

JULY 2013

the Mobile Area Chamber of Commerce
business

VIEW



**12 Ways
to Help
Small
Businesses
Prosper**

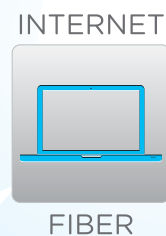
**Passing
the Torch**

Bill Sisson to Replace Win Hallett



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10-14

the Mobile Area Chamber of Commerce
business
 VIEW

Cover

Win Hallett will retire from the Mobile Area Chamber of Commerce July 31. He's passing the reins over to Bill Sisson, who previously worked for the Chamber in economic development. See story on pages 10-14.

Cover photo by Tad Denson, Airwind Creative/ myshotz.com

- 4-8** News You Can Use
- 10-14** Changing of the Guard
- 16-17** Tips to Help Small Businesses Prosper
- 18** Small Business of the Month: Dueitt's Battery Supply
- 19** Wintzell's Celebrates 75 Years
- 21** SCORE Column
- 22** Investor Focus: Hoar Program Management
- 23** Chamber Chase
- 24** CEO Profile: Buffy Johnston
- 26-27** Chamber@Work
- 28** Business Spotlight of the Month: Making Waves Charters
- 28** Ambassador of the Month: Lisa Kavanagh
- 29** Economic Indicators
- 30** Calendar
- 31-33** Member News
- 33** Watts Appointed to Chamber Board of Directors
- 34** New Members
- 35** Anniversaries



18



5



19



24

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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
 Ashley Horn, Patty Howell, 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

Chamber Partners to Market South Alabama to Aerospace Suppliers

Last month the Mobile Area Chamber, along with several partners, launched www.alabamaaerosupply.com, a website dedicated to the Mobile Bay region's assets and available buildings and sites across south Alabama that meet the needs of aerospace suppliers needing to locate within close proximity to existing aerospace companies.

According to Troy Wayman, vice president of economic development for the Chamber, Alabama AeroSupply is a "one-stop shop for all aerospace suppliers considering south Alabama as their company's home." Members are directly aligned with aerospace manufacturers, including the Airbus final assembly line.

The site includes links to an extensive database of sites and buildings in both Mobile and Baldwin counties, as well as a feature section on Mobile Brookley Aeroplex and the certified megasite in Baldwin County, just off I-65. Readers can also learn more about Alabama's tax structure and incentives available for new and expanding industry as well as workforce training opportunities offered by the state-run AIDT. 

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

Infrastructure Assets Touted

Skilled Workforce – With a nationally renowned commitment to educating and training young minds, Alabama is consistently producing an elite workforce.

Accessibility – South Alabama is one of the most strategically located areas in the entire country. With access to a number of transportation options – including airways, waterways, railways and highways – it's an ideal location for quick and efficient importing and exporting.

Strong Business Climate – Thanks to a number of logistical advantages, south Alabama has become an ideal location for growing and expanding your business. The area offers a number of excellent tax breaks and incentives as well; in fact, *Site Selection* magazine recently voted Alabama as one of the top five business climates in the nation.

Site Availability – When it comes to building or expanding your business, the location should suit your needs, not the other way around. Mobile County and Baldwin County are full of available sites of all shapes and sizes to ensure you'll find what you're looking for in south Alabama.

Site Selection Names Chamber as a Top Economic Development Group and Airbus as a Top Deal



Site Selection magazine named the Mobile Area Chamber one of the nation's Top 12 U.S. Economic Development Groups of 2012 and the Airbus Final Assembly Plant one of the Top 10 North American Deals of 2012.

The accolades are featured in the magazine's annual Best to Invest rankings of nations, states and metro areas, along with top economic development groups and deals of the year, and were published in the May issue and online at SiteSelection.com.

"This year's Best to Invest Top Groups in the U.S. all demonstrated a resiliency to bounce back from previous economic setbacks," says Ron Starnier, general manager and executive vice president of Conway Data Inc. and *Site Selection* magazine, author of the Top Groups report.

"In addition, they continued a long track record of supporting innovation and entrepreneurship in their communities," he said. "These organizations did not get ahead by following the herd."

The Chamber's economic development team, and others making the cut, were judged on new jobs, new jobs per 10,000 residents, new investment amount and new investment per 10,000 residents. Other factors considered included innovation, leadership and customer service.

The magazine's top deals, including Airbus, were determined by the level of capital investment, degree of high-value jobs, creativity in negotiations and incentives, regional economic impact, competition for the project and speed to market. ∞∞

Students at Citronelle High School Take on High Tech Manufacturing

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.

Students at Citronelle High School are learning how jobs in the high-tech manufacturing field involve planning, managing and performing the processing of materials into intermediate or final products familiar to consumers. In this academy, students learn first-hand how products they wear, use and drive are produced by highly skilled manufacturing professionals. According to the school's

principal, Richard Dickson, the school's goal is to reach 400 students in the curriculum.

The manufacturing cluster has students enrolled in agriscience-construction, automotive and welding.

"Most people are surprised when they learn most of the students enrolled in the automotive section are girls," said Dickson. "But we're excited about offering all our students this hands-on venue of education and/or career opportunity. It's an opportunity for our students to seriously think about what they want to do with their lives when they complete their education."

The school enrolls just over 800 students.

Citronelle High School student Grant Ellis, right, demonstrates his welding skills.



Active Legislative Session Ends

The 2013 legislative session came to a close on May 20 with the introduction of 1,176 bills and over 150 of them signed into law. Guided by its 2013 Community Legislative Agenda and volunteer advocates, the Mobile Area Chamber closely followed legislative actions showing a direct impact on local business.

Below are legislative issues the Chamber either advocated or opposed. A special thank you goes to members of the Mobile, Baldwin and Washington County delegation for their leadership in pushing forward these critical initiatives.

The Chamber supported the following passed bills:

People's Trust Act: Listed as the number one priority by the business community in the Chamber's annual legislative survey, this act requires full repayment of the \$447 million Alabama Trust Fund transfer to the state General Fund approved by the voters in a Constitutional Amendment election last September. Repayments begin in 2014, and must be complete by 2026. Sponsored by Rep. Jay Love of Montgomery.

Aviation Business Improvement Act: This aviation industry legislation is aimed at making Alabama competitive by leveling the playing field with surrounding states for the aircraft manufacturing industry and aircraft

supplier companies. The new law includes a statute of repose of 12 years and a comparative negligence standard for civil litigation concerning aircraft. Sponsored by Sens. Cam Ward of Alabaster, Vivian Figures of Mobile, and Rep. Bill Poole of Northport.

Aviation Use Tax Exemption: Clarifies the sales and use tax exemptions granted last year for component parts used in aircraft reconfiguration. This enhanced measure passed and supports and encourages the expansion of the aircraft repair industry in Alabama. Sponsored by Rep. Paul Lee of Dothan.

Historic Tax Credit: Grants a state tax credit for the restoration and renovation of historic properties. Although its effectiveness was limited by Senate amendments that took away transferability of the tax credits, the new incentive is a first step toward encouraging developers to invest in historic renovations. Sponsored by Rep. Victor Gaston of Mobile.

Gulf State Park: The State of Alabama may now partner with a private developer to design and build a lodge and conference center at Gulf State Park. Sponsored by Sen. Trip Pittman of Daphne.

Repairs for Murphy High School: Legislation authorizes the Public School and College Authority to issue bonds in the amount of \$30 million with \$15 million to repair tornado damage at Murphy High School. Sponsored by Rep. Napoleon Bracy of Mobile.

The Chamber was successful in defeating:

Repeal of Common Core Education Standards: Proposed legislation would have repealed Common Core State Standards developed by the National Governors' Association Center for Best Practices and other contributing education experts and stakeholders. First in the Senate and then again in the House, the controversial anti-standard efforts were stopped in legislative committees. These standards, supported by the State Board of Education and the Mobile County Public School System, ensure high school graduates are college- and career-ready and serve as an advantage to Alabama when recruiting out-of-state and international businesses. The Chamber actively opposed the legislation to block the standards and applauds legislators for their efforts in supporting a higher standard of quality in Alabama education.

The Chamber was not successful in defeating:

Omnibus Gun Bill: This omnibus bill included new regulations regarding the ownership of and right to carry firearms. Strongly opposed by the Chamber, SB286 takes away the rights of employers and property owners to enforce policies regarding firearms on their property or in their place of business. ☹☹

Chamber Hosts Legislators at Reception in Montgomery



In addition to state legislators and local business leaders, staffers from state elected officials' offices attended the reception. Pictured, from left to right: Ross Gunnells with Gov. Robert Bentley's office; Rep. Jamie Ison; and Mike Saxon with Alabama Power Co. and Mobile Area Chamber board chairman.

In May, the Mobile Area Chamber hosted members of the State Legislature at a reception in Montgomery to thank them for their work to advance the Chamber's 2013 Legislative Agenda while in session. The event, sponsored by AT&T and ExxonMobil, was attended by approximately 175 legislators and business leaders.



Enjoying the reception held at Alley Station in Montgomery were (from left to right): event sponsor Gigi Armbrecht with AT&T, Rep. Chad Fincher and Rep. Elaine Beech.



