



# M·A·C·C

JUNE 1998

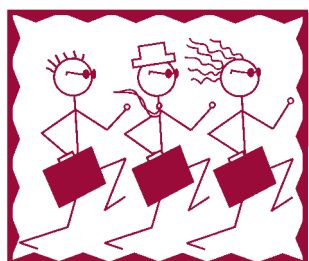
# THE VIEW

VOLUME XXX, NO. 6

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

(334) 433-6951

## Chamber Chase '98 Gains Momentum



### CHAMBER CHASE '98

Chamber Chase '98 is rapidly approaching important mile markers. The campaign's goal is to raise \$650,000 through new memberships, membership renewals, sponsorships for Chamber events, cash contributions and in-kind donations.

Twenty-eight volunteer teams have been racing toward their goals since the campaign's kick-off in April. "The volunteers are doing a great job! They have already brought in sponsors for several large events for next year," said Carolyn Golson, the Chamber's Director of Resource Development. "We can't wait to see what they do next!"

Golson explained members can sponsor events such as Forum Alabama luncheons, the Legislative Reception or the Future 30 awards dinner. Companies can also buy advertising in the Chamber's newsletter or membership directory, or they can donate products or services to assist the Chamber in its operations. Several other options are available through the campaign.

The teams have been very enthusiastic and motivated. "My team started early and we are beginning to see good results from seeds we planted early on," said AmSouth Bank team captain Kinnon Phillips. "My team is more energized than ever."

Whitney Bank's team captain Mark McWilliams said he has been impressed with the volunteers' commitment. "I have every expectation the enthusiasm will continue beyond the end of the campaign to the rest of the year".

Many volunteers are finding Chamber contacts can turn into contacts for their businesses. And many meet people they may not meet otherwise. Chairman Erling Riis III is excited by the momentum and feels certain the goal will be met, if not surpassed. "It's been great to see this side of the Chamber and how enthusiastic people can be. There is a wide range of support out there for the Chamber's cause."

The campaign will end with a victory celebration in July. It is not too late for members to take part, added Golson. Members can call and donate door prizes or give us a lead on a new member. Anyone wishing to participate can contact Carolyn Golson at 431-8622.

## 30 Communities Vying for Title in Mobile

◆ Several events are open to the public.

Here they come! More than 1,200 enthusiastic and very nervous representatives from 30 U.S. cities will be in Mobile the week of June 15 to participate in the 1998 All-America City competition.

Hosted by the National Civic League and sponsored by AllState Insurance Co., a number of activities are open to Mobilians even though the event is primarily for the cities to highlight their best community projects and initiatives.

"In particular, I would encourage people to attend the presentations from the cities," said All-America City Host Committee Chairman Linda Ingram of Keep Mobile Beautiful. "It highlights some of the creative ways communities are addressing their problems, getting people involved and improving their quality of life."

Ingram said each city has 10 minutes to make a presentation to a panel of 12 judges. The judges then spend another 10 minutes asking questions of the group. Presentations will run all day Friday to noon on Saturday.

Here's a summary of what will take place and it's all free of charge:

◆ **THE ARTS AS A CATALYST**  
Thursday, June 18  
3:45 - 5:15 p.m.  
Mobile Convention Center

This multi-media production and panel discussion will demonstrate how a truly successful community must have a vibrant arts program — one that must be woven into the very fabric of everyday life.

This event will begin with a live musical introduction, followed by a multi-media presentation about the arts and its effect on our lives. The panel will then discuss various methods of implementing arts education into school curriculum. Later, topics will touch on the arts as a catalyst for reclamation and recreation, economic impact and bringing people together.

◆ **COMMUNITY PRESENTATIONS**  
Friday, June 19 8 a.m. - 6:15 p.m.  
and Saturday, June 20  
8 a.m. - Noon  
Mobile Convention Center

Come hear the inspiring stories of the 30 finalist cities in the All-America City competition. They'll excite and impress you as each city tells about ways it has addressed its challenges and rallied its citizens to help create a better community.

◆ **MOBILE'S STRING OF PEARLS: YESTERDAY, TODAY & TOMORROW**  
Friday, June 19 8:30 - 10:00 a.m.  
(Optional Walking Tour to Follow)  
Mobile Convention Center

Several years ago, a journalist from another city wrote Mobile's downtown reminded him of a boarded-up bus station.

The city initiated a plan to restore the area that would quickly become a community-wide effort, "String of Pearls," drawing both public and private participation.

Though there was an initial infusion of public dollars, now the private sector is stepping forth with entertainment, residential and planned retail projects.

Find out details on the planning and marketing strategies behind this initiative, one project that secured the AAC title in 1996.

◆ **Downtown Satur-Day Festival**

Saturday, June 20  
11 a.m. - 3 p.m.  
Bienville Square

Downtown Satur-Day will showcase a taste of Kids Day, First Night, BayFest and Festival of Flowers in a festive atmosphere.

You'll find live music by Gumbo Bay, a market with foods and novelty items, Azalea Trail Maids, Battleship Crew Mates, an antique car show, clowns, artists, street performers and much more. Downtown restaurants and merchants will have specials just for you and the International Festival dancers will entertain as well. This is one Satur-Day you won't want to miss.

For more information contact Jodi Swiderek at 431-8645.



## China Trip Opens Opportunities

In what is believed to be the first joint trade mission to China, representatives from 13 companies in South Alabama and Northwest Florida are signaling "thumbs-up."

The 10-day trade mission to the People's Republic of China, coordinated by the Chamber in April, was designed to increase trade opportunities for area small and medium-sized companies with China and Hong Kong.

Here are some examples of the trip's success:

- ◆ A local company is submitting a bid to the China National Offshore Oil and Gas Exploration Co. (CNOOC);
- ◆ A local company is considering opening a joint manufacturing operation in China;
- ◆ A Chinese client of a local company will visit our region in July as a possible site for a new sales operation to handle U.S. and South American bulk chemical exports;
- ◆ A Chinese company is looking at a possible U.S. and Canadian joint venture to manufacture pharmaceuticals in our region;

Clif Inge, IPC Industries, said the trip was fantastic and as a result, he will strengthen his relationship with CNOOC. "Just the opportunity to work with Mayor Dow, Councilman Fred Richardson and EDPA's (Economic Development Partnership of Ala.) Angela Weir was a rare opportunity. In the Far East, companies cherish the opportunity to meet city and state officials while doing business."

Another delegate, Glenn Sigler, AmSouth Bank, said his main objectives centered around contacting correspondent banks, establishing relationships that would help him help his customers do business there, and gathering information on the region's current economic conditions. "The Chinese market is not a national market like the U.S. or other developed countries. It is more regional in nature due to the limitations of the infrastructure and the basic fact that in order to do business there you must first establish a relationship with a person. This trust is a prerequisite to doing



Councilman Fred Richardson (left) Mobile Mayor Mike Dow and Mike Lee, Page & Jones, rested and ready to learn how to do business with China and Hong Kong.

any business in China," Sigler explained.

Many believe the end of Communist rule in China means it will become a major economic force in the world economy.

Tony van Aken, the Chamber's director of trade and technology, said trade between the U.S. and China increased from \$2.3 billion in 1979 to more than \$57 billion in 1995. He added, this year Chinese leaders expect to spend \$100 billion on imports.



Tom Donahue, U.S. Chamber President

## New Chamber President Focuses on Businesses' Contribution to a Cleaner Environment

To a *Forum Alabama* audience, Tom Donahue, the new President of the U.S. Chamber of Commerce had an uncommon message. "It's time for business to stop apologizing."

According to Donahue, business is responsible for the nation's "unparalleled economic prosperity and the world's best technology." As a group, they have invested at least \$1 trillion in the last decade to make the U.S. one of the cleanest environments. "Clearly, the stronger the economy, the cleaner the environment."

Donahue was quick to add the U.S. Chamber would not ask the American people to sacrifice environmental quality for economic prosperity. "Our message is, you cannot have one without the other."

Donahue concluded that the environment is cleaner than it was 30 years ago.

- ◆ 93 percent of businesses are in significant compliance of the Clean Water Act of 1972;
- ◆ the business community's annual investment in clean water reached \$50 billion as of 1996 and \$25 billion for cleaner air as of 1994;
- ◆ lead emissions virtually disappeared with unleaded gasoline, particulate matter decreased by 78 percent and total emissions of six common air pollutants declined by an average of 24 percent.

Donahue emphasized these improvements were made while the U.S. economy grew by 104 percent, population rose by 29 percent and the number of miles driven increased 121 percent. (EPA says truck and auto emissions are the leading source of air pollution.)

While most of his remarks focused on the environment, Donahue said the U.S. Chamber would dedicate resources to address six critical issues including the environment, tort reform, education, workforce development and training, trade and workplace drug enforcement policies.

# Community Representatives Guide Business-based Decisions

◆ A volunteer group of 25 people provide input on economic development decisions.

When the Chamber works to attract new businesses to Mobile, help existing businesses expand or promote international trade, it does so under the guidance of a broad-based group of advisors. The Economic Development Council is a group of 25 people representing the interests of business, local government, environmental groups and even the school system.

According to the council's by-laws, its purpose is to help create "an atmosphere in the community conducive to attracting business and industry while addressing quality of life, sustainable development, education and beautification."

"The Chamber does not operate in a vacuum," said Council Chairman **Dianne Irby**, principal of **Irby Strategic Services**. "We have recently worked hard to collect a good cross-section of individuals who, with their various points of view, could help us make the best decisions regarding economic development. For example, currently we have someone representing the seafood industry, the water board, legislative delegation and Health Department, to name a few."

Irby explained the group includes the superintendent of schools so that the interests of our school system can be considered. (The incoming superintendent will be added to the list.)

Generally, the group's agenda will include a summary of project activity, namely what types of businesses are considering locating in Mobile, trade activities and expansions. The group will also hear from expert speakers on topics relative to economic development like the

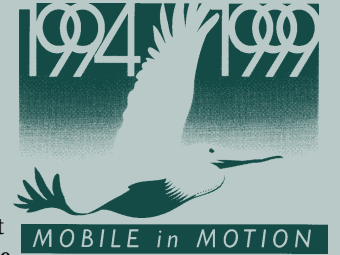
environment or workforce development. They will also discuss critical infrastructure issues such as air cargo, the State Docks or passenger air service.

