

THE VIEW

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Airport Reports Double Digit Increases for 2000

Lower fares, new flights and upgraded jet service is what Mobile Regional Airport officials believe led to a 10 percent increase in passengers last year. Starting in March 2000, the airport experienced growth through November, including six consecutive months of double-digit growth.

"When United Express launched its non-stop jet service to Chicago and Washington, it stimulated other carriers to upgrade," said Anderson Screws, marketing associate for the Mobile Airport Authority. Continental Express and Northwest AirlinK also upgraded to all jets, and COMAIR/Delta Connection added non-stop service to Cincinnati and Delta added a non-stop flight to Birmingham.

In addition Screws added, "The carriers have been more sensitive to price, offering competitive fares."

Currently Mobile has the only all jet airport with non-stop destinations on the Gulf Coast.

Last year, 790,379 travelers used the Mobile airport compared to 712,654 in 1999.

Top 10 Destinations for Mobile Travelers

1. Atlanta
2. New York
3. Washington DC
4. Chicago
5. Dallas
6. Houston
7. Philadelphia
8. Los Angeles
9. Boston
10. Detroit

Hero's Welcome for LST-325 and Crew

by Bill Tunnell

The LST-325 has been front page news for several weeks, and for good reason. Anytime a determined group of primarily World War II veterans, average age 72, starts out to bring an almost 60-year old vessel across the Atlantic Ocean, it makes for good copy and probably a good made-for-TV movie.

Unrealistic? Hard to imagine? Impossible? Yes, yes and definitely no! LST-325 and her courageous crew arrived to a hero's welcome Jan. 10, tying up at Dock D-2 at the Port of Alabama ahead of schedule. This vessel did what experts across the United States said couldn't happen due to the physical improbability that the WWII ship would stand up to the constant wave action of the winter-time Atlantic waters against her battered and rusting hull.

LST-325 had a distinguished American military career. Built in the Philadelphia Navy Yard in 1942 and commissioned Feb. 1, 1943, she spent the next several months in the Mediterranean Sea, ironically, some two decades before she would be home-based there until the start of her December 2000 journey home. In late 1943, she was assigned to a task force operating around England, and on D-Day, June 6, 1944, she offloaded on Omaha Beach. After earning two Battle Stars, she returned home for repairs in early 1945, and spent the remainder of WWII in America.

In 1964 the United States transferred her to Greece as grant aid. She was renamed Syros (L-144) and served admirably until Summer 2000 when the Greek government gave her to the USS LST Ship Memorial Inc. Aging LST sailors from America made the trip to Crete to get LST-325 back ship-shape. Even though it was a daunting task, under the direction of Capt. Robert Jorlin of Earlville, Ill., the youngster in the



The LST-325 and her crew arrived in Mobile last month.

group at age 61, she sailed from Crete via Gibraltar to Mobile in 40 days. Mission Impossible – complete!

Those riding the vessel into the Port and also those on other harbor craft said people were standing everywhere. More than 4,200, easily the largest ship reception party in years, were at the official welcome at Dock D-2, and thousands more lined Mobile River to glimpse a piece of history being made. Just as eager to see were the eyes of the nation, as network, newspaper, and other electronic

and print media personnel flocked to Mobile by the hundreds to cover 29 old vets finishing a voyage of 4,325 miles, sailing a ship long past her prime to a storybook ending.

While in port, future plans call for bringing LST-325 up to current Coast Guard operating regulations. September will see Mobile host the U.S. LST Association national convention. Originally slated to have about 900 - 1,200 attendees, the presence of LST-325 will bring hundreds, if not thousands, more to the Port City to see an actual operating LST. Not just any LST, their LST.

After the convention, the LST Memorial Board is intent on taking her to different ports as a floating memorial museum for the next few years. Will she ever homeport in Mobile? That decision rests with these courageous American veterans who sailed her home to America. It goes without saying they were astonished with the incredible welcome, but everyone knows Mobile knows how to throw a party. Bravo Zulu, LST-325 and crew. Job WELL DONE!

Bill Tunnell is executive director of USS Alabama Battleship Park and vice chair of the Chamber's Military Affairs division.



An estimated 4,200 people came out to welcome LST-325.

John Turner Jr. Elected 2001 Board Chair

John Turner Jr. is a busy man. Serving as Whitney Bank's Eastern region chairman, covering Ala., Miss. and Fla., and now as the Chamber's board chairman would alone qualify that statement. Add to that the fact that he's the father of four children and you have a very busy man.

But Turner's schedule goes beyond normal boundaries. From serving as chairman of the Mobile Area Education Foundation to teaching Sunday School at his church, he is dedicated to his community and its success.

"When I look at the big picture and ask myself 'what is the Chamber's overriding role in this community?' The answer is quite clear to me," said Turner at the Chamber's Annual Meeting on Jan. 16. "It is vital that we continue our role as a collaborator, facilitator and communicator. Whether it's bringing parties together to discuss legislative issues or regional topics or education challenges, the Chamber serves this community best when it helps develop strategic alliances and builds consensus."

Turner then outlined a sample of the Chamber's areas of focus for 2001, the first of which is Workforce Development. He pointed out in the

mid-1980s, Mobile was desperate for new jobs. At that time the area was experiencing unemployment rates as high as 16 percent and the economy was suffering tremendously.



John Turner Jr. outlines his 2001 priorities.

After more than a decade of attracting thousands of new jobs, the dilemma is reversed Turner said. "Now we need good, well-trained workers to fill those jobs."

He added the Chamber's role was to bring businesses to the table to help develop and play a part in workforce development programs in Mobile.

"If business isn't involved, then school-based and job-related training programs cannot adequately prepare people for the jobs available."

Turner's second focus is international trade. First, he pointed to the tremendous opportunity local and state officials have to develop the Port because of funding from Amendment One. He pledged the Chamber's total support to the Port and Port Authority in helping them carry out their developing plans.

"Trade presents incredible potential for opening new markets for business, not just for the benefit of local companies, but for the city, county and state as well," Turner added. "This year, the Chamber is already planning trade missions to Venezuela, Honduras and Australia." He extended an invitation to any Chamber member interested in trade to contact the organization to become involved in future trade missions.

"Finally, I am personally committed to continuing our search for resources, training and assis-

tance to help Mobile's small businesses grow and prosper," Turner said. "From advocating the benefits of expanding markets through e-commerce, to promoting and supporting minority business development, to helping turn high school and college students into well-rounded, cutting-edge entrepreneurs, we must treat small business like the economic engine that it is and will be in the future."

Turner concluded by predicting the Chamber and community will be facing some tough issues over the next year such as education funding, student achievement, annexation, insufficient tax revenues in the city and county and more.

"We can't escape the challenges of our times," he said. "But, instead of considering them as negatives, we must look at them as windows of opportunity and rally together to identify solutions, change our systems and processes, and move to a higher level. And where we don't succeed - as in the education funding issue - we'll try again."

"Margaret Thatcher once said, 'You might have to fight a battle more than once to win it.' And so we will. If a door closes, we'll find an open window."

Software Magazine Ranks Local Company on Top 500 List

Mobile-based Accelerated Technology made the Top 500 largest software and service companies in the World, coming in at no. 411. *Software Magazine* annually takes a comprehensive look at both public and private companies that develop and market business software and services for a variety of industries. Rank is based on total worldwide software/services revenue for the previous year.

Incorporated in 1990, Accelerated Technology is a leading no-royalty embedded software solutions company with sales offices and distributors worldwide.

Here's how their product serves the market. Suppose a company has an innovative design idea for a digital camera. If they can't put it on the store shelves before their competition, they can't make money. This is where Accelerated Technology comes into the picture. The developer can purchase all the necessary software from one company and

combine it with hardware components to create this digital camera. The software, the brains of the operation, allows the developer to design a program that makes the camera function.

This software system can be easily modified to fit any design from medical instrumentation to consumer electronics to ATM bank machines.

Decreased development time, leading to a faster time-to-market, adds up to more profits. Paying no royalty fees is lagniappe, an extra benefit. The company doesn't have to compensate for royalty charges that would normally be reflected in the original price, giving them enhanced value of their products.

No other company in the industry provides this source code, no royalties business model with a complete product line development entirely in house, according to Jennifer Widdon, public relations administrator for ATI.

Envision Mobile-Baldwin Annual Meeting Set

On Thursday, March 1, the Envision Mobile-Baldwin Annual Meeting will be held at the Daphne Civic Center from 7:30 - 9:30 a.m.

Join mayors and commissioners from Mobile and Baldwin counties as well as representatives of business and civic organizations as they report on projects related to education, quality of life, infrastructure, economic development, government and community leadership.

Sponsored by Meyer Real Estate, Mobile Gas, Thames Batre Mattei Beville & Ison and Prior Energy Group, the meeting will highlight the many accomplishments and initiatives of the area's long-range strategic plan.

Reservations are a must and can be made by calling Angela Erwin at 431-8621 or at www.mobilechamber.com. Tickets for this event are \$7 and include breakfast.



Editor's note: Watch for the Envision Annual Report inserted into the Mobile Register on Friday, Feb. 23.

Dow, Jones Report on the State of the City & County

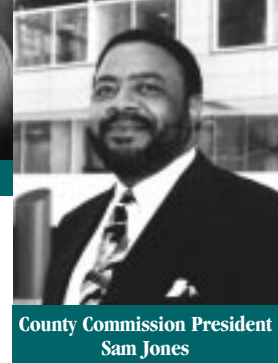
The Chamber's Annual State of the City and County luncheon has been affectionately called the Dow-Jones Report.

Mayor Mike Dow and Commission President Sam Jones will again present area accomplishments, challenges and future plans on Monday, March 19 at the Mobile Convention Center from Noon until 1:30 p.m.

Attendees will also have the opportunity to ask questions about particular projects or events.



Mayor Mike Dow



County Commission President Sam Jones

Corporate sponsors help underwrite the cost of this event and tickets are only \$10 or \$100 for a reserved table of 10. This year's sponsors are Alabama Power, BellSouth, Compass Bank,

Consolidated Pipe and Supply, IPSCO, Mitsubishi Polysilicon, Mobile Gas, SouthTrust Bank, Waste Management and Whitney Bank.

The event is always a sell out, so make reservations early by calling the Chamber's Governmental Affairs Department at 431-8612.



Australia Trade Mission Set

The attractiveness of Australia's economic market has lured the Chamber into planning a trade mission for area companies to three "down under" cities Aug. 17 - 28. Participants will explore business opportunities in Sydney, Melbourne and Perth.

For five consecutive years, U.S. companies have led in direct foreign investment into Australia. The country's commercial environment is extremely receptive to U.S. businesses and American name brands are common throughout the marketplace.

Australian consumers are also willing to try new products, which makes the country an ideal place to test the international appeal of a product or service. Copy and promotional material should require little adjustment since Australians speak English and have highly-developed media and advertising sectors.

The Australian economy, as of 1998, had seven consecutive years of growth with an annual increase in its Gross Domestic Product of 4.7 percent. Policy makers, as well as economic forecasters, have been surprised at how well the Australian economy survived the Asian economic recession.

The tremendous performance of the Australian economy in recent years is accredited primarily to domestic demand. Household demand increased at an average rate of over 5 percent during 1997 and 1998. The fastest growing sectors of 1998 were

wholesale trade, communications services, property/business services, accommodation and restaurants, personal services, and the transport, financial services, construction, health and cultural sectors.

To Participate

If you are interested in learning more about the trip or want to sign-up, call Tony van Aken at 431-8651 or Carlos Urmeneta at 431-8657. Information is also available on the Chamber's Web site at www.mobilechamber.com.

