



THE VIEW

SEPTEMBER 1999

MOBILE AREA CHAMBER OF COMMERCE

VOL. XXXI, No. 9

Disney Institute Coming to Mobile

◆ Infamous Mouse Shares World Famous Management and Customer Service Practices

For more than 25 years, Walt Disney World Resort has created "magic" for millions of guests from around the world. And while the Florida vacation kingdom is recognized by people of all ages as a place for unparalleled entertainment and happiness, business professionals have long viewed it as a model for quality service, management and leadership techniques.

Now Mobile area business professionals will have the opportunity to learn about many of the same practices Walt Disney World Resort uses in training its staff during a half-day "Disney Institute" sponsored by the Chamber. The event will be held Thursday, Oct. 7 from 8 a.m. to 12:30 p.m. at the Adam's Mark Hotel.

"The Disney Keys to Service Excellence" offers the chance to see a side of the Walt Disney World Resort most people never see – the business side. Members of the Disney management team will present an insightful look at the topics of management and service.

Management Disney Style will provide participants with the elements of selection, training, communications and care that make up the Walt Disney World Resort. Service Disney Style explains

Disney INSTITUTE
Discover the Business Behind the Magic™

What: The Disney Keys to Service Excellence

Who: Disney Institute from the Walt Disney World Resort in Orlando

Date: Thursday, Oct. 7

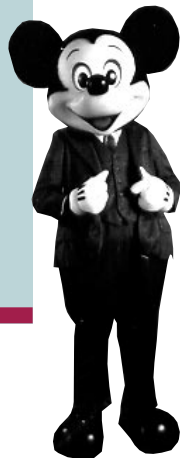
Time: 8 a.m. to 12:30 p.m.

Place: Adam's Mark Hotel

Cost: \$160 for Chamber members/\$175 for non-members

Reservations: 431-8622

what it takes to provide the level of service that distinguishes a successful business from an industry leader. During this portion of the semi-



nar, Disney managers will discuss the inside story of service strategies developed at the Walt Disney World Resort.

"With the popularity of our multi-day business seminars at Disney Institute, we've had many requests to take shorter presentations to communities across the country," said Craig Taylor director of business programs at Disney Institute. "Through the seminar, participants will hear Disney success stories and get a glimpse of the successful philosophies we practice thousands of times every day at the Walt Disney World Resort."

Bringing the Disney Institute to Mobile has been a long time coming, according to Reeda Taylor, director of customer service with the Chamber. "The entire country is aware of the good work they're doing in Orlando at the Walt Disney World Resort. We've worked off-and-on for nearly four years to bring this seminar to Mobile, and are extremely excited they're coming," she explained.

Cost to attend the seminar is

\$160 for Chamber members and \$175 for non-members. The registration fee includes all program materials and refreshments. For more information or to register for the seminar, please call Taylor at 431-8622.

◆ Schools to Regroup Following Failed Tax Referendum

Though the public school referendum failed to pass in Mobile, area leaders are optimistic that some other plan can be developed to provide the system with the resources it needs.

"Now that emotions have settled down, I think everyone agrees we have a problem," said Mike Fitzhugh with South Alabama Bank of Mobile. "Indications are there is a tremendous amount of energy from all parts of the county to work on a solution. I think that out of this loss, we may have a real coming together of different factions."

The property tax, if passed, would have provided \$22 million to help build and operate 15 new schools, construct needed additions at six schools and renovated another 75 schools. In addition, funds were slated to purchased basic equipment such as computers for students.

"I think it is important to note that this is not a vote against education, it just means we have to pursue another avenue," commented Bradley Byrne, State School Board member and a partner in Jackson, Myrick, Chambers and Byrne. "There is going to be a solution because we need these new schools, we just don't know what it is yet."

"We just have to continue focusing on what will make Mobile competitive in the global market," said Mayor Mike Dow. "I've quit worrying about the vote. We just need to get together and come up with alternative solutions."

The Chamber will be working with the school system and other groups to discuss what might happen.

"One of the things we don't want to do is cut off our nose despite our face," said Chamber President Win Hallett. "In other words, we don't want to take money out of one vital program to give to another. We do have to prioritize, however, and that could take some real sacrifice. There may be some things this community has enjoyed, or services on which it has come to depend that will have to be cut for the sake of our schools."

National Estuary Program Issues First Water Quality Report

The Mobile Bay National Estuary Program (NEP), created in 1995 through the U.S. Environmental Protection Agency's Clean Water Act, released its first report, *Our Water Our Future*, designed as an easy-to-read digest of Mobile Bay and the Delta region. The report highlights the major economic, industrial and environmental impacts to the Bay area in an effort to determine the status of our area's natural resources and their health, as well as suggest efforts to conserve and protect them.

Focusing on all aspects of Mobile Bay, including its history, profile, water quality, habitat loss, living resources as well as causes and cures for some of its ills, the report is filled with graphics and supporting data. It will be used in conjunction with a more technical report scheduled for release later this year that will outline a federally-sponsored plan of action directed at protecting the Bay waters and surrounding Delta.

Mary Knight, executive director of Mobile Bay NEP, believes it will take business and industry as well as the entire community to protect our waters. "Those of us who use and enjoy the Bay must also be the ones who protect it. Awareness and management of this resource is critical if we wish to continue an enduring love affair with Mobile Bay," she said.

To receive more information on NEP or a free copy of *Our Water Our Future*, call Joe Strange, NEP public outreach coordinator, at 990-3565.

Highlights from *Our Water Our Future*:

- The central Gulf Coast has one of the highest hurricane frequencies in the nation. A hurricane strikes the coast of Alabama once every 52 months.

- An estimated 4.85 million metric tons of sediment enter the Mobile Bay estuary annually.

- A 1974 Skylab photo shows a soil-stained plume of water extended as much as 27 miles from D'Olive Bay into Mobile Bay and the Gulf of Mexico. The soil was the result of runoff during the development of the Lake Forest subdivision.

- In 1970, 72 percent of the Alabama gulf beachfront was undeveloped. In 1996, only 39 percent of the beachfront was undeveloped.

- Mobile Bay is home to five artificial fishing reefs and may be home to 10 more – all of which are made from demolished bridges and roadways.

- Since 1975, the rate of land development in Mobile and Baldwin counties has outpaced population growth – a key indication that urban sprawl is taking place.

- This year the Forever Wild Program purchased and will protect nearly 36,000 acres of the Mobile-Tensaw River Delta. Since its inception in 1992, Forever Wild has purchased nearly 47,000 acres in 14 tracts throughout the state.

Graphic: transparency of cover

- Fisheries have been active in the Mobile Bay estuary for 10,000 years! Today, fisheries generate \$450 million annually to the economy.



Impressive Investments

According to a list of community fundraising campaigns of \$500,000 or more, Mobile-Baldwin area organizations are looking to raise \$130 million over the next two to three years. Their ability to raise these funds will translate into such things as new and expanded museums, development of the arts and human services. They will also benefit the area's tourism industry as well as economic development efforts.

"One factor civic-minded companies consider when looking to move to an area is the community's level of investment in its people," said Jodi Swiderek, the Chamber's vice president for community development.

This information was released at the Envision Mobile-Baldwin Funder's Summit sponsored by United Way and the Chamber.

Holding On

Alabama was ranked sixth in the nation for business retention and fifth for sales growth, in a study recently released by The Brandow Company. To develop the rankings, almost 9.9 million private sector firms operating in 1996 were tracked through 1999. Business facilities maintaining

operations in the same state over the three-year period, along with sales and job growth were factors in the study.

The Southeast reflected the highest retention index, with North Carolina, Georgia and Florida ranking in the Top 10 as well. According to Brandow, by weight of sheer numbers, business retention rates present a more compelling measure of economic activity and stability than and isolated business migration analysis.

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

Stories of the Past



Film makers plan to begin shooting a screenplay written by local actor Graham Times, in Baldwin County next year. *Ragged Point* is a story inspired by the real life story of John

Snook and the Gulf Telephone Company in Foley Alabama. Snook formed an

all-women work crew and militia during WWII, that was ready to defend Alabama's soil if necessary.

Those with information about WWII in this area and/or the German sailors who came ashore from a crippled German submarine, are asked to contact the Mobile Film Office at 438-7099 or 438-7102.

E-Mailing News Releases

Include the text of e-mail news releases in the message rather than as attachments.

Reason: Some editors might have trouble detaching a file because of system differences, so they'll delete your message rather than trying to detach the text.

Additional advice: Any release that's too long to fit in the text field of the e-mail is probably too long.

Source: Business Marketing, cited in Freelance Writer's Report, P.O. Box A, North Stratford, NH 03590. from Communication Briefings web site www.briefings.com



Photo by Jason Harris

The Governor Addresses Chamber Leadership

Gov. Don Siegelman addressed the Chamber's joint meeting of the Board of Directors and Board of Advisors this summer sponsored by the University of South Alabama (USA).

Left: The Governor talks with USA President Gordon Moulton about the refurbished Waterman Globe on display at the new Mitchell Center on campus; (middle) Gov. Siegelman presented a \$300,000 commitment letter to Chamber President Win Hallett for the Mobile School-to-Work Partnership; and below with the Governor is Riley Boykin Smith, Commissioner of the Alabama Dept. of Conservation & Natural Resources and President & CEO of Tensaw Land & Timber Co. in Mobile.



Photo by Jason Harris



Photo by Jason Harris

BISHOP STATE & IPSCO Partners in Technology Training



Bishop State Community College President Dr. Yvonne Kennedy, (left), looks on during a news conference held this Spring as Paul Wilson, executive vice president, IPSCO Steel (Alabama) Inc. signs an agreement between the college and the Canadian-based steelmaker to develop a degree program focusing on manufacturing technology.

Bishop State launched a new curriculum this fall that will help graduates enter the manufacturing job market with better skills and training. Initiated by IPSCO Steel (Alabama) Inc., the Canadian-based steelworks plant currently under construction in North Mobile County, the Associate in Applied Science degree in Manufacturing Technology was developed jointly by the two organizations. The net result is an industry-driven curriculum.

This partnership between Bishop State and IPSCO epitomizes the School-to-Work initiative, says Barbara Estes, director of education/work force development for the Chamber. "The fact that this community could create a training program in response to a new industry proves that we are doing a better job of more closely aligning economic and workforce development."

Students will choose between three tracts: production, maintenance and machining. Courses will focus on specific technical requirements by IPSCO, however, students also will be trained to enter other manufacturing industries such as aircraft, shipbuilding, chemical and paper.

"The jobs available exceed the skilled people, and they are good paying jobs" says Dr. Harry Holloway, Dean of the Technical School at Bishop State. "There is a broad annual salary range of from the mid-20s to the mid-40s, which of course is based on experience."

Although there is no guarantee graduates will get a job with IPSCO, one of the reasons the curriculum was created was to build a pool of trained workers that would be available when the company begins operations in 2001. Students who attend classes full-time can complete the program in two years. Night classes are also available.

At an estimated cost of \$425 million, IPSCO will directly employ 200-250 persons while on-site service providers are expected to employ an additional 200-250 individuals.

For more information, contact Wanda Daniels at Bishop State Community College, 690-6801 or send e-mail to wdaniels@bscc.cc.al.us.

