



# M·A·C·C

SEPTEMBER 1998

# THE VIEW

VOLUME XXX, NO. 9

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

(334) 433-6951

## Building A World Player Image

◆ 500 delegates from the Southeast and Japan gather in Mobile next month

Designed as a unique opportunity to promote the benefits of working with Southeastern U.S. states, the 23<sup>rd</sup> Annual Southeast U.S./Japan Conference will be held in Mobile from Oct. 4-6.

This is the first time Mobile has been selected as the site for the meeting that alternates between the two countries. Birmingham hosted the meeting in 1984.

"We're often asked if this (SEUS/Japan Conference) is the reason for so many Japanese-based companies in Alabama," said **Griffin Lassiter**, director of marketing for Economic Development Partnership of Alabama. "This is definitely one part of the process which is combined with economic development efforts, incentive packages for companies and strong partnerships."

**Jim Riedler**, international development representative for the Alabama Development Office, believes the conference has

significantly impacted the number of Japanese-based companies over the past 23 years.

Japan has invested more than \$2 billion in manufacturing and other businesses and provided more than 8,000 jobs in the state. In return, Alabama has made a commitment to export goods to Japan, such as lumber, coal and machinery. Last year's shipments were valued at \$683 million.

"When Mitsubishi chose to locate their polycrystalline plant in Mobile, this conference was one of many contributing factors. We have had a presence at this conference for many years," explained **Ritchie Hurt**, the Chamber's

director of research and information.

Conference topics will focus on trade, economic development, tourism and the relationship between the two countries.

More than 500 people are expected to attend this year's event from Alabama, Florida, Georgia, North Carolina, South Carolina, Tennessee, Virginia and Japan.

Among the representatives attending this year's conference will be the

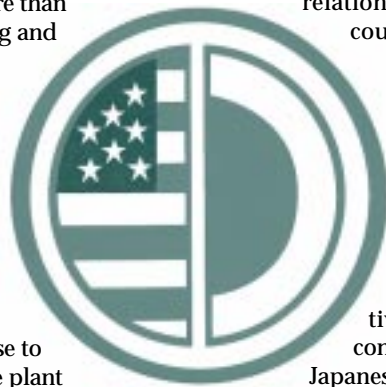
Japanese Ambassador to the U.S., **His Excellency Kunikiko Saito**. A vital link to the positive and profitable relationship between the Southeast and Japan, Saito will speak to delegates along with

**James Baker**, former U.S. Secretary of State during a special luncheon.

While the conference's ultimate goal is to form more partnerships, the immediate goal is to build strong relationships among participants, said Hurt.

"We (U.S. businesses) focus on getting down to work and striking a deal immediately," Hurt explained. "These conferences are teaching us to better work with Japanese delegates, and form valuable relationships, which may turn into a working partnership down the road."

In a recent column, *Mobile Register* Business Editor David Tortorano summed up Mobile's opportunity profoundly. "It's a chance to let movers and shakers from Japan and the Southeast see that Mobile is uniquely positioned at the crossroads of the North-South trading route, and can be a key player on the world stage," he wrote.



## Crozier Comments on Water Quality & Recent Development



Dr. George Crozier

"If you pave 100,000 acres of land and we have about six feet of rain per year, that's 600,000 acre-feet of water which used to percolate into the ground but now is running off into our water systems causing flood damage and carrying pollutants such as fertilizers, chemicals, sewerage, etc.," he explains. This is the greatest threat to water quality."

Crozier doesn't advocate a moratorium on construction, but he does feel that plans for any new development should consider environmental concerns on the site, the impact on surrounding properties and, ultimately, the water systems.

"It was easy for us to show great improvements in our water quality during the 1950s, 60s and 70s when industries took giant leaps in cleaning up their operations," Crozier concludes. Now it's much more difficult to pinpoint the problems, he says. Pollution doesn't just come from one source, it's coming from a variety of sources and large numbers of people and developments are involved.

"We have to continue discussing the concept of sustainable growth or 'smart growth' as it's sometimes called through such initiatives as Envision Mobile-Baldwin," advises Crozier. "There's a correlation between quality of life, economic development and the environment, and if we take all of those into consideration when we build or somehow alter the land, we can be assured of significant improvements and long-term prosperity."

"The air and water quality in Mobile is considerably better than it was 30 or 40 years ago," says **Dr. George Crozier**, executive director of the Dauphin Island Sea Lab. He warns, however, land management policies are desperately needed to continue the positive trend in water quality.

"We've lost half of our wetlands and altered our watershed (the natural areas that drain to a river, or body of water). We've also bulk headed 60 percent of our shoreline," Crozier points out. He added that sediment or dirt running off into area water systems is the number one pollution problem. Mobile County is losing many of its rural characteristics. In fact, we've developed more than 100,000 acres county-wide in recent years with large expanses of land being paved through road building and commercial developments.

## Chamber Has Role in Environmental Projects

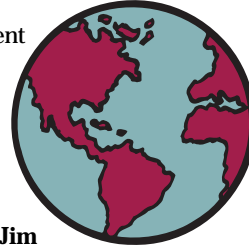
Through the years, the Chamber has been an active participant in environmental issues. It is the Chamber's objective to help create a balance among efforts to promote manageable growth, develop a stronger economy, increase jobs and insure the health of our environment.

Chamber President **Win Hallett** serves on the Policy Committee of the National Estuary Program and is on the board of the Coastal Land Trust. **Jim**

**Apple**, vice president of economic development, maintains regular contact with the Alabama Department of Environmental Management (ADEM) and the Environmental Protection Agency (EPA).

"One of our guiding documents is the Envision Mobile-Baldwin plan," said Hallett. "In two of the vision statements, the environment is specifically mentioned."

Hallett was referring to the quality of life and economic development visions which state respectively: "We will have a community that is environmentally and economically sustainable while providing opportunity and access for all to education, arts and recreation;" and "We will be a competitive region in the global economy by proactively developing and marketing our technological, environmental, educational, human and natural resources."



The Chamber has developed some specific activities that it is or will be working on as part of its environmental agenda. They include:

- Facilitating local meetings of appropriate organizations to discuss the development of a land-use plan for Mobile County;
- Encouraging ADEM to increase its manpower and enhance its ability to monitor environmental conditions in the Mobile area;
- With improved ambient air quality as a goal, working to ensure Mobile maintains compliance within EPA air quality standards;
- Sponsoring workshops on sustainable development (that sustains or improves our environment) to raise awareness of issues surrounding economic development in the 20th century, and what that means for our region;
- Through the Chamber's newsletter and other articles, continuously reiterating the Chamber's methods to encourage economic growth in our region, our target markets and the impact of economic development on the region.

# Support Fast Track

## ◆ Chamber urges membership to contact legislators.

There's been a resurgence of interest in trade issues the last several weeks by Congress, and last month the House Republican leadership announced they will schedule a vote on "fast track" the week of Sept. 21. "Fast track" has been an issue of tremendous importance to Alabama's business community and is vital to increasing jobs and exports here in the Port City.

For those who aren't familiar with "fast track," it's an agreement between Congress and the President that would mean negotiated trade agreements could not be amended by Congress. Congress would vote up or down on the agreement within a specified time period, but could not amend the agreements, thus requiring further negotiations with the countries involved.

Provided to every President since Gerald Ford in 1974, the last agreement expired in 1994. Since then, more than 22 international trade agreements have been negotiated around the world *without* the involvement of the United States. As a result, U.S. exporters are finding they can no longer compete in some of the world's fastest-growing markets and small and mid-sized exporters are finding themselves locked out of this activity.

"More than 90 percent of companies that export employ less than 50 people," says

Mike Lee, Chamber board vice chair of trade and president of Page & Jones Inc. "This issue is critical to small businesses in Alabama, which makes this a small business issue, not the sole realm of the multi-nationals. When the previous fast track expired, Chile, an important trading partner for the U.S. and Alabama, walked away from the table, ending discussions of a joint trade agreement. Today, companies in Alabama face an average 11 percent duty disadvantage in selling to Chile with suppliers of the same products located in Canada."

In 1996, Alabama businesses exported more than \$3.7 billion in merchandise goods to foreign countries and were responsible for 52,000 plus jobs. Scott Posey, vice president of governmental affairs for the Chamber says, "the Alabama State Docks here in Mobile is in the perfect spot to act as the nation's gateway for American goods to Latin America, and Congressional passage of 'fast track' is a necessary component of this dream's realization. Trade agreements would benefit Alabama industries such as agriculture, chemicals, food products, paper, forestry products and Mobile would benefit because we have the perfect city to ship them through."

*The Chamber asks its members to contact their Washington delegation through calls, faxes and letters urging their support of "fast track" legislation before the week of Sept. 21. If you have any questions about this issue, please do not hesitate to contact the Chamber's Governmental Affairs Department at 431-8612.*

The Honorable Sonny Callahan  
United States House of Representatives  
2418 Rayburn House Office Building  
Washington, DC 20515  
(202) 225-0562  
Fax: (202) 225-0562

The Honorable Jeff Sessions  
United States Senate  
495 Russell Senate Office Building  
Washington, DC 20515  
(202) 224-4124  
Fax: (202) 228-0350

The Honorable Richard Shelby  
United States Senate  
110 Hart Senate Office Building  
Washington, DC 20510  
(202) 224-5744  
Fax: (202) 224-3416

# Southeast Economy is a World Leader

Alabama is in the heart of the fourth largest economy in the world (the Southeastern U.S.), according to First Union Corporation's most recent Regional Economic Review. The report showed the Southeast's growth to be an average of 6 percent a year, which helped the region to claim its spot at number four. According to the review, much of this growth can be attributed to the region's aggressive



industrial recruiting efforts and its effect on the overall Southeastern economy.

This surge of new industry has helped reshape the South's industrial base,

according to Mark Vitner, vice president and economist at First Union National Bank. "The influx of new industry into the region has played a vital role in offsetting the negative impacts of NAFTA," he said.

According to Vitner's analysis, the South not only leads the nation in attracting new factories, but it also leads in the expansions of existing ones. Since the start of the decade, more than 16,000 firms have announced plans to build new plants in the Southeast or expand existing facilities. Those announcements account for a third of the nation's major new and expanded businesses over the past seven years.

