

SEPTEMBER 2013

the Mobile Area Chamber of Commerce
business

VIEW

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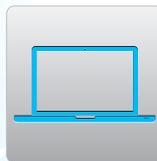
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Cover

Mobile's economy is constantly changing. See pages 15-20 for an overview of some of the most significant ones.

Photo by Tad Denson - MyShotz.com.

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the Mobile Area Chamber of Commerce business

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Fun Facts About Bill:



From the Publisher Mobile Area Chamber of Commerce President Bill Sisson

It is with great excitement that I return to the Mobile Area Chamber to serve as its president and chief executive officer. It is more than a little intimidating following Win Hallett, who was hugely successful in leading the Chamber's community and economic development strategy for the past 22 years.

However, I take great comfort in knowing I have rejoined an organization with one of the most professional and skilled staffs in the country. I also have the good fortune of inheriting a Chamber with U.S. Chamber of Commerce "five-star" accreditation. Of the nearly 7,000 Chambers in the U.S., ours is one of only 76 reaching "five-star" status – something of which we can all be proud.

I am very passionate about the future of business in Mobile. With recent economic development successes such as Austal, Mitchell Cancer Institute, Airbus and many others, this region is poised to grow in prosperity and provide opportunity for all its citizens.

My top goal will be to work hand-in-hand with our existing leadership and also encourage the next generation of leaders to step up to the plate to move our community forward. The Chamber is a very important part of "Team Mobile," and I am absolutely convinced that working together as a team, we can attract even more white collar and high-paying blue collar jobs as we continue to focus on retention and expansion of our existing industries.

Some of the areas which I feel the Chamber should focus on in the near future are:

- Maintaining our position as an economic development "hot spot" for Alabama, the U.S., and the world. Through our Partners for Growth (PFG) investors, we must aggressively market and promote our assets to capitalize on our successes. This includes expanding our presence as a global business magnet.
- Renewing our focus on transportation infrastructure to accommodate our region's growth and maintain the logistical advantages that set us apart as the most attractive place to do business. That plan should recognize "quality of place" initiatives, which are vitally important to young people, knowledgeable workers and internationally focused business leaders, who will be expecting those kinds of world-class amenities.
- Advocating for pro-business policies so the Chamber can continue to be the unified voice of business for our region.
- Continuing to offer networking and professional development, helping our members connect with potential customers and subject matter experts.

The near future will be transformational years for our community and the Chamber. We will continue to strive to be one of the top Chambers in the nation and stand behind our members to make their businesses flourish. The timing could not be more perfect. Working together, we have incredible collective power. Imagine what we can accomplish if we marshal our resources and focus our assets. Mobile has an exciting story to tell, and I look forward to telling the story to the world.

"With our recent economic development successes like Austal, Mitchell Cancer Institute, Airbus and many others, this region is poised to grow in prosperity and provide opportunity for all its citizens."

Hometown: Roanoke, Va.

Education: Bachelor's degree in international business and French; master's degree in international business and finance

First job: Cutting grass

Accomplishments: Playing a part in large-scale economic development projects

Career-changing moment: Without a doubt, going to work at a Chamber (Birmingham Business Alliance, which was then known as the Birmingham Regional Chamber of Commerce) right after graduate school

Secret to success: Always strive to arrive on time, stay until the job is done and never give up

Community activities: Rotary, United Way of Southwest Alabama, Mobile Symphony board and Dauphin Way United Methodist Church-related activities

Family: Wife of 18 years, Catherine; and two sons, Brown and Daniel

Which historical figure would you like to invite to dinner and why? Thomas Jefferson, because of his brilliance related to the founding principles of this country's government and because many of his interests and hobbies would make for interesting dinner time conversation

What brought you to Mobile? The Mobile Area Chamber, and my job as vice president of economic development

What are your hobbies? Playing piano, reading and various outdoor activities

Do you have any pets? An outdoor cat named Samson who adopted us

What's your favorite snack? Tortilla chips



Launch Your Company's Chance to do Business with NASA

On Wednesday, Sept. 4, NASA and an entourage of its agencies and prime contractors will be in Mobile to meet with small- and medium-sized companies interested in doing business with the space agency. Set from 8 a.m. to 3 p.m. at the Arthur R. Outlaw Mobile Convention Center, the forum is hosted by the Mobile Area Chamber and is open to area and regional businesses.

Similar events in other cities have drawn 300-plus participants from the construction, service, supply, logistics and other industry sectors.

"You'll be able to do in one day, under one roof, what could take a normal person – if they were lucky – months to accomplish,"

says Danette Richards, the Chamber's director of small business development.

At the business-to-business forum, NASA Marshall Space Flight Center will bring representatives from NASA Shared Services Center, Stennis Space Center, Michoud Assembly Facility and the U.S. Army Corp of Engineers. Also in attendance will be purchasing agents and representatives from their prime contractors looking to partner with local small businesses on federal contracts. These include Northrop Grumman, ATK Aerospace, Lockheed Martin Corp., Teledyne Brown Engineering and The Boeing Co., and others.

"There's even significant value in peer-to-peer networking. A lot of partnerships and deals between attendees are made at these sessions as well," adds Richards.

Registration is \$75. For more information, call 251-431-8607. 

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

Credentials a Key to School-to-Work

Not long after Larry Mouton was named executive director of workforce development for the Mobile County Public Schools, he started hearing from local business owners stating that students leaving the system's career technical education program were missing something important – certification in their areas of specialty.

In 2013, 1,308 students were awarded a variety of professional credentials, including Alabama Career Readiness certificates, OSHA 10-hour safety cards, National Construction Certification and Certified Nursing Assistants (CNA) licenses. The number represented a substantial increase over the year before, when only 226 credentials were awarded.

Mouton plans to continue to increase the number of certifications awarded to students, as well as the number of students enrolled in dual programs to earn college credit locally at Enterprise Ozark Community College (in its aviation training school at Mobile Brookley Aeroplex) and at Bishop State Community College.

These certifications and credentials are provided to the students at no cost, saving them a significant amount of money. For example, the cost to earn a CNA certification, which authorizes students to move from high school into an entry-level healthcare position, would be around \$2,000 if they sought it outside of high school.

Businesses interested in learning more about the credentials and certifications programs offered in the school system should visit the Mobile County Career and Technical Education's website at <http://mccte.schoolinsites.com>.

MCPSS Career Tech Credentials Awarded

Credential	# Earned 2012	# Earned 2013
Alabama Career Readiness Certificate	115	261
MOS – Microsoft Office Specialist	0	14
MTA – Microsoft Networking	0	11
Skills USA Computer Maintenance	0	6
CNA – Certified Nursing Assistant	37	108
CPR	49	173
Agriculture Credentials	25	65
Cosmetology License	0	8
NCCER Core (National Construction Certification)	0	118
NCCR Pipefitting I	0	14
NCCR Pipefitting II	0	12
OSHA 10 Hour Safety	0	486
AWS – American Welding Society	0	12
Serve-Safe Manager (Culinary)	0	11
TSCI Adult Safety Training (Hospitality)	0	9

Source: Mobile County Public Schools Office of Workforce Development

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ExxonMobil

Provides Nonprofit Internships



This summer 16 college students worked for area nonprofits through a program funded by ExxonMobil. Pictured here (from left to right) are students Dalila Pinon, Kaylor Turner and Ashaunte Gaillard who all worked at the Gulf Coast Exploreum with Wesley Burton, education floor manager, for the hands-on science museum.

Although college students learn in the classroom, to be competitive in the current job market many seek work experience long before their post-graduation job search begins. ExxonMobil is providing these opportunities for Mobile area students through its Community Summer Jobs Program (CSJP).

For many of the interns, the experience is their first job related to their chosen major. "Learning about managing a classroom and actually running one are two different things. This internship has been rewarding because it taught me the difference," said Ashaunte Gaillard, a senior majoring in secondary education at the University of South Alabama and a CSJP participant with the Gulf Coast Exploreum's Camp Central.

Since 1996, the ExxonMobil Foundation has invested close to \$490,000 by supporting more than 240 students. The program gives full-time college students an eight-week paid internship with a local nonprofit organization. This past summer, 16 students worked at seven area agencies including the American Red Cross, Bellingrath Gardens and Home, Bayou La Batre Public Library, Dauphin Island Sea Lab, Gulf Coast Exploreum, Volunteers of America Southeast and Weeks Bay Foundation.

