



# Jobs

When moving Krispy Mixes to Theodore in 2011, husband and wife team, **Judy McMillin** and **Norman Tanner** turned to the Mobile Area Chamber. They were in the midst of a move, modernizing equipment, and hiring and training new employees.

“Without the Chamber, I wouldn’t have been able to master being a small business and taking on another major project. But the Mobile Area Chamber shepherded us through various economic development processes at a very critical time,” says Judy.

With 12 employees, the company blends and distributes coatings and breadings for chicken, fish and seafood in the South. Krispy Mixes provides its product to independent restaurants, convenience store kitchens and chains.

**Company:** Krispy Mixes

**Owner:** Judy McMillin

**Member Since:** February 2011

# Membership 101

## How Chamber Membership Benefits All Businesses

The Mobile Area Chamber of Commerce is more than **2,100 members strong**. Our members know their Chamber membership is good for Mobile and good for business.

### What does the Mobile Area Chamber do?

Although the organization’s program is always changing to meet the needs of the Mobile area, the foundation upon which the Chamber was built never changes. Its mission is simple and direct: to serve as a progressive advocate for business needs and promote the Mobile area’s economic well-being.

### How Membership Makes a Difference

Results from a new national survey conducted by the Atlanta-based Schapiro Group show Chamber involvement can turn into added revenue for your business. Two-thirds of consumers believe Chamber members are reputable, trustworthy companies using good business practices, care about their customers and are involved in the community.

### The Big Picture

The Mobile Area Chamber is an independent, nonprofit business organization representing its 2,100 members and their 100,000-plus employees. A staff of approximately 40 professionals with diverse skills and a legion of more than 1,000 volunteers work hard — both in front and behind the scenes to help area businesses succeed and grow.

### Member Value

The Mobile Area Chamber provides member value through networking, publicity, discounts, referrals, learning opportunities, advertising opportunities and credibility.

### Economic Development and Job Creation

The Mobile Area Chamber works not only to bring in new business, but also to help existing companies expand. Aggressive economic development marketing programs by the Mobile Area Chamber resulted in 7,997 direct new jobs and \$2.2 billion in capital investment between 2008-2012. Since 2004, there have been 34 new company announcements and 91 expansions representing \$79 billion and 16,230 jobs.

### Small Business Development

The Mobile Area Chamber is a major resource for the development of the area’s new and small businesses, and the Chamber provides vital counseling services and resources to help start, manage and grow your small business.

### Governmental Relations

The Mobile Area Chamber lobbies the Alabama Legislature for pro-business legislation impacting the local community. In addition, the organization works with local governments and lobbies for business interests in Washington D.C. Annually, the Chamber develops a community legislative agenda based on member input.

### Community Improvement

The Mobile Area Chamber works for strong community infrastructure and quality of life. These efforts help all businesses grow and prosper.

*Continued on page 2.*



# Advocacy

After he was recruited to serve on the Mobile Area Chamber's local governmental affairs committee, **Ben Cummings**, owner/president of Cummings Architecture Corp., became more involved at the Chamber as well as the city of Mobile.

Because of his knowledge and experience, Cummings was asked to represent the Chamber and its members on Mobile's Codes Advisory committee.

"Being a Mobile Area Chamber member is the tool that gave me the opportunity to work with the city to make the city's permitting process easier and faster," Cummings said. "Streamlining the process for developers, architects and engineers means projects can happen quicker and without costly delays."

Cummings Architecture's profile projects include both commercial and residential clients.

**Company:** Cummings Architecture Corp.

**Owner:** Ben Cummings

**Member Since:** February 2009

## What the Mobile Area Chamber Does for Your Business:

### Networking

A variety of high-profile networking venues to help members develop new business contacts and connect to potential clients are offered. Events include:

- Business After Hours, hosted monthly at different Mobile Area Chamber member locations;
- Networking@Noon and Speed Networking, where you can introduce your company, product and/or service; and
- New Member Welcome to get acquainted with staff and Mobile Area Chamber activities.

