



M.A.C.C.

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THE VIEW

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A MONTHLY BUSINESS PUBLICATION FOR THE MEMBERS OF THE MOBILE AREA CHAMBER OF COMMERCE

(334) 433-6951

Minority Businesses Soar to New Heights

On October 30, 10 minority-owned businesses in the Mobile area were recognized as the first Eagle Award winners. The Mobile Area Chamber of Commerce, Bishop State Community College and the University of South Alabama's Small Business Development Center, joined together to award these successful entrepreneurs.

"This is an important event for the Chamber," said **Norman Hill**, vice president of Small Business Development. "In addition to providing resources to help minority businesses, the Chamber realizes the significant contributions these companies make to our local economy. This awards ceremony is one way the Chamber can pay tribute to this valuable segment of the business community."

The event, emceed by FOX10 anchorwoman **Anissa Centers**, featured nationally-known talk show host and economist **Tavis Smiley** of BET's "BET Tonight with Tavis Smiley" and was

sponsored by Alabama Power, WALA-FOX10, WBLX-FM, WDLT-FM, SouthTrust Bank, Whitney Bank and AmSouth Bank. **The 1998 Eagle Award winners are:**

Ball HealthCare Services Inc. Clarence Ball Jr., owner

With more than 500 employees, Ball HealthCare Services provides medical, nursing and rehabilitative services to the elderly and handicapped with chronic illnesses. In 1983, Clarence Ball Jr. purchased his first nursing home facility, Twin Oaks Nursing Home, in Mobile. Since then, he has provided Alabama nursing home patients with a healthy dose of quality care and professional service in Monroeville, Birmingham, Tuskegee and Roanoke. Currently three nursing home sites are under construction in Hayneville, Birmingham and Robertsedale, and the company plans to expand into Florida.

Bayview Ford Lincoln-Mercury Inc. Damon Wickware, president

Customer loyalty, well-trained mechanics and a staff committed to its customers are driving the success at Bayview Ford Lincoln-Mercury in Daphne. President Damon Wickware is also proud of the company's ability to appeal to customers from both sides of the Bay. Wickware opened his business in 1992 with a staff of 29. Today his workforce has grown to 45 and is projected to grow even more over the next three years.

Brooks-Morse Development Carroll Brooks, owner/president

Brooks-Morse Development strives to give personal attention to customers and leave them with a pleasant building experience. Brooks-Morse began with the development of Sugar Hill in 1994 and progressed to other attractive locations in Mobile and Baldwin counties. The three-man

company specializes in building luxury homes and the foundation of its future is based on expanding throughout the entire Southeast.

Carmen's Child Care Inc. Carmen Coleman and Sarah Coleman, co-owners

A mother-daughter team working to provide both children and their parents with the best possible day care service in a caring and educational environment is the best way to describe Carmen's Child Care Inc. Sarah and Carmen Coleman opened Carmen's on Springhill Avenue in 1994 serving 66 children from 6 weeks to 12-years-old. It has grown with three expansions and now serves 226 children.

Delta Bay Security Inc. Bennie Kilpatrick, owner

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City of Mobile Wins Quality Award

Who says government can't be run efficiently and effectively? Last month, the City of Mobile was one of five winners of the Alabama Productivity Center's Quality Award and, is the first city in the state to win this award. It stood proudly among some of Alabama's best companies and organizations such as Lockheed Martin (Troy), AlliedSignal (Anniston), the Mountain Brook City Schools (Birmingham) and St. Vincent's Hospital (Birmingham).

The city began its quest for quality four years ago when they hired George Kreitmeyer to launch a Total Quality Management program. Today, this same program focuses on employee training, empowerment, safety and recognition.

"And we measure everything!" said Kreitmeyer who noted that, now, data analysis often drives city decisions. For example, studies showed workers compensation claims and vehicle accidents cost the city more than \$2 million a year. With that information, the city initiated drug testing, hired a safety manager, implemented a defensive driving program and increased the use of driving



simulators by police. As a result, in 1997 the city saved \$400,000 in workers comp claims and reduced police accidents per million

miles by 37 percent. Similarly, the city asks its employees for cost-saving ideas that, if accepted, carry a monetary award to the person or team making the suggestion. In the last four years, the city has saved \$2 million through this program. All total, the City has reduced costs a whopping \$7 million by implementing the Total Quality program.

"There is no reason government can't be as good and efficient as business," said

Congratulations to area Quality Award finalists:

Meyer Real Estate
(Baldwin County)
Weinacker Montessori School
(Mobile)

► Continued on Page 5

Together—Stronger

◆ Chamber Annual Meeting set for Jan. 19

"The first lesson of the global economy is that regions - not cities nor the suburban counties that surround them - will be the units of global competition."
Theodore Hershberg

Following the successful launching of regional cooperation in the Mobile area, the 1999 Annual Meeting speaker **Dr. Theodore Hershberg** will take our community to a new plateau in an effort to help us strengthen our regional partnerships on **Tuesday, Jan. 19, 1999** at the **Mobile Civic Center**.

Presented by **Regions Bank**, Hershberg, a professor of public policy and history, serves as the director of the Center for Greater Philadelphia - an eight-county 'headquarters' for regional activities - at the University of Pennsylvania. The Center serves as a neutral third-party between city and county governments, and provides objective analysis and jargon-free reports on key public policy issues.

In May 1995, Hershberg organized the *Call to Action Conference*, attended by over 2,000-area business, civic and political leaders. The conference, much like the one held for **Envision Mobile-Baldwin**, created 89 regional initiatives in 10 broad policy areas, called the *Greater Philadelphia Investment Portfolio*. The efforts to fulfill the initiatives continue today.

Hershberg's views on the importance of

regional cooperation are a result of teaching public policy for more than 31 years and serving as an assistant to the Mayor of Philadelphia from 1984-85 in the areas of strategic planning and policy development. Through his experience he realized that, if a metropolitan city was going to compete in the global economic market, it would have to rely on the entire region as a resource, and not just its city proper. For example, through research Hershberg realized if the

eight-county region surrounding Philadelphia were a nation, it would rank 21st

among world economies. As a result of his findings, the Center for Greater Philadelphia was founded.

A nationally-renowned leader and expert for his views on the importance of regional cooperation, Hershberg has been featured on television's C-SPAN, authored essays for *The Regionalist* and *National Civic Review*, and published numerous reports on topics such as wage and tax reform, labor force and education.

Tickets for the 1999 Annual Meeting are now available. Individual tickets are \$40 and tables of 10 are \$375. Sponsors for this year's meeting include **Regions Bank, Long's Temporary Services, WPMI-NBC15/UPN44, Mobile Gas, GTE MobilNet, Prime Health, Thompson Engineering and Alabama Power Company**. For tickets or additional information, call **431-8606** or **431-8623**.



Financial Times Highlights Mobile

It's all about beating the odds. A city that is almost entirely dependent on one employer for its economic well-being. Then unexpectedly, that employer is shut-down and thousands of employees lose their jobs.

For anyone who has lived in Mobile for more than 30 years, that story hits a little too close to home. In 1967, Brookley Airforce base was shut down and 17,000 people lost their jobs. Stunned by such a direct hit, it took community leaders ?? years to start recovery efforts.

Mobile's road to recovery fascinated reporter Richard Wolfe, *Financial Times*, and in September, the London-based publication, featured Mobile's "against the odds" story.

Initially Wolfe came to Alabama because of a developing relationship with the Economic Development Partnership of Alabama. His assignment was the primary election battle for Governor between Gov. Fob James and William Blount.

But Wolfe said he wanted to visit Mobile. And from the moment he got to the Port City, the Chamber introduced to him to local business representatives that had a story to tell.

Wolfe had another story idea for his editors and was interested in how local firms were operating around the globe – in other words, if global operations were

happening in (and from) Alabama, than no doubts would remain – we would indeed be living in a global economy.

The Chamber tour team introduced him to a variety of business representatives who outlined how Mobile got to where it is now, along with the community's short and long term goals are for the future.

Then, Wolfe visited several companies that could prove this global economy theory correct. He went to Mobile Aerospace Engineering, the State Docks, Tuscaloosa Steel, Mitsubishi and Racer Computers.

Interestingly, Mobile captivated the majority of ink in his story.

"Mobile's economic revival is a reflection of how Alabama, along with other states in the southeastern US,

is thriving in the global economy. Alabama has largely embraced international business, despite its reputation as a backward-looking state with a history of racial conflict in the civil rights struggle of the 1960s," Wolfe wrote.

In closing, Wolfe made his point. "The biggest issue facing our businesses now is the need to be global. There are few businesses of any size with isolationist mentalities now. The southeast is the world's preferred economy in the US, and Alabama is right in the center of it."

Right on Mobile!

"Mobile's economic revival is a reflection of how Alabama, along with other states in the southeastern US, is thriving in the global economy."

Mission to Mexico

Better Late Than Never

The day Hurricane Georges slammed into the Gulf Coast was the scheduled departure date for a trade mission to Mexico. The Chamber staff set up five days of appointments for 16 local business representatives to travel to Mexico City and the state of Veracruz.

Originally, the group was scheduled to leave Monday, Sept. 28, but with the hurricane lurking over Mobile, only eight people were able make the trip on Wednesday.

But there was still time to salvage phase two of the scheduled mission to Mexico.

Andrew Saunders, Saunders Engine Company, said he recorded his newly altered travel arrangements by candlelight. And while he might of thought initially that the Chamber's director of trade and technology, **Tony van Aken**, was operating with a water-logged plan, he was glad they went after all.

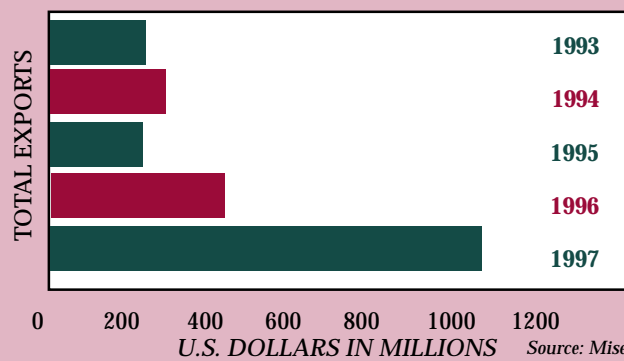
"The trip had excellent results. For me it was an invaluable orientation to Mexico. Briefings by governmental agencies were informative and appointed meetings with potential business clients were on target," said Saunders.