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Opportunity Knocks at Career Expo

If you love helping area youth or have a vested interest in Mobile's future workforce, the Mobile Area Chamber has an opportunity for you. The Chamber is coordinating the Worlds of Opportunity, a hands-on, interactive career expo for area eighth-grade students, and needs 300 volunteers to help put on this event.

The annual event, a program of the Southwest Alabama Workforce Development Council, hosts 10,000 students from more than 80 public and private schools in eight

Southwest Alabama counties. It showcases 12 industries — all run by local companies and designed to help students explore future careers.

Highlighted industries include aerospace, automotive technology, communications, construction, energy, engineering and design, healthcare, hospitality and tourism, manufacturing, public service, safety and shipbuilding and repair. Visit www.worldsofopportunity.com to volunteer, or call Bridget Wilson at 251-431-8619 for details. ☎



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SMALL BUSINESS of the month



Owner and President Brian O'Donnell, second from right, has a team at American WeatherStar who help their authorized dealers increase their business. The 10 year-old company is a Mobile-based commercial and industrial roofing maintenance and material supplier.

AWS Shouts from the Rooftops

If you ask **Brian O'Donnell** what prompted him to start his own business, he'll tell you it was "all about seeing the writing on the wall" when the company he was working for on the East Coast was struggling financially. He approached the owners about being an independent representative selling a variety of products, including those of his now former employer, and they agreed. The company survived, and O'Donnell's experience helped him create his own business three years later.

American WeatherStar (AWS), a Mobile-based commercial and industrial roofing maintenance and material supplier of roof coatings, wall coatings, spray foam insulation and single-ply roofing systems, is the Mobile Area Chamber's Small Business of the Month.

O'Donnell took advantage of the flexibility technology offered him and returned home to Mobile with his family to start his business. Ten years later, he is still taking advantage of his skill to see more than is presented and

his marketing degree from the University of South Alabama to create and package energy-efficient roofing systems with broad appeal.

The company's products are used to stop leaks, cool a building's interior or implement preventive maintenance and repair flat roofs.

O'Donnell believes what makes AWS stand out among its competition is his entrepreneurial spirit to work for his customer base of authorized independent dealers – the contractors actually doing the work, he explains.

He and his team of nine employees establish vendor partnerships throughout the country by customizing marketing materials featuring American WeatherStar products and each one of the independent contractors. And with follow-up calls and coordinated advertising efforts, the company has a proven track record of landing jobs for its clients.

"We differentiate ourselves from the competition by showing our

customers how we can grow their business," says O'Donnell.

In addition to its local employees, AWS has five independent contractors located in Colorado, Tennessee, Florida, and New York.

"In the roofing business, it's all about timing. No one really wants to put on a new roof, so they think about it and save money and then, when they can't hold out any longer, they make a decision about who to use," says O'Donnell. "That's where our approach to business really pays off – we strive to achieve top-of-mind awareness for our products and our contractors."

Earlier this year, AWS bought a 2,500-square-foot facility on Lees Lane. The new location gives the company the space it needs to make samples, test materials and systems, and hold onsite training sessions, as well as room for a business development center.

For more information, go to www.americanweatherstar.com.

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.

A Business Guide to Alabama's New Gun Law

Alabama's new gun legislation is now in effect, prohibiting businesses from restricting firearms on business property in certain instances.

Businesses with policies regarding guns in the workplace need to understand this new law and how it may impact them.

Below are some guidelines to help your business.

Businesses With Security Guards and 'Other Security Features'

The law allows a business to prohibit all persons, including those with a concealed weapons permit, from bringing a firearm into a building if "access of unauthorized persons is limited during normal hours of operation by the continuous posting of guards and the use of other security features, such as metal detectors, key cards, turnstiles or other physical barriers." The facility must have both a guard(s) and other security features to qualify.

However, the definition of an "other security feature" is not clear. A barrier of some sort – turnstile or even just a rope barrier – qualifies, but the use of security cameras may be sufficient as well. Under the new law, all businesses that prohibit

weapons must now place a notice stating weapons are not permitted at public entrances.

Businesses Without Guards and/or 'Other Security Features'

Any person may now possess a pistol on someone else's property if they have either a concealed weapons permit or consent of the owner. Business owners who allow public access may prohibit a person from carrying a holstered pistol into the building, but may not prohibit a person with a concealed weapons permit from carrying his or her concealed pistol into the building. Business owners wanting to prohibit openly carried pistols should post a sign stating firearms are not permitted, but they must be aware that such a prohibition will not prevent a person with a concealed weapons permit from bringing a concealed pistol into the business.

Employers with Employee Parking Lots

The law allows employees to store weapons out of sight in a locked vehicle in employee parking lots under certain conditions, but the law also allows an employer to prohibit employees from bringing weapons inside the facility or off-site where the employee is working,

An employee with a concealed weapons permit may have either a pistol or any other firearm legal for hunting in his or her car. An employee without a concealed weapons permit must have it unloaded, legal for hunting (not a pistol), out of sight, in a locked vehicle, only if they have an Alabama hunting license, during hunting season, and he or she has not been convicted of any crime of violence (see Ala. Code §13A-11-70) or any domestic violence crime; is not subject to a domestic violence restraining order; has not been committed to a psychiatric hospital; and does not have prior documented incidents of workplace threats or violence.

An employer may not, as a matter of course, ask employees if they have weapons in their cars unless they believe an employee is a danger.

If an employee does not comply with the law according to the previously mentioned rules, the employer may take disciplinary action. If the employee is in compliance with the law, the employer may not take action against the employee solely based on the lawful weapon.



Hosp



Watkins

Edward A. "Ted" Hosp and James F. Watkins are shareholders at Maynard Cooper & Gale PC. They can be reached at thosp@maynardcooper.com or jwatkins@maynardcooper.com.

There may be other permitted reasons to discipline the employee that are not connected to the possession of a weapon. For example, if a threat of violence leads to the discovery of a weapon, the fact that the weapon was permitted would not prohibit the employer from disciplining the employee for the threat of violence.

Immunity for Businesses from Civil Liability

The new law provides broad immunity to employers from civil liability resulting from employees bringing a weapon to work. It also states the presence of a weapon on property "does not, by itself, constitute a failure by the employer to provide a safe workplace." Finally, an employer does not have any duty to inspect a parking lot, or any privately owned vehicle on a parking lot.

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"United Way's support plays a major role in helping the Dumas Wesley Community Center meet the critical health and human service needs in our community. Thanks to continued financial support from the United Way our agency-wide client census is up, meaning that we are touching more lives in our community: Children and teens have a safe haven after school, senior citizens enjoy a hot meal and fellowship, the hungry are fed from our food pantry and homeless women and children have a place to call home and an opportunity to become independent. Great things happen when businesses and individuals partner with United Way!"

-Kate Carver, Executive Director, Dumas Wesley Community Center

"By combining a passion for our mission, a commitment to values, and focusing on our vision and target areas (Children, Community, Education, Employment, Environment, and Families), Goodwill Easter Seals annually serves more than 10,000 individuals and families throughout 12 counties in Southwest Alabama and Northwest Florida. We believe it is our duty and privilege to make a difference in the community and the lives of the people we serve."

-Frank Harkins, President/CEO, Goodwill Easter Seals of the Gulf Coast



"As a first-time partner with the United Way there's an opportunity to share the work the Mobile Area Education Foundation does for public school students in Mobile County. MAEF has embarked on a task to encourage the citizens of Mobile County to take ownership of its public school system, and by the year 2020 to have at least 80 percent of our public school students graduating prepared for college, career, and to lead successful lives. The individuals and businesses that support United Way are contributing to the success of 60,000 youth in our community."

- Carolyn Akers, Executive Director, Mobile Area Education Foundation

"Partnering with United Way helps us to share our story of being a 'home away from home' for families of hospitalized children with the community. United Way funding is also greatly important to support our increased capacity to lodge more families each night in our expanded Ronald McDonald House and will help with our new Ronald McDonald Family Rooms inside USA Children's & Women's Hospital to give families a place for peaceful respite inside the hospital. United Way helps us to support families so they can focus on nurturing their children back to health."

- Paul Giardina, Executive Director, Ronald McDonald House Charities of Mobile



"The goals of The Salvation Army and United Way are very similar - helping our neighbors in need who are facing life's toughest challenges. We rebuild lives, reunite families and help those neighbors reach their life potential. I am so grateful for the support The Salvation Army receives from United Way of Southwest Alabama. Without this financial resource, it would be extremely difficult to provide the range of services, from residential programs to walk-in assistance, for the hundreds of people who turn to The Salvation Army every day of the year. Thank you United Way and the many donors who make it all possible. God bless each one of you."