### Visibility

Get noticed in a wider circle of business owners and decision makers. Mobile Area Chamber members receive:

- A free listing and link to your home page on the Mobile Area Chamber's website, [www.mobilechamber.com](http://www.mobilechamber.com), averaging more than 210,000 hits a month;
- Listings in the Mobile Area Chamber's alphabetical and categorical membership directories available online;
- New member and anniversary listings in the monthly news magazine, *The Business View*, reaching more than 22,000 businesses. Members may also receive additional coverage by pitching stories or announcing new staff, promotions, business endeavors and accomplishments;
- Complimentary event announcements in the Mobile Area Chamber's electronic newsletter, *The Business View Weekly*, sent to more than 9,000 subscribers;
- Sponsorship and advertising opportunities for a variety of events and publications;
- The exclusive right to host a booth at Mobile's annual premier business-to-business trade show, Business Expo;

- Prominent placement of marketing brochures or flyers in the Mobile Area Chamber's high-traffic lobby; and
- A window decal and e-plaque to show customers you are a valued member of the Mobile Area Chamber.

### Referrals

The Mobile Area Chamber fields more than 3,000 calls a month, and the website averages 210,000 unique hits a month.

- Only Chamber members are referred by staff; and
- The Chamber's online Membership Directory and website are used by both members and non-members as resources for business listings.

### Discounts

Members have access to discounts that affect their bottom-line.

- Discounts are available for products and services listed on the Mobile Area Chamber's website;
- Discounted rates on Chamber room rentals – new members receive one free room rental (ask for details);
- Member-to-member discounts are listed in the "Members Only" section of the Chamber's website; and
- As a member of the Mobile Area Chamber, businesses are also a member of the U.S. Chamber of Commerce, making you eligible for additional discounts.

### Professional Development

The Mobile Area Chamber is the ultimate business resource center offering information, tips and best practices to help give your company a competitive edge.

The Chamber also offers you and your employees:

- Content-rich and affordable seminars;
- Small business presentations and forums;
- A small business toolbox on the Chamber's website;
- Executive, Nonprofit and Women's Roundtables;



- Connections to mentors and experts through the Small Business Administration, SCORE, Mobile MBDA Business Center, Business Innovation Center and others; and
- Access to research including current economic indicators, demographic data, statistics, relocation information and more.

## Recognition

Throughout the year, special awards programs acknowledge the business community's best-of-the-best. Awards include:

- Corporate Community Service Award;
- Eagle Awards, recognizing minority business owners;
- Innovator of the Year;
- Manufacturer of the Year;
- Minority Business Advocate;
- Small Business of the Month; and
- Small Business of the Year.

## Advocacy

With more than 2,100 members representing approximately 100,000 employees, the Mobile Area Chamber is a strong and credible voice for business and represents you by:

- Lobbying for business-friendly policies;
- Maintaining relationships with elected officials;
- Partnering with the U.S. Chamber of Commerce, Business Council of Alabama and other Chambers in the region to promote a pro-business agenda;
- Offering members an opportunity to meet elected officials and candidates running for public office at annual political networking events; and
- Providing access and contact information for local, state and federal officials.



## U.S. Chamber of Commerce Discounts and Services

**Discounts** - From shipping to staffing, the Chamber and its partners have the tools to save your business money and the solutions to help you run it more efficiently. Join the U.S. Chamber of Commerce today to start saving.

**FedEx Delivers** - Save up to 26 percent on select FedEx® shipping.

**Sam's Club** - Receive a \$10 Gift Card with your new or renewed Sam's Club® Membership.

**Services** - The Chamber provides its members with enhanced services, such as grassroots activity, and leading publications, such as *Free Enterprise*. Access to the latest news and information is vital to your business' success.

