

Mobile Area Chamber of Commerce

OCTOBER 2014

# the **businessVIEW**

An Overview of  
Mobile's Economy

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**Michael Baisden**  
Returns for Minority  
Business Week

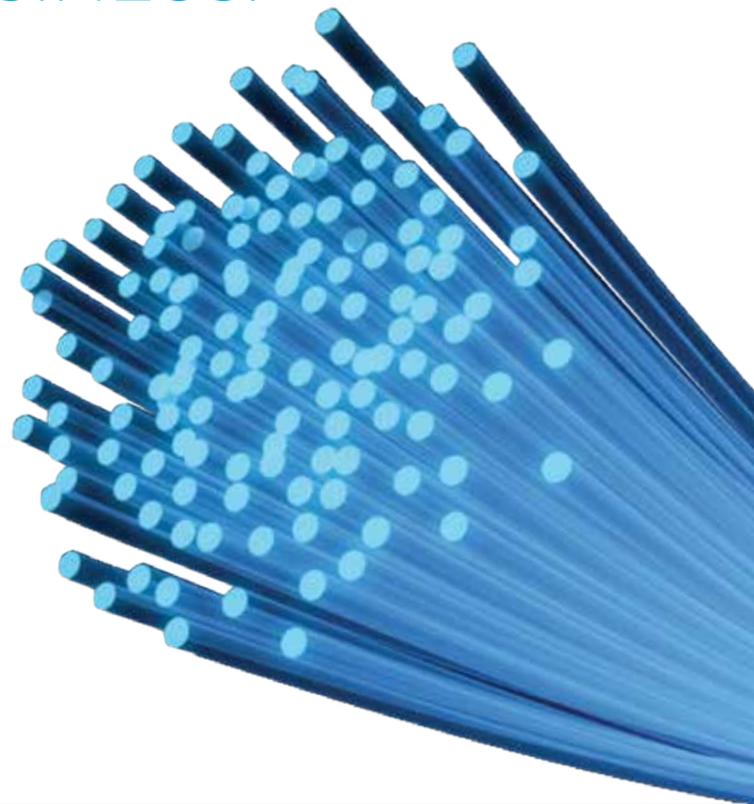
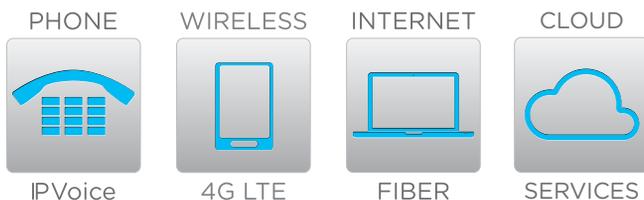
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**BayFest**  
Celebrates **Two Decades**  
Rocking Downtown Mobile

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From the Publisher - Bill Sisson

## Numbers

So much of what we do at the Mobile Area Chamber involves numbers. Number of Chamber members. Number of new businesses recruited. Number of bills we're watching in the state legislature. Most often we serve as a prognosticator – ingesting stats, facts and figures to then benchmark Mobile's growth (or lack of it) in a variety of areas.



One area where we had very little data was in the energy sector and petroleum tank storage industry in Mobile. We needed this information, and in September we released the results from an economic impact study we commissioned. Prepared by Dr. Keivan Deravi with Auburn University at Montgomery, some of the results from it included:

- Mobile County's economy is the most diverse in the state of Alabama.
- Between the oil and gas sector (onshore and offshore), chemical manufacturing, oil storage and coal, there is a \$5-6 billion economic impact on the regional economy.
- There is an estimated \$890 billion to be invested in oil and gas infrastructure

nationwide over the next decade.

- In Alabama there are three petroleum refineries processing up to 120,100 barrels of crude oil a day, and another refinery in Pascagoula, Miss., that can process 330,000 barrels a day.
- The majority of petroleum consumed in Alabama is used as transportation fuel (mostly motor gasoline).
- There are 1,807 full time and contract employees working in Mobile's petroleum storage tank industry, with a payroll of more than \$80 million.
- The city sales and property tax collection on this industry is \$5.3 million annually. In the county it is \$2.4 million; and for the local school system it is more than \$500,000.

So what do the numbers tell us? It says the oil and gas industry remains a critical driver for Mobile's economy. And with much of the petroleum product running through the Port of Mobile, we cannot afford to shut down this industry, and make it difficult for the oil and gas industry to do business here.



### ON THE COVER

Downtown Mobile will be alive with the sound of music Oct. 3-5 when BayFest returns for its 20<sup>th</sup> anniversary. *Photo: Alec Thigpen*

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# Bishop State Offers Two New Workforce Development Programs

Two new workforce development programs at Bishop State Community College – the state’s first Shipfitter Boot Camp and a new career-enriching training series – are building and enhancing workers’ skills.

Bishop State developed its Shipfitter Boot Camp with input from various regional maritime employers including Horizon Shipbuilding, Signal International, Master Boat Builders, BAE Systems and Austal.

“The employers were an integral part of planning this training, as they are in the unique position of forecasting future skill needs and identifying existing gaps,” said Bishop State President **James Lowe Jr.**

The 10-week program provides participants with the knowledge, performance and employability-based skills training required. Held in collaboration with the Gulf States Shipbuilders Consortium, it culminates with a career fair. During the most recent fair, several local maritime employers made job offers to students.

As part of its newly developed Business Services Solutions Center, Bishop State officials announced an interactive workshop series addressing communication, organization and leadership skills. The program is geared toward managers and professionals of all levels.

This unique and interactive training program is designed to help employers increase employee

retention as well as serve as new employee training, explained **Dr. Kathy H. Thompson**, Bishop State’s dean of technical education and workforce development.

The center will be housed at the Alabama Aerospace Innovation Research Center at Mobile Aeroplex in 2015, and currently conducts training at its Yvonne Kennedy Technology Center on the main campus.

For more information about the Shipfitter Boot Camp, contact the Alabama Career Center located at 515 Springhill Ave., and to learn more about the professional series, contact **Ida Watson** at [iwatson@bishop.edu](mailto:iwatson@bishop.edu) or 251-405-7056.

## Post Office Releases Battle of Mobile Bay Stamp

The Battle of Mobile Bay was depicted in the fourth round of the U.S. Post Office’s Civil War Sesquicentennial Forever stamp series. This summer, the post office released the stamp, featuring a reproduction of a painting by Julian Oliver Davidson, published circa 1886 by Louis Prang & Co. It memorializes Adm. David Farragut’s fleet on Aug. 5, 1864, when Farragut was said to have given the famous order, “Damn the Torpedoes! Full speed ahead.”

The second stamp released this year focuses on the siege at Petersburg, Va., highlighting the role of African-American soldiers.

The postal service began the Civil War series in 2011 with the Fort Sumter and Battle of Bull



Run Forever stamps, followed by the Battles of Antietam and New Orleans in 2012, and the battles of Gettysburg and Vicksburg in 2013.

The stamps are available at [www.usps.com/stamps](http://www.usps.com/stamps) and at post offices nationwide.

The PNC Foundation helped fund the Dauphin Island Sea Lab's BayMobile, a traveling marine science classroom that visits local schools.

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PNC is here for our corporate clients and community partners alike, and we're already making a lasting impression with our support of the Dauphin Island Sea Lab through grants from the PNC Foundation. In addition to funding summer program opportunities for underserved kids, we're the driving force behind the BayMobile — a mobile learning experience that will be traveling to local schools, bringing marine science lessons to classrooms. It's proof of our commitment to everyone all around Mobile, and all part of a different kind of banking experience. One with a singular focus — You.

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## Report Finds **15 Percent** of Alabama Roads Need Repairs

Roads and bridges that are deficient, congested or lack desirable safety features cost Alabama motorists a total of \$3.1 billion statewide annually – nearly \$1,200 per driver in the Mobile area – due to higher vehicle operating costs, traffic crashes and congestion-related delays.

Increased investment in transportation improvements at the local, state and federal levels could relieve traffic congestion, improve road and bridge conditions, boost safety and support long-term economic growth in Alabama, according to a new report released by TRIP, a Washington D.C.-based national transportation research organization.

The report, “Alabama Transportation by the Numbers: Meeting the State’s Need for Safe and Efficient Mobility,” finds that throughout Alabama, 15 percent of major urban roads and highways are in poor condition. Nearly a quarter of Alabama’s bridges are structurally deficient or functionally obsolete.

“It’s a constant challenge for Mobile County to stay proactive in meeting the county’s surface transportation needs,” said Connie Hudson,

president of the Mobile County Commission. “Programs such as the county’s Pay-As-You-Go Road Improvement Program along with federal transportation funds and the state of Alabama Transportation Rehabilitation and Improvement Program (ATRIP) dollars have helped tremendously, but existing road and bridge improvement needs far exceed available funding.”

Driving on deficient roads costs drivers, in the form of extra vehicle operating costs as a result of driving on roads in need of repair, lost time and fuel due to congestion-related delays, and the cost of traffic crashes in which roadway features likely were a contributing factor.

Will Wilkins, TRIP’s executive director, says Congress can help by approving a long-term federal surface transportation program that provides adequate funding levels, based on a reliable funding source. If they don’t, he believes Alabama could see its future federal funding threatened, resulting in fewer road and bridge repair projects, loss of jobs and a burden on the state’s economy. 

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



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# BayFest Turns 20 and Continues to Pump Millions into Mobile's Economy

As BayFest gears up to celebrate its 20<sup>th</sup> anniversary in downtown Mobile Oct. 3-5, the three-day music festival continues to pump millions of dollars into the local economy.