- C. Mark Brown (Major), Area Commander, The Salvation Army of Coastal Alabama.

"United Way has supported Via-Senior Citizens Services for over 40 years. Because of generous donations through United Way, we have been able to provide programs and support for older adults and their families. Each senior citizen using our services has access to health clinics and screenings, an emergency food pantry, continuing education, low cost meals, fitness and weight loss programs and social activities. Loved ones of those with dementia are provided much needed respite through our adult day care program. We are so thankful for the United Way funds the community has provided."

- Dorothy Curry, Executive Director, Via Health, Fitness and Enrichment Center



To find out how you can help these agencies and United Way build a better community through improving education, health, financial stability and essentials, please contact our office.
 United Way of Southwest Alabama • 218 St. Francis St., Mobile, AL 36602 • 251-433-3624 • www.uwsa.org





Long's Human Resource Services:

Bringing People and Jobs Together for 65 Years

Since 1948, Long's Human Resource Services has recruited and placed long-term contract, temporary and direct-hire employees on the Gulf Coast. Founded by Tom Long as a small, private employment agency, Long's still operates today as a family-owned business headquartered at 19 Midtown Park Dr. W. in Mobile, with branches in Foley and Fairhope.

The 21-employee company serves professional/technical, clerical and industrial divisions. As human resource experts, Long's can provide payroll services, skills testing, training and outplacement services.

Pictured is Long's daughter, Sarah Damson, chief executive officer (in red), with her family, from left to right: Jud Freeman, risk/safety manager; Liz Freeman, vice president; and Tom Damson, president.

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Mobile's On The Grow

42

New Businesses
Recruited

86

Expansions at
Existing
Companies

17,414

NEW JOBS
Created

\$8.5

Billion

in Capital Investments
at New & Existing
Companies

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in the nation

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\$49,998

Average salary of jobs created since 2006.

*These are the results of the Mobile Area
Chamber's economic development efforts since 2002.*

About the Mobile Bay Area Business Community

As the region's lead economic developer, the Mobile Area Chamber and its coalition of public and private investors recruited 42 new businesses and 86 expansions at existing companies since 2002. These efforts garnered \$8.5 billion in capital investment and more than 17,400 jobs with an average annual salary of \$49,998 (since 2006). The following companies are among the most recent to announce new or expanded investment in the Mobile area.

Recent New Company Investments

Airbus

Aircraft Final Assembly

www.airbus.com

\$600 million investment / 1,000-plus jobs

The facility is under construction. Aircraft assembly will begin in 2015 and the first deliveries from Mobile are expected in 2016.

To date, related announcements include:

Labinal

Aerospace Engineering

www.labinal.com

30 to 50 jobs

First supplier to invest in Mobile to support Airbus.

Alabama Steel Terminals

Steel Warehousing

\$36 million investment / 100 jobs

The facility is expected to be up and running by 2016.

Krispy Mixes

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www.krispymixes.com

11 jobs

Company headquarters.



Marine Well Containment Co.

Oil Spill Recovery

www.marinewellcontainment.com

10 jobs

A new and expanded containment system used to cap and contain oil will be housed in Mobile. The equipment will be maintained in a continuous state of readiness and MWCC will be first responders to any future oil spills in the Gulf of Mexico.

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Sucralose

www.tateandlyle.com

\$20 million investment / 100 jobs

Reopened to meet the demand for sucralose, the key sweetening ingredient in Splenda.

ThyssenKrupp Steel USA / Outokumpu Stainless USA

Steel

www.thyssenkruppsteelusa.com / www.outokumpu.com/usa

\$5.2 billion investment / 30,000 indirect jobs

Both facilities are operating and the first wave of service providers are moving in.

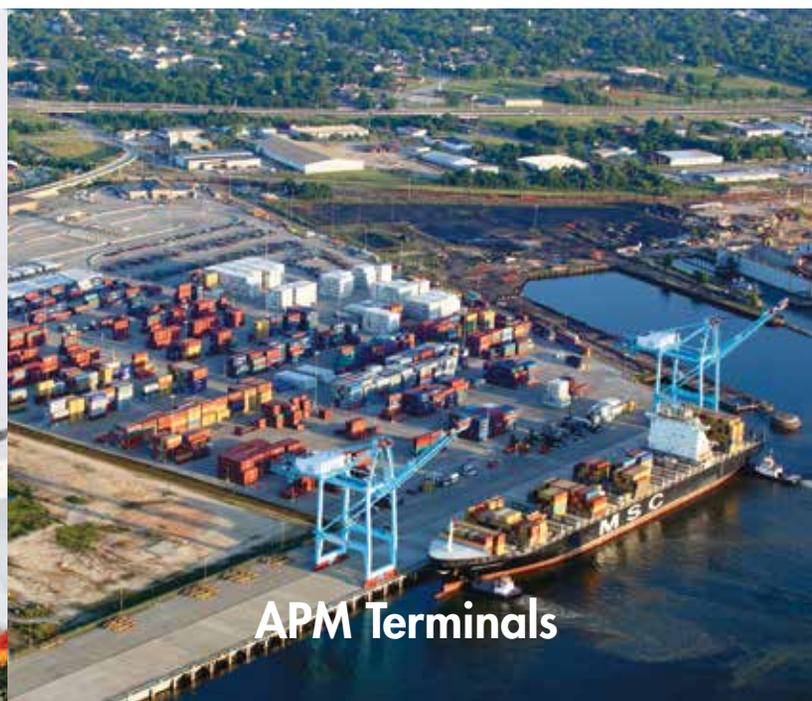
To date, related announcements include:

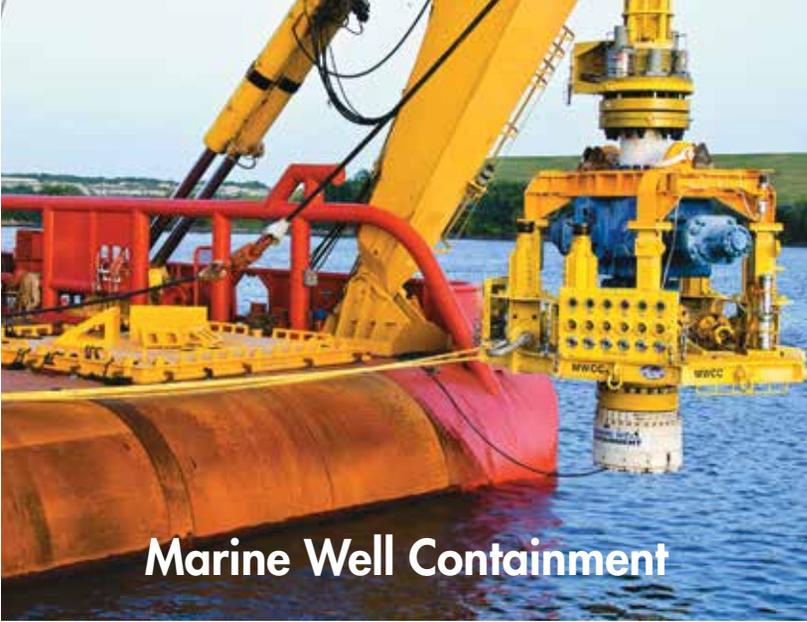
Heidtman Steel Products

Steel Slitting

www.heidtman.com

\$18.5 million / 48 jobs





Marine Well Containment

Kloeckner Metals

Steel Processors

www.kloecknermetals.com

\$17.8 million / 32 jobs

Steel Warehouse

Steel Pickling Line

www.steelwarehouse.com

\$17 million / 60 jobs

Tube City IMS

Slag Processing / Metal Recovery

www.tubecityims.com

\$23 million / 65 jobs

Vail Rubber Works

Roll Processing

www.vailrubber.com

\$2.07 million / 16 jobs

Walter Energy

Coal Mining

www.walterenergy.com

\$145.7 million investment / 40 jobs

The company is building a coal export facility in Mobile.

Existing Company Expansions & Investments

Aker Solutions

Subsea Umbilicals

www.akersolutions.com

\$6 million investment / 25 jobs

This is the fifth expansion since the company opened in Mobile in 2003.

