

THE VIEW

MARCH 1999

MOBILE AREA CHAMBER OF COMMERCE

VOL. XXXI, No. 3

HELP ONLINE - An Area Information Base Specifically for Small Businesses

Have a question about starting up a new business, a marketing strategy or management issue? Then log on to the area's central small business network website at www.NetGain.cc.

Combining dozens of available resources and expert business tips, the Chamber's newest service for small business owners promises to be an excellent reference tool with a simple click of a mouse.

All America City Host Committee Earns Leadership Achievement Award

Main Street Mobile honored the efforts of the All-America City Host Committee by bestowing the group with its annual Leadership Achievement Award. Each year, this award is presented to an individual, organization or business that has made an outstanding contribution to the vitality of downtown Mobile.

The committee helped present one of the best All-America City competitions in the history of the program. Through this hard-working group, Mobile hosted more than 2,000 delegates bringing in an estimated economic impact of \$4.2 million.

"This past June, Mobile played host to thousands of delegates from 30 committees who attended the conference," said Robbie Murray, South Alabama Bank of Mobile, who chaired the Main Street Awards Committee. "The attendees included city officials, school children, business owners and citizens from across the United States. These visitors filled our downtown hotels, restaurants, museums and shops injecting outside dollars into our economy."

"Accepting the Main Street award was another highlight ending a wonderful year of work and achievement," said Linda Ingram, Keep Mobile Beautiful, who chaired the All-America City Host Committee and accepted the award on the

committee's behalf. "The All-America City team had a dream that was fulfilled on the streets of downtown Mobile!"

A second Leadership award was also given to AmSouth Bank for their renovation of the former First National Bank Building. They were also recognized for supporting a variety of downtown activities including First Night Mobile and Bayfest.



"We've made it fast and easy to get the latest business news and information that's on the Internet," said Director of Small Business Development **Walter Underwood**. "Now what might have taken someone hours to research can be found in one location. There is no need to search the world-wide web, we have a tremendous amount of data, articles and advice."

Browsers can subscribe free to a Monday Memo from Cyber Power author Wally Bock. His weekly memos track surveys, studies and trends for doing business on the Internet.

Internet users can also link to other resourceful local websites such as the Business Innovation Center, University of South Alabama's Small Business Center, Gulf Regions Minority Suppliers Council and the Service Corp of Retired Executives.

The project was officially launched when BellSouth awarded a \$10,000 grant to the Chamber's Small Business Development Department in June 1997.

Alabama Business Bureau's Internet Consultant **Ron Rice** spearheaded the project, drawing a plethora of information and creating a bulletin board where browsers can post questions asking for input from other small business owners. "A website is a powerful tool that can reduce expenses and generate revenues," he said. "We want to use the power of the Internet to provide our members with trusted information and resources for growing their businesses."

NETGAIN.cc

SMALL BUSINESS NETWORK

Be sure to bookmark www.NetGain.cc. Log on and find:

- Practical and proven information on "Retail in the Digital Age;"
- Information on what makes a great business website;
- BusinessExperts.net containing helpful small business articles written by some of the nation's top authors and consultants;
- The Chamber's recommended list of business books;
- Internet business links organized to help you find information on starting or expanding both "Internet" and "non-Internet" businesses;
- Message Bulletin Board providing opportunities for ongoing discussions with other small business owners;

- A Calendar of Events of interest to area businesses;
- Available support services and resources; and much more.

Coming in April

The Chamber recently received a second BellSouth grant to help fund a four-day Internet training workshop in April, "Doing Business on the Internet." Rice will be showing participants how to create webpages in the morning session, and **Tom Siegwald** of the Business Innovation Center will show the advantages of marketing and sales over the Internet in the afternoon session. There will be more about these sessions in the April issue of *The View*. For additional details on this upcoming seminar, call **Walter Underwood** at 431-8652.

Cost of Living Still Better than Average in Mobile

In the past year, Mobile has been included in a number of surveys that show the advantages of living in the area. Well, here's another one. The 1998 ACCRA Cost of Living Index for the third quarter rated Mobile at 92.6. That is better than seven points below the national average of 100.

The ACCRA Cost of Living Index is compiled and published by ACCRA, the national association of community and economic development research professionals. This report gives a focused view of cost differences in consumer goods and services (excluding taxes and nonconsumer expenditures) from city to city at a designated time and according to certain specifications.

Rankings are assigned based on 59 items – from a T-Bone steak to dishwashing detergent to hair cuts to tennis balls. Local statistics are gathered by chambers or a similar organization in the urban areas. Items that are a good buy in Mobile are baby food, Coca-Cola, margarine and bread.

How does Mobile compare to other cities? Larger Southeastern metropolitan areas like Atlanta and New Orleans rated 102.6 and 97.6, respectively. Alabama's other large metro areas rated slightly higher than the Port City: Montgomery, 97.9; Birmingham, 95.8; and

Huntsville, 95.5. Our neighboring city, Pensacola, is rated at 98.1.

Over the past several years, Mobile's index has ranged between 91 and 94, which, according to **Richie Hurt**, director of information and research at the Chamber, makes Mobile extremely competitive with other U.S. cities.

Here's how the numbers added up for each of the six major categories for Mobile (100 = national average): grocery items – 94.2, housing – 83.6, utilities – 105.6, transportation – 94.6, health care – 85.2, and misc. goods and services – 96.9.

Our lowest rating was housing. Mobile has been recognized nationally for its affordable housing and has enjoyed a steady 5-8 percent appreciation rate

over the past few years. "With traditional low housing prices, this appreciation rate is a benefit to the seller. Combined with low interest rates,

Mobile is a very attractive market for potential buyers," according to **Jeff Newman**, executive vice president of the Mobile Area Association of Realtors.

The Chamber participates in the ACCRA survey each quarter to monitor how Mobile ranks with about 300 other areas in the country. This third quarter 1998 ACCRA report is another factor that makes Mobile a desirable place to live.

ACCRA Index 3rd Quarter, 1998

Baton Rouge	100.9
Biloxi, Gulfport, Pascagoula	99.6
Birmingham	95.8
Huntsville	95.5
MOBILE	92.6
Montgomery	97.9
Pensacola	98.1
U.S. Average	100

Attention Business Executives...

IF YOU'RE LOOKING FOR:

- ➔ **MORE WORKFORCE-READY JOB APPLICANTS**
- ➔ **A GROWING CUSTOMER BASE**
- ➔ **A HEALTHIER BOTTOM LINE**
- ➔ **AN EVEN BETTER PLACE TO LIVE AND WORK...**

THEN TAKE A SERIOUS LOOK AT...

Investing in the Millennium Fund, the Chamber's \$6 million, five-year economic and community development initiative created to fuel our area's prosperity for the next century.

Your return on investment will be a stronger, more stable community and economic environment for your business. The Millennium Fund's volunteer campaign leadership is counting on every area business to be an investment partner in our shared future.

During March, a special outreach team will be calling all members who have not yet been given the opportunity to invest. Look for a special announcement letter detailing the Fund's impact and the particulars of this telephone outreach. Or, call Ron Gwitt at 432-1240 or 431-8603.

MILLENNIUM
fund

Chamber to Hold Seminar on Industry Recruiting

Does reading about the new industries locating in Mobile make you wonder how it all comes together? Do you know how Mobile competes in the global economy? Who makes the decisions as to whether or not a company would be right for the area?

If you've ever asked yourself any of these questions then make sure to attend "What it Takes: The Economic Development Process" on March 23 from 8 to 10:30 a.m. in the Chamber's McGowin Room.

Vice President of Economic Development **Jim Apple**, will lead the audience through the entire

process of marketing Mobile, from prospect leads to tax incentives. "I want people to walk out of this seminar with an understanding of the competitive nature of recruiting," Apple said.

During the seminar Apple will discuss the Chamber's biggest recruiting challenges and recent successes and failures. Also included will be the roles of the city, county and state and how they join together when making a proposal to industries.

Make plans now to attend this session. There is no charge, but space is limited and reservations must be made. Call **Catherine Cleverdon** at 431-8606 to make reservations.



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FAX BACK

Do you have questions about the environment as it relates to economic development?

Fax your questions to 431-8646 and we'll publish some answers in upcoming issues of *The View*.

Accelerated Technology Named One of the Southeast's Fastest Growing Tech Companies

Accelerated Technology Inc. (ATI), a Mobile-based technology company, was named one of the 500 fastest growing technology companies in the U. S. by Deloitte & Touche, a professional services firm providing management, accounting, auditing and tax consulting services.

Clenching the 101 spot, ATI is considered an industry leader of source code and non-royalty based Real-Time Operating System products (computer components that operate electronic devices such as pagers and cell phones). The company began in 1990 and has sales offices and distributors worldwide.

The rankings were based on a five-year percentage growth period from 1993-1997, and required companies to have a revenue of at least \$50,000 in 1993, be headquartered in the U. S., and produce technology, manufacture a technolo-

Pockets of Excellence

"That's just great!" Did you hear that? It was the phrase everyone was moaning when Alabama was nationally recognized as the worst in government performance.

USA Today first released the results of a survey conducted by the Maxwell School of Citizenship & Public Affairs at Syracuse University and *Governing* magazine last month. Criticized for its lack of rainy-day funds, employee management, technology, capital management and deficiency in strategic planning, Alabama was graded with a D-.

Despite the state's shortcomings as a whole, Chamber leaders believe there are pockets of excellence throughout the state and Mobile, they say emphatically, is one of them.

