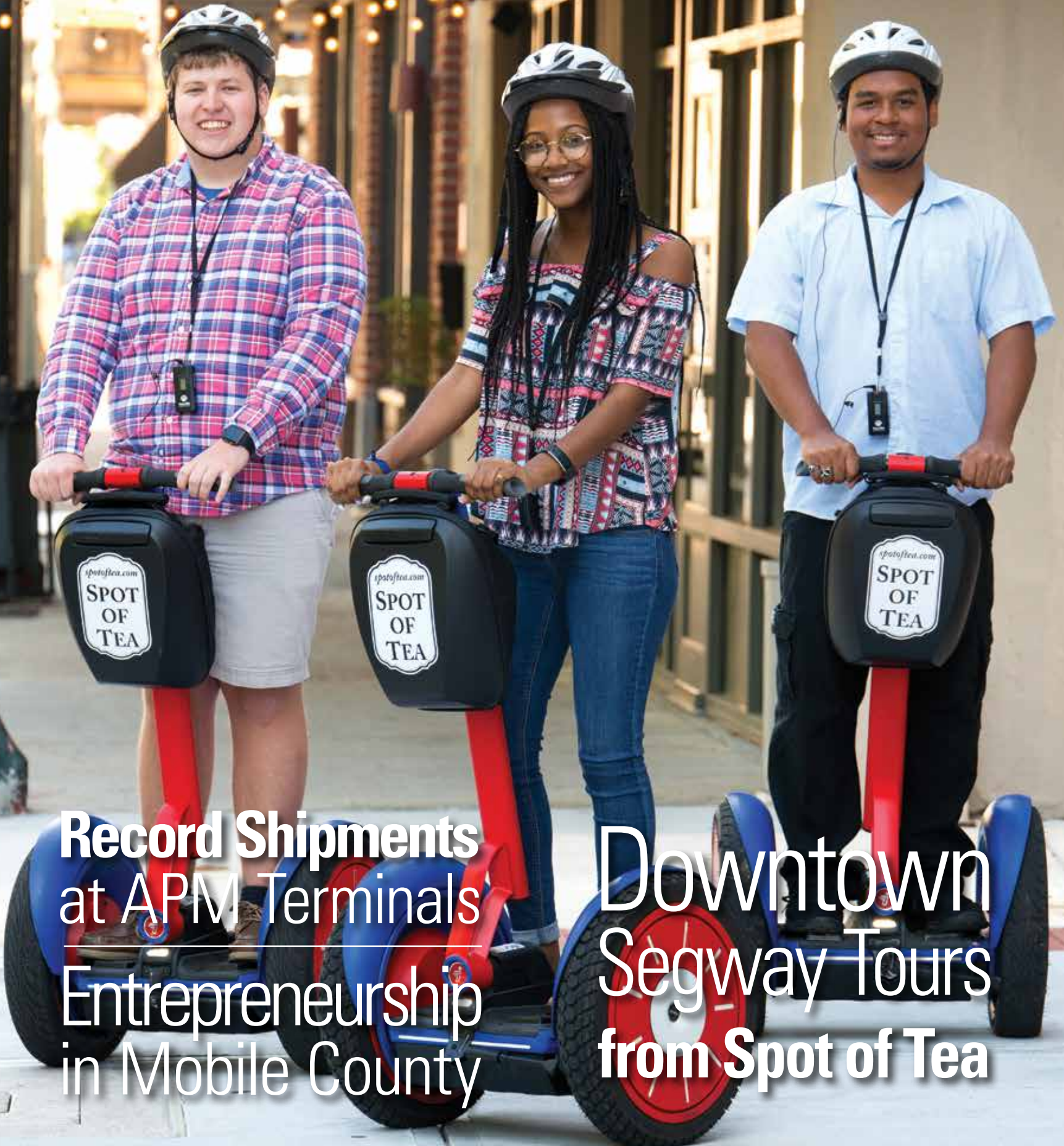


the **business**VIEW



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Segway Tours
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From the Publisher - Bill Sisson

Changing Communications and Technology

In today's world, there is an ever-changing media landscape. Fake news sites, social media and citizen journalism are causing the public and the business community at large to develop apathy and in many cases even anger.

There is no question information dissemination is losing its traditional value as web sources multiply. Yet, in the midst of all this change, there are so many economic and business stories to tell.

Here at the Chamber, we continue to see double-digit percentage increases in our social media, website and blog followers. This is a great opportunity – but it requires that we continue to direct our focus differently as we grow our communications and technology program.

The Association of Chamber of Commerce Executives' "Horizons 2025" Initiative teaches us customization will continue to be key in effective



communication. Within a few years, there will be an expectation of individualized communication of most messages. For a membership organization like ours with members of various sized businesses in many different business sectors, it's even more important to provide customized messaging. A robust feedback loop will be vital.

It is no longer enough to tell members what we think through an email or *The Business View Weekly* or monthly magazine. We must harness new technology to share, in both directions. Merely hoping that a message is received and understood will be an increasingly risky proposition. More intentional two-way conversation will be both possible and necessary.

You can look forward to these changes as we do our best to respond to these communication and technological advancements in the future.

ON THE COVER

What do you get when you match Mobile's newest adventure with some of the state's brightest students? Fun. Read about Spot of Tea's Segway tours on page 9, and high school entrepreneurs on pages 13-14. *Photo by Jeff Tesney.*

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the business view (USPS 952-700) is published monthly, except for the combined issue of December/January, by the Mobile Area Chamber of Commerce 451 Government St., Mobile, AL 36602 251-433-6951 www.mobilechamber.com Subscription rate is \$24 annually. Periodicals Postage Paid at Mobile, Alabama.

POSTMASTER send address changes to Attn: Finance Department THE BUSINESS VIEW Mobile Area Chamber of Commerce P.O. Box 2187 • Mobile, Alabama 36652-2187 or e-mail info@mobilechamber.com ©2017

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Container traffic at the Alabama State Port Authority and APM Terminals - Mobile hit a record 277,307 TEUs (20-foot-equivalent units), boosting traffic by 19 percent in the last year. The news followed the improvements announced to accommodate the Walmart import distribution center under construction.

In 2016, \$47.5 million was invested for Phase 2 of the container terminal, expected to increase capacity to 500,000 TEUs. Previously, the port authority and APM invested more than \$55 million in a new Intermodal Container Transfer Facility opening direct rail service to the Midwest and Canada.

This month, APM will receive two super-Post Panamax ship-to-shore cranes and complete a 20-acre expansion.

The expectation for record-setting imports and exports in 2017 is even higher, thanks to added ocean carrier services from the Far East and Northern Europe; an expanded turning basin needed for larger vessels; and the new Intermodal Container Transfer Facility and Panama Canal expansion.



APM Logs Record Shipments

Mobile Named Among 'American Cities of the Future'

FDI released its American Cities of the Future 2017/18 – spanning 12 pages in the April/May edition of the magazine. Mobile landed in the No. 3 spot in the Small Cities - FDI strategy category.

