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 learn more about joining, contact Molly Tillman, the Chamber's director of membership, at 251.431.8649 or mtillman@mobilechamber.com or Michael Galvin, senior vice president of member engagement, at 251.431.8628 or mgalvin@mobilechamber.com.



BUSINESS NEWS

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

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.



CALENDAR

The calendar printed in the Business View outlines only activities of the Mobile Area Chamber.

Events sponsored by Chamber members must be submitted using the online form found at mobilechamber.com/calendar/ submit-new-events/ to be included in the weekly electronic newsletter.



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 electronic newsletter sent to more than 7,000 recipients. Available to anyone free of charge, e-mail 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 may be sent to news@mobilechamber.com. Those submitting events to the weekly electronic newsletter must use the automated form on the website at 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@mobile chamber.com.



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.





DIRECTORS AND ADVISORS

The Business View recognizes the governing board of directors annually. The Chamber also has a board of advisors consisting of leaders whose companies make significant dues investments. Profiles of advisors are featured monthly, and a list of the entire group run annually.

For more information on how to join the Chamber's board of advisors, contact Mallory Tyson at 251.431.8655 or mtyson@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 nearly 22,000 business owners and managers. In addition, the online electronic version is emailed to more than 7,000 recipients and posted on the Chamber's website with articles posted on the Chamber's blog and 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.



mobilechamber.com.

To check availability, contact the publication's advertising executive, René Eiland, at 251.431.8635 or reiland@mobilechamber.com.

EDITORIAL STAFF

Each month, the Chamber's communications and advocacy 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 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 advocacy team:

Nancy Hewston, 251.431.8618 or nhewston@mobilechamber.com

Ashley Horn, 251.431.8623 or ahorn@mobilechamber.com

Denise Curtis, 251.431.8641 or dcurtis@mobilechamber.com

Carolyn Wilson, 251.431.8606 or cwilson@mobilechamber.com