

THE VIEW

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MOBILE AREA CHAMBER OF COMMERCE

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Chamber Launches \$6 Million Campaign to Support Economic and Community Development Initiatives

Last month, the Chamber kicked-off the largest economic and community development campaign in its history, the Millennium Fund. This multi-year, \$6 million campaign will support Mobile's position as a world market player.

MILLENNIUM FUND LEADERSHIP

General Chair:
Cheryl Thompson
Alabama Power Co.

Development Council:
W. Howard Bronson Jr.
Mobile Register

John S. Davis
Mobile Gas Service Corp.

Dr. Harold W. Dodge
Mobile County Public Schools

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Michael D. Fitzhugh
South Alabama Bank of Mobile

Michael C. Granger
Compass Bank

Dean R. Kelly
Atlantic Marine

Charles E. Story
Degussa Corp.

It follows a similar program – Mobile In Motion – which stimulated a strong local economy in recent years. Since 1985, economic development campaigns are responsible for the resources needed to draw \$6.05 billion in capital investments and 21,303 jobs at new and expanding businesses. The greatest results, however, could be the partnerships that grew out of these efforts – the City/County/Chamber partnership, the regional partnerships between Chamber leaders along the Gulf Coast and throughout the state, and the many partnerships that created the Envision Mobile-Baldwin strategic plan.

Attracting 35,000 net new jobs and assisting

with the creation and/or expansion of 500 small businesses are two goals the Millennium Fund will help the Chamber achieve in the next five years. The campaign will also allow the Chamber to continue trade missions to destinations such as Mexico, South America and Japan.

In addition, the program will support a year-round national public relations effort promoting area attributes and local businesses. And, it will fund the mammoth task of overseeing the completion of the strategies in the Envision Mobile-Baldwin plan.

"This is not a contribution, it's an investment," said Millennium Fund General Chairman **Cheryl Thompson** with Alabama Power Co. "One has only to look at the success of the Mobile In Motion campaign to see that companies in Mobile are getting a great return on their money. The Millennium Fund will do even more."

Thompson was referring to an aggressive plan to better prepare students for the workforce by providing them with career-related information, experiences, jobs, training and mentors. Known as School-to-Work or School-to-Career, this program will help students succeed and help businesses find qualified, trainable workers.

"Businesses are already jumping on this bandwagon," said Thompson. "At our kickoff breakfast, we had already raised more than \$3.9 million in public and private funds. If everyone will participate, we'll be sure to make our goal and continue the vital work of attracting new jobs to Mobile, starting small businesses and improving our area."

If your company is interested in more information or in being a Millennium Fund investor, please contact **Ron Guitt** at 431-8685.

Mobile In Motion Results

◆ Previous Campaign Proves Worthy

The Millennium Fund is the fourth economic and community development campaign conducted by the Chamber since 1987. Its predecessor, Mobile In Motion, was launched in 1994 and has racked up

- more than a few notable accomplishments:
- New companies such as British Steel, Mitsubishi, West Telemarketing, Racer Computer, Financial Collection Agencies, PhenolChemie, SpillTech, American Aero Crane and McNeil Specialties have been announced.
- Net job growth averaged 7,000 a year and capital investments are approaching \$2 billion
- Trade missions to Japan, China, Mexico, Brazil and Costa Rica, netted new business opportunities for local companies, and were the result of the Chamber's newly-created trade division
- \$3.6 million in state funds were secured for a new aviation training center at Brookley as a result of the Chamber's lobbying efforts
- Nearly 7,000 current or future entrepreneurs were assisted by small business programs/resources
- A \$10,000 BellSouth grant helped small business owners jump on the information

highway with Internet training

- A revolving loan fund for small businesses was created with the help of South Alabama Regional Planning Commission and in 1998, closed on 107 loans totaling \$7.1 million and created more than 2,400 jobs in Alabama
 - Mobile was named an All-America City and, last year, hosted the All-America City competition with 2,000 attendees
 - Regionalism took a quantum leap when 1,000 area citizens came together to develop Envision Mobile-Baldwin, a long-range strategic plan for the two counties
 - 87 public and private schools were wired for the Internet when the Chamber recruited hundreds of citizens for the Net-Day Mobile project
 - The Chamber secured more than \$500,000 in grant monies for the Mobile School System, the Mobile Area Education Foundation and Chamber for School-to-Work projects
 - And the Chamber helped launch local high school academy programs in health care; chemical processing; banking and finance; technology; ship fitting and aquaculture
- These are just the highlights. In short, Mobile In Motion worked. The Chamber leadership expects this level of success to continue – and increase – well into the next century through the Millennium Fund.

Forecast for 1999: Economy is Good



Dr. Semoon Chang looks over economic charts with **Dennis Mortimer, ABB, Associated Business Brokers, a member of the Executive Forum.**



While it's true national and some local indicators are predicting an economic slowdown – it's important to remember that most recently the Mobile economy has enjoyed tremendous prosperity. For the last several years, the local economy has outperformed both the state and national growth averages.

"Mobile's economy has really accelerated the past two years. The slow down we are witnessing will only be temporary," predicted **Dr. Semoon Chang**, director of the Center of Business and Economic Research at the University of South Alabama.

At the Chamber's Executive Forum, comprised of small business owners and managers, Dr. Chang giving his annual forecast for the coming year said, "The outlook is good."

Dr. Chang said there is no doubt the Asian crisis is affecting the local economy but that region is trying to recover. "It's a slow, but steady progress, and at least it is not getting any worse." He added the Asian crisis will take a couple more years to achieve healthy status.

A bright spot ahead for 1999 according to Dr. Chang will be an increase in visitors to local attractions like the new IMAX and Gulf Coast Exploreum. "The draw to the Biloxi casinos has maxed-out. We should see a 15 percent increase in visitors, up 12-13 percent."

Unemployment is expected to stay below 5 percent. Dr. Chang said the challenge will be to keep the Kimberly Clark and International Paper employees in town that will be laid-off this year. **Ritchie Hurt**, the Chamber's director of research and information, explained to do so will mean creating jobs paying better than minimum wage. "Manufacturing jobs traditionally pay higher and while we may need more service-related jobs, if we maintain a strong manufacturing back bone, the service industry will follow."

This Chamber will continue to focus on recruiting medical equipment and supplies, electronics, distribution and support industries – businesses that represent potential growth industries for Mobile, said **Jim Apple**, the Chamber's vice president of economic development.

▶ Continued on page 2

John Davis Elected 1999 Board Chair

John Davis, president of Mobile Gas Service Corp., will lead the Chamber into the new millennium. There are several significant initiatives slated for 1999, including strengthening relationships with new state government leaders, continuing the work of the regional strategic plan, Envision Mobile-Baldwin, and expanding the Chamber's trade program.

Looking forward to the upcoming year, Davis said, "I believe serving as chairman will be challenging and enlightening. There are obstacles to face, but the commitment from the staff and volunteers proves to me we are prepared and ready to meet our challenges head on."

Davis has a bachelor's and master's degree in accounting from Louisiana Tech University, is a certified public accountant and a graduate of the Stanford University Executive Program. The Louisiana native also served as a Captain in the U.S. Air Force from 1965-1970. His many community affiliations include: the Volunteers of America, United Cerebral Palsy and the Mobile Area Council Boy Scouts of America. He is also Chairman of Envision Mobile-Baldwin.



John Davis

Davis follows Mike Fitzhugh, president of South Alabama Bank of Mobile, and will take the reigns at the Chamber's Annual Meeting on Jan. 19 at the Mobile Civic Center.

1998 – Another Successful Year

Mike Fitzhugh's year as chairman was marked with firsts. For the first time a group traveled to Mobile to learn about our community. Mobile was the first town of its size selected to host the All America City Competition. And the School Board of Commissioners had never before asked for the input of Chamber leaders on potential superintendent candidates.

Along with these "firsts," the environment, education and regionalism were three issues addressed by the Chamber in 1998.

Fitzhugh said he was proud of the Chamber's stand on the environment and its role in organizing key industry leaders to discuss the impending ozone non-attainment status for Mobile. (See related story on page 2.)

A more detailed list of 1998 accomplishments achieved under the leadership of Fitzhugh will be highlighted in the February issue of *The View*.



Mike Fitzhugh

Chamber Wins First Place BellSouth Grant for the Second Time

◆ \$10,000 will fund the Chamber's new e-commerce training



The Chamber's Vice Chair of Small Business Development, Larry Jackson of _____ receives the \$10,000 check for Internet training from Bob Chappelle, BellSouth's regional director.

BellSouth recently awarded a \$10,000 grant to the Chamber's Small Business Development Department to provide e-commerce (using the Internet to market goods and services) training for small businesses. The Chamber's grant proposal, "Netiquette: Using the Internet to Market Small Businesses in the Global Marketplace," was the first-place winner in Alabama for the second consecutive year.

According to the U.S. Department of Commerce, small business e-commerce will be a \$300 billion industry by the year 2002. Access Media International, which sampled 1,000 small businesses with websites, found that 74 percent had improved sales.

"In order to remain competitive, small businesses must be knowledgeable in Internet access and usage and most importantly have an Internet presence," said Vice President of Small Business Development **Norman Hill**. "With support from BellSouth, the Chamber will be able to provide much-needed technology training to the small businesses community," he added.

In June, BellSouth Telecommunications' Small Business Services organization hosted a competitive Chamber grant program, awarding \$350,000 in grants to Chambers of Commerce in the nine southern states served by the company.

"We recognize the impact small businesses have on local economies, and we believe in investing resources to support small business development," said BellSouth Regional Director **Bob Chappelle**. "We believe the work of our Chambers represent future businesses, jobs and economic successes in our communities."

The new program will expand on last year's pilot program, which trained more than 200 female and minority small business owners on Internet use and created an "Ask the Expert" website – an e-mail service to answer business-related Internet questions. It is expected to be online by the end of this month. The Netiquette program will provide training and technical assistance to small businesses wanting to create company web pages, generate Internet sales and will fund the creation of a Virtual Small Business Directory (an internet listing of small business home pages).

Small business owners who wish to participate in the program should contact the Small Business Department at 431-8607.

Concern over Non-Attainment Status Turns into Action

The Chamber organized a task force of industry managers, environmentalists, and technical, government, media and community representatives to address Mobile's impending status as a non-attainment area for ozone levels. The first meeting of the group was to glean information about the situation from the Alabama Department of Environmental Management (ADEM). Since then, a sub-committee has formed to begin developing strategies to reduce Mobile's ozone levels.

Increased ground level ozone is generally attributable to the effect of sunlight on hot, dry, stagnant days with the presence of Nitrogen Oxides (NOx) and Volatile Organic Compounds (VOCs). NOx is generally produced from

emissions of combustion sources, such as automobiles and power generation plants (gas and coal fired). VOCs are produced from emissions, point sources (industrial locations), living plants and fugitive sources (such as gasoline stations).

