



MOBILE AREA CHAMBER OF COMMERCE 2011 ANNUAL REPORT



FROM THE CHAIRMAN

What an honor it has been to represent the business interests of Mobile during such a significant time in the Mobile Area Chamber of Commerce's history – 175 years. I am proud of the work this organization accomplished in 2011 and, like Michael Pierce who will succeed me this year as chairman of the board would agree, we have a lot left to do.

Looking back over the last year, and reflecting on my remarks to attendees of the Chamber's annual meeting in January, I am impressed with the work we've completed in a short time. I remember saying during that meeting, "...what your Chamber has an ability to do is uncanny. What we represent is a fabric that weaves between political and business interests to improve the quality of life for all residents in this region."

I've seen this in action firsthand this year, and it's impressive. Just a few successes of the goals I outlined at the beginning of the year include:

- **Remaining aggressive in our quest for new companies in Mobile** – In 2011 the Chamber announced four new companies and seven expansion projects for Mobile County.
- **Solving common business complaints our members have with the city of Mobile, Mobile County and the state with everyone working toward a solution in the areas of codes and permitting** – The Chamber has been working for several years with commercial developers and the city of Mobile to streamline the permitting process. This year an online permit application process was launched.

- **Aggressively recruiting federal programs designed to support small business owners to link with our current Chamber services** – In 2011, a federal program, Commerce Connect, was recruited to Mobile to work directly with small business owners, and the contract to support the MBDA - Mobile was extended.
- **Securing a YES vote for public education on a property tax renewal vote** – More than 85 percent of Mobile County voters agreed continued support for children was important.

In the end, the accomplishments of the Mobile Area Chamber, the support we provide, the jobs we announce and the policies we are working to change only happen because of the continued support you, our members, provide.

As Mobile and the Chamber turn attention toward the next 175 years, I will remain a champion for the work of this organization, and its talented and dedicated volunteers and staff. It has been a privilege that I will not soon forget.

Best Wishes,

G. Robert Baker Jr.
Hancock Bank/Whitney Bank and
2011 Chairman of the Board of Directors
Mobile Area Chamber of Commerce

As the lead economic developer for Mobile and Washington counties, the Mobile Area Chamber was involved with 11 new company locations and expansions. Representing industries from aerospace to manufacturing and fabrication to steel to oil and gas to shipbuilding, announcements came from AeroStar, Aker Subsea, Austal USA, Gulf Coast Asphalt, Horizon Ship Building, Huntsman, Krispy Mixes, Serimax North America, Steel Warehouse, Tate & Lyle and Vail Rubber.

Together the four new projects and seven expansions at local existing companies are valued at \$130.6 billion and are expected to create more than 600 jobs.

Also of significance, two of the department's initiatives were recognized in 2011. The business and retention program received the Business Retention and Expansion International Award, the highest award given, to a community with populations greater than 50,000, and honored the creation of Offshore Alabama.com the oil and gas taskforce. And the international trade division received the American Chamber of Commerce Executives' inaugural Going International Award for creating export opportunities for local businesses.

Disappointed but Not Deterred

In March, Mobilians watched in disappointment as the U.S. Department of Defense awarded the aerial refueling tanker contract to Boeing, not EADS. While the news captured headlines around the world, Team Mobile had worked since 2004 to bring this contract home.

Team Mobile Makes Headway in Paris



Pictured here attending an Aerospace Alliance reception are from left to right, Jason Dean, Aerospace Alliance; Robbie Baker, Mobile Area Chamber and Hancock Bank/Whitney Bank; Sam Adcock, EADS North America; and Claudia Zimmermann, Mobile Area Chamber.

Interest in the Mobile area, piqued by the EADS project, was stronger than ever at the Paris Air Show in June 2011. The Chamber's economic development team partnered with Gulf Coast Aerospace Corridor representatives and attended more than 50 pre-scheduled meetings throughout the show. The city of Mobile, Mobile County, Mobile Airport Authority, Alabama State Port Authority and the Chamber were the key local partners.

Chamber Joins Aerospace Alliance

Chamber President Win Hallett joined The Aerospace Alliance, a group of representatives from Alabama, Florida, Louisiana and Mississippi working to establish the Southeast as a world-class aerospace corridor, advocating for policies and programs, and working on specific aerospace economic development projects.



The city of Jackson joined forces with the Washington County Economic Development Initiative (WCEDI) to enhance efforts in recruiting jobs to the area. Pictured above are Chatham Mayor Harold Crouch and WCEDI chairman (left) and Jackson Mayor Richard Long (right).

City of Jackson Joins Partnership

With the ThyssenKrupp plant open in north Mobile County, Washington County's elected officials forged a regional partnership with its neighbors to the north. The city of Jackson, located in Clarke County, in early 2011 joined the Washington County Economic Development Initiative, a program of the Chamber's economic development department. According to Jackson Mayor Richard Long, the goal of joining the initiative is to take full advantage of the growing economic prospects.



A 'Sweet' Return

An increase in the demand for sucralose, the key sweetening ingredient in Splenda, marketed by McNeil Nutritionals, prompted company officials to announce in early 2011 it would reopen its Washington County plant, investing an additional \$20-30 million and hiring 100 employees. The Tate & Lyle plant expects to be fully operational by the second quarter of 2012.

Post-Panamax Service Increases at Port

The largest steel shipment to date at the Port of Mobile was offloaded through the Pinto Island Steel Terminal in June, thanks to harbor and terminal investments. A total of 98,694 short tons or 4,243 individual carbon steel slabs were offloaded from the *MV BRITANNIA G*, representing the first Post-Panamax vessel (ships that will be able to travel through the Panama Canal once the expansion is complete in 2012) to call on Mobile's Port. After the steel was offloaded, the ship shifted to McDuffie Terminal to load one of the largest export coal shipments to date.

AeroStar Prepares for Takeoff

AeroStar, an aircraft repair facility located at Brookley Aeroplex, opened shop in 2011. The FAA-certified company specializes in repair and overhaul of hydraulic and pneumatic components for commercial, commuter and military aircraft. The company operates out of an 8,000-square-foot building, and initial startup costs were nearly \$800,000 for renovations, equipment and machinery.



The newest business at Brookley Aeroplex is AeroStar. Pictured here is Greg Guzman (right), general manager and executive vice president of marketing and sales, with two other team members Pat Kicheler (left) and Frank Latcheske (center).



Pictured at the SSAB groundbreaking were: Terry Russo, SSAB Alabama; Merceria Ludgood, Mobile County Commission; David Britten, SSAB Americas; Linda Swann, Alabama Development Office; Troy Wayman, Mobile Area Chamber; and Chuck Schmitt, SSAB Americas.

SSAB Breaks Ground on \$300 Million Expansion

SSAB Americas broke ground on a \$300 million expansion project to maintain the steelmaker's position as a global leader in the supply of high-strength steel. Construction on the 300,000-square-foot facility progressed throughout 2011, and is expected to be complete in 2012. Once complete, SSAB will produce more than 200,000 metric tons of steel annually. The Mobile steel mill produces nearly 200 tons of liquid steel an hour and is capable of converting finished steel plates ready to be shipped to a customer in less than five hours.

2011 Business Retention and Expansion Committee Meets Goals

The Chamber's business retention and expansion (BRE) committee, chaired by Mike Lee with Page & Jones, set its 2011 goals to focus on the hospitality and tourism industry and the logistics and warehousing sectors. Meetings throughout the year included speakers on export logistics and the role of the freight forwarder in the export process; successful exporters; overcoming export concerns such as financing export transactions; mechanisms for getting paid and credit insurance; and services (some free) available to assist with transitioning into foreign markets, including counseling, training and assistance with export financing. More than 50 people are members of this committee.

BRE Program Wins International Award

The Mobile Area Chamber's BRE committee won the Business and Retention Expansion International (BREI) Award for Excellence for a 'Single Community with a Population over 50,000' at the BREI 2011 Annual Meeting. The award was given for the creation of the Oil and Gas Task Force OffshoreAlabama.com and its impact on the area's economic development.

Advocating for Alabama's Offshore Leases

Steve Russell, director of business retention and expansion for the Chamber, presented at a hearing for the Bureau of Ocean Energy Management, Regulation and Enforcement held in Mobile. Russell, speaking on behalf of the Chamber and OffshoreAlabama.com, advocated for the continuation of the process of offshore leasing in the Gulf of Mexico to boost economic growth and to continue developing America's natural energy resources.



