



THE VIEW

JANUARY 2001

MOBILE AREA CHAMBER OF COMMERCE

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John Turner Elected 2001 Board Chair

Perhaps the greatest strength of the Chamber is the ability to bring groups on all sides of an issue together, says 2001 Chamber Board Chairman John Turner Jr. with Whitney National Bank.

"Bringing people to the table and building coalitions are unique trademarks of the area. Few communities experience this kind of commitment to working through issues," Turner says. "And there are a number of issues for us to address this year."



John M. Turner Jr.

Critical community concerns that will be on the Chamber's agenda in 2001 include workforce development, education, tax revenue

and small business development. "And in light of Amendment One, we will continue to promote our geographic location," adds Turner.

A native Mobilian, Turner is regional executive with Whitney National Bank. He earned a bachelor's degree in economics from the University of Georgia. His community involvement includes serving on the board of Leadership Mobile, as immediate past president of America's Junior Miss and as the current president of the Mobile Area Education Foundation.

Turner follows Dianne K. Irby, cofounder and principal of Irby Strategic Services. He will officially take the reigns at the Chamber's Annual Meeting on Tuesday, Jan. 16 at the Mobile Civic Center. (See related story on page 4.)

2000 – A Year of Proud Accomplishments

A year marked by extraordinary efforts resulting in extraordinary accomplishments is how 2000 will be remembered. Undoubtedly the most significant event during Irby's reign as Board Chair was the passage of Amendment One that will bring \$100 million for infrastructure improvements at the Port of Alabama (formerly called the Alabama State Docks) and another \$11.6 million for roads and bridges in Mobile and Baldwin counties.

An equally relevant event on the regional platform was the regional Washington Fly-in. With unheard of unity, business representatives from five Gulf Coast communities from Northwest Florida to South Louisiana flew to Washington DC urging their congressmen and representatives to work together on common issues that would advance this region.

A more detailed list of 2000 accomplishments achieved under Irby's leadership will appear in the February issue of *The View*.

Irby will serve on the Chamber's Executive Committee and Board of Directors as Immediate Past Chair. She received a bachelor's degree in history and English from Auburn University. Among her many professional and community affiliations, Irby is a board member of the Salvation Army, United Way of Southwest Alabama and the Alabama School of Math and Science.



Dianne K. Irby

Major Job Announcements Highlight Fourth Quarter 2000

Just in time for the holidays, last year ended with good news about three major economic development announcements for Mobile. In November, the Chamber announced Bredero-Price and Coflexip Stena Offshore, two new companies planning to invest a total of \$40 million in capital investments with an anticipated 140 full-time and 100 part-time jobs. The third announcement made in December was New Era Cap Company. The company will hire close to 50 employees and will invest \$3 million.

New gas pipeline projects in the Gulf of Mexico helped lure Coflexip Stena and Bredero-Price to Mobile. And New Era Cap, after opening two baseball cap manufacturing facilities in Alabama, chose Mobile for a distribution warehouse.

"Mobile is evolving as a focal point for not only the natural gas business, with new pipeline, processing and equipment and supply opportunities, but also as a regional distribution center," believes Jim Apple, the Chamber's vice president of economic development. "All of

these new opportunities are allowing us to maximize the economic benefit of resources that are already here."

For more information about Bredero Price, Coflexip Stena Offshore and New Era Cap, log on to the Chamber's Web site at www.mobilechamber.com and visit the new project section in economic development.

Coflexip Stena Takes Advantage of Former NAGTI Site

Based in Paris, France, Coflexip Stena Offshore officials selected Mobile as a site to build rigid pipes for the gas business in the Gulf of Mexico. The new facility will be built on the former North Atlantic Gulf Terminal Inc. (NAGTI) site, near the former Homeport Mobile. The company's \$10 million investment will result in approximately 20 full time and 100 part time jobs.

Coflexip Stena Offshore operates two vessels, the "Deep Blue" and the "Apache" in the Gulf of Mexico to provide deepwater pipe for offshore oil rigs. The Mobile facility, currently under construction, will include an 800-foot deepwater dock as well as a facility for storing, assembling, spooling and loading pipeline onto the two vessels for delivery to

deepwater fields. The company expects to be operational by Spring 2001.

In addition to the Chamber's involvement in securing the project, the Port of Alabama, Alabama Development Office, Thompson Engineering and the Industrial Development Authority worked together to bring the company to Mobile.

Ken Hulls, managing director of Coflexip Stena Offshore believes the Mobile site is ideal for supporting all of the company's future deepwater prospects and the company's current vessels in the Gulf of Mexico.

"It will be an excellent site for pipe fabrication thanks to its ample space, rail access and deepwater berth. CSO has recently secured large and complex contracts in the deepwater

of the Gulf of Mexico thereby establishing strong references for CSO's development in the region," Hulls explained.

Recognized as a world leader in the subsea oil field service industry, Coflexip Stena Offshore provides a wide range of services and products including project management, engineering and design, and manufactures flexible pipe, control umbilicals and remote-operated vehicles.

The company employs more than 4,000 people on five continents with subsidiaries in Angola, Australia, Brazil, Canada, France, India, Norway, Singapore, the United Kingdom and the United States.

Mobile Ranks as Bredero-Price's Largest Investment

Shaw Industries LTD and Halliburton Company announced in November that their joint venture, Bredero-Price, would invest \$30 million in an integrated pipecoating and fabricating facility in Mobile to serve the offshore deepwater markets. The company expects to hire an average of 125 employees during its first year of operation.

"This project represents another example of how Mobile can take advantage of its proximity to the natural gas developments in the Gulf of Mexico," explained Apple. "This component of the economic development process is in line with the strategies of Envision Mobile-Baldwin."

Bredero-Price, a world leader in providing pipeline coating solutions, is combining the

experiences of its 32 facilities into a single operation. The company's announcement to locate in Mobile represents the largest single investment in Bredero-Price's history. Officials with Bredero-Price expect the facility to open in early 2001.

"For Bredero-Price to select Mobile is a strong statement of the company's confidence in our labor force and recognition of the logistics advantages of the area," said Green Suttles, the Chamber's project manager.

The new site will be located along the Theodore Industrial Canal and was chosen for its unique deepwater base, which will allow direct access for the largest ocean-going delivery and lay vessels. The facility will supply traditional corrosion and concrete weight coat-

ings, as well as a range of new deepwater products such as single and dual-pipe insulation, buoyancy systems, custom coating and field jointing systems.

Shaw Industries Ltd. is a major supplier to the energy industry providing products and services for exploration and production, pipeline, petrochemical and industrial markets. The company operates through seven wholly owned divisions and its 50/50 joint venture with Halliburton Company in Bredero-Price. Founded in 1919, Halliburton Company is the world's leading diversified energy equipment, construction and maintenance company.

Mobile to be Site of New Era Cap Distribution Center

In December, New Era Cap Company officials announced the selection of Mobile for its new distribution warehouse and began hiring employees. The New York-based company manufactures baseball caps for both major and minor league baseball teams, including the Mobile BayBears. Initial estimates put the investment value at \$3 million. The company expects to be operational later this month with 50 employees.

"This new facility supports our goals to market Mobile as a distribution location," explained Apple. "With all of the logistical advantages of Mobile, including our interstate connections to Chicago, Los Angeles and Jacksonville, as well as our four rail services, the Port of Alabama and two airports, we will continue looking to recruit distribution centers to Mobile."

Apple said the Chamber asked New Era to locate a distribution center here after the company chose two sites in Alabama to produce the caps – Demopolis and Jackson. Both the Alabama Development Office and Alabama Power assisted in the New Era Cap project.

The distribution warehouse will be located in the old Delchamps distribution center in Crichton.

A Show of Community Support

◆ Chamber Sponsors Job Fair for Area Workers

On Dec. 7 the Chamber sponsored a job fair to bring together employees from three companies that are closing and employers in one setting at the Mobile Civic Center.

A total of 112 companies, universities and community agencies were on hand last month to offer information, job opportunities and assistance to employees of International Paper (IP), Corus of Mobile (a British Steel company) and Lerio Corporation.

An estimated 500 employees came to the event to find future employment and training options, and get financial advice and information about starting a small business.

"Could you imagine having to go door-to-door looking for a job especially during the holiday season?" asks **Jim Apple**, the Chamber's vice president of economic development. "Our objective was to provide these workers with an informal setting where employers could interview potential employees. This effort also serves the business community during a tight time for finding qualified employees."

As of Dec. 22, 870 people were without jobs as a result of International Paper Company's shutdown.



certainly be an asset to area employers. Their talents and skills can be readily transferred to other jobs."

Brunson added the job fair was only part of a comprehensive outplacement program offered to IP employees. "From the beginning, our focus has been on minimizing the impact to our employees. This fair is certainly an important component of that effort. We have also made resume writing and interviewing skills classes available and have built an extensive job posting data bank of available opportunities in Mobile and other areas."

International Paper Mill Manager of Communication, **Karen Harris** said, "This could be used as a 'best practice.' Situations like this (the plant closure) are definitely unfortunate when it happens to a community, but the job fair is a great example of how the community and the industry involved can pull together to minimize the impact to the employees and the community."

Approximately 50 displaced workers from Lerio and another 50 from Corus were also invited to the job fair because Mobile operations will cease over the next several months.

Rachel Lunsford, coordinator for the Chamber's Center for Workforce Development and the job fair, believes the number of companies looking for employees is a testament to the area's ability to absorb jobs being lost. She also said it's important to help the displaced workers understand there are many opportunities awaiting them in the near future.



News of the announcement brought together representatives from IP, Mobile Works, the Chamber and labor unions. The group decided a job fair could help transition these employees into new opportunities.

Walter Brunson, IP mill manager, expressed his gratitude to the Chamber for sponsoring the event. "(IP) has a terrific workforce that will

Excitement Builds As Port Prepares for \$100 Million Investment



Through a strong coalition that included such non-traditional partners as business and labor and Democrats and Republicans, the Chamber coordinated a community-wide "Vote Yes" campaign resulting in the passage of Amendment One.

In Mobile County 70,913 voters pushed the "Yes" button for Amendment One and 32,819 were against it.

Though a statewide victory, Amendment One will have a huge impact on the Mobile-Baldwin area because it authorizes \$100 million for improvements at the Port of Alabama (formerly the Alabama State Docks). In addition, the bill will provide \$8 million to Mobile County and \$3.6 million to Baldwin County to repair decaying bridges and roads.

"This initiative was a good lesson for us," said 2000 Chamber Chair **Dianne Irby** of Irby Strategic Services. "We learned that, if you take an issue important to the community and build a coalition where everyone sees a benefit, then you can win."

