

THE VIEW

APRIL 2001

MOBILE AREA CHAMBER OF COMMERCE

XXXIII, No. 4

GLORI Releases 2000 Ground Level Ozone Statistics

March 1 marked the first day of the 2001 Ozone season and Mobile entered this time period with the impending threat of being placed in the non-attainment category for Ozone.

Preliminary statistics for last year's Ozone season (March 1 – October 31) were released recently revealing that Mobile County again exceeded the proposed eight-hour Environmental Protection Agency (EPA) standards. The report was compiled by Ground Level Ozone Reduction Initiative (GLORI) members, a group of citizens from the public and private sectors including government, industry, small business, Mobile Bay Watch, Mobile County Health department, Mobile Chamber and representatives from Baldwin County.

Of three monitoring stations in Mobile and Baldwin counties, only the Chickasaw station exceeded eight-hour Ozone standards three years in a row (EPA's proposed requirement for non-compliance). Therefore, it is the station currently used in

determining the area's attainment status. The Chickasaw station's fourth highest number, which is EPA's official reading, was .089 parts per million (ppm). The eight-hour EPA limit is .085 ppm.

Mobile's three-year average at this station for 1998-2000 was .090, up from last year's average of .088. Ozone levels are monitored and reported by the Alabama Department of Environmental Management.

Last year, 219 days were monitored during the ground level ozone season, up from 215 days in 1999. Despite many forecasted Ozone alerts, of those days only six were above the standard of .085 ppm, or "unhealthy for sensitive groups." One hundred-seventy-six days were classified as "good" (0 - .064) and 37 days were "moderate" (.065 - .084).

The legal challenge to EPA's eight-hour standard is still ongoing. The U.S. Supreme Court heard the appeal of a lower court ruling last

November, which disallowed EPA's new eight-hour standard. (The old standard was based on one-hour averages and had a non-attainment level of .120 ppm, a standard Mobile has never officially violated). The Supreme Court has asked EPA to resubmit their case for lowering the standard and the court will make its final decision based on their logic and supporting scientific data.

Ground level ozone is formed when emissions such as nitrogen oxide (NOX) and volatile organic compounds (VOCs) come together during weather conditions, such as hot, sunny days

with lower humidity and stagnant air. NOX and VOC emissions are created by coal-burning utilities, automobiles and a number of other sources, including industrial emissions, lawn care equipment and other combustion engines.

GLORI was formed in 1998 by the Chamber after Mobile representatives learned the city could be placed in non-attainment status for ground level ozone. Acting as a liaison with state and federal environmental agencies, GLORI will continue to increase public awareness of ground level ozone.



IP Workers Train for New Opportunities



Wilbur Webb's students are training to install and maintain air conditioners.

In his 22 years as an International Paper worker, John Singleton never expected to find himself sitting in a classroom learning a new skill. The IP plant closed in December 2000, releasing around 800 workers.

Approximately 85 former employees of IP and Corus Mobile (British Steel) are enrolled as students at Bishop State Community College. The majority of them are in technical programs such as air conditioning/refrigeration, truck driving, electronics technology, plumbing, welding, carpentry and auto and diesel mechanics. Eighteen are training in the Information Technology Field including the Microsoft Certified Systems Engineers and A+ Technicians. The rest are seeking academic programs, such as Accounting Technology, Computer Information Systems, Practical Nursing and Registered Nursing.

These programs are not new to Bishop State Community College but are part of the college's year-round curriculum. The lengths of the programs vary from eight weeks to two years.

Harry Holloway PhD, Bishop State's dean of the Technical School, says the new students have positive attitudes. Since most of them have spent the majority of their careers with one company, Holloway says that their strong work ethic is evident. "The applicants have been persistent and show initiative to follow through with what they've started."

Financial aid has been made available for displaced workers through Mobile Works, the community's umbrella organization for workforce development. The program advised International Paper to apply for federal funds that provided training dollars for its employees. Monies are funneled through Mobile Works and individual training accounts are set up for each employee to use at any certified or approved training program. (To read more about Mobile Works, see article on page 4.)