“The city has a strong track record of attracting high-value FDI [foreign direct investment] projects, and our ranking suggests this should continue,” said **Courtney Fingar**, the magazine’s editor-in-chief. “Mobile scored well in the subjective category of FDI Strategy with our judges being

pleased that the city has a sound plan in place to continue to build on its strengths.”



The report included data on 400-plus locations in North and South America, analyzing economic potential, business friendliness, human capital and lifestyle, and an independent category – FDI strategy. “Small” locations, according to the methodology, refers to city populations between 100,000 and 350,000.



The Mobile Area Chamber submitted the entry last year citing 40 international companies in Mobile, representing 18 countries, along with a strong business and education

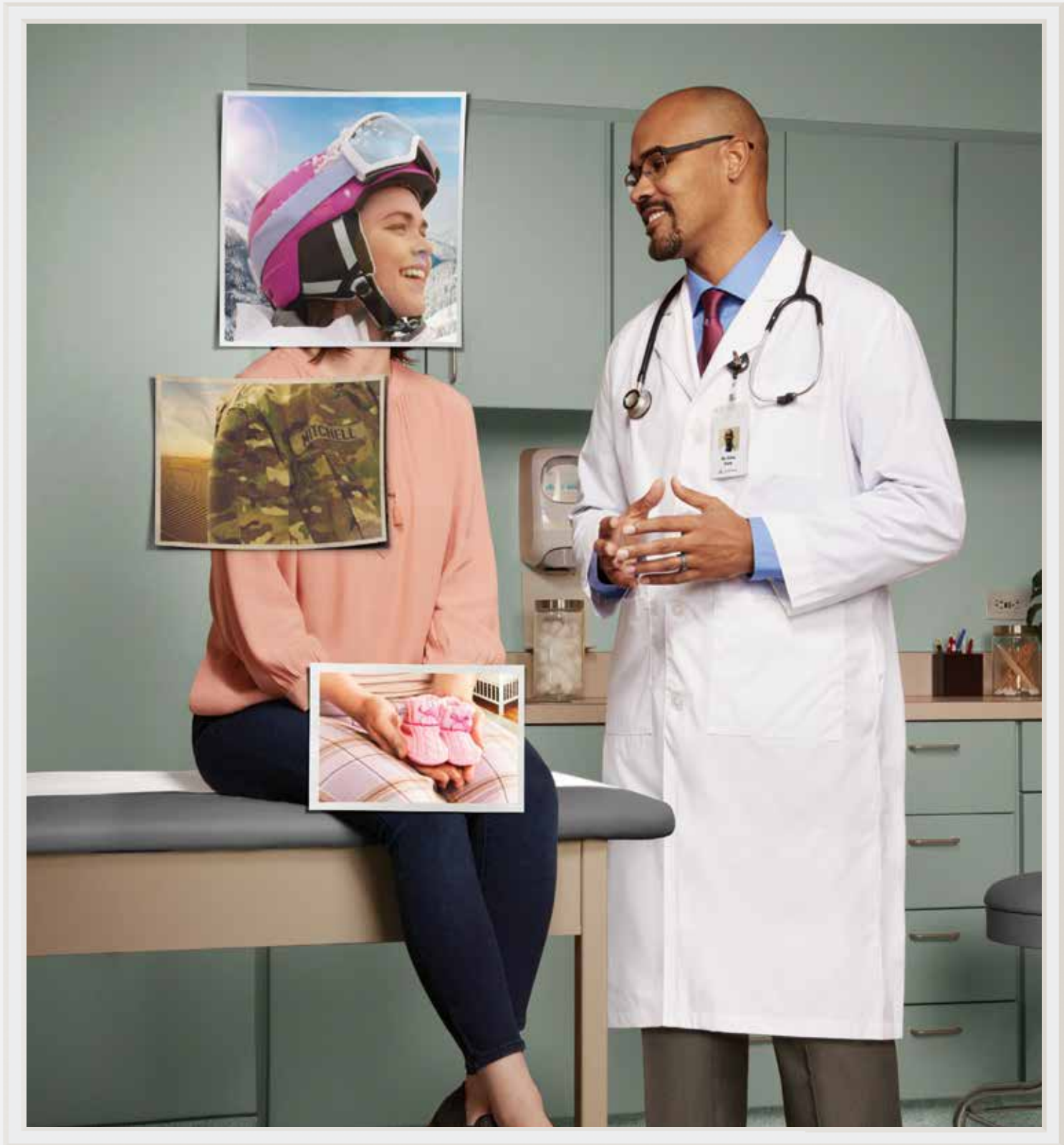
community partnership, an international trade program registering impactful export sales and job creation, entrepreneurial and small business development programs, and forward-thinking leaders willing to make sure Mobile is relevant today, tomorrow and in the future.

To read the story, visit: <http://www.fdiintelligence.com/Locations/Americas/fDi-American-Cities-of-the-Future-2017-18-New-York-triumphs-again>.

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Explore Mobile Festival to be Held June 4

What better reason than Alabama's bicentennial to get out and explore your own city? That's what organizers of Explore Mobile are encouraging you to do on Sunday, June 4, in downtown Mobile.

In conjunction with the Alabama Bicentennial Celebration, the city of Mobile's tourist attractions have come together to host the block party from 2 to 7 p.m. across from the History Museum of Mobile, with music, food, activities, as well as free admission to the city's tourist attractions.

Festival-goers will be able to explore 300 years of Mobile history inside the History

Museum of Mobile, experience Colonial life inside the walls of the Fort of Colonial Mobile, gaze upon the period rooms of the Conde-Charlotte Museum House, step back in time as they navigate the Dora Franklin Finley

African-American Heritage Trail and more. Other venues participating in the festival include: Historic Mobile Preservation Society, Mobile Medical Museum, GulfQuest Maritime Museum, 5 Rivers

Delta Resource Center, Mobile Mardi Gras Trail, Gulf Coast Exploreum Science Center and Bragg-Mitchell Mansion.

For more information on Explore Mobile, contact **Gavin Snyder** at 251-301-0273 or gavin.snyder@historymuseumofmobile.com.



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Tony Moore, right, owner of Spot of Tea, made the decision to bring Segway tours to Mobile after his own experience with the motorized tours. Pictured with Moore is one of the tour guides, Christopher Kerkow.

Would You Like a Tour With That?

A longtime downtown staple in Mobile's restaurant scene is setting its wheels in a new direction, adding Segways, the two-wheeled, battery-powered vehicles, to its menu.

Three years ago, **Tony Moore**, owner of Spot of Tea, and his son rented Segways to see Washington, D.C., and wanted to bring them to Mobile, but the idea hit the curb – literally, as the Segways couldn't get up and down the curbs. The desire was re-fueled last summer when Moore returned to D.C. and took another tour. "That's the most fun we've ever had standing up," Moore said.

"When we got back to Mobile, I realized the city was making the downtown sidewalks handicap accessible and thought this was the right time to do this."

He hired **Nicole Rutherford** and they spent months researching and developing the business model. Earlier this year, Spot of Tea launched its new endeavor with custom-painted vehicles, headsets and pre-recorded segments for Mobile's downtown attractions.