Mobile Regional Airport Lands United Airlines



Non-stop daily flights to Chicago and Washington DC will soon be available to airline passengers in the Mobile area and surrounding region. This summer, Atlantic Coast Airlines (ACA), the Virginia-based United Express carrier, announced two daily round-trip flights to Chicago and one daily round-trip to Washington DC will begin Oct. 19, serviced by a 50-seat Jet featuring

two by two seating.

Mobile Airport Authority Director Bay Haas credited local Congressman Sonny Callahan, Senators Richard Shelby and Jeff Sessions and Mobile's business community with assisting the authority in bringing in the new airline carrier.

"Their commitment has enabled United Express/ACA to bring Mobile's business and leisure

travelers competitive jet service, and strengthen the economic development of this region," Haas said.

In addition to daily non-stops to Mobile's third and fourth most popular destinations, travelers will have a choice of literally hundreds of connections across America and worldwide through United's two major hubs.

"We applaud the persistence and determination of the Mobile Airport Authority and the members of the Alabama congressional delegation in working so hard to secure this new regional jet service," said Angie Shermer, vice president of sales for United Express/ACA. "The people of Mobile have been vocal in their request for additional air service. By offering convenient access to the world's largest airline, we believe this will answer that demand."

According to the Airport Authority, non-stop service to Chicago and Washington D.C. has been a top priority. Congressman Callahan added, "I am confident the new air service will be a great success."

Small Business of the Month Asset Verification Inc.

Living on the Gulf Coast, we are inclined to disasters such as hurricanes and tropical storms. If a tornado or flood waters damaged your home or business, would you be prepared to tell the insurance company what was lost? Do you have a detailed inventory of your contents? If you answered "no" to these questions, then Asset Verification Inc., September's Small Business of the Month, could save you valuable time and money by providing this service.

Owner Greg Forman developed this idea while sitting with relatives whose home was destroyed by a fire when they were making a list of lost items to give to insurance adjusters. "I thought to myself, there has to be an easier way than relying on memory," he said.

After months of researching this market, Forman realized there was not an existing business offering this type of service.

"Our specialists use voice activated software and digital imaging technology to inventory residential and commercial property in a matter of hours," Forman explained. "The inventory is recorded on a CD-ROM complete with a detailed list documenting possessions and digital photographs verifying existence. This is all protected by a personal password and stored in our corporate vaults."

Forman explained additional services offered to clients. "AVI's services will also help clients maximize insurance claim payments, assist in estate planning and expedite will preparation."

Because this service is unique, the fee depends on several factors including the size of the home or business and the number of rooms. In addition, AVI updates its clients' inventory on an annual basis.

Co-owners Randy Jeff and Bonnie Ware, along with Forman, have trademarked, copyrighted and patented the name and logo and are franchising



An AVI technical professional uses voice activated software and a digital camera to record personal belongings of an AVI client.

AVI nationally. "We currently have 26 markets in the country interested in franchising and have offices now in Alabama, Mississippi and Georgia," said Forman.

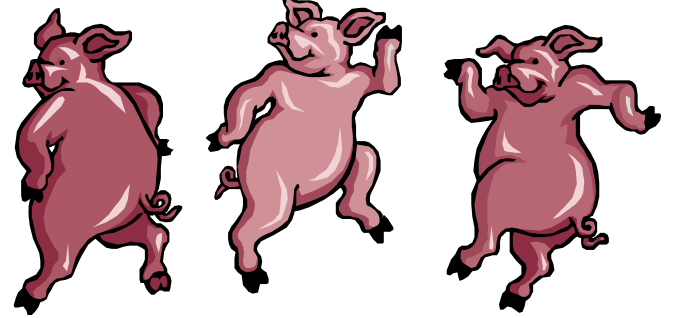
Guidelines for the Small Business of the Month selection:

- ❖ 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

Pork and Politics in the Park

Ham it up at the Fourth Annual Pork and Politics in the Park sponsored by Alabama Power on Wednesday, Oct. 6 from 6 – 8:30 p.m. at Spanish Plaza Park next to the Chamber. Music and bar-b-que will be plentiful at this fun and casual event which gives Chamber members an opportunity to meet our local and statewide elected officials.

One of the Chamber's most popular events, the crowd exceeded 400 at last year's function. Don't miss this great opportunity. Call Shelly Mattingly at 431-8612 today! Tickets are \$10.



Today's Culturally Diverse Workplace Can Benefit Your Business

◆ Lester Brown Returns to Mobile

Today's workforce is more diverse than ever before and research predicts the trend will continue. "We are importing a workforce from Asia, the Middle East, Europe and everywhere across the globe, because there is a shortage of workers in our country," says Lester Brown, vice president of L.L. Brown International Inc. "In one San Francisco post office, employees speak 50 different languages – this is a sign of the future."

Now, before you dismiss that example as a West Coast exception, according to the U.S. Dept. of Labor's Handbook of Labor Statistics, 50 percent of the workforce will be non-white by the year 2050. The ability to understand the advantages of today's multi-cultural workplace can enhance your company's success.

Brought back to Mobile by popular demand, Brown will lead the Chamber's Annual Cultural Diversity Training Seminar on Tuesday, Oct. 12 from 8:30 a.m. – 3:30 p.m. He urges companies to take advantage of this type of awareness training, especially for front line managers. "Inappropriate management styles can lower productivity – and that will have a direct impact on your bottom line," Brown adds.

Sponsored by Equity Technologies and the City

of Mobile Human Relations Commission, this training is unique in that it does not emphasize the law or history, but focuses on how diversity, or lack of it, will effect your business' bottom line.

Training topics include:

- cultural conditioning;
- understanding the cost of mismanaging diversity;
- stereotyping and the cost of negative action;
- benefits and expectations of people who are different; and
- how to develop new attitudes necessary for success in a diverse workforce.

Brown is an internationally-acclaimed speaker and educator in the areas of change, diversity, motivation and inspiration. He has developed one of the nation's most outstanding diversity training programs, "Cultural Diversity for the 21st Century."

If you have any questions concerning this seminar or would like to register, contact Angela Erwin at 431-8621. Cost of the seminar is \$25. In addition, sponsorship opportunities are still available at \$500 each. Call for sponsorship benefits.

Forum Alabama – The Future of Higher Education

Each of Mobile's four-year colleges and universities plays a vital role in our community's growth and development.

Hear what school leaders perceive each organization's role will be in the next century at the Forum Alabama luncheon, a program designed to build awareness of significant business-related issues and raise the profile of the Mobile-Baldwin region.

Set for Tuesday, Sept. 21 from Noon - 1:30 p.m. at the Adam's Mark Hotel, the event is sponsored by Consolidated Pipe and Supply Co. Inc. Speaking will be Gordon Moulton, University of South Alabama; Fr. Greg Lucey, Spring Hill College; and Dr. Mark Foley, University of Mobile. A question and answer session will follow the presentation.

The cost to attend the luncheon is \$20. Call Karen Turner at 431-8638 for reservations.



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Business Spotlight of the Month Mobile Staffing Services



If your business is looking for a temporary or permanent employee or if you're looking for the right job opportunity, then September's Business Spotlight of the Month, **Mobile Staffing Services** may be just the ticket.

Each of the three owners **Peter and Jerre Bokor**, along with **Billy Boswell**, bring their personal backgrounds and expertise to the company.

"Our primary business is the placement of temporary employees, but we help find full-time employees as well," said Jerre Bokor. "We also specialize in the employment of technical and medical professionals."

Mobile Staffing Services will soon be entering its third year at its downtown location, "which has proven to be very satisfactory," said Peter Bokor.

Left to right: **Billy Boswell, Barbara Cobb, Jerre Bokor and Peter Bokor** of **Mobile Staffing Services Inc.**

"We are in a prime location for prospective employees and also easily accessible for our clients to make office visits."

The company, locally owned and operated, relies on its service and selection of quality employees to fill every need.

Mobile Staffing Services will host a "Return to Work" seminar for people interested in re-entering the workforce. Set for Sept. 17 from 9 – 11 a.m., the seminar will be held at the Chamber and is free of charge. Call 433-8686 for reservations.

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

Diplomat of the Month Gary Adams



Gary Adams

This month's Diplomat of the Month has an impressive record as a Chamber volunteer. **Gary Adams** is a sales associate with OEC Office Plus and has been recognized as the leading Diplomat six times in addition to the distinction of Diplomat of the Year for 1998.








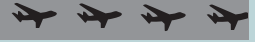
Adam's has participated in the Chamber's diplomat program for seven years and "I have loved every day of the program," he commented.

Recently, during Chamber Chase '99, the Chamber's total resource development campaign, Adam's collected \$16,320 in sponsorships, advertising revenue and contributions, plus enrolled 13 new members, the most of any volunteer.

His other community activities include the Kiwanis Club and the Builder's Club (a middle-school service club). He is also an active member of Spring Hill Baptist Church.

Comparative Economic Indicators

June '99 vs June '98

Unemployment Rates		5.2% June '99
		4.5% June '98
Business Licenses		241 June '99
		248 June '98
Homes Sold		446 June '99
		406 June '98
Air Passengers From Mobile		30,531 June '99
		38,577 June '98

Envision Education Task Force in Action

The Envision Education Action Team recently developed a plan to improve workforce development efforts in Mobile and Baldwin counties. The team produced a "gap analysis," identifying missing links in workforce training services and the organizations in the best position to deliver these services.

Task Force members will spend the next 18 months tackling the issues, vocalizing their specific recommendations and coordinating efforts.

Last year, Congress passed the Workforce Investment Act creating a local Workforce Development Board (WDB) in Mobile County to oversee the certification and funding of community education and training programs. This opportunity to create a business-driven comprehensive workforce development system along with the Alabama State Board of Education's Workforce 21 Strategic Plan, clearly defines a renewed focus on national and state efforts to increase quality job training for citizens.

Mobile and Baldwin counties have consistently ranked among the top metro areas in the state for job growth. Leaders in the region intend to continue this trend into the new millennium.

Chairman **Bradley Byrne**, State School Board member, and a partner in Jackson, Myrick, Chambers and Byrne, acknowledges the significant challenge this task force has in front of them, but says he's encouraged by the spirit of the group and their openness in communicating with one another. He is confident they will be successful with the plan and cites one recent example of their progress — the newly established construction trade. A partnership between the Associated Builders and Contractors and Bishop State Community College led to a new program structured to better meet the schedule of those in training. "Most who will join the program work during the day, so they can only attend classes at night," Byrne explained. "This is a field where skilled workers are desperately needed."

To receive a copy of the Envision Education Action Team's plan, contact **Angela Erwin** at 431-8621.

The following identified gaps served as the foundation for the Envision Education Action Team's plan. Chairman **Bradley Byrne** outlines plans to counter certain stigmas:

STIGMA	RESPONSE
The lack of basic skills & work ethic	"Students need to know the work ethic most employers expect today — the importance of being on-time, doing your work thoroughly, working well with the people on your team, being responsible, following through on projects and exercising independent judgement when it is called for."
Negative impression of career/technical education	"These are not low skill and low paying jobs. Companies are willing to pay well for employees that have both the academic and technical skills they need. The technical curriculum has far exceeded shop class. With a technical diploma, students have completed a rigorous curriculum that has prepared them both for the workforce and college if they choose."
Poor communication between employers, educators and workforce development institutions	"We need a continuous process between employers, K-12 teachers, 2-year programs, technical educational organizations and workforce institutions — all who prepare students with skills needed by local companies. A recent example is the Bishop State & IPSCO partnership that created a new manufacturing technology program. With the new process between the State Board of Education and Alabama Commission on Higher Education, we have shortened a process that use to take us a year to approve to only a few months."
State and Federal funds are not used for programs which adequately address the area's workforce needs	"Funds need to shift from existing programs not as critical to employers to those that are meeting today's needs and future needs."
Turf-fighting and duplication of efforts	"We must drain the politics out of how money is dispersed. It won't be easy, but in order to be successful we must make the right decisions for the right reasons to benefit our region."



