

Mobile Area Chamber of Commerce

MAY 2018

the businessVIEW



Foreign Direct Investment
Growing in Mobile

Master Plan
Developed for
Bienville Square

Chamber
Chase 2018
The Next Chapter



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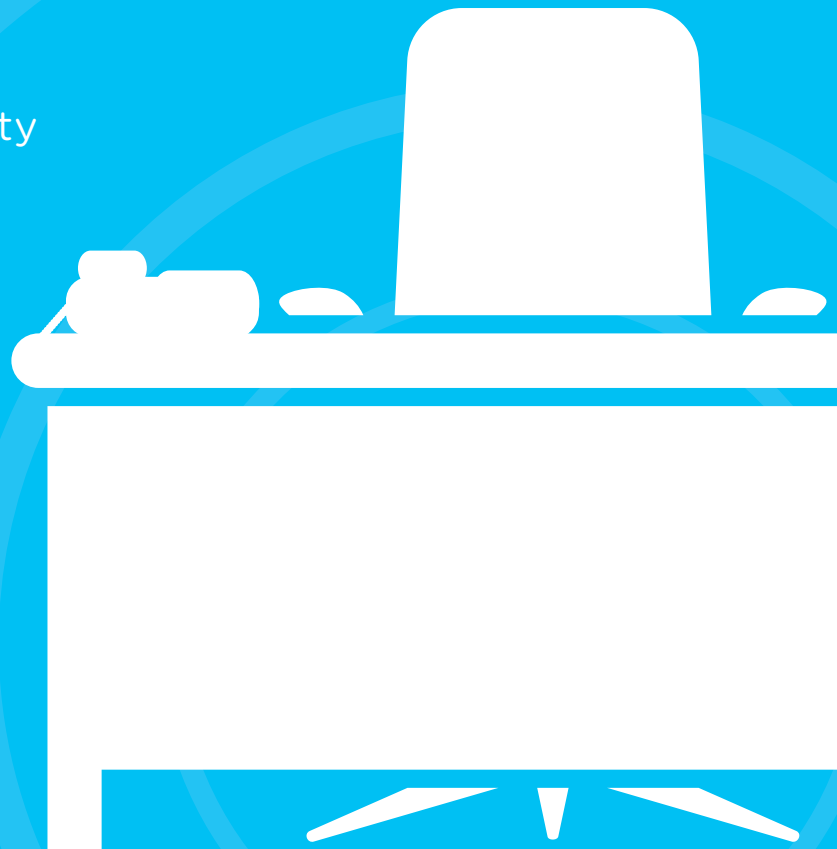
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From the Publisher - Bill Sisson

Business Organizational Values of the Future

During a recent Association of Chamber of Commerce Executives (ACCE) board meeting, I heard an interesting presentation on “old power values” versus “new power values” in American businesses.

In a nutshell, old power speaks to the influence that large companies in the past held within capitalism, in our local and national governments, and their stronghold on our nation's workforce.

As you might guess, new power businesses are primarily new, entrepreneurial companies, which are growing exponentially and attracting thousands of talented workers in a very tight job market worldwide.

If you're like I was, you're wondering what all this really means. To understand old power values, think of established,



mainline companies like Ford, GM, The New York Times and, believe it or not, Walmart and Dell. On the other hand, companies holding new power values are those like Google, Amazon and Zappos.

Adjectives to describe old values include institutionalism, exclusivity, authority, confidentiality, specialization

– and, especially, long-term affiliation and loyalty. New power values include descriptions like informal, self-organization, crowd wisdom (crowd funding), sharing, radical transparency, “maker culture” – and, perhaps most disconcertingly, short-term and conditional affiliation.

After learning about old and new power values, most of us on the ACCE board felt the majority of U.S. companies are a hybrid.

Clearly, there are pros and cons to both sets of values. The good news is many American companies are making a gradual shift and incorporating more and more new power values into their organizational culture. It's not only a wise thing to do, it's a necessary strategy to continue to attract younger talent who seemingly gravitate to businesses with new power values.

There are lessons to be learned by examining our companies to see where our cultures fit along the two value spectrums. Evolving our organizational culture to be welcoming to a multigenerational and diverse workforce will keep our companies strong and ready for the future.


10

U.S. Imports

The foreign company enters the U.S. Market by selling their products and/or services.



Market Success

As sales increase, so will the foreign company's level of investment.



MAY 2018 | In this issue

ON THE COVER

Abe Harper, center front, with Harper Technologies, will lead Chamber Chase this year. These veteran volunteers say participating is fun and good for business. Read the story on page 13. *Photo by Jeff Tesney*

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AeroStar Plans to Expand Facility, Add Employees

When AeroStar started operating seven years ago, **Greg Guzman** felt confident he could make the business grow and succeed.

The Mobile-based aircraft maintenance repair company today has maxed out every corner and closet in its existing 6,000-square-foot building, and Guzman, president and managing partner, said the company needed to expand.

In March, AeroStar announced plans to nearly triple its facility size and more than double its employee count over the next several years.

Founded in 2011 to service commercial, commuter and military aircraft, the company will add another 16,875-square-foot building next to its existing one at Mobile Aeroplex at Brookley. The \$2 million investment includes land, construction costs, machinery and equipment, and the project is expected to be complete by the end of this year.

Guzman said the company stayed at 10 employees for several years, finally hurdling the five-years-in-business benchmark and adding a salesperson in addition to

himself. "We would have never come this far without the team of employees we have who really care about what we do," he said.

Another contributing factor was the "dramatic increase over the years of airlines moving to smaller third-party maintenance providers, like ours, for component maintenance needs," he added.


"To keep up with the stringent turnaround times, we need more technicians and test equipment. To fuel future growth, we need to invest in new test equipment that can keep up with the ever-changing technology of the newer aircraft."

AeroStar performs hydraulic, pneumatic and electro-mechanical commercial aircraft maintenance on all Airbus, Boeing and Bombardier platforms. The company has also benefited from its relationship with VT Mobile Aerospace Engineering customers such as FedEx, JetBlue and Delta.

"Entering into a fast-developing aerospace sector in Mobile, AeroStar made their presence quickly known in

the industry," said **David Rodgers**, the Chamber's senior project manager of economic development. "We are excited to see this homegrown business

commit to new investment and jobs in our community." 

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A Celebration Packed with Care



This group was all smiles celebrating Amazon's sortation center in Mobile. In March, the company cut the ribbon at the state's first Amazon operation with the help of Alabama State Port Authority, City of Mobile, Mobile Area Chamber, Mobile County and the State of Alabama representatives.

Following an announcement last June that Mobile would be the site of a 362,000-square-foot sortation center,

Amazon's pace continued until the facility opened Nov. 15 in time for the holiday rush.

Company officials, including Site Leader **John Terzo**, slowed down for just a few minutes to celebrate Alabama's first Amazon facility, holding a ribbon cutting in March.

The center receives packages from eight states, including Texas, Indiana, Kentucky and South Carolina, and distributes packages via the U.S. Post Office to five states including Alabama and the Central Gulf Coast.

If you happen to have an Amazon package nearby, look for the Mob5 label, indicating it came through Mobile. The company nicknames operations based on the closest airport, in our case Mobile Regional Airport.

Employees work on average 30 hours, helping maintain a seven-day-a-week operation. "What comes in today, goes out tonight," said Terzo. And the number of packages that are handled in Mobile monthly reaches the millions.

"It's wonderful to see this facility in action," said **Shelby Glover**, economic development project manager for the Mobile Area Chamber. "We look to their continued growth and success."

"We are so excited that Amazon chose Mobile County, Alabama, as the site for their new sortation center," said County Commissioner **Jerry Carl**. "We welcome them whole-heartedly to our community. It's just one more business telling the world that Mobile County is a great place to do business."

