

Mobile Area Chamber of Commerce

JUNE 2018

# the **business**VIEW



Kimberly-Clark  
**Investing \$101M  
in Mobile Mill**

**Kayak/Canoe  
Through Mobile**

Meet the Next Class  
of Mobile/Baldwin

**Emerging  
Leaders**





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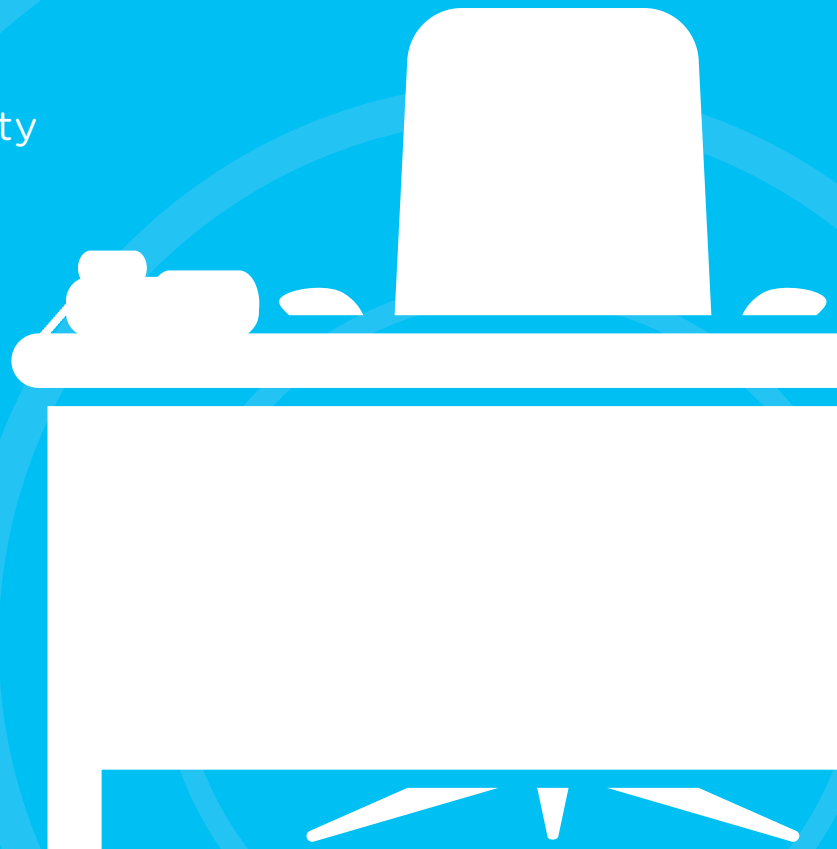
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Welders, pipe fitters, riggers,  
journeyman plumbers & crane  
operators/heavy equipment operators



KEEPING UP WITH  
CHANGE TOOLKIT 2018

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**ON THE COVER**

Pictured are five Mobile Area Chamber members participating in this year's Emerging Leaders Program. Left to right are Billy Hunt, Trey St. John, Hope McFadden, Sharon Campbell and Tony Ingram. The program nicknamed the Streetwise MBA is limited to 20 participants and is designed to drive up revenue and create jobs in local small businesses. Read the story on page 9. *Photo by L.A. Fotographee*

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# Kimberly-Clark Plans

## Another Expansion in Mobile

*Kimberly-Clark made two significant investments in its Mobile facility within the last year. This digital rendering above depicts the company's combined heat-power plant under construction and announced in 2017.*

Kimberly-Clark Corp. will make a second major investment in its Mobile mill. In April, the Texas-headquartered company announced it will spend \$101.7 million and add nine jobs at an average annual wage of \$87,000.

"This investment, the commitment of our employees and the community support will together bolster the Mobile mill's competitive position within Kimberly-Clark," said **Todd Visscher**, mill manager for Kimberly-Clark's Mobile operations.

According to Visscher, the company is rebuilding an existing tissue machine and installing two converting lines to meet the growing needs among North American bath tissue customers. In addition, the investment will further improve manufacturing efficiency, increase capacity and produce tissue without the cardboard core.

"This coreless product is more environmentally friendly and is the future of our industry," said Visscher.

As part of its sustainability strategy to reduce its natural forest footprint by 50 percent by 2025, Kimberly-Clark increased the amount of virgin fiber certified by the Forestry



Stewardship Council (FSC) to 80 percent in 2016, up from 7 percent in 2006. This accomplishment earned the company the council's Leadership Award, recognizing use of FSC-certified products and commitment to responsible forest management.

Less than a year ago, Kimberly-Clark announced significant expansion plans valued at \$110 million for its Mobile mill, with plans to add 17 new jobs. The 2017 project aimed at improving long-term energy efficiency and costs with the construction of a combined heat-power plant began in February.

Both projects have an estimated completion date of

2019 – the heat-power plant in the first quarter and the tissue machine rebuild and converting lines in the fourth quarter.


"These investments are a testament to the future of Kimberly-Clark's Mobile facility and its workforce," said **Shelby Glover**, senior project manager of economic development for the Mobile Area Chamber. "It's important for us to maintain, and add when possible, high-paying jobs such as these."


"When existing businesses are thriving in combination with new jobs and investment, that's a winning formula," said City of Mobile Mayor **Sandy Stimpson**.

Mobile County Commission President **Merceria Ludgood** added, "We're happy that

Kimberly-Clark has found Mobile County's economy good for business as they continue to invest and provide jobs."

Kimberly-Clark first established a Mobile presence 23 years ago in 1995, when the company took over the Scott Paper plant. Made in Mobile products include bath tissue and paper towels under the Scott, Cottonelle and K-C Professional brand names.

More than 680 people work at the Mobile site. 

You'll see this symbol  with stories featuring Chamber initiatives.

# Chamber Promotes David Rodgers to Economic Development Vice President

**David Rodgers** was promoted in April to vice president of economic development of the Mobile Area Chamber. In this position, he will oversee and direct the Chamber's economic development functions, including new business development, business retention and expansion, international trade and workforce development. Additionally, he will oversee the day-to-day operations of Partners for Growth (PFG), the Chamber's current economic development program of work.

Rodgers joined the Chamber in January 2015,



Rodgers

working in the economic development department as a project manager. He was promoted to senior project manager in June 2016.

In his role with the Chamber, some of his project

"wins" include Canfor's headquarters relocation, Continental Motors expansion and the Walmart Distribution Center announcement. He also worked for two years at Safety Source as a purchasing manager.

"We've got a strong program in place, and an extremely

talented team," said Rodgers. "I'm ready to get to work to advance the PFG plan."

