



THE VIEW

NOVEMBER 1999

MOBILE AREA CHAMBER OF COMMERCE

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Mobilennium... A Thousand Years of Opportunity

◆ Chamber Annual Meeting Set for Jan. 18



2000 Annual meeting speaker Dr. Price Pritchett

The new millennium will offer new opportunities for Chamber members. As the first official event of the year 2000, the Chamber will present "Mobilennium... A Thousand Years Of Opportunity" on Jan. 18 beginning at 5:30 p.m. at the Mobile Civic Center.

The 164th Annual Meeting of the Chamber will be a fun-filled event, to ring in the new year. During the course of the evening, outgoing chairman **John Davis**, Mobile Gas, will pass the gavel to **Dianne Irby**, Irby Strategic Services. The featured speaker, presented by AmSouth Bank, will be **Dr. Price Pritchett**, a noted author and internationally-known speaker on leadership qualities and what it takes to manage a company in today's fast-paced, global, high-tech world.

Pritchett of Dallas, is chairman and CEO of Pritchett and Associates, a consulting firm working with Fortune 500 corporations for more than 20 years on mergers and change. His client list includes 3M, General Electric, IBM, Eastman Kodak, American Airlines and BellSouth. In addition to the personal attention his firm provides to corporations, Pritchett has also penned dozens of workbooks for companies wanting to provide its management with first-rate training on leadership, organizational change and culture shifts.

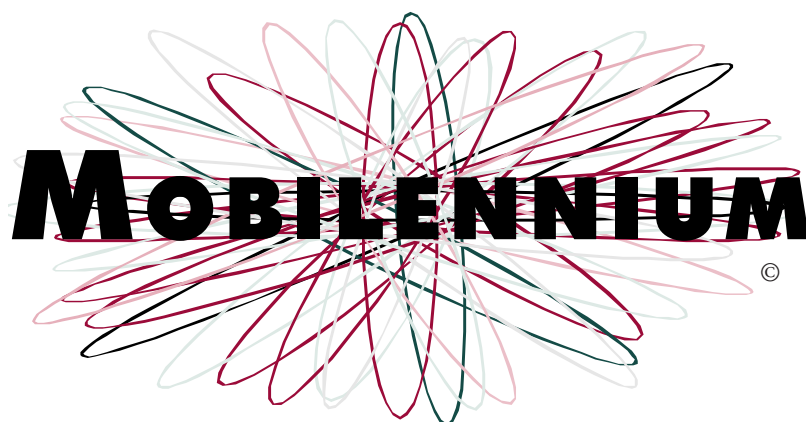
His most recent book, *New Work Habits for the Next Millennium*, delves into new ways to approach such topics as leadership, management and motivating entry-level employees over the next decade. Pritchett will teach Chamber members how to incorporate his techniques into the Mobile job market.

The Chamber staff has used Pritchett's workbooks for several years, according to Chamber President **Win Hallett**. A supporter of Pritchett's invaluable information, Hallett said, "We have studied everything

from the modern characteristics of leadership to change management. Dr. Pritchett has helped us build the energy level in our organization and we have found his advice easy to understand, relevant and insightful."

A graduate of West Texas A&M with a BA and MA in Liberal Arts, Dr. Pritchett earned his Ph.D. in psychology from Texas Tech University.

Tickets for the 2000 Annual Meeting are now available. Individual tickets are \$40 and tables of 10 are \$375 and include a reception featuring food delicacies from 10 of Mobile's finest restaurants.



Sponsors for this year's meeting are Alabama Power Company, GTE Wireless, Integrity Inc., Isle of Capri Casino, ITC DeltaCom, Long's Human Resource Services, The Mitchell Company, Mobile Gas Service Corp., WPMI-NBC15 / WJTC-UPN44 and Thompson Engineering. For tickets or additional information, call 431-8606 or 431-8623.

The Key to Mobile's Success Starts With A Balanced Approach

Any discussion of a successful, healthy community must include the word "balance." Many a well-intentioned group has led a community down the wrong path by focusing on only one aspect of a complex issue before thinking about the consequences.

One example of this was back in the 1960s and 70s when Mobile decided to remove old, historic buildings to make way for new structures. These change proponents were focused only on growth without considering the long-term

benefits of protecting Mobile's rich history. The result, unfortunately, can never be reversed and since, our community has cast an envious glance at cities like Savannah and Charleston which had the foresight to protect and maintain many more of their historic structures.

Currently, Mobile is facing another issue that, if not approached with a great deal of care, could cause us to reverse the momentum we've worked so hard to build in this community. That issue is air quality.

Last year, Mobile was notified by the Alabama Department of Environmental Management (ADEM) our community — for the first time in history — had exceeded the new EPA standards for ozone. This came as a surprise particularly because

some major industries had reduced their nitrous oxide emissions (which help form ozone) by thousands of tons in 1998.

In response, the Chamber formed a group of public and private community organizations to address the issue. The

group calls itself the Ground Level Ozone Reduction Initiative or GLORI and what they discovered was eye opening.

The first frustration stemmed from the fact that no one — not ADEM or EPA or any other group — had data pointing to the major source of ozone in Mobile. We discovered that generally, the emissions which form ozone come from a variety of sources — from industries to cars and trucks to small engines to paints and solvents. Even pine trees contribute

Continued Page 2

Someone once said,
"without data,
you're just a person
with an opinion."

BIC Expands Facility

◆ Incubator will house permanent facilities for ATN

Thanks to a grant provided by the J.L. Bedsole Foundation, the Business Innovation Center (BIC), Mobile's small business incubator, formally opened two newly renovated portions of their Center for Entrepreneurial Excellence. The expanded areas will allow the center to house an additional 12 start-up companies and will also provide a permanent location for a satellite office of the Alabama Technology Network (ATN) and Center for Telecommunications Technology (CTT).

The BIC, a project of the City of Mobile, Mobile County and the Chamber, has been in operation for 13 years. Since then, it has helped launch 96 new businesses and created 311 new jobs. It provides an average of \$3 million in economic impact annually.

Mobile's BIC is well known throughout the country and the world. Since its inception, the Center has hosted more than 160 delegations from as far away as Israel, Indonesia, Poland, Lithuania, England and Canada.

The CTT is part of the Alabama Technology Network and is one of 10 centers across the state focusing on specific technologies such as manufacturing, electronics, telecommunications, environmental health and safety, textile and apparel,



forestry, paper and chemical. The Center links major research universities with two-year colleges to provide services such as workforce development, training, technology identification and development, technology transfer, business and technical assistance, enterprise resource planning software and assistance with networking projects.

All centers in the incubator are equipped with video conferencing capabilities for access to remote training and other business purposes. The CTT also provides low cost, high-speed Internet access to the facility and maintains the Alabama Community Access Network (formerly Mobile Freenet), which provides free Internet access to government, schools, libraries and nonprofit organizations.



2nd Time Around, Charleston Has More Lessons

Charleston Mayor Joseph P. Riley Jr. stressed to Leadership Trip participants the importance of quality of life issues to a community.

"The trip was insightful and enjoyable. A lot of progress was made behind the scenes."

Such were many of the responses from participants following the Chamber's 1999 Leadership Trip to Charleston, S.C., in October. For 13 years, the Chamber has teamed up with the City and County to organize a fact-finding trip to cities around the country that have successful initiatives worth looking at and considering for our own community.

Though results of the annual trips have been subtly communicated, their impact has been significant — even pivotal — to the progress of this community. For example, the 1990 trip to Memphis resulted in the development of Mobile's environmental court, the first in the state of Alabama. In 1996, after the group returned from a trip to Jacksonville, they were inspired to launch a strategic planning process, later called Envision Mobile-Baldwin.

"Every year, we come away with a better understanding of the issues in our own community and ideas to address them," said Chamber Chairman of the Board John Davis with Mobile Gas Service. "For example, I was particularly impressed with how Charleston develops their tourist sights, trains their service providers and includes tourism in their downtown redevelopment plans. I know we left with several good project ideas."

In Charleston, the group heard from community's civic and government leaders. One highlight of

the trip was a presentation by Police Commissioner Reuben Greenberg, who Mayor Mike Dow brought to Mobile for six months in 1989 after Greenberg wowed participants during the 1988 Leadership Trip which was also to Charleston. Back then, as well as this year, Greenberg energized the audience with his customer service-driven policing programs.

Other topics the group studied in Charleston included:

- Their economic development program, which spans three counties in a regional partnership, strengthens their funding ability and what they can offer in the way of infrastructure, sites and workforce.
- The Port of Charleston which has become the 4th busiest container port in the nation and the 6th largest money-maker.
- Downtown redevelopment, tourism and neighborhood initiatives that all work together making tourism Charleston's number one industry. Currently, 30 cruise ships come into their docks each year.

"We receive a great deal of information on these trips, but one of the most valuable aspects is the opportunity for the leadership of this community to get away from their jobs and their phones and to network with one another, exchange ideas and develop visions," Davis concluded. "As one participant said this year, the trip 'continues to provide the forum to help Mobile.' I agree."

The Key to Mobile's Success

Continued from page 1

to the production of ozone! But we couldn't find information explaining where Mobile's ozone neighboring Gulf Coast cities are in the same situation as Mobile, a four-state study is being undertaken to try to find the true sources of ozone in our area. Called the Gulf Coast Ozone Study or GCOS, the project is a partnership of the state environmental agencies in Florida, Alabama Mississippi and Louisiana. It is hoped some preliminary data will be available before December.

Another unanswered question has been the role of weather in Mobile's high ozone numbers. Hot, sunny days with little wind and no chance of rain constitutes the perfect scenario for the formation of ozone. Could it be our recent weather patterns, and not some large increase in emissions, have caused us to exceed ozone standards? We don't know.

The next frustration has been related to the health issue. Though higher levels of ozone are known to adversely affect the health of some people, how these problems affect the general population or specific individuals awaits further study. The idea that ozone has been linked to health incidences is puzzling since we've only had four high ozone days this season.

Because so many questions remain about Mobile's air situation, the Chamber is joining a number of community groups under the umbrella of Envision Mobile-Baldwin to launch an air quality study expected to turn those questions into answers and hunches into data. Someone once said, "without data, you're just a person with an opinion."

So what happens in the meantime? One group

has launched a campaign to stop bringing new industry to Mobile. This group contends because we have an ozone problem, we should turn away even companies requiring minimum air permits through ADEM. This may be jumping the gun. With so much at stake in terms of jobs, income and quality of life, we think, at this stage, a more prudent approach would be to allow the studies to be undertaken and then to work together as a community to determine what the word "balance" means for the Mobile area.