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CNN Covers Alabama's Aquaculture Programs

CNN Reporter Camille Feanny came to South Alabama last month to feature the state's success in creating artificial reefs and growing red snapper – programs in Gulf Shores and Bayou La Batre.

Feanny was drawn by Alabama's ability to harvest 35 to 40 percent of recreational red snapper in the Northern Gulf of Mexico, when the state has only 5 percent of the shoreline. Vinton Minton, Dept. of Conservation, Marine Resources Division, explains that recently 1,200 sq. ft. have been permitted for artificial reefs, the largest area in the country. The Department has been working on artificial slopes to compensate for Alabama's lack of natural reefs. "Our gently sloping sand bottom does not support food or game fishes. These structures (artificial reefs) allow us to build up the supply of red snapper, amberjack and grouper for example," Minton adds.

The first school in the world to raise red snapper began a year ago in Gulf Shores with the resources at the Dept. of Conservation and Auburn University. While Feanny was investigating this story, Minton promoted the South Mobile County Education Foundation program at Alma Bryant High School – a program supported by the Alabama Sea Grant.

So while the CNN film crew went diving offshore to capture the reefs, Dennis Holt, a former CNN employee currently with the Dept. of Conservation, assisted Feanny by shooting the aquaculture program at Alma Bryant, which is the only program in the world to raise red snapper to a marketable size.

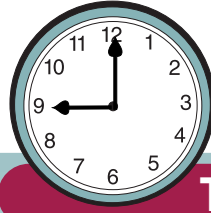


CNN Reporter Camille Feanny and Camera Operator Dennis Holt listen to intern Joe Frederick talk about the garden fertilized with nutrients and waste from fish. This program is helping identify the environmental issues students need to understand.



Aquaculture Academy Instructor Lisa Walsh, is one of the main reasons for the program's success according Vinton Minton, Dept. of Conservation, Marine Resources Division. He explains a year ago the program started with 30 students and now has more than 100, as well as a waiting list.

The story will air later this fall on CNN's "Earth Matters." In addition to seeing how the students are learning hands-on and their plans to market the fish to restaurants, Feanny plans to share with viewers how the waste water is recycled to fertilize a vegetable garden on campus.



The Final Countdown

Day by Day Y2K Gets Closer

During 1999, computer experts predicted we would have several hurdles to overcome before Y2K actually arrived. To date, computers had little difficulty getting past April 9, the first date expected to interrupt operations because most software programs end in a series of four nines. (This date contained three, 4-9-99.)

It was also believed that when the first group of companies rolled over their fiscal year in July that there might be some indication of what was ahead, but according to Felix Vazquez, service manager for Gulf Coast Computers, major problems on this date didn't erupt either.

The next critical date was Sept. 9. By the time *The View* is delivered to your office, you'll know the impact of the date, 9-9-99, the same last four digits completing the functions of the majority of software programs. Vazquez says if you passed that test, it's still too early to breathe a sigh of relief. "We know the Federal Government will roll over their fiscal year on Oct. 1 and many major companies also use this date to coincide with government contracts. This will be the largest test before 12:01 a.m. on Jan. 1.

"Go through the tests," Vazquez strongly urges. He reminds readers there are free tests on the Internet that are easy to use and every software program older than a year has information about what to do or already provides a patch making it Y2K compliant.

At least a few small business owners are considering turning back the date on their computer, but Vazquez says that isn't a very strong safety net. "What will happen when the date on your system pre-dates the creation date

on your software? Will it work? No one is sure. One glitch in your hardware and your computer could automatically revert to the correct date without you even knowing it. What problems would that cause your business?"

Vazquez Suggests These Web Sites

www.msn.com – the Microsoft web site

www.zdnet.com – this site offers a Y2K page that can refer you to numerous sources

www.software.ibm.com/year2000 – IBM's web site

www.intuit.com – company's using Quickbooks will want to refer to this site

www.sba.gov/y2k – the Small Business Administration's web site will provide information, resources and links to other web sites

Vazquez encourages small business owners to invest the time it will take to make their systems Y2K compliant. "Someone who knows a little about computers can probably get through the tests in three to four hours." Another option is hire a company to conduct the tests and install the upgrades available for you. If you don't work with a specific company or contractor, *The View* is surveying local companies who can provide this service and will publish their names and phone numbers in the October issue.

Put Long's and Amstaff to work for you

IT'S THE BEST BUSINESS DECISION YOU'LL EVER MAKE

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.

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



Technology-Centered Initiative Fosters Global Partnerships

Trade and technology are not just co-drivers of the new economy—there is synergy between them. Progress in one advances the other. As yet, policy and program leaders in the two fields rarely cross

“... already the majority of our exports are high-tech products and services.”

paths, but new partnerships between academia, government and business may help bring them together. IC² is one of these.

How are trade and technology related? Dr. David Gibson, director of Global Programs for the IC² Institute, a high-tech consulting and training center based out of the

University of Texas at Austin, points out that, “before long, technology will have virtually eliminated the physical and logistical barriers to trade and overseas partnerships. Technology will also account for a growing share of U.S. overseas business—already the majority of our exports are high-tech products and services. Many of U.S. overseas investments and partnerships also have to do with acquiring or transferring technology.”

International trade, in turn, spurs technological advancement. For one thing, many foreign inventions are incorporated into American products. In addition, as Dr. Gibson says, “Global competition increases pressure on firms to continually improve product quality and specialize in what they do best. Firms often respond through innovation and technology.” Finally, global markets have opened the doors wide for technology companies, giving them access to a critical mass of customers for their highly specialized, niche products.

As a side note, Dr. Gibson adds that changes in the financial world are also pushing high-tech companies to go global. “Venture capitalists want to maximize their return on investment. If the product has global appeal, then they expect you to sell there.”

Given Dr. Gibson's view of technology, it is no surprise that the IC² Institute thinks and acts globally to spur technology-based growth in Austin and the surrounding region.

Policy Implications

Trade and technology are changing the very nature of business. Increasingly, even smaller firms

can and need to consider going beyond the standard agent and distributor search to forge business partnerships and alliances with foreign nationals who can be their eyes, ears, and co-inventors in the target market. This suggests that a new form of trade service will be needed for small- and medium-sized businesses—match-making. That will require a major commitment to building sustainable relations. Universities make good settings for forging lasting relationships, but not all are capable of delivering business advice. Hybrid programs, like IC², which are largely driven by academic and private sector cooperation, could be a solution.

Background on IC²

Today IC² stands for Innovation, Creativity and Capital, but when Dr. George Kozmetsky first envisioned it in 1977 IC² stood for the Institute for Constructive Capitalism, whose mission would be to serve as a bridge between business, government and academia. Dr. Kozmetsky envisioned it being both a think tank and a “do” tank, pulling in experts from different disciplines and different sectors in a “quest for constructive forms of capitalism that will allow communities and nations to grow and prosper.” Dr. Kozmetsky became the founding director of IC² when he left his position as dean of the business school to launch it in 1983. Dr. Robert Ronstadt is now the director of IC², but Dr. Kozmetsky remains involved as chairman of the board.

The core staff of IC² is small—some 30 in all, including support staff, resident researchers, and those who manage an affiliate institution created by IC², the Austin Technology Incubator. Project funding comes from a wide variety of sources, including state, local and federal government, private and foundation contributions and fees. Neither the state nor the university pays for core operations.

IC² has some 225 research fellows who serve as faculty and consultants for IC² projects. About 25 percent are from various colleges within the University, which is in keeping with its interdisciplinary mission. (It helps that IC² reports to the Provost

instead of just one college within the University.) Other fellows are from academia, business and government, nationally and globally.

For more information, see www.utexas.edu/depts/ic2/global, or contact David Gibson at 512-475-8941 (davidg@icc.utexas.edu).

Reprinted with permission from the South Growth Policies Board publication, Clearinghouse on State International Policies, June/July 1999

“Increasingly, even smaller firms can and need to consider going beyond the standard agent and distributor search to forge business partnerships and alliances with foreign nationals who can be their eyes, ears, and co-inventors in the target market.”

SCORE of Mobile Service Corps of Retired Executives

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Then call on the professionals of SCORE who will be glad to discuss and advise you on how to approach your challenges.

All discussions are confidential and free of charge.

Call 431-8614 for an appointment today.

INTERNET Bulletin Board

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

Looking to Export to Latin-America? Promax International is a Mexican trading company that focuses on helping foreign companies penetrate the Latin-American market quickly and efficiently. For more information about the company and its services, log on to www.promax.com.mx.

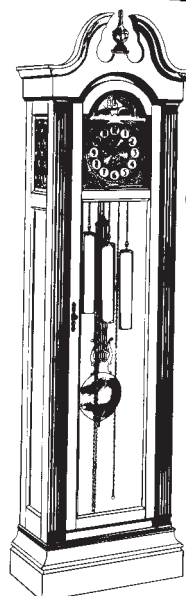
A consultant and importer of different metal products wants to build new and long-term business relationship with companies in the same field. Specifically, the company is looking for bright spring wires (for furniture/mattress industry), various diameters of cold drawn steel wires, and stainless and aluminium steel coils. An urgent inquiry for 1,000 meters of soft Iron for calorimeter (ignition wire), diameter 0.1 mm, is also needed.

Contact Saeed Nahhas, Ind. Equipment Engineering Office, Algamilia, Ittihad Club St. Gamilia Center, 2nd. Floor, P.O. Box 10490, Aleppo-Syria; phone: 00963-21-221-0370 or e-mail: ieeo@net.sy.

A leading manufacturer in Nepal, India, is looking for opportunities to introduce their handicrafts to the American market. If interested, contact Roshan Subba, managing director, P.O. Box 20426, Kathmandu, Nepal, India, e-mail: anjana@wlink.com.np.

A Pakistan company is seeking import opportunities to the Mobile-Baldwin market. Professionals Enterprises manufactures and exports knives, tailor scissors, razor blades and hand operated hair clippers. Contact Dr. R.U. Baig, Professionals Enterprises, P.O. Box 26, Daska-Punjab-Pakistan, phone: 924-341-2147 or e-mail: prof@paknet4.ptc.pk or log on to www.space.net.pk/~profent.

Hooray I have my Emperor Clock!!