The main route has 10 points of interest, including Bienville Square, The Battle House Renaissance Mobile Hotel and Spa,

Conde-Charlotte Museum, Spanish Plaza and more. Other points of interest, including the Cathedral of Immaculate Conception and several downtown museums expand the tour to 25 sites. The VIP package includes brunch at Spot of Tea.

Recently, Moore invested in a custom trailer to deliver the Segways to people who want to use them at parties or gatherings in other areas of Mobile, in hopes it will drive the new business segment to success.

To rent a Segway, call 251-433-9009.

Need to Sharpen Your Public Relations Skills?



Working with your industry's influencers, incorporating video into your public relations/marketing efforts and optimizing social media strategies – these are the three featured topics for this year's Toolkit, a half-day workshop presented by the Public Relations Council of Alabama - Mobile Chapter (PRCA Mobile).

The annual professional development event is set for Friday, June 23, from 8 a.m. to 2 p.m. at the Goodwill Easter Seals Building, located at 2440 Gordon Smith Dr.

"These are topics you can take back and apply to your pitch, whether your audience includes customers, employees or shareholders," said **Shellie Teague**, PRCA Mobile's Toolkit chairman.

The price to attend for non-PRCA members is \$70 and \$30 for students, and includes breakfast and lunch. Registrations should be made online at <http://ow.ly/O2ri30aQA9G>.

For those interested in learning more about the organization, registration also includes admission to an afternoon membership mixer following Toolkit.



#PaddleattheBattle Set for June 10

More than 1,500 paddlers will take to the waters of Mobile Bay on Saturday, June 10, to help raise more than \$250,000 for Baldwin and Mobile County kids. Fuse Project's Dragon Boat Festival will again return to USS ALABAMA Battleship Memorial Park for the day-long family-friendly, alcohol-free event.

Teams of 22 from across southwest Alabama are working to raise money and then race against one another by paddling up Mobile Bay in 46-foot Hong Kong-style dragon boats, parallel to the USS Alabama. While the races take place, there is plenty for families to participate in, including food and fashion trucks, a petting zoo, a trackless

train, a gyro gym, jumpies, pony rides and more. Admission to the festival is \$5 per person, and children under three are free.

To learn more about the Dragon Boat Festival, or the work taking place at Fuse Project, go to www.fuseproject.org.

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Apps, Drones and Rovers are Inspect Mobile's High-Tech Tools

Doug Johnson opened Inspect Mobile at age 26, and uses drones to assist with home inspections.

Doug Johnson got into the home inspection business almost by accident.

"My best friend purchased a house and asked me to do a few improvements to it before he moved in," Johnson recalled. "As I was in the attic, I noticed one of his roof rafters was damaged. I asked my friend what his home inspector had said about it. We checked the report and found no mention of the item. After spending a few minutes looking over the house, we found a few other things we felt the inspector missed. That event put the idea in my head that I could do better."

Johnson researched the industry, found out how to gain training and become licensed, and started his own home inspection company at age 26.

Johnson's business, Inspect Mobile LLC, is the Mobile Area Chamber's Small Business of the Month.

What sets the company apart from competitors, Johnson said, is its use of technology to provide a faster, better and more thorough home inspection.

"From the beginning, we used a tablet on-site with a sophisticated app – this was

significantly advanced for the industry here, as some inspectors were still using pen and paper or not including photos in their reports," he said. "We also were an early adopter of a drone to aid in roof inspections. Now our claim to fame is a crawl space rover that has bright lights and a fancy camera on a remote-controlled car chassis that fits under houses when I just can't fit."

Inspect Mobile's use of technology like this allows them to deliver same-day reports, even during the times of the year that are busiest for home inspections. That quick, thorough service has allowed the company to grow over the last five years to the point where Johnson is sometimes so booked he has to turn away business.

"I would love to hire a second inspector to grow the business," he said. "One day, the right candidate will join the Inspect Mobile team. But I'm not going to force it and grow too fast too soon."

Even with the long hours of running a one-man operation, Johnson still finds time to get involved in civic and charitable pursuits, including the Mobile West Rotary

Club, Coastal Cleanup, Habitat for Humanity, JaguarsCare and Bras for a Cause, an event that's particularly close to his heart.

"I've been involved in that organization going on three years now and it is a blast," he said. "But the reason it is a success is because the money raised goes toward local patients going through cancer treatments so they can cover their everyday needs – things like gas cards, rent and utility payments, new clothes when they lose weight."

Helping in the community helps improve the housing market, too. "By volunteering at charities and serving in the Rotary Club of West Mobile, I'm able to improve the community and make it a better place to live," he said. "Even just picking up litter or sorting canned goods makes a difference."

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

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Just before they pitch their businesses for funding, these Alabama School of Math and Science students pause for a photo.

Entrepreneurship Begins Early in Mobile

ASMS Students Active in YEA and Startup Weekend Mobile

Zahrah Abdulrauf said the idea just popped in her head.

She described the idea – Triple-A (Accessible Academic Achievement) Learning Center – as “a nonprofit organization that offers standardized Advanced Placement (AP) test preparation for students in disadvantaged areas.”

Developed from her experience in tutoring other students in AP test preparation, she and teammate **Jake Bowden** developed a business model for the idea and turned it into the winning entry in this year’s Young Entrepreneurs Academy (YEA) competition.

Abdulrauf and Bowden will now take their pitch to national competition in Rochester, N.Y. In developing her idea

through the knowledge she’s gained at YEA, however, she now is thinking bigger than just this competition.

“I’m interested in pursuing this idea further,” she said. “I feel like this is a project that I would be able to bring to fruition.”

YEA is a nationally developed, 30-week program that immerses high school students into the world of entrepreneurship, encouraging them to think big and helping them understand the process for turning an idea into a business. Locally, it is organized by the Mobile Area Chamber.

“If we can teach a student in their formative years about entrepreneurship, we can create a passion that extends to a lifetime,” said **Todd Greer** of Exchange 202, this year’s YEA class instructor. “It’s really helping them chart the course: Giving them passion for a process that isn’t easy, that involves a lot of hoops, but giving them a sense of understanding and structure that they can really create the future that they want.”

“If we can teach a student in their formative years about entrepreneurship, we can create a passion that extends a lifetime.”

Todd Greer
Exchange 202

Continued on page 14

YEA is in its second year in Mobile, and this year's class currently includes seven students. All are from the Alabama School of Math and Science, which funds their participation. Greer and **Shelby Glover**, project manager for the Chamber's economic development department, enlisted the help of a small army of subject-specific experts and mentors – accountants, marketers, tax and insurance specialists, other startup entrepreneurs – to help equip the students with everything they need for every step of the process of starting their own business.

Students develop an idea that they believe could be a viable business and they ultimately pitch that idea and a business model for making it profitable to a panel of investors, similar to the ABC television show "Shark Tank." In addition to advancing to regional competition, winners receive actual funding to begin development of their ideas.

"We're laying groundwork right now that's going to impact these students for years to come," Greer said. "And truly we may be talking about the next Zuckerbergs or Levchins or whomever that will come out of this, because these students are

incredibly bright, they're passionate and now they have a skill set they can take and go with that."