In fact, based on an economic impact study conducted by **Christopher Keshock PhD** in the University of South Alabama's sports and recreational management, health, physical education and leisure studies department, the 2013 festival had a \$37 million impact here. Revenue was generated from locals and tourists, tax revenue, sponsorships and organization output spending,

The study polled more than 1,000 BayFest 2013 attendees on everything from length of stay

and group size to hometown and dollars spent during their visit.

"BayFest continues to have an incredible impact not only on the Mobile economy, but on our state as well," said BayFest President and Chief Executive Officer **Bobby Bostwick**. "(It) provides a hefty return on investment and is vital to the city, county and state."

The Keshock study also shows the city of Mobile collected more than \$1.13 million in direct sales tax revenue while Mobile County tax was \$322,229 and the state of Alabama was more than \$847,776 from people traveling to the area for the festival.

## BayFest – Interesting Facts

### from Recent Economic Impact Study of 2013 Attendees Surveyed

- Based on the survey data from concert-goers, **68 percent** of respondents are incremental visitors with a home residence inside the city of Mobile;  
**56 percent** were from inside Mobile County; and  
**34 percent** traveled to attend BayFest from another state.
- **56,800** BayFest concert attendees, artists, and workers who live outside Mobile **traveled specifically to the area because of BayFest.**
- The marketing and media tourism impact generated from BayFest is estimated at **\$1.116 million.**
- BayFest organization spent an estimated **\$766,474** on local goods and services within the city of Mobile.
- BayFest concert-goers average group size was three, and they **stayed an average of three days in Mobile**, spending an average of **\$173.93 per person.**
- BayFest generated in excess of **\$388 million dollars** to the area economy **in the last 19 years.**

## AM/NS Calvert to Add Storage Bays for Steel Slabs

AM/NS Calvert officials announced plans to add more than 200,000 square feet of storage for its steel slabs delivered by barge. The company is making a \$40 million investment for two additional storage bays, each equipped with two overhead cranes. The project timeline estimates the bays will be complete – and 16 crane operators will be hired – by early 2016.

"Today we are at about 75 percent of our capacity," says **Scott Posey**, the company's director of communications. The expansion will fill the gap between current storage and the hot strip mill's annual capacity of 5.3 million tons. He adds, "The automotive and energy sector are a growing part of this production."

The slab yard is where the slabs are stored once they are off-loaded from barges and before they are transferred to the hot strip mill for the first rolling process.

The company currently has 1,550 employees.

The Mobile Area Chamber recruited the steel facility first owned by ThyssenKrupp Steel in 2007. When the new joint venture owners – ArcelorMittal and Nippon Steel and Sumitomo Metal Corp. – acquired the business, they charged the team with "safe but steady ramp-up to full production," says Posey.

**Troy Wayman**, the Mobile Area Chamber's vice president of economic development, says, "This project shows the commitment by AM/NS to continue the growth and job creation in our community." 



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Jarret Wingfield with Saucy Q Bar B Q wowed the Winn Dixie panel with his barbeque sauce. It was one of the products selected to appear in local Winn Dixie stores in south Alabama and the Florida panhandle.

This summer, Winn-Dixie issued a call to local businesses, and the results will appear on store shelves from south Alabama to the Florida panhandle in the form of a new Gulf Coast section by year's end.

"It was a kinder, gentler version of ABC's 'Shark Tank' reality show, where entrepreneurs sell their products to investors," said **Danette Richards**, the Mobile Area Chamber's director of small business development, who helped spread the word about

the opportunity to area businesses.

A panel of the grocery store chain's merchandising and purchasing team heard presentations from nearly 20 companies, including Saucy Q's **Jarret Wingfield**.

At the end of the day, the sample shelf was filled with air filters, barbeque sauce, salsa, drinks, spices, honey, coffee, sweets, cakes, olive oil, tomato sauce, balsamic vinegar, pickles, bread, lotions, ice scoops and cleaners.

# Winn-Dixie Rewards Local Businesses with Shelf Space

These aren't amateurs, though. Each business had to meet a specific list of criteria. Some were already distributing their products, while others were looking for their big break into the retail market. They faced questions about unit costs, retail pricing and the ability to handle volume.

What the presenters probably didn't expect was the advice and encouragement they received that included comments like: "Customers buy with their eyes." "This is a great product." "You're so close." "Please stay in touch with us." "Have you thought about...?"

"This is the first time we're doing this locally. We want to help them, too," said **Lynn Rushing**, Winn-Dixie's district director. "You could tell some were more comfortable with making presentations, but that wasn't a deal-breaker for us. We want local. We wanted to hear them tell their story."

"Winn-Dixie spends a lot of money on market research and consumer spending," said Richards. "This kind of market research is invaluable to a small business – to hear from the insiders who buy products and know what consumers want," said Richards. 

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# Gulf Coast Containers Hauls it All



*Brothers, Todd, left, and Trevor Boehm are co-owners of Gulf Coast Containers, serving commercial and industrial customers on both sides of Mobile Bay.*

When brothers **Todd** and **Trevor Boehm** started **Gulf Coast Containers** in Fairhope in 2005, they were the original drivers. With the contacts they had in the waste industry and in the community, they saw opportunity in debris removal in Baldwin County.

That opportunity escalated across the bay the very next year, as the company won a large industrial contract in Mobile and also expanded into commercial front-load service, prompting a move to Theodore.

Today, the company has hundreds of containers and operates five trucks, with four additional employees serving a combination of commercial and industrial clients.

Gulf Coast Containers is the Mobile Area Chamber's Small Business of the Month.

Gulf Coast Containers offers several sizes of front-load and roll-off containers, and its business is split fairly evenly between retail and construction/industrial business. It also operates a commercial recycling route in conjunction with Recycle Fibers, a service started in 2007.

"Green recycle dumpsters have been placed at businesses throughout Mobile and we service them weekly," Todd Boehm said. "We also have dumpsters placed at various shopping centers throughout town, which are available to the public to recycle their cardboard/paper."

A new city of Mobile litter

ordinance placing more responsibility on property and business owners to keep their lots clean takes effect in October. While the ordinance requires business owners to build enclosures around their dumpsters, Boehm said the impact to Gulf Coast Containers' service should be minimal.

"As the ordinance is currently written – not requiring gates on enclosures – and assuming the customer can build the enclosure in an area we can access, it should not affect how we operate," he said. "If gates were required then we would take a hit in productivity, which in turn would raise the cost of service."

With the local economy picking back up, Boehm said he sees even

more opportunity on the horizon.

"Due to recent economic developments, we have begun to see more opportunities," Boehm said, "and feel Mobile is positioned well to hopefully experience substantial economic growth over the next several years."

*Want to be featured here? Go to [mobilechamber.com/award.asp](http://mobilechamber.com/award.asp) to submit an application, or contact Danette Richards at 251-431-8652 or [drichards@mobilechamber.com](mailto:drichards@mobilechamber.com).*

# Have you scheduled your company campaign kick-off for United Way yet?

If not, join the over 900 local companies and area businesses who support United Way of Southwest Alabama!



We would like to thank the following businesses for sponsoring UWSWA Loaned Executives for 2014.



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# Projects Arise from 2014 Leaders Exchange

As the 2014 Leaders Exchange participants met to review their trip to St. Louis, it became apparent this was not an ending, but a beginning to several new ideas that could potentially impact Mobile's future.

This summer, a group of more than 80 business and community leaders and elected officials traveled to St. Louis, and seven weeks later, the group decided additional conversations were needed concerning a business incubator, research innovation center and a community park complex.

"It can take several years for an idea to take shape," explains **Patty Howell**, the Mobile Area Chamber's director of regional affairs and the staff liaison to the Chamber's annual Leaders Exchange. "What you'll see come out of this experience in St. Louis won't necessarily be a carbon copy of St. Louis."

"The Chamber is not the doer, but the facilitator," says **Michael Chambers** with Swift Biotechnology and Chamber board chairman, who also served as trip facilitator. He used a quote from American cultural anthropologist Margaret Mead to motivate the group as they move forward – "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

The next steps will be up to those who volunteered to work on them and what makes sense for Mobile, but the ideas and enthusiasm were inspired from the initiatives in St. Louis, Howell adds.

There were several projects that volunteers believe were worth pursuing. Those included:

## T-REX [downtowntrex.com](http://downtowntrex.com)



The unique name of this technology entrepreneur center comes from its first location, the Railway Exchange. T-REX takes credit for 101 start-ups and offers 80,000 square feet in downtown St. Louis, providing access to low-cost facilities, programming to encourage entrepreneurship, innovation and business creativity, and connections to resources that can help accelerate their success.

**“Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it's the only thing that ever has.”**  
*Margaret Mead*

## Cortex Innovation Community [cortexstl.com](http://cortexstl.com)



This 200-acre innovation hub and technology district is located near residential neighborhoods, universities and medical centers, as well as cultural and recreational assets, including museums, biking and walking trails, golf courses, botanical gardens and the zoo.

It is designed to anchor St. Louis' growing ecosystem of innovative start-ups and established companies. Cortex offers custom lab and office space, proximity to research institutions, a highly trained tech workforce, and access to venture capital.

## Arch Grants [archgrants.org](http://archgrants.org)

This nonprofit organization is an Entrepreneur Startup Business Development Corp. Through a business plan competition, Arch Grants selects winners to receive \$50,000 in start-up funding, an opportunity to apply for a second round of funding up to \$100,000, and access to local angel investors.

Geared to support businesses remaining or transitioning to downtown St. Louis, services include mentoring, free legal and accounting services, collaboration with universities, and discounts on housing and affordable office space.

## Forest Park [forestparkforever.org](http://forestparkforever.org)



First opened in 1876, Forest Park spans 1,371 acres, making it one of the largest parks set in an urban environment in the U.S., surpassing New York's Central Park by 500 acres.