"I think this group will provide real insight into our process and programs," Irby concluded. "We want to be sure we

achieve the vision outlined in the Envision Mobile-Baldwin document which says 'we will be a competitive region in the global economy by proactively developing and marketing our technological, environmental, educational, human and natural resources.'"

## Economic Development Council Members

Mike Dow	City of Mobile
Sam Jones	Mobile County Commission
Clinton Johnson	Mobile City Council
Dr. Bert Eichold	Mobile County Health Department
Win Hallett	Mobile Area Chamber of Commerce
Mike Fitzhugh	Chamber Chairman of the Board (Colonial Bank)
John Davis	Chamber Chairman-elect (Mobile Gas)
Larry Jackson	Chamber Small Business Chairman (Gardnyr Michael Capital)
Mike Lee	Chamber Trade Vice Chair (Page & Jones)
Dianne Irby	Chamber Economic Development Vice Chair (Irby Strategic Serv.)
Jack Ravan	Alabama State Docks
Hap Myers	Legislative Delegation (State Senator)
Dr. George Crozier	Dauphin Island Sea Lab
Regina Benjamin	Medical Society of Mobile County
Jim Fibbe	Board of Water and Sewer Commissioners
Lowell Friedman	Creola Investment Corporation
Gary Cooper	Commonwealth National Bank
Bay Haas	Mobile Airport Authority
Pete Barber	Alabama Seafood Association
Walter Hovell	General Utility Services
John Hope	Past Chamber Chairman (Whitney Bank)
Bobby Guthans	Past Chamber Chairman (Midstream Fuel Service)
Dr. David Hayhurst	Dean of Engineering, University of S. Alabama
Cheryl Thompson	Alabama Power Co.
Jesse Norwood	City of Prichard



# Supporting the Facts

◆ Mobile Register editorial discusses West Bay Watch & Phenolchemie.

## EDITORIAL

There may be perfectly good reasons why Theodore doesn't need another chemical plant. Residents may not like the way smokestacks look near their neighborhoods. They may not like the Mobile area's reputation as an industrial town. They may be concerned about property values.

Pollution from phenol, however, needn't be included on that list of legitimate concerns. In fact, painting the proposed Phenolchemie plant as a serious polluter will only squander the credibility of West Bay Watch, the activist group that has been fighting the phenol manufacturer.

That's too bad, because this region desperately needs more residents interested in the health of the air, land and water. For too long, political leaders welcomed companies that polluted, and gave them huge tax incentives. Regulators and health officials say they are still learning about the long-term effects of industrial discharge and other influences, including the construction of more homes around Mobile Bay.

A substantial amount is known about phenol, however. For starters, it's commonly used in hospitals to fight infections and is even applied to skin as an antiseptic. Phenol is a component of industrial-strength Lysol and over-the-counter medicines such as aspirin and Campho-Phenique.

Certainly, phenol can be toxic, but someone would have to be drenched in a high concentration of the chemical. OSHA says it's not known to be a cancer-causing agent — unlike some other chemicals that can be found in Mobile's air and water.

Benzene, found in gasoline, is much more dangerous. In the workplace, benzene is considered unsafe at levels of 1 part per million, compared to 5 parts per million for phenol. Workers in the proposed phenol plant would have to take precautions in handling the chemical, which would be transported to the plant by pipeline, ship, rail and truck. A phenol spill in the water might harm wildlife in the immediate area, but it wouldn't pose a major threat to local residents.

West Bay Watch dismisses those facts. "That's their opinion," said one member, when he was told that scientists were not concerned about a 4-ounce phenol spill in February at Tyndall Air Force Base in Panama City, Fla.

Yet when West Bay Watch emerged as a savvy activist group, many environmentalists cheered. For the first time in years, a group had the resources and organization to take on the cause of the environment in a professional manner. People took its members seriously.

They still do. That's why it's so troubling to see West Bay Watch fret about phenol but ignore other, more serious threats to the environment. For instance, it has not rallied against gas-processing companies that remove hydrogen sulfide from wells in Mobile Bay and the Gulf. Unlike phenol, an accidental emission of hydrogen sulfide into the air could quickly kill people.

And what of growth? It doesn't occur in a rational pattern, because Baldwin and Mobile counties have largely refused to plan wisely for land use.

Meanwhile, new homes going up on both sides of the Bay are destroying animal habitats and wetlands, and filling rivers with silt. Overtaxed septic tanks and fertilized lawns pump nitrogen into the water. These problems have been neglected by politicians and, for the most part, by residents.

If West Bay Watch is serious about the environment, it can take on a wider range of issues. If the group wants to improve its credibility — and the credibility of all environmentalists — it can find a reason other than pollution to oppose Phenolchemie.

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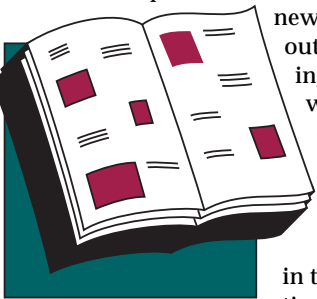
# Working with the Media

Are you taking advantage of the opportunities available to your business or organization in today's media market or does the thought of it simply boggle your mind? Here's an opportunity to learn the ins and outs of using today's media to your advantage.

In June, experts from the local print and broadcast industries will be available in two seminars titled "Working with the Media." These seminars are a must for anyone who needs to publicize an event or showcase a business. From volunteers and secretaries to CEOs — everyone will find this media seminar series invaluable.

## Print Media Seminar

The first seminar, set for Tuesday, June 23 at 8 a.m., will outline opportunities available in the print media. Have you ever wondered how your competition got that picture in the paper or event on the calendar? Experts from local magazines,



newspapers and outdoor advertising companies will be discussing requirements and protocol for getting information in their publications. They will

show examples of the right and wrong ways to submit information. When this helpful seminar is completed, you will have a guide to more successful publicity.

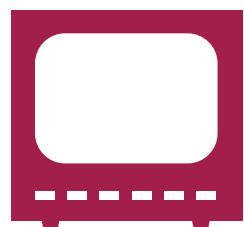
## Broadcast Media Seminar

The second seminar will meet from 11 a.m. to 1 p.m. on Friday, June 26. This session will focus on the Mobile broadcast media. Professionals from television, radio and cable will highlight opportunities available in their mediums. Topics to be discussed will include public service announcements, news conferences and community bulletin boards. Participants will have an opportunity to ask questions during the panel discussion.



Don't miss this opportunity to unlock the mysteries of the media world. Cost for the print seminar is \$15 and includes a continental breakfast. The broadcast seminar is also \$15 and includes lunch. Save \$5 by signing up for both seminars for only \$25. Both seminars will be held in the Chamber's McGowin room. To register or for more information, call the Communications Department at 431-8606.

Later in August, don't miss the opportunity to brush up on your writing skills in our "Business Writing for the 90s." More information will follow in next month's calendar and newsletter.



# Mitsubishi Online

## ◆ From computers to toasters, Mobile operation will help meet the world's demand for polysilicon.

Mitsubishi Materials conducted an extensive North American search before choosing to locate to Mobile. They were impressed by the abundance of affordable power, the support of the Mobile community and the availability of a technically qualified workforce explained **Shizuo Kawakita**, president and CEO of the Theodore facility.

Currently, Mitsubishi Materials has 15 percent of the world market for polysilicon — the product used to make micro chips, integrated circuits, solar cells, semiconductors and silicon castings. The new operation will supply much of the U.S. market, eliminating the need for the company to import its product from Japan.

"The completion of this facility is a major milestone toward Mitsubishi Materials' long-range goal to be a leader in the supply of silicon materials for the growing information age," said **Dr. Yumi Akimoto**, president and CEO of Mitsubishi Materials Corp.

Sales projections are estimated at \$75 million and 100 employees have already been hired.

In 1967, as a result of the growing worldwide demand for polysilicon, Mitsubishi Materials began producing polycrystalline silicon in Yokkaichi, Japan. In 1996, continuing demand and a growing U.S. customer base created a need for a production facility here.

"Understandably so," said the Chamber's Vice President for Economic Development **Jim Apple**. "Almost everything imaginable has a computer chip in it from toasters to cars to microwaves."

During its grand opening ceremonies, Kawakita announced that Mitsubishi will contribute \$12,000 to the Mobile Area Education Foundation as a show of support for the Mobile community. In addition, Mobile County Public Schools will receive approximately \$500,000 annually from taxes paid by Mitsubishi.

# Long's Expands Learning Facility

**Long's Learning Center**, a division of Long's Human Resource Services, announced it will provide training for Intergraph Corporation's Plant Design System software. Intergraph is a market leader holding 54 percent of the 3D plant design and visualization software market and 84 percent of Microsoft Windows NT-based plant design software market.

Engineering and construction companies and plant owners and operators use the software to design, construct and operate petrochemical, pharmaceutical, oil and gas, power generation and other facilities.

Long's President **Tom Damson** said \$750,000 is being invested locally in the construction of the new facility along with the necessary hardware and software. He expects these high-end, specialized classes will be in great demand. "People with these skills can increase their salaries by at least 25 percent," Damson added.

Intergraph, based in Huntsville, Ala., employs 8,000 people world wide and 4,000 in Alabama.

For information on class schedules and registration, call **Bronte' Dixon** at 470-5089.

# Dollars Direct

## ◆ Dollars to Classrooms Act would allow school system to focus on community education priorities.

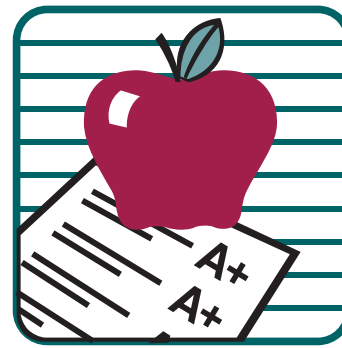
Mobile County Superintendent **Paul Sousa** recently testified in Washington D.C. before the U.S. House of Representatives' Committee on Education & the Workplace about the Dollars to Classrooms Act.

The Act, if passed, would require 95 cents of every dollar to be spent in the classroom. Currently, Sousa said the federal government spends \$14 billion on education. "Instead of this money being earmarked, local school districts could spend the money where it's most needed," he explained.