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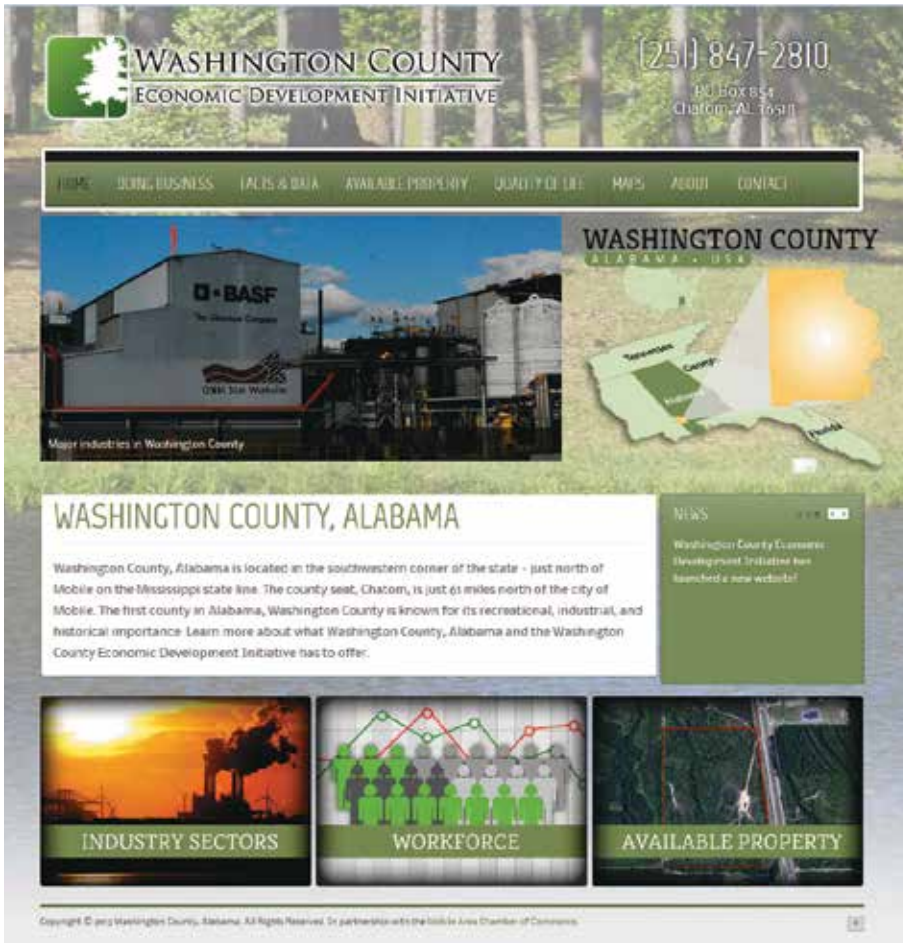
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Washington County Economic Development Initiative



Launches New Website

Washington County economic developers launched a new website to offer business prospects a one-stop resource on the county's assets for new and existing businesses.

The Washington County Economic Development Initiative (WCedi) continues to focus on business recruitment in both regional and global markets, says Austin Monk, WCedi economic development director.

The new site, www.washingtoncountyledi.org, features workforce information, available properties, maps and quality of life issues.

As part of the branding efforts, WCedi also updated its logo and established a social media presence, including Facebook at facebook.com/WCedi and Twitter at @WCedi.

WCedi and the Mobile Area Chamber partner in regional economic development efforts. 

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Since becoming president of the Mobile Area Chamber in 1991, Win Hallett has had the best seat in town to guide and observe some astounding changes in the Mobile Bay area. During Chamber receptions, he enjoys pointing out a panorama of the city's skyline that dominates the east wall of the atrium.

"Only two of the main buildings in that picture were there 22 years ago," he likes to say.

He'd be happy to leave the story of his Chamber tenure at that. He's a passionate advocate for Mobile, the Chamber and economic development, but he'd rather do anything than talk about himself. Hallett struggles with any discussion of his accomplishments. He leads the conversation with "we" and "team." He's so practiced at avoiding "I," it seems totally natural.

"I'll have to revert back to that 'we.' If you think you can do it by yourself, you're going to have a really hard row to hoe," he says.

"It's a whole lot easier if they know you're not trying to do it to get credit for it," he stresses. "We don't care who gets the credit as long as we get the results."

When asked about his major accomplishments as Chamber president, Hallett quickly goes to a success that also illustrates his philosophy of teamwork and shared credit.

"I think being designated an All-America City in 1995 was one of the most significant events," he says. The Chamber gathered a diverse group of community leaders to prepare a presentation of Mobile's best assets. The team struggled initially, until Hallett suggested creating a large chart for working on ideas and an inventory of what makes the city great. Written across the top of the board in large letters were these words: "We do not care who gets the credit."

"This was about Mobile. It was not about individuals or even individual organizations," he recalls. The team won the honor for the city, and Hallett began to see a shift in Mobile's pride and confidence. "I think it gave people the confidence to try something they wouldn't have tried before. People became more comfortable with the idea that if they worked together, something of significance could be achieved."



Changing of the Guard

As Win Hallett Retires, Bill Sisson Returns to Chamber as President



Even when Hallett goes for the long avoided “I,” he always manages to flip the story back to “we.” He shares a recent conversation with Chamber members. “One member said, ‘You brought two things to this community: First you were able to bring people together that didn’t necessarily want to be together. And, two, you gave us something to believe in.’ Well, I didn’t give them something to believe in. I helped them understand that if we wanted to be better than we were, we could do it if we worked together. So to me that is the common thread — trying to bring people together.”

For Hallett, working for the Chamber has been as rewarding as any dream job could be. “If you really love your community — really love it — there isn’t a better job anywhere. But if you’re doing it just to get a paycheck, it will eat you up,” he says. “Where else could you have the opportunity to meet these people and go these places? It’s been phenomenal. It really has.”

Bill Sisson is Back

For Bill Sisson, making the jump from executive director of the Mobile Airport Authority (MAA) to Chamber president is a lot like coming home. Before joining MAA in 2008, he was a Chamber vice president leading economic development, research and information, international trade and workforce development efforts.

Sisson knows the Chamber, and he even knows the ins and outs of the building. When he stepped into a meeting room for this interview, he pushed off any offers to get him water. He already knew where bottles were stored in the cabinets. No learning curve there.

Sisson’s easy fit for the president’s position is much more than just a seamless transition. “Every time we’ve had someone leave, we’ve tried to make sure we find a person who will fit the culture but would also have additional talents that would make the whole organization stronger. And that’s what we’ve done with Bill Sisson,” Hallett says.

Sisson explains he couldn’t be coming back at a better time. “We have seen a lot of real successes in economic development. There is a lot of potential in advancing those projects, and we have a great staff to make it happen. The timing is perfect, and I’m very excited for the opportunity to be coming back to the Chamber.”

While Hallett has deep roots in Mobile, Sisson has adopted the city with great enthusiasm. “Once you’ve adopted something, you become a staunch supporter, and that is certainly the case with my family and Mobile,” he says. “We’ve fallen in love with the city and felt welcomed from the very beginning. There’s so much promise here. It’s exciting to be

in a region that is on a true upswing and so globally focused.”

His love for Mobile is central to his sales pitch as Chamber executive. “Mobile is an easy sell, really, because the quality of place is significant,” he says. “Every community claims to have it, and they do in their own way, but we truly have so many choices — climate, access to some of the world’s most beautiful beaches, access to rural areas — quickly. That’s the softer side.”

Continued on page 12

“We are always in competition, and we have to aggressively market and promote our assets so we can fully capitalize on our successes.”

Bill Sisson

In his 22-year stint as Mobile Area Chamber President, **Win Hallett** has led the organization through a number of Mobile’s significant initiatives and economic development project announcements. A sampling is included in the following timeline.

1991

Win Hallett is named president of the Mobile Area Chamber of Commerce.



Brookley Field

Mobile Aerospace Engineering (now ST Aerospace Mobile) landed the first plane for its new maintenance shop at Brookley Field.

World Omni broke ground on its financial services facility in west Mobile.

1992

Created a Mobile Area Pride Campaign aimed at promoting positive activities and accomplishments in Mobile, as well as encouraging Mobilians to take an active role in understanding and supporting Mobile’s economy.

Three key construction projects for Mobile were underway — the Arthur R. Outlaw Mobile Convention Center, Government Plaza and the Robert Trent Jones Golf Trail at Magnolia Grove.

1993

Statistics for the year showed new and expanding companies in Mobile creating 1,725 new jobs with capital investments of more than \$484.7 million.

1994

Chamber leaders saw a demonstration at QMS of the Internet. “This exciting technology has the potential of revolutionizing the way we access and use information,” they reported.

1995

Mobile won the All-America City designation.



Created Future 30 — an award program honoring the accomplishments of 30 local small businesses.

The Chamber launched NET GAIN, a small business network to support local start-up and existing small businesses in Mobile.

1996

World Technology Systems announced a 600-person reservation center.

A new low-cost air service provider announced it would begin service in Mobile.

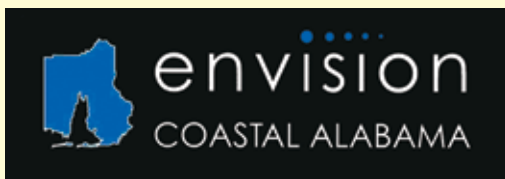
Time Magazine listed Mobile among the nation's Top 15 areas for job growth.