In 1986, Forest Park Forever became a private, nonprofit organization to work in partnership with the city of St. Louis. A master plan and a \$100 million investment of public and private funds restored the park. It draws 13 million annual visitors, is free and is home to 45,000 trees.

## Results

The Mobile Area Chamber has led trips to various communities for 27 years, including this year's trip to St. Louis.

A few of the most visible projects initiated by how another community was tackling a similar challenge and/or problem are:

- Cooper Riverside Park,
- Mobile Area Education Foundation,
- A revolving loan fund for small business,
- Mobile's environmental court,
- Mobile's recycling center,
- CitiSmart
- Engaging youth in engineering and
- Graduate Ready (80/20), an initiative of the Mobile Area Education Foundation.

**Patty Howell**, the Mobile Area Chamber's director of regional affairs, and the staff liaison to the Chamber's annual Leaders Exchange, explains how the idea for 80/20 began, an initiative to increase high school graduation rates to 80 percent by 2020.

"What we saw in Louisville was an initiative to add 10,000 college degreed-citizens to the community's population. In Louisville, participants heard a consistent message from the Louisville community leaders as they all reference the same measurable education goal. Mobile leaders took note and worked to establish a community-wide measure to guide Mobile toward our own education goals.

# Chamber and Mobile MBDA Business Center Host Minority Business Conference



**Michael Baisden** is undeniably one of the most influential and engaging personalities in radio history. His meteoric rise to No. 1 redefined radio with a syndicated show heard in 100 cities by nearly 8 million listeners. As a college drop-out, an ex-Air Force airman, single parent and transit worker from the south side of Chicago, he wanted his life to mean something. That opportunity came when he stepped out in faith to live his dream of becoming a writer. That courageous step resulted in five best-selling books with nearly 2 million in print and two stage plays. He is a renowned radio personality, noted speaker, TV show host, film producer, social activist and philanthropist. He has a mentoring partnership with Big Brothers Big Sisters, and recently launched a national mentoring initiative called "One Dream One Team" to recruit 12,000 male mentors.

Growing Mobile's minority-owned business base is a priority of the Mobile Area Chamber and the Mobile Minority Business Development Agency (MBDA) Business Center. The Chamber will hold three days of networking and training, Oct. 21-23 culminating with an awards luncheon.

National Minority Enterprise Development Week, which has been proclaimed by each U.S. President every year since 1983, recognizes the outstanding achievements and contributions of minority business owners, and honors corporations that support minority business development.

Kicking off the week is the Chamber's Executive Roundtable on Oct. 21 focusing on business funding, access to capital and programs that assist minority-owned and small businesses with financing. Presenters are BancorpSouth, Wells Fargo Bank and the U.S. Small Business Administration.

Another activity is the Reverse Buyers Trade Show on Oct. 22, presented by the Mobile MBDA Business Center. It will offer business owners the opportunity to meet representatives from our region's larger companies and corporations to learn their procurement procedures and purchasing needs.

Renowned radio personality, author, talk show host, speaker and social activist **Michael Baisden** returns to Mobile this year for the conference. At the Business with Baisden roundtable, Baisden will discuss business development during "Business with Baisden" on Oct. 23. Registration and networking is 8 to 9 a.m. The program begins at 9 a.m.

After Business with Baisden, the week culminates with its annual Minority Business Awards Luncheon featuring the Chamber's prestigious Eagle Awards, and the Minority Business Enterprise Awards.

These awards will be presented to minority business enterprises for their accomplishments in the areas of business growth, financial sustainability, job creation and retention, strategic alliances, market penetration, innovation and community leadership.

Baisden will also give the luncheon's keynote address. In this venue he will summarize key points from the "Business with Baisden" session and discuss his lessons learned as an entrepreneur.

## Minority Businesses Honored

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

### Texcel – Technology Firm of the Year

Awarded to a minority-owned firm that has achieved outstanding success in developing and

utilizing new and innovative technology that has led to a significant increase in market share, job creation and customer satisfaction.

### WALA-FOX 10 – Limelight Award

Awarded to the media or social media outlet that has provided significant support to the minority business community by consistently and publicly supporting the minority business enterprises (MBE) and communicating their economic impact to the Gulf Coast region, state of Alabama and the nation.

### Honda Manufacturing of Alabama – Director's Award

Awarded to an individual, corporation, organization or government entity that has demonstrated outstanding, consistent support of the Mobile MBDA Business Center and its program objectives.

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# 2014 Eagle Awards

Presented by the Mobile Area Chamber of Commerce



Pictured, left to right, Robert Bryant, owner CEO; Rosalyn Bryant and Justin Bryant

## Leaf and Petal Florist and Gift Shop

Leaf and Petal Florist and Gift Shop offers flowers, plants and gifts for all occasions. Since 1996, Robert and Maxine Bryant have served customers with their commitment to outstanding customer service and by creating unique and artistic

creations with flowers. The family-owned company is active in the community supporting local schools, civic organizations, the American Cancer Society and the National Kidney Foundation.



Pictured, left to right, President/CEO Tyson Lee, Gary Joubert and Jason Hunt

## Ranger Industrial Services

Ranger Industrial Services provides free training and job placement for skilled tradesmen. The business also offers safety training, project management and consulting in the maritime and construction industries. Founded in 2010 by Tyson Lee, the company

has grown exponentially to serve Alabama, Mississippi, Louisiana and Texas, and in the last year has placed more than 70 skilled craftsmen in well-paying jobs. The company is committed to youth development and sponsors several high school sports teams.

## FAST facts

**WHAT:** MINORITY BUSINESS CONFERENCE

**WHEN:** Oct. 21 - Oct. 23

### 21 EXECUTIVE ROUNDTABLE

*A monthly forum small business owners and managers.*

**When & Where:** 8 to 9 a.m.

Mobile Area Chamber, 451 Government St.

**Presenters:** BancorpSouth, Wells Fargo, U.S. Small Business Administration

**Topic:** Funding Your Business – Access to Capital

*No charge, but seating is limited. Reservations required.*

*Free parking.*

**Sponsor:**  **BancorpSouth**

### 22 REVERSE BUYERS TRADE SHOW

**When & Where:** 10 a.m.

American Red Cross, 35 N. Sage Ave.

**Cost:** \$25 for Chamber or Mobile MBDA Business Center members

*Reservations required. Free parking.*

### 23 BUSINESS WITH BAISDEN AND MINORITY BUSINESS AWARDS LUNCHEON

#### BUSINESS WITH BAISDEN

**When & Where:** 8 to 11 a.m. – Renaissance Mobile

Riverview Plaza Hotel, 64 S. Water St.

**Speaker:** Michael Baisden

**Topic:** Lessons Learned for Success in Business and Life

#### MINORITY BUSINESS AWARDS LUNCHEON

**When & Where:** 11:30 a.m. to 1 p.m. – Renaissance

Mobile Riverview Plaza Hotel, 64 S. Water St.

**Speaker:** Michael Baisden

**Topic:** Key Points from “Business with Baisden”

**COST:** \$50 member/\$60 non-members; tables (10)  
\$500 members/\$600 potential members  
(includes Business with Baisden and Minority Business Awards Luncheon)

*Advance reservations required.*

*Cancellations after Oct. 17 will not be reimbursed.*

**INFO:** For more information and to register for these events go to [www.mobilechamber.com](http://www.mobilechamber.com) or contact: Brenda Rembert at 251-431-8607 or [brembert@mobilechamber.com](mailto:brembert@mobilechamber.com)

# Growth Planning Beyond Business Planning

Experts agree that regular business plan reviews are essential, both when a business is new and, even more so, as it grows and matures. It's critical to revisit and revise your financial projections, and make sure the factors behind them remain accurate.

As your business evolves, there are other things that influence what you do and the customers you serve, as well as a new set of unknowns surrounding expansions. Merely assuming things will work out or taking a haphazard approach is even riskier now than when you started out because you have much more invested in the business.

That's why it's critical to regularly engage in strategic planning. Define near- and long-term objectives, the strategy and tactics for pursuing them and metrics for gauging progress. The result, known as a growth plan, will provide a better roadmap for tackling the future and better position the business for new opportunities.

Start by comparing the current status of your business with your original intent. Are you where you intended to be, or have you modified your mission? What are your current strengths, and what areas could be improved upon? Any glaring problems or shortcomings should be addressed as quickly as possible.

Also, take a comprehensive look at the state of your market and what is shaping it. Your

original expectations may be on target, or there may be emerging trends that will radically alter your industry. Needs and issues facing your existing and target customers should also be examined.

With that information in hand, project three to five years out and set objectives to keep your business in step with these trends. What resources will be needed (such as new staff, training, upgraded equipment and facilities), and where can they be found? What costs are involved and what kind of learning curve may be required? Develop an action plan for each of these milestones as appropriate.

Regularly review your growth plan to assess your progress. Like your business plan, it is a guide that should be adapted as conditions change. You may find yourself ahead of schedule, or dealing with unforeseen factors that require a schedule revision or complete overhaul. But your business can only benefit, as there's no such thing as too much planning.

Two helpful books on small business growth planning include *The Pumpkin Plan: A Simple Strategy to Grow a Remarkable Business in Any Field* by Mike Michalowicz; and *Strategic Planning: Fundamentals for Small Business* by Gary May.

*The Mobile Area Chamber's small business development department offers professional development, networking and support for its members.*

MMoA

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Airbus Engineering Center

# Mobile's on the Grow

Full of Southern charm and hospitality, Mobile gives rise to countless business opportunities within a wide spectrum of industries. Over the last decade, Mobile's economic development efforts garnered \$8.5 billion in capital investment and 16,345 jobs with an average salary of \$50,043.