Jackson Gets 'SET' for Growth

SET Enterprises Inc. (SET), a steel processing service provider with operations in the Midwest, announced in April its plans to open a plant in Jackson. The company is investing \$12 million and creating 40 jobs, including building a 65,000 square-foot state-of-the-art steel processing and service center. It will process more than 360,000 tons of materials to support steel production at the ThyssenKrupp Steel USA plant, and steel manufacturers and producers in the Southeast.

Lenzing Fibers Grows in Mobile

In January, Lenzing Fibers announced a \$30 million expansion for its Mobile County facility in Axis. Company officials said the move was driven by rising cotton prices, available cotton and the demand for manmade cellulosic fibers. All of these combined boost the local production of Lyocell (marketed as Tencel) by 20,000 tons annually, a 70 percent increase. The expansion is set to come online in early 2012, and the company expects to hire nearly 100 local contractors and add 63 permanent positions.

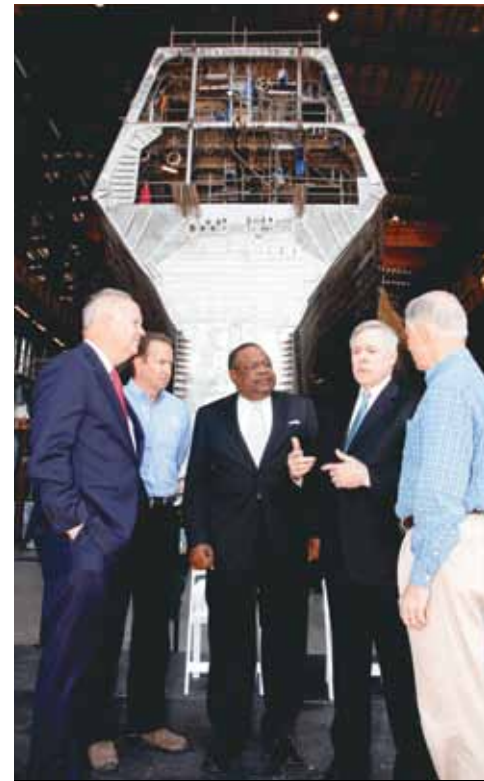
Vail Grows into Mobile

Vail Rubber Works announced it had secured work with ThyssenKrupp in 2010, and in 2011 the company announced it would construct a roll processing facility in north Mobile County with an initial capital investment of \$2.07 million. The first phase includes a 14,800-square-foot facility located on eight acres in Axis, and it is expected to employ five to seven workers with average annual wages of more than \$60,000.

Austal's Ship Keeps Coming In

It's been a banner year for shipbuilder Austal. As 2010 closed, the company was awarded a \$3.8 billion contract from the U.S. Navy to build Littoral Combat Ships, and they have not slowed down during 2011. Among the company's 2011 accomplishments were:

- The Secretary of the U.S. Navy was in Mobile in March to name two LCS ships;
- JHSV SPEARHEAD was christened in September;
- JHSV 2 moved to the final assembly bay, while fabrication on JHSV 3 began in October;
- Construction of an assembly bay and phase II of the Modular Manufacturing Facility, set to double existing manufacturing floor space, is underway;
- A three-story office complex to house 450 employees began construction; and
- The company's employment now stands at 2,400.



Austal hosted the Secretary of the Navy Ray Mabus (fourth from left) this spring. Mabus was joined by Rep. Jo Bonner, Austal President & CEO Joe Rella, Mayor Sam Jones and Sen. Jeff Sessions. While here, Mabus announced the names of the next two Littoral Combat Ships (LCS) of the recently awarded 10-ship contract to Austal. The ships will be named the *USS JACKSON* and *USS MONTGOMERY*.

Gulf Coast Technology Council Awards Scholarships to Local Tech Students

Networking, professional development and raising awareness of the technology sector in Mobile are goals of the Gulf Coast Technology Council (GCTC), a program of the Chamber. Through 2011, the council met bi-monthly for lunch meetings featuring speakers on timely topics of interest.

In addition to bringing business people together for networking, the GCTC awarded \$7,000 in scholarships to local students with the goal of growing a highly skilled workforce in the Mobile area and keeping local talent in Mobile after graduation.

Scholarship sponsors are Logical Computer Systems, Orion Engineering, Pilot Catastrophe, Prism Systems, Remington College and Star Services.

Recipients of the 2011 scholarships were: **Marlena Slaughter**, USA; **Rosanna Lindsey**, ITT Technical Institute; **Jonas Simmons**, USA; **Kathryn Joy Allred**, University of Mobile; and **Jacob Taylor**, Spring Hill College.



Aker Subsea Expands Again

Aker Subsea, a manufacturer of umbilicals for the oil and gas industry, announced a \$5.3 million expansion in 2011. Company officials came to the Industrial Development Authority in May with plans to build an additional carousel to hold completed umbilicals. The company said increasing capacity to hold the completed umbilicals was necessary to avoid splitting a contract between the Aker locations in the U.S. and Norway.

Allies Study Mobile

The Chamber's economic development department partnered with the Mobile Airport Authority, Alabama State Port Authority and the Baldwin County Economic Development Alliance to host 13 state allies for a familiarization tour in April. The group toured the Port of Alabama, Brookley Aeroplex, Mobile Regional Airport and several industrial sites in Mobile and Baldwin counties. The group included representatives from private industry and state government.

Supporting USA

During 2011, the Chamber's economic development team supported the University of South Alabama Real Estate Division, hosting two well-attended events. The Commercial Real Estate Summit in March was attended by more than 225 people and focused the

local and national commercial real estate markets. In September, the Coastal Economy Outlook attended by more than 134 people and covered the local and national economy.

New MAWSS Central Location Opened

In 2011, Mobile Area Water and Sewer System (MAWSS) invested \$2.7 million to renovate a 42,000-square-foot facility that will serve as the organization's central location. Located at 4725 Moffett Rd. in the Park Forest Plaza, the new facility was dedicated as the Wesley A. James Operations Center in honor of James, a longtime member and past chairman of the MAWSS board of directors, who died in 2010.

Spearheading Local Jobs Commission

In March, the Chamber hosted Alabama Speaker of the House **Mike Hubbard** and members of the Speaker's Commission on Job Creation for a business exchange in Mobile. Chamber members **Cheryl Williams**, owner of Spherion Staffing Services in Mobile, and **Denise Knox**, owner and president of Private Gallery, were asked to serve on the commission. Nearly 45 area business executives participated and spoke on a variety of topics including small business healthcare deductions, state incentives for historic renovations and insurance challenges.

Saad Healthcare Expands to Meet Patient Needs

Citing an increased demand for services, Saad Healthcare invested more than \$750,000 to convert 10,000 square feet of warehouse space into a comprehensive outpatient rehabilitation clinic used for physical, occupational and speech therapies; add to its certified nursing assistant school; and increase office space.

Krispy Mixes Expands to Theodore

Krispy Mixes' exceptional growth of more than 44 percent in one year meant the distributor and blender of coatings and breadings for chicken, fish and seafood had to expand its operations. The company renovated a 10,800-square-foot facility in Theodore, hired 11 additional employees and invested in state-of-the-art equipment to automate the manufacturing process.

BMW Likes Mobile

BMW of Mobile completed a \$3 million renovation of its showroom and service repair facilities in 2011. The dealership is one of 105 owned and operated by Group 1 Automotive, a Fortune 500 company.

Largest Non-Manufacturing Employers in the Mobile Area – 2011

Name	Industry	Employees
Mobile County Public School System	Education	7,900
Infirmary Health System	Medical	5,300
USA and USA Medical Facilities	Education/Medical	5,300
Wal-Mart	Retail	2,900
City of Mobile	Government	2,200
Providence Hospital	Medical	2,200
County of Mobile	Government	1,450
Springhill Medical Center	Medical	1,300
CPSI	Information Technology	1,000
AltaPointe	Medical	740

Largest Manufacturing Employers in the Mobile Area – 2011

Name	Industry	Employees
Austal USA	Shipbuilding	2,400
ThyssenKrupp Steel USA	Steel	1,750
ST Aerospace Mobile	Aerospace	1,500
BAE Systems Southeast Shipyards	Shipbuilding & Repair	800
Evonik Degussa	Chemicals	680
Kimberly-Clark	Paper Products	600
ThyssenKrupp Stainless USA	Steel	550
Press-Register	Newspaper Publishing	510
BASF	Chemicals	430
Continental Motors	Aerospace	410

Maritime Training Center Opens

In January, AIDT opened a \$12 million, 60,000-square-foot Maritime Training Center, located on the causeway, just east of the Wallace and Bankhead tunnels. The center was designed to support area shipbuilders by training potential employees in areas such as intensive welding and shipfitting.

Manufacturer of the Year – Berg Spiral Pipe Corp.

