

## Small Business of the month



Long's Human Resource Services was named the Mobile Area Chamber's Small Business of the Month. Pictured from left to right are (first row) Carman Long, Tom Damson, Liz Freeman and Sarah Damson and (second row) Misty Lee, Renee Sorensen, Chris Keith and Evelyn Gibson.

## Long's Human Resource Services Here for the Long Haul

Despite the current economic recession, Long's Human Resource Services had a record year in 2010, placing countless people along the Gulf Coast in permanent and temporary jobs. Long's, started in 1948 by Tom Long, is still thriving. The company is the Mobile Area Chamber's Small Business of the Month.

"Three generations with the same values and same vision have contributed to our success," said Liz Damson Freeman, vice president of administration and technology. "Because our owners are involved in daily operations, we're able to respond to our customers' needs quickly and effectively."

Sarah Long Damson, the founder's daughter, serves as chairman and chief executive officer, and her husband, Tom Damson, is president. The third generation is represented by Freeman and her husband, Jud Freeman, the North Baldwin area manager and corporate risk/safety/

facilities manager. Long's currently has 22 employees in its three locations in Mobile, Fairhope and Foley.

Sarah Damson attributes the company's longevity to the fact that it has kept up with client needs. Always looking for a competitive advantage, it is one of the few personnel companies in Alabama that is IMAGE compliant. IMAGE is a program of the U.S. Immigration and Customs Enforcement (ICE). It assures Long's clients the company is in line with ICE best hiring practices and that temporary employees hired through Long's are authorized to work in the United States.

The company is also proud of its own employees, some of whom have worked for Long's for more than 30 years. "Staffing has now reached a level of expertise and, consequently, it has become a part of the business model," said Sarah Damson.

The 63-year-old business has been a Chamber member for 45 years. In addition

to being recognized as small business of the month, Long's also received the Chamber's Small Business of the Year award in 1987. The company's owners and employees are involved in many community projects in the Mobile area and can boast that 100 percent of employees donate to United Way.

Long knew in the beginning that it was imperative to be involved in the Mobile community. "Community service is a natural extension of what we do," said Freeman.

Both Sarah and Tom Damson were born and raised in Mobile and have no plans to move or expand their company beyond this region. They say they are committed to serving the Gulf Coast and its people while making a positive contribution to the community.

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 [d Richards@mobilechamber.com](mailto:d Richards@mobilechamber.com).