"The Amazon sortation center is an incredible project that will create hundreds of new jobs for our citizens," said Mayor **Sandy Stimpson**. "Amazon is one of the most successful and innovative companies in the world, and we could not be more excited to welcome their first major location in Alabama."

Amazon says the next big hurdle is gearing up for Amazon Prime Day, a yearly promotional day of specials for its Prime members. The company as it nears capacity for the Mobile facility is expected to hire 360-plus part-time employees and boosting that number to more than 1,000 seasonally. 

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Master Plan Developed for Bienville Square

From community events to summertime concerts to the Christmas Tree lighting, Bienville Square is the heart of downtown Mobile.

The green space, anchored by the city's signature historic fountain, is bordered by Dauphin, Conception, St. Francis and St. Joseph streets. As more residential apartments and office spaces are developed, the square is becoming even more important.

Parks and squares serve as "yards" for residents scattered throughout downtown and a respite or lunch spot for the growing number of employees who work in the area.

The Downtown Parks Conservancy is a new nonprofit organization born from Mobile

United's Leadership Mobile Class of 2015 to maintain and maximize the beauty and utility of downtown parks. The group hired Baton Rouge, La.-based Carbo Landscape Architecture and Nimrod Long to create a master plan for the square using input from residents, civic and business leaders and elected officials.

Conservancy members believe Bienville Square and all downtown parks are more than just charming; they're critical to economic development.

Research shows employers throughout the country are finding beautiful and

well-maintained green spaces are key to attracting 21st century talent. These employers are increasingly choosing to locate in cities with vibrant, active, beautiful parks.

Parks and squares serve as "yards" for residents scattered throughout downtown and a respite or lunch spot for the growing number of employees who work in the area.

Chamber's vice president of community and governmental affairs.

After making several visits to Mobile to evaluate the current condition of the square, meet

"Mobile is competing with these cities, and we cannot afford to overlook this key attractor," said **Kellie Hope**, a founding member of the conservancy and the Mobile Area

with the various stakeholders and conduct a round of public meetings, the Carbo team is assessing how to maximize the space using walkways, bench placements and lighting before presenting their master plan later this summer.

The process is funded by generous grants from the Sybil Smith Foundation and the Hearin-Chandler Foundation, as well as private donations.

"Most Mobilians have great memories in the square, and we want to partner with the city to ensure that it is preserved and elevated for all to enjoy for years to come," said Downtown Parks Conservancy President **William Hanes** with UnitiFiber.

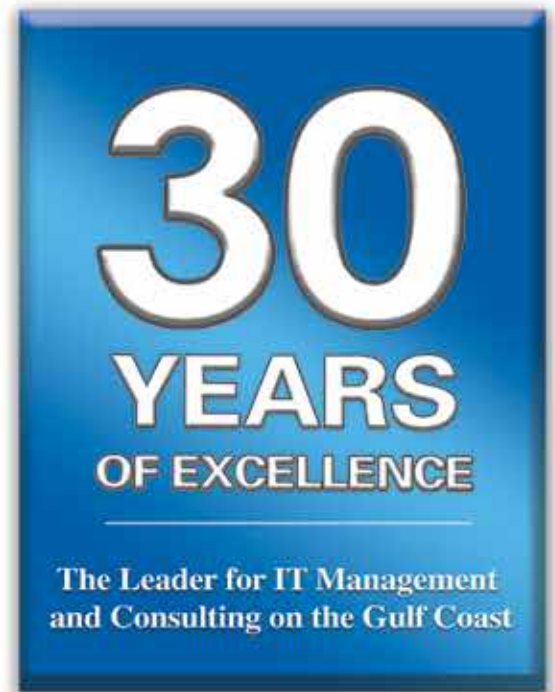
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Vice President Darrell Roberts II is pictured at Wal-Tech Valve's location at 826 S. Conception St.

Wal-Tech Valve Poised for Expansion

There weren't many valve service and repair companies in the market when **Tom Walton** founded Wal-Tech Valve in 1987. Although times have changed and the competition has grown, Wal-Tech remains at the forefront of the field.

Darrell Roberts, whose family took ownership of the company after Walton's passing in 2006, says the fact that Wal-Tech is locally owned and operated, yet offers services nationally, sets it apart.

"This allows us to be more flexible, which brings in highly qualified employees to a good working environment," said Roberts, who serves as the company's vice president. "Our

employees build personal relationships with our customers and we truly work collaboratively as a team."

Wal-Tech Valve is the Mobile Area Chamber's Small Business of the Month.

A Chamber member since 1997, Wal-Tech is a full-service valve company with 32 employees, providing manual valves, control valves, electric actuators, safety relief valves, steam traps and steam-related equipment to industrial plants, mills and manufacturing facilities.

"We specialize and have the most experience in the safety valve industry," Roberts said.

Recognizing that their

business is where their customers are, Wal-Tech's experienced team of factory-trained repair technicians is available 24/7. "We go where our customers need us, when they need us," the company promises on its website.

Even with round-the-clock service, Wal-Tech employees donate their time and money to several different charitable organizations, and have just begun working on a Habitat for Humanity project.

"We want our employees to be able to give back to the community, based on Christian principles," Roberts said. "We are in the service and repair business, which falls

hand-in-hand with Habitat for Humanity."

Roberts is bullish on the future for Wal-Tech, expecting continued growth and success – as well as expansion. With most of its business currently in the Southeast, the company is looking to expand its operations with satellite offices around the country, while maintaining its home base here in Mobile.

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.

Putting Down Roots

Foreign Direct Investment Growing in Mobile

With World Trade Week slated for the third week of this month, Mobile's recent strides in attracting foreign direct investment (FDI) – and the high-skill, high-wage jobs that accompany it – indicate the Port City's successful advocacy for exports across a broad array of sectors shows zero signs of slowing down.

Christina Stimpson, the Mobile Area Chamber's director of international trade, said direct investment by foreign companies often creates a cascade effect by country, and Mobile has benefited substantially from positive word-of-mouth promotion from satisfied foreign investors.

"FDI can raise a region's attractiveness to other firms from the country of the investor," said Stimpson. "We certainly see this with the clustering of French companies in our area. It says a lot about the openness of our community, being pro-business and our acceptance of different cultures." More than 75 percent of Mobile's

Mobile, Alabama, U.S.A. A Timeline of Mobile County's Foreign Investment



internationally based business interests hail from Europe, she added.

Indeed, with roughly 50 foreign-owned companies currently employing more than 13,000 people in Mobile, foreign direct investment has exploded in the past decade. Since 1960, 19 countries representing 13 industry sectors have staked prominent claims in the Port City. More than half of that figure set up shop locally since 2000.

"We also have to consider when a foreign firm creates a U.S. presence in our community, that the company has done its homework," said Stimpson. "They are likely at the top of their industry and have made a strategic decision to come into our area. They often bring very innovative ideas and skill sets that they will use to train our workforce."

"We also have to consider when a foreign firm creates a U.S. presence in our community, that the company has done its homework. They are likely at the top of their industry and have made a strategic decision to come into our area."

Christina Stimpson
Director of International Trade
Mobile Area Chamber

Shane Stephens, a consul general of Ireland based in Atlanta, visited Mobile Aeroplex at Brookley in early February as part of a delegation of European

representatives touring the Gulf Coast to celebrate "European Union investment in this part of the world, and trying to do what we can to build up economic ties between the European Union and the U.S."

Stephens was joined on his visit by consuls general from Belgium, France, Great Britain and Germany, all of whom participated in an FDI roundtable hosted by the Chamber.