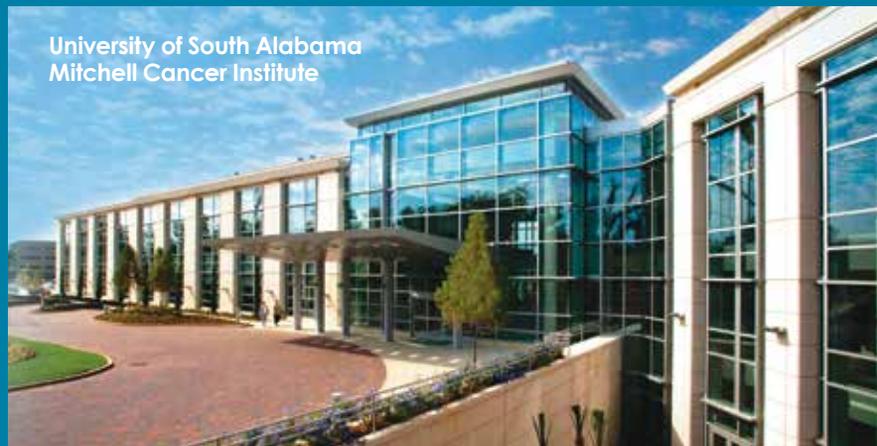
Just as impressive as our growing business community is our quality of life. Mobile is a picturesque city at the

mouth of the Mobile River and edge of Mobile Bay, leading to the Gulf of Mexico. Our streets are lined with massive live oaks, and outdoor activities can be enjoyed year-round thanks to our warm, sunny climate.

Founded in 1702, Mobile is one of the oldest cities in the United States. More than 40 international companies have operations here. Our rich history is matched with a fast-growing, modern community focused on the future.



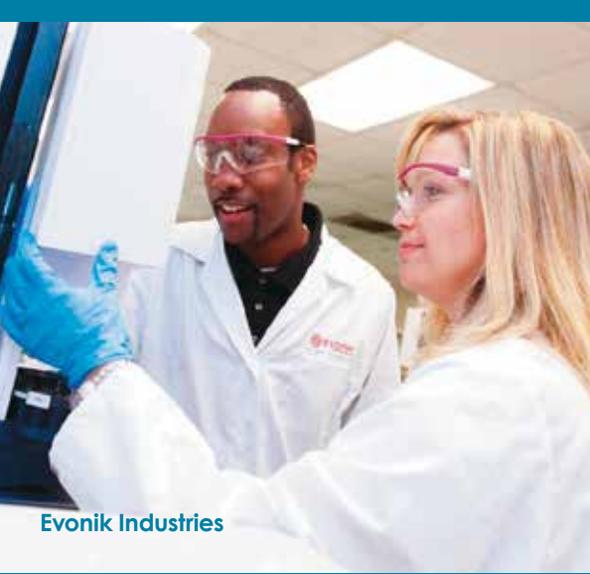
ExxonMobil



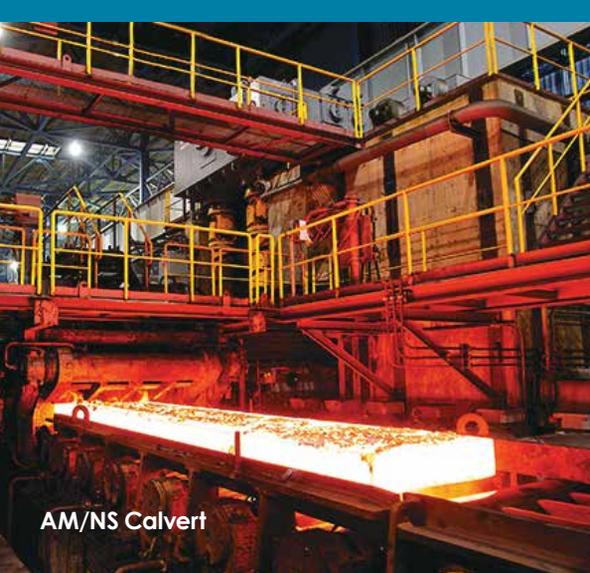
University of South Alabama  
Mitchell Cancer Institute

Bellingrath Gardens & Home

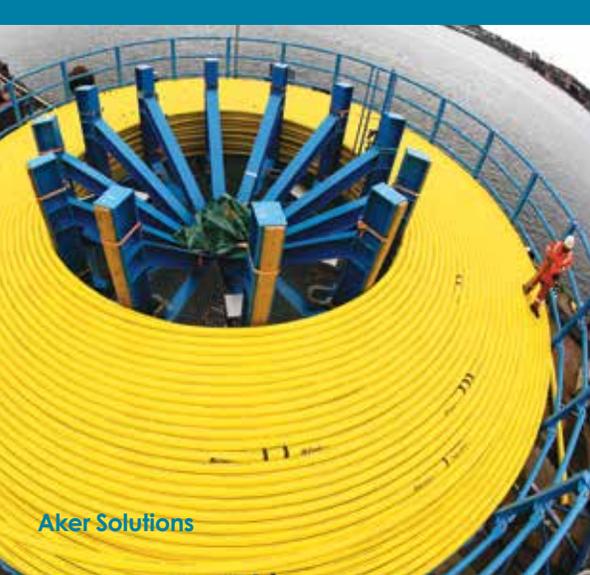




Evonik Industries



AM/NS Calvert



Aker Solutions

## Highlighted New & Expanding Projects:

The Mobile Area Chamber of Commerce is the lead economic developer for the city of Mobile, Mobile County and Washington County. Our economic success is attributed to the collaborative efforts of Team Mobile – a group including the city of Mobile, Mobile County, Alabama State Port Authority, Mobile Airport Authority, local utility and educational entities, and the Chamber.

According to an economic impact study by Auburn University at Montgomery, Mobile has the most diverse economy in Alabama.

The following companies are among the most recent to announce new or expanded investment in the area.

### Airbus\*

*Aircraft Final Assembly*  
[www.airbus.com](http://www.airbus.com)  
\$600 million investment/1,000-plus jobs  
This investment makes Mobile the fourth city in the world and the only city in the U.S. to assemble the A320 aircraft family.

### Aker Solutions

*Subsea Umbilicals & Risers*  
[www.akersolutions.com](http://www.akersolutions.com)  
\$6 million investment/25 jobs  
This is the fifth expansion of the offshore oil and gas company since it opened in Mobile in 2003.

### Alabama Steel Terminals\*

*Steel Warehousing*  
\$36 million investment/100 jobs  
This steel coil handling facility is locating at the Port of Mobile.

### AM/NS Calvert

*Steel Manufacturing*  
[www.usa.arcelormittal.com](http://www.usa.arcelormittal.com)  
\$40 million investment/16 jobs  
The joint venture of ArcelorMittal and Nippon Steel and Sumitomo Metal Corp. is increasing its slab yard storage area.

### Amvac Chemical

*Crop Protection Products*  
[www.amvac-chemical.com](http://www.amvac-chemical.com)  
\$11.4 million investment/21 jobs  
The Mobile site is the largest of the company's four facilities.

### Austal USA

*Shipbuilding*  
[www.austal.com](http://www.austal.com)  
\$200 million-plus investment/1,000 jobs  
The latest investment includes a new office complex and expansion of the Module Manufacturing Facility and Assembly Bay 6. The company has more than 4,100 employees.

### BASF

*Chemicals*  
[www.basf.us](http://www.basf.us)  
\$90 million investment/20 jobs  
BASF is launching a new product line to make biodegradable cleaning agents more effective. The company is locating at Evonik.

### Evonik

*Chemicals*  
[www.evonik.com](http://www.evonik.com)  
\$113.7 million investment/72 jobs  
The company is expanding production and launching a new product. Evonik is also developing a chemical park.



**Huntsman Americas**

*Multi-Functional Epoxy Resins*  
[www.huntsman.com](http://www.huntsman.com)  
 \$40 million investment/35 jobs  
 Huntsman products help maintain high-performance industrial components.

**Kloeckner Metals\***

*Steel Processors*  
[www.kloecknermetals.com](http://www.kloecknermetals.com)  
 \$17.8 million investment/32 jobs  
 The company warehouses, processes and distributes steel and iron-free metals.

**Marine Well Containment Co.\***

*Oil Spill Recovery*  
[www.marinewellcontainment.com](http://www.marinewellcontainment.com)  
 \$1.4 billion investment\*/10 jobs  
 A new and expanded containment system used to cap and contain oil is being housed in Mobile.

\*The investment is equipment only and therefore not included in the Chamber's capital investment figures.

**Myer Marine Services**

*Maritime Manufacturing and Maintenance*  
[www.myermarineservices.com](http://www.myermarineservices.com)  
 \$2.6 million investment/40 jobs  
 The company is building a 32,000 square-foot facility to manufacture and service dredging equipment parts.

**Rural Sourcing Inc. (RSI)\***

*Software Development*  
[www.ruralsourcing.com](http://www.ruralsourcing.com)  
 \$700,000 investment/100 jobs  
 The Atlanta-based firm opened a new software development center in downtown Mobile.

**SSAB Americas**

*Steel Manufacturing*  
[www.ssab.com](http://www.ssab.com)  
 \$220 million investment/137 jobs  
 The company added a heat-treating facility to harden steel, a niche market for SSAB.

**Steel Warehouse\***

*Steel Pickling Line*  
[www.steelwarehouse.com](http://www.steelwarehouse.com)  
 \$17 million investment/60 jobs  
 The company processes flat rolled steel for AM/NS Calvert.