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Rules on Tax Deductions for Your Home Office

Today many people telecommute or work at home at least some of the time. The IRS allows taxpayers to deduct costs for the business use of their home if they meet certain requirements. However, this is a complex subject and an expert should always be consulted. Here are a few guidelines to help determine if you should pursue this type of deduction.

Generally, home office deductions can be taken in the following situations:

- The taxpayer is self-employed and the home office is the principal place of business
- The taxpayer works for someone else but the home office is for the convenience of the employer
- The home office is used to meet with patients, clients or customers in the normal course of business
- Space in the home is used to store inventory used in the taxpayer's trade or business

It is important to note that the home office or storage space must be used on an "exclusive and regular" basis for business, meaning the space is used solely for business activity.

The IRS might deny the space if it is part of the living room because other family members are allowed to use it. On the other hand, it is easier to qualify for deductions by having a separate area of a bedroom used exclusively as a home office. Most experts will recommend that the area be partitioned with a wall, door or curtain to clearly identify the specific area used.

The IRS will scrutinize functions performed in different locations and the time spent at each place to determine if more than one room qualifies as the principal place of business. Occasional meetings are also insufficient to establish tax deductions.

Records documenting the use of a home office including a telephone call log, meetings and other work performed there is important backup material. Also keep canceled checks, receipts and other evidence of expenses paid to the home office.

Storage space must be separately identifiable and also used regularly. There are also other requirements.

Some people need a home office for administrative or management activities of their trade or

business. This qualifies for a tax deduction if there is not another fixed location for these activities. The fact that the home business owner might conduct some paperwork in a car or hotel room, or even at his regular office doesn't affect his ability to take this claim.

If a person is not self-employed, the home office qualifies for a tax deduction only if it is for the convenience of the employer, meaning it is required by the nature of the job, not just that it's helpful, appropriate or convenient for the person. For university professors, concert musicians, writers and actors, it's important to show there is no other location available for performing functions of the jobs.

For example, a professor might show the university office is noisy or that it's unsafe or must be shared, and therefore is unsuitable for research activities. In these cases the home office is not for personal convenience, but is deemed to be for the convenience of the employer.

Home office deductions are limited to the gross income earned from work performed there. If the costs outweigh the income, they cannot be used to offset income for other sources. A writer generating \$5,000 of income but incurs \$10,000 in costs, cannot deduct more than \$5,000 from gross income.

If the home office is a separate free-standing structure separate from your dwelling such as a studio, greenhouse or barn, there are unlimited tax deductions regardless of income generated from that office.

Taking home office deductions is a red flag and can make it more likely to be selected for an IRS audit. Therefore, always consult a tax expert to support your compliance with the tax laws.

Deductions Allowed for a Home Office:

- Cost of computers
- Utilities
- Homeowner's insurance
- Lawn care
- Repairs and maintenance of the residence including security systems, mortgage or rent payments and depreciation deductions with apportionment of costs based on square footage of the office space.

Source: American Chamber of Commerce Executives, John Cohan, author.

Ancient Egypt Showcased at the Exploreum

Maybe you can't take it with you, but the ancient Egyptian Pharaohs certainly tried. They crammed their tombs with everything from the family chariot and beds to favorite paintings, fine jewelry and food — all the worldly goods needed to ensure a pharaoh's happy existence in the afterworld.

Through May 30, area residents can experience the grandeur of the buried treasures of Tutankhamun — one of Egypt's most famous rulers. The Gulf Coast Exploreum is hosting the *Mysteries of Egypt* — an exhibit showcasing reproductions of items found in the boy king's tomb and IMAX® film co-produced by National Geographic Films.

The film itself is expected to be a major attraction. Worldwide, *Mysteries of Egypt* is the third

highest grossing IMAX film ever produced. The film stars internationally-known actors Omar Sharif and Kate Maberly (*The Secret Garden*).

In an adjacent exhibit hall, Exploreum visitors can see museum-quality reproductions of more than 100 items and 24 other ancient Egyptian artifacts. Highlights include the golden shrine, nearly 7 feet tall and weighing almost a ton, the magnificent state chariot, thrones, beds, jewelry, a 10-foot sarcophagus or coffin and the spectacular funerary masks and mummy cases.

Because they are so fragile and priceless, Tut artifacts have not traveled since the early 1980s and are now permanently housed in a Cairo museum.

This collection was 10 years in the making and involved Egyptian artisans who had access to the original pieces. Where possible, they used the authentic materials, such as alabaster, onyx, marble, cast bronze and gold leaf. The result is a collection of exquisitely detailed artistic renderings of the original Tut artifacts.

The Exploreum also opened a complementary hands-on activity area for children. Made possible by a grant from the Mobile Arts Council, youngsters will be able to dig for ancient artifacts, master hieroglyphics and pyramid building and act out their own Egyptian fantasies in a theater area.

For information on hours, prices and film schedules call 208-6873 or visit www.exploreum.net. Discounts are available for groups of 15 or more.



A similar golden leopard head was in Tut's tomb.



Ebony child's chair likely used by King Tut.

Volkert's Leadership Will Be Missed

David G. Volkert PE, retired chairman of the Board of Volkert & Associates Inc. passed away last month after a brief illness. He was 87 years old.

Volkert moved to Mobile in 1946 when J.P. Ewin Inc., which later became Ewin Engineering and then Volkert, was owned by Southern Industries, a subsidiary of Waterman Steamship Corp. He was president of Southern Industries and a vice president of Waterman.

In 1954, Volkert acquired Ewin and set up the company's main office in Mobile. He gradually opened offices throughout the Southeast. In 1963, the firm was renamed David Volkert & Associates Inc.

The firm, having celebrated its 75th anniversary last year, grew from 14 employees to a multidisciplinary firm with 500 employees in eight states. It is currently ranked no. 199 on *Engineering News-Record's* most recent listing of "The Top 500 Design Firms in the U.S." Volkert was also honored in the 50th position in *Building Design and Construction* magazine's 23rd Annual Design/Construct 300.

Volkert remained active in the business through his retirement last Spring. Locally, major design and award-winning projects of the firm include I-10 over Mobile Bay, the Mobile Regional Airport Terminal,

the Cochran/Africatown USA Bridge over Mobile River, Ladd-Peebles Stadium, the Grand Hotel at Point Clear, the Battle House Hotel and Hank Aaron Stadium.

"David Volkert was a great leader in our profession for many years. He enjoyed the respect and love of all who knew him," said current president and CEO Keith King, who took over in 1983.

The board of directors established an Employee Stock Ownership Plan (ESOP) in 1975 giving employees the opportunity to participate in the ownership, growth and prosperity of the company. Through ESOP, the employees now own 100 percent of the holding company's common stock.

A civil engineering graduate of Cornell University, Volkert was a professional engineer registered in several states. He served on the Architects Advisory Group on the Restoration of the West Front of the U.S. Capitol in Washington DC, and established the David Volkert Engineering Scholarship Fund, which is administered through the Community Foundation of South Alabama. He was a native of Hempstead, Long Island, N.Y. and moved to Middleburg, Va., in the late 1950s.

He is survived by his wife Betsey; a daughter, Dana Goulder; and a son, David Volkert.



Schools Get Free Web Sites

Need to make sure your child has the right math problems for homework? Wondering what time and where the big game between Murphy and Baker is? Interested in information on the Clark Math and Science Magnet School?

Parents, alumni and students will soon have access to all this information and more. Last month the Mobile County Public School System announced SCHOOLinSITES.COM would develop and maintain a unique Web site for each Mobile County school free of charge.

The new Web sites are the latest tools engaged to increase communication between schools and the public. "Our goal is to provide the citizens of Mobile County with as much information about their local schools as possible," said Superintendent Harold Dodge. "This Internet-based service will help us in our effort."

While a number of schools already have sites, they are not hosted by the school system. When the project is completed each site will be linked to the school system's main site, providing a more direct route, and one that is quick and easy to locate.

Parents will be able to log onto the sites free of charge to get up-to-the-minute information from

their child's daily schedule and assignments to game times and sport scores to lunch menus. In addition, correspondents will provide daily updates and each site will include a message from the principal as well as information about school policies.

"We're arming parents with information," said Stephen Pryor with the Mobile County School System's Communications office.

SCHOOLinSITES.COM, in exchange for advertising proceeds, provides the service free. The company has agreed to donate 10 percent of the advertising revenue back to the school system.

"Companies today are looking for ways to actively promote their business on the Internet ... this allows them to do just that. The schools are provided a tremendous service they desperately need. The businesses are recognized for their community support," said Gabi Constantine, president of SCHOOLinSITES.COM.

Each school's administration has the final say on the management of their individual Web sites with the principal's control even extending to which sponsors are allowed on a particular school's page.

For more information, contact Stephen Pryor at 690-8307.

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Small Business of the Month

Bebo's

Some businesses, after working hard to get established in the community, are afraid to change. Bebo's of Mobile, the Chamber's Small Business of the Month, is not.

The company has made a lot of changes in 2000 according to Doug Klyce, Bebo's owner. "Sometimes it's a big gamble. People generally resist change, but once customers realized we still offer all of our old services and have added some new and convenient ones, then things started to pick up."

Indeed Bebo's has made many changes in the last year. For example, the company now offers windshield repair and customers can shop while they wait for gourmet wines in the newly expanded retail shop. But they had better do it fast because speed is the name of the game at Bebo's.

Customers can now have their cars detailed in 10 minutes or less without having to get out of their car. The company's new on-line detail system allows customers to get a wash, hand wax, Rain-X applied to their windows and Armorall on the tires in just 10 minutes.

Bebo's still offers the services that have earned them a reputation for quality in Mobile since 1982 including complete car detailing, hand wash, exclusive towel-less drying with speed and convenience.

Klyce said, "Our carwash system has completely revolutionized the industry. People have come from all over the world to see it."

Innovation is something Klyce puts a lot of focus on, and it hasn't gone unnoticed. He recently received the Best of the Southeast Award 2000 from the Southeastern Carwash Association for outstanding service, quality and state of the art facilities; Bebo's third such award. The International Carwash Association has also recognized the company twice as the Top Carwash in the Country.

"Bebo's of Mobile was an outstanding company



Doug Klyce stands proudly in front of his business.

back in 1988 when it was chosen Small Business of the Year," said Walter Underwood, the Chamber's director of Small Business. "Since then, it has greatly expanded and modernized its main facility plus adding several new locations. This company is now even more impressive than it was in 1988."

Bebo's main location is located on Airport Blvd. in front of Springdale Mall.

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

Relationship Accounting

◆ Nurturing and Keeping Clients

By Sissy Louise Moore

What does friendship have to do with business? Everything.

Business is more than just business. Here in the United States, we're all business and that's the problem. We are the only country in the world operating on the theory that time is money.

Too many people in this world are driven out of whack with all this speed. We fax when we could mail. We rush out of habit. Life is lickety-split. Be fast. Then get faster. The successful business executive in 2001 A.D. knows that it's not signing the contract that's important – it's keeping the contract.

Business has become the largest social environment in the world. It is in this setting that etiquette plays a major role as relationships are developed and strengthened.

This month, as we celebrate our relationships with others, we might take a cue from our neighbors south of the border in valuing our personal relationships in business. Consider the following in evaluating your business relationship balance sheet.

Life is Like High School

Why do so many people believe that sheer technical skills will ensure success? College teaches us knowledge counts. But like Meryl Streep reflects, "life is like high school." It's important to be a whiz kid on the computer but it's even more important to be a whiz kid with people. It's people who matter. Business is about being friends, and getting along with others is important.