Starting at Startup

Abdulrauf was one of a few YEA students who also competed in Startup Weekend, a Google-sponsored event that condenses many of the same attributes of YEA into a one-weekend pitch competition. She was again part of the winning team, lending her web design skills to promote a teammate's idea: Looga, a language learning app geared toward children.

"Startup weekend was very different in the time frame – it was just so condensed – but I feel like it took us through all the steps," Abdulrauf said. "It led up more to the pitch, so there was a lot of pressure to kind of have a fully formed idea.

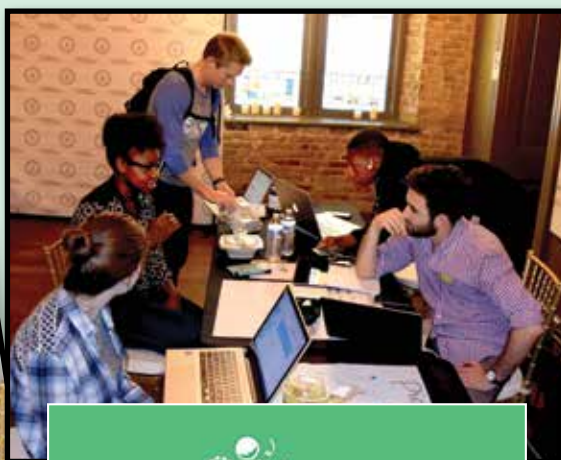
"I feel like YEA definitely helped contribute to my success in the startup weekend," she added. "It's fostered a love of learning and a love of entrepreneurship, and I feel like it's created a new passion."

Bowden said it's not just the business education, but the communication skills

fostered through YEA that have been beneficial. "You learn a lot of life skills from YEA, and I'm really glad I took advantage of it," he said.

While YEA is currently only available to ASMS students, Greer said others are beginning to see the benefits of entrepreneurship education, and he believes it's only going to grow in the Mobile area in the coming years.

"Separate from YEA, we're hearing from public and private schools in Mobile and Baldwin County, with an interest in investing in entrepreneurship education for their students and innovation education," he said. "It gives the students a framework, because it really is something that helps them think through project management skills, it helps them think through project-based skills that we see as a huge piece in the workplace as a whole today. It also gives them a sense of ownership, so they have that agency, they have that self-efficacy that they can accomplish something. It does lead to a lot of positive things as a whole."



A whirlwind 72 hours in downtown Mobile ended with a group of professionals, college students and high school students winning an intense pitch competition at Startup Weekend Mobile. Hosted in part by the Mobile Area Chamber, more than 100 participants, coaches, mentors, judges and volunteers took part in a three-day weekend that matched strangers together to create viable companies from a concept to reality. The winning team, Looga, was created as an app aimed at parents wanting their children ages 2-7 to begin learning a second language. The second place team was Piq Piq, an app to anonymously and quickly rate the better of two photos and/or logos before posting them on an individuals' or businesses' social media account. The third place team Scrubs for Change is a company formed to provide new employees in the medical field with gently-used scrubs to offset the high cost of new sets.

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– The Next Five Years

Just over 30 years ago, the Chamber, the city of Mobile and Mobile County combined efforts to ramp up our industry recruiting efforts to bring more jobs to the area and significantly increase the amount of money being invested here.

The Chamber's current Partners for Growth (PFG) program of work concludes at the end of 2017, posting numbers that speak for themselves. In the last five years alone, **Troy Wayman**, vice president of economic development for the Chamber, announced 1,705 new jobs have been created, with average annual salaries of \$47,103, along with \$1.3 billion in capital put in the ground. In addition, the Chamber helped several local companies retain

Mobile operations and, with them, 511 jobs.

However, economic development is a job that is never completed. A plan has been created to lead us through 2022, and a team of business executives is in the process of raising the money needed to invest in this aggressive strategy.

Co-chairs for PFG's "Growing Global – Investing Local" campaign are: **Elliot Maisel**, Gulf Distributing Co. of Mobile; **Mark Nix**, Infirmary Health; **Mike Saxon**, Alabama Power; and **Brian Willman**, Regions Bank. These co-chairs will continue their efforts to secure \$11 million to fund this five-year campaign from private investors, along with the city and county.



Elliot Maisel
Gulf Distributing Co.
of Mobile



Mark Nix
Infirmary Health



Mike Saxon
Alabama Power



Brian Willman
Regions Bank

Over the next several months, *The Business View* will detail each area of focus of PFG, and announce campaign investors. Areas of focus include:

- 1 New Business Recruitment and Investment Attraction**
GOAL: Aggressively recruit new industry, capital investment and high-paying jobs to the Mobile area.
- 2 Existing Industry Support, Innovation and Entrepreneurship**
GOAL: Expand Mobile's existing industrial base and assist with opportunities for startups and entrepreneurs.
- 3 Workforce Attraction, Retention and Development**
GOAL: Expand the number of highly-skilled employees in targeted industry clusters necessary for companies to grow locally and compete globally.
- 4 Diverse Business Development**
GOAL: Grow the capacity and success of diverse companies through enhanced services and programming.
- 5 Business Advocacy and Quality of Place**
GOAL: Develop and support local, regional, statewide and federal policies that encourage and assist the growing area population and improve Mobile's quality of life.





Recognizing Outstanding Minority-Owned Businesses

Award Applications Now Being Accepted

The Mobile Area Chamber is accepting applications and nominations for the awards through Friday, July 14. Eligibility information and the applications can be found on the

Chamber's website, www.mobilechamber.com/small-business or call 251-431-8607. All awards will be presented at the Gulf Coast Business Diversity Awards Luncheon to be held in October.

Eagle Awards

The Eagle Award recognizes and celebrates outstanding minority-owned businesses that demonstrate business growth and community commitment. Nominees must be:

- At least 51-percent owned, operated and controlled by African-American, Hispanic/Latino, American Indian or Asian-American;
- A Mobile Area Chamber member in good standing;
- Operational at least three years;
- Exhibit revenue and/or employee growth;
- Have apparent solid financial base;
- Be a for-profit company; and
- Show evidence of community service contribution or involvement.

The Rev. Wesley A. James Minority Business Advocate Award

The Rev. Wesley A. James Minority Business Advocate Award recognizes the efforts of a company or organization to support and utilize minority-owned businesses. Nominees must:

- Be a Mobile Area Chamber member in good standing;
- Show a commitment to supplier diversity;
- Have three complete years of operation (as of Dec. 31, 2016); and
- Have an office in Mobile or Baldwin County.



Legislative Update

Key Bills to Know About

On Monday, April 10, following the resignation of Governor Robert Bentley, Kay Ivey was sworn in as Alabama's 54th Governor. Through the turmoil of the gubernatorial ethics investigation and process of staff and cabinet changes of a new administration, the Chamber's governmental affairs team remains focused on legislation that affects the region's business interests. At the time of print, the legislative session is two-thirds of the way through its constitutionally-allotted meeting days. The budgets have each only passed one house and federal court-mandated redistricting is still to be addressed. The following measures are currently under consideration during the 2017 legislative session and are being closely followed by the Mobile Chamber.