Here are a few local achievements that may restore your faith in government:

- ★ Last fall, the City of Mobile received the Alabama Productivity Center's Quality Award. Recognized for its Total Quality Management program, employee training, empowerment, safety and recognition programs, Mobile was the first city in the state to earn this award.
- ★ Last spring when Mobile hosted a delegation of business, government and community leaders from Lexington, Ky., they were impressed by Mobile's efforts to rejuvenate downtown, public and private sector partnerships and how the City and County governments worked together.
- ★ The Public Affairs Research Council of Alabama noted Mobile's initiatives to improve services and reduce costs in a report published in 1996. "The City of Mobile has the goal of developing into a 'customer-oriented, improvement-driven organization.' Its strategic plan assigns responsibility, tracks results and involves the community in periodic updates." Among the programs recognized were an employee suggestion program which has saved the city hundreds of thousands of dollars and the new Business Center that has streamlined the permit and licensing process.
- ★ Also in 1996, the University of Maryland named Mobile as one of 15 "leading-edge" governments for its strategic use of information technology.

Ozone Task Force Prepares for Community Campaign

The Chamber's Ozone Communications Task Force has been meeting every other week to prepare for the kickoff of a community-wide campaign to help reduce Mobile's Ozone reading in an attempt to save the community from a pending designation as an Ozone non-attainment area.

Last summer, Mobile's official Ozone number was 98 which shocked both local and state officials since Mobile had never reached the non-attainment number of 85 parts per billion (ppb) of Ozone. It was last year that ADEM began monitoring metro areas for compliance using new EPA standards based on an eight-hour day average rather than the old one-hour measurement. In addition, the new standard requires communities to have an average of less than 85 ppb of Ozone over a three-year period. Thus Mobile's 1998 rating will affect averages during the next two years as well.

Members of the task force represent business and industry, the city, county, school system and organizations interested in the issue. Baldwin County officials also participate on the task force

because of the regional scope of this issue.

According to **Ron Gore** with the Alabama Department of Environmental Management (ADEM), east to Pensacola and west to Biloxi and Gulf Port may also be designated non-attainment areas, making this a Gulf Coast issue.

"We've already begun to work with the areas in Florida and Mississippi to develop a multi-state plan," said Gore.

Locally, the task force is looking at ways individual citizens can help reduce ground-level Ozone. Task force Chairman **Mary Mullins** with Lewis Communications explained, "We hope to prepare an incentive-based program for individuals and businesses that will feature Ozone-reducing activities such as asking people to car pool, pump their gas after 6 p.m. or go into a bank or restaurant instead of idling their car waiting in line for the drive-up window."

Other strategies will be developed in the next couple months. A formal start-up date for the campaign will be the first of May.

gy product, be technologically intensive, use technology in problem solving or devote a high percentage of effort to research and development of technology.

ATI's president, Neil Henderson credits the company's popularity to its business strategy of providing products without the royalty fees most businesses tack on and supplying a program that allows each customer to fine tune the product to match its own specific needs. Among its clients are Motorola, NASA, Panasonic, Sony and Texas Instruments.

The company's revenues have increased 825 percent over the past five years whereas the average increase among other companies listed in the rankings was about 2.9 percent, according to **Jennifer Whiddon**, public relations director for ATI. She explained ATI being named one of

Deloitte & Touche's "Fast 500" is an enormous honor, especially since most companies named to the rankings are based in Silicone Valley and the West Coast.

Jim Apple, vice president of economic development believes more "high tech" companies should look at the Mobile area when expanding their operations. In fact, last year ATI was part of the Chamber's "High Tech Tour" for state level economic developers who would be assisting companies interested in relocating to Alabama.

"We're providing our customers with a complete package and showing them that not only are companies on the West Coast performing well, but many people are taking a look at what we have to offer here in Mobile," Whiddon concluded.



IN SESSION:

MARCH 2 - JUNE 14



The 1999 Chamber Legislative Priorities

Here's Where We Stand

1. Tort reform
2. Education
3. Tax reform

These are the top three issues Chamber members identified as those that will impact their business most in 1999. The process of developing the Chamber's annual Legislative Agenda is designed to include input from members, small business leaders, local industry representatives, and public and private sector leadership.

The following is the list of priorities adopted by Mobile Area Chamber of Commerce's board of directors for the 1999 State Legislative Session and the 106th Congress:

LOCAL PRIORITIES

Supports enactment of the strongest possible "home rule" legislation that provides for local decisions to be made by local officials in Mobile County rather than by the State Legislature in Montgomery.

Supports the 1999 scheduled referendum raising an additional 10-mill in property taxes for the Mobile County Public School System.

Supports changing the Mobile County tax structure from gross receipts tax to sales tax through a plan that will not be detrimental to the fiscal health of our local governments.

Supports local initiatives, such as car pooling and mandatory automobile inspections, which are designed to lower ozone levels in Mobile County to the acceptable limits established by the U.S. Environmental Protection Agency and the Alabama Department of Environmental Management.

Opposes the recruitment of any new industry or the expansion of any existing industry that does not first demonstrate a willingness to comply with the environmental standards set by the U.S. Environmental Protection Agency and the Alabama Department of Environmental Management.

STATE PRIORITIES

Supports legislation mandating that a certain percentage of state gasoline and diesel fuel taxes collected in each Alabama county be remitted back to the county in which they were collected.

Supports increased funding of the Alabama Department of Environmental Management to enhance the agency's ability to monitor local air quality.

Supports legislation to make the election of state judges non-partisan.

Supports the calling of a constitutional convention to simplify and reform the state's constitution.

Supports legislation that will provide increased funding to the Alabama State Docks for infrastructure expansion and improvement.

Supports legislation that will limit the liability of employers to provide good-faith job references on employees.

Supports legislation that will allow national criminal background checks on teachers and other employees of the state's public school systems.

Supports efforts to obtain additional state funding for the Alabama Aviation & Technical College in Mobile for the construction of a new facility that can more adequately provide important training for the Mobile area's future aerospace needs.

Supports legislation that will place reasonable limits on punitive damages, damages for mental anguish, class-action suits and venue shopping.

Supports legislation that will increase funding for continuing education of teachers, updated technology in classrooms, School-to-Work programs for interested students, and capital improvements for public school facilities.

Supports legislation that will allow a company's findings through voluntary, self audits of its environmental operations remain privileged under the rules of evidence in legal proceedings.

Supports legislation to create and fund a fraud unit within the Alabama Department of Industrial Relations to prosecute workers' compensation fraud cases.

FEDERAL PRIORITIES

Supports the "Fast Track" legislation that increases U.S. competitiveness and credibility in making foreign trade agreements.

Supports federal income tax reform including legislation that will cut the capital gains tax, reduce estate taxes, and replace the current tax code with a new system to include simplicity, stability and elimination of multiple taxation.

Supports the repeal of the federal death tax.

Opposes legislation that will increase the federal government's role in regulating private health care and increase the cost of health coverage for employees.

Supports legislation that will require federal agencies to use quality cost-benefit analysis and risk assessment when issuing new regulations.

Opposes Presidential budget proposals to tax the investment income of 501(c)(6) associations.

Supports federal trade programs that help American companies to compete fairly with subsidized foreign competitors.

Supports legislation that will protect companies who act in "good faith" to repair Y2K related problems from consumer litigation.

Your Voice In Montgomery and Congress

The Chamber is the advocate for small and large businesses in the Mobile area. Through its Governmental Affairs Division, it monitors and evaluates local, state and federal government legislation, and supports or opposes actions that could impact the business community.

The Chamber's Vice President of Governmental Affairs Scott Posey serves as a full-time lobbyist on behalf of members. Each year more than 2,500 Chamber members along with local community leaders, are asked to guide the Chamber's legislative direction by prioritizing a list of probable issues. In addition, the Chamber also works with other Chambers and businesses on issues of common interest.

The results of this year's survey, as well as feedback the Chamber received in numerous meetings with local officials and agencies are reflected in the Chamber's 1999 Legislative Agenda outlined on the left.

Once the agenda is approved by the board of directors and it becomes the formal position of the Chamber, then what? According to Posey, "Communications is a key component. You have to make your position known, taking every opportunity to explain who your constituents are and why their positions are important."

Occasionally, an issue will be coming to a vote and its outcome is uncertain, said Posey. When it



is of particular interest to members, the Chamber conducts a grassroots effort to remind legislators of its position. Letters, phone calls and even faxes can, and often do, influence the vote.

Volunteers who serve on the Legislative Task Force and Chamber staff coordinate briefings to review priorities, maintaining an open dialog and regular communications with local, state and federal government representatives. By the time the 1999 legislative session begins, the Chamber will have met with nearly every elected official to present this year's agenda.

Once the session kicks off, Posey monitors bills daily and makes weekly trips to Montgomery. Members can keep up with the latest legislative news through the Chamber's online connection with Alabama Business Network which tracks legislation, accesses voting records, candidate profiles and contributions, as well as identifies issue-related news clippings from the state's largest newspapers.

For more information on legislative issues contact Shelly Mattingly, 431-8612 or Scott Posey, 431-8640.

Welcoming the New Speaker of the House

There are a lot of new faces in state government this year, and those who aren't from Mobile were here last month at a reception for newly-elected Speaker of the Alabama House of Representatives Seth Hammett, held at the Chamber.