With increasing national demand for natural gas, Berg Spiral Pipe Corp. invested \$96 million in 2008 to locate a new spiral pipe manufacturing facility at the former International Paper site in Mobile. This state-of-the-art facility produces large-diameter, spirally welded pipe used in oil and gas transmission that ranges in size from 24 to 56 inches and has an annual production capacity of 200,000 tons. Nearly 200 high-wage employees work at the Mobile plant. Because of its investment and success in Mobile, the Chamber named Berg Spiral Pipe Corp., Manufacturer of the Year for 2011.

Innovator of the Year – Austal USA

As the world's largest builder of high-speed aluminum ships, Austal is at the cutting edge of aluminum structural design.

Increasingly, the shipbuilder is using social networking to communicate with and track customers and suppliers. Twitter provides early warning on breaking news from main customers, and the company uses Facebook to keep in touch with many of the commercial and defense customers. LinkedIn provides Austal with a network of acquisition personnel, as well as a quick link to the supplier base, to coordinate meetings and stay up-to-date on personnel developments. Austal was named the Chamber's Innovator of the Year for 2011.

CENTER FOR WORKFORCE DEVELOPMENT (CWD)

The Chamber's Center for Workforce Development continues to focus on addressing area employers' hiring needs and preparing youth for tomorrow's jobs. The Chamber is a strategic partner of the Bay Area Healthcare Coalition, the Southwest Alabama Workforce Development Council, the Hispanic American Business Association of Alabama and the Mobile Area Education Foundation.

HABAGC Continues to Grow with Chamber Support

The third annual meeting of the Hispanic American Business Association of the Gulf Coast was held in October with honored guests including a delegation of 23 business and government officials of the State of Campeche in Mexico. The annual meeting's topic was "One Gulf: The Role of the Port of Mobile between U.S., Mexico and Cuba in the New Frontiers for Oil and Gas Exploration." Jose Serrano from Pemex and Jorge Piñón, retired AMOCO and BP executive, were keynote speakers.

Worlds of Opportunity Expands

The CWD continued its relationship with the Southwest Alabama Workforce Development Council by working on the Worlds of Opportunities project. Held in September, the event was attended by more than 9,700 eighth grade students in 75 schools and more than 970 teachers, counselors, volunteers and business representatives.



Summer Scrubs a Success

More than 170 Mobile and Baldwin County high school students were selected to participate in the Bay Area Healthcare Coalition's ninth annual Summer Scrubs program, managed by the Chamber's Center for Workforce Development. Students were selected based on grades, teacher recommendations and essays on their interest in a healthcare career. Students spent a week rotating around 24 healthcare sites in both counties, sampling various health-related careers through hands-on activities.

Tracking Past Summer Scrubs Participants

To learn more about the career choices of past Summer Scrubs participants, the Center for Workforce Development conducted a survey in 2011. Responses show 69 percent of all former students are currently enrolled in healthcare studies and 24 percent are currently employed in the healthcare field. Summer Scrubs is a week-long immersion in a wide variety of healthcare-related careers, and open to selected 10th through 12th grade students in Mobile and Baldwin counties.

Workforce Development Creating New Task Force

The CWD organized the first meeting of a staffing agencies' task force in the fall 2011. The goal of the task force is to secure participation of staffing and placement professionals to better understand the staffing processes, learn about the region's skill gaps to assist the Southwest Alabama Workforce Development Council, and gather additional information on jobs that are difficult to fill.



The Health Occupations Career Fair was held in November for high school students in Baldwin and Mobile counties. The two-day event, a program of the Chamber's Center for Workforce Development and the Bay Area Healthcare Coalition, drew more than 2,000 students who were able to experience a wide range of healthcare career paths in a hands-on learning environment.



In October, the Chamber led a delegation of more than 14 business executives from the Southeast to the United Arab Emirates (UAE). The trade mission was aimed at helping local and state businesses increase exports with this trading partner and promote Alabama as a world-class business center. Abu Dhabi and Dubai are the major cities of the seven-country UAE region.

INTERNATIONAL TRADE DIVISION

International companies kept up their investments in the Mobile area in 2011, and the first China-headquartered company (AVIC International) now has operations in Mobile after purchasing the former Teledyne Continental Motors (now Continental Motors). To date there are more than 27 international companies located here representing Australia, France, Japan, Singapore and Spain, among others.

Exports continue to rise in Alabama. International trade was \$15.5 billion in Alabama, with manufactured goods from Alabama shipped to 1,981 foreign destinations – an increase of 25.5 percent over the prior year. More than 300,000 jobs for Alabama citizens were supported by the \$15.5 billion in manufactured exports.

Mobile Companies' Interest in Trade Grows

During 2011, the Chamber's international trade division continued its outreach to encourage more local companies to export their products. To increase participation, the division hosted or co-hosted several meetings and briefings throughout the year. Events held, and the number of participants, included:

- Japan-America Society of Alabama New Year's Open House, 100
- Statewide Market Briefing: The United Arab Emirates, 64
- "Demystifying the European Union," 26
- Statewide Market Briefing: Ireland, 48
- University of Alabama's International Advisory Board Annual Meeting, 100
- Alabama Germany Partnership Annual Meeting, 200
- Statewide Market Briefing: Poland & Hungary, 50
- Regional Trade Partners Annual Meeting, 10

Chamber's Trade Division Receives National Recognition



The Mobile Area Chamber's trade division team Tony van Aken (right), director, and Christina Stimpson, program manager (center), pose with Chamber President Win Hallett and the organization's first international award bestowed by the American Chamber of Commerce Executives.

The Chamber's international trade division received the American Chamber of Commerce Executives' (ACCE) inaugural Going International Award, presented during ACCE's annual conference in August. The award was presented to the trade division for its work to create new opportunities for local businesses to begin exporting.

Demystifying the EU

The Chamber's international trade division hosted 26 people for a "Demystifying the European Union" seminar in March to help attendees achieve a better understanding of the issues involved in doing business with the European Union and to establish and foster broader relationships with the EU. The session also offered participants an opportunity for networking and knowledge-sharing.

Leadership Tours Dublin Port

In May, the Chamber participated with the Alabama Development Office (ADO) in a trade and business development mission to Dublin and Belfast, Ireland, including a Port of Dublin tour. The Chamber and ADO hosted a group of 15 Alabama business executives, scheduling one-on-one appointments with potential importers to sell product.

World Trade Conference Hosted by Chamber

In May, the Chamber hosted more than 75 participants of the World Trade Conference's "Doing Business with the United Arab Emirates: Gateway to the Middle East and North Africa." The World Trade Conference brings together representatives from Alabama, Florida, Louisiana and Mississippi annually to highlight opportunities, challenges and how to do business with other countries.

Local Company Receives Trade Award

Mobile-based OPICO (Oppenheimer International), a leading exporter of farm equipment, was among eight Alabama companies recognized by Gov. Robert Bentley for excellence demonstrated in exporting. The Governor's Trade Excellence Award recognizes businesses and new-to-export companies across the state. OPICO is an active participant in the Chamber's international trade division.



Pictured with Gov. Robert Bentley (left) is Bill Oppenheimer, OPICO's secretary-treasurer.

Thailand Official Visits Mobile

The Chamber's trade division hosted Sunsupa Klaisuban, customs technical officer in the Rules of Origin Division of the Customs Tariff Bureau from Bangkok, Thailand. Klaisuban was invited to visit the U.S. under the auspices of the State Department's International Visitor Leadership Program and met with several U.S. international programs and organizations.

In 2011 the Chamber's small business development department assisted more than 1,600 entrepreneurs and small business owners and managers with training programs and one-on-one counseling. The department has a wide variety of resources including SCORE, the MBDA Business Center - Mobile, the Small Business Council, Small Business Administration and CommerceConnect. All of the resources are designed with the small business owner in mind, and the department's focus is helping small business owners start, grow and manage their business.

Small Business of the Year – Callis Communications

As technology advanced over the last 12 years, so has the mission of Callis Communications. In 1999, the company started by Dean Parker was a paging provider, and has transformed to meet the needs of its clients.

Callis offers the communication services a business needs without having to invest in the infrastructure, giving clients constant availability to voice, data, security, phone and email.

Inc. magazine recognized the company for the fourth consecutive year as one of America's Fastest Growing Private Companies. And as proof it deserves this distinction, Callis has grown 32 percent each year since 2007.

Opportunities for Professional Development

More than 80 business owners and managers attended two sessions on employee development. A local human resource expert addressed the need to identify and prepare your company's successor by developing the right people to move into leadership roles in the session on "Succession Management." And in the "Talent Management" session, participants learned the art of finding, keeping and growing a company's human assets. The session included a discussion on techniques to source, identify, grow, reward and retain the most talented employees.

