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From the Publisher - Bill Sisson

Gathering and Belonging

Exciting changes are taking place all around us. Multi-generational workforces have become the norm in work places throughout the world. And these changes are forcing membership organizations like ours to take a serious look at the programs and services we provide, making sure we continue to meet the needs and wants of an ever-changing business community.

Chambers of commerce have always excelled at programs and services related to belonging and gathering. Our chamber is no different. In fact, with more than 100 events a year, we are naturally an events-driven organization. Without question, significant changes are coming in how companies choose to join business organizations and how they choose to

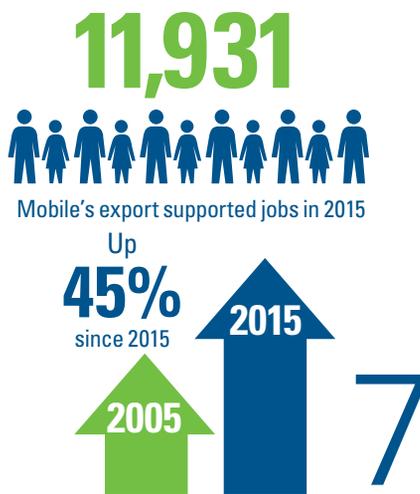


engage in networking.

If members no longer find value in traditional events, should we drop some of these and re-direct staff resources to make an even greater impact? I think the answer is "yes." For our chamber to remain strong and to be as impactful as possible, we must continue to adjust programs and services.

Providing enhanced programs and services for our membership will continue to be a focus of ours. But to do so, we need to fully understand your individual and business motives for chamber involvement.

Please reach out to us to let us know how we can better serve you by contacting Shelly Mattingly at smattingly@mobilechamber.com. We look forward to hearing from you.



ON THE COVER

Kevin Carey, Trustmark Bank, is at the helm, chairing this year's Chamber Chase effort. His crew consists of dozens of volunteers, a few of whom are pictured with him here. See story on pages 14-15. *Photo by Jeff Tesney.*

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State and local officials, along with Continental Motors, Mobile Airport Authority and Mobile Area Chamber representatives, were on hand to celebrate the news that Continental Motors, after a nationwide search, chose to remain in Mobile.

Continental Motors Re-commits to Mobile

Continental Motors Group representatives announced in late March that after a lengthy search, the company is renewing its commitment to Mobile as its global corporate headquarters, retaining several hundred high-paying jobs locally.

The Mobile Airport Authority (MAA) will build and lease back to the company a 260,000-square-foot, state-of-the-art manufacturing facility and corporate office, replacing the company's current 11-building footprint. The total capital investment is estimated at \$70 million, with approximately \$30 million for the facility and \$40 million by Continental for new equipment. The deal also returns some prime land back to the airport authority for future development.

"Thank you very much for your confidence in us. We will justify it," said **Elliot Maisel**, chairman of the MAA board of directors, and chairman and CEO of Gulf Distributing.

Continental is an industry leader in new and rebuilt FAA-certified piston engines – both gas and diesel – spare parts and components for small propeller-driven airplanes. Future plans include a customer and technical service division to serve its worldwide clients 24 hours a day, 365 days a year in multiple languages.

The company has a 51-year history at the Mobile Aeroplex at Brookley and is considered one of the anchors of the local aerospace industry, moving to Mobile in 1966 when the former Brookley Air Force Base was in the process of closing.

The decision to remain in Mobile was driven by Continental's parent company, AVIC International Holding Corp., based in Beijing, China. The holding corporation recently made several acquisitions and the search for Continental's headquarters included additional locations throughout the U.S.

"Continental Motors has been supported by its excellent team members and the community of Mobile, Alabama, for over 50 years. We are pleased to announce a renewed partnership will secure the company's future for another 100 years," said **Rhett Ross**, president and CEO of Continental Motors Group.

"The 'greenfield' facility will modernize our manufacturing processes into a world-class, high-productivity, vertically integrated center of manufacturing excellence in the new aviation center in Mobile," said **Michael Skolnik**, Continental's executive vice president of global operations.

The building design and equipment selection will be finalized this year, with move-in set for 2019.

"Continental Motors is a long-time anchor of our growing aerospace cluster. This expansion and investment is a great win for Mobile, further solidifying the region as a major

hub for aviation and aerospace," said **Troy Wayman**, the Mobile Area Chamber's vice president of economic development.

City of Mobile Mayor **Sandy Stimpson** said, "Continental Motors has been an outstanding partner to our community for many years. We are pleased to support them in making this major investment in the City of Mobile. Mobile is open for business, and it's a great time to invest in Mobile."

Mobile County Commission President **Merceria Ludgood** said, "We welcome this announcement that is yet another milestone in the five-decade relationship between Continental Motors and Mobile County. Continental has provided well-paying jobs and has invested deep roots in our community. We are honored that Continental is working to grow and retain jobs here." 

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



Photo by Jeff Tesney

Nearly everyone who spoke during the celebration welcoming Walmart to Mobile joked about this being the “worst kept secret.” The backdrop for the event was APM Terminals Mobile, signaling the impact the company’s new direct import distribution center would have on both the Port of Mobile and the container terminal. More than 150 attendees representing the Mobile Area Chamber’s Partners for Growth investors, board of directors and board of advisors, along with key invitees from APM Terminals Mobile and the Alabama State Port Authority (ASPA) were on hand for the much-anticipated event.

Celebrating Walmart’s Import Distribution Center Long Awaited Project Announcement Brings Added Bonus

With all the i’s dotted and t’s crossed, Walmart officials were in town March 29 to announce Mobile will be home to its newest direct import distribution center. The facility will stock the company’s other distribution centers, with the nearest ones located in Cullman, Ala., and Baton Rouge, La.

The total investment is valued at \$135 million.

APM Terminals, Alabama State Port Authority and the Mobile Area Chamber hosted a celebration welcoming Walmart at APM, signaling the significant increase in traffic expected at the container terminal and the Port of Mobile.

“Walmart will become a major user of the container intermodal facilities at the Port of Mobile. Modernizing the port and our long-range planning has long focused on recruiting distribution centers into the region. Walmart’s commitment to Mobile only validates those investments and the Port of Mobile’s strategic importance to

the nation’s commerce,” said **James K. Lyons**, CEO of the Alabama State Port Authority.

The annual inventory for this distribution center is expected to increase traffic at APM Terminals by at least 20,000 containers or 10 percent overall, said **Brian Harold**, APM’s managing director. To prepare, he said, “We are currently expanding our terminal footprint by 20 acres, and are receiving two new Super-Post-Panamax ship-to-shore cranes this summer.”

Located off I-10 near Irvington, the facility will be 2.5 million square feet, expandable to 2.9 million square feet. Walmart will hire 550 full-time employees, including transportation positions. In addition, Walmart will build a 90,000-square-foot cross dock for transport.

When finished, the building will be large enough to accommodate 50 football fields or 30 ships the size of Mobile’s Carnival cruise ship, *The Fantasy*.

“We are excited about how this facility will help us service our customers and the economic impact it will have through local job creation and future economic development,” said **Jeff Breazeale**, Walmart’s vice president of direct import logistics.

Mobile’s assets that attracted the project started with the Port of Mobile and APM’s efficiency, according to **Troy Wayman**, the Chamber’s vice president of economic development.

“This Walmart direct import distribution center is a perfect example of the strength of Team Mobile. Leveraging the long-term efforts and relationships **Jimmy Lyons** and the Port Authority have worked so hard to develop and the strengths that Brian Harold and APM bring to the logistics infrastructure have resulted in a great win for our region. The city and county worked together with the entire team to make this project a reality and we are already seeing a significant impact for Mobile.”

