

THE VIEW

MARCH 1999

MOBILE AREA CHAMBER OF COMMERCE

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1999 Goals Outlined by Chamber Chairman John Davis



Photo by Davis Photography

Outgoing Chair Mike Fitzhugh with incoming Chair John Davis.

Excellence is a process, not a destination. Each year, accomplishments are celebrated and new goals are set by the Chamber's volunteers and staff. The new Chairman of the Board **John Davis**, president of Mobile Gas, outlined five initiatives in the Chamber's 1999 plan of action at the annual meeting on Jan. 19. Then **Mike Fitzhugh**, president of South Alabama Bank of Mobile, officially passed Davis the gavel.

STATE GOVERNMENT RELATIONSHIPS

With Mobilians Gov. **Don Siegelman**, Lt. Gov. **Steve Windom**, Attorney General **Bill Pryor** and Alabama Supreme Court Justice **Douglas Johnstone** officially in office, there is an unprecedented opportunity to obtain the ear of key political leaders. A major initiative this year is to ensure a continuing dialog so officials are informed of key issues, challenges and opportunities so that a shared vision of improving the region's quality of life can be developed.

ENVISION MOBILE-BALDWIN

On the agenda for the area's strategic plan, Envision Mobile-Baldwin, include the adoption of remaining priority strategies and building effective coalitions of Vision Partners to successfully implement those strategies. In addition, Davis hopes to inspire greater participation from both counties.

INTERNATIONAL TRADE

Expanding the scope of foreign trade missions and trade-related education programs is on tap for 1999. Chamber leadership believes it is imperative to secure additional investments in the State Docks, making Alabama more competitive.

ENVIRONMENT

Reflective of its commitment to sustainable development consistent with a high quality of life, Davis said, "the Chamber plans to deal head-on with Mobile's impending ozone non-attainment status." The task force created to study the issue has already met several times and will launch a community-wide campaign.

ECONOMIC DEVELOPMENT CAMPAIGN

The fund-raising portion of the Chamber's economic development campaign, Millennium Fund, is scheduled for completion this year. Funds will help the Chamber execute its plan to strengthen economic and community development, bring in or develop more jobs for area citizens and raise per capita income with better paying jobs. Small business development, education and workforce preparedness are also key elements of the Millennium Fund initiative.

IPSCO Steel Chooses Mobile

◆ Stop the presses!

Last month's issue of *The View* was pulled from its final production stage to add the announcement that IPSCO chose Mobile for its new \$395 million mini-mill steel facility.

When interest and start-up costs are included, the investment adds up to \$425 million.

An estimated 450 jobs, at an average salary of \$40,000, will be created when the mill is completed in north Mobile County in 2001.

The plant will use steel scrap as its primary raw material and its final products will be used for building and construction, bridges, shipbuilding and barges, pipe making, railcars, machinery and equipment.

County Commission President **Sam Jones** expressed his support for the project, "We are glad to be a part of bringing IPSCO to Mobile, a project we feel will lessen the impact of job reductions in other industries."

Mayor **Mike Dow** also voiced his support for the project. "We are committed to growing the regional economy, and realize the impact on citizens of the City and County."



The Chamber partnered with Mobile County, the City of Mobile and the state in working with IPSCO since January 1998, when the project was discovered by an Alabama utility company across the Internet.

"This project represents the best of cooperation and partnership between the public sector and private sector in the Mobile area," commented the Chamber's Vice

President of Economic Development **Jim Apple**.

The support of the LeMoyne Citizens Advisory Panel was important to the project, according to Apple. "This

group of citizens who live and work in the area have been involved for months and met with IPSCO representatives on three different occasions. We couldn't have done it without their support."

Based on a report from **Dr. Semoon Chang**, director of the Center of Business and Economic Research at the University of South Alabama, a conservative annual economic impact of the project exceeds \$25 million.

The facility will also generate approximately \$1.4 million annually in new taxes for the Mobile County Public School System.

One of the factors involved in recruiting new industry is a cost benefit analyst weighing, in this case, the economic impact of new construction and related jobs, capital investment, permanent jobs, and school, city and county taxes. For example the

County's and City's incentives total about \$5 million while local tax impact will be about \$9 million — a net gain of nearly \$4 million.

In a prepared release, IPSCO officials noted the decision to locate the facility here was based on factors such as the availability of a highly skilled workforce, competitive electric rates, good transportation logistics for water, rail and highway modes, and a tax and regulatory regime conducive to good business.

"In its report on the IPSCO permit, the Alabama Department of Environmental Management (ADEM) stated that "the air quality analysis concludes that increases in emissions... from IPSCO will not cause or contribute to a violation of the National Ambient Air Quality Standards (NAAQS)." NAAQS also sets thresholds for Ozone.

Chamber Helps State Secure \$24 Million School-to-Work Grant

◆ Monies will allow the Alabama School-to-Career Office to fund local efforts to provide students with marketable job skills.

The Chamber recently assisted the Alabama School-to-Career Office in securing a \$24 million grant from the U.S. Department of Labor to fund the workforce development program, School-to-Work, throughout Alabama.

As part of the *School-to-Work Opportunities Act of 1994*, the U.S. Department of Labor has provided hundreds of millions of dollars in competitive grants to states to help establish School-to-Work systems, set up community partnerships and fund local programs.

School-to-Work programs offer training to those students who are not planning to go to college, which in Mobile County is nearly 80 percent. It also provides a solid base for students wanting to continue their education, which is encouraged. With this foundation, students have better skills entering the workforce or a jump-start on additional training they may pursue.

Many businesses, including those in Mobile, need workers with solid skills, who are trainable and flexible. According to **Barbara Estes**, the Chamber's director of education and workforce development, local programs have been created to fill the specific needs of Mobile businesses, creating a win-win for students and employers.

In the absence of federal funding, the Chamber created School-to-Work partnerships with the Mobile County Public School System, Bishop State Community College, Mobile Area Education Foundation, South Mobile County Education Foundation and the South Alabama Education Trust Fund. Together, the partners have invested more than \$1 million to fund local efforts.

Local program accomplishments were key in the U.S. Department of Labor's approval of the state

grant. They applauded the involvement from the business community and the implementation of seven local academy programs in health care, banking, technology, public safety, ship fitting, aquaculture and construction trades.

Chamber staff wrote portions of the state plan, secured letters of support and met with federal review teams from the U.S. Departments of Labor and Education to outline Alabama School-to-Work Office activities and the Mobile School-to-Work Partnership plan.

"The Mobile School-to-Work Partnership was instrumental in the state securing this grant," said Alabama School-to-Work Director **Cary Boswell**. "The Mobile Chamber has worked for two years helping other Alabama School-to-Career partnerships launch programs and promoting state activities. The Chamber was able to make a compelling case to the federal review teams that the grant should be funded," Boswell added.

The state received the federal funds in September and last month released a "Request for Proposal," calling for competitive grant proposals from local partnerships across the state. On behalf



The Vigor High School Cisco Networking Technology Academy, launched with support from the Mobile Area Education Foundation, nationally certifies students as local area network technicians. Students are prepared to immediately enter the workforce upon high school graduation at a starting salary of \$40,000. Students **Marie Romano** and **David Dees** are conducting Internet research on current and emerging networking technology, a component of the two-year program.

of the Mobile School-to-Work Partnership, the Chamber submitted a \$1.3 million grant to fund full-scale School-to-Work implementation in Mobile County, which has received preliminary approval.

For more information on the Mobile School-to-Work Partnership and its programs, contact Director of Education/Workforce Development **Barbara Estes** at 431-8630.

Envision Mobile-Baldwin Schedules Annual Report Meeting

The visions of more than 1,000 volunteers, as spelled-out in the area's strategic plan, Envision Mobile-Baldwin, are being realized. An Annual Report Meeting set for Wednesday, March 3, will give volunteers, shareholders and the public a detailed account of recent accomplishments.

Among the year's highlights are an initiative to get public transit service for south Mobile County residents, launching America's Promise/Mobile Commits to Kids, merging Mobile and Baldwin County units of the American Red Cross, and initial plans to build a Metro Mobile Recycling Center.

Updates will also be presented on progress made toward reaching the vision goals in the six focus areas of education, quality of life, government, economic development, infrastructure and community leadership. Also, reports will be given by organizations, companies and volunteer groups that have formed strategic alliances to work on implementing vision strategies. In addition, attendees will also be the first to receive the Envision annual report.

Envision co-chairs **Sam Jones, Mike Dow, John Davis, Wendy Allen** and **George Noonan** will comment on headway made last year in

reaching the benchmarks set for measuring progress and about the challenges the process faces in the year to come.

Event sponsors are **Mobile Gas, Saunders Engine, Thomas Hospital, IKON Office Solutions, Equity Technologies** and **Prior Energy Group**.