■ **Historic Tax Credit bill (HB345)** by Rep. Victor Gaston (R-Mobile) was voted favorably out of the House on April 18. Studies show the tax credit incentive has stimulated the redevelopment of 52 historic properties in the state, including Mobile's The Admiral Hotel, Marine Street Lofts, and the Buick Building, and generated \$384 million in private investment. The tax credit expired in 2016 and must be renewed to incentivize further redevelopment. The bill now goes to the Senate where the companion legislation, sponsored by Senator Jabo Waggoner (R-Vestavia Hills) was reported favorably from committee. The Chamber is a member of the statewide coalition of organizations and communities working to see through passage of this critical redevelopment tool.

■ After debate, the House carried over indefinitely the **Alabama Road and Bridge Rehabilitation and Improvement Authority (HB 487)**, by Representative Bill Poole (R-Tuscaloosa). If passed, the bill would establish a local and state road and bridge improvement program, to be funded by additional gasoline and diesel fuel excise taxes. In conjunction with the large statewide coalition for infrastructure improvements, Alliance for Alabama's Infrastructure, the measure is supported by the Mobile Chamber.

■ **Alabama Rural Broadband Amendment to the Alabama Renewal Act, SB253**, by Senator Clay Scofield (R-Guntersville), would offer an income tax credit for private investment in new broadband telecommunications network facilities in non-municipal areas with less than 25,000 citizens. The bill has passed the Senate and is pending in the House.

■ **"Crawfish Boil" bill (HB528)** by Rep. Margie Wilcox (R-Mobile) was introduced in the House and would prohibit the Mobile County Health Department from regulating or requiring a permit for intermittent food service establishments that otherwise do not prepare, sell, or distribute food in the regular line of business when that establishment prepares or distributes food in association with a regional celebratory event or custom. The bill is pending in the House.

■ An increase to the cap of the **Alabama Jobs Act, SB 373**, has been proposed by Sen. Trip Pittman (R-Montrose). Industrial incentive allocations are dangerously close to the cap amount set in the original legislation. Reaching the cap would effectively end the Jobs Act incentive that keeps Alabama competitive with surrounding states and have a disastrous impact on our economic development efforts. The bill is pending in the Senate.

■ The Mobile Chamber is on the defensive against efforts to repeal two critical incentives: **Alabama's New Markets Tax Credit, SB 377** by President Pro Tem Del Marsh (R-Anniston) and **HB 554** by Rep. P. Williams (R-Huntsville), the **Alabama Entertainment Industry Incentives Act of 2009**. Both of these industry specific incentives mirror a federal tax credit to provide for further investment in Alabama. The New Markets credit targets businesses and real estate projects in low-income communities and the Entertainment Industry incentive brings movie-making to Alabama. Both credits have generated increased private sector investments throughout the state and are supported by the Mobile Chamber.

Assessing Cyber Security Risk: You Can't Secure It If...

Editor's Note: *The Business View* asked local cyber security expert Glenda Snodgrass, president and lead consultant at the Net Effect, to pen a series of columns. In the next several issues, she will use case studies to help businesses address their cyber security risks.

At The Net Effect, in the course of working with our clients to improve their security posture, we have come across several common themes that often limit a business's ability to assess and mitigate cyber security risk. Here's a look at some of these themes and real-world examples of how they apply.

You can't secure it if...

You don't know it's there.

As wireless technology has become more ubiquitous, manufacturers are adding wireless capabilities into devices we don't typically think of as "computers." As the price of consumer goods steadily decreases, employees are more likely to provide software or a device on their own, so they won't have to "bother" the IT staff for something small. If you haven't already set policies for this in approved situations, then security is often the loser, with rogue devices on the network.

While inspecting a branch office for one client, we discovered a wireless access point that was not previously known to anyone in IT. The device required no password to connect, and encryption was not turned on. We learned that this device had been installed by a sales manager who worked from this office periodically, and wanted wi-fi internet access for his tablet.

He had followed the instructions for configuring it without exposing the local network, but he did not realize that other offices on the corporate Wide Area Network (WAN) would look like Internet addresses to this device. So, while the local PCs weren't visible to the wi-fi connection, every PC and server at corporate headquarters was exposed, as well as every device at every other branch office.

Another client was surprised recently when we discovered an unknown device on her wireless network – a thermostat. When the vendor was called to explain why this was installed without the owner's knowledge, he replied that he could no longer purchase commercial-grade thermostats without wireless capability. The wireless option on the thermostat should have been either secured or disabled entirely, but no one knew it was there.

Did you know that snack/drink vending machines often use internet access to track inventory and schedule deliveries? Not long ago, we discovered a soft drink machine on a client's network. It was installed in a customer waiting area that had been office space prior to a remodel,

but the data jack was still connected to a switch on the network, and the vendor's technician simply plugged in the machine and got a working network address.

Our perception of "computer network" and

how to secure it must adapt to these ever-changing circumstances.

There's a reason that the very first of the 20 CIS controls for effective cyber defense is "inventory of authorized and unauthorized devices." You can't secure it if you don't know it's there. Device inventory and network diagrams are foundation documents required for compliance with standard security regulations of any industry.

Read more about the CIS controls and how to apply them to your business at www.cisecurity.org/critical-controls.

Snodgrass can be reached at grs@theneteffect.com.

Our perception of "computer network" and how to secure it must adapt to these ever-changing circumstances.

Glenda Snodgrass

*president and lead consultant
the Net Effect*

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How to Encourage Healthy Habits at Your Workplace

By Dr. Robert Lightfoot, executive medical director, Victory Health Partners

As the climate of our nation's healthcare continues to change, substantial coverage gaps affect many people in our region. Currently, more than 55,000 adults in Mobile County fall within those gaps and do not have an affordable option for health insurance.

According to the Kaiser Family Foundation, 71 percent of uninsured adults are self-employed or work for companies that do not offer health benefits. Individuals often remain uninsured, even if their company offers health insurance, due to the high cost of premiums.

Many small and large business owners face difficult challenges associated with the high cost of providing healthcare coverage for their employees. Even with those challenges, though, encouraging wellness and good health practices within companies translates to positive morale and increased productivity.

Here are a few recommendations to encourage healthy practices that will, hopefully, motivate and provide the tools for you and your employees to start moving towards wellness:

- **Rethink your drink.** Cut down on your sugar intake by drinking water throughout the day.

- **Move more.** Try to get up from your desk to stretch or take a short walk every 15 to 30 minutes.

- **Ditch the doughnuts.** Trade out the sugary sweets in the breakroom with fruit and low-fat alternatives like popcorn, nuts and vegetables.

- **Create a corporate challenge.** Create a "Biggest Loser" competition to support your employees' efforts towards attaining a healthy lifestyle. This creates an environment of accountability and encouragement among your employees.

For your employees in need of affordable and quality healthcare, Victory Health Partners is a nonprofit medical clinic serving uninsured adults on the Gulf Coast. The full-service clinic provides primary care, medication assistance, specialty clinics and referrals to more than 150 specialists. Specialty clinics include dental, women's wellness, neurology, audiology, pulmonary, home sleep studies, smoking cessation, nutrition, wound care, minor surgery, counseling, optometry, diabetes education and diagnostic tests. Co-payments range from \$25 to \$45 based on family size and income.