*Reprinted from Developments, a publication of the Economic Development Partnership of Alabama.*

# Funding and Assistance Available for Technology in Local Small Businesses

If you own a small business with a new product or service idea but lack funds to research and develop the concept or need seed capital, then take a close look at the Small Business Innovation Research (SBIR) program sponsored by the Department of Defense. SBIR provides up to \$850,000 in research and development (R&D) funding directly to small technology company.

A parallel program - the Small Business Technology Transfer (STTR) program -

The Department of Defense Small Business Innovation Research program funds over \$500 million each year in early-stage research and development projects at technology companies with 500 or fewer employees.

provides up to \$600,000 in R&D funding directly to small companies working cooperatively with researchers in universities and other institutions.

The purpose of SBIR is to stimulate technological innovation in the U.S. and increase small business participation in federal R&D. It also seeks to commercialize, through private companies, innovations derived from federal R&D.

Any independently owned (more than 51 percent U.S.), for-profit company with

fewer than 500 people is eligible to work with SBIR. In fact, the average size company taking advantage of the program has 20 employees. Companies with technologically innovative people on staff, scientists or engineers currently in big business or education and thinking of starting a company, or inventors of all stripes should also look into the program for assistance.

Organizations participating in SBIR include the U.S. Departments of Agriculture, Commerce, Defense, Education, Energy and Transportation, as well as the Environmental Protection Agency and National Science Foundation to name a few.

## Want to know more?

A special workshop about SBIR is being offered in our area on Tuesday, Sept. 22 from 8:30 a.m. to 4:00 p.m. at the University of West Florida in Pensacola. The agenda includes a complete overview of SBIR and STTR and will highlight some success stories of companies that have taken advantage of the programs. Cost is only \$45 per person and includes a continental breakfast and lunch.

For more information on the seminar or the SBIR program, call (850) 833-9360 or e-mail [gatt@ufgerc.eglin.af.mil](mailto:gatt@ufgerc.eglin.af.mil).

# Focus on Sustainability

## Why Sustainability?

Communities and companies around the world face an emerging opportunity termed Sustainability. This concept has emerged as a result of global pressures in population, consumption and waste. We now realize that we extract more resources from the Earth for energy, food and consumer goods than we restore and that our environment has a diminishing capacity to absorb our waste. Related health issues also impact our quality of life. All of this suggests that we must change how we use and steward the resources we are given.

Sustainability has been defined as meeting the needs of the present without compromising the ability of future generations to meet their own needs. More specifically, it means making people's lives better and easier, creating less pollution, using fewer natural resources and continuing to prosper economically.

Sustainable practices benefit every sector of the community. A sustainable community encourages all sectors to work together to create a healthy community in which natural and historic resources are preserved, good jobs are available, neighborhoods are safe, education is life-long and transportation and health care are accessible. For our communities to continue to prosper for years to come, Sustainability must be used as the overarching theme or vision for goal-setting and community planning.

Sustainability is also a key business driver, since there are huge opportunities for corporations that can bring innovative and sustainable solutions to markets now impacted by major environmental concerns.

The next major step toward sustainable growth is "eco-efficiency" which means improving the value of products and services per unit of natural resources employed to produce them. This will require a more comprehensive knowledge of the material and resource chain from start to finish. This reduction in waste and higher eco-efficiency translates quickly into lower costs and the companies that learn to do this first will gain significant competitive advantages.

There is mounting evidence, from globally competitive Fortune 500 companies to the most resourceful firms in our own community, that the notion of Sustainability is understood and being implemented as part of mainstream business strategies. Recently, an article in *Business Week* described how leading edge companies like 3M, Monsanto, Dupont, Sonoco and Interface are recognizing that sustainable business practices "present a tremendous opportunity."

Sustainability is a collaborative, integrated effort rather than an isolated, adversarial one. We all want to move into the future with a clean environment and a prosperous economy. We want to have fairness, equity and opportunity for all citizens. Properly understood, the concept of Sustainability provides a way that we can be smart about business, society and the environment simultaneously - realizing tremendous opportunity and promise for future generations. It creates a win-win-win situation for all!

*Reprinted with permission from the Chattanooga Institute*

## SIPCO AD FROM LAST MONTH

## Small Business of the Month Business Sound

If you've pulled up to the drive-in at a fast-food restaurant lately, chances are good that you were able to place your order thanks to Business Sound, the Chamber's Small Business of the Month. This small but hard-working company specializes in all types of industrial audio equipment, including sound systems, microphones and drive-through systems.

"Fast-food corporations are our biggest customers," said **Lori Driver**, office manager. Business Sound also provides many companies around Mobile with Muzak, the soothing background music heard in grocery and department stores. "Almost all the Winn-Dixie supermarkets around here count on us for their music," Driver said. Banks, drugstores and auto dealers are other companies taking advantage of Business Sound's superior services.

Business Sound opened its Mobile location six years ago with five employees - two technicians, two salespeople and Driver. Today, they have more than a thousand customers and serve the Florida Panhandle, Southern Alabama and the Mississippi Gulf Coast. Even though there



The Business Sound Team is music to your ears.

are now eight full-time employees, Business Sound's workload remains heavy. That doesn't deter its workers from doing their absolute best, however. "We have a very dedicated staff," Driver said. "Our head technician has been with the company for 20 years."

Driver said Business Sound's large client roster is due to its superior products, interesting musical programming and competitive pricing. "We install nothing but the best," she said.

Business Sound is located at 3656 Government Blvd., Suite A-2, 666-5441.

## Educating Educators

### ◆ Chamber receives \$20,000 grant to fund teacher internships.

As part the Chamber's School-to-Work initiative, 11 area businesses hosted teachers and guidance counselors as part of a three-week summer internship program. School-to-Work is an unprecedented partnership between business and education to ensure students are adequately trained to meet workforce demands.

For the second year, the Chamber secured a \$20,000 grant from the Governor's



Scott Nelson, Baker Middle School, shelves sediment samples at Barry Vittor and Associates.

construction industry, if a support beam is even one-half of an inch off, the foundation will crack and the building will collapse. We need to teach our students that doing things 100 percent right sometimes is critical," she continued.

Participation also has raised awareness of the business community. "Teachers have a tremendous responsibility to educate students to meet workforce demands," said **Kathie Chumley**, human resources director for Atlantic Marine and chair of the Chamber's School-to-Work committee. "The only way teachers can know the needs of the business community is

if companies get into the classrooms and tell them. They need our support," she emphasized.

The following businesses are to be commended for their support of School-to-Work and their efforts to assist in preparing students for the world of work:

- Federal Aviation Administration
- Coastal Builders
- South Mobile County Education Center Inc.
- Vittor and Associates
- Franklin Primary Health Center
- Zeneca Chemicals
- Colonial Bank
- Alabama Power / Barry Steam Plant
- Atlantic Marine
- Mobile County Health Department
- Community Corrections Center



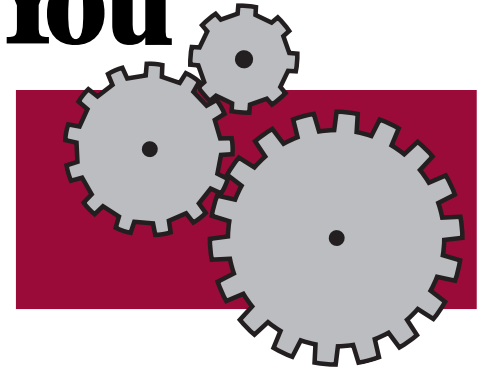
Dyana Miniard, Theodore Middle School, watches as Physician Assistant -----checks a patient's eyes at Franklin Primary Care Center. 431-8177

School-to-Work Partnership to place interns (teachers and counselors) in local businesses for hands-on instruction. The interns worked in a wide variety of business environments based on special skills and areas of instruction. Businesses coordinated numerous details, including assigning staff to work with the teachers to ensure they learned the challenges businesses face in recruitment and hiring.

"As educators, we look at students as individuals and teach them to 'go for their grade,'" said **Virginia Rutledge** of Murphy High School. "I learned at Atlantic Marine, that in the business community employees work as a team. That's what I'm going to incorporate into my curriculum - team activities," she added.

Booker T. Washington Middle School Guidance Counselor **Cynthia Hill** learned the importance of accuracy through her work in Coastal Builders. "We teach kids to get the best a grade they can, even if it is 70 or 80 percent," Hill explained. "But, in the

# The Chamber At Work For You



**Great Start** - Already the Chamber has hosted and participated in several events and meetings featuring the new superintendent of the Mobile schools, Dr. Harold Dodge. From the interview process to his first week on the job, the Chamber believes Dr. Dodge will support its efforts to develop a comprehensive School-to-Work program in our schools.

**On the Road** - Chamber staff toured model aviation centers in Oklahoma City, bringing ideas back to develop Mobile's facility. After intensive lobbying efforts by the Chamber, the State has pledged funds to upgrade and expand the Mobile branch of the Aviation and Technical College.

**In the News** - This summer, the Chamber hosted two reporters touring Alabama. The Chief Editor for *Transportation & Distribution* magazine, Perry Trunick, was very interested in the latest developments at the State Docks and reporter Richard Wolffe, of *Financial Times* in London, was working on a story about the Governor's election.

**Election Year '98** - Many important decisions were made in the Republican June run-off election. Unfortunately, only 20 percent of Mobile County's registered voters exercised their right to vote. In an effort to encourage people to go to the polls, the Chamber sent a "reminder" fax to the membership to ensure a strong business turnout.

**Growing a World Economy** - The Consul General of Great Britain, the Governor from Espirito Santo, Brazil and the Economic Commissioner of Israel each visited Mobile recently. The Chamber helped coordinate their schedules by setting up appointments with local business representatives and hosting meetings.

**How it's Done in Atlanta** - The Executive Director of the Atlanta Regional Commission discussed regional initiatives and ways Southwest Alabama can improve regional relations at a special breakfast hosted by the Chamber.