Envision Mobile-Baldwin is a citizen-driven, long-range strategic plan for Mobile and Baldwin counties. More than 1,000 citizens worked together in 1997 to develop this shared image of what we want our area to become in the next five to ten

years. The broad, comprehensive goals are divided into six focus areas, and approxi-

mately 340 business, civic, government, education and church organizations are working together to achieve these goals and make the vision a reality.

Come celebrate the success of Envision Mobile-Baldwin by attending the annual report meeting on Wednesday, March 3, 7:30 - 8:45 a.m. at Pier 4 Restaurant (Battleship Parkway). A full breakfast will be served. Cost to attend is \$5 per person.

Reservations can be made by calling Angela Erwin at 431-8621.

State of the City and County

◆ Past success and future plans outlined by Mayor Mike Dow and County Commissioner Sam Jones at March 10 luncheon

When taken alone, the individual notes of any one of Johann Sebastian Bach's symphonies seem complicated, disorderly, even maddening. But when played together for the human ear, they bring tears to the unemotional and the unexcitable to their feet.

Like one of Bach's symphonies, the success and progressive growth of the Mobile area can be attributed to hundreds of individual community and public projects, any one of which is impressive. When outlined on March 10, even the most active Mobilians may be surprised to hear what they sound like when they all come together.

Join the Mobile Area Chamber of Commerce at noon on Wednesday, March 10, at the Adam's Mark Hotel for the Second Annual State of the City and County Address. Guest conductors, Mobile Mayor **Mike Dow** and Mobile County Commission President **Sam Jones**, will take us through some of their most recent initiatives and provide glimpses of future plans for both governments.

Thanks to sponsors **Alabama Power, AmSouth Bank, Compass Bank, Equity Technologies, Mobile Gas, Schlumberger/Global Tel Link, Whitney Bank** and others, tickets to the luncheon are only \$10 each or \$100 for a reserved table of 10 and may be purchased by calling the Chamber at 431-8612. Seating is limited, so we strongly encourage you to quickly take advantage of this once a year opportunity.



The Chamber's Version of Top Stories for 1998

New jobs, capital investments, Mobile's home-grown politicians elected to state leadership positions and hosting international and national conferences — are just samples of sweet success achieved last year.

At its annual meeting the Chamber highlighted many of its and the community's accomplishments that document 1998 was another good year for Mobile.

New Jobs & New Investments

It started with **Spill Tech**, a Canadian-based company producing a material used to clean up oil and chemical spills, that brought 60 plus jobs and \$1.5-million in capital investment.

Gulf Bridge Ro-Ro launched the first roll-on, roll-off shipping service to Tuxtepec, Mexico. Approximately 20,000 trucks and vans went in and out of the Port of Mobile last year.

McNeil Speciality announced its plans to produce sucralose, an artificial sweetener. The Chamber worked with leaders in Washington County to bring 160-170 jobs and \$160 million in capital investment to the area.

And the largest announcement for 1998 came from another Canadian-based company, **IPSCO Steel**, announcing a \$395 million facility and 450 new jobs!

There are other signs of growth. Last spring, **Mitsubishi** began operations of its polysilicon plant, a material used to make computer chips, and in the fall, groundbreakings on the new **Alabama Aviation Technology Center** facility at Brookley and the first office/retail center in the MLK area in 40 years prove Mobile is programmed for success.

Home-Grown Leaders

As one of the fastest growing areas of the state and the Gulf Coast, Mobile is counting on its newly-elected state politicians — Gov. **Don Siegelman**, Lt. Gov. **Steve Windom** and State Attorney General **Bill Pryor** — to give South Alabama the attention and support it deserves.

International & National Conferences

An amazing renovation took place after Hurricane Georges hovered over Mobile just before the U.S. Southeast-Japan conference. Volunteers had the city in tip-top shape in less than a week for the meeting that brought regional governors, representatives from more than 200 companies and several U.S. and Japanese dignitaries here to explore trade opportunities. Mobile was only the second Alabama city to host the event.

Another impressive group visited Mobile last year. More than 2,000 delegates from 30 communities came to the Port City to compete for the **All America City** award after the Chamber submitted the winning bid to be the host city. From Columbus, Ohio to Riverside, Calif., these folks got a taste of old Southern tradition and new South progression, while bringing in an economic impact of \$4.2 million.

It's the Economy

Mobile remains among the state's and the nation's leading areas for job growth and capital investments. Late in December, the Mobile area economy was rated the best on the Gulf Coast by **POLICOM Corp.**, an economic research firm. The unemployment rate is still unusually low and the Port City's cost of living index continued to stay significantly below the national average.

Education

Construction on new schools, mandated student uniforms, the new graduation exit exam and new superintendents in Mobile and Baldwin counties dominated headlines.

The Chamber participated in the selection of **Dr. Harold Dodge**, Mobile's new school superintendent. Dr. Dodge has provided strong leadership and shares similar goals with the Chamber including workforce development and giving students the skills they need to succeed in the workplace. To bolster these programs, the Chamber helped the state win a \$24 million federal School-to-Work grant. (See related story on page 1.)

The Chamber again conducted its teacher summer internship program. Teachers interested in launching new ideas into the classroom received on-the-job training in area businesses.

Envision Mobile-Baldwin

Area volunteers began turning the community's strategic plan, Envision Mobile-Baldwin, into action. More than 330 businesses and organizations adopted strategies and are coordinating efforts to achieve them. Getting ready for its first formal report and annual meeting, there are many accomplishments to be celebrated. (See related story on this page.)

Local Company Recognition

Annually, the Chamber recognizes and celebrates business accomplishments and in 1998 presented its first Innovator of the Year award, named its fourth group of fastest growing businesses at the Future 30 banquet and honored the contributions of minority-owned companies at the Eagle Awards dinner.

And there's more...

Other Chamber highlights include trade missions to Mexico, China and Hong Kong; Mobile's ranking in *Entrepreneur's Magazine's* Top 10 list of best places to start a business; a visit by the Secretary of the Treasury, **Robert Rubin**; another successful total resource development and membership drive; and the annual Leadership trip to Nashville. For the first time another city, Lexington, Ky., came to study Mobile's success!

Community Kudos

Among the community's top achievements are: the City of Mobile's Quality Award for its strategic plan and efficiency initiatives, United Way achieving its annual campaign goals exceeding \$7 million, the Bay Bears League Championship and the grand opening of the I-MAX and Gulf Coast Exploreum.

Millennium Fund Reaches \$4 Million

The Chamber launched its \$6 million Millennium Fund Campaign to support economic and community development initiatives in December. Currently at \$4,003,000, goals of the multi-year campaign include: attracting/developing 35,000 new jobs; assisting in the initiation or expansion of 500 small businesses; continuing Envision Mobile-Baldwin, trade missions and national public relations efforts.

To become a Millennium Fund investor, call **Ron Guitt** at 431-8685.



1999

Annual Meeting Highlights

Thanks to the 10 companies that sponsored the Chamber's Annual Meeting last month. With their help we were able to highlight both Chamber and community accomplishments and bring Dr. Ted Hershberg, professor of public policy at the University of Pennsylvania, to discuss the benefits of regionalism.

Profiled below are the companies that sponsored the Annual Meeting. Again, a special thanks goes to Regions Bank, the company that underwrote Dr. Hershberg's keynote address.

Regions Bank

What began as a one-state, three-bank holding company has expanded to an eight-state financial institution with more than 700 offices throughout Alabama, Arkansas, Florida, Georgia, Louisiana, South Carolina, Tennessee and Texas. Once all pending mergers are complete, Regions' assets will total more than \$36 billion, placing it among the Top 25 banks in the nation and the fifth largest in the Southeast.



Chamber President Win Hallett, Speaker Dr. Ted Hershberg, Chair-elect Dianne Irby and 1999 Board Chair John Davis.

The company's newest programs address "needs-based" banking. Access to Regions account information is more convenient than ever for customers with home banking services, which have recently been expanded to include Internet access to accounts via RegionsNet. Expanding existing customer relationships is the focus of Regions' LifeSpan accounts, which match customers' needs at various stages of their lives.

It is Regions' intent to be the bank of choice and the employer of choice in every community it serves.

ALABAMA POWER

A SOUTHERN COMPANY

Alabama Power provides reliable, low-cost electricity to homes, businesses and industries in the southern two-thirds of the state. The company boasts prices are 6 percent lower than 10 years ago, and still the lowest in the nation. In addition, a recent survey of 16 utilities, ranked Alabama Power with the highest customer-satisfaction rating.

Through the Alabama Power Foundation, the company contributes millions of dollars annually to the community for priorities such as education, health and human service needs.

Alabama Power is one of five U.S. utilities operated by the Southern Company, the nation's largest producer of electricity serving Georgia Power, Gulf Power, Mississippi Power and Savannah Electric customers.

Bringing the convenience and mobility of wireless voice, paging and data communications to more than 4.5 million customers in 17 states, GTE also markets GTE wireline long distance and Internet access service.



GTE Wireless has the ability to provide wireless communications to more than 61 million people. In 1999, the company will continue the transition to full digital capacity, and has selected Code Division Multiple Access (CDMA) which provides enhanced voice quality, features, privacy and increased network capacity.