The Board of Advisors was established to provide greater involvement for member companies. The BOA is now responsible for 52 percent of the Chamber's dues income.

Chamber Chase, an annual resource campaign to bring in new members, event sponsorships, advertising and in-kind donations is launched.

1997

A cooperative effort, Envision Mobile-Baldwin – and later rebranded Envision Coastal Alabama – was created to address more than 150 strategies outlined in six vision statements. This 15-year effort sparked a sense of regionalism and a number of projects aimed at making the Mobile-Baldwin area an even better place to live, work and build a business.



This same year, the Chamber formalized its international efforts, creating the International Trade division.

1998

Mobile was the first city of its size selected to host the national All-America City competition, giving the Port City an opportunity to showcase the area to other cities.

1999

IPSCO Steel announced a \$400 million plant just north of Mobile with 250 employees and 250 permanent on-site contractors, now owned by the Swedish firm SSAB.

Austal USA was formed as a partnership between Australian shipbuilder Austal and Bender Shipbuilding, and opened with 200 employees to build high-speed ferries.

The Chamber created the Center for Workforce Development, designed to ensure business needs were incorporated into workforce initiatives.

2000

The decade starts out on a sour note with the loss of International Paper and British steel company Corus Mobile, along with an estimated 3,000 jobs.

The Chamber created the Gulf Coast Technology Council to highlight and support the region's growing high-tech industry.



Amendment 1 – a plan to take interest from the Alabama Trust Fund (created with oil and gas royalties) – passed, providing \$100 million to the Alabama State Docks, \$250 million for roads and bridges and \$52 million for agriculture and forestry. The Chamber-supported statewide measure passed with voter approval, enabling Mobile to compete with New Orleans and Houston as a major container port.

The Chamber recruited \$318 million in capital investments and 800 jobs by new and expanding companies.

2001

The Community and Governmental Affairs Department was created to combine public policy and community development work, resulting in a more strategic approach to legislative activity.

The Chamber aggressively campaigned for and supported passage of a school-tax referendum, and voters agreed, passing a \$28.7 million increase in property taxes.



A "yes" vote for schools sent the message that Mobile was open for business and gave Dr. David Bronner, chief executive officer of Retirement Systems of Alabama (RSA), the confidence to invest \$132 million to build the RSA tower and refurbish the city's historic Battle House Hotel.

2002

New and expanded businesses created 838 new jobs and capital investments reached \$80 million. Key announcements started with O'Reilly Automotive's plans to open a regional distribution center and hire 200 employees. Kvaerner Oilfield Products (now Aker Solutions) leased 13 acres at Mobile Middle Bay Port to house its umbilical manufacturing facility.

Mobile turned 300 years old in 2002 and the city threw a party to remember for Mobile's Tricentennial, with the signature event, "Sail Mobile: A Salute to the Sea," featuring a parade of tall ships. The Chamber participated on the steering committee for this and other Tricentennial events.



2003

A successful effort to repeal a 2 percent tax imposed on some Mobile-based businesses selling goods and services outside the county, popularly known as the out-of-county tax, was led by the Chamber and passed.

A new economic development campaign, Partners for Growth (PFG), was underway, with Harris Morrisette, then of Marshall's Biscuits, at the helm. PFG exceeded its \$7 million goal, raising \$8.1 million, and the same year the Chamber announced 900 new jobs at area companies with plans to invest \$70 million.



Changing of the Guard

Continued from page 11

"The more technical side is an easy sell as well, because our infrastructure is so incredible. Few places in the world can boast the sort of infrastructure that comes together into an epicenter in Mobile, particularly at Brookley where you have air, deep water, interstate and rail coming together in one place, mere minutes from downtown Mobile."

Sisson's work at the Chamber from 2003 to 2008 included coordinating efforts that landed ThyssenKrupp and other headline industrial developments, and his role at MAA kept him a major player in the area's economic development team.

"The vast majority of my career has been spent directly in economic development and Chamber of Commerce work," he says. "I have continued doing economic development hand-in-hand with the Chamber at the airport authority specifically related to the development of Brookley. Airbus is the most recent thing people think about, but there are other things that have happened at Brookley and certainly across the Mobile area."

Sisson's Goals

Leadership changes always provide an opportunity for defining priorities and setting new goals. Sisson is looking ahead. "My focus will be on clear and ambitious goals for the community," he says. "Obviously Airbus and capitalizing on that project is one of them, but keeping a diversified economy has to be a priority to insulate ourselves from the ups and downs of a particular industry."

Beyond Airbus and other aerospace companies, Sisson cites a continued emphasis on oil and gas, maritime, steel, technology, medical and the services that follow those business sectors. "We are always in competition, and we have to aggressively market and promote our assets so we can fully capitalize on our successes," he says. "We have a lot of global business coming into Mobile, and I think our priority has to be on maintaining that level of development."

Team Mobile Wins for Mobile

For Hallett and Sisson, economic development is a highly competitive team sport. They've both played key positions on Team Mobile, a top-scoring but divergent lineup that has built a global reputation for success. As the official economic development arm of the city and county, the Chamber leads a diverse team that includes those government entities as well as business leaders, the port, the airport authority, higher education and other players. Leading Team Mobile to repeat global victories has been a top achievement during Hallett's time at the Chamber.

"The idea of Team Mobile has been key to our success," Hallett explains. "It's not an easy thing to keep on track, because everyone must be on the same page or you're not going to be competitive."

"It's completely about relationships. Whenever you have a success, it's built around relationships. It could be a relationship with a dozen people and Airbus, or the same thing with ThyssenKrupp. It gets down to the people. If prospects don't feel like they can trust you to deliver on what you say you can do for them, they simply go somewhere else."

"We have a real formula for success in the collective power of Team Mobile," Sisson adds. "Imagine what we can do if we continue to marshal the energy effectively in

that partnership. We've been successful in the past when we focus our resources and our assets, and we need to do even more of that in the future."

As with any relationship, building Team Mobile has required long and steady work. "It looks like it is completely simple and natural, but it's not simple and natural," Hallett says. "Thinking back, it was hard getting everyone on the same page early on — not only in the community but even in this building. There were some very strong walls.... We had to work hard to help each other understand that if we were going to be effective we had to have trust and respect and open communications.... That occurred, but it wasn't a natural fit."

Sisson explains that Mobile's team approach to economic development is as unusual as it is successful. "There just aren't many places that do it that way. You almost don't want people to know about it outside of this area, because it is so rare."

Hallett speculates that few other places would put in the effort to make a team approach work. "They ask us about it all the time, and we give it to them straight up," he says. "But understanding it and doing it are two different things. There's a lot of maintenance and smiling and encouraging."

The Chamber Team

True to his style, Hallett gives much credit for his success to the Chamber staff, a group he describes as responsive, strong on character and integrity and always ready to make a difference in the community. "If the staff were not so dedicated, if they were not so consumed by trying to put their best foot forward, we wouldn't have the kind of product we have," he says. "They're not waiting for me to tell them what to do. They know what to do, and they're going to do it to a degree of professionalism that we can all be proud of."

For Hallett, staff meetings are for keeping the staff informed. "We do sit down, and we don't always agree. We can disagree without being disagreeable. We have some very robust conversations about what the priorities ought to be and how we're going to get there."

Sisson echoes Hallett's praise. "Since I have worked here before, I have a great relationship with the staff. I know them. They know me. I know what a fabulous team they are. And they're the reason Team Mobile works, because the staff at the Chamber can serve as the nucleus for that partnership."

"I have worked at other chambers and interacted with chamber professionals across the country, and you will not find a more professional staff than we have (here)."

Looking to the Future

Hallett's retirement has prompted much reflection at the Chamber and in the business community on the past two decades of growth in Mobile, but what's in store for the next two decades?

Sisson paints a vision of a global city: "We'll see a Mobile that has world-scale development — the sort of development you'd see in any international city across the globe. That level of construction, that level of amenities, that level of services. I think that's definitely in our future. I think you'll also see a more and more international city, more foreign languages spoken around us and people coming from all over the world to do business in Mobile."

Hallett is reluctant to make predictions, but confident of a bright future: "Our best days are in front of us. I'm convinced of that."

The University of South Alabama's cancer center was still at the top of the Chamber's legislative agenda, this time with a request for \$12 million in funding — "a bargain," said USA President Gordon Moulton, since it would create 700 direct jobs at double the region's normal salary rate. The Alabama legislature awarded the grant during its session.

The Chamber's international trade division won approval to expand Mobile's Foreign-Trade Zone, reducing costs associated with customs duties and tariffs to American-based businesses engaged in international trade.



2004

The Chamber initiated a cruise ship task force to recruit and subsequently support the cruising industry. Carnival's first official cruise departed from its new homeport in October 2004, and seven years later Carnival announced it would pull its ships from several U.S. cities, including Mobile.



The Chamber partnered with the Washington County Economic Development Initiative to serve as its economic developer.

To focus on growing and competing for projects at existing companies, the Chamber established a Business Retention and Expansion division.

An international branding campaign was launched with the tagline "Mobile Bay — On the Water. On the Move." The message capitalized on Mobile's abundant infrastructure and waterfront location.



2005

Economic development announcements represented \$633.8 million in capital investments and 1,300 new jobs averaging a \$45,000 annual salary.