Alorica

Telecommunications / Customer Service

www.alorica.com

200 jobs

The company provides inbound customer service to national clients and added a second facility.

Amvac Chemical

Crop Protection Products

www.amvac-chemical.com

\$11.4 million investment / 21 jobs

Mobile is the largest of four company facilities.

Austal USA

Shipbuilding

www.austal.com

\$200 million-plus investment / 1,000 jobs

Military contracts add up to \$5.1 billion. Austal will build up to 11 Littoral Combat Ships (LCS) and 10 Joint High Speed Vessels (JHSV) for the U.S. Navy. The latest expansion includes a new office complex, phase 2 of the Module Manufacturing Facility (MMF) and Assembly Bay 6. Including the last wave of new hires, the company has approximately 3,500 employees.

Gulf Coast Asphalt

Petroleum Products

www.gcachouston.com

\$21.9 million investment / 10 jobs

The company is installing equipment that converts low-value crude oil to higher-value grades.



Austal USA



Brookley Aeroplex

Huntsman Americas

Multi-Functional Epoxy Resins

www.huntsman.com

\$40 million investment / 35 jobs

Production is scheduled to begin in late 2013 or early 2014.

Lenzing Fibers

Tencel / Lyocell

www.lenzing.com

\$30 million investment / 63 jobs

The recent expansion is in response to North American demand for the fibers used to make clothing, sheets, and personal and industrial wipes.

Port of Mobile

Imports / Exports

www.asdd.com

\$600 million investment

The state's only deepwater port continuously draws investment, and is currently serving Post-Panamax ships, referring to the large vessels necessitated by the Panama Ship Canal expansion.

SSAB Americas

Steel

www.ssab.com

\$220 million expansion / 137 jobs

The company added a heat-treating facility to harden steel, a niche market for SSAB.

Taylor-Wharton Cryogenics

Cryogenics Freezers

www.taylorwharton.com

\$6 million investment / 15 jobs

The company recently established a new liquefied natural gas (LNG) business unit.

UOP Honeywell

Molecular Sieves

www.uop.com

\$20 million investment / 8 jobs

UOP is doubling production of a product used to remove radioactive substances at Japan's Fukushima Daiichi nuclear power plant.

In The News...

The Mobile Area Chamber and the fruits of its labor secured dozens of headlines in a variety of publications. Here's a sampling:

Forbes.com

Mobile

No. 1 mid-sized city for

New Manufacturing Growth

Site Selection

Mobile Area Chamber

Top 12 Economic

Development

Groups for 2012

Site Selection

Airbus Final

Assembly Facility

Top 10 North American

Deals of 2012

Business Facilities

Mobile Area Chamber

Honorable Mention, Economic

Development Excellence for cities with

populations between 200,000 and 500,000

Business Facilities

Airbus Final Assembly Facility

Honorable Mention, Economic Development

Deal of the Year

fDi Intelligence

Airbus Final Assembly Facility

Runner Up, Best Aerospace Projects global category

fDi Intelligence

Austal USA

Honorable Mention,

Best Expansions global category

Trade & Industry Development

Airbus Final Assembly Facility

No. 12, Annual Corporate

Investment and

Community Impact

Southern Business

and Development

Mobile

Top 10, Successful Aviation and Aerospace

Clusters in the South

Business Facilities

Mobile

Editors' Location Pick

fDi Intelligence

Mobile

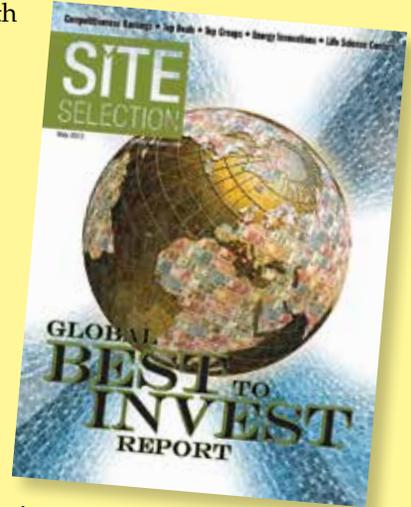
No. 10, American Cities of the Future, populations

of 100,000 to 250,000

American Chamber of Commerce Executives

Mobile Area Chamber of Commerce

Inaugural Going International Award



Mobile Area's Major Employers

3,000-plus employees

Austal USA
 Infirmiry Health
 Mobile County Public School System
 University of South Alabama & Medical Facilities

2,999 - 1,000

BAE Systems Southeast Shipyards
 City of Mobile
 CPSI
 Mobile County
 Providence Hospital
 Springhill Medical Center
 ST Aerospace Mobile
 ThyssenKrupp Steel USA

999 - 500

Alabama Power
 Alabama State Port Authority
 Alorica
 AltaPointe Health Systems
 AT&T
 Boise Paper
 Columbia Southern University
 Evonik Industries
 G.A. West & Co.
 Grand Hotel Marriott Resort, Golf Club & Spa
 Kimberly Clark
 Outokumpu Stainless USA
 Phelps Dunbar
 Regions Bank
 SSAB Americas

499 - 250

Alabama Orthopaedic Clinic
 BASF
 Bishop State Community College
 Cardiology Associates
 Coca-Cola Bottling Co.
 Continental Motors
 Crown Products
 Hargrove Engineers + Constructors
 Horizon Shipbuilding
 Masland Carpets (Saraland)
 Mobile Area Water & Sewer System
 Olin Corp.
 Premier Medical
 Scotch Gulf Lumber
 The SSI Group
 Thompson Engineering
 UOP Honeywell
 World Omni Financial Corp.

*full-time employee totals as of 7/15/13

Mobile Area Population

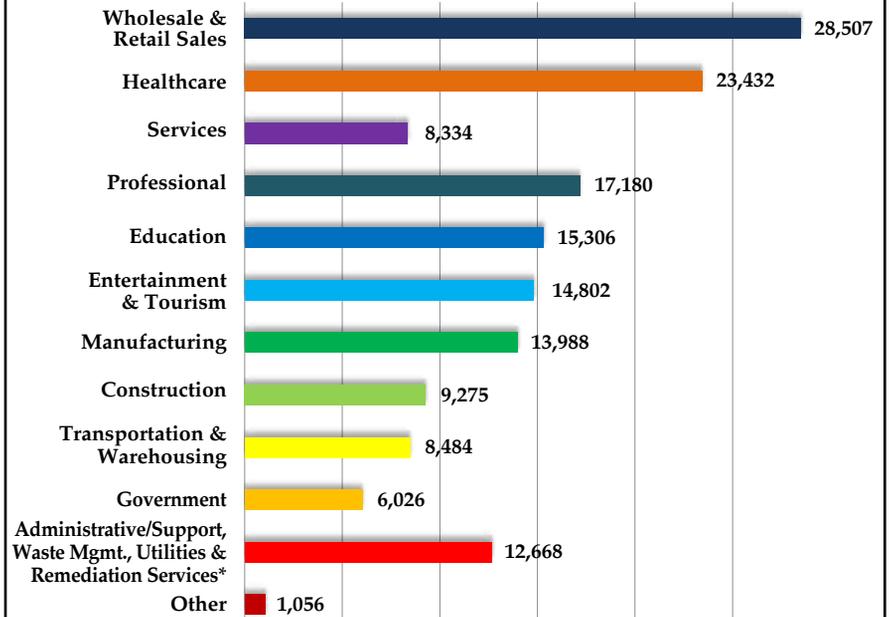
Mobile is the largest Gulf Coast city between New Orleans and Tampa and is ranked 120th in the nation.

	Population	Median Age
City of Mobile	195,822	36
Mobile County	412,936	37
Baldwin County	190,790	38
Mobile Bay Area	604,726	37

Source: U.S. Census 2012 Estimate

Employment Base

One of the Mobile area's greatest strengths is its diversified economy. Another is its skilled and dedicated workforce. We've categorized where Mobilians work into the following areas.



*Category defined by the Alabama Dept. of Labor

** Other includes agriculture, forestry, fishing and hunting, mining.

Source: 1st Quarter 2012, Alabama Dept. of Labor

Median Household Income

\$40,064

City of Mobile

\$38,629

Mobile County

\$40,996

Mobile Bay Area

Source: U.S. Census 2010

Lagniappe

The Mobile Bay region offers an abundance of cultural and recreational opportunities for people of all ages – a variety of museums, theater, symphony, opera, ballet, fishing, golfing, relaxing at the beach and more.