**Tate & Lyle**

*Sucralose*  
[www.tateandlyle.com](http://www.tateandlyle.com)  
 \$20 million investment/100 jobs  
 The company reopened to meet the demand for sucralose, the key sweetening ingredient in popular artificial sweeteners.

**Tube City IMS**

*Slag Processing/Metal Recovery*  
[www.tubecityims.com](http://www.tubecityims.com)  
 \$23 million investment/65 jobs  
 The company processes steel by-products into useful products.

**UOP Honeywell**

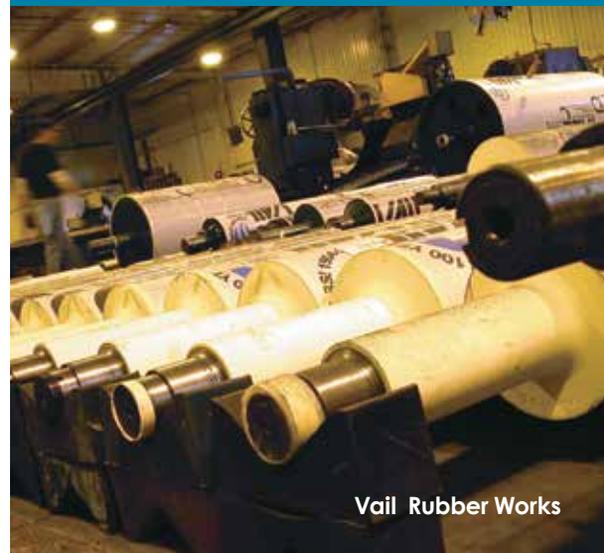
*Molecular Sieves*  
[www.uop.com](http://www.uop.com)  
 \$20 million investment/8 jobs  
 The company is increasing product production.

**Vail Rubber Works\***

*Roller Processing*  
[www.vailrubber.com](http://www.vailrubber.com)  
 \$2.07 million investment/16 jobs  
 The company produces the rollers that move slabs of steel for AM/NS Calvert.



SSAB Americas



Vail Rubber Works



Rural Sourcing Inc.

\* Represents a new company to the Mobile Area.

New Businesses  
Recruited

39

Expansions at  
Existing Companies

77

New Jobs  
Created

16,345

\$8.5  
billion  
in Capital  
Investments  
at New and  
Existing Companies

Average Salary  
of Jobs Created

\$50,043

*These are the results of the Mobile Area Chamber's economic development efforts over the past decade.*

## Mobile Area Major Employers

### Employers by Employee Count

### Product or Service

#### 4,000-plus employees

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

Shipbuilding  
Healthcare  
K-12 Public Education  
University, Hospital & Cancer Institute

#### 2,999 - 1,000

AM/NS Calvert  
BAE Systems Southeast Shipyards  
City of Mobile  
CPSI  
Mobile County  
Providence Hospital  
Springhill Medical Center  
VT MAE

Steel Manufacturer  
Shipbuilding & Repair  
Local Government  
Software  
Local Government  
Healthcare  
Healthcare  
Maintenance & Repair

#### 999 - 500

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

Utility  
Maritime/Transportation  
Inbound Call Center  
Healthcare  
Utility  
Paper  
Chemicals  
Industrial Construction  
Tourism

Paper  
Steel  
Financial  
Steel

#### 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  
Mobile Area Water & Sewer System  
Olin Corp.  
Phelps Dunbar  
Premier Medical  
Scotch Gulf Lumber  
The SSI Group  
Thompson Engineering  
UOP Honeywell  
World Omni Financial Corp.

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Carpet  
Utility  
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Legal  
Healthcare  
Lumber  
Software  
Engineering  
Chemicals  
Inbound/Outbound Call Center

*Note: These represent full-time local employee totals as of 8/1/14 and there are no companies currently employing 3,000-3,999 people*

# The Workforce Talent Pool

Mobile's growing business community counts on a **strong, talented and dedicated** workforce. There are a number of resources and programs to ensure local residents have the skills local employers need.

Among the most recognized state-led workforce training programs in the country, **AIDT** offers comprehensive pre-employment selection and on-the-job training, specific to a qualifying company's needs. In Mobile, AIDT operates the Alabama Aviation Training Center, AIDT Maritime Training Center and the Erich Heine Learning Center.

Mobile is home to four colleges and universities. The largest is the University of South Alabama with more than 16,000 students. The others – Faulkner University, Spring Hill College and University of Mobile – are privately run.

There are also numerous community colleges, training centers and apprenticeship programs, including Bishop State Community College, Enterprise State Community College and Faulkner State Community College.

See more on these resources at [www.mobilechamber.com/economic-development/workforce-development](http://www.mobilechamber.com/economic-development/workforce-development).

In addition to having the state's largest Advanced Placement program, the Mobile County Public School System has nine signature academies with career-oriented curriculums based on current and projected job openings. They are:

- Coastal Studies Academy (Alma Bryant High School)
- Academy of International Studies (Murphy High School)
- Industry and Engineering (Theodore High School)
- Advanced Information Technology (Vigor High School)
- Maritime, Engineering and Entrepreneurship (Williamson High School)
- Health Career Access Program (Blount High School)
- Manufacturing, Industry and Technology Academy (Citronelle High School)
- Academy of Teaching and Learning (Mary G. Montgomery High School)
- Aviation and Aerospace Academy (B.C. Rain High School)

## Mobile's Industry Clusters

Mobile has the most diverse economy in the state of Alabama.



Aviation/Aerospace



Maritime



Chemical



Logistics/Distribution



Healthcare



Oil & Gas



IT/High-Tech



Steel

## Mobile Area Population

|                 | Population | Median Age |
|-----------------|------------|------------|
| City of Mobile  | 194,899    | 36         |
| Mobile County   | 414,079    | 37         |
| Baldwin County  | 195,540    | 38         |
| Mobile Bay Area | 609,619    | 37         |

Source: U.S. Census Estimate

## Mobile's Employment Base Number of Employees Per Industry



\* Category defined by the Alabama Dept. of Labor

\*\* Category includes agriculture, forestry, fishing and hunting, and mining.

Source: Alabama Dept. of Labor

## Median Household Income

City of Mobile  
Mobile County  
Mobile Bay Area

\$38,722  
\$42,973  
\$46,840

Source: U.S. Census



# Easy Access to North America and World Markets

By land, by air or by sea – you can get to Mobile from anywhere.

Mobile is the largest Gulf Coast city between New Orleans and Tampa. A few interesting notes about our water economy include – the Mobile-Tensaw River Delta is the second largest in the U.S., Mobile Bay is the fourth largest estuary in the nation and Mobile Bay holds the second largest natural gas reserve in the world.



The city of Mobile is home to two major airports, each with an FAA-certified control tower.



The Port of Mobile is the nation's 12<sup>th</sup> largest port based on tonnage, served by more than 100 shipping lines.



Mobile is served by two major interstates, I-10 for east/west travel and I-65 for north/south travel.



Mobile is served by five Class 1 railroads, spanning more than 3,000 miles.



The Port of Mobile feeds into one of the country's largest waterway systems with 15,000 navigable miles connecting 23 states.



Mobile is within a day's drive to a number of regional cities.

- Atlanta..... **328** miles
- Memphis..... **366** miles
- New Orleans .... **144** miles
- Birmingham..... **258** miles
- Jacksonville..... **404** miles
- Charleston ..... **620** miles



## Lagniappe (a little something extra)

A growing business community with a skilled workforce and unmatched infrastructure and logistics make Mobile an undeniable choice for your company's new location or expansion.

Our disarming friendliness, historic character, abundance of cultural and recreational activities and low cost of living make Mobile a place anyone would want to call home.

Here's a few things that make us unique:

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



The Duffee Oak is a 300-year-old tree, and one of 3,000 live oaks more than 100 years old.



The Mitchell Cancer Institute is the only academic cancer research center in the upper Gulf Coast region.



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

The GoDaddy Bowl, Reese's Senior Bowl, Alabama Deep Sea Fishing Rodeo, Dauphin Island Regatta and the Distinguished Young Women scholarship program all call Mobile home. In addition, regional golf is among the nation's finest with more than 25 courses.



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.

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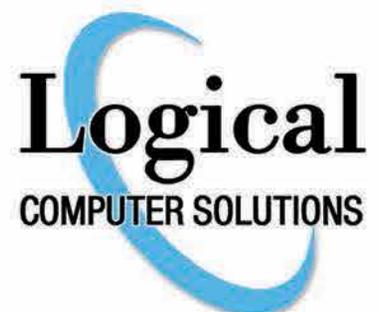
Sam St. John, President  
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\* [AirbusAssemblyMobile.com](http://AirbusAssemblyMobile.com) is not affiliated with Airbus.

Chamber Now Taking Reservations for 2015

# Trip to Spain



Spanish charm and hidden gems await Mobile Area Chamber members and guests traveling to the famous cities of Madrid, Cordoba, Seville and Granada, Spain, on a nine-day trip Nov. 1-9, 2015. The trip costs \$3,349 per person based on double occupancy, and includes air travel from Mobile to Madrid, hotel accommodations, many meals, tour guides, motorcoach travel,

transfers and more. An optional two-night add-on to Barcelona is also available for an additional \$599 per person.

The vacation begins in Spain's capital, Madrid, where passengers can taste authentic cuisine, shop for souvenirs and view the city's art and architecture. Famous museums, plazas and fountains are just around every corner of this historic Spanish

city. Travel to Cordoba and Seville, where you will tour a UNESCO World Heritage Site, an 8<sup>th</sup> Century mosque and other ancient gothic architecture. In Granada, the world-famous Alhambra Palace awaits with its gardens, fountains and massive stone walls. A visit to Toledo, with time to visit St. Tome and the masterpiece of El Greco, is the final stop before returning to Madrid.