Mobile's unusually hot, dry summer was the perfect environment for high ozone readings. In order for a community to be within safe ozone levels, it must show readings at or below .085 parts per billion. This summer, Mobile showed a rating of .098. (In fact, this was the fourth highest rating, since the first three highest numbers are not considered to avoid an unusual or temporary situation.)

The implications of non-attainment include:

- Risk to human health, as

determined by the Environmental Protection Agency (EPA).

- Risk of losing federal highway funds for transportation projects. (Birmingham, which been a non-attainment area for about 20 years has not had too much trouble with this. Atlanta, also a non-attainment area, has lost projects.)
- Inability to permit new industrial facilities/expansions if projects have significant VOC or NOx emissions.

The Ozone Task Force will be addressing the issue from several perspectives. For example, a technical sub-committee will look at the actual, specific sources of Mobile's high readings. The Chamber will be searching for a grant to fund an in-depth study. Other sub-committees will be working on a public education strategy, which will involve local media; a major employer/transportation sub-committee to look at increased bus service, ride-sharing and alternative fuels for car and truck fleets; and a fuel sub-committee will investigate Mobile's ability to bring in cleaner-burning gasoline to the area.

If you are interested in more information or you would like to participate on the Ozone Task Force, contact **Jim Apple** at 431-8650.



Jim Apple, the Chamber's vice president of Economic Development directs questions to Ron Gore (seated) Chief Air Division of the Alabama Department of Environmental Management.

Sweet Home Alabama

McNeil Specialty Products Co., a division of Johnson & Johnson, will open its global manufacturing center for sucralose, an artificial sweetener, in McIntosh. The company represents an estimated 160-170 new jobs to the area and \$160 million in capital investment. At peak construction, the plant should provide 700 jobs.

The company chose the area adjacent to Olin Corp. because of its practical location to U.S. Highway 43 and to the Tombigbee River where products can be easily transported. "The commissioners and I are proud that McNeil chose Washington County to put their new plant. This certainly represents a good economic shot-in-the-arm to the area," Washington County Commission Chairman **John Armstrong** said.

According to McNeil President **John Kirschner**, sucralose is the only sweetener made from sugar. It is 600 times sweeter than sugar and can be used in drinks, baked goods, chewing gum, fats and oils. It was approved last year by the U.S. Food and Drug Administration, and has already been used overseas for several years.

The project is expected to decrease Washington County's double digit unemployment rate and will boost the area's economy. "We will be giving tax incentives with the expectation that Washington County residents will fill the positions. This will make a tremendous impact on the economy of the county," Armstrong commented.

Jim Apple, vice president of Economic Development for the Chamber, said the Chamber has put forth a tremendous amount of effort to bring the plant to the area. "The addition of McNeil Specialty Products to our regional corporate community is great news. McNeil adds a new dimension to the diversity of businesses in the area with a food-related product, and their selection of McIntosh demonstrates how activity throughout the region can impact us all," he said.

The Chamber, Alabama Development Office, Alabama Power Company and Washington County supported McNeil Specialty in the site selection process.

(Some information in this article was taken from Developments, a newsletter of the Economic Development Partnership of Alabama)

Mobile Economy Makes the Grade

◆ Survey ranks Port City economy best on the Gulf Coast

Grading the economic strength of 315 metropolitan areas, the Mobile metropolitan area statistics, which includes Baldwin County, landed the 46th spot with a solid "A," according to POLICOM Corp., an economic research firm based in Jupiter, Fla. The ranking was highest given to Gulf Coast communities and second highest in Alabama.

Skipping along the Central Gulf Coast, New Orleans placed 125th (B); Baton Rouge at 146th (B-); Bixoxi-Gulfport-Pascagoula at 225th (C-); Pensacola at 165th (C+) and Panama City at 172nd (C+).

The annual study uses data maintained by the U.S. Department of Commerce, Bureau of Economic Analysis and considers 18 economic elements measured from 1972 through 1996 (the latest figures available). The study gives significant weight to a "stability factor," the area's growth and growth consistency. "Simply identifying the areas that have the highest or lowest growth rates is insufficient," the report stated.

Mobile's consistent growth is considered equally important as the growth rate reflects a strong foundation, said William Fruth, president of POLICOM in an interview with David Tortorano, business editor for the *Mobile Register*. The Mobile area is also credited with a large and stable transportation sector and a fairly diverse economy, Fruth added.

Three other Alabama metro areas made the Top 100. Birmingham ranked 26th, gleaning an "A+," Montgomery came in at 72 with an "A-" and Huntsville was ranked at 74, also with an "A-."

The Top 10 U.S. Metro Areas

- 1 Raleigh-Durham-Chapel Hill, N.C.
- 2 Salt Lake City-Ogden, Utah
- 3 Fort Collins-Loveland, Colo.
- 4 Austin-San Marcos, Texas
- 5 Las Vegas, Nev.-Ariz.
- 6 Seattle-Bellevue-Everett, Wash.
- 7 Atlanta, Ga.
- 8 Boulder-Longmont, Colo.
- 9 Madison, Wis.
- 10 Portland-Vancouver, Ore.-Wash.

For a complete list go to www.policom.com

Comparable Cities to Mobile

(based on economic factors):

- 33 Jackson, Miss. (A+)
- 45 Little Rock, Ark. (A)
- 80 Greensboro, NC (B)
- 137 Savannah, Ga. (B-)
- 147 Baton Rouge, La. (B-)
- 166 Charleston, S.C. (C+)

Economic Forecast Continued from page 1

"Mobile continues to be an attractive location because of its diverse transportation system including the port, established core industries that continue to grow and our quality of life. We will continue to coordinate efforts with Baldwin County to bring more high-tech, high-paying jobs to the area," he projected.

The National Front

The WEFA Group, one of the largest forecasting companies in the U.S., estimated the Gross Domestic Product will grow by 2.4 percent this year. Inflation, which was at an unusual low of 1.6 percent last year, is expected to grow 2.1 percent in 1999. And the national unemployment rate is also predicted to stay below 5 percent.

Ensuring A Healthy Economy

When asked what can local businesses and community leaders could do to ensure Mobile's economy continues to grow and prosper, Dr. Chang had several suggestions:

Support the Port expansion – the \$200 million planned expansion will bring more jobs and businesses.

Expand and upgrade tracks and soccer fields to attract regional and national sports competitions – which could bring an estimated \$2 million a year into the local economy.

Encourage more private investment – Dr. Chang urged local leaders to give Mobile's high-tech companies the support they need to thrive. He also believes more projects like the IMAX and Gulf Coast Exploreum would be worthwhile investments that would draw more visitors and enhance the area's quality of life.

Continue to address environmental issues – a healthy environment will continue to make the state and the Mobile area an attractive investment location.

Ask new state leaders for support – Dr. Chang acknowledged the State's new leadership will have some major decisions ahead of them, but their strong ties to Mobile could strengthen south Alabama. He said bring them ideas and ask for their support.

R★E★G★I★O★N★A★L★I★S★M

UNDERSTANDING THE BENEFITS

Defining the Mobile Region

In the past year, the Chamber has made great strides to better understand the Mobile region as it relates to economic development, small business development, community development and international trade. But what actually constitutes "our region?"

Mobile could define its region by the U.S. Census Bureau, the Mobile Metropolitan Statistical Area or advertising regions. A region, however, is most often outlined by a particular issue, challenge or opportunity.

For example, when discussing trade issues, Mobile's region could stretch west to New Orleans, east to Tallahassee and to the northern tip of Alabama.

Within the last two years, Mobile and Baldwin counties began working more closely, most recently on the Envision Mobile-

Baldwin long-range strategic plan. This effort followed an earlier joint venture study to identify business prospects for both counties. Since the study was completed, the Bay counties have made sales calls, participated in trade shows and collaborated on a number of projects.

The Chamber worked for several years with the officials of McNeil Speciality Products. The recent announcement to locate the artificial sweetener company in Washington County, proves that political boundaries are not always determining factors to firms looking to relocate.

"Wherever there is a shared interest, there is an opportunity for regional cooperation,"

explained Chamber President **Win Hallett**. "A good example would be the interest in a regional airport.

Pascagoula, Mobile and Pensacola on their own do not have the critical mass to support several new major airline carriers, but together could create the volume of needed travelers to support international connections to Central America and Mexico, along with competitive rate structures," he explained.

Guest speaker at the Chamber's upcoming Annual Meeting, **Dr. Ted Hershberg**, Center for Greater Philadelphia, believes metropolitan cities, such as Mobile, can grow and prosper in the global market when they market themselves as a region and compete by leveraging all their capacities.

"We must adjust to the many dramatic changes that are the calling card of the global economy. The issue is not whether the city and suburbs will be tied together in a regional economy. They already are," Hershberg said. He added that in a global economy, regions will be the units of competition and they must work cohesively and solve problems to be successful.

"The issue is not whether the city and suburbs will be tied together in a regional economy. They already are."

Dr. Ted Hershberg,
Center for Greater Philadelphia

National Consultant Says Cross the Line



Pictured from left to right are Karen Daughty, Michael Gallis, Buster Ward and Foley Mayor Tim Russell.

Last month a group of people from as far away as New Orleans, erased city, county and state boundaries in their minds. National consultant Mike Gallis spoke to the group on the importance and value of regionalism.

Gallis observed that Mobile's political climate, Envision-Mobile-Baldwin strategic plan, and its natural environment and history are a solid basis for further regional development. His presentation focused on cooperation and collaboration to boost the economy of an entire area while maintaining a high quality of life.

Here are his how-tos in accomplishing regional cooperation:

- Define the region and various relationships with communities within the region. Gallis advised the framework should ignore traditional boundaries such as political jurisdictions and county and state lines.
- Get community leaders involved in one-on-one and group discussions. By outlining key issues, common goals, and current and future strategies, a bond will begin to form.
- Develop strategies and long-term issues that are concerns, opportunities or challenges to the entire region. Transportation and land use planning tend to be cohesive issues, for example.

Regional Successes Stem from Regional Vision

In just one year, Envision Mobile-Baldwin has begun making an impact on the region. Envision Mobile-Baldwin is a long-range strategic plan for the two counties developed by more than 1,000 citizens in 1997. Last year, Envision Partners

began adopting strategies in the plan. Several projects have brought together people from different areas to discuss the future in a regional context. Examples include:

✓ A Transportation Committee has been launched to create a two-county transportation plan and lobby the state to send more funding to the area.

✓ Red Cross chapters in Mobile and Baldwin counties have merged into a large association serving the Alabama Gulf Coast area. Officials have credited the Envision plan with providing the final push to form this alliance.

✓ Chamber President Win Hallett has organized a variety of informal groups from New Orleans, Baton Rouge,

Jackson, Gulf Port, Biloxi, Pensacola, Montgomery, Birmingham, Tuscaloosa and Mobile to discuss topics of mutual interest such as trade, economic development and tourism.