The company strives to provide excellent customer service and simple, easy-to-use solutions to America's wireless communication needs.



ITC DELTACOM

Headquartered in West Point, Ga., ITC-DeltaCom provides integrated telecommunications services to mid-size and major regional businesses in the southern United States, and is a leading regional provider of wholesale long-haul services to other communications companies.

The company's business communication services include local exchange service, long distance, enhanced data, Internet and operator services, and the sale and maintenance of customer premise equipment. The company operates 22 branch locations in eight states, and its 10-state, 6,970-mile fiber optic network reaches more than 70 points of presence.



LONG'S HUMAN RESOURCE SERVICES

Today's concepts of "strategic partners" and "one stop service" fit neatly into Long's five-year strategic plan that calls for complete recruiting, assessment, training, management services and exit strategies for 500 plus clients and hundreds of full-time staff in the office and field.

A new partnership with Intergraph, a world leader in engineering software, outlines the company's commitment to state-of-the-art technology training. Additional services propelling Long's into local and national spotlights include 100 percent drug testing, computer training, a Safety and Risk program, information technology staffing and a client-driven focus.



MOBILE GAS SERVICE CORPORATION

Change brings opportunity. That is why Mobile Gas is embarking on a number of strategies making use of its strengths and competitive advantages.

The company is making an additional investment in customer service and satisfaction, and as a team, is examining every business process to identify ways to improve efficiency and service delivery. The net result: Mobile Gas is meeting the customers' changing needs and delivering greater value.

At Energy-South, the goal is stay on track to achieve the mission of being the energy services providers of choice in markets it serves.



Members of the Region Bank team met with Dr. Hershberg at the speaker's reception prior to the Annual Meeting.

Family-owned and operated since its inception, there have been many changes in the industry and in the company itself since it was founded in 1947.

The community's oldest stationer has diversified and expanded a number of times, giving birth to OSI's current printing business.

In 1998, the printing business at OSI was bolstered by the acquisition of Williamson Printing Company, one of Mobile's oldest printers. Previously, OSI had acquired Advanced Graphics Printing Co. and Graphics Unlimited Printing. The facility combines pre-press (typesetting and art), press, bindery and customer service in one location.



PrimeHealth Plans to live well.

The oldest and one of the largest health maintenance organizations in the state, Prime Health serves nearly 90,000 members in 41 counties in Alabama and along the Mississippi Gulf Coast.

Headquartered in Mobile, the company has changed and expanded its product line featuring health plans for individuals, small and large businesses, senior citizens, BAY Health Plan and even third party administration for employers who choose to be self-insured. The company now has offices in Huntsville, Montgomery and Gulfport.



Thompson Engineering

Established in 1953, Thompson Engineering is a full-service applied science, engineering consulting and design firm employing approximately 150 people in five offices throughout Alabama and Mississippi.

In its 45 year history, the company has assisted in the development of the Mobile/Baldwin commercial, residential and industrial growth.

As an employee-owned company and community stakeholder, Thompson Engineering promotes and operates within the principles of "Sustainable Development" and hopes to affect the engineering and environmental standards by which we will manage the growth of the area in the next millennium.



Believing its strong commitment to the community is key to this company's success. WPMI-NBC15/UPN44-WJTC maintains it is the driving force behind everything it does and is why it strives to constantly find new ways to serve the community and viewers.



NBC 15 News covers the coast with the best local news and information from both sides of the Bay. The organization keeps up-to-date news at your fingertips through the Alabama Live website, www.al.com, and the NBC 15 News website, www.wpmi.com.



An 85-member chorus from Allen Elementary, Hollinger's Island Elementary and Theodore Elementary, Middle and High schools entertained a group of nearly 1,100 at the Annual Meeting.

To the right: Gary Cooper with Sen. Vivian Figures.

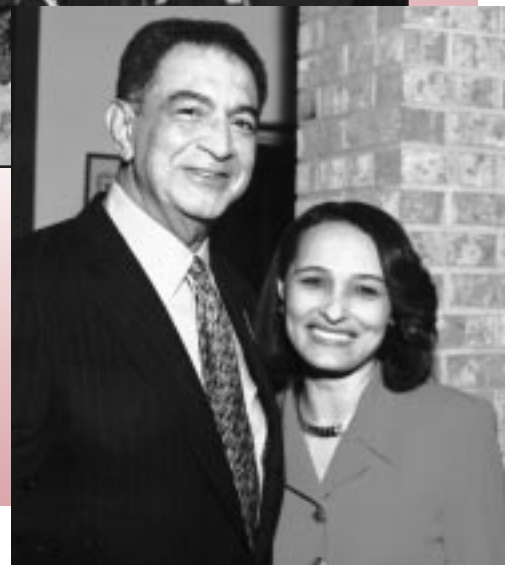


Photo by Davis Photography

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Award Winners Recognized at Chamber Annual Meeting

Each year the Chamber honors a local manufacturer, small business and Chamber Diplomat. At the Annual Meeting in January, the Chamber honored the following award-winners for their outstanding business achievements along with contributions to the community and the Chamber.



Photos by Davis Photography

Diplomat of the Year Gary Adams (left) poses with Manufacturer of the Year, Lerio Corp., employees Susan Vick, Bill Welch, Renee Garris, Ted Hershberg (Annual Meeting Speaker), Wanda Lee and Don Bailey.

Pictured below is Ward Fendly, Allied Signs, the Chamber's Small Business of the Year.



Manufacturer of the Year

Lerio Corporation is a Mobile-based firm with five manufacturing locations, including a 160,000 sq. ft. facility in Mobile, and 400 employees nationally. It has steadily grown since its inception in 1915, increasing its sales volume to an estimated \$50 million.

An innovator in product development, the company produces a wide variety of plastic containers for the nursery industry, some that even enhance plant growth, and decorative containers for home and commercial use. As the global economy has influenced Mobile, this organization has taken on the challenge, and is actively pursuing new international markets in Central and South America.

Hurricane George dealt the company a serious blow, severely damaging its local office complex. In true Mobile spirit, the company and its employees pulled together to restart operations and were back in full production in two-and-a-half days. Accepting the Manufacturing of the Year Award for Lerio Corp. was the company's President Mark Christian.

Small Business of the Year

The Chamber's 1998 Small Business of the Year, Allied Signs, helps companies draw customers with eye-catching signs of all shapes and sizes. With their products displayed in 35 states, the company makes signs for a variety of customers.

State of the art graphics, quality workmanship, attention to detail and employee input have helped the company grow from \$700,000 in sales to \$7 million since two brothers, Ward and Harding

Fendly, purchased the company five years ago.

This year's award winner has been recognized three consecutive years as one of Mobile's fastest growing companies at the Chamber's Future 30 banquet. Company President Ward Fendly accepted the award for Allied Signs.

Diplomat of the Year

Gary Adams is the Chamber's featured Diplomat of the Year. Annually a Diplomat is selected based on his or her group participation. Adams is a Senior Sales Representative with OEC Office Plus, the largest locally-owned company specializing in office products and furniture.

He has represented the Chamber at numerous ribbon cuttings, and networking events like Business-after-Hours and First Friday. As an active volunteer in Chamber Chase '98, a total resource development and membership campaign, he recruited 18 new businesses to join the Chamber family. Adams also served as chairman of the Diplomat group.

A Diplomat for six years, Adams has earned the Diplomat of the Month distinction on five occasions.

Congratulations to Gary Adams, the Chamber's 1998 Diplomat of the Year.

Bill Hearin Honored with Delchamps Award

This year the Chamber honored Bill Hearin with the Alfred F. (Fred) Delchamps Award, a tribute given in remembrance of Fred Delchamps Jr. Presented by the 1998 Board Chairman Mike Fitzhugh, South Alabama Bank of Mobile, the award is only given when a champion of Mobile's visions and principles is nominated.

A president of the Chamber board in 1981, Hearin currently serves as chairman of the Chamber Foundation Board.

He began his professional career in Mobile in 1927 as a classified advertising solicitor for the old *Mobile News-Item* daily paper. In 1932, after the *Mobile Press* bought the *News-Item* and the *Mobile Register*, he worked his way up the ladder, becoming general manager of the *Mobile Press Register* in 1944. He was made co-publisher in 1965 and in 1970 was named publisher and president.

Throughout the years, Hearin was a catalyst for many Mobile's advancements. He was a founder of Mobile United, the Senior Bowl and America's Junior Miss. He was instrumental in the develop-



Photo by Davis Photography

ment of the Chandler YMCA and Salvation Army building. And many of Mobile's great oaks and other trees are thanks to his faithful contributions to the Streetscapes program.

This memorial was established in 1990 to promote growth and excellence in both the Chamber and the Mobile community as was envisioned by Delchamps. Other individuals honored with this award include: Congressman Jack Edwards (1998) and Robert Guthans (1991).

