** launched **Hargrove Controls + Automation LLC**. The new division offers creative solutions in advanced technology engineering, safety information systems (SIS), and DCS/PLC (distributed control systems/programmable logic controllers) configuration.

## WELL DONE

The **Holiday Inn Mobile Airport** received the **InterContinental Hotels Group 2012 Newcomer Award** as one of the best properties to join the system within the last year as either a new development or a conversion property. The hotel was recognized for quality and customer service.



**Jones Walker** law firm announced that partners **Pauline F. Hardin**, of business and commercial litigation, and **Michael D. Waters**, banking and financial services, were elected to the firm's board of directors for a four-year term.



**Hand Arendall** announced the firm's inclusion in the **Best Law Firms** list, published by *U.S. News & World Report* in conjunction with **Best Lawyers®**. The firm received 20 "Metropolitan Tier-One Rankings" in 19 practice areas. Additionally, the firm received 12 "Metropolitan Tier-Two Rankings."



**White-Spinner Construction Inc.** won a 2012 **BuildSouth Award** from Alabama Associated General Contractors in the category "New Building Construction" for its work on **Faulkner State Community College Memorial Hall**, which is LEED (Leadership in Energy and Environmental Design) Silver Certified.

**Robert B. Keyser** with **Thompson Engineering** was named a **Society of American Military Engineers (SAME)** Fellow. SAME bestows the designation of Fellow on a select group each year as recognition of dedication and outstanding service to SAME and military engineering.



Keyser



**Burr & Forman LLP** was included in *American Lawyer's Magazine's In-House Law Departments at the Top 500 Companies 2013* guide as a "Go-To Law Firm" for contracts litigation.



**Scott Peters**, project manager for **Hargrove Engineers + Constructors**, was elected director of the Mobile branch, Emerald Coast Chapter of the Project Management Institute (PMI). Peters holds a bachelor's degree in aerospace engineering from Auburn University and a master's degree in business administration from Boston University.

In other news, *Inc.* magazine named **Hargrove Engineers + Constructors** as the No. 1 engineering firm in Alabama and awarded the company the "Hire Power Award" for its exceptional work at creating job opportunities.

**Mary Anne Corbett** of North Baldwin Infirmary; **Rick Diaz** of Springhill Medical Center; **Tonjai Eaton** from Mobile Infirmary Medical Center; and **Rebecca Pope** of USA Children's & Women's Hospital received honors for their dedication to the healthcare field at the Alabama Hospital Association 10<sup>th</sup> annual statewide "Hospital Hero" luncheon.

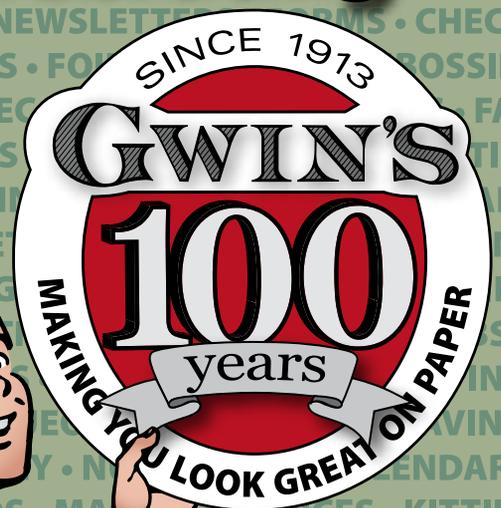


The Mobile Section of **Alabama Associated General Contractors** announced **T. Vance McCown** of **Vance McCown Construction Co.** will serve as president. Other officers are: vice president **Allan R. Crow**, **Robert J. Baggett Inc.**; and secretary-treasurer **John E. Murphy III**, **H.O. Weaver & Sons**. Representing Mobile on the board are: president **Michael B. Tew**, **S. J. & L. Inc.**; and board chairman, **John G. Walton**, **John G. Walton Construction Co.**



**Grand Hotel Marriott Resort Golf Club & Spa** is listed in *Travel + Leisure Magazine's* "Top 500 Hotels in the World" for 2013. It is the only property included from Alabama, Mississippi and the Florida Panhandle.

# Celebrating



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## COMMUNITY NEWS

USA Children's & Women's Hospital received a grant for \$106,755 from Kohl's department store's Kohl's Cares merchandise program to renew and expand a safe sleeping program for infants. Funds will purchase educational materials for parents and caregivers, provide free cribs to qualifying families and promote infant safe sleeping habits in the community.



Firehouse Subs Public Safety Foundation donated 406 fire extinguishers to the Mobile Police Department and 700 "Wild About Fire Safety" DVDs to the Mobile Fire Rescue Department. The donated equipment, valued at \$20,100, will reduce the amount of vehicle fires and assist the department in controlling fires when they're first to respond to the scene of an accident and the DVDs are distributed to Alabama elementary schools to educate children on basic fire safety tips.



The Salvation Army of Coastal Alabama raised just over \$189,000 during the 2012 annual Red Kettle Campaign, an increase of \$35,000 over the previous year.

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, tif or jpg format. Send your information to [news@mobilechamber.com](mailto:news@mobilechamber.com).



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.

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# New Members

If you know a company interested in benefitting from Chamber membership, contact

Rebecca Milam at 431-8647 or Tricia Bradley at 431-8642.

View the complete membership directory at [www.mobilechamber.com](http://www.mobilechamber.com).

## Alacare Home Health & Hospice

Gracie Beech  
1201 Montlimar Dr., Ste. 700  
Mobile, AL 36609-1776  
251-341-0707  
[www.alacare.com](http://www.alacare.com)  
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## Coastal Healthy Vending

Wes Lambert  
6845 Hwy. 90 E., Ste. 105-300  
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