Mobile County has already implemented a plan that defines the spirit of the "Dollars to Classrooms Act" by empowering each school to make the positive changes and holding them accountable for their improvement plans.

Three years ago, the Mobile County Public School system formed a task force

dedicated to improving student achievement in all 93 schools. As a result of the district wide efforts, the County school test scores have improved 18 percentage points.



Sousa's description of Mobile's success even managed to convert an opponent of the Act. "It's critical to move as much of the decision making process as possible toward the direct benefit of the students," stressed Sousa. "This bill gives the local control that is badly needed to address our priority projects."

Sousa speculates this Act will eliminate red tape and previously tied up funds and will reduce the need for many state and national administrative staff.

Sousa concluded, "our dramatic increase in student achievement is a testimony to the effectiveness of the Dollars to Classrooms Act."

# Solution to Political Fragmentation?

Leadership Mobile Alumni want your ideas and opinions concerning the feasibility of establishing a voluntary Mobile Area Intergovernmental Council for elected public officials from the metropolitan area to develop a consensus regarding mutual needs, to promote coordinated action in solving problems, and to share information and resources. Would you support the establishment of a council to work on issues of area-wide concern? Let us hear from you and we'll pass on your responses to our elected officials.

Name: \_\_\_\_\_

Business: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**FAX OR MAIL RESPONSE TO:**  
**Elaine Klotz • 434-6706 • 1107 Arlington St. • Mobile, AL 36605**

## Small Business of the Month

# Lynne Carey & Co.



Owner Lynne Carey gives invigorating facials, one of many services at her spa/salon.

"Beauty is more than skin deep – it comes from within," said Lynne Carey, Lynne Carey & Co. Not necessarily what someone would expect to hear from a nationally recognized cosmetologist, hair-styler and color artist, but then the Chamber's **Small Business of the Month** is more than just a beauty salon.

Make no mistake, if a chic hair-style or flashy nails are needed, they will be done fabulously. But Carey believes people are realizing it takes more than just an afternoon and a hair dryer to get the results they want.

Through the years, Lynne Carey & Co. has grown from a one-woman beauty shop to a day spa that includes eight professional staff and offers nutritional guidance, massages, facials, body wraps and more.

"Today, many women and men, are seeking stress relief, vital nutrients and

alternative healing methods," she explained. Carey and her staff are experts in a variety of wellness products that help the body heal itself.

Her services have progressed as fast as the trend toward natural products. From aromatherapy to neutralizing body buns to the latest Japanese magnetic therapy – "this is health and wellness of the future," she added.

Even a simple hair cut is a total relaxation experience at Lynne Carey & Co. with a full scalp and neck massage before your hair is washed. Pedicures start with a European whirlpool spa and manicures with the scent of lavender and peppermint relax and revitalize.

Customers can find right here in Mobile, what they would expect to find in Atlanta, New York and Paris. Lynne Carey patrons are extremely happy with results and even more pleased with the price of pampering.

In June, a new website will explain the latest techniques and services offered at the salon. Log-on to [lynneecary.com](http://lynneecary.com) for more information.

Lynne Carey and Co. is located at 2062 Old Shell Rd., Suite B, 450-0002.

### 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

Coast Safe and  
Lock Ad

# The Cooperative Edge

By Mobile County Commission President Samuel L. Jones

Many county and city governments across the country are competing for recognition. It becomes so heated that sometimes the community suffers.

We are fortunate in Mobile County that our leaders don't focus on the competitive edge, but rather on the cooperative edge.

Whenever I get the opportunity at national meetings and conventions, I speak proudly of the advances Mobile County has made.

Coupled with a vision for the community and a spirit of cooperation, our county stands tall in its many examples of the cooperative edge.

In an effort to improve local infrastructure, the County Commission partners with all 10 cities on paving and resurfacing road projects, stretching the dollars further. The County also provides industrial equipment and material to various city projects.

The Mobile Metro Jail is another example of the cooperative edge. Two entities — Mobile County and the City of Mobile — work hand-in-hand to identify problems and solutions.

It gives me great pride when I can walk into almost any library and see the vast

amount of educational material lining the shelves, knowing the county's role in funding various libraries.

The county's partnership with the city and the state in Mobile's Government Plaza is one venture I'm particularly pleased with.

The one-stop concept the facility was built on is not only making services more efficient for citizens, but has bettered inter-government relationships.

The Omni-Max Theater, Museum of Mobile, Bayfest, All-Star Classic and Mobile County/City Day are just a few more examples. The county's relationship with the Legislature, board of

school commissioners, Chamber of Commerce officials and municipalities are all evidence of the diversity that exists in our county.

Using the cooperative edge in Mobile County, we want to enrich this diversity through partnerships that meet the needs of citizens from all walks of life and economic backgrounds. We want to provide quality education and high paying jobs for graduates and we can do this, if we all keep working as a team.



## A Novice's View of the Last Hurrah of the 1998 Alabama Legislative Session

*This year's session of the Alabama State Legislature wound down to a close shortly before midnight on Monday, April 27. The last day of a legislative session is always busy and hectic - a boiled down, potent dose of an entire session squeezed into one day. Typically on this day, the legislature passes the education and general fund budgets, breaking the dam that has held back other legislation backlogged or postponed since the session's beginning.*

*For the first time this year, Shelly Mattingly who is an assistant in the Chamber's Governmental Affairs Department, had the opportunity to witness first-hand the last day of a year's session, and we thought you might enjoy a "layperson's" view of the final day:*

I'm not sure what I expected when Scott Posey, Governmental Affairs vice president, invited me to go to Montgomery with him for the last day of the regular legislative session. All I know is, it wasn't what I had anticipated. I was ready for a very orderly process with everyone waiting their turn to talk. What I saw was entirely different.

We arrived in Montgomery at about 11:00 a.m. and parked several blocks from the State House where the Representatives meet on the 5th and 6th floors with the Senate meeting just above them on the 7th and 8th floors. We got out of the elevator on the 5th floor, only to find wall to wall people milling around, leaning against the walls, visiting with their neighbors and drinking sodas.

I didn't see one single legislator. I thought we were in the wrong place! I asked Scott what was going on and he told me people were just waiting. I wasn't sure what they were waiting for, but we stood back and joined them.

The way it works is, the actual legislative floor is closed to the public. And the only way you can speak to legislators while they're in session is to send in a note and then wait for them to come out into the lobby to see you (which, I discovered, is where the word "lobbyist" comes from).

We sent a note to Representative Mike Box, telling him we were waiting and would like to see him. We waited. He appeared in about 10 minutes. We spoke to him and while we were standing there, waiting, several other legislators passed by and we had a chance to speak to them regarding the

bill we were following and trying to get passed. We were following the school tax referendum that has the potential to inject millions of dollars into the local school system.

After we spoke with several legislators and they assured us the bill would be introduced, we went into the Gallery and watched the action. There is a big board with all the legislators names on it and every time they call for a vote, you can tell just who votes and how they voted.

Because it was the last day of the session, the bills were flying by fast and furiously

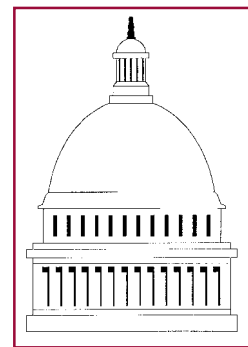
with very little discussion on most of them. Obviously, the discussion had taken place earlier. I couldn't figure out how the Speaker knew which bills to call and when. I later found out there is a calendar with a specific order for bills to be introduced and voted on. But anyone can raise their hand and get called on and get their own bill considered out of order. So, you

really never know when a specific bill will come up. You just have to wait.

The bill we were tracking was passed out of the Senate fairly early in the day and was supposed to be hand carried immediately down to the House. We quickly went from the Senate to the House, fully expecting our bill to be called any minute. We listened for what seemed like hours, but never did hear our bill called. We again went out into the lobby and sent in a note to Representative Box, who came out to see us. He assured us the bill would be introduced "any minute," so we went back in to wait.

Finally, after a very long day, our bill came up on the House Floor at 6:45 p.m. It was introduced and passed without any fanfare, all in about 30 seconds. Seemed kind of anti-climatic.

My impression of the day? Not very much order (in the eyes of the layperson), but the system obviously works. There were hundreds of bills passed during this legislative session, some good and some not so good. I would recommend anyone who has a day available — go up to Montgomery and just watch the system in action. It really is an eye opener!



1998 MOBILE'S

## FUTURE 30

# Honoree's Have Giant Economic Impact on the Mobile Area

There is nothing small about the impact of small business on either the American or local economies. Nationally, there are an estimated 23 million small businesses.

Though we call them small business, as a group they

- create two out of every three jobs,
- represent 96 percent of all U.S. exporters and
- provide 67 percent of workers with their first jobs and initial training.

This year's Future 30 companies have a tremendous impact locally. Together they employ 1,384 people and have combined annual revenues of more than \$150 million.

Future 30 companies are privately owned, for-profit companies and are headquartered in the Mobile area. A panel of four CPAs served as judges in determining the finalists. Their decisions were based on each company's increases in employment and revenue over the past three years, as well as projected growth for the next three years.



Future 30 winners at the awards banquet.

Photography courtesy of Willie Davis Photography.

## Small Business Salutes Charles Nicholson



Recently retired from BellSouth, **Charles Nicholson** was honored as a prominent supporter of the Chamber's Small Business Development programs.

BellSouth has been a Future 30 sponsor for two years. Nicholson also initiated one of the Chamber's most popular events, the Business Continuity Seminar. This seminar

helps companies identify important factors needed to keep a company running after a disaster such as a hurricane or major flood.

Nicholson was also responsible for promoting BellSouth's sponsorship of the Chamber's newest program, Project TechAccess, that teaches small business owners how to use and take advantage of the Internet.

While he has retired, the Chamber staff expects to see him from time to time. Nicholson is working part-time with the **Mobile Area Education Foundation**.

## Chappelle Honored as Innovator of the Year

**Jim Chappelle** of **Chapura Inc.** was recently honored as the Chamber's 1998 Innovator of the Year. This is a new award, presented at the Future 30, that is given to a local individual who exemplifies the spirit of innovation and translates that spirit into an imaginative product or service.