**Grants Abound** - The Chamber staff has assisted several state and local organizations in obtaining grants. The Chamber itself was awarded a \$20,000 School-to-Work Partnership grant for its summer teacher internship program and secured \$108,000 for a Home Instruction Program for pre-school youth in the Maysville community, one of only two sites approved in the state for the program. Other efforts included a seminar that outlined successful grant writing techniques, one-on-one assistance with developing grant programs for various community groups such as United Way, and assisting with specific grants for the Mobile Area Education Foundation and the University of South Alabama.

**At Your Fingertips** - Chamber staff assisted members with a number of business-related topics such as expansions, marketing, management, finances, ribbon cuttings, seminars and networking events.

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# Six Mobile Companies Ranked in *Business Alabama's* Top 100 High-Tech Firms

QMS topped a list of Mobile-based companies ranked in *Business Alabama's* Top 100 high-tech firms, coming in at no. 14.

Dominating the "Top 12" were Huntsville companies, the area accounted for more than one-third of the "Top 100." Birmingham claimed 12 slots, Mobile accounted for six and three are based in Montgomery.

"Huntsville became an attractive location largely because of NASA. Birmingham's draw is considered its medical field. Montgomery is the state capitol and here in Mobile it's our quality of life, transportation system and abundance of natural resources that attract high-tech companies," explained **Ozzie Elortequi**, project manager for the Chamber.

Companies involved in the research, development and manufacturing of the following were included in the survey: computer hardware and software, medical equipment and supplies, electric components, testing or measurement components, protective wear and factory automation equipment. It also includes aerospace, photonics, robotics, artificial intelligence, subassembly, environmental consulting and telecommunications companies.

In addition to those listed in the survey, there are several other high-tech companies in the area such as Mitsubishi Polysilicon,

Chapura, Racer Computers, ST Mobile Aerospace Engineering, Equity Technologies, Keathley Engineering, Global Tech, Gulf Coast Computer Services and TeleVox Software Inc., to name a few.

"When you look at the complete list of high-tech companies in our area, you'll see we have an impressive base. The Chamber's economic development team is focusing on recruiting additional high-tech companies to take advantage of the growth in this particular sector of the economy," said **Chad Newell**, the Chamber's director of business development.

## Alabama's Top 12 High-Tech Firms

Rank	Company
# 1	SCI Systems Inc. (Huntsville)
# 2	Intergraph Corp. (Huntsville)
# 3	AVEX Electronics Inc. (Huntsville)
# 4	Teledyne Brown Engineering (Huntsville)
# 5	Chrysler Corp./Huntsville Electronics Division (Huntsville)
# 6	Adtran Inc. (Huntsville)
# 7	Boeing Missiles & Space Div. (Huntsville)
# 8	Mid-South Electronics Inc. (Gadsden)
# 9*	Parker Hannifin Corp./Instrument Connectors Div. (Huntsville)
# 9*	JVC America Inc. (Tuscaloosa)
# 11	Schlumberger Industries/Water Div. (Talladega)
# 12	Nichols Research Corp. (Huntsville)

\* tied for 9<sup>th</sup> place

## How Mobile Firms Ranked

Rank	Company
#14	QMS Inc.
#18	Teledyne Continental Motors
#31	Xante Corp.
#41	Belcan Corp./Engineering & Construction Division
#53	CPSI
#98	Accelerated Technology Inc.

# Track Progress on the Internet

The Envision Mobile-Baldwin project is on-line! Now, interested citizens can pull up the Chamber's web page at [www.mobcham.org](http://www.mobcham.org) and get the latest information on the status of this two-county planning process.

Currently, 325 groups, businesses and organizations have signed up to be Vision Partners and 115 strategies have been adopted by the various partners.



"Envision is going great guns," said **John Davis** of Mobile Gas Service and chairman of Envision Mobile-Baldwin. "We have more strategies adopted than we expected this first year, but now the rubber meets the road. It's time for action. We are planning a report session at the end of the year to highlight our accomplishments."

From the Chamber's webpage, click on Envision and pull up the complete strategic plan including the six vision statements and 150 plus strategies. Listed on the website will be the Vision Partners and the latest Envision newsletter, among other things.

Envision Mobile-Baldwin is a citizen-driven, long-range strategic plan for the two-county region identifying and creating projects to enhance education, quality of life, infrastructure, economic development, government and community leadership. The final document outlines these categories with six vision statements and more than 150 strategies.

For information on becoming a Vision Partner, go to [www.mobcham.org](http://www.mobcham.org) on the Internet or call **Ginny Russell** at 431-8618.

Just a reminder: Mobile United has completed its report, *Progress Indicators for Coastal Alabama*, which includes statistics on 62 topics from student drop out rates to crime rates to environmental data for Mobile and Baldwin Counties. The indicators are tied to the Envision Mobile-Baldwin plan and are a great resource for projects, grants or other research needs. To get a copy of the executive summary, which includes all of the data, call **Angela Erwin** at 431-8621.

# Will the Euro Affect Your Business?

Europe's new currency, the euro, scheduled to debut in January 1999, is expected to increase competitive pressure on companies that do business in high-cost countries, according to the *New York Times*.

In addition to how the euro will step-up competition, companies doing business in Europe have a number of additional questions. How will the euro affect trade? How will the euro impact banking needs? What are the legal aspects?

Answers to these questions and others,

plus check lists to help prepare your business, will be discussed at an upcoming seminar, "The Changing Transatlantic Market Place - Are You Ready for the Euro?"

Mark your calendar for Wednesday, Oct. 14, 8 a.m. - 2:30 p.m. to hear first-hand from international and financial experts how the euro will impact American businesses. Individual appointments can be scheduled with various speakers in advance.

Seminar sponsors are the U.S. Depart-

ment of Commerce, Alabama District Export Council and the Chamber, along with the Alabama Development Office, Alabama World Trade Assoc., Alabama International Trade Center and the Center for International Trade and Commerce. Registration is \$45 and includes lunch. Checks can be mailed to the Alabama District Export Council, 950 22nd St. N., Room 707, Birmingham, Ala. 35203. Call **Tony van Aken** at 431-8636 for more information.

# Sole Ownership, Partnership, Incorporated - What's Right for Your New Business?

When starting a new company, one of the many questions that needs to be answered up front is how to legally structure the entity you are about to start. There are several alternatives to explore.

"At SCORE (Service Corp of Retired Executives), we can outline the pros and cons of each alternative so you'll fully understand your attorney's recommendation for your business," said **Bob Kirby**, chairman of the local chapter.

## SOLE PROPRIETORSHIP

A sole proprietorship is a business owned by one person. It has several advantages and is easy to form. You control the firm, make all the decisions and get all the profits. There's also relative freedom from government control and reporting. Of course everyone has to pay taxes, but sole proprietors have the simplest format.

The biggest disadvantage is there's no protection for personal and family assets. In the event the business has financial problems, everything you own is at risk.

## PARTNERSHIP

A partnership is an association of two or more people who create a business as co-owners. Each owner holds an identical share, unless there is a written agreement that designates otherwise. This type of business is also easy to form, with little paperwork or legal consultation involved. As with the sole proprietorships, there are few government requirements. There is still flexibility and freedom of action, because there are not shareholders or a board of directors like corporations.

In this type of business, there are

concerns. The firm is bound by the actions of each partner. The partners must have similar goals and values, and the business agreement needs to outline individual responsibilities and the decision-making process. In the event of the death of a partner or if a partner wants out of the business, complications can dissolve the company if legal safeguards are not already in place. (Most partnerships include a buy/sell agreement giving the remaining partner(s) the first right of refusal to buy his/her interest.)

## CORPORATIONS

The formation of a corporation means the sale of shares of company stock to its owners. The main advantages are limited financial liability and the easy transfer of ownership through the sale of stock shares. The corporation is a legal entity, and will continue on until legal dissolution, even if one of the partners should die.

The concerns in forming a corporation are the amount of monthly reports and government rules and regulations. In addition, corporate earnings are taxable before distribution to owners, who also incur a tax liability on their earnings.

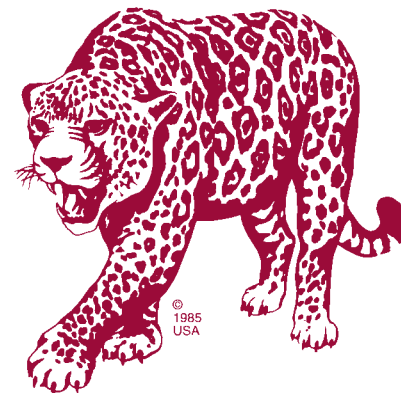
Small, new firms will find Sub-S Corporation status has the tax advantages of a sole proprietorship and the safeguards of incorporation. An accountant or lawyer can advise if this is an option for your business. A SCORE counselor can also point you in the right direction.

To discuss the pros and cons of the various legal structures available to your business, call (334) 431-8614 to make an

appointment between 9 a.m. and noon at the Chamber to meet with a SCORE counselor for a free, confidential consultation.

## UNIVERSITY OF SOUTH ALABAMA

# Jaguar Athletic Club



The Jaguar Athletic Club provides financial assistance for funding student-athlete scholarships and assists the Department of Athletics in meeting the financial challenges of competing at the NCAA Division I level.

Becoming a member of the Jaguar Athletic Club entitles you to great athletic benefits throughout the year! All members have priority seating for athletic events and first option for tournament tickets!

With the much anticipated opening of the 10,000 seat Mitchell Center, Jaguar Athletics will enter an exciting new era. So join today and show your support for Mobile's true hometown team! **GO JAGS!**

For more information call **John Goodroe** 380-2780



## Predictions for 1999

"The U.S. economy is headed for another year of expansion in '99," as prescribed by *The Kiplinger Washington Letter*. The pace is expected to slow a bit as Americans enter the ninth year of growth.

Trends foreseen to coincide with this prediction are a 2-2.5 percent increase in the gross domestic product; unemployment will edge toward 5 percent; pay is expected to increase 4 percent (about the same as anticipated this year); Americans will spend an estimated 96 cents of every \$1 earned and this consumer spending will drive future growth. "Problems in Asia have not spooked consumer confidence... (it's the) highest in years," the report stated.