Mobile needs to continue to bring all parties to the table and, together, use the data that will allow us to make logical, effective decisions based on fact. Until then, both industry and the gen-

eral public have a continuing responsibility to bring in new technology and participate in initiatives that lower all types of pollution in our air.

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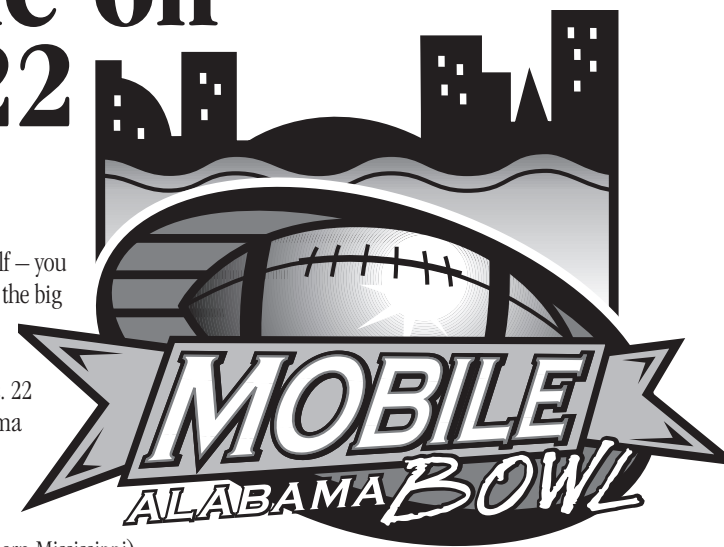
Alabama Bowl Set to Kick-off in Mobile on Dec. 22

Just days before the jolly old elf — you know the guy in the red suit with the big belly — lands on rooftops throughout Mobile, 250-pound giants will fly into the city on Dec. 22 for the first annual Mobile Alabama Bowl at Ladd-Peebles Stadium. Football teams representing Conference USA (East Carolina, Louisville and University of Southern Mississippi) and the Western Athletic Conference (Fresno State, Texas Christian and Rice) will participate in a star-studded week's worth of events leading up to the big game.

Bowl week will kick-off Dec. 16 with the Coors Classic Basketball Double Header featuring Auburn, Bradley, Murray State and University of South Alabama, according to William Younce, director of public relations for the Mobile Alabama Bowl. Throughout the week several activities are planned for not only Mobile area residents, but also visitors from the two teams selected to participate in the bowl.

"We've planned one of the largest Mardi Gras parades with over 17 floats and bands from each team participating," Younce said. "And the parade is continuing to grow every day."

Other activities include a luncheon featuring baseball hero Pete Rose, a Cliff Ellis Basketball Camp, a national band competition and a Mobile Mysticks game. "We're interested in providing our visitors with not only a great football game, but also a chance to take a look at Mobile," Younce added.



"We're excited the Mobile Alabama Bowl has planned a week's worth of activities to involve visitors and Mobilians alike," said Lucy Arnold, director of public relations for the Mobile Convention and Visitor's Corporation. "While football fans are here, they're going to get a taste of our majestic historic homes and Bellingrath Garden's spectacular Magic Christmas in Lights. A bonus is the Nicholas and Alexandra exhibit will still be on display."

Mobile's bowl game was the only new one announced for the 1999 football season. It will have a tremendous economic impact on the area. An expected 20,000-35,000 people are expected to travel to Mobile for the game, which will be broadcast live on ESPN2 beginning at 6:30 p.m.

For Mobilians wanting to experience a bowl game in person, Younce said game tickets would go on sale in December. It is expected to be a sellout though, so don't delay in getting them. For more information about the Mobile Alabama Bowl, call 635-0011.



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Mobile...Decades of Change



Rothstein Photo, Library Congress

In the 1930s, the Port of Mobile was a prime destination for bananas.



The Bankhead Tunnel under construction in June 1940. It officially opened in 1941.
Erik Overbey Collection, University of South Alabama Archives



Erik Overbey Collection, University of South Alabama Archives

Smith's Bakery still delivers fine breads and pastries to Mobilians. (1920s)



Seafood is still a popular commodity in Mobile. S. Blake McNeely Collection, University of South Alabama Archives (1930s, Star Fish & Oyster Warehouse)



Shift change at ADDSO. (1940s)

Addsco Collection, University of South Alabama Archives

At right: Mobile's "Rosie Riveters," women entered the workforce during WWII.

Below: An early 1900s look at the lumber moved through the Port. (1905-1910)



Addsco Collection, University of South Alabama Archives



Erik Overbey Collection, University of South Alabama Archives



Royal Street during the 1940s.

Erik Overbey Collection, University of South Alabama Archives

e-commerce



10 Reasons You Should Build a Web Store Now

1 Be prepared

E-commerce activity has grown rapidly during 1999 and is set to finally explode in 2000 and 2001. You need to ensure your business is ready for this incredible opportunity by building a Web store now.

2 Being first secures market share

The initial entrant to a market captures the mind share of consumers and can prove difficult to dislodge – just look at the mighty Barnes and Noble trying to play “catch up” with Amazon. Even if you aren’t first, you still need to get online fast to protect your current off-line market share being stolen by an online entrepreneur.

3 Low entry costs

Although large enterprises typically spend a six-figure sum on an e-commerce enabled Web site, you can do it for a lot less. And no matter what you spend, it will be considerably less than the cost of setting up a bricks-and-mortar store.

4 Lower transaction costs

Dealing with customers via the Web, whether processing orders or fielding support calls is typically cheaper than traditional methods. For example, Dell estimates that they save \$8 each time a person checks their order status at their Web site instead of calling them.

5 Access to a global market

Your telephone and fax machine already give you the power to sell globally, but the Web is unique in its ability to allow you to market your products globally.

6 Access to wealthy consumers

Although the Internet is moving slowly towards mass consumerism, the median income of the typical Web user is still well above the American average, with 57 percent of online households having an income of greater than \$50,000, according to *AdAge*. Your Web store will give you increased access to this desirable demographic segment.

7 Off loading perishable inventory

If the nature of your business regularly leaves you with a large, perishable inventory, a Web store can be an ideal way of getting rid of it. For example, American Airlines uses their Web store to off load their unsold seat inventory.

8 On line distribution

The distribution of data and software through the Web has quickly moved from a novelty to an expectation. If you are in the business of selling these “soft” goods you need to start distributing them online now, or lose out to your competitors.

9 Because your customers demand it

For years, many large corporations have tried to push their vendors to use EDI but have let their smaller vendors off the hook because of the acknowledged difficulties in setting such systems up. However, using the Internet for e-commerce transactions is much easier than traditional EDI and soon many companies will mandate its use for all dealings with them.

10 Making money

OK, we’ve all heard the saw about how no one’s making money on the Internet. There are some grounds to this as only a small number of Web sites are currently pulling in significant revenues. This is all about to change as the Web finally reaches “mass-market” proportions in the United States. This will allow Web commerce to take off and, at last, there will be a real opportunity to make money.

Written by Paul Lang Director, Netsavvy Communications. Lang edits and publishes Sell It!, (www.SellItOnTheWeb.com), an e-commerce Web site dedicated to helping small businesses sell their goods or services on the Web.

● Com – Your Business Future

One year ago, only 5 percent of small business owners considered the Internet an important technology tool for the future of business. Today, 65 percent of all small businesses have access to the Internet and 41 percent maintain a Web site.

“The Internet levels the playing field.

Consumers don’t know if your business is located on Madison Avenue or the bonus room over your garage,” said Wyman Winbush, application Integration Middleware Specialist for IBM. “And Singapore is a click away from Downtown Mobile,” added Greg Jones, Hand Arendall LLC.

Most small businesses, however, are hesitant about setting up an electronic storefront largely due to the belief that it is difficult, technically demanding and expensive. As a result, small businesses that don’t have a Web presence are losing customers to their online rivals.

Here are a few statistics demonstrating the power of the Internet:

- In a special report published by *Newsweek* Sept. 20, one-third of U.S. households are online;
- Global e-commerce revenue is expected to rise to nearly \$200 billion by 2003.
- Forrester Research claims business to business e-commerce will jump to \$1.3 trillion in the U.S. alone by 2003 (currently it stands at \$109 billion);
- Also, Forrester Research predicts business marketers will transfer 10 percent of their marketing spending to the Web by 2004, which adds up to \$8.7 billion in business ad revenue.

Whether businesses seek the ability to efficiently communicate with customers or sell goods and services over the Internet, the Web is essential for small businesses to gain and maintain a competitive edge. With more than 60 million Web sites now

online, not having one would be similar to not having your phone number in the yellow pages.

For a minimal investment in a Web presence, small businesses can experience profitable advantages.

Some of these include:

Establishing new profit opportunities – Make money by finding new revenue and profit opportunities by entering any geographic market. The smallest of retail operations can now take their products to hundreds of millions of “Web surfers” worldwide.

Managing costs – Perform traditional business functions more cost-effectively online, without a costly warehouse. No need to house months of equipment from a supplier, when inventory can be ordered and delivered expeditiously.

Enhancing customer service – Build e-mail relationships with customers, and offer product support. The Internet allows for more and quicker means of communications with customers, as well as the ability to transmit important product literature and support information instantaneously.

Improving communications – Give timely

access to the right information with e-mail updates and online delivery. Eliminate the “never got the envelope” or “the package never came” problems. Now you are just a mouse click away for all customers.

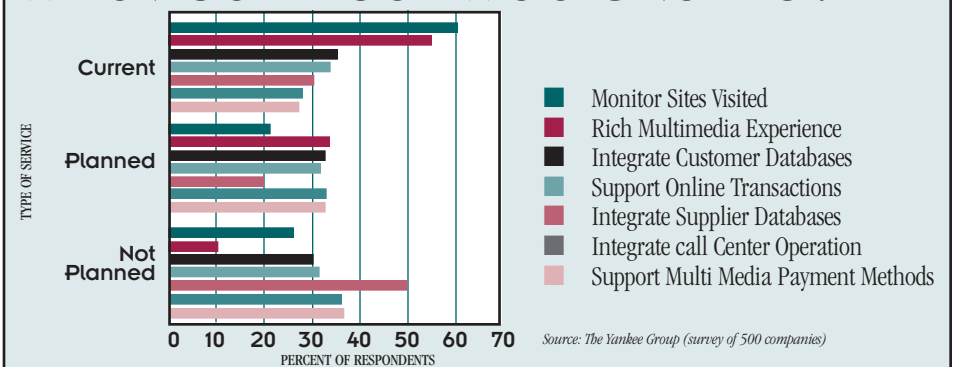
Staying competitive – Don’t get left behind your competitors. The Internet is not just a trend – it is the present and future of business communications.