It's the Relationship!

In expert services – lawyers, doctors and accountants – people think clients are buying their expertise. Truth is most clients can't evaluate expertise. They can't tell a good tax return or a perceptive diagnosis. But they can tell if they feel valued.

Sweat the Small Stuff

So often, and more often than imagined, it's the little things that make the sale, not superior knowledge or years of experience. It comes down to something small, like a short thoughtful letter.

Risk Yourself

The risks people take, and the rewards they miss because of it, cost nothing. Follow-up with an extra phone call or visit. Sometimes taking risks doesn't involve money, but it means risking yourself.

Satisfy the Person

Most business relationships are not deeply cultivated: a few meetings here, a couple lunches there. Add up those hours and they rarely equal two dates. Knowing a client takes time. You can't satisfy the client without understanding and knowing the person.

"Blessed are the Flexible..."

... for they shall not get bent out of shape," says Dick Dunn in *New Faces in the Frame*. We fear compromising makes us look weak. When bending to accommodate a customer, we are being considerate to their needs. He or she who bends the most has the most to gain.

Protect the Priceless (Your Patrons)

Few things are as gratifying as gratitude. And few businesses express their gratitude as much as they should. Have we forgotten to say thank you? How many notes of thanks were sent from your office last year. I challenge you to at least double that amount.

Sissy Louise Moore is trained and certified by The Protocol School of Washington and owner of Protocol First in Fairhope.

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Windows of Opportunity

The Keys to Managing in a Netspeed World

It's your worst nightmare. Just days before its annual meeting the Chamber was faced with replacing its scheduled speaker. The man of the hour selected was an award-winning author and Internet consultant from Pensacola. **Jim Harris PhD** is CEO of netspeedconsulting.com and president of the James Harris Group specializing in workplace trends, research and employee focused best practices.

Participants' remarks following the meeting dubbed him as a success. "He was enthusiastic, humorous and most importantly, informative," said **John Turner Jr.**, the Chamber's 2001 Board Chairman with Whitney Bank.

Harris' presentation focused on "Managing@NetSpeed: Leveraging Future Windows of Opportunity," and he began by calling attention to several work trends that are important for today's managers to embrace and understand:

Entrepreneurial Boom – "There's is an entrepreneurial boom in America," observed Harris. Every day 3,200 new corporations are formed and 250 go out of business or are acquired. "No one can afford to ignore the competition, no matter how big or small they are."

Information Overload – Giving validity to executives who feel they suffer from information overload, Harris explained the world's body of knowledge doubled every 20 years in 1969. By 1999 the timeframe shrunk to 4 years, and Futurist Thomas Jones PhD anticipates in 2010 the world's knowledge will double every 37 days.

Occupational Half-life – Harris described this as the length of time it takes for 50 percent of a person's work skills to become outdated. It took 15 years in 1970 – today it's 30 months. "That means we constantly need to be updating our skills and our knowledge," he said.

Netspeed World – "We're living in a netspeed world where everything is measured by Internet time. And in three years every business will be on the Internet."



Jim Harris, PhD (left), is pictured with John Turner Jr. (center), Whitney Bank; the Chamber's 2001 Board Chairman and retiring Board chair Dianne Irby (right), Irby Strategic Services at a reception held before the annual meeting.

Trends such as creating thousands of new businesses everyday, information overload, constant retooling and Internet speed can be overwhelming. To offset the uncomfortable scenario he prepared, Harris offered his four key tips to managing in a world changing at netspeed.

1. Stay Focused – "You must have laser-like focus on what you believe your competitive advantage is," challenged Harris. Typically, successful businesses chose one of four focus areas.

About 30 percent of businesses are **service-driven**. They work to create solutions, get close to customers, anticipate needs and empower front line employees to take care of the customer.

Another 30 percent are **innovation-driven**. These companies want to create the future for their customers, leverage technology, bring on new products, find new applications for existing products and discover their employees' brain power.

The remaining 40 percent are either **process-driven** or **spirit-driven**. Process-driven companies thrive on the process of efficiencies and work to minimize costs while maximizing efficiencies.

Spirit-driven is a new emerging success driver. These companies are employee focused and take care of their employees first. They want to create an environment for employee excellence, capitalize on team energy and unleash people power.



2. Act Fast – "Don't get caught up in thinking you've got to be faster, faster," Harris warned. "You got to know where you're going before you increase your speed. But speed is important."

"In an Internet economy, the big won't eat the small . . . the fast will eat the slow," said Harris quoting John Chambers, CEO of Cisco Systems.

Gen. George S. Patton once said, "A good plan violently executed today is better than a perfect plan next week." Harris added, "Don't wait for perfection, if it's good, grab it and go."



3. Remain Flexible – Flexibility is critical to surviving in a constantly changing world. Harris suggested a well-defined mission statement with flexible language to help direct a company's focus while allowing it to be flexible.



4. Have Fun – "Great companies today are focused, fast, flexible and they make all elements, as much as they possible can, an enjoyable, fun part of their business. That's what it's going to take for you to manage at netspeed. That's what's it going to take to seize your windows of opportunity. Three of these four are not enough. You need all four elements."

Chamber Honors 2000 Award Winners

Each year the Chamber selects a small business, Chamber Diplomat and a corporate volunteer group to honor at its Annual Meeting. Award winners are chosen for outstanding business achievements along with their contributions to the community.

Small Business of the Year

The 2000 Small Business of the Year is Chapura. This Mobile-based company specializes in producing the software for hand-held computers and Microsoft Outlook computer programs. It's the technology that allows Palm users to transfer their calendar and contact information from meetings to their office computers.



Chapura was honored as 2000 Small Business of the Year.

Co-founders **Phil Purpura** and **Jim Chappelle**, created their company in 1996 when they were faced with transferring to Ohio or being laid off. Instantly their product took off.

The company's products are marketed worldwide and the number of employees has grown from the original two partners to 27 employees.

Chapura has twice been recognized as one of Mobile's fastest growing companies at the Chamber's Future 30 banquet and Partner **Jim Chappelle** earned the Chamber's 1998 Innovator of the Year Award.

Corporate Community Service Award

The Chamber, in partnership with Envision Mobile-Baldwin and Volunteer Mobile, presented the second Corporate Community Service Award to Regions Bank.

This award recognizes Mobile County companies making a substantial commitment to volunteer service. Award-winning companies are also involved in many community projects as sponsors or supporters.

Though a valued financial sponsor of many area civic projects, Regions Bank's real giving spirit comes from the volunteer work of its employees.

When an associate joins the bank, they enroll in a two-day orientation program where senior management encourages community involvement as an important aspect of employment.

Last year, associates ranked among the Top 10 companies for the American Heart Walk and came away with top honors by raising

\$10,000 in the Cancer Society's Relay for Life. The company's former CEO, **Tom Hinds**, served as Chairman of the Board

for United Way and two vice presidents successfully headed United Way Divisions.

Several years ago, a group of associates from all levels of the bank formed a Culture Committee that each year surveys all employees to determine what community project they would like to be involved in. At any given time, associates can be found chopping and mixing for the annual Chili and Gumbo Cookoffs, writing marketing plans for the Child Advocacy Center, running in the Goodwill



Regions Bank's employees led by CEO Fred Taul celebrate receiving the 2000 Corporate Community Service Award at the Chamber's annual meeting.

Easter Seals "Home Run Trot," throwing strikes in Junior Achievement's Bowl-A-Thon or planting flowers for the Mobile Tricentennial Commission's

Rebloom project. They were even one of the Top 3 teams in the Chamber Chase membership and total resource campaign.

Diplomat of the Year

Chrissie Bowles of Manpower Professional is the Chamber's 2000 Diplomat of the Year.

Chosen for her group participation, she has represented the Chamber at numerous ribbon cuttings, and networking events like Business After Hours and First Friday. As an active volunteer in Chamber Chase 2000, a total resource development and member-

ship campaign, she was co-captain of Diplomat Team #3, which met and exceeded its goal, helping raise \$35,000.

An Account Executive for Manpower Professional, Bowles has been a Diplomat for two years, and has earned the Diplomat of the Month distinction twice.



Chrissie Bowles was named 2000 Diplomat of the Year.



The Chamber recognized the efforts of key Chamber Chase volunteers at the Annual Meeting. Pictured left to right are Ray Palmer, SouthTrust Bank; Jo Shannon, Regions Bank; Mark Eiland, AmSouth Bank; and 2000 Chamber Chase Chairman Kinnon Phillips, Lewis Communications.

Accomplishment Highlights from 2000

Over the past year, the Chamber and the Mobile area were presented with many windows of opportunity. Some closed before the goal could be accomplished, like the county's plan to fund public schools, but others remained open allowing a chance to maneuver through them.

Amendment 1 & the Port Authority

The vote for Amendment One was perhaps the largest opportunity presented to the Mobile area in decades. Support was overwhelming across the state, and as a result, interest from the state's oil and gas royalties will be reinvested in critical projects while preserving the original trust. The Chamber, Gov. Don Siegelman and several other high ranking officials helped win millions of dollars for roads and bridges and \$100 million for infrastructure improvements at the Port of Alabama.



Another boost for the Port came last July when a new board was formed. The Chamber along with the State Docks worked to create a Port Authority that will provide continuity for Docks' officials despite the inevitable changing leadership in Montgomery.

Boosting the Economy

There are a lot more Mississippi and Florida license plates in the parking lot at the Mobile Regional Airport these days. That's because the Mobile Airport Authority seized the opportunity to pursue lower airfares and offer more direct flights with jet service.

And a number of those passengers came from the companies working to locate, open or expand in Mobile. Announcements like Austal USA, Coflexip Stena, Bredero-Price coating and pipe fabrication facility and New Era Cap, together will invest more than \$50 million in the area and provide 435 new jobs.

McNeil Specialty and Phenolochemie began operations last year, and though the community is still mourning the International Paper closing, companies like IPSCO, Mobile Aerospace, Hertz, Bender Shipbuilding, Atlantic Marine and Degussa were just a few standing in line to hire IP workers.

Technology-related companies are also hanging "Now Hiring" signs. Bonded by a common challenge to recruit high-tech workers, last year the Chamber began the Gulf Coast Technology Council drawing representatives from more than 40 area companies. Their first endeavor was a media campaign led by Sullivan-St. Clair Advertising appealing to parents, friends and family to let their dislocated loved ones know "You can go home again and there are good paying technology jobs waiting for you here."



In addition, the Chamber launched its Center for Workforce Development to address the employment needs of its members. Among its accomplishments, the Chamber held a job fair for IP and other displaced workers, and recruited close to

\$450,000 in grants for various School-to-Work programs.

Chamber members also explored a number of new international markets for business opportunities. Destinations included Cuba, Madrid, Barcelona, Venezuela, Honduras, Thailand and Vietnam. Here at home, the Chamber coordinated the World Trade Conference with presenters from France, Spain and other European markets, and hosted ambassadors from Romania and Cuba.

In the News

Mobile's international presence was matched by its media exposure. From the TODAY Show to the Lifetime Channel to Candid Camera to the *Wall Street Journal* to *People* magazine – Mobile events, people, challenges and opportunities earned air-time and column inches around the world.

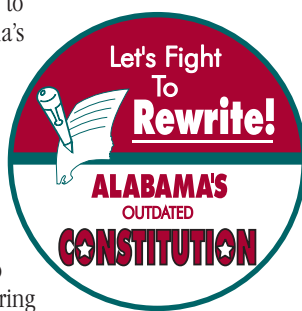
On the Regional Front



Another national impact was felt when representatives from four states flew to Washington DC touting their collective issues and influence. The Chamber helped organize this Gulf Coast Regional trip to begin building a coalition of senators and congressmen, who together, have a powerful Washington presence.