EADS North America aerial refueling tanker



EADS North America selected Mobile as the site for its proposed U.S. Air Force aerial refueling tankers facility. As the following years played out, the company won, then lost the contract to its U.S. competitor.

2006

The U.S. Department of Commerce selected the Chamber to manage its Minority Business Development Agency, a program supporting local minority businesses in successfully competing for federal government contracts.

2007



Berg Steel Spiral Pipe Corp.

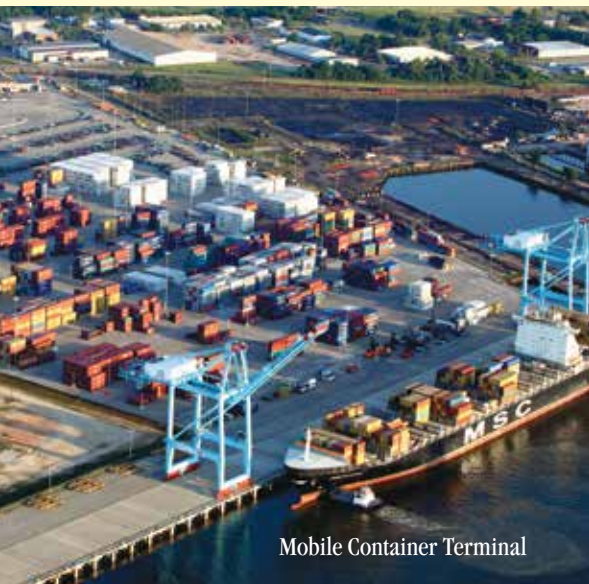
Berg Steel Spiral Pipe Corp. announced it would build a pipe facility — a \$65 million investment with 150 employees.



Mobile won the enormous \$5.2 billion ThyssenKrupp Steel project. It was dubbed the largest private investment in the country's history, bringing 29,000 jobs during the construction phase and an estimated 2,700 permanent jobs.

2008

The Chamber was a key partner in establishing the Southwest Alabama Workforce Development Council (SAWDC) to coordinate workforce efforts in eight southwest Alabama counties.



Mobile Container Terminal

Mobile Container Terminal (now APM Terminal Mobile) opened, sealing Mobile's position as a major player in the shipping container business.

The University of South Alabama's much-anticipated, state-of-the-art academic cancer research and treatment center, now named Mitchell Cancer Institute, opened its doors as the first of its kind on the central Gulf Coast.



Announcements at a number of area shipbuilders and manufacturers resulted in 1,649 new jobs and \$788.2 million in capital investment in 2008.

2009

Ryla, a new inbound call center/data center hiring 500 full-time employees in Saraland, was one of the year's largest economic development projects in the state. Alorica now owns the company, with operations in Saraland and west Mobile.

The Chamber founded OffshoreAlabama.com, the only committee of oil and gas industry service providers, to actively recruit additional oil and gas jobs and capital for the region.



2010

Pockets of growth were experienced at local companies such as Kimberly Clark and Aker Solutions. SSAB broke ground on an expansion and ThyssenKrupp held its grand opening.



2011

The Chamber celebrated 175 years of operation with a gala event featuring Dr. Stephen Dill at the USA Mitchell Center.



fDi magazine (Foreign Direct Investment, published by the Financial Times) ranked Mobile No. 10 among small cities in its first-ever ranking of America's Cities of the Future.



Austal rolled out a new breed of U.S. Navy warships.

2012

Airbus announced a \$600 million final assembly facility for its commercial aircraft, with plans to employ 1,000 people.



The Chamber backed a state tax exemption for ST Aerospace Mobile. Shipbuilders and aircraft manufacturers were already exempt from the tax, Chamber leaders noted, so aircraft refurbishers should be too.

Partners for Growth surpassed \$10.2 million in pledges.

2013

Airbus broke ground.

Win Hallett ends his 22-year career with the Mobile Area Chamber.



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



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The Bootstrapper's Dirty Dozen:

Starting a small business is hard work. **JOSEPH CALLAWAY** has been there, and he shares 12 unexpected tactics – all centered on putting clients first – that will help your company succeed.

So you're building a small business from the ground up, with only the proverbial wing and prayer to keep you aloft. What are you most intensely focused on? If your response is "stretching my shoestring budget," "establishing processes that work," or (the biggie) "making money," you're not alone. But according to Joseph Callaway, all of those answers are wrong. Anything that takes your focus off the customer, he says, puts your fledgling business in harm's way.

"Whatever industry you're in, success boils down to this: attracting enough customers, and keeping them coming back – with interest," says Callaway, who, along with his wife, JoAnn, is the author of the new book *Clients First: The Two Word Miracle*.

"When you're growing a small business, you can't afford to disappoint customers, or even offer them a good-enough experience. You have to 'wow' them every time, which means giving them the first fruits of your time, energy, creativity and focus.

"And here's the payoff," he adds. "When you succeed in putting your clients first, you will find that everything else – growth, a positive reputation and financial security – all fall into place."

Callaway speaks from experience. He and his wife built their thriving real estate business in a tough industry that's had more than its share of challenges. To date, they've sold over \$1 billion worth of homes.

Here, Callaway shares a "dirty dozen" tips that might not be obvious but will help you to put clients (and competitors, and employees) first so your small business can grow and prosper:

1 Change your thinking about why you exist.

If you go into work thinking, "How do I make money?" you're already off on the wrong foot. As Callaway points out, what you need to be thinking is, "How do I serve others?" Callaway admits taking your focus away from the bottom line may feel uncomfortable at first. Yet, ironically, it changes everything for the better.

2 Take your business personally.

Never let the words "it's just business" cross your mind (and certainly not your lips). This old standby phrase is simply not true, especially to a client who feels as though he has been belittled, treated coldly, pushed away or used. Remember, to truly serve, you have to care. When you keep yourself at arm's length, you can't give your clients 100 percent – and you give them an incentive to take their business elsewhere.

3 Little things matter more than you think.

Especially when you're trying to get a small business off the ground, it's easy to get caught up in pursuing the "big" goals, such as: growing your company, expanding your client base, hiring more employees and making a profit. But don't become so fixated on the forest that you fail to see the trees. In other words, stop being so distracted by the "big grand ideas" and start getting the small details right. Promises kept, deadlines met, little extra flourishes and small acts of kindness add up to happy clients.

4 Hard times don't justify stinginess.

We've all heard the expression "The more you give, the more you get." And you may be willing to put it into practice when it comes to giving your clients things like honesty, competence and care. But if you give away your

expertise, time, energy and (gasp) money, won't you just go broke? Not necessarily, says Callaway. It may take time, but whatever you give will usually come back to you with interest.

5 Don't lie – even if it makes you look better, makes you rich or keeps a client from walking.

Sometimes it's tempting to tell white lies, exaggerate, misdirect, omit and cut corners to make life easier. Generally, it's also easy to justify these things to yourself ("She'll never know, and it'll save me hours of work," for example). But when it comes to putting clients first, Callaway says, these "little" lies are just as bad as the whoppers. Yes, honesty can be tough in the moment, but in the long run you'll gain a reputation for trustworthiness that will change your life.

6 Be honest with yourself, too.

As Callaway has established, you should never lie to a client (or to anyone else). But honesty shouldn't stop there. Ask yourself, "Am I lying to myself about where my priorities lie and how others perceive me?" Try to see your business as your clients and customers see you. Are you putting them first – or putting yourself first?

7 Treat employees at least as well as you treat your clients.

While (of course) you don't treat your employees like dirt, you may feel that you don't owe them any special favors, either. After all, you're paying them – isn't that enough? Well, no. Whether you realize it or not, the way your people treat customers reflects the way you treat them. Are you courteous? Kind? Polite? Enthusiastic? Do you listen when they talk to you and try to accommodate their needs? Or are you short, perfunctory and even (sometimes) rude?

"Whether you realize it or not, the way your people treat customers reflects the way you treat them."

Joseph Callaway
author, *Clients First:
The Two Word Miracle*

12

Not-So-Obvious Tips to Help Small Business Owners Prosper



Joseph Callaway and his wife JoAnn are co-authors of the *New York Times* bestseller *Clients First: The Two Word Miracle*. To learn more, visit www.clientsfirstbooks.com

8 Make sure your highest praise comes from your competitors.

Yes, you read that correctly. You can – and should – strive to win the approval, goodwill and admiration of your competitors. If possible, get to know their leaders and employees, and help them when you can. You don't have to give away trade secrets, but you can offer advice, for example, or refer a customer whose needs are better matched to what another business has to offer. Don't do these things manipulatively, but in the spirit of giving. Your efforts will come back to you with interest. Have faith that there is enough business to go around.

9 Look for chances to do something fun and special.

It's true: All work and no play makes Jack a dull boy. However, injecting a little lightheartedness and creativity into your business gives your customers something to look forward to and provides them with a memorable reason to stay engaged and loyal. Whether you give free popcorn to moviegoers, throw an outdoor tent party to celebrate each year's new product line or give a gorgeous framed print to your interior design clients, you make clients feel special.

10 If you aren't driven to be "number one" with your clients, you might as well close your doors.

Many business owners will admit that they just want "to do a good job" or "make a living." This isn't good enough, says Callaway. Especially if your business is smaller and less established, being the customer's second choice (or third or fourth or fifth) means you're on the road to eventual failure. Why? When times get tough –

or when a new flavor-of-the-month company shows up – customers will have no qualms about abandoning a company they don't love above all others. Talk about a compelling reason to never (ever!) accept mediocrity. (Not to mention the fact that, by definition, you can't take the best care of clients when you're content with being good-enough.)