Space for this trip is limited to 35 passengers. A deposit of \$500 and a completed registration form will hold your spot. To learn more, receive a travel brochure and register, contact Leigh Perry-Herndon at 251-431-8645 or [lherndon@mobilechamber.com](mailto:lherndon@mobilechamber.com).

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## Trip Itinerary

### Day 1 – Mobile to Madrid

Depart Mobile for Madrid, Spain.

### Day 2 – Madrid

Upon arrival in Spain, guests will be transferred to a hotel in Madrid, one of Europe's foremost cultural capitals. Day on your own.

### Day 3 – Madrid

Tour the magnificent fountains of Neptune and Cibeles, the Alcala Gate, the Plaza de España and the Royal Palace, and visit the Prado Museum, with its magnificent art collection. The rest of the day is at leisure for some shopping, soaking in the culture at the Plaza de España or strolling through the gardens of Retiro Park.

### Day 4 – Madrid/Cordoba/Seville

After driving through "La Mancha," land of the plains, Don Quixote and Sancho Panza, the group will arrive in Cordoba for a guided

tour of the historic city center, a UNESCO World Heritage Site. Visit the Aljama, the 8<sup>th</sup> Century Mosque combining Islamic, Baroque and Gothic design that is internationally recognized as an architectural treasure. In the afternoon, continue to Seville, a city that brings to mind images of raven-haired flamenco dancers, bullfights and extravagant Mudéjar architecture.

### Day 5 – Seville

Highlights include a visit to the Cathedral, a massive gothic structure with five naves and towering spires, followed by a stop for some photos of La Giralda tower before strolling through the narrow lanes of the delightful Santa Cruz district, a former Jewish Quarter. In the afternoon, explore Seville's picturesque cobbled streets and 2,000-year-old plazas shaded by orange trees and palms.

### Day 6 – Seville/Granada

Step back into the rich history of Granada, featuring its main attraction, the Alhambra Palace, widely regarded as one of the 10 architectural wonders of the world. Both graceful and mighty, this citadel is laced in stone and surrounded by gardens and fountains. Walk through the beautiful grounds of Generalife and view the palace of Charles V.

### Day 7 – Granada

Get lost in the winding alleys of the medina-like Albaicín, or old quarter, to taste tapas and sample some of Spain's hottest nightlife.

### Day 8 – Granada/Toledo/Madrid

On the way to Madrid, stop in Toledo, a city that inspired El Greco in the 16<sup>th</sup> century and has remained relatively unchanged ever since. Toledo is famous for its Arab and Jewish origins, spectacular architecture and narrow cobblestone alleyways.

### Day 9 – Madrid to Mobile

Transfer to the airport for your return flight to Mobile, or embark on optional Barcelona extension.

### Day 9 – Madrid/Barcelona

Upon arrival in Barcelona, travelers will explore one of the most cosmopolitan cities of Spain. Lose all sense of time pondering a Picasso or Miro, drop by a tapas bar for a snack or stroll along Las Ramblas, the most famous boulevard in Barcelona, connecting Plaça de Catalunya with the Columbus Monument and the city's waterfront. A must-see for food lovers is the lively Boqueria market.

### Day 10 – Barcelona

Take a "Modernist" tour of the city, ending in the Gothic Quarter, one of the best-preserved medieval areas in Europe, packed with history and interesting architectural details.

### Day 11 – Barcelona to Mobile

Fly home to Mobile.

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# Making the Most of Employee Evaluations

By Deb Becker, legal administrator, Burr & Forman LLP



Everyone wants happy, productive employees. Most supervisors dread employee evaluation time. But, when it's done right, it doesn't have to be painful for anyone. Here are a few tips to maximize employee productivity and morale, while ensuring professional growth.

Feedback on performance is important. Employees want to know how they are doing, and how they can improve. Feedback should be given all year long, not saved up for evaluation day. If you are constantly coaching your employees, you are giving them the opportunity to improve before formal evaluations. Compliment employees when they do something great. If they know you are pleased with their

performance, they will want to repeat that. Don't remain silent when something is not correctly done. Constructive criticism is as important as positive reinforcement.

How are they to know what is expected if you don't communicate that? You may see behavior that you think should be common sense. Perhaps the employee is young and doesn't have the requisite experience to apply that common sense. Quietly and privately correct it immediately to avoid repeat undesired action. Maybe a little training will get them to the next level. Take the opportunity during evaluation or anytime to inquire about the employee's interest in specific training. In-house training

videos, an Excel or Word class, or a one-day seminar in an area you would like to see them improve are all possible options.

At formal review time, honestly assess your employees' performance. Nothing in the review should be a surprise to them. You have given them every opportunity to improve throughout the year. If improvement has not been made it is time to record that. Surprisingly, many otherwise strong leaders are afraid to put anything negative in a review. Often the concern is that the work relationship will be affected, but it won't be if honest feedback has been given all year. Telling mediocre performers that they are excellent

does no one any favors. Most people, given an opportunity and honestly told what to do to improve, will want to do just that.

Constructive criticism can be delivered in a kind way that doesn't hurt anyone's feelings. Be sure your conversation is private and remains confidential. Never talk about one employee to another. Each person in the workplace deserves the same respect, and should be treated like a valuable member of the team. This will foster an environment where morale is high and people enjoy their work.

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# Al Hutchinson



**Company:** Mobile Bay Convention & Visitors Bureau

**Title:** President/Chief Executive Officer

**Hometown:** Richmond, Va.

**Education:** Bachelor's degree in marketing from The University of Alabama.

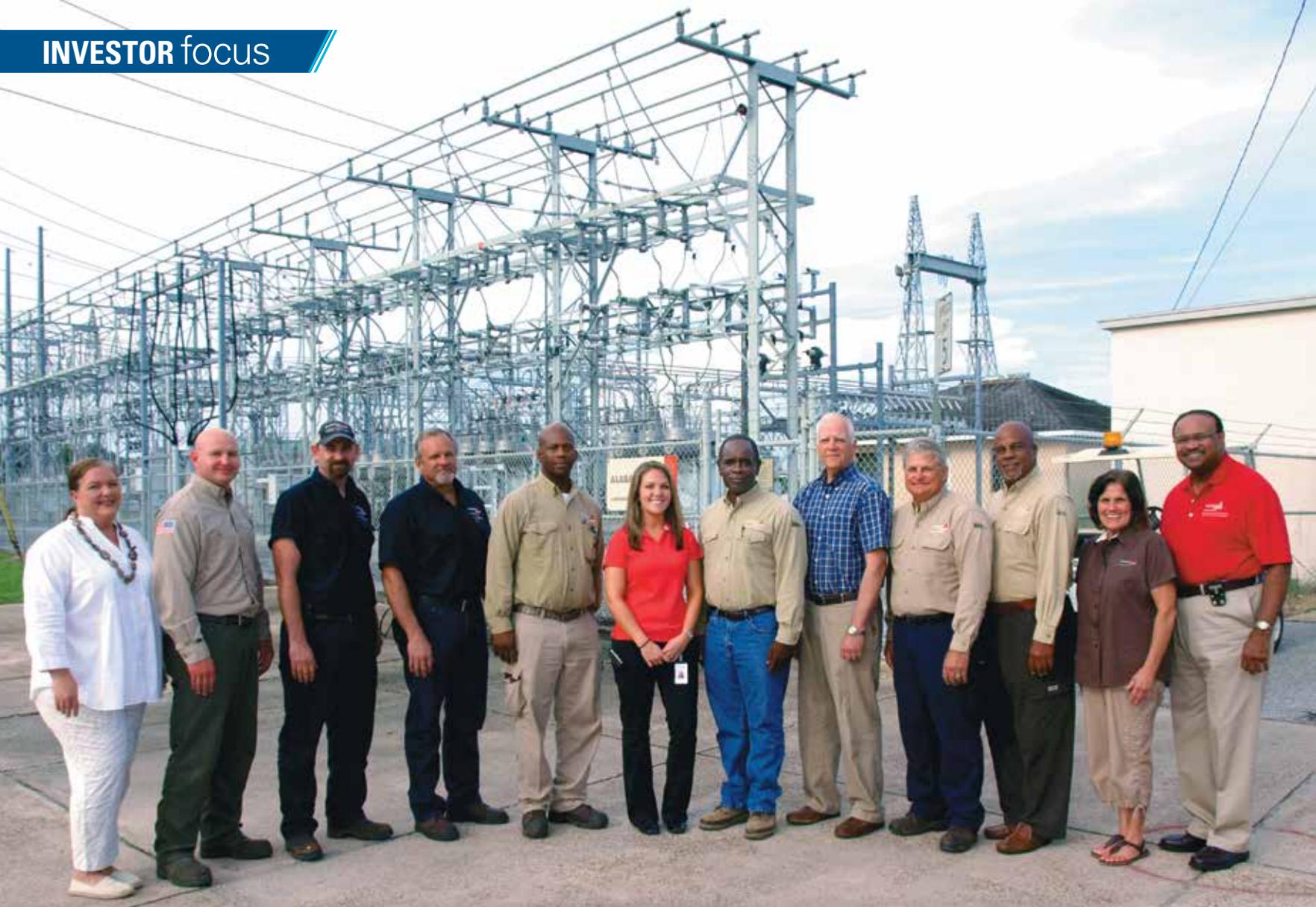
**First job:** Delivering newspapers when he was 15.