"Relationships are key," Stimpson said, adding, "We are consistently engaging with foreign consular offices and embassies and international

site consultants to encourage official visits to Mobile. We believe these visits showcase

Mobile as a global gateway for starting a business in the United States and our hope is that these messages are well-received and positively conveyed to their foreign and domestic colleagues and clients."

While visiting, Stephens lauded local leadership, specifically the Chamber, as a unifying force to aggressively attract and recruit foreign investment in the Gulf Coast's rapidly expanding aerospace cluster.

"They're very serious about building those relationships which can be productive," Stephens told reporters covering the visit, while viewing firsthand the footprint Dublin-based MAAS Aviation has established at the aeroplex. "There are signs of seriousness and focus and working hard for investment here. There has to be a kind of across-the-board comprehensive approach. It's not just about having the right financial arrangements. It's about being genuinely and deeply welcoming. It's about having an administration that helps solve problems."

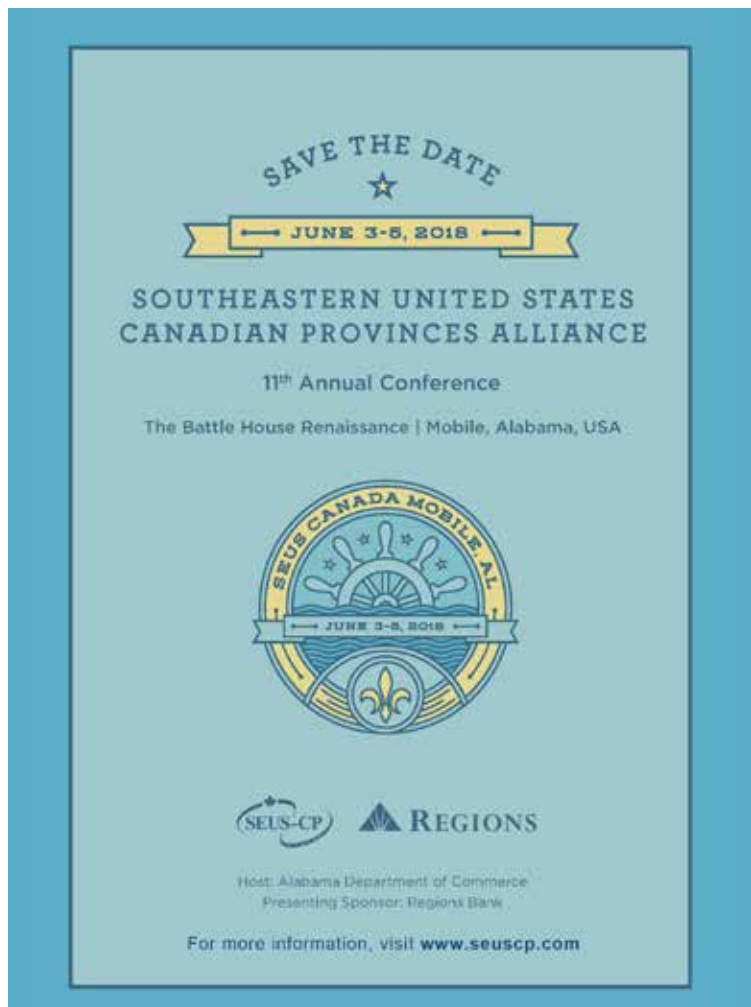
Continued on page 12

Supporting Mobile's International Ecosystem

Import, Export and Foreign Direct Investment: A Fundamental Connection



The Mobile Area Chamber supports fair trade and investment agreements that create a level playing field putting Mobile area families, businesses and workers first and improving the overall international competitiveness of Alabama exporters.



Stimpson said the Chamber's FDI strategy is actually quite simple.


"The Chamber is working to build our global engagement strategy to develop a strong understanding of our region and its ability to expand and provide local resources specific to foreign industry," she said.

"In Mobile, you can find low-cost real estate, a strong workforce and competitive incentives, like AIDT, which is designed to recruit and train a qualifying company's entire workforce to company specifications at no cost. But Mobile has a very unique logistical and geographic

advantage. Interstate systems, rail connectivity, air service and deep-water port access are all factors that are considered by global investors. How can they quickly get their product to the

customers at the lowest cost?

These factors are all Mobile strengths. Not only can a global investor quickly service the domestic market, but they can use Mobile as an export platform and take advantage of U.S. free trade agreements like CAFTA (Central American Free Trade Agreement) and

NAFTA (North American Free Trade Agreement), and use our proximity to other South American and Caribbean countries," Stimpson said. 

The Chamber is working to build our global engagement strategy to develop a strong understanding of our region and its ability to expand and provide local resources specific to foreign industry.

Christina Stimpson

*Director of International Trade
Mobile Area Chamber*

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Outside one of downtown Mobile's newest eateries, The Cheese Cottage, Chamber Chase Chair Abe Harper (center) with Harper Technologies is pictured with a few of the campaign's key volunteers. Pictured left to right are: Nichole Edwards, Blue Cross & Blue Shield of Alabama; James Alexander, BancorpSouth; Sherry Coker, ServisFirst; Janet Johnson, Century Bank; Harper; Terri Owler, Arkema; Trish Banker, retired; Ryan New, Renasant Bank; and Jason McKenzie, Joe Jefferson Players.

Mobile's Story Continues...

Abe Harper Takes Over as Chamber Chase Chair

As the Mobile Area Chamber continues to write Mobile's story, Chamber Chase 2018 opens another chapter.

Through Chamber Chase, a group of volunteers and staff recruit new members and secure sponsorships for events and ads in Chamber publications. With each campaign, the group is motivated by a leader in the business community.

A prolific storyteller himself, entrepreneur **Abe Harper** is serving as chairman. Harper, president of Harper Technologies, and his team of volunteers will log their experiences and success stories

during the 13-week campaign.

Its message is to encourage prospective members to join with the Chamber's 2,000 members, representing 110,000 employees in our area, to continue strengthening our region.

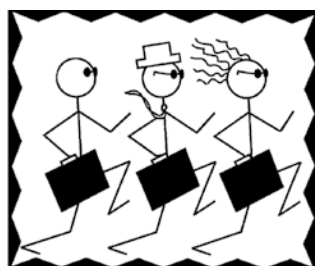
"This is what makes the Chamber's impact so far-reaching, and also why it is where business people come together to connect, grow

and prosper in commerce and community," Harper said.

"Those who join the Chamber are interested in growing their community as well as their business."

Many, if not all, of the volunteers take the opportunity through the campaign to interact with the business

community, securing their own business relationships and making new ones. "Our



CHAMBER CHASE '18

volunteers can share with their customers about the variety of opportunities available at the Chamber and can also use their involvement with the campaign to open doors with potential customers," added **Carolyn Golson**, the Chamber's vice president of membership.

The Chamber Chase campaign officially kicks off with a breakfast Thursday, May 3, with a goal of raising \$1.2 million. To volunteer, participate with a company team, donate a door prize for the volunteers or get involved, contact Golson at 251-431-8622 or cgolson@mobilechamber.com.



How can the business community be a part of the Mobile Area Chamber's annual campaign, Chamber Chase?

Visit the campaign website, www.chamberchase.com, for ideas.

- Join the Chamber.
- Raise your visibility by joining the Chamber's Board of Advisors.
- Gain exposure for your company by sponsoring an event.
- Promote your business with an advertisement in a Chamber publication.
- Contact Carolyn Golson at 251-431-8622 for details.

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Pollman's Bake Shop Celebrates 100 YEARS IN MOBILE



Rose Pollman and her mother-in-law, Beverly Pollman.

Fred and Rose Pollman continue the business of baking fresh bread and pastries in Mobile, a family tradition that was started by Fred's grandfather in 1918. Frederick J. Pollman and his wife, Corinne Reynolds Pollman, opened the first Pollman's Bake Shop at 408 S. Warren St. in downtown Mobile.