The French wine and cheese reception was planned as an opportunity for the Chamber Board, Board of Advisors, Legislative Task Force and local officials to meet and visit with Hammett, who replaced outgoing House Speaker Jimmy Clark during the 1999 legislative planning session. A native of Andalusia, Hammett now joins numerous other South Alabamians who hold positions of great influence in Montgomery, including a number from Mobile.

Aside from local officials, the reception was also attended by Gov. Don Siegelman, Lt. Governor Steve Windom, State Finance Director Henry Mabry, Alabama Department of Community Affairs Director Dwayne Freeman, State Transportation Director Mac Roberts, State Docks Director Jack Ravan, State Conservation Director Riley Smith and the Governor's Chief of Staff Paul Hamrick.

"You don't have many opportunities like this,"

says Vice Chair of Governmental Affairs for the Chamber Margie Wilcox. "To have all of the top government officials in the state in the Chamber atrium mingling and talking with active members



Newly-elected Speaker of the House Seth Hammett talks with Gov. Don Siegelman and Mobile County Treasurer Vivan Beckerle.

of the area's business community this close to the start of a legislative session is 'grassroots lobbying' at it's best."

The reception kicked off an entire weekend of events planned for members of the Alabama Legislature around Mardi Gras. More than 80 members of the State House and Senate visited Mobile and brought their families as well.

MOBILE AREA STATE LEGISLATIVE DELEGATION

Sen. Albert Lipscomb, Dist. 32 State Capitol, Room 738 Montgomery, AL 36130 (334) 242-7897 (334) 242-7896 Fax	Sen. Vivian Figures, Dist. 33 State Capitol, Room 733 Montgomery, AL 36130 (334) 242-7851 (334) 242-8818 Fax	Sen. H.E. "Hap" Myers, Dist. 34 State Capitol, Room 736 Montgomery, AL 36130 (334) 242-7889 (334) 242-2528 Fax	Sen. George Callahan, Dist. 35 State Capitol Montgomery, AL 36130 (334) 242-7894 (334) 242-8818 Fax	Rep. Walter Penry, Dist. 94 State Capitol, Room 527-B Montgomery, AL 36130 (334) 242-7711 (334) 242-4759 Fax	Rep. Steve McMillan, Dist. 95 State Capitol, Room 532 Montgomery, AL 36130 (334) 242-7723 (334) 242-4759 Fax	Rep. Jeanette Greene, Dist. 96 State Capitol Montgomery, AL 36130 (334) 242-7724 (334) 242-4759 Fax
Rep. Yvonne Kennedy, Dist. 97 State Capitol, Room 537-C Montgomery, AL 36130 (334) 242-7737 (334) 242-4759 Fax	Rep. William Clark, Dist. 98 State Capitol, Room 540-A Montgomery, AL 36130 (334) 242-7756 (334) 242-4759 Fax	Rep. James Buskey, Dist. 99 State Capitol, Room 540-C Montgomery, AL 36130 (334) 242-7757 (334) 242-4759 Fax	Rep. Victor Gaston, Dist. 100 State Capitol, Room 517-A Montgomery, AL 36130 (334) 242-7675 (334) 242-4759 Fax	Rep. Chris Pringle, Dist. 101 State Capitol, Room 630-C Montgomery, AL 36130 (334) 242-7685 (334) 242-4759 Fax	Rep. J.E. Turner, Dist. 102 State Capitol, Room 522-F Montgomery, AL 36130 (334) 242-7712 (334) 242-4759 Fax	Rep. Joseph Mitchell, Dist. 103 State Capitol, Room 523-C Montgomery, AL 36130 (334) 242-7735 (334) 242-4759 Fax
Rep. Mike Dean, Dist. 104 State Capitol, Room 630-A Montgomery, AL 36130 (334) 242-7765 (334) 242-4759 Fax	Rep. Phil Crigler Jr., Dist. 105 State Capitol, Room 524-E Montgomery, AL 36130 (334) 242-7700 (334) 242-4759 Fax	AREA CONGRESSIONAL DELEGATION		Sen. Jeff Sessions 495 Russell Senate Office Bldg. Washington, DC 20510 (202) 224-4124 (202) 224-3149 Fax	Sen. Richard Shelby 110 Hart Senate Office Bldg. Washington, DC 20510 (202) 224-5744 (202) 224-3416 Fax	Congressman Sonny Callahan 2418 Rayburn House Office Bldg. Washington, DC 20515 (202) 225-4931 (202) 225-0562 Fax

CLIP AND SAVE THIS LIST

An Inclusive Look at the Mobile Area

◆ New Chamber brochure touts area accomplishments and attributes.

The Chamber unrolled a new four-color brochure promoting the Mobile area featuring a poster-size version of local artist Weezie Bancroft Brabner's watercolor of downtown from the river on one side and an inclusive description of all of the area's attributes on the other.

Designed to promote Mobile at trade shows and foreign trade missions, as well as providing information to out-of-town reporters, business prospects and trading partners, the brochure is the only single piece of information to give a complete overview of Mobile.

"Awareness about Mobile is mixed in the United States. Some know that we're on the Gulf of Mexico, others know we are home to the USS Alabama, but there is so much more," said **Jodi Swiderek**, the Chamber's vice president of communications.



The Chamber works with reporters who need to know more about the area and the trade missions coordinated by the Chamber introduce Mobile to business and community leaders all over the world. There is a wide variety of brochures about places and things in Mobile, Swiderek explained, but the Chamber needed one concise piece that conveyed a positive image of Mobile and outlined all of its aspects.

If you would like a copy of the new brochure, call **Catherine Cleverdon** at 431-8606. The Chamber will provide up to five copies free of charge. Additional copies will be sold at the production cost of \$1 each.

Chamber Publication and Program Receives National Awards

After receiving numerous awards and kudos in a state public relations competition, two Chamber projects – *The View* and the Human Relations Task Force's Diversity Program – were awarded another distinction from the American Chamber of Commerce Executives Association (ACCE).

The View, the Chamber's monthly newsletter produced by the Communications Department, received the Award of Excellence for typeset newsletters and the diversity program, developed through Community Development's Human Relations Task Force, received an Award of Merit in the program category.

Judges for the ACCE awards were impressed by both entries in this year's competition. "(This is a) well planned and executed (program)," wrote one judge grading the Diversity Program. "(Diversity) is a fairly tough subject to rally interest in. These are nice community outreach efforts."

Are Alabama's Recent Education Achievements Good Enough?

◆ While Alabama has made noticeable improvements in education, the rest of the nation is improving at a faster rate.

Former Governor of Alabama Albert Brewer said education is like a train that should be taking students somewhere and that somewhere should be a better life. Unfortunately, as a state, Alabama isn't doing the job as well as the rest of the nation, according to several speakers at the Annual Meeting of the Public Affairs Research Council of Alabama (PARCA) in Birmingham last month.

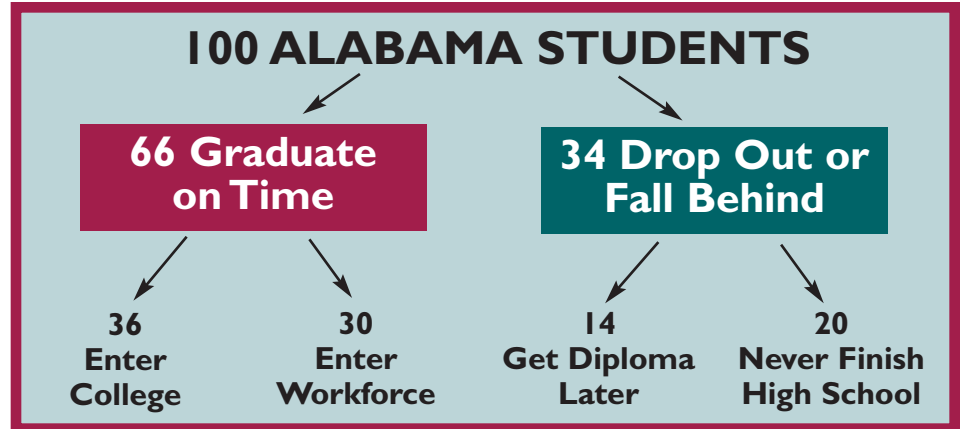
Founded in 1988, PARCA's mission is to provide information that can be used to improve state and local government. Through research, PARCA has published 43 major reports with statistics and information related to Alabama cities and the state as a whole.

"I'm struck by the number of students who get off the education train year after year," said PARCA Executive Director **Jim Williams**. "We don't need a train wreck. The bodies of dropouts are strewn all along the tracks." Williams was referring to the fact that each year more than one-third of Alabama students drop out of school or fall hopelessly behind.

Williams emphasized the obvious – people without diplomas are the lowest paid in the workforce. He added that the number of dropouts in this state is 133 percent of the national average.

"If you look at 100 Alabama students, only 36 of them seek further training, like college," he said. The problem is because our state has one of the highest number of two and four-year colleges, we're short of students. The colleges have to bring in students from other states and many times they end up subsidizing those students through scholarships and assistance programs.

"I have a real admiration for recent initiatives in Alabama," said **Jim Watts**, vice president of the



Southern Regional Education Board in Atlanta. He pointed out, however, though Alabama is making progress, the rest of the nation is moving faster.

For example, Alabama has increased the number of children in preschools by 33 percent over the last decade. Nationally that increase is 67 percent. Teacher salaries have gone up too, but Alabama is still below the national average.

"The good news is expectations have been raised in Alabama, but what are we doing to prepare students and teachers to meet those expectations," he asked. "There's a change in the atmosphere, but the investment has to be made to prepare people."