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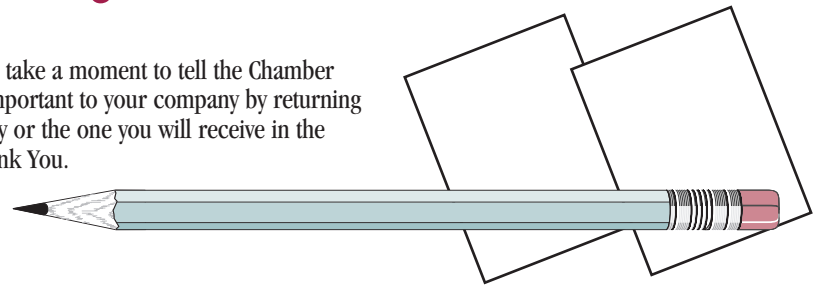
1999 MEMBERSHIP SURVEY

◆ Complete and deliver this to get a free Mobile book!

Here it is – the 1999 Membership Survey. The following questions will take you just a few minutes to complete but will help shape the Chamber's 2000 Plan of Action and influence programs for the next several years. Your diligence will be rewarded. A free coffee table

book, *Mobile: A Gulf Coast Treasure*, awaits those willing to hand-deliver their survey to the Chamber office at 451 Government St. Of course, responses may also be mailed to P.O. Box 2187, Mobile, AL 36652 or faxed to (334) 431-8646.

Please take a moment to tell the Chamber what is important to your company by returning this survey or the one you will receive in the mail. Thank You.



PROGRAM DEVELOPMENT

- Which of the following best describes why your company/organization is a member of the Chamber? (Check all that apply and CIRCLE your top reason)

<input type="checkbox"/> To support economic development	<input type="checkbox"/> For networking opportunities
<input type="checkbox"/> It's our civic duty	<input type="checkbox"/> For leads and information
<input type="checkbox"/> To learn ways to improve my business	<input type="checkbox"/> To have a professional affiliation
<input type="checkbox"/> To enhance our credibility	<input type="checkbox"/> To have a voice in local government
<input type="checkbox"/> We were persuaded by a peer	<input type="checkbox"/> To have a voice in state government
<input type="checkbox"/> We were persuaded by the Chamber	<input type="checkbox"/> For business contacts
<input type="checkbox"/> It's a tradition for us to be members	<input type="checkbox"/> Other, please specify _____
- How would you rate the Chamber on fulfilling the reasons (listed in Question 1) that motivated you to join or continue your membership?

<input type="checkbox"/> Exceeded expectations
<input type="checkbox"/> Met expectations
<input type="checkbox"/> Nearly met expectations
<input type="checkbox"/> Did not meet expectations (why not) _____
- 3a. In the past year, have you contacted the Chamber for information, clarification or assistance?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------
- 3b. If yes, how would you rate the quality and promptness of the Chamber's response to your request?

<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor
------------------------------------	-------------------------------	-------------------------------	-------------------------------
4. Through your Chamber membership, which of the following discounted programs do you currently receive, or would you be interested in receiving? (Check all that apply)

<input type="checkbox"/> Health Insurance	<input type="checkbox"/> Long Distance Telephone Service
<input type="checkbox"/> 401(k) Retirement Plan	<input type="checkbox"/> Dental Insurance
<input type="checkbox"/> Workers' Compensation Plan	<input type="checkbox"/> Internet Design and Hosting Services
<input type="checkbox"/> None of the Above	<input type="checkbox"/> Other (please specify) _____
- The Chamber offers many services, activities and programs to help improve a member's ability to do business. Should the Chamber continue to provide: (Circle answer)

a. Business After Hours - a monthly evening event offering an opportunity to meet other business people in a social setting.	Yes	No	undecided
b. First Friday - a monthly morning event presenting an opportunity to learn about local companies and network with other Chamber members during an informal session.	Yes	No	Undecided
c. Member Briefings - quarterly opportunities for members to learn about Chamber programs and meet the staff	Yes	No	Undecided
d. Golf Tournaments - member outings combining golf and business networking opportunities	Yes	No	Undecided
e. Forum Alabama - periodic luncheons featuring state and national speakers on issues of importance	Yes	No	Undecided
f. Small Business Monthly Seminars - covers topics such as Y2K, business etiquette and marketing your business which are designed specifically for small business owners and/or managers	Yes	No	Undecided
g. Annual Meeting - an event which features a popular, well known speaker and showcases the Chamber's accomplishments from the previous year.	Yes	No	Undecided
h. Morning Marketing Meeting - a chance for members to promote their companies, products or services through two-minute presentations	Yes	No	Undecided
i. Which of the above is your favorite event? _____			
- Below is a list of areas in which the Chamber is currently involved. On a scale from 1 to 5 (1 being least important and 5 being most important) how much of a priority do you think each of the following areas should have in the Chamber?

	Lowest				Highest
a. Recognizing and supporting small business	1	2	3	4	5
b. Offering special minority business support programs	1	2	3	4	5

- | | | | | | |
|--|---|---|---|---|---|
| c. Helping existing businesses grow and expand | 1 | 2 | 3 | 4 | 5 |
| d. Bringing new companies and jobs to Mobile | 1 | 2 | 3 | 4 | 5 |
| e. Expanding local international trade opportunities | 1 | 2 | 3 | 4 | 5 |
| f. Attending trade missions to different countries | 1 | 2 | 3 | 4 | 5 |
| g. Promoting a positive image for Mobile | 1 | 2 | 3 | 4 | 5 |
| h. Promoting workforce development within the schools | 1 | 2 | 3 | 4 | 5 |
| i. Promoting intergovernmental cooperation and unity | 1 | 2 | 3 | 4 | 5 |
| j. Lobbying the Legislature on business and community related issues | 1 | 2 | 3 | 4 | 5 |
| k. Expanding local airline service | 1 | 2 | 3 | 4 | 5 |
| l. Promoting a diverse makeup of employees in the workplace | 1 | 2 | 3 | 4 | 5 |
| m. Providing networking opportunities | 1 | 2 | 3 | 4 | 5 |
| n. Raising awareness of ethical issues in business | 1 | 2 | 3 | 4 | 5 |
| o. Bringing state and national speakers to Mobile | 1 | 2 | 3 | 4 | 5 |
| p. Developing a local business agenda for the Legislature | 1 | 2 | 3 | 4 | 5 |
| q. Providing opportunities to meet elected officials | 1 | 2 | 3 | 4 | 5 |
| r. Providing mentoring opportunities in business for students and teachers | 1 | 2 | 3 | 4 | 5 |
| s. Encouraging businesses to partner with public schools | 1 | 2 | 3 | 4 | 5 |
| t. Encouraging employers to hire students who have successfully completed a School-to-Work program | 1 | 2 | 3 | 4 | 5 |
| u. Promoting regional cooperation between Mobile and Baldwin counties | 1 | 2 | 3 | 4 | 5 |
| v. Providing awareness of environmental issues | 1 | 2 | 3 | 4 | 5 |
- 6a. What is the Chamber NOT involved with that you think it should be?

- I read the Chamber's monthly newsletter, *The View*

<input type="checkbox"/> Most of the time	<input type="checkbox"/> Rarely
<input type="checkbox"/> Sometimes	<input type="checkbox"/> Don't know what it is
 - I route *The View* to other employees in the office

<input type="checkbox"/> Most of the time	<input type="checkbox"/> Rarely
<input type="checkbox"/> Sometimes	<input type="checkbox"/> Don't know what it is
 - I read the Chamber's quarterly *Envision Mobile-Baldwin* newsletter

<input type="checkbox"/> Most of the time	<input type="checkbox"/> Rarely
<input type="checkbox"/> Sometimes	<input type="checkbox"/> Don't know what it is
 - In my opinion, the amount of information I receive from the Chamber is

<input type="checkbox"/> Just enough	<input type="checkbox"/> Too much	<input type="checkbox"/> Not enough
--------------------------------------	-----------------------------------	-------------------------------------
 - Would your company rather receive information about Chamber events, news items, etc. via e-mail, rather than a fax?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------

 Company Name _____
 Contact _____ E-mail _____
 - The Chamber would be more effective getting the word out about events, news, etc. by:

INTERNET

The Chamber currently has approximately 80,000 inquiries or "hits" to its homepage (www.mobcham.org) on the Internet each month and many inquiries are about Mobile businesses.

13. Does your company currently have a homepage (website)?
 Yes No
14. Did you know that your company's name is listed as one of the 2,500 member companies on the Chamber's homepage, provided as a benefit to you?
 Yes No
15. Would you like a free link to your homepage (website) from the Chamber's homepage?
 Yes No
 Company Name _____
 Contact _____ E-mail _____

SEMINARS/ISSUES

- 16a. To better serve members, the Chamber sponsors small business seminars each month at a variety of times for a nominal fee. Which of the following seminar topics are of interest to you? (Check all that apply)
- | | |
|---|---|
| <input type="checkbox"/> Finance | <input type="checkbox"/> Time management |
| <input type="checkbox"/> Business planning | <input type="checkbox"/> Public speaking |
| <input type="checkbox"/> Employee recruiting | <input type="checkbox"/> Stress management |
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Marketing a business |
| <input type="checkbox"/> Human resource management | <input type="checkbox"/> Preventing violence in the workplace |
| <input type="checkbox"/> Customer service | <input type="checkbox"/> How to figure your business taxes |
| <input type="checkbox"/> Dealing with drug use in the workplace | <input type="checkbox"/> Workers' compensation laws |
| <input type="checkbox"/> Buying health insurance | <input type="checkbox"/> Business writing skills |
| <input type="checkbox"/> Other _____ | |
- 16b. What time of the day is best for you to attend a meeting or workshop? (Check all that apply)
- | | |
|--|--|
| <input type="checkbox"/> Early morning (7:30 a.m.) | <input type="checkbox"/> Lunchtime |
| <input type="checkbox"/> Late afternoon (After 4 p.m.) | <input type="checkbox"/> After 5:30 p.m. |

JOB GROWTH/DEVELOPMENT

17. In your opinion, did the Chamber's Mobile In Motion program, which marketed our area for new business development, positively affect job growth here?
 Yes No Not Sure
18. What types of products or services do you purchase from companies outside of the area that you wish were available in Mobile? _____

19. To more effectively assist local companies, it is important for us to know your trade area. Which of these areas make up your current primary markets? (Check all that apply.)
- | |
|---|
| <input type="checkbox"/> Mobile/Baldwin counties |
| <input type="checkbox"/> Alabama (outside of Mobile and Baldwin counties) |
| <input type="checkbox"/> Florida and/or Mississippi and/or Louisiana |
| <input type="checkbox"/> Rest of the Southeast |
| <input type="checkbox"/> Rest of United States |
| <input type="checkbox"/> Canada |
| <input type="checkbox"/> Latin America |
| <input type="checkbox"/> Other Countries _____ |
- 20a. If you were given the information and assistance you needed to export your product or service outside the U.S., would you consider exporting?
 Yes No Not sure, need more information
 Does not apply
- 20b. Can the Chamber contact you about exporting opportunities that are available?
 Yes No
 Company Name _____
 Contact _____ Phone _____
21. If needed, where does your company get its capital? (Check all that apply)
- | | |
|---|---|
| <input type="checkbox"/> Profit/retained earnings | <input type="checkbox"/> Financial institutions |
| <input type="checkbox"/> Venture groups/funds | <input type="checkbox"/> Friends/personal resources |
| <input type="checkbox"/> Public/private offerings | <input type="checkbox"/> Government programs |
22. We get this capital: (Check one or both.)
 Locally Outside Mobile area
23. Listed below are a number of descriptive items concerning the Mobile Area Chamber of Commerce. Place an "X" between each pair of items below in the space that best represents your opinion of the Chamber.