Wayman also acknowledged the role of McCallum Sweeney as Walmart’s site selection firm, especially Jeff Forsythe and Sarah White.

Construction is underway and is expected to take 14 months.

“We all have worked very hard to bring this great project to Mobile County. We are excited to add these significant job opportunities to the south part of the county,” said Commissioner **Jerry Carl**.

“This project represents a tremendous step in establishing Mobile as a global hub for logistics and distribution. I want to thank our partners at the state of Alabama, Mobile County, the Mobile Area Chamber of Commerce and the Alabama State Port Authority for working together to bring home a development of this magnitude. Team Mobile is committed to creating jobs for our citizens,” said City of Mobile Mayor **Sandy Stimpson**. ☺☺



Photo by Sydney A. Foster, Alabama Governor's Office

APM Terminals Presented **Governor's Trade Award**

APM Terminals Mobile was one of eight Alabama companies honored at the 2017 Governor's Trade Excellence Awards ceremony in March at the state capitol. **Lt. Gov. Kay Ivey** presented the awards for achievements in exporting.

Nominated by the Mobile Area Chamber, APM Terminals is a leading global port and cargo inland services provider – critical

to the success of others in overseas markets. Brian Harold with APM Terminals is pictured second from left. "What made the company an outstanding candidate for this award," said **Christina Stimpson**, the Chamber's director of international trade, "is in 2016, APM attracted five new steamship carriers to provide direct, all-water service from

the Port of Mobile to the Far East. These new services will help Alabama businesses grow their overseas business opportunities through Mobile."

In addition, the Mobile company has a presence in 69 countries, with 73 ports, nine new ports under construction and 10 facilities in expansion mode – along with an inland services network spanning 140 locations.

Other Alabama companies honored were: Advanced Optical Systems in Huntsville; Birmingham's BioGX; Fontaine Military Products, Jasper; Honda Manufacturing of Alabama, based in Lincoln; Prattville's SmarterServices; Synovus, Birmingham; and To Your Health Sprouted Flour Co., Fitzpatrick. 



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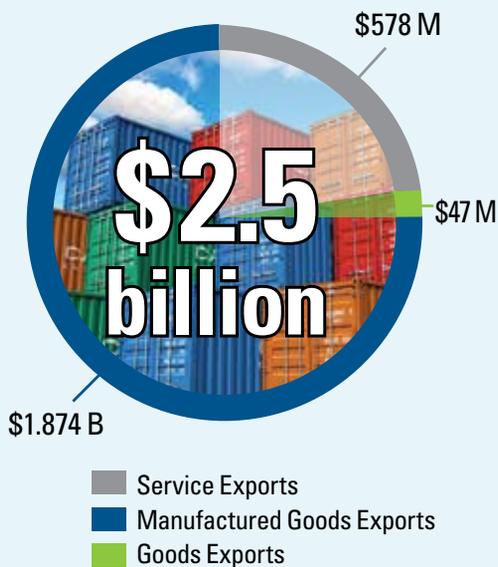
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Mobile's Exporters Impact the Local Economy

Mobile Export Highlights

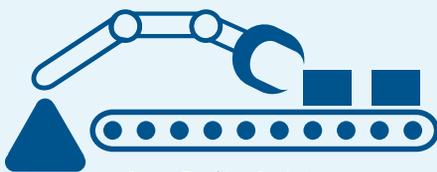
Mobile's Total Value of Exports



- That breaks down to \$1.874 billion in manufactured goods exports
- \$578 million in services and
- \$47 million of non-manufactured goods

83%

Growth in Manufactured Goods Exports (2005-2015)



Source: Brookings Institute

49%

of Mobile's Manufactured Goods Exports of Total Manufacturing GDP, 2015



55th

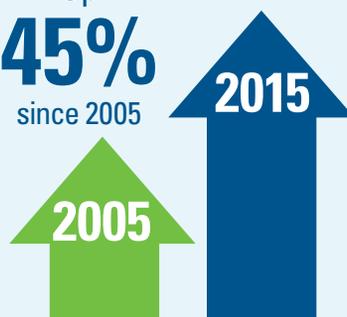
Mobile's rank among 381 U.S. Metros for annualized export growth (2005-2015)

11,931



Mobile's export-supported jobs in 2015

Up 45% since 2005



Manufacturers help drive Mobile's economy, with \$1.874 billion in manufactured goods exported in 2015, according to the Brookings Institute, a nonprofit public policy organization based in Washington, D.C. Also during 2015, Mobile exported \$578 million in services and \$47 million in non-manufactured goods, making Mobile's total value of exports \$2.5 billion, according to the organization.

With that volume, nearly one out of every two manufactured products made in the Mobile metro area is exported to regions around the world. Alabama's top export destinations are, in order: Canada, China, Germany, Mexico and the United Kingdom.

Mobile's manufactured goods exports accounted for 49 percent of its total manufacturing gross domestic product in 2015. Examples include nail polish remover, laundry detergent ingredients, renewable plant-based fiber products and high-strength steel.

Exported services are led by engineering, finance, information and communications, and technology. Mobile's non-manufactured exports include agriculture products, forestry and fishing bounty.

Locally, total export-supported jobs reached 11,931 in 2015 – up 45 percent since 2005, 16 percentage points above the 29 percent national growth during that same period, says **Christina Stimpson**, the Mobile Area Chamber's director of international trade. Participating companies in Chamber-led trade missions cross many sectors, and include Alabama Roll Products, MapuSoft Technologies, Mitternight Inc. and the University of South Alabama.

Mobile also led Alabama's major metros in manufacturing goods export growth during that same time period with 83 percent.

The Chamber's international trade program is celebrating 20 years in 2017. The goal is to continue to increase area export sales to increase job creation.

Stimpson says the Chamber addresses this goal through educational workshops, monitoring and advocating for business-friendly trade policies, and sponsoring trade missions. 



Mother-Daughter Team Has Payroll Solutions Locked Up

Payroll Vault acts as an internal payroll department for its clients. Pictured (left to right) are Amber MacFarland, Linda Leng, owner Cadie Gaut and Lindsey Slawsch.

Cadie Gaut began processing payroll while working with her mother's accounting firm when she was in college and "fell in love with the payroll world instantly." After she earned a finance degree, she joined her mom, Karen Simmons, in a new venture – a Payroll Vault franchise.

Simmons saw a need for a payroll solution in Mobile and, after researching Payroll Vault, she and Gaut purchased a franchise in 2015. Two years later, the franchise has 144 companies as clients, its revenue has increased by 67 percent over the past year, and it has added three employees.

Payroll Vault is the Mobile Area Chamber's Small Business of the Month.

Gaut now owns the business, located on Grelot Road, and handles day-to-day operations, while Simmons is still very involved, serving as chief financial officer and business consultant.

The company acts as an "internal" payroll department for customers, utilizing advanced cloud-based technologies to handle complex, compliance-driven payroll

tasks that save business owners time and money.

"We are driven by customer service," Gaut said. "We are a local solution with a technology component backed by a strong national brand that supports core values such as integrity, community and support. We believe business owners should be able to focus on what they do best – running their business."

While small business owners can run their businesses more efficiently by outsourcing payroll, Gaut said they can also be assured that in using Payroll Vault, the work won't be outsourced outside the local area.

"We believe in direct contact with clients to answer questions quickly without having to go through phone prompts to speak with someone," she said. "All of our payroll processing is performed at our local Payroll Vault office – no outsourcing. We strive to be the best payroll solution for our clients, offering competitive prices and additional support with business solutions, such as

timekeeping, pay-as-you-go worker's comp, human resources support, background checks, pay cards and mobile apps – all geared to help business owners streamline processes."