Holloway adds the training offered to the workers by Bishop State can lead to future employment at comparable salaries and maybe even spawn "an entrepreneurial spark in some."

Singleton enrolled in the air conditioning program. He says "everyone here (in Mobile) needs cool air and there is a need for qualified workers." Singleton says his teachers keep the classes interesting, and "as long as you are willing to put forth the effort" the classes are well worth it.

Robert Cannon, a 24-year employee with IP, agrees with Singleton that the classes are challenging. "You have to go forward in life." Cannon says many of his former co-workers are currently enrolled at Bishop State, but thinks more should get involved with the opportunities available.

To learn more about Bishop State Community College's training schedule and associate courses, call 690-6836.

Alabama Records Double Digit Export Increase

Alabama exports increased more than \$1 billion dollars last year. Overall, U.S. exports including the District of Columbia and the Virgin Islands, rose from \$692.8 trillion to more than \$780.4 trillion.

The data came from the Census Bureau, Foreign Trade Division and was prepared by MISER (Massachusetts Institute for Social & Economic Research, University of Massachusetts).

Alabama ranked 26th in U.S. exports last year despite a 15.57 percent increase. Total exports for the state reached \$7.3 billion. Florida led the Central Gulf Coast in total exports exceeding \$29.9 billion, a 7.61 percent increase. Louisiana experienced a 5.55 percent increase, with exports valued at \$18.1 billion. Mississippi had the highest percentage increase of the Gulf Coast States, 20.4 percent, bringing exports to \$2.7 billion.

California led the nation in exports with \$1.29 trillion, followed by Texas with \$1.12 trillion; New York, \$46 billion; Michigan, \$36 billion; and number 5 was Washington, \$34 billion.

"It was a good year for exports," said Tony van Aken, the Chamber's director of Trade and Technology. "The majority of states registered increases anywhere from 0.94 to the District of Columbia's staggering 140.69 percent."

Last year, many states suffered slight decreases in exports primarily attributed to the Asian crisis. "We're back in the swing," believes Brian Davis with the Alabama National Trade Center. He attributes this year's growth to the market recovery of the state's leading exporters.

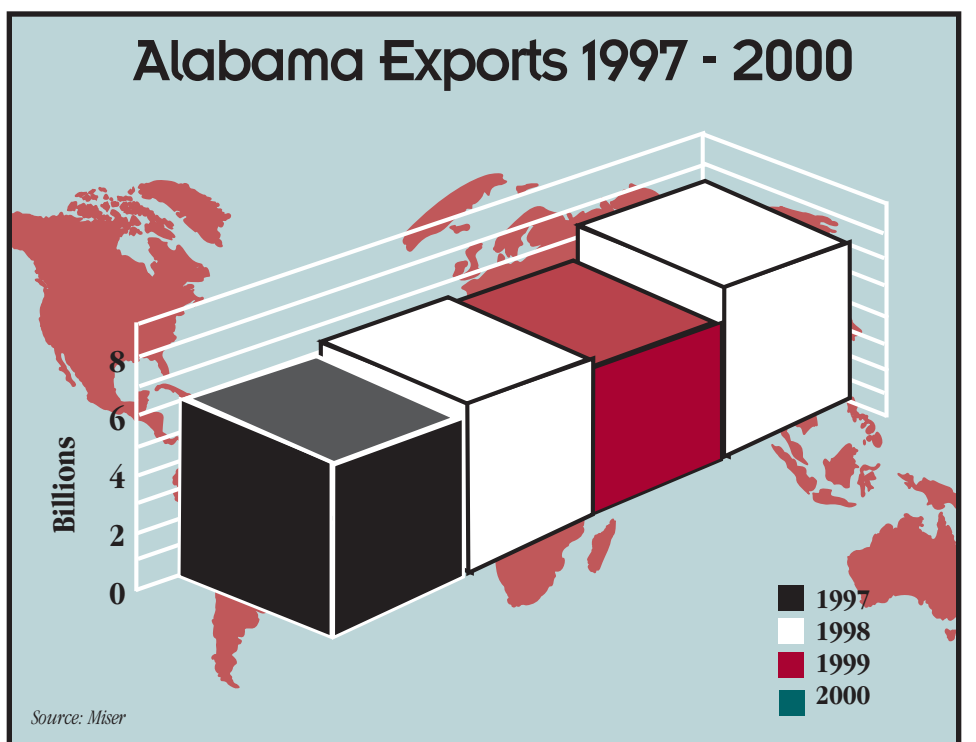
"Every billion dollars in trade equals 15,000-17,000 jobs," says van Aken, emphasizing that there are a number of advantages for companies to export.