All of the speakers agreed one of the answers to improving achievement is through the School-to-Work initiative. There are only two choices: higher skills or lower wages. Businesses in partnership with schools will help students (the 64 percent who don't go on to college) better prepare for their life's work.

Alabama Speaker of the House **Seth Hammett** pointed out that, if you have a room full of tenth-graders and you ask how many of them are planning to be doctors, lawyers or teachers, you'd see a lot of raised hands. But if you ask them who is planning to be a machine tool operator, you likely will not see a single hand.

"We have to do a better job of telling our students and their parents what the real world of work looks like," he concluded.

The Mobile Chamber is heavily involved in the School-to-Work initiative in partnership with the Mobile County School system. To date, academy programs have been established in health care, banking, technology, public safety, shipfitting and aquaculture. The Associated Builders and Contractors are also sponsoring an academy in construction.

For more information on the School-to-Work program, contact **Barbara Estes** at 431-8630.

New Banking Program Targets Small Businesses

Small business owners along the Gulf Coast helped Compass Bank create a new package of products and services specifically designed for their needs, CompassWorks For Business.

Compass' Executive Vice President of Small Business Banking **David Wright** explained the company conducted focus groups from Texas to Florida, including Mobile, asking participants to identify the services they needed most from a bank. "The unique aspect of this program is business people designed it, and now they can lower or erase service fees by combining balances

in their personal and business accounts."

The first of its kind in the country, CompassWorks includes 11 basic business and personal banking products and services including an annual financial check-up by a small business banking specialist.

Jim Barri, executive vice president for retail banking said, "Owners view their business and personal banking relationship as one and want the credit for the combined balances on their accounts."

In addition, the new program places control of

revolving credit in the hands of the business owner. With one credit application, owners make the decision how to allocate between three convenient credit products.

"It also is very important to business owners that they be able to manage the financial ups and downs of their business cycles without having to run to the bank each time they need credit," Barri added. "CompassWorks for Business is our solution."

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Upcoming OSHA EXPO Emphasizes Safety

The Occupational Safety and Health Administration (OSHA) is once again holding their annual Central Gulf Coast Safety and Health Seminar and Exposition – EXPO '99 at the Mobile Convention Center on March 30.

This year's EXPO features 14 break-out technical sessions. Offered in three time slots, one may choose from a variety of topics from occupational health, construction, maritime and general safety and health areas. Some of the programs include: OSHA Record Keeping, Benefits of Industrial Hygiene, Disability Management, Y2K Compliance and Safety, Basic Ergonomics and Safe Rigging Techniques.

This year's keynote address, "Managing and Motivating Employees to Act Safely," by **Bruce Wilkinson**, president of Workplace Consultants Inc., will be both informational and entertaining.

EXPO '99 is designed to promote continuous improvement in occupational safety and health through information and education, and to establish proactive relationships between OSHA and the

business community. This year's effort is presented by the Mobile Area OSHA Office, the Mobile Occupational Health Nurses (MOHN), the Mobile Bay Area Chapter of the American Industrial Hygienists (AIHA), the Mobile Chapter of the American Society of Safety Engineers (ASSE), and the Gulf Coast Maritime Safety Association (GCMSA).

The annual seminar has earned the reputation of the premier safety and health event in Mobile, and Mayor **Mike Dow** will comment on its impact.

Uniting safety and health professionals in government and industry to effectively provide access to quality technical programs is a unique aspect of EXPO '99. Participants will also have the opportunity to visit numerous exhibitors of safety and health related products and services.

The cost of EXPO '99 is \$60 per person and includes a continental breakfast, hot lunch and afternoon snack. Registration, corporate sponsorship and exhibitor information is available by calling the Mobile OSHA Office at 441-5492.

Small Business of the Month Mobile Rug and Shade

A sharp attention to details and a watchful eye on up and coming trends have made Mobile Rug and Shade successful for the past 61 years.

Named by the Chamber as Small Business of the Month, co-owners **Jack and Jerry Friedlander** operate a residential and commercial window and floor covering business on Spring Hill Avenue in Crichton.

With a staff of 32, Jerry Friedlander believes his customers return time and again to Mobile Rug and Shade because it provides top-notch customer service and he will only hire "loyal and enthusiastic" employees.

In addition to providing window drapes and floor covering, the company has made several notable expansions over the years in an effort to provide a total package of services to its customers. In 1980, Mobile Rug and Shade added Union Avenue Carpet Warehouse to its facility. Also, in 1990 the company embarked on another development by purchasing an adjacent building to house a custom drapery workroom. This additional space gave the Friedlander's an opportunity to create an upholstery business on site.

Both Jack and Jerry believe there's more to owning a company than reaping the profits. They agree that giving back to the community is part of good corporate stewardship – and both have been actively involved with many charitable organizations over the years.



The Friedlanders stand proud of their family-owned business.

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



The Final Countdown

The Y2K crisis may create a personnel crunch, and remediation service providers may take on more projects than they can handle. Draft a contingency plan outlining what happens if/or when you have to devote a portion of your staff to the remediation process.

Some experts argue that direct employment of personnel is the best way to assure consistent staffing of your updated project.

For information on "Negotiating Your Y2K Assessment/Remediation Contracts" log on to www.y2k.com/negotiate.htm. for tips from Gregory P. Cirillo.

Source: U.S. Chamber of Commerce's Year 2000 Survival Guide

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 advance 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)

Chamber Promotes Carolyn Golson to Vice President

Carolyn Golson has been promoted to vice president of the Chamber's Membership Department. She previously served as director of resource development and has been with the Chamber since 1988.

Golson earned her degree in marketing from Louisiana State University. In addition, she recently graduated from the Institute of Organizational Management, an extensive six-year continuing education program sponsored by the U. S. Chamber of Commerce. She also is a 1998 graduate of Leadership Mobile.

As vice president, Golson's duties will be more involved with the department's strategic planning as well as helping determine the future direction and programs of the organization.

"The membership team has excelled the past few years since the Chamber expanded its annual membership drive to a total resource development campaign. We have a group of dedicated people, both staff and volunteers, who believe in what they do and I'm looking forward to the opportunity to contribute to our continued growth and success," said Golson. She added, she feels fortunate to have



a job that she not only enjoys, but one that also contributes to the overall improvement of the Mobile community.

"Carolyn has been a tremendous success at our Chamber," said Chamber President Win Hallett. "She's also been recognized nationally as one of the top leaders in the field of membership development. The Chamber has set some aggressive goals for 1999, and we're confident that Carolyn can meet and exceed them."

Board of Advisors Honored



Morning Marketing Meeting attendees Joseph Betzeze Jr., Betzeze Reality; Harry Bruns, ALLTEL; and Anthony King, Best Talk; take a moment to look at the new photographs honoring the Chamber's Board of Advisors.

March's Diplomat of the Month Joe Hudson

The Chamber salutes Joe Hudson, Diplomat of the Month. He is the owner of Hudson's Financial Services. He has been a Diplomat for seven years and selected as Diplomat of the Month six times. Hudson's other community activities include the Mobile Association for Life Underwriters, Alabama Independent Insurance Agents Association, University of Alabama National Alumni Association and Dauphin Way Baptist Church. Congratulations!



SIPCO AD

The 1999 Board of Advisors are:

W. Bill Ainsworth Union Planters Bank	Patti G. Hill Colonial Bank	Harold E. Miller Winn-Dixie Stores Inc.
Owen Bailey Thomas Hospital	Thomas M. Hinds Regions Bank	Richard Miller TeSeCon Inc.
Thomas B. Bender Jr. Bender Shipbuilding & Repair Co. Inc.	William H. Holman III Jitney Jungle Inc.	V. Gordon Moulton University of South Alabama
Christopher "Kit" Bonvillian Iberville Insulations	Marion Holt Sappi Fine Paper North America	Larry T. Myers Warranty Corp.
W. Howard Bronson Jr. Mobile Register	John C. Hope III Whitney National Bank	D. Mark Nix Board of Water & Sewer Commissioners
Walter Brunson International Paper Co.	Honorable Samuel L. Jones Mobile County Commission	Ben M. Radcliff Jr. Ben M. Radcliff Contractor Inc.
Wolfgang Buder Degussa Corp.	Dennis L. Kaiser DigiPH PCS	Jack E. Ravan Alabama State Docks
Robert L. Chappelle Jr. BellSouth	Shizuo Kawakita Mitsubishi Polysilicon	John R. Roeder Providence Hospital
David J. Cooper Cooper/T. Smith Corp.	Thomas Keathley Keathley Aviation	William R. Seifert II AmSouth Bank of Alabama
John S. Davis Mobile Gas Service Corp.	Dean R. Kelly Atlantic Marine Inc.	Dennis L. Shortridge Jr. Mobile Infirmary Medical Center
Kenneth L. Dempsey Masland Carpets Inc.	T. Keith King David Volkert & Associates Inc.	Cheryl Thompson Alabama Power Co.
Honorable Michael C. Dow City of Mobile	Ronnie B. T. Koh ST Mobile Aerospace Engineering	Cooper C. Thurber Lyons, Pipes & Cook PC
David Duthie Acordis Cellulosic Fibers Inc.	Bryan Lewis Teledyne Continental Motors	Teresa Walkley MaxServ Inc.
Michael D. Fitzhugh South Alabama Bank of Mobile	John H. Lewis Jr. Lewis Communication Inc.	Ian Whelan Inchcape Shipping Services
Cathy Anderson-Giles Equity Technologies	Edward E. Lucente QMS Inc.	Robert S. Wilbanks SouthTrust Bank of Alabama
Michael C. Granger Compass Bank	Richard G. March UOP LLC	Ron Yeakle Piping & Equipment Inc.
Peter C. Gursky Creanova Inc.	Bill A. Mason Springhill Memorial Hospital	For more information about how your firm can participate as a member of the Board of Advisors, contact Katrina McCrory at 431-8611.
Gene Heil Dillards	Brasher V. Miller Health Partners of Alabama Inc.	