Moffat Nichols, a California-based international engineering firm specializing in port development, is currently conducting a study to determine the most efficient and effective use of the \$100 million. From that study, a plan will be developed and presented to Gov. Don Siegelman. The Governor will then present it to the Legislature for funding authorization.

"From our perspective, putting \$100 million into the State Docks is like bringing a new company to Mobile, but with a greater impact," said **Jim Apple**, vice president of economic development for the Chamber. "The state docks are designed to serve other businesses in our area and so improvements to their facility positively impact all of the companies that utilize their services. An upgrade of the docks will also serve as a magnet to bring other new businesses to Mobile."

Another component of Amendment One provides funding for economic development initiatives. The Chamber is already working with state administrators to access some of that money for local projects.

"The bottom line is that Amendment One will allow our state to make some significant advancements with no new taxes," Irby concluded. "We are most grateful to the Business Council of Alabama which took on the mammoth job of coordinating this project for the entire state. They did a great job and we were glad to be their partners in helping promote the issue locally."

The Chamber would like to thank all of the many people who participated in the Amendment One campaign by distributing yard signs, bumper stickers or paycheck stuffers, making presentations and attending rallies or fund raisers. Though we can't name everyone, a special thanks goes to:

Clarence Ball
George Callahan
D. D. Carmichael
Michael Coleman
David Cooper
Reggie Copeland Sr.
Mike Dean
Mike Dow
Jack Edwards
Vivian Davis Figures
Robert Guthans
Bay Haas
Mabin Hicks
Shelia Hodges
Dianne Irby
Clif Inge
Freeman Jockisch
Clinton Johnson
Sam Jones
Mike Lee
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Richard Sullivan
Gary Tanner
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Mobile Awarded 2nd Year School-to-Work Grant

Chamber School-to-Work initiatives got a significant shot in the arm recently when the organization was awarded a School-to-Work Implementation Grant totaling \$349,664 from the Alabama Department of Economic and Community Affairs (ADECA). The program promotes middle and high school training and curriculum that prepares students to enter the workforce or go on to further professional training.

With the grant money, the Chamber will also help support three career-related initiatives. The Mobile County Public School System will receive \$88,000 to fund such programs as the Cisco Computer Networking Academy, career awareness activities for K-12 students and summer business internships for teachers. School system officials will decide early this year what programs will be funded.

Bishop State Community College was allotted \$83,000 of the grant to continue its Technical Careers Exploration Academy. The staff of Bishop State will work with the Chamber's Center for Workforce Development team and its industry cluster groups to compile job profiles for local companies. Students enrolled in the program will

learn what skills are necessary to fit the job profiles and will be included in a candidate database created to identify a pool of potential employees.

Associated Builders and Contractors will also receive funding to host a teleconference for Mobile County public school students who have an interest in the construction field. Conducted by the National Center for Construction Education, the teleconference will inform students of the educational and employment opportunities available in the construction industry.

Rachel Lunsford, program coordinator for the Center for Workforce Development said, "This grant is substantial in furthering the goals of the Mobile School-To-Work Partnership of preparing Mobile area students to be competitive in a global economy."

The Mobile School-to-Work Partnership is a collaboration of business and education leaders who have joined to help better prepare students to enter the workforce or other technical training after graduation.

Previously, the Chamber's Center for Workforce Development brought in nearly \$500,000 in 2000 to support local School-to-Work initiatives.

Under the Microscope

◆ National Publications Examine Area Attributes



Mobile Makes the Top 50 in Annual Inc. Magazine List

◆ 2000 Best Places to Start & Grow a Business

The cover story on Inc. magazine's December issue touted its list of "Best Cities to Start and Grow a Business."

Inside, Mobile ranked no. 18 in the category of small metro areas out of 50 in the country. Low taxes and 33 million tourists a year earned Las Vegas, NV, the number one spot. Phoenix took the top position in the 50 Best Large Metro Areas. The city's rapid population growth is a signal it is accumulating more customers and workers than other cities. In addition, Phoenix attracts residents with its sunny climate, four major sports teams and a newly renovated art museum.

Cognetics, a corporate and demographic firm out of Cambridge, Mass., conducted the research and rankings for the 2000 list. The study assigns a growth index to each city based on the number of firms started in the last 10 years that employ at least five people with employee growth.

Jason Thrower, the Chamber's vice president of Small Business Development, says, "Although the economy is not a factor (considered in the study), you can't ignore it. When the economy is strong, as it has been for several years, people are encourage to go out on their own."

Another factor the study doesn't consider is the support system in place for small businesses. The Port City has a broad range of services including

resources at local universities and colleges, the City, the Chamber, the Business Innovation Center, the Women's Resource Center, the Johnson Center and more.

"There is some consistency even though our ranking varies," Thrower believes. "Our area small businesses are doing exceptionally well because we continue to be included in the list."



How A Few Southern Cities Faired in the Small Metros Ranking

Charleston, SC	#6
Montgomery	#8
Baton Rouge	#10
Mobile	#18
Jackson, Miss.	#20
Huntsville	#29
Panama City-Fort Walton Beach	#39
Pensacola	#50

Mobile – A Believer, A City With Attitude

A number of publications have examined the Port City's attributes and Mobile recently earned another Top 50 ranking – this time in *Business Expansion Journal's* "Places With Attitude."

From Alabama, the alphabetical list included Mobile, Birmingham and Montgomery in the "Final 50."

Other than New Orleans, none of Mobile's other regional partners were included.

How exactly do cities land the attitude distinction? Three determining factors were the ability to weather business slumps, a multi-racial workforce and a thriving economic industrial mix.

"Each of these featured places had a better than 50 percent decline in unemployment since the 1992 recession and a 10 percent expansion in new jobs. Moreover, each had a 90 percent or better match with typical U.S. employment by industry and a 95 or better match with U.S. diversity," the magazine states.

To take it a step further, the magazine employed a psycho-graphic product from SRI, a nonprofit multinational research and development firm in California, to separate the cities based on their primary metro mindsets. This group fell into five categories:

Believers – this is where both Mobile and

Birmingham were classified, along with Shreveport-Bossier City, La. and Chattanooga, Tenn. – Believers make up 17 percent of the U.S. population and "are people with routines centered on home, family and social or religious organizations."

Achievers – represent 14 percent and are described as "careerists who like to feel in control of their lives," like Gary, Ind. and Toledo, Ohio.

Makers – represent 13 percent and "are practical people who have constructive skill sets and value self-sufficiency. Examples in this category are Albany, Ga. and Corpus Christi, Texas.

Experiencers – represent 12 percent and "are young, enthusiastic, impulsive and rebellious." No surprise here – New Orleans was classified in this category.

Strivers – also represent 12 percent and "seek motivation, self-definition and approval from the world around them." Colorado Springs, Colo. was one of only three cities on this list.

In addition to SRI, editors obtained their industry employment forecasts from Woods & Poole Economics in Washington DC, population diversity estimates from the Census Bureau and adjusted unemployment rates from 1992 – Spring, 2000 from the Bureau of Labor Statistics.

Money Magazine Releases 14th Annual List of Best Places to Live

The editors of GulfCoastCommerce.com did a little investigating when *Money Magazine* published its annual "Best Places to Live" survey and discovered some interesting comparisons for communities along the Central Gulf Coast.

The four metropolitan areas – Mobile, Pensacola, Fort Walton Beach and Biloxi-Gulfport-Pascagoula – did better than the national average when it comes to creating jobs. Unfortunately, the same does not hold true for education and the arts.

Each December, *Money Magazine* publishes its list of best places to live. Portland earned the editor's number one choice cited for its short commutes, small school classes, corralled urban sprawl and pedestrian-friendly blocks lined with java joints and bookstores.

Sarasota, Fla., earned the distinction for the most livable small city cited for its teacher-student

ratio, sunny weather, projected jobs increase and proximity to a national football team, as well as the County's symphony and ballet and opera company.

Editors wrestled with comparing spectacular geography, arts and culture, superb schools, low crime rates, thriving job markets, weather, health, transportation and a number of other important factors of every metro area in the U.S. This year *Money Magazine* put an extra emphasis on "economically vibrant cities that are also successfully managing their growth and providing the highest quality of life around," the magazine states.

So how did the Gulf Coast metro areas do when compared to other Southern cities and each other? Here's what GulfCoastCommerce.com and *Money Magazine's* Web site revealed:

Recent Job Growth Over the Past 12 Months

National Average	1.68 percent
Biloxi	5.75 percent
Pensacola	3.94 percent
Fort Walton Beach	3.45 percent
Mobile	1.85 percent

Property Tax Per \$100,000 in Home Value

National Average	\$15.64
Fort Walton Beach	\$16.80
Pensacola	\$14.30
Mobile	\$4.10
Biloxi	\$9.0

Projected Job Growth Over the Next 10 Years

National Average	15.09 percent
Pensacola	23.68 percent
Fort Walton Beach	22.62 percent
Biloxi	19.48 percent
Mobile	18.02 percent

Student/Teacher Ratio

National Average	16.95 percent
Mobile	16.20 percent
Biloxi	17.20 percent
Pensacola	18.40 percent
Fort Walton Beach	18.70 percent

Economy – Includes Cost of Living, State & Local Taxes & Unemployment

National Average	100 percent
Mobile	92.6 percent
Fort Walton Beach	97.0 percent
Pensacola	97.2 percent
Biloxi	99.4 percent

Spending Per Pupil

National Average	\$5,387
Pensacola	\$4,926
Fort Walton Beach	\$4,406
Biloxi	\$4,101
Mobile	\$4,061

Unemployment

National Average	4.24 percent
Fort Walton Beach	3.3 percent
Pensacola	4.4 percent
Mobile	4.5 percent
Biloxi	5.0 percent

Home Appreciation

National Average	7.17 percent
Mobile	11.5 percent
Fort Walton Beach	10.20 percent
Biloxi	8.6 percent
Pensacola	8.0 percent

Arts Index

National Average	11.48 percent
Biloxi	5.0 percent
Mobile	4.5 percent
Pensacola	4.0 percent
Fort Walton Beach	3.0 percent

State & Local Tax Burden

National Average	10.35 percent
Pensacola	6.0 percent
Fort Walton Beach	6.0 percent
Biloxi	12 percent
Mobile	14.5 percent

Health Cost Index

National Average	103 percent
Mobile	83.5 percent
Biloxi	92.0 percent
Fort Walton Beach	99.7 percent
Pensacola	109.80 percent



Small Business of the Month Construction Labor Services

Looking for an unsung hero in the local business world? Look no further than Construction Labor Services, this month's Small Business of the Month. If they don't respond fast, evaluate and repair the situation correctly, then people go with out water.