His story is a classic example of making the most out of a bad situation. In November of 1996, Jim Chappelle and **Phil Purpura** were faced with being laid off as technical engineers from International Paper Co. They actually had two options: moving to Cincinnati or losing their jobs. They both wanted to stay in Mobile and were faced with finding work at another company or creating their own.

If you asked them back then, what their plan was, they would have said they had three objectives: the first was not to move to Cincinnati, the second was making a living for their families and the third was to create a business that would improve their quality of life here in Mobile. Other than that, the sky was the limit.

It turns out Chappelle hit a winner. He developed a software that coordinates a Microsoft organizing program called Microsoft Outlook with a personal, hand held pocket computer that can easily be carried around called a Palm Pilot. If you were to use his software, you'd be able to keep a personal calendar, key contacts and to-do lists and still have room for notes — all on a portable, pocket-sized computer that is synchronized with your office PC. As Chappelle says, it's like having an electronic Franklin Planner.



Jim Chappelle explains how the Palm Pilot works with Microsoft's Outlook scheduling program.

The amazing thing about their new product is they developed it and had it on the market in only three month's time. Not only has their software done well in the U.S., but they now ship 30 percent of their product to foreign countries.

In 1997, Chappelle and Purpura were the company's only two employees. Today, Chapura Inc. employs seven and the company is negotiating to relocate out near BelAir Mall where they will be adding another four people. Two of those jobs are available immediately.

Jim Chappelle is a shining example of what innovation can be. He came up with an idea, linked it with a multi-billion dollar company—Microsoft—and created a Mobile home grown business that has taken off.



SMALL BUSINESS NETWORK

# Mobile's Fastest Growing Small Businesses

## AARON OIL COMPANY INC.

Aaron Oil Company is focused on making Mobile more environmentally friendly. By recycling used petroleum-related products such as waste oil, oil filters and waste water, Aaron helps businesses meet their waste reduction and recycling goals. Aaron Oil has the only full service petroleum reclamation facility in the South. This has resulted in three expansions since 1995 after opening in 1981 with just one truck and the owner, Daniel Cowart. Presently with 34 employees, Aaron has grown into a \$5 million company helping businesses become environmentally correct.

With growth like this, you could say Aaron Oil is one slick business!

**Company:** Aaron Oil Company Inc.  
**Chief:** Dan Cowart  
**Type:** Oil recycling/environmental services  
**Established:** 1981  
**Employees:** 34  
**Location:** P.O. Box 2304

## ALEC NAMAN CATERING INC.

Treating every party as if they are the host and their client is the guest of honor has been a recipe for success for Alec Naman Catering Inc. This full service catering company began in 1994 with just eight employees.

Three years later they have more than 50 employees servicing the Mobile and Gulf Coast areas. Namans specializes in wedding receptions, formal or casual dinners and corporate services. They have recently expanded into specialty catering to include theme parties and entertaining. With their annual revenue growth hitting \$1.2 million in 1997, we can expect this Future 30 company to keep cooking up success for a long time!

**Company:** Alec Naman Catering Inc.  
**Chief:** Alec Naman  
**Type:** Food service catering/production  
**Established:** 1994  
**Employees:** 55  
**Location:** 1909 Brookdale Drive W.

## AZALEA FINANCIAL SERVICES INC.

Azalea Financial Services opened in June 1994 at Mobile's incubator facility, the Business Innovation Center, with one employee. Since then, the company has moved twice to accommodate expansions. Azalea Financial Services has grown to 13 employees closing over \$1 million in mortgages every month. The company provides conforming and non-conforming financing for residential purchases, refinancing, debt consolidations and home-improvements. With a 100 percent annual revenue growth, this mortgage company now covers territory in Alabama, Mississippi and Florida. With our strong economy and predictions for a bright future, Azalea Financial has nowhere to go but up!

**Company:** Azalea Financial Services Inc.  
**Chief:** Lydia Temonia  
**Type:** Mortgage Company  
**Established:** 1994  
**Employees:** 13  
**Location:** 350 Morgan Ave.

## ACCELERATED TECHNOLOGY

Recognizing a wide gap in the embedded software market and plugging into this gap, this Future 30 company has been able to witness outstanding growth since its incorporation in 1991. Accelerated Technology designs, sells and supports real-time operating system software to seven countries. With 1998 revenue projections of \$14 million, ATI anticipates increasing their annual revenue by 100 percent. Not hard to believe since they have already done just that over past three years. With the computer software business showing no signs of slowing, this company is a company to watch!

**Company:** Accelerated Technology  
**Chief:** Neil Henderson  
**Type:** Develops & manufactures computer software  
**Established:** 1990  
**Employees:** 40  
**Location:** 720 Oak Circle Drive, E.

## ALLIED RETAIL SERVICES INC.

Allied Retail Services began operation in 1995 as a partner to Allied Sign Company to serve their Fortune 500 customers. ARS is a facilities repair, maintenance and renovation management company that fills the needs of retailers, building and shopping center owners and government institutions nationwide. In April of 1997, the Mitchell Company partnered with Allied Sign Company to share ownership of ARS. They expect a revenue growth of more than 75 percent and a 50 percent increase in employment over the next three years. Keys to their success include superior project management teams that provide services more reliable, responsive and cost effective than their customers can provide in-house, coupled with state of the art customized computer software.

**Company:** Allied Retail Services Inc.  
**Chief:** Karen P. Fendley  
**Type:** Full service facilities repair and maintenance  
**Established:** 1995  
**Employees:** 12  
**Location:** Colonial Bank Centre, Suite 410

## THE CARTER GROUP LLC

What began in 1995 as a one man, home-based operation has evolved into a successful executive search and management consulting company employing four people. The Carter Group conducts business throughout North and South America, and maintains a goal to be professional, yet personable. A passion to meet, if not exceed, client expectations is just part of the reason that this company has seen an annual revenue growth of 62 percent over the past three years. With 1997 revenues topping \$700,000 and a growth rate of over 50 percent predicted for the next three years, it looks as if The Carter Group will be matching qualified people with available management positions for a long time.

**Company:** The Carter Group LLC  
**Chief:** Guy W. Carter  
**Type:** Executive search and recruiting  
**Established:** 1995  
**Employees:** 4  
**Location:** 6343-O Airport Blvd., Suite 2

## ACO EMPLOYMENT AND INFO SERVICES INC.

With an annual growth rate for the past three years of more than 100 percent, ACO Employment and Info Services is taking the market by storm. ACO began in 1994 providing temporary employees in the local market. Due to its increased staffing services and its focus on providing computer programming and technical support, ACO has maintained a significant growth pattern. Today, they serve clients in five states and are already providing technical and administrative staffing and information services consulting for Year 2000 projects. They attribute their success to quality, experienced personnel combined with the addition of needed services offered to their clients.

**Company:** ACO Employment & Information Services  
**Chief:** A. William Layfield  
**Type:** Staffing Services  
**Established:** 1994  
**Employees:** 25  
**Location:** 9 Dauphin Street

## ALLIED SIGN COMPANY, INC.

Have you ever wondered who makes all those signs we see as we drive past our favorite shopping centers? Chances are, you are looking at the work of Allied Sign Company. Founded in 1949 by James and Lucy Vernon, Allied's primary market was the greater Mobile area. In 1992 however, they set their sights on the national market and it has paid off. In 1997, they installed signs in over 30 states! Their focus is on designing, manufacturing and installing signs for national retail chain stores. Their "one stop shopping" concept of managing projects from the initial concept through the final installation, offers clients a simple solution to their signage needs. This innovative way of doing business has led to an annual revenue growth of 40 percent for the past three years. They anticipate their \$6 million annual revenue will continue to grow at the same rate over the next few years as they begin moving into all 50 states!

**Company:** Allied Sign Company Inc.  
**Chief:** Ward Findley  
**Type:** Custom Electric Signs  
**Established:** 1949  
**Employees:** 70  
**Location:** 6265 Rangeline Road

## CHARTER SERVICES INC.

In 1991, Bobby Marks and Bill Reynolds purchased a jet from the company they worked for and Charter Services was launched. Over the last seven years, the company has grown from two to 14 employees operating nine aircraft. They charter and manage aircraft and have flights throughout the United States, Canada, Mexico, the Bahamas and the Caribbean. By maintaining quality equipment, service and skilled pilots, their revenues have increased 42 percent over the past three years to more than \$2 million in 1997. The skies have certainly been friendly for this Future 30 company!

**Company:** Charter Services Inc.  
**Chief:** Bobby Marks  
**Type:** Aircraft charter and management  
**Established:** 1991  
**Employees:** 14  
**Location:** P O Box 850222

## ADAMS & ASSOCIATES INC.

Adams and Associates provides a wide variety of services within the scope of "financial planning." They specialize in personal financial engineering, business and estate planning along with life and disability income insurance. Founded in 1986 by two co-workers with 20 years experience in the insurance industry, Adams and Associates offers their staff the opportunity to go into business for themselves, but not by themselves. This entrepreneurial atmosphere has enabled this company to experience a 50 percent revenue growth over the past three years. Their innovative approach to business has been Adams and Associate's own insurance policy for success!

**Company:** Adams & Associates Inc.  
**Chief:** Jeff Adams  
**Type:** Personal, Business & Estate Financial Planning  
**Established:** 1986  
**Employees:** 19  
**Location:** 3 Dauphin Street

## APPLELICIOUS APPLES

What began as a personal challenge to create the best tasting gourmet apple quickly turned into a profitable small business. Applelicious Apples began in a church cafeteria with one part-time employee. Two years later, this maker and wholesaler of delicious gourmet confections has acquired its own property and has five full-time employees. Founded in 1995, this Future 30 company's tasty treats can now be found throughout the Southeast. With annual revenues surpassing \$116,000, Applelicious Apples will rely on a quality product, word of mouth and personal visits to retailers to continue their success and growth.