I feel the Chamber of Commerce is...	_____	
Very ethical		Not ethical at all
In touch with the community		Out of touch with the business community
Responsive		Not responsive
Very important to the business community		Unimportant to the business community

Necessary to future of Mobile area	_____	Not necessary to the future of the Mobile area
Worth current investment		Not worth current investment

24. If you were in charge of the Chamber, what would you do? _____

25. What are your feelings about the Chamber recruiting any type of new industry that will economically benefit the community, or supporting the expansion of any type of existing industry - as long as they are approved and permitted by the Alabama Department of Environmental Management (ADEM) and any other necessary regulatory agencies:
 Feel strongly that the Chamber should recruit new industry and support such expansion
 Feel neutral about the Chamber recruiting new industry and supporting such expansion
 Feel that the Chamber should not recruit new industry and support such expansion
 Don't know
26. How important is it for the Mobile Area Chamber of Commerce to promote balance between environmental stewardship and growth through the expansion of existing industry and recruiting new industry?
 Extremely Important
 Very important
 Important
 Not Important
 Don't Know
27. How do you rate the Mobile Area Chamber of Commerce in maintaining a balance between environmental stewardship and promoting growth through the recruiting of **new** industry?
 Maintains the right balance between environmental stewardship and promoting growth through the recruitment of new industry
 Leans too strongly toward promoting environmental stewardship at the expense of the recruitment of new industry
 Leans too strongly toward the recruitment of new industry at the expense of promoting environmental stewardship
 Don't Know

ABOUT YOUR COMPANY

28. What is the major business of your company locally?
 Manufacturing
 Wholesale trade
 Transportation/Public Utilities
 Retail
 Service
 Financial/Insurance/Real Estate
 Healthcare
 Construction
 Other (please specify) _____
29. How many years has your firm been in business?
 Less than one 4-10 years
 1-3 years Over 10 years
30. How many people are employed by your company in the Mobile area
- | | | | |
|-------------------------------|--------------------------------|---------------------------------|-----------------------------------|
| <i>Permanent Employees</i> | | | |
| <input type="checkbox"/> 1-10 | <input type="checkbox"/> 11-25 | <input type="checkbox"/> 26-100 | <input type="checkbox"/> Over 100 |
| <i>Contract Employees</i> | | | |
| <input type="checkbox"/> 1-10 | <input type="checkbox"/> 11-25 | <input type="checkbox"/> 26-100 | <input type="checkbox"/> Over 100 |
31. Which range reflects your annual gross revenues here in Mobile:
 Less than \$100,000
 \$100,000-\$249,999
 \$250,000-\$499,999
 \$500,000-\$999,999
 \$1,000,000-\$5,000,000
 Over \$5,000,000
32. How do you expect your company's employee base to change during the next three years?
 No change at all
 We expect to add employees
 We expect to reduce the number of employees
 Don't know
33. What is your personal role in the decision to become a member of the Chamber?
 I made the final decision
 I influenced the decision
 I had little or no involvement in the decision

34. Additional Comments: _____

You Grew Your Business & Shifted Your Paradigm, But Are You Ready to ERP?

During two decades of the technology explosion, business owners have been deluged with computer-related buzzwords and impressive, but incomprehensible acronyms. While most of us have become dependent on the computer systems we currently use, the forthcoming wave of enterprise solutions presents a new opportunity to look at the way we manage our business.

Enterprise resource planning (ERP) is an extension of the planning systems developed primarily for the manufacturing industry. These systems provided a complete view of the raw materials required to meet manufacturing levels. Later, these systems had the ability to effectively plan the use of labor, equipment and finances to schedule production. ERP extends this concept to include marketing, human resources, distribution, product development and customer relations. E-commerce connections can also be added to this system, incorporating the resources of suppliers and contractors as well as the desires of customers (an interenterprise system). When a customer requests a product, the online order sets off a chain of transactions, from product development, materials procurement, production and distribution,

completely through to accounting and market analysis.

While this "push of a button" approach may seem to be an attractive solution for the morass of details a manager must deal with, caution must be exercised when shopping for this next generation of software. No two businesses are exactly alike, and the software must be flexible to configure itself to the difference in processes and management requirements. Weaknesses in the software that are considered a minor annoyance in isolated, stand-alone systems are magnified dramatically when discrepancies flow through the rest of the processes.

The benefits of ERP in the global marketplace can be tremendous. The challenge is to invest wisely in the software, hardware and technologies that best meet your business' unique requirements, and then to implement these systems in a cautious and informed manner. An independent consultant can help you develop a detailed analysis of your business' unique needs and locate the best software to fulfill those needs and ensure proper technical support is available.

To find out more about these systems, contact **Loretta Hayes** at 377-2874.

Do Dah Day Celebration

What's the best way to spend an afternoon with man's best friend? How about taking your beloved dog, cat or other pet to the 11th Annual Do Dah Day Celebration to be held Sunday, Oct. 17 at Bienville Square.



Since 1989, Mobilians have been dressing up their pampered pooches for the annual celebration and parade to benefit the Mobile Society for the Prevention of Cruelty to Animals. Festivities begin at 11 a.m. with 11 categories to enter your frisky feline or rowdy rabbit including: prettiest pet, cutest couple, most unusual species and a celebrity look-a-like contest. Other morning activities include getting your pooch's nails trimmed, the latest in pet fashion wear, and a

children's play center.

At precisely 1:59 p.m. the pet parade will begin at Bienville Square and the downtown streets will come alive with dogs, cats, iguanas, horses, spiders and lizards. Following the parade, more than \$5,000 in cash and prizes will be given away to contest winners.

Participants and their pets must be registered to march in the parade and all pets must have proof of their rabies vaccination when registering. Cost to

enter the parade is only \$5. For more information on one of the Mobile area's most unique and popular events, contact **Janine Woods** at the Mobile SPCA at 476-7722.

Hand-Made Treasures Available in Mobile

Looking for a beautiful, eye-catching addition to your home? Look no further than Woven Treasures. This four-year-old showroom owned by **Eddie and Mina Nazarian** sells nothing but hand-knotted Oriental rugs, antique and new, in all sizes, shapes and colors. It is the only store on the Gulf Coast that cleans and repairs rugs by hand, instead of with a machine.

Woven Treasures' influence is also widespread – their rugs are not only sold in Mobile, but by stores in Pensacola and Destin. A Gulfport location is also currently under construction.

Since an average-size rug takes four to six months to create, the employees at Woven Treasures have to truly enjoy their work. "You could say that these rugs are 'hand-knotted with threads of love,'" Eddie said. Three skilled repairmen make and repair most of the carpets.

The Nazarians are originally from Iran and were taught the art of weaving at a very young age. "Rug-making in Iran is like cheerleading in



Hand woven repairs are what make Mobile's Woven Treasures unique.

America," Eddie said. "It's part of school." They also offer classes periodically at the University of South Alabama.

For more information, contact Woven Treasures, 1858 Airport Blvd., 478-6868 or 1-888-RUGS-4YOU or 1-888-WOVEN00. If you'd rather shop via the Internet, the Nazarians are setting up an on-line catalog at www.treasuresrugs.com.

RECYCLE!

During the first month of operation, Keep Mobile Beautiful's Metro Mobile Recycling Drop-Off Center has exceeded all expectations. Partners in the Center include Aaron Oil, Browning Ferris Industries, CDS Glass Recycling, Goodwill Industries, Mobile Forest Products, Recycle Fibers and Waste Management. Located at 1451 Government St., the Center is open Monday - Saturday from 8 a.m. to 5 p.m. For more information on recycling, call 478-3333.

What you can drop off at the Metro Mobile Recycling Drop-Off Center:

- **Plastic Beverage Containers** – remove and discard lid, rinse and flatten milk jugs
soda bottles
water bottles
liquor bottles
juice bottles
- **Aluminum Cans**
- **Glass** – remove and discard lid, rinse and separate. Labels can stay on.
Jars – glass food and beverage containers only.
Examples include peanut butter, pickle, wine and beer
Colors – brown, amber, green, blue and clear
- **Clothing** – place clean clothing, shoes, hats, purses and belts in plastic trash bags
- **Paper**
Corrugated cardboard
Newspapers and magazines
Mixed (junk mail)
Phone books and computer paper
Cereal boxes (without liners)
- **Styrofoam Packing Peanuts** – pack tightly in transferable bag or box
- **Pine Straw** – pack in plastic lawn bags
- **Wooden Pallets**
- **Used Oil, Filters and Antifreeze (Non-commercial)** – put in milk jug or other container

Mobile Welcomes Top Music Artists at BayFest '99



The lazy days of summer have flown by, and now we're ready for the fun days of fall. So bring your friends and family down to the Fifth Annual BayFest music festival set for October 1, 2 and 3 in the heart of downtown Mobile.

BayFest '99 will showcase more than 100 national and local acts on seven stages offering music for every taste including country, classic rock, alternative, bluegrass, jazz, blues, cajun and gospel – including a family stage and children's area.

This year's featured talent includes country music singers, **John Michael Montgomery** and **Hank Williams Jr.**, rock band, **Cheap Trick**, blues singer, **B.B. King** and pop-artist **Chaka Khan**.

Stages and activity areas will be set up in a 14-block area centered around Bienville Square and bordered by Dauphin, Water, Congress and North Conception Streets, all of which will be closed for the weekend festival.

Last year's "Locals Only" stage has been changed to the "Launching Pad," and will feature expanded playing times for performers in the Mobile area to give more exposure to emerging bands.

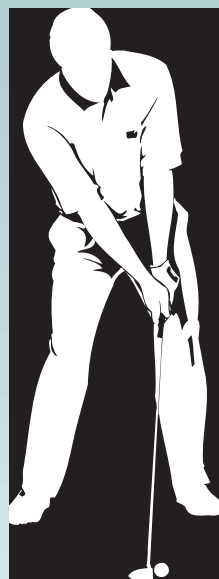
The hours of the festival are: 6 p.m. - Midnight on Friday, Oct. 1; 11 a.m. - Midnight on Saturday, Oct. 2; and Noon - 10 p.m. on Sunday, Oct. 3.

Advance weekend passes may be purchased at AmSouth banks, Godfather's Pizza, Food World and Bruno's for \$25. A one-day pass may be purchased at the festival gates for \$18. Children under 12 will be admitted free with a ticket-holding adult. Special corporate rates are available for groups of 25 or more.

For information on the music schedule, contact the Mobile Office of Special Events at 470-7730.

12th Annual Fall Golf Tournament

Friday, October 22



Registration, Breakfast and Putting Contest - 7 a.m.
Shotgun Start - 8:30 a.m.
Magnolia Grove 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 Naman's Catering

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

Sign up to play. This tournament sells out quickly!

Chamber Chase Winding Down Another Successful Effort



CHAMBER CHASE '99

Volunteers spent August winding up activities for the Chamber's third annual total resource development campaign, a 14-week drive to recruit members, goods, services and donations. The group pictured below was recognized at the Victory Celebration for bringing in new members. Next month, The View's featured section will recap the campaign effort – the companies that sponsored teams and the volunteers who helped Chairman Scotty Waters, Financial Resource Inc., to reach his \$750,000 goal.



