

How to Get in *The Business View*

The Business View is the Mobile Area Chamber's monthly publication featuring activities and accomplishments of the Chamber and its member businesses. If your business is a member, keep reading – this feature is designed to outline how member companies can be highlighted.

For those who are not members and who want to know about joining, contact Carolyn Golson, the Mobile Area Chamber's vice president of membership, at 251-431-8622 or cgolson@mobilechamber.com.



News You Can Use

The business briefs featured in this section of the magazine are centered around positive economic development headlines such as company expansions, business-changing contracts, significant hiring initiatives, new investments and more. Occasionally, there is room to accommodate major community news and initiatives.

Member News

One of the publication's most popular columns, Member News reports management-level new hires and promotions; business endeavors, such as new products, new locations, major projects, etc.; management-level awards, certifications, board officers, national and regional industry awards and annual company awards.



News releases should be one or two brief paragraphs. Photos must be professional headshots and must be 300 dpi at full size in an eps, tif or jpg format, or at least 1 MB and no larger than 3 MB per image.

Weekly headlines and events sponsored by member organizations are promoted through the Chamber's weekly e-newsletter sent to more than 9,000 recipients. Available to anyone free of charge, e-mail info@mobilechamber.com to subscribe to *The Business View Weekly*.

Submissions may be sent to news@mobilechamber.com. Those submitting events to the weekly e-newsletter must use the automated form on the website at www.mobilechamber.com/calendar/submit-news-events/.

Calendar

The calendar printed in *The Business View* outlines activities of the Mobile Area Chamber only. Events sponsored by Chamber members are featured in the weekly e-mail and must be submitted using the online form found at www.mobilechamber.com/calendar/submit-news-events/.



Small Business of the Month

A volunteer committee reviews applications and selects a business to be featured in each issue as Small Business of the Month. Criteria includes employing less than 100 people, a member in good standing of the Mobile Area Chamber and sales or profit growth.



For more information on how to nominate a company or apply, contact Danette Richards, the Chamber's director of small business development, at 251-431-8652 or drichards@mobilechamber.com.

Business Spotlight

One business representative attending the Chamber's networking event, Business After Hours, is selected at random from business cards collected for a photo and brief description in each issue of the magazine.



CEO Profile

This article introduces people filling the highest staff position in member companies. Some are chief executive officers, while others hold the title of president or manager.



Made in Mobile

An ongoing series of articles, Made in Mobile highlights interesting products made in the Mobile area with broad distribution to regional, national and/or international markets.





Guest Columns

Chamber staff invite or select management-level employees to write articles addressing a specific topic primarily aimed at small businesses. Members have expressed an interest in a number of topics including marketing, international trade, employee management and legislative issues. Send ideas to news@mobilechamber.com.

Directors and Advisors



The Business View recognizes the governing board of directors annually in the December issue.

The Chamber also has a board of advisors consisting of leaders whose companies make significant dues investments. Profiles of new advisors are featured monthly, and photos of the entire group run annually.

For more information on how to join the Chamber's board of advisors, contact Shelly Mattingly, assistant to the president and CEO, at 251-431-8655 or smattingly@mobilechamber.com.

Ambassadors

Also featured monthly, ambassadors are Chamber volunteers from member companies who assist with Chamber activities such as ribbon cuttings, networking events, new member visits and other events.

Ambassadors earn points based on their participation, and the volunteer with the highest score is highlighted in *The Business View*.

For more information on how to join the Chamber's ambassador team, contact Dawn Rencher, the Chamber's director of member relations, at 251-431-8649 or drencher@mobilechamber.com.



Advertising

Part of *The Business View's* mission is to serve as an affordable advertising outlet. It is not a profit-driven publication. Advertising offsets the cost of printing and mailing. *The Business*

View is mailed to members and businesses in Mobile County listed on a Dun & Bradstreet list, and has a circulation of close to 22,000 business owners and managers. In addition, the online electronic version is e-mailed to



more than 9,000 recipients and posted on the Chamber's website with articles

posted on the Chamber's social media sites, including Facebook and LinkedIn.



Frequently, advertising space sells out months in advance. The advertising contract and guidelines can be found on the Chamber's website, www.mobilechamber.com. To check availability, contact the publication's advertising executive, René Eiland, at 251-431-8635 or reiland@mobilechamber.com. Send ideas for coverage to news@mobilechamber.com.

Editorial Staff

Each month, the Chamber's communications and marketing team holds an editorial meeting to discuss ideas, information, stories and photographs for the next issue. Stories are written and edited by the communications team and a few freelance writers. Send ideas for coverage to news@mobilechamber.com.

How to Pitch a Story:

There are several ways to pitch a story for *The Business View*: e-mail the who, what, where, when, why and how to news@mobilechamber.com or any member of the Chamber's communications and marketing team:

- Leigh Perry Herndon, 251-431-8645 or lherndon@mobilechamber.com;
- Susan Rak-Blanchard, 251-431-8641 or susan@mobilechamber.com;
- Ashley Horn, 251-431-8623 or ahorn@mobilechamber.com; or
- Carolyn Wilson, 251-431-8606 or cwilson@mobilechamber.com.