Chamber Thanks Annual Meeting Supporters

A special thank you goes to those organizations in addition to our Annual Meeting sponsors who helped make this year's event a great success:

BEVERAGES

Coca-Cola Bottling Co.
Consolidated
Community Coffee
House of Blends

CHAMPAGNE

BCM Engineers Inc.
Gulf Distributing Co.

DECORATIONS

Ron Barrett

ENTERTAINMENT

Ron Reams,
The Compact Disc Jockey
Barry Silverman, Soundworks
Hollinger's Island
Elementary School
The Sound of the Bay Chorus
of Sweet Adelines International
Theodore High/Middle/
Elementary School Choral
Department

FLORISTS

Cleveland The Florist
Glendale-Minge Florist
The Rose Bud

Zimlich Patio & Garden

RESTAURANTS

Adam's Mark Hotel
Alec Naman Catering
Bartlett House Restaurant
Bella Koozeena
Bienville Club
Drayton Place
Lassere's Seafood & Cajun
Seafood Shop
Loko Café
Ruth's Chris Steakhouse
Sonnier's Catering
Spot of Tea
The Wilton
Caterer

SERVICES

Alabama School of
Math and Science
Azalea Trail Maids
Davis Photography
DESKTOP designs
Dominos Pizza
Enterprise
Rent-a-Car

Rev. James French
Gray Line of Mobile
Interstate Printing
Motion & Graphics Image Corp.
(MAGIC)
Mobile Civic Center
Signs Now
Spring Hill College
Springhillians
Templeton Gallery & Framing
University of South Alabama's
Southerners
Gardner Wilcox
WKRK-TV5

For several years, WKRK-TV5 has shown its commitment to the community by producing the Chamber's Accomplishments Video, which showcases the community's success. This year's production is again a fine example of WKRK's expert capabilities. The Chamber's Communications team wishes to extend its heartfelt appreciation to WKRK-TV5 and its Production team. Copies of the video are available on loan by calling 431-8606.

COLONIAL BANK AD

Small Business of the Month

ClearVue

It's almost that time of year again... spring cleaning. To most people, scrubbing base boards, dusting furniture and cleaning blinds are not on the top of the priority list, but they have to get done. This month's Small Business of the Month, Clear Vue cleaning service, offers the perfect solution.

Owners, Yolanda and Larry Bowdre began their business in January 1997 as an ultrasonic blind cleaning service specializing in cleaning all types of blinds, light fixtures, widow shades and janitorial work. A small business of four, employees use a portable tank filled with water to clean, deodorize, lubricate and sanitize materials. "Anything that can fit into the machine, we can clean," Larry said.

When the Bowdres began their business, they were "looking for something different," and realized other services do not offer full blind cleaning, Yolanda said.

"You don't realize how much damage can be done to blinds when they are cleaned by hand," Larry added. "Our system also includes a coating to keep the blinds clean and protected by damage such as dirt and smoke."

The Bowdres provide free estimates to homes and businesses in the Mobile area. Blinds can be picked up in the morning and returned the same day.

Clear Vue is a home-based operation and the Bowdres can be reached at 633-3322 or paged at 414-8862.



Clear Vue owners Yolanda and Larry Bowdre and employee Jesse Stevenson can clean any type of blinds and offer same day service.

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



What Does Mobile Pay?

Every two years the Chamber conducts a wage survey broken down by industry codes into manufacturing and non-manufacturing jobs. From engineers to nurses, hostesses to electricians, the report reflects an average salary range.

Organized into 25 national industry codes and including more than 100 professions/job categories, the survey is a broad approach to area wages, explained Ritchie Hurt, the Chamber's director of research and information.

More than 600 questionnaires were mailed to businesses in Mobile, Baldwin, Washington and Escambia counties. Independent Human Resource Consultant Jim Garner, formally with UOP, coordinated the effort and was able to cut the project time in half and recruit triple the normal responses increasing results to 30 percent.

"There's no doubt this kind of results give us a more valid reading. People get a better quality product when you have this many companies involved and of course, it's more accurate," Garner said.

According to Hurt, the survey is used by companies currently located in the area to compare employee wages and companies interested in the area to determine their salary ranges. Individuals also benefit from the information to gauge their salaries, and identify wages in other professions they are considering future training in. College students or professionals moving into the area might also find the information informative.

Copies of the 1999-2000 Wage Survey are available for \$10 to participating companies and Chamber members and to others for \$15. Come by the Chamber or call 431- 8656 to get a copy.

ATTENTION SMALL BUSINESS CEO'S

Executive Dialogue is a small business development program offered by the Chamber to help small business CEOs gain insights into development, growth and management issues. The program has been described as a self-help program for small business CEOs, where participants share information with each other, including successes and failures.

Group members select a variety of topics discussed at the one-hour monthly meetings. Some meetings have speakers, and others are open discussions. Most meetings take place at the Chamber, but occasionally a member of Executive Dialogue will host the meeting at his or her company.

Executive Dialogue participants must be chief executive officers, business owners or company presidents. If you would like to join Executive Dialogue, call Walter Underwood, Director of Small Business Development at 431-8652.

IT'S YOUR CHOICE



Walk in now or roll in later

Don't ignore your heart.

Many times, the real symptoms of a heart attack aren't what you'd expect. But if you know the early warning signs, chances are you can walk in for help instead of roll in helpless when a cardiac emergency has already occurred.

More than 60% of all heart attacks begin with early warning signs, but many people ignore them. Early care is the key. Time is heart muscle.

That's where the Chest Pain Center at Providence Hospital comes in. The health care provider you've trusted for close to 145 years now has Mobile's only full-spectrum emergency cardiac care to evaluate your situation before it gets worse. In many cases, we can even prevent a severe heart attack.

And if your heart checks out okay, you can leave in a matter of hours with peace of mind. That reduces days in the hospital, extra costs and time away from day-to-day activities.

So when the early signs of a heart attack appear, take a step into the Chest Pain Center. *White it's still your choice.*

CHEST PAIN CENTER

PROVIDENCE HOSPITAL

Emergency Entrance

* American College of Emergency Physicians national guidelines

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SIPCO AD

October's Diplomat of the Month Gayle Guthrie

Gayle Guthrie, president and creative director of Sunbelt Creative Services, has been selected as the Chamber's Diplomat of the Month. She earned the designation because of her assistance with Chamber activities and because she recruited a new member.

Guthrie has been working with the Chamber for two years. She said, "I enjoy being involved with the Chamber because it allows me to meet wonderful people who have the kind of energy I do. It helps keep me motivated."

She wears many hats at Sunbelt, an advertising agency. Guthrie explains, "It's like conducting a symphony." She aims to satisfy the client, and as a result of that dedication, clients stay with the company and become like family.

Along with the Chamber, Guthrie is also involved with the American Advertising



Federation, Mobile AIDS Support Services, and is an active member at Dauphin Way Methodist Church.

Three Mobilians Represent U.S. at United Nations Universal Declaration of Human Rights Conference



Of the four U.S. representatives sent to the United Nation's 50th Anniversary of the Universal Declaration of Human Rights conference in Canada, three were from Mobile. Pictured with Reverend Desmond Tutu, the group joined others from around the world last November to focus on the progress of the Universal Declaration of Human Rights, originally adopted in 1948. The Mobile delegates are members of the Chamber's Human Relations Task Force (HRTF) and the City's Human Relations Commission (HRC). Shown from left to right are: Elizabeth Luther (HRTF, HRC- District 7); Raphael A. Maharaj (HRTF, HRC- District 4); Leevones G. Dubose (HRC - District 1); and Reverend Desmond Tutu.

Get Discounted Insurance Rates with Chamber Advantage

◆ Open enrollment set for May and June

If you're interested in *Chamber Advantage*, the discounted health and dental insurance designed specifically for Chamber members, be sure to note that open enrollment is set for May and June.

Members can potentially save more than the cost of their membership dues with lower insurance premiums.

The program is available to current Mobile Chamber member businesses with 1-99 employees. For information or a quote for your business call Ronnie Young with Financial Resource Group at 1-800-543-3153.



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Call today for a free consultation.

334-479-5777

Featured Profiles Advisors

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

Owen Bailey is administrator for Thomas Hospital. He earned a bachelor of science degree in Health Administration from Auburn University and has a master's in Health Administration from the University of Alabama at Birmingham. Prior to coming to Thomas Hospital in 1990, he served at East Alabama Medical Center in Opelika. He is a native Mobilian and resides on the Eastern Shore with his wife and three children.

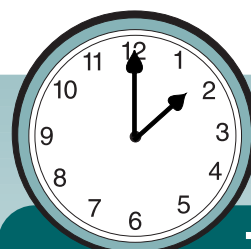


Owen Bailey

Cooper C. Thurber is an attorney with Lyon, Pipes & Cook PC, concentrating in civil litigation and insurance defense. He earned a bachelor of arts degree at the University of Mississippi, and has a Juris Doctorate from the University of Alabama. He authored *Basic Legal Skills, Ethics of Advocacy* and *Attorney Fees* in 1993. He served the Mobile Bar Association as president in 1997. Currently, Thurber is a member of the American and Alabama Bar Associations, Federation of Insurance and Corporate Counsel, Defense Research Institute and American Board of Trial Advocates.



