

JUNE 2013

the Mobile Area Chamber of Commerce business

VIEW



Nine Cool Things



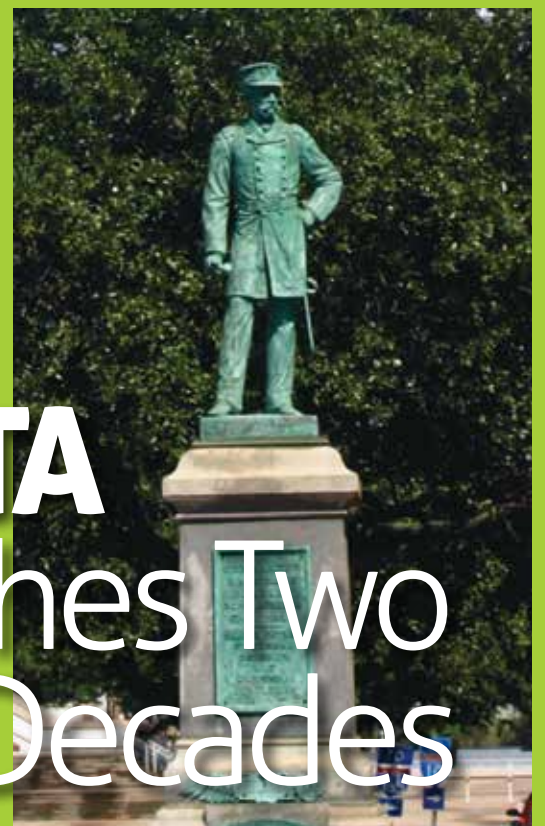
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the Mobile Area Chamber of Commerce
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Cover

TravelMore.com named Mobile one of its “super cool” U.S. cities. See what we think are some of Mobile’s coolest assets. See story on pages 18-20.

Cover photos by Ashley Horn and Tom Mason.



18-20



10



8



12

- 4-8 News You Can Use
- 10 Gwin’s Celebrates 100 Years
- 10 Patrick Wilson Named to Chamber Board of Directors
- 12 Chamber Sends Group to Hamburg
- 13 Small Business of the Month: Smart Work Ethics
- 15-16 Made in Mobile: SpillTech
- 18-20 Nine Cool Things About Mobile
- 21 Investor Focus: Ward International Trucks
- 22 Guest Column: Mobile’s Real Estate Market
- 23 SCORE Column
- 24 CEO Profile: William Blackmon
- 26 Chamber@Work
- 27 Business Spotlight of the Month
- 27 Ambassador of the Month: Millie Sue Hawk
- 28 Board of Advisors
- 29 Bridget Wilson Named Director of Workforce Development
- 30 Economic Indicators
- 31 Calendar
- 32-34 Member News
- 35 New Members/Anniversaries

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Bill Sisson Named

Mobile Area Chamber
of Commerce President



Sisson

Bill Sisson has been named president of the Mobile Area Chamber of Commerce, replacing Win Hallett, who is retiring this summer following 22 years as president.

Sisson, executive director of the Mobile Airport Authority since 2008, was previously

vice president of economic development for the Mobile Area Chamber from 2003-2008.

Before coming to Mobile, Sisson was executive director of the Center for Community and Economic Development at the University of Southern Mississippi, the only school in the country to offer a master's degree in economic development. Prior to that, he served as director and later vice president of the business development division of the chamber in Birmingham.

"This community is poised for unprecedented growth and prosperity, and I look forward to working again at the Chamber to continue the excellent economic and community development that has occurred under Win's leadership," Sisson said.

"Bill has first-hand knowledge about so many facets of this organization – from project management in economic development, to overseeing our international trade and workforce development programs, and working with the Chamber's air service task force," said Hallett.

"He brings institutional knowledge of Chamber management, as well as a clear understanding on the importance of maintaining key public and private partnerships."

Mike Saxon with Alabama Power Co., chairman of the Mobile Area Chamber's board of directors, headed up a search committee made up of a diverse base of business executives and representatives of the city of Mobile and Mobile County. He said the selection committee worked eight months before naming Sisson, who was the committee's unanimous choice for the job.

"We felt strongly that proven leadership ability was a must; and Chamber and/or economic development experience was also very important. And while not absolutely necessary, a strong local knowledge was also a plus. Bill clearly met all of these criteria," Saxon said. He noted that Sisson brings to the Chamber proven leadership from his work with the Mobile and Birmingham chambers and the Mobile Airport Authority.

A graduate of James Madison University with a degree in international business and an MBA from The University of Alabama, Sisson is also a graduate of the Institute for Organizational Management.



Gov. Robert Bentley presents Marty Massey, Marine Well Containment's chief executive officer, with the official Alabama seal at the company's announcement that it will locate its shorebase operations in Mobile at the Theodore Industrial Park.

Mobile's Competitive Position Enhanced Following Announcement

A new business coming to the Theodore Industrial Park will enhance the region's ability to respond to future oil spills in the Gulf of Mexico. Houston-based Marine Well Containment Co. (MWCC) announced in late April it will locate a shore base operation in Mobile.

MWCC was formed in 2010 by a partnership of major oil and gas companies, including ExxonMobil, Chevron, Shell and BP to build and deploy a rapid response system in the event of any future underwater well blowout in the deepwater of the Gulf of Mexico.

The Mobile operation will be an 80,000-square-foot warehouse to house MWCC's expanded containment system, comprised of subsea umbilicals, risers and flow lines (SURF) equipment used to cap and contain oil, in a continuous state of readiness. The system can cap the flow of a well in up to 10,000 feet of water and have the capacity to contain up to 100,000 barrels of oil daily.


Partnering in the project are two local companies – Technip USA and Core Industries – who will store,

maintain and test the equipment housed here. MWCC's expanded containment system represents a \$1 billion investment, and there will be a half-dozen employees maintaining it on an on-going basis, according to company officials.

The impact of the Deepwater Horizon oil spill three years ago and the area's "skilled and industry-experienced workforce" played into the company's decision to locate in Mobile, according to Marty Massey, MWCC's chief executive officer.

"Should our SURF equipment be needed to respond to a well control incident in the deepwater U.S. Gulf of Mexico, we know that we have the right support in place to respond safely and effectively," he said.

"As we continue to compete in the oil and gas industry, MWCC increases our repertoire of first responders and makes our region more attractive for future development," said Herman Tinsley, the Mobile Area Chamber's economic development senior project manager.

"MWCC is committed to serving the U.S. Gulf and is proud to be a part of the Mobile community," said Massey. 

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

NAFTA Reaches Two Decades of Operation

72,339 – That’s the number of Alabama jobs supported by trade with Canada and Mexico as a result of the North American Free Trade Agreement (NAFTA), according to a U.S. Chamber report commemorating the agreement’s 20th anniversary.

The effect is seen state-by-state, including the Central Gulf Coast – Mississippi, 42,024; Louisiana, 69,668; and Florida, the fourth largest among the 50 states, 285,754. The grand total of U.S. jobs the agreement supports exceeds 49 million.

NAFTA Triumphant, Assessing Two Decades of Gains in Trade, Growth and Jobs highlights NAFTA as one of the “most beneficial trade agreements in U.S. history.” As a result, American exports more than tripled from \$169 billion just prior to when the agreement went into effect in 1994 to \$569 billion in the latest statistics available from 2011.

Imports also increased to \$622 billion in 2011, meaning lower prices for families and companies, according to the report.

“The trade agreement has helped open the door for our local companies to expand their global reach,” says **Christina Stimpson**, the Mobile Area Chamber’s international trade manager. “One major benefit is the close proximity, which allows us to conduct business more easily being in the same or nearly the same time zone.”

One argument against the trade agreement in the early ‘90s predicted a “giant sucking sound,” referring to the number of American jobs that could be lost. The report counters with “U.S. manufacturers added more than 800,000 jobs in the four years after NAFTA entered into force.”

NAFTA represents the world’s largest free trade area, serving 453 million people. Together the three countries produce \$17 trillion in goods and services, enough to equal 25 percent of the world’s gross domestic product, according to the U.S. Department of Commerce.

The Mobile Area Chamber’s international trade division is hosting a mission to Canada in July and will host a workshop on Mexico later in the year. For more information on these two events, call 251-431-8648.

To access the full U.S. Chamber report, visit www.uschamber.com/reports/all. 

NAFTA Little-Known Facts

- The U.S. trades every day with its North American neighbors to the tune of \$3.2 billion.
- Trade surpluses added up to \$57 billion in 2011 with NAFTA partners – \$14.5 billion in manufactured goods, \$40 billion in services and \$2.6 billion in agricultural products.
- U.S. jobs supported by trade with Canada and Mexico exceed 49 million.
- Canada and Mexico are the top two export destinations for U.S. small and medium enterprises.
- More than 116,000 small- and medium-sized businesses export goods and services to NAFTA markets.
- NAFTA represents the world’s largest free trade area, serving 453 million people.