The group spent three days in Veracruz, the most industrialized

state in Mexico. Goals of trade missions are to highlight multi-cultural activities and business opportunities to increase trade with foreign companies and find U.S. markets for foreign products.

In the fourth quarter of 1997, Alabama was the no. 8 exporter among U.S. states to Mexico, with exports valued at more than \$1 billion for the year. Mexico moved into the no. 2 position of Alabama's trading partners and many feel it won't be long before it surpasses Canada and becomes no. 1.

Alabama's Exports to Mexico By Year



Alabama's Most Dynamic Exports to Mexico

	1996	1997	% Increase
Petroleum & Coal	\$ 218,937	\$ 522,264	138.5
Fabricated Metals	7,811,986	18,046,327	131.0
Textile Mill	14,216,144	32,500,049	128.6
Misc. Mfg.	4,285, 796	9,079,615	111.9
Instruments	2,527,910	4,565,011	80.6
Transportation Equip.	2,471,464	4,395,666	77.9
Machinery/Computers	23,958,692	39,015,144	62.8

Dialog Broadened Between Industry and Community Members

Beginning this month industries in the Greater Mobile area are initiating public meetings where the potential risks associated with

plants using certain hazardous chemicals will be discussed.

At these sessions, company employees will be prepared to review the risk management in place at local plants, outlining the "layers of protection" used to prevent accidents and emergency response capabilities, including how they train and practice with agencies such as the Mobile Fire and Rescue Department's Hazardous Materials Team.

According to **Steve Perry**, executive director of THE FORUM... *Industry Partners in Environmental Progress* (see sidebar), "Industry in Mobile is expanding on the requirements in the Environmental Protection Agency's (EPA) Risk Management Planning (RPM) Rule to encompass its real purpose – dialog between the facilities using chemicals, the agencies responsible for emergency response and the general public."

A broad range of organizations are affected by this rule and include some, but not necessarily all, companies in such categories as chemical plants, propane dealers and distributors, cold storage facilities, drinking water and waste water sewage systems, non-chemical/manufacturing refineries, utility companies and airforce/navy bases. In all, approximately 66,000 sites in the U.S. are required to provide a risk management plan that

includes community impacts for accidental situations to the EPA by June 21, 1999. The EPA plans to publish this information on the Internet.

"Without these discussions with the community, the industry representatives realize that the worse-case scenario section of each plan could overshadow the safety precautions already in place," explained Perry. Community impact studies will range from unlikely events to more probable events, and can be used by

emergency response people to improve their ability to protect the public.

The Forum, along with the Mobile County Local Emergency Planning Committee (LEPC) and the county Emergency Management Agency (EMA) put together a plan to begin these discussion a little over a year ago. The main goal is to establish an ongoing dialog with citizens including the discussion of risk management practices.

Under a Steering Committee headed by **Gary Beeler**, plant manager of DuPont, two working groups were formed. Each of these groups has about 40 members, with equal representation from the public, agencies and industry. One group addresses technical issues and the other, the communications needs. Both groups have been meeting monthly since 1997.

Gary Beeler said, "I hope this is the first step in developing a mechanism for ongoing, meaningful dialog between the public, agencies and industry."

Goals of the Mobile Area Risk Communications Process

- ⌘ Create an open, sharing environment in the community;
- ⌘ Create a better understanding about risks;
- ⌘ Involve diverse members of the community in the communications process;
- ⌘ Provide the public consistent and accurate messages concerning risks; and
- ⌘ Reduce risks in the community.

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THE FORUM.. Industry Partners in Environmental Progress

THE FORUM was established in 1992 to provide leadership and promote environmental progress throughout the greater Mobile area. Its membership consists of a cross-section of major industries located in Southwest Alabama including utility companies, pulp and paper companies, chemical companies, shipbuilders and engineering firms. The mission of THE FORUM is to create a foundation of public trust and credibility on environmental issues; improve communications and information sharing among member companies; understand and respond to environmental questions and concerns; and to improve the overall image of industry along the Central Gulf Coast.

Its members are active in the Mobile Bay National Estuary Program, Legacy (a statewide environmental education organization), Adopt-A-School plus many other types of community organizations. To further environmental education, each year THE FORUM invites teachers from local schools to visit plant sites for a day of environmental orientation.

THE YEAR 2000 CHALLENGE

A SPECIAL "Y2K" SECTION OF THE VIEW

Program Your Business to Override Y2K

What will the headlines read on Jan. 2, 2000? Will you be able to boot-up your computer and conduct business as usual? Are you sure?

"Even if you think you're completely compliant, there's really only one way to know - and that won't be until you turn on your computer once the year 2000 has officially arrived," says **Joe Mareno**, the Chamber's vice president of finance and membership.

"We'll have a little warning as to what to expect because Mobile is some 17 hours behind the international date line," adds Mareno. He plans to be one of many that will be waking up untraditionally early on New Year's Day 2000 to see what CNN news is carrying.

Jim Andrews and **Wayne Miles**, ACO Employment and Information Services,

explain that in the beginning, computer memory was very expensive, so programmers planned for two digits (98) instead of four (1998). The problem is that computers may calculate 2000 as 1900. ACO is one of several companies offering assistance in this area. This month Andrews and Miles will lead the Chamber's Y2K seminar.

Some of what has been written about the Y2K challenge is a little scary. Optimists say at the very least, life and business as we know it will be temporarily interrupted. The pessimistic, predict gloom and doom.

Greg Jones, Hand Arendall LLC, believes much of the hype is unfounded but he acknowledges the seriousness of the problem. "National statistics tell us 40-60 percent of businesses in the U.S. have not done anything to get ready and in under-

developed countries the averages are even higher."

The experts agree most companies preparing for the big date change are going to be fine. "If there is a problem, it will be easier to fix once you know what it is, but prepare as best you can," Marino emphasizes.

Jones adds, "People should be concerned about their own compliance and that of others providing products and services to them."

A few extra tips from the experts

- ☞ As a consumer you should ask for a guarantee, especially if you're getting ready to buy a computer or software.
- ☞ Instead of signing assurance letters which may increase your liability, offer customers your own standard response defining what is meant by Y2K compliance (definitions vary by

company) and outline the steps your business has taken as an alternative.

- ☞ Review software license agreements, warranties and maintenance agreements. You may find your systems will be updated at no cost, or it may spell out what liability you have to others.
- ☞ The audit is the most important step of any Y2K plan.
- ☞ The specialists that can address this problem are booked heavily and if you are not in line in the next few months, it may be too late.
- ☞ Talk and meet with your vendors and customers. Persuade them to address the problem and offer to help if necessary.
- ☞ Be prepared for disruption.

Here's What to Consider When Checking Your Business Operations for Year 2000 Compliance

Can your hardware and software understand the difference between the year 2000 and the year 1900? Can your hardware and software process leap years in the new century?

Application Software

- Desktop Software
- Word Processing
- Spreadsheets
- Databases
- Accounting Systems
- Accounts Receivable/Payable
- Invoicing
- General Ledger
- Inventory
- Purchasing
- Fixed Assets
- Payroll/Employee Time-Keeping Systems
- Point of Sale/Credit Card Systems/Cash Registers
- Manufacturing Systems - industry related
- Process Control Devices - industry related
- All Third Party Software & any Application Software using dates for calculations

Computer Hardware Issues

- Mainframe/Midrange/Personal Computer Systems
- Operating Systems
- Network Software
- Internal System Clock Compatibility (BIOS)
- Development Languages and Compilers
- Embedded Systems - Automated Manufacturing Systems (PLCs)
- Medical Diagnostic Equipment (Home and Office)

General Office Systems Issues

- All devices with embedded chips
- Copy Machines
- Printers
- Fax Machines
- Telephone & Voice Mail Systems
- Elevators
- A/C and Heating Systems
- Security Systems
- Automated Lighting Systems

Corporate Responsibility

- Liability Issues: Personal Liability of Owners and Board Members
- Most Liability Insurance Policies do not cover the Y2K Problem
- Trading Partners Issues (Electronic Data Interchange - EDI)
- Supply Chain Compliance for Vendors and Customers

This checklist was provided by ACO Employment and Information Systems.

Answers & Info on the World Wide Web

www.year2000.com - a great source of links to other source of links to other sites. It's a logical place to search for "everything you wanted to know..."

www.sba.gov/y2k/ - always a great resource for business questions, check out the website for the U.S. Small Business Administration

www.nstl.com/html/y2k_2000.html - Use a free program to test your PC's compatibility, Ymark 2000, from the National Software Testing Lab Web site

www.software.ibm.com/year2000/ - IBM's year 2000 page

www.microsoft.com/smallbiz/feature/default.htm (This URL changes frequently!)

www.apple.com/macos/info/2000.html - Mac users should check out this site

www.support2000.com/action.htm - includes an action checklist

www.y2k.com - explores a multitude of legal issues

www.y2kjournal.com - the internet address of *The Year 2000 Journal*, a magazine dedicated solely to the year 2000 issues. Phone (214) 340-2147.

Sources: Greater Kansas City Chamber, AlaPress & U.S. Chamber of Commerce

Local Companies Preparing for Y2K

The Chamber sent an informal survey to determine how our members are preparing for the year 2000. The majority of businesses that responded were aware of the upcoming computer challenge, and most were at least in the planning stage. Very few however are currently working with vendors and suppliers to make sure their systems are compliant. Here are the results:

- ☐ 85 percent of respondents checked "yes" when asked if they have a good understanding of the year 2000 computer challenge.
- ☐ Approximately that same percentage of business have started preparing for Y2K by creating an internal task force, audited systems, updating software, contracted programmers.
- ☐ Less than 3 percent are preparing their vendors. A few steps that have been taken by this group include talking with suppliers about the problem, asking for Y2K certification, providing consultants and software upgrades.
- ☐ When asked what kind of information or help they need to address the situation, the most common answer was educational materials.

Be sure your business partners are up-to-speed... and that their lack of action won't affect your company

The following questionnaire is an example of what your company may consider sending to vendors, suppliers and other partners to ensure your company's business partners are ready for the year 2000. You are encouraged, however, to use it only as a guide; be sure to consult technical experts and advisors, especially legal advisors, on what specific questionnaire your company needs.