**Company:** Applelicious Apples  
**Chief:** Dot Larrimore  
**Type:** Gourmet apples and candies  
**Established:** 1995  
**Employees:** 5  
**Location:** 258 W. Lee Street

## DISCOUNT CARPETS

Discount Carpets is having its 30th anniversary and the company has much to celebrate. They mark this third decade with \$3.1 million in annual revenue and the opening of a fourth location. This family owned and operated company also offers professional installation and is a wholesale distributor of exotic stone. Honesty, professionalism and diversity of products are just a few of the reasons Discount Carpet projects revenue growth exceeding 100 percent over the next few years. This company is definitely an example of not getting older, but getting better!

**Company:** Discount Carpets  
**Chief:** Robin Roberts  
**Type:** Floor sales and service  
**Established:** 1968  
**Employees:** 20  
**Location:** 1816 N. Beltline Highway

**EXPRESS PAYROLL INC.**

Tired of trying to finish payroll in time? Call Express Payroll! Founded in 1994 by Brian and Diane Hall, Express Payroll is a full-service payroll and staff leasing company. In the past year, they have opened additional offices in Atlanta, GA and Biloxi, MS. They are now serving more than 260 accounts in 27 states and Puerto Rico. With 15 full time employees, Express Payroll is currently building a new corporate office on Hillcrest Road that will eventually house 70 employees. Their revenue has doubled every month for the past three years. With such out-standing growth, this Future 30 company appears poised to stay on the express track to success!

**Company:** Express Payroll Inc.  
**Chief:** Brian Hall  
**Type:** Payroll processing & human resource service  
**Established:** 1994  
**Employees:** 15  
**Location:** 4904 Oak Circle Drive, North

**FARNI & FARNI FAMILY DENTISTRY LLP**

Farni and Farni Family Dentistry, a family owned and operated dental practice, provides comprehensive dentistry to patients of all ages. In July, 1996 Shonn and Court Farni purchased a dental practice on Highway 43. Just over one year later, they moved into larger quarters. Their six employees currently serve North Mobile and surrounding areas. Incorporating firmly-based Christian philosophies in their day to day business practices, this firm has experienced phenomenal revenue growth exceeding 100 percent for the past three years. This success rate is expected to continue into the next few years as well. You could say Farni and Farni is on fast forward to fame!

**Company:** Farni Family Dentistry LLP  
**Chief:** Dr. Shonn & Court Farni  
**Type:** Dental Treatment  
**Established:** 1996  
**Employees:** 6  
**Location:** 1064 Industrial Parkway

**HARGROVE & ASSOCIATES INC.**

Hargrove and Associates is a technical and engineering support service company. Increasing their employment base by more than 50 percent over the past three years has improved their product through adding employees with years of experience. Their clients have appreciated the benefits of this experience. Hargrove & Associates provides top-quality engineering, design and management services. Their personal attention to details, while conducting projects in a safe and efficient manner, has helped them to experience a 100 percent revenue growth rate over the past three years. Technically speaking, they're a hit in the engineering arena!

**Company:** Hargrove & Associates Inc.  
**Chief:** Ralph Hargrove  
**Type:** Technical and engineering support services  
**Established:** 1996  
**Employees:** 13  
**Location:** 1880-C Airport Blvd.

**HERMANN, CARTER AND VAN ANTWERP**

In 1891 the grandfather of J. Neville Hermann began an insurance and real estate agency based on strong Christian values such as honesty, kindness and integrity. Today, Hermann himself is president of Hermann, Carter and Van Antwerp and is upholding those characteristics and thriving as the oldest remaining family-owned insurance and real estate company in Mobile County. In addition to offering all lines of insurance, the agency also oversees the sale and leasing of residential and commercial properties while holding to the ideal that no customer is too small to deserve the highest respect. With a staff of 10, Hermann, Carter and Van Antwerp has increased its employees by 100 percent and its revenue 31 percent over the past three years. They're proof that ethical values breed success.

**Company:** Hermann, Carter and Van Antwerp  
**Chief:** Paul Carter  
**Type:** Insurance and Real Estate  
**Established:** 1891  
**Employees:** 10  
**Location:** 255 Saint Francis Street

**JACKSON HEWITT TAX SERVICE**

Five offices and 28 employees in Mobile mean that plenty of number crunching is going on under the umbrella of Jackson Hewitt Tax Service. Boasting annual revenues of more than \$500,000, this Future 30 company has enjoyed growth of 85-90 percent over the past three years. They have also seen their employment base grow by 100 percent in recent years. This tax preparation firm offers many services such as electronic filing, tax planning, audit assistance and payroll. Word of mouth referrals and personalized, friendly service are just some of the common denominators of Jackson Hewitt's success.

**Company:** Jackson Hewitt  
**Chief:** Satish Mulekar  
**Type:** Tax preparation and planning  
**Established:** 1993  
**Employees:** 28  
**Location:** 3083 Dauphin Street

**KEATHLEY ENGINEERING**

In 1991, Keathley Engineering embarked on a business that would eventually employ over 200 people and do business all over the world. The company has exceeded even its own expectations. Keathley now occupies a 78,000 sq. ft. facility at Brookley Complex and expects to double its staff which has already increased 50 percent over the past 3 years. Keathley focuses on engineering, technical publications and airline data-basing which brings in over \$5 million in annual revenue. The keys to Keathley Engineering's success include integrity, professionalism, quality and diversity. They're a great example of a Mobile home-grown success story.

**Company:** Keathley Engineering  
**Chief:** Thomas Keathley  
**Type:** Aircraft engineering services & FAA certification  
**Established:** 1991  
**Employees:** 200  
**Location:** 2203 Perimeter Road

**KEITH MOSLEY CONSTRUCTION, INC.**

This Future 30 company began as a real cottage industry. Keith Mosley started operating from his home in 1985 with one welding machine, one 6.5 ton boom truck and big plans. Today, Keith Mosley Construction has 15 welding machines, eight cranes and 106 employees! Specializing in industrial and commercial steel erection, the company also does general contract work. Mosley believes the key to his success is keeping priorities in line and completing all projects that are started, even if they lose money. This company appears to be constructing a fabulous future!

**Company:** Keith Mosley Construction Inc.  
**Chief:** Keith Mosley  
**Type:** Building and construction  
**Established:** 1985  
**Employees:** 106  
**Location:** 520 Highway 43, S.

**MULTI SERVICES GROUP INC.**

Multi Services Group serves regional and local phone companies by providing qualified skilled labor for plant upgrades, repair and maintenance and emergency responses. They have been extremely successful in developing a storm management team that is ready and available in the event of a hurricane, tornado or other natural catastrophe. In 1991, Multi Services began with three administrative employees and three contractors. Today, thanks to steady growth, the company employs 12 administrative staff and 200-250 skilled personnel nationwide. The key to their success is a comprehensive database of skilled labor which meets the needs of customers with the shortest response time possible.

**Company:** Multi Services Group Inc.  
**Chief:** Sharon H. Scroggs  
**Type:** Service/Cable installation and repair  
**Established:** 1991  
**Employees:** 230  
**Location:** 960 Downtowner Blvd.



Fran Smith accepts Televox's Future 30 award and congratulations from Mobile Mayor Mike Dow and the Chamber's chairman of the Board Mike Fitzhugh (Colonial Bank).

Televox Software was the Chamber's Small Business of the Year for 1997.

**PRECISION AUTO GLASS INC.**

Precision Auto Glass opened in November of 1993 with only two employees in a 1,000 sq. ft. facility. Today, 20 employees strong, the business has moved into a 3,200 sq. ft. building and mobilizes with six company trucks. This auto glass repair and replacement company provides convenient services at their location or at your home or business by top-quality, NGA Certified Technicians. Precision Auto Glass serves Mobile, Baldwin, Washington and Escambia counties and the surrounding area within a 100 mile radius. By using quality materials and providing excellent customer service and workmanship, Precision Auto Glass has increased its annual revenue profoundly and built a top quality reputation.

**Company:** Precision Auto Glass Inc.  
**Chief:** Beverly Mendelson and William Mark Jones Sr.  
**Type:** Auto glass repair and replacement  
**Established:** 1993  
**Employees:** 18  
**Location:** 3540 Pleasant Valley Road

**STRATFORD SAFETY PRODUCTS**

This Future 30 company is constantly thinking of safety. In fact, they have made a very successful business out of it. Stratford Safety Products Inc. is a nationwide distributor of safety products and supplies including respiratory protection and apparel. In 1989, their first year sales totaled less than \$300,000. They now operate six service centers with sales totaling \$12 million. The ability to offer their customers the most technologically advanced customer service options available in the industry has been a key to success for this company. It's no accident that Stratford Safety is among Mobile's top small businesses.

**Company:** Stratford Safety Products  
**Chief:** Anthony Jenkins  
**Type:** Distribution of safety products & supplies  
**Established:** 1989  
**Employees:** 43  
**Location:** 901-C Butler Drive

**TELEVOX SOFTWARE INC.**

In 1991, Televox was founded on an interesting concept—to develop a computerized patient communication system for the medical and dental fields. The first system was sold in 1994 and they now offer a suite of four software systems with a fifth to premiere in mid-1998. Televox has always been an innovator and originator in the communications field still in its infancy. While remaining technically innovative, they promote the principle of good, old-fashioned communication with clients and potential clients. Definitely a program for success, because in just four years Televox has seen a 100 percent revenue growth over the last three years and is now doing business in the U.S., Canada and Australia.

**Company:** Televox Software, Inc.  
**Chief:** Neil Armentrout  
**Type:** Doctor to patient communication software  
**Established:** 1991  
**Employees:** 30  
**Location:** 1000 Hillcrest Road, Suite 115

## TWO MEN AND A TRUCK

In May, 1997, Two Men and Truck began operations as a commercial and residential moving company. Actually, they had two trucks and three employees, but after three months, the demand for their services required the purchase of a third truck.

One year later, a fourth truck is in the plans and 10 employees are on the payroll.

This Future 30 company strives to set itself apart from the competition by exceeding their customer's expectations. They have professionally trained employees who never forget that the customer is number one. This philosophy seems to have put Two Men and a Truck on the fast track to success! The question is, will they have to change their name?