✓ Mobile United published the first "Progress

Indicators for Coastal Alabama," a collection of statistics on everything from education to crime to environment. The data provides a baseline measuring the area's future progress.

✓ Mercy Medical, along with Chambers in Mobile and Baldwin counties came together under the Envision banner to bring regional planning expert Michael Gallis to the area. Gallis discussed the advantages of both counties working together to create future plans in transportation, business, economic development, tourism and trade. This, he said, would strengthen our position in the world market.

This year, Vision Partners will be launching more projects and creating more alliances. If your business or organization would like to be a partner, call **Ginny Russell** at **431-8618**.



Glossary

Here are several terms you need to be familiar with when discussing the topic of regionalism with the pros:

Central City is the major city within a region.

Citistate is created when the central city and the surrounding suburban communities work together.

Diversified Marketing is using a wide variety of tools and resources to market a product or service.

Domestic Economy only involves competition within the United States.

Global Economy includes the international markets as competitors.

Global Partnerships are business relationships that involve international businesses.

Human Capital is the competitive advantage that comes from the skills of the labor force.

Inner-ring suburbs have been separated from the city and lack the basic resources big cities use to slow down and mediate the process of decline.

Political Boundaries are set by the territory politicians serve.

Regional Economy includes the surrounding areas of a center city as competitors.

Regions are the geographic units in which we create our goods and services.

Units of Competition are the geographic regions that will be competing against one another in a global economy.

Urban Reform is a movement to improve the central cities.

Neighbor to Neighbor

◆ Annual Meeting Speaker Will Outline How Regional View Point Benefits Business

In the tradition Chamber members are accustomed to, this year's Annual Meeting promises again to be the largest business networking opportunity in town and full of fun and festivities. The Mobile Civic Center will be the setting on Tuesday, January 19 for the 162nd Annual Meeting. Doors will open to this year's event promptly at 5:30 p.m. with a champagne reception sponsored by BCM Engineers, followed by the program at 6 p.m. and a networking reception at 7:30 p.m.

Presented by Regions Bank, **Dr. Theodore Hershberg**, a professor of public policy and director of the Center for Greater Philadelphia at the University of Pennsylvania will give an in-depth but lighthearted program on the importance of regional cooperation in the Mobile area. He advocates that Mobile will be a success in the global economy only if the surrounding areas are successful economically. Dr. Hershberg is one of the leading regionalists in the country and his comments have been featured on C-SPAN, *Education Week* and the *National Civic Review*.

As always, many of the areas best restaurants and catering companies will be serving delectable dishes following Dr. Hershberg's speech. Some of the tantalizing treats being served up during annual meeting include chef-carved filet tenderloin, gumbo and Cajun shrimp scampi casserole. Desserts will include Banana's Foster, turtle bars and assorted mini-crepes and cakes.

Sponsors for this year's Annual Meeting are **Regions Bank, Alabama Power Co., GTE Wireless, ITC-DeltaCom, Long's Human Resource Services, Mobile Gas Service Corp., NBC15-WPMI/UPN44-WJTC, Office Supplies Inc., The Prime Health Companies and Thompson Engineering.**

Tickets for this year's Annual Meeting are \$40 or a table of 10 is \$375. Ticket sales are brisk so make plans immediately to attend this year's meeting. For more information or to purchase tickets, call **431-8606** or **431-8623**.

Annual Meeting Info:

When: Tuesday, Jan.19
Program - 6:00 p.m.
Reception - 7:30 p.m.

Where: Mobile Civic Center

Speaker: Ted Hershberg
presented by
Regions Bank

Topic: Why Regionalism is
Important to Business

Tickets: \$40/\$375-Table of 10

More Info: 431-8606

Small Business of the Month

Wind River Productions

Dreams have become a reality for **Melinda Klotz** with Wind River Productions Inc., the Chamber's Small Business of the Month.

Klotz began pursuing her favorite pastime at an early age of 16 when she would earn a minimum salary from friends and neighbors in exchange for her video production talent. She especially enjoyed filming weddings and graduation ceremonies among other activities.

Now at 24, Klotz solely owns and operates her production company in addition to filming, editing and hosting "Art is..." a weekly half-hour television journal exploring the lives of Gulf Coast artists, airing on Wednesday nights at 6:30 p.m. on Comcast Cable, Channel 6.

"There is so much interest in the arts and artists from around the Mobile area, but nothing has been done on television to promote them," said Klotz. She has been on the air for two years and has completed 50 new shows. Last fall, Klotz was named the University of South Alabama's Up and Coming Business Woman of the Year.

The young career woman recently completed the documentary, "Art Is... Versailles," where she takes the viewer through the many halls, gardens and apartments of the palace of Louis XIV, while focusing on the craftsmanship of the art and archi-

ture of the estate. Klotz produced this special series for the Jackson, Miss. exhibition and featured artwork from Fairhope artist, Weezie Bancroft Brabner.

Klotz said she enjoys working for herself. "I have the freedom to make my own decisions. Any artist needs that creative freedom to take risks," she concluded.

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

Melinda Klotz, pictured below, is the owner of Wind River Productions.



MLK Redevelopment Corp. Breaks Ground on New Retail Development



L-R: Thomas Sullivan, City Council; Yvonne Kennedy, Bishop State Community Colleges, Mabel Ward, Bedsole Foundation and Michael Pierce, MLKARC

The first commercial development in the Martin Luther King Jr. Avenue area in more than 40 years is officially underway. Officials broke ground on Lincoln Square last October.

Through a partnership between the J.L. Bedsole Foundation, MLK Redevelopment Commission, Alabama Power Company Foundation, City of Mobile, Newhouse Foundation and Commonwealth National Bank, the 15,000 square-foot commercial center is slated to open in late spring.

Lincoln Square is located just east of the new Florence Howard Elementary School and plans include a pharmacy, a local restaurant, several office and retail establishments and a substation for the Mobile Police Department. A new 20,000 sq. ft. neighborhood grocery store is planned for the fall.

Prior to the center's construction, a market study was conducted to evaluate the needs of area residents. Results proved there was a tremendous need for conveniently-located goods and services

providers, but without a strong base of homeowners, MLK Avenue Redevelopment Corp. could not offer retailers a steady, secure market, according to **Norman Hill**, the Chamber's vice president for small business development.

"There were relatively few area homeowners, and in order for the community to take ownership in a redevelopment project, there needed to be homeowners, not just renters," he explained.

The MLKARC, spearheaded by **Michael Pierce**, committed to constructing permanent residences in the community. To date, \$3 million has been spent to construct more than 50 new homes in the MLK area, and another 14 homes will be completed within the next six months. The newly constructed homes provide affordable ownership for low to moderate income families.

"Downtown development initially did not include the MLK area, and this was once a thriving community. We are so thankful our community's leaders realized a need to redevelop this area as well," said Hill.



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Enchanted Capri 5-night Cozumel & Cancun, Mexico	\$414	\$534
2-Night Gulf Party Cruise	\$158	\$208

Rates based on availability, double occupancy and include all port charges and taxes. Some restrictions may apply.

Ships registry: Bahamas

SIPCO AD

Mobile's Proud of Home-Grown Leaders

For the first time in its long, unique history, Mobilians occupy some of the most important and influential positions in state and federal government. The general election of 1998 brought **Don Siegelman** to the Governor's Office, **Steve Windom** to the Lt. Governor's Office, **Bill Pryor** to his first full term as the state's Attorney General, **Douglas Johnstone** to the Alabama Supreme Court and comfortably kept **Sonny Callahan** in his increasingly powerful seat in the United States Congress. These men now join Mobile U. S. Senator **Jeff Sessions** in a growing and influential club of south Alabamians.

Though the post-election haze is still thick with speculation, many are wondering what all this will mean to the area's future as the new millennium approaches. "It's fun to speculate about what all this will mean to Mobile," said **Scott Posey**, Chamber vice president of governmental affairs. "For years the state's political power has been concentrated from Montgomery north, and now all this seems to be changing. It won't be raining manna now just because some of our neighbors are holding important new positions. They may be Mobilians, but they represent the entire state. Each of them has a number of obligations and loyalties to constituents outside of our county line. While we're excitedly preparing our wish lists, we have to be realistic."

Mobile may not necessarily become the new hub of political power, but it is certain that many of the state's new leaders will have a stronger interest in and familiarity with the unique needs of this south Alabama community.

Here's a few interesting facts about our elected officials:

Having previously served as Lt. Governor, Don Siegelman belongs to the elite club of the few who have successfully moved from the no. 2 spot in the state to the no. 1 spot in state government.



Bill Pryor is the youngest Attorney General in the United States.



Sonny Callahan serves as Chairman of the House Foreign Operations Subcommittee which makes him one of the 13 "cardinals," an honorary title bestowed on the Appropriations Subcommittee Chairman who, by virtue of their positions, are among the most influential House members.



Steve Windom is the first Republican elected to the Lt. Governor's office since Mobilian Alexander McKinstry served in 1872.



Jeff Sessions was the U.S. Attorney for the Southern District for more than 10 years. Currently, he is the Chairman of the Senate Judiciary Committee's Subcommittee on Youth Violence and is a member of the Senate Committee on Armed Services, Senate Committee on Labor and Human Resources and the Joint Economic Committee.



Douglas Johnstone served as a member of the State House of Representatives during the 1970s.

Trade Mission Set for Chile and Costa Rica

As South and Latin American markets continue to be a focal point for expanding trade, the Chamber is planning a mission to Chile and Costa Rica this Spring.

The mission is set to depart on Sunday, April 11 and return on Monday, April 19. The first leg of the trip will be spent in San Jose, Costa Rica's major metropolitan center.

Costa Rica's labor force has been rated as the most productive and fastest learning in Latin America by the Association of American Chambers of Commerce in Latin America. The country has a similar government to the U.S., operating under a presidential system. It has a traditional and stable democracy, with non-discriminatory economic policies and constitutional guarantees for foreign investment.

With a population of 3.5 million, Costa Rica has the highest Human Development Index rating among developing nations, which means they have a highly-skilled and highly educated workforce.

According to **Tony van Aken**, the Chamber's director of trade and technology, the best prospects for the Costa Rican mission include paper and paperboard, telecommunications equipment, hotel

and restaurant equipment, construction equipment and medical equipment.

For the last five years, exports to Costa Rica have increased annually by 5 percent. U.S. exports to Costa Rica represent 45 percent of the country's total imports.

Alabama's exports to Costa Rica include apparel and textiles, machinery and computers, miscellaneous manufacturing, primary metals, rubber and plastics, paper and allied production, transportation equipment, fabricated materials, lumber and wood products, and electronic equipment.

Second Leg

The second half of the trip will explore opportunities in Chile. Nearly half of Chile's 14.2 million citizens live in the Santiago metropolitan area. Chile's Gross Domestic Product grew by 6.5 percent in 1997 and 7.2 percent in 1996, and is the largest GDP in South America. Their economy continues to grow because of low inflation, increased savings, diversified exports, produced capital inflows and reduced debts.