Source: U.S. Chamber of Commerce

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Mobile's The Newark Group Pays for Recycled Paper

Take a look around your office, and think about the boxes filled with paper collecting dust. All of it can be turned into extra cash – good for anyone's bottom line.

Companies can bring in paper products – everything from junk mail to magazines, newspapers and cardboard boxes – and receive 5 cents per pound from The Newark Group's new program in Mobile. Appointments are not necessary for drop-offs, and the company is open standard

business hours Monday through Friday from 8 a.m. to 5 p.m., at its mill located at 701 Mobile St., just off Springhill Avenue.

The Mobile location collects, recycles and supplies a steady stream of recycled raw materials to The Newark Group affiliates across the country. Mobile is one of 11 recovering paper plants the company operates across the U.S., collecting, sorting, grading and packing almost 2 million tons of recovered paper annually, and accounting for more than 3 percent of all recovered paper collected for recycling in the U.S.

Aerospace Suppliers Welcome in Alabama

The Alabama Commercial Aviation Business Improvement Act aimed at attracting thousands of additional jobs to Alabama will help the state recruit more aerospace industry suppliers, according to Gov. Robert Bentley.

Many of those suppliers could call Mobile home as Airbus builds its final assembly line facility at Mobile Brookley Aeroplex, as well as other aerospace companies located at Brookley, including Continental Motors, ST Aerospace Mobile and Star Aviation.

The legislation levels the playing field between Alabama and nearby states in recruiting supplier companies and the additional jobs they will bring. The Mobile Area Chamber was in support of this bill's passage.

"This bill will make sure Alabama remains competitive with neighboring states in attracting supplier jobs," said Bentley. "As suppliers move in, we can attract thousands of additional jobs as well. We want those jobs for the people of Alabama."

The act applies to a small category of lawsuits involving manufacturers of commercial aircraft with 100 seats or more. Neighboring states already have similar laws in place. The bill protects the rights of citizens to bring suit against manufacturers, but also protects manufacturers from out-of-state and foreign plaintiffs who may seek to file suit in Alabama simply because the manufacturer located its plant here. ☺☺



Gov. Robert Bentley signed the Alabama Commercial Aviation Business Improvement Act, created to make it easier for aerospace suppliers to locate in the state. Pictured (left to right) with Bentley (seated) are Sen. Cam Ward, Sen. Vivian Figures and Commerce Secretary Greg Canfield.



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Students Off to a **Healthy Start** at Blount's Signature Academy

*Editor's Note: In a continuing series, **The Business View** is highlighting signature career academies at local high schools. The program is a partnership between the Mobile Area Education Foundation and the Mobile County Public School System.*

Blount High School's campus houses the Health Career Access Program (HCAP) Career Academy, a specialized program designed to introduce students to a wide range of careers in healthcare. Enrolled students experience actual healthcare environments and learn about educational choices, career opportunities and technical requirements.

This career cluster includes therapeutic, diagnostic, environmental services, biotechnology and information/administration. Blount currently has 300 students, from sophomores to seniors, enrolled in the program.

"The academies are ideal for all schools because you are going to have some students who will not be able to get into college, but want to earn an honest living and be a voting resident right here," said principal **Jerome Woods**. "Last year, we had 22 students graduate as certified nursing assistants."



Valerie McGrew, (pictured far right) Blount High School's Health Career Access Program instructor, shows students how to read cardiograph EKG tape results.

United Way Donors Exceed Goal

After United Way of Southwest Alabama reached its 2012 campaign goal, **Alan Turner**, president and chief executive officer, is hoping for "just a little bit more" when it comes to this year's efforts.

Under the volunteer leadership of Campaign Chairman **Mike Saxon** with Alabama Power (and 2013 Mobile Area Chamber board chair), United Way exceeded its \$4.6 million goal, logging the agency's first increase in nine years. Contributions and pledges totaled \$4.75 million, representing a 4.1 percent increase over the previous year.

Turner says the results mean "more people understand our message," referring to United Way's new funding approach related to four areas: education, financial stability, health and essentials.

Community agencies apply for financial support of a specific program and include results. Existing programs must also reapply every two years to reaffirm their status as a solid nonprofit organization.

In addition, the agency has gone through some restructuring of its own, lowering its administration rate and changing its bylaws, board of trustees and county committees.

"We like to say for every dollar it takes to run United Way, we help put back \$750 in the community," Turner adds.

A group of local companies in Mobile, Clarke and Washington counties is currently running pacesetter campaigns to give United Way an idea of what to expect during the mainstream campaign, scheduled to kick off on Aug. 20.

Dave Trent, site director of Airbus Americas Engineering, will lead the 2013 effort, with a cadre of volunteers and staff on loan from area companies.

United Way of Southwest Alabama was one of 11 across the county chosen to participate in a new Graduation Initiative Partnership addressing low graduation rates locally and nationwide. The opportunity, says Turner, will highlight what's going on with the Mobile Area Education Foundation and United Way's involvement.

"There's not just one thing you can do to increase the graduation rate. It may be that a student isn't learning because he doesn't have food on the weekends or he may need a mentor or tutor."

For more information on running a workplace United Way campaign, call 251-433-3624.

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Patrick Wilson

Elected to Chamber Board of Directors



Wilson

The Mobile Area Chamber board of directors recently elected Patrick J. Wilson to fill a vacancy on the board.

Wilson was appointed by Gov. Robert Bentley in 2012 for a six-year term as state pilotage commissioner. He is past president of Mobile Bar Pilots, a

position he relinquished in order to serve as commissioner.

Wilson is a 1988 graduate of The University of Alabama, where he earned bachelor's degrees in communications and business. He is a member of the Chamber's board of advisors and Governmental Affairs committee. He is past president of the Propeller Club of Mobile and the Coastal Conservation Association, and he serves on the boards of Dauphin Island Sea Lab, GulfQuest Museum and the Seamen's Foundation. He is a member of the Business Council of Alabama and its Progress PAC and Regional Area committee.



Gwin's: 100 Years and Still Printing

Founded by H.P. Gwin in 1913 as an engraving company, Gwin's Commercial Printing is celebrating a century of doing business in Mobile. The company was purchased in 1989 by the Payne family, and today it is one of the most technologically advanced commercial printers on the Gulf Coast. Gwin's prints letterhead, brochures,

invitations and direct mail materials, and can also provide foil stamping, engraving, embossing and design assistance. Gwin's is located at 957 Springhill Ave. in Mobile. Mike Payne (pictured) oversees the daily operations of the family-owned business and also employs his wife Jeryl, daughter Katy and father Ernie.



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Chamber Leaders Visit Airbus in Hamburg, Germany

More than 80 Mobile business leaders traveled to Hamburg Germany in April for a first-hand look at the Airbus Final Assembly plant and the suppliers and community growth that it has generated. In addition to touring the final assembly lines of both the A330 and the A380, participants heard from the Hamburg Chamber on regional business growth and workforce training partnerships, toured

Hamburg's port operations and learned about HafenCity – the largest downtown redevelopment project in Europe. The group was welcomed by Consul General Inmi Kim Patterson at a reception held at the U.S. Consulate in Hamburg. At this reception, participants networked with Hamburg aviation business representatives as well as Airbus contractors and suppliers.

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Joanie Stephen (far right) came up with the idea to start Smart Work Ethics after hearing how area employers were struggling with the soft skills related issues. Pictured with Stephen are Kristel Flood, Marcy McKee and Terri Kearns. Not pictured is Donna Weber.

Smart Work Ethics

“As the economy improves, getting a job will get easier. Keeping a job will not,” says **Joanie Stephen**, owner of Smart Work Ethics. The Fairhope-based company – the Mobile Area Chamber’s Small Business of the Month – addresses workplace ethics by training facilitators to teach soft skills.

Stephen came up with the entrepreneurial idea when she heard a Mobile Area Chamber staff member describe how area companies were struggling with the same employee challenges at a Society of Human Resource Management meeting. After researching what other job-readiness programs were providing, she found her niche and, in 2007, started Smart Work Ethics with Donna Weber and Terri Kearns.

“We heard from the business industry that attitudes were lacking. Employees wouldn’t show up on time or wouldn’t show up at all. They didn’t

dress appropriately or know how to work as a team,” says Stephen.

The company trains facilitators to conduct a series of workshops outlining workplace ethics, split into four days, and matching it with interactive exercises. Topics include getting along with the boss, co-workers and customers; taking responsibility; making informed choices; problem solving and critical thinking; having a positive work attitude; attendance; timeliness and more.

“It’s not about getting a job. This is about keeping a job. It’s about contributing ideas and contending for raises and promotions,” she says.

According to Stephen, managers think these soft skills are common knowledge and employees should just pull up their bootstraps and do what needs to be done. She says that isn’t the case. “They don’t know what they don’t know.”