Due to sky rocketing Internet sales, competition among e-commerce solution providers has increased considerably allowing small business owners to design a Web site at a very reasonable cost.

Can your business make money on the Web? According to Tech Web – The Technology News Site, “The Web’s power as a sales vehicle has proven to be inversely proportional to the size of the seller. In other words, small companies are doing better than big ones. That’s because the Web’s worldwide reach can instantly transform a small outfit into a global distributor.”

Krista Tillman, President, BellSouth Small Business Services, contributed to this article.

What Can Your Web Site Do?



Local Company Flourishes with Internet Sales

Phil Purpura, president of Mobile-based Chapura, gives credence to the prediction that e-commerce will dominate the majority of business transactions in the near future.

In April 1997, Chapura started selling its product over the Internet where the company conducts 90 percent of its business. In less than two years, company sales have multiplied tenfold. On average, Chapura receives 200 e-mails a day, 10,000 hits a week on its website and approximately 6,000 leads each month.

Chapura manufactures the Pocket Mirror® and the Pocket Journal™ computer software synchronizing Palm handheld products with Microsoft® Outlook®, making the upkeep of personal information consistent and easy.

“Be prepared for success,” was Purpura’s only caution. The first day his company conducted Internet sales, Chapura sold 450 copies of its program by noon.

For those who were still skeptical, Purpura explained an Internet storefront is similar to catalog shopping. People like to shop on the Internet because its convenient 24 hours a day, seven days a week. Information is readily available and making a purchase is easy, said Purpura.

A Chapura customer can receive his purchase in 10 minutes by downloading the software onto his computer. For those who want the actual packaged program, it is mailed out and delivered within a week. In addition, Chapura offers free upgrades and product information on its website and uses e-mail to communicate with its 59,000 customers worldwide.

Tips for an Effective Web Site

If you think the obstacles outweigh the advantages when it comes to e-commerce, Luis Nieves, has a wealth of information that will make you believe otherwise. The key he says is to market the Web site effectively.

Nieves, president and CEO of Gulf Coast Computer Services, knows that most businesses are already confined by limited time, tight budgets, employee resources and are challenged by the distance to its customers and the competition.

But by looking past normal constraints, Nieves says the big picture reveals ways to automate your business, lower overhead, promote your business more effectively, create stronger relationships with customers, partners and suppliers, build customer loyalty and much more.

Here are a few things to consider that will make your site an effective business tool:

- Organize it well and make it easy to use

- Make it visually appealing
- Include contact information, directions, company purpose and background information, as well as the latest product and service information, along with links to partners and associations.
- Offer opportunities to provide feedback and be responsive to customer suggestions.
- Update the site regularly – research shows that Internet surfers will return to a site if the information changes.

In promoting your Web site Nieves says basic marketing tactics will build awareness:

Get a Web address that is easy to remember. Market your site on all materials that leave the office, including business cards, stationary, envelopes, invoices, e-mails, etc.

Use promotions to draw traffic to the site and your business.

When Laws Become Virtual

A seemingly borderless economy – the Internet – emerged faster than experts could develop a legal framework. Companies throughout the world have made the leap, opening their markets to Internet consumers, while the legal domain remains nebulous.

Local attorney, Greg Jones, Hand Arendall LLC, addressed the legal implications of e-commerce or the lack of them for program participants at a Chamber seminar last month. Although there is not a separate set of laws for Internet sales he explained, “The easiest way to protect yourself from the uncertainties of e-commerce is to remember the same rules that exist in the real world exist in Cyberworld.”

In his presentation, Jones outlined five critical steps to getting started and specific laws to adhere to in order to fare safely and successfully while selling goods and services via e-commerce.

1. Confidentiality – be sure your customer’s identity is protected.
2. Trademark & Copyright licensing – before you put anything on the Web that isn’t

yours, make sure you have the right to use it (including images, text, music, trademarks and registered logos to name a few).

3. Own your Web site content – sign an agreement with whoever creates your site that gives you ownership rights.
4. Select the laws that will govern your Web site – a disclaimer such as, “Any sale or use will not submit ‘name of company’ to any other jurisdiction than the state of Alabama,” can help identify your company’s legal jurisdiction and thus avoid being subjected to the laws of another state or country.
5. Specify a Regional Arbitration clause for all disputes so your company doesn’t have to mediate claims over far distances.

Jones likened the steps of setting up shop on the Internet to starting a business: create a business plan, consult a lawyer and a tax consultant, and associate with a reputable Web host and design firm.

For updates on current legislation, log on to www.ecommerce.gov.



The Final Countdown

According to the Gartner Group's Year 2000 World Status report, "Remarkably, no longer are there any countries that have made no computer remediation at all. Every government covered in the report has made some compliance effort."

Countries listed as having made significant progress are:

- | | |
|-----------|----------------|
| Argentina | Israel |
| Australia | Japan |
| Belgium | Mexico |
| Brazil | Russia |
| China | South Africa |
| France | Switzerland |
| Germany | United Kingdom |
| India | United States |
| Ireland | |

The report also names sectors recording progress worldwide:

- Food processing
- Government Services

- Heavy Equipment Manufacturing
- Hospitality
- Insurance
- Investment Services
- Medical Instruments
- Retail
- Semiconductor
- Software

The Gartner Group is a recognized world authority on year 2000 compliance efforts by enterprises, governments and other organizations.

Editor's Note: Hank Coccozza, Senior Consultant with ACO Employment & Information Services, advises that you talk to a Y2K consultant ahead of time. Take a few minutes and introduce yourself and let that person know you may be calling on him or her if you have a problem.

Small Business of the Month
Elliott's Fine Jewelry



Pictured above: (L to R) Elliott's Fine Jewelry staff pose for a photo at the store located at 798 Downtowner Blvd. Stephen Courson, Talmadge McLean (TJ), Owner Jim Elliott, Debbie Kennedy and Marty Smith are pictured.

With the holiday season around the corner, November's Small Business of the Month, Elliott's Fine Jewelry, has the perfect gift for that someone special.

"I opened the store in 1948 as a small jewelry repair shop in downtown Mobile. Then my wife, Wanna, and I built our store in 1982 on Downtowner Blvd. where we are presently located," said owner Jim Elliott.

Over the past 51 years, Elliott's has provided their customers with fine quality jewelry as well as estate jewelry, he added. "We began in the early 1990s buying, refinishing and then selling estate jewelry for less than the original cost," said Elliott.

"We currently have eight employees here at the store, some have been here for 22 years," Elliott added. "We also have two jewelers and two watch makers on location."

Guidelines for the Small Business of the Month selection:

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

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- Train your employees on the latest computer software





EAGLE AWARD RECIPIENTS SOAR

This year's 10 Eagle Award Recipients range from an architectural firm to a company building education skills. The annual program recognizes minority-owned small businesses and their contributions to the local economy. Here are the 1999 Eagle Award Winners:

Archi*Technics/3 Inc.

Simon R. Wiltz, president

The sky's the only limit for Archi*Technics/3 Inc., an architectural design firm based in Houston, Texas with an office in Mobile. Specializing in services from master planning, site selection, construction documentation, bidding and administration, the company's employees are committed to personal attention on all projects including designing educational facilities, health care offices, public housing and governmental facilities in Alabama, Texas, Louisiana, Mississippi and Florida. Since its inception in 1984, Archi*Technics/3 increased its staff by 50 percent to include 12 full-time architects and designers, and projected a revenue increase of approximately 75 percent over the next three years.

Bama Pest Control

Clarence Johnson Jr., president

For over 19 years, Bama Pest Control owner, Clarence Johnson Jr. has worked to keep Mobile's infestation of annoying ants, troublesome termites and ribald roaches from entering the homes, offices and institutions of his customers. Serving Mobile, Baldwin and Washington counties, Johnson's staff of five has grown from providing general pest control services in 1980, to treating termites and other wood destroying organisms. Johnson credits Bama Pest Control's success to his strong desire to succeed as a small business owner, as well as a strong faith in God and a lot of prayer.

Black Classics Inc.

Adline Clarke, president/CEO

The 20-year dream of owning a bookstore featuring African-American writers and artists in Mobile finally came true for Adline Clarke in the fall of 1998. Black Classics, one of the area's few specialty and independently owned bookstores, houses hundreds of fiction and non-fiction novels for children and adults alike. In addition it offers unique "Africentric" gift items such as figurines, black cameo jewelry and Greek-letter paraphernalia for nationally-recognized sororities and fraternities. With three full-time employees, Black Classics prides itself on filling a void in this community with its specialty items and hard-to-find books.

Customers from Mississippi, Florida and across Alabama are singing the praises of Black Classics and lauding Clarke for fulfilling her life-long dream.

Davis Photography

Willie Davis, owner

Whether he's capturing the perfect moment when a groom kisses his bride for the first time, cajoling an unhappy two-year old into giggling with a gap-toothed grin, or waiting patiently as a teenager finds the perfect outfit for senior portraits, Willie Davis has made magic for hundreds of Mobilians. As owner of Davis Photography, an established professional photographic service company, Davis is a staple in this community. In 1982, Davis' love for photography inspired him to open a portrait studio located in the heart of downtown Mobile. After seven years of business in that location, Davis' desire to purchase a historic home came true. He is now located at located at 1606 Center St. Today as Davis Photography serves customers across the entire Gulf Coast, the company's motto "We focus on you" has never changed.

Funstuff Productions Inc.

Eleanor Reynolds, president

What started as a hobby for former television anchors, Eleanor and Eric Reynolds, turned into a second career and gift to their children. Funstuff Productions calls itself an "Edu-tainment" company created to teach the basic fundamental life skills to children in an entertaining format they can relate to. The company's first series on phonics, "LetterFun, An Alphabet and Phonics Learning Video," is now on the California State Department of Education's Legal Compliance List for Social Content, and is viewed by thousands of West Coast children every year. International marketing and persistence have been the key to Funstuff Production's success since it was opened in 1997.