In another issue, the publication took a look at the economy state by state and anticipates Alabama "will mirror the U.S. economy," indicating another year of growth but not at the same rate as previous years. Other Southeastern states are also expected to fair well. Florida, South Carolina and Virginia are likely to experience another prosperous year. Georgia, North Carolina and West Virginia are expected to slow down a little, but remain strong. The West is expected to have the strongest growth.

Source: *The Kiplinger Washington Letter*, July 1998.

## Eye On Alabama Businesses

A new television show will spotlight trends in Alabama businesses and explore new and innovative start-up businesses six times a week on Alabama Public Television. The half-hour show, *Alabama@Work*, debuted Aug. 28 and can be seen at 6, 8 and 11:30 p.m. on Fridays, and 4 and 11 p.m. on Sundays.

If you have a story you want to pitch, call John Beams, Virginia Bear or Mary Snellgrove at (800) 239-5239.

## You Know You've Made It When...

...you've been quoted in the *Wall Street Journal*. If this is even remotely true, then

Mobile has one more reason to be proud of Judy Marston of Judy Marston & Associates. A recent article investigating ways companies are working to revive customer service quoted Marston, a local corporate consultant and professional speaker.

It seems that the level of service declines when the economy is doing well.

*WSJ* reports there are two primary reasons for the lack of customer service. One reason comes from Marston - if an employee loses his job, workers are in such demand that they'll be able to get another one. The second, reports *WSJ*, is the hiring pool is shallow and employers can't be as selective.

Interested in what companies were doing that worked? Consumer Financial Network moved a division to an Atlanta suburb from the city to get the type of employees it wanted. AirTran Airways sought help from HReasy Inc., an automated-recruiting service. Applicants call a hot-line for a 10-minute automated interview and only the best candidates are invited for a face-to-face interview. Carmike Cinemas employ the "mystery shopper" and give bonuses to motivate their employees. Holiday Inn recognizes and rewards employees through customer service surveys and input from hotel managers. Dollar General Store gave store managers and assistant managers stock options.

Source: *Wall Street Journal*, *Southeast Journal*, July 22, 1998

## Speaking of Customer Service

Here's what the customers say:  
80 percent say the phone should be answered by the fourth ring;  
70 percent feel they should receive a response to their letters within two weeks; and  
66 percent think they should be able to talk to someone in 30 seconds and they want the first person they reach to solve their problem.

Source: *Communications Briefings*, *The Customer Service Professional*, June 1998.

## Sweet Home Alabama Yes, But Heaven?

In the July issue of *The View*, we reported Dun & Bradstreet ranked Alabama at the top of its list for new business growth. In August, we told you Cognetics ranked Mobile 10<sup>th</sup> on its list of "Best Places in America to Start a Business." This month, editors have learned of another prestigious ranking - Alabama has been named a "heavenly state" in the July 17 issue of *Investor Business Daily*.

The Small Business Survival Foundation released its annual Small Business Survival Index and the 10<sup>th</sup> best state on the list is Alabama. Indicators ranging from taxes to utility rates, workers compensation costs to crime rates were used to determine rankings.

Source: *Developments*, a publication of the Economic Development Partnership of Alabama

## Great Place to Live

*Money Magazine* came out with its "Best Places to Live in America 1998" survey. This year the report ranks cities by regions. Nine Alabama cities were cited for their attributes. Among medium-sized Southern cities (cities with populations from 250,000 to 999,999), Birmingham, Mobile, Huntsville and Montgomery were named among the best. Tuscaloosa, Dothan, Decatur, Florence and Anniston were featured on the list of the best small Southern cities (100,000-249,000).

*Money* magazine's rankings were based on a long list of factors such as economics, crime, health, weather, education, housing, leisure, transportation and arts and culture.

Source: *Developments*, published by the Economic Development Partnership of Alabama

## Mobilians in the Movies

When an open casting call for a movie being filmed in Mississippi didn't produce the right diversity of actors for the film, the casting director turned to the Mobile community for prospects. What the director discovered was a unique tool to aid his

efforts, *The Leading Edge* (a directory of minority leaders published by the Chamber in 1997).

Several minority attorneys got a casting call. Potentially when this movie (it's currently untitled) about Michael Mann, starring Al Pacino hits the theaters you'll see some new Mobile stars. Stay tuned!

If you would like a copy of the directory, call the Community Development Dept. at 431-8630.

## Dial 256 Starting Sept 28

It's time to dig out those phone system manuals and reprogram the speed dial numbers if you call north of Montgomery. Starting Sept. 28 the grace period to allow callers to get used to the new 256 area code will be over.

The growing number of computers, pagers, modems, local telecommunications services and cellular phones have exhausted the numbers within the 205 area code.

The new area code applies to cities such as Birmingham, Tuscaloosa, Jasper, Huntsville, Cullman, Albertville and Fort Payne as well as Gadsden, Anniston and Talladega. So be sure to check your many lists in computers, faxes, etc. so you don't end up with a wrong number.

## U.S. - A Popular Destination

By the year 2001, the number of International travelers is expected to increase 13 percent to 54.1 million annually, according to the Tourism Industries Office of the Dept. of Commerce.

This year a 2 percent growth is projected for a total of 48.8 million visitors.

More and more visitors are coming from South America and Central America. The majority of arrivals continue to come from Canada (15.1 million) and Mexico (8.4 million).

Source: *Mobile Convention & Visitors Corp.*

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# Alabama Haven for Lawsuits

By Senator Steve Windom,  
Chamber Board Member

A survey conducted by the National Federation of Independent Businesses revealed the number one fear of small business owners is that of a lawsuit. It's no surprise. It's a very real threat.

Family businesses are the cornerstone of small business in the State. Too many have faced difficult decisions — whether or not to expand or whether to remain in business at all. That's because one frivolous lawsuit can wipe it all away.

A gentleman who owns a furniture store in west Alabama told me he was on the verge of shutting down a business that was decades old because he didn't want to burden his children with the threat of lawsuits.

This problem is not limited to small business, but also hampers large businesses. World Omni Finance wanted to expand. A logical place would have been in our area because of its current operations in Mobile. Instead, the 300-plus jobs went to Memphis because Tennessee doesn't have the lawsuit abuse problem that we have in Alabama.

I know of a national company — a billion-dollar company — that does one-half of a percent of its business in Alabama.



Senator Steve Windom



There are 294 lawsuits pending against the company nationwide. That would make you think it's a shady company. The fact is it's a good company. The catch is that 289 of 294 lawsuits are in Alabama.

In 1996, verdicts in Tennessee, Georgia and Mississippi totaled \$19.4 million. In three Alabama counties (Lowndes, Barbour and Bullock) verdicts totaled \$32.1 million. Three counties beat out three states by almost two-to-one!

It is a situation that cries out for a remedy. It is a situation that forces businesses of all shapes and sizes to rethink their futures.

Small business is the cornerstone of the economy in Alabama. If our state is to reach its potential, we must be friendly to small business. We must be committed to stop lawsuit abuse.

# No More Scheduling Conflicts!

◆ The long-awaited community calendar of events goes on-line September 1.



Have you ever wondered what's going on in the community for your own personal information or wanted to know what major programs were coming up so you could schedule your own event? Well wait no longer! The Chamber is proud to be a part of a new community-wide calendar of events through the City of Mobile's webpage on the Internet.

Just punch in [www.ci.mobile.al.us](http://www.ci.mobile.al.us) and instantly you'll be able to review events in five major categories: business, sports, arts and leisure, special events and community events.

"This is something we've needed for a long time in Mobile," said Chris Lee, executive director of administrative services for the City. "Our community has become so active, it's vital that citizens have access to a comprehensive calendar so they can plan ahead. Those who don't have a computer at home or work can go to our public library, get on-line and pull up the city's webpage."

The Chamber will participate in the project by maintaining the business section of the calendar.

"The Community Calendar Committee set criteria for what we will include under each section," said Jodi Swiderek, Chamber communications vice president. "Based on the criteria established for the business section, any Chamber member can submit an event."

"Events sponsored by organizations such as the Chamber, the Small Business Administration, the University of South Alabama Small Business Development Center, the

Business Innovation Center, etc. will be listed," she said. "We will also list any professional organization's special events in the calendar."

Swiderek went on to explain that no regularly scheduled meeting of any group or organization will be listed in the calendar of events, due to the large number. The calendar will accept, however, special events sponsored by local professional nonprofit organizations.

"As an example, we can't list every monthly meeting of the Public Relations Council of Alabama, but we can list their annual seminar because that's a special event," Swiderek said.

The calendar will be extremely flexible and user-friendly. Interested browsers can look at what's going on during any particular day, week, month or year. In fact, soon the entire schedule for Mobile's Tricentennial celebration beginning in 2001 will be part of the calendar.

"Naturally there will be some bugs to work out at first," said Swiderek, "but it will be well worth any hassles to be able to put out such a comprehensive calendar for our citizens."

If you would like to submit an event in any of the major categories listed above, simply pull up the calendar of events on the City of Mobile website and click on the form provided to you. Criteria are listed under each heading. The Community Calendar Committee reserves the right to decide what will be included in the calendar.

Click on [www.ci.mobile.al.us](http://www.ci.mobile.al.us) to submit events to the calendar and check what's already scheduled!

# Calling Annual Meeting Sponsors!

Believe it or not, the Chamber has already started to plan its Annual Meeting. The event is scheduled to take place at the Mobile Civic Center on Tuesday, Jan. 19, 1999.

In planning an event for more than 1,200 Chamber members and guests, the Communications Department is seeking restaurant and program sponsors to feature that night.

To become a program sponsor, companies are asked to pledge \$1,500 for the Annual Meeting. In return each sponsor will have their company name and logo published in *The View* and on promotional materials, along with a display booth at the event. Additional benefits include 10 event tickets and a

company profile in the Annual Meeting program.

Restaurant sponsors must provide two specialty hors d'oeuvres for 1,200 guests and are selected by a volunteer committee based on their proposed menu and serving quantities. Caterers are also encouraged to participate. Each sponsor will also have the opportunity to promote their business the night of the event, and are listed in several promotional materials.

Companies, restaurants and caterers interested in being an Annual Meeting sponsor need to act immediately by contacting Leigh Perry at 431-8623 for more information. Only a few slots in each category remain open, so act now!