Stephen is a certified master facilitator in workforce development and temperament style training. The former middle school teacher has a varied career that includes sales management and corporate training. Weber is a licensed professional counselor and business coach, who also owns another company. Kearns brings the presentation and professional image skills to the partnership.

The Smart Work Ethics team has also created a youth program for students in grades 9-12 to help transition from school to work.

Stephen credits her website for how customers from all over the world, find her. “This is not just a challenge locally, but nationally and internationally.”

Visit www.smartworkethics.com or call 251-990-2507 for more information on Smart Work Ethics.

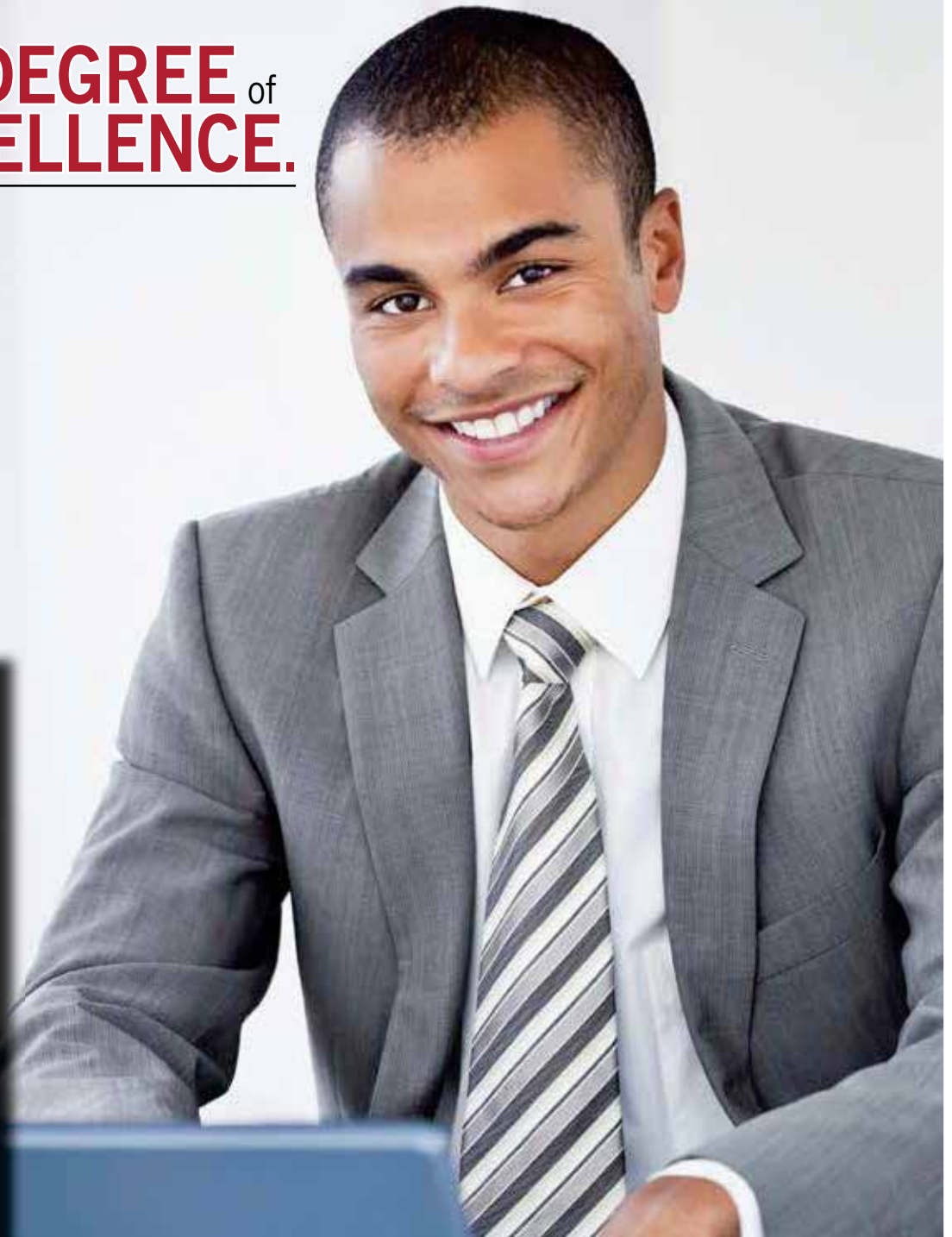
Go to mobilechamber.com/award.asp to submit a Small Business of the Month nomination, or contact Danette Richards at 251- 431-8652 or drichards@mobilechamber.com.



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Mobile Brookley Aeroplex is headquarters for SpillTech, a manufacturer of high performance absorbent materials. Plant Manager Eddie Reid (second from right) is pictured with a few of the company's 55 local employees.

Local Company Cleans Up Nicely

When SpillTech expanded to Mobile in the late 1990s, Chamber, city and county officials knew its presence would have a lasting impact. Fast-forward 13 years when it took 80-plus days to cap the Deepwater Horizon oil spill in 2010. SpillTech provided more than 4 million feet of boom deployed by BP in an unprecedented effort to protect the Gulf Coast and its ecologically sensitive marshes and shoreline.

During those few months, SpillTech hired 50 temporary employees and operated 24 hours a day, seven days a week. The company tripled production and maintained its commitment to sell only through its distributors that locally include Safety Source, Marine and Industrial Supply Co. and Shipyard Supply.

It was a rare move compared to competitors, says SpillTech's Plant Manager **Eddie Reid**, at a time when many wanted to benefit from BP's deep pockets. And foregoing the extra dollars helped cement the company's relationship with its existing customers, he adds.

When BP was finished with the boom, Reid says SpillTech was one of a few manufacturers that was secure in what they made and readily bought back any remaining boom and other SpillTech-made materials.

SpillTech produces a variety of standard and custom-sized high performance poly propylene absorbent materials and sells storage products and kits to establish and maintain a clean industrial workplace environment. The company also creates private label products.

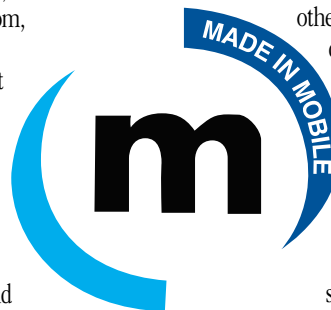
With 55 local employees and 83 overall, Mobile Brookley Aeroplex is the home office and primary warehouse for the

company. In addition SpillTech has four other warehouses strategically located in the U.S., in Indianapolis, Seattle, Houston and Hasting, Penn. The company's sales and marketing division is located in Alpharetta, Ga.

The base ingredient to the booms, pads, rolls and other goods SpillTech makes is a plastic resin derived from crude oil. Different sized pellets from the consistency of sugar granules to those found inside a bean bag chair are delivered by rail. The pellets are melted to liquid and blown to form a fiber that is rolled and sliced to size.

Other materials include the scrap after diapers are cut to size or remains from shaping cleaning supplies. There is virtually no waste in the SpillTech process, explains Reid. The company reuses its own scrap or sells it. Even the cardboard boxes used to ship product to SpillTech are recycled with The Newark Group, another company located in Brookley Aeroplex.

Continued on page 16





Plastic resin derived from crude oil is melted and blown into fibers that are rolled and sliced to size for SpillTech's end customers in the retail, commercial and industrial sectors.



Local Company Cleans Up Nicely

Continued from page 15

The result of the SpillTech process is a material that repels water and absorbs oil like the booms used during the Deepwater Horizon oil spill or one that can be made to soak up any liquid. End customers include businesses in the retail, commercial and industrial sectors.

"Any factory or operation that uses a wet process or liquid is going to need our product because of a drip, a leak or a spill," says **Robin Thornett**, the company's marketing manager. She adds SpillTech's materials are also used when equipment needs cleaning.

Last year the company manufactured in excess of 45 million feet of material – the equivalent of 875 miles, enough for nearly a round trip from Mobile to Houston.

For a company that continued to grow even during the recession, the future, Reid says is in the medical field, emphasizing how SpillTech's technology and absorbent pads can be used during surgery.

And Sue Naser, vice president of sales and marketing, adds SpillTech continues to grow its packaging products, used to ship a variety of

"Accidents happen, and when they do you need absorbent material fast. We have a lot of inventory. It's good quality and we can ship immediately."

Eddie Reid
SpillTech Plant Manager

contents including batteries or perfume bottles.

SpillTech's Mobile operations are housed in a 160,000-square-foot facility, with 75 percent of the space dedicated to warehousing. "Accidents happen," says Reid. "And when they do you need absorbent material fast. We have a lot of inventory. It's good quality and we can ship immediately. That's how we separate ourselves in the industry."