For the purpose of answering questions 1-4, "year 2000 compliant" means that in the time before, during and after Jan. 1, 2000...

- ☐ The XYZ Inc. will experience no interruptions or abnormalities in the operation of its business as a result of using the product and/or service supplied by you;
 - ☐ Use of the product will not prevent XYZ Inc. from producing accurate and predictable results; and
 - ☐ The product will operate without error relating to date data, specifically including any error relating to, or the product of, date data that represents or references different centuries or more than one century.
1. Is the product year 2000 compliant? Yes No
If yes, answer only questions 3(d), 3(e) and 6 below.
 2. If not compliant, is it scheduled for year 2000 compliance conversion? Yes No
 3. If the product is scheduled for conversion, please provide the following information:
 - a. When will the year 2000 compliant version be available?
 - b. What will be the release/version level?
 - c. Will your test results be available for our review? Yes No
If so, when?
 - d. What methodology was (or will be) used to make it compliant (check one)? Windowing Expansion Encoding Other (please provide details)
 - e. If windowing was (or will be) used, what is the pivot year?

4. If the product is not scheduled for conversion, please provide the following information:
 - a. What is the alternative or replacement product?
 - b. Is the alternative or replacement product currently year 2000 compliant? Yes No
 - c. If not currently compliant, when will the year 2000 compliant conversion be available?
 - d. Will your tests results be available for our review? Yes No

For the purposes of answering question 5, "year 2000 compliant" means that in the time before, during and after Jan. 1, 2000...

- ☐ You will experience no interruptions or abnormalities in the operation of your business as a result of using the systems and processes currently used to provide the product;
 - ☐ Use of those systems and processes will not prevent you from producing accurate and predictable results; and
 - ☐ Those systems and processes will operate without error relating to date data, specially including any error relating to, or the product of, date data that represent or reference different centuries or more than one century.
5. Are the systems and processes used to provide the product year 2000 compliant? Yes No
If not compliant, when will they be? _____
 6. Who is the individual within your company whom our technical professional may contact as required to discuss year 2000 compliance technical issues (technical release details, linkages, testing, etc.)?

Name _____ Title _____
Company _____ Phone _____
Fax _____ E-mail _____

Source: Greater Kansas City Chamber of Commerce

Low-Interest Loans Available to Assist in Georges Recovery Efforts

In the wake of Hurricane Georges, the U.S. Small Business Administration (SBA) is providing federal disaster loans for businesses, homeowners, renters and landlords located in Baldwin, Clarke, Coffee, Covington, Crenshaw, Escambia, Generva, Mobile, Monroe and Washington Counties.

As the primary form of Federal assistance to those affected by a disaster, all businesses (and most homeowners and renters) will be referred directly to the SBA for low-interest disaster loans when they register for assistance. The amount of each loan is limited to verified uninsured disaster loss.

Loans to businesses and nonprofit organizations of up to \$1.5 million are available to repair damage to real estate, machinery and equipment, inventory, supplies and for leasehold improvements. Businesses of any size are eligible.

SBA also offers loans of up to \$200,000 to repair disaster damaged homes.

Homeowners and renters are eligible for up to \$40,000 to replace personal property.

Interest rates for businesses and nonprofits without credit available elsewhere are as low as 4 percent with loan terms up to 30 years. Firms that have credit options can get a maximum three year term at 8 percent. Nonprofit organizations with credit options can expect a 7.1 rate. Actual loan amounts and terms are set by SBA based on each applicant's financial condition.

To be considered for all types of disaster assistance, including SBA loans, interested parties must contact the Federal Emergency Management Agency (FEMA) first by calling the tele-registration unit at (800) 462-9029. The application filing **deadline for physical damage is Nov. 29, 1998**; the deadline for economic injury applications is June 30, 1999.

Additional details about the disaster program is available on SBA's homepage at www.sba.gov.

Small Business of the Month

Broadway Bagels Cafe

Want a healthy meal for lunch today? Then add **Broadway Bagels Cafe**, the Chamber's **Small Business of the Month**, to your list of favorite places to go. The menu includes a variety of fresh-baked bagels served with cream cheese, bagel sandwiches, salads and a new portobello stuffed ravioli dish.

Broadway Bagels opened in 1992 under the ownership of Esther and Chip Alexander, and in April of 1998, **David Gaudin** purchased the café. Gaudin is a native of Portland, Ore. and began his interest in the restaurant business immediately after high school.

"My first job was in my aunt and uncle's French restaurant in White Plains, New York," he began. He then went on to college to earn his degree in biochemistry. After many years as a senior chemist he "needed a new adventure." This was when he looked into Broadway Bagels.

Since April the café has expanded its menu and the number of employees. It now serves heated deli sandwiches and items such as the ravioli dish and is up to 12 employees. Gaudin is planning to open a second location now that they are catering for local businesses and personal receptions.

Broadway Bagels Café is located at **5660 Old Shell Rd.** and the hours are from 6:30 a.m.- 6 p.m. Gaudin invites you to stop in any time to sample the bagel selection.



David Gaudin-owner stands outside his restaurant.

Diplomat of the Month

Jenny Avery

This month's featured Diplomat is one of the team's newest members. Jenny Avery joined the group this Spring and won the top Diplomat designation for assisting with Chamber activities and recruiting a new member.

Avery works with Dale Carnegie Training by Glyn Ed Newton & Associates Inc. in the area of leadership development and recruiting. She also customizes courses for corporate clients.

A recent graduate of the University of South Alabama, Avery earned a B.S. in human resource management.

Active involvement as a student lead Avery directly to the Chamber where



she says she found a group of people that is helping the community.

"This has been a rewarding experience from the start," Avery said. "Representing the Chamber, I can be that friendly face in the crowd at Member Briefings, Business After Hours and First Friday. I feel like I'm really doing something."

SEUS/Japan Conference a Big Success Despite Georges

On September 28 images of a flooded Water Street flashed across millions of homes around the world. "Mobile, Alabama is underwater!" headlines screamed as Hurricane Georges slammed onto the Gulf Coast. And **Jim Riddler**, project manager for Alabama Development Office in Montgomery, could not get off of his telephone.

"We had calls from every state participating wondering what was going on in Mobile, if it was completely immersed in water, and whether or not we were canceling the conference," Riddler said after the Southeast U.S./Japan Conference held in Mobile on October 2-4.

Through teamwork, dedication and hundreds of hours of overtime, the conference was held in Mobile. Minus a few unforeseen obstacles, such as the conference's headquarter hotel not being able to use more than half of its rooms due to water damage, and an awesome lightning and rain storm the night of an outdoor dinner and concert, the conference has been lauded as a success.

"Many state's delegates commented they were so impressed that we could have still put this conference on after what they'd seen about Mobile on television less than a week before," said **Ritchie Hurt**, director of research and information for the Chamber. "But really there was never any doubt. The Mobile community really came through for us and many companies volunteered their time to leave a positive impression on not only the delegates from the United States, but most importantly, our Japanese guests."

"But there would have been no way this conference could have happened if it wasn't for Alabama Power Company," Riddler added.

Alabama Power, who already had its plate full with more than 100,000 homes in Mobile County alone without power, sent to Mobile its team of meeting planners to help move delegates to hotels around the city and Baldwin County, and provide transportation for the delegates at each hotel. Additionally, power crew members were stationed at each of the hotels immediately to ensure all participants in the SEUS/Japan Conference enjoyed the same quality of life they were accustomed to having, such as hot water, air conditioning and refrigeration in their rooms.

"Overall people were very understanding and were amazed at how fast Mobile could overcome a hurricane as large as Georges in such a small time and put on such an impressive program," said Hurt.

Riddler believes the quality of this year's program will leave a lasting impression in the minds of the delegates. From the address on the state of Japan to the situation within Japan's government, participants received a well-rounded program with few interruptions due to the aftermath of the hurricane.

"It took two years to plan this conference and 48 hours to make the dream almost disappear. I'm proud of Mobile. We really stood out as a winner," said Riddler.

Guidelines for the Small Business of the Month selection:

- ◆ Current chamber member
- ◆ Fewer than 100 employees
- ◆ Apparent solid financial base
- ◆ Considered successful by peers
- ◆ Expanding number of employees
- ◆ Sales growth and/or profit growth
- ◆ Outstanding public service contribution
- ◆ In business a minimum of a year
- ◆ New product line



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5-Night Cruise to Cancun & Cozumel

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Women Out In Front



Judy Marston and Dianne Irby both are committed to staying in Mobile and discuss the advantages of being in business for themselves.

Throughout history it has often been said, "Behind every great man is a great woman." Well today, thousands of Alabama women have moved from behind the scenes to take the lead in the business community.

Women-owned businesses account for 34 percent, more than 98,000, of all Alabama firms according to the Alabama State Data Center.

Recently, several Chamber members were recognized for their accomplishments. **Judy Marston**, Judy Marston and Associates, was selected the 1998-99 Woman-Owned Business of the Year by the University of Alabama Small Business Development Center at its 10th Annual Women In Business Trade Fair. Marston currently serves as the vice chair of communications on the Chamber's board of directors.

Marston's success story begins with a goal of helping women prepare to enter the workplace with skills and confidence. After teaching a "Building Healthy Self-Esteem" course for 13-year-old girls, mothers gave Marston contacts at their husbands' offices. She opened Judy Marston & Associates in 1991, making key note presentations on a variety of topics from customer service to "Generation X." "To be a woman in business in the 1990s has been an exciting and challenging experience," said Marston. "I have seen businesses in Mobile grow and flourish because of successful women."

The trade fair acknowledged the accomplishments of others including:

Melinda Klotz, Wind River Productions Inc., named the 1998-99 Woman-Owned Up & Coming Business of the Year; **Wendy McEarchern**, Gulf Regional Child Care Management Agency Inc., received the Lifetime Achievement Award.

Another Chamber board member, **Dianne Irby**, was also profiled in *Partners*, published by the Economic Development

Partnership of Alabama. In "Shattering the Glass Ceiling," the magazine's focus on Alabama women ascending to the top of the corporate ladder, Irby was among five featured.