At the time, the baking industry was booming, but the Great Depression and wars challenged the business over the years. In 1930, the bake shop moved from downtown Mobile to a house on Broad Street. The current building was built in 1948.

"Bread belongs in every meal, my family would say," said Fred. "And we still bake bread." But changing times and diets touting no carbs or gluten have changed that. The bakery still makes bread, but the cakes – especially the multilayered Dobash – and cookies are the bakery's best sellers.

Over the years, two generations have run the business, including Fred and Rose since 1998. Pollman's still offers the same delicious baked goods from a century ago, but now includes wedding and

birthday cakes, po-boy sandwiches, rolls, breads, pies, brownies, a large assortment of cookies and more.

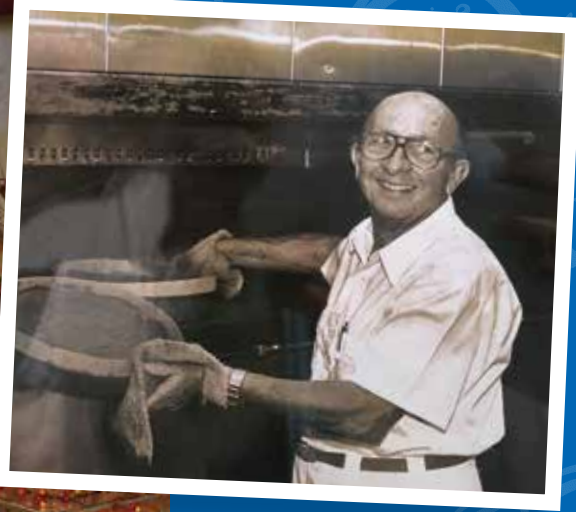
The bakery does sell more than just delicious cakes and cookies, though. "We have the best Reuben sandwich," said Fred. "And the Boston cream pie is great. Almond crescent cookies are my favorite."

A century later, Pollman's continues to be a staple in Mobile, where the bakery has three locations: 750 S. Broad St., 107 St. Francis St. (open since 1980) and 4464 Old Shell Rd. (open since 1961).

With 100 years behind them, the Pollmans look to the future and hope the name and the tradition will remain a part of Mobile for another century.



Fred and Rose Pollman in a Chamber ad campaign in 2009 and 2010.



Charles Pollman (Fred's Dad) in 1990.



Founders of Pollman's Bakery in 1918, Frederick and Corinne Pollman.



Fred Pollman in 1990.



Second generation Pollmans included Denny Bender, Mary Pollman Bender, Charles Pollman and Fred Pollman.

Photo by Alec Thigpen

The Business of SPORTS in Mobile

Mobile is home to its fair share of professional athletes. Big names like Hank Aaron, DeMarcus Cousins and AJ McCarron all trace their roots back to Mobile. The city can lay claim to the big three sports – baseball, basketball and football – but some facilities in Mobile also host rugby, gymnastics, swimming, soccer, volleyball and more.

Interestingly, sports tourism seems to be the only industry that did not see a decline

in the recession. Parents and youth are always big components of the sports industry. Various leagues, clubs and tournaments can and do generate a huge amount of money spent.



Over the past seven years, the estimated economic impact on the Mobile area from various sporting events is about \$116 million, according to the Mobile Sports Authority.

“That’s just one piece of the pie,” said **Susan Shaw**, the authority’s marketing and a sports event coordinator.

The Mobile Sports Authority (MSA) formulates that impact based on business generated from sporting events. Hotels, restaurants and retail are all factored into this equation. And during that same seven-year period, they have recruited, hosted and supported 170 different sporting events, from bowling to lacrosse.

The Historically Black Colleges and Universities football games are a big-ticket item, and last year generated big revenue from fans and tourists. This year, the Gulf Coast Challenge football game will be held on Sept. 22, at Ladd-Peebles Stadium, featuring the Alabama A&M University Bulldogs and the Southern University Jaguars from Baton Rouge, La.

Thousands of students, alumni and football fans are expected to be in the area for several days.

Last year, the 2017 5th Quarter Classic between Tuskegee and Jackson State generated more than \$4 million, with 3,000 visitors staying an average of two nights; 3,500 visitors staying for one night; and 2,000 day-trippers.

Youth Sports

Youth sporting events also have a positive impact on Mobile’s economy. The MSA hosts youth volleyball tournaments and gymnastics competitions. The 2017 USA Gymnastics Alabama Optional and Xcel State Championships brought 1,820 visitors for an average two-night stay and 500 day-trippers to the area. Eighty percent of the competing gymnasts were from outside the area. The overall economic impact for that event was \$1.5 million.

The 2017 University of South Alabama Volleyball Gulf Coast Region Championships hosted 126 teams, 78 of which were out of town, and 2,208 visitors who stayed an average of two nights and 600 day-trippers. This event generated \$1.93 million to the local economy.

Local Sports Leagues

While sports tourism generates the biggest economic impact, local sports leagues and teams can boost the economy as well. Through city and county parks and recreation, Mobile youth have access to various sports teams and leagues. The West Mobile County Softball Park offers eight lighted fields for various leagues and tournaments, including girls’ softball for ages 5 through 16, as well as an adult softball league for men and women. The park also is home to youth football and youth soccer leagues. The teams are typically divided into age groups, with about 400





participants in both the soccer and football leagues combined and about the same number for the youth softball league.

The tournaments hosted at the West Mobile County Park generate revenue for both hotels and restaurants. People travel from all over to participate in these tournaments. Both local and out-of-state teams participate. The turnout is normally rather large for two tournaments per month.

It's difficult to estimate the total revenue, said **Terri Mosley**, park manager of the West Mobile County Parks. "If you have a 40-team tournament, the numbers could be as much as 1,400 fans and participants."

The City of Mobile Parks and Recreation also hosts various tournaments and sports leagues. These parks offer football, basketball, baseball, gymnastics, soccer and track fields.

There are an estimated 2,900 participants ranging from ages 4 through 15 playing football, basketball and baseball alone.

With sports teams come fans, and with fans comes revenue. The youth leagues usually generate revenue for local restaurants in the areas surrounding the parks, especially during the tournaments.

In addition, according to **Shadrack Collins**, recreation superintendent of the City of Mobile Parks and Recreation, city parks receive outside revenue from renting out their facilities.

The Uncalculated Benefit

Various sports clubs in the area have to pay to rent the athletic fields for tournaments. The city's main goal is to offer affordable activities for local youth. Data shows children who have access to extracurricular activities, such as sports and physical exercise, tend to grow into productive members of society.

With this in mind, The Community Foundation of South Alabama has teamed with the Aspen Institute and the Jake Peavy Foundation on a new initiative, Project Play,

a program designed to level the playing field between impoverished youth and access to sports and physical activity. Mobile is the first county in the state to launch the initiative aimed at re-energizing the local community and allowing every child the opportunity to play.

The Aspen Institute and community leaders are conducting a regional assessment of the landscape of youth sports in the Mobile area and will produce a "State of Play" report. This report will identify important findings known to get and keep children active in sports and offer suggestions on how to engage children from kindergarten to 12th grade, community members and leaders, and parents and coaches across the county.

The gathered data will also capture recommendations on areas of improvement in the county, whether it be facility-based or access-based. After the data is collected, the Community Foundation hopes to host a town hall meeting to encourage parents, teachers, coaches and community leaders to share findings and areas of improvement.