Chilean laws foster capitalism, deregulation and competition. Political changes in recent years

indicate a transition back to democracy. The country has a stable legal system with clean, non-discriminatory laws and constitutional guarantees for foreign investment.

The U.S. is the lead investor in Chile with a total of \$1.470 billion invested in 1996. Chile is a promising market for high-tech and infrastructure-type products. Alabama's exports to Chile include primary metals, electronic equipment, chemicals, machinery and computers, fabrication metals, transportation equipment, furniture, paper products, and rubber and plastics.

Sign Up by Jan. 15

If you are interested in this particular trade mission, call Tony van Aken at **431-8651**. These are popular markets and there is limited space available.

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New Trade Section Links to World Wide Information

If your business is one that is taking advantage of trade and Internet commerce, you'll want to log on the Chamber's website regularly at www.mobcham.org.

The Chamber has added a number of resources in its trade and technology section. Whether you're seeking information on the Costa Rica and Chile mission or the latest trade statistics, there are a number of resources and links to help you find it. In addition, there are lists of foreign buyers and contacts, trade shows and a host of international websites.

"The Chamber will continue to upgrade its capabilities to make it more beneficial," said **Tony van Aken**, the Chamber's director of trade and technology. "Recently, we've had requests from overseas about linking companies and Chamber's from the Mid East and other parts of the world to our homepage. As we check out these sites, we will add those that we feel members would be the most interested in," he explained.

Lately, the Chamber has added a feature bulletin board where suppliers and buyers can promote their trade leads. Here are a few recent examples:

An importer of high-quality food products like tea, shortbread and biscuits, toffees and fudge, cakes and pudding, is expanding its product range. We are looking for suppliers to provide high-quality marmalade, chocolate and chocolate products and candy- and sugar stick sizzlers. Send offers and terms of payment and delivery to: WTN, Peter Wolf, Goldenbock 1, 57581 Katzwinkel, Germany; phone: 0049-2741-8451; fax: 0049-2741-8573; e-mail: peterwolf@wtn-de.com.

An import/export firm dealing in African handicrafts and curios is seeking to establish business with similar businesses in Mobile. Contact: Lance Bishop, A-Team Marketing, Johannesburg, South Africa, fax: 27-11-792-4797, e-mail: LBISHOP@ICON.CO.ZA

International traders wish to contact companies that handle raw materials including, chemicals, metals, scraps; building & construction supplies; pharmaceutical & medical items; machinery & equipment; and electronic & telecommunication products. Also in need of exclusive buying-selling agents. Contact Global Exchange Group, 9424 Robin Lee Ct., Manassas Park, Va. 20111; phone: 703-365-9685; fax: 703-5365-9685; e-mail: www.globalexchange.com.

LEADERSHIP MOBILE CLASS OF 1999

This year's Leadership Mobile class has been working together since last fall towards a common goal... Envision Mobile-Baldwin. The class was divided into groups to accomplish individual objectives of this citizen-driven, long-range plan for Mobile and Baldwin counties. The broad goals are divided into six focus areas - education, quality of life, economic development, community leadership, infrastructure and government. The class meets formally every two weeks to discuss the plans of the projects to be completed by the spring of 1999.

Featured from left to right on the front cover of this issue is:

Row 1: Michael Pierce, Mary Knight, Robert A. Greer, James Dees, Tibbe McKean, Stephanie Alexander, Judy Aronson, Rebecca Grohall;

Row 2: Barbara Brewster, Jimmie L. Butler, Latonya Wells, J. M. Wilcox, Vaughn Millner, Violetta Simpson, Lynda Gray Finley, Tyloria Jones;

Row 3: George A. Stiel, John Goodroe, Randall S. Adams, J. Nelson Geter, C. McKinnon Phillips, Kyle Pugh, Melodi Coney Morrisette, Joseph Thomas;

Row 4: Robert Chappelle, Kastrass Taylor, Timothy G. Morris, Liem Van Do, William Brian Thompson, Jeffrey L. McAllister, Kathryn J. Parks, Warren R. King;

Row 5: Richard Davis -Dean James Rebarchak, Joseph A. Mareno, James Brandyburg, Darrick J. Simpson, Wm. Steele Holman, Paul E. Stanley, Andrew P. Howard;

Not Pictured: Laura Clarke and Gail Linkins

October's Business Spotlight of the Month Gulf Coast Inspection

Hurricane Georges caused the delays of many events, including the Chamber's recognition of the October's Business Spotlight of the Month, Gulf Coast Inspection, (GCI). Owners **Gary Middleton** and **Michael Magazzu** were heavily involved in assisting FEMA in disaster relief and residential inspection these past few months. Many residents of the Mobile area needed to make quick and important decisions on what would be the best way to save their homes and businesses and GCI was there to help.

Gulf Coast Inspection began operation in January of 1996 as an industrial inspection company, servicing the chemical, petrochemical, pulp and paper industries. The business expanded to commercial and residential inspection in Mobile and Baldwin counties.

"We are the largest inspection company in the area," said Magazzu. "GCI currently employs three certified inspectors dedicated to the residential and commercial market alone. We can capture the edge on the inspection side because we offer service seven days-a-week," he said.

GCI is planning to increase residential inspections and are working with realtors so they will know to recommend us for inspections," said Middleton.

The residential and commercial inspectors at GCI have building experience, are licensed and certified through the state of Alabama, and have 125 hours of home inspection training through Inspection Training Associates.



Owners **Gary Middleton** and **Michael Magazzu** and employee **Victoria Webb** get a break from helping out hurricane victims.

Business Spotlight of the Month:

is selected from a random drawing of business cards collected at the prior month's Business After Hours event.

Delegate For Results

You are an entrepreneur. You create the company vision, manage operations and handle details. Whether you are a solo entrepreneur or small business owner with a number of employees, make a New Year's resolution to delegate more.

The solo entrepreneur may not have the funds to hire a full time staffer. Consider a part-time employee, contract employee or intern to help with specific tasks. Freeing time from routine activities, allows more time to concentrate on delivering a quality product or service, as well as sales.

Delegation is one of the toughest jobs to learn. Entrepreneurs are take-charge individuals. Many an entrepreneur has said, "I can do that better myself." Beware of such words. With the long to-do lists facing business owners each day, some projects are best delegated and supervised.

Delegation can be an opportunity to learn new skills and/or take on added responsibility. These few tips will help you feel more confident in delegating projects:

- ▶ Choose competent employees who have an interest in new tasks.
- ▶ Clearly define responsibilities and the authority that accompanies the task.

- ▶ Provide the necessary training.
- ▶ Request periodic written reports and staff meetings to provide a forum for comments on activities, accomplishments and challenges.
- ▶ Bring the big picture into focus as it relates to their duties.
- ▶ Recognize and reward employees who assume additional duties.

Cross-training employees creates a back up system needed for unexpected projects or absences of key employees.

Delegation creates an environment that allows the company and its workload to grow, without overburdening you. As the owner, your vision and management ability are best served, when details are managed rather than when you complete tasks yourself.

If you would like to discuss workload, delegation and effective leadership, contact the SCORE Association (Service Corps of Retired Executives) at **431-8614**. Hours are Monday-Friday 9 a.m. to noon at the Mobile Area Chamber of Commerce.

Business Spotlight of the Month Lockwood Greene

The Mobile area is on the move when it comes to industrial growth, and January's Business Spotlight of the Month, Lockwood Greene, must be able to keep up with the demands of the global market.

Founded in 1832, the consulting, design and construction company is the oldest engineering service provider in continuous operation in the U.S. From its New England roots, it has grown to more than 3,000 professionals and 45 offices in 18 states and 15 foreign countries. Lockwood Greene expanded to Mobile in 1990. Currently, the company has more than 40 employees and specializes in designing plants, processes and systems for the chemical industry.

Manager **David Holland** described the employees as knowledgeable in a variety of areas. "We have expertise in all industry areas. We are able to give our clients the attention and focus of a small company with access to national and global resources," he said.

Many of the engineers and designers work with three-dimensional computer-aided design, taking



Jimmy Fey, piping designer, creates a pipe valve at Lockwood Greene's computer-aided design station.

advantage of the full benefits of technology. Some recent projects include the design of the Mitsubishi Polysilicon plant and the Tuscaloosa Steel project.

"We have a trade-marked process called 'Outcomes by Design' which is a process where we identify and satisfy customer needs, priorities and objectives," added Holland.

In Focus With Calagaz Photo Supply

◆ Home grown family business celebrates 50 years in business



When Frank and Bea Calagaz retired they left the business in the hands of their sons – Charles, Leo and Frank Jr. Today, three generations are involved in Calagaz Photo and Supply. Here they are on the foundation of their newest location – a 13,000 sq. ft. super store that will be completed this month at 90 Springdale Rd.

In a world of mega mergers and acquisitions, it's refreshing to walk into a business where family values and customer service are important. Since **Frank Calagaz Sr.**, opened Calagaz Photo Supply in his garage more than 50 years ago, there have been a lot of changes in the photo imaging industry, but customer dedication is not one of them.

For three generations the family business of **Frank and Bea Calagaz** continues to thrive with more than 50 employees and six locations in Mobile, and two in Mississippi. Services include: retail cameras and supplies, industrial commercial sales and 1-hour processing, and the newest venture – digital and electronic imaging and printing available at its University Boulevard location.

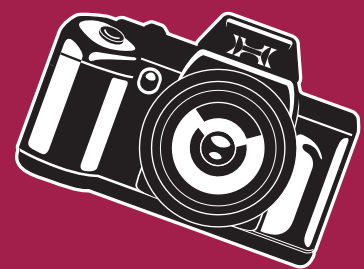
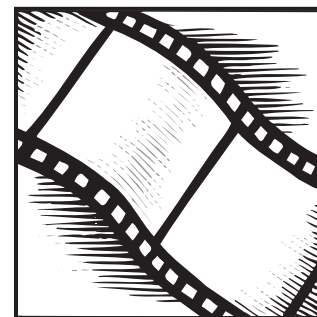
This new capability can produce a newsletter created on desktop and saved to a disk (PC or Macintosh) and print out a finished product that is even folded and addressed, without any steps in between, explained **Joe Calagaz**, the grandson who manages this operation. "It's extremely economical and also allows businesses to keep projects like manuals, catalogs

and menus up to date," he added.

One of the family's strategies to growing a successful business in a time of discount camera outlets, discount department stores and next-to-nothing film developing, is keeping up with technology. **Frank Calagaz Jr.** is proud to say, "Calagaz was the first to offer 1-hour processing."

He also believes the family's commitment to customers is unmatched. "We know the only way to can continue to grow is to build a loyal base of customers. And the only way to build a

following of loyal customers is by knowing each customer and understanding what they want," he explained. Often that means the folks at Calagaz serve as both consultants and teachers, before they are salesmen.