11 Never, ever fire a tough client.

When a client is needy, moody, picky, overly emotional, combative or something else, it's tempting to write him or her off. And if you can't wave goodbye in reality (after all, most small business owners need to get paid!), you do it mentally and merely go through the motions of serving the client. That's a mistake. If you aren't meeting a client's needs, it's their job to fire you. . . not the other way around.

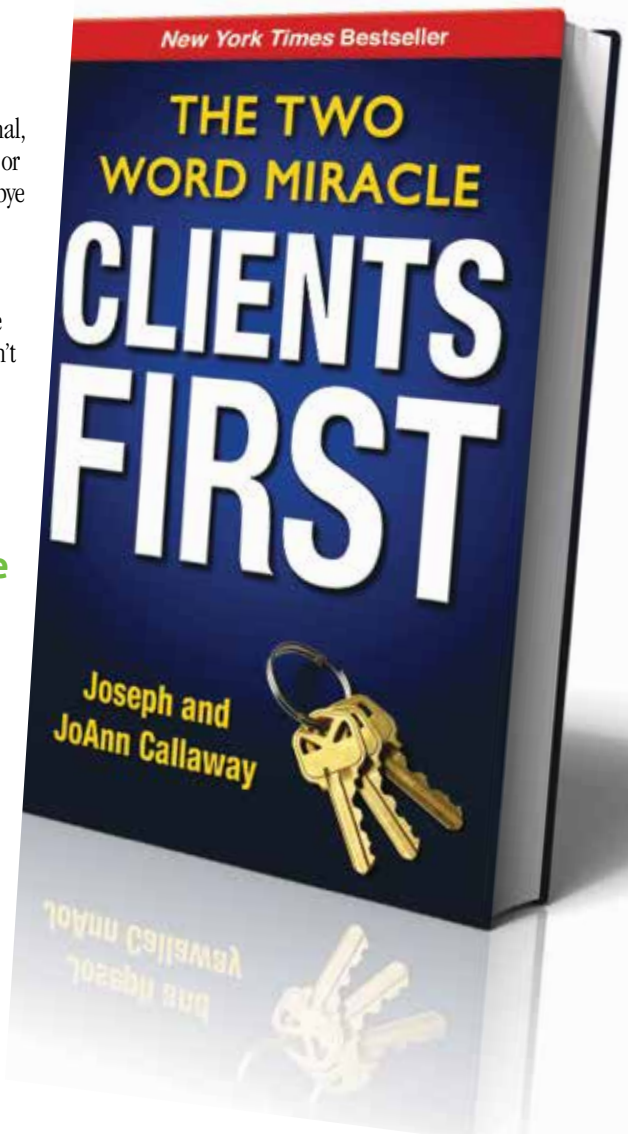
12 A "Clients Last" attitude leaves a long legacy.

Never, ever underestimate the damage that putting your clients last (taking them for granted, not listening to their concerns, patronizing them, putting your own interests first, etc.) can do, and how far it can spread.

"No matter what industry you're in, and no matter what good or service your small business provides, these 12 tactics will help with the task of bootstrapping your company," Callaway concludes. "Even if putting clients first – no matter what – seems counterintuitive at first, give this way of doing business – and living life – a chance. If you take care of your customers, they will take care of you."

"Even if putting clients first – no matter what – seems counterintuitive at first, give this way of doing business – and living life – a chance. If you take care of your customers, they will take care of you."

Joseph Callaway





Dueitt's Battery Supply builds and repairs batteries of all types. It is family-owned and has operated for more than 70 years. David Dueitt, third from right, and son Ethan, second from left, are pictured with several of the company's employees.

All Charged Up and Ready to Go

Dueitt's Battery Supply is an example of how sticking with what you know pays off.

Several years ago, owner David Dueitt considered adding a new business to the family's Crichton battery store on Springhill Avenue. As fate would have it, an impromptu visit by a convincing salesman with a massive battery catalog showed him a different entrepreneurial opportunity.

His decision to stock the shop with more than 10,000 batteries — ranging from ones powering airplanes to hearing aids — is ultimately responsible for doubling the 70-plus year-old company's sales.

What makes this six-employee company and the Mobile Area Chamber's Small Business of the Month stand out isn't solely its inventory, says Dueitt, but also the staff's expertise to build and repair batteries. "If it has a current, we can fix it," he says.

The company's reputation is widespread, including being known as having one of

the largest inventories of batteries for motorcycles and four-wheelers, and being an authorized service provider for battery-run toys and vehicles for children, such as Power Wheels, Peg Perego and Razor.

Dueitt says he ships new and repaired batteries throughout the U.S. and occasionally overseas, with local and regional residents, international shipping lines, area construction companies and government entities among his customers.

In addition to the store, Dueitt has a 5,000-square-foot warehouse for inventory, allowing the business to fill immediate needs. And when there's not a battery in stock or one can't be found, the staff will either repair the existing one or build a new one. In a weak economy this unique ability becomes even more important as customers prefer to keep what they have rather than replace it, according to Dueitt.

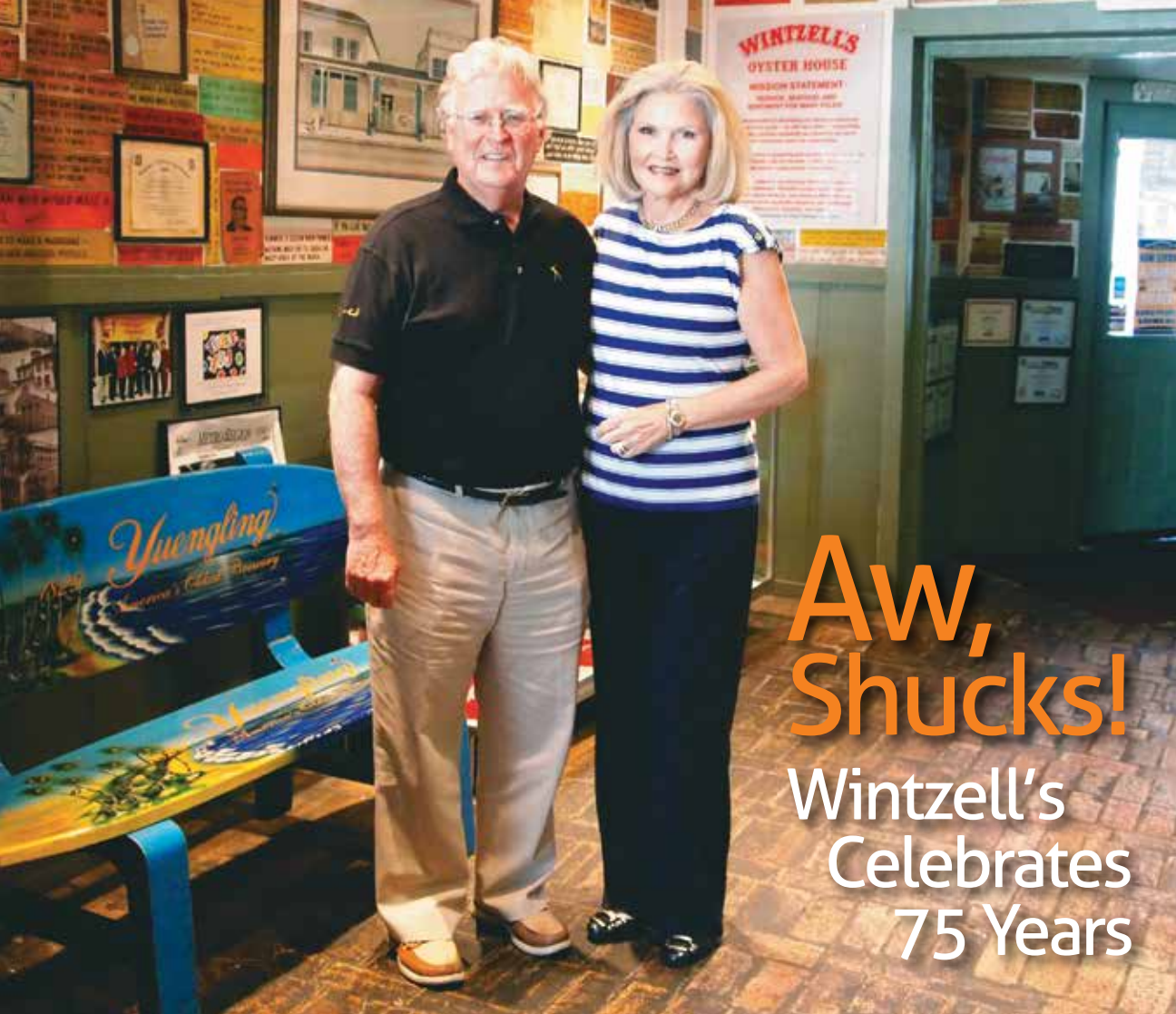
Scores of customers with a variety of needs have depended on this family-owned business started by Dueitt's grandfather in the 1940s. Recently Dueitt's oldest son, Ethan, came aboard and is helping expand the company in Baldwin County.

Both father and son are committed to retaining expert skills to build and repair batteries, and do so by staying current on the latest types being made and participating in additional training.