Constitutional Reform

When it comes to reforming Alabama's Constitution that's a window area leaders, as well as many others across the state, are trying to pry open. A local delegation traveled to Tuscaloosa last Spring for a statewide rally to rewrite the State's Constitution. And in October, Mobile and Baldwin County Chambers organized their own event. The 14 amendments on last November's ballot prove our 99-year-old Constitution needs updating.



Envision Mobile-Baldwin

Envision worked to create a number of opportunities this past year, including a housing fair where potential home buyers learned about loans, a program teaching good character, a day care initiative helping kids get ready to start school and a funders' summit identifying major community projects over the next three years.



The Chamber continued to focus on environmental issues last year participating once again in GLORI (Ground Level Ozone Reduction Initiative) and a Gulf Coast air quality study was initiated. Mobile also was the host site for the regional conference studying the health of the Gulf of Mexico last spring.

Supporting Small Businesses

Mobile was ranked 18th of the nation's 50 Best Small Metro Areas to start and grow a small business as published in *INC.* magazine. The Chamber, realizing small businesses continue to be an integral part of this community's economic health, once again recognized the area's fastest growing businesses with the Future 30 Awards and honored minority-owned companies with the Eagle Awards.



The Chamber also worked harder to support area businesses last year and offered members several opportunities to learn about venture capital, management issues, tax laws and media relations. Also, Chamber programs, such as "What's Up Mobile" and the "State of the City and County" gave members the inside scoop on several local projects.

Forever Networking



But don't say we're all work and no play! The Chamber hosted numerous events mixing business and pleasure like Business After Hours, First Friday, Business and the Arts, Golf Tournaments and Pork and Politics in the Park. And volunteers hit the mark – exceeding their Chamber Chase goal and bringing in new members, sponsorships and contributions.

Outstanding Community Kudos

The community continued to thrive last year. The University of South Alabama announced a new regional cancer research facility, local athletic activities, like the New Orleans Saints practice here

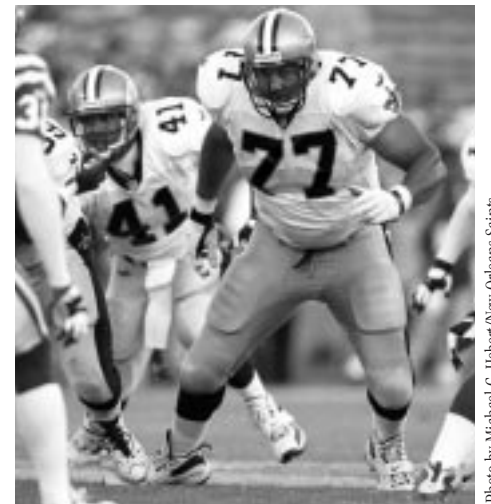


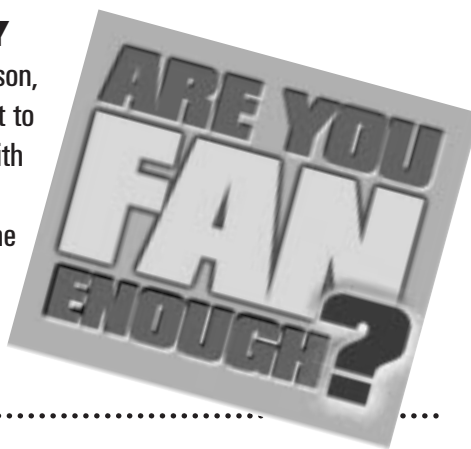
Photo by: Michael C. Hebert/New Orleans Saints

in the Port City, the GMAC Mobile-Alabama Bowl, the Delchamps Senior Bowl, LPGA Golf and the Bass Fishing Tournaments, drew the attention of sports enthusiasts nationally. In addition, a Tall Ship landed downtown to begin the quest toward Mobile's Tricentennial celebration, area museums all have projects underway to enhance the community's local arts program and the symphony hired its first conductor, Scott Speck. Even Bellingrath Gardens has turned over a new leaf with its new Executive Director Bill Barrick.

And so... Mobile has taken full advantage of its windows of opportunity. Last year Amendment One – Passed. Regionalism – United. Environment – Focused. Workforce Development – Progressed. And the window is still wide open on many fronts for Mobile to embrace. *Editors note: A more detailed list of accomplishments will be presented in the Chamber's upcoming annual report.*

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 game packs available and individual tickets starting at only \$8, it's one of the easiest ways to prove your fanhood.



FEBRUARY HOME GAMES

*Sunday, Feb. 4 vs. Augusta 4:00 p.m.
 Tuesday, Feb. 6 vs. Pee Dee 7:00 p.m.
 Friday, Feb. 9 vs. Jackson 7:30 p.m.

*Season Ticket Trade-In Date

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



Mobile Mysticks

208-PUCK

Annual Meeting Sponsors

Thanks to Minolta-QMS Inc., the keynote speaker sponsor, and the 10 companies that sponsored the Chamber's Annual Meeting last month. With their financial support, the Chamber was able to highlight last year's accomplishments and bring **Jim Harris PhD**, netspeedconsulting.com, to present *Managing @ Netspeed – Leveraging Future Windows of Opportunity*.

Profiled here are the companies that helped underwrite the meeting. Again a special thanks goes to Minolta-QMS for bringing Jim Harris to the Chamber's event.

Minolta-QMS Inc. is an innovative developer, manufacturer and supplier of document printing solutions, including color and monochrome laser printers, and associated supplies and accessories for general office, electronic publishing, graphic design, advanced imaging and home office applications.

The magicolor2 DeskLaser color laser printer recently captured *PC World's* "Best Buy" award in the March 2000 Top 10 Printer Review. In addition, the magicolor 6100N ranked highest in the 11x17-size class. Minolta-QMS is headquartered in Mobile, and distributes products through a global network of e-commerce, reseller, and distribution partners.

Minolta-QMS Inc. is traded on the New York Stock Exchange under the symbol MQC.



Executives from Minolta-QMS, the Annual Meeting speaker sponsor, enjoy themselves during the networking reception.



A SOUTHERN COMPANY

Alabama Power provides reliable, low-cost electricity to homes, businesses and industries in the southern two-thirds of the state. The company's 1.3 million customers enjoy electricity prices that are among the lowest in the nation. In fact, the average retail price is about the same as it was 10 years ago while the costs of other consumer goods and services have risen 34 percent.

Alabama Power provides value-added service through its economic and community development programs. In 1998 alone, the company's economic development efforts helped create more than 7,000 new jobs and helped bring more than \$1.2 billion in economic development to the state. That same year the Alabama Power Foundation awarded grants totaling more than \$7 million to improve the lives and quality of life of Alabamians. Priorities for the foundation are placed on education, environment and human service needs.

Alabama Power is prepared to meet the competitive challenges as changes in the industry take place across the nation. In a recent survey of 16 peer utilities, Alabama Power ranked no.1 in customer satisfaction. Employees are continuously working to put customers first, cut costs and find more efficient ways to do business – helping keep prices low and customer service levels high.

Southern Company, the nation's largest producer of electricity, owns Alabama Power as well as four other utilities in the U.S. Through its subsidiaries and affiliates, Southern Company has operations in 10 countries on four continents.



Adelphia Business Solutions was formed in 1991 to enter the growing telecommunications industry by Adelphia Communications Corp., one of the largest cable television companies in the U.S. The company built a state-of-the-art fiber optic network beginning on the East Coast, moving westward.

With the deregulation of the telecommunications industry in 1996, the company utilized its fiber optic networks to effectively provide local communication services to businesses. In 1997, the company transitioned to a competitive local exchange carrier and began offering local dial tone in selected markets.

Adelphia Business Solutions began serving the Mobile business community in January 2000 with local dial tone, long distance, messaging, data and Internet services.

By the end of 2001, the company expects to serve approximately 200 markets throughout the U. S. through the interconnection of these markets, creating a single fiber optic backbone network. This fully redundant 33,000-mile fiber optic network, combined with an estimated 15,000 local fiber route miles, will support the company's full line of communication services.

To complement its customized communications solutions, Adelphia Business Solutions places local customer care teams in every market it serves to ensure customer requests are handled promptly and by a representative that is familiar with their account.

As one of the nation's leading communications and information technology companies, ALLTEL has customers in 24 states and provides information services to telecommunications, financial and mortgage clients in 55 counties and territories.

ALLTEL, the nation's 5th largest wireless telephone company and 6th largest wireline telephone company, is a leader in bundled services by providing local telephone, wireless, long distance, paging and Internet to more than 10 million customers.



Since assuming the GTE Wireless properties in Florida and the Gulf Coast in last year, ALLTEL received the 2000 JD Power and Associates award for the highest overall satisfaction among wireless telephone users in Tampa.

In addition to expanding its digital network, the company made a multi-million dollar commitment to upgrade facilities and service in Florida and the Gulf Coast over the next six months.

Customers in the Gulf Coast and panhandle region will be offered digital services in 2001, which will provide new features like wireless Internet access, text messaging and superior call quality. Additionally, ALLTEL will provide a larger calling area and more voice channels to increase calling capacity.

ALLTEL made another major mark in its company history last year by introducing its Total Freedom Plan, allowing customers to use digital wireless phones and call anywhere in the U.S. without roaming or long distance charges.

A leading producer of Christian music, including praise and worship, children's and gospel, Integrity Incorporated is headquartered in Mobile. Its audio and video products are produced in seven languages and sold throughout the U.S. and in more than 150 countries.



Founded in 1987, the company's mission is to help people worldwide experience the manifest presence of God. Their multiple-channel approach ensures products are available in the general retail market, at Christian bookstores, by mail, by phone, through television direct response, at worship events and on-line through the Internet at www.integrity-music.com.

Since its inception, Integrity has become one of the industry's biggest success stories with sales over 40 million units, international distribution to over 143 countries and subsidiary offices in Europe, Australia and Singapore. Sixteen of its albums or videos are certified "gold" by the Recording Industry Association of America (sales of 500,000 per recording or 50,000 per video), one platinum video and numerous awards and nominations.

While Christian music is the nation's fifth-largest music category, Integrity has become an undisputed leader in "praise and worship" music, the fastest-growing segment of the Christian music industry. Integrity ended 1999 with a remarkable 58 percent market share of the praise and worship

music products being sold in Christian retail outlets. That percentage jumps even higher when sales from their direct-to-consumer and direct-to-church channels are included.



In the summer of 1992, two riverboats destined to become the Isle of Capri Casino sailed in on a wave of excitement. As the boats charted down the Mississippi River into the waters of the Gulf of Mexico, the people of Biloxi prepared for the arrival of the South's first casinos.



The resort's name stems from a local legend – the story of the Isle of Caprice. Less than three miles from the shore lies a group of small islands. During the roaring 20s, a period of great socio-economic growth for the Coast, three Biloxi families purchased one of the Islands for a gaming resort development. The investors, aware of sailor and Indian folklore claiming the Island was prone to disappearing and then reappearing throughout history, named it the Isle of Caprice, due to its capricious nature.

After a fire and hurricane in the early 1930s, the Island returned into the deep waters of the Gulf taking with her the resort.

With a name steeped in mystery and history, and a tropical twist to its theme, the casino opened its doors in 1992. After only eight successful months of operation, the property, located on Biloxi's historic Point Cadet, introduced a new, state-of-the-art, multi-level gaming pavilion. Three years later, a 370-room Crowne Plaza Resort was added to attract a larger market to the area, including tapping into the growing meetings and conventions industry.