Cooper C. Thurber



The Final Countdown

Voice-mail has been one of the most important assets to many businesses. Don't forget that these systems are run by computers and could also be affected by Y2K.

If the voice-mail system serving your business has been around for several years, you'll need to update it, or if it is a system that pre-dates Windows, it may be necessary to replace it.

Source: Jim Andrews, ACO Employment and Information Systems.

Don't do Business Without It!



The 1999 Mobile Area Chamber of Commerce Membership Directory and Buyer's Guide is on its way. The directory and addendum includes alphabetical and classified listings of 2,500 current Chamber members (as of December 1998), providing a wide variety of products and services.

A special full-color section features statistical and historical information about the Mobile area. In addition, information on Chamber programs, staff and volunteers can be found in the black and white section.

The publication was produced in Mobile by local printers, writers, artists and photographers and is supported by advertisements from Chamber members.

Special thanks to the companies who contributed to the directory's production: International Paper, S.D. Warren Co., Tom Mason Communications, Interstate Printing and member advertisers.

One copy of the directory is free to all Chamber member companies. Additional copies are available for \$10 to members and \$30 to non-members. For information on ordering a directory or next year's advertising opportunities, call Karen Turner at 431-8638.

From Mardi Gras to the Delta

◆ State legislators get a personalized tour of a few of the area's strongest assets

According to the *Mobile Register*, in 1898 the Mobile Carnival Association invited what was then called the "general assembly" of Alabama to attend the Port City's carnival celebration. This year, a host committee made up of local organizations including the Chamber, University of South Alabama, Alabama State Docks, City of Mobile and Mobile County, again invited Alabama State Legislature members to experience Mardi Gras and the unique warmth and hospitality that only the state's oldest city can provide.

During the first weekend of February, many legislators around the state and their families were treated to parades, dinner and tours. Sites included the Port of Mobile, the new Gulf Coast Exploreum, University of South Alabama, Bishop State, Alabama School of Math & Science, Dauphin Island Sea Lab, National Estuary Program, and other important state assets based in our area.



"We wanted them to experience the Mardi Gras festivities in Mobile, but more importantly, we wanted them to leave with a better understanding of this community and its importance to the state," said Scott Posey, vice president of Governmental Affairs for the Chamber. "When they go back into session in March, they should have a stronger appreciation for the Mobile area's needs and economic contributions to the state."

Annual Festival of Flowers Set for March

This year's Festival of Flowers promises to be "scent-sational." The event is scheduled for March 25-28 at Springhill College and will feature activities for the entire family. Featured activities include a spectacular display by world-renowned Bellingrath Gardens

and Home to seminars from noted flower and garden experts.

Keep Mobile Beautiful will host the Children's Venue providing delightful educational and entertainment opportunities for the Festival's young visitors at its "On Mobile Bay" natural resources display.

Tickets go on sale March 1, daily admission is \$8, advanced tickets are \$6, and children 12 and under are free. Special group rates are also available. For more information, call the Providence Hospital Foundation at 639-2050.



Fabulous floral exhibits around the fountains add to the splendor of spring.

Business Spotlight of the Month Internet Resources Inc.

If you're looking for a new and exciting way to promote your business, then check out the newest online "hot spot," February's Business Spotlight of the Month, Internet Resources Inc.

Owner Mike Kelly has been watching the Internet from a distance ever since its global inception. He was fascinated with the promotional and advertising aspect of individual websites. "I wanted to learn more about the Internet and ways the average person can survive on it," he said.

Then in the spring of 1997, Kelly opened Internet Resources specializing in video promotions on websites. "I do a lot of work with the newest version of Real Media called 'Generation 2' for my clients," he said. Some of Kelly's recent Internet videos include a civil war enactment, political speeches, real estate clips for local companies and an upcoming tour of the USS ALABAMA.

Kelly is the sole owner and operator of Internet Resources, and he focuses his time and work on building business relationships for the future of his company. "Right now my main focus is on building a foundation for my clients so that they will keep coming back for the lower prices."



Internet Resources Owner, Mike Kelly, provides Internet video infomercials to clients in the Mobile area.

Kelly can be reached at 479-1907 or visit his website at www.dibbs.net/netresources or email him at netresources@dibbs.net.

Business Spotlight of the Month:

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

Expanding Museums Will Bring New Dimension of Culture to Mobile

The Museum of Mobile began efforts to transform Old City Hall into a regional museum and construct a 17,000 sq. ft. facility last month. When finished, the new location will provide an additional 55,000 sq. ft. to showcase exhibits and artifacts from the region's heritage. Plans also include a discovery room for children to interact with artifacts, educational classrooms and a 150-seat auditorium. Officials expect the project to be completed next year. For more information call 434-7569.



Pictured above (left-right): John Davis, Mayor Mike Dow, State Representative Yvonne Kennedy and Emily Hearin.

A rendering of the Mobile Museum of Art at Langan Park was also unveiled last month. Museum leadership kicked off a \$15 million capital campaign to triple the size of the current facility to 95,000 sq. ft., which will include an education wing and a state-of-the-art hands-on gallery for adults and children.

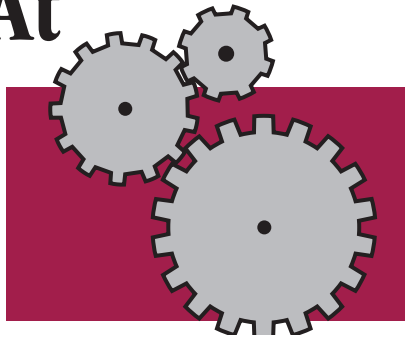
To coincide with Mobile's Tricentennial celebrations, officials are planning the grand re-opening in 2002. For more information call 353-2667.

Long Live Regionalism...

Chamber President Win Hallett (right) with Thomas Hospital's Administrator Owen Bailey (center) and Assistant Administrator/Chief Financial Officer Phil Cusa. In the spirit of regional cooperation (and rock and roll) Hallett presents a velvet painting of Elvis (compliments of AmSoth Bank) to Cusa, an avid fan of the "King" and memorabilia collector.



The Chamber At Work For You



Transition Meeting

Highlighting critical issues for the area, the Chamber met with members of Gov.-elect Siegelman's transition team to discuss the Alabama Aviation Technology Center (AATC) and the Alabama State Docks. In addition the Chamber made presentations on Mobile's School-to-Work plan to incoming Lt. Gov. Steve Windom and Dwayne Freeman, incoming Alabama Department of Economic and Community Affairs (ADECA) Director.

Getting Started

McNeil Specialty Products, the facility that will produce an artificial sweetener in Washington County, received Mobile Chamber assistance with a real estate overview, area tour and arranging employer interviews.

Habla Español?

The Chamber coordinated introductory Spanish classes for 15 participants planning to attend the upcoming Costa Rica-Chile trade mission.

We Can Build a Bridge

Trying to off-set any conflict with the construction of the new I-10 bridge, the Chamber set-up a meeting for representatives of the Alabama State Docks, Atlantic Marine, Alabama Department of Transportation and the proposed cruise ship terminal.

Professional Development

An interesting array of seminar topics and speakers have been scheduled for 1999. Watch the *Calendar of Events* and *The View* for monthly topics, dates and information.

Who's Who

The Chamber recently updated its area media list which includes contact names, addresses, phone and fax numbers. To get a copy, call 431-8606.

Seed Money

Chamber staff met with local bankers to learn about the new Small Business Administration's loan program to help with set-up and expanding business operations. Loans are offered through Community Equity Investments Inc., a regional community development corporation serving Escambia, North and Southwest Alabama.

Help is Here

SCORE and Chamber staff met with 18 small businesses, including a long-time Chamber member, facing shifting market share challenges and looking for advice on alternative strategies.

A Piece of the Pie

In an effort to win state funding for regional School-to-Work programs, the Chamber assisted the Citronelle School-to-Work Partnership and Baldwin County Public School system with \$25,000 planning grant applications. Also, the Chamber submitted a grant request to the Utilities Education Business Coalition to fund technical assistance, bench marking, strategic planning and efforts to increase business support for School-to-Work.

The principal and instructors at Faulkner Area Vocational Center participated in a grant writing training workshop hosted by the Chamber.

Envision Update

Recently, the quarterly newsletter for Envision Mobile-Baldwin was mailed. Call 431-8618 to be added to the list.

Leading Chamber Account Exec. Credits Success to Volunteers and Co-workers

Tom Lewis, an account executive at the Chamber, was honored recently as the 1998 Account Executive of the Year. Lewis earned the title because of the help he gives existing members and his accomplishments recruiting new members during his seven years with the Chamber.