Dueitt works to infuse his business with family values. Proudly displayed in the front window is a "No Profanity" sign, and Dueitt says, "It's about respect. We respect our customers and we want them to respect us."

The store's friendly staff and a large glass candy jar by the cash register draw customers for a visit even when they don't need anything. "If you walk in the door, you're like family," he says.

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.



Aw, Shucks!

Wintzell's Celebrates 75 Years

Wintzell's Oyster House has been serving seafood dishes to the Gulf Coast for three-quarters of a century. J. Oliver Wintzell opened the restaurant in 1938 as a small, six-stool oyster bar. Since then, the restaurant and brand have grown significantly, earning fame and praise for Wintzell's oysters.

Though the Wintzell family sold the restaurant in the 1980s, the downtown Mobile landmark on Dauphin Street still has the original décor, complete with walls covered in hundreds of J. Oliver's witty sayings.

Today, owners Bob and Buffy Donlon (pictured at left) have parlayed the unique Wintzell's experience into 12 locations along the Gulf and one that opened in May in Pittsburgh. The company employs approximately 500 people and soon plans to open another restaurant in Birmingham. In addition to a wide variety of seafood dishes, Wintzell's menu includes steaks, chicken, salads and sandwiches. The restaurant offers banquet facilities and catering.

For more information about Wintzell's, go to www.wintzelloysterhouse.com.

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Help Your E-Commerce Customers Shop, Not Drop

How big is e-commerce today? According to the U.S. Department of Commerce, domestic e-commerce sales totaled \$165.4 billion last year, up 14.8 percent from 2009. That's 7.6 percent of total U.S. retail sales, according to *Internet Retailer* magazine, excluding items infrequently purchased online.

As with brick-and-mortar retailing, e-commerce is all about the customer. Eddie Davis, senior director of merchant services for Paypal, says small business owners need to listen to what their customers say about their online shopping experiences, and adapt accordingly.

"One of our recent surveys revealed that nearly half of online shoppers abandoned their carts multiple times in a three-week period due to high shipping costs, security concerns and lack of convenience," says Davis. And with the average cost of abandoned goods in U.S.

shopping carts approximately \$109, "that alone proves that it's critical for merchants to make the checkout experience as painless as possible."

"Consumers want the purchasing experience to be fast and easy," he adds. "They don't want to have to enter their billing and shipping information every time they buy something online."

Here are some other ways to help your e-commerce site generate sales:

- **Watch the competition.** Tools such as websitetrafficspy.com can help you monitor the success of e-commerce sites. "The more you know, the better you can position your business or site to take advantage of any opportunities that might arise in a changing competitive environment," says Davis.
- **Add customer reviews.** More and more customers use web

searches to research products and prices. Reviews will boost customers' confidence in your company and your product.

- **Tune keywords to consumer attitudes.** With consumer confidence at record lows, the language you use on your site needs to reassure and comfort the consumer. "It's imperative that online merchants use language that expresses good value," says Davis.
- **Test your templates.** Tools such as crazyegg.com can show how users are interacting with your web pages. You can use this information to improve your site's performance without having to invest in a complete overhaul.
- **Review your metrics regularly.** Compare year-to-year information to assess your program's

health and drive your marketing efforts.

- **Optimize internal searches.** Make sure less-popular items are as easy to find as top-sellers. Otherwise, prospective customers may abandon your site for a search on Google or another search engine where your business may not come up.

Davis says e-commerce "window shoppers" can be converted into paying customers by offering conveniences such as multiple payment options, secure transactions and features such as free shipping, coupons and special discounts.

Need help with e-commerce? 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.



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Hoar Program Management



Henry Hinojosa, field supervisor with Hoar Program Management (HPM), oversees the construction phase of GulfQuest, currently under construction in downtown Mobile. This 90,000-square-foot museum will present the heritage and culture of the Gulf Coast and feature hands-on, interactive exhibits. HPM is providing oversight and management during the design and construction phases of the project.

Company officials: Mike Lanier, president; Jay Daily, vice president, business development; James Adams, Gulf Coast (Mobile) office manager

Years in business: 15 years

Brief company description: Hoar Program Management (HPM) is a professional firm providing consulting services to institutions, municipalities, state agencies, companies and nonprofit organizations for capital project investments. Its services range from site selection and master planning, to design and construction, to move planning and facility management.

Why are you located in Mobile? “We saw Mobile as an area with customers that could benefit from our services,” said Lanier. “It also provides us a central location to serve the entire I-10 corridor from New

Orleans to the Florida panhandle. We are an Alabama-based firm and have many friends in Mobile through our existing customer relationships. It was an easy decision and a natural fit.”

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

“As an Alabama firm, we believe what’s good for Mobile is good for the whole state,” said Lanier. “Also we feel a duty to give back to the communities we serve — it’s in our DNA and one of our core values. Mobile has such potential that is now being recognized by corporate leaders around the globe. This is going to challenge our local governments, school districts and higher education institutions to keep up with the increased demand for skilled workers, municipal services, infrastructure, etc. The business community

needs to help them meet these challenges and HPM wants to be a part of these solutions.”

What do you see as Mobile’s greatest potential? “To become the high-tech manufacturing hub for the entire Gulf Coast,” said Lanier. “With the Airbus decision, I have heard many draw comparisons to becoming an aerospace hub, like Redmond (Wash.), which I think we can be. In my opinion, there are several other areas that cannot be overlooked and must be nurtured. The port and the shipbuilding industry are huge draws. The quality of life and the tourism are icing on the cake. We must prepare a workforce that can meet the demands of these coming industries. It took hard work to get them here, but the real work is just beginning.”

Length of continuous Chamber membership: Since 2008



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**.

Chamber Chase Teams

Working Toward \$1.55 Million Goal

Throughout the summer, more than 100 volunteers representing more than 35 local businesses are working to raise more than \$1.55 million in new members, event sponsorships, advertising, in-kind services and donations to advance the work of the Mobile Area Chamber. Chaired by Daniel Dennis with Roberts Brothers, the campaign will run through August.



Representing the Regions Bank team are Mark Spivey, Julye Clark and Bernard Moseby; along with David Hagan with Trustmark Bank.



Pictured from left to right are: Harrietta Eaton with CorroMetrics Services, along with members of the PNC Bank team: Cedric Hatcher, Jason McKenzie, Lauren Vickrey, Kate Kramer and Bo White.

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Buffy Johnston



Company: Radney Funeral Home (Mobile)

Title: Location manager

Hometown: Grand Bay

Education: Studied mortuary science at Bishop State Community College

First job: Working as a receptionist at Mobile Memorial Gardens Funeral Home

Previous experience: For 21 years, Johnston has held several positions including local dispatcher, bookkeeper and manager of Mobile Memorial Gardens and Radney Funeral Home.

Accomplishments: “In the process of bringing contemporary services and options to our families we serve, we just recently completed a celebration room/event room called Rue Dauphine,” she says, adding that the room can be used for birthday parties and even wedding receptions.

Secret to success: “Always be open-minded, and you are only as good as the people you surround yourself with. I’m very fortunate to work for the most amazing and caring company and incredible staff.”

Brief company description: M.H. Radney and his son, Grover H. Radney, opened Radney Funeral Home in 1966. The business was purchased by an affiliate of Service Corp. International in 1992, and is part of the Dignity Memorial national network of funeral, cremation and cemetery service providers. The company offers professionals and expertise in funeral arrangements, burial services and veterans’ burial benefits from two locations.

Reserve the Day, Bring Plenty of Business Cards and Plan to Network,
Network, Network as the Mobile Area Chamber of Commerce presents

2013 Business EXPO

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Thursday, August 22

Expo Luncheon



featuring
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Eagle Award Applications Now Being Accepted

Each year, the Mobile Area Chamber presents the Eagle Awards to minority-owned businesses and recognizes a Minority Business Advocate (MBA). Eligibility information and the application can be found on the Chamber's website, www.mobilechamber.com/awards.asp and may be submitted online, or call 251-431-8607 to request an application form. Applications will be accepted through Friday, July 19, and the awards will be presented during the Minority Business Week Luncheon on Oct. 17.

Eagle Awards honor deserving minority-owned businesses that demonstrate business growth and community commitment. Nominees must be at least 51 percent owned, operated and controlled by an African-American, Hispanic/Latino, American Indian or Asian-American. Additionally,

the business must be headquartered in Mobile, Baldwin or Washington counties; operational at least three years; exhibit revenue and/or employee growth; have an apparently solid financial base; be a for-profit company; and show evidence of community service contribution or involvement.

The MBA Award recognizes the efforts of a company or business to support minority-owned businesses. Each nominee must be a Chamber member in good standing; show a commitment to supplier diversity; have three complete years of operation (as of Dec. 31, 2012); and have an office in Mobile, Baldwin or Washington counties.

For more information on nominating a business for either award, contact **Danette Richards** at 251-431-8652 or drichards@mobilechamber.com.

Chamber Represented at Two State Meetings

Chamber President Win Hallett participated in the Alabama District Export Council meeting in Birmingham on May 7. The council is made up of members with in-depth knowledge and experience in international business who identify key issues affecting U.S. and Alabama industry competitiveness in the global marketplace, and help Alabama firms compete and win business in trade efforts.