Dr. Robert Lightfoot is executive medical director of Victory Health Partners. If you're interested in learning more about how Victory can be a resource for your company, contact Kim Garrett at 251-460-2928 or kgarrett@victoryhealth.org.

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Franklin Primary Health Center Inc.

From left to right are Charles White, CEO; Judy Mitchell, chief operations officer; Prince Uzoije, chief medical officer; and Matthew Lursen, chief financial officer.

Company Officers: Charles White, CEO; Dr. Prince Uzoije, chief medical officer; Matthew Lursen, chief financial officer; Judy Mitchell, chief operations officer

Years in business: 42

Brief company description: Franklin Primary Health Center is a private, not-for-profit community health center with 23 locations in six Alabama counties. Eleven sites are located in Mobile County. Franklin is one of the largest and most comprehensive providers of primary care services in Mobile and Alabama. Services include internal medicine, family practice, pediatrics, OB/GYN, dentistry, optometry, rheumatology, endocrinology, pharmacy, physical therapy, lab, X-ray, mammography, nutrition, Ryan White HIV program, Healthcare for the Homeless program,

chronic care case management, diabetic health education, behavioral health/substance abuse and fitness and wellness. Franklin is a certified primary care medical home and is accredited by the Joint Commission and the National Committee for Quality Assurance. In 2016, Franklin served 34,502 patients and generated more than 117,000 encounters. This year, Franklin is on track to see at least 10,000 more patients and will open another site by year's end.

Why are you located in Mobile? "There is a tremendous need for affordable, quality primary healthcare in Mobile County," said White. "Of Mobile's population, 41.8 percent have incomes below 200 percent of the federal poverty level according to the Alabama Department of Public Health.

Approximately 15.3 percent of Mobile County's population is uninsured. At present, 55 percent of our patients are self-pay, 25 percent are on Medicaid, 9 percent on Medicare and 11 percent on private insurance. We provide quality care to everyone, no matter who they are or what they have."

Why do you support the Mobile Area Chamber of Commerce's Partners for Growth (PFG) initiative? "Mobile County has a thriving and diverse economy," White said. "Vast arrays of industries are investing in our area. The Partners for Growth initiative has played a major role in our economic growth and contributed greatly to the creation and retention of jobs which, in turn, has improved our business."

What do you see as Mobile's greatest potential? "Mobile is poised to continue to grow and develop opportunities for more economic development and become a major tourist destination," said White. "Mobile is ideally situated for both economic and recreational growth."

Length of continuous Chamber membership: Since 1987



Partners for Growth (PFG) is the Mobile Area Chamber's long-term economic and community development program. For more information, contact **Katrina Dewrell**, the Chamber's investor relations coordinator, at 251-431-8611 or kdewrell@mobilechamber.com.



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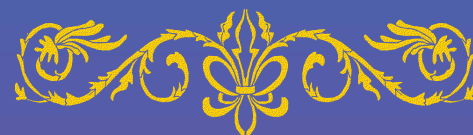
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Cost: Starts at \$3,849 per person (Based on double occupancy. Cabin prices vary based on category.)
Includes: Airfare from Mobile, many meals, excursions and a bonus night in Munich.

Contact Leigh Perry-Herndon at 251-431-8645





Jimmy Lyons, Alabama State Port Authority; Maxanna Nichols, Honorary Consul to France; Louis de Corail, Consul General of France – Atlanta; Mike Lee, Page & Jones



Laurent Blattner, Airbus Military Aircraft; Maxanna Nichols, Honorary Consul to France; Bill Sisson, Mobile Area Chamber of Commerce



Mike Lee, Page & Jones; Brian Willman, Regions; Bill Kraus, Page & Jones; Liz Freeman, Long's Human Resources Services; and Claire McCarron, BBVA Compass

Photos by Alabama State Port Authority

French Consul Visits Mobile

On April 11, the Mobile Area Chamber hosted the French American Chamber of Commerce of the Gulf Coast, located in New Orleans, and the French American Chamber of Commerce of the Southeast, located in Atlanta. The groups/representatives came to Mobile for a joint meeting and tour of the Airbus U.S. Manufacturing Facility. Twenty-one members of their respective chapters participated, as well as the Consul General of France in Atlanta, Louis de Corail. A networking reception

honoring de Corail was held that evening for the Chamber's Partners for Growth investors and board of directors at the GulfQuest Maritime Museum. It was the third time de Corail visited Mobile since he took his post Aug. 15, 2016. The reception was sponsored by Air Liquide, Alabama Power, Alabama State Port Authority, APM Terminals - Mobile, BBVA Compass, Hancock/Whitney Bank, Hand Arendall, Lexus of New Orleans, Page & Jones and Regions Bank.



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Blair Fisher

Company: St. Paul's Episcopal School

Title: Headmaster

Hometown: West Point, N.Y.

Education: Fisher earned a bachelor's degree in history and a master's in curriculum development from George Mason University in Fairfax, Va., as well as a master's in education leadership from Kennesaw State University in Kennesaw, Ga.

First job: At a very young age, Fisher cleaned neighbors' stables for \$1 per day.

Previous experience: A lifelong educator, Fisher began his career as an instructor at The Walker School in Marietta, Ga., where he taught for 18 years and served as an administrator for 12 years. In 2012, he was appointed head of the Charlotte Preparatory School, an independent school for 400 gifted and talented students from the southeast Charlotte, N.C., area.

Accomplishments: During his tenure at Charlotte Preparatory School, Fisher implemented new and expanded curriculum in multiple areas, including math, language arts, social studies, foreign language, fine arts, STEM/technology, character development and leadership. Fisher also implemented an extremely successful "learning coach" program in multiple grade levels and a 1:1 laptop program. He increased school enrollment by 35 percent while raising admission standards and significantly reducing both student and staff attrition. These are just a few of the accomplishments under his administration.

Secret to success: "Show up, work hard, learn from your mistakes, play nice and put others first."

Brief company description: St. Paul's Episcopal School is an independent, parochial, co-educational preparatory school in Mobile for students from preschool to 12th grade.



Member Appreciation Day



In April, the Mobile Area Chamber held its annual Member Appreciation Day. Attended by more than 200 people, members enjoyed live music by The Tommy Morse Band and a fish fry catered by Alec Naman Catering. Event sponsors were: Blue Cross and Blue Shield of Alabama, Quality Valve, Roberts Brothers and Seabulk Towing. Product sponsors were: Blue Bell Creameries, Budweiser-Busch Distributing Co. Inc., Buffalo Rock-Pepsi, Gulf Coast Containers and Mobile Popcorn.