**Company:** Two Men And A Truck  
**Chief:** Chris Williamson  
**Type:** Movers  
**Established:** 1991  
**Employees:** 10  
**Location:** 3345 Halls Mill Road

## WILLIAM ROBERT THOMAS FINANCIAL

Founded in 1997 by four former financial advisors of big New York based brokerage firms, William Robert Thomas Financial has taken a new and unique approach to financial management that has really payed off. The company operates four offices and has almost \$100 million in assets. They operate with a law firm approach, complete with partners and fee sharing. This cutting edge idea of management has proven to be a bell ringer with this Future 30 company. With an annual revenue of more than \$1 million for a company just one year old, William Robert Thomas Financial is doing something right! Proof positive that innovative thinking can be the driving force to a successful future.

**Company:** William Robert Thomas Financial  
**Chief:** Bill Costarides  
**Type:** Stock Brokerage Firm  
**Established:** 1997  
**Employees:** 12  
**Location:** 3812 Springhill Avenue

## ZEBRA NET INC.

Surfing the internet has never been more popular. That's why specializing in Internet solutions and business connectivity has made Zebra.Net Alabama's largest, privately owned, full-service Internet provider. Zebra.Net strives to keep pace with emerging technologies and stresses continuous employee education with the belief that the company is only as strong as its customer service capabilities. In the space of one year, their employee base has grown from a staff of eight to 28 people with annual revenues exceeding \$2.4 million. It looks as if Zebra.Net will be surfing this growth wave for years to come!

**Company:** Zebra Net Inc.  
**Chief:** Kent Marcus  
**Type:** Supply internet connectivity to homes and businesses  
**Established:** 1996  
**Employees:** 28  
**Location:** 60 Schillinger Road, North

## VIATECH SERVICES INC.

Viotech Services opened in 1989 providing staffing services for technical personnel while offering a range of services such as direct placement, contract to hire and payrolling. Viotech prides itself on being a 9-year-old company with a 2-year-old attitude and enthusiasm. Their success plan is based on exceptional customer service and providing quality candidates in a timely manner. This plan has proven to be profitable because Viotech's average growth for the past 3 years has exceeded 400 percent boasting an annual revenue of \$3.5 million. This is one company that's discovered its formula for success!

**Company:** ViaTech Services Inc.  
**Chief:** Ashli Kelly  
**Type:** Technical Support  
**Established:** 1989  
**Employees:** 70  
**Location:** 85 Beltline Hwy., Suite 1010

## XANTÉ CORPORATION

Xante' began in 1989 by developing upgrade controllers for Apple LaserWriter printers. Today, Xanté designs, manufactures and markets its own printing solutions including high resolution laser printers, computer-to-film and computer-to-plate systems and controllers for wide format color printing. And, they're doing it internationally. With 1997 revenues topping \$25 million, Xanté continues to thrive by cultivating the engineering expertise to create innovative, technologically-advanced products while remaining committed to customer service and support. Xanté's quality management team will continue to lead the way to a bright future for this Future 30 company.

**Company:** Xanté Corporation  
**Chief:** Robert C. Ross  
**Type:** Manufacturer of printing and publishing products  
**Established:** 1989  
**Employees:** 168  
**Location:** 4621 Springhill Avenue

## ZOGHBY'S UNIFORMS UNLIMITED

Timing is everything. Since the Mobile school system started requiring students to wear uniforms, Zoghby's Uniforms Unlimited has become a frequented store by many Mobilians. This business opened in 1996 with perfect timing. Just as they had stabilized their operations, the mandatory school uniform rule was passed. Zoghby's has since been increasing its revenue at a rapid pace. Founded on the ideals of exceptional service and quality products at reasonable prices, Zoghby's has reached beyond Mobile County into Pascagoula and Choctaw County. Zoghby's and their workforce of four employees certainly filled a niche among Mobile's retail establishments— and it seems they had the right product at the right time.

**Company:** Zoghby's Uniforms Unlimited  
**Chief:** Jim Wishon  
**Type:** School Uniforms  
**Established:** 1996  
**Employees:** 4  
**Location:** 4851 Old Shell Road

## WHITE-SPUNNER CONSTRUCTION INC.

This general contractor and construction manager has been doing more than just building companies over the past 20 years, they have built a great reputation and financial future. If \$70 million in annual revenue is any indication, this Future 30 company has figured out its blueprint for success. White-Spinner Construction produces commercial, industrial and multifamily projects in more than 20 states. They attribute their success to maintaining a long term employee base of highly skilled, quality craftsmen who ensure dependability and consistency. Because they have had multi-state contracts for 15 years, they are known by suppliers and in labor markets that others aren't. Whatever the reason, White-Spinner Construction has truly built a solid foundation for growth!

**Company:** White-Spinner Construction Inc.  
**Chief:** John White-Spinner  
**Type:** General Contractor  
**Established:** 1978  
**Employees:** 50  
**Location:** 2654 Cameron Street

The Chamber would like to especially thank MAGIC for their contribution. They video taped and produced the video featuring all 30 award winners shown at the event. Fabulous job!

## Congratulations to the Nominees for the Chamber's Future 30 Awards!

☆ ACO Employment & Information Services ☆ Accelerated Technology ☆ Adams & Associates Inc. ☆ Alec Naman Catering Inc. ☆ Allied Health ☆ Allied Retail Services Inc. ☆ Allied Sign Company ☆ American General ☆ Applelicious Apples ☆ Arron Oil Company Inc. ☆ Azalea Financial Services Inc. ☆ B & B Pet Shop Inc. ☆ B & L Subs ☆ Big 10 ☆ BRI Medical Transcription ☆ Cardiology Associates of Mobile PC ☆ Charter Services Inc. ☆ Coastal Door & Window Inc. ☆ Discount Carpets ☆ Equipment Sales Corp. ☆ Express Payroll Inc. ☆ Fadallas's Auto Air ☆ Farni Family Dentistry LLP ☆ Filters For Industry Inc. ☆ Guald Equipment Manufacturing Co. Inc. ☆ Gwin's Copy Graphics ☆ Hargrove & Associates Inc. ☆ Hermann, Carter and Van Antwerp ☆ J. Thomas & Associates Inc. ☆ Jackson Hewitt ☆ Keathly Engineering ☆ Keith Mosley Construction Inc. ☆ Ken McElhaney Jr - Agent ☆ Lassare's Catering & Cajun Seafood ☆ Long's Human Resources ☆ Lynne Cary and Company ☆ Mobile Staffing Services Inc. ☆ Multi Services Group Inc. ☆ Noland Construction ☆ Our Southern Home Inc. ☆ Precision Auto Glass Inc. ☆ Quality Construction & Flooring ☆ Robinson Brothers Lincoln Mercury ☆ Sportsxtreme ☆ Stratford Safety Products ☆ Televox Software Inc. ☆ The Carter Group LLC ☆ The Computer Broker Inc. ☆ Tide Line Outfitters ☆ Two Men and a Truck ☆ Viotech Service Inc. ☆ Welding Engineering Supply Co. ☆ White-Spinner Construction Inc. ☆ William Robert Thomas Financial ☆ Xanté Corporation ☆ Zebra Net Inc. ☆ Zieman, Speegle, Oldweiler & Jackson LLC ☆ Zoghby's Uniforms Unlimited ☆

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A special thanks to the four CPA firms that helped determine this year's winners: April Bourdreau, Allen Carroll, J.C. Brown and Mark Pawlowski.

## Business Spotlight ExecuTrain

In this age of rapidly expanding technology, computer systems have become a basic tool in the business world. "Computer-unfriendly" companies are quickly being left in the wake of the tidal wave of new software and hardware.

Founded in 1984, ExecuTrain Corp. strives to keep professionals computer literate through instructor and computer-based training and technical support. They even offer a refresher course for clients free of charge and offer discounts for groups. Last year, more than 1.2 million people were trained by ExecuTrain in more than 215 locations around the world.

Andrew Ralph, account manager at the



Mobile office, upholds ExecuTrain's high standards. "At ExecuTrain, training is our only business," Ralph said. "It is our goal to set the standard in the computer training business and meet our clients'

Montlimar Dr., Suite 160, 344-8840. *The Business Spotlight of the month is selected from a random drawing of business cards collected at the prior month's Business After Hours event.*

needs in the most efficient and cost effective manner possible."

ExecuTrain offers public and private classes designed for beginners up to programmers in more than 500 computer programs.

Ralph believes the company's instructors, who are rigorously tested and evaluated through an instructor certification program, make ExecuTrain stand out among the competition. ExecuTrain of Mobile is located at 1110

## Featured Profiles Advisors

Each month, the Chamber is proud to salute members of its Board of Advisors. These business leaders represent key businesses whose significant dues investment lead the way in funding the Chamber's programs and initiatives. For more information, please contact **Katrina McCrory at 431-8611.**

**Michael D. Fitzhugh** is president and CEO of **Colonial Bank-Mobile**. A native Mobilian and graduate of Mobile County public schools, he holds a B.S. degree from Auburn University in business administration. He is also a graduate of the University of Houston School of Mortgage Banking. Fitzhugh is 1998 chairman of the Mobile Area Chamber of Commerce, a member of the Senior Bowl Committee, and a director for Mercy Medical, St. Mary's Home, Mobile Area Education Foundation, Historic Blakely

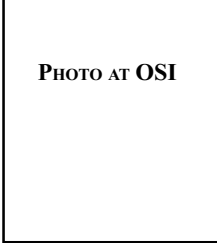


PHOTO AT OSI

Michael D. Fitzhugh  
Colonial Bank - Mobile

Foundation and the Boy Scouts of America.



Frederick P. Whiddon  
University of South Alabama

**Frederick P. Whiddon** is president of the **University of South Alabama**, a position he has held since the University was founded in 1963. He holds an B.A. from Birmingham

Southern, a Ph.D. and a D.Litt. an honorary Doctor of Letters, from Emory University. He has also held positions at Emory University, Athens College (Ala.) and the University of Alabama, Mobile Center. His civic involvement is extensive and includes the Rotary and Kiwanis Clubs of Mobile, Historic Mobile Preservation Society, The Salvation Army, and past director of The Mobile Area Chamber of Commerce and Foundation. He is also chairman of the board of four corporations, and officer of the Board of one corporation, all engaged in the hospitality industry; and chairman of the board of a sixth corporation engaged in power generation. Dr. Whiddon was named Mobilian of the Year in 1988.

# Sound Advertising Means Growth

◆ "Some famous person once said that trying to do business without advertising is like winking at a girl in the dark."