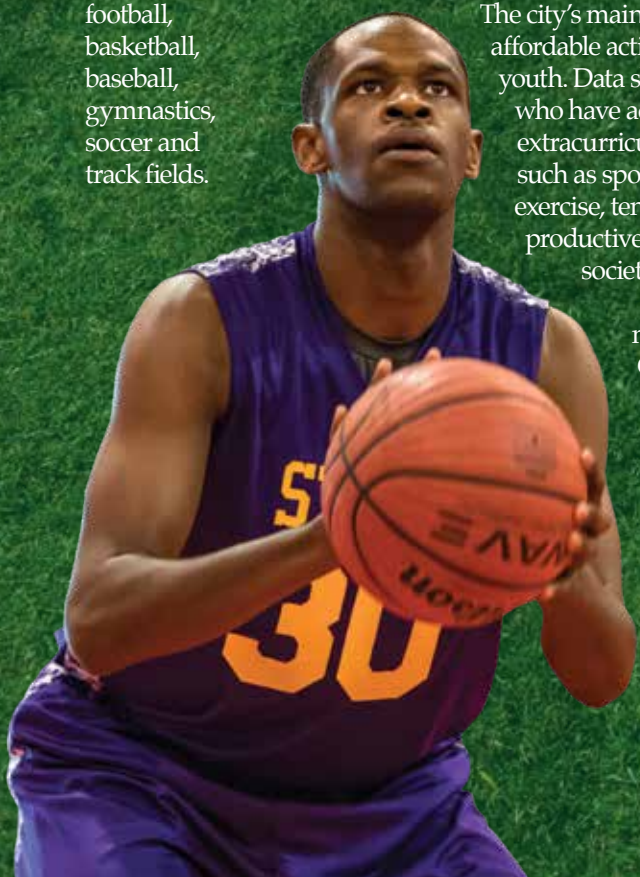
Brooke Switzer, director of community initiatives for the Community Foundation, believes the recommendations will be diverse and broad. Issues with facilities, training, equipment or even transportation may be addressed.



"It'll be up to us to be able to navigate what we want to prioritize," Switzer said.

Sports have a greater impact on a community than just the economy. All children should have a safe area to play and have equal access to sports.

"It's a way to learn well-rounded skill sets like leadership, teamwork and hand-eye coordination," Switzer said of the importance of sports.



Upcoming Mobile Sports Authority Events

May 5-6

Mobile Sports Authority Tour de Bay Criterium and Century Ride

The 4th MSA Tour de Bay will serve as the 2018 USA Cycling Alabama State Criterium Championship and will be held in downtown Mobile.

The weekend will also feature a Fondo Ride on Sunday, May 6 – a 62-mile ride that will take participants throughout Mobile County. There is also a 22-mile option.

May 12

ACA Cornhole Classic Tournament *(first-time event)*

Twenty to thirty professional and amateur cornhole (bean-bag toss) teams from around the region will compete at The Fort at Colonial Mobile in this first-time event to raise money for Mobile ARC.

July 14-15

24-Hour Gridlock Endurance Race

This first-time event will feature as many as 700 cars competing for 24 straight hours on the Mobile International Speedway (MIS) round track at the same time, which emulates rush hour traffic in a major city. The MIS round track can hold 714 cars end-to-end.

July 21

Dauphin Street Vault - MSA *(8th Annual)*

Pole vaulting competitors of all ages and skill levels, including Olympians and professionals, compete in this annual invitational held on Lower Dauphin Street in downtown Mobile.

Aug. 18

Mobile Sports Authority 100 Pro Late Models Race

As many as 40 racing teams are expected to be competing in this pro late model race on the round track at MIS.

Sept. 8 *(tentative date)*

Mobile Challenge of Champions Cross Country Meet - MSA 26th Annual

Ranked among the Top 25 high school events, the Challenge meet, held at Langan (Municipal) Park, will attract up to 1,200 athletes, coaches and supporters from all over the country for the two-day event.

Sept. 21-22

Dirty South No Prep Series Drag Race *(first-time here)*

As many as 60 teams from the Southeast region of the U. S. are expected to be competing at the MIS Dragway.

Sept. 22

Gulf Coast Challenge Powered by the Mobile Sports Authority *(Inaugural)*

This NCAA football game will pit the Baton Rouge Southern University Jaguars against the Alabama A&M Bulldogs to take place at Ladd-Peebles Stadium. Other "challenge-style" events will also be taking place around the week of the game.

Oct. 12-13

Menard's Chevy Drag Race *(first-time here)*

As many as 50 teams are expected to be competing at the MIS Dragway.

Nov. 7-8

AHSAA South Regional Cheer Competition - MSA

This inaugural event will draw competitive high school cheer squads, their families and friends for a one-day competition held in the Mobile Civic Center. Winners advance to the state cheer championship.

Nov. 9-10

Battleship Invitational Rugby Tournament

The 40th annual invitational will host Masters, Senior and Collegiate men's and women's teams from all over the U.S. The event will be held once again at the USS Alabama Battleship Memorial Park.

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Four Ways to Tackle the Digital Media Conundrum

Social media is a critical marketing strategy, especially for a large group of small businesses looking to engage their customers. For some, it can be intimidating to the point that many business owners don't take advantage of the affordability it offers to reach a wide audience.

Among the social media options are Facebook, Twitter, Instagram, Snapchat and LinkedIn. Studying posts on each platform can help you decide what's right for your business. Scheduling tools make posting less time-consuming for business owners and their employees who wear many hats.

Creating a post isn't the end, either. You must continue to engage with your audience or they lose interest. This can be the most daunting part of social

media. But with a little thought and planning, you can ease the burden and become a social media hit.

Here are a few things to consider:

1. Imitation is the greatest form of flattery.

Don't re-invent the wheel. Borrow themes and topics from others you follow and adopt them for your business.

Think about the frequently asked questions and form content around them. This can position you as proactive and an expert in your field.

2. There is an old-school, word-of-mouth marketing strategy called referral marketing.

Before social media, people actually went to "TIPS"-type meetings to network and source referrals in a relatively structured fashion.

Social media can be used in much the same way. Identify companies in industries that complement yours – they serve the same target customers, but don't compete with your company.



Share their relevant content. It's an easy way to stay in front of your followers, share valuable information and maybe best of all, encourage those companies to reciprocate and share your posts with their followers.

3. A picture is worth a thousand words.

Show the world your team in action by sharing casual photos. Your followers will enjoy meeting the "faces behind the names," and get an idea of your

work and the company's culture and personality.

4. Mobile Area Chamber members should check out the exclusive member benefit Save Local Now to create, manage and analyze their very own digital marketing campaigns.

Bundled together on a single platform, Save Local Now includes live business listings, deal and event publishing, email marketing, iPhone and Android apps, social media sharing, SEO and real-time analytics. For consumers, Save Local Now (savelocalnow.com) is a website and app that gives people access to exclusive deals, events, and savings where they shop, eat and play.

