

MAY 2013

the Mobile Area Chamber of Commerce business

VIEW

Chamber Chase 2013

- \$1.55 million
- 200 new members
- Sell sponsorships + advertising
- obtain needed goods + services

Cham
 Emphasize
 • Jobs
 • Advocac
 • Value

Big Plans
for Barton
Academy

Airbus **Breaks**
Ground

The Chase is On!
Chamber
Chase
Kicks Off





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business

VIEW

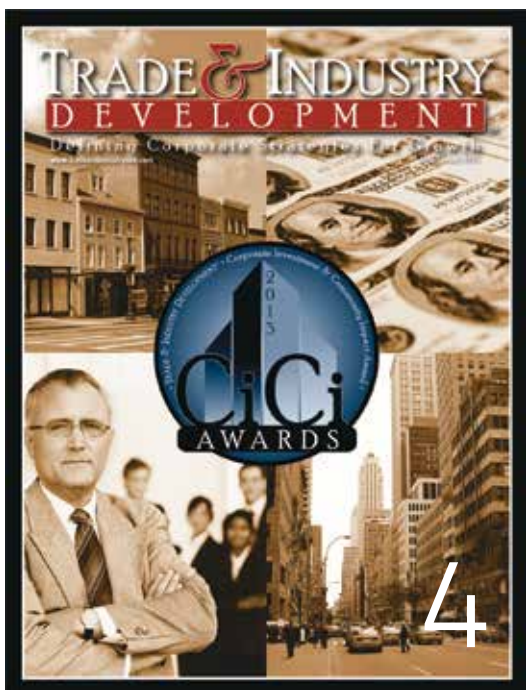
Cover

Daniel Dennis with Roberts Brothers was named 2013 chairman of Chamber Chase, a 14-week campaign led by volunteers to recruit new members, sell event sponsorships and ads, and secure needed donated items. Pictured with Dennis (standing) are, from left to right, Jason McKenzie with PNC Bank, Ann Akridge with Roberts Brothers and Judy Smith with Arkema. See story on page 12.

Cover photo by Ashley Horn.



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Publisher..... Winthrop M. Hallett III
Executive Editor Leigh Perry-Herndon
Managing Editor..... Jennifer Jenkins
Copy Editor Michelle Matthews

Additional Writers and Editors
Carolyn Golson, Ashley Horn, Patty Howell, Brandy Jones, Susan Rak-Blanchard, Carolyn Wilson

Printing Services Interstate Printing/Direct Mail
Graphic Design Wise Design Inc.
Advertising Account Executive..... René Eiland
431-8635 reiland@mobilechamber.com

A Groundbreaking Development

Airbus Turns Dirt for Final Assembly Line

Photo by: Debbie Denson, Atrivind Creative



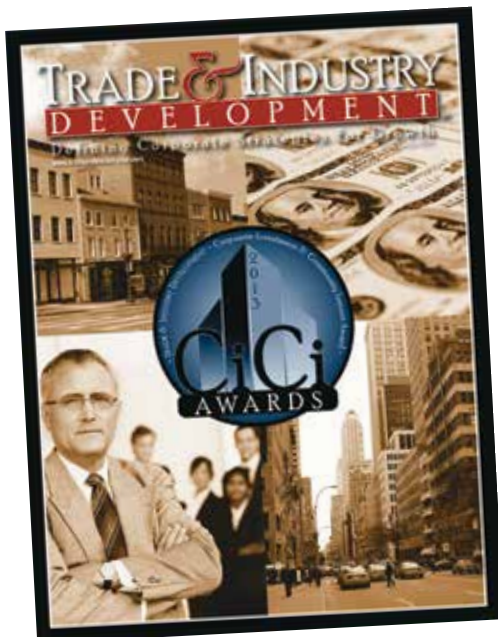
In April, Airbus broke ground on its final assembly line at Mobile Brookley Aeroplex. Once operational, the company will have 1,000 employees on site. Pictured above from left to right are: Fabrice Bregier, CEO of Airbus, and Dr. Tom Enders, CEO of EADS, are all smiles following the groundbreaking attended by more than 1,500 people. ∞∞



Photo by: Paul Donie, Atrivind Creative

Above are members of the Mobile Area Chamber's executive committee who attended the groundbreaking. They are (from left to right), Win Hallett (Chamber president); Frank Lott (vice chair of governmental affairs), Heritage Homes; Travis Short (vice chair of workforce development), Horizon Shipbuilding; Stephen Carey (vice chair military affairs), CertaPro Painters of Mobile and Baldwin Cos.; Daniel Dennis (vice chair of membership), Roberts Brothers Inc.; Michael Pierce (past board chair), A.G. Gaston Construction; Tom Taul (vice chair community development), Merchants Transfer Co.; Kinley Bell (vice chair maritime affairs), Marine Rigging Inc.; Leigh Breal (vice chair communications & marketing), Ward International Trucks; Brian Harold (vice chair economic development), APM Terminals Mobile Inc.; Mike Saxon (board chair), Alabama Power Co.; Keith Manwaring (vice chair small business), LifeSouth Community Blood Centers Inc.; Lance Covan (vice chair trade), Mitternight Inc.; and Michael Chambers (president-elect and vice chair finance), Swift Biotechnology.

Chamber Earns Third-Party Endorsements



The Mobile Area Chamber's efforts continue to earn accolades from industry publications including *Business Facilities* and *Trade & Industry Development*.

Recognized in back-to-back issues of *Business Facilities*, the Chamber's economic development team earned an Honorable Mention for Economic Development Excellence for cities with populations between 200,000 and 500,000. The distinction highlights the Chamber's practices and development strategy, and was featured in the magazine's March/April 2013 edition.

Also in the edition, the Port of Mobile won the award for Achievement in Ports/Foreign Trade Zone Development based on its "investment of more than \$350 million in its multi-year improvement program."

In the January/February 2013 issue of *Business Facilities*, Airbus received an Honorable Mention in the Economic Development Deal of the Year contest. "Mobile's

selection as the only site in the Western Hemisphere assembling aircraft for Airbus cements Alabama's status as an up-and-coming aerospace manufacturing giant," said Jack Rogers, editor in chief of *Business Facilities*.

Previously, fDi awarded Airbus runner-up in the global Best Aerospace Projects category, and gave Austal's \$5 million expansion and addition of 1,000 jobs an honorable mention in the global Best Expansions category.

Airbus was also listed as No. 12 among *Trade & Industry Development's* Annual CiCi (Corporate Investment and Community Impact) awards, recognizing "extraordinary investment in corporate development" in the United States. The feature highlighted the transformational and positive impact Airbus will have on the community. ∞∞



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Aviation and Aerospace Academy

B.C. Rain High School Students Have Opportunity to Prepare for a Career in Aerospace



B.C. Rain High School is running the aviation and aerospace academy for Mobile County Public Schools, preparing students for jobs in the aerospace industry. On the left, student Aldrishon Jones works on a class project. On the right, student Carl Williams learns about flight control by using a flight simulator.

Editor's Note: The April 2013 issue of *The Business View (TBV)* highlighted the creation of "signature career academies" in some of the Mobile County Public School System's 12 high schools to prepare students for growing job opportunities in the Mobile area. In upcoming issues, TBV will spotlight these academies and efforts to bridge the gap between employer needs and students' skills coming out of high

school. A joint effort of the school system and the Mobile Area Education Foundation, 80/20: Graduating Ready is the catalyst behind the programs. System officials say academies will be placed in every high school in the future.

B.C. Rain kicked off the 2012 academic school year with the opening of its aviation and aerospace academy. The program offers students fundamental knowledge in aerospace and aviation, hands-on flight simulation, and possible internships offered by ST Aerospace Mobile.

A \$19 million facility is underway at the school with aerospace technology in every classroom.

B.C. Rain currently has 31 college-bound sophomores enrolled in the academy, and 60 more students will start the program in the fall.

Visits to companies such as Continental Motors, ST Aerospace Mobile and Airbus have jump-started the academy, where students can see first-hand how the skills they are learning now can lead them to a successful career, according to principal **Marlon Firl**. With this and other changes at the school, the graduation rate is steadily increasing.

Get Up Close With Sea Life at New Exhibit

Dauphin Island Sea Lab Estuarium Rays of the Bay Touch Tank Opens



If you've ever wanted to get up close and personal with a cownose ray or bonnethead shark, a new exhibit at the Dauphin Island Sea Lab Estuarium will let you do just that.