Approximately one-half of all U.S. exports are by the country's top 100 firms says Gary Gardner, member of the Alabama Export Council and director of Business Development for Phoenix Multi-Media Inc.

"Foreign buyers like doing business with small businesses."

Gary Gardner

Continued on page 2



Alabama Records Double Digit Export Increase

Continued from page 1

The Advantage for a Small Business

Of the remaining companies that export, the U.S. Small Business Administration credits 30 percent of the total export value to small businesses. "Small businesses are so sophisticated in marketing their products and services that they are doing it to the tune of one-quarter of a trillion dollars," says Harvey Bronstein, senior international economist for SBA.

Harvey predicts exports will increase. "As the economy declines, more companies will turn to exporting."

Gardner says, "Foreign buyers like doing business with small businesses." He credits small businesses with a keener attention to detail and a greater understanding of customer requirements. The overall perception is that smaller businesses have a higher level of responsiveness and commitment to customer service.

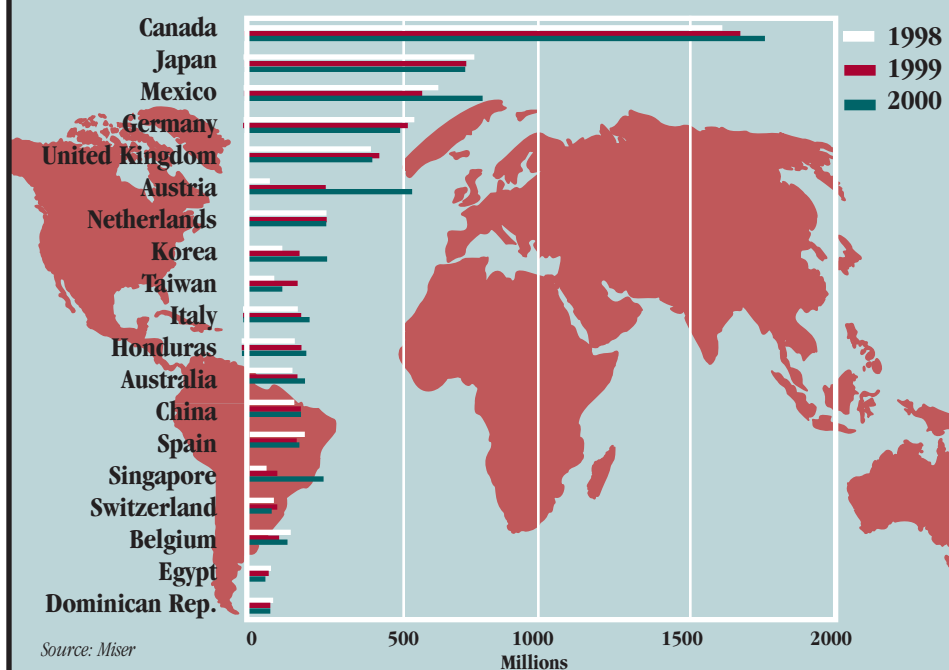
"There is no typical small business export development process," says Gardner. "Most firms evolve along stages that are culturally comfortable for them."

The Chamber has a trade and technology division to assist companies with exporting. More details about Alabama's exports can be found on the Chamber's Web site at www.mobilechamber.com. In addition, the SBA Web site, www.sba.gov/oit, has a number of resources including a business plan for exporting.