Business Spotlight of the Month Enterprise Rent-a-Car



Your car is in the shop, the children have to get to school, there are clothes to drop off at the dry cleaners and you have to get to work.

It's almost impossible these days to be without a car for even a day or two. March's Business Spotlight of the Month, Enterprise Rent-a-Car is there to help whenever you need a dependable vehicle. In fact, they will pick you up!

Assistant Manager Kevin Archer said Enterprise caters to customers with car trouble, or who need a car for the weekend or want a reliable car to drive to business meetings that are out of town. He described the company as the "local neighborhood rental car agency with customer service as their primary focus." Archer explained they earned that reputation by being the first agency to offer their customers a ride to and from any service location.

"We work hard to make what is often an inconvenient circumstance as easy as possible. Enterprise

Pictured above are: Ramonica Day, Downtown Mobile Manager; Kevin Archer, Downtown Mobile Assistant Manager; and Tammy Mohler, Regional Manager.

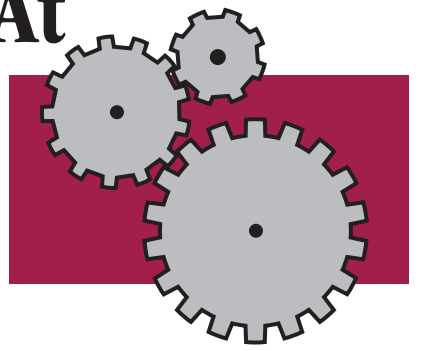
knows that customer service is the key to "fueling our growth," Archer added.

Enterprise has six Mobile locations, and others in Fairhope, Foley and Pascagoula.

Business Spotlight of the Month

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

The Chamber At Work For You



Coordinating Environmental Efforts

Chamber staff met with Mobile Bay Watch to discuss an environmental study that would serve as a benchmark for gauging current water and air quality. Also, the Chamber assisted the National Estuary Program consultant studying the impact of human uses on Mobile Bay.

New Envision Partners

Recruited an additional six new Vision Partners for a total of 347 organizations that are helping address the strategies identified in the regional strategic plan, Envision Mobile-Baldwin. They are: Mobile AIDS Support Services, HIPPIY Advisory Board, Lambert Publishing Inc., Mobile Botanical Gardens, Port City Chapter of Blacks in Government Inc., and Tillman's Corner Chamber of Commerce.

Updating the Media

Board Chairman John Davis met with the Editorial Board of the Mobile Register and will be also meeting with station leadership at WKRQ-TV5, WALA-Fox 10 and WPMI-NBC15 to review the Chamber's priorities and 1999 plan of action.

Bragging Rights

The Chamber updated its publication, *Mobile's on the Grow* to include 1998 statistical data and accomplishments. The annual newsletter is used in national public relations efforts and will be mailed to the membership this Spring.

We Want to Know

The 1999 Membership Survey is currently being completed. Members are asked to respond to an extensive survey every two years. The Chamber uses member input to determine future programs and services as well as measure its current effectiveness.

Leading Leaders

As a sponsor of Leadership Mobile, the Chamber planned and facilitated a presentation on government held at the Tillman's Corner Community Center. Speakers focused on the issue of "self governance" and strategies for implementing it in Mobile County through the Alabama legislature.

Don't Forget

Nomination forms for the 1999 Future 30 companies are due March 15. Future 30 recognizes the fastest growing small companies in the Mobile area. For more information, call Walter Underwood at 431-8652.

Countdown to Open Enrollment

Open enrollment in the Chamber's discounted health and dental insurance program, *Chamber Advantage*, is set for May and June. The program is available to current Mobile Chamber member businesses with 1-99 employees. Offering group rates for small businesses, several members have saved the cost of their membership and more with lower insurance premiums.

For more information or a quote for your business, call Ronnie Young with Financial Resources Group at 1-800-542-3153.



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Long's Human Resource Services and Amstaff Human Resources have teamed up to provide Mobile and Baldwin County employers with comprehensive employment support services to save you time and money, and help you to focus on growing your business.

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- Fortune 500 benefits for small business employees
- No more payroll or employment tax hassles
- Reduce your risk of employee lawsuits
- No Workers' Compensation bills or claims
- Train your employees on the latest computer software



The ABCs of Successful Reading

Five area schools have been selected as Literacy Demonstration Sites for the 1999-2000 school year. To be chosen, schools must apply to the state, and commit to a rigorous two-week summer training program for teachers and the principal and pledge to help students read at or above their present grade level.

Mobile and Baldwin counties participants are: E. T. Belsaw-Mt. Vernon; Westlawn Elementary; Bay Minette Middle; Loxley Elementary; and Summerdale Elementary.

Whitley Elementary, in Prichard, was one of the first 16 schools in the state, and the only area school, to be selected for this year's program. Students were tested last fall to determine their current reading level and results will be measured with a follow-up test this spring.

Principal Annie Crandall is excited about what she is seeing at her school. "Although, the students have not been re-tested, it is evident their enthusiasm for reading has grown. They will stop anyone that will listen to show them how well they have improved."

Parents are also enthusiastic, and many have made the effort to take their children to the library more often or add books to their personal collection. Crandall adds, "This is not a program you can buy like *I Love to Read* or *Hooked on Phonics*, but is based on enhancing the teacher's ability to instruct students how to read by identifying individual learning styles and using alternate methods."

This one program could be the answer Alabama schools need to improve the state's Stanford Achievement Test scores, according to State School Board Member Bradley Byrne. "In

the last five years, we've seen that the biggest weakness of Alabama students is reading. Reading is fundamental to everything, and if we address



Not even a beautiful day can deter these Whitley Elementary students, Odessa Thorton, Jeanus McCall and Brandon Davis, from enjoying a good book.

this deficiency then we are well on our way to solving the whole problem." He also credited the program with increasing writing proficiency as well.

Byrne added, "To some degree every school needs to adopt both the learning styles and literacy goals. The results will undoubtedly have a lasting impact on tomorrow's workforce."

Federal Dollars Allocated to Improve Local Schools

"Sometimes it's necessary to reinvent the wheel," pointed out State School Board Member Bradley Byrne. Recently, Byrne announced that eight Mobile County schools will receive \$50,295 of Alabama's \$2.2 million grant from the federal government to support school improvement efforts.

In November, 1997, Congress authorized an initial \$150 million allocation of new federal dollars to fund the Comprehensive School Reform Demonstration Program. Education officials have called it "the first clear message from the federal level that a collection of add-on programs does not necessarily add up to a coherent school-wide vision that drives effective reform."

A total of 76 Alabama schools applied for the funds and 44 were chosen. Priority points were

given to schools classified as Academic Alert 2, Academic Alert 1 and Academic Caution. Progress will be monitored by a state team and schools must reapply annually.

Byrne said Mobile is fortunate to get the amount of money that has been earmarked for area schools. "While we have several schools on alert, school leaders had to apply for it and be willing to change everything. We'll be far better off if they want to help themselves than if the state has to take over."

The schools chosen to receive the first injection of federal funds are Blount High, Vigor High, Williamson High, Brazier Elementary, Glendale Elementary, Hamilton Elementary, Crichton Elementary and Fonville Elementary.

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Entice those who read your Internet ads by building them according to this blueprint:

- Stick to text if you're not sure all visitors can handle graphics. Write short lines with plenty of space between them. And put a hard return – hit the return key – at the end of each line. Reason: No matter what software readers use, your ad will still look alright.
- Place an attention-getting ad at the top of the page and a second one with more details after your main message. Reason: This dual position brings the highest response.
- Shun the hard sell in favor of soft offers such as a free trial or a chance to enter a contest. Reason: A hard sell doesn't work unless you're selling something such as low-cost airline tickets.
- Offer response choices other than e-mail. Reason: Doing so will maximize response because some may prefer to call, fax or even write.

Source: Communications Briefings, December, 1998



Save, Save, Save

The Mobile area ranked 65th in the 1999 study of the Top 125 cities to earn and save money, commissioned by ReliaStar. Rated 1.5 percent better than average for financial security, the area's greatest strengths are low cost living (no. 7 ranking) and low cost of community services (\$1,280 per person).

Birmingham also made the list, sharing the 42nd spot with Austin-San Marcos, Texas. Ranking 14th for high job quality (\$31,646 average earnings per job) and 17th for low unemployment rate (2.8 percent of the population) these were Birmingham's greatest strengths.

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

Raindrops Keep Falling on My Head

Mobile made the list of the Kiplinger's Washington Letter's interesting facts from the new U.S. Statistical Abstract. In the category of annual precipitation, you guessed it!, Mobile had the highest amount with 64 inches. Reno had the lowest amount with 7.5 inches. Phoenix topped the number of sunny days with 81 percent, and a very close second was El Paso with 80 percent. Jueneau, Ala., shadowed the bottom of the "sunny" day list with only 23 percent.