The sea lab recently opened its first outdoor Rays of the Bay touch tank – a 6,400-gallon pool housing creatures that live in local waters that visitors are allowed to touch.

"The sea lab has been a steady proponent of hands-on education," said **Dr. John Dindo**, the sea lab's associate director. "We believe that experiential learning leads to life-long learning,

and what could be more hands-on than having the ability to stroke a ray or a shark?"

The unique showcase operates with a geothermal heating and cooling system, keeping the saltwater temperature at a comfortable 70 degrees year-round by using underground rocks or gravel to cool or heat the water as needed. The sea lab already uses solar power and boasts a permeable parking lot to help protect groundwater supplies and control pollutants.

The exhibit is sponsored by LuLu's at Homeport Restaurant and the Hearin-Chandler Foundation. The marine science lab is located on the eastern tip of Dauphin Island and is open seven days a week. Hours and ticket prices can be found at www.disl.org.

Responding to Readers about Healthcare Reform

If you missed the previous two sessions the Mobile Area Chamber hosted on the upcoming changes to healthcare in the United States via the Patient Protection and Affordable Care Act (PPACA) and its impact on business owners, a third session is scheduled for Tuesday, June 4, from 10 a.m. to noon, at the Chamber, 451 Government St. **Michael Patterson**, vice president of legal services and general counsel, Blue Cross Blue Shield of Alabama, will help business owners understand the impact and changes going into effect. Contact **Brenda Rembert** at **251-431-8607** or **brembert@mobilechamber.com** to make reservations.

In response to the many questions Chamber staff are being asked by members about the new law, *The Business View* is turning to the experts, including the U.S. Chamber of Commerce, to help you make informed decisions about providing and subsidizing healthcare for yourself, your family and/or your employees. This publication will continue to run questions and answers as well as pertinent information in upcoming issues.

Question: How will the healthcare reform law's employer mandate, often called the "free-rider" penalty, affect my business?

Answer: According to the U.S. Chamber, in 2014, certain employers will either have to:

- 1 Offer all full-time employees (and their dependents) prescribed coverage; or
- 2 Potentially pay a penalty if any full-time employee "free-rides" on the system by receiving a premium tax credit and using it to purchase coverage in the exchange.

The featured chart will help you determine if your business must offer coverage and/or pay a penalty. But you will need to consult with your accountant, attorney or other financial advisor to determine what is best for your business.

COVERAGE or PENALTY?



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In many instances, the rules have yet to be written. Experts are continuing to debate how various provisions of the law will be implemented and enforced. Many basic elements may change and there are numerous exceptions. Please contact an attorney or benefit consultant to verify how the law will affect your specific company, benefit offering, and scenario.

USA's Mitchell Cancer Institute Enters Consortium Partnership with UAB's Comprehensive Cancer Center

In a move to achieve its longstanding goal of attaining designation as a comprehensive cancer center by the U.S. National Cancer Institute (NCI), the University of South Alabama Mitchell Cancer Institute (USA MCI) recently entered into a consortium partnership with the University of Alabama at Birmingham (UAB) Comprehensive Cancer Center.

Through collaboration, the two facilities will be able to partner on grants and share some core resources such as laboratories. The two universities will also have a larger base for clinical trials and reach previously underserved areas.

Activities between the two institutions are expected to begin immediately to advance and accelerate clinical, translational and basic cancer research. According to USA MCI Director Dr. Michael Boyd, "A partnership with one of the most respected NCI centers in the United States will

accelerate cancer research and enhance treatment options for the citizens of our region."

In 1971, the UAB Comprehensive Cancer Center became one of the first NCI-designated cancer centers in the United States. It is currently the only NCI-designated comprehensive cancer center in the four-state area of Alabama, Mississippi, Louisiana and Arkansas. USA's Mitchell Cancer Institute was established in 2000 and is the only academic cancer center in south Alabama and the upper Gulf Coast corridor. Its service area consists of an estimated 4.1 million residents within a 150-mile radius of Mobile.

Boyd said while the two cancer centers will collaborate as partners, the institutions are not merging into a single entity. Each will continue to function under separate ownership and maintain separate identities. NCI encourages the development of consortium centers in an effort to reach broader populations located in geographic areas not currently served by an NCI-designated center. USA and UAB leaders say this is one of the key benefits of the partnership.

"Because USA MCI and UAB Comprehensive Cancer Center serve different geographic regions of the state, the two institutions working together will help reduce the significant cancer health disparities in Alabama while improving cancer health outcomes and mortality rates," said Dr. Edward Partridge of UAB's cancer center.

The two programs are touting the following benefits of partnership:

- Expanded cancer research base at each respective institute;
- Accelerated recruitment of physicians and physician scientists to USA MCI;
- Accelerated regional and state economic development; and
- Enhanced access of patients to the latest developments in cancer diagnosis, treatment, prevention and control.

Local Company Expands and Plans for Growth



American WeatherStar's new facility gives the company the space it needs to make samples and test new materials in house, as seen above.

American WeatherStar (AWS), a Mobile-based commercial and industrial roofing material supplier, relocated its corporate office to a larger facility at 3100 Lees Lane in west Mobile. With the new space comes new company initiatives, including onsite training sessions and a business development center to support AWS-approved dealers throughout the United States.

The building doubles the company's office space and includes 2,500 square feet of additional warehouse space where AWS will now have the ability to make samples and test new materials and systems in-house, according to Brian O'Donnell, company president.

"We felt it was the right time to purchase a facility rather than continuing to lease," said O'Donnell.

AWS is an industry-leading supplier of roof coatings, wall coatings, spray foam roofing and single-ply roofing systems. The 10-year old company employs 10 people.

Local Education

with an

International Flair

The best possible outcome for any preservation project is to save a landmark building and see it reborn in a way that enriches the entire community," said **Jaime Betzeze**, a local attorney with **Maynard Cooper & Gale** and chairman of the **Barton Academy Foundation**.

"(This is not just about) saving Barton Academy — but rather an exciting plan to renovate this old building as a modern world studies school — a project perfectly aligned with Mobile's future and our growing global economy."

Betzeze and Mobile County Public School System Superintendent **Martha Peek** agree the transformation of Barton Academy from a vacant eyesore in downtown Mobile to a flagship middle and high school is much needed. And it's happening now that it has the backing of a school board-approved \$3.5 million appropriation to Barton Academy's renovation and a private fundraising effort aimed at raising \$12 million to \$15 million for restoration.

Located in downtown Mobile, Barton Academy opened in 1836, after residents spent 10 years raising money to build the building that would house Alabama's first public school. The building has been vacant since 2007 when the system moved its central office to West Mobile and has twice been listed as one of Alabama's "Places in Peril."

Barton Academy for Advanced World Studies will be an innovative school for approximately 400 students in grades 6-12. Students will learn in a multicultural setting with an emphasis on social diversity and international awareness. The new academy will promote project-based learning, global understanding and international relations.

Its curriculum will include high-level courses in all core subjects — math, science, English and social studies — with an emphasis on foreign languages, world geography and global economics. Upon graduation students will be proficient in at least two foreign languages and will have learned to think critically and communicate across cultures. They can earn high school credits while in middle school and college credits while in high school.

According to the school system, because of the rigorous curriculum offered, academic standards including a 3.4 GPA will be required to be admitted to the school and to stay there.

Development of the school's curriculum is in direct response to the role international companies and global commerce play in Mobile's economy, according to Betzeze. To date, there are 18 different countries whose flags fly over local industries. Nearly all of Mobile's industry announcements over the last decade stemmed from international investment according to the Mobile Area Chamber.



Local Education with an International Flair

Barton will be the only world studies school in Alabama and the only one between Houston and Atlanta. World studies schools throughout the United States have a proven record of paving the way toward scholarships and admission to some of the best and most competitive universities in the world. Students with foreign language skills and global

knowledge generally score better on college entrance exams.

As the project progresses, and fundraising efforts continue, Betzeze said the system will move closer to announcing the school's opening. To stay up-to-date on the project, or to donate to the foundation, go to www.bartonacademy.org.