According to Carolyn Golson, the Chamber's director of resource development, an account executive's job "includes educating people about the benefits of being a member." In addition, account executives stay in touch with current members, encourage them to be involved and relay their needs to the appropriate people on staff who can



Photo by M & A Studio

help them. "I enjoy promoting the Chamber because I see first hand the level of success our community has reached through initiatives launched by the Chamber," explained Lewis. "My success is due primarily to the people here at the Chamber and the volunteers in the community. It's a great experience and a great opportunity to meet and work with good people," said Lewis.

Golson added, "We appreciate Tom for his work with the volunteers and the insight he shares with the new account executives."

Lipscomb Joins Chamber Account Executive Team

Melody Lipscomb is the newest member of the Chamber's Membership Department, joining last fall as an account executive. Her duties include recruiting new members and helping existing members get involved in the organization.

"One of the first things I noticed when I came here is that many people do not realize the true value of being involved with the Chamber and how it can help their business," Lipscomb said. "From client leads to partnerships, to savings to professional development, I have been impressed with the number of resources offered by the Chamber and I use these examples when trying to encourage other businesses to join the Chamber."

"In the short amount of time that I've been here," she said, "I've discovered what a great group of people I work with. They are team-oriented, and always willing to help out."

Carolyn Golson, director of resource development, added, "Melody's enthusiasm and professionalism will make her a valuable member of the account executive team."



Photo by M & A Studio

Join Us For OSHA EXPO '99

March 30 • Mobile Convention Center • 8 a.m. - 4 p.m.

Expo '99 presented by

- Mobile Area Occupational Safety and Health Administration Office (OSHA)
- Mobile Bay Area Section of the American Industrial Hygiene Association (AIHA)
- Mobile Chapter of the American Society of Safety Engineers (ASSE)
- Mobile Occupational Health Nurses (MOHN)
- Gulf Coast Maritime Safety Association (GCMSA)

Features over 14 technical breakout sessions on topics such as:

- OSHA's New Forklift Standard
- Basic Ergonomics
- How to Implement an Effective Safety and Health Program

The cost of the Expo is \$60 per person. Lunch is provided. Registration form provided below. Further information is available by calling the Occupational Safety and Health Administration at 441-5492.

1999 Central Gulf Coast Safety and Health Seminar and Expo Registration

Mail to: EXPO '99, P.O. Box 16946, Mobile, AL 36616

Make checks payable to: ASSE/EXPO '99

SORRY, NO CREDIT CARDS, PURCHASE ORDERS OR INVOICES. NOTE: Payment must be received no later than March 23, thereafter the registration fee is \$75.00 and must be paid at the conference.

Name _____ Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

_____ \$60 PREPAID (Payment received by March 23)

CALENDAR VIEW

February 23 **Net Gain: Tips on Networking**

Time: 11 a.m. - 12:30 p.m.
Place: Chamber McGowin Room
Cost: \$15
Call: Jacqueline Jones at 431-8607

February 24 **Export Tools Workshop**

Time: 9 - 11 a.m.
Place: Chamber McGowin Room
Cost: No charge
Call: Marina Nyman at 431-8657

February 25 **Business After Hours**

Time: 5:30 - 7:30 p.m.
Place: Bartlett House Restaurant
 28971 Hwy. 98, Daphne
Cost: \$2 members, \$5 potential members

March 3 **Envision Annual Meeting**

Time: 7:30 a.m.
Place: Pier 4 Restaurant
 Battleship Pkwy.
Cost: \$5 (full breakfast served)
Call: Angela Erwin at 431-8621

March 5 **First Friday**

Time: 7:30 - 8:30 a.m.
Place: Zebra. Net
 7863 Airway Park Drive
Cost: \$2 members, \$5 potential members

March 10 **State of the City & County Luncheon**

Time: Noon - 1 p.m.
Place: Mobile Convention Center
Cost: \$10
Call: Shelly Mattingly at 431-8612

March 16 **Member Reception & Briefing**

Time: 5 - 7 p.m.
Place: Chamber Atrium and McGowin Room
Cost: No charge
Call: Karen Turner at 431-8638

March's First Friday

The Internet is becoming a widely used tool for marketing and networking. Learn about ways your company can utilize the Internet at next month's First Friday, March 5 from 7:30 - 8:30 a.m. sponsored by Zebra.Net, 7863 Airway Park Dr. (Left at Rehm Animal Clinic off of N. Schillinger). Enjoy a continental breakfast and meet new business contacts.

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



Member Reception and Briefing The Value of Your Membership

If you are interested in learning what the Chamber departments are working on and what they can do for you and your business, then don't miss the Member Reception and Briefing on Tuesday, March 16 from 5 - 7 p.m. in the Chamber's McGowin Room. Enjoy hors d'oeuvres, meet staff members and introduce your company to attendees. All new members will benefit by making other business contacts.

For reservations, please call Karen Turner at 431-8638.

February's Business After Hours

Come enjoy a relaxing evening of networking with complimentary hors d'oeuvres and a cash bar at this month's Business After Hours on Thursday, February 25 from 5:30 - 7 p.m. sponsored by Bartlett House Restaurant located at 28971 Hwy. 98 in Daphne. Take advantage of this great opportunity to introduce yourself to new business contacts. Bring your business cards to share and have a great time.

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



Tips on Networking

Come hear Janice Malone of Business Network International and sharpen your networking skills while learning the seven secrets to successful marketing. During lunch, participants will practice their skills by playing a game of networking poker (a no-risk treat).

The seminar will be held Tuesday, Feb. 23 in the Chamber's McGowin Room from 11 a.m.-12:30 p.m. The cost of the seminar and lunch is \$15. For reservations please call Jacqueline Jones at 431-8607.



Learn How Exports Can Lead to Additional Growth

More Alabama businesses are finding that exports provide profits and growth. For a small or large company, doing business in a foreign country can sometimes seem out of reach. It's not. Join the Chamber's Export Tools Workshop on Wednesday, Feb. 24 from 9 - 11 a.m. in the Chamber's McGowin Room.

This program is geared for both small and large companies, experienced and new market exporters. If you have responsibilities in areas from sales and credit to shipping, this program will be beneficial.

Held in cooperation with the Alabama International Trade Center and the Alabama World Trade Association, the workshop will address handling agents and distributors, insuring export operations, export payment options and many more topics.

There's no charge for this informative seminar, so call Marina Nyman at 431-8657 for reservations.

6th Annual Spring Golf Tournament

Friday, March 26 8:30 a.m.



TimberCreek Golf Course
Hole sponsorships \$800
Individual tickets \$150

(includes green fees, cart fees, continental breakfast, rangeballs, tee favors, complimentary beverages and post-tournament reception)

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!

Our Library is Your Library

The Mobile Area Chamber of Commerce has an extensive library accessible to its members. Below is a list for your reference. (Note: Non-members are subject to higher prices on all publications.)

Annual Report - An overview of the accomplishments of the Chamber for the previous year. Includes a list of the board, task force chairmen and staff. Free.

Calendar of Events - A monthly publication promoting upcoming Chamber functions. Free.

Fast Facts - A wallet-sized fact sheet that includes a short history, facts about Mobile's economy, history and the job market. Single copy - free. Quantity - 25 cents ea.

Media Guide - A user's guide to working with the media. Instructions on writing a news release or public service announcement, planning a news conference and much more! \$8 ea.

Media List - A list of all Mobile area media including radio, television, cable television; local and regional newspapers (daily, weekly, monthly); magazines; newsletters; tabloids; and wire services. Single copy - free. Quantity - \$1 ea.

Mobile Highlights - A four-color magazine about Mobile which highlights such things as the economy, housing, education and activities in Mobile. Single copy - free. Quantity - 50 cents ea.

Mobile's on the Grow - A fact sheet on Mobile's major successes over the past few years. Single copy - free. Quantity - 50 cents ea.

The View - The Chamber's monthly newsletter. Single copy only - free. Extra subscriptions for members, \$30 per year and includes Calendar of Events.

Envision Document - newsprint publication listing the six areas of Envision Mobile-Baldwin and its strategies for completing this regional long-range strategic plan. Free.

Envision newsletter - Updates on Envision strategy completions, new partners, meetings, etc. Free.

Leading Edge - directory of minority business and community leaders in Mobile. Single copy - free for members. \$3 for non-members.

Census Maps - Population in urbanized Mobile by census tract. Population change by areas in urbanized Mobile, 1980-1990. Median housing values by census tract in urbanized Mobile, 1990. Mean household income by census tract in urbanized Mobile, 1990. Quantity, members - \$1 ea. Quantity, non-members - \$2 ea.

Civic Clubs, Charitable Organizations, Professional and Trade Associations in the Mobile Area - A directory containing an alphabetical listing of local organizations, including a contact name, address and telephone number. Members - \$4 ea. Non-members - \$6 ea.

Community Profile - A listing that highlights the number of recreation, community and financial institutions. This pamphlet also lists the largest manufacturing and non-manufacturing employers in the Mobile area. Single copy, members - free. Quantity, members - \$.75 ea. Single copy, non-members - free. Quantity, non-members - \$1.50 ea.