A Regional Glance			
RANK	STATE	EXPORT VALUE	% INCREASE
#7	Florida	\$29.9 billion	7.61
#13	Louisiana	18.1 billion	5.55
#26	Alabama	\$7.3 billion	15.57
#36	Mississippi	\$2.7 billion	20.40

Source: MISER (Massachusetts Institute for Social & Economic Research, University of Massachusetts).

Top Alabama Exports by Country of Destination



Hearin – A Mobile Icon

The Mobile Area Chamber of Commerce is one of many organizations feeling the loss of a "Mobile icon," William Jefferson Hearin. He died Monday, February 19 at the age of 91.

At the time of his death Hearin was chairman of the Chamber's Foundation and had served on that board since 1978. He was also president of the Chamber's Board of Directors in 1981.

Perhaps the most visible tribute to Hearin's leadership is a 200-year-old oak tree standing in front of the Chamber. In 1997, the Chamber dedicated the tree he was determined to save during the building's construction as the "William Jefferson Hearin Oak."

In January, 1999, the Chamber honored Hearin with the Alfred F. (Fred) Delchamps Award, an award given when a champion of Mobile's visions and principles is identified.

A native of Mobile, Hearin began his professional

career in 1927 as a classified advertising salesman for the *Mobile News-Item* daily. In 1932, after the *Mobile Press* bought the *News-Item* and the *Mobile Register*, he worked his way up the ladder. By 1944, he was general manager of what was then called

the *Mobile Press Register*. He was made co-publisher in 1965, and in 1970 was named publisher and president. He became chairman of the board in 1992.

Throughout the years, Hearin was a catalyst for many Mobile projects. He was founder of Mobile United, the Senior Bowl and America's Junior Miss. He was also instrumental in the development of the Chandler YMCA and Salvation Army buildings.

Among the many honors bestowed on Hearin during his career were Mobilian of the Year

(1977) and Outstanding Civic Leader (1987), a statewide citation.



Chamber Insurance Program Offers Group Rates to Small Businesses

Open enrollment is in underway during April and May for the Chamber's discounted health, dental and long-term care insurance program, Chamber Advantage. New enrollees will have an effective date of June 1.

The dental insurance is available even if a member business is not participating in the other insurance and can benefit one or more employees.

Carolyn Golson, the Chamber's vice president of membership, encouraged members to look at the options and possible savings. "Many of our members who have taken advantage of this program have saved the amount of their entire membership dues and others have found a more affordable solution to insurance for their employees."

Chamber Advantage is available to current Mobile Area Chamber member businesses. For more information or a quote for your business, call Financial Resources Group at 1-800-543-3153.

Mobile's Crime Rate Declines Again

Recently, the Mobile Police Department released annual crime statistics showing a marked decrease in homicides during 2000 from 37 to 20 or a 46 percent decline.

The rate represents a 64 percent decrease in homicides over the last five years, since a decade high of 56 recorded in 1995.

"Across the nation, police departments are reporting drops in crime rates, but few, if any can boast numbers like these," said Mobile Police Chief Sam Cochran. He credited this success to the department's team of investigators.

According to Cochran, the Mobile Police Department is solving 90 percent of its homicides, compared to a national average of 69.1 percent in 1999, and an average of 64.4 percent for cities of comparable size.

Because those who murder often commit multiple murders, Mobile's unusually high solvency rate of 90 percent means killers are behind bars and not repeating crimes while police try to figure out who the perpetrator is.

The Port City has also seen a decrease in overall violent crime. Violent crimes are listed as murders, rapes, robberies and homicides. The number of rapes reported last year dropped 3.6 percent and robbery reports declined 4.8 percent. Robberies over a five year period decreased 35.2 percent.

Cochran believes there are a number of reasons that violent crime has decreased, including a renewed concentration on prevention, keeping repeat offenders locked up and intensified street-level drug enforcement.

"We have found success in focusing on crimes that typically lead to other crimes, like domestic abuse and street-level drug trafficking," Cochran said. "A small percentage of people actually commit crimes. If you get some of them off the street, you impact several additional potential crimes."

When Cochran took over as police chief in June of 1996, he brought with him a proactive philosophy. He knew if the department could find where crimes are committed the most, they could prevent a number of violent crimes. He also encouraged the community to join in the fight.