A recent trade mission to Sweden and Norway was debriefed, and a future trade mission to Seoul, Korea, and China was discussed. While in Birmingham, Hallett also participated in a re-organizational meeting for the Alabama World Trade Association. Dormant for several years, the AWTA is the only state-wide trade association, and is looking at other successful state organizations as models for its future organization and programs.

Research and Interviews Begin – Setting the 2014 Legislative Agenda

The Chamber's governmental affairs committee began its research on critical issues impacting local businesses coming before local, state and federal government next year. Throughout the next several months, volunteers will discuss critical issues and poll Chamber members in advance of setting the Chamber's 2014 Legislative Agenda. The organization sets its annual agenda on member input and identified barriers to successful growth.

Two Attend Chamber Management Program

In June two Chamber staff members – **Shayla Jones Beaco**, director of local affairs and **Dawn Rencher**, director of member relations – participated in the U.S. Chamber of Commerce's annual Institute for Organizational Management. Participants attend classes on Chamber management for one week annually for four years. Beaco has completed her third year, and Rencher her second.



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 - 422-9078
judyfrench@mchsi.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
taraacatte@at.net



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



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



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



Mamun Siddiq
Cell - 391-2047
manunstaremax@yahoo.com



Tangie Stallworth
Cell - 421-3629
tangie.stallworth@gmail.com



Stephanie Williams
Cell - 454-2351
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The Mobile Area Chamber's Military Affairs Committee organized the annual Armed Forces Day Lunch to honor members of the armed services. Maj. Gen. Gary Cooper (Ret.) gave the keynote speech. Among those honored were Army JROTC members from the Mobile County Public School System: Cadet Chayse Teague (Baker); Cadet LaQuentin L. Coleman (Blount); Cadet Raven D. Russell (Bryant); Cadet Haley Wright (Citronelle); Cadet Larencia J. Williams (LeFlore); Cadet Brice A. Mayer (Montgomery); Cadet Tarial D. Malone (Murphy); Cadet Christen Blake (Rain); Cadet Angelica Atwood (Satsuma); Cadet Gary P. Anderson (Theodore); Cadet Maurice N. Richardson (Vigor); Cadet Breylen Carter-Pugh (Williamson); and Navy JROTC Cadet Orlanda Jackson (Davidson).

Chamber Staffers Meet with Statewide Peers

Senior staff members of the Metro 4 Chambers (Mobile, Montgomery, Birmingham and Huntsville) met in Montgomery in May to discuss issues of mutual concern and to share best practices

among work groups. Gov. Robert Bentley addressed the group, as well as Dr. Mark Heinrich, chancellor of the Alabama Community College System and Dr. Tommy Bice, state superintendent of education. Various departments broke off from the general sessions and discussed

specific statewide issues where the four chambers work together.

Board of Advisors Provide Input

In May, members of the board of advisors met for breakfast to share their experiences in the current economy and

how the Chamber might help them address their challenges. These quarterly breakfasts have been taking place for nearly two years, and provide valuable information to the Chamber staff.

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Business Spotlight of the Month: Making Waves Charters



Making Waves Charters offers fishing, sailing and touring charters on Mobile Bay. Under the command of Captain **Carol Bramblett**, the *Joshua*, a classic 72-foot schooner, operates from Marriott's Grand Hotel Resort Golf Club and Spa in Point Clear and Grand Mariner Marina on

Dog River. The vessel is Coast Guard-licensed for 49 passengers and is available for private charter and walk-on sails.

In addition, the company also operates two power boats for fishing and sightseeing on Mobile Bay for small groups. For more information, visit www.making-waves.us.

Pictured above is Captain Cindy Frank, owner.

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 Jeff Tesney Photography

Lisa Kavanagh

Last October, after 25 years of service, **Lisa Kavanagh** retired as the University of South Alabama's associate director of alumni relations. She remains active in the Chamber's ambassador program, making member visits, welcoming new businesses to the community and assisting with various Chamber events. Kavanagh, who is Ambassador of the Month, joined the program in 2011 and enjoys staying in touch with the business community through her involvement with the Chamber.



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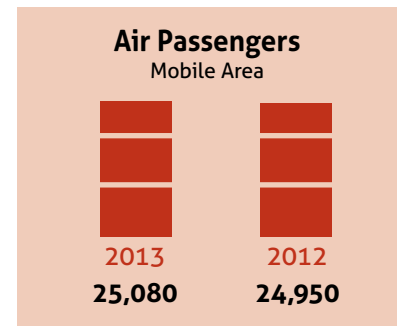
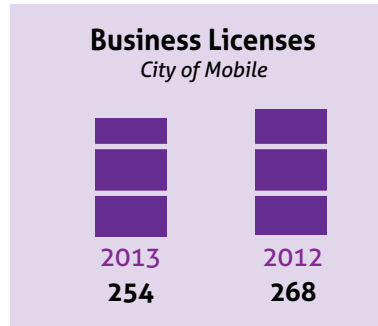
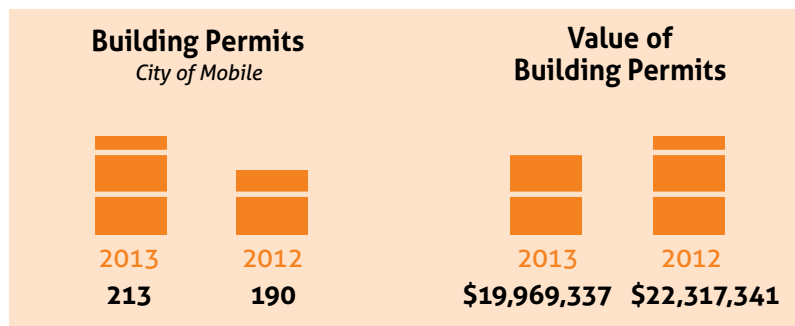
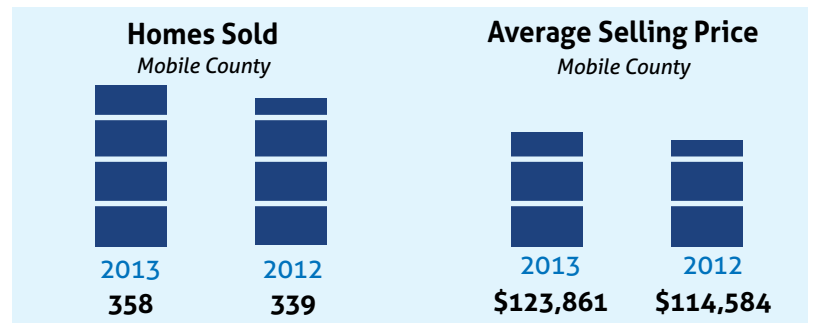
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Comparative Economic Indicators

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

March 2013 vs March 2012



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4 CHAMBER CLOSED - INDEPENDENCE DAY

10 NETWORKING@NOON

Make 40-plus business contacts in 90 minutes at this bi-monthly event. Only one representative per company, please.

When & Where: Noon to 1:30 p.m. - Via Health, Fitness & Enrichment Center, 1717 Dauphin St.

Cost: \$10, and includes lunch

Contact: Kelly Navarro at 251-431-8638 or knavarro@mobilechamber.com. Reservations by July 8. No cancellations will be reimbursed after July 8.

Sponsor:



16 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: Lynn Chronister, vice president for research and economic development, University of South Alabama Research and Technology Park

Topic: Innovation, Incubation and Entrepreneurship

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

No charge, but seating is limited.

Sponsor: BancorpSouth

25 BUSINESS AFTER HOURS

When & Where: 5:30 to 7 p.m. - Broussard's Piano Gallery, 1541 East I-65 Service Rd.

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

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

Reservations not needed

Sponsor: Broussard's

31 NETWORKING AT EXPO

In preparation for the Chamber's Business Expo on Aug. 22, get tips and advice on how to work your booth and make the most out of your participation.

When & Where: 1:30 to 3:30 p.m. - Chamber, 451 Government St.

Speaker: Janice Malone, executive director, Business Networking International

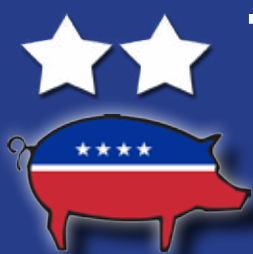
Topic: How to be a Successful Exhibitor at the Mobile Area Chamber's Business Expo

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

No charge, but seating is limited.

Pork & Politics in the Park

Don't miss this opportunity to "ham it up" with local, state and federal officials and candidates to find out where they stand on the issues you care about.



Tuesday, August 6

USS ALABAMA Battleship Memorial Park
5:30 p.m. - 7:30 p.m.

Tickets are \$20. Reservation and cancellation deadline is August 1.



For reservations, contact Carolyn Hunt at 251-431-8621 or email chunt@mobilechamber.com.

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Member News

WHO'S NEW



Cagle

JoAnne M. Cagle joined Civis Capital as vice president and business development officer. Cagle previously worked as an SBA lender for Wells Fargo.

The United Way of Southwest Alabama promoted Tina Blackmon to vice president of resource development. She earned a bachelor's degree in business administration from Columbia Southern University. Blackmon is also a graduate of Leadership Mobile and Project Blueprint.



Blackmon

Colin Kemmerly was named partner in the law firm of Gardberg, Clausen & Kemmerly PC. He also received the National Organization of Veterans' Advocates' Bronze Coin in recognition of his 10-year membership.