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Third 1702 Class Begins

1702, a Chamber-sponsored, invitation-only program, aims to build community among the area's top entrepreneurs, fostering innovation, collaboration and mentorship among peers. The program's mission is to strengthen networks, build long-term successful companies and provide direct access to recognized advisors and thought leaders. Members of the class of 2017 are Trevor Boehm, Gulf Coast Containers; Adam Chronister, Pelican Point Advisors; Christine Cumbie, Exscien Corp.; Christopher Davis, Davis Transportation; Larry Dorsey, Dorsey & Dorsey; Taylor Engerson, Safety Plus; Adrienne Golden, Fuse Project; Todd Greer, Exchange 202; Clark Kelly, L&M Welding Supply; Willie Malone II, Uber Tech; Jenny McCall, Wesco Gas and Welding Supply; Stephen Potts, PMT Publishing; Jacquitta Powell-Green, Commonwealth

National Bank; Keith Sherrill, Haint Blue Brewing; Steve Travers, Travers Consulting; Scott Tindle, Gulf Coast Ducks; Gia Wiggins, Morale Resource LLC; and Chris Yoakley, CigarClub.com. Graduation is scheduled for Dec.7.

Mobile Represented at World's Largest Subsea Oil and Gas Conference

Several Chamber-member businesses along with Steve Russell, the Chamber's director of business retention and expansion, attended the Subsea Tieback Forum & Exhibition, in March. The event, considered the largest oil and gas global exposition and conference devoted to the subsea market, provided an opportunity to meet industry professionals and learn more about oil and gas companies in the Mobile area and learn about current industry trends.

BRE Committee Meets

Members of the Chamber's business retention and expansion committee heard from Glenda Snodgrass with The Net Effect LLC, who spoke about cyber-physical systems security for manufacturers and how the line between computer systems and physical systems is becoming increasingly blurred. Also, Vince Perez with the Alabama Department of Commerce spoke on new job creation and investment credits and incentives available for manufacturer expansions outlined in the Alabama Job Act Incentives 2015 law.

Recent Grand Openings and Ribbon Cuttings

Chamber staff and ambassadors helped cut ribbons and celebrate grand openings at 701 South Apartment Homes, American Hyperbaric Center, Elegant Beginnings, Fuzzy's Taco Shop, Infiniti of Mobile

and TuffShed. For more information on attending upcoming events, or to schedule one for your business, contact Dawn Rencher at 251-431-8649 or drencher@mobilechamber.com.

Chamber Names New Ambassadors

Heather Chestang with Top Talent Recruiter and Cameron Coppejans with Renaissance Mobile Riverview Plaza Hotel 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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PuroClean Emergency Services

PuroClean Emergency Services provides 24-hour property emergency services, including water and fire damage clean up, mold remediation services and biohazard services. In addition, the company offers odor control and carpet cleaning services. The company's clients are primarily in the Mobile area, with others in the Moss Point, Daphne, Fairhope and Foley communities. Located at 733 Lakeside Dr. W., the company boasts a 60-minute "onsite" time, working seven days of the week. Pictured, from left to right, are Jerry Hamilton; Hunter Jones, president; and Chris Lockett.

AMBASSADOR of the month



Photo by Jeff Tesney

Phillip Moore enjoys welcoming new businesses to the Mobile area as a Chamber ambassador. A leasing agent/ Realtor with AHI Properties, Moore manages residential rental properties for individual homeowners and investment groups in Mobile and Baldwin Counties. He has been an ambassador for five years and is the Chamber's Ambassador of the Month.

Ambassadors are volunteers who support the Mobile Area Chamber by visiting members, assisting with events and ribbon-cuttings. To learn more, contact Dawn Rencher at 251-431-8649 or drencher@mobilechamber.com.



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BOARD of advisors

Marcus Neto founded Blue Fish, an advertising agency located in downtown Mobile, in 2006. Serving as creative director, Neto guides clients through identity branding, website development and marketing. He has built websites since 1997, when he created his first website using nothing more than Paint and Notepad. Originally from Washington, D.C., where he worked as a consultant to various alphabet agencies, he now calls the Eastern Shore home.



J. Travis Russell is director of sales administration for Masland Carpets, where he has been employed for 18 years. He holds a bachelor's degree in operations management from Auburn University, and a master's in business administration from the University of Tennessee at Chattanooga. Russell also serves as captain in the Alabama National Guard 71st Brigade Support Battalion.



Benjamin W. Taul is manager for Merchants Transfer Co. He graduated from the College of Charleston in 2006 with a bachelor's degree in communications. Upon returning to Mobile, he worked with Point Logistics, before beginning his career with Merchants Transfer in 2008. Taul is a graduate of the 2011 Leadership Mobile class. Merchants Transfer Co. is a Partners for Growth investor.



Ormand P. Thompson III is president of Thomas Hospital, and has served Infirmiry Health in hospital operations and physician practice management since 1991. Thompson has a bachelor's degree in marketing from the University of South Alabama. He serves on the boards of the Eastern Shore Chamber and Baldwin County Economic Development Alliance, and volunteers for the Angel Ride Foundation. Thompson is a graduate of Leadership Mobile class of 2006. Infirmiry Health is a Partners for Growth investor.



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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Military Appreciation Day Luncheon

In April, the Mobile Area Chamber held its annual Military Appreciation Day luncheon at USS ALABAMA Battleship Memorial Park. Attended by more than 320 people, civilians, active military men and women, and members of the Mobile County Public Schools (MCPSS) JROTC all received awards. The Chamber has an active military affairs committee, chaired by Brad Israel of 68 Ventures LLC. Pictured here are members of the MCPSS JROTC receiving their awards for outstanding service.

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JUNE 2017

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

8 MEMBERSHIP 101

Come meet other members and Chamber staff to learn about the many ways to benefit from your membership.

When: 8 to 9 a.m.

Where: Mobile Area Chamber, 451 Government St.

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

No charge, but seating is limited. RSVP requested. Free parking.

13 U. S. TRADE POLICY IN THE NEW ADMINISTRATION

A panel of experts will examine the trade policy priorities of the new administration.

When: 8:00 a.m. to 10:00 a.m.

Where: Battle House Hotel, Moonlight Ballroom

Moderator: Ellyn Ferguson, Policy Writer at CQ Roll Call

Panelists: Josh Meltzer, Senior Fellow at Brookings Institution; Bryan Riley, The Heritage Foundation

Contact: Kaley Edwards at 251-431-8629

No charge, but seating is limited. RSVP requested.

Sponsors:  ADAMS AND REESE LLP

14 COFFEE WITH THE CHAMBER

Start your day with the Chamber and network with other business attendees.

When: 7:30 to 8:30 a.m.

Where: Stone Ridge Apartments Clubhouse, 1200 Somerby Dr.

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

No charge. Reservations are not needed.



Sponsors:

14 GULF COAST TECHNOLOGY COUNCIL LUNCH

A bimonthly lunch hosted by the Gulf Coast Technology Council

When: 11:30 a.m. to 1:30 p.m.

Where: University of South Alabama Technology & Research Park, Building #1

Moderator: Brent Hutfless, IT director with Austal USA

Panelists: Eric Nilsson, CTO, The SSI Group; Monty Hamilton, CEO, Rural Sourcing Inc.; John Enriquez, VP of IT, Wind Creek Hospitality; and John Calagaz, VP/CTO, Centralite Systems

Topics: Business intelligence, cybersecurity, workforce outlook, data management and more

Cost: \$20 for Chamber members/\$25 for potential members/\$5 for students and includes lunch

Contact: Steve Russell at 251-431-8654

Reservations required. Cancellations after June 9 not reimbursed to cover lunch cost.