"David brings to the table a clear understanding of the Mobile market and our Team Mobile partners, as well as a strong working relationship with the Alabama Department of Commerce and site selectors from across the country," said **Bill Sisson**, president and CEO of the Chamber. "He also has a strategy in place to help take the Chamber's economic development department to the next level."

Among his many accolades, Rodgers was named the Economic Development Association of Alabama's Young Professional of the Year in 2017 and completed the

Economic Development Institute at Oklahoma University. He has a bachelor's degree in business administration and marketing from the University of Southern Mississippi and serves on the board of the South Alabama Regional Planning Commission.

Chamber Board Chair **Brian Willman** with Regions Bank noted Rodgers' experience with PFG as an asset for his new position. "Our (PFG) investors helped shape the Chamber's economic development program of work and have invested in it. (He) is the right person to help us exceed our aggressive PFG goals," Willman said.

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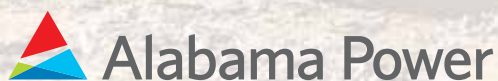


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*In April, the members of the Irrigation Components team received the Governor's Trade Award from Alabama Gov. Kay Ivey (second from right).*

# Irrigation Components Receives Governor's Trade Award

Mobile Area Chamber member Irrigation Components International, based in Daphne, received the Governor's Trade Excellence Award this spring. The awards program recognizes companies demonstrating exporting excellence in the state of Alabama and is coordinated by the Export Alabama Alliance.

Irrigation Components serves clients across the globe, including the Middle East, Australia, New Zealand, Central and South America and Europe, with components such as sprinkler packages and

components for large farm-grade irrigation equipment.

The company has been involved with the trade program for many years and has been deliberate and focused on expanding their export business, according to **Christina Stimpson**, director of the Chamber's international trade program. She added company executive **Ramsey Geha**, vice president of international sales, recently participated in a Chamber-sponsored trade mission to Argentina and Ecuador.

"The company understands the significance of active involvement in the international market," she said.

Winners were judged on a variety of criteria including: level of export sales as a proportion of total sales; sustainable growth in export sales; quality of export marketing strategy; senior management commitment to export development; innovations in exporting; and businesses that have benefitted from export assistance to make export sales or open new

overseas markets, using services from organizations making up the Export Alabama Alliance.

Other statewide winners included: Back Forty Beer Co. of Gadsden; Conversant Bio of Huntsville; Diamond Fortress Technologies of Birmingham; Douglas Manufacturing of Pell City; Keet Consulting Services LLC of Pelham; North Alabama International Trade Association and Regitar USA Inc. of Montgomery. 



# Emerging Leaders Program

## Helps Small Businesses Create Jobs

The name of the U.S. Small Business Administration's stage-two entrepreneurial training program, Emerging Leaders, is somewhat misleading. The entrepreneurs chosen for this intense program focused on helping companies create jobs and drive up revenue have, for the most part, already established themselves and are poised for growth.

In April, the Mobile Area Chamber announced the second regional class for the 2018 program, and it includes companies in Mobile and Baldwin counties, as well as Mississippi. It is the second consecutive year Mobile was chosen to host the program, and one of only 58 locations nationwide.

Included in the curriculum are 100-plus hours of professional training and peer-to-peer counseling over seven months. From April through October, participants will attend 13 free entrepreneurial educational sessions addressing four core areas: business and leadership, finances, marketing and sales and resources. They'll then learn how to put it all together.


Nicknamed the Streetwise MBA, the select 20 willing to complete the required work graduate with a three-year strategic growth action plan with benchmarks and performance targets.

After the basic qualifications are met – \$400,000 or more in revenue, in business for at least three years and one employee, other than self – **Brent McMahan**, senior area manager of the U.S. Small Business Administration, and **Danette Richards**, the Chamber's director of small business development, interview applicants looking for those who have exhausted their own



*These five Chamber members have started the process to bring their companies from good to great. Pictured from left to right are: Tony Ingram, Tony's Tejas Salsa; Sharon Campbell, G.C. Specialties; Hope McFadden, McFadden Engineering; Billy Hunt, Poarch Band of Creek Indians/PCI Support Services; and Trey St. John, Logical Computer Solutions.*

resources, can articulate their need, understand the commitment, enjoy problem-solving with others and have a positive outlook.

"As the economic engine, the Chamber recognizes the importance of growing locally based businesses," said Richards. "This is a proven results-driven program generating thousands of jobs in small businesses." 

### Emerging Leaders 2018 Class Participants

- **Sharon Campbell, G.C. Specialties Inc.**
- **Neal Collins, Bay Steel Corp.**
- **Wesley Coody, C2 Wealth Management LLC**
- Chris Francis, Chris Francis Tree Care
- **Wyatt Gerald, The Glass Guru of Mobile**
- LouAnne Harrell, Fairhope Pharmacy
- **Billy Hunt, Poarch Band of Creek Indians/ PCI Support Services LLC**
- **Tony Ingram, Tony's Tejas Salsa**
- **Sedat Kacar, Port City Medical**
- **Colleen Kennedy, Gulf Supply Co. Inc.**
- Peter Martin, Tesecon Inc.
- **Hope McFadden, McFadden Engineering, Inc.**
- Jonathan McConnell, Meridian Global
- **Marcus Neto, Blue Fish**
- Audri Neyland, Brice Electric LLC
- Deveina Reynolds, Reynolds Enterprises LLC
- **Trey St. John, Logical Computer Solutions**
- **Aaron Stonebrook, BCM Moring Co. Inc.**
- Marion Timmons, Marion's Painting Contractors LLC
- Gail Yongue, Yongue Ventures Inc d/b/a Mosquito Joe

*Names listed in bold are Mobile Area Chamber members.*



## Mobile: Flight Works Alabama Plans Announced



Airbus announced the new aviation center to be built at Mobile Aeroplex at Brookley will be Mobile: Flight Works Alabama, a hands-on instructional facility with the goal of bolstering the state's workforce development efforts. The company issued the first architectural rendering of the new facility (seen at left).

Located near the Airbus facility, the 19,000-square-foot center will host a large interactive exhibition area, classrooms, a collaboration room, a workshop, a restaurant and a gift shop. It will also be a gateway for public tours of the Airbus A320 family assembly line.

Several Alabama-based firms are working on the project, including Mobile-based architects Mott MacDonald.

A groundbreaking is expected this summer, with a grand opening planned for 2019.

## Learn to be a Public Relations Chameleon

## KEEPING UP WITH CHANGE TOOLKIT 2018



In the changing and ever-expanding landscape of public relations, it's important to be adaptable. Sometimes it's good to blend in, while other times it's important to stand out. Either way, it's best to always be prepared for whatever happens in your business or at your organization.