Construction Labor Services' (CLS) main source of revenue is from underground municipal contracts to install water mains and sanitary sewer mains.

Located at 2150 Old Government St., CLS works closely with local companies and municipalities including Mobile Area Water and Sewer, the City of Mobile and Mobile County.

In 1995, CLS was in substantial debt and floundering – that's when Deborah Bishop took over as president. Within a year she had CLS turning a profit and by 2000 was billing \$6.5 million worth of business.

"Construction Labor Services is a great story and an example of an incredible turnaround," said Walter Underwood, the Chamber's director of Small Business Development. "It would be difficult to top these results."

Before taking over the family business, Bishop's previous job was housewife. She went to Faulkner State Community College, studied business and then took the reigns of her first company.

"The key to our success is simple really – hard work," Bishop said. "Hard work, honesty and the grace of God."

The increase in employees is further proof of the company's recent success. "In 1995, we had just seven employees including myself," Bishop said. "Today we have 40 full time employees."

CLS works hard to keep its personnel up to date and in compliance with state and federal regulations for safety. As part of that commitment, Bishop sends employees to certified training programs



Front row: L to R, Danny Robertson, Tammy Parker, Deborah Bishop, Randy Bishop, Lee "Paw Paw" Jackson. Back row, L to R: James Hall, Terrance Wood, Joey Hammeric, Anthony Bradley

sponsored by the Occupational Safety and Health Association and Alabama Department of Transportation.

Bishop feels it is important to invest in the community as well. The company is a regular supporter of Agape House for the Homeless. She and her staff donate time and money to the Athletic Departments of Mary G. Montgomery, Daphne, St. Paul's Episcopal and Theodore High schools. CLS also sponsors a number of local baseball and softball teams, and Bishop even coaches one team herself.

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

Chamber Annual Meeting Set For January 16

As traditions go, none in Mobile may be as longstanding as the Chamber's Annual Meeting. The 164th installment will take place on Tuesday, Jan. 16 at the Mobile Civic Center. The Annual Meeting, the largest business networking event in the area, will showcase the Chamber's "Windows of Opportunity" over the past year and includes major community accomplishments.

At 5:30 p.m., guests will be treated to a champagne reception sponsored by Malcolm Pirnie Inc. The program begins at 6 p.m. and features several awards including Manufacturer of the Year, Diplomat of the Year, Small Business of the Year and the Corporate Community Service Award. Additionally, 2000 Board Chair Dianne Irby, Irby Strategic Services, will pass the gavel to her successor for 2001, John M. Turner Jr., Whitney National Bank. The evening's keynote address, sponsored by Minolta-QMS will be given by Russell Ackoff PhD.

Ackoff is the author and co-author of more than 22 books and 200 articles on business related topics. His most noted books are *The Democratic Corporation*, *Ackoff's Best* and *Re-Creating the Corporation*. In addition to being a business writer, he is an Anheuser-Busch professor emeritus of management science at The Wharton School, University of Pennsylvania, specializing in systems planning,

research and design. Ackoff has worked with more than 350 corporations and 74 government agencies in the United States and abroad on issues such as planning, education, health care and transportation. His keynote address will be "Thinking Backwards from Ideals."

Following this year's program and awards, guests of the annual meeting will be able to sample a wide variety of heavy hors d'oeuvres and desserts from 13 of the area's top restaurants and caterers. Providing this year's food will be Adam's Mark Hotel, Atlanta Bread Company, Banana Docks Café,

Bienville Club, CC's Coffee House and Community Coffee, Copeland's, Everything and More, Lassere's Catering and Cajun Seafood Shop, Naman's Catering, Roussos Seafood Restaurant, Ruth's Chris Steakhouse, The Wilton Caterer and Tyner's Catering.

Program Sponsors for the 2001 Annual Meeting are Adelphia Business Solutions, Alabama Power Company, ALLTEL, Integrity Inc., Isle of Capri Casino, ITC^ DeltaCom, Long's Human Resource Services, Manpower Professional, Mobile Gas Service Corp.

and Thompson Engineering.

Tickets for this year's meeting are \$40 each or \$375 for a table of 10. Make plans to attend the Annual Meeting. For more information or reservations, call 431-8606 or 431-8623.

2001 Annual Meeting

When: Tuesday, Jan. 16
Place: Mobile Convention Center
Program: 6 p.m.
Reception: 7:30 p.m.
Speaker: Russell Ackoff PhD
Sponsored by:

**MINOLTA
QMS**

Topic: Thinking Backwards From Ideals

Tickets: \$40 per person or \$375 – Table of 10

Information and Reservations:
431-8606 or 431-8623

Tobacco Settlement Funds Help Fund Regional Cancer Research Institute

The region's first academic cancer research institute will allow Gulf Coast cancer patients local access to state-of-the-art cancer treatment, including participation in the latest developing drug therapies. Last month the University of South Alabama announced the creation of this center at USA's Knollwood Park Hospital.

The largest research endeavor in the University's 37-year history, the center will provide a single location for coordinated comprehensive cancer care including research, prevention, diagnosis and treatment.

"The USA Cancer Institute plans to partner with hospitals and physicians in our community to provide the best possible outcome for people who are fighting cancer," said Dr. Robert Kreisberg,

interim vice president for medical affairs and dean of the USA College of Medicine.

Initially, the institute will be funded by federal appropriations, funds from the University's recent court settlement with tobacco companies, the University's endowment, and research contracts and grants. The center will pursue designation by the National Cancer Institute, which would lead to national visibility and additional research funding.

Primary objectives of the USA Cancer Institute will be to conduct early testing of the newest and most promising anti-cancer drugs, in addition to continuing to perfect more established treatments involving existing drugs, surgery, radiation and chemotherapy.

USA scientists will also seek to better understand the basic mechanisms and biology of cancer to prevent and better treat the disease. The center will also advocate cancer prevention and education.

"Our goals are to find new and more effective ways of preventing and treating cancer and to treat greater varieties of cancer here in Mobile, so people can receive treatment close to home," said USA President Gordon Moulton

Moulton also believes there is potential for new products, related biotechnology companies and jobs from patents and new medical technology that will be developed as a result of the USA Cancer Institute.

"We believe this center will have a significant economic impact for Mobile, attracting patients from the surrounding areas, creating high tech jobs and providing up to \$50 million for the local economy over the next five years," Moulton said. It is estimated that the institute itself could involve as many as 600 new jobs over the next five years.

The USA Cancer Institute is expected to serve an area of 42 Gulf Coast counties in Alabama, Mississippi and Florida, representing more than 2.5 million people who have no comprehensive academic-level cancer center or research institute in their areas.



Cancer research is on-going at the University of South Alabama, and promises to be enhanced with the new USA Cancer Institute. Graduate student Heather Foley and post-doctoral fellow S.F. Otori-Acquah assist Dr. Betty Pace (seated), associate professor of pediatrics and assistant professor of cell biology and euroscience.

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U.S. Chamber Chair Outlines Toughest Challenges for Businesses

"The first economic crisis of the new century could be a critical shortage of workers at all skill levels – from our farmers and factory workers to our teachers and business executives," said Kelly Stanley, chairman of the U. S. Chamber of Commerce in Washington DC and president and CEO of Ontario Corporation in Muncie, Ind. Kelly outlined this and other future challenges at the Chamber's Forum Alabama luncheon in November.

The U.S. Chamber, under the leadership of President Tom Donahue, has become a stronger, more aggressive voice for business on Capitol Hill over the last couple of years. Representing three million companies, 3,000 state and local chambers and 850 business associations, the U.S. Chamber moves the business agenda forward with its mantra that "American business is the source of economic growth, the source of job creation and the source of opportunity for America's citizens."

Continuing his list of roadblocks to economic growth in the U.S., Kelly predicted government entitlement programs will be hit with an avalanche of new beneficiaries as the baby boom generation begins to retire. In addition, the aging of our society and relative shrinking of

the workforce will threaten economic growth, undermine fiscal stability and trigger a huge burden of new taxation.

But these problems do have solutions according to Kelly. "First, we must overhaul our immigration laws to make it easier for skilled foreign workers to enter our country," he said. "We must also work to change attitudes about the workforce and who can participate in it. We need to encourage the hiring of qualified disabled people and we must work to convince retirees to come back to the work force."

Kelly stressed the importance of a strong business federation under the U.S. Chamber. What he called the "razor thin majorities" in the House and Senate will make it difficult for either party to advance its agenda. Therefore, he said, "passage of important legislation will require building issues-oriented coalitions across party lines." Under the U.S. Chamber's lead, those issues can be pro-business.

Finally, Kelly challenged everyone to help raise the public's awareness of the important role of business in society. "Let's continue to give credit where credit belongs," he concluded. "It's business that works in this country. When business does well, business does a lot of good."

Here's why U.S. Chamber Chairman Kelly Stanley says "when business does well, business does a lot of good. . . ."

Combined, American businesses:

- Account for nearly all the output, inventions and innovations of our \$8 trillion economy
- Created 2.6 million new opportunities for welfare recipients
- Will create an additional 18 million jobs in the next six years
- Provide health care for 140 million Americans
- Contribute half the cost of social security
- Annually give more than \$6 billion in charitable contributions; this is in addition to the \$10 billion given by foundations funded by corporations, and
- Provide the greatest gift bestowed upon all Americans by private enterprise – opportunity!



Business Spotlight of the Month Caroline's Treasures/ the-store.com

Shopping on-line or at the mall can be an enjoyable experience, especially when stores and their Web sites surprise the senses with unique and exciting gift ideas. Caroline's Treasures (located at Springdale Mall for the holidays) and the-store.com Inc., found on the Web at www.the-store.com, offers unique gift ideas for collectors. The store specializes in silk garden flags and porcelain hinged boxes of every shape and size. In addition, they offer a wide variety of licensed merchandise such as Disney, Mattel and CBK Frames.



Ron Rutherford and Denny Knight enjoy the success of their treasures.

Caroline's Treasures is the creation of owners Ron Rutherford and Denny Knight. They started creating Web sites where people could track their collectible items, such as beanie babies and salt and pepper shakers. The business partners began tracking auction pieces and selling hard-to-find items, and instantly their business took off.

Knight said the business was profitable from the very first month and credited the mix of Internet and retail sales matched with strategic promotional timing to its success. "The Internet is a tool for business. It is not business itself. Internet sales compliment the retail sales when Web sales are slow and the market supplements itself through retail, and vice versa," Knight explains.