Other interesting tidbits printed in the report included: new graduating pay for chemical engineers (\$42,800) and accountants (\$30,150); average family net worth – 35-44 is \$142,000 and 65-72 is \$345,000; working women with children under the age of six increased from 19 percent in 1960 to 64 percent in 1997; household pet ownership was divided — 32 percent have dogs, 27 percent have cats and 5 percent have birds.

Source: *The Kiplinger Washington Letter*, Jan. 3, 1999

New Rules on Wall Street

Here are few stock market tips and observations from the Kiplinger Washington editors:

- Gut-wrenching ups and downs, often seeming irrational, will be a permanent feature of stocks for years to come.
- Expect more turbulence. Prices are again running ahead of likely earnings growth, setting up many investors for disillusionment when the economy softens.
- Disciplined investing beats "market timing" over the long haul. Buying shares of solid and well-managed companies on a regular basis works better than trying to guess the peaks and bottoms of the market.
- For long-term investing, stocks are still your best bet by far. Over the long run, total returns from stocks average about 11 percent per year.
- But not for short-term goals... tuition money you'll need soon, buying a home or anything else you're planning in three to five years. You can't depend on the market to be strong just when you need to sell.
- Bonds belong in the mix too, no matter how well your stocks do. Maybe 20-50 percent if you're saving for college, depending on the time frame. A smaller share for young adults. And as much as 40-60 percent for retirees.
- The key is to figure out your goals, make a plan and stick with it.

Source: *The Kiplinger Washington Letter*, Nov. 27, 1998

Hot-Tech

According to a *USA Today* Snapshot report, information technology skills are in high demand. Surveying chief information officers at companies with more than 100 employees, the report found that leading the "help wanted" list was networking - 33 percent, followed by Internet/intranet development - 21 percent, and applications development - 18 percent. Other openings include help desk/end-user support - 8 percent, operations - 6 percent, project management, 6 percent, systems analysis - 5 percent.

Source: *USA Today*, February 11, 1999

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Mobile Gets Professional Football

Ready to make it's debut as the Port City's first professional football team, the Mobile Admirals, part of the newly established Regional Football League (RFL), will play its first home game of the regular season on April 24 against the Shreveport (La.) Southern Knights.

Riding on the coattails of successful professional hockey and baseball teams already in Mobile, the Admirals are prepared to win loyal fans by stocking their roster with some of Alabama's top named college players.

will also be on the Admirals' roster.

Not only do most of the announced players have local ties to Mobile; the Admirals' head coach does as well. **Tom Walch**, a former Idaho State University head coach and assistant coach for the Oakland Raiders first stepped on the field at Ladd-Peebles Memorial Stadium six years ago as an assistant coach during the 1992 Senior Bowl. Walch's wife Ann is a native Mobilian.

Training camp opens March 22 with a 77-man roster. When the season begins, the Admirals will hold contracts on 37 active players and five taxi-squad members. According to information on the RFL's website, the Admirals' team salary cap is \$1.5 million, and players will reportedly earn between \$30,000-65,000 per year.

The RFL is a newly established organization to provide top-ranked college football players with an opportunity to play professional ball. Each team is required to sign players from its region (Mobile's players come from Alabama, Florida and Georgia). Only five players on each team may be recruited from an area outside its region.

Teams playing the 1999 season are based in Houston; Brandon, Miss.; New Orleans; Shreveport; and Toledo, Ohio. In 2000, expansion teams will be formed in Buffalo, NY; Orlando; San Jose, NM; and Winston-Salem.

A total of seven home games with the possibility of two play-off games will be played at Ladd-Peebles Stadium. Tickets are \$12-22 and may be purchased at 602 Bel Air Blvd., Suite 17, or by calling the box office at 471-5927.



Already announced to play during the inaugural season are former University of Alabama standouts, **Kevin Lee** and **Willie Gaston** as well as former Auburn University players, **Willie McCovery** and **Scott Stacey**, former Blount High School and Alabama A&M defensive lineman, **Tony Hariston**

Community Job Fair Set for March 18

Attention job providers and job seekers! The City of Mobile, South Alabama Regional Planning Commission and the Mobile Metro Transit are co-sponsoring a community wide job fair on Thursday, March 18 from 9 a.m. to 2 p.m. at the Mobile Civic Center.

Companies from all over the area will be setting up booths, which explain their business and the types of jobs available. Hundreds of job seekers are expected to attend. During the day, seminars will also be offered on valuable job-related skills. Information on public transportation packages will be provided as well.

For more information on the cost of a booth or the day's agenda, contact **Voncille Hafner-Thomas** at 433-6541.

Consumer Campaign Targets Fraud

According to the National Fraud Information Center, slamming, cramming and other types of fraudulent practices cost Americans more than \$40 billion last year. In addition, the FBI estimates more than 14,000 illegal telemarketing operations are at work each year across the country.

In light of these statistics, BellSouth launched a consumer education campaign, BellSouth Neighborhood Watch. The campaign features a dedicated web site (www.bellsouth.com/neighborhood_watch), a speakers bureau and an education brochure aimed at providing information and suggestions on how consumers can avoid mistakes, confusion and fraud in an increasingly competitive telecommunications marketplace.

Awareness and a healthy dose of skepticism are among the best methods for preventing telephone fraud offered **Bob Chappelle**, regional director for BellSouth in Southwest Alabama.

Caution flags include:

- > Callers who use high-pressure sales tactics;
- > Insist on immediate decisions;
- > Offer something too good to be true;
- > Request credit card number for "verification;"
- > Offer something free, but require payment for handling, mailing or redemption charges; and/or
- > Unwilling to provide written information.

Chappelle also cautioned consumers to review monthly phone bills carefully including the fine print on promotional materials and to keep a record of all telecommunications services ordered and at what price.

The campaign is expected to also include information on Internet fraud. For more information log on to the consumer website or call 1-800-230-1183 for the educational brochure. To schedule a speaker for upcoming meetings, call **Gigi Armbrrecht** at 471-8413.

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
Hole in One



Great door prizes!

Post tournament reception sponsored by **Cock of the Walk**

For more information on sponsorships and tickets, call **Karen Turner** in the Chamber's Membership Department at 431-8638.

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Saunders Engine & Equipment Co.
WABB-Radio Inc.

10 YEARS

Bay Area Physicians for Women
Blue Chip Properties
Angela Blum Inc.
Coastal Door & Window Inc.
Cockrell Body Shop
Ralph E. Compagno
Huttig Building Products
Ideal Technical Services Inc.
Industrial Services of Mobile
Jesco Inc.
Jones-McLeod Inc.
Koch Gateway Pipe Line Co.
Ladd Peebles Stadium
Lassere's Catering
Lockard Enterprises Inc.
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Metcalf and Company Inc.
Mitchell Container Services Inc.
The Morris Agency
Pollman's Bake Shops Inc.
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Premier Lending Corp.
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Siegling America Inc.
The Silver Ladle Inc.
Sportplex of Mobile
Sun Microsystems Inc.
Thigpen Photography
Turner, Onderdonk,
Kimbrough & Howell PA
World Sporting Goods Inc.

30 YEARS

Archdiocese of Mobile
Associated Equipment Co.
Bay Paper Co.
BCM Engineers Inc.
Brown's Hallmark
Engineered Refrigeration System
Howard, John Companies
Lamar Advertising Company Inc.
Mobile Rug & Shade Company Inc.
Strickland Paper Company Inc.

25 YEARS

Blue Cross/Blue Shield of Alabama
Cherry, Bekaert & Holland LLP
Clark, Geer, Latham & Associates
Climate Control Inc.
Dixie Leasing Inc.
OEC Office Plus
The Orthopaedic Group PC

20 YEARS

James B. Donaghey Inc.
Waterways Towing & Offshore Service

5 YEARS

Mac Papers Inc.
Specialty Roof Contractors

15 YEARS

B & B Appliance Parts of Mobile
Walter Haffner Co.

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CALENDAR VIEW

March 16 **Net Gain: Investment Management**

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

March 16 **Net Gain: Personal Financial Management Part I**

Time: 6 - 9 p.m.
Place: Business Innovation Center
Cost: \$49.95
Call: Jacqueline Jones at 431-8607

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 17 **Net Gain: How to Win Customers and Reduce Sales Loss**

Time: 8:30 a.m. - Noon or 1:30 - 5 p.m.
Place: Chamber McGowin Room
Cost: \$69 per person or \$59 each for four or more
Call: Jacqueline Jones at 431-8607

March 18 **Noon Marketing Meeting**

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

March 20 **Chamber Night Out with the Mysticks**

Time: 7 p.m.
Place: Mobile Civic Center
Cost: \$12 for 4 tickets (credit cards accepted)
Call: 208-7825

March 23 **Net Gain: Personal Financial Management Part II**

Time: 6 - 9 p.m.
Place: Business Innovation Center
Cost: \$49.95
Call: Jacqueline Jones at 431-8607

March 23 **Economic Development Seminar**

Time: 8 - 10:30 a.m.
Place: Chamber McGowin Room
Cost: No charge
Call: Catherine Cleverdon at 431-8606

March 23 **Net Gain: Asset Allocation**

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

March 25 **Net Gain: Learn How to Respond to Adversity "Til Help Arrives"**

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

March 25 **Business After Hours**

Time: 5:30 - 7 p.m.
Place: The Gulf Coast Exploreum
 65 Government St.
Cost: \$2 for members/\$5 for potential members

March 26 **6th Annual Spring Golf Tournament**

Time: 7 a.m. Registration/Putting Contest
 8:30 a.m. Shotgun Start
Place: TimberCreek Golf Course
Cost: \$150 per person/\$800 for hole sponsorship
Call: Karen Turner at 431-8638

April 9 **First Friday**

Time: 7:30 - 8:30 a.m.
Place: Marriott's Courtyard Inn
 1000 S. Beltline Highway
Cost: \$2 for members/\$5 for potential members

April 13 **Morning Marketing Meeting**

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

March Business After Hours

Feel the exhilaration of a luge ride, spin like an ice skater in competition or mark the speed of your baseball pitch at the Gulf Coast Exploreum's newest exhibit called "Sport." March's *Business After Hours* is on Thursday, March 25 from 5:30 - 7 p.m. sponsored by BellSouth Mobility.