To help local public relations professionals and anyone working with the media, the Public Relations Council of Alabama Mobile Chapter will once again host its annual professional development workshop, Toolkit 2018 - Keeping up with PR

Changes. This year's event will be held on Friday, June 22, from 9 a.m. to 4 p.m. at the Mobile Marriott, 3101 Airport Blvd.

The workshop will feature industry experts sharing the latest trends in podcasting, websites, ad buying, digital analytics and presentation skills. Guest speaker will be Dr. Joe Trahan, APR, Fellow, PRSA, an international media relations trainer. His topic for the day will be "Stand up and Shout - I'd Rather Die Than Give a Speech." During this presentation, all participants will learn the three Ps of spicy

speeches: people, purpose and passion.

"This event is a great way for anyone in business to learn new public relations skills," said **Donna Glover**, vice president of community projects for PRCA Mobile and public relations assistant coordinator for AltaPointe Health. "This year's team of presenters will share insight into some of the most current – and confusing – PR-related issues. This annual event is a staple of our organization and

a way to reach out not only to our members but to everyone we help and work with."

Tickets are available now and are \$70 for PRCA members, \$85 for guests and \$30 for students. The cost includes a light breakfast and lunch and professional headshots courtesy of FusionPoint Media Inc.

Register today at <http://bit.ly/PRCAToolkit2018>.



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Jeff Brinson (left) runs the Mobile branch of Southwestern Consulting. He's pictured here with Todd St. Mary, who works as a sales and leadership coach.

# Southwestern Consulting

## Coaching Businesses to Increased Sales

A former collegiate baseball player, **Jeff Brinson** has always understood the value of good coaching. When he entered the business world, Brinson found it was no different.

In a 25-year business career, Brinson became the top producer for two different Fortune 500 companies, with experience in direct sales, sales management, recruiting, training and personal development.

In 2014, he used that expertise to become a professional sales and leadership coach, affiliated with Nashville-based Southwestern Consulting. Aided by his virtual assistant, **Karen Weeks**, Brinson has built his Mobile operation into a \$1 million business in its first four years.

Brinson's Mobile branch of Southwestern Consulting is the Mobile Area Chamber's Small Business of the Month.

Among Brinson's clients are auto dealers, banks, financial planners, mortgage brokers, insurance agents, realtors, law firms, accountants and other businesses. Southwestern's sales and leadership insights reach more than 4 million people every month through outlets such as the *Wall Street Journal*, the *New York Times*, *Forbes*, *Fortune*, *CNBC* and others.

Utilizing his background in and love for sports, Brinson specializes in teaching ethical sales techniques and strategies that individuals and teams can use to immediately increase their sales.

"My niche is based upon my unique and tight focus, being faith-based business owners who love sports," Brinson said. "I believe everyone either needs, wants or flat-out deserves to have an awesome coach in their work – and life – to elevate beyond where we could ever go by ourselves."

Brinson is active in the Chamber, serving as a content contributor for Executive Roundtable and a Chamber Chase sales trainer. He's also active in the community through church activities and public speaking for local civic organizations and networking groups.

A married father of two, he hasn't lost his love for sports, serving as a youth baseball

coach and remaining an avid golfer and triathlete.

"Big things oftentimes come in small packages," Brinson said. "We have successfully built a thriving, nationally acclaimed business while establishing solid roots, here in the Mobile community."

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to submit an application, or  
contact Danette Richards  
at 251-431-8652 or  
[drichards@mobilechamber.com](mailto:drichards@mobilechamber.com).



# 46 Mobile and Baldwin Projects to Receive RESTORE Act Funds

The long-awaited announcement of how the first round of funding from the 2010 Deepwater Horizon oil spill would be spent in Mobile and Baldwin counties came in March from the Alabama Gulf Coast Recovery Council.

The council is a 10-member group created to make decisions for RESTORE Act (Resources and Ecosystems Sustainability, Tourist Opportunities and Revived Economies) funding passed by Congress in 2012.

Chaired by Alabama's Governor, with Jo Bonner serving as Gov. Kay Ivey's representative in her absence, and co-chaired by the Director of the Alabama State Port Authority, other council members include elected officials from Baldwin and Mobile counties and the cities of Bayou La Batre, Dauphin Island, Fairhope, Gulf Shores, Mobile and Orange Beach.

Forty-six local proposed projects received a total of \$315.3 million, from a welcome

center in historic Africatown to innovating Mobile's technology corridor along St. Louis Street to restoring and developing multiple creeks, bayous and waterways.

Breaking down the list, 23 are in Mobile County, 20 are in Baldwin County, two are dedicated to both counties and one is devoted to offshore Alabama. Read more about Three Mile Creek and the Alabama State Port Authority's RO/RO Terminal, two Mobile

County projects on pages 17 and 16, respectively.

The council's Executive Director, **Eliska Morgan**, said these activities account for approximately 45 percent of the \$708 million expected over 15 years from penalties levied against the oil spill's responsible parties.

Each project must pass additional logistical hurdles before funding is received, including submission of finalized documents, a 45-day public comment period and submission by the council to the U.S. treasury department.

"This is a marathon, not a sprint," said Morgan. Deposits to Alabama's Trust Fund for these projects and others will be made at the rate of \$40 million a year for 15 years. The fund received its first installment in 2017 and will continue through 2031.

In April, the council released the first of two plans – a draft multiple-year implementation plan and a draft state expenditure plan, with the second scheduled for mid-summer. Each plan includes a timeline, established need and objectives. At the end of the public comment period, the plans will be submitted for final approval with project implementation beginning in 2019.

Projects not selected initially will be eligible for reconsideration in the future. Over time, the council intends to distribute RESTORE Act funds equally between Baldwin and Mobile counties.

To read a brief description on proposed projects, visit <https://restorealabama.org/DRAFT-MIP-SEP-PROJECTS>. The project suggestion portal remains open at [www.alabama-coastalrestoration.org](http://www.alabama-coastalrestoration.org).