In 1996 Irby and her husband, Don, launched Irby Strategic Services, a management consulting firm offering strategic planning, international commercial pricing and contracting, total quality management training and other services. "Mobile has been particularly effective in attracting mid-sized and smaller businesses that we

could assist," Irby said in the article. Prior to her new business endeavor, Irby was the vice president and general manager in the Mobile office of Brown & Root, and vice president-quality management for the company in Houston. She also serves as the Chamber's vice chairman of economic development.

Not to forget the men, the Women in Business Trade Fair also bestowed awards to two men! Congratulations. Outstanding Banker of the Year went to **Leonard Wyatt**, AmSouth Bank; and **David Tortorano**, Mobile Register, received a Public Service Award.

-  Businesses owned by women now make up 34 percent of all Alabama firms.
-  These businesses generate more than \$7.6 billion in sales and \$1 billion in payroll.
-  Businesses owned by Alabama women employed 24 percent of all employees in the state at the end of 1992, the last year for which figures are available.

Source: Alabama State Data Center, *Partners Magazine*, published by the Economic Development Partnership of Alabama Women

The Same Road that Goes North, Goes South

◆ Representatives from Mobile & Baldwin counties to address area transportation issues

Last month, the Chamber held its first meeting of a Regional Transportation Task Force that will address transportation issues in both Baldwin and Mobile Counties. This is the first real "regional" attempt to bring representatives from the public and private sectors of both counties together to address such issues as highway funding, highway planning, mass transit, high speed rail, port and air service.

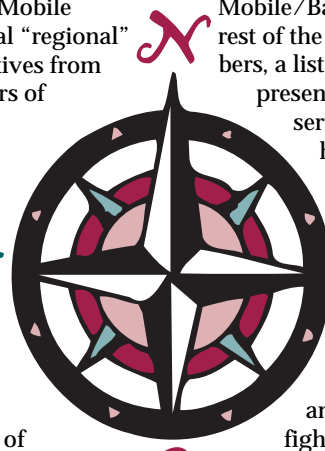
"We were looking for a way to get the private sector involved in these issues and offer a regular forum for close cooperation of everyone concerned," said **Scott Posey**, vice president of governmental affairs for the Chamber.

Envision Mobile/Baldwin identified several transportation-related strategies to be studied. "With everyone collaborating, cooperating and working together, we can address every one of them in time," Posey added.

The first task force meeting centered around the current disparity of funding in transportation dollars given to the Mobile/Baldwin area in relation to the rest of the state. With input from members, a list of highway projects was presented to Sen. Vivian Figures, who serves on the joint legislative highway committee, for inclusion in the state's five-year plan.

"We're fortunate to have Sen. Figures on the legislative committee," said **Margie Wilcox**, the Chamber's vice chair of governmental affairs and task force chair. "She is a fighter, and with everyone in Baldwin and Mobile counties now cooperating and standing behind her, the people in Montgomery are going to have a hard time ignoring us."

Other issues the task force plans to consider in the future include a proposed regional airport, increased state funding for the Alabama State Docks, high speed rail service and mass transportation.



Community Partnerships Continue to Move Mobile Forward

One unique aspect of Mobile's success as compared to cities throughout the United States - is the partnership between city and county governments. Together, along with the Chamber and its business investors, one prominent goal is economic development.

In October, the City of Mobile and Mobile County Commission again approved funding for the Chamber. This investment will help continue its successful efforts in economic development, broadly defined as small and minority business development, education, transportation, international trade initiatives, regionalism and countless other projects that transcend the business community and have a positive affect on every area citizen.

Chamber members should take the opportunity to express appreciation to the following local leaders for their support of the Chamber and this public/private sector partnership that is a unique and positive

model for the rest of the state and the country:

Mobile County Commission

Sam Jones, President
Freeman Jockisch, District 2
Gary Tanner, District 3

City of Mobile

Mike Dow, Mayor
Clinton Johnson, Council President
Fred Richardson, District 1
Mabin Hicks, District 4
Reggie Copeland, District 5
Bess Rich, District 6
Charles Waller, District 7



City of Mobile Wins Quality

Continued from Page 1

Mayor Mike Dow during the city's presentation in Tuscaloosa.

Basically, the city has seven strategic goals: providing essential services in an efficient manner, maximizing public safety, increasing citizen quality of life, promoting economic and industrial development, improving our convention and tourism facilities and programs, improving the city's infrastructure (flooding, drainage, traffic flow, etc.), and developing stronger partnerships with community, governmental and business organizations.

The Mayor pointed out that, since the city is a service provider, the only way it could accomplish its goals is through its employees. "They are our greatest resource," he said.

One of the most aggressive initiatives recently undertaken by the city is an effort to improve its information system. Sharing data through a network that ties the city together is key. Currently, about 73 percent of the 2,200 city employees have access to computer data systems. They have also launched internal communications projects such as monthly financial reports and newsletters on safety, health and wellness and Total Quality Management.

Each applicant for the Quality Award receives a visit from a team of evaluators who review the application, ask questions and validate information. After a rather grueling day-long session with the team, the lead evaluator summed up his conclusions. "I think your city is even better than your application outlines," he said. "Who could top that?"



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Noted Accomplishments Featured in Nashville

◆ Chamber leadership delegation learns from Nashville

Nashville doesn't just have country music going for it. In fact, it has so many successful initiatives that it was selected as this year's destination for the Chamber's annual Leadership Trip.

Last month, 120 business, government and Community leaders traveled to the "Music City" to study programs such as:

- ◆ the Nashville Sports Council, which during its first year of operation in 1996 attracted the National Figure Skating Championship;
- ◆ the National Career Advancement Center, a one-stop center for career information, counseling and training;
- ◆ the Metro Greenways Commission, a \$6 million project to develop land throughout the county for bike and running trails, parks, hiking areas, etc.; and
- ◆ Workforce development initiatives.

"Regionalism was a major topic on our trip," said **Mike Fitzhugh** of South Alabama Bank of Mobile and co-chair of the Leadership Trip. "Nashville is very good at regional partnerships. Their metropolitan statistical area consists of eight counties, and their economic development efforts include 10 counties and their transportation partner-



ship consists of five counties. They sell their entire region as the 'Nashville area.'"

Though the trip featured top speakers from Nashville, Mobile presented updates on a number of projects such as City and County initiatives, local school-to-work programs, the Mobile Sports Commission, area transportation plans and economic development. Also, an in-depth presentation on current plans and challenges was given by Mobile County Public School Superintendent **Dr. Harold Dodge**.

"We always come away from these trips with great ideas - many of which are launched during the year," Fitzhugh concluded. "We also get validation that Mobile is on the right track. Every time we return from visiting another city, we are even more proud of our own community."

Along with Fitzhugh, the other trip co-chairmen were **Mayor Mike Dow** and **County Commission President Sam Jones**.

Small Businesses Have Become the Main Engine Driving the Economy

Mobile had a delegate at the 1998 Congressional Small Business Summit in Washington D.C. earlier this year. **Vernon Fowlkes**, owner of Automated Payroll Centers, was nominated by Congressman Sonny Callahan to attend the grassroots gathering sponsored by the National Federation of Independent Businesses (NFIB).

"Small business has developed a stronger voice through consistent efforts to be heard," said **Walter Underwood**, the Chamber's director of small business development. The Summit was recently organized to advise Congress that collectively, small businesses have become the "largest job-producing engine in the history of the world."

An active advocate for small businesses for many years, Fowlkes said

Congress is listening when organized small business speaks and is beginning to realize the impact this sector has on the U.S. economy. Small business statistics show they:

- ◆ employ about 60 percent of the U.S. workforce;
- ◆ created about two-thirds of the net jobs during the past 25 years;
- ◆ and from 1988 to 1990, accounted for 4.1 million new jobs, while many larger firms right-sized and down-sized 501,000 net jobs.

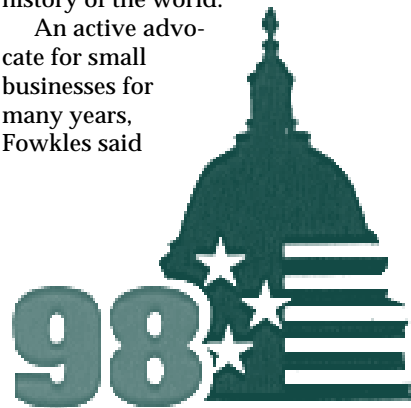
"These kind of figures get congressional attention," he said.

During the two-day program, more than 500 small business owners and entrepreneurs (all of whom paid their own way), hammered out top priority issues to present to Congress. A total of 24 issues were selected from four general areas including health care, legal reform, taxes and regulations.

Fowlkes, who also serves on NFIB's Alabama Leadership Council, urges all small businesses to get involved in the legislative process, not just as a civic duty, but also as enlightened self-interest involving the "life or death" of small businesses.

Beginning in January, there will be a series of regional follow-up meetings to continue discussions and keep the issues of small

business in the forefront on congressional action. Fowlkes has also offered to provide a copy of the Summit's Report to Congress to interested parties. Call him at 479-5777.



CONGRESSIONAL SMALL BUSINESS SUMMIT

Local Hospitals Put a New Spin on Reducing Costs

With a second joint project underway, Mobile Infirmery Medical Center, Providence Hospital and Springhill Memorial Hospital exemplify how competitors can work together.

Together, the hospitals recently created **Coastal Laundry Inc.**, a full service laundry that will pick up and deliver all linens from each of the three hospitals on a daily basis.

The primary goals of this joint venture are to improve the service, reduce laundry cost, and ultimately cut the overall cost of healthcare.

Since the three hospitals own the company, Alan Holley, president of Coastal Laundry Inc. said, "We now have control over the quality and timeliness of the service." Previously two of the hospitals had out of town laundry services.



Coastal Laundry is projected to process in excess of 6 million pounds of laundry during its first year of operation and will employ approximately 30 people.

Holley said the future plans include "offering their services to other area healthcare providers."

Last year, the hospitals jointly opened Southwest Alabama MRI Services on Dauphin Street.

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Fish and Ships

◆ School-to-Work Program prepares students for their futures

There's something "fishy" going on at Alma Bryant High School in South Mobile County. Students aren't spending the entire day behind desks, instead they are raising fish and other marine life in the school's Aquaculture Program.