Currently the business splits its profits evenly between Internet sales and actual retail. With 14 sales people running the store and serving as personal assistants for on-line shoppers, customers can find any items they need.

From the start, Rutherford and Knight knew they had something great. In seven months they completed what is typically a two-year program through the Business Innovation Center. The pair found their niche in the retail marketplace.

In the next few months, the store is moving to 3300 Old Shell Rd., near the I-65 overpass. Rutherford says their business and inventory have

grown so much that they've outgrown every new location in four to five months. Moving to Springdale Mall has helped the business by bringing in a new clientele for the holiday season. Rutherford added, "We hope that they will all follow us (to our new location)."

Knight says they have 175 million registered Internet users, including a cadre of international customers, through a marketing network or partner channels. The company shares its savvy by allowing others to network and link to their page to help customers find whatever they're looking for. "When we started out, people would ask about certain items, and the harder they were to find, the more successful we became at finding them," said Knight.

For more information about Caroline's Treasures and the-store.com, visit them in Springdale Mall or log on to www.the-store.com.

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

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...and then the boss said to me

"I've got this great idea for our new business location, but it'll need to be in just the right town with just the right site, and it should have a unique design and little shops all around it — make it happen" ...

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2001 Executive Committee

In addition to John Turner Jr. and Dianne Irby featured on page 1, the following will serve as officers of the Chamber in 2001. *New Boards Members are featured in green.

R. Preston Bolt Jr.

Vice Chairman Community Development

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



Robert L. Chappelle Jr.

Vice Chairman Governmental Affairs

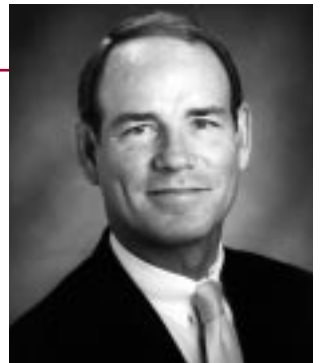
Chappelle is the regional director for BellSouth in Mobile. A native of Montgomery, Chappelle holds both a bachelor's and master's degree from the University of Alabama. He began his career with BellSouth in Montgomery in 1986. He is a board member of the Better Business Bureau, a member of the Mobile Rotary Club and a 1999 graduate of Leadership Mobile.



Winthrop M. Hallett III

President

Hallett is president of the Mobile Area Chamber of Commerce. He is a graduate of Vanderbilt University with a bachelor's degree in economics, and is a 1993 graduate of Leadership Alabama. Hallett is past president of the Rotary Club of Mobile, Alabama Wildlife Federation and Leadership Mobile. Currently he is chairman of the Metropolitan Cities Council with the American Chamber of Commerce Executives and serves on the board of the Alabama School of Math and Science.



Larry A. Jackson

Vice Chairman Small Business Development

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



James K. Lyons

Vice Chairman Maritime Affairs

Lyons is director of the Alabama State Docks. Prior to his appointment, he was assistant Docks director for Trade and Development. He holds a bachelor's degree from the University of Alabama in political science and economics and completed the Executive Development Program at the University of Tennessee.



Luis A. Nieves-Aviles

Vice Chairman Trade

Nieves is president and CEO of Gulf Coast Computer Services Inc. He retired from the Air Force as Captain after 26 years of service. His company has been named a Future 30 company, an Eagle Award winner, and in 1996, was voted Small Business of the Year by the Chamber.



E.B. Peebles III

Vice Chairman Legal Counsel

Peebles is a member of the firm Ambrecht Jackson DeMouy Crowe Holmes & Reeves LLC. He graduated from Vanderbilt University with a bachelor of arts and earned a Juris Doctorate from the University of Alabama School of Law. Peebles is active with the American, Alabama and Mobile Bar Associations.



C. McKinnon Phillips Jr.

Vice Chairman Membership

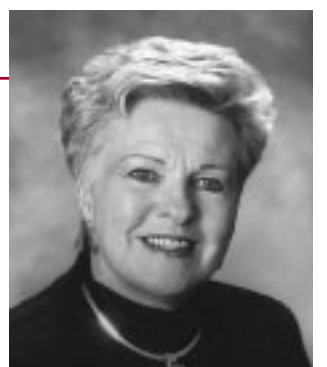
Phillips is senior account executive in the Public Relations Division of Lewis Communications. He received a bachelor's degree from Birmingham-Southern College and a Juris Doctorate from the University of Alabama School of Law. Phillips is a graduate of Leadership Mobile, and the past chairman of Chamber Chase 2000 for the Mobile Area Chamber. He also serves on the board of BayFest.



Beverly H. Templeton

Vice Chairman Communications

Templeton is the owner of Templeton Gallery and Framing. Before working in the gallery full time, she was the business manager at Southwest State Technical College. She holds a master's degree in business administration from the University of South Alabama. Templeton is also a board member of the American Red Cross, Penelope House and is president of the Mobile Symphony League.



Cheryl A. Thompson

Vice Chairman Economic Development

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



William N. Tunnell Jr.

Vice Chairman Military Affairs

Tunnell is executive director of Battleship Memorial Park. He holds a bachelor's degree in history from the University of the South in Seawee, Tenn. Tunnell is advisory board chairman for the Alabama Bureau of Tourism and Travel, director at large with the Historic Naval Ships Association and vice president of the Mobile Bay Veterans Day Committee.



Michael B. Lee

Chairman of the Board-Elect & Vice Chairman Finance and Operations

Lee is the president of Page & Jones Inc. and a licensed customs broker. He graduated from the University of Alabama with a bachelor's degree in finance. Lee is the qualifying officer for Federal Maritime Commissions LLC and was appointed by U.S. Secretary of Commerce as president of the Alabama District Export Council. He is also president of the Propeller Club of Mobile and a board member of the Alabama World Trade Association.



2001 Board of Directors

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

W. Bill Ainsworth

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



Stephanie K. Alexander

Alexander is the president-elect of the Junior League of Mobile Inc. She received a bachelor's degree from the University of Alabama and a Juris Doctorate from the Cumberland School of Law at Samford University. Previously a U.S. Bankruptcy Court attorney, Alexander is a graduate of Leadership Mobile and the Alabama Leadership Initiative. In addition to the Junior League, she is active with the Museum of Mobile Art Patrons League and United Way of Southwest Alabama.



Peter J. Barber

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



William E. Barrick PhD

Barrick is the executive director of Bellingrath Gardens and Home. He holds a bachelor's and master's degree from Auburn University. Prior to attending graduate school at Michigan State University, Barrick served in Vietnam as a Lieutenant in the U.S. Army. He received a PhD in Landscape Horticulture in 1976 from the University of Florida. He is a board member of the Mobile Convention and Visitors Bureau and the Mobile Symphony.



John A. Beck

Beck is the president and CEO of Actel Integrated Communications, a company he founded in 1998. He has been involved in data and communications for more than 15 years and among his previous affiliations, Beck was communications manager in the U.S. Navy. He is active with the American Heart Association, American Red Cross and the Bay Area Food Bank.



Lewis E. Beville

Beville is vice president and treasurer of 'Thames Batre' Mattei Beville & Ison. He is a graduate of the University of Alabama where he received a bachelor's degree in finance. Beville is a board member of Colonial Bank – Gulf Coast Region and the Mobile Area Education Foundation.



Jo Robins Bonner Jr.

Bonner serves as the chief of staff for U.S. Rep. Sonny Callahan and works out of both the Mobile and Washington DC offices. He received a bachelor's degree in journalism from the University of Alabama. Bonner is a member of the Rotary Club of Mobile, Mobile United and the Touchdown Club.



Frances B. Coleman

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



P. Michael Coleman

Coleman is president and CEO of Integrity Inc., a company he co-founded in 1987. He holds a bachelor's degree in finance from the University of South Alabama. In addition, he earned a master's degree in business administration for global executives from Duke University.



Ambassador J. Gary Cooper

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



Mayor Michael C. Dow

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



Vivian Davis Figures

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



Mark R. Foley PhD

Foley is the president of the University of Mobile. He holds a bachelor's degree in business administration from Hardin-Simmons University in Abilene, Texas, and a master of divinity and doctor of philosophy in psychology and counseling from New Orleans Baptist Theological Seminary. Foley is a member of the Rotary Club of Mobile and serves on the board of the Volunteers of America.



Mike Hashimoto

Hashimoto is president and CEO of Mitsubishi Polysilicon America Corp. He received a master's degree in Physics from the Tokyo Institute of Technology, and a bachelor's degree from Yokohama National University. Hashimoto has worked with Mitsubishi since 1976, and Mobile is his second overseas assignment with the company.



Patti G. Hill

Hill is president and CEO of Colonial Bank, Gulf Coast Region. She is a graduate of Louisiana State University School of Banking of the South, and earned a bachelor's degree in business administration from Auburn University. Hill serves on the boards of the American Red Cross, America's Junior Miss, the South Baldwin Chamber of Commerce and Thomas Hospital Foundation.



Sheila S. Hodges

Hodges began her real-estate career in 1977 and is the owner and CEO of Meyer Real Estate. In 1983 she became partner of the company and purchased the balance of the organization in 1995. Her company recently won the Alabama Quality Award.



Clinton L. Johnson

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



Samuel L. Jones

Jones serves as president of the Mobile County Commission and has been a member of the Commission since 1987. He attended Florida Junior College, Jacksonville University and the Interdenominational Seminary at Bishop State Junior College. Prior to public office, Jones spent nine years in the U.S. Navy. He is active with numerous boards including the YMCA and United Way of Southwest Alabama, and is a member of the Dr. Martin Luther King Redevelopment Committee.



Warren R. King

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



Ronnie B. T. Koh

Koh is president of ST Mobile Aerospace Engineering. He received his secondary education from Brunel Technical College in Bristol, England, and holds diplomas in aircraft maintenance engineering, airborne communication systems, airborne navigation systems and airborne pulse/FM radar systems. He was appointed by Gov. Don Siegelman last year to the Aerospace Commission and serves on the board of the Mobile Area Education Foundation.



Gregory F. Lucey SJ

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



Louis J. Martinez

Martinez has been with Brown & Root since 1991 and is project manager. He earned a bachelor's degree in civil engineering from West Virginia University and a master's degree from Johns Hopkins University. Martinez is a 26-year army veteran where he was a helicopter pilot and engineer.



Ron Mitchell

Mitchell founded Mitchell Container Services Inc. and is its president. Currently, he is serving his second term on Saraland's City Council. He attended the University of South Alabama and served in the U.S. Air Force. Mitchell was the charter president of the Saraland Chamber of Commerce in 1984, and an advisory board member and past president of the Salvation Army Northside. He is also involved in the Saraland Lions Club and the Saraland Historical Society and Museum.



