

# How to Get in the BUSINESS VIEW

The **BUSINESS VIEW** is published 10 times a year by the Mobile Area Chamber. It features 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](mailto:cgolson@mobilechamber.com).

### MOBILE'S OPPORTUNITY ZONES SPUR JOB GROWTH

Two local projects, Harbor at the Park, Mobile's newest downtown development, and Coastal Highway Technology Incubator, are helping to spur job growth in the Harbor at the Park area. Harbor at the Park is a 100-acre development in the Harbor at the Park area. Coastal Highway Technology Incubator is a 10,000-square-foot facility for technology companies. Harbor at the Park is a 100-acre development in the Harbor at the Park area. Coastal Highway Technology Incubator is a 10,000-square-foot facility for technology companies.

### EASY FACTS ABOUT OPPORTUNITY ZONES

**WHAT IS IT?** Congress passed the Tax Reform Act of 2017, which created Opportunity Zones. These zones are designated by the IRS and are located in urban areas. They are designed to encourage investment and job creation in these areas.

**WHO BENEFITS?** Investors in Opportunity Zones can receive a tax credit for investments made in these zones. This credit can be used to offset capital gains taxes. Investors can also benefit from the increased economic activity in these zones.

**WHERE ARE THEY?** Opportunity Zones are located in urban areas across the country. In Alabama, they are located in Birmingham, Mobile, and other major cities.

**HOW TO GET CONNECTED?** Contact the Mobile Area Chamber for more information about Opportunity Zones. The Chamber can help you find an Opportunity Zone in your area and provide information about the tax benefits.

### CHAMBER'S WORKFORCE DEVELOPMENT EFFORTS SHIFT TO ATTRACT TALENT

The Chamber has been offering early career events for years. However, the focus has shifted to attract talent. The Chamber is now offering events for students and recent graduates. These events are designed to help students and graduates find jobs in the Mobile area. The Chamber is also offering internships and apprenticeships for students and graduates.

## EXECUTIVE 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.



**GINA MCKELLAR**  
CROW SHIELDS BAILEY PC

**EDUCATION:** Bachelor's degree in Business Administration from the University of Alabama at Birmingham. Master's degree in Business Administration from the University of Alabama at Birmingham.

**PROFESSIONAL:** 15 years of experience in the legal industry. Currently, she is a partner in the Mobile office of Crow Shields Bailey PC. She has been a partner since 2010.

**INTERESTS:** Reading, travel, and spending time with her family.

## 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.

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](mailto:info@mobilechamber.com) to subscribe to the **BUSINESS VIEW WEEKLY**.

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.

Information can be sent to [news@mobilechamber.com](mailto: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/](http://www.mobilechamber.com/calendar/submit-news-events/).

## CALENDAR

The calendar printed in the **BUSINESS VIEW** outlines activities of the Mobile Area Chamber. Events sponsored by Chamber members must be submitted using the online form found at [mobilechamber.com/calendar/submit-news-events/](http://mobilechamber.com/calendar/submit-news-events/) to be included in the weekly electronic newsletter.

## BUSINESS NEWS

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.

### JANUARY 2020

**01 CHAMBER CLOSED**  
HAPPY NEW YEAR

**20 CHAMBER CLOSED**  
MARTIN LUTHER KING JR. DAY

**21 EXECUTIVE ROUNDTABLE**  
Topic: The Future of the Mobile Area Chamber. Speakers: Carolyn Golson, Vice President of Membership; and other Chamber leaders. Location: Mobile Area Chamber, 1000 North Central Expressway, Suite 1000, Mobile, AL 36684. Cost: Free. Sponsor: Mobile Area Chamber.

**22 PARK AND POLITICS IN THE PARK**  
Topic: The future of the Mobile area. Speakers: Carolyn Golson, Vice President of Membership; and other Chamber leaders. Location: Mobile Area Chamber, 1000 North Central Expressway, Suite 1000, Mobile, AL 36684. Cost: Free. Sponsor: Mobile Area Chamber.

**23 BUSINESS AFTER HOURS**  
Topic: The future of the Mobile area. Speakers: Carolyn Golson, Vice President of Membership; and other Chamber leaders. Location: Mobile Area Chamber, 1000 North Central Expressway, Suite 1000, Mobile, AL 36684. Cost: Free. Sponsor: Mobile Area Chamber.

**THANK YOU TO THE SPONSORS OF OUR DECEMBER/JANUARY EVENTS**

Alabama Power, AT&T, AUSTAL, C-Spire, PNC, Synchrony, The PostNet, UPS, and others.

### WHO'S NEW

**USA Auto Parts**  
USA Auto Parts has announced the hiring of a new manager for its Mobile office. The new manager will be responsible for all operations in the Mobile office.

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## 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, being 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.



**IT'S LUCKY NO. 13 FOR EXPRESS EMPLOYMENT PROFESSIONALS**

Just over 13 years ago, Angela and Chris Aducci opened their first Express Employment Professionals franchise in Mobile, Ala. They added a second location in Fort Meade, and both locations have continued to grow with combined client sales of more than \$1 million.