**Who:** Potential restaurant sponsors and program sponsors  
**What:** Chamber's Annual Meeting  
**When:** Tuesday, January 19, 1999  
**Where:** Mobile Civic Center  
**Information:** Leigh Perry, 431-8623

## Does your company or organization...

- Hold sales or executive meetings?
- Conduct team building sessions?
- Entertain key clients and prospects?

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# Weekend O.A.S.I.S.

## ◆ New Senior Center program offers assistance for caretakers and seniors.

Our childhood image of our parents doesn't change easily. Most 30 and 40-year-old-children still call mom when they have a question about the family casserole or dad when they're thinking about buying a car.

Today, people are living longer thanks to modern science and a growing nutritional awareness. That's the good news. In a society dominated by two-income families with both spouses working outside the home, it's sometimes necessary to find a caring place where parents can build new friendships and participate in activities.

"Whether they're interested in a daily game of bridge or need regular activities to stimulate their minds and bodies, we've have a fabulous senior program," touts **Sheila Sears**, executive director of the Senior Citizens Services (SCS).



Hattie has always enjoyed her time at the Senior Center and her family appreciates the care she receives.

"But even with our weekday programs," explains **Lisa Davis**, community services coordinator for the program, "there's still a lot of responsibility for the caretaker. Sometimes the caretaker needs a break. Maybe a night out. Maybe just an afternoon to run errands without having to worry."

That's why Senior Center Services is launching a weekend respite program for individuals over age 55. Starting Sept. 5 the Center will be open 8 a.m. to 4 p.m. the first Saturday of every month (the \$10 fee includes activities fees and lunch) and the third Friday night of every month from 6 p.m. to 9 p.m. (\$5 includes activities and dinner).

Debby Miller is one person who is looking forward to the new weekend program. Her mother-in-law, Hattie Miller, who suffers from Alzheimers has been going to the Center for two years. Currently, the Millers pays someone to come to their home when they have things to do on the weekends.

"I tell everyone SCS is a great blessing to our family. I truly believe the Center has prolonged Hattie's coherence and improved her quality of life."

The new program O.A.S.I.S. (Opportunities and Activities of Special Interest to Seniors) is made possible through a grant from the Community Services Committee of the Infirmary Foundation. For more information, call **Lisa Davis** at (334) 470-5230.

## Infirmary Foundation Funds Community Healthcare Initiatives

The Senior Center's Respite Program is just one of several community programs awarded grants by the Infirmary Foundation. This past school year, the Foundation funded seven nurses in 11 Mobile and Baldwin county schools.

Other organizations that received funding from the Foundation include: Ozanam Pharmacy to buy prescriptions for those who cannot afford them, and the Child Advocacy Center for a child safety curriculum.

Last year, the Foundation received \$1 million from Infirmary Health System (parent company of the Infirmary Medical Center) and just recently, was awarded another \$1 million. At its centennial anniversary celebration, the company expanded its community service program and the Community Benefits Committee was formed to evaluate and recommend

programs for funding.

In addition, the Foundation uses contributions to help purchase up-to-date medical equipment, fund special projects and support the work of various departments such as Diabetes Resource Center, Cardiology Services, Cancer Services Division, as well as provide continuing education for healthcare professionals.

Organizations interested in submitting applications for funding of a healthcare-related program, should write to the Infirmary Foundation, P. O. Box 2226, Mobile, Ala. 36652.



Funds from the Infirmary Foundation are providing additional nurses in Mobile and Baldwin county schools.

## Business Spotlight Endurotec

Think that plywood and masking tape will protect your home during a hurricane? Think again, says **John Colburn**, owner of **Endurotec**. "Boarding and taping windows is strictly psychological. It offers little protection against powerful winds, and it's dangerous because it can cause glass and debris to fly around and injure people."

A wiser choice would be to go to Endurotec, which has everything you need to weather any storm. The company specializes in selling and installing aluminum storm shutters. Although Alabama doesn't require storm shutters yet, Mobile's frequent storms certainly warrant protection against wind and rain.

Colburn is proud that his storm shutters meet South Florida's requirements, which are the toughest in the nation.

For those who have odd-sized windows or glass-front businesses, Endurotec also sells security film. The film is not as protective as shutters, but it will keep windows from blowing in, and is also a theft deterrent. "A thief would have to beat the window for most of the day to break through it," Colburn said.

One of the biggest challenges Colburn



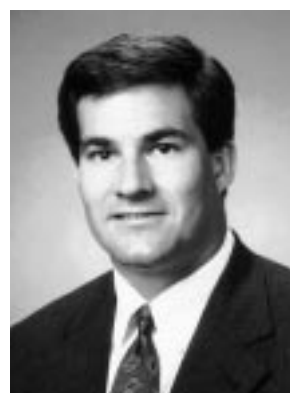
Team Endurotec is your best line of defense in a hurricane.

faces is customers wait until the last minute to install storm shutters.

"It's a very seasonal business," he said. "We have to balance it out by working with architects and contractors during slow periods."

Endurotec is definitely a growth operation. Colburn and his staff of seven recently moved into a larger facility to accommodate all of their product lines. They even plan to begin manufacturing their own aluminum storm shutters in the near future. Endurotec is located at 6161-E Rangeline Rd., 443-9411.

## DON'T THINK YOU HAVE AN ESTATE PLANNING PROBLEM? THINK AGAIN



Tim D. Ward, CPA Agent



Sid A. Brevard, CLU, ChFC Agent

Sid A. Brevard, CLU, ChFC  
Tim Ward, CPA  
1110 Montlimar Dr.  
Suite 1010  
Mobile, AL 36609  
Phone: (334) 460-4606  
Fax: (334) 342-4814

Congratulations. Been pretty successful haven't you? Nice house, good sized nest egg, maybe even a vacation home. But an estate planning problem? You don't think so.

Think again.

If your net is worth over \$2 million, you should have an estate plan. A plan that details how assets should be passed from one generation to the next; lays out a business succession plan, perhaps benefits a favorite charity and most important, helps reduce your estate tax bill.



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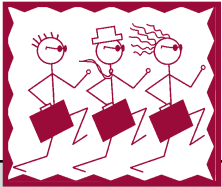
### The Weekender 2-Night Cruise

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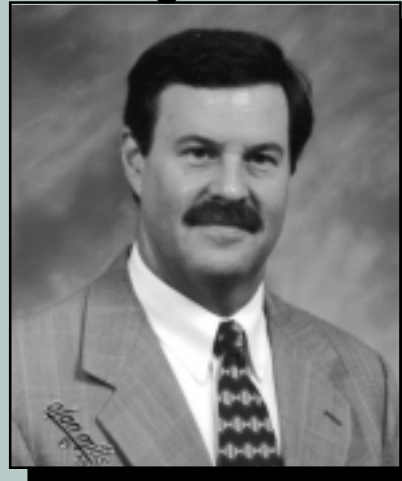
**Victory, victory, victory!** Volunteers participating in Chamber Chase '98, the Chamber's total resource development campaign, celebrated victory in July. Chairman Erling Riis III, Lyon, Fry, Cadden Insurance Agency, poses with one group of top producers.

**CHAMBER CHASE '98**

Pictured below are (L-R) Brad Saint, Bill Seifert, David Turner, Kinnon Phillips, Mark McWilliams, Joe Butler and Gary Adams. Front kneeling: Rob Guthans and Erling Riis III



## Diplomat of the Month Gary Adams



Congratulations to this month's Diplomat of the Month, Gary Adams with OEC Office Plus. Adams has been a Diplomat for six years and has been awarded this distinction five times.

Adams' recent participation in Chamber Chase '98, the Chamber's total resource development campaign, netted 18 new members, the most of any volunteer.

His other community activities include the Kiwanis Club, the Builder's Club (a middle-school service club) and Spring Hill Baptist Church.

## Chamber Nominating Committee Submits Candidates for 1999 Board

In accordance with the Bylaws of the Mobile Area Chamber of Commerce, the following individuals were appointed as a Nominating Committee to prepare an official list of ten (10) nominees to fill vacancies on the Board of Directors beginning Jan. 1, 1999: John Davis, Mike Fitzhugh, John Lewis, Jamie Praytor, Charles White, Win Hallett and Andrew Saunders, who chair the group.

The Nominating Committee met on Aug. 14, nominating the following to serve three-year terms as Directors:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

The Bylaws (Section 12.4(a)) state additional candidates for Director may be nominated by a petition bearing the signatures of at least twenty-five (25) qualified members in good standing of the Chamber who may nominate any number of additional candidates up to ten (10), provided that such petition shall be filed with the Nominating Committee at 451 Government Street within ten (10) days after September 8, 1998.

Respectfully submitted,  
Andrew A. Saunders Jr.,  
Chairman  
Nominating Committee

### 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 leads the way in funding the Chamber's programs and initiatives. For more information, please contact Katrina McCrory at 431-8611.

Peter C. Gursky is director of operations for Creanova Inc. He earned a bachelor of science degree in chemical engineering from the University of Connecticut. Gursky has worked for Creanova and its predecessor companies, Kay Fries and Huls America, for 22 years. He came to Mobile in 1987 as manufacturing manager for Huls, and was promoted to director of operations for Creanova in 1996.



Peter C. Gursky  
Creanova Inc.

Dr. David Duthie is president and CEO of Courtaulds Fibers Inc. He received a bachelor of science degree and PhD from Glasgow University. Duthie is responsible for Courtaulds' fiber businesses in the United States, the United Kingdom and Germany.



Dr. David Duthie  
Courtaulds

## BAYFEST '98

Looking for a fun way to spend an autumn afternoon? Forget barbecues and picnics — come to **BayFest 1998**. This annual music festival, which takes place from October 2-4 in downtown Mobile, will feature more than 100 acts on seven different stages.



This year's event will headline Lou Rawls, John Kay and Steppenwolf, The Gap Band and Merle Haggard.

A new "Locals Only" stage will be included in this year's BayFest as well. All artists performing on this stage will be from the Mobile/Baldwin County area. Some favorites scheduled for this stage are Haere Maure, Gretch Rockin' Cat and the Modern Eldorados.