Gulf Federal Bank

Reginald Haston, chairman of the board

Gulf Federal Savings and Loan opened its doors in 1964 to serve customers in the Davis Avenue area. The bank, although it had limited assets and services, prided itself on a loyal customer base. In

1987, a group of local businessmen purchased the bank, changing its name to Gulf Federal Bank. While tripling the bank's asset size and increasing its product offerings to include 24-hour account information, ATM machines, a wide variety of checking, savings and certificate of deposit products, credit cards, commercial lines of credit, car loans and mortgages, the bank's employees never forgot one important thing – the customer. In January 1998, a second branch was opened increasing Gulf Federal's assets as well as its employee base to serve customers throughout Mobile County including Prichard, Wilmer, Eight Mile, Chickasaw and Citronelle.

H & H Financial Services

Henry Haseeb, president

Because he understood most small businesses and start up companies can not afford to pay a lot of money for services such as income tax preparation, life and health insurance, bookkeeping and financial services, Henry Haseeb started H & H Financial Services. In the 14 years H & H has been in operation, the company has continued to make changes and add products and services to assist its small business customers. In addition to helping small businesses, H&H is a full service real estate company, that buys and sells properties and offers appraisal services to customers in both Mobile and Baldwin counties.

Milestone Automotive Service Center

Lonnie Ash, owner

Going the extra mile for car owners in downtown Mobile and the surrounding area is one objective of Milestone Automotive Service Center. Since opening his business in March 1998, owner Lonnie Ash has provided his customers with employees who are ASE certified in five areas of auto maintenance. He continues to promise quick turn-around service. Whether a customer needs new brakes before heading out on a family vacation, repair work on a leaky air conditioner when summer temperatures are soaring into the 90s, or an overall tune-up, Milestone Automotive Service Center delivers. Trained in both minor and major repairs on foreign and domestic vehicles, Milestone

Automotive is conveniently located to serve customers working downtown, and is open from 8 a.m. to 6 p.m., Monday through Saturday.

Ponquinette Inc.

Donald Ponquinette, owner/president

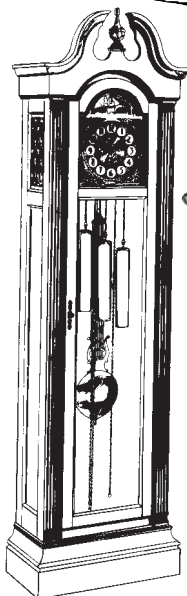
Helping customers with their medical needs is big business for Ponquinette Inc., which operates two established Mobile small businesses. Hunte Pharmacy is one of only a handful of independently owned pharmacies in the area and is located in the heart of Toulminville; and DP Home Health Care Association rents and sells home medical equipment throughout Mobile County including Prichard, Grand Bay, Theodore and Chickasaw. Established in 1978, Hunte Pharmacy is an anchor business in the Toulminville area. Employees are able to offer personal one-on-one service to their customers and have good working relationships with the area physicians. Since 1985, DP Home Health Care has committed to not only providing customers with quality home health products, but also the education and training needed to operate its equipment properly.

Reliable Janitorial Service

Edwin S. Henley, president

Have you ever stopped to wonder how area banks, schools and health care facilities manage to stay so clean, even though thousands of people pass through their doors every day? Can you imagine how many tons of garbage is discarded by department stores or chemical companies? Chances are Edwin Henley, president of Reliable Janitorial Service, has an answer. Since 1961 Reliable Janitorial has provided Mobile area businesses with dependable and thorough cleaning services at a fair price. During more than 38 years in the business, Henley has made some major changes. Most notably, the company has grown from two workers to 97 part-time and full-time employees. Henley believes a key to his business' success is providing each customer with quality service and maintaining an open door of communication with every client.

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Business Spotlight of the Month Gulf Coast Computer Services



Experts predict once the Y2K bug is cured, the next investment companies will make is in the technology that will help market goods and services on the Web.

Gulf Coast Computer Services, November's Business Spotlight, is one of the area's leading total systems companies taking a leap into the world of e-commerce.

Luis Nieves, president and CEO of GCCS, said they began their family-owned business as a computer manufacturing company with four employees in 1991. "We have expanded to a total solutions provider grossing more than \$4.5 million annually," he said.

Nieves explained his company provides computer manufacturing, hardware, cabling and integrated software. "We are value-added resellers for commercial and governmental clients," he added.

"As we've grown, we've remained nationally competitive, and that's how we've gotten into e-commerce," Nieves said.

At the Chamber's E-Commerce Workshop in September, Nieves among other experts provided members information to implement and integrate the tool into their companies.

Chief of Operations Milton Nieves, Systems Engineer Michael Lyborg and Account Executive Barry Fredrickson set up an e-commerce site at the GCCS facility in Daphne.

"E-Commerce is growing phenomenally," he said. "This year alone, more than \$1.2 trillion in sales comes from online purchasing."

GCCS provides its clients with e-commerce solutions packages. "We offer the phase-in package with different levels of e-commerce hardware, and then we offer the consulting package where we advise our clients what's right for their company," Nieves said. "We hold our customers' hands before, during and after the sale."

GCCS was recognized as a Microsoft Certified Solution Provider, and named in the 1999 *Hispanic Business* magazine as one of the 100 Fastest-Growing Companies.

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

Mobile to Host Environmental Conference Next Spring

The Alabama Coastal Foundation, in partnership with the Gulf of Mexico Program, will host the Fourth Gulf of Mexico Symposium in Mobile next Spring. The Symposium is expected to draw between 1,500 and 2,000 participants, and is the nation's top gathering for those concerned about the Gulf.

Slated for the Symposium are interactive sessions focusing on Science/ Research, Education, Technical/Business/ Industry, Regulatory/Management Planning, Local Government Environmental Initiatives, Citizen and Community Action, Environmental PR &



Communication and more. In addition, an Exhibit Hall, poster presentations, field trips, outdoor events and other excursions are planned.

Typically the Symposium draws a variety of participants including scientists, educators, students, and technicians, as well as representatives of business, industry, regulatory agencies and interested citizens.

For information about sponsorships, exhibits or registration, contact the Gulf of Mexico Symposium office at (888) 770-GULF or log on to www.gulfsym.com.

Mobile Mardi Gras Named a Top Tourist Destination

Just when people thought Mobile was a quiet little town and Mardi Gras was a hometown event, word started getting out. (Mobilians knew better!) Now the annual event has received the ultimate honor from the American Bus Association — the Port City's Mardi Gras festivities were named one of the Top 100 events of the year throughout America. The announcement was made in the October issue of *Destinations* magazine.

This prestigious designation by the tour group and travel industry is an important recognition of the level of quality that goes into the planning and executing of Mobile's Mardi Gras. Additionally, it has a rich entertainment value for both group motorcoach tours and travelers across the world.

"Mardi Gras in Mobile is an exciting experience drawing everyone into the celebration," said Brenda Scott, president and CEO of the Mobile Convention and Visitors Corporation. "We are thrilled the American Bus Association has chosen the oldest Mardi Gras in North America as one of the 100 best events."



Since 1982, the ABA has annually selected events that appeal to group travelers and showcase North America's rich diversity. Members of the ABA's Year 2000 Top 100 Events selection committee chose from hundreds of U.S. and Canadian events nominated by state and provincial tourism offices and visitors' bureaus. In selecting Mobile's Mardi Gras, the committee considered the event's broad appeal; and its accessibility to motorcoaches and other large groups among other factors.



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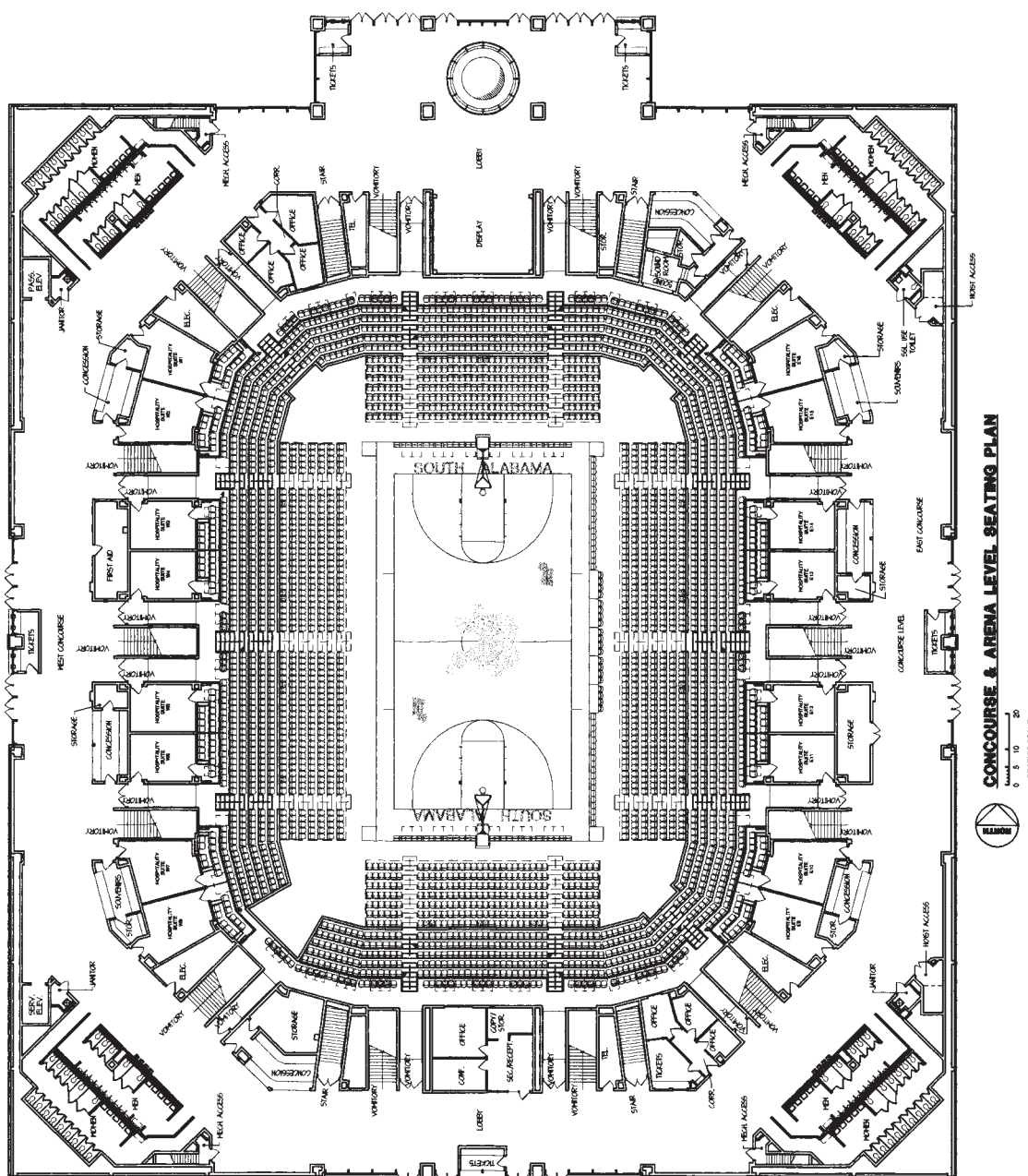
The Dream Is A Reality

For years, it's been a dream.