Area Foreign-Based Investments

For Mobile, Baldwin and Washington County (By Country of Origin)

Country	Company	Industry
Australia	Austral USA	Maritime
Austria	Lenzing Fibers	Chemicals
Belgium	Huntsman Materials	Chemicals
Canada	IB Nitrogen	Chemicals
England	BAE Systems Southeast Shipyards	Maritime
	Ineos Phenol	Chemicals
	Shell Chemical LP	Oil & Gas
	Tate & Lyle	Chemicals
Finland	Kemira	Water Chemicals
	Outokumpu	Stainless Steel
France	Airbus	Aerospace
	Arkema	Chemicals
	Technip	Oil & Gas
Germany	Berg Spiral Pipe	Steel
	BASF	Chemicals
	Evonik Degussa	Chemicals
	ThyssenKrupp Steel	Steel
Japan	Jamco America	Aerospace
	Master Halco	Distribution
	Mitsubishi Polysilicon	Chemicals
	Plasmine Technology	Chemicals
	Ricoh Business Solutions	Information
Korea	Glovis Alabama	Distribution
Norway	Aker Solutions	Oil & Gas
Scotland	Energy Cranes LLC	Oil & Gas
Singapore	ST Aerospace Mobile	Aerospace
South Africa	Barloworld Handling	Distribution
Spain	Airbus Military	Aerospace
Sweden	Quincy Compressors	Compressors
	SSAB Americas	Steel
Switzerland	Holcim Inc.	Cement
The Netherlands	Akzo Nobel	Chemicals
	Shell Offshore Inc.	Oil & Gas



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D&K Suit Discounters is located at 1714 W. I-65 Service Rd. S, between Government Boulevard and Cottage Hill Road. Store owner Jonathan Gibbs, third from right, has worked in men's retail for his entire career. The men's clothing store has thousands of suits in stock, as well as casual clothing, shoes, accessories and ties.

Career in Menswear Suits Him Well

When **Jonathon Gibbs** began working as a stockboy at a men's clothing store in Atlanta, he was still in high school. But even at that early age, Gibbs discovered he had a knack for styling and selling menswear. Eventually, those skills landed him a successful career as a men's clothing store owner.

Locally owned and operated D & K Suit Discounters opened in 2006, and is the Mobile Area Chamber's Small Business of the Month. Gibbs and his partner, **Eddie Dabit**, own the store located at 1714 W. I-65 Service Rd. S., between Government Boulevard and Cottage Hill Road.

Customers will find a wide array of sizes from 32 to 72 in D & K's inventory that includes more than 10,000 suits in brand names such as Calvin Klein, Steve Harvey, Ralph Lauren, Michael Kors and more. In-stock suits include special fits, such as short, long, extra-long, slim and modern. "Anything can be tailor-fitted," Gibbs says. The store also carries shoes, shirts and accessories.

The first half of the year is typically the store's busiest, Gibbs says, with special events ranging from Mardi Gras to Easter to Father's Day. And for the spring and summer, D & K stocks seersucker suits in a variety of colors.

One of the things that makes the store successful is its employees' focus on providing outstanding service to its customers, Gibbs stresses. "People will pay more elsewhere if our customer service isn't great. To get our customers to return we make sure that they get the customer service they need," he adds.

Gibbs chose the beltline location because it offered greater visibility and accessibility to his customers. Prior to its current location, the store operated under a different name at Bel Air Mall, and before that it was in downtown Mobile.

D & K is open Monday through Saturday from 10 a.m. to 8 p.m. For more information, call **251-665-7350**.

Go to mobilechamber.com/award.asp to submit a Small Business of the Month nomination, or contact Danette Richards at 431-8652 or d Richards@mobilechamber.com. Small Business of the Month is a no-cost benefit of Chamber membership.

Dennis Believes in Chamber's Total Resource Development Campaign

Believe in Mobile, Belong to the Chamber. Why? Because it's good for your business and good for Mobile, said **Daniel Dennis**, president of Roberts Brothers Inc. Dennis will lead Chamber Chase 2013, the Mobile Area Chamber's annual total resource development campaign.

He is encouraging prospective members to join with the current 2,100 members, representing 100,000 employees, to continue strengthening the Mobile area. Each year, the Chamber holds its annual campaign, with volunteers and staff recruiting memberships, sponsorships and more to help the Chamber continue its mission of being a progressive business advocate.

"New membership and participation are the foundation for not only a vibrant Chamber, but also a progressive city," said Dennis. "We have a tremendous opportunity to capitalize on the momentum that is before us. The continued ability of our Chamber to engage actively is important for the success of businesses and quality of life in our region."

"Volunteers are able to interact with the business community by contacting their clients and customers," said **Carolyn Golson**, the Chamber's vice president of membership. "Not only do teams benefit from the exposure and networking with other volunteers, it's a link to developing stronger relationships with customers. "Volunteers can inform their customers about opportunities available at the Chamber and can also use their involvement with the campaign to open doors with potential customers."

"Chamber Chase is an outstanding opportunity to participate in the growth of the community and for individuals to participate and earn great incentives along the way," added Dennis. "For employers, it is an excellent opportunity for their participating team members to expand relationships with their existing clients as well as develop new ones."

The Chamber Chase campaign officially kicks off with a breakfast on Friday, May 3, with a goal of \$1.55 million in memberships, sponsorships, advertisements and donated goods and services.

To volunteer, participate with a company team, donate a door prize for the volunteers or get involved, contact **Carolyn Golson** at 251-431-8622 or cgolson@mobilechamber.com.



Participating Teams

Alabama Power
Arkema
BancorpSouth
BB&T
BBVA Compass Bank
Blue Cross and Blue Shield of Alabama
CorroMetrics Services
Evonik Industries
Hancock Bank
iBERIABANK
International Shipholding
LLB&B Inc. Real Estate
Lewis Communications
Mobile Area Chamber Ambassadors
Mobile Area Chamber Board of Directors
Mobile Gas
PNC Bank
Regions Bank
Roberts Brothers
Jeff Tesney Photography
Trustmark National Bank
Wells Fargo

How to Get Involved

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 Chamber.
- Raise your visibility by joining the Chamber's Board of Advisors.
- Gain exposure for your company by sponsoring an event.
- Promote your business by advertising in a Chamber publication.
- Contact **Carolyn Golson** at 251-431-8622 to discuss other ideas.

FOR THE MINUTES AFTER A CARDIAC EVENT—AND THE DECADES.



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Father and son Ray and Ryan Carney stand in front of a recent fence custom built for a local customer. AAA Iron Works is one of the largest fabricators of iron and aluminum fences on the Gulf Coast.

Fence Me In

Two Fence Companies Team Up Frequently – Both Offer Unique Options

It wasn't long ago that children would play across two or three backyards – games of hide-and-seek, tag and baseball. Today, not only are most homeowners building fences (if their home doesn't already have one), but in the last 30 years so are a lot of neighborhoods, apartment complexes, schools and businesses, says Ray Carney with AAA Iron Works.

While fences may have a common goal – to offer privacy and protection for what's inside – there are numerous options of steel, aluminum, vinyl and wood. And with customized design offered by AAA Iron Works and Hagan Fence, the buyer can have something unique.

Steve Trawick with Hagan Fence Co. agrees more fences are going up everywhere, and says during the economic downturn his business has been strong. He cites Hagan's unique theft deterrent fence design as one of the biggest sellers to combat the continuing run of copper thefts.

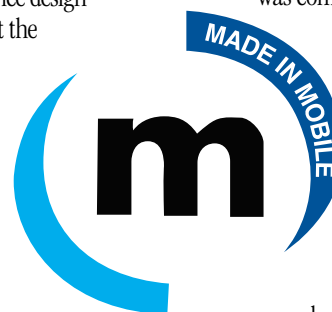
While there may be a slight overlap in what AAA Iron Works and Hagan Fence sell and install, both companies work side-by-side on a number of projects.

Carney and a partner started Southern Ornamental Security 37 years ago with a focus on burglar bars and alarms. Demand drew the business toward other types of ironwork and in 1980 Carney formed AAA Iron Works as a division of the company. He's been

through a number of challenges as a small business owner – buying out a partner when the business was just three years old and then two decades later his company was completely destroyed by fire.

His newest challenge is retirement. Three years ago, his son Ryan returned to the company after a seven-year hiatus with another local company, to carry on the family business. Carney says he immediately set up Ryan in his office and moved to an office in the back of the building, joking that it's right next to the exit.

While Carney's contributions to the business include three decades of experience, inventions and employing a paint system that resists rust and chipping, the younger Carney is locked in on technology.



Ryan is setting up a new retail entity via the Internet to sell products online and is building awareness by adding videos to web listings and wrapping the company installation vehicles with a bright blue design sporting the company's name, phone number and website.