Paving the Way to Financial Freedom

More than 25 Chamber members took advantage of a workshop designed to help small business owners prepare to approach lenders for capital. The panel discussion, led by area banking experts and the Small Business Administration, also introduced alternative capital resources available to small businesses.

Plan, Prepare, Recover

Twenty-five small business owners participated in a disaster training seminar featuring representatives from the Small Business Administration, American Red Cross, Emergency Management Agency and International Shipholding Corp. The seminar was designed to help attendees develop a disaster plan, know how to put it in place and get back to business quickly.



The Chamber recognized Touching Hearts Senior Care and Don's Café and Catering with Eagle Awards honoring minority-owned businesses. Pictured above left is Touching Hearts Senior Care President Gina Germany (right) with the family of a client. Donald Torrance, pictured above right, is owner/operator of Don's Café and Catering.

Critical Legal Issues Impacting Small Businesses

Legal issues are ever-changing in today's world, and with the new healthcare, immigration and employment regulations coming from state and federal government, 40 Chamber members benefited from hearing a panel of local attorneys speaking during a seminar in September about the Internal Revenue Service, Alabama's new immigration law and the Alabama Employment Act.

Healthcare Exchange Focus Group

In the summer, the Chamber helped the Alabama Department of Insurance host a focus group in Mobile for small business owners to assess options for developing a Healthcare Exchange for Alabama. The focus group facilitated dialogue on issues faced by individuals and small business owners to obtain affordable health insurance, addressed the issue of healthcare reform and received input for the Healthcare Exchange being administered by the state of Alabama.

SCORE Update

During 2011, SCORE confidentially counseled more than 215 clients on a variety of topics, including marketing, business planning and securing capital. SCORE is a program of the Small Business Administration and local counselors are housed at the Chamber.

Contacts and Contracts

Designed to give small and minority business owners the opportunity to meet representatives from large companies and governmental agencies, the Chamber hosted four Contacts and Contracts networking events in 2011, including one in conjunction with Business After Hours. More than 160 people attended these sessions where small business owners were able to learn more about larger companies' supplier needs and bidding procedures.

Obama Appointee Speaks at Minority Business Awards Luncheon

Dr. Winslow Sargeant, chief counsel for advocacy for the U.S. Small Business Administration's Office of Advocacy, was the keynote speaker during the Minority Business Awards luncheon in October. Sargeant talked about the outreach his office



Sargeant

does on behalf of small businesses. More than 160 attended the luncheon. Receiving Eagle Awards in 2011 were Don's Café and Catering and Touching Hearts Senior Care. Mitchell Industrial Contractors Inc. was named the Minority Construction Firm of the Year, Gulf Shore Assembly LLC received the Minority Supplier Distributor of the Year, and Bridgewater Interiors LLC was named Minority Manufacturer of the Year.

Minority Business Advocate – Alabama Power Co.

Alabama Power Co. received the 2011 Minority Business Advocate Award during the minority business week award luncheon in October. Judges selected the company based on its commitment to expanding opportunities for minority-owned businesses through its day-to-day operations, including goals for using local minority-owned businesses and procurement processes to help develop new and innovative mentoring/partnering programs with local minority-owned businesses.

Dozens of Googlers descended on Mobile in November to assist Mobile area business owners mobilize their websites. The Mobile Area Chamber partnered with Google, Duda Mobile and Modify, and more than 450 one-on-one appointments were held, along with free seminars and several special events for Chamber executives.



GoMo

In November, the Chamber partnered with Internet giant Google to help area small business owners "GoMo." The Chamber and Google worked to mobilize Mobile, and over a two-day period, more than 450 local small business websites were customized to mobile sites that are user-friendly on smartphones. In addition to the free mobile website hosted for one year, business owners attended Google classes on mobile strategy and advertising and attended one-on-one consulting sessions with Google reps.

Small Business of the Month

Featured each month in *The Business View* and honored at the monthly board of directors meeting, Small Business of the Month winners are selected by a volunteer task force. Criteria for the award include: membership in the Chamber, being in business for at least two years, having a growing financial base, and outstanding reputation, community involvement, location in Mobile or Baldwin County, and employing fewer than 100 people.

2011 winners were:

- Bayview Ford-Lincoln-Mercury LLC
- Chiropractic Works PC
- Express Employment Professionals
- Fremin's Contractor Services LLC
- Gwin's Commercial Printing
- Long's Human Resource Services
- McNorton Ishee & Jones PC
- Palette Café
- Plan Focus Financial Services
- SaucyQ Bar B Que
- Spring Hill Comprehensive Dentistry PC
- TriNova Inc.

MBDA BUSINESS CENTER - MOBILE

The Mobile Area Chamber has operated the MBDA Business Center (MBC) - Mobile since 2007. This is a program of the U.S. Department of Commerce, formerly known as the Alabama Minority Business Enterprise Center. MBC has exceeded its goal of securing \$154 million in federal contracts for business owners. Also during this time, MBC has assisted more than 350 clients, helping them create more than 462 jobs.

In 2011 alone, \$4.5 million in contracts were awarded to minority businesses through the MBC's efforts.

Funding for Minority Business Development Continued

In the spring, the Chamber received word from the U.S. Department of Commerce that its MBC would receive an additional five years of funding, potentially continuing the program through at least 2016. Mobile's MBC was one of only 27 centers funded in the United States, and the only one in Alabama. The Mobile center also supports the Mississippi Gulf Coast and the Florida Panhandle. The total contract awarded was \$15 million.

MBC Recognized for Job Creation

Mobile's MBC was ranked fifth in job creation over similar operations around the U.S., according to a performance report by the U.S. Department of Commerce's Minority Business Development Agency. The report, released in the summer of 2011, used 2010 data and stated Mobile's MBC helped local minority businesses create 314 jobs.

Need to Know Minority-Owned Businesses in Mobile?

In 2011, the MBC produced a Minority Business Directory, listing more than 500 minority-owned businesses in the region. The directory is the first of its type in several years and was developed to build awareness for minority companies and serve as a resource for companies looking to diversify their client and vendor lists.



Support for Minority Businesses

In October, the Chamber's small business development department and MBC partnered on professional development and training for MBC clients and Chamber members. Moderating a panel of local experts who discussed best practices was Sharon Patterson, president and CEO of Billion Dollar Roundtable (BDR), founded in 2001 for member companies that purchase more than \$1 billion annually from minority- and women-owned businesses. More than 30 people attended this event.

CommerceConnect a Reality

In the aftermath of the Deepwater Horizon Oil Spill, the Chamber's small business development team and MBC aggressively sought U.S. Department of Commerce support to bring the assistance and benefits of the 54 bureaus that make up the Department of Commerce to Mobile-area businesses. The Gulf Coast Commerce Center was opened in Pensacola in 2011, and MBC clients and Chamber members are supported by this office.

2011 was a banner year for pro-business legislation in the state of Alabama. The Chamber's Governmental Affairs Committee supports a Chamber member-driven legislative agenda on the local, state and federal levels. In addition to the department's work on legislative issues, it also supports a community enhancement program of work.

Renewal of Ad Valorem Taxes for Public Schools

In March, citizens of Mobile County overwhelmingly supported the renewal of three tax assessments, amounting to \$55 million annually for the Mobile County Public School System. The Chamber was an active supporter of this campaign and worked behind the scenes for more than two years in preparation of the vote. More than 85 percent of those casting a ballot voted YES, YES, YES.



Leaders Exchange delegates gather in front of the Muhammad Ali Center in Louisville on June 14, where they heard how Louisville is working to build two new bridges over the Ohio River. More than 75 of the region's top business, community and civic leaders participated in the exchange, studying efficiencies in local government services, workforce programs, entrepreneurial development and the creation of urban park systems.

Legislative Agenda Gets Results

With nearly 1,200 bills introduced and more than 40 signed into law, the 2011 Alabama Legislative session ended in June with passage of several initiatives advocated by the Chamber. These included: property insurance discounts, the Responsible Budgeting and Spending Act, tort reform measures and the Small Business Healthcare Credit.

U.S. Senator and Congressman Speak to Sold-Out Audiences

Both Sen. Richard Shelby and Rep. Jo Bonner spoke to sold-out audiences during two Forum Alabama sessions. Shelby, who spoke in February, offered attendees his perspective on pressing issues facing the U.S., including healthcare, environmental regulations, free trade agreements and financial regulatory reform. Bonner spoke in October and gave updates on the RESTORE Act legislation created in the wake of the Deepwater Horizon Oil Spill, economic development and the efforts to prevent costly new regulations to business. More than 600 people attended the two events.