Advertising is more just a business expense — it's an investment in building sales. The future growth of any business depends considerably on how well you plan and carry out your advertising program.

It's usual for a small business to determine the amount of its advertising budget from a percentage of sales. This shouldn't be pure guesswork; trade journals often carry figures showing the proportion of sales spent on advertising by different types of businesses. But that's only a start. Your percentage may be higher or lower, depending on the situation, the condition of your business and the competition.

Armed with a tentative advertising figure based on estimated sales, plan advertising needs month by month. Some types of businesses have major sales during particular months. Others build heavy sales around the holidays or other seasonal activities.

Every business has its own special needs. Businesses just opening will spend more to launch their effort and create name recognition. Expanding businesses or businesses adding new product lines will also require an unusual amount of advertising. You'll see special needs as you go, so your spending plan might be in six-month blocks, with the idea that you can adjust as needed.

Before advertising, determine who your target market is — families with young children, teens, seniors, business managers, etc. Because most small businesses are marketing locally, newspapers, radio, local magazines, billboards and direct mail are good choices. TV generally costs a little more to produce, but is more effective for businesses trying to reach a broader area.

Advertising sales representatives will discuss rates, along with circulation numbers, audience demographics or coverage areas. Generally, the cost is broken down to cost per thousand,

meaning the cost of reaching 1,000 people or homes. Don't buy on the basis of cost alone any more than you'd select a physician on such a basis. Concentrate on how effective the medium will be for your business. Consider even asking for a success story on the use of the medium by similar kinds of businesses.

Evaluate your effectiveness. For example, use a coupon where the customer, to take advantage of an offer, has to identify where he found out about you. Keep a record of how many customers responded from each medium and divide the total number into the advertising cost.

To talk to a SCORE (Senior Corps of Retired Executives) counselor about your advertising strategy, call **431-8614** for an appointment. The office is in our Chamber building and is open 9 a.m. - noon, Monday through Friday.

*Are You Ready for the Year 2000?*

# THE MILLENNIUM BUG

WILL IT ZAP YOUR COMPANY?

According to industry leading consultants, over half of the PCs, servers and mainframes in operation today may not correctly compute dates past the year 2000, and it's not just a computer problem.



**ACO INFORMATION SERVICES**



AN INFORMATION TECHNOLOGY FIRM SPECIALIZING IN YEAR 2000 SOLUTIONS

Please call Jim Andrews or Will Layfield today, for a presentation on the **Millennium Bug** at 334-433-7788.

9 DAUPHIN STREET • MOBILE, AL 36602 • 334-433-7788 • [aco@acoeis.com](mailto:aco@acoeis.com)

**June 16** **Morning Marketing Meeting**

**Time:** 7:30 a.m. - 8:30 a.m.  
**Place:** Chamber McGowin Room  
**Cost:** \$5 per person  
**Call:** Karen Turner at 431-8638

**June 17** **Net Gain - Estate Planning**

**Time:** 11 a.m. - 1 p.m.  
**Place:** Chamber McGowin Room  
**Cost:** \$15 includes a catered box lunch  
**Call:** Jacqueline Jones at 431-8607

**June 23** **Working with the Media Session I - Print**

**Time:** 8 a.m. - 10 a.m.  
**Place:** Chamber McGowin Room  
**Call:** Jennifer Acosta at 431-8606

**June 24** **Grantwriting Workshop**

**Time:** 9 a.m. - 11 a.m.  
**Place:** Chamber McGowin Room  
**Cost:** \$10 members; \$15 potential members  
**Call:** Barbara Estes at 431-8630

**June 25** **Net Gain - Tax Efficiency Investing**

**Time:** 11 a.m. - 1 p.m.  
**Place:** Chamber McGowin Room  
**Cost:** \$15 includes a catered box lunch  
**Call:** Jacqueline Jones at 431-8607

**June 25** **Business After Hours**

**Time:** 5:30 p.m. - 7 p.m.  
**Place:** Drayton Place  
**Cost:** \$2 for members; \$5 for potential members

**June 26** **Working with the Media Session II - Broadcast**

**Time:** 11 a.m. - 1 p.m.  
**Place:** Chamber McGowin Room  
**Call:** Jennifer Acosta at 431-8606

**July 10** **First Friday**

**Time:** 7:30 a.m. - 8:30 a.m.  
**Place:** Union Planters Bank Bldg. 851 S. Beltline Hwy.  
**Cost:** \$2 for members \$5 for potential members

**June Business After Hours**

Step out in style in downtown Mobile at this month's Business After Hours on Thursday, June 25 from 5:30 p.m. - 7 p.m. at Drayton Place (101 Dauphin St.).

**Drayton Place...**  
 A Tavern of Taste

The event is being co-sponsored by Schlumberger Global Tel\*Link and Drayton Place. Enjoy the ambience of this historic tavern located in the Southeast's oldest skyscraper, the Van Antwerp Building. Enjoy top quality cigars, billiards, Mobile's largest selection of beer and the perfect setting for relaxing and networking after a long day in the office.

Cost is \$2 for members and \$5 for potential members. Reservations are not required.

**Schlumberger** Global Tel\*Link

**ANNIVERSARIES**

Thank You for Your Continuous Support of the Chamber

**20 YEARS**

Watson Realty Inc.

**15 YEARS**

Bayou Concrete Co.  
 Steiner Shipyard Inc.

**5 YEARS**

Action Automotive Center Inc.  
 Alabama Exterior Supply Inc.  
 Alabama Reference Labs Inc.  
 Vincent P. Arata, DMD  
 Automotive Computer Services  
 Ballard Signs & Advertising Co.  
 T. Batchelor & Son HVAC  
 Blue Bell Creameries Inc.  
 Stanley Breland, Builder  
 Franklin D. Brown  
 Center For Reproductive Medicine  
 Chancellor Flooring Co.  
 Clark, Scott & Sullivan PC  
 Colon & Rectal Surgery Clinic  
 Cotton Capers Inc.  
 Cropp Construction Co. Inc.  
 Elcan & Associates  
 Elite Furniture & Waterbed Warehouse  
 Elliott's Fine Jewelry

Fillmore Electric Co.  
 First Mobile Title  
 Friday Construction  
 GAF Materials Corp.  
 Hospitality Services Inc.  
 Instrument Technical Services  
 Tom James Co.  
 Lexus of Mobile  
 Liberty Maritime Terminals Inc.  
 George Lukes DMD  
 Mack Manufacturing Inc.  
 March of Dimes Birth Defects  
 McDonough Homes Inc.  
 Metro Anesthesia & Pain Service  
 Mortgage USA  
 Keith Mosley Construction Inc.  
 Persons Plumbing Co.  
 Premier Finance Co. Inc.  
 Process Pump Repair Inc.  
 J. David Sandley  
 SCI  
 Southern Comfort Limousine Service  
 Strachan Services Inc.  
 Stratford Safety Products Inc.  
 Summer Bookstore Inc.  
 Wallington Interiors Inc.  
 WAVH 106.5 Radio Station  
 Wensouth Orlando LTD  
 W. G. Yates & Son Construction

**First Friday**

Do you feel lost when the lunch conversation turns to when, why and how to invest? Well, start becoming familiar with the subject at July's First Friday at Union Planters Bank (851 S. Beltline Hwy.) on Friday, July 10 from 7:30 a.m. until 8:30 a.m. Representatives

from Charles Schwab & Co. Inc. will give a short but informative presentation on

**Charles Schwab and Company**  
 Member SIPCO - NY Stock Exchange

"Investing Made Easy" and also touch on using the internet to gain investment information.

The cost is \$2 for members and \$5 for

potential members. Reservations are not necessary.

**Show me the Money!**

Back by popular demand, this "How To" Grantwriting Workshop will be held again at the end of the month on Wednesday, June 24 from 9 a.m. until 11 a.m. in the Chamber's McGowin Room. Learn the nuts and bolts of successful grantwriting and securing grant monies. This workshop will touch on topics like developing and evaluating proposal ideas, defining case statements, research

methods and forming community partnerships to name a few. The cost of the workshop is \$10 per person for Chamber members and \$15 for potential members. This price includes all materials and refreshments. To register, call Barbara Estes at 431-8630. The deadline to register is Monday, June 22. (Note: This is the same workshop held last year and will cover the same material.)

**Estate Conservation**

Do you know how much your estate is worth? The "Estate Conservation" seminar will be held on Wednesday, June 17 from 11 a.m. until 1 p.m. in the Chamber's Board Room. It will cover estate conservation and challenges, distribution techniques and how to determine your net cash flow and net worth. The Principal Financial Group will give a detailed explanation of the importance of estate planning and offer complimentary consultations following the seminar.

The cost is \$15 per person which includes a catered box lunch. To make a reservation, call Jacqueline Jones at 431-8607.

**Invest Wisely**

The new tax laws have changed the way you should invest. "Tax Efficiency Investing," facilitated by Sylvia R. Roberts, president of Investment Management Consultants Inc., will help investors who own taxable investments. The seminar will be held on Thursday, June 25 from 11 a.m. until 1 p.m. in the Chamber's McGowin Room. Mutual funds, bonds and CDs could pay as much as a 100 percent tax penalty if the 1997 Tax Relief Act is not utilized.

Anyone that is in the 28 percent and up marginal tax bracket should be interested in this seminar. Cost is \$15 and includes a catered box lunch. For reservations, please call Jacqueline Jones at 431-8607.

**Practice Your Pitch!**

On Tuesday, June 16, Chamber members, especially new business owners, can get some vital word-of-mouth publicity by attending the Morning Marketing Meeting sponsored by BFI from 7:30 a.m. until 8:30 a.m. Each member gives a 2-minute presentation about their product or service. Meet in the McGowin Room at the Chamber and please bring any handouts for the Chamber staff to distribute. Cost to attend is \$5. RSVP by call Karen Turner at 431-8638.



Dock Reed Ad  
 From May View

MEMBER

NEWS

MEMBER

**ATTENTION MEMBERS!**

If you know of a company interested in benefiting from Chamber membership, please contact our account executive:  
 • Tom Lewis at 431-8629, pager: 582-2076

Whitney National Bank announced the addition of **Susanne Foster** as mortgage loan originator.