Gaut said she hopes to expand into Baldwin County soon while maintaining a healthy company culture and remaining active in the community. She and the company are actively involved with Fuse Project, Bras for a Cause, Junior Achievement, Tillman's Corner Lions Club, Women's Business Alliance and the Chamber.

"As our business grows," Gaut said, "the more we can give back."

To learn more about Payroll Vault visit www.payrollvault.com/mobile-alabama/.

Want to be featured here? Go to mobilechamber.com to submit an application, or contact Danette Richards at 251-431-8652 or drichards@mobilechamber.com.

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Photo by Jeff Tesney

Kevin Carey, Trustmark Bank, stands ready to lead this year's Chamber Chase effort. The total resource development campaign garners much-needed support for the organization. Left to right on the boat are: Valencia Chaney, Alabama Power; Allison Allen, Alabama Power; Rachel New, Trustmark Bank; Ryan New, Renasant Bank; Harris Oswalt, Mobile Gas; Terri Owler, Arkema; Janet Johnson, Century Bank; Bernadette Windle, Roberts Brothers; Karyl Hanisch, Renaissance Mobile Riverview Plaza Hotel; Mark Spivey, BB&T; and in the forefront, Kevin Carey, Trustmark Bank.

Carey Set to Lead Chamber's Annual Total Resource Development Campaign

During the Mobile Area Chamber's annual Chamber Chase total resource campaign, volunteers and staff recruit new members and secure sponsorships for Chamber events and ads in Chamber publications.

The team's efforts benefit the Chamber through continuing its mission of being a progressive business advocate.

This year, a bank executive will take the helm and inspire volunteers each week to help participants reach the campaign goal. For the 21st annual Chamber Chase campaign, **Kevin Carey**, president of the Mobile market at Trustmark Bank, is serving as chairman.

Carey is encouraging prospective members to join with the Chamber's 2,000

members, representing 110,000 employees in the area, to continue making this region of south Alabama and the Gulf Coast strong.

"Your participation is critical for our Chamber to continue to grow the business community and to move our progressive city forward," he said. "We all need to get involved to make Mobile a quality place to live and work."

"Those who join the Chamber are interested in growing their community as well as their business," said board member **Abe**

Harper, president of Harper Technologies Inc.

During Chamber Chase, volunteers interact with the business community by contacting their clients and customers. "Teams benefit from the exposure and networking with other volunteers and it's a link to developing stronger relationships with customers," said **Carolyn Golson**,

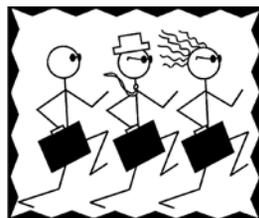
the Chamber's vice president of membership.

"Volunteers can share with their customers about the variety of opportunities available at the Chamber and can also use their involvement

with the campaign to open doors with potential customers."

Chamber Chase allows volunteers to participate in the growth of the community, Carey added. "It is an excellent program for participating team members to expand relationships with their existing clients as well as develop new ones."

Chamber Chase officially kicks off with a breakfast on May 4. The campaign's goal is \$1.17 million in memberships, sponsorships, advertisements and in-kind goods and services. To volunteer, participate with a company team, donate a door prize for the volunteers or to get involved, contact Golson at 251-431-8622 or cgolson@mobilechamber.com.



CHAMBER CHASE '17

2017 Chamber Chase Teams

Alabama Power	Midnight
Arkema	Mobile Area Chamber Ambassadors
BancorpSouth	Mobile Area Chamber Growth Alliance Task Force
BB&T	Mobile Area Chamber Board
BBVA Compass Bank	Mobile Gas
Blue Cross & Blue Shield of Alabama	Regions Bank
C Spire	Renasant Bank
Century Bank	Roberts Brothers Inc.
Crow Shields Bailey PC	ServisFirst Bank
Evonik Industries	Trustmark Bank
Hancock Bank	Wells Fargo
iBERIABANK	Young Professionals Team
Jeff Tesney Photography	
Joe Jefferson Players	<i>As of 3/29/17</i>
LLB&B Inc. Real Estate	

How can the business community be a part of the Mobile Area Chamber's annual total resource development campaign, Chamber Chase?

Visit the campaign website, www.chamberchase.com, for ideas.

- Join the Mobile Area Chamber.
- Raise your visibility by joining the Chamber's board of advisors.
- Gain exposure for your company by sponsoring an event.
- Promote your business with an advertisement in a Chamber publication.
- Contact Carolyn Golson at 251-431-8622 for details.

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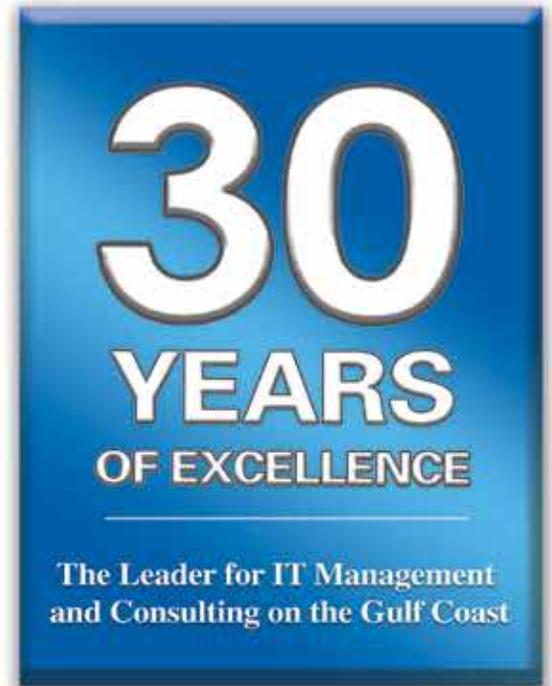
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Decade of Development

ThyssenKrupp project laid strong foundation for AM/NS Calvert, Outokumpu Stainless

Lauded as a transformative, “game-changing” deal when formally announced in May 2007, ThyssenKrupp AG’s \$3.7 billion investment in northern Mobile County promised 2,700 high-paying jobs aimed at servicing primarily the North

American automotive industry.

Ten years later, the roughly 7 million-square-foot facility has not only exceeded those expectations but welcomed three global steel giants to southwest Alabama in the process as an unforgiving recession pummeled

the industry and forced a change in the mill’s ownership.

Originally a joint venture of Dusseldorf, Germany-based ThyssenKrupp Steel and ThyssenKrupp Stainless, the plant was projected to have an annual production capacity of 5.5 million metric tons of steel, including 4.5 million metric tons of carbon steel targeting automobile manufacturers plus another million metric tons of stainless steel used in items such as kitchen appliances and medical equipment.

Today, the Calvert, Ala., campus located near Mount Vernon on the Tombigbee River houses both AM/NS Calvert and Outokumpu Stainless.

The former, a joint venture between ArcelorMittal and Nippon Steel & Sumitomo Metal Corp., purchased the steel rolling mill in February 2014 for \$1.55 billion. London-based ArcelorMittal is the world’s largest steel producer, while Tokyo-based Nippon Steel &

Sumitomo Metal Corp. ranks second. Meanwhile, Finland’s Outokumpu acquired ThyssenKrupp’s stainless operations in Calvert – valued at the time at \$3.6 billion – in 2012.

Combined, the facilities employ more than 2,800, including 967 at Outokumpu and 1,600 at AM/NS plus about 300 contractors on the carbon steel side. These totals make AM/NS Calvert the second-largest manufacturing employer in Mobile County, second only to shipbuilding juggernaut Austal USA.

AM/NS Calvert spokesman **Scott Posey** said the company has invested roughly \$200 million in the facility during the past two-and-a-half years to “expand our infrastructure, material handling and upgrade our technologies,” enabling the production of both high-strength and press hardenable steels.