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HAPPY NEW YEAR!

Peak Performance in 1999

For anyone who ever listed their Top 10 New Year's Resolutions – chances are better than good that at least one of them dealt with eating healthier and exercising more. The motivation, most often, is to get back into those favorite pair of jeans or another nostalgic item of clothing, but today there is a higher conscience about the benefits of “good for you” food and an exercise routine.

There is another benefit that often escapes us in the rush of meetings, schedules and deadlines. “Taking the time to take care of yourself will make you more productive at work,” explained **Laura Moelchert**, fitness director with the YMCA, Moore Branch.

Now when you look at it from that perspective – you owe it to yourself and your employer. So here are a few tips whether you are just getting started or want to motivate yourself to go to the gym more often. (And for those who have already made the lifestyle change, congratulations. Maybe one resolution for these pros could be to invite someone new to join them or be a workout partner for someone just getting started.)

Identify your goal - not just a weight loss goal, but one that addresses the number of times you want to exercise a week (Moelchert advises at least 3 to 5 times a week.)

Identify the steps you'll need to succeed - this may include getting a check up from your doctor, meeting with a fitness professional, changing your schedule, making appointments on your calendar, getting a workout partner, etc.

Do something you like - if it's not something you enjoy, it will be harder to stick with it.

Be realistic - don't let small downfalls, like missing a day or two, set you back – just get back on your schedule.

Make a commitment - it takes time to make changes; time management specialists tell us if you do anything for 30 days it will become a habit.

Build in a reward system - you will feel better, look healthier, but build in a small reward if you stuck to your routine for two weeks (hint: it shouldn't be chocolate related!)

Moelchert did not want to downplay the effort a new routine takes. “The commitment may be the most important step you take. But if you take time for yourself, the balance you achieve will help you in every part of your life.”

New Year's Resolutions from Area Business Managers

Ring in the New Year is often a time for reflection. It's the one time people take to think about what they would like to do better, or more often. The Chamber asked a few volunteers to share one of their business-related resolutions, and here's what they said:

“Do business in more foreign markets.”
Sam Habib
Racer Computers

“Become more focused on achieving balance so I can gain peak performance in spiritual, family and business in my life.”
Mike Fitzhugh
South Alabama - Bank of Mobile

“Strive for more balance.”
Cheryl Thompson
Alabama Power

“Make sure we get a tax levy passed so we achieve fiscal responsibility for the sake of the children.”
Dr. Harold Dodge
Mobile County Public Schools

“Write down a plan of action for the next day, prioritize and follow that list. And keep life in balance between my personal life, business life, my volunteer work and my spiritual life.”
Judy Marston
Marston & Associates

“Invest and utilize our capital and human resources not only to earn a return for our shareholders but improve the community's quality of life.”
John Davis
Mobile Gas

Get Out More this Year

◆ Five Simple Rules for Better Networking

Here are five strategies for using contacts to support and advance your career, and your business from Laura Berman Fortgang, president of InterCoach Development and Training:

- ◆ Develop relationships with 10 “centers of influence” (people who know other people). Take an interest in them, and make sure they know you and what you can do.
- ◆ Keep an active list of 25 or more people who you contact a least once a month.
- ◆ Be known as a giver. When you have a chance to suggest an opportunity or make a connection, do it.
- ◆ Treat everyone with respect. Clients, vendors and receptionists may all have an equal say in deciding whether you are hired or promoted. There are no “small” people.
- ◆ Acknowledge people who have helped you. Write a note or send a small gift to them, even if you don't know them personally. Take a moment to say, “I would not be here if it weren't for you.”

Borrowed from the National Association of Membership Development

Get Up to Date Info on Local Events

If one of your New Year's resolutions is to get more involved in the community, check out the calendar of events on the City of Mobile's web site, www.ci.mobile.al.usa.

The calendar is broken down into categories such as arts, community, sporting and business events to name a few.

It's also easy to submit something for the calendar. “One main reason this calendar is so helpful, is it can help you avoid scheduling your big event the same day another organization has its major function,” said **Jodi Swiderek**, vice president of communications and community development at the Chamber.

“I think the calendar is one of the best things the City could have initiated. It helps all citizens to know what is going on so they can participate in more activities,” Swiderek added.

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1/28

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11:00-2:00 pm

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TimberCreek Golf Course

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Individual tickets \$150

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Prizes include:

1st, 2nd & 3rd place

Closest to the pin

Longest drive

And great door prizes

For more information on sponsorships and tickets, call **Carolyn Golson** in the Chamber's Membership Department at **431-8622**.

Sign up to play, this tournament sells out quickly!

'99 Executive Committee

In addition to John Davis and Michael Fitzhugh featured on page 1, the following will serve as officers of the Chamber in 1999.

R. Preston Bolt Jr.

**Vice Chairman
Education**

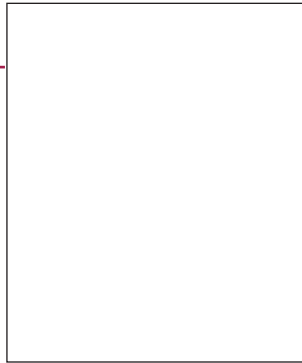
Bolt is a lawyer with Hand Arendall LLC and practices primarily in the fields of public finance, securities and commercial transactions. He earned a bachelor's degree from the University of Alabama and a Juris Doctorate from the Vanderbilt University School of Law. Bolt is president of the Mobile Area Education Foundation and past president of the City of Mobile Swim Association.



Col. William E. Callender

**Vice Chairman
Military Affairs**

Callender is FEMA Services liason and environmental safety director at the University of South Alabama. He is a retired Army Colonel and holds a bachelor's and master's degree from the University of Alabama and a master's degree from the U.S. Coast Guard Staff College. He is a member of the University Lions Club and the American Society for Health Care Engineers.



Dianne K. Irby

**Chairman of the Board-elect/Vice Chair
Finance and Operations**

Irby is the co-founder and principal of Irby Strategic Services. She received a bachelor's degree in history and English from Auburn University. Irby serves on the boards of the Salvation Army, Alabama School of Math and Science, Boy Scouts of America and the Mobile Industrial Development Board. She is also a member of the Mobile Sunrise Rotary Club and the Dean's Council for Auburn's College of Liberal Arts.



Robert L. Chappelle Jr.

**Vice Chairman
Community Development**

Chappelle is the regional director for BellSouth in Mobile. A native of Montgomery, Chappelle holds both a bachelor's and master's degree from the University of Alabama. He began his career with BellSouth in Montgomery in 1986. He is a board member of the Better Business Bureau, a member of the Mobile Rotary Club and a class member of Leadership Mobile 1998-99.



Larry A. Jackson

**Vice Chairman
Small Business
Development**

Jackson is the registered representative for Principal Financial Group and managing consultant for Gardnry Michael Capital. He graduated from the University of South Alabama with a bachelor's degree in accounting. Jackson is a charter member of 100 Black Men of Mobile, a board member of Mobile Mental Health and a 1997 graduate of Leadership Mobile.



Victor H. Lott Jr.

Legal Counsel

Lott is the regional managing partner at Adams and Reese. He graduated from the University of the South and holds a Juris Doctorate from the University of Alabama School of Law. Lott is president of the Alabama State Bar and also serves on the boards of UMS-Wright Foundation, Boys and Girls Clubs and the Mobile Ballet.



Judy A. Marston

**Vice Chairman
Membership**

Marston is the president of Judy Marston & Associates. She attended the University of Alabama studying interior design and graduated from the University of South Alabama with a bachelor's degree in psychology. Marston is past-president of the Alabama Speakers Association and a member of the National Speakers Association.



Jack E. Ravan

**Vice Chairman
Maritime Affairs**

Ravan is the director and chief executive officer of the Alabama State Docks. He received a bachelor's degree in engineering from the U.S. Military Academy and studied law and economics at George Washington University. He is a member of the Navy League of the United States, the Propeller Club of Mobile and the development committee of United Cerebral Palsy of Mobile.



Brenda J. Scott

**Vice Chairman
Communications**

Scott is the president and chief executive officer of the Mobile Convention and Visitors Corporation. She is a member of the International Association of Convention & Visitors Bureaus and serves on the boards of the U.S. National Tourism Organization, Martin Luther King Jr. Redevelopment Commission and Alabama's Junior Miss.



Glenn D. Sigler

**Vice Chairman
Trade**

Sigler is a vice president in corporate banking at AmSouth Bank in Mobile and has managed their international department since 1985. He received a bachelor's degree in finance from the University of South Alabama and a master's degree in business administration from Auburn University. Sigler has served as president of Alabama's World Trade Organization.



John M. Turner Jr.

**Vice Chairman
Economic Development**

Turner is the president of Whitney Bank of Alabama. He received a bachelor's degree in economics from the University of Georgia. Turner is active with Leadership Mobile, America's Junior Miss and the Mobile Area Education Foundation.



J. Margie Wilcox

**Vice Chairman
Governmental Affairs**

Wilcox is the president and owner of the Mobile Bay Transportation Co. She attended the University of Alabama. Wilcox serves on the board of the Business Council of Alabama and is a member of the Mobile Convention and Visitors Bureau.



Winthrop M. Hallett III

President

Hallett is president of the Mobile Area Chamber of Commerce. He is a graduate of Vanderbilt University with a bachelor's degree in economics, and is a 1993 graduate of Leadership Alabama. Hallett is past president of the Rotary Club of Mobile and the Alabama Wildlife Federation and currently serves on the boards of the Leadership Mobile and the American Chamber of Commerce Executives.



1999 Board of Directors

Members of the Executive Committee also serve on the Board of Directors

W. Bill Ainsworth

Ainsworth began his career with Union Planters Bank in 1991 and was named president of the South Alabama division in 1997. He earned a bachelor's degree from Mississippi State University and is a graduate of the Louisiana State University School of Banking. Ainsworth has been actively involved with the Rotary Club of Mobile and the Thomas Hospital Foundation.



Peter J. Barber

Barber is the general manager of Bay Breeze Enterprises. He earned a bachelor's degree in aeronautical science from Southern Illinois University. Barber served in the U.S. Marine Corp as a fighter pilot in Southeast Asia. He also serves as the president of the Alabama Seafood Association and director of the Alabama Coastal Foundation.



Larry Batchelor

Batchelor is founder and president of Batchelor's Mechanical Contractors. He is president of the Community Foundation of South Alabama, and also serves on the boards of the United Way of Southwest Alabama and the Senior Citizens' Center.



Leo R. Broering

Broering is the plant manager for the Shell Chemical Company-Mobile site. He earned a bachelor's degree in chemical engineering from the University of Cincinnati. The Covington, Ky. native moved to Mobile in 1996 and became active with the Mobile Area Education Foundation, United Way Allocations Panel and the Corpus Christi School Board.