**Previous experience:** Hutchinson has a long tourism career, working in several sales positions: as sales manager for Charlotte (N.C.) Convention Center; director of sales for Greater Pittsburgh Convention and Visitors Bureau; national sales manager for the Park Hotel in Charlotte; and most recently, vice president of convention sales and marketing for Virginia Beach Convention & Visitors Bureau.

**Accomplishments:** Hutchinson helped the city of Virginia Beach open its convention center and led the sales team to position Virginia Beach as a premier destination for meetings, conventions and sports marketing groups. "Virginia Beach has always been known as a strong leisure destination, and my goal was to create a new market opportunity (meetings and conventions) for the city with the new convention center," Hutchinson said.

**Secret to success:** "Build strong sustainable relationships with people smarter than me; be humble; always thank people for a job well done; seek ways to get better every day; be a lifetime learner; don't burn bridges; and always recognize that I don't have all the answers."

**Brief company description:** The Mobile Bay Convention & Visitors Bureau is a destination marketing organization charged with attracting leisure visitors, business travelers, meetings and conventions, and sports functions from state, regional, national and international groups to the city of Mobile.



# Alabama Power

Pictured left to right are Alabama Power employees: Cindy Vives, J. R. Sexton, Eric Smith, Lee Holub, Derrick Lofton, Holly Lewis, Rod Patrick, Gary Saxon, Boykin Lauten, Leonard Bowers, Frances Crist and Ben Chaney.

**Company official:** Mike Saxon, Mobile division vice president

**Years in business:** 108

**Brief company description:** Alabama Power provides reliable electricity supply and service to 1.4 million homes, businesses and industries in the southern two-thirds of Alabama. The company serves customers in a 44,500-square-mile area, maintaining more than 78,000 miles of power lines. Alabama Power is one of four U.S. utilities operated by Southern Company ([www.southerncompany.com](http://www.southerncompany.com)), one of the nation's largest producers of electricity.

**Why are you located in Mobile?** "Alabama Power has enjoyed a rich history in Mobile," said Saxon. "The company has grown with the city over the past 108 years. We are proud to be a part of the Mobile business community, and we are pleased to safely and reliably serve the customers who depend on us each and every day."

**Why do you support the Mobile Area Chamber of Commerce's Partners for Growth initiative?** "As proud as we are of our history in Mobile, we continue to look to the future," said Saxon. "The Partners for Growth (PFG) initiative allows us to invest in economic development activities that keep our area moving forward. PFG allows us to

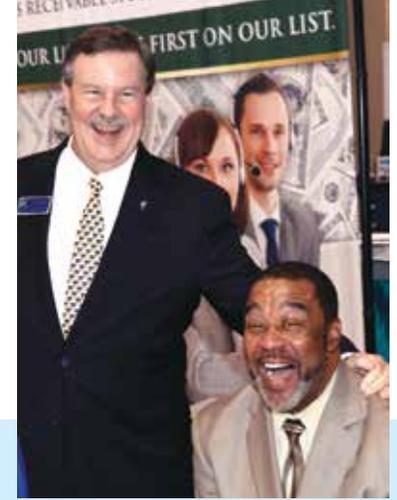
be a part of a strong and dedicated team of professionals who are focused on retaining and creating jobs. We want Mobile to be a top location for economic growth and quality of life. Partners for Growth is helping to achieve that goal."

**What do you see as Mobile's greatest potential?** "The area enjoys a much lower cost of living than most cities its size," said Saxon. "We have excellent healthcare, award-winning schools and universities, and a sound job market – not to mention the area's unique history and charm, the beautiful coastal environment and the wonderful seafood. The real potential of our city lies in our people."

**Length of continuous Chamber membership:** Since 1960



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](mailto:kdewrell@mobilechamber.com).



## Business Expo

The Mobile Area Chamber's Business Expo drew a crowd that exceeded 2,200. There were 230 companies and organizations that manned booths, connecting with current customers and reaching out to new ones. Attendees enjoyed networking, food and door prizes. The annual event is the area's largest business-to-business trade show. *Photos by Thigpen Photography.*



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# Summer Scrubs

Summer Scrubs, operated by the Bay Area Healthcare Coalition and the Mobile Area Chamber, gave rising high school seniors priority status to participate in this year's week-long healthcare internship program for high school students. Approximately 140 Mobile and Baldwin County students spent a week exploring their top career choice at area hospitals and clinics. At the conclusion of this year's program, nearly 1,600 Mobile and Baldwin County students have participated since its inception. Students applied to participate in this behind-the-scenes look into the industry and were selected on merit. Pictured at right are a group of students at the University of South Alabama (USA) Medical Center.

Participating Mobile and Baldwin sites for 2014 were: Alabama Orthopaedic Clinic PC, Diagnostic and Medical Clinic, Infirmary Urgent Care in Gulf Shores, Mobile County Health Department, Mobile Infirmary, North Baldwin Infirmary, Providence Hospital, Springhill Medical Center, South Baldwin Medical Center Gulf Shores, South Baldwin Regional Medical Center, South Baldwin Regional and Urgent Care, The Orthopaedic Group PC, USA Children's & Women's Hospital, USA Medical Center and USA Mitchell Cancer Institute.



# Chamber Chase

Top volunteers were recognized at the Victory Celebration, sponsored by Mobile Area Association of Realtors and Roberts Brothers. Stay tuned for a complete campaign wrap up in the November issue of the magazine.

Pictured at left for bringing in the most new members – Spencer Wiggins, Hancock Bank; Terri Oowler, Arkema; Sherry Coker, ServisFirst Bank and Sharon Murrill, Alabama Power with campaign chairman, Kenny Crow, Crow Shields Bailey.





Terry Smith, Travis & Courtney Everette  
The Everette Agency, Mobile, AL

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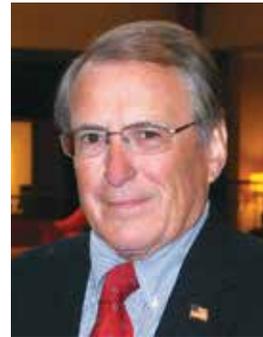


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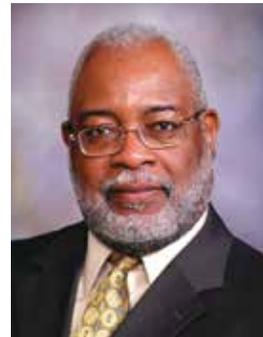
## BOARD of advisors



**Mark B. Bush** is general manager of Mobile operations and head of the southern business unit for SSAB. He holds an associate's degree in electrical engineering. Bush began his career with Gallatin Steel in 1994, and joined IPSCO (now SSAB) in 1999. He is a member of the Alabama Iron and Steel Council, Manufacture Alabama and the Association for Iron and Steel Technology. He volunteers with Junior Achievement and Big Brothers Big Sisters. SSAB is a Partners for Growth Investor.



**Richard Long** is mayor of the city of Jackson, Ala. He has served in Jackson municipal government since 1984, and is serving his third term as mayor. He earned a bachelor's degree in mathematics from the University of Southern Mississippi. Long served in the U.S. Navy Reserve and won the Cuban Blockade Medal in 1962. He has served as a Jackson volunteer fireman, as president and in other offices for the Jackson Rotary Club, and on the Jackson Chamber of Commerce board of directors.



**Maynard Odom** is chairman of the board of Mobile Area Water & Sewer System (MAWSS). Odom serves as enrollment manager and advisor to international students at Bishop State Community College. He earned an associate's degree from Bishop State, a bachelor's degree from the University of South Alabama, a master's degree in management from the U.S. Sports Academy and is currently a doctoral student at Nova Southeastern University. Odom is a member of Mobile United and Leadership Mobile, and is chair-elect for region VII of NAFSA: Association of International Educators. MAWSS is a Partners for Growth Investor.



**Merrill H. Stewart Jr.** is president of The Stewart/Perry Co. Inc., a general contractor located in Birmingham. He is a graduate of Auburn University and a regular speaker at the International Council of Shopping Center conferences and the University of the South's Beyond the Gates program. He is involved with Design Alabama, the Urban Land Institute and Auburn University Research Board. He is a board member for Cahaba River Society and Boy Scouts of America, and is an advisor to Black Warrior Riverkeepers.

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).

# Accurate Control Equipment Inc.



Accurate Control Equipment Inc. provides sales, service and supplies for Neopost Mailing Equipment products to thousands of Gulf Coast customers from the Louisiana/Mississippi state border to Apalachicola, Fla. Located at 455 Pine Ave. in Fairhope, the company also represents Rena Direct Impression Printers, Automatic Labeling Systems, Duplo Inc. Folding Machines and Check Writing Systems.

Pictured from left: Randall Staab, Lauriel Richards, Chris Hughes, Anthony McFadden, John Forsyth, Arthur Maybee, Mike Staab, Chad Wilkins, Jaime Rivas, Bridget McGuire-Ragona, Jake Godard, Josh Jennings and Mike Rocha.

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

# AMBASSADOR

 of the month


Photo by Jeff Tesney

For the last three years, Lillian Stanley has enjoyed being part of Mobile Area Chamber's Ambassador program. "I like the camaraderie within the group," she said. "We help each other in sharing new business information, and we have the opportunity to network with various industries." Stanley is an account executive at Advantage Staffing, which provides qualified candidates to fill a variety of general employment positions from assembly workers and office administration to medical secretaries and shipping clerks for any length of time. Stanley is the Chamber's Ambassador of the Month. *Ambassadors are volunteers who support the Mobile Area Chamber by visiting members, assisting with events and ribbon-cuttings. To learn more, contact Dawn Rencher at 251-431-8649.*



**Tripp Collins, COO**  
Back Forty Beer Company



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## OCTOBER

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

## 8 COFFEE WITH THE CHAMBER

Start your day with the Chamber and network with other business professionals.