Outokumpu melt shop production.

Continued on page 16

“Today, the U.S. automakers are required to increase the average fuel economy standards for all their cars and trucks to about 55 mpg. So these new advanced steels will help them achieve that by being stronger and yet lighter than the traditional steels used in the industry, making vehicles safer and more fuel efficient. These investments, combined with our location advantage to markets in the southeastern United States and Mexico, give us a strategic market strength,” Posey said.

Meanwhile, Outokumpu Stainless has invested about \$100 million in the facility since the start of operations, including maintenance as well as small productivity investments.

In addition, average annual pay at AM/NS Calvert hovers around \$67,000, eclipsing initial ThyssenKrupp projections that ranged from \$50,000 to \$65,000.

“We are continuing to ramp up to full production,” Posey said, noting AM/NS Calvert closed 2016 at about 80 percent capacity and expects to close 2017 at 90 percent.

Mount Vernon Mayor **Terry Williams** said he remembers well the excitement surrounding the ThyssenKrupp announcement 10 years ago before he was elected, and growth in the small community was felt more strongly in the construction and



A heated steel slab before it is rolled at AM/NS.

startup phase.

“It did cause a lot of activity in the beginning with some temporary housing and a good bit of economic activity popping up to support everybody trying to get it off the ground.

Property values did increase a little bit. It was all very exciting,” Williams said. “We’ve enjoyed some modest growth in retail (because of the plants), and our residents have more services available to them now than they did back then – a few restaurants, a new bank, a (medical) clinic. These are all things that make our community stronger, and

the story isn’t over. These are our partners in the community, and we are theirs.”

Specifically, Williams is hopeful both companies might come to the table as city leaders try to determine how to proceed with plans for the now abandoned E.T. Belsaw-Mount Vernon Elementary School. Mobile County Public Schools shuttered the facility in 2016, and Williams sees an opportunity to use the space for potential vocational and academic training that could serve both Outokumpu and AM/NS Calvert’s future workforce

needs.

“Citronelle High School has a strong vocational program, and their apprenticeship program drives a lot of really talented students to these plants. I’m sure our program would look different because our resources are different, but if these companies can work with us as partners, I know we can make (E.T. Belsaw-Mount Vernon) an educational hub again,” Williams said.

Outokumpu Stainless spokeswoman **Bridget Wilson** said “giving back to the community and attracting local talent has been a long-standing goal” for the Calvert mill, and partnering with local schools and organizations has paid substantial dividends.

“A partnership with Citronelle High School’s Manufacturing Academy offers local high school students the opportunity to experience the manufacturing environment first-hand with a summer internship program; a program that has resulted in numerous students joining the local Outokumpu team. Additionally, the Calvert team actively participates in recruitment programs with the Mobile Area Education Foundation,” Wilson said.



Outokumpu Calvert finished coils.

Indeed, Citronelle's Manufacturing, Industry and Technology Academy launched a direct apprenticeship program with Outokumpu in 2014, and more than one-third of the students who have completed the program are now full-time employees.

Added Wilson: "Sparking the interest in the next-generation workforce has been a goal of the Calvert, Alabama, mill. Every year a select group of ninth graders and their teachers are invited to visit the Calvert mill and learn more about the manufacturing process and related support functions required to operate the integrated stainless mill."

While establishing future workforce pipelines certainly invite ample opportunity for community partnerships, the true legacy of the original ThyssenKrupp announcement and 10-year evolution extend far beyond the companies' own backyards.

Bill Sisson, president and CEO of the Mobile Area Chamber, said Mobile has seen a 31 percent increase in manufacturing jobs in the past five years – compared with only about 8 percent nationally – and companies such as AM/NS Calvert and Outokumpu provide the sorts of high-skill, high-wage, advanced manufacturing jobs that were absolutely key to the U.S. Department of Commerce tapping the eight-county region as an Investing in Manufacturing Communities Partnership participant nearly three years ago.

"To call the TK announcement game-changing is an understatement," Sisson said, adding, "And to look at the impact it's had not just on Mobile but the entire southwest Alabama region is very telling. It shows that world-class companies know we're here and know what we can do. None of



A current aerial of the AM/NS and Outokumpu campus in Calvert.

this happened overnight. It was a true labor of love for everybody involved, and 10 years down the road it is something to be celebrated."

Combined, AM/NS Calvert and Outokumpu Stainless have amassed nearly 2,800 employees, attracting the lion's share of that figure from Mobile, Baldwin, Clarke, Monroe and Washington counties. Commuters, however, make up an ever-growing number of their employees, some driving from as far west as Gulfport, Miss., and as far east as Pace, Fla. Some relocated

to the Gulf Coast without hesitation from operations in Pittsburgh and other steel clusters in the nation's Rust Belt to the north.

The companies also strive to support the community they now call home.

"We have strong ties to local schools and nonprofits and

have granted nearly \$200,000 in support of local programs, ranging from STEM education in public schools to clean water initiatives for our valuable Tensaw watershed so far this year," AM/NS Calvert's Posey said.

Mobile has seen a 31 percent increase in manufacturing jobs in the past five years – compared with only about 8 percent nationally.

*Bill Sisson
president and CEO
Mobile Area Chamber
of Commerce*

FAST FACTS - AM/NS

Company: AM/NS Calvert

Parent companies: London-based ArcelorMittal and Tokyo-based Nippon Steel & Sumitomo Metal Corp.

Operations: carbon steel mill, plus a cold-rolling mill and four hot dip galvanizing lines

Entered market: purchased ThyssenKrupp's steel rolling mill in February 2014 for \$1.55 billion

Capacity: 5.3 million metric tons (on track to reach 90 percent by close of 2017)

Employees: 1,900, including 300 contractors

Capital investment to date: more than \$200 million

Key markets: automotive, energy and service centers

FAST FACTS - Outokumpu

Company: Outokumpu Stainless USA LLC Calvert

Parent company: Finland's Outokumpu Oyi

Operations: stainless steel

Entered market: purchased ThyssenKrupp's stainless operations in Calvert – valued at the time at \$3.6 billion – in 2012

Capacity: 900,000 metric tons

Employees: 967

Capital investment to date: about \$100 million, including maintenance as well as small productivity investments

Key markets: appliance, consumer goods and automotive industries

Lights. Camera. Call to Action.

A call to action (CTA) is one of the most critical parts of any marketing message, whether it's delivered by email, direct mail, on your website, Facebook page or any other way. A click-worthy call to action will spur the customer or prospect to take the next step (call, click, buy, download, tell a friend, etc.).

But many businesses create ineffective calls to action – or worse, none at all. “Call us” or “Click here” are CTA weaklings. They offer no information or customer motivation. Who should I call, and why? What happens if I do click? What's in this for me?

A strong CTA makes it clear what action you want someone to take, and why they should take it. Your approach depends on exactly what you want to happen. For example, if the goal is to spur a purchase, and

you've already communicated benefits, a simple “Buy Now!” might be all you need.

Here are 9 tips for creating strong calls to action:

1 Set the table first:

A call to action works best when customers are properly prepped. Start by identifying the problem (the pain), and explaining why your product or service solves it. The benefits you offer can become part of your call to action.

2 Make it stand out:

In a letter or text email, for example, the CTA can be in larger type, color or bold. On a website or blog it can be designed into a colorful, attention-getting button. In any case, keep the page clean and simple.

3 Offer incentives:

Consider a sweetener, such as a discount or free gift as a reward for heeding your call to action. For example, instead of saying merely “Join our mailing list,” your CTA could be “Join our mailing list and receive a 15% off coupon.”