Foster

United HealthCare announces the addition of **Will Ahrens** to the Mobile office as small group sales representative.

In other news, United HealthCare is offering its Medicare Complete members Health Express, a transportation service providing 10 round trips or 20 one-way trip excursions to medical or related appointments. For more information call 1 (800) 945-0146.

University of South AL Knollwood Park and Knollwood Park Long Term Care Hospitals have been awarded full accreditation for three years from the Joint Commission on Accreditation of Healthcare Organizations.

Dr. Noreen Carrocci joins Spring Hill College as the new vice president of academic affairs.

The University of Mobile will host the 1998 NAIA Women's Soccer National Championship Tournament in November. The tournament is expected to draw more than 1,000 people per day.

Along with dedicating a new Academic Park, UM employees received special recognition for their contributions. Dr. Gail Stevens received the William A. Megginson Teaching Award for excellence. The Emma Frances Megginson Service Awards were presented to J.B. Locke and Dr. Audrey C. Eubanks. Larry Parks received the Metford Ray Megginson Research Award for Excellence.

Health Watch personal response system is now available from **Infirmiry Home Health Agency**. This personal response system allows the user to simply press a button to signal for help. Call 450-3300 for more information.

Thomas M. Hinds, Chairman and CEO of **Regions Bank-Mobile** announced the promotion of **Nathaniel Johnson** and **Janice L. Platt** to Branch Managers.

On August 8 at 11 a.m., the **United States Sports Academy** invites the public to participate as it formally dedicates the entire building as a sport art museum. It is committed to the preservation of sport art through the acquisition and display of works from around the world. Call 626-3303 for more information.

Dr. David Dean, assistant professor of biology, was honored as **Spring Hill's teacher of the year for 1997-98**. He addressed the audience on why he chose to serve the college as a professor and his role in the Spring Hill community.

**JC Penney's Golden Rule Awards Luncheon** was held recently recognizing outstanding volunteers of the community. Golden Rule Award Winners were: **Sue Simpson**, Parapluie Dance Company; **Kari Alana Bronson**, Tanner-Williams Elementary School; **Climmie Lee Trotter**, Mt. Vernon Auxiliary Police Dept., Mt. Vernon Volunteer Fire Dept., the Emergency Medical Service and the Mt. Vernon Volunteer Rescue Squad; **Ann Druhan**, Preschool Center for the Sensory Impaired; **Jean Phillips and Shirley Alisoh**, Meals on Wheels; and **Duane Andrew Marshall**, UMS-Wright Senior.

**Mickie Russell**, president of **Dauphin Realty**, announced the company is being recognized by Chicago-based RELO/The Premiere Real Estate Network with the Referral Sales Award. Dauphin Realty has been cited for outstanding performance in serving the relocation needs of families and corporate transferees.

The **Mobile Fairfield Inn by Marriott** is the proud recipient of two National Awards: The Marriott International-Dust Buster Award for overall hotel cleanliness and the Most Improved Revpar Award. Over 300 Fairfield Inn's across the USA were competing for these awards.

In other news, **Steve Lackey** has been promoted to Assistant General Manager of the Mobile Fairfield Inn by Marriott.

**RACER Computer Corp.** recently announced the grand opening of its second retail outlet store in Mobile. The new store will sell both pre-manufactured and custom built computers to the public and is located at 1055 Hillcrest Rd., Ste. A2, Hillcrest Commons, (334) 634-0087.

May 9, 1998 was proclaimed **Kids Day America** by Mayor Mike Dow. This worldwide event was brought to Mobile for the very first time by **Dr. Judy A. Lipka, West Bay Chiropractic Center**. Kids Day America is a community day dedicated to the health, safety and environmental concerns.

**Lonnie Ash**, owner of **Milestone Automotive Service Center** announces the opening of his business serving all automotive repair needs. Brake service, engine performance and repairing electrical systems are just a few of the services offered. For more information call 433-2255 or stop by the business at 419 N. Broad St.

**Jeff Cosby** has been promoted to the position of Mobile Branch Manager for the Office Beverage Division of **Royal Cup Coffee** and will be responsible for the daily operations and sales activities in the Mobile/Pensacola areas.

**Bob Chappelle** has been named Regional Director for **BellSouth** in Southwest Ala. Chappelle has responsibility for BellSouth operations in Mobile, Baldwin, Escambia, Washington, Clarke and Conecuh counties.



Chappelle

**Prudential Cooper & Co. Inc., REALTORS** is proud to announce their new associates. **Trey Terrell** and **Bobbi Quina** will be working out of the Hillcrest South office.

Tourist spending in Alabama recently reached the long-awaited target of \$5 billion in 1997 according to statistics released by the **Alabama Bureau of Tourism and Travel**.

The **Alabama Sports Festival State Games XVI Athlete Registration Handbook** is out. The handbook contains all the information you need to know about being a part of the annual Olympic-style, multi-sport Alabama Sports Festival Games XVI coming to Mobile July 2-5. Call (800) 467-0422 to receive your free copy.

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**

Please make these changes to your membership directory.

**Metrocall**

Attn: Debra Scagiola  
 Bell Air Mall  
 Mobile AL 36610  
 Phone: 478-2201  
 Fax: 478-2203

**Power Distribution Services Inc.**

Dale L. Rice, Sr.  
 6170 Rangeline Rd.  
 Theodore, AL 36582-5205  
 Phone: 443-8433  
 Fax: 443-8435

**Telenet USA**

Ahmer Shah, President

Corporate Education on Loan

In these days of employee empowerment and continuing education in the corporate world, smaller companies are often at a disadvantage, lacking the resources to develop strong, in-depth employee education programs. Larger companies may have already developed training courses on time management, communication skills, management ethics, labor laws, sexual harassment and other universal topics.

The idea of a corporate education clearinghouse was recently suggested to the Chamber. The theory is, companies with established training programs might make them available to smaller companies. By helping all companies strengthen their business skills, the community will benefit from a stronger work force.

If you would be interested in participating or finding out more information, please call Jodi Swiderek at the Chamber at 431-8645.

NEW MEMBERS

Clip and add these to your Membership Directory.

**ASQ American Society for Quality - Section 1532 Nonprofit Organization**  
 Kate Adler  
 812 Brighton Pl.  
 Mobile, AL 36693-2931  
 (334) 602-0007,

**Aldon Signs Signs & Advertising**  
 William Don Souder Jr.  
 1514 Montpelier St.,  
 Mobile, AL 36693-4847  
 (334) 666-6587

**American Engineers Resource Group Management Consulting & Recruiting**  
 Noojin Walker  
 P. O. Box 850535  
 Mobile, AL 36689-0535  
 (334) 634-1477

**American Express Corporate Services Financial Advisors Inc.**  
 Suzie Finch  
 5900 Grelot Rd. #203  
 Mobile, AL 36609-3661  
 (334) 341-1600

**American Express Financial Advisors Inc. Financial Planners Consultants**  
 Jesse D. Cotter  
 851 S. Beltline Hwy.  
 Suite 1001  
 Mobile, AL 36606-3100  
 (334) 471-8003

**American Waste Oil Processors Inc.**  
 Lightening, Gas Freeing & Spill Cleanup  
 Robert G. Williams  
 951 Government St. Suite 520  
 Mobile, AL 36604-2428  
 (334) 432-9450

**Azalea City Credit Union Credit Unions**  
 Peggy Lents  
 505 Blvd. Pk. E.  
 Mobile, AL 36609-3407  
 (334) 316-0000

**Cindy's Cinnamon Rolls Bakers**  
 Dan Persinger  
 Bel Air Mall  
 Mobile, AL 36606  
 (334) 473-4465

**Classic Exterior Designs Home Improvements**  
 Alissa Summerlin  
 1446 S. Beltline Hwy.  
 Mobile, AL 36693-5100  
 (334) 661-4013

**The Computer Hut Computer-Dealers**  
 Inbal Clark  
 820 Azalea Rd.  
 Mobile, AL 36693-3910  
 (334) 661-8191

**Consulting & Management Resources Inc.**  
 Accounting Service  
 Curtis Railey  
 P. O. Box 8388  
 Mobile, AL 36689-0388  
 (334) 343-0830

**Carolyn Darden Enterprises Advertising Specialties**  
 Rene' Darden Eiland  
 1957 Old Government St.  
 Mobile, AL 36606-1628  
 (334) 473-4172

**Delta Watersports Boat Dealers**  
 Shirley Skinner  
 5751 Hwy. 43  
 Satsuma, AL 36572-2118  
 (334) 679-8586

**Donovan's Car Wash Car Washing & Polishing**  
 Donovan Cordell/  
 John Suther  
 3992 Government Blvd.  
 Mobile, AL 36693-4723  
 (334) 666-2626

**Donald L. Herman & Associates DBA Financial Resource Group Insurance Insurance & Financial Services**  
 Donald Herman  
 14 Office Park Circle,  
 Suite 200  
 Birmingham, AL 35223-2519  
 (205) 802-7910

**Goody's Family Clothing Clothing-Retail**  
 Norris Teeters  
 3250 Airport Blvd.,  
 Suite E27  
 Mobile, AL 36606-3850  
 (334) 479-3512

**Goody's Family Clothing Clothing-Retail**  
 Stacey Teeters  
 685 Schillingers Rd. S.  
 Mobile, AL 36695-8907  
 (334) 634-9226

**Homewood Suites Hotel Hotels**  
 Gwynn Pitman  
 530 Providence Pk. Dr. E.  
 Mobile, AL 36695  
 (334) 634-8664

**House of Blends Gourmet Shops**  
 Sara M. Kramer  
 4406 Old Shell Rd.  
 Mobile, AL 36608-1912  
 (334) 380-9463

**Interim Personnel Employment Agencies & Consultants**  
 Gary Townsend  
 3725 Airport Blvd.  
 Mobile, AL 36608-1633  
 (334) 460-4000

**Little Bit of England Gift Shops**  
 Tonja Pellegrino  
 6345J Airport Blvd.  
 Mobile, AL 36608-3127  
 (334) 460-0986

**Los Arcos Restaurants**  
 Bobby Joe Wimberly  
 5556 Old Shell Rd.  
 Mobile, AL 36608-3039  
 (334) 345-7484