AAA Iron Works remains one of the largest fabricators of iron and aluminum along the Gulf Coast. Everything the company creates is custom from simple burglar bars to a spiral staircase to logo signs to tables for high-end tug boats to an ornamental fence with security cameras, telephone entry systems and card entry.

The company's craftsmen can reproduce almost any drawing or photo, heating the steel and bending it by hand to create smooth curves and circles. A variety of decorative castings and designs bought from various foundries enhance fences, porches and mailboxes, and a plasma machine to cut any design from a sheet of steel or aluminum. "Welding is what makes the difference," says Carney.

As it stands now, the company has approximately a 50-50 mix of commercial and residential clients, and employs 14 people.

It's not unusual, Ryan says, to get a client who wants an ornamental security gate and surrounds the rest of the property with wood or chain link. "That's when we call in Hagan Fence."

Hagan also has 14 employees and is one of only three retail operations in the Beaumont-based company. Hagan, first established in Mobile in 1946, splits its work equally, says Trawick, between commercial, industrial and residential customers. Both AAA and Hagan work throughout the region from Mississippi to the Florida line.

Hagan keeps one of the largest in-stock inventories of chain link on the Central Gulf Coast and buys the majority of its lumber from local lumber yards. Over the years, the company has seen a blend of fence design using an iron or aluminum for ornamental entrances and black chain link to complete the project.

Some clients also combine a steel frame and posts with wood, what Trawick describes as "old world meets functional privacy." He adds when a customer wants a custom design, that's when Hagan teams up with AAA Iron Works.

In addition to property and privacy, customers use fences to secure pools, gardens, worksites, dumpsters and, on the unusual side, bird cages.

Hagan's high security barrier designs are climb-resistant. A couple of years ago when thieves began stealing the copper wire from air conditioning systems, WKRG-TV5 interviewed Trawick in front of the company's newest security design, resulting in a number of inquiries and orders. Once the

copper tubing is taken from a unit, he explains, the air conditioner has to be replaced. "So it gets to be pretty expensive, and this fence is virtually impossible to get through, or at least harder than most thieves want to work to get to it."

The latest trend in fencing on its way to Mobile is welded wire. This material comes in a variety of thicknesses and heights. Its been used in zoos for many years, but because of its long-term viability and resistance to rusting is gaining popularity for a variety of residential, commercial and industrial uses.

This unique partnership between what could be considered competitors is a benefit to the service area these two companies cover, with the winner being the customer who has endless possibilities for any fencing project.

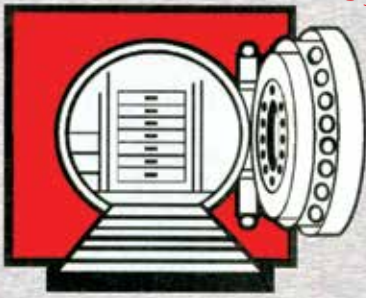
This unique partnership between what could be considered competitors is a benefit to the service area these two companies cover, with the winner being the customer who has endless possibilities for any fencing project.



Hagan Fence has been in Mobile since 1946. Pictured from left are: Steve Trawick, manager; B.J. Griffin, Hank Robinson, Patricia Bishop and Sam Spurgeon.

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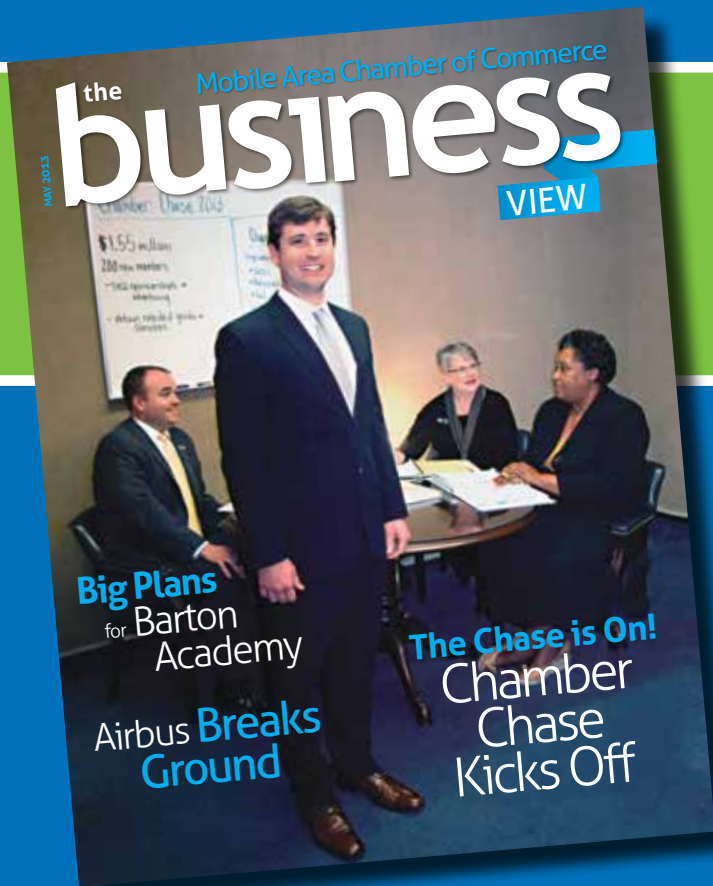
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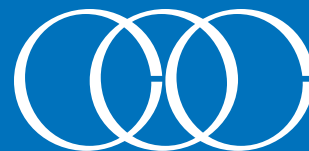
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MOBILE AREA
 CHAMBER OF COMMERCE

Ann Davis



Company: Women's Business Center Inc.

Title: Executive director

Hometown: Born in Chattanooga, Tenn., but has lived in Mobile since age 11.

Education: Bachelor's degree in human development from The University of Alabama

First job: Aside from babysitting, Davis worked a summer job with Mobile Gas Co. before heading to college.

Previous experience: Davis previously served as president of the Beverly M. Burton Scholarship Trust. She also worked as the regional director of the American Heart Association (AHA), where she handled volunteer recruitment, fundraising and planning events such as AHA's Go Red for Women and Heart Gala.

Accomplishments: Davis secured the single largest individual donation given to the American Heart Association in the area. She also helped acquire automated external defibrillators for sheriff's department vehicles while at AHA.

Brief company description:

Women's Business Center serves as a microenterprise development organization that empowers women to improve their lives, primarily through entrepreneurship. Currently celebrating 20 years of operations, the center offers targeted technical training, face-to-face business counseling, mentoring, networking and more. The nonprofit organization currently serves seven counties in southern Alabama, including Mobile, Baldwin, Clarke, Conecuh, Escambia, Monroe and Washington.



Michelle Crowe Ritter is president of e-worc web, and new media development. She can be reached at 251-272-3380, ext. 115, or at michelle.ritter@e-worc.com.

How Do You Decide if You Need a Website, a Mobile Site or an App?

Almost every business or organization needs a website. Whether it be a simple brochure site, a detailed product or service offering or even an e-commerce application. You are expected to be found online if you are in business. It may even be said that you aren't "legitimate" without an online presence.

Websites in the Mobile Marketplace

In today's mobile marketplace, businesses also need to either provide mobility on their website — which can be accomplished with good design — or build a completely separate mobile site.

Mobile Sites

Mobile sites are good for businesses that deliver a great deal of content on their desktop site but want a more streamlined version for mobile devices. This might include a click-to-call or a map to a location function — information can that can be delivered first in a mobile environment with an opportunity to go deeper into the content or directly to the desktop site from the mobile site.

Apps

Determining if you need an app, however, takes a little more thought. It's exciting to have a little icon on your phone giving people access to you from their smart phone or tablet. The question here is: "Is what you're offering in an app valuable enough to get a consumer to find it, download it, potentially pay for it and use it?"

Quality Valve: A Case in Point

All of these questions were asked and answered as e-worc developed a mobile presence for Quality Valve. First, the company is working in a global marketplace, so they needed a website that was descriptive, in-line with their brand and rich in content and allowed consumers to search products in their native language.

Once that was accomplished, e-worc moved to a mobile site. Many of Quality

Valve's customers are "on-the-move." They are working where the valves are — industrial environments — and need quick access to replacement parts and quote forms. We provided that solution and moved on to a mobile app.

This one was a little harder for us to see, but owner **Raymond**

McCaffrey knows valve replacement parts and convinced us to design an app that would allow valve repair technicians to send an estimate request to his company with all of the model numbers he needs plus a photo of a valve tag which is present on every valve. With a photo of that tag, you can eliminate a large percentage of errors in ordering.