Harris V. Morrissette

Morrissette is president of Marshall Biscuit Company. He graduated from the University of Alabama with a bachelor's degree in marketing. He is a director and part owner of the Mobile Air Center and the Downtown Air Center. Morrissette is a member of the board of UMS/Wright Preparatory School and has served as president of various organizations including the Mobile Touchdown Club and the Gulf Coast Conservation Association.



V. Gordon Moulton

Moulton joined the University of South Alabama in 1966 and became president in 1998. He holds a bachelor's degree from the Georgia Institute of Technology and a master's degree in business administration from Emory University. Moulton is a founding member and board member of the Alabama Super Computer Authority, a taskforce member of Envision Mobile-Baldwin and a member of the Governor's Commission on Technology in Education.



Bowden O. Sarrett

Sarrett is president of Abeta Travel. She graduated with a double major in French and Spanish and a minor in Italian from the University of Virginia. Sarrett is a sustaining member of the Junior League of Mobile, the treasurer of SKAL, an international association of travel and tourism professionals, a member of Career Women of Mobile and a volunteer at UMS/Wright Preparatory School.



Glenn D. Sigler

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



Gwen Taylor

Taylor is plant manager of Shell Chemical Company. She holds a bachelor's degree in chemical engineering from the University of Houston and bachelor's degrees in chemistry and mathematics from Stephen F. Austin State University. Taylor has served on the board of the Houston Clean Channel Association and the Midland/Odessa Symphony and Chorale.



Barry A. Vittor PhD

Vittor is president of Barry A. Vittor & Associates Inc. He earned a doctoral degree in ecology from the University of Oregon. He established his business in 1977. Vittor is a member of the National Estuary Program Management Committee and serves on the board of the Alabama Coastal Foundation.



Celia A. Wallace

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



T. Bestor Ward III

Ward is chief operating officer of Ward Properties Inc. He has a bachelor's degree in marketing from Auburn University. He is past president of the Rotary Club-Downtown, a board member of the Gulf Coast Exploreum/IMAX Theater and a member of the distribution committee of the J.L. Bedsole Foundation.



Damon Wickware

Wickware is the president of Bayview Ford Lincoln Mercury Inc. He has an associate degree in mid-management from Cooke County Junior College in Texas, a bachelor's degree in business administration from Culver-Stockton College in Missouri, and attended graduate school at the University of Oklahoma. He served in the U.S. Air Force for seven years. Wickware is a board member of the American Heart Association, Baldwin County Division and the Baldwin County United Way. He is also a member of the Mobile Air Quality Study Team.



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Get Set for Another Sellout of the 52nd Annual Senior Bowl 2001



A crowd always turns out for the popular Senior Bowl event, "Meet the Players."

Its time again for the nation's premiere showcase of collegiate football stars at the 52nd Annual Delchamps Senior Bowl. This year's game, played in Ladd-Peebles Stadium on Saturday, Jan. 20, at 1 p.m., will be nationally televised by ESPN.

Over 100 of the nation's best college senior football players along with 630 scouts, coaches and NFL representatives will meet in Mobile for what is sure to be a sell-out crowd. (The last six games played to sell-out crowds.) Players get a first hand look at how things work in the pros and show off their abilities in person, and coaches get an up close look at potential draft choices, working under the pressures of a high profile game.

A total of 475 Senior Bowl graduates were listed on opening day rosters of 31 NFL clubs last year. There will be no lack of talent in the 2001 game either.

Chris Weinke, the ACC's all-time passing leader and quarterback for the defending National Champion Florida State Seminoles, will be the first Heisman Trophy winner to play in the Senior Bowl since Bo Jackson in 1986. Other stars include: Larry Casher, Ben Leard and Alex Lincoln representing Auburn University; and Dustin McClintock, Kenny Smith and Tony Dixon will wear University of Alabama's helmets. Also featured in the game will be the nation's leading rusher for the last two years, La Dainian Tomlinson from Texas Christian University.

The Senior Bowl is a proven springboard to NFL success. A list of recent "Senior Bowlers" reads like a "who's who" of current NFL stars: Steve McNair, Brett Farve, Cornelius Bennett, Derrick Brooks, Fred Taylor and Curtis Martin. Among NFL Hall of Fame inductees who have played in the Senior Bowl are Joe Namath, Walter Payton, Ozzie Newsome, "Mean" Joe Greene, Terry Bradshaw, Dan Marino, Ed "Too Tall" Jones, Lee Roy Jordan and Steve Largent.

Not to be missed by the spotlight of the game itself are the contributions the Delchamps Senior Bowl makes to the community. The nonprofit,

charitable event has raised millions of dollars for charity since the game's inception in 1950. In the 2000 calendar year alone, the Delchamps Senior Bowl and its related events have distributed more than \$300,000 to charity and, since 1989, more than \$2 million. The game's primary beneficiaries are the Children's Miracle Network and the University of South Alabama Children's and Women's Hospital.

The Public is Invited to a Variety of Senior Bowl Activities:

Saturday, Jan. 13: Senior Bowl Sailing Regatta. For more information, call the Mobile Yacht Club at 471-3131.

Jan. 15-19: Senior Bowl Player Practices – the South Team will practice at UMS-Wright, the North squad at Fairhope Municipal Stadium. Practices are free, watch the Mobile Register for updated times.

Friday, Jan. 19: Delchamp's Senior Bowl Fan Jam, Interactive fan event, free, 3 – 9 p.m., Mobile Convention Center.

Coca Cola/Mobile Gas Meet the Players Day, free, 4 - 5:30 p.m., Mobile Convention Center.

Performance by the University of Alabama Band and NFL cheerleaders, free, 7 p.m., Mobile Convention Center.

Senior Bowl Hall of Fame Induction Banquet, 7 – 9 p.m. at the Adams' Mark Hotel. Tickets are \$40 and can be purchased by calling 432-4109.

Saturday, Jan. 20: Senior Bowl Pre-Game Show, featuring performances by the University of Alabama Band at 12:30 p.m.

Kickoff at 1 p.m. with a halftime show featuring NFL cheerleaders and the University of Alabama Band. For ticket information call 432-4109.

Alabama Makes Strong Showing at SITEF

International trade efforts lead Chamber representatives to Toulouse, France, recently for the SITEF 2000 high tech trade show.

Together with the North Alabama International Trade Association, the Economic Development Partnership of Alabama (EDPA), City of Auburn, and the Alabama Development Office, the Chamber worked to promote Alabama and its business communities.

Participating Alabama companies had the

opportunity to meet a diversified group of key contacts from France and more than 20 other attending countries.

According to Michael Johnson with EDPA, the delegation furthered international growth possibilities and created more awareness and familiarity with Alabama as an excellent location to do business in the U.S.

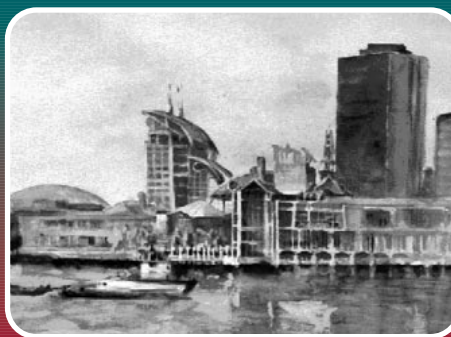
France is the eighth largest export destination for Alabama. In 1999, state exports totaled in excess of \$261.3

million, and included transportation equipment, paper and allied products, industrial machinery, computer equipment, chemicals and allied products, rubber and miscellaneous plastic products.

Alabama is home to more than 25 French-owned manufacturing companies, including three local companies such as Schlumberger Global TEL*LINK, Ato Fina (formerly Elf Atochem) and the parent company of Coflexip.



A representative from Q-PC of Huntsville checks a system designed for automobiles in Toulouse, France that allows drivers and passengers to access GPS (Global Positioning System), E-mail and DVDs.

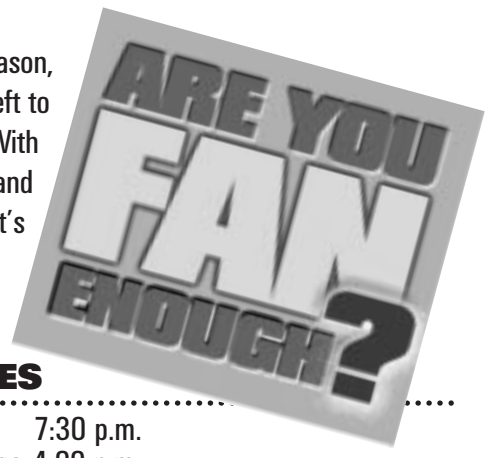


Exporting goods and services throughout the world is big business in Mobile. International trade opportunities might be available for your company. To see what the Chamber can do to help improve your business profits, visit

www.mobilechamber.com

TRUE FANS EAT, SLEEP AND BREATHE HOCKEY

and midway through their winning season, there are still plenty of home games left to see division leader Mobile Mysticks. With six and twelve game packs available and individual tickets starting at only \$8, it's one of the easiest ways to prove your fanhood.



JANUARY HOME GAMES

Saturday,	Jan. 13	vs. Louisiana	7:30 p.m.
Sunday,	Jan. 14	vs. Baton Rouge	4:00 p.m.
Friday,	Jan. 19	vs. Pensacola	7:30 p.m.
Saturday,	Jan. 20	vs. Birmingham	7:30 p.m.
Wednesday,	Jan. 24	vs. Greenville	7:00 p.m.
*Friday,	Jan. 26	vs. Birmingham	7:30 p.m.
Tuesday,	Jan. 30	vs. Florida	7:00 p.m.

*Season Ticket Trade-In Date

Individual tickets are available at the box office or by calling 208-PUCK.

PUBLIC ICE SKATING SESSIONS

Get a player's eye view from the ice rink at the Mobile Civic Center.

Friday, Jan. 12 7:00 p.m.
9:30 p.m.

Sunday, Jan. 21 4:00 p.m..

Tickets are \$7.00 with skate rental and \$5.00 without.



Myst

208-PUCK

Comparative Economic Indicators October '00 vs October '99

Unemployment Rates <small>Mobile/Baldwin counties</small>		4.3%	October '00
		4.5%	October '99

Business Licenses <small>Mobile County</small>		301	October '00
		202	October '99

Homes Sold <small>Mobile County</small>		319	October '00
		377	October '99

Air Passengers From Mobile <small>Mobile Area</small>		34,754	October '00
		30,856	October '99

Ensuring a Drug Free Workplace Contributes to the Bottom Line

Most managers have a roving eye for ways to cut costs and boost employee productivity. A formal no-drug policy can save a business 5 percent on its workers' compensation policy once the program is certified by the State.