Mobile Leaders Gather in Louisville

The June Leaders Exchange, formerly known as leadership trip, included a delegation of more than 75 local business and community leaders and elected officials who spent three days in Louisville, Ky., studying some of its most successful private and public programs. The group learned more about community-wide education goals and initiatives, the city's massive construction project building two bridges over the Ohio River and saw how a blend of public and private dollars are creating an urban park system. They also studied how Louisville's city and county government operate as one program, saving millions of taxpayer dollars.

State Legislators Honored at Reception in Montgomery

In May, the Chamber's Governmental Affairs Committee hosted a reception in Montgomery for local business executives to network and discuss Chamber legislative issues with legislators from across Alabama. More than 100 people attended the reception with more than 50 legislators.

City/Developer Roundtable Discussions Continue

In March, a roundtable for exploring and developing solutions to enhance the city of Mobile's permitting process was reconvened. This committee has worked with city planners since 2009 on various permit-related issues, including focusing on improving interaction between city planners and commercial developers. The city/developer task force in 2011 assisted the city in launching an online web application designed to streamline the development review process.

New Relationship Building Bridges

Not long after John Cooper was named director of the Alabama Department of Transportation under Gov. Robert Bentley, a group of Chamber volunteers and staff began meeting with him to discuss the proposed I-10 bridge over the Mobile River. The Chamber is nearing 15 years of support for this massive infrastructure project that is expected to alleviate I-10 congestion at the tunnels and create 2,490 construction-related jobs annually during the five years it takes to construct the bridge.

Veterans Commission Honors Its Own

The Mobile Area Veterans Day Commission honored Mobile native J. Lloyd "Doc" Abbot Jr., a decorated retired rear admiral for the U.S. Navy, as Patriot of the Year during its annual Veterans Day luncheon. Abbot served the Navy as a commissioned officer for 35 years. Capt. (Ret.) Joe Birindelli of Fairhope was named Mobile Bay Area Veteran of the Year for his service in the U.S. Army.

Armed Forces Day a Success

The annual Armed Forces Day luncheon was held in May at USA's Mitchell Center. More than 200 people attended the event, which featured keynote speaker Col. Steven J. Roemhildt PE. Service members were recognized for outstanding community service and performance in uniform.



Group Takes on D.C. In September, the Chamber took a group of 20 community leaders with federal interests to Washington D.C., to meet with members of Congress and the U.S. Chamber of Commerce. Topics of discussion included the national economy, offshore oil and gas exploration and healthcare, among other issues.



Economy, education, environment and equity – these are the building blocks upon which Envision Coastal Alabama was founded in 1997 with Baldwin and Mobile County residents in mind. Guided by this overarching framework, individuals of varied backgrounds, expertise, interests and passions have worked over the last 14 years on a shared vision for growth.

Much has changed in the Coastal Alabama counties since Envision was first created. From manmade and natural disasters to some of the greatest residential growth in the nation to a national recession, the need for a shared vision has never changed.

Envision Sustainability Forum Lists Most Critical Areas

In February, more than 80 Envision volunteers and community stakeholders from both sides of Mobile Bay attended an Envision regional planning session. During the day-long meeting, attendees were broken into work groups and identified four critical issues Envision volunteers would take on in 2011 and beyond. They were:

- Create a campaign utilizing existing resources to provide ways to positively impact air quality;
- Improve communications with elected/appointed officials to create broader citizen understanding, trust, participation; responsibility and commitment in resolving critical community issues;
- Establish an education subcommittee to regularly meet with stakeholders and become better informed on current regional educational successes; and
- Strengthen family well-being and community cohesion to promote a safe and healthy living environment.

Take the Clean Air Challenge

While many communities await the Environmental Protection Agency's new ozone standards, Envision Coastal Alabama started getting its volunteers involved well in advance. Through its web-based Clean Air Challenge located at www.envisioncoastalalabama.org, Envision volunteers are encouraged to sign up to improve Coastal Alabama's air quality. Launched in September 2011, the goal is to have 100 people take the challenge by the end of 2012.

Envision "Cleans Up"

Valuing the importance of a clean and safe community, Envision Coastal Alabama announced it would partner with Keep Mobile Beautiful (KMB) on the Great American Cleanup campaign. KMB has been involved with the national campaign, the nation's largest community improvement project, for 20 years. KMB volunteers have contributed more than 10,000 hours cleaning and beautifying Mobile parks, neighborhoods and city streets.



Neighborhood groups and area students volunteer each year in support of Keep Mobile Beautiful in its efforts to prevent litter, reduce waste, and improve the beauty of the community.

Envision Co-Chairs Share Regional Vision

Charles Dickens' opening line in "A Tale of Two Cities," describes how Envision co-chairs Shirley Sessions and Ray Moore must have felt in their new positions: "It was the best of times, it was the worst of times." It was the best of times due to Coastal Alabama's unique position for success, and the worst of times due to the double whammy of the oil spill and a sluggish economy. Sessions is vice president/community affairs manager for Regions Bank and Moore is vice president of Hutchinson, Moore & Rauch LLC.



Envision Co-Chairs Ray Moore and Shirley Sessions

Volunteers from Baldwin and Mobile County Round Out Leadership Positions

Envision co-chairs and team chairs who served in 2011 were:

Education Team

- Terry Burkle (Baldwin County)
South Baldwin Chamber Foundation
- Amanda Carr Outlaw (Mobile County)
Alabama Cooperative Extension System

Economy Team

- Donna Givens (Baldwin County)
Baldwin EMC System
- Frederick Rendfrey (Mobile County)
Downtown Mobile Alliance

Environment Team

- Dr. Thomas J. Ward Jr. (Baldwin County)
Spring Hill College
- Jennifer Denson (Mobile County)
Partners for Environmental Progress

Equity Team

- Rebecca Byrne (Baldwin County)
United Way of Baldwin County
- Brooks Chew (Mobile County)
Office of U.S. Congressman Jo Bonner

Corporate Community Service Award – The SSI Group

The SSI Group was selected as the winner of the 2011 Corporate Community Service Award for its involvement in a variety of hands-on projects supporting a number of local charitable organizations throughout the Mobile area. With more than 395 employees, SSI leads the healthcare industry with its claims management technology, and remains dedicated to giving back to the community. This award is co-presented by Envision Coastal Alabama, HandsOn South Alabama and the Mobile Area Chamber.

Membership in the Mobile Area Chamber of Commerce grew in 2011. In 2011 more than 350 businesses joined the Chamber. To date there are more than 2,000 Chamber members, representing 104,000 employees. Of these member companies, approximately 59 percent employ less than 10 people.

The Chamber remains committed to meeting the changing needs of its members. New programs are implemented, various seminars are offered and a variety of communications tools are used.

"Ladies Only," Please

In 2011, the Chamber capitalized on its successful roundtable networking programs, introducing a bi-monthly Women's Roundtable. This forum is open to Chamber-member women business owners and managers to hear a featured presenter, network with one another and share information to help grow their business. Each of the sessions had more than 20 participants, and feedback indicates this will grow even more in 2012.

No Excuses

Providing members with a wide variety of networking opportunities held at various times throughout the day is one reason the number of people participating in Chamber networking events increased in 2011. More than 2,000 people attended Chamber networking sessions, including Nonprofit Roundtable, a bi-monthly forum for member nonprofit organizations to build relationships and promote networking with other members; the monthly Business After Hours; Networking@Noon; Coffee with the Chamber; Speed Networking; and a customer service seminar.

Chamber Investors

In 2011, more than 17 companies joined or upgraded membership dues to join the Board of Advisors (BOA), bringing the total number of companies represented to 242.

The single largest group of dues investors, the BOA has an exclusive opportunity to network with one another three times a year. During a breakfast meeting in March, the group heard **Bill Sisson** with the Mobile Airport Authority and **Troy Wayman** with the Chamber talk about "Mobile's Mojo"; and **Lt. Daniel Christman**, senior vice president for international affairs with the U.S. Chamber of Commerce, spoke to the group in July during an afternoon reception.

In addition to the tri-annual meetings, BOA members have been meeting in small groups for breakfast, giving valuable feedback and input on key community and economic issues and how the Chamber can assist.



Pictured here are some of the early leaders of the 2011 Chamber Chase campaign. From left to right: Stephen Schlautman, Regions Bank; Terri Owler, Arkema; David Hagan, BankTrust; Kay Williams, Blue Cross and Blue Shield of Alabama; Harris Oswald, Mobile Gas; Sharon Murrill, Alabama Power Co.; Mark Spivey, Regions Bank; and Larry Hanisch, Diplomat Team.