The Aduccis are now proud of the company's mission: to connect clients, represented by leading firms, with the most qualified candidates and leaving the most difficult jobs for associates. "The goal is to be the premier place of employment for both customers, as well as the go-to staffing company for clients," said Chris.

For their work in the local market, the Mobile Area Chamber named Express Employment Professionals Franchise of the Month. As part of an international franchising staffing company, Express Employment Professionals has 500 locations across the U.S., Canada and South Africa. The local office has 10 full-time employees.

## 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.



**Why Going to the Cloud Makes Sense for Your Business**

By Mike Stone, general manager for iSpine Solutions and iSpine

When it comes to growing your business, there are many options. One of the most powerful is going to the cloud. The cloud is a collection of remote servers hosted on the Internet that store, manage, and provide access to data, applications, and services. The cloud is a powerful tool for businesses of all sizes, and it can help you to grow your business in a number of ways.

One of the most significant benefits of the cloud is that it allows you to access your data and applications from anywhere, at any time. This is a major advantage for businesses that have employees or customers in different locations. The cloud also allows you to scale your resources up or down as needed, which can help you to save money and improve your efficiency.

Another benefit of the cloud is that it allows you to collaborate with your team more effectively. You can share documents and files in real-time, which can help to speed up your workflow and improve your productivity. The cloud also allows you to integrate your different systems, which can help to streamline your operations and reduce the risk of errors.

Finally, the cloud allows you to protect your data and applications from disasters. Cloud providers typically have multiple data centers and backup systems in place, which can help to ensure that your data is safe and secure. This is a major benefit for businesses that rely on their data and applications for their operations.

Overall, the cloud is a powerful tool for businesses of all sizes, and it can help you to grow your business in a number of ways. If you are considering going to the cloud, it is important to choose a reputable provider and to make sure that you have a solid plan in place for how you will use the cloud.



**ALEX EMME TRIUMPH AIRBORNE STRUCTURES**

Alex Emme, President of Triumph Airborne Structures, is a leading expert in the design and construction of large, complex structures. He has worked on projects ranging from military aircraft carriers to commercial buildings. Alex is a member of the Mobile Area Chamber and has been recognized as a top professional in his field.

**LEANN MAY HARTMANN, BLACKMON & KILGORE PC**

Leann May Hartmann, a partner at the law firm of Blackmon & Kilgore, PC, is a leading expert in corporate law and litigation. She has worked on a wide range of cases, including contract disputes, intellectual property, and real estate. Leann is a member of the Mobile Area Chamber and has been recognized as a top professional in her field.

**PAUL ACCI**

Paul Acci, a partner at the law firm of Acci & Associates, PC, is a leading expert in corporate law and litigation. He has worked on a wide range of cases, including contract disputes, intellectual property, and real estate. Paul is a member of the Mobile Area Chamber and has been recognized as a top professional in his field.

**JOHN CHEN, CHEN & ASSOCIATES**

John Chen, a partner at the law firm of Chen & Associates, PC, is a leading expert in corporate law and litigation. He has worked on a wide range of cases, including contract disputes, intellectual property, and real estate. John is a member of the Mobile Area Chamber and has been recognized as a top professional in his field.

**DAVID DAVIS**

David Davis, a partner at the law firm of Davis & Associates, PC, is a leading expert in corporate law and litigation. He has worked on a wide range of cases, including contract disputes, intellectual property, and real estate. David is a member of the Mobile Area Chamber and has been recognized as a top professional in his field.

**JOHN DAVIS**

John Davis, a partner at the law firm of Davis & Associates, PC, is a leading expert in corporate law and litigation. He has worked on a wide range of cases, including contract disputes, intellectual property, and real estate. John is a member of the Mobile Area Chamber and has been recognized as a top professional in his field.

## DIRECTORS AND ADVISORS

The **BUSINESS VIEW** recognizes the Chamber's governing board of directors annually in the February 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 in the June/July issue.

For more information on how to join the Chamber's board of advisors, contact Shelly Mattingly, executive assistant, at 251.431.8655 or smattingly@mobilechamber.com.

## ADVERTISING

Part of the **BUSINESS VIEW** 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 over 21,000 business owners and managers. In addition, the online electronic version is

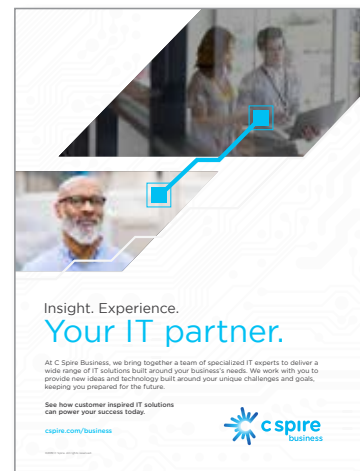


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e-mailed to more than 9,000 recipients and posted on the Chamber's website with articles posted on the Chamber's social media sites, including Facebook, Instagram and LinkedIn.

Frequently, advertising space sells out months in advance. The advertising contract and guidelines can be found in the Chamber's online newsroom, mobilechamber.com/news. To check availability, contact the publication's advertising executive, René Eiland, at 251.431.8635 or reiland@mobilechamber.com.



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## 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.

## 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.