Mobile is located in southwest Alabama at the head of Mobile Bay, 31 miles north of the Gulf of Mexico. It is Alabama's second largest metropolitan area and home to the state's only major port.



Mobile is known as the Azalea City thanks to Frise Langlois, who first brought the bright pink blossoms here from his father's garden in Toulouse, France, in 1754.

Six different flags have flown over Mobile: French, Spanish, British, Republic of Alabama, Confederacy and United States of America.



Mobile has three major universities – one public, University of South Alabama; one private Jesuit, Spring Hill College; and one private Southern Baptist institution, University of Mobile.



Mobile's cost of living is consistently one of the lowest of the 80 mid-size U.S. metropolitan areas, according to an ACCRA survey.

One of the oldest U.S. cities, Mobile celebrated its Tricentennial in 2002.

MOBILE
TRICENTENNIAL
300 Years of America



Mobile is home to the GoDaddy.com Bowl, Senior Bowl, Alabama Deep Sea Fishing Rodeo, Dauphin Island Regatta and the Distinguished Young Women scholarship program.

Mobile's Mitchell Cancer Institute, affiliated with the University of South Alabama, is the only academic cancer research center in the upper Gulf Coast region.



The Mobile-Tensaw River Delta is the second largest in the United States, and Mobile Bay is the fourth largest estuary in the nation.



Mobile Bay holds the second largest natural gas reserve in the world.

Mobile was named an All-America City by the National Civic League, one of the most coveted titles among U.S. cities.

The Copeland-Cox Mobile Tennis Center is the nation's largest public facility with 50 hard courts.

At least 32 international companies have current operations in Mobile County.

Regional golf is among the nation's finest, with more than 25 courses.



Senior Bowl stars such as Joe Namath, Lee Roy Jordan, Bo Jackson, Brett Favre, D'Marcus Ware and Jay Cutler played right here in the annual college all-star game attracting so many scouts, it's sometimes called a mini-NFL convention.

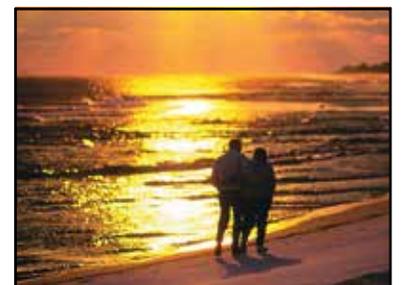


Mobile is the birthplace of modern-day Mardi Gras celebrations in the U.S.

Mobile Bay is home of notables Jimmy Buffett, Hank Aaron and Winston Groom (author of Forrest Gump).



Our oldest living resident, The Duffee Oak, is a 300-year-old oak tree, and is one of 3,000 live oaks in Mobile that are more than 100 years old.



The Mobile Bay area welcomes nearly 7.3 million visitors a year.

Help Your E-Commerce Customers Shop, Not Drop

How big is e-commerce today? According to the U.S. Department of Commerce, domestic e-commerce sales totaled \$165.4 billion last year, up 14.8 percent from 2009. That's 7.6 percent of total U.S. retail sales, excluding items infrequently purchased online, according to *Internet Retailer* magazine.

As with brick-and-mortar retailing, e-commerce is all about the customer. Eddie Davis, senior director of merchant services for PayPal, says small business owners need to listen to what their customers say about their online shopping experiences, and adapt accordingly.

"One of our recent surveys revealed that nearly half of online shoppers abandoned their carts multiple times in a three-week period due to high shipping costs, security concerns and lack of convenience," Davis said. And with the average cost of abandoned goods in U.S. online shopping carts approximately \$109,

"that alone proves it's critical for merchants to make the checkout experience as painless as possible."

Here are some other ways to help your e-commerce site generate sales:

- Tools such as NetPeriscope and Hitwise provide insight to online consumer behavior and offer advice to monitor and improve the success of your e-commerce sites and marketing campaigns. "The more you know, the better you can position your business or site to take advantage of any opportunities that might arise in a changing competitive environment," Davis said.
- Add customer reviews. More and more customers use web searches to research products and prices. Reviews will boost customers' confidence in your company and your product.

- Tune keywords to consumer attitudes. With consumer confidence at record lows, the language you use on your site needs to reassure and comfort the consumer. "It's imperative that online merchants use language that expresses good value," Davis said.

- Test your templates. Tools such as Crazy Egg can show how users are interacting with your web pages. You can use this information to improve your site's performance without having to invest in a complete overhaul.

- Review your metrics regularly. Compare year-to-year information to assess your program's health and drive your marketing efforts.

- Optimize internal searches. Make sure less-popular items are as easy to find as top sellers. Otherwise, prospective customers may abandon your site for a search on Google or other search engine where your business may not come up.

E-commerce "window shoppers" can be converted into paying customers, Davis said, by offering conveniences such as multiple payment options, secure transactions and features such as free shipping, coupons and special discounts.

"Consumers want the purchasing experience to be fast and easy," he added.

Need help with e-commerce? Contact the Mobile SCORE chapter, housed at the Mobile Area Chamber for free and confidential counseling at 251-431-8614, or visit online at www.mobile.score.org



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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For more than 150 years, Regions Bank has been proudly serving South Alabama. We believe the reason we've been in business for more than a century and a half is because we do things the right way. That means that we're committed to offering you simple, reliable financial solutions and customer service that's friendly and helpful. No matter what the economy brings, you can count on us to do right by the people and businesses that call South Alabama home.

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It's time to expect more.

Roger Wehner



Company: Mobile Airport Authority

Title: Executive Director

Hometown: Orlando, Fla.

Education: Wehner earned a bachelor's degree in political science from Troy University in Montgomery and a master's degree in Latin American Studies, International Business from The University of Alabama. He is in the process of earning a doctorate in strategic management and marketing from Virginia Polytechnic Institute and State University in Blacksburg, Va.

First job: Wehner served in the U.S. Army Special Operation Forces as a non-commissioned officer with 15 years of reserve and active duty experience with a special operations team and as program leader with the 20th Special Forces groups.

Previous experience: Before joining the Mobile Airport Authority, Wehner was vice president of business development at Safran USA, a provider of high-tech products in the fields of aerospace propulsion, security, aircraft braking and avionics. Prior to Safran, he was the director of international economic development for Alabama Power Co.

Accomplishments: Wehner partnered and co-founded Global Resource Group LLC, a small business consulting firm that provides a broad array of business solutions.

Secrets to success: "Have fun doing what you are passionate about; strategic focus; communication and collaboration; detailed planning; disciplined execution."

Brief company description: The Mobile Airport Authority owns and operates the Mobile Regional Airport, which has served air transportation needs of people along the Gulf Coast since the 1930s. The airport is a partner with US Airways Express, United, Delta Air Lines and American Eagle Airlines and offers all-jet service on 25 daily departures. It also operates Mobile Brookley Aeroplex in downtown Mobile.

Shelly Mattingly

Named Executive Assistant to President

The Mobile Area Chamber's Shelly Mattingly was promoted to executive assistant to Bill Sisson, president and chief executive officer of the Chamber. She previously worked in the Chamber's economic development department for 13 years, including when Sisson served as the organization's vice president of economic development from 2003 to 2008.

In her new position, she will assist Sisson with day-to-day activities and the overall management of the Chamber. Mattingly will also serve as the staff liaison to the governing board of directors and its executive committee, as well as assist with board of advisors events.

"Shelly is a multi-tasker and able to work quickly in a lot of different areas



Mattingly

— skills that lend themselves well to this position," says Sisson. "Her organizational skills, corporate knowledge and familiarity with our members will be the strongest assets she brings to this position."

During Sisson's previous stint at the Chamber, Mattingly says, "We had a great working relationship, and I am excited to continue that in my new position."

Mattingly has been a member of the Chamber team for 20 years. Her first assignment was in governmental and military affairs. She has served as staff liaison for Partners for Growth, the Chamber's economic development program of work, since its inception in 2003.

She can be reached at 251-431-8655 or smattingly@mobilechamber.com.

Katrina Dewrell

Role Expanded at Chamber

In his first several weeks back at the Mobile Area Chamber, President Bill Sisson did a lot of listening to members, volunteers and staff. As a result, he is expanding investor relations efforts, including the Chamber's membership and those investing in Partners for Growth, the organization's economic development fund.

"As we continue to grow, we need increased focus and attention to ensure we are continuously improving our communications with those who invest in us," says Sisson.