Chamber Chase's Record-Breaking Year

Terry Harbin, chief operating officer of BankTrust, was selected to lead the 2011 Chamber Chase campaign, and in May faced a \$1.32 million goal measured in new members, sponsorships, in-kind donations and advertising. Not one to back down from a challenge, Harbin and the more than 80 volunteers exceeded the goal by raising \$1.409 million.

Top producers during the 2011 campaign were **Harris Oswald** (Mobile Gas), Top Cash Producer; **Lisa Owen** (BankTrust), Top Overall Producer; and **Sherry Coker** (BankTrust), Top New Member Recruiter, and BankTrust, the campaign's Top Team.

Just to Say Thanks

Each year the Chamber plans a special lunchtime event for all Chamber members, which doubles as an open house. Dubbed Membership Appreciation Day, the 2011 event took place in April and was attended by more than 220 members. Attendees were provided a meal and live music on the lawn, and indoors had access to a variety of information tables, booths and chair massages.

Get Connected 2011

In August, the Chamber held its annual Get Connected, with the majority of the events at the Arthur R. Outlaw Mobile Convention Center. The day started with 140 people attending a luncheon featuring **Dr. Mark K. Weaver**, Ben May Chair of Entrepreneurship for the Mitchell College of Business at the University of South Alabama. His presentation on this new position at USA was followed by the Business Expo and Resource Fair.

More than 225 exhibitors presented at the expo and fair. The Resource Fair was created to provide small business owners face-to-face time with local, state and federal resource providers that can help them succeed. Attendance at this event was more than 1,750. Following the expo and fair, more than 250 attendees and exhibitors met at the Renaissance Mobile Riverview Plaza Hotel for Expo After Hours.

Diplomats Key Ambassadors for Chamber

The Chamber's diplomat program continues to remain strong, with a dedicated group of 60 members attending ribbon cuttings, working various event registrations, making member visits and holding monthly networking meetings. The Diplomat of the Month is featured in *The Business View*, and is selected based on activity. 2011 Diplomat of the Month winners were: **Trish Banker**, **Millie Sue Hawk**, **Kasie Irby**, **Leilani Reed-Logan**, **Nick Morisani**, **Nancy Peoples**, **Saty Putcha**, **Michael Sullivan**, **Lee Teague** and **Garrett Wolf**.

**Diplomats can be awarded this distinction more than one time annually.*

Diplomat of the Year

Annually, Chamber diplomats compete for the Diplomat of the Year award, presented to the top diplomat. **Saty Putcha**, co-owner of Padgett Business Services, received this award in 2011.

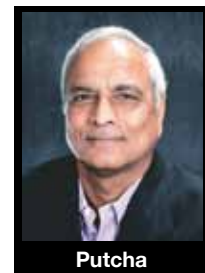
Putcha, who has been a diplomat since November 2009, earned the Diplomat of the Month award several times. Putcha is often seen at various Chamber events, visiting with Chamber members.

The Need for Speed

Another new event, Speed Networking, was held three times in 2011 with nearly 100 participants total. Based on a similar premise of speed dating, this event put people face-to-face for 45 seconds to give a quick commercial about their business, goods and services. The fast-paced, highly energetic event was a sell-out each session.

Chamber Weather for Golf Tourney

The weather could not have cooperated more in March, when the Chamber hosted its annual golf tournament. The sold-out event featured 220 players in idyllic conditions at TimberCreek in Daphne.



Putcha

The Chamber gives the business community in the Mobile area a voice, as it represents more than one-third of the area's total workforce. The 2,200 members receive information from the Chamber's communications and marketing department and in a variety of methods, including *The Business View*, *The Business View Weekly*, www.mobilechamber.com, monthly online calendar of events, Facebook, LinkedIn, Twitter, telephone calls and member visits. The department also works with local, regional, national and international media to promote Mobile's economy and its members.

Mobile Does Well in National Rankings

Mobile did very well in its rankings in 2011. *Southern Business and Development* magazine, in its Winter 2011 issue, recognized the Chamber's economic development efforts, and named Mobile Bay among the Top 10 "Pro-Business" beach communities. The magazine also placed Austal's expansion announcements on the Top 10 "Deals for 2010," "Jobs 100" and "Investment 100" lists.

Business Facilities magazine named Mobile as one of the "Top Logistics Distribution and Shipping Hubs" for metro areas. The magazine credited Mobile's deepwater port, container terminal, two airports, five Class I railroads and two major interstate systems as its greatest assets.

Also, *fDi* magazine, in its first-ever ranking of American Cities of the Future 2011/2012, ranked Mobile in the No. 10 spot among small cities as defined as those with a population of 100,000 to 250,000.

Department Changes Chart New Direction

In April, the Chamber's communications department added "marketing" to its name, and with it sweeping changes in staff duties. The most significant change was bringing all web-based duties under the department. The move provides greater consistency in the organization's messaging.

Best in Show

The Public Relations Council of Alabama awarded HowTheySeeMobileBay.com with the Best in Show during its annual conference held in April. The website features seven area business executives discussing why their businesses started and grew in Mobile. The site was created in partnership with Lewis Communications.

The department also won a Medallion award during the competition, as did three other Chamber projects—the 2010 Annual Meeting, an annual meeting speech and *The Business View*.

City and County Leaders Speak to Sold Out Business Audience



Pictured above are Robbie Baker, Chamber Chair (left) at the State of the City and County Luncheon with Mobile County Commission President Merceria Ludgood and Mayor Sam Jones.

More than 850 business leaders, public officials and community volunteers attended the 14th annual State of the City and County luncheon in May. City of Mobile Mayor Sam Jones and Mobile County Commission President Merceria Ludgood were the featured presenters for the event, which included a first-look at the city's new campaign to market Mobile to industries and the county's video presentation on the benefits of living and working in Mobile County.

Final Strength in Numbers Campaign Launched

2011 was the final year of the Chamber's successful "Strength in Numbers" local marketing campaign, featuring six member businesses and its top executive. In the campaign, featuring print ads appearing in *The Business View*, *Lagniappe* and *Steppin' Out*, and on Lamar Advertising, Yellow Cab Co. and Mobile Regional Airport billboards, executives share the benefits of Chamber membership. Ads are also featured on the Chamber's website. During the life of the effort, a total of 30 Mobile-based businesses were included.

Featured in the 2011 campaign were:

- David Clark, Grand Hotel Marriott Resort, Golf Club and Spa
- Sally Greene, Wilmer Hall
- Mike Marshall, *Press-Register*
- Bo Mattei, Thames, Batre, Beville & Ison Insurance
- LaBarron McClendon, formerly of Mobile Gas
- Patrick Wilson, Mobile Bar Pilots LLC

Written History of Chamber's 175 Years Documented

Throughout 2011, snapshots of the Chamber's 175 years as a business organization were documented. Local writer Nedra Bloom spent hundreds of hours reading Chamber minutes, talking with local businesses and interviewing staff and historians to document the organization's history. Stories about the Chamber from 1836-1936, 1937-1961, 1962-1986, 1986-1999 and 2000-2011 were published in *The Business View*. In addition, the package featured stories on Chamber members whose businesses opened during various time periods, and about key community issues impacting the lives of Mobile residents.

In 2012, in celebration of the Chamber's 175 years, a collector's coffee table book chronicling the Chamber's history will be produced and distributed to attendees of Opportunity 175, a gala celebrating the organization's history. Tom Mason with Tom Mason Communications was the book's designer and editor. Gwin's Printing published the book, which includes rarely seen historical photographs and an abbreviated written history.

Groups Travel to Spain and Australia

In March, the Chamber led a group of 46 people to Costa del Sol, Spain, for a week-long tour of the Mediterranean coast, which also included Gibraltar and Tangier, Morocco. In September, a group of 23 people traveled to Sydney, Australia, on another Chamber-led tour. While there, the group explored Sydney's botanical gardens, the famed Sydney Opera House and a bridge climb over Sydney Harbor. The Chamber began offering its members and guests international tours in 2009 to offer business people a chance to travel together around the world.

Getting More Social

In its quest to stay ahead of the ever-changing world of technology and communications, the Chamber worked with wellbornIdeas, a Mobile-based agency, to develop a social media audit and strategy for the organization. The Chamber actively posts on Facebook, Twitter, LinkedIn and YouTube.

Promoting the Chamber's 175th

The Chamber celebrated a historic milestone in 2011, one reached by fewer than 10 chambers of commerce across the country — 175 years of continuous operations. To celebrate the significant achievement, the Chamber used a special logo throughout the year, designed by Verge — a Mobile-based marketing agency — and draped the interior and exterior of the building with larger-than-life-sized photograph banners.