## Locations of Proposed Projects for Round 1 RESTORE Act Funding by the Alabama Gulf Coast Recovery Council

### Mobile County

- Alabama State Port Authority Automotive Logistics/RO/RO Terminal, \$28,767,710
- Redevelop Bayou La Batre City Docks \$21,028,000
- Extension of Bayou La Batre Wastewater Treatment Facility, \$15,600,000
- Dauphin Island Aloe Bay Harbour Town Phases II & III, \$14,346,382
- Bayou La Batre Collection System/Lift Station Upgrades, \$12,805,000
- Three Mile Creek Watershed Restoration, \$11,730,000
- Dauphin Island Aloe Bay/Mississippi Sound Water Quality Enhancement, \$11,500,000
- Dirt Road Paving/Sediment Reduction Program, \$10,093,120
- Mobile Greenway Initiative, \$9,700,000
- Mobile County Blueway Trail Development, \$8,000,000
- Innovating St. Louis Street Infrastructure, \$5,885,500
- Bayou La Batre Water Distribution System Upgrades, \$5,306,000
- Historic Africatown Welcome Center, \$3,581,762
- Replacement Facilities at ADEM Coastal Office & Mobile Field Office, \$5,862,717
- Perch Creek Area Sanitary Sewer Trunk Line, \$3,548,590
- Mobile Area Storm Water Mapping & Resiliency Planning, \$3,000,000
- Dauphin Island Aloe Bay Harbour Town Phase 1, \$2,183,485
- Northwest Satsuma Water & Sewer Project, \$1,760,700
- Mount Vernon Water Treatment Plant, \$1,500,000
- Chickasaw Sewer Rehabilitation, \$1,250,000
- One Mobile: Reconnecting People, Work & Play, \$1,250,000
- Implementing Storm Water Management Improvements for Toulmin Springs & Gum Tree branches, \$1,187,130
- Dauphin Island Isle Dauphine Beach & Golf Study, \$375,000
- Meaher Park Improvements, \$3,450,000
- Orange Beach Alabama Point Seawall Repair, \$2,488,000
- Orange Beach Canal Road Improvements, \$1,848,270
- Fairhope Eastern Shore Sanitary Sewer Overflow Prevention Plan, \$1,000,000
- Fairhope Area Community-Based Comprehensive Land Use Plan, \$650,000
- Lillian Park Beach Habitat & Shoreline Protection, \$626,460
- Orange Beach Environmental Restoration of Cotton Bayou & Terry Cove, \$500,000
- Longevity, Stability & Water Quality Improvements, Bon Secour, \$340,744
- Orange Beach Wildlife Recovery & Interpretive Center, \$275,000
- Expansion of Orange Beach Wildlife Rehabilitation and Education Center, \$183,500
- New Stream-Gaging Station on Fish River, \$86,250

### Both Mobile & Baldwin

- Alabama Gulf Seafood Marketing Program, \$2,852,135
- Gulf of Mexico, Characterization & Delineation of Sand Resource Areas for Beach Restoration, \$922,500
- Development for a Regional Strategic Plan for Coastal Alabama Region, \$562,500

### Baldwin County

- Baldwin County ALDOT Capacity/Route Improvements, \$56,800,000
- Baldwin Beach Express I-10 to I-65 Extension, \$11,340,000
- Fairhope Sewer Upgrade Phase 1, \$10,000,000
- Gulf Shores Ambassadors of the Environment Facility, \$9,748,254
- Gulf Coast Engineering Research Station Orange Beach/ Auburn University, \$9,000,000
- Fairhope Working Waterfront & Greenspace Restoration, \$6,200,000
- Gulf Shores Little Lagoon Restoration, \$5,995,686
- Orange Beach North Sewer Force Main Upgrade, \$5,195,000
- Fort Morgan Parkway Trail Extension, \$4,433,600



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# Alabama State Port Authority Makes Strategic Move to Capture Regional Export Traffic

Currently handling a number of automotive components, the Alabama State Port Authority is making a strategic move to capture some of the regional export traffic once the vehicles are finished and ready for transport.

The port authority entered into a Memorandum of Understanding to develop and operate a vehicle processing roll-on/roll-off (RO/RO) facility at the Port of Mobile, choosing one of the most experienced and well-known partners in the industry.

AutoMobile International Terminal is a joint venture of Terminal Zárate, headquartered in Buenos Aires, Argentina, (with a 9 million vehicle output,

including 625,000 last year); and SAAM Puertos, one of the major port operators in South America.

**James K. Lyons**, director and CEO of the Alabama State Port Authority noted the agreement is a giant step forward in supporting automotive logistics in the Americas and abroad. "This agreement represents a key step in diversifying the port authority's business while providing a strategic asset to regional automotive shippers," Lyons said.

Southeast automotive manufacturers are either shipping from the East Coast or the Port of Houston. For those shipping to Mexico, Latin America and the Far East, Mobile will offer a shorter

distance to port and cost savings.

The new terminal would convert approximately 57 acres of a bulk material handling facility no longer in use into a state-of-the-art automotive processing and logistics terminal. The 40 foot (12.19 m) ship draft facility is served by five Class I railroads serving all of North America and has immediate, unencumbered access to two interstate systems (I-65 and I-10).

Construction on the \$60 million facility is expected to start by year-end with an anticipated completion date of year-end 2019. **Judith Adams**, the port authority's vice president of marketing, estimates that, based on similar projects, the

RO/RO facility would generate 600 direct, indirect and induced jobs.

More than half the funding will come from a recently awarded \$12.7 million Transportation Infrastructure Generating Economic Recovery (TIGER) grant and the \$28.8 grant from the Alabama Gulf Coast Recovery Council as authorized under the Resources and Ecosystems Sustainability, Tourism Opportunities and Revived Economy of the Gulf Coast Act (RESTORE). The concessionaire agreement facilitates the private sector partner contribution toward the facility.

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# Walking, Biking, Kayaking Through Mobile? Yes, Please!

Photo credit: Mobile Bay National Estuary Program

A 10-mile walking and biking trail alongside a creek enjoyed by kayakers and canoers would mean family activities, neighborhood conversations, economic growth and the mark of a 21<sup>st</sup> century community.

After years of planning, a new public-private partnership and recent funding, development of the 19,000 acres around the Three Mile Creek watershed is on its way to fruition.

3MC Partnership, short for Three Mile Creek Partnership, is a recently formed coalition of volunteers who are collaborating with the City of Mobile and private sector stakeholders in support of the creek's trail and amenities, efforts to environmentally restore its waters and efforts to spur accompanying neighborhood renewal and economic development. It is a program of the Mobile Area Chamber Foundation.

The project gained traction after a Chamber-sponsored Leaders Exchange to St. Louis, in 2014 and again in 2016 when visiting Greenville, S.C.

"A project of this size and scope requires cooperative relationships. While the role of 3MC Partnership is evolving, the nonprofit is expected to provide public and private sector leadership in facilitating, planning, fundraising and implementing the project while engaging and unifying the community," said **Mike Rogers** with Rogers and Willard, who chairs the partnership.

From the University of South Alabama wetlands to Langan

Park to downtown Mobile to the Mobile River, the 10-mile walking and biking trail has the potential to connect roughly 70,000 people and 1,000

businesses located within one mile of the creek.


"This project enhances what Mobile has to offer, and will only make it easier to attract new businesses and the employees they need, while improving the quality of life for us all," said **Bill Sisson**, the Mobile Area Chamber's president and CEO, who serves on the 3MC

leadership team.