Three-day advance passes will be \$20, and one-day admission at the gates is \$15. Children under 12 are admitted free with an adult. Tickets can be purchased at any Godfather's Pizza, Food World, AmSouth Bank, or Bruno's. Discount rates for large groups are also available. For more information, call Kinnon Phillips at 438-8156.



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# CALENDAR VIEW



## Integrity Selling Briefing

**Date:** September 10 and 17  
**Time:** 1:30 p.m. - 4:30 p.m.  
**Place:** Chamber McGowin Room  
**Cost:** None  
**Call:** Jacqueline Jones at 431-8607.



## First Friday

**Time:** 7:30 a.m. - 8:30 a.m.  
**Place:** Instant Interiors, 6001 Grelot Rd.  
**Cost:** \$2 for members;  
 \$5 for potential members



## Member Reception & Briefing

**Time:** 5:00 p.m. - 7:00 p.m.  
**Place:** Chamber's Atrium and McGowin Room  
**Cost:** None  
**Call:** Karen Turner at 431-8638.



## Net Gain: Americans with Disabilities Act

**Time:** 10:00 a.m. - 1:00 p.m.  
**Place:** Chamber's McGowin Room  
**Cost:** \$15 and includes lunch  
**Call:** Jacqueline Jones at 431-8607.



## Net Gain: Making Time Work For You

**Time:** 11:00 a.m. - 12:30 p.m.  
**Place:** Chamber's McGowin Room  
**Cost:** \$15 and includes lunch  
**Call:** Jacqueline Jones at 431-8607.



## Net Gain: What is Y2K? Year 2000 Problem

**Time:** 11:00 a.m. - 1:00 p.m.  
**Place:** Chamber's McGowin Room  
**Cost:** \$15 and includes lunch  
**Call:** Jacqueline Jones at 431-8607.



## Net Gain: Business Etiquette

**Time:** 11:00 a.m. - 1:00 p.m.  
**Place:** Chamber's McGowin Room  
**Cost:** \$15 and includes lunch  
**Call:** Jacqueline Jones at 431-8607.



## First Friday

**Time:** 7:30 a.m. - 8:30 a.m.  
**Place:** Senior Citizens Services  
 1717 Dauphin St.  
**Cost:** \$2 for members;  
 \$5 for potential members

### Business After Hours

**Time:** 5:30 p.m. - 7:00 p.m.  
**Place:** Adam's Mark Hotel  
**Cost:** \$2 for members;  
 \$5 for potential members



## Fall Golf Tournament

**Time:** Registration 7:00 a.m.,  
 Tee-Off 9:00 a.m.  
**Place:** Magnolia Grove Golf Course;  
 7451 Lamplighter Dr., Semmes  
**Cost:** Individual Tickets \$150,  
 Hole Sponsorships \$800  
**Call:** Carolyn Golson at 431-8622.



## Morning Marketing Meeting

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

## Learn with Integrity

Would you like your sales team to increase their profits? Attend an informational meeting about the Integrity Selling course to find out how it's done. This course has been used by thousands of companies nationwide to improve the effectiveness of their salespeople.

Join us on either September 10 or 17 in the Chamber's McGowin Room from 1:30 to 4:30 p.m. for an executive briefing. You will receive more information about the course so you can decide if it's right for your business.

There is no charge, but please call Jacqueline Jones at 431-8607 to reserve your space.

## September's First Friday

Working folks spend more waking hours in their workplace than at home. Is your office cozy and efficient? If not, circle Sept. 11 on your calendar and attend First Friday, at **Instant Interiors**. A representative from the company will speak on decorating your office.

This event is the perfect opportunity to gain helpful information and make new business contacts at the same time. The fun begins at 7:30 a.m. and lasts until 8:30 a.m.

Cost is \$2 for members and \$5 for potential members. No reservation is necessary.



## October's First Friday

Get your morning off to a productive start at October's **First Friday**, sponsored by **Senior Citizens Services**. Ed Ahrens and Sheila Sears will talk about the programs, services and resources SCS offers to those caring for aging family members. This networking event is a great place to make new business contacts, so join us **October 2** from 7:30 to 8:30 a.m.

Cost is \$2 for members and \$5 for potential members. No reservation is necessary.



## Member Reception and Briefing

Joining the Chamber gives you access to numerous services that help your business succeed. Learn more about them at the Sept. 17 Member Reception and Briefing, sponsored by World Omni. Chamber staff will be on hand from 5:00 to 7:00 p.m. to answer questions and to highlight Chamber services and activities. New members will be especially interested in this event.

There is no charge, but RSVP to Karen Turner at 431-8638.



## Better Business Behavior

Should a man wait for a woman to initiate a handshake? What is the proper way to answer a phone? Find out how to deal with these and other sticky business situations at our Business Etiquette Seminar. Tips on sharpening your social skills at work will be given by Sissy Louise Moore of Protocol First. Make plans to be there from 11:00 a.m. - 1:00 p.m. on Sept. 30.

Cost is \$15 and includes lunch. For reservations, call Jacqueline Jones at 431-8607.

### September Business After Hours

Live it up after work with September's Business After Hours, sponsored by the Adam's Mark Hotel. Join us on Sept. 24 at 5:30 p.m. for this fantastic networking event and take advantage of our new special offer. Beginning this month, Chamber members who bring non-members with them will earn free admission for themselves and their guest. Show a friend all the benefits the Chamber can bring them, and meet a few new people while you're there!

Guests coming alone will be charged \$2 (members) or \$5 (non-members) for admission. Reservations are not required.



adam's mark.

## A Great Publicity Opportunity

Spend a worthwhile morning at October's Morning Marketing Meeting, sponsored by **Southern Valve Service**. A representative from your company has the chance to present a 2-minute "infomercial" promoting your service or product to other members of the business community. **October 13** is right around the corner, so start putting your brochures and handout packets together now!



Cost is only \$5. Call **Karen Turner** at 431-8638 to reserve your space.



## Be Sure to Play Fair

Not sure what rights of the physically challenged are? Find out on Sept. 22 at this Net Gain Seminar. A representative from the Governor's Committee on People with Disabilities will lead a presentation from 11:00 a.m. to 1:00 p.m. on the Americans with Disabilities Act. Avoid fines and lawsuits by learning how to treat your disabled employees and customers fairly.

Cost is \$15 and includes lunch. For reservations, call Jacqueline Jones at 431-8607.

## Time is on Your Side

Does it seem like there aren't enough hours in the day to get everything done? Learn how to take advantage of every minute at our Net Gain Seminar on Time Management. Participants will learn how to increase productivity, meet deadlines and much more. Develop the skills you need to finish all your tasks and still have time for lunch!

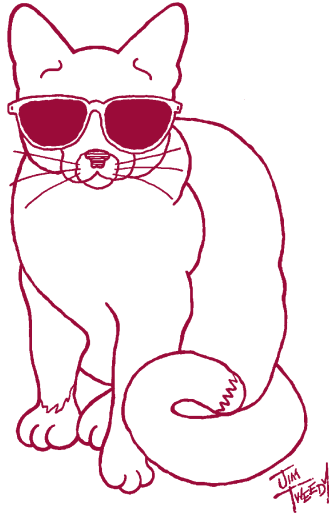
The workshop will be held on Sept. 24 from 11:00 a.m. - 12:30 p.m. at the Chamber. Cost is \$15 and includes lunch. To RSVP, call Jacqueline Jones at 431-8607.

## What is Y2K?

Don't know about Y2K? You soon will! Y2K is a computer "bug" resulting from the calendar change to the year 2000. Not to worry, though — you can prevent Y2K from attacking your computer by attending our Net Gain Seminar on Sept. 29. A representative from ACO Employment and Information Services will help you develop a plan to deal the Y2K.

Cost is \$15 and includes lunch. For reservations, call Jacqueline Jones at 431-8607.

# Charlie The RedCat Returns For Do Dah Day



Charlie the RedCat, an increasingly popular image created by New Orleans artist Jim Tweedy, returns to Mobile for more fun and frolic at the Annual Do Dah Day in Bienville Square.

On Thursday, Oct. 8, a RedCat party will kick off this year's festivities, expanding beyond the normal feline fun. Meet Tweedy and bid on several of his paintings, including the original used for this year's poster and T-shirt. Also, there will be a silent auction of items and services donated to the SPCA. Tickets are \$50 per person.

Then on Thursday, Oct. 15 the first Do Dah Golf Tournament will debut at Magnolia Grove Golf Course.

The fun culminates on Sunday, Oct. 18 with family activities, including an arts and crafts exhibit and sale, information booths,

food and refreshments, several pet and people contests and of course, the main event (beginning at 1:50 p.m.) – the Annual Pet Parade.

Following the parade is the awards ceremony, where over \$5,000 in prizes and cash will be presented, and the Mobile Symphonic Orchestra will perform at 3 p.m. in Cathedral Square.

Do Dah Day is a family event held annually in October, benefiting the Mobile SPCA and is sponsored by Buffalo Rock, Delchamps and WEAR TV-3. So bring the whole family and join our furry friends for a stroll through the streets of downtown Mobile!

To register or for more information on the party and golf tournament, you may call the SPCA at 476-7722.

## Hotlink to the Chamber for Increased Exposure!

Usage of the Internet is increasing at mind-bending speeds. It's becoming the medium of choice for many people looking for information about companies, products and services.

As a member of the Chamber, your company is listed on the organization's Internet webpage, [www.mobcham.org](http://www.mobcham.org), which averages about 5,600 "hits" per week.

A new membership perk is that, if you already have a homepage on the Internet, you can "hotlink" your page to the Chamber. This significantly increases the possibility of being "discovered" by a potential customer.

If you're interested in this offer, call **Judy Winfield** at the Chamber at 431-8626.

## Calling All Golfers

It's time to sign up for the Chamber's 11<sup>th</sup> Annual Fall Golf Tournament, taking place on **Oct. 9** at Magnolia Grove. Registration begins at 7 a.m. and tee-off is at 9 a.m. A "putting" contest will also take place from 7:30 – 8:30 a.m.