Conveying the marketing message "Stability of 175 Years — Vision & Leadership for the Next 175," this campaign was featured on billboards and in specialty programs and ads.

MOBILE AREA CHAMBER OF COMMERCE
175 YEARS

**Stability of 175 years —
 Vision & Leadership
 for the Next 175**

www.MobileChamber.com

Two Longtime Chamber Supporters Mourned



Guthans



Myers

In 2011, the Chamber lost two of its greatest champions, Bobby Guthans and Hap Myers. Both men served as Chamber chairmen and had remained ardent supporters of economic development – for large and small companies alike. Guthans also served as chairman of the Chamber's foundation following his retirement from Midstream Fuel. After his work with the Chamber, Myers found a passion for public service and served as a senator in the Alabama Legislature while maintaining employment as an engineer.

SAWDC Wins National Grant

The Southwest Alabama Workforce Development Council received a \$300,000 grant from The National Fund for Workforce Solutions. It was one of six organizations in the South and Southwest to receive monies. The grant will establish and support four fully functioning workforce partnerships in the areas of maritime, aerospace, healthcare and process manufacturing.



Wayman

Chamber VP Named Chairman of SAWDC

In September, Chamber Vice President of Economic Development Troy Wayman was named chairman of the Southwest Alabama Workforce Development

Council (SAWDC). This group facilitates workforce development programs in an area designated by the state of Alabama as "Region 9." Wayman will continue in this position throughout 2012. The Chamber is a founder and funding partner for this effort.



Javier-Ferrell

Chamber Staff Named to Civil Rights Council

Dr. Leida Javier-Ferrell, the Chamber's director of the Center for Workforce Development, was appointed to the Alabama State Advisory Council of the

U.S. Commission on Civil Rights. Members are appointed for two years as federal employees to assist the commission with fact-finding and dissemination activities pertaining to discrimination or denial to equal protection under the law.



The Mobile Area Chamber held two receptions for the area's new CEOs. New CEOs honored during the reception held in the spring, pictured from left to right, are: Jay Burdette, Alabama Power/Barry Steam Plant; Gregg Gustafson, Mobile Symphony; Leslie Beard, C.H. Robinson Worldwide; Bob Sain, Centre for the Living Arts; Lance Covan, Mitternacht Boiler Works; Bill McLaughlin, Thomas Hospital; and Daniel Dennis, Roberts Brothers.

New CEOs in Mobile Honored

In the spring and fall, the Chamber held receptions to honor new CEOs in the Mobile Bay region. Attendance at each reception was more than 100, and invitees included Chamber directors and advisors, Partners for Growth investors and elected officials. Prior to the receptions, city of Mobile, Mobile County elected officials and Chamber leadership met with the honorees to encourage their civic and community involvement.

GulfQuest Takes Shape

In the Spring, GulfQuest, the long-awaited, 90,000-square-foot, vessel-shaped national maritime museum, began construction. At the end of 2011, the exterior of the building was beginning to take shape, and it's expected to open in late 2012. The museum will feature interactive exhibits centered on ship design, propulsion and navigation that will incorporate historic and modern-day maritime tools.

More Do Fly Mo

Traffic at Mobile Regional Airport continued to track upward in 2011. Data from the Mobile Airport Authority shows increased traffic between Mobile and major markets such as Houston, Dallas, Atlanta, New York, Chicago, Baltimore, Los Angeles, Denver, Philadelphia and San Francisco. International traffic is also on the rise with 14 percent of travelers bound for international destinations.

USS LAWRENCE Commissioned in Mobile

In June, the *USS LAWRENCE DDH 110*, a guided missile destroyer, was commissioned at the Alabama State Docks after a delay in dredging Pensacola Bay forced the commissioning to move from Pensacola to Mobile. The ship was named for Vice Adm. William P. Lawrence, a highly decorated naval aviator.

Staff Graduates from Leadership Mobile and Chamber Institute, Selected for Alabama Leaders Initiative



Rak-Blanchard



Richards

Susan Rak-Blanchard, the Chamber's director of communications and marketing, graduated from Leadership Mobile, a project of Mobile United. Her group project was to increase business



Stimpson

participation in education-related programs. Danette Richards, the Chamber's director of small business development, graduated from the Institute for Organizational Management, a four-year program of the U.S. Chamber of Commerce. Also, Christina Stimpson, program manager for the Chamber's international trade division, was selected to participate in the Alabama Leadership Initiative for emerging state leaders.

Chamber Board Members Named to Federal Reserve Bank

Jimmy Lyons, director and chief executive officer of the Alabama State Port Authority, was appointed to the Federal Reserve Bank of Atlanta's Birmingham branch board of directors. In addition, T. Lee Robinson, president of OHC, was appointed to the board of directors of the Federal Reserve Bank of Atlanta's New Orleans branch. Both men are responsible for providing economic information on their industry and the branch territory relating to employment, inventory, sales and community headlines.



175

CHAMBER STAFF

Administration

Winthrop M. Hallett III, President: 431-8610
 Robert L. Chappelle Jr., Executive Vice President: 431-8644
 Katrina Dewrell, Executive Coordinator: 431-8611
 Jackie Davidson, Administrative Assistant: 431-8605

Communications and Marketing

Leigh Perry-Herndon, Vice President: 431-8645
 Ashley Horn, Director of Digital Media & Design: 431-8623
 Susan Rak-Blanchard, Director of Communications & Marketing: 431-8641
 René Darden Eiland, *The Business View* Advertising Account Executive: 431-8635
 Carolyn Wilson, Communications & Marketing Assistant: 431-8606

Community and Governmental Affairs

Ginny Russell, Vice President: 431-8618
 Shayla Jones Beaco, Director of Local Affairs: 431-8628
 Patty Howell, Director of Regional Affairs: 431-8601
 Carolyn Hunt, Community and Governmental Affairs Assistant: 431-8621

Economic Development

Troy L. Wayman CECD, Vice President: 431-8650
 Claudia Zimmermann, Director: 431-8616
 Shelly Mattingly, Coordinator: 431-8655

Divisions:

Business Development

Herman Tinsley, Senior Project Manager: 431-8657
 Al Ruffin, Research: 431-8656

Business Retention and Expansion

Steve Russell, Director: 431-8654

International Trade

Tony van Aken, Director: 431-8651
 Christina Stimpson, Program Manager: 431-8648

Workforce Development

Leida Javier-Ferrell, Director: 431-8631
 Carol Lambert, Project Manager: 431-8619

Finance and Operations

Joe Mareno, Chief Financial Officer: 431-8624
 Matt Hariel, Director: 431-8625
 LeMaris Alston, Technology Support Specialist: 431-8626
 Chani Johnson, Finance Assistant: 694-0701
 Donna Ikner, Finance Assistant: 431-8609
 James Smiley, Security: 431-8658

Membership

Carolyn Golson, Vice President: 431-8622
 Dawn Rencher, Member Relations: 431-8649
 Marion Warren, Event Coordinator: 431-8640
 Rebecca Milam, Senior Account Executive: 431-8647
 Tricia Bradley, Account Executive: 431-8642
 Missy Hartley, Membership Assistant: 431-8638
 Odetta Stutts, Help Desk Receptionist: 433-6951

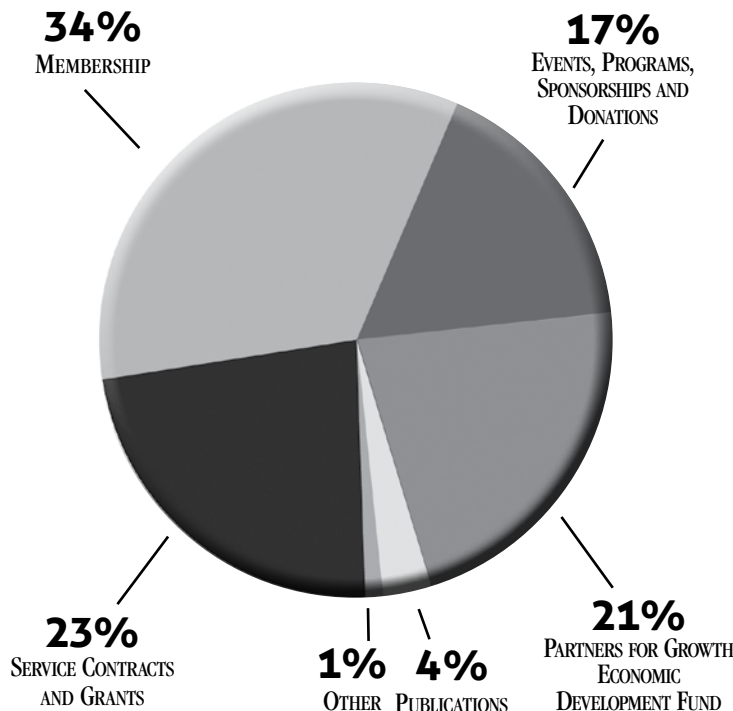
Small Business Development

Darrell Randle, Vice President: 431-8615
 Danette Richards, Director: 431-8652
 Brenda Rembert, Administrative Assistant: 431-8607