The Three Mile Creek trail is designed in seven segments with plans to complete most of it by 2021. The City of Mobile, with the help of multiple

funding sources, completed a one-mile segment in 2017 that runs along the north side of the creek at Tricentennial Park, located near the intersection of Stanton Road and Bragg Avenue. The city is recruiting bids for an amenity package that would add a fitness zone, benches, drinking fountain, signage and more to the area.

Funding the design and engineering for four additional segments, the city received a significant boost for the project in March when its request for RESTORE Act funds was awarded \$9.7 million for construction of the trail and another \$11.8 million for Three Mile Creek restoration; and the Alabama Department of Transportation awarded more than \$500K to the city to extend the greenway.

To keep up with the progress of the project and learn how to get involved with 3MC, visit [www.3milecreek.org](http://www.3milecreek.org). 

**This project enhances what Mobile has to offer, and will make it easier to attract new businesses and the employees they need, while improving the quality of life for us all.**

**Bill Sisson**  
*President and CEO, Mobile Area Chamber of Commerce*



# 12 Ways to Build Better Client Relationships

By Paul G. Krasnow, Author



These days, trust is at an all-time low. People are suspicious of organizations, institutions and leaders across the board. At the same time, competition is fierce. Your clients can leave you at any time (and for any reason) and replace your services with something faster, shinier and sexier. But here's the good news: When you're able to engage with clients the right way and build deeply connected, trust-based, authentic relationships with them, you automatically set yourself apart.

Strong client relationships are hard to come by, and clients know it. That's why, when you know how to create them, you'll

win your clients' loyalty, earn referrals and enjoy repeat business for life.

Deep connections like this can't be faked. They require your attention, your care and your authentic desire to serve your clients to the best of your ability. In both bad times and good, your commitment to them should be your top priority. Not everyone is willing to create and nurture these kinds of relationships. If you are, your business will thrive.

I know this truth because I have lived it. As a financial representative at Northwestern Mutual Life Insurance Co., I've been a top producer for 40 years and won many "Top Agent" titles. My performance

record is built upon years of engaging with clients and acting on the best practices revealed in my new book, *The Success Code*.

If you're ready to learn how to foster superior client satisfaction and loyalty, keep reading for relationship-building habits that keep them coming back again and again.

**1. First, commit to a personal code of integrity and live it each day.** Integrity should be a core value that steers all of your client interactions. This means committing to being honest and working hard with their best interests in mind.

Develop a set of business integrity mantras you can

strategically place around your office on Post-it notes or even posters. Use them to remind yourself to always align all your decisions with your code of business conduct.

**2. Give them peace of mind.** Your clients should always be in good hands with you. Develop a system that works for you to proactively give clients the highest level of service at all times. Whether it is having a perfectly tweaked project management system in place in your business or having a very clear communication system, make sure you respond to your clients in a timely manner and that you provide expert answers to all of their questions.



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**3. Build trust by keeping your promises.** If customer connections are the cornerstone of a successful business, trust is the cornerstone of a healthy client relationship. Remember to keep your word and deliver without fail. Keeping your word can be as small as never canceling an appointment or going over the allotted time for a meeting. This guideline may seem simplistic, but the approach will not only impress and delight them, it will allow them to trust you with more business in the future. Building client trust makes you a winner every time.

**4. Be honest about what your services can deliver.** Don't oversell or overpromise the results you offer. Manage your clients' expectations so they won't be disappointed. But whenever possible, do put them in touch with others who can help them.

Be sure to expose your clients to your networks just to be helpful. Maybe they come to see you for insurance policies, but your consultant pal from college could help them streamline their business initiatives – so you connect them! This will only widen your networks and strengthen your client relationships.

**5. Don't sell your customers products they don't need.** Be upfront about products that would be a waste of their hard-earned money. Make your clients' best interests your focus in approaching clients with your services. This tip is part of a larger philosophy of moving away from seeing a client as an immediate sale and moving toward building a long-term relationship. This approach ensures that you are successful in building a solid foundation for your client relationships.

**6. Deliver consistent service.** Clients come to expect what they have experienced with your services in the past. Align yourself with a clearly defined mission, set of goals

and level of commitment and ensure that clients receive the same level of care by delivering consistently high-quality service, time and time again.

**7. Be authentic with clients.** Authenticity, by definition, can't be faked. Your customers will know if you are being friendly just to make a sale. But genuine interactions allow people into your life by sharing your personality and getting to know the real you. Friendliness goes a long way.

**8. Find thoughtful ways to show you care.** Just showing up for your clients because you genuinely care about them is a sure way to solidify your connection with them. So send out birthday cards. Make a donation to a charity in your client's name. Get to know each of your clients and show genuine interest in their lives. Remember details and ask about their families and lives. Create an emotional connection any chance you are able. Once relationships have been established, attend family weddings, funerals and bar and bat mitzvahs.

**9. Check in even when you have nothing to sell them.** Clients love to know that you care about them beyond the sale of services. Reach out to your clients from time to time and check in with them to see how they are doing. Take them to lunch, meet up for a game of golf, ask them about the outcome of an important family event. These ways of connecting are opportune times to find out if there is anything you could be doing even better to make this client happier than they already are.

**10. Don't forget about your existing clients, even when your business is booming with new ones.** Clients can tell when they're on the back burner. Consciously devote time to touching base with your loyal long-term clients, especially when new customers are banging down your door.

Nobody wants to feel like a "third wheel," certainly not your trusted clients. Keep that connection strong and nurture it every step of the way by reaching out and staying in clear communication with your clients.

**11. Resist going on autopilot.** Even if you have your sales technique down pat, find a way to actively engage with every client. Clients can sense if you're phoning it in.

Try to step into the shoes of your client each time you have a meeting. Find ways to really connect with the human being sitting across from you and remember that you are striving to improve their lives.

**12. Apologize if you make a mistake, and fix the problem immediately.** In most cases, customers aren't interested in holding grudges; they want to forgive and forget. The best way to smooth things over when you've messed up is

to make a heartfelt apology and then make it right. Take a moment to address mistakes and put in place ways to continually improve on your process by addressing obstacles that may slow down your momentum.

If your business is anything less than thriving, you should first and foremost examine your relationship with your clients. The truth is, you are far more in control of your brand's growth than you give yourself credit for. That's why it's so important to take true ownership of the connection you build with your clients. You'll be amazed how much your deeper commitment to them will pay off in the long run.