"Not only do these students love working with this new project, they are eager to learn more academics, like conservation, ecology and biology," said program teacher **Lisa Walsh**. "These students are achieving at higher levels because they like what they are learning," she said. "As an educator, this is very rewarding to see."

In Mobile County, only 20 percent of students go on to post-secondary schools, leaving most high school graduates with no marketable skills. Leading this school improvement initiative, which includes the aquaculture program, is the South Mobile County Education Foundation (SMCEF). The SMCEF is a nonprofit education foundation founded in 1996 to address the needs of the local business and education communities. The SMCEF's board of directors is comprised of local business and industry leaders committed to improving education. The group has been working to implement School-to-Work programs to increase academic achievement and give students better skills to enter the workforce or pursue additional training.



"Our mission statement reflects what we are trying to do in our community," said SMCEF President **C. Allen Horn**, a business owner in Bayou La Batre. "Leading our students into the 21st Century, with the skills to support themselves and the community is our motto and is why we are helping these kids," Horn added.

School-to-Work uses hands-on, or "applied," curriculum to make academic subjects relevant and interesting to students. This program - developed in partnership with Alabama Sea Grant, Auburn University, the Alabama Department of Conservation and Transco Gas Pipelines - is the only such program in the country. The curriculum was developed by Auburn University's Department of Fisheries. Students grow, maintain and market red snapper and other marine life. Fish are housed in tanks in a greenhouse located on the school's campus.

From raising fish to fitting ships

Alma Bryant also offers a ship-fitting program. Participating students learn the ship-fitting trade by an instructor hired by the industry. Students who complete the program, will graduate with national certification and can immediately enter a

Students learn about the economics of raising healthy fish.



high-wage job in the ship-fitting industry.

To date, the SMCEF has raised more than \$2 million to improve schools in South Mobile County. The State Department of Education is looking to the SMCEF to publicize the needed information to duplicate this model program throughout the state, the region and across the country. Perhaps, it's most interesting components are the ability to involve the business community and leverage community resources to fund these programs which have proven to increase student achievement.

"We knew the industries that needed workers in our area and created programs to fill those needs," said Horn. "It's a win-win situation for everyone. Students stay in school, do better academically, and can graduate ready to be successful adults," he added.

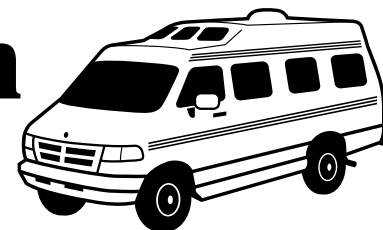
For more information on School-to-Work, contact **Barbara Estes** in the Chamber's Community Department at **431-8630**.

A community effort with state-wide support, the following organizations have contributed to the program's success:

- State School-to-Work Partnership/ Workforce Development Division;
- State Department of Education;
- Elected officials;
- Mobile County Commission;
- Bayou La Batre City Council;
- Utility Board of Bayou La Batre;
- Mobile County School Board;
- Mobile County Public School System
- Career/Technical Division;
- South Mobile County business and industry representatives;
- Mobile Area Education Foundation;
- Bayou La Batre Chamber of Commerce;
- Mobile Area Chamber of Commerce;
- Mobile County District Attorney's Office;
- Exxon;
- Mobil Oil Foundation Inc.;
- Racer Computers;
- Steiner Shipyard.

Envision Update

South Mobile County Investigates Public Transportation



Say you live in the south part of Mobile County and you work or go to school in the downtown area or Saraland. It might be very convenient if you could hop a bus or shuttle to your destination and share the cost with others headed your way.

That's why citizens in South Mobile County are looking at their options to see if it's feasible or desirable to organize some type of public transportation. In fact, they've planned a forum to discuss the issue.

The effort is part of the Envision Mobile-Baldwin long-range strategic plan. Specifically, the study addresses Envision strategy A-1 under "Infrastructure" which states: "Provide regional mass transit that supports community needs and has a dedicated source of funding."

"We want enough information from the public to put together an action plan," said **Karen Daughtry** who publishes *Senior Times* and is coordinating the transportation forum. She plans to accomplish her goals in two ways.

"First, we want to break the fire code for attendance," Daughtry joked. "Then we'll hand out sheets of paper and ask people to complete the sentence 'My most pressing transportation need is...'"

Daughtry says, following the public forum, the group will also take a scientific approach to collecting information. They will prepare a survey that will be conducted with citizens throughout the south part of the county to see if the needs articulated at the hearing are shared by a majority of citizens.

"We may find out people in Tillman's Corner want a bus to the mall twice a week, for example," Daughtry said. "We'll then test that request on a larger scale to see how many people would actually use this service."

Daughtry admits that implementation of the plan will be incremental. Not everything can happen at once. That's why she also plans to showcase some of the services already available to

people who need transportation. Organizations like Mobile Bay Transportation and Mobile Metro Transit will be on hand to discuss options.

The featured speaker at the forum will be **Rosie Broadus**, director of Baldwin Rural Area Transportation System (BRATS) in Baldwin County. Broadus is nationally and internationally known for her transportation program which addresses solutions for private school commuting, welfare-to-work rides, and handicapped and senior citizen transit needs.

The forum is being held on Tuesday, Nov. 10 at 7 p.m. at the Tillman's Corner Community Center. If you receive your copy of *The View* later than this date, you can pick up a copy of the survey at several locations: Tillman's Corner Chamber (in the Community Center), Bayou la Batre Chamber, Tillman's Corner Branch of the Mobile Library, Dauphin Island Town Hall and Mobile Area Chamber.

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Chamber Chairman Selected to Receive Award

Chamber chairman, president and CEO of South Alabama Bank of Mobile, **Mike Fitzhugh**, was awarded the Sam Walton Business Leader Award by Sam's Club general manager **Jerry Bonnette**. The award, established in honor of Wal-Mart founder, Sam Walton, is given to local business men and women who best exemplify Walton's respect for individuals, service to customers and a commitment to strive for excellence.

"The Sam Walton Business Leader Award allows our Sam's Club partners and Wal-Mart associates to salute outstanding local business men and women and to show our pride in the local business community," Bonnette said as he presented Fitzhugh with a \$500 check. The money, donated in the Chamber's name will be used to further the Envision Mobile-Baldwin process.

"Mike has taken the initiative on critical community issues like education," explained **GINNY RUSSELL**, director of community development. "And he's a true business professional who is extremely well-respected in our community."



Sam's Club general manager, **Jerry Bonnette**, presents Chamber Chairman, **Mike Fitzhugh** with a plaque recognizing him as a Sam Walton Business Leader Award winner.

plained **GINNY RUSSELL**, director of community development. "And he's a true business professional who is extremely well-respected in our community."

Swiderek Named PR Practitioner of the Year

Jodi Z. Swiderek, vice president of communications and community development at the Chamber, was recently named "Practitioner of the Year" by the Mobile Chapter of the Public Relations Council of Alabama.

Exhibiting the professional qualities esteemed by the state's public relations practitioners, Swiderek was selected by the local PRCA's board of directors to represent the organization's standard of excellence.

"I have long admired Jodi's professionalism and dedication to the field," said **Sharee Broussard** with Prime Health, president of the Mobile Chapter of PRCA. "She serves as an inspiration to many of us."

Receiving her bachelor of arts degree in journalism from the University of Georgia in 1975 and working for more than 21 years in public relations, Swiderek has gained a wide range of experience. Her professional background includes projects in strategic planning, crisis communications, project evaluation, special events, promotional campaigns, public speaking, national public relations and media relations.



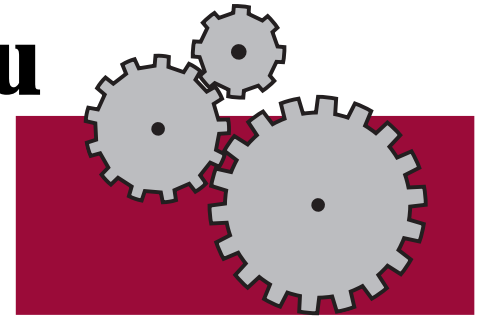
"Consistently, Jodi is professional, knowledgeable and goes above and beyond what is expected and, I believe, is one of the finest examples of a public relations practitioner," said **Win Hallett III**, president of the Mobile Area Chamber of Commerce.

A member of the Mobile Chapter of PRCA for more than 11 years and former board member for the organization, Swiderek said she is honored to be selected to represent the group as practitioner of the year.

"I have been a supporter of PRCA for a number of years and hold its membership in high regard. To be selected among such a large number of professionals is a real tribute."

Formed in 1957, PRCA is the state's longest operating and largest group of public relations practitioners and communicators. It serves as a professional forum for the exchange of ideas, and is dedicated to helping its 500 members grow personally and professionally through continuing education efforts.

The Chamber At Work For You



Still On the Agenda

The Chamber's vice president of governmental affairs served on a panel at a U.S. Chamber Federation meeting to discuss tort reform.

In Common

Mobile, New Orleans, Pensacola and Baton Rouge Chambers met to outline opportunities for regional cooperation on issues that affect all four cities. The Chamber initiated this meeting.

Low Cost Living

The Chamber conducted the third quarter Cost of Living Survey. Quarterly results help reinforce Mobile's competitive position.

Brain Food

The Small Business Development team scheduled eight seminars to help small business owners and managers keep up with current issues.

In the Mail

Communication is key to any plan. The latest Envision-Mobile-Baldwin newsletter

was sent to the partners and steering committee, and steering committee.

Be Prepared

Grants are a tremendous opportunity to get additional funds to build and expand local programs. The Chamber's grant writer assisted several organizations in the last few months including the Boy Scouts and the Prichard Water Board.

Stars & Stripes

The Chamber's Military Affairs division assisted in organizing the Annual Veteran's Day activities. This year's Patriot of the Year is Adm. Leighton W. Smith Jr. USN (Ret).

Chamber Wins Several State Awards

The Mobile Area Chamber of Commerce walked away with five awards during the recent Public Relations Council of Alabama's (PRCA) annual conference. Awards were given to Chamber publications, a task force and the website.

Winning a "Medallion Award," PRCA's highest award, was the Human Relations Task Force, chaired by **Lisa Carroll**; *The Leading Edge* - a directory of minority community leaders in the Mobile area, chaired by **Judge Herman Thomas** and **Voncille Hafler-Thomas**; and *Riis' Pieces*, the weekly Chamber Chase newsletter.