For many, it's been a lifelong quest.

And now it's a reality: The University of South Alabama finally has an on-campus arena.

But the new Mitchell Center is not just any arena. It's one of the finest facilities in the Southeast. It's a place any Jaguar (or Elephant or Tiger for that matter) would be proud to call home.



MEN'S

DATE	TIME	OPPONENT
11/06 Sat	7:05PM	Global Sports (Exhibition)
11/12 Fri	7:05PM	Spirit Express (Exhibition)
11/23 Tue	7:05PM	Alabama State
12/04 Sat	7:05PM	Southern Mississippi
12/16 Thu	7:05PM	Coors Classic
	6:30PM	South Alabama vs. Murray State
	9:00PM	Auburn vs. Bradley
12/21 Tue	7:05PM	Brigham Young
12/28 Tue	7:05PM	Alabama A&M
01/05 Wed	7:05PM	Arkansas-Little Rock*
01/08 Sat	7:05PM	Arkansas State*
01/11 Tue	7:05PM	Norfolk State
01/15 Sat	7:05PM	Denver*
01/31 Mon	7:05PM	Florida International*
02/09 Wed	7:05PM	Western Kentucky*
02/12 Sat	7:05PM	New Orleans*
02/24 Thu	7:05PM	Louisiana-Lafayette*
02/26 Sat	7:05PM	Louisiana Tech*



Be Wild!



An Offer To Chamber Members

As a new season gets underway, men and women of the Jag basketball program will usher in a whole new era, and the University of South Alabama wants you to be a part of it.

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WOMEN'S

DATE	TIME	OPPONENT
11/04 Thu	7:00PM	Basketball Travelers (Exhibition) Jag Gym
11/12 Fri	4:30PM	Ladies of Excitement (Exhibition)
11/23 Tue	4:30PM	University of Illinois-Chicago
12/10 Fri	7:00PM	Minnesota-@ Spring Hill College
12/13 Mon	7:00PM	McNeese State
12/17 Fri		Coke Classic
	5:30PM	Southern-UTEP
	8:00PM	South Alabama-Alcorn State
12/18 Sat		Coke Classic
	3:00PM	Alcorn State-UTEP
	5:30PM	South Alabama-Southern
01/13 Thu	7:00PM	New Orleans*
01/24 Mon	7:00PM	Denver*
01/27 Thu	7:00PM	Western Kentucky*
01/29 Sat	3:00PM	Florida International*
02/03 Thu	7:00PM	Louisiana Tech*
02/05 Sat	3:00PM	Louisiana-Lafayette*
02/26 Sat	3:00PM	Arkansas State*
03/04 Sat	3:00PM	Arkansas-Little Rock*



TM

HUD Awards Bishop State \$400,000 For Job Training in the MLK Community

Bishop State Community College received a \$400,000 grant to initiate and coordinate job training and basic adult education in the Dr. Martin Luther King Jr. Avenue community. Efforts will focus on training employees for the area's new supermarket.

Awarded by the U.S. Department of Housing and Urban Development, the grant is a portion of \$9 million distributed to 20 Historically Black Colleges and Universities (HBCUs) in 11 states and the District of Columbia. Funds are aimed at revitalizing neighborhoods near their campuses by expanding the supply of affordable housing, creating jobs and job training, and helping businesses develop.

Bishop State President Dr. Yvonne Kennedy said the training would also prepare participants for employment in other outside the area. She said other program goals include:

- Bringing people off welfare rolls to work;
- Providing job opportunities for the underemployed;
- Preparing (training) the unemployed for the world of work;
- Revitalizing the neighborhood;
- Building self-esteem and hope; and
- Reducing in crime and drug abuse.

"Historically black colleges and universities have made an enormous contribution to America as outstanding educational institutions and as a force for change to improve our nation," HUD Secretary Andrew Cuomo said. Cuomo

announced the grants during a recent conference sponsored by the White House Initiative on HBCUs in observance of National Historically Black Colleges and Universities Week.

Of this year's 20 grant winners, five institutions, including Bishop State, are receiving money under the program for the first time, including Bethune-Cookman College in Daytona Beach, Fla., \$400,000; Morehouse College in Atlanta, \$400,000; Texas College in Tyler, Texas, \$400,000 and West Virginia State University in Institute, W.Va., \$400,000.

Other Southeast recipients of the funds include Oakwood College, Huntsville, \$466,665; Stillman College, Tuscaloosa, \$466,665; Southern University at New Orleans, \$466,665; Elizabeth City State University, North Carolina, \$466,665; Johnson C. Smith University, Charlotte, N.C., \$466,690; North Carolina A&T State University, Greensboro, N.C., \$466,665; North Carolina Central University, \$466,665; Winston-Salem State University, Winston-Salem, N.C., \$466,665; and Voorhees College, Denmark, S.C., \$466,665.

Details of the grants can be found on HUD's Web site at www.hud.gov/news.html.

Earlier this year, Bishop State was one of two U.S. community colleges to receive a grant from OSHA (Occupational Safety and Health Administration). The \$100,000 will be used to provide needed safety training for workers in the shipyard industry, an industry deemed one of the high-hazard areas and targeted for a 15 percent reduction in injuries and illnesses!

Holiday Blues or Clinical Depression

Dr. William Billett, PSI Solutions Center, tells what to watch for, when to seek help and offers practical advice for the holiday blues.

Although many people experience symptoms of depression during the holiday seasons, distinguishing between symptoms and the clinical syndrome of depression is important.

From a clinical standpoint there is no such thing as a holiday depression. However, Billett, a psychiatrist with the Center, admits that holiday stress can affect our mental well being.

"The holiday seasons are wrought with stress that can overwhelm our coping skills and trigger clinical depression, especially in those who are genetically or otherwise predisposed to it," Billett

explains. Holidays place additional demands on most people, increases fatigue and can add financial pressures. The physical and emotional demands of shopping, family reunions, reduced sleep, changes in diet and excessive use of alcohol can take a heavy toll.

For some the holidays become a paradox: instead of experiencing joy, the holidays become a time of self-evaluation with reflection on past "failures" or reminders of traumatic past events. Many experience more stress after the holidays because of a delayed response to the increased stress and anxiety or because of shattered expectations.

When depression lasts more than two weeks, or is associated with the symptoms mentioned below, the risk of a serious clinical problem increases. Many major depressive episodes, once triggered, can last a year or more.

Clinical depression consists of a constellation of symptoms such as: daily depressed moods or irritability, inability to experience pleasure, loss of interest in activities, appetite disturbance, sleep disturbance, memory loss, poor concentration, loss of sex drive, feelings of hopelessness and thoughts of death. Some or all of these symptoms may be present.

Physicians and researchers have studied at length the possible origins of this clinical syndrome and have discovered both a genetic predisposition as well as a number of environmental factors can lead to depression. Excessive stress is clearly a factor.

Healthy brain function, including the normal function of areas of the brain dealing with emotions, depends on chemicals called neurotransmitters. The clinical syndrome of depression is caused by neurotransmitters gone awry. Antidepressant therapy has advanced tremendously in the past 10 years, and often medication and "talk therapy" can shorten the syndrome considerably. Some depressive syndromes can recur and proper treatment reduces the risk.

Billett advises anyone suffering from depression for more than a few weeks or those who develop symptoms should see their physician or a psychiatrist.

A few tips can help manage stress and reduce the risk of triggering depression:

- ✦ Try to lessen commitments – don't take on more than you know you can handle. Prepare ahead of time so the "last minute" pressure does not exceed your tolerances.
- ✦ Maintain realistic expectations.
- ✦ Try to keep a healthy sleep pattern.
- ✦ Avoid excessive alcohol use – alcohol is a depressant.
- ✦ Spend time with family and friends who are supportive instead of those you know will cause undo emotional trauma.
- ✦ Focus on the "here and now" instead of unpleasant past memories or losses – try to use the holiday season to reflect optimistically about the future.
- ✦ Budget money realistically.

Disney Unlocks the Mystery of Service Excellence

Mobile was one of only 50 sites selected out of 300 cities vying for the "Disney Keys to Service Excellence" seminar presented by the Chamber last month at the Adam's Mark Hotel. Participants said it was motivational, informative and beneficial.

What was the number one tip given at the seminar? Out of the 250 people who attended, chances are everyone would have a different answer. But here are a few:

- The customer is not always right, but you must always allow the customer to be wrong with dignity.
- Adopt a service theme outlining what you do, why you do it and who you do it for, instead of a mission statement.
- Use your top performers to assist in training and selecting employees.
- Put policies and procedures in place that help employees give great customer service.

In Disney's world of make-believe, it wasn't a surprise that Jim Cunningham, business presentations manager for Disney University, explained the organization focuses on "high-touch" rather than "high tech." From the hiring process to training to communicating with employees, Cunningham outlined examples of how Disney is sensitive to the needs of its employees and customers. In addition, he talked about how other companies adapted similar ideas into their operations and challenged participants to do the same.

Watch for more opportunities to learn from customer service experts in the coming year from the Chamber's membership department.



After an exhilarating seminar, Jim Cunningham, Disney University, poses with Chamber Chair John Davis, Mobile Gas.

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Spring Hill & University of Mobile Recognized

Spring Hill ranked 6th of 15 regional colleges and universities in the South cited for Best Value by U.S. News & World Report's America's Best Colleges 2000 Guide. Other Gulf Coast schools listed were no. 2 Centenary College of Louisiana; no. 8 Stetson University (FL); no. 10 Samford (AL); no. 13 Loyola University of New Orleans; and no. 14 Tuskegee University (AL).

America's Best Christian Colleges: 2000 named the University of Mobile and Spring Hill College on its annual list of U.S. colleges and universities. A total of 92 schools made the list, but are not individually ranked. Other Alabama institutions listed include Samford University and Birmingham-Southern College.

Can't Make a Decision?