Frances B. Coleman

Coleman is the editorial page editor for the Mobile Register, a position she has held for four years. A native of Alexandria, La., she has a bachelor's degree in communications from Stephen F. Austin State University in Texas. She is a member of the National Conference of Editorial Writers.



Ambassador J. Gary Cooper

Cooper is the chairman of the board and chief executive officer of Commonwealth National Bank. In 1994, President Clinton selected Cooper as the first African-American to serve as the U.S. Ambassador to Jamaica. He graduated from the University of Notre Dame with a bachelor's degree in finance and completed a program for senior managers in government at Harvard University. Alabama's Troy University awarded him an honorary Doctorate of Law in 1990.



Kenneth L. Dempsey

Dempsey is president of Masland Carpets' and a corporate vice president of The Dixie Group. Previously, he was the director of marketing for the Harbinger Company, and he began at Masland as vice president of marketing. Dempsey graduated from the University of Georgia.



Mayor Michael C. Dow

Dow has served as mayor of the City of Mobile since 1989. He earned a bachelor's degree in economics and a master's degree in business administration and accounting from the University of South Alabama. Dow sits on the corporate board of directors for QMS Inc. and actively participates and contributes to the area's economic development efforts to attract investment and jobs to the Mobile area.



Vivian Figures

Figures is a state senator. She has a bachelor's degree in management science from the University of New Haven, Conn. Figures is a member of the Alabama New South Coalition, Alabama Women's Commission and the State of Alabama Joint Highway Safety Committee.



Aubury L. Fuller

Fuller is the president of Dixie Road Garage Inc. He attended Faulkner State Junior College and Central Texas College. Fuller served in Vietnam in the 101st Airborne Division. He serves on the regional board of Colonial Bank and is a trustee for South Baldwin Regional Medical Corp. and Baldwin County Electric Membership Corp.



Michael C. Granger

Granger is president of Compass Bank. A native of Louisiana, he received a bachelor's degree in finance from the University of Southwestern Louisiana and a master's degree in business administration from Louisiana State University. Granger is active in the United Way and Rotary Club and serves on the boards of the Mobile Area Boy Scouts and WHIL-FM.



Helene Hassell

Hassell is the president-elect of the Junior League of Mobile Inc. She received a bachelor's degree from Millsaps College and a master's degree from the University of Arkansas. Hassell is a volunteer with Alliance to the Medical Society of Mobile, Mobile Museum of Art and the Exploreum.



David T. Hayhurst

Hayhurst is a chemical engineering professor and dean of the college of engineering at the University of South Alabama. He received his PhD at Worcester Polytechnic Institute, his master's degree at Massachusetts Institute of Technology and a bachelor's degree at Worcester Polytechnic Institute. Hayhurst serves on the board of directors for Southeast Consortium for Minorities in Engineering (SECME) and is a member of the Sunrise Rotary Club.



Edwin S. Henley

Henley is the president of Reliable Janitorial Service Inc. He graduated from Dallas County Training School and completed two years of business training at Selma University. Henley serves on the board of directors for Gulf Federal Bank and is involved in the Mobile Optimist Club and Mobile United.



Clifton C. Inge Jr.

Inge is the chief executive officer of IPC Industries Inc. He graduated from the University of Virginia with a bachelor's degree in history and the University of Alabama with a master's degree in marketing. He is the director of the Mobile Touchdown Club, a committee member of the Delchamps Senior Bowl & Charity Run and a board member of Gulf Coast Conservation Association.



Clinton L. Johnson

Johnson is president of the Mobile City Council, the pastor of Shiloh Baptist Church and supervisor of the Mobile Adult Rehabilitation Service. He received a bachelor's degree in government from Alabama A&M University, a bachelor's degree in religion from Mobile University, a master's degree in rehabilitation counseling from the University of South Alabama and an honorary doctorate of divinity from the Interdenominational Theological Seminary.



T. Keith King

King is president and chief executive officer of David Volkert & Associates Inc. He received a bachelor's degree from Auburn University and is a licensed professional engineer in eight states. King serves on the executive committee and board of directors for the Business Council of Alabama, the State of Alabama Engineering Hall of Fame and AmSouth Bank.



Warren R. King

King is the executive vice president of Regions Bank. He received a bachelor's degree in finance and a master's degree from Louisiana State University Graduate School of Banking. He also attended the National Commercial Lending School at the University of Oklahoma. King is the past president of Family Counseling Center and a member of the Mobile Kiwanis Club.



Michael B. Lee

Lee is the president of Page & Jones Inc and a licensed customs broker. He graduated from the University of Alabama with a bachelor's degree in finance. Lee is the qualifying officer for Federal Maritime Commission LIC and serves as treasurer of the Alabama District Export Council. Lee also sits on the board of directors for the Alabama World Trade Association and the Propeller Club of Mobile.



Edward E. Lucente

Lucente is the president and chief executive officer of QMS. He earned a bachelor's degree in civil engineering from Carnegie Institute of Technology. Lucente serves on the board of directors for QMS, Software A.G. Americas and Information Resources, and he is a life trustee of Carnegie Mellon University.



Father Gregory F. Lucey

Fr. Lucey is the president of Spring Hill College. He holds degrees from St. Louis University in philosophy, education and theology. He has a master's degree in liturgy from the University of Notre Dame and a PhD in educational administration. Fr. Lucey serves as a trustee of Marquette University and Loyola University in New Orleans.



Laureen H. Lynn

Lynn is account executive and retirement planning specialist for Dean Witter Reynolds Inc. She received a bachelor's degree in mathematics from the Florida State University and attended IBM graduate school in the Systems Research Institute. Lynn is a member of the Rotary Club and serves on the boards of the Mobile Opera Inc. and the Mobile Opera Guild.



T. Vance McCown

McCown is the president of Vance McCown Construction Co. He graduated from Louisiana State University with a bachelor's degree in construction. McCown is past-president of the Associated Builders and Contractors and the Louisiana State University Alumni Association.



Ray H. Miller III

Miller is owner of RHM Enterprises. He received a bachelor's degree in English from the University of Alabama and is a 1995 Leadership Mobile graduate. He serves on the boards of Mercy Medical, the Mobile Ballet and WHIL-FM and is a trustee with the Maritime Center of the Gulf of Mexico



Erling Riis III

Riis is vice president of Lyon Fry Cadden Insurance Agency. He studied accounting at Spring Hill College and law at Samford University. Riis also earned a bachelor's degree in English from the University of the South. He is a UMS-Wright Board of Trustee member and a past member of the Salvation Army board.



John B. Saint

Saint is the president and chief executive officer of The Mitchell Company. He has a bachelor's degree from the University of Alabama and a master's degree from the University of South Alabama. He is a Vietnam veteran, the director of McGill-Toolen Foundation and director of Colonial Bank of the Gulf Coast.



Gary G. Tanner

Tanner is a member of the Mobile County Commission. He is a graduate of Twentieth Century Business College. Tanner was selected as "Citizen of the Year" for Tillman's Corner in 1980 and "Business Associate of the Year" in 1989 by the American Business Women's Association.



Becky S. Tate

Tate is the executive director of The PrimeHealth Companies. She received a bachelor's degree from Auburn University and a master's degree from the University of Alabama at Birmingham. Tate is assistant dean for Leadership Mobile and serves on the local boards for Volunteer Mobile, YWCA and the Mobile Consortium of the Private Industry Council.



Cheryl A. Thompson

Thompson is the vice president of the Mobile division of the Alabama Power Co. She received a bachelor's degree from Auburn University and a master's degree from the University of Alabama at Birmingham. Thompson is on the boards of the Salvation Army and the Alabama School of Math and Science Foundation and is a member of the Rotary Club and Mobile United.



Celia A. Wallace

Wallace is the chief executive officer and chairman of the board for Southern Medical Health Systems. She became a board certified radiological technologist at the University of Alabama. Wallace serves on the boards of Freedom Foundation of Valley Forge, Historic Preservation Society of Mobile and the Mobile Opera.





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- No more payroll or employment tax hassles
- Reduce your risk of employee lawsuits
- No Workers' Compensation bills or claims
- Train your employees on the latest computer software





News You Need to Know

Before you put that letter in the mail, be sure to have the new postage stamps! On January 10, stamps increased to 33 cents. The Post Office boasts the penny adjustment is less than one-third the rate of inflation, and is the lowest increase ever sought for first class mail. It comes after three-and-a-half years since the last rate increase, which is the second longest period of rate stability in 26-years.

For heavier envelopes, the second and third ounces actually decreased from an additional 23 cents to 22 cents per ounce.

Know Your Rights

The Department of Labor manages a new website that is a resource for small to mid-sized companies. ELAWS or Employment Laws Assistance for Workers and Small Businesses located at www.dol.gov/elaws is designed to help employers and employees understand their rights and responsibilities.

Before you consult a DOL employment law expert, check out the website to save time and money.

They Loved It!

More than 130 sales representatives from Sappi Fine Paper-North America, parent company of S.D. Warren of Mobile, had their annual meeting at the Grand Hotel in Point Clear. This group has been to some fabulous resorts around the country, and many said this one was one of their best trips ever. Patsy Fountain, S.D. Warren, attributes the success to "good old Southern Hospitality."

Testing "Free" In Promotions

Perhaps you've heard that "free" improves response rates when you use it in your promotions, but you want some hard evidence. Consider what happened when a direct mail guru Bob Stone tested a one-year \$109 subscription with three offers:

"Buy one year for \$99 and get the second year for \$10."

"Buy two years and get 50 percent off."

"Buy one year for \$99 and get the second year free."

Result: Although all three offers cost the same, the one with "free" in it polled 40 percent better than the others.

Source: Communications Briefings, Mouser Report, Mouser Institute School of Advertising, December, 1998

Reader's Choice Awards

In its November issue, Southern Living magazine published the 1998 survey results of the southern places and tourist attractions readers' liked best.

Naturally, a Mobile attraction made the list. Bellingrath Gardens and Home was chosen as one of the Top Five Public Gardens in the South.

Other regional winners included Gulf State Park, the Robert Trent Jones Golf Trail, Foley's Riviera Center and Marriott's Grand Hotel Resort and Golf Club in Point Clear.

Mobile Claims State Tourism Awards

Mobile is home to several giant contributors to Alabama's \$5 billion tourism industry. In the State's first-ever tourism awards program held last year, the Alabama Bureau of Tourism and Travel presented its inaugural Alabama Tourism Awards.

Two of the awards recognized area individuals for their contributions to their attractions' success. **Walter and Bessie Bellingrath** (posthumously) of Bellingrath Gardens and Home and **William Tunnell Jr.**, executive director of the Battleship U.S.S. Alabama, both received The Tourism Hall of Fame Award.

The Mobile Convention and Visitors Corporation was recognized as the Tourism Organization of the Year for developing advertising generating an impressive 41 percent increase in visitor inquiries.