George Krietemeyer, the City's total quality management coordinator and strategic planner, is urging local companies to either create a program or focus efforts on additional random drug testing "to the maximum number (of testes) personnel lawyers will allow."

He explains that aggressive random testing can reduce drug abuse rates to 2 percent from over 10 percent. "The knowledge that management cares is enough to get most employees to change their attitudes and behaviors quickly."

Studies show substance abusers, when compared to their drug-free co-workers, are less productive, miss more days of work, are more likely to injure themselves or someone else and file more workers' comp claims.

"It is even more difficult to put a price tag on low morale and impaired judgment in decision making at work caused by substance abuse," adds

Krietemeyer. "Nor is it easy for an organization to figure the costs of pilfering, high turnover, recruitment and training."

The City randomly tests all of its employees involved in "safety-sensitive" positions including police and fire-rescue personnel. As a result, the City has saved several million dollars in workers' compensation claims, cut automobile accidents in half and increased workplace productivity according to Krietemeyer.

In addition, he says, the City tests after accidents, injuries and even on suspicion. Employees are made aware of assistance programs from the beginning and these programs are available before testing positive. "All employees are aware of the consequences of drug use – dismissal," he says.

The Chamber will be hosting a seminar to help local businesses establish a drug free workplace program on Thursday, March 29. Watch for additional details on the workshop in the Chamber's calendar of events and future issues of *The View*.

Or, interested businesses can contact the Drug Education Council, the umbrella organization for community drug fighting efforts, at 433-5456.

George Krietemeyer, the City's total quality management coordinator and strategic planner, says businesses should fight workplace substance abuse with a five-part program that includes:

- 1 a written policy
- 2 an employee education and awareness program
- 3 supervisor training program
- 4 an employee assistance program and
- 5 drug testing, as appropriate

The Power of Politeness

Editor's Note: In a hurry up, faster, faster, casual corporate world, Sissy Louise Moore with Protocol First offers these basic, yet critical resolutions for the New Year.

By Sissy Louise Moore

The New Year is a time for reflection. We've toasted Auld Lang Syne and welcomed the opportunity to begin anew. As we commit New Year's resolutions for a more profitable and productive life, take a moment to consider the following ways to improve your professional life.

Put Your Best Fork Forward – Poor table manners can cost you lunch partners, and that's just for starters.

Be Respectful of Others' Time – It is rude to arrive late or unprepared for meetings or appointments. Barging into someone's office is a breach of business protocol. Turning in an assignment late demonstrates disrespect. Interrupting a business meeting to answer a non-emergency call or to take care of unrelated business shows bad manners.

Make Your Appearance Work for You – You're clothes are talking. What are they saying? Your attire may be holding you back from a promotion. Knowing what to wear to work and looking like part of the team is essential.

Present Yourself to Your Best Advantage – Greeting someone with no handshake, a limp handshake or a death grip is an etiquette error. Introductions can be difficult, but they're important. You never get a second chance to make a first impression.

Learn How to Use the Phone with Finesse – This category includes not returning calls, keeping people on "hold" too long, not giving messages, slamming down the phone, not identifying who is speaking and eating while speaking.

Master Your Listening Skills – Cutting people off or interrupting others, avoiding eye contact, asking a question and not waiting for an answer – these are all wrong moves.

Be Sensitive of Shared Property and Others' Space – It's rude to invade someone's privacy. Misuse of office equipment such as the fax machine, the copier, the coffee pot, can cause tempers to flare. Somehow people figure out if you're the one who never adds paper to the copier or who never makes more coffee after drinking the last cup.

Cope Graciously with Criticism – While constructive feedback is central to any efficient business, it can be humiliating when done improperly. Putdowns are just plain inconsiderate; rudeness, of course, is never tolerable.

Watch Your Language – This includes demeaning salutations or diminutive names, employing vulgar, tasteless humor and spreading gossip.

Recognize the Contribution of Others – Inconsistent recognition of others most often occurs when undue attention is paid to someone's gender, such as asking the only woman to make coffee or commenting on a man's physical strength. Of course, this can also happen on a non-gender basis. For example: A number of departments were working on a major project. Once the project was complete, the director acknowledged the contributions of three out of the four departments. When the head of the unacknowledged department complained about being left out, the director simply said, "I forgot. Just forget it." But the damage was done – the group was hurt, embarrassed and less inclined to invest effort in the next project.

In today's business world, knowing a lot about your area of expertise isn't always enough. Because our goods and services don't differ that much, the way we treat our customers often determines whether they'll choose our company instead of another. Good manners are good business. Don't ever underestimate the power of politeness! Wishing you well in 2001.

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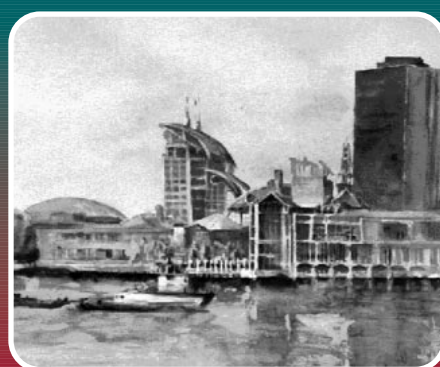
Remember when your mother told you, "It pays to be nice?" Well she has considerable reinforcement – Marjabelle Young Stewart. The author of *Common Sense Etiquette* has published her list for 24 years. Over the last several years Mobile has made her Top 10 list of the "Best-Mannered Cities."

Late last year, Mobile again was recognized – this time in the no. 5 spot. First on the list, a position held for seven years, is Charleston, S.C. Stewart says, "Charleston is the role model for the rest of the county."

Letters and faxes from thousands of people who participated in Stewart's etiquette courses help determine the list.

Most Polite Cities

1. Charleston, S.C.
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3. Milwaukee
4. Las Vegas
5. **Mobile**
6. Seattle
7. Savannah
8. San Francisco
9. Chicago
10. Omaha, Neb. and Council Bluffs, Iowa



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learn more about Envision Mobile-Baldwin, the area's citizen-based, long-range strategic plan focusing on six core areas, and sign up to become a partner.

Chamber Continues to Build Ties with Cuba

Last Spring the Chamber hosted a trade delegation to Cuba. The trip served to create heightened interest and a stronger voice for the end of the embargo on the country that once was the tip of the trade triangle along with Mobile and Mexico.

A meeting that included Ambassador Fernando Remírez, head of the Cuban Interests Section of the Swiss Embassy and First Secretary Oscar Redondo, also of the Cuban Interests Section, was hosted by the Chamber last Fall to discuss the current legislation allowing the sale of food and medicine to Cuba.

Several amendments to the embargo were presented to Congress last year, including requests to end it all together. The amendment that passed, known as the Nethercutt Amendment, was part of the annual agricultural appropriations bill.

This legislation eliminates all unilateral food and medicine sanctions on Cuba, Libya, Iran, North Korea and Sudan. These countries with the exclusion of Cuba, will be eligible for U.S. financing. Cuban transactions must either be paid in cash or financed by another country.

This amendment will not initiate much change between Cuba and the U.S. because of current financial exclusions and tighter travel restrictions to the island.

Therefore, analysts are predicting that U.S. sales to Cuba will begin at a low level, estimated to be less than \$50 million of the \$750 million in food imported each year to Cuba from other countries. However, the Ambassador indicated that the Cuban people are optimistic that the easing of the embargo will continue in the future.

There is just cause for optimism. A top U.S. agriculture department official estimated U.S. farm exports could reach \$1 billion within five years, and could make Cuba the second largest market in Latin America following Mexico, for U.S. agricultural products, if the embargo were lifted completely.

"The Chamber will work to continually strengthen ties with Cuban private and public entities, and support the U.S. Chamber in its quest to have the 40-year embargo lifted," said Tony van Aken, the Chamber's director of trade and technology.

Chamber Offers Financial Assistance Guide

As the popularity of the Chamber's venture capital seminars have increased, the Small Business Development department has put together a comprehensive guide for business owners looking for financial assistance. *Capital Access* is a 50-page reference guide that includes information on preparing business plans, local and state funding sources, the Small Business Administration, venture capital firms and small business investment companies. In addition, the guidebook has a detailed glossary to help business owners understand the confusing lingo used in loan applications or during the venture capital process.

For more information on *Capital Access* or to receive a copy, call 431-8607.



Diplomats of the Month

Editor's note: Since the Chamber does not publish a December issue of *The View*, two Diplomats are being featured this issue. For more information on the Chamber's Diplomat program contact Reeda Taylor at 431-8649.

Sheila Murphy

Sheila Murphy is a veteran of the Chamber's Diplomat program. In her more than 10 years of service, she has been honored numerous times including being selected as Diplomat of the Year in 1997.

An account executive with Adelpia Business Solutions, Murphy stays involved because being a Diplomat is her conduit to the community.

"It helps me keep my finger on what's going on in Mobile."

Her favorite Chamber events are Business after Hours and First Fridays because these are the events where it is easy to mingle and meet a lot of people.

"Being a Diplomat is a great way to make new friends in the business community and network," Murphy says. "It is so much easier to really get to know people in the community when you meet them on a social level, rather than in a business setting."

Reeda Taylor, the Chamber's director of customer service says Murphy is very valuable to the Chamber. "She has worked for a long time to make new Diplomats and new Chamber members feel welcome and comfortable in Mobile."

Adelpia encourages its employees to get involved with the community, and Murphy has always found ways to do that. She is currently active in the Azalea City Kiwanis club and the local Association of Builders and Contractors.



Daniel Leonard

Daniel Leonard is also being honored as the Chamber's Diplomat of the month. This is his second time in three years to be honored for his volunteer efforts.

Leonard first got involved as a Diplomat in 1998 when Gary Adams, a friend and fellow Diplomat, convinced him how rewarding it would be – volunteering, networking and meeting new friends.

"Daniel has been one of our most dependable Diplomats," says Reeda Taylor, the Chamber's director of customer service. "He attends almost every function. You can always count on him."

Working for the Alabama School of Math and Science as a comptroller, Leonard monitors financial information for the school and its foundation. He says the school is sincerely committed to the community and to the Chamber. Leonard says serving as a Diplomat helps show that commitment and he admits it's also fun. He appreciates the opportunity it gives him to spread good news about the school.

In addition, Leonard is the staff sponsor for the campus Key Club and works to reinforce the value of volunteering to the students involved in this service organization. Through Key Club activities, Leonard and the students support many organizations including Mobile AIDS Support Services and the Salvation Army.