Then the Isle expanded its food and beverage service to include Farraday's Restaurant, serving dishes with an international flare and Calypso's Buffet, offering all-you-care-to-eat fresh seafood, salads, carved meats and house specialties with a local taste.



ITC^ DeltaCom, headquartered in West Point, Ga., provides integrated telecommunications services to mid-sized and major businesses in the Southern U.S. and is a leading regional provider of wholesale long-haul services to other communications companies.

Business communication services include local exchange service, long distance, enhanced data, Internet and operator services, and the sale and maintenance of customer premise equipment.

ITC^ DeltaCom operates 35 branch locations in nine states with more than 8,530 miles of fiber optic cabling. The company has interconnection agreements with BellSouth, GTE, Sprint and SBC Communications for resale and access to unbundled network elements, and is a certified Competitive Local Exchange Carrier in Arkansas, Texas and all nine BellSouth states. Additionally, ITC^DeltaCom offers collocation, web hosting and managed services through e^ deltacom, a division of ITC^DeltaCom.

Chamber members using ITC^DeltaCom enjoy exclusive discounts only offered to members of

professional/trade associations and chambers that exclusively endorse ITC^DeltaCom.

ITC^DeltaCom was selected based on its competitive pricing, as well as the company's commitment to personalized customer service, simplicity of billing statements, unique ability to customize business long distance accounts, and a live, friendly response to callers 24 hours a day.



By making large investments in equipment and intellectual capital, Long's is positioned to offer unique and exclusive coordinated training and employment programs. Considered a first class state licensed training center, the company has committed time and financial resources to more than 25 community-based organizations, making it a model for high technology firms that deliver a personal touch to the community, clients and employees.

Leading edge concepts and services such as 100 percent drug testing, a state licensed computer training facility, a national award winning Safety and Risk Program and information technology staffing have propelled Long's Human Resource Services into the local and national spotlight on many occasions.

Today's concepts of "strategic partners" and "employment skills training" fit neatly into Long's five-year strategic plan that calls for complete recruiting, assessments, training, management services and exit strategies for more than 500 clients and hundreds of full-time staff in our offices and client sites.

Planning for the future and growth are not new experiences for Long's. Founded in 1948 as a small private employment agency, it grew to a five-branch operation with 25 recruiters by the mid-1980s. Considering the size of Mobile 40 years ago, this was no small accomplishment.

Today, as the leading Mobile/Baldwin region employment and training firm, we are constantly finding new ways to provide value and service to our clients.



Since 1968, Manpower Professional has specialized in providing information technology, engineering, telecommunications, financial and managerial, scientific and professional support personnel on a contract and direct hire basis. A division of the largest private employer in the country, U.S. sales were \$700 million in 1999, with a 20 percent annual growth through the 90s.

Manpower Professional has a worldwide network of offices in more than 28 countries and on an average day employs 16,000 contractors. The company offers a full range of training curriculum with more than 1,000 Information Technology courses free of charge to candidates and contractors through its Global Learning Center – www.manpowernet.com. It is also one of the only regional certification testing sites.

Continued on page 8

Annual Meeting Sponsors *Continued from page 7*

Manpower Professional Continued

Its client list includes many local companies throughout the Mobile area as well as Fortune 500 companies such as Honeywell and IBM.

Each Manpower Professional office maintains its local database of candidates and accesses the North American TechBase system whenever needed, which contains over 800,000 resumes.

TechBase is tailored to help the recruiter deliver quality service utilizing the following steps: dual interviews, reference checks, training and assessment, assignment selection, work site visit, quality performance appraisals and employee recognition.

These tools form a comprehensive plan to ensure that Manpower Professional exceeds the expectations of both our clients and our contractors.



Sayings or expressions will always be the meat of conversation. Some are well known and, if taken literally, can conjure up rather hilarious pictures. Hence the saying "cooking with gas!"

This passage suggests gas is faster, easier, cleaner and better than cooking with anything else. It also "you're doing a fine job."

To say EnergySouth is "cooking with gas" is largely measured by the company's ability to adapt to changing customer demand and exceed customer expectations. A customer service mindset is established by training employees at all levels of responsibility.

Mobile Gas provides natural gas and related merchandising to residential, commercial and industrial customers in Southwest Alabama. The company is expanding into new growth areas in Mobile and Baldwin counties and is continuing its aggressive economic development programs and partnerships to promote and attract new industrial growth in the area.

During the last decade, the company has been successful in obtaining a secure and reliable source of natural gas for customers through a direct connection with three major natural gas processing plants and from its own underground storage facility. Approximately 80 – 90 percent of its gas supply comes from the Mobile Bay area, eliminating dependence on interstate pipelines.

For 164 years the company has been an integral part of the Mobile area, always at the forefront of civic mindedness and volunteerism.



Established in 1953 by Vester J. Thompson Jr., and purchased in 1996 as an employee owned corporation, Thompson Engineering is a full-service engineering consulting and design firm. The past several years have been a time of amazing growth for the company, having tripled its work force and quadrupled revenues.

Today, Thompson Engineering employs approximately 180 people in six locations in Alabama and Mississippi. Revenues exceeded \$20 million in 2000.

In its 47-year history, the company has been instrumental in the development of the Mobile-Baldwin commercial, residential and industrial growth. Thompson Engineering prides itself on meeting the challenges of a community that is changing, growing and seizing opportunities for the future.

As the Mobile-Baldwin community has changed over the last half century, so have we. The company has grown from a small firm providing basic soils and materials tests into a corporation offering a wide range of design, environmental, construction management, transportation and water infrastructure engineering.

The company's sustaining philosophy is to provide the highest value in services to its clients, to create career opportunities for employees, and to be an active leader in the Mobile-Baldwin community.



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A special thanks to the individuals and organizations who along with Annual Meeting sponsors, (profiles on page 7 & 8) made this year's event successful.

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Top Blooms

The American Bus Association named the Providence Hospital Foundation's Festival of Flowers as one of the Top 100 Events in North America for 2001.

The coveted designation is important recognition by the group tour and travel industry that honored the event for its professional planning and high quality execution.

Set for March 22 – 23, the 2001 selection committee chose Mobile's Festival of Flowers among hundreds of U.S. and Canadian events nominated by state and provincial tourism offices and visitors bureaus.

The festival, in its eighth year, features 100,000-sq. ft. of life-size landscaped gardens and elaborate floral designs, seminars and vendor displays.

Don't Give Up Yet!

According to psychologists, 23 percent of New Year's resolutions are broken in the first week. Before you give up read DayTimer's tips, "Five Proven Ways to Help You Keep Your 2001 Resolutions."

1. **Quantify and Commit!** Establishing dates and numbers make goals real and reachable. Instead of saying, "I'll start exercising and get in shape," say "I'll join the gym tomorrow and work out at least three times a week until I've lost 20 pounds and my body fat is 18 percent or lower."

2. **Keep it Simple!** Use clear and descriptive words to formulate the quantifiable outcome that you believe a "very bright four-year-old" would understand.

3. **Chunk it Down!** Break the goal into small enough pieces that it is impossible to fail. "Want to start investing? Take the change from your pockets and put it in a jar right now!" It will be easier to keep making progress when the steps are small.

4. **Don't Consider Lapses as Failures!** Prepare and rehearse three responses to help you get back on track when you lapse into old behavior.

5. **Remind and Reward!** Post goals (on the dashboard, computer monitor, refrigerator, etc.) and reward yourself for each plateau or each month you stuck with your goal.

Source: Day Timer

Flying High

The story of how Mobilians Bobby Marks and Bill Reynolds turned a flight department at risk into a prosperous charter company was featured on the cover of *Professional Pilot* recently. What used to be the flight department of the Mitchell Company is now a 10-year-old company employing 30 full-time staff, including 16 professional pilots and a fleet of planes.

Marina of the Year

Mobile's Dog River Marina Complex was named Marina Dock Age magazine's 2000 "Marina of the Year." The magazine recognizes a U.S. marina each year for "success through exemplary business practices, commitment to customer service, environmental responsibility and contributions to the marine industry." Marinas are judged by a committee of industry professionals.

Find a Potential New Client

The Civil Air Patrol of the U.S. Air Force Auxiliary, is in the process of building its vendor base and updating its list of area suppliers. Applications are available on-line at www.capn-hq.gov.

Currently the Civil Air Patrol purchases the following commodities and services:

- Aircraft and related accessories and services
- Vehicles and related accessories and services
- Communications supplies, equipment and services
- Computer accessories and related accessories and services
- Office equipment, supplies and furniture
- Cleaning supplies, equipment and services
- Software and program development consulting services

For further information call Cathy McLendon, 334-953-1713 or e-mail her at cmclendon@capnhg.gov.

Good News, Bad News

The results of the 1999 Third International Math and Science Study were released in December 2000 by the National Alliance of Business and the Business Roundtable. The study measured math and science achievement of 8th graders in 38 countries.

Results include:

- U.S. 8th graders exceeded the international average in math and science;
- U.S. 8th grade African-American students increased in math achievement, but had no change in science. White and Hispanic students showed no change in either subject since the last time the test was given in 1995;
- There were no differences in performance between girls and boys in math, but boys outperformed girls in science;

The data indicates there is much more work to be done, believes Ed Rust, chairman and CEO of State Farm Insurance Companies, Business Roundtable's Education Task Force chairman and National Alliance of Business chairman.

"The results remind us that the rest of the world will not stand still while we work to implement these (standard-base performance) reforms. We must be committed to a course of continuous improvement to ensure that all students can function at a world class level," said Rust.

The study points to the crucial impact of teaching and curriculum on student achievement in middle schools. For example, U.S. students are far less likely to be taught by a teacher who majored in mathematics, potentially a significant factor in U.S. performance.

A more complete analysis will be available soon. For complete results go to www.nces.ed.gov/timss/timss-r.

The Quiet Disaster – FIRE

◆ Red Cross Appeals for Fire Assistance Funds

Although most people, especially along the Gulf Coast, associate the American Red Cross with blood drives and disasters caused by Mother Nature, few know the organization helps families devastated by what is called the "Quiet Disaster" – fires.

It is because of the dedication of volunteers and staff who make up the Red Cross response teams that they are among the first to show up at a fire. They offer families assistance with their most immediate needs such as clothing, shelter, food, medical supplies (including dentures and glasses), etc.

Last year, the Red Cross spent more than \$114,000 to help 229 Gulf Coast families who were victims of fires. Many lost all of their belongings and were left homeless.

"Franklin Vaughn, the Red Cross volunteer that met with us, was very kind," said Imogene Slay, whose home caught fire in November 2000. "He came to see us several days in a row to see if there was anything we needed to help us through the hard time. He provided us with vouchers to buy clothing, food and other necessities. I was so impressed with the response. The Red Cross was the first organization to respond to our needs."

In addition to meeting pressing physical needs, the Red Cross also supports families dealing with emotional issues involving the shock of losing their belongings, suffering due to injuries or even the loss of a loved one.

In addition, the organization provides mental health training for fire fighters, public safety officers and other disaster workers. Frequently, following fatal accidents or fires, these emergency workers themselves suffer from such immensely stressful experiences.

Typically the organization sees the greatest need for its fire-related services during the winter months when people are trying to keep their homes warm. However, recently the number of fires has



A Red Cross volunteer comforts a family who turns away from their burning home.

increased this past year.

"Perhaps it's due to the extreme cold and hot weather that labored over the Gulf Coast. Our air conditioners and heaters have really got a work out this past year. Several fires have been linked to faulty electrical wiring," said Kathie Barton with the American Red Cross.