Sponsors:  

Catering by Georgia Roussos Catering

20 EXECUTIVE ROUNDTABLE *Members Only

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

When: 8 to 9 a.m.

Where: Mobile Area Chamber, 451 Government St.

Speaker: Sean Costello, assistant U.S. district attorney

Topic: "The Changing Landscape of Privacy in the Digital Age"

Contact: Brenda Rembert at 251-431-8607

or brembert@mobilechamber.com

No charge, but seating is limited. RSVP requested. Free parking.

Sponsor:  BancorpSouth

28 WOMEN'S ROUNDTABLE *Members Only

A bimonthly forum for Chamber-member women business owners and managers.

When: 8 to 9 a.m.

Where: Mobile Area Chamber, 451 Government St.

Speaker: L. Jane Davis PhD, director of staff development at Springhill Medical Center

Topic: "Positive Energy in the Workplace"

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

No charge, but seating is limited. RSVP requested. Free parking.

Sponsor:  SPRINGHILL MEDICAL CENTER

Who's New



Rodgers



Payne



Maniaci

Better Homes and Gardens Real Estate - Generations welcomes new agents, **KaLeah Rodgers, Alicia Payne and Adrianna Maniaci** to its Mobile office.

The team at **Bellator Real Estate & Development** added realtors **Darryl Tripp**, commercial division; **Mike Hamm**, Eastern Shore office; and **Gary Downey**, West Mobile office.



Williams



Reed



Barnett



Randelson

Berkshire Hathaway HomeServices Cooper & Co. Inc. Realtors added new associates **Toby Williams, Tyler Reed, Jenny Barnett and Andreda Randelson**.

Former Mobile County Circuit Judge **Charlie Graddick** joined the **City of Mobile** as senior judicial advisor. Graddick previously served as a circuit judge in Mobile County since 2004 and as presiding judge since 2006. He is a former

district attorney in Mobile and Montgomery counties and a former attorney general for the state of Alabama.



Jones



Russo



Phillips



Lehman

Roberts Brothers Inc. welcomed five new agents **Charles Jones, Nick Russo, Mary Kate Phillips, Toby Lehman and Robin Hammond**.

University of Mobile promoted **Troy Henderson Ph.D.** to full professor of mathematics in the College of Arts and Sciences. Henderson has a doctorate of philosophy in mathematics from Texas A&M University, and a master's degree in mathematics and a bachelor's degree in electrical engineering, both from The University of Alabama.



Henderson

USA Mitchell Cancer Institute hired **Dr. Tad Beeker** as staff medical oncologist and professor of interdisciplinary clinical oncology.

manufacture **Tuff Shed** buildings sold at its locations in Tallahassee and Pensacola.

Providence Hospital recently opened the **Beth M. Rouse Rehabilitation and Wellness Center**. Membership is open to the public. In addition to fitness equipment, the center offers a variety of fitness classes for all abilities, including water classes, yoga and Pilates. The center is also home to the hospital's cardiac and pulmonary rehabilitation program for those with heart and lung disease.

The wellness center was renamed to honor Mobile attorney **Rouse**, a longtime supporter and advocate of the hospital and its mission.

The **Krystal Co.** recently opened a new restaurant at 110 S. University Blvd. It is the eighth location in the Mobile area, with 19 locations along the Gulf Coast.

Franklin Primary Health Center opened a South Mobile Family Dental Center at 13040 S. Wintzell Ave. in Bayou La Batre.

Well Done

Thompson Engineering announced **Jay Morgan** earned the Designated Design-Build Professional (DBIA) certification from the Design-Build Institute of America. DBIA certification demonstrates mastery of the best practices associated with the design-build process, from project procurement through post-award.



Morgan

Additionally, **Abdulai Abdul-Majeed** earned certification as a Professional Traffic Operations Engineer (PTOE), a demonstration of requisite knowledge, skill and



Abdul-Majeed

Business Endeavors

Tuff Shed Inc. expanded its footprint to coastal Alabama with a factory at 3450 Armour Ave., east of Interstate 65, north of the Moffett Road exit. The location includes a sales and design center, and will

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ability in the specialized application of traffic operations engineering.

In other news, Thompson Engineering and recently retired safety director **Alex Napier** were honored by the Mobile Section of Alabama Association of General Contractors. Thompson Engineering received an excellence in safety award in the engineering firms category with one million or fewer annual hours worked. Napier was honored with the organization's lifetime achievement award.



Joey Vegliacich, owner of **Premier Appraisals**, was awarded the Appraisal Institute's prestigious A1-GRS designation (Appraisal Institute – General Review Specialist). Vegliacich met the professional

requirements relating to education, testing, experience, understanding and ability, and abides by the Appraisal Institute's Standards of Professional Appraisal Practice and Code of Professional Ethics.



Wilkins Miller LLC, an accounting and advisory firm, announced **W. Allen**

Carroll Carroll Jr., a partner with the firm, was appointed to the board of directors for the University of South Alabama (USA) Foundation. The foundation supports the university, balancing current contributions with future growth. Carroll graduated from USA with a bachelor's degree in business administration.

G.A. West & Co. Inc. received the Gold Shovel Standard (GSS)

certification for enhanced commitment to high safety standards and ongoing engagement with continued training and education in industry best practices. GSS is a nonprofit organization committed to improving public safety and the continued integrity of buried infrastructure.

USA Mitchell Cancer Institute researcher **Gary A. Piazza, Ph.D.** was inducted as a Fellow of the National Academy of Inventors. Piazza was one of 175 members inducted worldwide and the first-ever Fellow from the University of South Alabama. Piazza is a graduate of The University of Alabama at Birmingham, with postdoctoral training from Fox Chase Cancer Center and Brown University. NAI Fellow status is the highest professional distinction accorded solely to academic inventors and is based upon a nominee's patent portfolio.

Community News

The **Thompson Engineering Foundation** awarded \$55,800 to 26 charitable organizations and institutions of higher learning. The foundation is funded through company and employee contributions and two employee-organized fundraisers. The most recent fundraiser, the 2017 Funky Monkey 5K, raised \$15,500 for the foundation, and awarded a \$1,000 grant to Girls on the Run South Alabama, winner of the Funky Monkey Charity Challenge.

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



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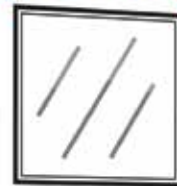
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Know a company interested in benefiting from Chamber membership? Contact Emily Hatcher at 251-431-8619 or ehatcher@mobilechamber.com or Jackie Hecker at 251-431-8642 or jhecker@mobilechamber.com. Also, you'll find a complete membership list at members.mobilechamber.com.

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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 203 are accredited, and of those only 103 have achieved five-star distinction. The Mobile Area Chamber has been accredited by the U.S. Chamber since the designation's inception more than 40 years ago.



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