Now, technicians input that number and take a photo of it. Once the estimate request is complete, the technician sends it to Quality Valve and to his procurement office with the push of one button. This allows Quality Valve to deliver the part to the technician in a timely manner and eliminate downtime for that valve or plant.

Making Sense of Mobile

It's not often that an organization has a need for all three, but sometimes it just makes sense.

Whether it be a simple brochure site, a detailed product or service offering or even an e-commerce application. You are expected to be found online if you are in business.

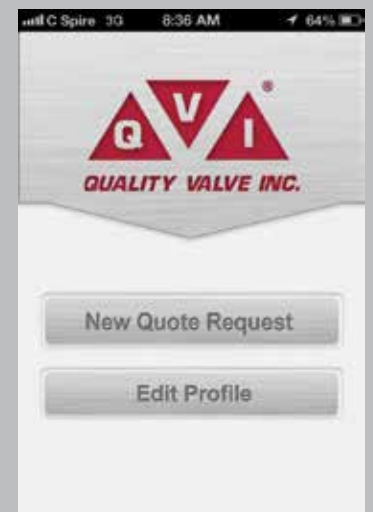
Quality Valve Website - www.qualityvalve.com



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Stay Ahead of the Curve Via Strategic Planning

About the only constant small business owners can count on these days is change. The interdependent nature of today's marketplace means the ripple effect of events in China or Wall Street may well reach your small business in Anytown, USA.

That's why ongoing strategic planning is essential to the long-term viability of a small business. Keeping on top of current and emerging trends, and evaluating them in the context of your business goals, helps anticipate and respond more quickly to shifts in the business landscape.

Entrepreneur, author and nationally syndicated columnist **Rhonda Abrams** says short- and long-term planning is a must for every entrepreneur, even those who are doing well.

"Many small business owners think the path to success is doing one thing, and then doing more of it," Abrams explains. "If the market falls off, your instinct is to make more sales. But you can't make sales if there's no market to sell to. That's why you need to continually be aware of things that can affect your business."

A business plan is the foundation for any small business's strategic planning efforts. It should be reviewed at least annually, and many experts recommend more frequent assessments, particularly as growth opportunities emerge or the market undergoes sudden changes such as a natural disaster, arrival/departure of a major employer, price spikes, etc.

Along with examining the marketplace and how it's being

influenced, perform a "SWOT" analysis on your small business. Identify your **Strengths** — the areas where you have an advantage. Figure out how they can be enhanced, and consider whether they'll remain positives in the future.

Also examine **Weaknesses** — areas where your business may not match up to the competition so well, and create tactics to address them.

Similarly, look for immediate and emerging **Opportunities** to capitalize on, and **Threats** that might compromise operations and profitability now, and in the future.

You'll likely find no shortage of information resources to assist with strategic planning, from industry websites and publications to local resources like SCORE and the Mobile Area Chamber.

Blogs and other social media channels are also great resources.

Every business owner should be using social networking sites such as Facebook, LinkedIn and Twitter as a listening device to understand how their marketplace is changing. It allows people to get real-time information from current and prospective customers, and the competition.

As you translate your strategic planning findings into action, don't be afraid to experiment. According to Steve Strauss, author of *The Small Business Bible*, "Making mistakes is part of the business game. Keep trying new things. Some will stick, some won't. That's OK."

Need more help with strategic planning? Contact the Mobile SCORE chapter, housed at the Mobile Area Chamber for free and confidential counseling at 251-431-8614, or visit online at www.mobile.score.org



Pam Anderson
Cell - 709-1339
pamanderson@remax.net



Phillip Brown
Cell - 604-6249
phillipbrown40@gmail.com



Sam Calderone
Cell - 680-6635
samcalderone@gmail.com



Margie Casey
Cell - 232-5502
margiecasey@windstream.net



Layla Pollman Christian
Cell - 455-5798
pollman2005@comcast.net



Bob Craft
Cell - 209-6060
bobcraft@remax.net



Judy French
Cell - 422-8078
judy.french@mcchsi.com



Larinda Gann
Cell - 554-4266
larindagann@hotmail.com



Mike Gautreaux
Cell - 554-6221
realestate@mike-debbie.com



Debbie Gautreaux
Cell - 458-3225
debbie@mike-debbie.com



Sue Ginter
Cell - 709-9008
suzaneginter@yahoo.com



Eldrid Hamilton
Cell - 680-5688
eldridhamilton@bellsouth.net



Leigh Hill
Cell - 454-1987
leighhill@comcast.net



Bridgette Holloway
Cell - 232-8621
bridgetteholloway@gmail.com



Kim Hunter
Cell - 422-3839
kimhunterremax@gmail.com



Bernadine Johnson
Cell - 232-5640
bernadine37@aol.com



Lawanda Lane
Cell - 458-1739
lawandalane01@gmail.com



Cathy Matter
Cell - 402-3525
cathymatter@remax.net



Jackie McCaleb
Cell - 583-5274
jackiemccaleb1@gmail.com



Sharon Neese
Cell - 604-2806
sharonneese@yahoo.com



Heather O'Shea
Cell - 234-9534
hmoshea81@yahoo.com



Tara Pacatte
Cell - 454-4526
tarapacatte@att.net



Suzanne Quinnelly
Cell - 366-1486
suzquinnells@yahoo.com



Firdaus Rahman
Cell - 454-4942
firdauscreator@yahoo.com



Jennifer Ryan
Cell - 232-6261
jenriferyan@remax.net



Mamun Siddiq
Cell - 391-2947
manunsatremax@yahoo.com



Tangie Stallworth
Cell - 421-3629
tangiestallworth@gmail.com



Stephanie Williams
Cell - 454-2351
stephaniewilliams@yahoo.com



Micah Wright
Cell - 402-1189
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AltaPointe Health Systems



Since 1957, AltaPointe has served as a community-based mental health provider for residents in the Gulf Coast region. Pictured are Julie Bellcase, chief operating officer and Tuerk Schlesinger, chief executive officer.

Company officials: Tuerk Schlesinger, chief executive officer; Julie Bellcase, chief operating officer; Kevin Markham, chief financial officer; Steve Dolan, chief information officer; Dr. Sandra Parker, chief medical officer; and Alicia Donoghue, director of human resources

Years in business: 56

Brief company description: AltaPointe Health Systems is a behavioral healthcare and psychiatric hospital system providing outpatient, inpatient and residential care to children, adolescents and adults in the greater Mobile area and southwest Alabama region. AltaPointe currently employs nearly 1,000 individuals at six outpatient locations, two hospitals, three administrative offices and 20 residential locations.

Why are you located in Mobile?

“Our focus is to continue concentrating in the Mobile area and focus on being the best behavioral healthcare company possible,” said Schlesinger. “Currently, we are adding new services, staff members and programs to help even more people attain recovery and wellness. We have tremendous respect for the rest of the healthcare industry in this region and have worked to integrate our behavioral healthcare with their primary and acute care services. This collaboration provides an important part of the overall health in our community.”

Why do you support the Mobile Area Chamber of Commerce’s Partners for Growth initiative?

“With any investment, you hope that the return is a healthier Mobile for its residents,” said Schlesinger. “To achieve this, there must be low crime rates, a safe

environment and economic development that will bring more jobs and prosperity to the region. AltaPointe is a Partners for Growth investor because our leadership believes an investment in the Chamber will result in bringing all this together. We believe the Mobile area is poised for even more growth in the coming years, and so is AltaPointe.”

What do you see as Mobile’s greatest potential?

“People come to Mobile because of its great quality of life, its natural resources, arts and cultural activities,” said Schlesinger. “When combined with the diversity for employment in the areas of technology, manufacturing and healthcare, the rich lifestyle afforded by the Mobile area shows that there are opportunities for everyone.”

Length of continuous Chamber membership: Since 1983



Partners for Growth (PFG) is the Mobile Area Chamber’s long-term economic and community development program. For more information, contact **Shelly Mattingly**, the Chamber’s investor relations coordinator, at 431-8655 or smattingly@mobilechamber.com.

Update on I-10 Bridge and Bayway Expansion

In February, members of the Chamber's Build the Bridge Coalition met with Alabama Department of Transportation Director John Cooper to hear an update from him and members of his staff about the I-10 Mobile River Bridge and Bayway expansion project. The project's environmental impact study is scheduled for completion this year and will be followed by public hearings on the project.