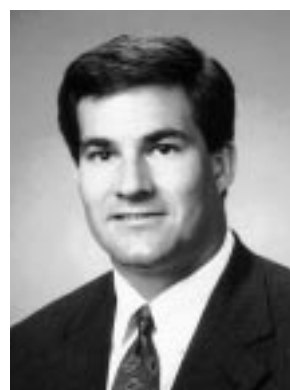
Also receiving recognition was the

Chamber's website, <http://www.mobcham.org> as an "Award of Excellence" winner and *The View* won a "Certificate of Merit."

The Chamber's vice president of communications and community development, **Jodi Z. Swiderek**, was named the Mobile Chapter of PRCA's Practitioner of the Year.

The local chapter of PRCA fared well in the statewide conference as well. Mobile's chapter was named PRCA Chapter of the Year and "Best of the Show" went to Chamber member Prime Health for its "Chicken Soup" special event and public relations campaign.

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Do You Need More Effective Inventory Control?

Inventory is one of the most tangible and viable aspects of owning a small business. Raw materials, materials in process of finished goods also represent inventory. Your inventory must be well managed to maximize profits – uncontrolled inventories are inefficient and costly.

Old goods often have to be discarded, which leads to unrecovered expenses. An excess of hard-to-sell items also results in deep discounting, reducing projected profits. It is important to maintain enough inventory to meet demand, prevent product aging and avoid under-performing products in the industry.

“At SCORE (Service Corps of Retired Executives) our counselors have direct experience in inventory management and can offer guidance toward solving your problems,” said **Milton Chasin**, chairman of the local chapter and a retired CPA.

Inventory management is not always easy. There are tangible expenses associated with carrying an inventory that extend beyond the direct costs of purchasing. For example, storage, insurance, taxes and staff time to manage an inventory all tie up cash that would otherwise be available for other operating expenses or profits. The small business owner must balance inventory size with the desire to maintain an assortment of products that can be purchased in volumes needed to earn purchasing discounts. A varied assortment of products should be

maintained in order to meet the demand of today’s customer, who likes a choice of products.

Take time to measure the average turnover rate of your inventory ($\$ \text{ Total Sales} \div \text{ Average Inventory Amount}$). This measure offers a rough guide by which to set goals and measure performance. To determine whether a particular rate is above or below what it should be for your business type, consult your trade association or other industry source for comparative data. Also, evaluate the composition of your inventory. You may have low ticket, high turnover items, as well as high ticket items, which you sell in a smaller quantity but at high prices.

The effective business owner will have a continuing record of what is in stock and a method for checking items moving in and out of stock. If recorded consistently, the owner will know at any given time the total inventory for the business and how long each item has been in stock. With computerized record-keeping this should become a routine business task. Inventory is a resource to be managed to effectively fulfill consumer demand and generate sales for the business.

For more information about inventory management, call **431-8614** to make an appointment between 9 a.m. and Noon at the Chamber, and meet with a SCORE counselor for a free, confidential consultation.

Spring Hill & University of Mobile Earn 1998 Titles

Spring Hill and University of Mobile are among the 87 colleges and universities in the United States recognized as one of “America’s Best Christian Colleges: 1999.”

The 1999 edition spotlights those institutions having the highest academic standards among denominational and inter-denominational colleges and universities. Spring Hill and UM are among such prestigious schools as Baylor University, University of Notre Dame and Southern Methodist University.

Schools are chosen from a national survey of 1,658 colleges and universities. Selection is based upon the high school grade point average and/or SAT/ACT scores of the entering freshman class, the full-service residential facilities, including room and board of the institution, and the range of financial assistance programs.

US News & World Report also recognized Spring Hill College in its annual “Best College Guide.” Spring Hill claimed the no. 11 spot in the “Top 15 Best Regional Universities in the South” and jumped to no. 5 (from no. 11) in the “Best Values” category.

In addition, Spring Hill earned a spot in *Baron’s Best Buys in College Education*, a leading publisher of college guides.



The Chamber’s Spotlight of the Month is Gulf Coast Inspection and is currently working with FEMA representatives. You’ll read more about what they do in the January issue of The View.

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Mobile County Education Briefs

Alternative Education Program to be Initiated

An alternative education program, operated by the 100 Black Men of Greater Mobile, has been approved by the Mobile County Board of Education. During an announcement made on October 7, State Board of Education representative Bradley Byrne, Mayor Mike Dow, Al Stokes, school superintendent Dr. Harold Dodge and board president David Thomas agreed to offer at-risk students an outlet for remaining at school.

"The Phoenix Program," will offer state and locally approve academic curricula designed to meet the instructional needs of a diverse student population. The instructional program includes basic academics and electives, GED preparation, advanced courses in math and language arts, mentoring and counseling, and technology resources and tools.

Links to Success

The concept of "community and school" will be significantly strengthened in four area sites. The U. S. Department of Education awarded a \$1,515,000 grant, distributed over three years, to the Mobile County Public School System and the Boys and Girls Club of South Alabama for 21st Century Community Learning Centers.

The chosen schools are Mae Eanes, Washington, Mobile County Training and Pillans. All four were cited by the Alabama Department of Education for low achievement test scores and community demographics that include a predominately minority population with high unemployment and juvenile crime rates and low incomes.

The program goals of "Links to Success" are to use public school buildings to provide community residents with high quality educational, recreational, health and social services. Each Links Site Committee, made up of the principal, teachers, parents, students and community and business representatives, developed a vision for the Community Learning Center. Specific activities include academic assistance, General Education Diploma (GED) classes, arts education, technology education, recreation programs, and personal and interpersonal skills courses. These activities are designed to increase opportunities for personal and academic growth and community volunteerism while decreasing the juvenile crime rate.

Carolyn Akers Recognized for Her Role in Mobile's Education Partnerships

For "building bridges for the benefit of students," Carolyn Akers won the 1998 McKee Food Corporate Award for Partnership Leaders, recognizing leaders with at least two years in the partnership movement. Nominated by the Mobile Area Chamber of Commerce, she received \$1,000 for the Mobile Area Education Foundation (MAEF) at the National Association of Partners in Education (NAPE) National Symposium held in Los Angeles, Calif.

"For the past decade, Carolyn has brought business and education together in Mobile in a way our community has never seen before," said Win Hallett, president of the Chamber.

Akers is the executive director of MAEF and forged a partnership between education, business and community leaders. The Foundation's mission is to promote business and economic development, charitable activities and enhancement of education programs in Mobile. Basic organizational programs include: Success by Six, a community initiative linking needed services to ensure a healthy start for all children from conception to age six; Partners in Education, increasing business involvement and support of schools; and Vital Link, a summer internship program where students are exposed to business operations through job shadowing.

Linda Beck, symposium coordinator for NAPE said about Akers, "The judges were most impressed by her demonstrated leadership in working at the grassroots level to bring together the area stakeholders and create the Foundation, which has become a catalyst for education change in Mobile."

Eighteen Local Students Named National Merit Semi-Finalists

Eighteen Mobile County public school system students were named National Merit semi-finalists during the 1998-99 program. Selection was based on Preliminary Scholastic Aptitude Test/National Merit Scholarship Qualifying Test scores. The semi-finalists represent the top one-half of one percent of all high school seniors in the nation.

Only 15,000 students nationwide were named semi-finalists of the more than 1 million students who took the test.

Mobile County students are:

Rebecca E. Brewer - Baker High School; Carolyn Carsten, Susanna Haines and Justin Havard - Davidson High School; Maggie Stevenson and Ashanti P. Young - LeFlore High School; Rebecca A. Davis, Marie S. Davis, Mary C. Hooks, Emily S. Horton, Marrie C. Johnson, Michael B. Murray, Jonathan N. Pendergrass, Michelle D. Robbins, Shannon R. Smith and Susanne Wimberley - Murphy High School; Peter Holzaepfel - Satsuma High School; Stephanie Denton - Theodore High School.

Area Students Running for Scholarships

Mobile County- Rebecca E. Brewer, Peter N. Gottschalk, Kathryn D. Kloepper, Emily R. Martin, J. Noble Pendergrass, Daniel J. Pritchett, Nicole M. Wood and Derek S. Woodham of the Alabama School of Math and Science.

Salman A. Awan of Baker High School.

Carolyn C. Carsten, Susanna L. Haines and Justin R. Harvard of Davidson High School.

Heath D. Dewrell of Faith Academy.

Meggan L. Booker, Elizabeth A. Harris and Donna R. Stadther of McGill-Toolen High School.

Rebecca A. Davis, Marie S. Davis, Mary C. Hooks, Emily S. Horton, Marrie C. Johnson, Michael B. Murray, Michelle D. Robbins, Shannon R. Smith and Susanne Wimberley of Murphy High School.

Matthew C. Butler, John F. May, Michelle M. Nelson, Nirupama Putcha, Brandon M. Rice and Brian J. Schenk of St. Paul's Episcopal School.

Herbert V. Allen, Charles E. Clarke, Christine L. Cox, Carolyn J. Shulman and Shannon E. Simpson of UMS- Wright Preparatory School.

Peter A. Holzaepfel of Satsuma High School.

Clarke County-Laurel J. Hodges of Thomasville High School.

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Award Winning MCVV Continues to Stack Up Against the Competition

The Mobile Convention and Visitors Corporation was honored as *Tourism Organization of the Year* at the First Annual Alabama Tourism Awards sponsored by the Alabama Bureau of Tourism and Travel. The awards ceremony was held during the closing banquet for the Governor's Conference by the Alabama Tourism Partnership.

MCVV has also been the recipient of



several other awards this year. They were presented with:

- ★ Two Adrian Advertising Bronze Awards for Complete Campaign Image of 1997,
- ★ Outstanding Web Site sponsored by the Hospitality, Sales and Marketing Association International,
- ★ The 1997 Top Destination Awards from Facilities Magazine,
- ★ Second Place Award for a Tourism Web Site from the American Bus Association, and
- ★ The 1998 Idea Fair Award in the area of convention promotion from the International Association of Convention and Visitors Bureau.