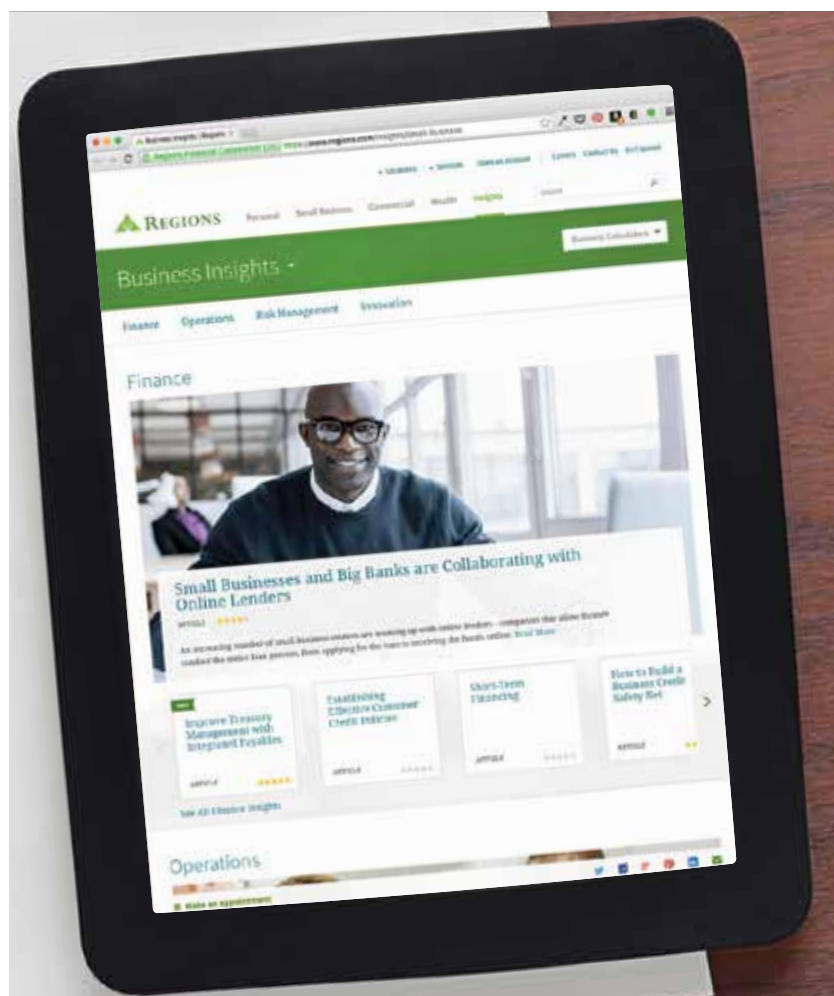
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Managing Multiple Generations in the Workplace

By Cam Marston, president, Generational Insights

Workplace preferences can be segmented generationally. We've learned, for example, the Baby Boomer generation is biased towards highly interactive meetings where all team members are present around the table. Being visible and making eye contact with team members is key.

Gen Xers prefer fewer meetings. Their workplace preferences can be summed up by "I do my best work when left alone to do my job." Their preferences include less interaction with colleagues, communication via email and keeping their heads down to focus on their own work. Gen Xers are seldom described as "friendly" in their workplace.

Pleasant, yes, but not usually friendly.

Millennials are different still. They prefer to interact with their peers quite a bit; to learn from one another. They want interaction with leadership, too, and the freedom to express their thoughts and ideas to their leadership; not to keep silent and do as they're told. They share nearly everything they have and know, from their computer passwords to their bonus amounts. They seek high stimulation and frequent feedback.

It's not hard to see how workplace conflict develops considering such starkly different preferences. Millennials and Boomers see

Gen Xers as aloof, distant and sometimes cold. The Gen Xers don't appear to be "on the team." The Gen Xers see the Millennials as needy socialites who should bear down and get to work. And the Xers believe the Boomers are seeking another kumbaya moment from yesteryear with all their superfluous meetings.

Since the Xers don't care to chat, and the Boomers don't want their opinions, the Millennials, who have been told to "find a good job that makes them happy," may wonder if there isn't a better workplace for them elsewhere.

The solution? An awareness of each generation's workplace preferences and, most

importantly, your own. It also helps to know how these preferences can collide and cause tension and frustration.

You may have the titled authority to force people to change their behavior, but you'll get the greatest result when you allow others' workplace preferences to flourish.

Cam Marston is the president of Generational Insights. Learn more about his half-day seminar – Leading Multi-Generational Teams – at www.generationalsinsights.com. His radio show, "What's Working with Cam Marston," airs on Wednesdays at 7 p.m. on FM 106.5.



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Pictured from left to right is Rick Mitchell, Bragg Van Antwerp, Melody Westbrook, Julie Williams, Kim Garcia, Katherine Farrell, Shannon McClure, Carmen Williams, Katie McGinley, Kyle Pugh and Doug McLeod.

Mitchell McLeod Pugh & Williams

Company officials: Managing Directors **Rick Mitchell, Doug McLeod, Kyle Pugh, Carmen Williams, Bragg Van Antwerp;** Investment Counselor **Shannon McClure;** Chief Compliance Officer **Katie McGinley**

Years in business: 12

Brief company description: Mitchell McLeod Pugh & Williams (MMPW) is an independent, employee-owned investment advisory firm based in Mobile. As of Dec. 31, 2017, MMPW's regulatory assets under management were \$1.04 billion. Its clients include individuals, 401(k) plans, pension and profit-sharing plans, IRA rollovers, trusts, estates and charitable foundations.

Why are you located in Mobile?

"When MMPW was established in 2006, Mobile was home to the firm's founders and their families," said Van Antwerp. "This has proven to be a fortunate coincidence, however, and there is no place we would rather be – personally or professionally. Our midtown location lends itself to easy access for our clients from all areas of Mobile. Similarly, Mobile's location on the Gulf Coast affords us the ability to easily serve our clients throughout the Southeast."

Why do you support the Mobile Area Chamber of Commerce's Partners for Growth initiative? "Well, in short, we know a good

investment when we see one," said **Van Antwerp**. "But in all seriousness, it would be hard to think of a better time to invest in Mobile, its Chamber of Commerce and the incredible growth this area has experienced recently. Without question, the Chamber's PFG initiative has played a crucial role in Mobile's momentum, and we are proud to support that effort."

What do you see as Mobile's greatest potential?

"Mobile's greatest potential is its uniqueness," said Van Antwerp. "Our history, our culture, our people and our traditions have defined us for generations and continue to do so today. Importantly, though, our perseverance and our commitment to innovation

have allowed us to evolve over the years and have recently positioned the Mobile area for growth, expansion and success unlike any we have seen in our city's history. 'The City of Perpetual Potential' seems to really be hitting her stride."

Length of continuous Chamber membership: Since 2006



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 **kdwrell@mobilechamber.com**.

Chamber Meets with Local Pastors

In keeping with the Chamber's strategic plan to provide and promote initiatives that strategically increase the growth and success of diverse businesses, the Chamber's Growth Alliance Task Force held the second in a series of meetings with local pastors to create a consortium of ideas and plans to help promote a diverse business climate. The pastors in attendance agreed to take the lead to get the word out to their congregations and local communities regarding the resources and training opportunities available through the Chamber. More than 20 local pastors attended the lunch meeting.

Oil and Gas Task Force Sets 2018 Plan

The Chamber's Oil and Gas Task Force met to outline its 2018 strategy. Speakers for the meeting included Brent Greenfield, vice president of offshore policy, and Ryan Scott, vice president of policy, both with the Consumer Energy Alliance. They outlined how new offshore energy actions underway in Washington, D.C., will affect Alabama.

Governmental Affairs Committee Talks Infrastructure

The Chamber's State Governmental Affairs Committee met regularly during the legislative session to hear updates on issues important to the region. In March, the committee discussed regional infrastructure issues. Guest

speakers included Baldwin County Commissioner Chris Elliott, Rep. Randy Davis and Rep. David Sessions.

New Board of Advisors Named

The Chamber announced several new board of advisors members, bringing the number to 257. New members include Alter Metal Recycling, McGill-Toolen Catholic High School, Momentum IT and Wright Transportation. To learn more about this group of influential members, contact Katrina Dewrell at 251-431-8611 or kdewrell@mobilechamber.com

Popular Fish Fry Gives Chamber a Chance to Say Thank You

The Chamber's 10th annual Member Appreciation Day, held in March, provided the staff an

opportunity to thank members for their investment. More than 200 people attended the annual fish fry, complete with live music and sponsor displays.