Mobile-based SpillTech makes a variety of materials to help maintain a clean and safe workplace. The company also made boom, like the one pictured far left, used in BP's clean up and recovery efforts of the Deepwater Horizon oil spill.





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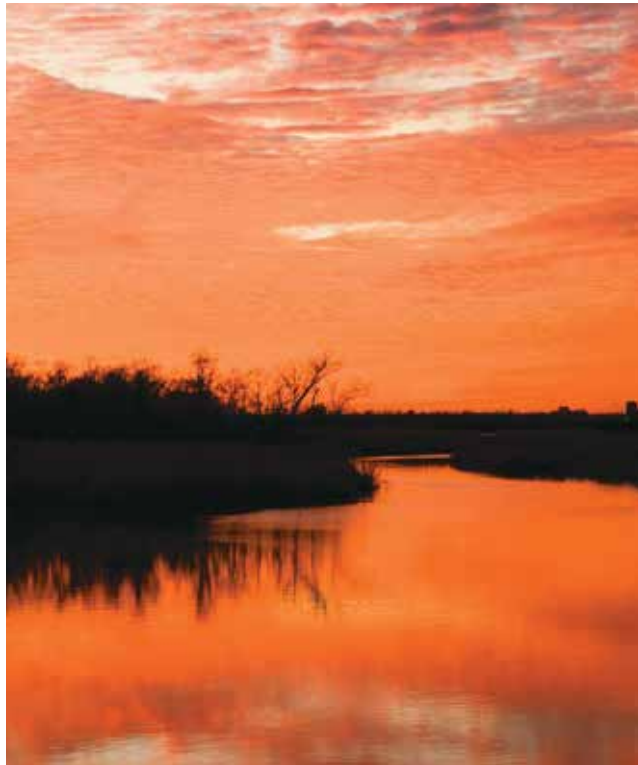
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Nine Cool Things to Know About Mobile

When the travel website *TravelMore.com* named Mobile to its list of 48 “super cool” U.S. cities, it cited “great seafood, relaxed coastal lifestyle and historic Mardi Gras” among its reasons. Truth is, those are only the beginning of what makes Mobile a super cool place to live, visit or do business.

1 Mobile-Tensaw River Delta

The Mobile-Tensaw River Delta, the second largest river delta in the U.S., covers more than 260,000 acres of water, swamps, river bottoms and marshes perfect for exploring, fishing, hunting, boating, canoeing and birding. Designated by the U.S. Congress as a National Natural Landmark, the area is rich in diverse wildlife. And if that’s not super cool enough, this natural wonderland is just minutes from downtown Mobile. Many lucky Mobilians even have a view of the delta’s scenic waterways from their high-rise office windows.



Lots of History

Mobilians think history is cool. The city is full of historic landmarks, monuments, homes and neighborhoods. As the country marks the sesquicentennial of the Civil War, Mobile honors its celebrated Confederate naval hero Adm. Raphael Semmes, whose statue stands near the waterfront. It was a Union admiral, however, who had the last word in Mobile – or at least the most repeated of all Civil War battle cries. On Aug. 5, 1864, Rear Adm. David G. Farragut ordered his fleet to push forward into Mobile Bay despite Confederate warships and torpedoes (mines), with the familiar quote: “Damn the torpedoes, full speed ahead!”



The Original Mardi Gras

Mobile has been perfecting the thrills and excitement of boisterous street parties for more than three centuries – long before the concept was considered cool. In 1703, while still a French colony, Mobile held the first Mardi Gras celebration in America. The first masked carnival society paraded through downtown streets in 1830. Now more than 50 parading and non-parading societies maintain the city’s Mardi Gras traditions, including three weeks of parades, balls and pageantry.

4 Higher Education

Mobile has three major universities – one public, University of South Alabama; one private Jesuit, Spring Hill College; and one private Southern Baptist institution, University of Mobile. In addition, there are a couple of two year public colleges and several private colleges and universities here.



6 Good Food

Like most Southern cities, Mobile has amazing food. A long and culturally diverse history has resulted in a bountiful table sure to please any culinary taste. One thing's for sure – you won't go hungry. There is always a pot of gumbo simmering on a stove somewhere.



7 Sports

From baseball to golf to fishing, Mobile has almost every sporting option and a mild climate for year-long enjoyment. Mobile is home to the GoDaddy.com Bowl, Senior Bowl, Alabama Deep Sea Fishing Rodeo, Mobile Bay LPGA Classic, Mobile BayBears and the Azalea Trail Run. Regional golf is among the nation's finest, with more than 25 courses. The Copeland-Cox Tennis Center is the nation's largest public facility.



5 Colorful Azaleas Under a Canopy of Live Oaks

Mobile may be the Azalea City, but it's hard to decide if miles of pink blossoms outshine the miles of streets canopied by ancient live oaks. To make the choice easier, local gardeners plant Mobile's two living icons close together – massive displays of azaleas nestled beneath mammoth, century-old live oaks.

Nine Cool Things to Know About Mobile

Continued from page 19

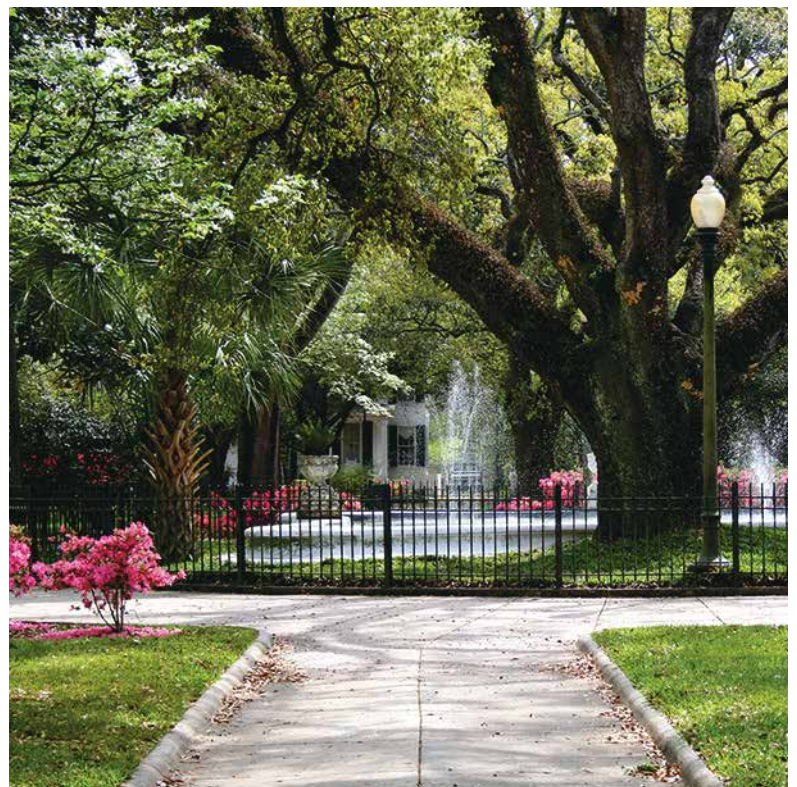
Inspiring Architecture

8 Mobile is filled with fascinating architecture, old and new. Here are just two examples: The Old City Hall/Southern Market, right, once a combination marketplace and seat of government and now the History Museum of Mobile, is a National Historic Landmark. The RSA Battle House Tower, left, is Alabama's tallest building and the tallest building on the Gulf Coast outside of Houston.



Amazing Abundance

9 An amazing wealth of cultural and recreational opportunities make Mobile a cool place to live or visit, but a low cost of living makes it affordable to dive in and enjoy all the region has to offer. Mobile's cost of living is consistently one of the lowest of the 80 mid-size U.S. metropolitan areas, according to an American Chamber of Commerce Research Association survey.



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Ward International Trucks employees include (from left to right standing) Bubba Campbell, Bobby Lankford, Larry Johnson, David Garrett, Leigh Ward Breal, Andy Jones, Robert Haas, Scott Jordan and Tom Bishop. Kneeling from left to right are William Brown and Rayford Cook.



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.

Company officials: Leigh Ward Breal, dealer principal; Bill Ward, CEO; Chip Wright, vice president

Years in business: 28 years

Brief company description: Ward International Trucks is a full-service truck dealership selling New International and Isuzu Trucks, IC Buses, used trucks and parts, with service and body shop. The company also owns Ward Idealease providing truck leasing, truck rental, contract maintenance and mobile maintenance. There are locations in Mobile, Pensacola and Tallahassee, Fla.

Why are you located in Mobile?

"My father, Bill Ward, had worked for International Harvester and always wanted to be a dealer," said Breal. "After being promoted six times and therefore moving to a new city with each promotion, he was ready to settle our family permanently in one city. Being from Meridian, Miss., and a frequent summertime visitor to Gulf Shores, Mobile was the perfect location."