The amount needed to help each family has also increased over the past year. "Just over a year ago, the average amount spent to help a family was \$650. Now we're spending anywhere from \$650 and \$2,000 per family. And that is just to take care of the immediate needs," Barton said.

"Funds are critically low at this point to help fire victims and we need contributions from the community," said Barton. "One of the biggest misconceptions about these services is that the Red Cross is reimbursed for expenses. All disaster relief services are provided free of charge and through the voluntary contributions of the American people. Neither the victims, insurance companies nor government agencies reimburse the agency."

Contributions can be mailed to the Alabama Gulf Coast Chapter of the American Red Cross at P. O. Box 1764, Mobile, Ala. 36633. For more information, call 436-7910, 937-3801, or 943-3844 or log on to www.siteone.com/redcross.

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It Pays to Have a Drug Free Workplace

◆ Upcoming seminar offers benefits to small businesses

Organizations interested in establishing a drug-free workplace can receive a \$250 voucher to kick-off their program at an upcoming seminar.

On Thursday, March 29, the Chamber will host a half-day workshop conducted by Drug Free Workplaces, a Northwest Florida provider of services and grants that offers incentives and benefits to small businesses electing to become a Drug Free Workplace. The organization has recently extended its program to the Mobile area.

Carol Law PhD, founder and president of the Drug Free Workplaces, will conduct the seminar. She is a Nationally Certified Substance Abuse Program Administrator who provides consulting services to corporations, organizations, governmental entities and communities throughout the U.S.

"There are numerous benefits available to participants. Here's an opportunity to get assistance in designing and implementing a company drug policy, on-going consultations, education and training programs, leading to reduced absences, thefts, accidents and ultimately a safer, more productive workplace," said Ginny Russell, the

Chamber's director of community development.

Participants will learn the rules and regulations, get sample forms and letters, and learn to identify the signs and symptoms of alcohol and drug abuse. There will also be a question and answer period and parent education segment.

The workshop will be at the Chamber from 8 a.m. – 1 p.m. on March 29. The cost is \$150 and includes lunch plus:

- Drug Free Workplace operations manual
- Company policy and disk
- Forms and letters
- Application for Workers Compensation discount
- Mandatory education for supervisors
- Education videos
- Parent education materials and resources
- \$250 voucher (for businesses that begin a new Drug Free Workplace)

For reservations and more information about the benefits and workshop agenda, call Angela Erwin at 431-8621.

Diplomat of the Month

Julia Young Hayes



Julia Young Hayes, owner and operator of Victoria's Waters Aquatic & Massage Service's Inc., is this month's featured Chamber's Diplomat.

According to Hayes, this is a particularly exciting honor because Mobile is her new home. Hayes moved from New Orleans last summer and has only been in the Diplomat program since October 2000. To her, being a Diplomat is a great way to fill a strong desire to serve the community. She recently served on the Governor's Council of Physical Fitness and Sport in Louisiana and has always been giving of her time.

"Julia is a delight to work with. Her enthusiasm and eagerness to get involved is what makes her a great Diplomat," said Reeda Taylor, the Chamber's director of membership.

Victoria's Waters, which specializes in water-based therapy and training, offers numerous classes including: water aerobics, arthritis therapy, therapeutic water exercises for orthopedic or neurologic dysfunction, aquacize, scuba training and swimming lessons for all age levels (beginning at 2 months).

Hayes, who has coached two Olympic swimmers, is a nationally-licensed massage therapist. She performs Swedish, deep-tissue, and sports massage, plus neuro-muscular training (NMT).

"I can facilitate anything you can do above or in the water," Hayes said. "At Victoria's Waters we can even teach people how to properly manage and operate a pool."

She also teaches at the Blue Cliff School (formerly Mobile School of Massage Therapy) and works in a local Chiropractic office.

In serving as a Diplomat, Hayes has found an excellent way to get the word out about her business and help to develop the local business community.

Chamber to Host Intensive 2-Day Grant Writing Seminar

On March 14-15 the Chamber will host "Preparing Successful Grant Proposals," a comprehensive two-day course on proposal writing and prospect research presented by the Indiana University Center on Philanthropy's Fund Raising School.

Targeted to Southwest Alabama nonprofit organizations, this training opportunity will improve attendees' grant writing and prospect research skills (i.e. the identification of potential funding sources) so they can increase their orga-

nizations' success in obtaining grant funds and expand their search for support beyond the Southwest Alabama region.

The Fund Raising School (FRS), part of the Indiana University Center on Philanthropy, is a national fund development education program and is the only such program housed within a university. Now in its 27th year, more than 28,000 individuals have completed FRS courses.

Melissa Brown, fundraising manager of the Indiana University Center on Philanthropy, will

present the course. Since 1991, Ms. Brown has raised over \$19 million in grant funding for the Center and other nonprofit organizations.

The cost to attend "Preparing Successful Grant Proposals" is \$90 per person, a bargain considering tuition alone to take the course at an FRS site is \$490. The registration fee also includes a comprehensive study guide, other take-home materials and 1.3 continuing education units. Class size is limited to 50 participants.

Funded in part by the J.L. Bedsole Foundation,

the two-day workshop will be held March 14, 8 a.m. - 5 p.m. and March 15 from 8 a.m. - 4:30 p.m. at the Junior League of Mobile headquarters at 57 Sage Ave. Sponsors of the event include the Junior League, Community Coffee and Naman's Catering.

For reservations, call Angela Erwin at 431-8621 or register on-line at www.mobilechamber.com.

For further information about the workshop, contact Michele Rumpf at 431-8630.

8th Annual Spring Golf Tournament

Friday, March 23

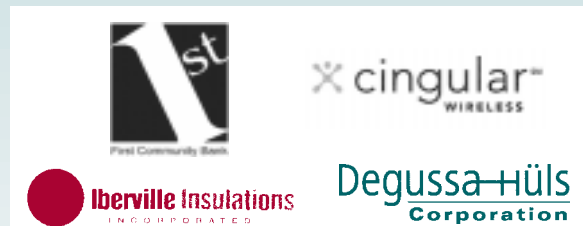


Shot Gun Start 8:30 a.m.

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

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

Prizes include:
1st, 2nd & 3rd place
Closest to the pin
Longest drive



And great door prizes including two round trip tickets on Northwest Airlines compliments of Abeta Travel and Brownell Travel.

Awards Ceremony Sponsored by Cock of the Walk

Post Tournament Chair Massages by Victoria's Aquatic & Massage Services.

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

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Mentors on the Move



Lana Heavin (left) prepares for mentor training with Patti Fultz with Volunteer Mobile.

When Lana Heavin read *The View* article "Mentors Needed!" last October, she became concerned about the fate of the students at risk of not graduating from Mobile public high schools.

A writing laboratory specialist at the University of South Alabama of Continuing Education and Special Programs, Heavin talked to her husband about becoming a mentor.

"What is going to happen to these kids if people don't help the schools give these students special help?" she said. "I could share a lunch time once a month with a youth and send a motivational postcard weekly to help this struggling student stay in school. I waste more time than this piddling in WalMart!"

Heavin acted on her conviction and called Volunteer Mobile and is volunteering as a mentor.

Unfortunately the federal funding was slower than anticipated in coming to the "High Hopes" program, an effort to help the more than 4,000 10th and 11th grade students in the Mobile County Public Schools who failed one or more segments of the Alabama High School Graduation Exam.

Heavin and other volunteers have had to wait through the fall for orientation, training and final approval to get started with students. A support team including Volunteer Mobile, Mentor Mobile and area high schools will provide the necessary training for community volunteers.

Training sessions are currently being scheduled and additional volunteers are needed. Contact **Patti Fultz**, 433-4456 at Volunteer Mobile or **Elaine Klotz PhD** at the Mobile County School System, 690-8024.

United Way Moves to High Tech Service Delivery Without Losing Its Touch

MobileCAN (The Mobile Community Alliance Network) is the long awaited answer to streamline services available to those in need. A project of United Way of Southwest Alabama, the program is an area network linking social service agencies and First Call for Help™, an information and referral service, through the Internet.

A collaboration of public agencies and nonprofit service providers, MobileCAN uses cutting edge technology enabling agencies to maintain comprehensive and confidential client records.

The scenario described below is one frequently encountered by social service agencies and shows how MobileCAN walks participants through a variety of community services.

A single mother of three struggles to support her family working as a waitress at a local restaurant. She has trouble paying her bills, including after-school day care for her 7-year-old son. She dreams of taking classes to earn a college degree, but has more pressing issues with her children. Her 16-year-old daughter wants to drop out of school to get a job, and she suspects, her 12-year-old son is experimenting with drugs.

At the Mobile Public Library, she sits down at one of 20 computers offering free Internet access. She searches for help and finds www.mobilecan.org with a link to "First Call For Help™." In a click she sees a detailed listing of services for approximately 225 agencies in Baldwin, Clarke, Mobile and Washington counties. She begins her quest for assistance, searching for child care and up pops information about the Child Day Care Association such as their

location, phone number, hours of operation, and a sliding fee scale based on income.

She could have also called "First Call For Help™," 433-5459, Monday through Friday from 8 a.m. to 5 p.m. and spoken with a person to direct her to available services.

Once she contacted the Child Day Care Association, a partner in MobileCAN, they keep track of this single mom and her children's services in a comprehensive case management database, CaseTrack.

When enrolling her son in the program she learns about the Drug Education

has revolutionized service delivery.

"People used to go from agency to agency, often not knowing where to start," said **Virginia Guy**, executive director of the Drug Education Council. "With MobileCAN, information is more readily available via the Internet, and through the CaseTrack case management database, paperwork and waiting lists are reduced."

MobileCAN is a collaboration between United Way, the Mobile County Health Department Teen Center, the City of Mobile, Children's Trust Fund of Alabama, Mobile

Infirmary Foundation, Monte L. Moorer Foundation and 31 United Way agencies. The project was originally underwritten in 1997 by a grant from the U.S. Department of Commerce (under the Telecommunications and Information Infrastructure Assistance Program).

Currently it's run jointly by United Way and a private technology firm, Bay Networking Technologies Inc.

For more information about MobileCAN, or to join as a MobileCAN partner, log on to www.mobilecan.org



Council, and is referred to the Mobile County Health Department Teen Center for life skills training where her daughter can find a mentor. In addition, she learns how the Family Counseling Center/Consumer Credit Counseling can help consolidate her bills.

A stepping stone of services all accessed in one step through MobileCAN, this program

or contact: **Nancy Self**, co-project director at United Way, 431-0113 or **Lawrence Daniel**, co-project director at Bay Networking Technologies, 665-4888.

Hippocratic vs. Hypocritical



All licensed physicians must take the Hippocratic Oath, a pledge to do everything within their power to preserve life. Basically, that's where healthcare began. Decent, principled, even noble. Not the kind of thing you play games with. But managed care has done just that, imposing restrictions and conditions on doctors that compromise treatment and the health of the patient.

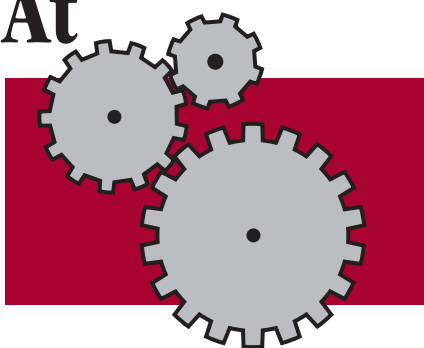
And while managed care companies have made noise about changing policies regarding the involvement of doctors, it's amounted to little more than a shell game. There's a difference between lip service and truly involving people in decision making, aligning physicians as partners in quality and risk.