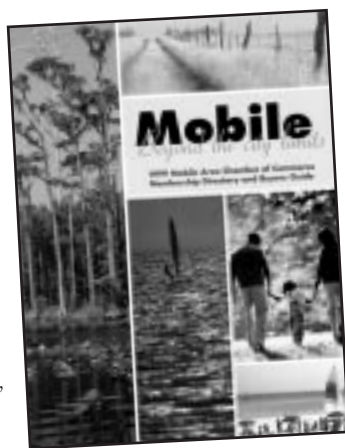
Make Your Mark In the Chamber's 2000 Membership Directory

What's the easiest way to spot a company right off the bat in the Chamber's Membership Directory and Buyer's Guide? If it's listed in bold print or red ink chances it will be noticed first.

For only \$75, businesses can be listed in bold lettering. To make an even greater impression, businesses can be listed in red type for \$150.

Unique to the 2000 directory will be the addition of businesses' web page addresses and e-mail addresses. This is an added benefit to Chamber members that will provide another avenue to advertise their company.

For more information about highlighting your business in the upcoming directory, contact Karen Turner in the membership department at 431-8638.



BellSouth Providing Free Community Web Pages

So what's all the buzz about a new web site that gives community groups, civic clubs and nonprofit organizations a home page? It's BellSouth's new site called BellSouth Buzz.

Free community home pages, or links to existing home pages, will be available to all qualified nonprofit organizations, groups and clubs through BellSouth's community source channel. Whenever all Bellsouth.net service subscribers log on to the Internet, BellSouth Buzz will be the home page.

"BellSouth has invested in local communities for years," said Bob Chappelle, regional director for BellSouth in southwest Alabama. "The Internet provides a new forum for strengthening our commitment."

Gigi Armbrecht, BellSouth spokesperson believes providing nonprofit groups with free web sites is important in today's rapidly changing world. "This is a wonderful match of two customer needs," she explained. "Nonprofits and community organizations need online communications capabilities and online customers want global and local information in one package."

According to Armbrecht, hundreds of nonprofit groups around the Southeast have already signed up, but there are plenty of organizations that haven't gotten the word yet about this free service. In Mobile alone there are more than 700 clubs and associations that are eligible for the web sites.

One group that has already taken advantage of BellSouth's offer is the Family Counseling Center. Executive Director Joyce Collier said the main reason her organization decided to be linked to BellSouth's site was to make more people aware of the variety of services they provide in the Mobile area.

"On the web site we're providing general and specific information about what our programs have to offer, and people can access the information from the privacy of their own home," said Collier.

For more information about the free community web pages, contact Armbrecht at 431-7178 or log on to their web site at www.buzz.bellsouth.net.

New Members Continued from Page 14

Mobile Bay Harley-Davidson Inc.
Timothy A. McLeod
1259 Azalea Rd.
Mobile, AL 36693-4702
(334) 666-7286
Motorcycles & Scooters-Dealers

Mobile Community Financial Service
Kim Bailey
P.O. Box 1387
Pell City, AL 35125-5387
(205) 338-6814
Financial Services

Mobile Convention Center
Chris Carpenter
1 S. Water St.
Mobile, AL 36602-3701
(334) 208-2100
Convention Services & Facility

Mobile Traffic & Transportation Club
Lesla Nelson
806 Dumaine Rd.
Mobile, AL 36610-4735
(334) 457-5326
Clubs

Myra's Purse Sale & Accessories
Myra Ward
6504 Heritage Trace Ct.
Mobile, AL 36695-6209
(334) 344-0910
Purse & Accessories

National Community Development Services
Howard Benson
3155 Roswell Rd., NE Ste. 250
Atlanta, GA 30305-1837
(404) 231-0730
Fund Raising Counselors & Organization

Netx Services Inc.
John David Ford
1 S. Royal St.
Mobile, AL 36602-3201
(334) 432-6389
Computer-Networking

Pacific Forest Products Corp.
Jacqueline A. Wilkie
3709 Lakeside Dr S.
Mobile, AL 36693-5123
(334) 666-3999
Lumber-Exporters

Pinnacle Management Services
Travis M. Hawkins
6051 B1 Airport Blvd.
Mobile, AL 36608-3154
(334) 345-7755
Employment Agencies & Consultants

PMI
Clifford Lowery
1203 US Hwy. 98, Ste. 4D
Daphne, AL 36526-4255
(850) 243-5604
Employee Leasing

PR Forte LLC
Rhett Plash
57B McGregor Ave. S.
Mobile, AL 36608-1823
(334) 460-2428
Computers-Systems Designers & Consultants

Praise Family Church
Tom Turner
2605 Dawes Rd.
Mobile, AL 36695-9002
(334) 639-1959
Churches

Rapid Convenience Store
Keith Grable
8155 Cottage Hill Rd.
Mobile, AL 36695-4965
(334) 634-1267
Convenience Stores

Ritz Camera Centers
Dennis Savage
3061 Dauphin St.
Mobile, AL 36606-4040
(334) 479-1446
Photo Finishing

ROW Inc.
Mike Turner
5370 Fowl River Rd.
Theodore, AL 36582-8462
(334) 973-0035
Contractors-General

James Russell Motors Inc.
R. B. Broadway
2737 Government Blvd.
Mobile, AL 36606-2618
(334) 478-1051
Automobile Dealers-Used Cars

Safety First
Brent Hart
7170 Howell's Ferry Rd.
Mobile, AL 36618-3401
(334) 304-0196
Safety Training & Consultants

Set Free Christian Church
Sandra Dixon
4203 Moffett Rd.
Mobile, AL 36618-1649
(334) 460-0079
Churches

Southeastern Contractors Inc.
Charles (Chris) Adams
4405 Halls Mill Rd.
Mobile, AL 36693-5652
(334) 661-0730
Contractors-General

Southern Intermodal Xpress Inc. (SIX)
David T. Kennedy
P.O. Box 929
Mobile, AL 36601-0929
(334) 438-2749
Trucking

Stabler Co. Inc.
Brandi Herrington
260 N. Joachim St.
Mobile, AL 36603-6472
(334) 433-8888
Sports & Family Entertainment

Mark Swanson Builders Inc.
Mark Swanson
P.O. Box 851495
Mobile, AL 36685-1495
(334) 604-0741
Contractors - General & Residential Builders

Therapy Management Services Inc.
Michael G. Molyneux
3765A Government St.
Mobile, AL 36693-4307
(334) 666-7867
Rehabilitation Services

United Cerebral Palsy of Mobile Inc.
Jane Verneville
3058 Dauphin Sq. Conn.
Mobile, AL 36607-2500
(334) 479-4900
Nonprofit Organization

United Parcel Service of America
Nathaniel Jones
1909 Woldridge Rd.
Mobile, AL 36612-1741
(334) 456-4182
Packaging Service

Walgreens #5151
Shawn Smith
5705 Cottage Hill Rd.
Mobile, AL 36609-3122
(334) 661-3161
Drug Store (Chain)

Weaver's Lawn Service
Robert A. Weaver
5860 Howells Ferry Rd.
Mobile, AL 36618-3046
(334) 342-1031
Lawn Maintenance

Mrs. Wheat's Treats
Dee Dee Raines
154 S. Florida St.
Mobile, AL 36608-1836
(334) 478-0709
Candy & Confectionery

Wheeler & Associates
Melissa Pierce
7214 Cottage Hill Rd.
Mobile, AL 36695-2825
(334) 634-0029
Vacuum Cleaners-Household Dealers

WNSP - 105.5 FM
Ken Johnson
1100E Dauphin St.
Mobile, AL 36604-2512
(334) 438-5460
Radio Stations/Broadcasting Co.
as of July 31, 1999

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Hosea O. Weaver & Sons Inc.

20 YEARS

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Mobile Instrument Co. Inc.

15 YEARS

B E & K Engineering Co.
Boh Brothers Construction Co.
Fire Protection Specialists
Gulf States Airgas Inc.
Harmon Publishing Co.
Lucent Technologies Inc.
Mobile Educators Credit Union
Mobile Greyhound Park
Radisson Admiral Semmes Hotel
Southern Blueprint & Supply
Superior Printing

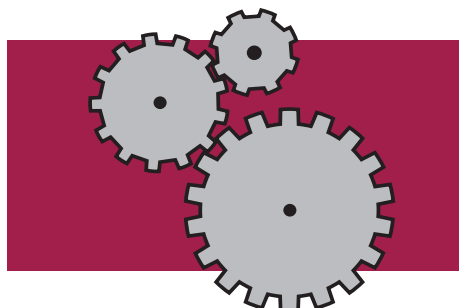
10 YEARS

Cintas Corp.
McNeil & Sons Inc.
Holnam Inc.
Pat Peck Nissan
Specialty Minerals Inc.

5 YEARS

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All Plastics & Fiberglass Inc.
Auto Glass & Paint Supply
J.C. Bradford & Company
Central Parking System
Consolidated Pipe & Supply
Executrain
Express Payroll Inc.
Herzog-Hart Corp.
The Mark Thomas Corp.
Napa Auto Parts
Rose Garden Antiques
Schneider Insurance Agency Inc.
Sera-Tec Biologicals
Sisco Stevedoring LLC
Sheffield School of the Dance
Southern Carpet Contractors Inc.
Texas Pipe & Supply Co. Inc.
John Toomey & Co. Inc.
Union Planters Bank

The Chamber At Work For You



Taking the Lead

The University of South Alabama was recruited to take the lead on a grant application available through the Community Foundation for Southwest Alabama to fund a regional leadership initiative. Programs such as Leadership Mobile or Leadership Baldwin focus on developing leaders, explained **GINNY RUSSELL**, the Chamber's director of community development. The Envision Mobile-Baldwin taskforce, however, is trying to launch a regional program to will bring together established leaders and elected officials from the neighboring counties to talk about area issues such as transportation, environment, social services, and education. "We've seen how well Mobile and Baldwin are working together on economic development and this (regional leadership) program will help expand the relationships to other pertinent issues we share jointly," Russell explained.

Getting From Here to There

The Chamber received more than 3,000 completed transportation surveys that were sent to parents of Mobile County Public School children to determine their needs for public transportation. Responses will assist the Envision Mobile-Baldwin transportation team evaluate the current system and provide information to Metro Transit that will help determine future routes.

Experience Counts

Twenty-nine small business clients took advantage of the experience of SCORE representatives (Service Corps of Retired Executives), receiving free advice during July. The organization is housed at the Chamber, Monday - Friday, 9 a.m. - noon. Call 431-8614 for a confidential appointment.

Best Ideas Come to Mobile

The Communications Department hosted a "Best Ideas" meeting with communications professionals from the Birmingham, Decatur, Tuscaloosa, North Baldwin, South Baldwin, Eastern Shore and Saraland chambers.

Opportunity Knocking

The Chamber is in the process of developing a plan to promote technical education with the help of **SCOTT RYE**, Timbes & Yeager, and **KATHIE CHUMLEY**, Atlantic Marine. The goal is to better communicate with parents, teachers, students and businesses about opportunities in technical professions and to discuss job skills needed for these positions.

In the Air

The Chamber hosted the first several meetings of the Envision Mobile-Baldwin Air Quality Study Steering Committee. The group consists of representatives from business, industry, the environment and local elected officials. The steering committee will determine the mission and scope of the Mobile air quality study, establish the budget, approve the consultant selection process and choose task force representatives. The task force will develop, execute and manage the long-term air quality study process.