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

"We believe in the growth of Mobile and if Mobile grows, we grow," said Breal. "Our

business depends on freight being moved by trucks and if there's more freight being moved, we sell more trucks, parts and service."

What do you see as Mobile's greatest potential?

"I think Mobile's greatest potential is the combination of air, rail, water and interstate transportation that will accelerate our growth and prosperity," said Breal.

Length of continuous Chamber membership:

Since 1985

Tired of Being Tired?

Expert Predicts Comeback for Residential Sales

Several weeks ago, I was speaking with a local business owner who, for the first time, summarized what seems to be the general consensus about the economy. He said he had made the decision that he was "finished being tired of being tired."

Tired of being tired. Doesn't that truly articulate what we all have been feeling for the past four years?

In fact, that very sentiment may be the reason those of us in the residential sales business are finally seeing traction for the first time in five years.

The steady decline of sales (and subsequent inventory crescendo) in Mobile County began in the summer of 2008. Activity quickly approached levels most appropriately described as free-falling in

the fourth quarter of that same period and, as a consequence of rising mortgage delinquency rates and foreclosures, prices dropped to their lowest levels in many years. At the close of 2011, we stared at an annualized average sales price of just \$123,000.

As the following selling season approached, however, we knew that 2012 would be different. As inventory marginally subsided and positive economic development news controlled the airwaves, our region experienced a slight year-over-year increase in average sales price for the first time since 2007.

Although we have a long way to go, 2012 proved to be a year of stabilization both for number of units sold and pricing. We have

always told our sellers that if you can survive until buyer confidence catches up with these real, measurable opportunities, then results will follow.

For the housing market, and other sectors of the economy that are seminal to the American dream and its core values, you can only suppress buyer confidence for a finite amount of time. Eventually people make the deliberate decision that they are tired of being tired. That's when buyer confidence improves and we see progress.

Every time we sell a house that was sold at an inflated basis between 2003 and 2007, we take another step forward. Although they are decreasing, foreclosures will continue to be prevalent in 2013, and our best hope is marginal appreciation of



Daniel Dennis is president of Roberts Brothers Inc., South Alabama's largest residential real estate company. Contact him at danieldennis@robertsbrothers.com or 251-344-9220.

home values. But one thing exists that has not in recent memory — prices as a whole are not dropping.

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Beyond Banks: Alternative Financing Options

After several years of financial market upheaval, banks are once again making loans for viable small business proposals. But, as Chicago-based author and consultant **Carol Roth** notes, they are determined not to repeat past mistakes.

“The fallout from the lax lending decisions of several years ago has led them to focus on the creditworthiness of the business and the entrepreneur,” Roth explains. “You want to show that you really have a viable way to generate a return on the investment so that you can pay back the interest and principal on the debt.”

While banks remain a primary small business funding option, entrepreneurs should consider some alternative sources of startup or expansion capital.

Loans from friends and family

members have long been a go-to source of funds. If the financing arrangement isn't well structured, however, both business and personal relationships may be permanently ruined. That's why everyone should be clear on the financing structure and the risks involved, whether the deal is a simple loan or involves an ownership stake, and repayment terms.

A similar approach called “crowdfunding,” when the entrepreneur solicits money from customers or fans, is becoming popular, according to Roth. There are legal implications if you do crowdfunding in a traditional capital raising structure, she warns, so consulting with an attorney is a must.

Business planning and new venture development expert **Dave Lavinsky** is a big fan of individual “angel” investors.

“Like a bank, they want a return on investment, but with their own money,” he says, adding an investor's decision to support a venture may be driven by a desire to be part of a “cool” new business. “They may also invest because they like the entrepreneur and want to see him or her succeed.”

Depending on one's location, state and local economic development agencies can provide workspace, training and administrative support; reduced rates on existing office or production space; and tax incentives. The SBA's “microloan” program is also a good source for short-term working capital.

Then there's you, the entrepreneur. Although self-financing options may give you more control and flexibility over your startup capital, take extra care to ensure

they are used wisely. Before you dip into your savings or tap the equity in your house, map out a realistic plan to meet existing obligations and daily living expenses, and consider the effect of “worst-case” scenarios such as loss of spouse's job, major car repairs and serious health issues.

Editors Note: The Mobile Area Chamber's online membership directory at www.mobilechamber.com includes all types of capital resources: traditional lenders, alternative lenders and investors. Regardless of the type of financing strategy you choose, evaluate the pros and cons on taking the investment and decide if the rewards greatly outweigh the risks. You can find a wealth of financing expertise at SCORE, a nonprofit association dedicated to helping entrepreneurs start, grow and succeed nationwide. For more information about taking advantage of these valuable services, visit www.score.org or call 251-431-8614.



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Hancock Bank

William Blackmon



Company: First Community Bank

Title: President/chief executive officer

Hometown: Opelika, Ala.

Education: Blackmon graduated from Auburn University with a bachelor's degree in business administration and from the charter class of the Alabama Banking School at the University of South Alabama.

First job: His first job was working in his family-owned business, the *Opelika-Auburn News* local daily newspaper.

Previous experience: Throughout Blackmon's more than 40 years in the financial services industry, he has held various management positions including the credit and operations areas. Before coming to First Community Bank, Blackmon served as chief financial officer for Capstone Bank, headquartered in Tuscaloosa.

Accomplishments: Blackmon is the co-founder and a board member of the Child Advocacy Center of East Alabama, a safe and child-friendly haven for young victims of abuse and neglect.

Secret to success: Blackmon credits the accomplishments of those around him as the key to his success. "It is important to lead by example and recognize the strengths and contributions of others on your team. I believe in a true team effort," said Blackmon. "These qualities are valuable in our personal lives as well as our professional careers."

Brief company description: Originally opened as Chatom State Bank in 1909, the full-service bank provides personal and commercial banking services and products. In 1986, the bank changed its name to First Community Bank. Operating for 104 years, First Community Bank assets exceeds \$316 million, with nine branches in Washington and Mobile counties.

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NASA Coming to Mobile

It's been more than a decade since NASA has been to Mobile, but that will change on Sept. 4. In conjunction with the Marshall Space Flight Center in Huntsville, the Chamber will host a day-long business-to-business forum here. The event will begin with discussion regarding the process and procedures of doing business with NASA and MSFC, followed by face-to-face meetings with purchasing agents of several of their prime contractors. This forum targets the construction, service, supply, research and development, and logistics industries. Stay tuned to future issues of *The Business View* for additional details.

Paris This Summer

Team Mobile will have a strong presence at the bi-annual aerospace conference in Paris in June. In addition to the dozens of appointments and hours spent networking with potential aerospace suppliers, the Chamber will co-host an aerospace alliance reception with the city of Mobile, Mobile County, Mobile Airport Authority, Baldwin County Economic Development Alliance, Alabama Power and PowerSouth.

\$1 Billion to MBDA Business Center Clients

The Mobile MBDA Business Center (MBC), operated by the Chamber, has reached a milestone. Since the Mobile office's inception, MBC clients statewide have received more than \$1 billion in federal contracts and financial assistance. Dollars secured are directly impacting local businesses across the state, with a high concentration in the Mobile Bay region and along the Gulf Coast. The center provides services to ethnic minority firms with \$500,000 or more in annual revenues and/or minority businesses with rapid growth potential.

Extend Your Social Network

Chamber members can add their company's Facebook, Twitter and LinkedIn handles and YouTube channel to their profile. To extend your social outreach, log on the Chamber's website – www.mobilechamber.com and click the "Members Only" tab. Not sure what your password is? E-mail knavarro@mobilechamber.com for help.

Chamber Participates in Great American Cleanup

In partnership with Keep Mobile Beautiful, the Chamber co-sponsored the 2013 Great American Cleanup (GAC). Special events throughout the cleanup culminated with the April 27 community cleanup celebration held at B.C. Rain High School. This year's target area for cleanup was along Dauphin Island Parkway between I-10 and the Dog River Bridge.

Staff Volunteers for Day of Caring

Once again, members of the Chamber staff participated in the United Way of Southwest Alabama's annual Day of Caring by volunteering at the Ronald McDonald House. The event, held in April, put thousands of volunteers to work throughout dozens of United Way partner agencies. Chamber staff has participated in this event since its inception in 1994.

Member Grand Openings and Ribbon Cuttings

AT&T, Autry Greer & Sons d/b/a CashSaver Cost Plus Food Outlet, Mugshots Grill and Bar, Publix, Sims Metal Management, Southern Bullion, Take 5 Oil Change and The Gardens at Wellington recently held grand openings and ribbon cuttings. If your business is a member and you would like assistance with planning a grand opening or ribbon-cutting event, contact Dawn Rencher at 251-431-8649 or drencher@mobilechamber.com.