Whether you envision the endless technological possibilities yet to come or believe technology has gone to far — now there's a software program that helps with problem solving and decision-making. Based on the methodology called the analytic hierarchy process (AHP), the program is being applied in such FORTUNE 500 companies as Xerox, Boeing, GE, IBM and U.S. Steel.

In an interview with *Fortune* magazine, the managing director of long-range planning at U.S. Steel Group, Frank Clark, said, "the software 'gives you a discipline to professionally pick someone's gut.'"

Aliah (which translates into Arabic as "high" or "peak") is being marketed as a "soup-to-nuts tool for business development," the article reads. With AHP companies can sort complex decisions and compare options. It organizes comparisons and allows users to move variables, consider people preferences and rank variables.

Buckle Up by Dec. 10

These days most everyone is aware of the benefits of buckling up before they hit the highway, but starting Dec. 10 it's the law. Alabama drivers and front-seat passengers must buckle up or face a \$25 fine. All in an effort to make the state's roads safer, traffic safety advocates have pledged to increase seat belt usage in the state to 70 percent by Labor Day 2000.

Hard Facts on the Hardware Industry

Since 1980 there have been more than 3,700 computer hardware start-up companies, surpassed only by computer software companies. These companies are mostly private and independent (86 percent); employ under 1,000 (90 percent); and do business internationally (50 percent).

Projected growth for this sector is anticipated at 9 percent next year. The largest increase is predicted for the Central U.S. (23.1 percent), according to a recent survey published by Corp Tech, a Web, CD-ROM and print directory publisher based in Woburn, Mass. (781-932-3100/www.corptech.com). A 9.2 percent increase is expected for the Southeast.

Tencel Facility Plans to Reopen

Acordis Cellulosic Fibers announced plans to rehire 50 workers and reopen its Tencel facility in Mobile. The Asian economic crisis previously reduced the demand for the fiber and production was suspended in January. Making a strong come back in the market, Tencel is a silky fiber produced from cellulose in harvested wood pulp. It is exceptionally strong and is used primarily in men's and women's casual clothes.

Reprinted in part with permission from the Economic Development Partnership of Alabama's publication, *Developments*.

Another Way to Help Employees Save

The Treasury Department has unfolded its EasySaver Plan for U.S. Savings Bonds specially designed for the small business sector. Consumer research shows nearly one in five respondents were interested in buying bonds regularly. Investors choose the dates to charge their account for purchases, with the condition they purchase at least two bonds each year. Customers can purchase the Series EE bond (which sell for half their face value) or the new inflation-indexed I Bond (which sell for face value) in \$50, \$75, \$100, \$500 and \$1,000 denominations.

To receive a complete packet or more information, call Mark Aldridge at (205) 731-0048. Other resources to enhance the benefits of the EasySaver Plan can be found at www.savingsbonds.gov.

Reading Excellence Funds Available

Funding to develop reading improvement programs is available to Mobile County schools serving K-3 students. Only one of 30 eligible counties to receive funds, Mobile county programs will be funded through a \$7.5 allotment by the U.S. Dept. of Education's Reading Excellence Act Competitive state grant program. Local Reading Improvement proposals aimed at helping all students read at grade level by third grade are due Jan. 7. Tutorial Assistance grants are also available to parents, tutors and literacy-related community-based organizations and are due March 10. Contact Dr. Katherine Mitchell Reading Excellence Act project coordinator (334) 353-1389 or Dr. Catherine Moore, deputy project coordinator (334) 242-8199.

Fifty Footprints to the Next Millennium

◆ Former Chamber Exec Profiles 25 Community Leaders in Upcoming Book

There are a number of community leaders who have played an important role in Mobile's growth. A. A. Weiskopf, a former Mobile Area Chamber executive, profiled 25 of the most influential and devoted citizens who have given their talent and time over the past century to make our city the successful and memorable place that it is.

His book, *Fifty Footprints to the Next Millennium*, includes some very interesting facts: Did you know that Alfred and Oliver Delchamps started their grocery store empire with just a \$1,000 which represented their total assets as well as that of their sisters and mother? Or that it was Ed Roberts who was the force behind the construction of Ladd Stadium? Or that Alfred Staples saved Mardi Gras festivities and the Mobile Carnival Association from financial difficulties in 1924 with his generous assistance and support making it possible for that association to continue to function?

You'll also read about other devoted Mobilians like Ervin S. Cooper, Robert H. Radcliff, and Emily Staples Hearin in the upcoming book.

Weiskopf was formerly the manager, or lead staff member, at the Chamber for 30 years. Since his retirement in 1984, he has also authored and published two books about his family history.

The book is currently being published by Southeastern Press in Mobile and will be available to the public in mid-December. Distribution locations will be announced in the next issue of *The View*. In the meantime, you may write to Weiskopf at 118 E. DuRhu Drive, Mobile, Ala. 36608 to reserve a copy.

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Incoming Chamber Chair Dianne Irby (center) is joined by her husband Don (left), son, John and daughter, Madeline. She is presented the Sam's Leadership Award by local management representatives.

Sam's Business Leader's Award Presented to Incoming Chair

Chamber Chairman-elect **Dianne Irby** with Irby Strategic Services, was presented with the Sam Walton Business Leaders Award by Steve Marasco, assistant manager of Sam's Club, a division of Wal-Mart Stores Inc. The award, established in honor of Wal-Mart founder Sam Walton, is given to local business men and women who best exemplify Walton's respect for individuals, service to customers and commitment to strive for excellence.

The honor included a \$500 check for the Chamber, which will go to the Envision Mobile-Baldwin program.

"We can all take a lesson from Sam Walton," said Chamber President **Win Hallett**. "As our market becomes more competitive, those companies that pay serious attention to developing their employees and serving the customer will be the ones coming out on top."

"We very much appreciate the contribution our Wal-Marts and Sam's Club have made to our community," he concluded. "We're particularly proud of Dianne Irby who really deserves this award. She and her husband have started a successful consulting business and they exemplify the entrepreneurial spirit that Sam Walton brought to his own company."



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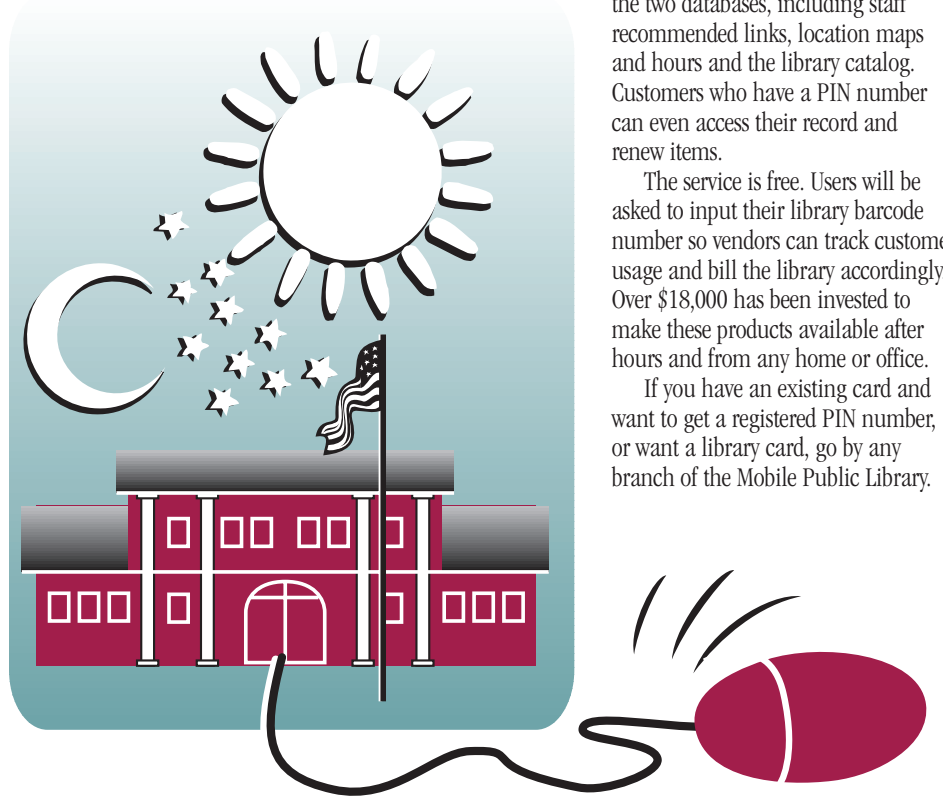
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taining hundreds of magazines, journals, radio and television transcripts, reference works; and Infotrac Basic, access to thousands of articles on current events, the arts, science, entertainment, business and hundreds of investment resources.

Log on to the Library's web page, www.mplonline.org. The Web site offers many traditional Web tools in addition to the two databases, including staff recommended links, location maps and hours and the library catalog. Customers who have a PIN number can even access their record and renew items.

The service is free. Users will be asked to input their library barcode number so vendors can track customer usage and bill the library accordingly. Over \$18,000 has been invested to make these products available after hours and from any home or office.

If you have an existing card and want to get a registered PIN number, or want a library card, go by any branch of the Mobile Public Library.



Diplomat of the Month Rick Beirne



Rick Beirne

This Diplomat of the Month has been with the Chamber's Diplomat program for more than 10 years. Rick Beirne, a licensed professional engineer, is a senior project manager with Walk Haydel, a Dames and Moore Group Company, and has been recognized two times previously as Diplomat of the Month.









Over the years, Beirne has served on several Chamber committees. This year he is a member of the Business and the Arts Task Force and, in 1997, was the chairman of the Annual Meeting Task Force. He currently serves as the Infrastructure Action Team Leader for Envision Mobile - Baldwin. He was Chairman of the Diplomats in 1996.

"In the 16 years I've been here, Mobile has grown significantly, most of it in recent years. These are exciting times for the area and to be a part of that growth is a real rush. The Chamber presents an opportunity to be involved in the community and to develop a true sense of having made a contribution to our quality of life."

Since becoming a Diplomat shortly after the program began in the late 1980s, Beirne has been very active in the monthly networking events, new member briefings, goodwill calls and other occasions that bring the Chamber closer to its members.

Beirne has been active in several organizations including the Joe Jefferson Players, Mobile Kiwanis Club, the American Society of Civil Engineers, the Society of Military Engineers, Alabama Society of Professional Engineers and the Family Counseling Center.