According to Cochran, the citizens of Mobile have stepped forward in aiding traditional police efforts resulting in a safer community. In addition, the police department has made concentrated efforts to encourage and promote alliances, primarily through its Community Action Groups and community-oriented policing.

"Through increased communication, Mobile communities have become more involved and better informed," Cochran said. "Citizens deserve praise for their efforts. They have stood up and shown that they will not tolerate crime in their neighborhoods."

The police department has also made concerted efforts to control domestic disputes. Domestic disputes often degenerate quickly into violence, said Cochran. These crimes prompted the creation of a three-member domestic violence team in 1997, which has helped to greatly reduce those crimes over the last three years.

Cochran pointed out that the department has also received considerable help from prosecutors and the law itself. In cases of domestic abuse, police are required to make an arrest even if a family member does not want it to press charges.

"As more offenders are incarcerated and taken off the streets, the crime rate will decrease," he said.

This mandatory arrest law has assisted the police in keeping reoccurrences of domestic violence down. There has been an increased effort to punish and counsel domestic offenders at the misdemeanor level, before it escalates.

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Alabama's Home on the Net

WHAT WILL HAPPEN?

At Press Time

When *The View* went to press on March 23, Mobile's school funding bill had not been presented to the Alabama House of Representatives for a vote. On Thursday, March 22, three Mobile County representatives kept the bill from the full House vote on a procedure move.

Should the House approve this school-funding bill by Tuesday, April 3, then it is still possible to get it in front of Mobile County voters before the end of the school year (May 18).

This year's regular legislative session ends May 21. However, after April 3, many believe the "YES" vote will be harder to obtain.

During the legislative break, March 25-April 1, it was the Chamber's understanding that members of the local legislative delegation were planning to devise an acceptable compromise of the bill. The original proposal would allow voters to choose how the schools are funded with either a 12-mil property tax or 4-mil property tax combined with a one-half cent sales tax.

Regardless of the immediate outcome, the Chamber will remain an active player and will aggressively work to draw out the "YES" vote for our schools.

Poll Results Look Good For School Funding

Should the school-funding referendum make it to Mobile County voters, a University of South Alabama poll revealed that two out of three voters said they are willing to provide additional funding for the Mobile County Public Schools.

In the survey, four scenarios were offered to raise additional funding: property tax, sales tax or two combinations of property and sales tax. Of the four, the highest response rates were given to the two proposals combining property and sales tax and the proposal for property tax alone.

The poll also revealed the number of voters willing to pass a sales tax alone has dropped significantly. In a Feb. 22 poll conducted by the USA/Mobile Register, voters were asked to choose between a 12 mill property tax, a one cent sales tax

or no tax increase. Thirty-seven percent selected the sales tax.

In the March 5 poll, support for the sales tax option dropped to 29 percent. At the same time, the two polls revealed that support for the property tax option increased from 31 percent to 38 percent.

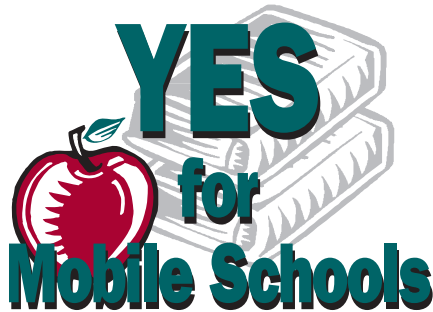
According to **John Turner**, board chairman of the Chamber, which commissioned the poll, results were shared with the Mobile County Legislative Delegation to provide voter preference information to develop legislation.

"One of our roles as a Chamber is to try to build coalitions," said Turner. "We have been polling our members and we found they are willing to compromise for the sake of our children. A compromise combining some sales tax and some

property tax is an opportunity to move forward, as a community, with one voice."

The compromise proposals in the study offered two scenarios, an 8 mill property tax plus ¼ cent sales tax or 6 mills property tax plus ½ cent sales tax. The two garnered 38 percent and 40 percent respectively.

