

# How to Get in *The Business View*

*The Business View* is the Mobile Area Chamber's monthly publication featuring activities and accomplishments of the Chamber and its member businesses. If your business is a member, keep reading – this feature is designed to outline how member companies can be highlighted.

For those who are not members and who want to know about joining, contact Carolyn Golson, the Mobile Area Chamber's vice president of membership, 431-8622 or [cgolson@mobilechamber.com](mailto:cgolson@mobilechamber.com).

## News You Can Use

The business briefs featured in this section of the magazine are centered around positive economic development headlines such as company expansions, business-changing contracts, significant hiring initiatives, new investments and more.

Occasionally there is room to accommodate major community news and initiatives.

## Member News

One of the publication's most popular columns, Member News reports management level new hires and promotions; business endeavors, such as new products, new locations, major projects, etc.; management level awards, certifications, board officers, national and regional industry awards and annual company awards.

Weekly headlines and events sponsored by member organizations are usually promoted through the Chamber's weekly e-newsletter sent to more than 8,000 recipients. Available to anyone free of charge, to subscribe to *The Business View Weekly* e-mail [ahorn@mobilechamber.com](mailto:ahorn@mobilechamber.com).

News releases should be one or two brief paragraphs. Photos must be professional headshots and must be 300 dpi at full size in an eps, tif or jpg format.

Information can be sent to [news@mobilechamber.com](mailto:news@mobilechamber.com). Those submitting events to the weekly, should follow the directions returned by [news@mobilechamber.com](mailto:news@mobilechamber.com).

## Calendar

The calendar printed in *The Business View* outlines activities of the Mobile Area Chamber. Events sponsored by Chamber members must be submitted using the online form found at to *The Business View Weekly*, <http://www.mobilechamber.com/bvwevents.asp>.

## Small Business of the Month

A volunteer committee reviews submitted applications and selects a business to be featured in each issue as the Small Business of the Month. Criteria for this designation includes employing less than 100 people, a member in good standing of the Mobile Area Chamber and sales or profit growth.

For more information on how to nominate a company contact Danette Richards, the Chamber's director of small business development, 431-8652 or [drichards@mobilechamber.com](mailto:drichards@mobilechamber.com).

## Business Spotlight

One business attending the Chamber's monthly networking event, Business After Hours, is selected for a photo and brief description in each issue of the magazine.

## CEO Profile

This article introduces people filling the highest staff position in member companies. Some are chief executive officers while others hold the title of president or manager.

## Made in Mobile

An ongoing series of articles, Made in Mobile highlights interesting products made in the Mobile area with broad distribution to regional, national and/or international markets.

## **Guest Columns**

Chamber staff invite or select management level employees to write articles addressing a specific topic primarily aimed at small businesses. Members have expressed an interest in a number of topics including marketing, international trade, employee management and legislative issues.

## **Advisors**

*The Business View* recognizes board members annually. The governing board of directors is presented annually in the December issue.

The Chamber also has a board of advisors consisting of leaders whose companies make significant dues investments. Profiles of new advisors are featured monthly, and photos of the entire group run annually in the July or August issue.

For more information on how to join the Chamber's board of advisors, contact Katrina Dewrell, the Chamber's executive coordinator, 431-8611 or [kdewrell@mobilechamber.com](mailto:kdewrell@mobilechamber.com).

## **Ambassadors**

Also featured monthly, ambassadors (formerly known as diplomats) are Chamber volunteers from member organizations who assist with Chamber activities such as ribbon cuttings, Business After Hours, the Chamber's primary networking event, new member visits and other events.

Ambassadors earn points based on their participation. The volunteer with the highest score is highlighted in *The Business View*.

## **Advertising**

Part of *The Business View's* mission is to serve as an affordable advertising outlet. It is not a profit-driven publication. Advertising offsets the cost of printing and mailing. *The Business View* is being mailed to members and business in Mobile County listed on the Dun & Bradstreet list, and has a circulation of close to 22,000 business owners and managers. In addition, the online link is e-mailed to more than 8,000 recipients and posted on the Chamber's social media sites, including Facebook and LinkedIn.

Frequently, issues sell out months in advance. The advertising contract and guidelines can be found on the Chamber website, [www.mobilechamber.com](http://www.mobilechamber.com). To check availability, contact the publication's advertising executive Rene Eiland at 431-8635 or [reiland@mobilechamber.com](mailto:reiland@mobilechamber.com).

## **Editorial Staff**

Each month the Chamber's communications team holds an editorial meeting to discuss ideas, information, stories and photographs for the next issue. Stories are written and edited by the communications team and a few freelance writers.

## **How to Pitch a Story**

There are several ways to pitch a story for *The Business View*: e-mail the who, what, where, when, why and how to any member of the Chamber's communications team:

Leigh Perry Herndon, 431-8645 or [lherndon@mobilechamber.com](mailto:lherndon@mobilechamber.com);

Susan Rak-Blanchard, 431-8641 or [susan@mobilechamber.com](mailto:susan@mobilechamber.com);

Ashley Horn, 431-8623 or [ahorn@mobilechamber.com](mailto:ahorn@mobilechamber.com); or

Carolyn Wilson, 431-8606 or [cwilson@mobilechamber.com](mailto:cwilson@mobilechamber.com).