Comparative Economic Indicators August '99 vs August '98

Unemployment Rates	 4.7% August '99	
	 3.8% August '98	
Business Licenses	 215 August '99	
	 241 August '98	
Homes Sold	 422 August '99	
	 358 August '98	
Air Passengers From Mobile	 28,422 August '99	
	 37,147 August '98	

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 Mobile Museum of Art
 City of Mobile Office of Special Events
 Senior Citizens Services
 Signs Now
 Templeton Gallery and Framing
 University of South Alabama
 Wind River Video Productions

1999 Restaurant Sponsors

Copeland's of New Orleans
 Drayton Place

A Special Thanks to the Business and the Arts judge:

Gail McKenney, Art Gallery Director
 University of West Florida

Thanks "fore" a great Golf Tournament

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 Recycled Fibers of Alabama
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 ST Mobile Aerospace Engineering
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 University of Mobile
 University of South Alabama Hospital

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INTERNET Bulletin Board

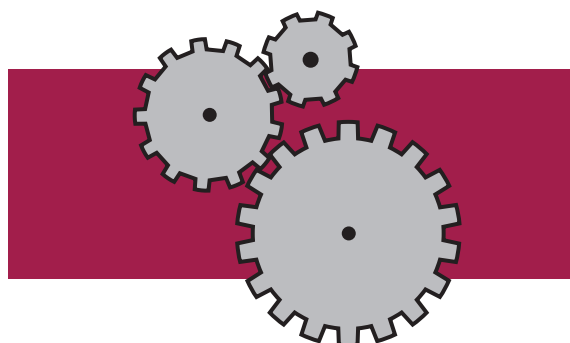
More and more companies worldwide are including the Internet as a tool in their global sales and marketing plan. The Chamber's website, www.mobcham.org, features a number of resources including foreign buyers and contacts, trade shows and international websites. Here are a few recent Internet trade leads:

A Korean company producing computer peripheral resources (especially monitors) wants to introduce itself to local companies. The company offers competitive prices and high quality. Contact: Jodan Kim, phone: 82-2-5745484 or FAX: 82-2-5745485.

An Italian agent is interested in 9mm plywood (1220x2280 or 1220 x 2440) and 40 mm blockboards (1220 x 2200). If interested e-mail: serafini@migamma.it.

A Pakistan company is seeking local importers of House Hold Textile Products. The company manufactures and supplies a variety of items including bath robes, car seat covers, sheets and pillow cases, industrial and hospital uniforms and table mats and cloths. Contact: Shaheen Enterprises, 10/1, 6th Commercial St, Phase IV, Defense/e, Karachi Pakistan; phone: (9221) 546294; FAX: (9221) 5898939; e-mail: shaheenent@cyber.net.pk.

The Chamber At Work For You



Interested in Mobile

The Chamber's economic development staff hosted visits from seven companies representing aerospace, telecommunications, steel and warehouse/distribution industries in the last few months. Additionally, the Chamber is currently assisting eight local companies with expansion projects.

On the Same Page

The Chamber assisted the Governor and the Alabama Commerce Commission in crafting a state economic development plan by coordinating a town hall meeting in Mobile. In developing the plan, the Commission is collecting input from regional representatives.

Plugging Into New Markets

The Chamber recently completed a study on the printed circuit board market. Preliminary indications are that Mobile would be an attractive location for this high tech business sector and efforts are underway to recruit selected firms to consider the area as a possible location. This initiative is driven by the need to support local firms like RACER, QMS and Xanté.

Gulf Coast Coverage

The first quarterly issue of *The Globe*, a regional international trade newsletter sent to companies along the Florida, Alabama and Mississippi Gulf Coast, was completed with the assistance of the Chamber. If you are interested in receiving future issues, contact Sara Graf at 694-0702.

Leader Input

City Council President Clinton Johnson, Mayor Mike Dow and Commissioner Sam Jones were among the participants in 16 focus group interviews with business and community leaders completed by the Chamber. Input will be used to develop the Business Mobilization Strategy, a Chamber initiative that will engage the business community in the design and maintenance of the South Alabama Workforce Development Board. The newly created Board will coordinate a systems approach to education and training.

Meeting with a Decision Maker

The Chamber's Governmental Affairs Department coordinated a meeting with Congressman Sonny Callahan's office and city and county officials to discuss state and federal highway funding issues. Hopes are that federal and local efforts will be better coordinated to obtain additional transportation funding for South Alabama.

The Next Step

Chamber staff met with two tenants of the Business Innovation Center to discuss their plans for growth beyond the BIC and its capacities. The Center serves as an incubator for budding entrepreneurs that bring outside money into the Mobile economy, assisting them with management and marketing issues.

Who's Who

Plans are underway for the annual competition to select the Small Business, Manufacturer and Diplomat of the Year. Nominations have been mailed to Chamber members and the results will be announced at the Chamber's Annual Meeting on Jan. 18.



Standing: Greg Potter, CPP, President, Susan McEvoy, Production Team Leader, Shelia Adams, Team Leader Asst., Seated: Daphne Bridges, Dir. of Business Development, and Karen Stacey, Receptionist/Payroll Specialist.

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CALENDAR VIEW

November
16

Morning Marketing Meeting

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

November
17

NetGain: Life and Career Planning

Time: 11 a.m. - 12:45 p.m.
Place: Chamber McGowin Room
Cost: \$15
Call: 431-8607

November
18

Business After Hours

Time: 5:30 - 7 p.m.
Place: Berney Office Solutions- 779 Lakeside Drive (Montlimar turns into Lakeside going south)
Cost: \$2 for members and \$5 for potential members

Business After Hours

See the latest in office products at November's Business After Hours on Thursday, Nov. 18 from 5:30 - 7 p.m. sponsored by Berney Office Solutions located at 779 Lakeside Drive.

Don't miss this opportunity to browse and network with other members of the business community. Great business contacts are always made at this monthly event. Several company vendors such as Panasonic, Sharp, Savin and Konica will be there giving away door prizes.

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

BERNEY
OFFICE SOLUTIONS

COMING IN DECEMBER

December
3

First Friday Presents: Business at Breakfast

Time: 7:30 - 8:30 a.m.
Place: Bienville Club - 34th Floor AmSouth Bldg.
Cost: \$10
Call: Karen Turner at 431-8638

December
7

Seasons Greetings From Around the World

Time: 5:30 - 7:30 p.m.
Place: The Mitchell Center at USA (On the right, past Univewrsity Blvd.)
Cost: FREE

December
7

Noon Marketing Meeting

Time: Noon - 1 p.m.
Place: Chamber McGowin Room
Cost: \$5
Call: Karen Turner at 431-8638

First Friday Presents Business at Breakfast

Join business associates and colleagues at December's First Friday on Dec. 3 from 7:30 - 8:30 a.m., featuring John Gamble, assistant professor of management for the University of South Alabama. The sponsor of this presentation is the Bienville Club located on the 34th floor of the AmSouth Bank building.

The cost to attend is \$10 and includes a breakfast buffet. Please call Karen Turner at 431-8638 for reservations.



ANNIVERSARIES

15 YEARS

Morgan Keegan & Company Inc.
Simon & Pawlowski PC
Stewart Title of Mobile
Treadwell Ford

10 YEARS

Anserphone System Inc.
Goodwill Easter Seals of the Gulf Coast
Olin Chemicals and Chlorine
Southern Management Co.

5 YEARS

Comfort Suites
Equifax Credit Information Service
Friendly Credit Union
Robert Meeks Contracting LLC
A Precision Auto Glass Inc.



SMALL BUSINESS NETWORK

Net Gain: Life and Career Planning

It's almost the new year and a great time for you to set both life and career goals at this seminar on Wednesday, Nov. 17 from 11 a.m. - 12:45 p.m. in the Chamber McGowin Room. This is the perfect opportunity for you to create a realistic vision for your future. The presenting speaker, Dr. Kent Welsh of the Highlands Program, a nationwide program for life and career planning, will lead attendees through the process of creating personal visions so that you can experience success and satisfaction in your life and career.

The cost to attend the seminar is \$15 and includes lunch. For reservations please call 431-8607.

Seasons Greeting From Around the World

Come experience the holiday cheer from around the world at this exciting event sponsored by the University of South Alabama's Mitchell Center. You can listen to lively music while touring the new facility on Tuesday, Dec. 7 from 5:30 - 7:30 p.m.

This free event is for Chamber members and their families. Call Karen Turner at 431-8638 for reservations.



Morning Marketing Meeting

This popular marketing event set for Tuesday, Nov. 16 from 7:30 - 8:30 a.m. in the Chamber McGowin Room is sponsored in November by Women's Yellow Pages, and is the chance you've been waiting for to promote your business! Each Chamber member will have the opportunity to give a two-minute presentation on their company's product or service. Please bring brochures and other promotional items from your company to be distributed during your presentation.

The cost to attend this meeting is \$5 and refreshments will be served. Call Karen Turner at 431-8638 for reservations.



Noon Marketing Meeting

Come by the Chamber at lunchtime for the most popular marketing event in town! This month's Noon Marketing Meeting on Tuesday, Dec. 7 from Noon - 1 p.m. in the Chamber McGowin Room is sponsored by the Mobile BayBears. Each Chamber member will have the opportunity to give a two-minute presentation about their company's product or service. Please bring brochures and other promotional items from your company to be distributed during your presentation.

The cost to attend this meeting is \$5 and includes lunch. Call Karen Turner at 431-8638 for reservations.



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ITC^ΔDeltaCom, the Long Distance Company Proudly Endorsed by the Mobile Area Chamber of Commerce since 1995.

ATTENTION MEMBERS!

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

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

The National Association of Broadcasters named WBLX as the 1999 Urban Station of the Year at its annual Marconi Radio awards. The awards are among the most prestigious honors in radio and recognize outstanding personalities and stations in 21 categories. (432-7609)

Goodwill Easter Seals is unveiling its sixth Christmas on the Coast ornament. This year's fundraiser features B. Sumrall's rendition of the Richard's D.A.R. House. Ornaments are \$10 each. Call 471-1581 for details.

Proceeds from the Mary Abbie Berg Senior Center's Annual Poinsettia Sale will benefit programs promoting health, independence and self-esteem for seniors. Plants are \$15 and will be available Dec. 2 and 3 from 9 a.m. - 4 p.m. Call 478-3311 for more information.

Mobile Infirmary is offering a free seminar on Uterine Balloon Therapy, a new alternative procedure to a hysterectomy. Dr. Max Rogers will lead the session at 7 p.m. on Wednesday, Nov. 17 in the Mobile Infirmary Medical Center Auditorium. Call 435-5656 to pre-register or for more information.