Economic/School Map of Mobile - A map highlighting the location of schools, shopping and industrial areas in the Mobile area. Single copy, members - free. Quantity, members - 50 cents ea. Single copy, non-members - free. Quantity, non-members - \$1 ea.

Employment Opportunities - Listings of the major employers in the Mobile area with human resources addresses and telephone numbers. \$1 ea.

Meet Your New Neighbors - A concise booklet giving information on schools, licenses, taxes, etc. An invaluable aid to anyone who has recently moved or who is contemplating moving to Mobile. Single copy, members - free. Quantity, members - 75 cents ea. Single copy, non-members - free. Quantity, non-members - \$1.50 ea.

Mobile Area Manufacturers Directory - Contains over 600 manufacturing firms in Mobile, Baldwin and Washington Counties presented in three sections: An alphabetical listing of establishments; a listing of manufacturers grouped according to products; and an alphabetical listing of products manufactured in the three-county area. Members - \$10 ea. Non-members - \$15 ea.

Moving Inquiry Listing - A bi-weekly listing of people who have inquired about moving to Mobile and their areas of interest, such as apartment rental, house purchase, employment. This service is available to members only. Members - \$36 annually. Non-members - not available.

Street Map of the Greater Mobile Area - Contains four sections: (1) street indexed map of the Mobile area; (2) general highway map of Mobile County; (3) map of central business district showing points of interest in downtown Mobile; and (4) map of the Eastern Shore. Single copy, members - free. Quantity, members - \$1.50 ea. Single copy, non-members - free. Quantity, non-members - \$.25 ea.

Statistical Abstract - This publication summarizes the following aspects of the Mobile area: demographics, community profile, employment opportunities and major manufacturing industries. Single copy, members - free. Quantity, members - \$3 ea. Single copy, non members - free. Quantity, non-members - \$6 ea.

Wage Survey of the Mobile Area - A cross-section of business establishments, production and non-production job titles, and wages for the Mobile area. Members - \$10 ea. Non-members - \$15 ea.

Legislative Directory - A comprehensive list of local, state and federal elected officials. Also, includes district maps, the Governor's cabinet and staff and much more. Single copy - free. Quantity - \$5 ea.

Candidate Guide - A handbook of the candidates up for election, photographs, question and answer interviews, and positions on issues. This is available only during election years. Free.

Chamber at a Glance - An overview of the goals and purposes of the Chamber and the function of each department, along with a list of staff and telephone numbers. Chamber programs are also highlighted. Free.

Hotel/Restaurant Guide - A listing of all the Chamber hotels and restaurants. A map is attached for easy reference. Free.

1998-99 Membership Directory and Buyer's Guide - A directory of the Chamber's 2,300 members, plus a buyer's guide for easy reference. Mobile's many assets are also highlighted. Members are sent one copy free. Additional copies are \$10 ea. Non-members - \$30 ea.

City Maps - Detailed listing of both Mobile and Baldwin Counties, as well as the downtown Mobile area. Single copy - free. Quantity - \$2.

Guide to Assistance for Small Business - A publication designed to provide information on where to get help for a start-up operation of a small business. Free.

Keeping Your Shipping Worries at Bay - This brochure is a comprehensive description of Mobile's thriving network of maritime facilities which provide fast, cost efficient shipping. Single copy, members - free. Quantity, members - \$2 ea. Single copy, non-members - free. Quantity, non-members - \$4 ea.

TAPE LIBRARY

The membership department offers to Chamber members audio and video tapes through its lending library. The library is located on the 3rd floor of the Chamber in the Membership Department. Check regularly for new additions. For more information, call Karen Turner at 431-8638.

AUDIO TAPES

- Building A Customer Driven Organization - The Manager's Role: Lisa Ford & Ron Meiss
- Community Consensus - Building & Negotiation: William Potapchuck
- Controlling Anger - How To Turn Anger Into Positive Action: Dr. Carol Tavris
- Coping With Difficult People: Robert M. Branson, Ph.D.
- Creative Thinking: Mike Vance
- Developing A Customer Retention Program: Lisa Ford
- Earl Nightingale On Winning: Earl Nightingale
- Getting Things Done: Ed Bliss
- High Output Management: Andy Grove
- How To Get Things Done: National Press Publications
- How To Make Every Day A Terrific Day And Your Life A Successful Life: Ed Foreman and Earlene Vining
- How To Set & Achieve Goals: Dr. Bobbe Sommer
- Mega Memory: Kevin Trudeau
- Network Marketing and Personal Business Ownership: Ty Boyd
- Negotiate Like The Pros: John Patrick Dolan
- Power Networking - 55 Secrets for Personal & Professional Success: Donna Fisher
- Profitable Telemarketing: George Walther
- Self-Empowerment: Jeff Salzman
- Self-Esteem & Peak Performance: Jack Canfield
- Speed Reading: Steve Moidel
- Stress Management For Professionals: Roger Mellott
- The Psychology Of Winning: Denis Waitley
- The Seven Habits of Highly Effective People: Dr. Stephen R. Covey
- Tom Peters Live: Tom Peters
- The Leader in You: Dale Carnegie
- The One To One Future: Don Peppers

VIDEOTAPES

- 38 Proven Ways To Close That Sale: Mark Victor Hansen
- Beyond Principle-Centered Leadership: Dr. Stephen R. Covey
- How To Give Exceptional Customer Service Volume 1: Lisa Ford*
- How To Give Exceptional Customer Service Volume 2: Lisa Ford*
- How To Give Exceptional Customer Service Volume 3: Lisa Ford*
- How To Give Exceptional Customer Service Volume 4: Lisa Ford*
- How To Set And Achieve Goals Volume 1: Dr. Bobbe Sommer
- How To Set And Achieve Goals Volume 2: Dr. Bobbe Sommer
- How To Set Up And Maintain A Training Library: CareerTrack
- How To Speak Up, Set Limits, And Say No: Maria Arapakis
- Powerful Presentation Skills Volume 1: Debra Smith*
- Powerful Presentation Skills Volume 2: Debra Smith*
- Powerful Presentation Skills Volume 3: Debra Smith*
- Project Management Volume 1: Larry Johnson
- Project Management Volume 2: Larry Johnson
- Total Quality Management Volume 1: Verne Harnish*
- Total Quality Management Volume 2: Verne Harnish*
- Total Quality Management Volume 3: Verne Harnish*
- What's So Funny About Work? How To Bring Humor To The Workplace: Helen Sutton
- The Traits of True Professionals: Judy Marston
- Clickin' with Your Clients: Judy Marston
- University of Customer Service: Judy Marston
- Speed Reading, Volume 2

Note: (*) denotes that a workbook is included. For more information on the library, call 433-6951.



Century of the Entrepreneur

According to *USA Today*, eight in 10 opinion leaders believe the defining business trend in the next century will be entrepreneurial activity. Seventy-six percent of growth is expected to be technology driven. Other factors include economic growth/low inflation, social factors (two-income families), a globalized economy, the lack of innovation at big companies and government deregulation.

Source: *USA Today*, Dec. 29, 1998

The Golden Years

Florida was the No. 1 retirement spot for Alabama residents. Most recent statistics show 26.7 percent moved to the Sunshine State, 17.4 percent moved to Georgia and 5.1 percent headed to Texas. Alabama drew 5,765 more retirees than it lost during the survey period, 1985-1990.

Alabama netted the fifth largest income boost among Southeastern states with \$100 million.

Source: *The Wall Street Journal*, Dec. 23, 1998

Lucky Number "7"

An informal survey of top site selection consultants nationwide listed Alabama's worker training, administered by Alabama Industrial Development Training (AIDT), among the best in the nation. Results were published in *Expansion Management* magazine's recent 1998 Ratings Issue where Alabama earned the No. 7 spot for minimal red tape and flexibility of companies to choose how their employee training is conducted.

The state also ranked fifth for states with legislatures that have helped create a strong business environment and fifteenth for labor costs.

Source: *Economic Development Partnership of Alabama's Developments*, Dec. 1998

The Friendly Skies

The Kiplinger Washington Letter published several tips from companies cutting travel costs.

Pay a flat fee - several firms band together to negotiate a set number of flights with an airline for a lump sum.

Buy from consolidators, who get tickets in volume, then resell with restrictions and no frequent-flyer miles. Or you can get tickets from travel firms who buy in bulk and get more discounts with fewer strings.

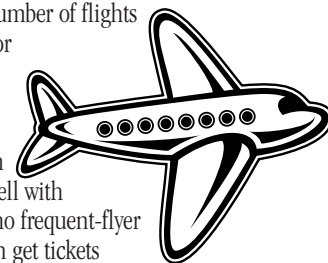
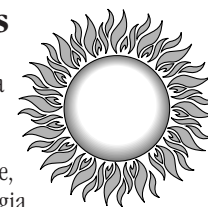
Move conferences to cities that are less expensive to fly to.

Charter and lease planes - this is a good option for time-pressed executives who benefit from quicker trips, while cutting costs on other travel expenses like meals and hotels.