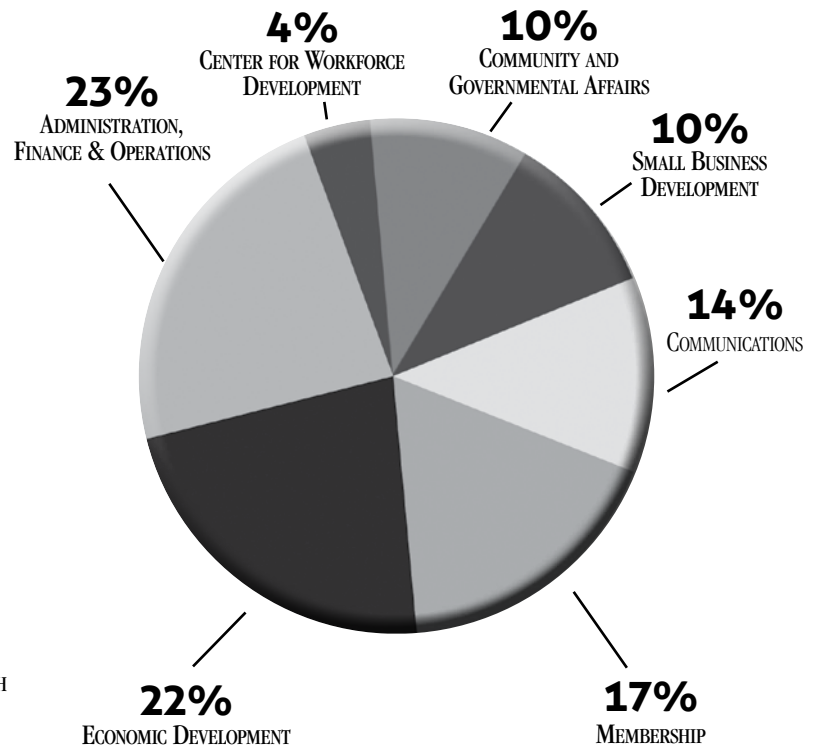
MBDA Business Center - Mobile

Pamela Ramos, Project Director: 433-2250
 Mabelle Leslie, Business Consultant: 433-2250
 Lorrin Woods, Junior Business Consultant: 433-2250

2011 REVENUE



2011 EXPENSE



Through a series of evaluations, retreats and staff and volunteer meetings, the Mobile Area Chamber annually sets a plan of action for the coming year. This annual blueprint is aligned with the organization's long-range strategic plan. The following is a department summary and outlines where the Chamber will focus its efforts in 2012. The long-range strategic goals directing the plan of action summary items are noted in parenthesis.

Mobile Area Chamber of Commerce Strategic Plan 2011-2013

Vision

The Mobile Area Chamber of Commerce will be the leading catalyst for economic expansion in the Mobile area, building more opportunity and an enhanced quality of life for its citizens.

Mission

To serve as a progressive advocate for business needs to promote the Mobile area's economic well-being.

Strategic Goals

Jobs

Retain, expand and recruit businesses, investment and jobs in the Mobile area.

Advocacy

Create an environment that promotes business and community growth.

Value

Provide value, services, opportunities and recognition for our members.

Excellence

Operate the Chamber with excellence, innovation and efficiency.

Mobile Area Chamber of Commerce Plan of Action

Communications & Marketing

- Provide a constant, proactive and interactive communications program to Mobile Area Chamber members to encourage and maintain an interest in the Chamber and support of our efforts. (Value)
- To improve the Mobile Area Chamber's image in the minds of the public and make them better aware of who we are and our mission. (Advocacy)
- Promote the Chamber and the Mobile area via the Chamber's websites, electronic publications and social media outlets. (Advocacy)
- To improve dialogue with media outlets and promote Chamber activities and issues more heavily in the local media. (Advocacy)
- Conclude the Mobile Area Chamber 175th anniversary program. (Excellence)
- Assist the Economic Development Department with implementing the national marketing campaign. (Advocacy)
- Assist the Chamber president in developing the organization's next strategic plan, annual Plan of Action and Internal Handbook Guidelines. (Excellence)

Community and Governmental Affairs

- Develop and obtain passage of the 2012 Mobile Area Chamber of Commerce Community Legislative Agenda. (Advocacy)
- Recognize and promote importance of transportation infrastructure to continuing business growth. (Advocacy)
- Promote a local business-friendly political and legislative climate that encourages economic growth, is responsive to business needs and supportive of business success. (Advocacy)
- Convene key groups and organizations to identify and work on vital community issues. (Advocacy)
- Improve communication with the membership, elected officials and Chamber staff on key community issues. (Advocacy)
- Sponsor the Leaders Exchange with a focus on workable solutions to regional and local issues. (Advocacy)
- Encourage positive military and civilian relationships. (Value)

Economic Development

- Aggressively market the Mobile region for business locations and expansions to support the five year Partner's for Growth goal of creating an average of 750 new jobs per year. (Jobs)
- Continue to staff and deliver economic development services for the Washington County Economic Development Initiative. (Jobs/Advocacy)
- Support, where appropriate, the development and improvement of the Mobile area's infrastructure (utilities, surface and air transportation) to make the community more attractive to potential investors and create a better business climate for existing businesses. (Advocacy)
- Provide staff support and expertise to the Industrial Development Board, the Industrial Development Authority and the Industrial Park Board. (Value)
- Involve Chamber volunteer leadership, City and County elected leadership and local agency allies in current Plan of Action implementation, as well as long-term economic development planning and funding. (Advocacy/Value)
- Systematically generate, collect, organize, provide and publish information to support economic development activities. (Value)
- Manage and market Mobile Commerce Park. (Jobs)
- Further develop the Mobile region as a center for international trade and transportation, enhancing the foreign sales of area products and services and assisting in Mobile's emergence as a hub for international commerce. (Jobs/Advocacy)
- Improve Mobile's ability to respond to workforce needs. (Jobs/Advocacy)
- Manage and support the activities of the Bay Area Healthcare Coalition. (Jobs/Advocacy)
- Support Economic Development with workforce development resources as needed for manufacturing and other area business and industry. (Jobs)
- Continue supporting the Hispanic American Business Association of the Gulf Coast. (Advocacy)
- Represent the Chamber in workforce development efforts in the community with partners such as Southwest Alabama Workforce Development Corp., the Mobile Area Education Foundation,

Mobile Works, Mobile County Public School System and community colleges and universities in the region. (Jobs/Advocacy)

Finance and Operations

- Provide and maintain financial control and related services. (Excellence)
- Develop and maintain all records, forms and reports relating to human resource management. (Excellence)
- Coordinate maintenance of the Chamber building, grounds, fixtures and equipment. (Excellence)
- Enhance Chamber and its foundation operations through improvement of processes and procedures. (Excellence)
- Manage Crisis Response. (Excellence)

Membership

- Exceed budgeted goals for dues and non-dues income to support Chamber operations. (Value)
- Provide innovative programs and services that members desire and value. (Value)
- Ensure awesome customer service to improve member retention and development. (Value)
- Coordinate the programs and activities of the ambassadors to assist with membership retention and development. (Value)

Small Business Development

- Market and provide technical assistance to area small businesses to help stimulate their development and foster job creation. (Jobs)
- Provide business assistance to minority-owned businesses and encourage their participation in all Chamber activities. (Jobs)
- Coordinate task force activities of select programs, products and services benefiting small businesses. (Value)
- Create a system to share local funding sources with interested businesses. (Jobs)
- Provide continuing education, training and business development opportunities for small businesses. (Value)
- Serve as an advocate on issues of concern to the small business community. (Advocacy)
- Facilitate assistance provided by other small business resources in the Mobile/Baldwin area. (Advocacy)

2011 EXECUTIVE COMMITTEE



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Chairman of the Board



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Norton Lilly International
Maritime Affairs



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RBC Bank
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Airbus Americas Engineering Inc.
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Workforce Development

In addition to the Executive Committee, serving on the 2011 Board of Directors were:

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ThyssenKrupp Stainless USA LLC

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Celia Mann Baehr CFP

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Kinley Bell
Marine Rigging Inc.

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Delaney Development Inc.

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