Engaging the Next Generation

The Chamber again supported Engaging the Next Generation at Space 301 by staffing a booth and providing information about opportunities for involvement at the Chamber. The event is designed to identify budding leaders in the Mobile area and help them find organizations to support. It was sponsored by Mobile County Commissioner Merceria Ludgood, Mobile United/Leadership Mobile, Centre for the Living Arts, HandsOn South Alabama, History Museum of Mobile and the Mobile Area Chamber.

Chamber Participates in Strategic Planning for USA

Chamber President Win Hallett is on the University of South Alabama's strategic planning team to expand and enhance the university's research and economic development efforts. The business community is interested in USA's efforts to: improve the efficiency and cost effectiveness of USA's Research Park; create an incubator for spinning out USA technologies; develop new businesses from USA technologies; and advance the reputation and involvement of USA in supporting, recruiting and retaining business and industry in the Gulf Coast region.

New Board of Advisors Members Named

Interiors Now, JESCO Inc./Yates Construction and WKRQ-TV joined the Chamber's Board of Advisors, bringing the total number of BOA members to 236. To learn more about this exclusive group and its benefits, contact Katrina Dewrell at 251-431-8611.

Members Appreciated With Crawfish Boil

The fifth annual Member Appreciation Day — a crawfish boil — was held in April on the Chamber lawn. This annual event provides Chamber staff with a great opportunity to recognize its members, volunteers, board members and economic development investors.

Executive Roundtable Continues to Grow

Bill Sisson, executive director of the Mobile Airport Authority, spoke at February's Executive Roundtable. Sisson provided an update on the Mobile Brookley Aeroplex as it relates to current Airbus developments and discussed the present and future upgrades to the Mobile Regional Airport. More than 60 Chamber-member businesses were in attendance. BancorpSouth is the 2013 Executive Roundtable sponsor.

Constant Contact Workshops Sell Out Quickly

The Chamber recently hosted five popular social media and marketing seminars presented by Constant Contact,

with more than 250 people in attendance. Topics for the workshops included strategies and best practices a business should understand to start and successfully use social media. Due to additional interest, the Chamber will host other sessions in the future.

Popular Sessions Focus on Healthcare Reform's Business Impact

Coordinated by the Chamber's small business development department, two half-day Patient Protection and Affordable Care Act (PPACA) seminars were held this spring for more than 60 Chamber member companies. Michael G. Hicks and Jeannie O'Malley with Alliance Insurance Group presented for both seminars, where member companies were updated on the latest information and requirements needed to comply for business owners. More PPACA information meetings will be held throughout the year, including Tuesday, June 4. (See page 6 for details.)

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**Ambassador
of the Month**



**Business Spotlight of the
Month: Panini Pete's**

In the fall of 2011, Pete Blohme opened a second location of his successful restaurant at 19 S. Conception St. in downtown Mobile. Panini Pete's, known for its New Orleans style beignets and European paninis, serves a variety of breakfast and lunch selections that include roasted meats, homemade mozzarella cheese and desserts. Blohme's Fairhope location made the Alabama Department of Tourism's *Year of Alabama Food*, featuring 200 dishes across the state. For more information, call 251-405-0031 or visit www.paninipetes.com. Pictured are Blohme with his sister Cheryl Blohme, who manages the Mobile location. *The Business Spotlight of the Month is selected at random from a business card drawing at the Chamber's monthly Business After Hours event.*



Photo by J. Tenney Photography

Trish Banker

Trish Banker is passionate about volunteering and about the Mobile Area Chamber.

Though she's been retired from the business world for more than seven years, Banker continues to support the Chamber and the business community through her involvement with Chamber Chase, the ambassador program and Chairman's Circle – which is why she is the Chamber's Ambassador of the Month. The 25-year veteran of the program was named Ambassador of the Year (then called Diplomat) in 1994.

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BOARD OF ADVISORS

Merceria L. Ludgood is president of the Mobile County Commission, representing District 1. She received bachelor's and master's degrees from The University of Alabama, and graduated from Antioch School of Law in Washington D.C. She also received a master of divinity degree from Alabama Interdenominational Seminary in 1990. Ludgood began her law practice with the firm of Figures, Irby and Ludgood, and in 1988 established a solo practice. In 1991, she was selected to lead the Legal Services Corp. of Alabama, where she managed 14 offices across the state. In 1995, Ludgood joined the staff of the Legal Services Corp. in Washington D.C. as Office of Program Services director. Upon her return to Mobile, she served as assistant county attorney for 14 years. Ludgood is a recipient of the prestigious Kellogg National Leadership Fellowship. She lends her time to many organizations, including the Alabama State Bar Board of Bar Commissioners, Mobile Bar Association Executive Committee, United Way Women's Initiative and the National Coalition of 100 Black Women. Mobile County is a Partners for Growth investor.



Ludgood

James M. Lyons is president and chief executive officer of The SSI Group Inc., where he served as the company's chief financial officer since 1997. Before joining SSI, he served as senior vice president and CFO of Riverside Manufacturing Co.; as vice president and CFO of Ryan Walsh Inc.; as CFO of Gulf Atlantic Corp.; and as vice president of finance for Mobile Infirmery. Lyons began his career in public accounting, working with both national and regional firms. He serves on the boards of Southern Light LLC, St. Luke's Episcopal School and The Child Advocacy Center. He is on the advisory board for the School of Computing of the University of South Alabama, and was formerly board chairman of the American Red Cross, Alabama Gulf Coast Chapter. He received a bachelor's degree in accounting and economics from the University of South Alabama and is a certified public accountant. The SSI Group is a Partners for Growth investor.



Lyons

Craig D. Perciavalle is president of Austal USA. He has 20 years of experience in the shipbuilding and repair industry. Perciavalle joined Austal USA in 2007 from Jeffboat Inc. in Jeffersonville, Ind., where he was director of quality control, program management and production control. He has held various senior management positions successfully overseeing commercial and governmental new construction and repair programs of diverse vessel types, most recently the Joint High-Speed Vessel (JHSV) and Littoral Combat Ship (LCS), both high-speed aluminum vessels presently being built by Austal for the U.S. Navy. Perciavalle is a graduate of the U.S. Merchant Marine Academy at Kings Point, N.Y., with a bachelor's degree in marine engineering systems. He served as a commissioned officer in the U.S. Navy Reserve. Perciavalle serves as an Executive Control board member of the National Shipbuilding and Research Program focusing on reducing the cost of acquiring, operating and maintaining Navy ships. Austal USA is a Partners for Growth investor.



Perciavalle

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

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Bill Hightower Elected to Senate District 35 Seat

The Mobile Area Chamber welcomes **Bill Hightower** as the newest member of the Southwest Alabama State Legislative delegation. Hightower was elected to serve District 35 of the Alabama Senate in a special election runoff on March 12. **Ben Brooks** left the seat vacant when elected as a Mobile County Circuit Court judge in 2012.

A graduate of the University of South Alabama, Hightower is a private strategic consultant with corporate clients in the United States, Europe and China. He also studied at the London School of Economics and received a master's in business administration at the Owen Graduate



Hightower

School of Management at Vanderbilt University.

A nonpartisan organization, the Chamber works to support legislation, such as tax incentives for job growth or protecting the property rights of small business owners, that positively affects the business environment.

Through healthy relationships with the region's elected officials, the Chamber is able to connect business interests to government action.

A full copy of the Chamber's 2013 Community Legislative Agenda is on the Chamber website at www.mobilechamber.com/CGA.