Chamber Names New Ambassadors

Kim Garrett with Victory Health Partners and Jennifer Steinriede with Makeda Nichols State Farm were named new Chamber ambassadors. Ambassadors are a group of volunteer members who assist the Chamber with a variety of projects, including event registration, member visits and attending ribbon cuttings. To learn more about this group, contact Dawn Rencher at 251-431-8649 or drencher@mobilechamber.com.



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Business Spotlight of the Month: Jedson Engineering



Jedson Engineering Inc. is a full-service engineering, procurement and construction management company headquartered in Milford, Ohio, with offices in Daphne; Savannah, Ga.; Jacksonville, Fla.; and Saudi Arabia. The firm's client list includes industrial manufacturing clients in the pulp and paper, general manufacturing, chemicals and food and beverage markets. For more information, visit www.jedson.com.

Pictured, left to right, are **Todd Davidson**, manager of operations, and **Wayne Barber**, business development manager, at the company's office at 29000 U.S. Hwy. 98 in Daphne.

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

Ambassador of the Month



Photo by Tad Denson

Millie Sue Hawk

Business owner **Millie Sue Hawk** is the Mobile Area Chamber's Ambassador of the Month. Hawk, a 10-year veteran of the Chamber's ambassador program and native of Tennessee, opened Welcome Friends, a welcoming service for newcomers to the community. "I enjoy promoting Mobile and the Chamber," she says. Her commitment to the ambassador program earned her the honor of Ambassador of the Year in 2009.

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BOARD OF ADVISORS

Robert Perkins Fendley PE is operations leader for the Mobile division of Hargrove Engineers + Constructors. A graduate of Auburn University with a degree in mathematics, Fendley is a control systems engineer, and has also served the company as electrical and instrumentation engineering leader and project controls department leader. He currently serves on the board of directors of the Gulf Coast Exploreum Science Center and Partners for Environmental Progress (PEP). Hargrove Engineers + Constructors is a Partners for Growth investor.



Fendley

Lee M. Walters is regional vice president at Goodwyn Mills & Cawood Inc., a firm specializing in engineering, architectural, environmental, geotechnical, interior design, landscape, planning, surveying and transportation with offices throughout the Southeast. He earned a bachelor's degree from Auburn University. Walters is a board member of the Alabama Coastal Foundation, where he chairs the Habitat Restoration committee. He is a member of Mobile Bay National Estuary Program Project Implementation committee and Alabama Cleanwater Partnership's steering committee. Goodwyn Mills & Cawood is a Partners for Growth investor.



Walters

Billy G. Williams is vice president of pre-construction services for JESCO Inc./Yates Construction, a company offering full-service construction services throughout the Southeast. He graduated from Auburn University with a bachelor's degree in building sciences. Williams joined JESCO in 1986, and has served in his current position since 1996. He serves on the board of directors of Goodwill Industries of Central Alabama, is past chair of the Central Alabama advisory board for Associated Builders & Contractors of Alabama and has served in the children's and youth ministries of his church for 25 years.



Williams

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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Bridget Wilson

Named Director of Workforce Development

Bridget Wilson says she is “thrilled to be back in the Chamber world” as the Mobile Area Chamber’s new director of workforce development. Wilson served as executive director of the North Baldwin Chamber in Bay Minette from 2003 to 2006. “It’s a fast-paced and ever-changing environment,” she says of the Chamber, where she started working in April.



Wilson

“Education and skills are the keys not only to individual prosperity but also the economic vitality and quality of life for our area.”

“Bridget’s energy and enthusiasm are a great addition to our team,” said Troy Wayman, the Chamber’s vice president of economic development. “We

are benefitting from the talent she brings to the Chamber and her ability to work effectively with our members and partners.”

Prior to joining the Chamber, she worked with North Baldwin Utilities as a safety and strategic planning coordinator.

Wilson, a Bay Minette native and resident of Spanish Fort, studied environmental science at The University of Alabama at Birmingham.

To contact Wilson, e-mail her at bwilson@mobilechamber.com or call 251-431-8619.

Wilson leads planning, implementation and evaluation of several critical programs, including the Bay Area Healthcare Coalition’s Health Occupations Career Fair and Summer Scrubs, the Worlds of Opportunity career fair and the Vital Link summer program for middle school students. She also serves as the Chamber’s liaison to the Southwest Alabama Workforce Development Council.

Developing a trainable workforce to meet the demands of Mobile area businesses has never been more important, says Wilson.

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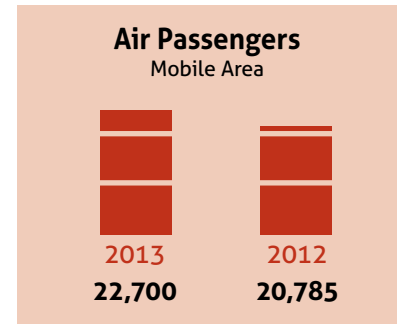
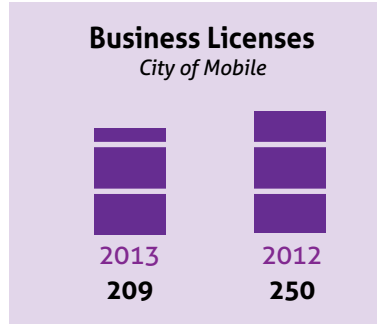
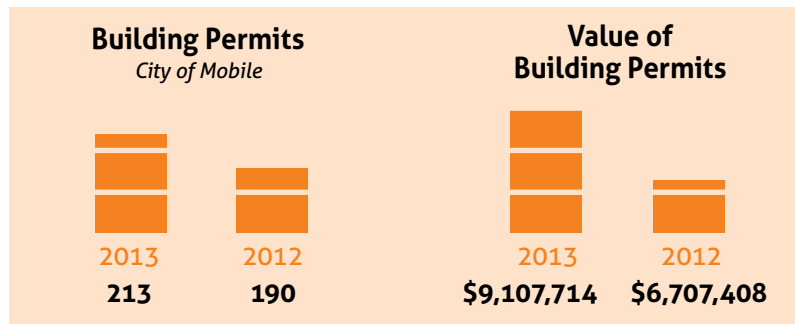
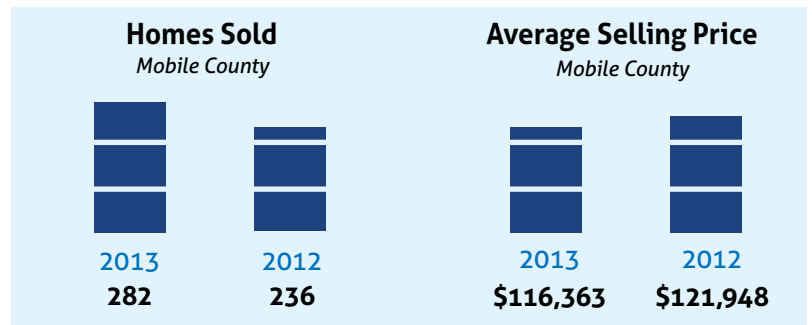
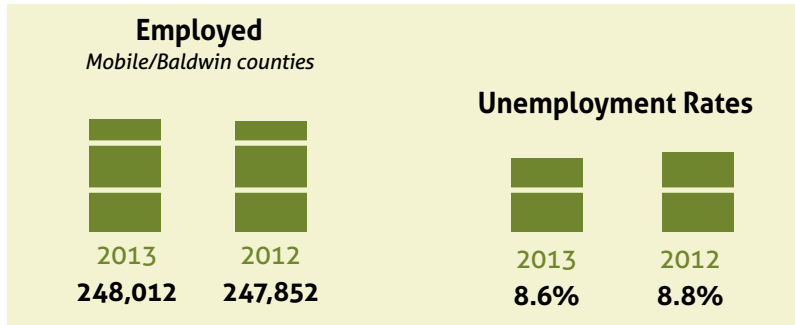
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Comparative Economic Indicators

The Mobile Area Chamber's research division collects a variety of statistics each month.

February 2013 vs February 2012



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

4 HEALTHCARE REFORM – WHAT YOU NEED TO KNOW IN 2013-14

As the Obama Administration focuses on the implementation of the Patient Protection and Affordable Care Act (PPACA), employers should be aware of the challenges involved. This healthcare seminar will discuss how small- and medium-sized businesses can comply with the PPACA.

When & Where: 10 a.m. to Noon - Holiday Inn Airport, 3630 Springhill Memorial Dr. S.

Cost: No charge

Speaker: Michael Patterson, general counsel and corporate secretary with Blue Cross Blue Shield of Alabama

Topic: PPACA Compliance

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

No charge, but reservations required.

Sponsor:



7 MEMBERSHIP 101

Find out how to get the most from your Chamber membership by taking advantage of the Chamber website, networking events and member discounts.

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

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

No charge, but seating limited.

11 WOMEN'S ROUNDTABLE *Members Only

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

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

Speaker: Meeta Nicholas, CRNP with Springhill Physician Practices

Topic: Skin Cancer Prevention

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

No charge, but seating limited.