Member Ribbon Cuttings and Grand Openings

Chamber staff and ambassadors helped cut ribbons and celebrate grand openings at CEFECO, Little Custom Homes, Longhorn Steakhouse and Soiree Signatures. For more information, contact Dawn Rencher at 251-431-8649 or drencher@mobilechamber.com.



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AMBASSADOR of the month



Retired nurse and local business owner **Dorothy May** is the Mobile Area Chamber's Ambassador of the Month. May holds a master's degree in nursing administration from the University of Mobile and a doctorate in Christian psychology from Jacksonville Theological Seminary. She operates an online women's apparel and fine jewelry business, The Gathering of Jewels and is a Southern Jewelry Travelers Association certified jeweler. May has been a Chamber ambassador for nine years.

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.



Light of the Village

Light of the Village is Christian ministry that operates six days a week to share the love of Christ and provide a safe and positive environment for children and adults from high-crime, low-income communities. The nonprofit organization offers various activities, camps and spiritual support as well as a resource center for citizens re-entering the community. For more information, go to www.lightofthevillage.org.

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BOARD of advisors

John Mark Church is chief financial officer for China Doll Rice & Beans Inc. He has been involved in financial services throughout his career, most recently as client advocate and producer with Willis Towers Watson. Church earned a bachelor's degree in economics from Southwestern University in Georgetown, Texas, and a master's in business from the Terry College of Business at the University of Georgia. China Doll Rice & Beans is a Partners for Growth investor.



Chris Smith is vice president commercial and industrial sales for The McPherson Cos., a provider of fuel products and lubricants and partner to the convenience store industry. He graduated from The University of Alabama with a bachelor's degree in psychology. Smith is a past member of the BP Castrol distributor advisory council. His volunteer affiliations include the Over the Mountain Youth Football League board of directors, the Alabama Arthritis Foundation, Upward Sports, Affinity Hospice and Boy Scouts of America.



Barry Westbrook is general manager for Walmart Logistics, the import distribution center scheduled to open early in 2019. He joined Walmart in 1999, and most recently served as general manager for Walmart's grocery distribution center in Monroe, Ga. He has been an active community volunteer, serving as president of United Way, the Ogeechee Technical College Foundation and Students in Free Enterprise. He was co-chair of the Statesboro-Bulloch Chamber's large business/industry committee and served on the board of East Georgia Regional Medical Center. Westbrook graduated from Auburn University with a bachelor's degree in industrial engineering.



For more information about the Chamber's board of advisors, contact
Katrina Dewrell at 251-431-8611 or kdewrell@mobilechamber.com.

21st Annual

STATE OF THE CITY & COUNTY LUNCH

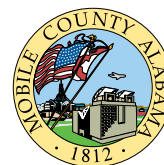
THURSDAY, MAY 10

Noon to 1:30 p.m. - Arthur R. Outlaw Mobile Convention Center

Join Mobile County Commission President Connie Hudson and City of Mobile Mayor Sandy Stimpson as they discuss the state of our local government at this annual Chamber luncheon.

Tickets are \$30 per person or \$300 for a table of 10 (Chamber members only) or \$40 per person for nonmembers.

Reservations and advanced payment are required. Call 251-431-8621 or visit events.mobilechamber.com.



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MAY 2018

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

9 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: Panera Bread, 3691 Airport Blvd.

Contact: Carolyn Golson at 251-431-8622 or cgolson@mobilechamber.com

No charge. Reservations are not needed.

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10 STATE OF THE CITY AND COUNTY LUNCH

Join Mobile County Commission President Connie Hudson and City of Mobile Mayor Sandy Stimpson as they discuss the state of the city and county at this annual luncheon hosted by the Chamber.

When: Noon to 1:30 p.m.

Where: Arthur R. Outlaw Mobile Convention Center

Cost: \$30 per person or \$300 for table of 10 (members) or \$40 for potential members

Contact: Mallory Tyson at 251-431-8621 or mtyson@mobilechamber.com

Reservations and advance payment are required.

Cancellations after March 4 not reimbursed to cover lunch costs.

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11 MEMBERSHIP 101

Come meet other members and Chamber staff to learn how to benefit from your membership.

When: 8 to 9 a.m.

Where: Mobile Area Chamber, 451 Government St.

Contact: Carolyn Golson at 251-431-8622 or cgolson@mobilechamber.com

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

15 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: Tim Dozier, Hummingbird Ideas

Topic: Digital Marketing - Using Big Data For Your Small Business

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

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

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16-17 AIDT LEADERSHIP DEVELOPMENT TRAINING LSI

AIDT Leadership Development training programs introduce team leaders, supervisors and managers to effective leadership responsibilities, communication skills, teamwork and motivation techniques.

When: May 16 from 8 a.m. to 4 p.m.

May 17 from 8 a.m. to noon

Where: Mobile Area Chamber, 451 Government St.

Cost: \$50 per person for members/\$60 for nonmembers, includes course materials, lunch and snacks

Contact: Kayley Edwards at 251-431-8629 or kedwards@mobilechamber.com

Reservations are required and no cancellations after May 11. Participation in LSI is recommended, but not required for an LSI course. Class size is limited to 25.

22 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.

When: 5:30 to 7 p.m.

Where: USS ALABAMA Battleship Memorial Park
Aircraft Pavilion

Cost: \$25

Contact: Mallory Tyson at 251-431-8621 or mtyson@mobilechamber.com

Reservations required by May 18 and payment is due at time of registration. No refunds after that date.

Sponsors:



Venue: USS ALABAMA Battleship Memorial Park

Caterer: Sonny's BBQ

Printing: Artcraft Press

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Who's New

Mobile Area Water and Sewer System promoted **Dedra Cassidey** to comptroller.

A graduate of Spring Hill College, Cassidey has a bachelor's degree in commerce.



Cassidey



Damrich



Hickman



Sokom



Bailey



Poole



Quigley



Crowley



Schottgen

Crow Shields Bailey PC accounting and consulting firm admitted **Ryan Damrich** as a shareholder and promoted **Hope Hickman** to manager and **Kirsten Sokom** and **Andrew Bailey** to supervisor. Damrich, a certified public accountant, earned a bachelor's degree in accounting from The University of Alabama. Hickman and Sokom, both CPAs, earned bachelor's degrees in accounting from the University of South

Alabama. Bailey graduated from The University of Alabama at Birmingham with a bachelor's degree in accounting.

The firm also added **Dawn Poole** and **Madison Quigley** to the tax team. Both are graduates of the University of South Alabama with bachelor's degrees in accounting. **Jay Crowley** and **Frank Schottgen**, both graduates of The University of Alabama with bachelor's degrees in accounting, joined the audit team.



Michael Baker International Inc. welcomed **Bobby R. Odom Jr. PE**

to the aviation group's Mobile office. He will serve as a senior aviation project manager throughout Alabama and the Southeast. Odom earned a bachelor's degree in civil engineering from the University of South Alabama and is a registered professional engineer in Alabama, Florida, Georgia, Louisiana, Mississippi and Texas.



Carr



Roberts

EXIT Realty Lyon welcomed new agents **Jenny Carr** and **Niaisha Roberts**.



Miller

earned a master's degree from Duke University's Fuqua School of Business and a bachelor's degree in both computer science and economics from Northwestern University.

SSI, a software solutions provider, appointed **Jeff Miller** as chief product officer. He



Benandi



Ledbetter



McCrory



Fullam



Chenoweth



Callahan



Chambliss



Tolbert



Morgan



Crocker



Jones



Hussey



Reynolds

The newest **Roberts Brothers** agents are: **Chris Benandi**, **Rhonda Ledbetter**, **Sheri McCrory**, **Mark Fullam**, **Ricky Chenoweth**, **Shane Callahan**, **Ann Chambliss**, **Ally Tolbert**, **Lauren Morgan**, **Michael Crocker**, **Michelle Jones**, **Curtis Hussey** and **Estra Reynolds**.