*Paul G. Krasnow is the author of The Success Code: A Guide for Achieving Your Personal Best in Business and Life. For more information, visit [www.paulgkrasnow.com](http://www.paulgkrasnow.com).*



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# Recognizing Outstanding Minority-Owned Businesses

## Eagle Award and the Rev. Wesley A. James Minority Business Advocate Award Applications are Being Accepted

The Mobile Area Chamber is accepting applications for its annual Eagle Awards through Friday, July 13. The program celebrates and honors local minority-owned businesses, and for the last two decades, more than 100 companies have been honored with this award. In addition, the Chamber is receiving nominations for the Rev. Wesley A. James Minority Business Advocate Award (MBA), honoring the efforts of a company or organization exhibiting a commitment to diversity and inclusion by expanding opportunities and promoting minority-owned businesses.

Promoting supplier diversity and inclusion is not just an assignment, according to **Darrell Randle**, vice president of small business development. "Eagle Awards

allow us to showcase our efforts in promoting minority-owned businesses while increasing their visibility in the region."

**Jermaine Gaines**, president of Gaines Plumbing LLC, a 2017 recipient said, "The award has afforded many benefits including networking, public relations and marketing value, a boost in our staff morale and enhanced branding recognition."

This year the Chamber will host the 2018 Eagle Awards and Diversity Forum Luncheon on Friday, Oct. 19, at the Battle House Hotel. **Tom Joyner**, renowned host and founder of the nationally syndicated "The Tom Joyner Morning Show" will be the keynote speaker. Eagle Award winners and the MBA winner will be honored at this luncheon.

To apply or be nominated for either award, below is the criteria:

### Criteria for Eagle Award

- At least 51-percent owned, operated and controlled by African-American, Hispanic/Latino, American Indian or Asian-American;
- Headquartered in Mobile, Baldwin or Washington counties;
- Operational at least three (3) 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.

### Criteria for the Minority Business Advocate Award:

- Mobile Area Chamber member in good standing;
- Show a commitment to minority business development;
- Three complete years of operation (as of December 31, 2017); and
- An office in Mobile, Baldwin or Washington counties

For more information on nominating a business or applying for either award visit <http://mobilechamber.com/small-business/small-business-awards/> or contact **Danette Richards** at 251-431-8652 or [drichards@mobilechamber.com](mailto:drichards@mobilechamber.com).



## Startup Weekend a Success

In April, the Mobile Area Chamber and Innovation PortAL hosted the third Startup Weekend in downtown Mobile. More than 60 people participated in the three-day business creation and pitch competition with judges coming in from across the country. This year's moderator (pictured below with Chamber Director of Small Business Danette Richards (left) was Alexandra Ximenez.



Above, Startup Weekend judge Bob Crutchfield gives feedback to the weekend's winning new business, Pupper, a company that describes itself as a Tinder for finding your ideal pet. To learn more about the weekend's activities go to <https://www.facebook.com/SWMobileAL/>.



ServisFirst has three locations in Mobile and Baldwin counties. Pictured here at the Royal Street location in downtown Mobile are Alex Arendall, Anita Chapman, Chandler Gordon, Sherry Coker, Faith Webb and Becky Minto.

# ServisFirst Bank

**Company officials:** Bibb Lamar, regional CEO – Mobile; Bruce Finley, executive vice president; Alex Arendall, Jay Weber, Walter Brand, Becky Minto, Mike Johnson, Randy Adams, Bryan Neth and Poenta Luckie, senior vice presidents

**Years in business:** The bank was founded in 2005 in Birmingham and has been in Mobile for six years.

**Brief company description:** ServisFirst Bank is a full-service bank focused on commercial banking, correspondent banking, cash management, private banking and the professional consumer market, emphasizing competitive products, state-of-the-art technology and a focus on quality service. The bank

recently surpassed \$7 billion in assets and operates 20 banking centers in Alabama, Florida, Georgia, Tennessee and South Carolina. ServisFirst has three full-service locations in the Mobile area – Downtown, Spring Hill and Fairhope.

## Why are you located in Mobile?

“ServisFirst focuses primarily on major metropolitan areas and has a presence in the major cities throughout Alabama,” said Arendall. “Moving into the Mobile market in 2012 was a natural progression given the growth potential here and our ability to attract top-level talent with roots in the Mobile community.”

**Why do you support the Mobile Area Chamber of Commerce’s Partners for Growth initiative?** “The

initiative’s name speaks for itself,” said Arendall. “It is important to recognize that all businesses in Mobile benefit from a cooperative economic development effort. The Chamber’s success over the years is a direct result of its ability to partner with public and private sector stakeholders to stimulate growth in the area economy. We want to see this success continue, which is why we invest in PFG.”

## What do you see as Mobile’s greatest potential?

“Any city or business is only as good as its people,” said Arendall. “Mobile has great leadership and a diverse base of smart, talented people with the potential to continue our positive momentum for years to come. In order to capitalize on this potential, though, we

will have to find ways to improve education, foster entrepreneurship, and stimulate job growth so that talent stays here to grow existing businesses and institutions and build new ones.”

**Length of continuous Chamber membership:** Since 2012



Partners for Growth (PFG) is the Mobile Area Chamber’s long-term economic and community development program. For more information, contact **Natalie Franklin**, the Chamber’s investor relations coordinator, at **251-431-8636** or [nfranklin@mobilechamber.com](mailto:nfranklin@mobilechamber.com).



# Leadership Meets New Sen. Doug Jones



*In March, members of the Mobile Area Chamber's board of directors had an opportunity to meet newly elected Sen. Doug Jones (pictured center front row) while he was in Mobile learning more about the Port City. Among issues discussed were the I-10 Mobile River Bridge and Bayway project, deepening the Mobile River and trade tariffs.*

*Pictured left, Jones talks with Reginald Sykes with Bishop State and Chris Harle with Roly Poly.*

## Board of Advisors Learn About I-10 River Bridge



*The Mobile Area Chamber's Board of Advisors and Directors Spring Meeting at Spring Hill College's Bryne Hall featured guest speakers presenting the latest news on the Mobile River Bridge and Bayway project. The event was sponsored by the P3 advisory team (HDR Engineering, Mott MacDonald and Thompson Engineering). Presenters discussed the project's timeline, funding and highly valued factors in the bridge design. Pictured from left to right are Mobile Area Chamber President & CEO Bill Sisson; Vince Calametti, Alabama Department of Transportation; Matt Ericksen, Alabama Department of Transportation; Jimmy Shumock, Thompson Engineering; and Mobile Area Chamber Chairman of the Board Brian Willman with Regions Bank. For more information about the bridge project, visit [mobileriverbridge.com](http://mobileriverbridge.com).*




 A full-page photograph of David Price, CEO of Arkema Inc., standing in front of a large white sign at an industrial facility. The sign features the Arkema logo and various safety statistics. David is wearing a dark blue button-down shirt with an Arkema logo, light-colored trousers, and a belt. He has a mustache and is smiling. The background shows industrial buildings and power lines under a clear sky.
 