Hole sponsorships are available for **\$800** and individual tickets are **\$150**. Call **Carolyn Golson** at 431-8622 for more information.

**GTE Mobilnet**

**KMC**  
KEITH MCKEY CORP., INC.

**NICHOLAS INSULATION SERVICES**

### Hole Sponsors

Atlantic Marine  
Ballard Signs & Advertising Co.  
Buffalo Rock-Pepsi Cola  
Coca-Cola Bottling Co.  
Consolidated  
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Courtaulds Fibers  
Degussa Corp.  
Exxon Co. USA,  
Southeastern Division  
Health Partners of Alabama  
Isle of Capri  
Masland Carpets, Inc.  
The Mitchell Company  
Mobile Beer & Wine Co.  
Mobile Gas Service Corp.

Mobile Register  
Modern Sound & Communication  
Multi-Staffing Services  
Palmer's Airport Toyota  
The Prime Health Companies  
Regions Bank  
Roto Rooter Plumbing Service  
Saunders Engine & Equipment Co.  
SouthTrust Bank  
University of South Alabama  
Vance McCown Construction  
Willis Corroon  
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### Putting Contest Sponsor

Marriott's  
Grand Hotel

### Awards Ceremony Sponsor

Semolinas

# NEW MEMBERS

Clip and add these to your Membership Directory.

**Air Systems Inc.**  
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7330 Hitt Rd.  
Mobile, AL 36691-9877  
(334) 639-9928

**Alabama Citizens for a Sound Economy**  
Nonprofit Organization  
Toby Roth  
200 S Hull St., Suite 201  
Montgomery, AL 36104-4210  
(334) 263-5066

**Alabama Electric Cooperative**  
Utility Company  
David T. Roberts  
44 Seawatch Dr.  
Seagrove Beach, FL 32459  
(850) 547-5088

**Alpha Communications**  
Communications Services  
Carl Johnson  
1550 S University Blvd., Suite B  
Mobile, AL 36609-2957  
(334) 343-7058

**American Asphalt Inc.**  
Paving Contractors  
Bob Cahoon  
PO Box 2500  
Daphne, AL 36526-2500  
(334) 990-8000

**American Cancer Society**  
Nonprofit Organization  
Amy Oliver  
917 Western America Cir.  
Mobile, AL 36609-4112  
(334) 344-9856

**Americas Purchasing Group**  
Heavy Equipment Sales & Service  
Doris N. Frenzel  
613 Highland Woods Dr E.  
Mobile, AL 36608-3352  
(334) 342-4088

**Annunciation Greek Orthodox Church**  
Facility Rental-Hellenic Community Center  
Patti Panayiotou  
50 S Ann St.  
Mobile, AL 36604-2131  
(334) 438-9888

**Apartment Blue Book of Mobile**  
Apartment Finding & Rental Service  
Connie J. Allen  
6845 Highway 90 E, Suite 105P  
Daphne, AL 36526

**Asset Verification Inc.**  
Inventory Service-Home/Small Business  
Bonnie J. Ware  
4904 Oak Cir Dr. N  
Mobile, AL 36609-8417  
(334) 661-8673

**Atlas Capital Mortgage**  
Mortgages  
Christopher Collins  
6409B Hillcrest Park Ct.  
Mobile, AL 36695-2688  
(334) 639-1331

**Aubergine Restaurants**  
Debra Bigge  
315 De La Mare  
Fairhope, AL 36532-2319  
(334) 928-9541

**Auto-Save of Hillcrest**  
Tire Dealers  
Kenny Ammons  
2700 Springhill Ave.  
Mobile, AL 36607  
(334) 473-3575

**Auto-Save Tire Center**  
Retail Tire Store  
Kenneth Ammons  
940 Hillcrest Rd.  
Mobile, AL 36695-3915  
(334) 633-0170

**Samuel J. Baker & Co. Inc.**  
Financial Planner  
Consultants  
Samuel Baker  
808 Executive Park Dr.  
Mobile, AL, 36606-2811  
(334) 473-3492

**Boy Scouts of America, Mobile Area Council**  
Youth Organizations & Centers  
Michael Stewart  
2587 Government Blvd.  
Mobile, AL 36606-1697  
(334) 476-4600

**T. C. Broome Construction Co. Inc.**  
Industrial Developers  
B. Wylie Northcutt Jr.  
6917 Stennis  
Pascagoula, MS 39581  
(228) 475-3360

**Buddy's Service Center**  
Service Stations-Gasoline/Oil  
G. T. Hendrix  
2751 Springhill Ave.  
Mobile, AL 36607-2934  
(334) 479-0068

**Buyers Rep. Inc.**  
Real Estate Broker  
Jean B. Thoss  
967B McCoy Ave.  
Mobile, AL 36609-5178  
(334) 633-6318

**T & A Auto Air Inc. DBA C & F Auto Air**  
Air Conditioning Contractors  
Anette Fadalla-Christopher  
2518 Highway 98  
Daphne, AL 36526  
(334) 626-5770

**Captain's Table Inc.**  
Restaurants  
John Word  
2701 Battleship Pkwy.  
Mobile, AL 36601  
(334) 432-2703

**Carmack Reporting Service**  
Court Reporting  
Carol M. Carmack  
1102 Savannah St.  
Mobile, AL 36604-2932  
(334) 432-6602

**Clark's Coins**  
Coins-Retail  
Nolan Mims  
5711 Moffett Rd.  
Mobile, AL 36618-2619  
(334) 343-7715

**Classic Rental Inc.**  
Real Estate Rental Service  
Jim Waltman  
6333 Cottage Hill Rd.  
Mobile, AL 36609-3112  
(334) 660-1177

**Robert H. Clements CPA**  
Accountants-Certified Public  
Robert H. Clements  
6424 Hillcrest Park Ct.  
Mobile, AL 36695-2688  
(334) 639-0022

**CML Equipment Inc.**  
Manufacturers' Agents/Representatives  
Carla Clark/Cindy Clark  
1055 Hillcrest Rd., Suite A3  
Mobile, AL 36695-3957  
(334) 607-0060

**Coastal Industrial Fabrications Inc.**  
Steel Fabricators  
Joe Taylor  
8517 Bellingrath Rd.  
Theodore, AL 36582-2713  
(334) 653-5315

**Control Concepts Inc.**  
Manufacturers' Agents/Representatives  
Jerry Torrans  
7755 McKinley Ave.  
Mobile, AL 36608-4714  
(334) 633-8889

**Crabtree's Garden Statuary**  
Concrete Products  
Ann Crabtree  
7300 Moffat Rd.  
Mobile, AL 36618-4142  
(334) 649-9224

**Davis International-A Division of Davis Electrical**  
Electrical & Instrumentation Contractors  
W. N. Byrd  
18247 Petroleum Dr.  
Baton Rouge, LA 70809-6127  
(504) 751-2900

**Digidyne Inc.**  
Internet Provider  
Gerald L. Wallace Jr.  
10 Mobile St.  
Mobile, AL 36607-3121  
(334) 479-1637

**Dueitt's Battery Plus**  
Battery Repairing & Rebuilding  
David Dueitt  
3225 Springhill Ave.  
Mobile, AL 36607-1809  
(334) 478-1638

**Excel Communications**  
Communications Services  
Marie Addis  
2935 Crabtree Ct.  
Mobile, AL 36618-4156  
(334) 649-6554

**Focus Two Inc.**  
Market Research & Analysis  
Roberta Beauchamp  
PO Box 2456  
Daphne, AL 36526-2456  
(334) 625-0900

**Franklin Appraisal Services Inc.**  
Real Estate Appraisers  
Carter Franklin  
606 Western Dr.  
Mobile, AL 36607-1405  
(334) 478-4081

**Geiger Brothers Midsouth**  
Advertising Specialties  
Daniel E. Holifield  
2600 Nonconnah Blvd., Ste. 143  
Memphis, TN 38132  
(334) 342-3917

**GMAC Mortgage**  
Mortgage Loans  
Rich Kennedy  
6001 Grelot Rd.  
Mobile, AL 36609-3609  
(334) 607-9034

**Hamp Griffin Eastern Shore Honda**  
Automobile Dealers-New Cars  
Wade Hamp Griffin III  
1812 Highway 98  
Daphne, AL 36526  
(334) 626-1118

**George B. Hardee Construction Inc.**  
Highway & Road Building  
George B. Hardee Sr.  
8255 Wards Ln.  
Semmes, AL 36575-5455  
(334) 649-4771

**Hemingway's Inc.**  
Restaurants  
Michael Smith  
1850 Airport Blvd.  
Mobile, AL 36606-1375  
(334) 479-3514

**HobbyTown USA**  
Hobby & Model Shops  
Robert A. Baker Jr.  
450Q Schillinger Rd.  
Mobile, AL 36608-5032  
(334) 633-8446

**The Hole Lounge**  
Tom Thornton  
2618 Old Shell Rd.  
Mobile, AL 36607-2921  
(334) 473-9621

**Home Claim Services LLC**  
Services  
Earl Hollingshead  
164 Saint Francis St., Suite 210  
Mobile, AL 36602-3517  
(334) 432-1030

**Hudson & Watts LLP**  
Attorneys  
William W. Watts  
One Saint Louis Centre, Ste. 2500  
Mobile, AL 36602  
(334) 432-7200

**Ikon Document Services**  
Document Publishing & Photocopying  
Neil James  
107 Saint Francis St., Suite 102  
Mobile, AL 36602-3301  
(334) 432-1717

**John's Masonry**  
Mason Contractors  
John J. Feroumont  
9164 Paula Dr.  
Semmes, AL 36575-4418  
(334) 649-2188

**Johnstone Supply of Mobile**  
Air Conditioning & Heating Equip.-Wholesale  
Jennifer Eskridge  
1166 S Beltline Hwy., Ste. 1  
Mobile, AL 36609-1312  
(334) 343-3899

**Lynwood Nursing Home**  
Nursing Homes  
Ray Kelley  
4164 Halls Mill Rd.  
Mobile, AL 36693-5614  
(334) 661-5404

**Manpower Technical**  
Employment Agencies & Consultants  
Matthew Bryant  
6417 Hillcrest Park Ct., Suite D  
Mobile, AL 36695-2688  
(334) 344-6331