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Cell: (251) 605-5263

Email: makeda@makedanichols.com

www.makedanichols.com

NMLS MLO #292717





Holloway



Phillips

Wilkins Miller LLC

accounting and advisory firm welcomed **Arica Holloway** and **Leslie Phillips**. Holloway earned a bachelor's degree in business administration from the University of South Alabama. Phillips graduated with a bachelor's degree in psychology from the University of South Alabama.

The University of Mobile announced **Joseph M. Wiegand** as chief financial officer and legal counsel. He has

a bachelor's degree in American public affairs and social relations



Wiegand

from Michigan State University and a master of laws degree from University of London, King's College in London. He is working on a doctorate in education from Liberty University.



Maskill



Whitworth

Mike Maskill, Katherine Whitworth and Greg Andrews joined **C2 Insurance Group LLC**.

Maskill serves as director of insurance and brings 14 years of experience. Whitworth is the director of marketing. Andrews, an insurance advisor, brings 10 years of experience and is licensed in Alabama and Mississippi.



Andrews

Warren Averett announced **Todd Martin** joined the firm's Mobile team as a supervisor. He received bachelor's degrees in accounting and finance from Spring Hill College, as well as a master's degree in tax accounting from The University of Alabama.



Martin



Ison



Fowler

Mayor **Sandy Stimpson** appointed **Jamie Ison** and **James Fowler** to the **Mobile Airport Authority**. Ison is currently a realtor for LLB&B Real Estate Inc. and was previously a state representative for Alabama House District 101.

Fowler is the assistant vice president of Cooper/T. Smith Corporation. Prior to returning to his home state of Alabama, he served as operations manager for Crescent Towing in New Orleans. He also worked in the management of various stevedoring and maintenance operations at Cooper Consolidated in Darrow, Louisiana.

Business Endeavors

Remington College Mobile Campus created a new heating, ventilation and air conditioning diploma program. The curriculum includes HVAC technology, theory and safety; maintenance techniques; residential and commercial systems; and automated control use, troubleshooting and repair.

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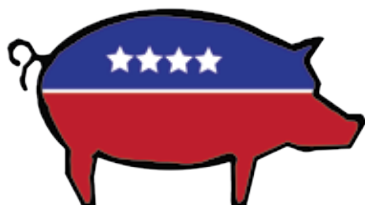
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Don't miss this opportunity to "ham it up" with local, state and federal officials and candidates to find out where they stand on critical legislative issues.

Pork & Politics in the Park

**TUESDAY
MAY 22**



5:30 to 7:30 P.M.

**USS ALABAMA Battleship
Memorial Park**

Tickets are \$25

Reservation and cancellation deadline is May 18.

*Contact 251-431-8621
or mtyson@mobilechamber.com
with payment information.*

Sponsored By:



Venue: USS ALABAMA Battleship Memorial Park

Caterer: Sonny's Real Pit BBQ

Printing: Artcraft Press



This event has been approved by the State of Alabama Ethics Commission for participation by elected officials and government employees.

Well Done

U.S. News & World Report named the **Grand Hotel Marriott Resort, Golf Club & Spa** in Point Clear the best hotel and best resort in Alabama. The **Battle House Renaissance Mobile Hotel & Spa** was second on the list of best hotels in the state. Both properties are owned by Retirement Systems of Alabama.

*



Dees



Guy



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M. Foster



M. Wiley



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Berkshire Hathaway HomeServices Cooper & Co. Inc. Realtors agents who received 2017



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national awards were: **Sheree Dees**, chairman's circle-platinum award; **Chuck Guy, Don and Maria Foster** and **Mike Wiley**, president's circle award; and **Rosemary Williams, Tim Pope, Cricket Vigor, Brejeannia Gardner** and **Doug Adams** received the leading-edge society award.

Bridgette Holloway, Angela Locklier, Sheri Hussey Jones, Charlene Wiley, Cheryl Russell, Ryan Morrow, Jordan Cooper, Michelle Rogers, Lynn Phillips, Tammy and Roger Nichols, Mareen Freeman, Janice Johnston, Amanda Beyer, David Cooper, Marie Dickinson and Nancy Nassar received the Honor Society award.

*

BR Williams Trucking celebrates 60 years in business this year. Currently the company has a fleet of 165 satellite-equipped tractors and 625 air-ride van trailers, servicing the 48 contiguous states and Canada.

The state of Alabama Engineering Hall of Fame 2018 inducted

Perry Hand, chairman of the board at Volkert Inc. Hand graduated from Auburn University with a bachelor's degree in civil engineering. He was elected to the Alabama Senate in 1983 and 1986, and in 1989 he became Alabama secretary of state. In 1991, he was appointed highway director for the state. He retired from government service in 1993 and joined Volkert.



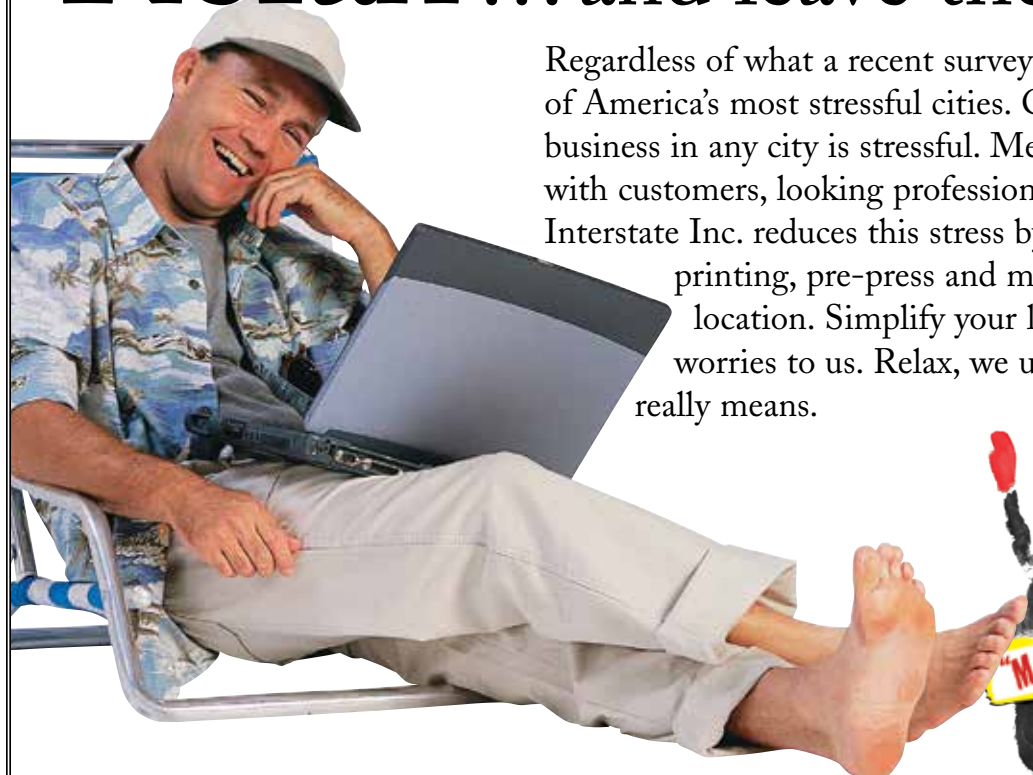
Submission deadline for Member News is two months prior to publication. News releases should be one or two brief paragraphs. Photos must be professional headshots, labeled with the person's last name, and must be 300 dpi at full size and saved in an eps, tiff or jpg format. Send your information to news@mobilechamber.com.



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