To do so, he is tapping the skills of Katrina Dewrell. Sixteen years ago, the board of advisors started with approximately 30 members. Today, it has grown to 240 members representing 12 percent of the Chamber's membership and 52 percent



Dewrell

of the organization's dues income.

Dewrell joined the organization 25 years ago, initially working in economic development, and most recently was assistant to former Chamber President Win Hallett.

In her new role, she will assist with the Chamber's multi-year

strategic plan, the annual plan of action and benchmarking the Mobile Area Chamber against other high-performing chambers across the country.

"I have enjoyed every position I have held at the Chamber, and I'm looking forward to making an even greater contribution to our success in the future," says Dewrell.

She can be reached at 251-431-8611 or kdewrell@mobilechamber.com.




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Russ Ford stands in front of iBERIABANK's newest branch opening soon at 64 N. Royal St. in downtown Mobile.



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 **kdewrell@mobilechamber.com**.

Company officials: Lawrence G. "Russ" Ford Jr., Mobile and Montgomery, president

Years in business: founded in 1887; entered the Mobile market in 2009

Brief company description: iBERIABANK Corp. is a financial holding company with 276 combined offices, including 181 bank branches and two loan production offices in Louisiana, Arkansas, Tennessee, Alabama, Texas and Florida; 21 title insurance offices in Arkansas and Louisiana; mortgage representatives in 62 locations in 12 states; nine locations with representatives of iBERIA Wealth Advisors in four states; and one iBERIA Capital Partners LLC office in New Orleans.

Why are you located in Mobile? "iBERIABANK has unique connections and strong leadership in south Alabama, making us a viable player in the Mobile region," said Ford. "Our relationship-based approach to banking focuses on making

decisions locally, close to our clients. Throughout our company, we believe that having the right people on our team provides a significant competitive advantage. As we have across our footprint, iBERIABANK has invested in a branch system to appropriately serve our clients and strategically invest in the community."

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

"The Mobile Chamber is a vital part of the business community," said Ford. "We support their efforts to provide assistance to local companies in their growth, market development and workforce development efforts. The Chamber's role is vital to recruiting additional companies considering locating in the south Alabama region as well as assisting in the development of new companies in order to diversify our economy."

What do you see as Mobile's greatest potential? "Mobile's greatest potential is to continue the momentum gained from the recent announcement made by Airbus in its selection of Mobile as the home to the company's final assembly plant," said Ford. "The Airbus decision provides us a once-in-a-lifetime opportunity to showcase our city, with all of its resources, across a global stage to companies and industries desiring a coastal location. Mobile offers a top-tier port facility, transportation (rail in addition to a north/south and east/west interstate system), as well as a quality of life benchmarked by vast natural resources and a revitalized, growing downtown community. All of these attributes provide us the potential of becoming one of the most unique and growing coastal destinations across the U.S."

Length of continuous Chamber membership: Since 2009

Forum Alabama Featured K-14 Education

The Mobile Area Chamber hosted "Alabama's K-14 Education System: A Workforce Roadmap" in June, with Alabama Community College System Chancellor Dr. Mark Heinrich and Alabama State Superintendent of Education Dr. Tommy Bice serving as presenters. Sponsored by Bishop State Community College and Alabama Power Co., the event was sold out with more than 160 in attendance.

Chamber Supports Federal Immigration Reform

The Chamber signed a U.S. Chamber of Commerce letter in support of immigration reform to members of the U.S. Senate. Based on the position adopted in 2006 by the Chamber's board of directors, four critical elements of immigration reform are: (1) increased border security; (2) reform and creation of workable temporary worker programs along with fixing flaws with the employer-sponsored green card system; (3) a balanced and workable employment verification system; and (4) some type of legalization program with tight criteria and eventual citizenship.

Addressing a Rise in Flood Insurance Rates

The Chamber is participating in a coalition of Gulf Coast organizations to address the rise in National Flood Insurance Program (NFIP) rates, as a result of the 2012 Biggert-Waters Flood Insurance Reform Act. NFIP provides affordable flood insurance in exchange for communities using FEMA-generated and FEMA-specified flood insurance rate maps (FIRMs) for floodplain management. Home and business owners have made lifelong plans and investments based on the previous existence of affordable flood insurance as proposed by FEMA in the NFIP. The coalition is requesting that Congress create new legislation or amend and/or revise the Biggert-Waters Flood Insurance Reform Act so communities can have a long-term, sustainable and viable NFIP with affordable rates.

Update from 2013 Legislative Session

The Chamber's state Governmental Affairs Committee heard Sen. Vivian Davis Figures and Chamber lobbyist Beth Marietta Lyons reflect on the 2013 legislative session. The committee also discussed a timeline for setting the Chamber's 2014 legislative agenda.

BUILDING FOR LEASE



LOCATION:
456 Civic Center Drive

SIZE:
Approximately 5,000 square feet
Short-term lease proposals welcome

FEATURES:
Vaulted ceilings
Five private offices
Custom cubicles
Large conference room
Storage area
Kitchen/breakroom
Gated secure parking
Close proximity to Brookley Aeroplex

AVAILABILITY:
Immediately

CONTACT:

Joe Mareno, Mobile Area Chamber - 251-431-8624, jmareno@mobilechamber.com
Janet Keene, Bender Realty - 251-445-2468, janet@benderrealestategroup.com



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2

Proper insulation can save you up to 30% on your heating and cooling costs. Add more insulation if you are finding cool spots around your home.

3

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4

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An Education on Common Core Standards

The Chamber participated in an information-sharing session on the Common Core College and Career-Ready Standards led by the Mobile Area Education Foundation and Mobile County Public Schools. It was attended by members of the Southwest Alabama Workforce Development Council, Alabama Math, Science and Technical Education Coalition, A+ Foundation and members of the Common Sense Campaign. The Chamber is opposed to a challenge by some members of the Alabama Legislature to drop common core standards from K-12 education.

Building grassroots Support for a Bridge

Build the Bridge Coalition co-chairs Mike Lee of Page and Jones and Bill Seifert of Regions Bank recently met with the mayors of Daphne, Spanish Fort and Fairhope, as well as south Alabama Chamber executives to request their formal support for the construction of the proposed Mobile River

I-10 bridge and Bayway widening project. As a result, the Mobile Area Chamber has received letters of support from the following organizations: South Baldwin Chamber, Baldwin County Economic Development Alliance, Eastern Shore Chamber, Jackson Area Chamber, Holiday Inn (Tillman's Corner Chamber representative), Monroeville/Monroe County Economic Development Authority, Monroeville/Monroe County Chamber, Coastal Gateway Regional Economic Development Alliance, Chickasaw Chamber, the City of Foley and the City of Thomasville. Future meetings are being set with other southwest Alabama mayors and civic organizations to solicit support for this project.

The Alabama Department of Transportation will hold public hearings in Mobile and Baldwin counties once the Federal Highway Administration releases the environmental impact statement later this year. To monitor progress on this issue, like the Chamber's Facebook page and follow the e-newsletter, *The Business View Weekly*.

Growth Alliance Task Force Meets

The Chamber's Growth Alliance Task Force held its summer meeting with a presentation by the Federal Bureau of Investigation. The meeting's topic, "How the FBI Encourages Diversity," was presented by Tom Class, an assistant special agent in charge for the national security branch in Mobile. More than 25 Chamber members attended this meeting.

Media Interest in Mobile on Rise

Media interest in Mobile continues to be brisk. The Chamber's communications and marketing department has worked with various local and national reporters on topics such as immigration reform, Austal's JHSV and LCS shipbuilding projects, Mobile's presence at the Paris Air Show, Mobile's unemployment rates, GulfQuest, Airbus, Bayer Crop Science, Forum Alabama, legislative issues like the new gun law, the Chamber's presidency transition and Mobile's economy.

Chamber Hosts Information Session on Australia

The Chamber's trade division hosted "Doing Business in and Exporting to Australia," sponsored by the Alabama International Trade Center. Patrick Fazzino, a partner at the Washington D.C.-based law firm Montgomery, Fazzino & Taylor PLLC, gave participants an opportunity to better understand the issues around doing business and exporting to Australia. The event provided excellent networking and knowledge-sharing opportunities for the 24 business representatives in attendance.

Chamber Names New Ambassadors

Jacqui Callahan with FLC Living and Cris Smith with the University of South Alabama 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 attending ribbon cuttings. To learn more about this group, contact Dawn Rencher at 251-431-8649 or drencher@mobilechamber.com.