Sponsor:



12 SPEED NETWORKING *Members Only

One representative per company may maximize business connections in a minimal amount of time during this event.

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

Cost: \$5 and includes coffee and pastries

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

Reservations due by June 11 with advanced payment required.

No refund for cancellations made after June 11.

Sponsor:



18 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: Michelle Ritter, president of e-worc, a multimedia company

Topic: How do you decide if you need a website, a mobile site or a mobile app?

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

No charge, but seating is limited.

Sponsor:



19 GULF COAST TECHNOLOGY COUNCIL LUNCHEON

When & Where: 11 a.m. - Tour of Shelby Hall prior to luncheon

11:30 a.m. to 12:45 p.m. - Luncheon, University of South Alabama, Shelby Hall, Room 2121

12:45 - 1:15 p.m. - Tour of Technology and Research Park

Speaker: Ker Ferguson, director of University of South Alabama's Technology and Research Park

Topic: Accelerators, incubators and commercialization activities

Cost: \$15 Chamber members/\$20 potential member, includes lunch

Contact: Cesny Soffronoff at 251-431-8636 or csoffronoff@mobilechamber.com

Reservation due by June 14. No refund for cancellations made after June 14.

Sponsor:



27 BUSINESS AFTER HOURS

When & Where: 5:30 to 7 p.m. - Homewood Suites by Hilton-Mobile East Bay Daphne, 29274 N. Main St.

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

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

Reservations not needed.

Sponsor:



Member News

WHO'S NEW



Eaton

United Way of Southwest Alabama named Fran Eaton vice president of community impact. Eaton holds a bachelor's degree in public health and a master's in occupational health from West Chester University of Pennsylvania. She most recently served as the director of philanthropic services at The Community Foundation of South Alabama.

J. Wilson Eaton III joined Burr & Forman LLP as a partner in the Mobile office. Eaton earned a bachelor's degree in political science from Mississippi State University and a law degree from Emory University.



Eaton



Staples



Myles

Anthony Staples Jr. and Cedric Myles joined Strategic Wealth Specialists as financial representatives.



Bushaw



McMillan

Century 21 Meyer Real Estate announced the addition of sales associates Kristy Bushaw, Judy McMillan and Shelley Arant to the real estate sales team.



Arant



Lindquist



Cockrell



Atchison



Davenport



Brown



Carroll



Irizarry



Roberson

Providence Hospital Health Ministry made eight managerial appointments. Peter Lindquist was named vice president and chief nursing officer and Chris Cockrell was appointed executive director of human resources. Other directors include Cheryl Atchison, cancer center, and Drew Davenport, support services. Appointed nurse managers are Katrina Brown, sixth floor coronary care, Craig Carroll Jr., surgical and medical intensive care units; Kenneth Irizarry, neurological intensive care and stroke units; and Susan Roberson, eighth floor pediatrics, nursery, post-partum and medical/surgical units.

The Mississippi-Alabama Sea Grant Consortium and Auburn University Marine Extension and Research Center welcomed Kristen O'Keefe as coastal community development specialist. She is also contracted with the Mobile Bay National Estuary Program as a project coordinator. O'Keefe holds a bachelor's degree in political science from Florida State University.



O'Keefe

BUSINESS ENDEAVORS

The Mobile County Commission opened a \$1.2 million Senior Center at 9635 Moffett Rd. in Semmes. The 4,000-square-foot-facility is open from 8:30 a.m. to 4:30 p.m. Monday through Friday and offers a variety of social and health amenities to residents 62 years of age and older.

Florida-based retail chain Stanton Optical opened a Mobile store at 3653 Airport Blvd., Suite C, near the Mobile Festival Center. For more information, call 251-295-9935.

Mobile Regional Airport launched daily roundtrip service to Chicago O'Hare International, connecting to 140 domestic and international destinations through O'Hare's operations on United Airlines.

Bienville Business Club, located atop the RSA Trustmark Bank building, is offering block memberships to area businesses, providing club access and reciprocal agreements to more than 200 private clubs around the world for up to 20 employees. For more information, call 251-433-4977.

Business Interiors opened a new office and showroom at 309 Congress St., Suite D. The Birmingham-based contract furniture firm specializes in space design, project management, installation and logistics. For more information, call 251-586-0006.

White-Spinner Construction completed construction of a 4,850-square-foot retail store and device service center for AT&T located at 3730 Airport Blvd.

In other news, the company completed three hurricane shelters in Jackson County, Miss. The \$8.43 million shelters meet FEMA's stringent guidelines for tornado and hurricane shelters and are classified as "safe rooms."

CrowderGulf LLC, a Theodore-based disaster recovery and debris removal company, was awarded contracts for waterway and land-based debris removal and management services by the State of New Jersey Department of Environmental Protection. The company is currently assisting in the continuing efforts to clean up the effects of Hurricane Sandy from the New Jersey shoreline.

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WELL DONE

Associated General Contractors of Alabama, Mobile chapter, named Jackie Wallace, health and safety consultant at Thompson Engineering, the safety leader of 2012.



Wallace



Walsh appointed 2013 Chairman of the Mobile Bar Association, Criminal Section.

Tom Walsh, partner at Rockwell & Kaufman LLC, was elected the 2013 president of the Mobile Criminal Defense Lawyers Association and

Bankers Eric Nickelsen and Michael Rogers of Hancock Bank earned Series 66 licenses as certified investment advisors and securities brokers. Nickelsen graduated from Southern College of Birmingham with a bachelor's degree in accounting. Rogers holds a bachelor's degree in marketing from Auburn University.

Scott Speck, music director of the Mobile Symphony, was appointed artistic director of the Chicago Philharmonic Society. Speck is also music director of the Jeffrey Ballet and the West Michigan Symphony.

Lyon Fry Cadden Insurance Agency of Mobile was recently named one of the top 10 growth agencies for Auto-Owners Insurance in Alabama for 2012.

Mobile Technical Institute/MTI Business Solutions earned Approved Continuing Education Provider status with the Alabama Board of Social Work Examiners.

Phil Partridge of the law firm of Partridge, Smith PC was selected as a Fellow of the Alabama Law Foundation for outstanding dedication to his profession and community.

Servis Financial ranked ServisFirst Bancshares Inc. No. 14 in the top 100 community banks between \$500 million and \$5 billion in assets in the U.S.

Express Employment Professionals made *Inavero's 2013 Best of Staffing™ Client* list for exceptional service in the staffing industry.

The Architects Group announced the completion of the Auburn University Solon & Martha Dixon Forestry Education Center in Andalusia, including a 100-seat auditorium and 40-seat classroom.

The Associated General Contractors of America (AGC) Mobile chapter announced Mobile-based White-Spinner Construction Inc. was awarded its Construction Safety and Excellence Award for the number of safe man-hours worked in 2012 and safety statistical data from participants' OSHA 300A Summary.

In other news, Thompson Engineering also earned an AGC Safety Excellence Award as well as an Associated Builders and Contractors of Alabama Gold Award for work in 2012. Both groups recognized exemplary safety performance and a commitment to job safety.

Mobile Arts & Sports Association/Senior Bowl Hall of Fame Class of 2013 inductees are: Hanford Dixon, a graduate of Theodore High School who played at Southern Miss before being drafted in 1981 by the Cleveland Browns, where he played for nine years; Angelo Harris, a McGill-Toolen Catholic High School graduate who set the Southeastern Conference indoor two-mile record and the conference outdoor mile record at the University of Alabama;

Ben Harris, who played quarterback at Alabama State University and became the head coach for Blount High School; Jon Lieber, an Iowa native who played baseball for the University of South Alabama and then 14 seasons in the majors; Pete Myers, who graduated from Williamson High School and later played with the Chicago Bulls; and Rickey Young, who graduated from Vigor High School and played in the NFL for the San Diego Chargers and the Minnesota Vikings.

Verge full-service advertising and marketing boutique was awarded Best of Print and two Gold ADDY Awards. Both a wedding rehearsal invitation and an invitation to USA Mitchell Cancer Institute's "Celebrate Hope" event received Gold ADDY's in the special event invitation category. The rehearsal dinner invite also was awarded "Best of Print" in the competition.

Senior Citizens Services/Via Center received an award from the National Council on Aging for its successful Community Partner Program. The program generates revenue through providing opportunities for area businesses (senior service providers) to market programs and services to members and other senior citizens utilizing the Via Center.

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COMMUNITY NEWS

The Centre for the Living Arts (CLA) was awarded a \$25,000 visual arts grant from the National Endowment for the Arts to help fund artist fees, supplies and materials for the CLA's newest initiative, the *Futures Project*.



Mobile County donated more than 20 IBM computers to Murphy High School in a gesture to help the school with its recovery efforts from losses sustained from the Christmas Day tornado that struck the school.