**When & Where:** 7:30 to 8:30 a.m. – Atlanta Bread, 3680 Dauphin St.

**Contact:** Kelly Navarro at 251-431-8638 or [knavarro@mobilechamber.com](mailto:knavarro@mobilechamber.com)

*No charge, but seating is limited.*

**Sponsor:**  **Location Sponsor:**



## 15 GCTC LUNCH

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

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

**Speaker:** Sam St. John, Logical Computer Solutions

**Topic:** “Dos and Don’ts to Keep Your Business Safe”

**Cost:** \$20 for Chamber members/\$25 for potential members and includes lunch

**Contact:** Emily McGrath at 251-431-8651 or [emcgrath@mobilechamber.com](mailto:emcgrath@mobilechamber.com)

*Reservations required. Cancellations after Oct. 10 will not be reimbursed.*

**Sponsor:**  Prism Systems  
Systems, Software & Solutions Inc.

## 15 WOMEN’S ROUNDTABLE \*Members Only

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

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

**Speaker:** Dr. Mike Sanders, Internal Medicine Center

**Topic:** “Digestive Wellness”

**Contact:** Kelly Navarro at 251-431-8638 or [knavarro@mobilechamber.com](mailto:knavarro@mobilechamber.com)

*No charge, but seating is limited. RSVP requested.*

*Free parking.*

**Sponsor:**  SPRINGHILL MEDICAL CENTER

## 23 BUSINESS AFTER HOURS

**When & Where:** 5:30 to 7 p.m. – Homewood Suites Mobile, 1388 W. I-65 Service Rd. S.

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

**Contact:** Kelly Navarro at 251-431-8638 or [knavarro@mobilechamber.com](mailto:knavarro@mobilechamber.com)

*Reservations are not needed.*

**Sponsor:**  HOMEWOOD SUITES  
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## Who's New

Gulf Coast Exploreum named **Jan McKay**, a 22-year museum veteran, its new executive director. McKay received a bachelor's degree in mass communications from the University of Dayton in Ohio, and a master's degree in mass communications from Miami University in Ohio.



McKay



Adams



Damrich



Hickman



Brigham



Dicks



Martin



Moore

Bellingrath Gardens and Home welcomed **Catherine Cunningham Moore** as director of marketing and public relations.

Moore graduated from Auburn University with a bachelor's degree in communications and minors in horticulture and marketing.

**Crow Shields Bailey PC** accounting and consulting firm announced six promotions:

**Tim Adams** and **Ryan Damrich** were promoted to managers. Adams is a member of the audit team, and

**Damrich** is a member of the tax team. **Hope Hickman** was promoted to supervisor of the audit team. **Lott Brigham**, **Colleen Dicks** and **Alex Martin** were all promoted to senior accountants. Brigham is a member of the tax team. Dicks and Martin are both in the audit division.

**Austal USA** appointed **Larry Ryder** director of customer relations. Ryder, a retired Marine with more than 20 years of service, came to Austal from General Dynamics, Advanced Information Systems. He earned a bachelor's degree in political science from the University of Pennsylvania and a master's degree in systems analysis from the Naval Postgraduate School.

**Little Sisters of the Poor** recently welcomed three new sisters: **Amy Catherine Joseph** is a native of Indiana, **Maria Carmen Therese** was born in Mexico and **Elizabeth da l'Eucharistie** is from Quebec.

All three made their first profession of the vows of chastity, poverty, obedience and hospitality for two years, preceded by a two-year novitiate.

**Providence Health System** announced several management appointments: **Ann Doss** was named director of quality management; **Julie Groom**, director of cardiology; **Tchelinda Hunter**, nurse manager; **Kenneth Irizarry**, director of critical care nursing; **Rhonda McGinnis**, director of revenue cycle, coordinating patient access, health information management and the business office; **Emily Shell**, nurse manager for Level 7 OB/GYN labor and delivery; **Melanie Sims**, performance improvement coordinator for Seton Medical Management, coordinating quality improvement for Providence Health System's physician practice network.

**David Powell** was promoted to area chief resource officer for the Gulf South Region of The Resource Group.

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Pointer

McKinney

The partners of Russell Thompson Butler and Houston welcomed Micah Pointer to the firm as a staff accountant. Pointer graduated from the University of South Alabama with a bachelor's degree in business administration with a concentration in accounting.

The firm also promoted Wallace McKinney to senior accountant. McKinney earned a bachelor's degree in finance from Auburn University. Amy deGruy was promoted to manager. She is a graduate of The University of Alabama with a master's degree in accountancy.



deGruy



Rhodes

Prudential Cooper & Co. Inc. REALTORS welcomed new associate Mike Rhodes to its Hillcrest office.

### Business Endeavors

The Mobile Bay National Estuary Program, through its project implementation committee, awarded Goodwyn, Mills and Cawood Inc. a contract to prepare a comprehensive watershed management plan for Mobile County's Fowl River Watershed. The firm specializes in architecture, engineering, environmental planning, landscape and surveying.

Women's Business Center is now the Women's Business Alliance. The nonprofit organization changed its name, along with its two major programs, providing training, coaching and networking opportunities for small business entrepreneurs.

Energy Technical Services LLC relocated to a newly purchased and renovated facility at 5270 Hamilton Blvd. in Theodore.

Business Information Solutions (BIS) announced a partnership with fiber optic network provider Southern Light. BIS currently supplies a broad assortment of information technology services.

Horizon Shipbuilding delivered the fourth in a series of 74-foot towboats to Canal Barge Co. of New Orleans. The vessel is capable of pushing fully loaded fuel barges at 10 knots.

Mobile-based Safety Plus launched a new website, [www.safetyplusweb.com](http://www.safetyplusweb.com), through its Software as a Service model, to help track loss-control activities (safety, training, environmental, etc.).

### Well Done

Hargrove Engineers + Constructors recently announced its placement on the following *Engineering News-Record's* 2014

lists: No. 61 on Southeast Top Design Firms list, No. 66 on Texas and Louisiana's Top Design Firms list, and No. 115 on Top 500 Design Firms list. The magazine's annual national and regional rankings are based on design revenue.

Mobile Area Water and Sewer System (MAWSS) chief treatment plant operator Brian "Ricky" Pickett is the 2014



Pickett

recipient of the Charles W. White Award for outstanding contributions to the water industry presented by the Alabama Water and Pollution Control Association. MAWSS' water and wastewater plants and distribution system were also recognized with honors for water and wastewater professionals in the state.

According to guest satisfaction surveys conducted by Marriott International some of the best Marriott and Renaissance Hotel spas for 2014 are in Alabama. Three of

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the top seven Renaissance Hotel spas and two of the top four Marriott spas are part of the Resort Collection along Alabama's Robert Trent Jones Golf Trail. The current spa rankings, included the Spa at the **Battle House Renaissance Mobile Hotel & Spa** at No. 4 in the Renaissance rankings and the Grand Hotel Marriott Resort Golf Club and Spa ranks at No. 4 in the Marriott hotel rankings.

\*

**Jones Walker LLP** was named one of the "Best Companies to Work for in Alabama" by *Business Alabama*. This year's list of the 20 best places to work contains 13 large and seven small businesses with offices in Alabama.

\*

**Muskogee Technology** of Atmore received the Lean & Innovation Award at the Farnborough Air Show for its innovative approach to handling the carbon composite supply chain for GKN's Tallassee production facility. GKN is a global aerospace supplier providing high performance, integrated assemblies and components for both aero

structures and engine systems. Muskogee Technology is a Native American Indian business specializing in metal fabrication, composites and a range of other products and is a subsidiary of the Creek Indian Enterprises Development Authority of the Poarch Band of Creek Indians.

**Scotty E. Kirkland**, curator of history at the **History Museum of Mobile**, is the recipient of the 2014 Writer-in-Service Award from The Lillian E. Smith Center of Piedmont College. The award is open to U.S. residents working to advance writing through public service careers or volunteer work. Kirkland holds degrees in history and political science from Troy University and the University of South Alabama.

\*

The U.S. Green Building Council awarded one of the highest environmental certifications, the Silver LEED certification, to **PNC Bank's** recently renovated office located on the 10<sup>th</sup> floor of Mobile's Riverview Plaza at 63 S. Royal St.

## Community News



Sawyer

**Bailey Sawyer** received the Girl Scouts' Gold Award, the highest award given. Sawyer attends New York University, where she studies theater.

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](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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Rehabilitation Services  
Meyer Vacation Rentals  
Skyline Family Dental Care PC  
Transgroup Worldwide Logistics  
Barry A. Vittor & Associates Inc.  
Tina Williams, Mobile Area Chapter  
of Credit Unions

## 10 years

Habitat For Humanity of  
Southwest Alabama  
Mac Papers Inc.

## 5 years

Baldwin Bone & Joint PC/  
Canale Spine Institute  
Big Communications  
Griffith Service Station  
ITAC Solutions  
Kumon Math and Reading Center  
League of Women Voters of Mobile  
Ranger Environmental Services LLC

## 1-4 years

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Bank of the Ozarks  
Bath Fitter  
Blue Cliff Career College  
Burton Property Group  
Cam-Air LLC  
Central Holidays  
A. Evans Crowe LLC  
Dockery & Associates Inc.  
Down Syndrome Society of  
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Dunkin' Donuts  
Edward Jones Investments -  
Rob Hanner  
First Light Home Care of Mobile  
& Eastern Shore  
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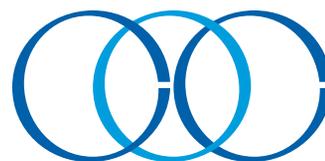
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