**October's Diplomat of the Month
Daniel Leonard**

Recognized for outstanding service in October, **Daniel Leonard** is one the Chamber's valuable Diplomats of the Month. He earned this distinction through his participation in several Chamber-sponsored activities including Bayfest and the American Red Cross blood drive.

Leonard is an accountant with the University of South Alabama's Department of Internal Medicine, the largest department in the College of Medicine.

Diplomat Gary Adams introduced him to the program and Leonard joined the Diplomats last Spring. Leonard said, "The experience has been even more rewarding than I ever expected. I enjoy the social and civic atmosphere of being involved in things happening in Mobile and welcoming new businesses to the city."

Leonard has a bachelor's degree in accounting from the University of South Alabama. He is a member of the Medical Group



Management Association and the Academic Practice Assembly. Leonard is also a nominee in the American College of Practice Medical Executives and is working toward certification.

**November's Diplomat of the Month
Terry Downs**

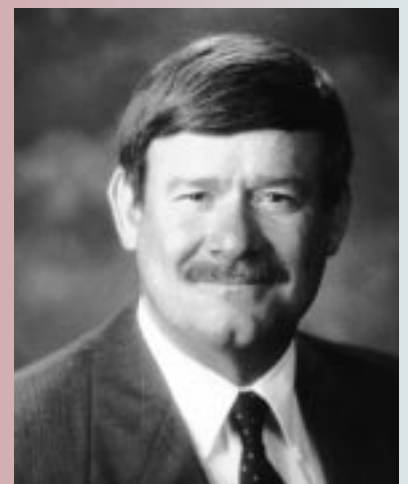
November's Diplomat of the Month is no newcomer to the program. **Terry Downs** has earned this award four times in the three years he has been involved with the Diplomats.

In November, he attended several Chamber functions like ribbon cuttings and Business After Hours. He also volunteered for Keep Mobile Beautiful.

"I not only enjoy working with the Chamber, but the Diplomat program gives me the opportunity to meet potential clients for my business," Downs said. He is an agent with Nationwide Insurance and sells insurance and investment products.

Downs continued, "I support the Chamber because it is a definite asset to Mobile."

The Chamber, however, is not the only organization Downs supports. He is also involved with the Mobile Convention and Visitor



Corporation, Beat of the Bay Tips Club and Dauphin Way Baptist Church.

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Hill to Impact Worker Training & Assistance

Vice President of Small Business Development, **Norman Hill**, resigned his position at the Chamber to become the Director of the Mobile Development Enterprise Corp., a wholly-owned subsidiary of the Mobile Housing Authority. The mission of the Enterprise Corp. is to spur business development in low to moderate income areas and provide job training for the unemployed or underemployed. Their strategies include a newly-established partnership with the Dollar General Stores which will open a retail store in Maysville and provide on-the-job training.

During his tenure at the Chamber, Hill developed an impressive list of accomplishments: he established a council to coordinate many of the



area's small business resources; developed a franchise library at the Chamber; helped create two alternative loan programs; launched two of the region's most successful recognition programs – Future 30 (Mobile's fastest growing small businesses) and the Eagle Awards (the area's top minority businesses); and with a grant from BellSouth, he helped small business owners with Internet training.

"Norman's new position is a great opportunity for him," said Chamber President **Win Hallett**. "We wish him all the best and we look forward to continuing a close relationship with him as he takes the helm at the newly-established corporation."

Calling All Experts

◆ Seminar Presenters Needed

If you are comfortable speaking to a group and have an interest in sharing your business knowledge and expertise, the Chamber has a forum – and a ready made audience – for you. The Small Business Development Department is looking for presenters for its monthly seminar series targeting small business owners and managers.

Topics cover a wide range of issues related to the day-to-day functions of running a business. Approximately 400 members attended a total of 18 seminars in 1998.

Most of the seminars begin at 11 a.m. A catered lunch is served and the goal is to have everyone back at their office by 1 p.m.

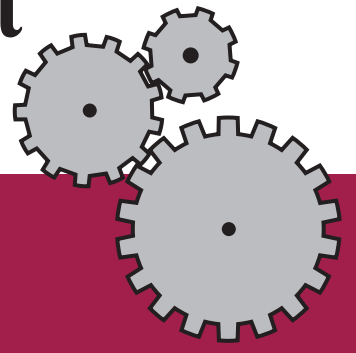
If you are interested in presenting a workshop or know someone who is, call **Walter Underwood** at **431-8652**.

Topics for 1999 include:

- Marketing
- Sales Techniques
- Employee Recruitment
- Business Writing Skills
- Worker's Compensation Laws
- Buying Health Insurance
- Advertising
- Finance
- Public Speaking
- How to Figure Business Taxes
- Business Planning

NET GAIN
SMALL BUSINESS NETWORK

The Chamber At Work For You



Results Oriented

The Chamber published and mailed more than 600 questionnaires to publish the area's 1999-2000 Wage Survey. In addition, the Research Department updated the 1998 New and Expanding Industry list.

Nothing Fishy

Recognizing the value of the local seafood industry, the Chamber's Seafood Task Force met recently to compile information and facts to distribute in an effort to rebuild the industry's image.

In Times of Need

The Chamber was a resource for several owners whose businesses were severely damaged in Hurricane Georges and needed appraisals, loans, etc.

Getting the Right Start

The Mobile Housing Authority, the University of South Alabama Small Business Development Center and the Chamber are working to develop a Pilot Revolving Loan program that would help businesses provide needed services and employ area residents in the Happy Hill community.

Home Rule

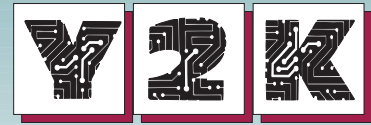
Chamber staff met with County Commission President **Sam Jones** to discuss home rule/self-governance in Mobile County, legislation allowing citizens to vote on local resolutions and laws without going through the Legislature in Montgomery.

Recruiting Additional Funding

As of last November, the Chamber's grant program secured \$371,000, for organizations such as the Mobile Area Education Foundation and the School System.

Going to Work

Chamber staff participated in the Welfare-to-Work Business Opportunities task force meeting and developed strategies to assist businesses in employing welfare-to-work transition cases.



The Final Countdown

Another resource for area small businesses preparing for Y2K is the Dell Small Business Y2K Reference Center at www.dell.com/smallbiz/y2k, co-developed with the Small Business Administration. The site includes a series of case studies and includes a tip sheet to help small businesses begin to address the Y2K problem today.

CALENDAR VIEW

January 19
Annual Meeting

Time: 5:30 - 9:00 p.m.
Place: Mobile Civic Center
Cost: \$40 per ticket or table of 10 for \$375
Call: Catherine Cleverdon at 431-8606

January 21
Business After Hours

Time: 5:30 - 7:00 p.m.
Place: Mobile Civic Center
Cost: \$2 for members \$5 for potential members

January 26
Net Gain: Stress Management for the New Millennium

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

February 5
First Friday

Time: 7:30 - 8:30 a.m.
Place: Pine Crest Funeral Home
5651 Cottage Hill Road
Cost: \$2 for members \$5 for potential members

February 9
Morning Marketing Meeting

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

February 13
Military Mardi Gras Ball

Time: 7:30 - midnight
Place: Adam's Mark Hotel
Call: Shelly Mattingly at 431-8612
Cost: \$30 for Officers and Civilians/
\$22 for Enlisted Personnel

February 24
Export Tools Workshop

Time: 9 - 11 a.m.
Place: Chamber Board Room
Call: Marina Nyman at 431-8657
Cost: Free

ANNIVERSARIES

5 YEARS

- Ameri-Pride Linen & Apparel
- ARAMARK
- Bay Shore Fluid Power Inc.
- Christ Episcopal Church
- Downtown Air Center Inc.
- Fantasy Island Toys
- FSI Railcar Service Center
- Hydraulic Crane Specialists Inc.
- Papa John's Pizza
- Rich's Car Wash
- Kenny Roger's Roasters
- Sizeler Real Estate Management
- Yarborough Machine Inc.

10 YEARS

- Bay City Management Inc.
- Bradley and Associates Inc.
- China Doll LTD
- Computer Broker Inc.
- Consumer Credit Service of Mobile
- Data Capture Consultants Inc.
- Dominick Portrait Enterprise
- Druhan Appraisal Co.
- Hancock Electric Motor Service
- Integrity Music Inc.
- Keep Mobile Beautiful Inc.
- Killingworth Pest Control
- Gaylord C. Lyon & Co. Inc.
- George Gunn Jr. CPA
- Maclay Construction Inc.
- Magic Touch Cleaners
- Mills Distributors Inc.
- Joseph Shumock & Co. CPA
- Sound Associates Inc.
- Southern Iron Works Inc.
- Itraform Co.
- V & V's Specialty Shop
- Warranty Corp.
- Westward Group Inc., The
- Workman's Sheet & Plate

15 YEARS

- Delta Airlines
- Tanner's Pecans & Candies

20 YEARS

- Dependable Sheet Metal Co.

30 YEARS

- Brungart Equipment Co.
- Mobile Area Association of Realtors

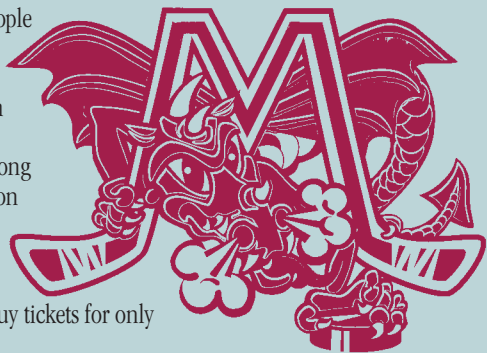
35 YEARS

- Barber Dairies Inc.

January's Business After Hours

"Break the ice" with other business people at January's Business After Hours, sponsored by the Mobile Mystiks. Come to the Civic Center on Thursday, January 21 from 5:30 - 7 p.m. and enjoy hors d'oeuvres and network among colleagues before the Mobile Mystiks take on the Mississippi Sea Wolves.

Attendees will receive complimentary tickets to the hockey game. Family members can join them before the game and buy tickets for only \$6. Reservations are not necessary.



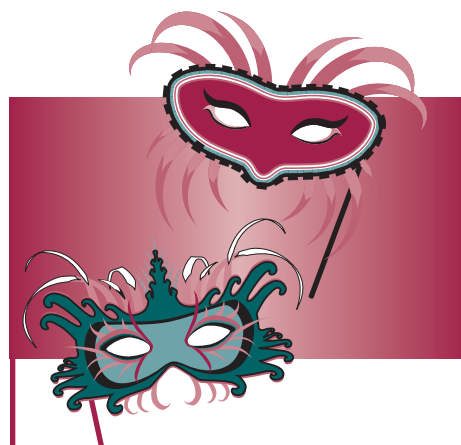
Don't Stress Out By Missing this Seminar

Do you want to start the New Year off in the right frame of mind? Well, come to this interesting workshop and learn how to physically and mentally deal with everyday stress when Tom Kaczmarczyk, a nationally certified hypnotherapist, reveals the most effective techniques available to reduce stress and improve your overall well being. This Net Gain Seminar, Stress Management for the New Millennium, will be held on Tuesday, Jan. 26 in the Chamber's McGowin Room from 11 a.m.- 1 p.m.