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# David Price

**Company:** Arkema Inc.

**Title:** Plant manager

**Hometown:** Bear Grass, N.C.

**Education:** Bachelor's degree in chemical engineering/bioscience option, from North Carolina State University in Raleigh.

**First job:** "The United States Army was my first out-of-high-school job to pay for college," said Price. Earlier, when he was about 10 years old, Price helped his family on their tobacco farm in North Carolina.

**Previous experience:** For 17 years, Price worked for Honeywell in various roles including plant manager. In 2014, he joined Arkema as a plant manager in Blooming Prairie, Minn.

**Accomplishments:** Price helped transform the manufacturing plants

from traditional to lean processes to improve safety, quality and cost. His primary focus was making issues visible so the right people could address them quickly, and driving continuous improvement.

**Secret to success:** "No secret, but I believe failures are simply not bad experiences, but an opportunity to learn, respond and succeed," he said.

**Brief company description:**

The Arkema group was created in October 2004. With innovation, targeted acquisitions and investments in emerging countries, the company has become a world player in the field of specialty chemicals. The Mobile site, located in Axis, is a part of Arkema Coating Resins, which develops, manufactures and sells coating resins and additives for various applications around the world.





The Mobile Area Chamber hosted its annual Chamber Golf Classic on a beautiful "chamber of commerce" day in April. More than 160 golfers teed up at the Robert Trent Jones Golf Trail / Magnolia Grove golf course after enjoying a breakfast by Dick Russell's Bar-B-Que. Sponsors for the event included Arkema, ExxonMobil, Hargrove Constructors + Engineers and Ward International Trucks.



## Spring Conditions Welcome Chamber Golfers



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Photos by Jeff Tesney

## Military Appreciation Day

*The Mobile Area Chamber hosted its annual Military Appreciation lunch at the USS ALABAMA Battleship Memorial Park. The luncheon included awards presented by all branches of the military and recognition of distinguished JROTC & ROTC cadets. The keynote speaker was Jim Lorraine, president and CEO of America's Warrior Partnership.*

*U.S. Marine SGT A.B. Grantham was the inaugural recipient of the Gen. Gary Cooper Outstanding Service Award. Wounded in 1968, Grantham was photographed along with other injured U.S. Marines in what became one of the most famous photographs from the Vietnam War, appearing in Life magazine. Grantham has held numerous leadership positions, including with Marine Corps League and the Military Order of Devil Dogs.*

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As a "thank you" to its members, the Mobile Area Chamber hosted the annual Member Appreciation Day on a gorgeous March afternoon. The event featured live music from The Tommy Morse Band, refreshments from Budweiser-Busch Distributing, Buffalo Rock-Pepsi and a fish fry from Creative Catering. Chamber members and staff enjoyed the day and socializing with each other at this festive event.



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Photo by Jeff Tesney

In her first year as a Mobile Area Chamber ambassador, **Laura Williams** is Ambassador of the Month. Williams is employed at APM Terminals, where she supports the terminal director, and works with local businesses. "It's always a pleasure to see people's passion for the city of Mobile," she says. "Sharing that sense of ownership and promoting companies that want to see the city grow makes the ambassador program exciting." Williams earned a bachelor's degree in foreign language and literature from the University of South Alabama.

*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](mailto:drencher@mobilechamber.com).*



## SunSouth LLC

*SunSouth LLC is a tractor and farm equipment dealer that provides customers access to the right equipment and solutions to keep machines running like new with expert service and support for agricultural, residential and commercial products at 21 convenient locations throughout Alabama, Georgia and Mississippi. Pictured at the 8420 Tanner Williams Rd. location: From left to right are Robert Smith, Lori Gaston, Charlie Howard, Anita Etheridge, Daniel Devine (Store Manager), Derek Mosley, Justin Davis, Trey Thompson, Joey Pierre and Connor Kasinec.*

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## BOARD of advisors



**David Clark** is president and CEO of Visit Mobile and a 29-year veteran in the hospitality industry. He worked with Marriott International for 25 years, spending 23 years in Point Clear at The Grand Hotel Marriott Resort, Golf Club & Spa. Clark and his teams have earned numerous national industry awards from Marriott International, Travel + Leisure, Alabama Restaurant and Hospitality Alliance and others. He is president of the University of South Alabama's

Hospitality and Tourism Advisory Board and serves on the boards of Coastal Alabama Partnership and the Alabama Restaurant and Hospitality Alliance. He is a lifetime member of the Professional Golfers Association of America. Clark has a bachelor's degree in business management from Western Kentucky University.

**James H. Shumock** has worked in engineering and consulting at Thompson Engineering for 35 years. He has served as chairman and CEO and is currently project executive on the Mobile River Bridge & Bayway project, leading a national consulting team as the owner representative/advisor for the Alabama Department of Transportation. Shumock has a bachelor's degree in accounting from the University of South Alabama.



He is a member of the American Institute of Certified Public Accountants, Alabama Society of Certified Public Accountants, American Association of State Highway Transportation Officials, Alabama Commission on Infrastructure, Alabama Road Builders Association and Alabama Asphalt Pavement Association board of directors, and is vice chair of the University of South Alabama board of trustees. Thompson Engineering is a Partners for Growth investor.



**Elizabeth Stevens** is president and CEO of the Downtown Mobile Alliance, where she has served since its formation in 2005. She has worked in downtown development since 1985 in her native South Carolina as well as in Alabama. She established the Main Street Program in Conway, S.C., and then in 1990 in the City of Mobile. Stevens currently serves as one of the governor's appointees to the Alabama Historic Commission. She was recently appointed as a trustee to

the Alabama Department of Archives and History, and she serves on the board of directors of the Barton Academy Foundation, Springboard to Success, Visit Mobile, Mobile Rotary and Innovation PortAL.

*For more information about the Chamber's board of advisors, contact Katrina Dewrell at 251-431-8611 or [kdewrell@mobilechamber.com](mailto:kdewrell@mobilechamber.com).*

## 7 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:** Elizabeth Nelson at 251-431-8617 or

[lnelson@mobilechamber.com](mailto:lnelson@mobilechamber.com)

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

## 12 GULF COAST TECHNOLOGY COUNCIL TECH MIXER

*This annual networking event is an excellent opportunity to meet other professionals in the technology business community and learn more about what's going on with technology in the area.*

**When:** 5:30 to 7:30 p.m.

**Where:** Red or White, 1104 Dauphin St.

**Speaker:** Cam Marston, Generational Insights

**Topic:** "Generational Change and its Impact on the Workplace and Marketplace"

**Contact:** Jena Berson at 251-431-8654 or

[jberson@mobilechamber.com](mailto:jberson@mobilechamber.com)

*No charge, but seating is limited. RSVP requested and is exclusive to GCTC chamber members.*

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13 NETWORKING@NOON *\*Members Only;  
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**When:** Noon to 1:30 p.m.