Funder's Summit

Chamber staff coordinated a Funder's Summit, a meeting of businesses and organizations funding public/private projects in the Mobile-Baldwin area. Co-hosted by United Way, the Community Foundation and the Chamber, approximately 50 representatives attended the event. Volunteers believe better communications will lead to collaborative efforts on funding short and long-term community projects. The Summit addressed the Envision Mobile-Baldwin Quality of Life strategy, calling for a strategic alliance focusing on philanthropic giving to solve social issues.

Directors Nominated for 1999

In accordance with the Bylaws of the Mobile Area Chamber of Commerce, the following individuals were appointed as a Nominating Committee to prepare an official list of 10 nominees to fill vacancies on the Board of Directors beginning Jan. 1, 2000: **John Davis**, Mobile Gas Service Corp.; **Mike Fitzhugh**, South Alabama Bank of Mobile; **Win Hallett**, Mobile Area Chamber of Commerce; **John Hope**, Whitney National Bank; **Dianne Irby**, Irby Strategic Services; **Larry Jackson**, Gardnry Michael Capital; and **Judy Marston**, Judy Marston & Associates. The Nominating Committee met on August 19, 1999, nominating the following to serve three-year terms as Directors:

- Lewis E. Beville, Thames Batre Mattei Beville & Ison
- R. Preston Bolt, Hand Arendall LLC
- Patti G. Hill, Colonial Bank
- Sheila Hodges, Meyers Real Estate
- Larry A. Jackson, Gardnry Michael Capital
- Gregory F. Lucey SJ, Spring Hill College
- V. Gordon Moulton, University of South Alabama
- Luis Neves, Gulf Coast Computer Services
- Erling Riis III, Lyon Fry Cadden Insurance Agency Inc.
- T. Bestor Ward, Ward Properties

The Bylaws (Section 12.4(a)) state that additional candidates for Director may be nominated by a petition bearing the signatures of at least 25 qualified members in good standing of the Chamber who may nominate any number of additional candidates up to 10, provided such petition shall be filed with the Nominating Committee at 451 Government Street within 10 days after the date of this notice, which is Sept. 7, 1999.

Respectfully submitted,
Michael D. Fitzhugh, Chairman
Nominating Committee

Board of 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.



Mayuki Hashimoto

Mayuki Hashimoto is president and CEO of Mitsubishi Polysilicon America Corp. He received a master of science degree in Physics from the Tokyo Institute of Technology, and a bachelor of science degree from Yokohama National University. Hashimoto has been working with Mitsubishi since 1976, and Mobile is his second overseas assignment with the company. He has two daughters, one of whom resides with him in Mobile.



Dean Kelly

Dean Kelly is vice president and chief financial officer for Atlantic Marine Inc. and Alabama Shipyard Inc. He grew up in Jacksonville, Fla. Kelly received a bachelor degree in accounting and an MBA from the University of North Florida. He has been employed with Atlantic Marine since 1981. He has served the Chamber as a member of the Board of Directors and is a past vice chairman for Maritime Affairs. Currently, he serves on the Board of Directors for Junior Achievement and the Bienville Club. He is also active with the Business Council of Alabama and the Propeller Club.



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CALENDAR VIEW

September
16

Working with Your Printer

Time: 8:30 - 11 a.m.
Place: Chamber Board Room
Cost: \$15
Call: Catherine Cleverdon at 431-8606

September
16

Net Gain: What Retirement Plan is Right for Your Company

Time: 11 a.m. - 1 p.m.
Place: Chamber Bender Room
Cost: \$15
Call: 431-8607

September
21

Net Gain: Occupational Safety and Health Administration Update

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

September
21

Forum Alabama: The Future of Higher Education

Time: Noon - 1:30 p.m.
Place: Adam's Mark Hotel
Cost: \$20
Call: Karen Turner at 431-8638

September
23

Business After Hours

Time: 5:30 - 7 p.m.
Place: Homewood Suites
530 Providence Park Drive East
Cost: \$2 members/\$5 potential members

September
28

Net Gain: Sales, Use and Rental Taxes

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

September
30

E-Commerce Workshop

Time: 9 - 11:30 a.m.
Place: Chamber McGowin Room
Cost: Free
Call: Sara Graf at 431-8603

Working With Your Printer

Do you want to understand the "lingo" printers and designers use when printing your materials, such as a bleed, sans serif font or 70 lb. cover stock? If so, then you need to attend the Chamber's "Working with Your Printer" seminar on Thursday, Sept. 16 from 8:30 - 11 a.m. in the Chamber Board Room. Mike Payne of Gwin's Commercial Printing and Engraving and Anne Smith of Tom Mason Communications will lead attendees through the process of designing and printing materials.

This seminar is offered at a great low price of \$15 and includes a continental breakfast. Call Catherine Cleverdon at 431-8606 today for reservations.

COMING IN OCTOBER

October
1

First Friday

Time: 7:30 - 8:30 a.m.
Place: Wilmer Hall - 3811 Old Shell Rd.
Cost: \$2 for members, \$5 for potential members

October
6

Pork and Politics in the Park

Time: 6 - 8:30 p.m.
Place: Spanish Plaza
Cost: \$10
Call: Shelly Mattingly at 431-8612

October
7

Disney Institute

Time: 7:30 a.m. - 12:30 p.m.
Place: Adam's Mark Hotel
Cost: \$160 members/\$175 potential members
Call: Karen Turner at 431-8638

Coming in October First Friday

Do your networking early in the morning at October's First Friday on Oct. 1 from 7:30 - 8:30 a.m., sponsored by Wilmer Hall located at 3811 Old Shell Road.

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



October
21

Business and the Arts

Time: 5:30 - 7 p.m.
Place: Magnolia Manor - 1624 Springhill Ave.
Cost: FREE
Call: Catherine Cleverdon at 431-8606 for more information

October
22

Fall Golf Tournament

Time: 7 a.m. Registration / 8:30 a.m. Tee-Off
Place: Magnolia Grove Golf Course
Cost: \$150 for individual tickets; \$800 for hole sponsorships
Call: Karen Turner at 431-8638

September Business After Hours

Fall is just around the corner, and it's time for some new business contacts. Meet potential customers and enjoy hors d'oeuvres and a cash bar at this monthly networking event on Thursday, Sept. 23 from 5:30 - 7 p.m. sponsored by Homewood Suites.

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



Looking for the Competitive Edge?

◆ Upcoming seminar may help your company increase profits

Oftentimes company management believes that higher profits result from increasing product prices. However, through the lean manufacturing way of thinking, companies can learn how to decrease costs and increase profit margins by eliminating waste.

On October 27 the Chamber will be co-sponsoring the Lean Manufacturing 101 Seminar. Lean Manufacturing and Kaizen Methodology have dramatically increased the gains of Alabama companies who searched for solutions that would make their products and services more competitive.

The full day seminar will take place in the Chamber's McGowin Room from 8 a.m. - 5 p.m. For more information contact Sara Graf at 694-0702

Business and the Arts

The Chamber and ACO Employment and Information Services present Business and the Arts Competition, Show and Sale in conjunction with October's Business After

Hours on Thursday, October 21 from 5:30 - 7 p.m. at Magnolia Manor located at 1624 Springhill Ave. Come network among colleagues and purchase artwork from local artists to display in your office.

Reservations are not necessary. Call Catherine Cleverdon at 431-8606 for information on how to participate.



SMALL BUSINESS NETWORK

Net Gain: What Retirement Plan is Right for Your Company

Whether you need to choose a retirement plan for the first time or you're reviewing an existing plan, you should not miss this informative presentation on Thursday, Sept. 16 from 11 a.m. - 1 p.m. in the Chamber Bender Room. Hutch Radcliff and Mark Castle with Robinson - Humphrey Company will present ideas to help you properly design a plan specifically for you and your type of business.

The cost of attending is \$15 and includes lunch. Call 431-8607 for reservations.

Net Gain: Occupational Safety and Health Administration Update

Are you interested in learning the new OSHA regulations such as those governing forklift operator training and certification? These and other topics will be discussed by Roger Love, coordinator of the Small Business Institute for Safety and Health Training at Bishop State Community College on Tuesday, Sept. 21 from 11 a.m. - 1 p.m. in the Chamber McGowin Room.

The cost of attending is \$15 and includes lunch. Call 431-8607 for reservations.

Net Gain: Sales, Use and Rental Taxes

Are you confused when it comes to state and local tax systems? According to a survey conducted by the Chamber's Small Business Department, local businesses don't feel they understand the fundamentals of sales tax and our tax system in general. James Philips of Tully and Philips will explain the different elements of the tax system and point out certain limitations, exclusions and exemptions for businesses on Tuesday, Sept. 28 from 11 a.m. - 1 p.m. in the Chamber McGowin Room.

The cost to attend is \$15 and includes lunch. Call 431-8607 for reservations.

E-Commerce Workshop

If you are considering e-commerce as a sales tool, but don't know how it works, this workshop on Thursday, Sept. 30 from 9 - 11:30 a.m. in the Chamber McGowin Room will answer all your questions. Speakers and topics include: Wyman Winbush III from IBM, real world implications and the best practices for the implementation of e-commerce; Greg Jones from Hand Arendall LLC, legalities of selling your product or service by e-commerce; Phil Purpura from Chapura, how e-commerce has personally affected his company; Richard Bowles from QMS, selling your products electronically through a third party; and Luis Nieves from Gulf Coast Computer Services, implementation and integration of e-commerce.

This workshop is free of charge but space is limited. Call Sara Graf at 694-0702 to make your reservation.

ATTENTION MEMBERS!

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

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

MEMBER NEWS

Chad Mitchell Alford MD will practice diagnostic, clinical and invasive cardiology at **The Heart Group PC**. Alford, a native Mobilian, graduated Magna Cum Laude from the University of South Alabama with a bachelor's degree in biology. He received his medical degree from University of South Alabama College of Medicine.

Congratulations to the following employees of **Wilkins Miller PC** who have been promoted: **Brian M. Blakeney**, manager; **Sandra Blout**, manager; **John H. Chieh**, senior accountant and **Estelle H. Gevers**, senior accountant.

Mercy Medical's newly elected executive committee for 1999-2000 was recently announced: **Henry H. Davis III MD**, president; **A. David Mills MD**, president-elect; **Abdel H. Kasmia MD**, secretary; **Nancy A. McLeod MD**, **William R. Parsons DMD**, **John A. Rodriguez-Feo MD**, **Eric C. Schiller MD**, **William Shulte MD**, **William F. Sullivan MD**, members at large; and **Alfred B. Chance Jr. MD**, medical director.

Ann McGehee has joined **Union Planters Bank** as mortgage loan originator at the Bel Air office.

House of Specialties announced the promotion of **B.J. Taylor** to executive assistant and **Allen Edwards** as full-time warehouse manager. New staff include **Deborah Spann**, **Kim Carlisle** and **Cristi Brown**.

Springhill Memorial Hospital relocated its Rehabilitation Institute to 100 Hospital Drive, Ste. 1C, Mobile, AL 36608. Hours of operation are Monday through Friday, 7 a.m. – 6 p.m. They can be reached at 340-0688.