**Mansfield Industrial Coatings**  
Industrial Equipment/Supplies Distributor  
Dean Mansfield  
8430 Bellingrath Rd.  
Theodore, AL 36582-2750  
(334) 653-1239

**Lee McCoy Communications**  
Public Speaker  
Lee McCoy  
1553 Monterey Pl.  
Mobile, AL 36604-1227  
(334) 479-3432

**Metal Management Gulf Coast Inc.**  
Scrap Metals  
Tony Torricelli  
1360 Conception St.  
Mobile, AL 36610-4748  
(334) 457-7655

**Mobile Shoe Hospital**  
Shoe Repairing  
Bruce Bender  
5450 Highway 90 W.  
Mobile, AL 36619-4212  
(334) 660-0709

**Moffett Road Assembly of God**  
Religious Organizations  
William G. Jenkins  
6159 Moffett Rd.  
Mobile, AL 36618-4805  
(334) 649-3502

**Moffett Road Chevron**  
Gasoline-Oil-Convenience  
Mart-Car Wash  
Parwaiz Abidi  
4150 Moffett Rd.  
Mobile, AL 36618-1660  
(334) 343-1078

**Moore Process Automation Solutions**  
Electronic Equip. Supplies-Wholesale & Manufacturer  
Terry L. Redfearn  
1110 Montlimar Dr.  
Mobile, AL 36609-1709  
(334) 343-7600

**H. Clay Moore & Assoc. Inc.**  
Manufacturers' Agents/Representatives  
James A. Woods  
8215 Roswell Rd., Bldg 700  
Atlanta, GA 30350-2808  
(770) 393-8336

**Moro-Land LLC**  
Real Estate Developers  
James F. Root  
2100 Airport Blvd.  
Mobile, AL 36606-1339  
(334) 476-6510

**Muskegee Metalworks**  
Manufacturers  
Mal D. McGhee  
3480 Hwy. 21  
Atmore, AL 36502-4633  
(334) 368-0818

**Neptune Express**  
Seafood  
Helen & Steve Graham  
12144 Padgett Switch Rd.  
Irvington, AL 36544-4057  
(334) 824-2227

**New South Federal Savings Bank**  
Mortgage Loans  
Deborah J. Lindsey  
800 Hillcrest Rd., Bldg 4  
Mobile, AL 36695-3906  
(334) 639-0300

**New York Life Insurance**  
Insurance  
David H. Gunter  
1110 Montlimar Dr., Suite 1010  
Mobile, AL 36609-1901  
(334) 460-4606

**Pace Investments**  
Real Estate  
Paul Berry  
317 Pinehill  
Mobile, AL 36606-1735  
(334) 476-7995

**Carolyn E. Parker**  
Individual  
640 W Tudor Ln.  
Mobile, AL 36608-1521  
(334) 344-5456

► Continued on Page 12

MEMBER

NEWS

MEMBER

ANNIVERSARIES

Thank You for Your Continuous Support of the Chamber

20 YEARS

Southern Fish & Oyster Co.

15 YEARS

Mobile Paperboard Corp.  
Mobile Popcorn Co.  
VOA Mobile Deaf & Hard of Hearing  
H.M. Yonge & Assoc. Inc.

10 YEARS

McPherson Oil Co.  
Sadies Buffet & Grill  
Seibert, Baxter, & Co. PC  
South Alabama Skills Center

5 YEARS

Army Aviation Center – Royal St.  
Cheney Realty Investments  
Harshberger Prosthetic & Orthotics Center of Mobile Information Management Consultants Inc.  
Precision Tune Auto Care #24-9  
Radiation Oncology Assoc.  
United Sales & Services of America Inc.

New Member Correction

Producers Gin Company LLC  
Beverly Thornburg  
4405 Dawes Rd.  
Theodore, AL 36582-9464  
(334) 602-1828

ATTENTION MEMBERS!

If you know of a company interested in benefiting from Chamber membership, please contact our account executive:  
• Clayton Smith at 431-8647, pager: 582-1899  
• Tom Lewis at 431-8629, pager: 582-2076

Spring Hill College recently announced two new additions to their staff: **Vaughan Laird** as director of estate and gift planning and **Maureen C. Bergan** as associate campus minister.

**Lois Bosley, Julia Taylor, Angelia Wuest, Sophia Smitherman, Tonya Bryson Sinclair, Lorri Poiroux, Jo Baygents, David Mayrose, and Dan Anderson** all became real estate agents at **Roberts Brothers** after completing required training courses.

**Prudential Cooper & Co.** hired five new associates: **Pam Ross, Valerie Sullivan and Julie Wilkinson** at their Azalea Rd. office; and **Paula Gardner and Rodie Chunn** at their Hillcrest South office.

**Cardiology Associates** welcomed **Brian D. Dearing** to their staff. Dearing, originally from Louisiana, will practice cardiology in both Mobile and Baldwin counties.

**AmSouth Bank** recently announced the following personnel changes: **Robert B. Lary** promoted to senior vice president; **Margaret A. Moody** promoted to vice president; **Robert F. Diehl** hired as vice president and relationship manager; **Virginia S. Hunt** as commercial banking officer and relationship manager; **Linnie M. Nelson** promoted to branch officer; **Michelle D. Meadows** promoted to officer and branch manager; and **Anne F. Smith** promoted to commercial banking officer.

In other news, **Sonserraye L. Gowder, Willson B. McClelland, Darrell W. Melton, Jeremy B. Milling, Brian R. Oatsvall, Michael J. O'Sullivan Jr. and Barbara W. Maddox** were also promoted to assistant vice presidents.

**Whitney Bank** announced three additions to their staff: **Teri S. Jones**, business banker and assistant vice president; and **Joseph G. Helmsing** and **John Arendall III**, management trainees.



Jones



Helmsing



Arendall

**George A. Hieronymus and Company** recently added two accountants, **John W. Jeffries** and **John J. Sheldon**, to their staff.

The **Mobile Convention & Visitors Corp.** has been selected as one of six award winners in the Idea Fair competition, which was sponsored by the International Association of Convention & Visitors Bureaus. The Idea Fair recognizes convention & visitors bureaus for their innovative ideas in destination promotion and bureau management.

**Dr. David Powley**, a professor of psychology at the **University of Mobile**, has been awarded Fellow Status by the American College of Forensic Examiners. Powley, a graduate of Baylor University, received the honor for his forensic examinations concerning multi-disciplinary training in medical, scientific and investigative sciences.



Powley

**Brenda L. Hood**, a former recovery collector at **Regions Bank**, has been promoted to recovery officer in the bank's special assets department. **Hood** has been with Regions since February 1997.

The **University of South Alabama** will offer a series of four workshops this fall designed to improve the business and professional skills of women. The workshops will be held at the Ramada Inn. For more information, contact USA's Department of Conference Activities at 431-6536.

The **Bayou La Batre Area Chamber of Commerce** has chosen Saturday, Sept. 26 as the date for its annual "Taste of the Bayou." The celebration will feature 20 different booths serving various seafood dishes. For ticket information, call **Tara Marshall** at 824-4143.

LetterFun Video and Mobile area **Wal-Mart** stores recently announced their sponsorship of the "**Bright Start Campaign**" to raise funds for area literacy programs. The **Mobile Area Education Foundation (MAEF)** will receive \$1 for every LetterFun Video sold during the campaign, and other qualified educational institutions will get \$3 "cash back" for every video their members purchase. For more information, call 344-2220, ext. 17.

**South Alabama Bank of Mobile** announced the following officer promotions and personnel changes: **Mike Fitzhugh** as president and chief operating officer; **W. Bibb Lamar, Jr.** as chairman of the board and CEO; **Karen P. Sullivan** as senior vice president; **Mark E. Thompson** as assistant vice president; and **D. Eric Chitty** as assistant cashier.

**Senior Citizens Services (SCS)** welcomed **Jay Ross** and **Norman Berger** to their board of directors. **Lisa Weinard** also joined the SCS staff as the community wellness coordinator.

**Lynne Cary & Company** celebrated the seventh anniversary of their business this month. Several people also joined their staff: **Greg Shepherd, Bianca Curry, Whitney Eubanks, Vetra Rawls, Erika Mayfield and Pennie Mills.**



Eubanks



Mills

The **Women's Yellow Pages of the Gulf Coast** announced the release of its 1998-99 Directory. Copies are available at your local Chamber of Commerce.

The **Metro Transit Authority** and the **City of Mobile** unveiled some new, advanced-design transit buses during a ribbon-cutting ceremony at Hank Aaron Stadium. The buses are fully ADA accessible and equipped with the latest technology in vehicle manufacturing.

The **Baldwin County Chambers of Commerce** will host a county-wide political forum on October 1 from 7-9 p.m. at **Foley Civic Center**. The Alabama candidates for governor and lieutenant governor will be available for questions. For more information, call 943-3291.

**Jack Terry** and **Christopher L. Steber**, who have been with **International Assurance Inc.** for 10 years, were both recently promoted to vice presidential positions.

**Mary Shaffer Kramer Wells**, a physician with **Infirmity Health System**, recently received the Pediatrics Review and Education Program (PREP) Education Award. This award recognizes physicians who have earned a minimum of 150 medical-education credits over three years.

**Cardiology Associates and Springhill Memorial Hospital** will be hosting a "Focus on the Heart" lecture series next month. The series will consist of five free workshops, all of which are held at SMH. For more information, call **Siri Johnson** at 607-9797 ext. 275.

The Mobile Section of the **American Society for Quality (ASQ)** announced its officers for the 1998-99 year. They are: **Kate Adler**, chair; **Brad Choate**, vice-chair; **Jim Percy**, secretary; **Linda Tipp**, treasurer; **Ken Rice**, certification chair; **Chuck McPherson**, webmaster; and **Debbie Haley**, program chair. For more information on ASQ, call 602-0007.

**Mobile AIDS Support Services (MASS)** will hold its **1998 Mobile Celebrity AIDS Walk** on **Sept. 20** in Bienville Square. More than 100 local celebrities have been invited to participate in this event. For more information, contact **Michael Mitchell**, 471-5277.