Network with other members of the business community in an exciting atmosphere. Great business contacts are always made at this monthly event.

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

April's First Friday

Don't miss April's First Friday, April 9 from 7:30 - 8:30 a.m. sponsored by the Marriott Corporation. Start your morning meeting new people and catching up with friends and colleagues at the Courtyard Marriott located at 1000 S. Bellline Hwy.

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



Don't Miss These Finance-Related Seminars

Take a closer look at the benefits of professional investing at **Net Gain: Investment Management Seminar** on Tuesday, March 16 from 11 a.m. - 12:30 p.m. Call Jacqueline Jones at 431-8607 to enroll. The cost is \$15 and includes lunch.

Come learn specific strategies to help maximize your assets by attending **Net Gain: Asset Allocation** on Tuesday, March 23 from 11 a.m. - 12:30 p.m. at the Chamber McGowin Room. Call Jacqueline Jones at 431-8607 for reservations. The cost is \$15 and includes lunch.

Take advantage of a perfect opportunity to make sure you save more and spend less at this two-day **Net Gain: Personal Finance Seminar**. The sessions are on Tuesday, March 16 and March 23 from 6 - 9 p.m. at the Business Innovation Center. The seminar will help you keep more of what you've earned, reduce your taxes and make the right moves to prepare for an easy retirement.

The cost for both nights is a great package deal of \$49.95, which includes you and one guest. For reservations call Jacqueline Jones at 431-8607.

SMALL BUSINESS NETWORK Survival Skills for Emergencies

Come to this Net Gain Seminar: **Learn How to Respond "Til Help Arrives"** on Thursday, March 25 from 11 a.m. - 1 p.m. in the Chamber McGowin Room. This is the perfect opportunity to learn what to do in the case of an emergency at the workplace. American Red Cross instructors will teach participants skills they can use "til help arrives."

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

Key to Keeping Customers

Learn how to keep customers satisfied and coming back for more at the Net Gain Seminar: **How to Win Customers and Reduce Lost Sales**, presented by **Bill Drury**, a customer service, sales and telephone communications expert. The seminar will be held in the Chamber McGowin Room on Wednesday, March 17. The first session will be from 8:30 a.m. - noon and the second session will be from 1:30 - 5 p.m.

Register by March 12 and get a discounted price of \$59 per person or \$49 person for parties of four or more. After March 12 the registration fee is \$69 per person or \$59 per person for parties of four or more. Call Jacqueline Jones at 431-8607 to register.

Member Reception & Briefing

If you are interested in learning what the Chamber departments are working on and what they can do for you and your business, then attend the Member Reception and Briefing on Tuesday, March 16 from 5 - 7 p.m. in the Chamber Atrium and McGowin Room. Enjoy hors d'oeuvres, meet staff members and introduce your company to attendees. All new members will benefit by making business contacts.

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

April's Morning Marketing Meeting

Come meet members of Mobile's business community at April's Morning Marketing Meeting on Tuesday, April 13 from 7:30 - 8:30 a.m. in the Chamber McGowin Room sponsored by Consumer Credit Counseling Service. Each participant will be able to give a two-minute commercial to inform others about their company. Be sure to bring along handouts for Chamber staff to distribute during your presentation.

The cost to attend is \$5 per person, which includes a continental breakfast. Call **Karen Turner** at 431-8638 for reservations.



Networking on Ice

It's Chamber Night at the Dungeon, so bring your business associates, family and friends to see the Mobile Mysticks take on the Baton Rouge Kingfish on Saturday, March 20 at the Mobile Civic Center for a discounted price of \$12 for 4 tickets. Prizes will be given away for the top three businesses with the most attendees, so spread the word around the office!

Call 208-7825 for tickets. All major credit cards accepted.



March's Noon Marketing Meeting

Brush up on your sales pitch, present a new product or introduce yourself to the business community at March's Noon Marketing Meeting on Thursday, March 18 from Noon - 1 p.m. in the Chamber McGowin Room sponsored by OEC. Each participant will be able to give a two-minute commercial to inform others about their company. Be sure to bring along handouts for Chamber staff to distribute during your presentation.

The cost to attend is \$5 per person and lunch will be provided. Make your reservations early for this popular meeting by calling **Karen Turner** at 431-8638.



Intern Leaves Lessons for Mobile Companies

When Luis Nieves-Aviles, Gulf Coast Computer Services, agreed to sponsor an intern from China, he had no idea how much she would teach them.

Through a program coordinated by the Alabama China Business Development Corporation (ACBDC), Li spent eight weeks of her time in Alabama with Mobile-based Gulf Coast Computers and a week with Mobile Pulley and American Aero Cranes, divisions of Offshore Tool and Energy Corp.

At Gulf Coast Computers, Li researched international and export markets, exploring shipping methods and requirements. She built computers, reviewed accounting procedures, helped produce a catalog and introduced the company to Chinese media.

Nieves describes her as very industrious. While he spent time training her about his business procedures, Li made several recommendations leading to new marketing strategies, new clients and vendors.

Her suggestion to add an online sales process to the company's current website had an immediate impact on the bottom line. "In January we sold between \$8,000 and \$10,000 online, something we had never done before," said Nieves.

She also introduced Nieves to a Taiwan supplier, a meeting that is currently saving Gulf Coast Computers 15-25 percent on computer components. In addition, Li used her accounting background to help streamline the company's book-keeping and collection methods.

After this list of accomplishments, Li says she was the lucky one to intern with a business-oriented and friendly company like Gulf Coast Computers and in the beautiful coastal city of Daphne.

Information and skills that she will take back

to China after her experience include price comparison and negotiations, terms of exporting, how to create web pages, setting up and conducting sales appointments and setting quality control standards.



Pictured with Rosalita Cruz, Sue Alexander, State Docks, Li Li spent time learning about the Port of Mobile while she was here.

Li is in the process of completing her masters in International Finance. "Largely due to her outstanding performance and contributions, the ACBDC intern program has gained corporate commitments from enough companies to warrant bringing two or three interns next year," explained Angela Wier, program coordinator for ACBDC. "There are five or six slots for companies willing to make a two-month commitment."

ACBDC provides round-trip airfare, legal counsel for the immigration work, a monthly stipend of \$500 for food, utilities and gasoline, and health insurance. Sponsoring companies, in turn, are asked to provide furnished lodging and a rental or company car with insurance.

To find out more about sponsoring an intern, leave a message at 205-943-4814, and a ACBDC board member will return your call or e-mail a request to alabama@china.com.

Introduce Your Business to the International Market At Upcoming Trade Expos

Target Mexico, Argentina, Brazil and Chile

The World Trade Expo '99 is set for May 5-6 at the Hampton Inn at Pensacola Beach. A regional Gulf Coast initiative between North Florida, Southern Alabama and Southern Mississippi, the two-day event will feature seminars and technical sessions as well as opportunities to meet one-on-one with trade representatives and exporting specialists.

Expo registration is due by April 5. For World Trade Council members the fee is \$125 and for nonmembers, \$175 (\$50 of the fee can be applied to WTC membership), and includes all scheduled meals, the International Reception, breaks, seminars and expo packet.

The Hampton Inn has a block of rooms reserved at a special rate by calling 800-320-8108. Be sure to refer to the code "WTC" and arrangements must be made by April 5.

For further information contact Kelly Mershon at the World Trade Council, 850-474-3291 or e-mail kmershon@uwf.edu.

Target Canada & Mexico

The U.S. Department of Commerce is sponsoring REP CAN '99 Deal Maker & Exhibition on June 15-16 in Toronto, Canada, and REP MTY '99 April 20-22 in Monterrey, Mexico.

Financial incentives are being offered to exhibit in either shows by the Appalachian Regional Commission (ARC), the Alabama Export Council and Foreign Commercial Services (USFCS). The ARC is offering funds on a first come, first serve basis. The USFCS will give up to \$300 per company. And, if this is a new market, or your first trade show, the Alabama Export Council will provide up to \$2,500 or half of the cost of your participation if your application is approved.

For details on the expos or for information on exhibiting, contact Nelda Segars, at the Birmingham Export Assistance Center, 205-731-1331.