Minority Businesses Soar

Continued from Page 1

Trust in the capabilities of his employees and surrounding himself with strong leaders are two of the reasons Bennie Kilpatrick believes his company has secured success. Started in 1986, the company has grown to 105-employees and supplies security guards throughout southern Alabama, Florida, Georgia and Mississippi. Over the past three years, the company has experienced its strongest growth and Kilpatrick is looking forward to an even more profitable future.

Dr. Samuel Johnson DDS, PC

Sam Johnson, owner

Think training and professional developments ends after school? Not if you are Dr. Sam Johnson, a dentist in west Mobile. In fact, he credits the advanced training his staff receives as one reason for his practice's accomplishments. Other crowning success factors include up-to-date technology, hard work, determination and support from family, friends and patients. Serving Mobilians since 1993, Dr. Johnson provides a wide range of services, from preventive to cosmetic, restorative and family dentistry.

Gulf Coast Computer Services Inc.

Luis A. Nieves-Aviles, president/CEO

Gulf Coast Computer Services Inc., a full service computer sales and service company, has maintained a 98 percent customer referral rate with the reputation for excellence and a unique approach to customer service since its opening in 1992. Along with serving the tri-state areas, GCCS is also making its mark in the federal arena by exporting computers to Mexico and Venezuela. Along with its goals for steady annual growth and continued customer satisfaction, GCCS plans to open a retail technology fun center for teenagers in later this year.

Haston Construction Company Inc.

Reginald Haston, president

Whether Haston Construction Co. was completing the new air traffic control tower at Brookley Field, building a child development center at Maxwell Air Force Base,

offering scholarships to deserving students in Mobile County, or making donations to area churches, providing quality service is their top priority. For 18 years Reginald Haston has worked as a small construction company, based in Prichard, building in Alabama, Mississippi and Florida. Haston credits his success in the construction industry to a strong faith in God and a passion for hard work.

Jackson Hewitt Tax Service

Satish Mulekar, owner

In a world where preparing federal and state income tax forms have become increasingly more detailed and difficult, Jackson Hewitt Tax Service has stepped up to the challenge of helping out its customers. Started in 1993 with only one employee, Jackson Hewitt has grown to encompass five offices in Mobile, the Eastern Shore, Daphne and Pascagoula, while employing 30 people on a part-time basis. Personalized services for families as well as companies in the areas of tax preparation, electronic filing, tax classes and planning sessions are a signature of Jackson Hewitt.

Superior Masonry Inc.

Frank S. Seltzer, president

Superior Masonry Inc. has been in business as a commercial masonry company since 1978. Working on general contracts for both commercial and residential developments, president Frank Seltzer said his company's goal is to leave the customer satisfied no matter how profitable the job. Superior Masonry's craftsmanship can be seen at places such as the Mobile Regional Airport, Dauphin Way Baptist Church and the Mobile Convention Center as well as locations in Florida and Georgia. Perhaps the company's greatest accomplishments have been building about 30 homes for the MLK redevelopment area.

1998 Statement of Ownership, Management & Circulation

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(15) Extent and Nature of the Circulation		
Total No. Of Copies	3,900	3,900
Paid and/or Requested Circulation		
Sales Through Dealers/Carriers, Street Vendors and Counter Sales	None	None
Paid or Requested Mail Subscriptions	3,569	3,569
Total Paid and/or Requested Circulation	3,569	3,569
Free distribution By Mail	None	None
Free Distribution Outside the Mail	250	250
Total Free Distribution	250	250
Total Distribution	3,819	3,819
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(16) This Statement of Ownership will be printed in the Nov. 1998 issue of this publication.
 (17) Signature and title of Editor, Publisher, Business Manager or Owner & Date:

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including multiple damages and civil penalties).

Winners On the Green

◆ Fall golf tournament a success

"We couldn't have asked for a more beautiful fall day," said Carolyn Golson, the Chamber's director of resource development. On October 9, more than 200 golfers enjoyed a day of festivities that included food, prizes and cheers. Congratulations to all our winners!



Crossings Course:

- 1st place - Whitney Bank
- 2nd place - Multi-Staffing Services
- 3rd place - Degussa

Falls Course:

- 1st place - GTE Mobilnet
- 2nd place - Nicholas Insulation Services
- 3rd place - Courtaulds Fibers

This event could not be a success without the support of area businesses. A round of applause goes to all our golf tournament sponsors.

Major Sponsors

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- Exxon Company USA

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CALENDAR VIEW



Ethics Seminar

Time: 9 a.m. - 5 p.m.
Place: Mobile Convention Center
Cost: \$25 a.m./\$15 p.m./\$30 both
Call: Angela Erwin at 431-8621.



Net Gain: What is Y2K? The Year 2000 Problem!

Time: 11 a.m. - 1 p.m.
Place: Chamber's McGowin Room
Cost: \$15
Call: Jacqueline Jones at 431-8607.



Business Etiquette Workshop

Time: 11 a.m. - 1 p.m.
Place: Chamber's McGowin Room
Cost: \$15
Call: Jacqueline Jones at 431-8607.



Business After Hours

Time: 5:30 p.m. - 7 p.m.
Place: Hank Aaron Stadium
Cost: \$2 members/\$5 potential members



Exporting Can Save Tax Dollars

Time: 10 - 11:30 p.m.
Place: Chamber's McGowin Room
Call: Marina Nyman at 431-8657.



Regional Partnership Expert to Speak

Time: 11:30 a.m. - 7:00 p.m.
Place: Mobile Convention Center
Cost: \$15 individual/\$120 table of eight
Call: Angela Erwin at 431-8621 by Nov. 30



First Friday

Time: 7:30 - 8:30 a.m.
Place: Sam's Club
 1100 S. Beltline Hwy.
Cost: \$2 members/\$5 potential members



Morning Marketing Meeting

Time: 7:30 - 8:30 a.m.
Place: Chamber's McGowin Room
Call: Karen Turner at 431-8638.

November Business After Hours

Come and hit a homerun with a business partner at November's Business After Hours, sponsored by the Mobile BayBears, on Thursday, Nov. 19 from 5:30 - 7:00 p.m. at Hank Aaron Stadium. You will feel like a winner as you promote your business.

Reservations are not needed. Members who bring a potential member earn free admission for themselves and their guest, otherwise the cost is \$2 for members and \$5 for potential members.



Morning Marketing Meeting

Show off your company at December's Morning Marketing Meeting, sponsored by Johnson, Wilkins and Druhan LLP, on Tuesday, Dec. 8 from 7:30 - 8:30 a.m. in the Chamber's McGowin Room. You can promote your business with a two-minute presentation on your product or service. You may distribute brochures or a product sample during the presentation.

For reservations call **Karen Turner** at 431-8638.

Exporting Can Save Tax Dollars

Many business owners are involved in exporting their products. Now you can learn about tax incentives enacted by Congress to encourage export sales, leasing and certain engineering and architectural services.

David Sharkey of Arthur Anderson LLP in New Orleans will outline how this can help your business on Friday, Nov. 20 from 10 - 11:30 a.m. in the Chamber's McGowin Room.

For reservations call **Marina Nyman** at 431-8657.

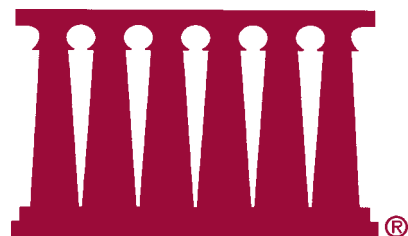
Ethics & Character – Top Business Issues in Today's World

Michael Josephson, founder of the Josephson Institute of Ethics will present Ethics in the Workplace on Tuesday, Nov. 17 from 9 a.m. - noon, and Character Counts! from 1:30 - 5 p.m. at the Mobile Convention Center.

With the subject of morals and values being such a "hot topic," Josephson has recently appeared on every major network news show. The morning session will feature discussions relating to the workplace, covering such topics as ethical concerns in professional fields such as real estate, law and accounting; as well as pressures that cause unethical behavior and the risks of unethical conduct.

In the afternoon session, Josephson will address the weakened character of American youth and solutions that will instill good character through partnerships and alliances.

The cost for the morning seminar is \$25, and \$15 for the afternoon. Or attend both sessions for \$30. Call **Angela Erwin** at 431-8621 for reservations.



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December's First Friday

Network down the aisles of Sam's Club at December's First Friday, Dec. 4 from 7:30 - 8:30 a.m. It's a perfect opportunity to see what you need for your family as you promote your business.

The cost for members is \$2 and \$5 for potential members. Sam's Club cards not required.



Regional Partnership Expert to Speak

Come enjoy lunch and hear regional specialist **Michael Gallis'** presentation on how regional cooperation and collaboration can boost the economy and quality of life for an entire area on Thursday, Nov. 3 from 11:30 a.m. - 1:00 p.m. at the Mobile Convention Center.

Gallis will demonstrate how cities can maintain their identity and still benefit from being a part of a metropolitan region. The event is sponsored by Mercy Medical and supported by the Chambers of Commerce's in Baldwin and Mobile counties.

Individual tickets for the luncheon are \$15, or a table of eight for \$120. Call **Angela Erwin** at 431-8621 by Nov. 30 for reservations.



Business Etiquette Workshop

Find out how to deal with tricky business situations by listening to **Sissy Louise Moore** of Protocol First as she helps participants sharpen their workplace skills on Wednesday, Nov. 18 from 11 a.m. - 1 p.m. in the Chamber McGowin Room.

The cost is \$15 and includes lunch. For reservations call **Jacqueline Jones** at 431-8607.

Net Gain: What is Y2K? The Year 2000 Problem!

On Tuesday, Nov. 17 **ACO Employment and Information Services** will discuss ways for business owners to protect themselves from the year 2000 changes in the computer systems and how to develop contingency plans to deal with these problems from 11 a.m. - 1 p.m. in the Chamber McGowin Room.

The cost is \$15 and includes lunch. For reservations call **Jacqueline Jones** at 431-8607 or fax your response to 431-8646.



Festival Promotes Nationalities

Come and experience cultures from around the world at the 15th Annual Mobile International Festival "Musical World" featuring many exhibits including a Parade of Flags, cultural entertainment, delicious food and artifact displays.

This year, more than 60 countries are participating in the event. Not only will the festival enrich Southern culture, but it is also intended to educate children about the various Mobile area nationalities.