Vakakes

CENTURY 21 Meyer Real Estate announced the addition of Pete Vakakes, Renae Stringer and Vida Yeager as sales associates.



Stringer



Yeager

Edward H. Antone Jr. is a new certified financial representative for Principal Financial Group. Antone earned a master's degree in business administration and management from Webster University in St. Louis, Mo., and a bachelor's degree from Florida Southern University in Lakeland, Fla.



Antone



Drey



Patel

Harbor Financial added A. Owen Drey III as general counsel and risk officer and Neeta Patel as compliance manager. Drey earned a law degree from Cumberland School of Law and a master's degree in theological studies focusing on government and private sector ethics from the Virginia Theological Seminary. Patel earned a bachelor's degree in finance from Georgia State University and most recently served as a compliance manager at Cambridge Investment Research Inc.

RE/MAX By The Bay welcomed eight new agents: Stephanie Anthony, Steve Barfield, Tonya Gex, Angela Golfos, Eva Klemann, Doug Knight, Barbara Rogers and Geneva Shouldis.



Anthony



Barfield



Gex



Golfos



Klemann



Knight



Rogers



Shouldis

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2

Install window treatments. This may sound like a decorating tip, but proper window treatments reduce heat gain from the sun.

3

Maintain a constant temperature. Wide variances in temperature cause your system to work harder and use more energy.

4

Cook out more. Limiting the use of the cooktop and oven in the summer will help keep your home cooler inside.



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BUSINESS ENDEAVORS

United Way of South Alabama announced \$2.4 million will fund local programs following the organization's new funding model focusing on education, essentials, financial stability and health. Another \$1.5 million was donor-designated.

In other news, HandsOn South Alabama is now being operated and managed by United Way, and the office will move to 218 St. Francis St.

PNC Bank's Mobile headquarters relocated to the Riverview Plaza Hotel's 10th floor. The office phone number is 251-415-7400.

BrightStar Care of Mobile, offering full-service staffing of medical and non-medical homecare to private clients 24 hours a day, seven days a week, recently opened at 118 N. Royal St., Suite 605. For more information, call 251-405-6451.

Access MD, a concierge internal medicine practice, opened in Mobile. The practice is accepting new patients. Call 251-895-4345 for more information.



Chard

ASF Logistics, a Mobile-based freight forwarder, established an office in Melbourne, Australia, with a network of affiliate offices in Sydney, Brisbane, Perth, Adelaide and Darwin. Steven Chard will oversee the Australian operations from the corporate headquarters in Mobile.

In other news, ASF Intermodal opened an intermodal drayage facility in Chesapeake, Va.

White-Spinner & Associates changed its name to White-Spinner Realty to better represent its scope of services. The Mobile-based real estate and brokerage firm also changed its website to www.white-spinnerrealty.com.

Springdale Travel earned the Representative Excellence Award for superior sales and year-over-year growth for 2012 by American Express.



Aughenbaugh

Carol Aughenbaugh was selected the 2012 CAREGiver of the Year by the Home Instead Senior Care franchise office serving Mobile and Baldwin counties. She was recognized for commitment and service to area older adults.



Nichols

Makeda Nichols of Makeda Nichols State Farm Agency was recently awarded the "chartered financial consultant" professional designation. Nichols is licensed to sell annuities, mortgages and security products in addition to insurance.



Loncono

Mike Loncono, senior vice president of HUB International, completed the National Association of Health Underwriters' (NAHU) new professional development course on the Patient Protection and Affordable Care Act (PPACA).

Attorney Neil C. Johnston of Hand Arendall LLC was elected as a fellow to the American College of Real Estate Lawyers.

Phil Webb CLU of Strategic Wealth Specialists was awarded Boy Scouts of America's "Silver Beaver Award." Recipients of this award are registered Scouters who have made an impact on the lives of youth through service given to the council.

Jay Morgan, a virtual design and construction services manager at Thompson Engineering, is



Morgan

approved to instruct building information modeling courses for Associated General Contractors of America. The series is an assessment-based certificate credential that denotes knowledge and understanding of concepts related to BIM adoption, practice and process transformation.

Partners for Environmental Progress (PEP) awarded its Annual PEP Environmental Stewardship Awards to companies making a significant and positive economic, environmental and social contribution to the Alabama Gulf

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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)



Coast. Member companies recognized were: G. A. West for air emissions reductions; Hand Arendall LLC, waste minimization and energy efficiency improvements; Mobile Bay Transportation/Yellow Cab, fuel, emissions and waste minimization; and Thompson Engineering, innovative waste grease treatment facility. Dog River Clearwater Revival received the 2013 community partner award for efforts to bring awareness about storm water pollution in Dog River.

ADVERTISERS' INDEX

AccessMD.....	23
Alabama Orthopaedic Clinic PC.....	29
Alabama Power.....	31
BayFest.....	29
Blue Haven Pools.....	35
Community Bank.....	8
C Spire Business Solutions.....	2
Gwin's Commercial Printing.....	34
Hand Arendall.....	9
Infirmiry Health.....	15
Interstate Printing & Graphics Inc.....	33
Lagniappe.....	32
Premier Medical.....	20
PNC Bank.....	19
Regions Bank.....	28
Roberts Brothers.....	28
RE/MAX Partners.....	26
Russell Thompson Butler Houston.....	20
Safety Source.....	32
The University of Alabama.....	7
The Maids.....	35
Trustmark Bank.....	21
Wonderland Express.....	27

Submission deadline for Member News is two months prior to publication. News releases should be one or two brief paragraphs. Photos must be professional headshots, labeled with the person's last name, and must be 300 dpi at full size and saved in an eps, tiff or jpg format. Send your information to news@mobilechamber.com.

Donna Watts Named to Mobile Area Chamber's Board of Directors

In May, Donna J. Watts, store manager for Belk in Bel Air Mall, was elected to the Mobile Area Chamber's board of directors, filling a vacancy. She graduated from the University of Florida with a bachelor's degree in communications, and has spent the last 36 years in retail management with Gayfers, McRae's and Belk.

Watts is a past member of the Distinguished Young Women board of directors and served on the education and equity committees for Envision Coastal Alabama.



Watts

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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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30 YEARS

Local 15/ UTV 44/ WeatherPlus

20 YEARS

Elcan & Associates Inc.
Franklin D. Brown

15 YEARS

Bay Area Contracting Inc.
Homewood Suites by Hilton Mobile
Mobile Opera Inc.
Multi Communication Services Inc.
New Horizons Credit Union
Port City Rentals Inc.
University of South Alabama Federal
Credit Union

10 YEARS

Kenny Brown's Truck Service Inc.
Child Advocacy Center Inc.
Great Southern Wood Preserving
Lagniappe
Minshew Electrical Contractors
Multisorb Technologies

5 YEARS

Airwind Creative/MyShots.com
Baehr's Automotive Service Center Inc.
Biehl & Co. LP
Copy Products Co.
Firehouse Subs
GT Michelli Co.
Hampton Inn & Suites Mobile
Downtown/Historic District
Homewood Suites by Hilton - Mobile
East Bay Daphne
Jedson Engineering Inc.
Mamun - REMAX Partners
Marspec Technical Products
Maynard, Cooper & Gale PC
Nudraulix Inc.
Ross Maritime
Tri-State Maritime Services Inc.
University of South Alabama Foundation
VFP Fire Systems Inc.
Dr. Sonya White
Yarbrough Cable LLC

1-4 YEARS

Adventures in Advertising/JNC Designs Inc.
Angels On The Earth
Bagby & Russell Electric Co. Inc.
Bama Pest Control Inc.
Blastech Mobile LLC
Bluegill Restaurant Inc.
Buffalo Marine Service Inc.
Campbell, Duke & Campbell
Candlewood Suites Mobile/Downtown
Cash America Pawn
Chillys LLC
City of Jackson
Covenant Christian School
DeLashmet and Marchand PC
Dreamland BBQ
F & S Equipment and Supplies Inc.
Gotta Go Portable Sanitation
Great Kitchens
Joseph Gunter DMD PC
Hill Marine Refrigeration Inc.
HKA Enterprises Inc.
Hunter Security Inc.
March of Dimes Foundation
Maritech Marine & Industrial Inc.
Julius E. Marx Realtors
McKeel & Associates
Mercy Home Care
Mobile Bay Coins
Nelco Commercial Maintenance Inc.
Nustar Energy LP
Office Pride Commercial Cleaning Services
P2MG LLC
Cecil L. Parker Jr. MD PC
Phoenix Restoration Services Inc.
Rainmaker LLC
Richardson Law Firm LLC
Signal International LLC
Southern Oil Exploration Inc.
Technical & Scientific Application
Tecnic Corp.
W.R. Mitchell Contractor Inc.
Women's Resource Center

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Referred for a reason.

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.



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

backed by more than 175 years of business advice

The Mobile Area Chamber of Commerce has been around for more than 175 years, so we've had time to build a reputation as the area's most trusted source of business information. National studies have shown businesses and consumers are much more likely to think favorably of a company that belongs to a chamber of commerce and 63 percent more likely to buy goods and services from chamber members. Chamber membership does more than add credibility and boost your image in the community, it shows you believe in Mobile and are working to build a stronger future for our area. Belong to the Chamber – because it's good for your business and good for Mobile.