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micalh@micahwrightonline.com

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Fax: 251-661-1516





**Business
Spotlight of
the Month:
St. Paul's
Episcopal School**



Kasie Irby

St. Paul's Episcopal School has educated students in Mobile since 1947. The school currently enrolls approximately 1,200 students from preschool through 12th grade. The headmaster is **Marty Lester**, pictured. St. Paul's uses its mission statement as a guiding principle for the development of the four pillars of a St. Paul's education – academics, arts, spirituality and athletics. St. Paul's is located at 161 Dogwood Lane. For more information about the school, visit www.stpaulsmobile.net or call 251-342-6700.

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

Kasie Irby is the Chamber's Ambassador of the Month, a distinction she has earned at least once a year since she joined the program. She was also named Ambassador of the Year for 2012.

A Huntsville native, she works as a business development officer for Army Aviation Center Federal Credit Union, where she promotes the credit union.

"The ambassador program has benefited me on both a personal and professional level," says Irby. "Because of this program, I have been given many opportunities to meet with businesses that have helped me to build on current business relationships or create new ones."

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BOARD OF ADVISORS



Bunting

Mark Bunting is vice president/general manager of WKRG News 5, where he is a 26-year veteran of the television industry. He received a bachelor's degree in communication arts, broadcast, from Spring Hill College. Last year, under Bunting's leadership, WKRG's annual Great Toy Drive collected 15,000 toys and 400 bikes for local children. Currently, he serves on the boards for Junior Achievement and Alabama Broadcasters Association, and is a member of the Rotary Club of Mobile and Corpus Christi Catholic Church.



Thompson

Hutch Thompson is city president for SB&T Bank, which was founded in 1898 and currently has 37 branches in Louisiana, Mississippi and Alabama. Thompson has worked in banking for 14 years. He received a bachelor's degree in psychology, with a minor in philosophy, from the University of South Alabama. SB&T Bank 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.



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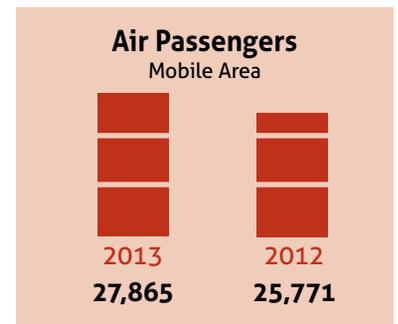
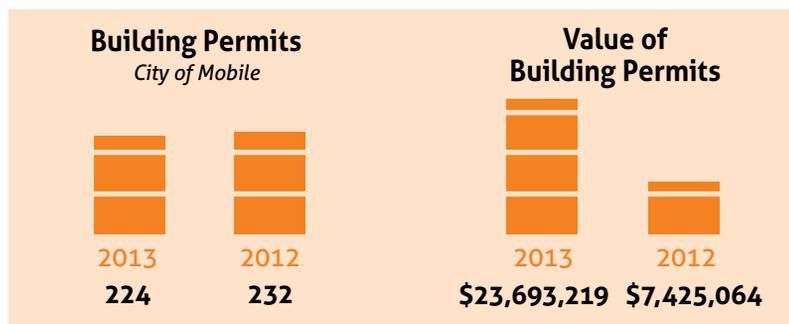
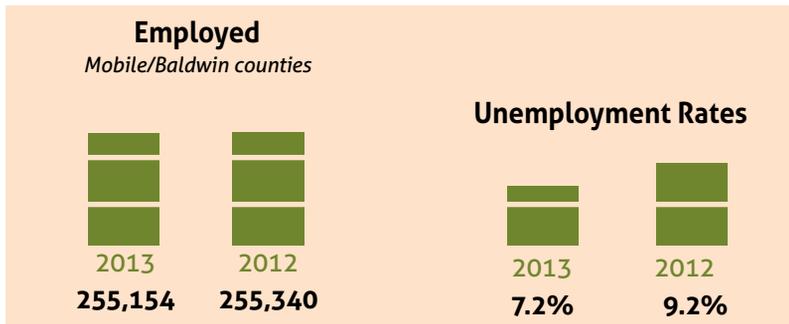


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Comparative Economic Indicators

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

June 2013 vs June 2012



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Just right for you



4 NASA BUSINESS FORUM

The day-long event will focus on the process of doing business with and meeting representatives with the NASA Marshall Space Flight Center, NASA Shared Services Center, Stennis Space Center, Michoud Assembly Facility, U. S. Army Corps of Engineers in Mobile and NASA prime contractors. This forum is open to any firms interested in doing business with NASA.

When & Where: 8 a.m. to 3 p.m. - Arthur R. Outlaw Mobile Convention Center, 1 S. Water Street

Cost: \$75 - online registration open until Aug. 27

Contact: Brenda Rembert at 251-431-8607 or brembert@mobilechamber.com. See story, page 5.

5 MEMBERSHIP 101 *Members Only

Whether you are new to the Chamber or have been a member for years, make sure you are getting the most from your membership.

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

Cost: No charge, but seating is limited.

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

11 2013 COASTAL ECONOMY OUTLOOK

Learn about the new Coastal Alabama economy at this annual event featuring speakers from the Mobile Airport Authority, Mobile Area Chamber of Commerce and Baldwin County Economic Development Alliance.

When & Where: 9:30 a.m. to 12:30 p.m.

Cost: \$95 - online registration open until Sept. 6

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

Sponsors: Mobile Area Chamber



11 NETWORKING@NOON *Members Only

Make 40-plus business contacts in 90 minutes over lunch.

When & Where: Noon to 1:30 p.m. - Mobile Area Chamber, 451 Government St.

Cost: \$10 and must be paid with reservation

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

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Scott Speck, conductor

Wagner - Overture to "The Flying Dutchman"
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Saturday, September 14, 8 p.m.

Sunday, September 15, 2:30 p.m.

Saenger Theatre

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Season tickets still available.
Tickets available online at www.mobilesymphony.org
Phone: 251-432-2010
In person: 257 Dauphin Street

Follow the Mobile Symphony!



12 **KEEP YOUR BUSINESS OUT OF TROUBLE: ISSUES FACING SMALL BUSINESSES** *Members Only
Leading local attorneys with small business and employment law expertise will discuss topics critical to business management and growth.
When & Where: 1 to 5 p.m. - Mobile Area Chamber, 451 Government St.
Contact: Brenda Rembert at 251-431-8607 or brembert@mobilechamber.com
No charge, but seating is limited. Registration is required.

17 **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: James Lowe, president Bishop State Community College
Topic: Lowe will discuss current workforce and economic development initiatives and projects at Bishop State.
Contact: Brenda Rembert at 251-431-8607 or brembert@mobilechamber.com
No charge, but seating is limited.
Sponsor: 

19 **THE POWER OF E-MAIL MARKETING**
You will learn the latest in e-mail marketing and how to make it work for your business.
When & Where: 8:30 to 10:30 a.m. - Mobile Area Chamber, 451 Government St.
Cost: \$10 for members and \$20 for potential members
Registration required: Register online at <http://conta.cc/1cdYkL2>

19/20 **CONSTANT CONTACT - HANDS ON: GETTING STARTED WITH E-MAIL MARKETING**
You will learn how to set up your account and apply tips and techniques to build your e-mail marketing campaign for communication success.
When & Where: Two sessions to choose from: Thursday, Sept. 19 - 1:30 to 4:30 p.m. or Friday, Sept. 20 - 8:30 a.m. - 11:30 a.m. Mobile Area Chamber, 451 Government St.
Cost: \$89 for members and \$99 for potential members
Registration required: Register online by session - Thursday, Sept. 19 - 1:30 to 4:30 p.m. - <http://conta.cc/14isavC> Friday, Sept. 20 - 8:30 a.m. - 11:30 a.m. - <http://conta.cc/13vn2hk>
Laptops are required for this training. No iPads or tablets.

26 **BUSINESS AFTER HOURS**
When & Where: 5:30 to 7 p.m. - Kenney-Moise Inc., 881 Hillcrest Rd.
Cost: \$5 for members and \$10 for potential members
Contact: Kelly Navarro at 251-431-8638 or kn Navarro@mobilechamber.com
Reservations are not needed.
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Thursday, October 3

11:30 a.m. to 1:30 p.m.
Mobile Area Chamber,
451 Government St.

Learn how credit insurance may expand export sales. Presented by Warren Bares of 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. (Ex-Im Bank).