Really, it's a question of priority. What do you believe is right, fair and in the best interest of the patient? What honors a decision made all those years ago to practice medicine? The Oath is a return to the fundamental values of healthcare. To principles and priorities. It is a commitment to respect the integrity of physicians. A belief that doctors and patients should never be put in the middle of the quest for profit. This is our promise to Alabama. This is our Oath. Stay Tuned



For More Information Ask Your Employer or Call 1-800-888-7647.

The Chamber At Work For You



Here are a few examples of how the Chamber is working behind the scenes on a number of business and community issues.

Tech Conference Scheduled

The Chamber facilitated a focus group to identify topics and speakers for the upcoming Gulf Coast Technology Council's Technology Symposium. The symposium is set for April 2 – 5. Watch for additional information in the March issue of *The View*.

Pursuing Constitutional Reform

The Chamber coordinated a follow-up meeting for the Constitution Reform Rally with Baldwin and Mobile County representatives. In addition, representatives met with Greg Foster, Alabama Citizens for Constitution Reform, and Mobile County Commission President Sam Jones on how to encourage increased citizen participation in the process.

The Chamber will participate in a statewide Constitutional Reform Rally this April in Montgomery. More details to come.

Envision

Child readiness for school, septic tank elimination and an arts curriculum were among the many topics addressed by Vision Partners and committees recently. At the Envision Mobile-Baldwin annual meeting set for March 1 (see story on page 2), a more detailed account of 2000 initiatives and accomplishments will be presented.

Applying for Ethic Funds

Chamber staff co-wrote, with the Alabama Center for Law and Civic Education, a state application for a federal "Partnerships in Character Education" grant. If funded, Mobile County will serve as a demonstration site for CHARACTER COUNTS! and receive more than \$160,000 to implement the program in public secondary schools. Local partners in the application are 100 Black Men of Greater Mobile/The Phoenix Program, University of South Alabama and Mobile County Public Schools.

Keeping Media in the Know

The Chamber worked with local media on stories regarding technical education, industry recruiting, constitutional reform, Coflexip Stena, the Jubilee Pulp mill, International Paper closing, new job announcements for Mobile including Bredero Shaw and New Era Cap, the Mobile Alabama Bowl, the IP job fair and Chapura.

In addition, Chamber staff wrote four articles for the Hattiesburg American newspaper about Mobile including tourist attractions, general information about the city, and things to do for their special section on the Mobile Alabama Bowl. Also, Chamber staff assisted Mo Michelli Productions with video footage, Chamber information and listing of members for a CD on the Mobile Alabama Bowl and accompanying video of the city.

In the Shadows

Junior Achievement and the Chamber worked to coordinate media coverage for the Feb. 2 Groundhog Day Job Shadowing Program, including video and radio public service announcements, news releases and news coverage of the event.

On the Go

A committee was formed to determine the handicapped community's needs for city-wide transportation. The Chamber facilitated the community meeting where individuals described specific challenges they had with the current system and made recommendations. The committee will report its findings early this year.

Air Rating

The Ground Level Ozone Reduction Initiative, GLORI, held its year-in-review meeting recently. Chamber representatives serve on the steering committee. Mobile's 2000 ozone season exceeded the Environmental Protection Agency's new 8-hour standard, however, that standard is being challenged in the U.S. Supreme Court. GLORI members are awaiting a decision on the case.

Throw Somethin' to the Senator

The Chamber began planning its annual Mardi Gras reception for state legislators and regional officials set for later this month. Last year more than 40 elected officials and their spouses attended the event. While in town, state officials will ride in the Tillman's Corner Tricksters parade.

Stamp this Passport

Chamber representatives traveled to San Pedro, Sula and Tegucigalpa, Honduras to prepare for a February trade mission. Fourteen delegates will participate, with the trip set in February.

A Statewide Approach

As the first step in bringing statewide partners together for trade initiatives, the Chamber coordinated and prepared a report for the Alabama Commerce Commission, a group of 35 representatives from throughout the state.

Participating organizations outlined their accomplishments, goals and objectives. Included were the Alabama Development Office (ADO), Alabama International Trade Center, Madison County Commission and the Mobile Area Chamber. This report also addressed potential goals and needs of a future statewide program.

SCORE

Bypass Family Differences With a Business Plan

There are many benefits that come from a family owned business – pride, fellowship, loyalty and success. While it is similar to any small business with one or more partners, special issues can arise when partners are related.

Because of the shared financial risk, operating a family-owned business presents unique challenges. When close relatives work together emotions can often get in the way of effective business decisions.

The best way to head off these situations

according to **Bob Kirby** of the Mobile Chapter of the Senior Corp of Retired Executives (SCORE), is with a written business plan. The plan should include standard operations and create objective standards for everyone to measure performance and results as well as a professional procedures plan to navigate disputes.

"When you invest your own money and operate your own business, you have the independence of being your own boss. And as manager, you are rightly concerned with the economic realities of running a business. However, if the business involves other family investors, they may also feel that they should have a strong say in operations," explains Kirby.

"Family considerations and disagreements shouldn't get in the way of what should be purely fact-based decisions, but in the real world emotions come into play."

Problems associated with managing a family-owned business usually result from the dual relationships between members of the firm. For example, when the current general manager steps

down, choosing among many qualified members of the family who want the job may be more difficult than choosing from a pool of unrelated candidates.

Another typical problem is pressure to hire an unqualified member of the family. "It is easier to turn down a colleague than someone who will be sitting across from you at dinner," says Kirby.

One solution Kirby recommends is hire someone who is not a family member to serve as general manager or chief operating officer. But

this only works if family members agree to abide by the decisions and recommendations made by this executive, he cautions.

When decisions are in favor of, or in opposition to positions held by various family members, there must be a clear method to allow this person decision making power.

Kirby says their clients have presented a number of family owned businesses including husband and wife teams as well as brothers, fathers and

sons or mothers and daughters.

"Consider outside advice in developing a management plan to bridge family differences," he says. A volunteer business counselor can offer insights, procedures and assistance in preparing a conflict resolution plan or a succession plan, to bring an outside executive to the table as a manager or facilitator.

SCORE offers free and confidential small business counseling and is located at the Chamber. It is staffed, 9 a.m. – Noon, Monday through Friday. To set up an appointment, call 431-8614.

**"Consider outside advice in developing a management plan to bridge family differences."
Bob Kirby, SCORE**

Comparative Economic Indicators November '00 vs November '99

Unemployment Rates

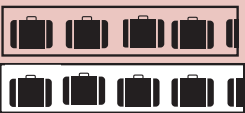
Mobile/Baldwin counties



4.3% November '00
4.2% November '99

Business Licenses

Mobile County



218 November '00
240 November '99

Homes Sold

Mobile County



272 November '00
331 November '99

Air Passengers From Mobile

Mobile Area



33,162 November '00
30,845 November '99

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The Art of Hospitality

CALENDAR VIEW

February
15

Mobile Venture Capital

Time: Noon - 1:30 p.m.
Place: Clarion Hotel, Bel Air & Airport Blvd.
Cost: \$15 and includes lunch
Call: Brenda Rembert at 431-8607

February
19

Seed Investors Technology Forum

Time: 9 a.m. - 3 p.m.
Place: Adam's Mark Hotel
Cost: \$65 and includes lunch
Call: Walter Underwood at 431-8652

February
21

Net Gain E-Commerce for Small Business

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

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

COMING IN MARCH

March
1

Envision Mobile-Baldwin Annual Meeting

Time: 7:30 - 9:30 a.m.
Place: Daphne Civic Center, Hwy. 98
Cost: \$7 and includes breakfast
Call: Angela Erwin at 431-8621
(See story on page 2)

March
2

First Friday

Time: 7:45 - 8:45 a.m.
Place: Manpower Professional, 6417 Hillcrest Park Ct.
Cost: \$2 for members/\$5 for potential members

March
13

Noon Marketing Meeting

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

March
14

March
15

Grant Writing Seminar

Time: 3/14/01 8 a.m. - 5 p.m.
3/15/01 8 a.m. - 4:30 p.m.
Place: Junior League of Mobile, 57 N. Sage Ave.
Cost: \$90
Call: Angela Erwin at 431-8621
(See story on page 11)

March
19

State of the City & County Luncheon

Time: Noon - 1:30 p.m.
Place: Arthur R. Outlaw Mobile Convention Center
Cost: \$10
Call: Shelly Mattingly at 431-8612
(See story on page 2)

Business After Hours

The February Business After Hours, sponsored by the Mobile BayBears, will be held at the Hank Aaron Stadium, located at 755 Bolling Brothers Blvd. Stop by between 5:30 and 7 p.m. on Thursday, Feb. 22 and see the stadium while networking with fellow business colleagues.

The cost to attend is \$2 for members and \$5 for potential members.



First Friday

Sponsored by Manpower Professional, First Friday will be March 2 at 6417 Hillcrest Park Ct. from 7:45 until 8:45 a.m. Join other Chamber members and local businesses for a continental breakfast/network reception before heading to work.

The cost is \$2 for members and \$5 for potential members.

MANPOWER PROFESSIONAL

Noon Marketing Meeting

The Noon Marketing Meeting will be from Noon until 1 p.m. on Tuesday, March 13 in the Chamber McGowin Room. Sponsored by Alabama Power, participants will be given the chance to give a two-minute presentation on their company's products or services as well as distribute brochures and flyers.

For reservations, call the Maria Bladorn at 431-8638. Cost to attend is \$6 and includes lunch.

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25 YEARS

Master Cleaners Inc.

20 YEARS

Equipment Sales Corporation
Mobile County Education Association

15 YEARS

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Blue Rents Inc.
Bronstein's Fine Furniture Inc.
DPC Enterprises
Fishing-Alabama
Gibbons Hall LLC
Gulf Coast Financial Associates Inc.
Gulf Health Plans PPO Inc.
Gulf Wilbert Vault Company Inc.
Hagan Fence Company
L & M Welding Supply Inc.
Marshall Biscuit Company Inc.
McClure & Associates
Medical Society of Mobile County
Mobile Works Inc.
OB-GYN Clinic PC
Professional Collision Services Inc.
Robert Moore & Company Inc.,
Christmas Town
Rogers & Willard Inc.
Saltmarsh, Cleveland & Gund
Silver, Voit & Thompson
Attorneys-at-Law PC
Sipco Inc.
Soundworks Inc.
Southern Ornamental Security,
d/b/a AAA Iron Works
St. Paul's Episcopal School
The Architects Group Inc.

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Dudley, Ruland & Chateau PC
Frank A. Dagley & Associates Inc.
Global Safety & Security
Harold-Marston Joint Venture
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Westport Apartments

5 YEARS

Cathedral Square Gallery
Loveless & Lyons
Nationwide Insurance Tucker &
Associates
Sodexo Marriott Services
e.spire Communications Inc.

Seed Investors Technology Forum Scheduled

The Alabama Information Technology Association and the Chamber's Gulf Coast Technology Council are co-sponsoring a Seed Investors Technology Forum on Monday, Feb. 19 at the Adam's Mark Hotel.

There will be a maximum of six companies seeking funds making presentations to potential investors. John Beck, president of Actel Integrated Communications Inc., will be the keynote speaker at lunch. Anyone looking for investment

opportunities is invited to hear the presentations.

Registration is \$65. Please make checks payable to Alabama Information Technology Association (AITA) and mail to AITA/Greg Crabtree, treasurer, P.O. Box 2506, Huntsville, Ala. 35804.