Teleconferencing and videoconferencing are becoming popular options with face-to-face communication but no travel.

Using the Internet can also save money. Kiplinger's named Biztravel.com, thetrip.com, travenet.com and travelocity.com as good sites.

Source: *Kiplinger Washington Letter*, Nov. 6, 1998



If You Have The Vision We Have The View

If your company wants to be seen by the Mobile area business community, look no further. *The VIEW* is sent to more than 3,400 Chamber members, and a recent survey indicates that 96 percent of all chamber members read *The VIEW* consistently - a high percentage for any publication.

Call for discounted ad rates when you advertise for three months or more. Call **Susan Rak Blanchard** at 431-8641.

ATTENTION MEMBERS!

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

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

Regions Bank-Mobile announced the promotion of **Stephen J. Davitt** and **Terry H. Harbin** to senior vice president. The company also announced the promotion of **Judy N. Hacker** to branch manager.

Manpower Technical recently expanded, opening a new office at 6417 Hillcrest Park Court. For information call **Matthew Bryant** at 634-1129.

ERA Marie McConnell Realty recently announced the following additions to their sales team at the firm's corporate office at 824 Western America Dr.: **Nita Elson, John Harris, Peggy Knight, Jerry Hornbuckle, Mark Wiggins** and **Joel Tanner**.

Two respected hospice programs merged last December. **Mercy Medical** acquired the Mobile hospice division of **Unity Health Management Services**, known as **Providence Hospice** — a division of **Unity Hospice Services**, headquartered in Birmingham.

Caryn Woerner has joined **Whitney Bank** as mortgage loan originator. Woerner will be based at the Gulf Shores office.



Woerner

Jackson, Myrick, Chambers & Byrne LLC (formally **McRight, Jackson, Myrick & Moore LLC**) announced **John Donald** and **Kelly Woodford** as two new members of the firm.

The **University of Mobile** announced **Ron Woods**, assistant professor of communication, successfully defended his dissertation recently and earned his Ph.D. in communication from **Wayne State University** in Detroit, Mich.



Marques

The **Luzenia Marques Scholarship Fund** has been established at the University in honor of **Dr. Luzenia Marques**, UM professor of nursing, who passed away last November. Dr. Marques was a professor at UM for 20 years.

UM also recently honored **Dr. Leon C. Megginson, J.L. Bedsole** professor of business studies and the newly named emeritus professor of business, upon his retirement.

Long's Human Resource Services announced the following personnel appointments: **Evelyn Gibson**, corporate marketing manager and director, outplacement services; **Ann N. Parker CSP, CRS** currently director of risk/safety will assume additional responsibilities as personnel director; and **Samantha Smith**, account executive, Baldwin County.

Thomas Hospital recently celebrated the openings of two medical facilities. **Thomas UrgentCare** is an after-hours and weekend medical facility located in the hospital's outpatient center in Daphne, and the new **Congestive Heart Failure/Infusion Clinic** saw its first patient on Oct. 12.

The hospital's outpatient center, **Thomas Medical Center**, has a new administrator, **Howard Holcomb**.

The **PrimeHealth Red Cross Run** is set for March 6 at 8 a.m. The event begins at **Fort Conde** with an 8K run and a 2-mile fun run/walk immediately following. Advanced registration is \$13, day-of-cost is \$15. Call 436-7905 for more information or log on to www.siteone.com/redcross.

Springhill Memorial Hospital is sponsoring two upcoming seminars on diabetes: foot care will be offered on Thursday, Feb. 18 at noon, and the importance of lowering cholesterol on Thursday, March 18 at noon. Both will be held in the **George Wallace Auditorium**. For more information call 460-5367.

MEMBER NEWS

BellSouth hired **Gigi Armbrecht** as manager of corporate & external affairs for the company's Mobile District. Armbrecht will develop and manage local public relations activities, including community and media relations, employee communications, public affairs, and issues management in **BellSouth's Mobile District**. Previously she served as the Executive Director of **Mobile United**.



Armbrecht

University of South Alabama Children's and Women's Hospital's laboratory was recently awarded two-year accreditation by the Commission on Laboratory Accreditation of the College of American Pathologists. The award was based on how well the laboratory is serving patients and the results of a comprehensive on-site inspection including the examination of policies, operation procedures, records and quality control.

Mobile will be the site for the **Black American Softball Association 2001 World Championships**. The **Mobile Convention and Visitors Corp.** announced the softball organization expects to bring 2,000 participants and spectators to town and will have an estimated economic impact of nearly \$3.5 million dollars.

Compass Bancshares Inc. recently announced the acquisition of two organizations: **Houston-based Albrecht & Associates Inc.**, a specialized investment and advisory service to the oil and gas production industry; and **Arizona Bank**, Arizona's largest independent bank with 29 full-service offices.

To get a copy of the **Official 1999 Alabama Vacation Guide** or the **January-June 1999 Alabama Calendar of Events** contact the **Alabama Bureau of Tourism and Travel**, P.O. Box 4927, Montgomery, AL 36103-4927; or call 1-800-ALABAMA; Internet address: www.touralabama.org.



Weinstein

L.S. Weinstein M.D. was recently elected president of the **Mobile Infirmiry Medical Staff**.

Additionally, **T. Bestor Ward III**, chief operating officer of **Ward Properties Inc.**, was recently appointed to **Infirmiry Health System's** board of directors.

In other news, **Mobile Infirmiry Medical Center** announced its annual winners of the **Earnest G. DeBakey awards**. Congratulations to **Lena Brierly RN, Marilyn Walley RN, Linda Boswell LPN, Clarence Dixon**, support staff, and **Vincent White**, support staff. The award was given to those employees who showed exemplary responsiveness to patient/family needs, professionalism and a positive attitude.

The **J. L. Bedsole Rotary Rehabilitation Hospital** was recently awarded three-year accreditation from the **Rehabilitation Accreditation Commission (CARF)**. Recognized as a comprehensive integrated inpatient rehabilitation program, the accreditation results from a recent on-site survey.

In other news, the hospital was the first in the state to join the **Southeast Rehabilitation Network**, a group of nonprofit rehabilitation facilities striving to achieve more cost-effective service delivery.

Thames Batre' Mattei Beville & Ison Insurance Agency has been included in a group of independent insurance agencies around the United States participating in the **Independent Insurance Agents of America (IIAA) "Best Practices" Study Group**. Of the 1,000 agencies nominated, only the top 30 in each revenue size are chosen. Congratulations.

The **Mobile Museum of Art** presents **REMBRANDT: Treasures from the Rembrandt House, Amsterdam** through March 21. **I DREAM A WORLD - Portraits of Black Women Who Changed America** photographs by **Brian Lanker** will be exhibited at the **Mobile Museum of Art** through Feb. 28. The **Downtown Gallery** will present **OPTICAL DUETS: An Exhibition of Orbs and Diptychs** Feb. 1 - 27.

The 21st annual **Spring Fever Chase** is scheduled for Saturday, March 20. Held in **Fairhope**, the running event includes a 10K race and a 2-mile fun run/walk. For more information call **Miriam Bailey** at 621-3615 or **Sherry Sullivan** at 990-1598.

The **Better Business Bureau of South Alabama** says the best defense against a quick-change artist is an alert, cautious cashier who understands the importance of taking time and not becoming rattled when money is being transacted.

The criminal will make a small purchase and offer to pay with a large bill. However, after the receiving the change the criminal discovers that he/she has a smaller bill. The criminal confuses the cashier with a rapid exchange and ends up walking out with the small bill and all or part of the change issued.

Blending historical space footage with live-action shots from the **Russian Space Shuttle Mir**, "Mission to Mir" is the new featured attraction at the **IMAX Dome Theatre** at the **Exploreum**. The film will run through May 15. **Mount Everest** will be shown on a limited basis. Call 208-6873 for times and ticket information.

George K. "Chip" Noland Jr., president of **Noland Construction Co. Inc.**, has been elected to serve as president of the **Remodeler's Council of the Home Builders Association of Mobile**.

Spring Hill College is the recipient of a \$15,500 **Ameritech Distance Collaboration** grant awarded by the **Foundation for Independent Higher Education**. The grant is one of five collaboration grants awarded to 20 member colleges and universities, and funds innovative projects using communications technologies.

In other news, a \$1 million gift from **Mrs. Nan Hirschberg Altmayer** has established the **Altmayer Endowed Chair in Literature** to be held by a **Spring Hill literature professor** named later this year.

Mobile Infirmiry Medical Center Cancer Services is hosting a general cancer support group organizational meeting from 10 - 11 a.m., Saturday, Feb. 27 at **Infirmiry-Eastern Shore**. For more information or directions, contact **Cathy Tinnea** at 435-3549.

Bellingrath Gardens and Home released its attendance figures for the 1998 **Magic Christmas in Lights**. Exceeding last year's numbers by 50 percent, registered attendance was more than 60,000.

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

CURSES!

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