**Free Enterprise** - This monthly publication keeps you up-to-date on the latest issues.

**Free Enterprise Weekly** - Free up your time to manage your business. Get the latest small business news delivered to your in box.

**Small Business Nation** - E-mail updates on legislation that affects your business.

*Have your U.S. Chamber ID ready to gain access to these benefits. To obtain your member ID number, call Member Services at 800-638-6582.*

"I know that it does work," Keaneacha Dockery, owner of Perfecting That Cleaning Service, says of the Mobile Area Chamber's networking sessions. She or a representative from her company regularly attends Business After Hours, Networking@Noon and Speed Networking.

"My Chamber membership and involvement is key," Dockery says. She estimates 40 percent of her client list began as contacts at the Chamber's events.

Her company also benefits from a number of seminars addressing critical business issues, she adds.

Perfecting That Cleaning Service is a commercial cleaning service that also handles construction clean-up projects.

**Company:** Perfecting That Cleaning Service

**Owner:** Keaneacha Dockery

**Member Since:** July 2010



## Excellence

When Tad Bristow was starting a new business, Batteries Plus, he decided to do it in Mobile instead of launching his new endeavor in his home state of Illinois.

Being somewhat familiar with the area thanks to numerous golf trips, Bristow says he really didn't know the "who's who" or the "ins and outs" of his new home.

Thanks to some one-on-one guidance, Bristow "got things accomplished so fast it was unbelievable," he says. "And it saved me a ton of time. To any small business, the Chamber can be an invaluable asset."

**Company:** Batteries Plus  
**Owner:** Tad Bristow  
**Member Since:** March 2011

## Extra Benefits for Chamber Members

**OEC** - Save up to 70 percent on the purchase of office supplies with OEC and get free next-day delivery in the Mobile area. No minimum supply order or size requirements and hassle-free returns. Contact Deborah Scott at [dscott@oecbi.com](mailto:dscott@oecbi.com) or 251-380-7481.

**Office Depot** - Every Chamber member is entitled to as much as 67 percent in exclusive savings on office supplies at Office Depot. Order by phone, fax or on the company's website – [www.officedepot.com](http://www.officedepot.com) and receive next-day delivery. Contact Erik Heger at [erik.heger@officedepot.com](mailto:erik.heger@officedepot.com) or call 251-597-8331 to register your company for this program.

**MobilLogic** - This company provides cloud-based solutions, secure mobile access, secure collaboration, an e-mail reminder system and information management all in one tool. Sign up now from the Mobile Area Chamber's home page by clicking on The Chamber, then Member Info and Member Discounts.

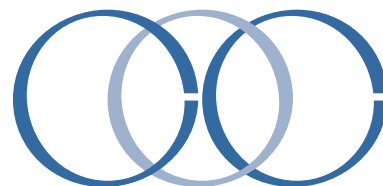
**Prescription Drug Card** - This program is provided to you and your family to help lower your prescription drug costs. Simply create and print your free Prescription Drug Card from the Mobile Area Chamber's home page by clicking on The Chamber then Member Info and Member Discounts and receive up to a 75 percent discount (discounts average roughly 30 percent) at more than 56,000 national and regional pharmacies.

**UPS** - Save time and money through special services and up to a 32 percent discount on shipping. UPS allows you to focus on your business, not your shipping. Sign up from the Mobile Area Chamber's home page by clicking on The Chamber then Member Info and Member Discounts.

# believe in **mobile** belong to the **chamber**

## **connect ... succeed ... grow**

At the Mobile Area Chamber of Commerce, our goal is simple – to help your business grow. Membership links you with resources and contacts for success during challenging times. Join us. Get involved in the Gulf Coast's most dynamic business community. Connect to our more than 2,100 members – network, ask questions, learn, share insights and form important business relationships. Believe in a strong future for Mobile. Belong to the Chamber – because it's good for business and good for Mobile.



**MOBILE AREA  
CHAMBER OF COMMERCE**