4 Avoid scary terms:

Instead of asking people to “Register” or “Subscribe,” (both can be scary), try friendlier terms such as “Receive updates” or “Stay connected.” Make it about them, not you.

5 Minimize the choices:

Avoid surrounding your CTA with too many choices. For example, presenting three action choices such as “View Demo,” “Get more Information” and “Buy Now” all in the same place will likely reduce response.

6 Place your CTA early and high:

Small businesses typically place CTAs at the bottom of an email, direct mail piece or web page. The best place, however, is high up where the eye can easily see it.

7 Use links liberally:

Always link logos and product photos to your desired landing page or shopping cart. And don't forget to label your photos with descriptive “ALT” tags. This stands for “alternative text” which will appear in someone's browser or email if the image is not available.

8 Be strategic: When creating CTAs, don't think in terms of a single offer or campaign. Try for messages that can be part of your overall marketing plan. That way, the same ones can be used in a variety of circumstances.

9 Follow through:

Having a great CTA is just a start. You must also consider what happens if the reader does what you asked. It's vital to deliver the proper response quickly – an order confirmation, thank you note, email, or other

A call to action (CTA) is one of the most critical parts of any marketing message, whether it's delivered by email, direct mail, on your website, Facebook page or any other way.

action that keeps the customer moving down the purchase path.

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This column was written by Daniel Kehrer, Founder & Managing Director of BizBest Media Corp. Kehrer is a nationally-known, award-winning expert on small and local

business, start-ups, content marketing, entrepreneurship and social media, with an MBA from UCLA/Anderson. He can be reached at dkehrer@bizbest.com.

May 2017 EVENTS

National Public Gardens Day
Friday, May 12, 2017
Get to know the Gardens with a behind-the-scenes Greenhouse Tour at 10:30 AM.
Registration requested: Call 251.973.2217.

Mother's Day Garden Concert
Sunday, May 14, 2017
1-3 PM
Bring Mom to enjoy beautiful music with the Mobile Symphony Youth Orchestra!

Mrs. Bellingrath's Birthday Celebration
Saturday, May 20, 2017
Join Museum Director Tom McGehee on a special Home tour.

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Three Echoes Productions Named Small Business of the Year



Congratulations to Three Echoes Productions, the Mobile Area Chamber's 2017 Small Business of the Year. The company, along with two other Small Business of the Year finalists – Altaworx Technologies and Waite's Cleaners were honored at a reception on March 30.



Also at the event, the Chamber honored Andy Newton, CEO of Southern Light as the Mobile Area Chamber Outstanding Entrepreneur.

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Briskman and Binion PC

Briskman & Binion PC law firm staff include: Donald Briskman, Mack Binion, Sarah Dorger, Josh Briskman, Charles Potts, Robert Clute, Pam Herrington, Monica Keith, Alison Schemmer, Bernard Howard, Kimberly Whidden, Tracy Turner, Kelly Brooks and Delana Drummond.

Firm members: Donald Briskman, Mack Binion, Charles Potts, Josh Briskman, Kim Whidden and Of Counsel, Sarah Dorger and Robert Clute

Years in business: 27

Brief company description: The firm maintains a general law practice in Mobile and Baldwin counties and southwest Alabama, including the representation of businesses in litigated matters. "For 30 years, the firm has represented the Industrial Development Board of the City of Mobile and in such has actively interfaced with the Mobile Area Chamber's economic development office to assist in the Chamber's promotion, attraction and location of new

industries to Mobile, which have resulted in the creation of thousands of jobs for our community," said Potts.

Why are you located in Mobile? "All firm members are deeply rooted in Mobile," said Josh Briskman. "Four members were born and raised in Mobile, and the others have resided in Mobile for decades."

Why do you support the Mobile Area Chamber of Commerce's Partners for Growth (PFG) initiative? "The firm believes strongly in the principle 'A rising tide lifts all boats,' and has observed that since its inception," said Donald Briskman. "The PFG initiative continually contributes to the rise of Mobile's tide."

What do you see as Mobile's greatest potential? "Mobile's potential can be measured by its many assets, including the natural, – i.e., geographical – transportation (water, rail, air and highway) – and more importantly the past and continuing cooperative efforts of the Chamber, the city of Mobile (mayor and council) and the Mobile County Commission," said Binion. "While these assets are critical, Mobile's primary asset is the character of our citizens who are frequently described by new industries as 'good, hard-working people.' To continue to convert these assets into successes, we need to do all we can as a community to fund and improve our educational system, which is a primary

factor new industries consider in deciding to locate or expand their operations in Mobile."

Length of continuous Chamber membership: Since 1987



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 kdwrell@mobilechamber.com.



Face-to-Face with Legislators

The Mobile Area Chamber's Legislative Reception was held Tuesday, March 14 at the Archives Building in Montgomery. Made possible by presenting sponsors AT&T and ExxonMobil and supporting sponsor Southern Light, the event drew 150 attendees including Montgomery officials, Mobile area business leaders and more than 40 legislators and other elected officials. The annual event is a part of the Chamber's advocacy plan of action and a key opportunity to share Mobile's legislative priorities with state-level policy makers.



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David Clark

Company: Visit Mobile

Title: President/CEO

Hometown: Madisonville, Ky.

Education: Clark earned a bachelor's degree in business management from Western Kentucky University.

First job: He picked up range balls on a golf course.

Previous experience: Before joining the Visit Mobile team, Clark was the general manager for Spectrum Resorts' Beach Club in Gulf Shores. Prior to that, he worked with Marriott International for 25 years, including 23 years at The Grand Hotel Marriott, Resort Golf Club & Spa in Point Clear. During that time, Clark served in a variety of roles, including head golf professional, director of golf, resident manager and general manager.

Accomplishments: Clark's team led Marriott International's Resort Division to the No. 1 Overall Guest Satisfaction ranking in North America for six consecutive years while serving 400,000 guests annually and managing 700 associates at The Grand. In addition, Clark was named Marriott International's General Manager of The Year for North America Lodging Operations and was the Alabama Restaurant and Hospitality Alliance's Hotelier of the Year in 2016 and 2009.

Secret to success: "Serving people and creating results."

Brief company description: As the area's official destination marketing organization, Visit Mobile is charged with attracting visitors and conventions to the Mobile area to experience and enjoy Mobile's history, culture, events and attractions.



Investors Tour Airbus

More than 25 Partners for Growth (PFG) Investors participated in a tour of the Airbus manufacturing facility and MAAS Aviation. The tour provided insight into the manufacturing of the A-320 family of aircraft and the paint process that makes planes attractive. Similar tours give PFG Investors an opportunity to meet industry leaders and learn more about what makes Mobile's economy thrive.

April Trade Mission

The Chamber's trade division hosted a trade mission to Berlin, Germany, and Copenhagen, Denmark, in April, with a focus on promoting Alabama's life sciences and biotechnology industries and inward investment in Alabama. More than 20 individuals from across the state attended the trade mission.

Learning About Cybersecurity

At a recent meeting of the Chamber's Gulf Coast Technology Council, Jim Hlavin, special agent with the FBI, and Abe Harper, president of Harper Technologies Inc., spoke on the topic of cybersecurity and gave important tips and information to keep personal identities and businesses safe from cyber attackers. More than 44 people attended this session.

Getting the Contract

The Chamber's small business development department co-sponsored the Gulf Coast Procurement Opportunities Conference & Matchmaker, presented by the Alabama Small Business Development Center's Procurement Technical Assistance Program. The workshops were geared toward small businesses interested in doing work with government agencies or prime contractors,

while matchmaker appointments were held for established small businesses with a successful history in commercial work or previous government work.

Chamber/City/County Leadership

The Chamber meets quarterly with city of Mobile and Mobile County leadership to talk about issues impacting local business. The spring session addressed the I-10 bridge and bayway widening.