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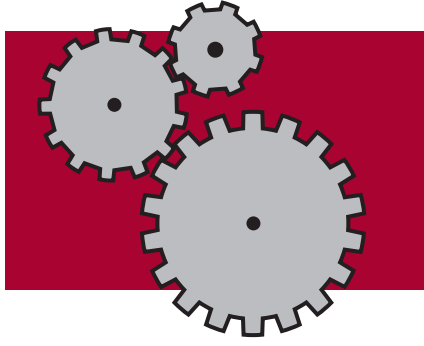
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The Chamber At Work For You



In addition to several high profile events including the Job Fair (see story on page 2) and U.S. Chamber Chairman Kelly Stanley coming to Mobile (see story on page 5), here are few examples of the Chamber's work behind the scenes for its members and important community issues.

Working Toward Venture Capital

Because a number of member businesses are interested in venture capital, the Chamber has coordinated various meetings to discuss the topic. Recently, **Robert G. Heard**, president of the National Association of Seed and Venture Funds, Oklahoma City, Okla., and **Phillip Hodges** with Emerging Technology Partners, Birmingham, came to Mobile to discuss the establishment of a \$60 million venture fund in Alabama through the Economic Development Partnership of Alabama.

Cruising for Character

The Cruise Industry Charitable Foundation awarded a \$3,975 grant to the Chamber to purchase CHARACTER COUNTS! curriculum kits for 25 public elementary schools. The kits will provide valuable character education resources for counselors and teachers to use in the classroom to teach the consensus ethical values of trustworthiness, respect, responsibility, fairness, caring and citizenship.

Mentors to Boost Program

The Chamber recruited more than 30 mentors to assist the Mobile Area Education Foundation with Citronelle High School's senior project and to launch its database of School-to-Work mentors.

Popular Publications On the Way

It's the time of year when the Chamber updates many of its annual publications. In the next few weeks, the *2001 Membership Directory and Buyers Guide* and the latest *Statistical Abstract* will be available.

Your Opinion Is Important

Members' input will shape the Chamber's 2001 legislative agenda. Recently, members received the annual legislative survey and Chamber staff met with the Legislative Affairs task force chair to begin planning for the upcoming legislative session.

Building Top of Mind Awareness

The Chamber participated in a meeting with the Mobile Airport Authority and Southwest Airlines in Dallas to discuss local service. Indications are the airline's plans for the Central Gulf Coast are still on hold, but added jet service, additional destinations and the consistent increases in passengers are important factors for Mobile to present to potential new carriers.

A Holiday Thank You

There was a significant showing of elected officials at the Chamber's 5th Annual Champagne and Oyster Reception. Sponsored by CIBA and Dupont, this event is held in December and honors area elected officials.

Collaboration Between Programs

Chamber staff and Project Jobs staff discussed ways to leverage resources to accomplish goals and objectives of both organizations. Project Jobs is the new Welfare-to-Work Program managed by Ross Learning.

SCORE

Who's Your Replacement?

Planning for the unexpected is a basic necessity for the entrepreneur, but too often overlooked, according to **Bob Kirby**, counselor and former Mobile chapter chairman of SCORE (Service Corps of Retired Executives).

"A mechanic friend has been operating his one-man business quite successfully for a long time now. He is, unfortunately, developing a very bad back. What happens if the doctor tells him he cannot continue the physical labor involved in his business?," Kirby speculates.

Another example he recounted was about a very talented, savvy woman, thinking about opening a restaurant. She intended to be "chief cook and bottle washer" when the restaurant opened. The counselor's question, "what happens if you get sick," brought her up short.

According to Kirby, the loss of a business owner to a disability is a major blow to any small business.

If there is no succession plan in place, particularly in a family business, disability can be a devastating blow to the company. Without a plan, there may be no one available who's ready and able to take on the responsibility and the business can come to a screeching halt.

"Although a succession plan may be an uncomfortable topic," Kirby says, "it is a serious business issue that must be discussed."

Whether the transition is unexpected, such as an untimely death or unplanned such as the

owner's retirement, there is trauma to the business. The goal of the business owner is to see that any disruption is minimized and equity in the business is preserved.

Kirby advises evaluating current employees' potential to assume the additional responsibility as well as relatives and associates, who may be willing and able to take over the business. If a replacement can be successfully identified, the business will be well on its way to planning the future.

If no one is available for the key leadership role, business owners must decide to have the business liquidated, sold to outsiders, continued by an executor or trustees, or left to heirs. These are decisions that must be made sooner rather than later warns Kirby.

"So what will happen to your business, if you are chief cook and bottle washer, when you're disabled for six months? Who will cook? Who will wash the bottles?," Kirby challenges. "Now is the time to consider your alternatives."

Those wanting to discuss this type of planning and alternatives, can contact SCORE located on the Chamber's second floor and staffed from 9 a.m. until Noon, Monday through Friday. Call SCORE at 431-8614 to establish a mutually convenient appointment time. All sessions are free and confidential.

Mobile to Host Alabama Music Hall of Fame Awards

What do Wilson Pickett, Lionel Richie, the Temptations, Hank Williams, Tammy Wynette and Martha Reeves have in common? They're all from Alabama, and are just a few of the hundreds of famous musicians, singers and songwriters who hail from this state. And, the annual extravaganza designed to honor these music achievers will be held in Mobile on March 17.

Slated as a "stellar event," the Ninth Induction Banquet and Awards Show for the Alabama Music Hall of Fame will feature performances from such stars as Alabama, Jim Nabors, Wet Willie, Percy Sledge, Five Blind Boys From Alabama, Freddie Hart, Martha Reeves & The Vandellas, The Thrasher Brothers and more. It has been selected as one of the Top 20 Events in the Southeast.

The evening begins with a celebrity reception and cocktail party, followed by a back-tie dinner and the awards music show. During the gala, a variety of contemporary achievement awards will be given as well as the presentation of the most prestigious award, induction into the Alabama Music Hall of Fames.

Special corporate sponsorships are available for this event, which includes tickets for the dinner, advertising and slots in the Celebrity Golf Tournament on March 16.

For information on sponsorships, call the Alabama Music Hall of Fame at (256) 381-4417. The February issue of *The View* will announce the inductees of this year's event.

New Members *Continued from Page 1*

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710 S. Mobile St Apt 18
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Wallington Interiors Inc.

Carl Glass
108 S. Florida St.
Mobile, AL 36606-1927
(334) 471-6722
Interior Designers

Solideal Industrial Tire Inc.

John McNickle
1920 Avenue C, Ste. C
Mobile, AL 36615-1282
(334) 438-1966
Industrial Tires

TechCode Inc.

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1301 Azalea Rd.
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(334) 661-0467
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System & Service*

Tyson & Tyson

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CALENDAR VIEW

January **16** **Annual Meeting**

Time: 5:30 - 9 p.m.
Place: Mobile Civic Center
Cost: \$40 or \$375 for a table of 10
Call: Ashley Collins at 431-8606

January **23** **Net Gain: Managing Your Business' Finances**

Time: 11 a.m. - 1 p.m.
Place: Chamber McGowin Room
Cost: \$15 and includes lunch
Call: Brenda Rembert at 431-8607

January **24** **Net Gain: Advertising—Spending Money to Make Money**

Time: 11 a.m. - 1 p.m.
Place: Chamber McGowin Room
Cost: \$15 and includes lunch
Call: Brenda Rembert at 431-8607

January **25** **Business After Hours**

Time: 5:30 - 7 p.m.
Place: Mobile Regional Airport, 8400 Airport Blvd.
Cost: \$2 for members/\$5 for potential members

January **26** **Export Assistance Workshop for Small and Medium Size Companies**

Time: 9 - 11 a.m.
Place: Chamber McGowin Room
Cost: FREE
Call: Debbie Dorta at 694-0702

January **30** **Noon Marketing Meeting**

Time: Noon - 1 p.m.
Place: Chamber McGowin Room
Cost: \$6 and includes lunch
Call: Pratt Vereen at 431-8638

COMING IN FEBRUARY

February **2** **First Friday**

Time: 7:45 - 8:45 a.m.
Place: Hearthstone Assisted Living, 2330 Hillcrest Rd.
Cost: \$2 for members/\$5 for potential members

February **13** **Morning Marketing Meeting**

Time: 7:30 - 8:30 a.m.
Place: Chamber McGowin Room
Cost: \$6
Call: Pratt Vereen at 431-8638

February **22** **Business After Hours**

Time: 5:30 - 7:30 p.m.
Place: Hank Aaron Stadium, 755 Bolling Brothers Blvd.
Cost: \$2 for members/\$5 for potential members

CHAMBER ANNIVERSARIES

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 Spring Hill College

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 Stacey & Associates

10 YEARS

Global TEL*LINK Corporation
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 Rockcrete Inc.
 Storage Products Company Inc.
 T.S. Wall & Sons Inc.
 TGM Harbon Landing
 The Huntley Firm
 Transport International Pool Inc.

Business After Hours

January's Business After Hours will be held at the Mobile Regional Airport, located at 8400 Airport Blvd. Stop by and see the expansions and progress at the airport while networking with fellow business associates. Set for Thursday, Jan. 25 from 5:30 - 7 p.m., come enjoy the unique style of a Business After Hours at the airport without having to catch a plane. The cost to attend is \$2 for members and \$5 for potential members.



Net Gain: Managing Your Business' Finances

Certified public accountants from C. Terry Jones PC, will offer tips on managing business financial records. On Tuesday, Jan. 23 from 11 a.m. until 1 p.m. in the Chamber McGowin Room, this seminar will help you use and interpret industry averages, business statistics, ratios and graphs; implement sound internal controls; understand break-even analysis and financial statements; and maximize computer programs to manage cash flow and budgets. For reservations, call Brenda Rembert at 431-8607. Cost to attend is \$15 and includes lunch.

Net Gain: Advertising - Spending Money to Make Money

The famous department store owner John Wanamaker stated at the turn of the century, "Half the money I spend on advertising is wasted. The only trouble is I don't know which half!" This Net Gain Small Business Development seminar, will feature Randy Granger, marketing director with the *Mobile Register*, who will lead a discussion on advertising and its importance to businesses. The seminar will be held in the Chamber McGowin Room on Wednesday, Jan. 24 from 11 a.m. until 1 p.m. Cost to attend the meeting is \$15 and includes lunch. For reservations, contact Brenda Rembert at 431-8607.