The cost is \$15 and includes lunch. Call Jacqueline Jones at 431-8607 for reservations.



NET GAIN
SMALL BUSINESS NETWORK



Military Mardi Gras Ball Set for Feb. 13

Every year, the Chamber's Military Affairs Committee assists with the Mardi Gras Military Ball. Set for Saturday, Feb. 13 at the Adams Mark Hotel, the ball is open to the public.

Tickets are \$30 for officers and civilians, \$22 for enlisted personnel. Formal attire is required. Call **Shelly Mattingly** at **431-8612** for more information.

January's First Friday

Come enjoy a delicious continental breakfast at February's First Friday on Feb. 5 from 7:30 - 8:30 a.m. at 5651 Cottage Hill Rd. Pine Crest Funeral Homes and Cemeteries invites you to see their new facility. It's a great way to spend a relaxing morning and to meet new business contacts.

The cost for members is \$2 and \$5 for potential members. Reservations are not necessary.



Morning Marketing Meeting

"Every time I come to Morning Marketing, I get a least two new prospects."

If you ask Cindy McCrory, AmStaff Human Resources, she'll tell you this is true! So practice your sales pitch at the Morning Marketing Meeting on Tuesday, Feb. 9 from 7:30 - 8:30 a.m. in the Chamber's McGowin Room. Businesses have the opportunity to give a two-minute presentation at this popular Chamber event sponsored by Mobile Staffing Services Inc. This is also a time to show off your business, product or service to the audience. Be sure to bring plenty of marketing materials for the staff to distribute during your presentation.

Attendance is limited. For reservations call **Karen Turner** at **431-8638**.



Hammer Out the Details of Exporting

The Chamber, along with the Alabama International Trade Center and the Alabama World Trade Association, is offering an Export Tools Workshop on Wednesday, Feb. 24 from 9-11 a.m. The program is geared for both small and large companies, and experienced or new market exporters. If you have responsibilities in areas from sales and credit to shipping, this seminar will be beneficial.

Topics include "Handling Agents and Distributors," "Preparing Export Price Quotes," "Insuring Export Shipments" and "Export Payment Options."

Call Marina Nyman at 431-8657 for reservations.

Who Can You Trust to Service Your Computer?

The Computer Broker, Inc. has been providing computer systems design and service to Mobile area businesses for over a decade. You can't be around that long without doing a lot of things right. We listen to your needs select the most cost effective solutions and provide uncompromising service.

Our reputation is unparalleled with Mobile area businesses including:

- Law Firms
- Banks
- Insurance
- Hotels
- Communications
- Manufacturing
- Utilities
- Accountants
- Medical
- Industrial Supply
- Real Estate
- AC and Heating
- Shipping
- Mortgage
- Schools
- Dental
- Non-Profit
- Construction
- Automotive
- Telephone
- Retail

Computers are as important to your business as a building, vehicle, telephone or employees. If your computers go down, so does your business. Would it make sense to mail order a delivery truck with no local parts or service? You need a local partner with parts, service and experience, that you can trust to handle all your computer needs.

Why Do Customers Choose The Computer Broker?

- We respond quickly and get right to the problem.
- Our employees are highly qualified, experienced and friendly.
- We take the time to understand your needs and provide appropriate solutions.
- Our large stock of systems and parts guarantees fast turn-around time.

Year 2000 Audits
Novell Networks
NT/Win95/Networks
Ethernet/Token Ring
Hubs/Routers/Fiber
Mainframe Links



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ATTENTION MEMBERS!

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

- Tom Lewis at 431-8629/pager: 582-2076
- Melody Lipscomb at 431-8627 pgr: 371-9634

MEMBER NEWS

Hermann, Carter and Van Antwerp Inc. has promoted J. Paul Carter to president and J. Neville Hermann to chief executive officer.

Two Men and A Truck has extended its 10 percent discount offer for Chamber members. For more information call 471-2223.

The Southern Alabama Area Chapter of APICS: The Educational Society for Resource Management will present "The A to Z of Effective Control Using Teamwork Throughout the Process," on Jan. 22, 1999 at 8:30 a.m. Contact Becky Hess at QMS, 633-4301 x 1127 to register.

Combining BellSouth's network, equipment and managed services for mid-sized and large business, the company has formed BellSouth Business. The move strategically aligns three BellSouth affiliates - BellSouth Business Systems (BBS), BellSouth Managed Network Solutions (MNS) and BellSouth Communication Systems (BCS) - into one organization serving the telecommunications and computing needs of customers. For more information, visit www.bellsouth.com.

Springhill Memorial Hospital has appointed Margaret Pearce, RN, MSN as director of patient care services.

The USA Children's and Women's Hospital was accepted as a member in the National Association of Children's Hospitals and Related Institutions. NACHRI serves as collective voice for health systems serving America's children and their families.

Mercy Medical announced the following administrative posts: Tom Pennington, vice president for future growth; Brandy Weekley, assistant administrator for residential services; and Cobby Witherington, assistant administrator for operations.

Black Classics, a new specialty bookstore featuring African-American literature recently opened in Westwood Square at 2206 Airport Blvd. in the city's Loop area. Call 476-1060 for more information.

ERA Marie McConnell Realty recently announced the following staff additions: Mary Ferguson Orell, Audrey Wright, Steven Davidson, Jean Sullivan, Pam Miller, Tracy McDermott, Sonja Fowler and Bradley LaForce.

Rippy & Associates has announced the appointment of Tammy Rippy Lyons as president of the Mobile-based insurance agency. Lyons served as marketing director since joining the company in 1995.

The Department of the Army recently selected Johnnie Pogue of Roberts Brothers Inc. the 1998 Soldier of the Year in the E-5 through E-7 category for the 375th transportation group. He was awarded a Certificate of Achievement by Major General James W. Darden, USAR.



Pogue

Orin Wood has been named chief financial officer for Allied Sign Company, Allied Retail Services and Plastix of Mobile.

The Mobile Public Library is collecting local business histories for its reference collection. Send written histories, in book or brochure form, to: Local History Division, Mobile Public Library, 701 Government St., Mobile, AL 36602 or contact Charlotte Chamberlain at 208-5898.

If you're interested in doing business with governmental entities, plan to attend the Annual Congressional Gulf Coast Procurement Conference sponsored by the USA Small Business Development Center and the Mobile Corps of Engineers. The Conference is set for Feb. 4 at the Mobile Convention Center.

The Finch Companies Inc. has promoted Marcia Washam from quality manager to vice president of quality.

Attorney Bob Beckerle was recently elected to the advisory board of the Southern Catalyst Network.

Bodiford's Automotive Service Inc. recently expanded its ASE certified repair services to include JEEP with the addition of factory trained JEEP technician, Richard Middlebrooks.

Noel W. Bedwell MD and Craig R. Peterson MD, cardiologists with The Heart Group PC, have been appointed as adjunct assistant professors of clinical physician assistant studies at the University of South Alabama.

Senior Citizens Services Inc. recently announced its 1998-99 board of directors and advisory board. Officers are: Yvonne King, president; Roma Hanks, vice president; John L. Finley Jr., secretary; and Joe C. Webb Jr., treasurer.

PrimeHealth announced the addition of three new managers: Cheryl Mokry, pharmacy manager; Teresa Boone, manager of health promotions & wellness; and Larry Abitz, manager of provider services.



Boone



Abitz

Regions Bank promoted James H. Patrick Jr. to assistant branch manager of the Saraland branch.

Golf Concepts of Alabama Inc. is the only company in Alabama providing personal golf practice facilities, specializing in putting greens. For more information or to have a putting green designed and installed in your yard, call Ron Puckett Sr. at 471-2215.

Kimberly P. Shows of Thames Batre' Mattei Beville & Ison was awarded the State of Alabama AIIA Education Award at the Insurance Women of Mobile convention. Shows will represent Alabama at a regional convention.



Shows

Long's Human Resource Services Inc. was honored with eight of nine national achievement awards for loss control and risk management by RCS Services Inc., serving Temporary Services Insurance Limited, an international worker's compensation insurance carrier. Among the awards, were "Highest Average Audit Score for a Company" and "Lowest Cost Per Employee Hour."

Chapura Inc. announced the addition of Connor Burke as the new manager of technical services. The company also released a new software product, PocketJournal, which synchronizes the 3Com® Connected Organizer with Microsoft® Outlook Journal.

The American Cancer Society will host the 10th Annual Chili Cookoff sponsored by Mobile Gas on Feb. 6 from 11 a.m.- 4 p.m. at Cathedral Square in Downtown Mobile. For more information or to participate as a team, call Leigh Davis at 344-9856.

McDowell, Knight, Roedder & Sledge, LLC announced new associates: Kelly Reese, Tom O'Hara, Richard Gaal, Ben Kilborn, Todd Resavage and Karen Turner as counsel.

The University of Mobile has been released from probation by the Southern Association of Colleges and Schools.

In other news, the University won medallion awards from the Public Relations Council of Alabama for its in-house newsletter, web site (www.umobile.edu) and speech writing.



Shoemaker



Leouis



Lee



Himes

Also staff promotions were announced: Herman Shoemaker, executive vice president; Kim Leouis, vice president for student development; Steve Lee, vice president for business affairs; and Marlena Himes, director of development.

The following promotions of JROTC Cadet Brigade Commander and staff were announced by the Mobile County Public School System: Cadet/COL Alfred Dowell, B.C. Rain High School, Brigade Commander; Cadet/COL Kevin Andry, Citronelle High and Cadet/COL Genne Nwosis, LeFlore High School, Deputy Brigade Commander; and Cadet/CSM Victor Martin, LeFlore High School, Brigade Command Sergeant Major.

UniversalCom Inc. announced it was granted certification to offer long distance services in Alabama by the State Public Service Commission. UCI will offer commercial customers in metropolitan areas products ranging from 1+Direct Dial and Operator Services to Customized Hospitality Services.

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@mobbcam.org

The Chamber's Membership Department is seeking a part-time Member Services Representative. Call Reeda Taylor at 431-8649.

YIKES!

What A Headache.

The printer missed my deadline **AGAIN...**

What will I tell my boss **THIS TIME?**

Relax... for those pesky printing headaches.

With our new Heidelberg SpeedMaster 4-Color Perfecting Printing Press, missed deadlines are a thing of the past. At a production rate of 15,000 sheets per hour, we deliver faster turnaround and better quality at a lower cost than ever before!

And, while Gwin's is the most technologically advanced printing company on the Gulf Coast, we still offer good old-fashioned service. Our friendly, experienced staff is always ready to work with you.

So, before you suffer the pain and embarrassment of another deadline headache, try Gwin's.

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