Chamber Signs on the Federal Legislation Support

The Chamber joined the U.S. Chamber of Commerce and chambers of commerce and associations around the country and signed a letter to the U.S. Senate urging action on the Regulatory Accountability Act (RAA). The RAA is a bill designed to update the 70-year-old federal rulemaking process under the Administrative

Procedure Act. It would improve transparency and accountability, ensuring that the most costly and high-impact rules are well-designed and tailored to accomplish their objectives without causing unnecessary damage to our nation's economy.

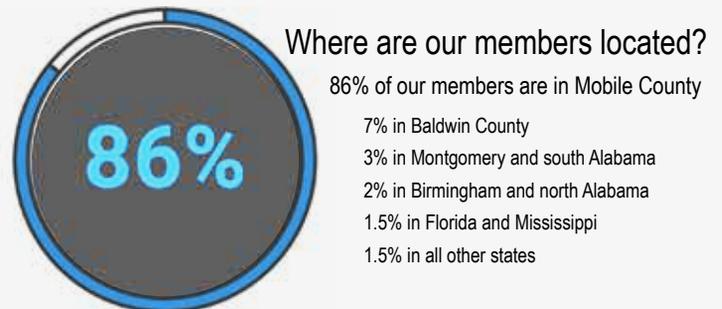
Recent Grand Openings and Ribbon Cuttings

Chamber staff and ambassadors helped cut ribbons and celebrate grand openings at Pottery Barn, Williams-Sonoma, Hood's Discount Home Center, SOHO Events & Rentals, Hilton Garden Inn Mobile Downtown, Spot of Tea's Segway Tours and At Home. For more information, contact Dawn Rencher at 251-431-8649 or drencher@mobilechamber.com.



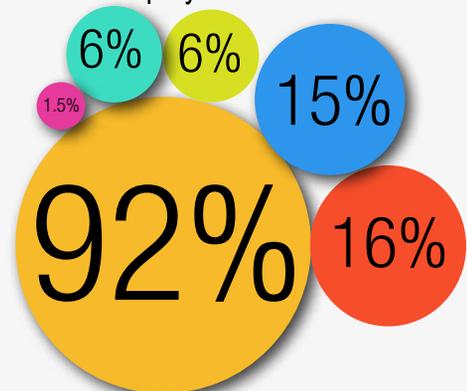
Who's a Member?

The Mobile Area Chamber of Commerce recently pulled some facts about its members - where they are from? How many employees do they have? Here's what we found:



Members by number of employees

- 16% have 10-19 employees
- 15% have 20-49 employees
- 6% have 50-99 employees
- 6% have 100-499 employees
- 1.5% have 500+ employees



92% of Chamber members have 99 employees or less

Advisors and Directors Spring Meeting



William Canary, president and CEO of the Business Council of Alabama (BCA), spoke during the Mobile Area Chamber's joint board of advisors and directors meeting in March. Among the many issues facing the Alabama State Legislature, Canary focused on infrastructure, education and healthcare during the meeting. He also presented Rep. Chris Pringle, House District 101, with BCA's Business Champion Award. Pictured are J. Guy Helmsing, Hancock Bank; Bill Sisson, Mobile Area Chamber; Kellie Hope, Mobile Area Chamber; Canary; Liz Freeman, Chamber board chair and Long's Human Resource Services; Pringle; and Robbie Baker, Hancock Bank.

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Facility Maintenance Service

Facility Maintenance Service (FCS) is a full-service facility maintenance and repair company that operates in more than 25 states. FCS offers 24/7 assistance for routine maintenance plumbing, electrical, carpentry, commercial landscaping and emergency and disaster service. Along the Gulf Coast, the company also offers forestry mulching, dirt work, land clearing, bush-hogging, tree removal and concrete breakup and excavation.

Pictured, from left to right, are Rocky Fremin, owner/president; Hunter Rodriguez, property service manager; Keith Fremin, owner; and Tia Austin, owner/vice president.

AMBASSADOR of the month



Photo by Jeff Tesrey

Since joining the Mobile Area Chamber's ambassador program three years ago, **Liz Brewer** has become more involved in the Chamber, the Mobile business community and the city's overall growth, she said. Brewer is the Chamber's Ambassador of the Month.

A native of Tennessee, Brewer is assistant vice president/branch manager of the Bank of the Ozarks, where she is responsible for developing new banking relationships with local business owners and consumers while managing the daily operations of the Mobile-Airport branch.

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 or drencher@mobilechamber.com.



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Marc Geis
C Spire

Marc Geis is general manager for C Spire's Alabama and Florida Gulf Coast area. Prior to relocating to the Gulf Coast, he served as C Spire's general manager for North Alabama. Geis earned both bachelor's and master's degrees from the University of Florida's Warrington College of Business. Geis is involved with the First & 10 Club, Fuse Project, Baldwin County Economic Development Alliance, Senior Bowl Committee and Downtown Mobile Alliance. He is also a member of the Chamber's board of advisors. C Spire is a Partners for Growth investor.

Mallory Tyson Joins Chamber Staff

The Mobile Area Chamber recently named **Mallory Tyson** as administrative assistant for the community and governmental affairs department. Tyson joined the Chamber in November as a temporary employee through Long's Human Resource Services.



Tyson

Tyson earned an associate's degree of applied science in paralegal studies from ITT Technical Institute of Mobile. She previously worked as a paralegal and a legal assistant.

At the Chamber, she will maintain communications with the department's committees and task forces, and she will support and assist with numerous annual events, including Leaders' Exchange,

State of the City and County Luncheon, Military Appreciation Luncheon, Veterans Day and other key events.

"Mallory is a great addition to our department. She possesses strong professional skills, and a willingness to jump right in and be a team player," said **Kellie Hope**, the Chamber's vice president of community and governmental affairs. "We're thrilled she's officially on board with us."

"I like the working atmosphere here at the Chamber," Tyson said. "The people here are so friendly and always willing to assist."

Tyson can be reached at **251-431-8621** or mtyson@mobilechamber.com.



Left to Right: Rusty Allman, Chandler Gordon, Alex Arendall, Bruce Finley, Sherry Coker, Faith Webb, Jay Weber, Julie Tucker, Beth Cazalas, Domonic Gable, Jaye B Patterson, Mike Johnson, Lyn Peterson, Scott Patterson, Anita Chapman, Randy Adams, Becky Minto, Anna Maria Mazzarella, Walter Brand, Bryan Neth, Bibb Lamar

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Pictures at an Exhibition

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BOARD of advisors

Douglas L. Anderson is a partner in the law firm Burr & Forman LLP. He graduated from UMS Preparatory School and earned degrees from The University of Alabama and Cumberland School of Law, and specializes in real estate and business law. He is active with the Senior Bowl and St. Paul's Episcopal Church, where he has served as senior warden. Burr & Forman is a Partners for Growth investor.



William Osmer is chief commercial officer and vice president for Seabulk Towing. He graduated from the U.S. Merchant Marine Academy with a bachelor's degree in maritime transportation, and obtained a master's degree in shipping and logistics from Middlesex University, London. His first job was as third mate aboard several Texaco tankers, and he eventually sailed Texaco and OMI Corp. tankers with his U.S. Coast Guard master's license. Osmer moved to Mobile from San Antonio, Texas, where he was director of commercial shipping for Tesoro Maritime Co. Seabulk Towing is a Partners for Growth Investor.



Michael Seltzer is campus president of Remington College Mobile campus. He previously served as Tampa campus president and director of education from 2011 before coming to Mobile in 2016. He has been with Remington College since 1999, holding several management positions at both the campus and corporate levels. Seltzer is a member of the Florida Bar, a team leader for the Accrediting Commission of Career Schools and Colleges and a computer studies instructor. He earned a bachelor's degree from the University of Michigan and a juris doctor degree from the University of Florida.