Noon Marketing Meeting

Sponsored by OEC, the Noon Marketing Meeting on Tuesday, Jan. 30 in the Chamber McGowin Room, allows participants the opportunity to give a two-minute presentation on their company's products or services. Bring brochures and pamphlets to hand out to the audience. The meeting is scheduled for Noon until 1 p.m.

For reservations, call Pratt Vereen at 431-8638. The cost is \$6 and includes lunch.



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Conducted by trade experts from the International Trade Association of the U.S. Department of Commerce, this program will be held on Friday, Jan. 26 from 9 - 11 a.m. in the Chamber McGowin Room. It's a great opportunity to learn tips as well as the latest exporting tools.

Reservations are a must and can be made by calling Debbie Dorta at 694-0702.

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
- Nancy Hughes at 431-8647/pgr: 582-1999

WHO'S NEW?

Clark P. Christianson is the new president/CEO at Providence Hospital. Christianson was previously senior vice president/ administrator for Memorial Health Systems Inc. in Florida. He received his bachelor's degree in business administration from Concordia College and a master's degree in hospital and health care administration from the University of Minnesota.



Christianson

Whitney Bank announced the additions of Frank J. Lott Jr. and Arthur Robert Outlaw Jr. to the bank's Alabama Advisory Board. Lott is president of Heritage Homes of Mobile Inc., a residential construction company. Outlaw is CEO of Marshall Biscuit Company Inc.



Lott



Outlaw

In other news, the bank recently announced additions to its staff. As Commercial Lender, Robert C. Downing Jr. will oversee the professional banking needs of commercial customers. He has four years banking experience and a degree in finance from the University of Alabama.



Downing



Johnson

Robert J. Johnson III will oversee funds, mutual funds, bonds and fixed and variable annuities as Investment Consultant. Johnson has a bachelor's degree in finance from Elon College in North Carolina and is a registered securities representative.

Timothy Fitzgibbon joined the University of Mobile as director of Special Gifts in the Office of Institutional Advancement. He will develop the University's major gift program as well as lead an \$18 million capital campaign.

Fitzgibbon previously served as manger of major and planned gifts at Saint Xavier University in Chicago. He holds master's degrees in college student personnel from Loyola University and in history from Northern Illinois University, and bachelor's degrees in history and political science from St. Ambrose University.

Minolta-QMS named Shoei Yamana as its new president and chief operating officer. Yamana has served in various management positions in international business at Minolta Co. Ltd. in Osaka, Japan, including general manager of the strategy division.

TeleVox Software Inc. recently appointed Jennifer G. Whitehurst to the newly created position of financial analyst. She will oversee the day-to-day forecasting of finances. Before joining TeleVox, Whitehurst served as senior accountant for Ernst & Young in Birmingham. She received a bachelor's degree in accounting from the University of South Alabama.



Whitehurst

MEMBER NEWS

Patricia Finkbohner joined the American Red Cross, Alabama Gulf Coast Chapter, as manager of the office of Financial Development. She will coordinate the chapter's fundraising efforts. Finkbohner earned her degree from the University of South Alabama, with a double major in history and political science. She previously was regional director for Food for the Poor.



Finkbohner

James Sawyer was recently named creative director for Sullivan-St. Clair. Sawyer is a graduate of Washington & Lee University and the Portfolio Center. He completed graduate studies at the Dardin School and the University of Virginia. Sawyer was most recently employed as associate creative director for Long, Haymes, Carr in Winston-Salem, N.C.

South Alabama Bank announced three recent promotions. Karen Sullivan, senior vice president, was named manager of South Alabama Bank's Real Estate Department. Sullivan has been with the bank since 1991. She is a graduate of the Alabama Banking School at the University of South Alabama.



Sullivan

James Alexander was promoted to assistant vice president and branch manager of the Dauphin St./ I-65 branch. Alexander, who joined the bank in 1994, is a graduate of the University of South Alabama and previously managed the Electronic Banking Department.



Alexander



Wells

Christian Wells was promoted to data processing officer. Wells has been in the banking industry for nine years and with South Alabama Bank since 1997.

Wilkins Miller PC announced the addition of Jonathan Harrison. He is a graduate of the University of South Alabama with degrees in finance and accounting. In March 1998, Harrison was awarded the designation "Certified Fraud Examiner." The Association of Certified Fraud Examiners awards this designation only to select professionals who meet a stringent set of criteria, including character, experience and educational requirements. He was previously with the U.S. Marshals Service.

Hand Arendall LLC announced several new associates in its Mobile office: Lisa Darnley Cooper, Christopher M. Gill, Andrew J. Crane, Louis C. Norvell. Tracy Reynolds Davis joined the firm's Birmingham office.

Region's Bank promoted two employees recently. Rudolph (Rudy) P. Baugh was promoted to executive vice president, administration. He joined the bank in 1967, and has worked in numerous departments. K. Richard Aldridge was promoted to assistant vice president. He also joined the bank in 1967, and currently is the manager of the Crichton office.

Leida Javier-Ferrell PhD joined the Alabama School of Math and Science as director of student affairs. Previously she was an adjunct instructor of sociology at Spring Hill College and Bishop State Community College. She received her doctorate in education administration and foundations from Illinois State University, a master's degree in sociology from the University of Northern Iowa in Cedar Falls and her bachelor's degree in political science from Inter American University of Puerto Rico, San German campus.

BUSINESS ENDEAVORS

Health Partners has changed its name to The OATH – A Health Plan for Alabama. OATH offers group health insurance to Chamber members. For more information, call 800-735-2439.

Wilkins Miller announced a new alliance with the highly acclaimed accounting software company Automated Data Processing (ADP), a leading provider of outsourced human resource and payroll solutions. The two companies now offer seamless integration between Great Plains software and ADP's business solutions. To learn more, call 476-5500.

The Port of Alabama opened a new pier, River End D-2, enabling the organization to work more closely with Alabama steel producers and handle incoming metals for manufacturers fabricating steel and aluminum. The 500-foot pier was funded by the 1997 Docks Facilities Revenue Bonds and cost \$6 million.

WELL DONE!

The Mobile Chapter of the Public Relations Council of Alabama won Chapter of the Year for 2000 – the fourth consecutive year. The award is given to chapters for member participation and outstanding efforts in promoting the profession.

US News and World Report listed Spring Hill College among the best in the South. Spring Hill ranked 15th out of 123 colleges and universities in terms of overall quality in the Southern region of the U.S. in "America's Best Colleges 2001." Schools are judged on academic reputation, retention of students, faculty resources, student selectivity, financial resources, alumni giving and graduation rate performance.

Bishop State Community College was listed among the Nation's Top 100 associate degree producers in a recent report in *Community College Week*. The award was given to U.S. colleges based on the number of degrees earned during the 1997-98 academic year and college accreditation. Bishop State ranked 69th in full certificate producers, 93rd among the Top 100 short certificate producers (at least 1 year but less than 2 years), and 31st among the Top 50 associate degree producers for African-American graduates from all disciplines.

Mercy Medical recently announced its new Executive Committee: A. David Mills MD, president; Edward M. Schnitzer MD, president elect; Abdel H. Kasmia MD, secretary; and members at-large, Henry H. Davis III MD; William J. Schulte MD; Nancy A. McLeod MD; Joseph N. M. Ndolo MD; W. Richard Parsons DMD; John Rodriguez-Feo MD and Andrew A. Smith MD.

The Mobile Area Sports Commission elected new board officers: Terry Ankerson, chairman; Ralph Buffkin, immediate past chairman; Toby Jeffreys, chairman-elect; Ray Lapierre, treasurer; Sydney Raine, secretary; and Danny Corte, president.

Also, Chairman's Awards were given to individuals who displayed dedication, loyalty and hard work to the mission of the commission. This year's recipients are: Paul Christopher, John Gavin, Joe Gottfried, Harold Johnson, Larry McKinney, Lee Portis and Bill Shanahan.

Two members of the Tillman's Corner Providence Family Physicians' office recently received Volunteers of America Awards. Alan J. Sherman MD and Paula Moore were recognized for their kindness and understanding in caring for VOAs' mentally challenged patients.

David and Rosemary Henry, owners of The MAIDS serving Mobile and the Eastern Shore, were named to THE MAIDS International's Winner Circle, out of more than 150 franchise owners for outstanding operational efficiency in sales, labor and close percent.

THE MAIDS International Inc. was ranked no. 5 of 400 franchise systems in *Success* magazine's "Franchise Gold 200." The magazine's criteria for award winners is based on: financial performance, corporate management, growth and stability; franchiser/franchisee relationship; and the opportunity to buy additional units at a reasonable cost.

C. Michael Loncono Jr. RHY with the Jackson Agency LLC earned the Registered Employee Benefits Consultant (REBC) designation from the American College in Bryn Mawr, Penn.



Loncono

COMMUNITY NEWS

Bishop State Community College reinstated the Mobile County Adult Education Program formerly administered by Mobile County Public School System. The program assists those with limited English language and 16-year-olds or older, who have officially withdrawn from high school, prepare for their General Equivalency Diploma (GED). Site locations are: Alma Bryant High School, Bishop State's Carver Campus, Clinton Johnson Center for Economic Development, the Salvation Army Community Center, Saraland Civic Center and Theodore High School. For more information, call 473-8692.

The Ronald McDonald House of Mobile is launching a fundraising campaign designed to underwrite accommodations of needy families with seriously ill or injured children. The new "Share-A-Night Fund" is designed to cover the cost of three of every 10 families who stay at the Ronald McDonald House on a "no pay" status. For more information, call 694-6873.

Our Sisters' Closet is asking for donations of clean, contemporary clothing in good condition. The agency provides professional clothing to low-income, homeless and abused women free of charge.

Donations are tax deductible, and can be brought to the St. Mary Parish Center. Hours are 8 a.m. – 1 p.m., Monday – Friday. For more information, call 476-6768.

Compass Bank committed \$2 million to fund the development and preservation of affordable multi-family housing through the Alabama Multifamily Loan Consortium (AMLC). Headquartered in Montgomery, the AMLC was formed by representatives of Alabama financial institutions under the sponsorship of the Alabama Bankers Association and in cooperation with the Alabama Housing Finance authority. The group helps increase affordable housing, especially in communities where financing for developers is difficult to obtain.

FOR YOUR CALENDAR

University of South Alabama is offering Information Technology (IT) Certification Training as a non-credit course. The course offers entry-level technical certification to help students meet the prerequisites for the Microsoft Certified Systems Engineer Program. This course is designed for people interested in working as a service technician, network support technician, network administrator, systems manager or technical trainer. The winter term for special courses begins Jan. 16. For information call 431-0558.

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@mobilechamber.org