For additional information please contact Byron McCain, president of AITA at (205) 802-7551 or bymccain@aol.com or the Chamber's Small Business Development Department at 431-8607.

Net Gain: E-Commerce for Small Business

The Net Gain seminar E-Commerce for Small Business will be held on Wednesday, Feb. 21 in the Chamber McGowin Room from 11 a.m. - 1 p.m. This seminar will help small businesses learn how to sell their products or services over the Internet. Watt Key with Jackson Key and Associates LLC, will discuss the tools, benefits and drawbacks to E-Commerce as well as provide pertinent statistics.

For reservations, call Brenda Rembert at 431-8607. Cost to attend is \$15 and includes lunch.

Mobile Venture Capital Forum

The Small Business Development Department will present a Mobile Venture Capital Forum luncheon on Thursday, Feb. 15 from Noon until 1:30 p.m. at the Clarion Hotel located at Bel Air and Airport Blvd. Jason Kelly, editor-in-chief of *DigitalSouth*, will discuss venture capital activity in the region and share successes and insight about this competitive industry.

For reservations, contact Brenda Rembert at 431-8607. The cost to attend is \$15 and includes lunch.

Seminar Speakers Needed

The Chamber's Small Business Development Department is looking for presenters for its monthly seminar series targeted to small business owners and managers.

Approximately 500 members attended a total of 18 seminars in 2000. Topics cover a wide range of issues related to the day-to-day functions of running a business.

"If you are comfortable speaking to a group, and have an interest in sharing your knowledge and expertise, the Chamber has a forum and a ready-made audience," said Walter Underwood, the Chamber's director of Small Business Development.

Most seminars begin at 11 a.m. and run an hour and a half. A boxed lunch is served and everyone can get back to their offices by 1 p.m.

Some of the topics members are interested in learning about this year are:

- Business Planning
- Business Writing Skills
- Buying Health Insurance
- Employment Recruitment
- How to Figure Business Taxes
- Marketing
- Public Speaking
- Sales Techniques
- Stress Management
- Venture Capital
- Workers' Compensation Laws and
- A variety of high tech topics

If you have expertise in any of the above areas and are interested in presenting a workshop, call Underwood at 431-8652.

ATTENTION MEMBERS!

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

- Nancy Hughes at 431-8647/pg: 582-1999
- Tom Lewis at 431-8629/pg: 582-2076
- Melody Lipscomb at 431-8627/pg: 371-9634

WHO'S NEW?

AmSouth Bank announced the following promotions and personnel changes: **Kevin S. Carey**, vice president, Springdale Plaza office; **Teresa W. Cooper**, assistant vice president and branch manager, Gulf Shores office; **Michael J. Dennis**, officer and branch manager of the Crichton branch; **Anita L. Fincher**, vice president, Ambassador Plaza; **Sonserraye L. Gowder**, vice president and human resources manager; **Brooke J. Kalifeh**, branch manager, Lake Forest office; **Suzannah H. Leatherbury**, mortgage banker for Baldwin County; **Matthew M. Maurin** joined the bank as assistant vice president and branch manager of the Foley office; **Kimberly D. Whitehead** joined the bank as officer and branch manager of the Bay Minette office.

South Alabama Bank announced the following personnel changes: **Jeff McCurley**, real estate officer; **Deirdre M. Pearman** was promoted to assistant vice president and branch manager of the



McCurley



Pearman



Wilson



Aaron

Providence branch; **Sandra Wilson** was promoted to branch manager of the Old Shell Road and Springhill offices; and **Veleeta L. Aaron** is the new assistant cashier and branch manager of the main office.

Regions Bank announced six recent promotions. **Bruce E. Austin Jr.**, who was named American Institute of Banking Teacher of the Year for 2000, was promoted to senior vice president student loan manager.

Robert (Bud) Doyle Jr. was promoted to senior vice president personal trust manager; **Faye N. Sawyer**, was named senior vice president group financial officer; **David O. Campbell** was promoted to the vice president loan officer of the Airport office; **Judy H. Etheredge** is now assistant branch manager of the Skyline office; and **Martha P. (Sizy) Landrum** was promoted to assistant branch manager of the Citronelle office.

Carr, Alford, Clausen & McDonald LLC announced **Thomas M. Rockwell** and **Frank L. Parker Jr.** have become partners in the law firm. Both Rockwell and Parker are from Mobile and both received their Juris Doctrate from the University of Alabama.



Rockwell



Parker

Also, **Judith I. McGeary**, **Jason D. Miller** and **Thomas B. Walsh** joined the firm as associates. McGeary received her JD from the University of Texas School of Law. Miller and Walsh received their JDs from the University of Alabama.

Jeff Comer and **Bill Miller** joined C&G Video Systems. Comer was recently the national sales manager for Editing Technologies Company. Miller, who was the director of the media department for Mobile Infirmiry for the past 13 years, joined the sales team.

MEMBER NEWS

Erin Neal-Dawkins MD rejoined Infirmiry Health System's Mobile Bay OBGYN. Neal-Dawkins first joined as a staff physician in 1989, then rejoined in 1999 practicing only gynecology. She now accepts both obstetrical and gynecological patients.

Whitney National Bank announced several recent promotions: **Tina Robinson** and **Debbie Harkins** have both been promoted to assistant vice president.



Harkins

Angela M. Grice is now sales manager. And Assistant Vice President **Grady W. (Jody) Dunn Jr.** CPA assumed the retail banking responsibilities.

As consumer/ business banking manager for South Alabama, he will oversee the consumer banking activities, including sales campaigns, sales training, product development and growth management.



Dunn



Robinson



Grice

Starr Newman will be the branch manager of the Mobile office and will be responsible for sales, recruiting and customer-service. The company will continue to provide professional staffing services to the engineering and information technology (IT) industries as it has for over 10 years in the Mobile area.



Newman

Compass Bank and the University of Alabama's Center for Business and Economic Research launched an on-line program to assist small to medium-sized business owners. The site, www.compassweb.com/cob, hosts economic trends and facts, as well as local, regional, national and global market conditions, seminars and newsletters.

WELL DONE!

American Association of Blood Banks (AABB) accredited the **American Red Cross Gulf Coast Region Blood Services** for performance of donor center activities and transfusion services. Accreditation, which is voluntary, follows an extensive on-site assessment. There are more than 2,000 similar facilities across the U.S. and abroad that have earned AABB accreditation.

The **Mary Abbie Berg Senior Center** recently announced its Board Leadership Awards recognizing those with 10 plus years of service: **Marguerite Franklin**, **John Finley Jr.**, **Harold Collins**, **Arlene Mitchell**, **Margaret Renfroe** and **W.G. Coffeen III**.

Other awards included: the Partnership Appreciation Award, **Mercy Medical**, for six years of service; Community Service Award, **Comcast Cable**; Special Projects Award: **Robbie McClure**; and the Membership Award, **Ruth Dennison**, outstanding membership development.

The Center also announced new Board of Directors officers: **Roma Hanks**, president; **Grey Redditt Jr.**, vice president; **Harold Collins**, secretary and **Jim Butler**, treasurer.

Claudette Ford, administrative director of Springhill Home Health Agency for **Springhill Memorial Hospital**, was appointed by the Governor to the Alabama Home Medical Equipment Services Provider's Licensure Board. She is one of two people on the board representing the home health industry for the state. Ford is an RN and has a master's in Health Services Administration.

Mobile Infirmiry Medical Center announced **G. Douglas Hungerford MD** was elected president of the Medical staff. Other elected officers are **J. Donald Kirby MD**, president elect and **Herbert A. Stone MD**, secretary-treasurer.

The Infirmiry also announced annual winners of the Ernest G. DeBakey awards selected by their peers as those in the surgery department demonstrating a commitment to excellence. This year's winners are: **Sherri Howell RN**, **Theresa Slocomb RN**, **Jonathan Mills ORT**, **Clarence Dixon**, tech assistant and **Anna Atkins**, supply team leader.

COMMUNITY NEWS

The **Mobile Bar Association** recently moved back into its newly renovated headquarters at the Levert Office, 153 Government St. The building was originally erected by Dr. Henry Strachey Levert as a medical office in 1856. The unique Italianate structure boasts some of the finest old brickwork remaining in Mobile. The association has occupied the Levert building since 1982.

FOR YOUR CALENDAR

The **PrimeHealth Red Cross** run is set for March 3 at Fort Conde'. The 8K run starts at 8 a.m. with a 2-mile fun run/walk immediately following. Advanced registration for the 8K is \$14 (\$18 on race day) and \$10 for the 2-mile (\$14 on race day). Trophies and ribbons will be presented to the top five winners in all age groups. For more information call 436-7905 or log on to www.siteone.com/redcross.

The **Home Builders Association of Metropolitan Mobile** scheduled its annual Home Product Expo March 16-18 at the Mobile Civic Center. The expo will feature more than 120 companies displaying building products, seminars and the 3rd annual "Nail Driving" contest. For more information, or for booth availability, call **Michele Crismon** at 661-6523.

The 23rd annual **Spring Fever Chase** will be held Saturday, March 17, in Fairhope. Sponsored by **SouthTrust Bank** and **Thomas Hospital**, the 10K run is a certified U.S.A. Track & Field Assn. run and begins at 8 am. A 2-mile fun run begins at 9:30 a.m. On-line registration is available at www.racegate.com. For more information call 621-3615.

On March 17, the **Dumas Wesley Community Center** is hosting its annual Walk for Families. The fundraiser supports the Center's programs for children, families and senior citizens. For more information on sponsoring and participating in this event, call 479-6217.

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

BUSINESS ENDEAVORS

Guarantee Title of Mobile Inc. and **Stewart Title of Mobile Inc.** merged to form The Guarantee Title Company LLC. The new company plans to combine resources to more efficiently serve the real estate and lending professionals in Mobile and Baldwin counties. Guarantee Title will have three offices: 759 Downtowner Loop West; 740 Hillcrest Rd. in Mobile and 1290 Main St. in Daphne.

New Orleans-based **Chaffe & Associates Inc. Investment Bankers** recently opened an office in Mobile, located at 182 St. Francis St. **D.B.H. Chaffe IV** will head the office and perform research and valuations of businesses in a wide range of industries using computer-based models and databases. Chaffe holds a bachelor's degree in civil engineering and a MBA with a concentration in finance, both from the University of Alabama.

Whitney National Bank launched Online Banking, the latest in a series of interactive elements designed for customer convenience. On whitneybank.com customers can check account balances, monitor transactions, transfer funds, order checks, apply for loans and open a new account.

In other news, Whitney opened its fourth branch in Baldwin County last month. The Jubilee branch is located in Daphne at the intersection of Hwy. 98 and County Road 64 (in the Target shopping center). **Darlene Lapeere** will serve as branch manager.

Atlantic Marine Inc. signed a contract with **Hornbeck Offshore Services Inc.** of Mandeville, La., to build two high capacity, offshore supply vessels that will serve the deepwater offshore oil industry. The two vessels will be built at Atlantic's Alabama Shipyard Division in Mobile and will add 100 new jobs.

CentraLite Systems Inc. recently announced the opening of its first office outside Mobile in Provo, Utah. The company hired **Michael C. Reid** to manage the new office and handle sales and marketing for the western region.

Enterprise Rent A Car opened a new office in Tillman's Corner, at 5650 Old Pascagoula Rd., Suite 201. **Shakira Humble** is the manager of the new facility, and can be reached at 653-1639.

The Mobile branch of **ViaTech Services** changed its name to **AllStates Technical Services**, as a result of a merger between ViaTech and AllStates Design & Development Co., a 55-year old technical staffing and design outsourcing firm.

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