For more information about the Chamber's board of advisors, contact Katrina Dewrell at 251-431-8611 or kdewrell@mobilechamber.com.

MAY 2017

For information on Chamber events, visit events.mobilechamber.com.**10 NETWORKING@NOON** **Members Only; one representative per company**Make 40-plus business contacts in 90 minutes over lunch.***When:** Noon to 1:30 p.m.**Where:** Mobile BayBears at Hank Aaron Stadium, 755 Bolling Brothers Blvd.**Cost:** \$10 and must be paid with reservation**Contact:** Alison Unger at 251-431-8617 or aunger@mobilechamber.com**Sponsor:****11 MEMBERSHIP 101***Come meet other members and Chamber staff to learn about the many ways to benefit from your membership.***When:** 8 to 9 a.m.**Where:** Mobile Area Chamber, 451 Government St.**Contact:** Alison Unger at 251-431-8617 or aunger@mobilechamber.com*No charge, but seating is limited. RSVP requested. Free parking.***16 EXECUTIVE ROUNDTABLE** **Members Only**A monthly forum exclusively for Chamber-member small business owners and managers.***When:** 8 to 9 a.m.**Where:** Mobile Area Chamber, 451 Government St.**Speaker:** Shayla Jones Beaco, executive director, Build Mobile**Topic:** "The Changing Landscape of Community Development"**Contact:** Brenda Rembert at 251-431-8607 or brembert@mobilechamber.com*No charge, but seating is limited. RSVP requested. Free parking.***Sponsor:**





20th Annual

State of the City & County Lunch

Wednesday, May 17

Noon to 1:30 p.m. - Arthur R. Outlaw Mobile Convention Center

Tickets are \$30 per person or \$300 for a table of 10 (Chamber members only) or \$40 per person for nonmembers.

Reservations and advanced payment are required. Call 251-431-8621 or visit events.mobilechamber.com

Join **City of Mobile Mayor Sandy Stimpson** and **Mobile County Commission President Merceria Ludgood** as they discuss the state of our local government at this annual Chamber luncheon.

Program Sponsors: Alabama Power, AM/NS Calvert, AT&T, BBVA Compass, Burton Property Group, C Spire, Mobile Area Water & Sewer System, Mitsubishi Polysilicon, Hargrove Engineers + Constructors, Infirmary Health, Mobile Airport Authority, Mobile Gas, SSAB, Volkert - Artcraft Press (printing), All A Bloom Florists & Gifts (flowers)

17 STATE OF THE CITY AND COUNTY LUNCH

City of Mobile Mayor Sandy Stimpson and Mobile County Commission President Merceria Ludgood discuss the state of the city and county over lunch. A don't-miss event.

When: Noon to 1:30 p.m.

Where: Arthur R. Outlaw Mobile Convention Center

Cost: \$30 per person or \$300 for table of 10 (members) and \$40 for potential members

Contact: Mallory Tyson at 251-431-8621 or mtyson@mobilechamber.com

Reservations are required. Cancellations after May 12 not reimbursed to cover lunch costs.

Sponsors:



Printing: Artcraft Press

Flowers: All A Bloom Florists & Gifts

25 BUSINESS AFTER HOURS

When: 5:30 to 7 p.m.

Where: iHeartMedia, 555 Broadcast Dr., 3rd Floor

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

Contact: Alison Unger at 251-431-8617 or aunger@mobilechamber.com

Reservations are not needed.

Sponsor:



29 MEMORIAL DAY - CHAMBER CLOSED

May 31-June 1

AIDT LEADERSHIP DEVELOPMENT TRAINING LSII

AIDT Leadership Development training programs introduce team leaders, supervisors and managers to effective leadership responsibilities, communication skills, teamwork and motivation techniques.

When: May 31 from 8 a.m. to 4 p.m.

June 1 from 8 a.m. to noon

Where: Mobile Area Chamber, 451 Government St.

Cost: \$50 per person, includes course materials, lunch and snacks

Contact: 251-431-6951

Reservations are required. Participation in LCI is recommended, but not required for an LSII course. Class size is limited to 25.

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Who's New

Bellator Real Estate & Development welcomed four new realtors: **Jeb Smith**, **Donnie Clark**, **Deborah Soffes** and **Ann Loder**.

Owen Bailey was named CEO and senior associate vice president for medical affairs of **USA Health**, a



Bailey

comprehensive academic health care system including USA Medical Center, USA Children's & Women's Hospital, USA Mitchell Cancer Institute, USA Physicians Group and the USA College of Medicine. Bailey earned a bachelor's degree in health administration from Auburn University and a master's degree in health administration from The University of Alabama at Birmingham.



Kirby



Greene

USA Health also named **Elizabeth Kirby** assistant administrator and **Warren Greene** assistant administrator of support services. Kirby received a bachelor's degree in biology and master's degrees in health administration and business administration from The University of Alabama at Birmingham (UAB). Greene earned a bachelor's degree in business management from the University of South Alabama. He also served six years in the U.S. Marine Corps.

Kennedy Lawrence Winston is the new coach for the **Mobile Bay Tornados** basketball team. Winston, a Mobile native, played professional basketball in Europe and collegiate ball for The University of Alabama.



Fillingame



Greene



Brooks



Pettaway



Martin



Miller

Berkshire Hathaway HomeServices Cooper & Co. Inc. Realtors welcome new associates **Chanda Fillingame**, **Betty Greene**, **Doris Brooks**, **Stephanie Pettaway**, **Lashea Martin** and **Chuck Miller**.

Renasant Corp., the parent of Renasant Bank, recently entered the Mobile market and named **Mark Fillers**



Fillers

its South Alabama president. Fillers graduated from The University of Alabama with a bachelor's degree in small business management and entrepreneurship. He earned a master's in business administration through Auburn University's Executive MBA program.

Also joining the Renasant team are **Ryan New** and **April DePaola**. New will serve as senior vice president and commercial relationship manager. He has more than 13 years of banking experience, with 10 years focused in commercial banking. DePaola will serve as vice president and wealth management relationship manager. She has more than nine years of banking experience concentrated in wealth management.

Renasant's mortgage team for the Mobile area includes senior mortgage originators **Suzanne Chatten** and **Noel Turner**, with more than 50 years of combined experience in the mortgage business; and mortgage support team members **Deedee Webb**, **Lisa Stauter** and **Della Brewer**.

Sam Winter & Co. real estate sales and marketing firm hired agent **Peter Harrison**.



Harrison

Burr & Forman named **Robert Shreve** as an associate in its Mobile office. Shreve earned a law degree from The University of Alabama School of Law.



Shreve



Goldman

Stirling Properties commercial real estate company selected **Amanda Goldman** as sales and leasing executive for its commercial brokerage division in Alabama. A native of Manhattan, New York, Goldman devoted 11 years of service in the U.S. Air Force, and brings more than 30 years' experience in sales, working with both national and local businesses.

MAAS Aviation (MAAS) named **Geoffrey Myrick** chief operating officer in Mobile. Myrick is a graduate of the University of Alabama, with a bachelor's degree in marketing. He obtained a masters degree in business administration degree from the University of South Alabama.

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Guillou



Williams



Loper



Williamson



Subriats



Northcutt



Berry



Broich



Holley



deCelle

Roberts Brothers welcomed the following new agents: **Yannick Guillou, Toby Williams, Ryan Loper, Harmony Williamson, Michael J. Subriats, Andrea Northcutt, Connie Berry, Hannah Broich, Marc Holley and Lauren deCelle and Lisa Granger.**



Granger

Bernadette Windle is the new chief financial officer of **Roberts Brothers.**



Windle

Business Endeavors

Business Resource Design and Print LLC, design services for print media and websites, is now offering mobile app development services for local small businesses. Learn more at www.brcdesignandprint.com.