**Where:** Alabama Power Operation Center Auditorium, 505 Hillcrest Rd.

**Cost:** \$10 and must be paid with reservation

**Contact:** Elizabeth Nelson at 251-431-8617 or

[lnelson@mobilechamber.com](mailto:lnelson@mobilechamber.com)

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# 19 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:** Mike Lee, president & CEO, Page & Jones Inc.

**Topic:** Build the I-10 Bridge Update

**Contact:** Brenda Rembert at 251-431-8607

or [brembert@mobilechamber.com](mailto:brembert@mobilechamber.com)

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

**Sponsor:**



# 27 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., Tricentennial Room

**Speaker:** Sara Welch, physicians assistant, Springhill Physician Practices

**Topic:** Sleep Disorders

**Contact:** Carolyn Golson at 251-431-8622 or

[cgolson@mobilechamber.com](mailto:cgolson@mobilechamber.com)

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## Who's New



Wyatt **Faircloth Wyatt**. She graduated from The University of Alabama with a bachelor's degree in communication and information sciences.

Mobile-based real estate sales and marketing firm **Sam Winter & Co.** announced the addition of agent **Jean**



Straub



Catlin



Givhan

**Berkshire Hathaway HomeServices Cooper & Co. Inc. Realtors** welcomed new associates

**Ashley Straub, Kathy Catlin and Patty Givhan.**

**Theresa McLaughlin** was named administrator of clinical services at the **University of South Alabama Mitchell Cancer Institute.**



McLaughlin

McLaughlin earned a bachelor's degree in nursing from The University of Alabama at Birmingham and has more than three decades of experience in oncology. She is also a former lieutenant commander in the U.S. Naval Reserve.

**Trustmark** promoted **Julie Ehmka** to vice president and trust officer at its main office in Mobile. Ehmka has more than 32 years of banking experience and is a certified public accountant. She earned a business administration degree with a concentration in accounting from the University of South Alabama.



McCaghren

The **University of Mobile Torch Society**, a philanthropic service organization that raises support for college scholarships, named **Lauren McCaghren** as its first director. McCaghren earned a bachelor's degree in journalism/mass communications from Sanford University and a master's degree in higher education administration from The University of Alabama.

**Jill Chenoweth** was named president and CEO of **United Way of Southwest Alabama.** She



Chenoweth

graduated from Spring Hill College with a bachelor's degree in English. Currently, she serves as a member of Mobile United, the Junior League of Mobile and South Alabama Coalition of Nonprofits.

**Neel-Schaffer Inc.** welcomed **Kirby Latham PE** to the firm as a senior project manager in the



Latham

Mobile office. Latham is a registered professional engineer in Alabama, Mississippi and Florida. He has a bachelor's degree in civil engineering from the University of South Alabama.



Bixler



Carnes

**Mobile Infirmary** welcomed **Quin Bixler** as OB/GYN physician. She received a medical degree from Louisiana State University Health Sciences Center School of Medicine in New Orleans.

In addition, gastroenterologist **Matthew Carnes** joined the hospital's staff. Carnes received a medical degree from the University of South Alabama College of Medicine and has practiced medicine for more than 18 years.



Bruce

**Dustin Bruce** was named assistant professor in the school of Christian studies and assistant to the president at **University of Mobile.** Bruce received a master's degree in divinity from Southwestern Baptist Theological Seminary and a master's degree in theology as well as a doctorate in philosophy from The Southern Baptist Theological Seminary.

## Business Endeavors

The **University of Mobile** board of trustees approved the establishment of the **University of Mobile Foundation Inc.** to

manage the university's endowment and raise additional funds for the university.



**Tonya Gollotte** Gollotte is executive director of the foundation, which will have a four- to 15-member board of directors.

UM board of trustees also approved the university's first doctoral programs, a doctorate of nursing practice and a doctorate of musical arts in vocal performance. The programs are expected to begin in the fall semester of 2018.



Neto

Alabama as a minority-owned business.

**Blue Fish**, a digital marketing agency owned by **Marcus Neto**, was certified by the state of



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**Trustmark and Fisher Brown Bottrell Insurance Inc.** opened a new concierge-style office in Pensacola at 19 West Garden St.

### Well Done

**Hampton Inn & Suites Mobile-Downtown Historic District** was awarded the Lighthouse Award from Hilton. This award is given to hotels ranking in the top 5 percent of the Hampton brand based on a hotel's total quality score from January to December.

The **American Geriatrics Society** named **Dr. J. Eugene Lammers** its 2018 Clinician of the Year.



Lammers is medical director and primary care physician at Mercy LIFE of Alabama, where he is part of an interdisciplinary team caring for 175 older adults.

**Neel-Schaffer**, a multi-disciplinary engineering and planning firm with offices throughout the South, was ranked 177<sup>th</sup> on *Engineering News-Record's* list of the nation's Top 500 Design Firms.



Dickinson earned the Certified International Property Specialist (CIPS) designation from the National Association of Realtors.

**Marie Dickinson**, sales associate with **Berkshire Hathaway HomeServices Cooper & Co. Inc. Realtors**,

**Uniti Fiber** was recently recognized by the Office of the Secretary of Defense as a Patriotic Employer. The company was commended for "contributing to the National Security and protecting liberty and freedom by supporting employee participation in America's National Guard and Reserve Force."



Shreve



Ehrenfeld



Letzer



Roofner

**Burr & Forman** announced Mobile-based associate **Robert Shreve** was selected by the Alabama State Bar to its 2018 Leadership Forum Class. Robert is one of 28 attorneys selected across the state.

In other news, **Burr & Forman** added four new members to its executive committee: **Josh Ehrenfeld, Joe Letzer, Ty Roofner** and **Ricardo Woods**.



Woods

**Dr. Bernard "Bert" H. Eichold II**, health officer for Mobile County, was named Alumni of the Year at the



Eichold Tulane University School of Public Health and Tropical Medicine. Eichold obtained multiple academic degrees from Tulane and served in the U.S. Navy.

### Community News

**Mobile Arc**, a nonprofit organization that provides services for people with intellectual and developmental disabilities, received a grant of \$3,250 for its art education program from the Alabama State Council on the Arts (ASCA), the state arts agency.

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](mailto:news@mobilechamber.com).

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