Mobile Bay Physical Medicine, an Infirmary Medical Clinic, is now open. The clinic will serve as an outpatient musculoskeletal (pertaining to muscle and skeletal systems) clinic, and will also admit patients to the J. L. Bedsole/Rotary Rehabilitation Hospital. Charles Hall MD will be the physician on staff. (431-2400)

Applications for J.L. Bedsole Scholarships are now available to high school seniors interested in attending an Alabama college next fall. Recipients are awarded between \$2,000 and \$6,000 annually based on individual need. The deadline for application is Nov. 30. For eligibility requirements or more information contact Meghan Stacey at 432-3369.

New real estate professionals have joined Roberts Brothers. They are Paul Maddox, Dauphin Square branch; Nolan McLean, Airport Square branch; Rekha Asthana, Candice Bodiford, Bin Langus, Tammy Lemon, Irma Martin, Jennifer Richardson and Pat Smith, Cottage Hill branch; Tony Blackman and Ima Smith, Airport Square branch; Pam Ballard, Angus Whetstone and Tonja Hagamaker, Saraland branch; and Jack Cahall and Jerry Harris, Eastern Shore branch. (344-9220)

Ann Fillingim has joined Organizing Associates. She will specialize in teaching organizational skills to adults and students with Attention Deficit/Hyperactivity Disorder. Call 343-3999 for more information.



Fillingim

House of Specialties hired Meridith Williams recently. As inventory fulfillment specialist, Williams will be responsible for customer service, order processing and inventory control. Call 438-2422 for more information.

Merv White-Spunner, Whitney National Bank, received her Certified Cash Manager credential (CCM) from the Treasury Management Association. To qualify, candidates for the exam must have at least two-years experience in a full-time, career-track, cash-management-related position. Currently White-Spunner is the vice president of Whitney Commercial Services.

In other news, Whitney Bank was one of seven businesses that received the Mayor's 1999 Best of the Best award honoring beautification efforts. The bank's main office (25 N. Beltline Hwy.) and Schillinger branch (7700 Airport Blvd.) were recognized. (665-1700)



White-Spunner

MEMBER NEWS

The University of Mobile released changes for the 1999-2000 academic year and the names of new staff. Joining the Admissions Office are Mary Hyland, graduate recruitment officer; Amy Greene Mercer, admissions counselor; Christian Rose, admissions counselor; Jay Jerrell, admissions counselor. Marie Oldham, formerly admissions counselor, assumed the role of assistant director of admissions.

Joining the Athletics Office are: Craig Bogar, director of athletics; Joe Niland, men's basketball coach; and Angela Bessolo, assistant softball coach. Former graduate assistant coach, Mark Price, was named men's basketball assistant coach. Former assistant coach, Kevin Stoots, was named men's and women's cross country and track coach.

Sara Parker, joined the Student Development Office as director of student activities.

Staff assuming new roles at the University are: Darlene Sanders, executive assistant to the president; Dr. Fred Lackey, assistant to the president; Doris Wilkins, interim registrar; Janiece deLange, interim director of Career Services; Barbara Smith, director of retention and degree audit services; Dr. Karen Delzell, dean of the School of Special Programs; and Barbara Greene, secretary to the president. (431-3939)

On Saturday, Dec. 4 the Sound of the Bay Chorus of Sweet Adelines International will present its Christmas Show and Silent Auction. Bronte' Dixon will direct the chorus of the Mystic Rhythm Quartet. The show will be held at the Knights of Columbus Hall, 3051 Pleasant Valley Road. For more information, call 432-7464.

Heather Crumpton has joined Hand Arendall law firm as a practitioner in the health care practice group. She will be based in the firm's Birmingham office, and is expected to work with the clients in Mobile, Birmingham and Foley. Before pursuing her legal career, Crumpton was a registered nurse specializing in cardiovascular intensive care. (432-5511)

M & A Stamp and Sign Co. recently introduced a line of customer, full color identification products, DirectPrint. This new technology allows customers to reproduce corporate colors exactly on various items such as photo ID cards, tags, etc. (433-4550)

Gerald Shelton recently joined the American Red Cross, Alabama Gulf Coast Chapter, as the Major Gifts Officer. He came to the Red Cross following a 35-year career as a Methodist Minister. (438-2571)



Shelton

Promotions among Regions Bank's staff were recently reported. Julie Ehmka has been promoted to vice president trust tax manager. She joined the bank in 1985 and previously was the vice president and senior trust tax officer. Roberta Lightcap was promoted to vice president-commercial loan officer. Joining the bank in 1969, Lightcap most recently served in the professional services division. Beverly Vickers was promoted to vice president branch manager of the Saraland office. She served as branch manager of the Shelton Beach office prior to her assignment to the Saraland branch in 1997. Rita Monroe was promoted to assistant branch manager of the Crichton office. Monroe previously worked in the retail division before her assignment to the Crichton office in 1998. (431-8100)

Clif Inge Jr., director and CEO of Offshore Tool and Energy Corp. was appointed to Regions Bank's Mobile Board of Directors recently. (432-4472)

Timothy Jones joined Union Planters Bank as assistant vice president and branch manager of the Saraland Office. In addition, Joan Walker joined the bank as assistant vice president and manager of the Daphne-Wal-Mart office and Brooks Pearce transferred to the Bel-Air office as a mortgage loan originator. (473-0424)

AmSouth Bank announced the following personnel changes: William Seifert II, South Alabama Area Executive, has assumed an expanded role that includes responsibility for the bank's newly acquired offices in the New Orleans and Baton Rouge areas. The expanded role came as a result of AmSouth's acquisition of First American Corp. The legal merger between the two holding companies occurred Oct. 1.



Seifert



Blow



Thornley



Stewart



Smith

Carroll Blow Jr. was promoted to senior vice president heading AmSouth's Personal Trust Division. John Thornley will assume responsibility as manager of corporate trust in addition to his role as private banking manager. Benjamin Nonnenmacher, relationship representative in commercial banking, has been promoted to commercial banking officer. Mary McDonald was promoted to vault manager at the St. Joseph Street office. Carla Stewart was promoted to branch manager and consumer banking officer at Bay Minette. Jamie Sumerlin, assistant manager of the Hillcrest Office, was promoted to consumer banking officer. Gary Smith joined AmSouth Bank as investment officer. (694-1400)

The Nicholas and Alexandra exhibit at the Mobile Civic Center has extended its showing until Jan. 30. Tickets can be purchased by phone (1-888-395-0005) or at the exhibition box office located in the lobby of the Civic Center (401 Civic Center Drive).

Spring Hill College announced new staff assignments. Brandi Stapp joined the college as admissions counselor. Bill Carr is the new head men's basketball coach; TerLynn Olds, hall director/health educator; Janie Matthews, assistant professor/librarian; Gary Norsworthy, dean of life-long learning and graduate studies; Edward Lemler, director of public safety/security; Beth Gentry, coordinator of student activities and intramurals, Fr. Steve Sauer SJ, dean of students; Richard Craven, assistant professor science; and Joan Ferrell, assistant professor of business and management.

Additions in the development office include: Jean Bryan, gift processing coordinator; Julie Cameron, director of communications; Karen Edwards, development officer; Kerri Tedesco, stewardship coordinator and O'Leary hall director; Gail White, director of alumni and parents programs; Sarah Wright, annual programs coordinator; and Melisa Yeend, development officer. (380-4000)

In other news, the Association of Collegiate Business Schools and Programs have accredited Spring Hill College's business administration and master's of business administration degrees. This attainment certifies the teaching and learning processes are high quality and meet rigorous educational standards. (380-2280)

Gray Zimlich was named Community Development Coordinator at the Mobile Association for Retarded Citizens recently. She will be responsible for fund raising, media events, membership and volunteer recruitment, grant writing and public speaking. Zimlich, a graduate of the University of Alabama, was previously with the Ronald McDonald House Charities of Mobile. (479-7409)

The Ronald McDonald House of Mobile kicked off a new fundraising project to assist in the completion of its \$2.3 million Capital Campaign for the construction and furnishing of its new home-away-from-home on Spring Hill Ave. To date, more than \$1.75 million has been raised. Donors can purchase an engraved brick for \$75 that will be hand-set into the House's main walkways. For order forms or additional information, call 694-6873.

A recent contract advanced ACO Employment & Information Services to a nation-wide software firm. The company will install its STAR software, a comprehensive securities registration and tracking system, at the Arizona Securities Commission. (433-7788)

The Better Business Bureau warns against a "Nigerian Letter" scheme that describes an opportunity for a business to profit 30 percent from a \$210 million deposit that will be made in the business' account. The scheme artist, with crucial information given by unsuspecting individuals, wipes out bank accounts and makes unauthorized loans and credit charges. Not limited to businesses, this scheme has appeared across the county in consumers' homes and on the Internet. If you receive this solicitation, contact authorities or the BBB at 433-5494.

Gauld Equipment Company was registered to ISO 9001 recently by ITS Internet Services. The certification affirms the company's manufacturing and service operations adhere to an internationally recognized standard quality. (653-8558)

Qualastat Inc., a certified Strider International ISO 9000 Consultant, was recently certified as an ISO 140000 consultant and training group. (626-7427)

Quality Home Inspection hired Carol Owen recently as marketing coordinator.

Additionally, Owner Jim Neal, completed EIFS "synthetic stucco" remediation training at the NAHB Research Center in Atlanta and is listed on the National Remediation Registry as an inspector/consultant. (824-4287)

Scott Rye, formally with Timbes and Yeager Advertising, recently joined Sullivan-St. Clair



Rye



Giles

Advertising and Public Relations as associate creative director. The agency also named Janden Richards as art director who spent 16 years on the Crayola account at Binney & Smith Inc. Shana Giles is the agency's new media buyer. Giles graduated from the University of South Alabama in May with a bachelor's degree in communication. (476-1283)



Richards

Dr. William Billett will present "Post Traumatic Stress Disorder," a free seminar set for Dec. 17 at PSI Solutions Center. CEUs are available to social workers. Space is limited. Call 478-9128.

Compass Bank introduced an expanded International Trade Services Unit headquartered in Houston. Cross-border financing services including letters of credit, documentary collections, bankers acceptance services and foreign currency will be offered in port cities, including Mobile. (479-0118)

Locally, Providence Hospital will become a member hospital of Ascension Health effective Nov. 1. The new name announcement is the latest milestone reached in the creation of a new health ministry uniting the Daughters of Charity National Health System and the Sisters of St. Joseph Health System.

In other news, the hospital was named a 1999 Consumer Choice Award winner by the National Research Corporation, a performance measurement firm. This is the third year the organization has received this recognition. (633-1360)