INTERNET Bulletin Board

More and more companies 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:

Truedox Technology Corp., Taiwan, a manufacturer of video conferencing kits, video phones and security monitoring systems, is seeking security firms that are interested in the current and latest products (color video & audio transmission via PSTN). Contact Kevin Hsue, phone: 886-2-222-6196; e-mail: hsuehao@tpts6.seed.net.tw

A Russian exporter of all types of used and second machines is looking for U.S. contacts who import and trade machines. Contact: Amit Prakash, Grover International, Moscow; Fax: 7-095-334-2598

A Chinese manufacturer of Fiberglass Reinforced Plastics (FRP or GRP) molded grating already importing to the U.S. is looking for additional customers. Contact: Michael Zhou, Nantong Mincom Composite Materials Co. LTD; No. 5 Bldg., Nantong Economic & Technological Development Zone, Jiangsu 226009 China; phone: 86-513-359-6371; fax: 86-513-359-6370; e-mail QINGRONGZHOU@HOTMAIL.COM

Gills International PVT LTD is looking for product distributors in Alabama. The company produces more than 100 items at world standards such as NARMEEN Super Basmati Rice, NOSHO rubber parts for the automotive industry, NOSHO safety products, bicycling gloves and AMCRON disperse dyestuffs. Contact the company at 7-B, Alamghir St. Islamia Park, Poonch Rd., LaHore-54500 Pakistan; phone: 92-42-758-9771; fax: 92-42-759-3869; e-mail gills@paknet4.ptc.pk



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

Charter Behavioral Health System of Mobile (CBHS) announced the following took on additional responsibilities: Keith Cox, chief executive officer, has also been appointed CEO of Charter Bayou Oaks Behavioral Health System, a 98-bed psychiatric facility in Houma, La.; and Darrell West, chief financial officer has been appointed CFO at the new facility.

The Alabama Gulf Coast Society of Pediatric Nurses will receive its charter next month. Several Springhill Memorial Hospital employees were instrumental in starting the only chapter in Alabama. They are Chris Foret, RN, president; Pamela Anderson, RN, treasurer; and Vivian Miller, RN, member at large.

UnitedHealthcare of Alabama announced that Springhill Memorial Hospital has joined its network of participating hospitals.

Brenda Scott, president/CEO of the Mobile Convention and Visitors Corp. has been selected to serve a three year term on the Travel Industry Association of America's board. The organization is a Washington-based nonprofit organization unifying the diverse travel industry.

Wilkins Miller PC is pleased to announce W. Allen Carroll Jr. and Michael J. Kintz have been admitted as members of the firm.

Sullivan-St. Clair Advertising and Public Relations agency recently announced the addition of Beth Pate to its creative staff. Formerly she was a news assignment editor at WALA Fox-10, and will be responsible for writing copy for television, radio and newspaper advertisements and coordinating the production of television and radio ads created by the agency. Pate is a 1997 graduate of the University of South Alabama.

**Pate**

Paula Denson, CPS, administrative assistant at David Volkert & Associates Inc., was chosen as the 1999 Secretary of the Year by the Mobile Chapter of International Association of Administrative Professionals. Congratulations.

Applications are now being accepted for fall enrollment at the University of Mobile's Graduate School of Physical Therapy. The program is designed for students who currently hold a bachelor's degree in a field other than physical therapy. Priority for admission and financial aid will be given to those who apply by March 15, 1999. For further information, call Mary Hyland at 675-5990.

Mobile Infirmiry Medical Center recognized the seven nurses providing services and health programs in the Mobile County Public School System on School Nurse Day. Cynthia Woodyard, Fonvielle Elementary and Washington Middle School; Theresa Johnson, Old Shell Road Magnet School and Crichton Elementary; Leigh Ann Phelps, Phillips Preparatory School; Valerie Akers, Murphy High School; Karen Speight, Westlawn Elementary; Teri Bycroft, Hollingers Island Elementary and South Brookley Elementary; and Debbie Gray, Maryvale Elementary.

R.C. "Buddy" Lauten has been appointed as the director of advancement for the Mobile Area Command of The Salvation Army. He was formerly the director of special projects for Spring Hill College.

Kim Brennan, relocation director, of Dauphin Realty has joined the Relocation Directors Council Inc., a national professional organization for relocation directors of residential real estate firms.

MEMBER NEWS

The Mobile County Health Department announced its newly-elected officers and board members. Dr. Marc S. Gottlieb will serve as chairman and Dr. William B. Harris as secretary. New board members include: Honorable Samuel L. Jones, president of Mobile County Commission, and Dr. Marcia J. Littles, Dr. Sherwood C. Lynn Jr., Dr. H. Eldon Scott III and Dr. Michael Meshad.

Peggy Bridges, Lyn Proffit, B.T. Roberts and David D. Roberts Jr. of Roberts Brothers Inc. were honored for their involvement and participation in industry-related activities by the Alabama Realtor Honor Society recently.

For the second consecutive time, Linda McCoy has been included in Norwest Mortgage's prestigious Presidents Club, the top 5 percent of the company. Her efforts earned a national placement of 23rd for the number of purchase loans she originated in 1998, and is first in the Southeastern Division for Mortgage Originators. Camille Wilkinson, branch manger has made the Leaders Club, the top 10 percent, again for the sixth year.

**McCoy**

Dallas Cowboy, running back, Sherman Williams showed his support for his alma mater, Blount High School by making a contribution that will initiate his pledge of building a recess area for students. Williams, a Mobile native and 1991 Blount graduate, became a nationally recognized athlete while playing for the University of Alabama.

JK Whatley Communications LLC reopened its doors in December as a full-service marketing, advertising and public relations firm. Christi King Whatley, president or Suzanne Harrington, vice president/accounts can be reached at 473-1881.

Atria Regency's Assisted Living Community announced it has model apartments open. The 90 unit community will open this Spring and features private apartments with support services. Atria's Memory Impaired Program offers assisted living for those with Dementia-related conditions. For more information, call Debbie Wildman at 380-0053.

Regions Bank-Mobile announced the following promotions: George W. Levins Jr. to vice president at the Prichard Office; Patricia A. "Trish" Banker and D. Georgie Mayes to branch managers at the Dauphin Island Parkway and Snow Road Offices, respectively.

House of Blends is hosting several wine tastings this Spring. Mark your calendar for April 6, May 4 and June 1 at 7 p.m. The cost is \$20. Prepaid reservations are required. To make reservations call 380-9463.

Mobile Infirmiry will present "Nutritional Needs: Infancy Throughout the Teenage Years" from 7 to 8 p.m., Wednesday, March 17 in its Auditorium. For more information or to pre-register for this free, community seminar, please call 435-5656.

In other news, the hospital is recruiting additional volunteers. For more information on how you can help call Volunteer Services at 435-2187.

**Cunningham**

The Mobile Convention and Visitors Corp. is pleased to announce the promotion of Lephate Cunningham Jr. formally director of convention sales, to the position of vice president of convention sales. Cunningham has been with the organization for four years and is a 1984 graduate

of University of Alabama.

American Lung Association of Alabama is hosting its 3rd Annual Lung Run Saturday, April 10, at Municipal Park (Langan). The 5k Run begins at 8 a.m. and the 1 mile Health Walk begins at 9 a.m. There will be refreshments and door prizes. Applications are available at Ward's Army Navy & local sport stores. For more information call 342-1500.

Wal-Tech Inc. has announced a new partnership agreement will form an additional company, Wal-Tech Groth LLC, to be located in Mobile. The new company will sell a complete line of Groth Products such as flame arresters, blanketed gas regulators and pressure/vacuum relief valves.

Spring Hill College presents the work of New Orleans painter and alumna Allison Stewart in the Eichold Recital Hall Gallery, March 21-April 17. Stewart will give a short presentation about her work during the opening reception, Sunday, March 21 from 2-4. The exhibition is open to the public at no charge. For more information, please call 380-3863.

March 20-27 is Abuse Awareness Week. The Civitan Club of Mobile, along with other local organizations concerned about abuse, have joined forces to form the Alliance Against Abuse, and will have an information booth at Bel Air Mall. For more information call Doug James, 380-3846 or Jo Shannon, 690-1525.

Teachers 'N Tools Inc., an educational technology firm, has hired J. Earnest Scarbrough as its sales manager.

Jennifer Wetterer, an eighth grade Grand Bay Middle School student won the 72nd annual Mobile County Spelling Bee held last month. Wetterer will now compete in the state Spelling Bee held on March 27 in Birmingham. Good luck!

Leonard Burns has been named as the new business unit manager for Lockwood Greene. Burns is a 25-year-veteran with the company.

Applications for the 1999-2000 USS Alabama Crewmate program are now available at Battleship Memorial Park. Forms can be picked up at the Park's ticket office and returned by noon, April 9. To be considered, entrants must be women between the ages of 19 and 21 and be residents of Mobile or Baldwin counties. For additional requirements and information, call 438-2708.

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

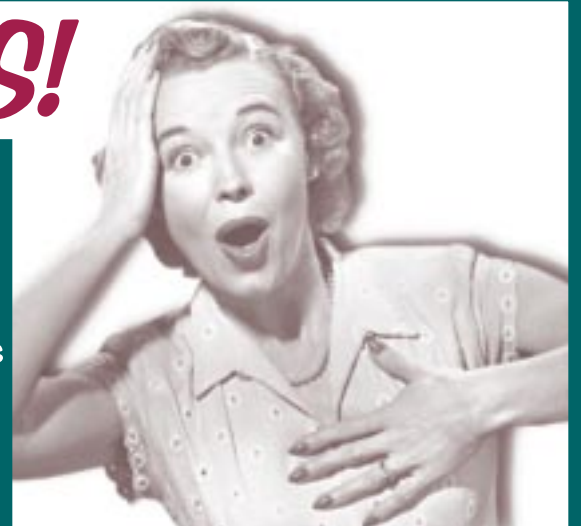
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