This program is sponsored by the Export Alabama Alliance.

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

Member News

WHO'S NEW



Hughes

Mobile Airport Authority (MAA) promoted 20-year veteran **Thomas G. Hughes** to deputy executive director. Hughes previously served as MAA's director of aviation. He earned bachelor's degrees in marketing and business administration from the University of Mobile.



Seese

Computer Technology Solutions (CTS), a privately owned regional IT consulting firm, named **Matt Seese** director of the Mobile delivery center. Seese has been with CTS since the Mobile office opened in 2006.

Armbrecht Jackson LLP announced **Brandon D. Hughey** and **Mark B. Roberts** are partners in the firm.



A. Gardner



M. Gardner



B. Gardner



Wright

Prudential Cooper & Co. Inc., REALTORS announced four new associates: **Alma Gardner**, **Melvin Gardner** and **Brejeannia Gardner** will work at the main office, while **Matt Wright** will be at the Cottage Hill office.

Coast Design Kitchen & Bath hired **Prentiss McNider** as a designer. McNider earned a bachelor's degree in fine arts from Southern Institute School of Interior Design. He has more than 10 years of experience in interior design.



Heath



McNeil

Tim Heath and **Regina McNeil** joined Strategic Wealth Specialists. Heath earned a bachelor's degree in finance from the University of South Alabama. McNeil holds a bachelor's degree in finance and economics from the University of South Alabama.

Junior League of Mobile hired **Lisa Kavanagh** as operations manager. Kavanagh retired as the associate director of alumni relations from the University of South Alabama after 25 years of service and is an active member of the Chamber's ambassador program.



Kavanagh



Turncliff

ASF Logistics Inc. promoted **Bill Turncliff** to import manager after serving as import specialist with the firm for five years. Turncliff works at the corporate headquarters in Mobile and manages imports for a wide variety of import customers.

Richonda Robinson joined Direct Auto Insurance as a sales agent. Robinson graduated from Faulkner University, where she earned a bachelor's degree in human resource management.



Robinson

Neel-Schaffer Inc., a multi-disciplined engineering firm, welcomed veteran engineer **John Murphy Jr. PE** to the company as a senior project manager. He brings 40-plus years of experience and will be based out of the company's Mobile office. He earned a bachelor's degree in civil engineering at Auburn University.



Murphy



Meany



Minor

Information Transport Solutions Inc. (ITS), a full-service provider of technology solutions, hired **Steve Meany**, a 27-year technology industry veteran, as chief executive officer. The company promoted **Quincy Minor** as chief operating officer and **Jeff Drury** to chief financial officer.

Pro356 Consulting hired **Amy Elliott**, who has more than 15 years of experience in training and consulting. She is a graduate of the Disney Institute Quality Service program and Dale Carnegie Training.



Elliott

BUSINESS ENDEAVORS

Logical Computer Solutions launched a new website to track the site progress of Airbus Assembly Line Mobile with time-lapsed photographs and aerial video. Updates are posted nearly every week to <http://airbusassemblymobile.com>.

RE/MAX By The Bay opened a new office at 300 Magnolia Ave. in Fairhope. For more information, call 251-621-2588 or 251-928-7474.

Verizon Wireless announced the company's 4G LTE network is now substantially complete in Alabama. The network now represents the vast majority of the company's 3G footprint that provides coverage from Muscle Shoals to Mobile.

WELL DONE

Beth Tattersall RN of Gentiva Hospice was awarded membership into Gentiva Health Services' Clinical Ladder Program for clinical excellence in her practice as a hospice nurse.

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Hieronymus



Holly

The Community Foundation of South Alabama added three new members to its board of directors:

Mark E. Hieronymus, one of the founding partners of Wilkins Miller Hieronymus accounting firm; **LaShaunda G. Holly**, communications coordinator at Boise Inc. in Jackson, Ala.; and **Jennifer G. Jenkins**, owner of JJPR LLC public relations and marketing firm.



Jenkins

Jerry Gerritsen of Jerry Gerritsen Real Estate Inc., recently graduated from the University of Alabama with a master's degree in business administration. Gerritsen has a bachelor's degree in business administration with honors from University of Phoenix and a doctor of law degree from Concord Law School.

University of South Alabama writer-in-residence **Frye Gaillard** won a regional Emmy for Outstanding Achievement, Television Programming Excellence in the category of "Documentary-Cultural" from the National Academy of Television Arts and Sciences for "In the Path of the Storms." The film is based on a book about the community's struggles and challenges during Hurricane Katrina and the BP oil spill.



Gaillard



Blackwell



Morrisette

Cartledge W. Blackwell III of the Mobile Historic Development Commission and **Frances Morrisette** of LLB&B Real Estate were named The Leukemia and Lymphoma Society (LLS) 2013 South Alabama Man and Woman of the Year for funds raised in a 10-week campaign to help advance LLS's mission.

Attorney **Lisa Darnley Cooper** of **Hand Arendall** was awarded the William Kaufman award, named for the founder of the Community Foundation of South Alabama, for her role as an active volunteer and board member with numerous organizations including the South Alabama Volunteer Lawyers Program, Big Brothers Big Sisters of South Alabama and United Cerebral Palsy.

Mobile County Commission president **Merceria Ludgood** was one of 24 national leaders selected to participate in the National Association of Counties (NACo) County Leadership Institute (CLI) program. CLI is a four-day program offered in partnership with Cambridge Leadership Associates to help county officials identify and implement innovative solutions to challenges facing counties and communities.



Ludgood

Palmer Whiting, senior vice president of **Merrill Lynch**, was recognized by *Barron's* magazine, a financial publication, as one of the nation's top financial advisors on its "America's Top 1,000 Advisors: State-by-State" list.

University of South Alabama's Mitchell College of Business Master of Business Administration Class of 2013 is ranked among the best in the nation based on results from the 2013 ETS MBA field exam. The entire class scored in the 92nd percentile on the standardized test assessing knowledge of accounting, finance, management and marketing.

Patti Trawick of West Bay Chiropractic Center was named the 2013 Chiropractic Assistant of the Year by The Alabama State Chiropractic Association (ASCA). The award recognized her contributions to the advancement of the chiropractic profession, academic and scholarly endeavors, involvement with the association (ASCA) and community activities.



Trawick

Educator **Kelli Etheredge** of St. Paul's Episcopal School was named among the top five nominees for the national Bammy Award presented by the Academy of Education Arts and Sciences International. The award honors the value of education, educators and lifelong learning.

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COMMUNITY NEWS

Junior League of Mobile (JLM) chose four recipients for the 2013 Young Women Leadership Scholarship for high school seniors. This year's recipients are **Mollie Maples** of UMS-Wright Preparatory School; **Emma Vater** of Fairhope High School; **Anna Grace Claunch** of Fairhope High School; and **La'Miya Packer** of Vigor High School.

In addition, JLM awarded 2012-13 Community Assistance Funds to five organizations in Mobile County. This year's recipients are: AIDS Alabama South, \$2,500; Arthritis Foundation, \$2,500; the Joseph Project, \$5,000; Mercy Medical, \$1,000; and Under His Wings Inc., \$4,000.

PNC Foundation recently donated \$40,000 to the Dauphin Island Sea Lab (DISL) Foundation to fund BayMobile, a traveling marine science classroom that visits school groups throughout Alabama.



Bradley

Ozanam Charitable Pharmacy received a \$65,000 grant from The Community Foundation of South Alabama to begin a pharmacy residency program that will focus on increasing access to quality healthcare for uninsured patients. **Dr. Derrick Bradley** will work closely with the medication therapy program, conduct research projects and help supervise senior pharmacy interns.

The foundation also gave the **Centre for the Living Arts (CLA)**, a contemporary arts organization, \$25,000 to fund its current initiative, Futures Project.

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.

Anniversaries

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Mobile Popcorn Co.
- 25 YEARS**
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- 20 YEARS**
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Star Service Inc.
- 15 YEARS**
Muskogee Technologies
Wonderland Express Inc.
- 10 YEARS**
Greater Mobile Development Corp.
PrAssurance Indemnity Co. Inc.
- 5 YEARS**
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LAGNIAPPE DO YOU KNOW THE LATEST?

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
- Represent 88% of the micro-brew buyers in the area
- Spend over \$3,000 per year on home improvements
- Are 50% more likely to eat seafood
- Are 44% more likely to purchase liquor and wine
- 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.

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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.

New Members

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

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