"One of the top strategies in the Envision document addressing quality of life emphasizes our oneness of the community while appreciating and celebrating our cultural differences," explained **Ginny Russell**, the Chamber's director of community development and coordinator of the strategic plan for Mobile and Baldwin counties. "The International Festival organization has been key in helping us understand our multi-cultural community."

The festival will be hosting two Student Days, Nov. 19 (middle school) and Nov. 20 (pre-school/elementary and high school) and thousands of school children are expected from public, private and parochial schools from counties in Alabama, Mississippi and Florida. On Saturday, Nov. 21, the festival is open to the public.

With the expansion of the exhibits and participants, the festival has moved to the Mobile Convention Center. Tickets for the event are \$5 for general admission and \$2 for students. Food tokens are sold in the International Food Square. For more information, call 470-7730 or visit the website at <http://www2.acan.net/~infest/> for the latest updates on festival activities.

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ATTENTION MEMBERS!

If you know of a company interested in benefiting from Chamber membership, please contact our account executives:

- **Melody Lipscomb** at 431-8627, pager: 371-9634
- **Tom Lewis** at 431-8629, pager: 582-2076
- **Clayton Smith** at 431-8647, pager: 582-1899

Professional Collision Services Inc. is opening a new Hwy. 90 location. **Mary Gengo** will manage the area's first fully air-conditioned shop. The company also added **Chris Hebert** to the Spring Hill store management team and **Marie Stringfellow** as the marketing manager for all three locations.



Gengo



Stringfellow

Two Men and A Truck moving company is offering all Chamber members a 10 percent discount on commercial moves. Call 471-1223 for details.

Applications for **J.L. Bedsole Scholarships** are now available to Mobile County high school seniors interested in attending college in the state of Alabama. The applications are available through high school guidance counselors, and the deadline is Nov. 30. For more information, contact **Meghan Stacey** at 432-3369.

Whitney Bank relocated its Tillman's Corner branch from Highway 90 to 5215 Service Road/South Higgins Road near the Super Wal-Mart Center.

The Mobile Chapter of Executive Women International (EWI) will host its **Annual Chinese & Silent Auction** featuring **Andy Howell** as auctioneer on Tuesday, Nov. 17 from 5:30 - 8:30 p.m. at the Clarion Hotel. For dinner reservations or more information, call **Ann Casey** at 431-8655.

Mobilians **Dorothy and Arthur Outlaw** recently gave **Spring Hill College**, his alma mater, a \$3 million gift. The largest in the college's history, the gift propels the college's endowment to \$30 million.

Spring Hill College also welcomes five new faculty members: **Dr. Charles Chester**, biology; **Dr. Mark Waner**, chemistry, physics and engineering; **Lara Trout**, philosophy and theology; **Andre' Honoree**, business and management; and **Christian Cu-Hendrix**, nursing.

Mobile has been awarded the **Alabama State Gymnastics Championships** for level 4, by the **Alabama State Board of the USA Gymnastics Federation**. A gymnastics competition will be hosted by **SportsXtreme** in West Mobile, and the **Mobile Area Sports Commission** on Dec. 5-6.

McConnell Automotive Corporation has been ranked as one of the nation's 20 highest positive impact dealerships in purchase, delivery and service satisfaction during 1998 according to Customer Satisfaction Index (CSI) survey by the Pontiac-GMC division of General Motors Corp.

Two **University of Mobile** soccer players were recently recognized. **Glenn C. "Bengi" Benjamin** was honored as one of 30 "People to Watch" in the July 1998 issue of *New Orleans Magazine*, and **Abby Jones** is on the cover of the national 1998 Fall Sports Media Guide of the National Association of Intercollegiate Athletics.

The University also announced the following staff appointments: **Jimmy Messer**, housing director; **Mike Watkins**, intramurals director; **Chuck Newman**, touring music ensemble director; and **Rev. Moses Caesar**, spiritual development director.

Mobile Convention and Visitors Center recently welcomed two new staff members, **Lucy Arnold** as public relations director and **Gail Bonhomme** as tourism and membership administrative assistant.

The Mobile BayBears Professional Baseball Club recently announced a two-year extension to its Player Development Contract (PDC) with the **San Diego Padres**. The new agreement runs through the 2000 season.

Duane Miller has been named branch manager for the Mobile operations of **BCM Engineers**, a division of ATC Group Services Inc. Other additions to the company include: **Steve Jones**, environmental services department manager; **Gordon Quesenberry**, construction services department manager; and **Cole Appelman**, telecommunications engineering director.

Rebecca "Becky" Teal Mayr recently celebrated her 20th anniversary with the **Mobile Bay Area Chapter of the American Red Cross**, where she serves as the manager of volunteer services. She is responsible for interviewing/screening, training and supervising all volunteer operational activities.



Mayr

The Heart Group PC recently announced the association of **Christopher S. Brown MD** for the practice of clinical, diagnostic and invasive cardiology.

Tommy Harris, Dana McConnell Scott and **Taney Brazeal** have formed a new real estate company to purchase **ERA Marie McConnell Realty Inc.** The new company will be known as **ERA Brazeal, Harris & Scott Real Estate Inc.** and will be headquartered at the current Marie McConnell Realty office at 824 Western America Dr.

Mobile realtor **B.T. Roberts CCIM**, was installed as 1999 president of the Alabama Association of Realtors (AAR) during the association's 72nd Annual Convention.

Springhill Memorial Hospital will host two support group programs concerning diabetes on **Nov. 19** and **Dec. 17 at noon**. For more information or to pre-register, call 460-5367.

Also, **Lori L. Skundrich**, publications coordinator for the marketing department, was elected as the communications officer for the board of the Advertising Federation of Greater Mobile Inc.

"**The Dawg**" at 104.1 FM recently changed its format to **Classic Country** creating **Classic Country 104**. It features songs spanning five decades.

Thomas M. Hinds, chairman and CEO of **Regions Bank-Mobile**, announced the promotion of senior vice presidents, **David E. Sutley** and **Hugh L. White** as managers in the commercial loan department. Sutley and White will coordinate the efforts of the commercial lending staff.

Other promotions included, **Janet D. Clarke**; vice president-branch manager of the Spring Hill office; **Cynthia Hillery**, vice-president-branch manager of the Skyline office; **Julie S. Ehmka**, vice-president-senior tax trust officer; **Barbara M. Hory**, vice president-corporate trust officer; **Sandra S. Smith**, vice president-trust operations officer; and **Tanya R. Noletto**, employee benefits trust officer.

Long's Human Resource Services announced a major expansion of its services to Mobile-Baldwin County employers. It will be providing employment administration and benefits services through a strategic partnership with **Amstaff Human Resources**.

Steiner Shipyard Inc. and other industry leaders will pay tribute to one of the seafood industry's most admired leaders, **C. W. "Jack" Sahlman**, at the Fish Expo Boston '98. Sahlman is responsible for over 400 vessels and 160 shrimp trawlers built by Steiner Shipyard Inc.

SWS Environmental First Response announces **Dwight H. Berrong** as operations manager at its recently opened service center in Mobile.

Roberts Brothers added several new agents: **Chris Clarke** and **Monica Sahawneh** - Dauphin Square branch; **Don Morre, Meg Thames, Diane Morris** - Airport Square branch; **Linda Dixon, Melodee Slater, Jennifer Calhoun, Tina Gatwood, Wanda Threadgill** and **Mike Reid** - Saraland branch; and **Audra Wood** - Cottage Hill West branch.

Thames Batre' Mattei Beville & Ison recently announced additions to their staff: **Tommy Druhan**, commercial insurance producer; and **Phillip Brown**, agency operations manager.

In addition, **Tina Harris, Kim Shows** and **Jan Walton** were honorees this summer at the CISR Conferment ceremony during the 102nd Annual AIIA Convention.



Druhan



Brown

Xante' Corporation recently announced three new products: the 600 x 600 dpi **Accel-a-Writer 3N**, a more affordable solution of office and network environments; **Accel-a-Writer#G** or **PlateMaker 3**, with the ability to produce breakthrough quality four-color film separations; and the **ScreenWriter 3**, designed exclusively for screen printers in need of high-quality film positives.

Long's Human Resource Services announced the following staff additions: **Cendra Lartigue**, lead instructor-Computer Learning Center; **Donna Laduron**, professional recruiter - Technical/Office Services Division; **Marcia Woodall**, staff coordinator and **Deborah Gabel**, administrative assistant - Fairhope/Baldwin county office; **Mike Matheny**, account executive - Industrial Division.

Shirley Jacobson is now at **House of Blends** as their on-remise wine director. For information on upcoming events, call 380-9463.

A number of seminars specifically designed for small business owners and managers are being offered during November and December by the **University of South Alabama's** Small Business Development Center. The seminars dealing with finances, trade and starting a new business, are free. Call 460-6004 for details.

The Better Business Bureau of South Alabama warns consumers against using aerosol instant roof patch, a product that solicitors claim will seal any roof. Experts say there is no "quick fix" for roof damage. The BBB also sends a general warning to hurricane victims to beware of unscrupulous individuals who take advantage of vulnerable people. To report a complaint or for more information, call 433-5494.

The Drug Education Council Inc. recently welcomed **Toby Madison**, a 1998 University of South Alabama graduate, as the coordinator of the **Mobile City/County Youth Council**.

Charter Behavioral Health System of Mobile reported it received accreditation with commendation. Only 11 percent of accredited hospitals achieve this distinction, signifying exemplary performance in meeting national standards set by the Joint Commission on Accreditation of Healthcare Organizations.

Homestead Village welcomes **Allen Chapman** as the new general manager of the organization.

Joe Mareno, vice president of membership and finance for the **Mobile Area Chamber of Commerce** has recently been elected to the boards of the **Bay Area Food Bank** and the National Association for Membership Development.

Member News features Chamber member announcements, such as grand openings and relocations, or employee news, such as promotions. All Member News is due by the 5th of the month to appear in the following month's issue. If you have a news item, please send your information to: **Member News, The VIEW, MACC, P.O. Box 2187, Mobile, AL 36652-2187, fax to 431-8646 or E-mail to susan@mobcham.org**



Since the Chamber does not publish a December issue of *The View*, watch for more business news in our January 1999 issue.