In other news, the hospital was recognized during the Alabama Healthcare Public Relations and Marketing Society's annual awards ceremony for its cancer advertising campaign earning a gold award for the print advertising campaign, a silver award for the overall campaign and individual silver awards for the television and radio advertisements.

Mobile Infirmary Medical Center recently installed a breakthrough medical imaging system allowing doctors to simultaneously capture four images of a patient's anatomy and is up to six times faster than traditional scanners.

The hospital also announced an alternative procedure to a hysterectomy, uterine balloon therapy. For more information call Mobile Infirmary Medical Center's Total Life Care Resource Center at 435-2508.

New staff additions include: **Kerry P.J. Pulver MD** as oncologist at the Hematology Center PC; **J. Graham Smith MD**, previously head of Dermatology for the University of South Alabama and current editor of the Southern Medical Journal and **Keith Varden MD** who joined the Diagnostic and Medical Clinic PC.

The commission on laboratory accreditation of the College of American Pathologists awarded a two-year accreditation to the **University of South Alabama Medical Center**, based on the results of a recent on-site inspection.

TAG/THE ARCHITECTS GROUP INC. completed the construction of **Frances J. Spencer Elementary School** located on Heather Street. The 45,000 sq. ft. facility will accommodate 400 students and replace Crichton Elementary providing students with 20 classrooms, a library, cafeteria, computer and science laboratories, reading rooms and a multi-purpose-indoor play area to serve as a gymnasium.

Metals USA-Jeffreys Steel announced plans for a \$4.8 million expansion and relocation of its Louisiana operations. The service center in Kenner, La., will move to a larger facility in Waggaman, La. The project is expected to be completed by December 1999.

Midtown Hyundai-Suzuki opened its doors for business. The new and used vehicle sales and service facility is located on Airport Boulevard. Midtown Hyundai-Suzuki will be open for sales and service Monday - Friday from 8 a.m. to 8 p.m. and on Saturdays from 9 a.m. to 6 p.m.

Hand Arendall LLC announces that **William (Bill) H. Reece** joined the firm's Mobile office. He practices in the area of civil litigation insurance defense law and workmen's compensation law.

Alabama Orthopaedic Clinics PC welcomes **Tim S. Revels MD** as the newest member of the orthopaedic team. Revels will be practicing at both the Knollwood office located at 3421 Medical Park Dr. and the Providence office located at 6701 Airport Blvd., Building B, Ste. 114. His areas of specialty include adult and pediatric spine surgery, deformation and scoliosis surgery, adult reconstructive surgery and sports medicine.

"A Taste of USA Elderhostel," for adults over 55, will be held on Sept. 17, on USA Brookley Campus, Bldg. 2002, Rm. 5 from 9 a.m. – Noon. "Hostelers" visit Mobile's famous historic sites and study the culture of our city. For more information contact USA 431-6535.

Members of the Board of Directors for the **American Red Cross Alabama Gulf Coast Chapter** recently elected **Margaret Ann Waldrop** to serve as Chairman of the Board for 2000. Waldrop becomes the first chairman to lead the newly restructured Alabama Gulf Coast Chapter.



Waldrop



Howell

The organization also announced that **Kristen M. Howell** joined the staff as manager of education services. Howell brings many years of both volunteer and employee experience as a "Red Crosser" to the local community.

In other news, the organization's website at www.siteone.com/redcross allows you to sign up for certified training courses including CPR/first aid, babysitting and volunteering. Just click on the "courses" button and then the calendar to search for the desired course. For more information call 436-7906.

The **Robert Trent Jones Golf Trail** was named the Alabama Attraction of the Year in July during a special ceremony of the Alabama Tourism Partnership Governor's Conference at Marriott's Grand Hotel in Point Clear. The award was one of 10 Alabama Tourism Awards created in 1998 to recognize outstanding achievement in the state tourism industry.

Also at the ceremony, **Capt. William J. Diffley**, former executive director of U.S.S. ALABAMA, was inducted into the Alabama Tourism Hall of Fame. Diffley was posthumously honored for his distinguished 15-year tenure with the battleship commission between 1974-1989.

Jim and Ann Mitchell announced the opening of **SIGN *A* RAMA** at 7335 Airport Blvd. Ste. G. The company will market all types of signs including outside and inside vinyl, electric and ADA signs, along with web page design and digital imaging. Store hours are 7:30 a.m. – 7 p.m. Monday – Friday and 8 – 10 a.m. on Saturday.

JMG Realty Company announced recently that **Christopher C. Schatzman** has joined the firm in the Commercial and Industrial Real Estate Division.

Accelerated Technology Inc. was ranked 379th out of the Top 500 largest software companies in the world in the June 1999 issue of *Software Magazine*.

The **Nike Tour Championship** presented by Monarch Food Services and the Robert Trent Jones Golf Trail Foundation recently announced its golf tournament charity donations: \$30,000 will benefit Wilmer Hall, the Boys and Girls Club of South Alabama, the Alabama Sheriff Youth Ranch and the Little Sisters of the Poor. The 1999 **LPGA AFLAC Champions** will be held at Magnolia Grove Golf Course Oct. 11 – 17 and the 1999 **Nike Tour Championship** will be held in Dothan at the Robert Trent Jones Golf Trail's Highland Oaks Oct. 18 – 24.

The **Curtain Exchange** now offers custom made draperies that are ready to hang when purchased. With a wide selection of styles and exceptional quality, clients are able to obtain the trends of *Southern Accents*, *Veranda* and *Metropolitan Home*. For more information, stop by the Curtain Exchange at 1105 Dauphin St., Monday – Saturday, 10 a.m. – 5 p.m. or call 432-8915.

Sign up today for the **Mercy Medical Golf Tournament** set for Friday, Sept. 24 at 12:30 p.m. at Marriott's Grand Hotel Lakewood Golf Club in Point Clear. The Annual Meyercord Memorial Golf Tournament will feature hole-in-one prizes, a \$5,000 prize putting contest, lunch and a post tournament awards reception. Proceeds will benefit the Mercy Medical Patient "Mercy Cares" Fund. The cost to participate is \$125 and the deadline is Sept. 17. Call the development department at 621-4220 for reservations.

The **Women's Business Assistance Center Inc.** of Mobile will open a new center in Pensacola serving Escambia, Santa Rosa, Okaloosa and Walton Counties. The centers provide financial, management and marketing assistance to women entrepreneurs as well as free and confidential counseling services, long term training and seminars.

Wilmer Hall Children's Home is hosting its fifth annual Maine Event, Oct. 22 – 23. The Friday evening activities are highlighted by a live/silent auction featuring items donated by businesses and individuals from around the area. Music, food and drinks will also be served. Saturday morning, Maine lobsters will be served. Maine Event '99 benefits Wilmer Hall Children's Home, a group providing a secure environment for neglected and abused children. For more information, call 342-4931 or visit the website at www.wilmerhall.com.

Mobile Staffing Services will offer a "Return to Work" seminar on Thursday, Sept. 16 from 9 – 11 a.m. in the Chamber McGowin Room. The program will include an update on employment opportunities in the area and **Terri Kearns** from J. C. Penny will present a segment on how to adapt your present wardrobe to a business setting. Call 433-8686 for reservations. This seminar is free of charge, but space is limited.

Chapura Inc. is proud to announce the addition of **Keith Ellenberg** as its chief operating officer. Ellenberg joins Chapura after a distinguished 15-year career with International Paper where he was most recently director of paper business systems for the information technology division in Memphis, Tenn. He graduated from Georgia College in 1984 with a BS in computer information systems, mathematics and biology.

BellSouth awarded \$15,000 in *Power to Lead* grants to **Gwen Byrd**, Superintendent of the Office of Catholic Schools for the Archdiocese of Mobile and **Dr. Margaret Breland-Bradley**, Superintendent of Escambia County Public Schools. The nine-state company initiative called edu.pw.³ (pronounced edu-power) is designed to incorporate technology into local schools. The total amount awarded to Alabama superintendents was \$125,000, distributed among 13 grant winners.

Alabama Power Service Organization was recently recognized for providing the lighting for Camp Rap-A-Hope's basketball tournament held in August. Camp Rap-A-Hope, a free summer camp for children with cancer, was established 14 years ago by the Mobile County Medical Society and the Medical Alliance to provide the normal camping experience to children who might otherwise be denied this opportunity because of their diagnosis or treatment. For information on the camp or support opportunities, call 343-3042.

Steve Dark and his pottery exhibition "A Bunch of Guys Named Steve" opened at **Cathedral Square Gallery** this month and will continue through October 30. The exhibit showcases seven Alabama artists named Steve. For gallery hours or more information, call 694-0278.

United Way of Southwest Alabama announced the promotion of **Deborah Parton** to the position of communications specialist. Parton has been on staff with United Way for two years as campaign associate, and her new duties will include marketing, communications and public relations. **Tina Blackmon** has also been hired as staff accountant and assists the director of finance in all phases of accounting and computer networking.

The **Museum of Mobile** is hosting several training sessions for people interested in volunteering at the newly-renovated site. Sign up for one of these five docent-training courses held on Sept. 13 and 20 in the Chamber McGowin Room and Sept. 23, 30 and Oct. 4 at the Legislative Delegation office next to the Chamber. All training sessions are from 10 a.m. – Noon and are free of charge. Call **Thekla Wilkinson** at 208-7569 for more information.

Barbara T. Rutherford CIC, CPIW, AU of **Lyon Fry Cadden Insurance Agency** was awarded the 1999 National Outstanding Customer Service Representative of the Year Award. Based on their individual contributions to the insurance community, Rutherford was chosen by the Society of Certified Insurance Representatives and the Society of Certified Insurance Counselors from 44 state winners.

Mobile Association for the Blind is making an appeal to area businesses to support their program which offer jobs and training to those who are visually impaired. They manufacture a variety of plastic bags and janitorial supplies. If your business would like more information on how you can help the Brooms and Mops program, call 473-3585.

Keith King of David Volkert & Associates, Inc. was selected chairman of the Auburn Alumni Engineering Council. The council is an advisory board to the dean consisting of engineering leaders.

Elizabeth Bright and Russell Biggs recently joined **Lynne Cary and Company**. Bright specializes in precision hair cutting using various techniques. Biggs will specialize in hair color. Both formerly worked with Estetica Salon.

WHIL FM Radio is in the process of developing a website-based reading service providing the blind and visually impaired the opportunity to quickly and easily "read" many of the state's newspapers at their convenience. Nothing more than a touch tone phone is required to obtain the *Mobile Register* and other newspapers. Text-to-speech software incorporated into the system enables users to select and read the specific information or browse through articles. This new service operates in addition to the existing broadcast service operating on the 92 KHz subchannel of WHIL-FM and is accessed by means of specially tuned radios loaned to those who are unable to read print material due to physical disability.

Season tickets are now available for the **University of Mobile's** Upper Room Dinner Theater kicking off its 10th season with the *Fantastiks*, Sept. 9 - 11 and 16 - 18; *Oklahoma!*, Nov. 4 - 6 and 11 - 13; and *Lost in Yonkers*, Feb. 10 - 12 and 17 - 19.

The Theater's 10th annual music celebration, featuring a blend of favorite show tunes, will be held April 6 – 8 and 13 – 15. For more information on times and ticket prices, call 675-5990, ext. 383.

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