Providence Hospital is the first hospital in Mobile to partner with the U.S. Chamber of Commerce Foundation as a host facility for the new Hiring Our Heroes Corporate Fellowship program. The program is designed to train active-duty service members in the job skills they need to transition into management positions in the civilian sector.

Renasant Corp., a 113-year-old financial services institution based in Tupelo, Miss., opened a new office at 165 W. I-65 Service Rd. N. The parent company of Renasant Bank operates more than 170 banking, mortgage, financial services and insurance offices in Mississippi, Tennessee, Alabama, Georgia and Florida. The website is www.renasantbank.com.

John M. Brining Co. was recently acquired by Dunavant Logistics Group, a Memphis-based global logistics firm, adding in-house brokerage to the Dunavant portfolio of customer service offerings.

Hargrove Engineers + Constructors is renovating the former WALA building at 208 Government St. for its Controls + Automation division. Hargrove expects to use approximately 19,000 square feet of the facility for the division's 65 employees.

Milling Commercial Realty announced a recent partnership with Mobile's Cumbest Properties. Cumbest will add commercial brokerage, management and consulting services to the full-service commercial real estate firm serving the Gulf Coast. The company also launched a new interactive website at www.mcrcommercial.com

featuring a searchable database of regional commercial facilities and properties available for sale or lease.

Landrum HR recently acquired the assets of The Employee Management Team (EMT), a Sarasota, Fla.-based professional employer organization. EMT primarily served small- and medium-sized business clients throughout central Florida. Landrum will maintain the Sarasota office and employ the existing staff members. The Sarasota acquisition brings the number of office locations to six, including northwest and central Florida, North Carolina and South Carolina.

Berkshire Hathaway HomeServices Cooper & Co. Inc. Realtors established a \$20,000 endowment scholarship in memory of its founder, Aden Jack Cooper. The Aden Jack Cooper Endowed Scholarship will be awarded annually to an outstanding junior or senior real estate student in USA's Mitchell College of Business.

Hartmann, Blackmon & Kilgore PC (HB&K) merged with Mobile's Gibbons Co. accounting firm. The merger will add a fourth location for HB&K. The Gibbons Co. will serve as a division of HB&K and remain at its current location at 3601 Springhill Business Park, Suite 202.

Well Done

Mobile Area Water and Sewer System (MAWSS) and comptroller **Collena C. Matz** were recognized by the Government Finance Officers Association of the United States and Canada for its 2015 Comprehensive Annual Financial Report (CAFR). Matz received an award of financial reporting achievement for preparing the award-winning CAFR.



S. Dees



Guy



D. Foster



M. Foster



Manwaring



Russell



Holloway



Williams



Pope



Cone



Dickinson



Locklier



Hussey Jones



Gardner



C. Wiley



Adams



J. Dees



J. Cooper



Rogers



Messer



T. Nichols



R. Nichols



Maatouk



Botsford



Kirkland



M. Wiley



Vigor



D. Cooper

Berkshire Hathaway HomeServices Cooper & Co. Inc. Realtors agents received 2016 Annual Awards by Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks. **Sheree Dees** received the chairman's circle-gold award, **Chuck Guy, Don and Maria Foster, Louise Manwaring and Cheryl Russell** received the president's circle award. **Bridgette Holloway, Rosemary Williams, Tim Pope, Tutta**

Greer Cone, Marie Dickinson, Angela Locklier and Sheri Hussey Jones received the leading edge society award. **Brejeannia Gardner, Charlene Wiley, Doug Adams, Jeff Dees, Jordan Cooper, Michelle Rogers, Paula Messer, Tammy and Rogers Nichols, Vickie Maatouk, Lloyd Botsford, Chad Kirkland, Mike Wiley, Cricket Vigor and David Cooper** received the honor society award.

Over the past six years, the **East Bay/Daphne Homewood Suites** by Hilton Mobile was honored as "Hotel of The Year" four times and has consistently ranked in the top three among 400 Homewood Suites hotels brand wide. **Sandy Caruso**, director of sales, was honored as the top sales director of the year from all Homewood Suites locations.

The **Original Oyster House**, with the support of **Royal Cup Coffee**, won the inaugural People's Choice Award for "favorite restaurant" at the 7th Annual Snowbird Fest held in the Orange Beach Convention Center.



Fletcher Watkins

Jeremy Fletcher and Jay Watkins joined the advisory board of **Veterans Recovery Resources**, a new public charity established by veterans, for veterans, to deliver compassionate mental wellness and addiction recovery services to all veterans, regardless of their ability to pay. Fletcher is a major in the U.S. Army Reserve, an assistant professor in the department of physical therapy at the University of South Alabama and a military veteran. Watkins is a partner at Jones

Walker in the firm's business and commercial litigation group.

The **Airbus U.S.** manufacturing facility achieved LEED (Leadership in Energy and Environmental Design) certification from the U.S. Green Building Council. The site was certified under a campus project category, with five of its buildings receiving LEED Silver status: Main Gate, Delivery Center, Logistics Center/Service Building/Final Assembly Line Hangar, Final Phase/Flightline Hangar and Transshipment Hangar. LEED is a certification program and globally recognized benchmark for the design, construction and operation of high-performance green buildings.



Pinochet

Wilkins Miller LLC, an accounting and advisory firm, announced **Michelle Pinochet** has successfully completed and passed the Uniform Certified Public Accountant (CPA) examination.

Pinochet holds a bachelor's degree in business administration, concentration in accounting, and master's in business administration from the University of South Alabama.

Business Information Solutions, an IT support company, was named to CRN's managed service provider 500 list in the Pioneer 250 category. This annual list recognizes North American solution providers with cutting-edge approaches to delivering managed services.

Alabama's RSA-owned hotels ranked first, second and third for guest satisfaction among the 363 full-service Marriott hotels in North and South America. They also are first and third among the 90 Renaissance properties in North and South America. **The Grand Hotel Marriott Resort, Golf Club & Spa** and **The Battle**

House Renaissance Mobile Hotel & Spa both held third place, one in each category. The scores were tabulated by an outside firm specializing in guest satisfaction in the hospitality industry, this is the first time that the top three Marriott hotels and top Renaissance hotel have all been from Alabama.

Community News

Mobile County Public School announced new admission guidelines for students entering grades 2-8 applying for one of the magnet schools. The new guidelines address national test scores, required grades in certain subjects and limit absences, tardies and disciplinary actions. For more information visit mcpstthewire.com.

The **Mobile SPCA** received more than \$70,000 from PetSmart Charities to fuel a new spay/neuter program in Mobile. Mobile SPCA assists with more than 1,000 spay/neuter surgeries each year.

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.

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 Rehabilitation Center
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15 years

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 Walters Controls Inc.

10 years

McFadden Engineering
 Mobile County Personnel Board

5 years

Koby Subaru
 Mercy LIFE of Alabama
 SP Engineering Inc.

1-4 years

Adventures in Advertising/
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 APCO Employees Credit Union
 BCM Moring Co. Inc.

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Know a company interested in benefiting from Chamber membership? Contact Jackie Hecker at 251-431-8642 or jhecker@mobilechamber.com or Emily Hatcher at 251-431-8619 or ehatcher@mobilechamber.com. Also, you'll find a complete membership list at members.mobilechamber.com.

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www.701south.com
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@MobileChamber Mobile Area Chamber

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 203 are accredited, and of those only 103 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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