The PNC Bank Foundation awarded a \$15,000 grant to Mobile Works for workforce development programming. Through this partnership, Mobile Works will provide financial literacy information and monthly training classes to Mobile residents seeking employment. More than 60 participants a month are expected to enroll.



The Community Foundation of South Alabama awarded \$8,000 to AIDS Alabama South LLC for the Positive Voice Network which aims to increase access to quality healthcare infrastructure in south Alabama.

The USS ALABAMA Battleship Commission announced the 2013-2014 crewmates who will serve as goodwill ambassadors for Battleship Memorial Park, Mobile and Baldwin counties and Alabama. They are: **Kathryne Bankester** and **Kristina Demetropolis**, both of whom attend Faulkner State Community College; **Lindsay Brown**, **Mary Creager** and **Jessica Garris**, University of South Alabama; **Emily Stewart**, University of Mobile. Each crewmate received a \$1,000 scholarship.

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.

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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.

ADVERTISERS' INDEX

AccessMD.....	22
Alabama Orthopaedic Clinic PC.....	27
Alabama Power.....	12
Blue Haven Pools.....	27
Coast Safe & Lock Co. Inc.....	20
Community Bank.....	29
C Spire Business Solutions.....	2
Dauphin Island Sea Lab.....	34
Gwin's Commercial Printing.....	28
Hancock Bank.....	23
Infirmiry Health.....	11
Interstate Printing & Graphics Inc.....	33
Lagniappe.....	34
Logical Computer Solutions.....	9
Merrill Lynch.....	25
Premier Medical.....	5
PNC Bank.....	7, 30
Regions Bank.....	26
RE/MAX Partners.....	10
The University of Alabama.....	14
UMS Wright.....	32
Wonderland Express.....	28

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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 **Tricia Bradley at 251-431-8642** or **Rebecca Milam at 251-431-8647**. View the complete membership directory at www.mobilechamber.com.

Ashbury Manor

Cindy Johnson
6562 Old Shell Rd.
Mobile, AL 36608
251-340-7528
Assisted Living

BCM Moring Co. Inc.

Grant H. Moring
15055 Section Line Rd.
Wilmer, AL 36587-7207
251-545-0466
www.bcmorning.com
Remodeling Specialists

Black Classics Books & Gifts

Adline C. Clarke
260 Dauphin St.
Mobile, AL 36602
251-441-8044
Book Dealers

Business Interiors

Paulette Doggett
309 Congress St., Ste. D
Mobile, AL 36602-6405
251-343-6778
www.businteriors.com
Furniture-Dealers

Cardno ATC

Michelle Limon
9078 Merritt Ln., Ste. A
Daphne, AL 36526-4236
251-447-0944
www.cardnoatc.com
Engineers-Professional-Consultant

Carlisle Medical Inc.

Tami Bell
P.O. Box 9814
Mobile, AL 36691-0814
800-553-1783
www.carlislemedical.com
Medical Equipment/Supply

Copper River Information Technology

Kenny Hickox
4412 Hampton Ridge Dr.
Owens Crossroads, AL 35763-8210
334-328-0554
www.copperriverit.com
Information Technology Sales/Services

Elegant Knights Limo-Party Bus

Mary Taylor
321 Chin St.
Mobile, AL 36610-3535
251-317-1287
www.elegantknightslimo.com
Limousine Service

ES&H Consulting Services Inc.

Steve Jackson
5400 A. Willis Rd.
Theodore, AL 36582-1757
251-653-9978
www.esandh.com
Environmental Health & Safety

The Octopus Bookkeeping Service LLC

Dorothy Grant
5901 Montfort Rd. S.
Mobile, AL 36608-3555
251-460-0186
www.dgrant.net
Bookkeeping Service

Hallmark Mobile Apartments

Jennifer Cain
1066 Cody Rd. N.
Mobile, AL 36608-4819
251-338-9639
Property Management

Interstate Batteries of Mobile Bay

Dan Thompson
1551 E. I-65 Service Rd. S.
Mobile, AL 36606-2742
251-471-2700
Batteries

Jubilee BEST Robotics Inc.

Robin Fenton
5720 Empress Dr.
Mobile, AL 36609-3307
251-379-1034
www.jubileebest.org
Educational Programs

Jump 4 Joy Moonwalks and Slides

Milton Dean
2008 Riverside Dr.
Mobile, AL 36605-3923
251-895-5867
Amusement Machines

Lagniappe Marketing & Strategic Design

Angela Broadus Cocke
300 Dauphin St., Ste. 200
Mobile, AL 36602-2706
251-259-4794
www.lagniappebranding.com
Marketing Consultants

Mugshots Grill and Bar

George Herring
6255 Airport Blvd.
Mobile, AL 36608-3133
www.mugshotsgrillandbar.com
Restaurants & Bar

Musial Dental Center

Valerie Musial
5011 Government Blvd.
Mobile, AL 36693-5029
251-661-3420
www.musialdentalcenter.net
Dentists

PANGEATWO

Emily Sommerville
Two Office Park
273 Azalea Rd., Ste. 319
Mobile, AL 36609-1970
251-732-3000
www.pangeatwo.com
Employee Staffing

C. Roberds General Contractors LLC

Cain Roberds
19849 Quail Creek Dr.
Fairhope, AL 36532-4840
251-279-0018
www.croberdsgc.com
Contractors - General & Residential Builders

Safran Engineering Services

Israel Perez
2203 Perimeter Rd.
Mobile, AL 36615
425-239-7394
www.labinal.com
Engineering Services

Team Share the Road Alabama

Doug Sims
1325 Dauphin St.
Mobile, AL 36602-2121
251-654-6121
www.teamsharetheroad.org
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Shermica Porter
808 Downtowner Blvd., Ste. H
Mobile, AL 36609
251-338-9024
Tax Return Preparation

Union

Shannon Walker
659 Dauphin St.
Mobile, AL 36602-1709
251-432-0300
Restaurants

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Sheila Holifield
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www.virtualcontactgroup.com
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Enterprise Rent-A-Car
Holloway Credit Solutions
Snelling Staffing Services

20 YEARS

The Center for Reproductive Medicine
Star Service Inc.
Wendy's/Wendco of Alabama

15 YEARS

Bowden Architecture
HandsOn South Alabama
Jani King of Mobile/Pensacola
JMG Realty LLC

10 YEARS

Aker Solutions
Batchelor's Residential Service LLC
Gulf Coast Office Products
Quality Valve Inc.
Radney Funeral Homes
RE/MAX Partners
Southern Gas & Supply Inc.

5 YEARS

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Andrew Meyers State Farm Agency
Bragg-Mitchell Mansion
Brasfield & Gorrie LLC
Employee Liability Management Inc.
McAlisters Deli
Point Logistics LLC
Spanish Fort Town Center Apartments
Starr Textile Services

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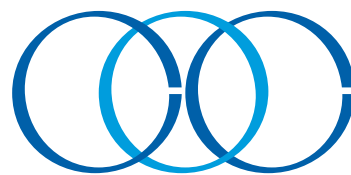
Bienville Capital Management LLC
Bonafide Tax & Accounting Service
Bounce Back Youth Leadership Foundation
Burk-Kleinpeter Inc.
Cakes by Judi
Camellia Trophy and Specialties
CG Railway Inc.
The Dickens Agency
Fortis College School of Cosmetology
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GroundSwell
Gulf Professional Services LLC
Hampton Inn & Suites Orange Beach
Harris Business Machines
Harwell & Co. LLC
HealthSource of West Mobile
HealthSpring of Alabama Inc.
Jacobs Field Services North America Inc.
JJPR
Koby Subaru
KONE Inc.
Ink Works Screen Printing & Embroidery
LBP Interpreting Inc.
The Light of the Village
Malaga Inn
Manufacturer's Packaging Services
MCG Business Solutions

Mobile Council, Navy League of U.S.
Mobile International Speedway
MOWA Band of Choctaw Indians
National Community Development Services
Northwestern Mutual Financial Network-Mobile
PTI Group USA LLC
Southern Bullion Coin & Jewelry
Southland Capital Realty Group LLC
SouthPoint Bank Mortgage Lending
SP Engineering Inc.
S.S. Nesbitt & Co.
Stafford & Associates Inc.
State Farm Insurance-Brian Casey
State Farm-Mobile Agency Field Office
TEK Systems Inc.
Town of Mt. Vernon
Urology & Oncology Specialists PC
Volvo Construction Equipment Rents

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we're good for business ... your business

It's tough running a business, but it's easier when the Mobile Area Chamber of Commerce has your back. Most of our more than 2,200 members are small businesses working to make a living and make a difference. The Chamber does more than build a strong economy – we offer prime networking venues to develop new contacts and solid resources to help you start, manage and grow your company. Believe in a strong future for Mobile. Belong to the Chamber – because it's good for business and good for Mobile.



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CHAMBER OF COMMERCE