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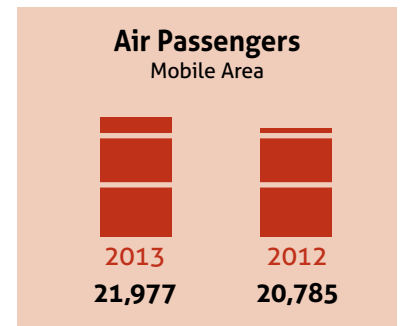
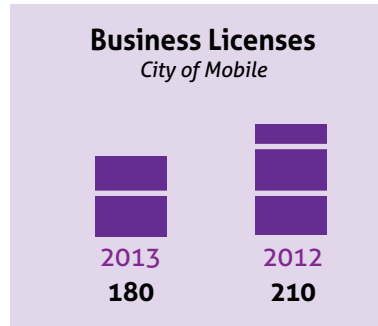
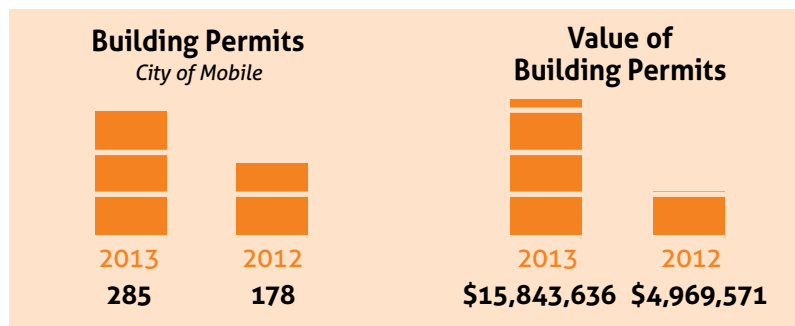
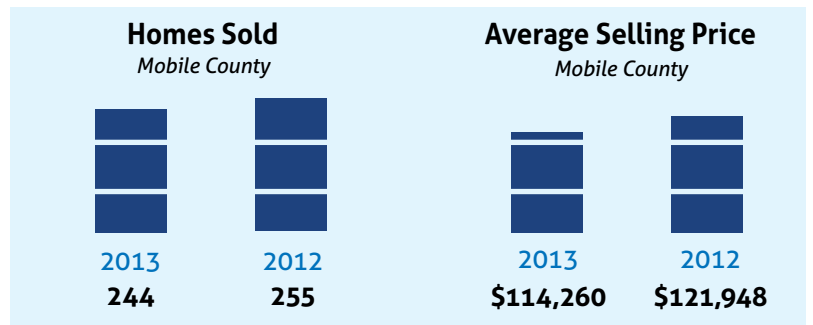
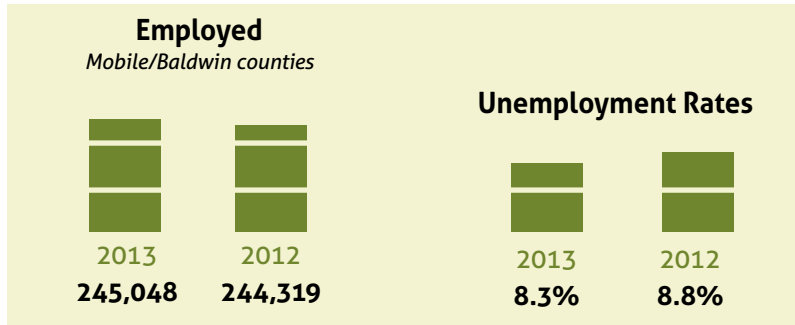
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January 2013 vs January 2012



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For information on Chamber events, visit events.mobilechamber.com.



21

EXECUTIVE ROUNDTABLE **Members Only*

A monthly forum for Chamber member small business owners and managers.

When & Where: 8 to 9 a.m. - Chamber, 451 Government St.

Speaker: FBI agents from the Mobile Field Office specializing in cybersecurity

Topic: Cybersecurity for Small Business

Contact: Brenda Rembert at 251-431-8607 or brembert@mobilechamber.com

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Cost: \$5 members and \$10/potential members.

Contact: Kelly Navarro at 251-431-8638 or knavarro@mobilechamber.com

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8

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One representative per company may make 40-plus business contacts in 90 minutes at this bi-monthly event.

When & Where: Noon to 1:30 p.m. - Chamber, 451 Government St.

Cost: \$10, and includes lunch

Contact: Kelly Navarro at 251-431-8638 or knavarro@mobilechamber.com

Reservations by May 6. No cancellations will be reimbursed after May 6.

14

ARMED FORCES DAY

A luncheon to honor local service men and women and ROTC students.

When & Where: Noon to 1:30 p.m. - USS ALABAMA Battleship Memorial Park, Aircraft Pavilion

Cost: \$23/person or \$184/table of 8 and includes lunch

Contact: Carolyn Hunt at 251-431-8621 or chunt@mobilechamber.com

Reservations open through May 9 and advanced payment required at events.mobilechamber.com

Sponsors:



Member News

WHO'S NEW



Lary

Bart Lary joined Community Bank as senior vice president and commercial banker in the Mobile office located at 6208 Airport Blvd. Lary has more than 23 years of experience in the banking industry. He is a graduate of the University of South Alabama with a bachelor's degree in finance.



Van Antwerp

Mitchell McLeod Pugh & Williams investment advisory firm announced the addition of T. Bragg Van Antwerp Jr. He graduated from the University of Virginia with a bachelor's degree in business administration. He most recently served as a director at Sanford C. Bernstein & Co. in New York City.



Nezat



Kearns

McAleer's Office Furniture Co. hired Deanna Nezat as lead designer and Sam Kearns as a sales representative at its Springhill Avenue location. Nezat graduated from the University of Southern Mississippi with a bachelor's degree in interior design. Kearns graduated from The University of Alabama with a bachelor's degree in health sciences.



Glenn

Mobile-based, ASF Intermodal, a full-service drayage provider and transportation broker, named Wade Glenn as director of sales. Glenn has more than 30 years of transportation and business management experience.



Rocker

Heather Rocker is the new executive director for the Distinguished Young Women, a Mobile-based national scholarship program. Rocker received a bachelor's degree in industrial engineering from Georgia Institute of Technology in Atlanta. She is also an alumna of the Distinguished Young Women program for high school girls.



Wood

SH Enterprise Meyer Vacation Rentals hired Richard "Ricky" Wood as assistant guest sales manager. Wood graduated from the University of Mississippi with a bachelor's degree in marketing communications and public relations.



Earlier this year, Frank McRight rejoined the law firm of Burr Forman as counsel to the firm's labor and employment group. McRight earned both his bachelor's and juris doctorate in business and law from The University of Alabama. He served as an infantry officer in the U. S. Army and is a Fellow in the college of labor and employment lawyers.



McRight

Verizon Wireless named Norma Moreno-Bernal associate director of indirect sales for the Houston/Gulf Coast Region of Verizon Wireless. Moreno-Bernal brings more than 14 years of wireless industry sales experience, and most recently served as district manager — indirect sales for the Houston/Gulf Coast region's Houston district.



Moreno-Bernal

Mobile Airport Authority named Mark McVay director of accounting and administration. He holds a bachelor's degree in finance from Troy University and an advanced degree from the school of banking at Louisiana State University.



Gibson



Marsh



Orr



Caylor

CENTURY 21 Meyer Real Estate welcomed four new sales associates. Ralph Gibson, Jody Marsh, Maureen Messina Orr and Lori Caylor. Gibson, a U.S. Navy veteran, earned his bachelor's degree and master's degree from The University of Alabama. Marsh has nearly 10 years of experience in the industry. Orr has experience in the insurance industry and long-term rental management. Caylor is new to real estate but not to the area.

BUSINESS ENDEAVORS

Odyssey Hospice is now Gentiva Hospice, a member of the Gentiva home health and hospice family of companies.



The American Red Cross launched a new smartphone application featuring a location-based NOAA alert for tornados, severe thunderstorms and flood watch warnings. The app also has an enhanced weather map, one touch "I'm Safe" messaging and other vital information needed during emergencies.



McAleer's Office Furniture Co. Inc., is adding 8,400 square feet of space to its Springhill Avenue location.



Community Bank opened a new full service office in Fairhope at 813 Estella Dr. The bank features a 24/7 ATM, night depository and drive-through service lane. The office is managed by Mark Stejskal, and specializes in commercial, small business and residential mortgage loans.

Wonderland Express

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WELL DONE



Patricia Vanderpool of EAP Lifestyle Management LLC was honored by the Women's Business Enterprise Council-South (WBEC-S) for achieving 10 years as a WBENC-certified woman-owned business. WBENC is Women Business Enterprise National Council.

Mobile Area Water & Sewer System inducted four retirees into the Employee Hall of Fame. **Janice Gibbs, Linda Davis, Glynnis Vaughn** and **Joseph Owens** were recognized for their dedicated service during their long employment. Their careers represent a combined total of 120 years of service to the community.

Hummingbird Ideas Advertising & Design Inc. was hired to produce designs for the 2013 Hangout Festival in Gulf Shores. The scope of this project includes designing the main logo, websites, social media pages and phone app designs, more than 200 designs and setups for onsite signage and much more.



Stan Hammack, vice president for health systems at the **University of South Alabama**, received the Grassroots Champion Award from the American Hospital Association. Hammack earned this special recognition through his dedication to the hospital mission, on both the local and the national level. Hammack holds a master's in public administration from the University of South Alabama.

Rick Diaz, general manager of dietary services at **Springhill Medical Center**, was recently honored as a statewide "Hospital Hero" at the Alabama Hospital Association event honoring dedicated hospital employees and highlighting health careers.

In other news, Springhill Medical Center's Critical Care Dietitian, **Laura Armstrong**, was awarded Alabama Dietetic Association's "Outstanding Young Dietitian of the Year," for her work and dedication. She was first awarded on the local level from the Mobile District Dietetic Association and advanced to the state level.

The Ethisphere Institute announced **Kimberly-Clark Corp.** again ranked among the "World's Most Ethical Companies" in 2013, according to survey results released by the leading business ethics think tank.

Jud Freeman, manager of the risk and safety department with **Long's Human Resource Services**, recently received the Principles of Occupational Safety and Health certification from the National Safety Council. The certification was part of ongoing training the Long's risk and safety department participates in to ensure employees are working in a safe and healthy environment.



Freeman

The University of Mobile artist-in-residence **Dr. Kadisha Onalbayeva** was named a Steinway artist by piano manufacturer Steinway & Sons. The program gives talented musicians the opportunity to perform on Steinway instruments exclusively and, eventually, own them. Onalbayeva teaches piano and composition at the University of Mobile.



Onalbayeva

Flexicrew, a leading regional temporary employment agency, announced making Inavero's 2013 Best of Staffing Client list. The list recognizes staffing agencies delivering exceptional service to their clients and the permanent and temporary employees for whom they find jobs. Inavero manages and designs online surveys for a global list of clients in more than 15 countries.

Currently celebrating 60 years, **Thompson Engineering** was named an American Council of Engineering Companies of Alabama State Award winner for its work at Austal USA. The engineering and architecture firm designed the Austal Cove Reclamation project, which created valuable land area so Austal could increase its shipbuilding capabilities.

Verizon Wireless was again recognized by J.D. Power and Associates for its industry leadership in customer care, ranking first among national providers for the fourth consecutive time.

Managing director **R. Craig Brantley** of **Principal Financial Group** earned the Chartered Leadership Fellow (CLF) from The American College of Financial Services.



Brantley

The certification recognizes financial services professionals who complete in-depth training and education in leadership, organization and interpersonal relationships.

Merrill Lynch/The Whiting Group announced **John N. Ferguson** recently earned the Certified Private Wealth Advisor (CPWA) certification awarded by the Investment Management Consultants Association. It is awarded to individuals trained to work with high net worth clients.

Hargrove Engineers + Constructors was inducted into the state of Alabama Engineering Hall of Fame. As one of only 29 corporations inducted since 1987, the firm was recognized for its advancement of Alabama's reputation and economy through quality engineering services, sustainable development and high-tech jobs.

SH Enterprises Inc., CENTURY 21 Meyer Real Estate earned the award as "Number One" Century 21 office in Alabama award for 2012, as well as the Centurion award for top production for the second year in a row. The company received the Quality Service Award for 2012, as well as ranking No. 1 in the Southland region (Alabama, Georgia and Florida panhandle).

Gov. Robert Bentley appointed **Accion Alabama's** Delta Region Manager **Lisa Riley** to the Alabama Mental Health Board of Trustees, which advises the commissioner for the Alabama Department of Health that serves Alabama citizens with mental illnesses, intellectual disabilities, and substance use disorders. Riley is also the Alabama legislative advocate for Autism Speaks.

The **Mobile Society for Human Resource Management (MSHRM)** chapter was designated a 2012 Foundation Champion by the SHRM Foundation for outstanding fundraising support for the foundation's work. That includes research grants for cutting-edge academic studies, scholarships to HR professionals and students and industry-related educational resources.

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COMMUNITY NEWS

Baker High School students attended the 4th National Student Summit on Oceans and Coasts in Washington D.C., to share their action plan to stop stormwater pollution with fellow students, federal agencies and legislators. The students worked with the Dauphin Island Sea Lab on this project.



The University of South Alabama received a \$125,000 gift from the Rotary Club of Mobile-Sunrise to provide scholarships for incoming students and patient and family resources for the Mitchell Cancer Institute (MCI).

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, tif or jpg format. Send your information to news@mobilechamber.com.

The PNC Bank Foundation donated \$10,000 to the Dauphin Island Sea Lab Foundation for scholarships for high school students applying to the Sea Lab's Discovery Hall Programs summer program. This residential program offers more than 150 hours of supervised academic activities in marine science disciplines ranging from oceanography to taxonomy to estuarine ecology.

In addition, PNC also donated \$27,000 to the Dumas Wesley Community Center's Sybil H. Smith Transitional Housing Program for homeless women and children in Mobile.



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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2013 ARMED FORCES DAY LUNCHEON

HONORING LOCAL ARMED FORCES SERVICE MEN AND WOMEN
AND LOCAL ROTC STUDENTS

TUESDAY, MAY 14

NOON

USS ALABAMA BATTLESHIP MEMORIAL PARK
AIRCRAFT PAVILION

TICKETS ARE \$23 OR \$184 FOR A TABLE OF 8

FOR MORE INFORMATION, CONTACT CAROLYN HUNT
AT 251-431-8621 OR CHUNT@MOBILECHAMBER.COM

LAGNIAPPE DO YOU KNOW THE LATEST?*

READERSHIP

Lagniappe has 48,801 print readers each issue, and 95,226 print readers over 6 months, representing a readership gain of 22% over last year.

AGE OF READERS

Lagniappe's average reader is 46 years old, with 74.7% of our readers' aged 35 or older.

INCOME

Our readers have an average household income of \$75,451, more than \$17,000 above the market average of Mobile and Baldwin counties. 24.5% of Lagniappe households earn \$100,000 or more annually.

GENDER

56.1% of Lagniappe's readers are women, 43.9% are men.

AUTOMOTIVE

16.9% of our readers plan to buy a new vehicle in the next year, more than 5% over the market average. 23.5% plan on buying a used car in the next 12 months, over 7% more than the market average.

LAGNIAPPE READERS ALSO:

- Spend an average of \$141 per week on groceries • Are 50% more likely to eat seafood
- Represent 88% of the micro-brew buyers in the area • Are 44% more likely to purchase liquor and wine
- Spend over \$3,000 per year on home improvements • Are 80% more likely to have a 401K plan
- Are 150% more likely to have an IRA • Are 78% more likely to own stocks or stock options

EDUCATION

68.5% of Lagniappe's readers have some college education or above. 21.4% have college degrees and 13.2% have post-graduate degrees as well, nearly double the market average.

OCCUPATION

Lagniappe readers' occupations are 55.5% white collar, 28.1% blue collar.

HOME OWNERSHIP

73.8% of Lagniappe's readers own their own homes, and 24.7% rent their residence. Our readers' average home value is \$241,630, more than \$55,000 above market average.

DINING

Lagniappe's readers love restaurants. 96.5% went to a restaurant in the last month. 89.1% have been to a sit down restaurant in the last 30 days, and are 25% more likely than the average resident to eat at a fine dining restaurant.

CELL PHONES AND COMPUTERS

Lagniappe's readers are well connected. 95.9% own mobile phones, with 61.4% owning smart phones, nearly 15% over the average Mobile/Baldwin resident. 77.4% of our readers own home computers, 7% above the market average.

(*Scarborough Research, CSA, Release 2, Oct. 2011 - Sept. 2012)



New Members

If you know a company interested in benefitting from Chamber membership, contact

Rebecca Milam at 251-431-8647 or Tricia Bradley at 251-431-8642.

View the complete membership directory at www.mobilechamber.com.

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251-656-4293
Landscaping

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251-272-0115
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Edward Jones Investments

Roger McConnell
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10 YEARS

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grow mobile ... grow your business

Your business thrives when you operate in a strong economy. That's why the Mobile Area Chamber of Commerce has one of the best economic development programs in the country. Working with city, county and state officials, we've landed some of the most sought-after industrial projects and helped dozens of companies expand – bringing new jobs and customers to the area. When you join the Chamber, you're taking an active role in making Mobile fertile ground where your business can flourish. Believe in a strong future for Mobile. Belong to the Chamber – because it's good for business and good for Mobile.