"In sum, these findings provide significant grounds for optimism that some type of tax increase to support Mobile County Public Schools can be passed in a referendum," said **Keith Nichols** with the University of South Alabama Political Science Department. "It appears that a combination property tax/sales tax alternative may have the best chance of passing."



An Impassioned Plea

Inspired by Mayor Mike Dow's 10 initiatives for the future and County Commission President **Sam Jones'** emotional speech on the school funding issue, participants at the Chamber's State of the City and County luncheon, held last month, nodded their heads, clapped, cheered and eventually jumped to their feet as Commissioner Jones concluded, "If we do not do what is right for all of our children, then how shall we defend our actions?"

Jones began his remarks by reminding people that education funding has been a problem in Mobile since the 1800s "Our funding for education dates back to 1856," said Jones. "Since that time, citizens of Mobile County have voted to increase millage (property tax) for education funding on at least four occasions. The first vote was in 1924 and the last successful vote was in 1961."

Jones admitted he was confused about why people in Mobile County have not agreed to increase property taxes even though, as he pointed out, it is the most stable source of education funding and it is the only local tax deductible on federal and state tax returns.

"We must look at the integrity of the community," said Jones. "It has been said 'We make a liv-

ing by what we get. We make a life by what we give.' It is time to give back to ourselves. . . I'm convinced that funding education in Mobile County is a righteous cause. There is something about a righteous cause that transcends personality, ego, personal gain or even doubt."

"Many of us have approached this school funding issue with closed minds," Jones added later. "Dr. Sandy Ray, a noted theologian once said, 'A closed mind shrinks the soul, withers ambition, hardens the heart, binds the will, chills faith and destroys hope.' Some have been hung up on narrow concepts of race, area, class and previous condition.

Someone wiser than I once said, 'A hundred years from now, it will not matter what our bank accounts look like or the kind of house we lived in or the car we drove. What will matter is the difference we made in a child's life.'"

Mayor Dow, who was the opening speaker at the luncheon, also focused on the school funding issue. "The most critical and fundamentally important initiative that can leverage our continued growth and prosperity is education," said Dow.

Local Test Results Prompt Kindergarten Readiness Brochure

Count to 10. Know your colors. Build with blocks. Sound simple? Not for a significant number of Alabama's pre-kindergartners.

The State Department of Education reports that over half of Alabama's preschoolers are not ready to go to kindergarten at age five. Results of the Alabama Early Learning Inventory show deficiencies in a variety of simple skills, including letter recognition, beginning sounds and familiarity with printed materials. It also measures pre-math skills, and asks children to retell a simple story and demonstrate how to hold a book correctly.

The assessment tool, designed to help teachers plan their curriculum, was given to 6,400 kindergartners in Mobile and Baldwin counties in the fall of 1999. The figures indicating the percentage and number of children with deficiencies are presented in the chart below. "The Envision Mobile-Baldwin action team studying these results were stunned," said **Ginny Russell**, the Chamber's director of Community Development and coordinator of the long-range plan. "This was a tremendous wake up call."

Dana Allen-Blazich, supervisor for Child Care Licensing with the Mobile County Department of Human Resources (DHR) agreed. "The results are disappointing. With more than half of our preschool-aged children in unlicensed care, parents really need to screen preschool programs. They should take a close look at the education program offered to ensure their children have the types of

activities that will help them develop the skills they need."

A team of area daycare providers joined together and created a set of standards higher than currently required through DHR. Their efforts have turned into a quick reference guide for parents and caregivers and details the necessary skills to start school. *What Every Child Needs to Know Before Entering Kindergarten* produced by the Mobile County Department of Human Resources in cooperation with Envision, is now available. "We are urging local child care providers to use this information as the basis for their 3 and 4-year old curriculum planning," said Allen-Blazich. She also suggested that child care facilities copy and distribute this information to parents and caregivers.

Over the last five years the State of Alabama has substantially increased academic standards in its public schools including new course requirements and a graduation exam. "Before children enter kindergarten they should receive certain developmental and motor skill preparations so that they enter their first year of school ready to learn," Allen-Blazich said.

Parents may request a copy of *What Every Child Needs to Know Before Entering Kindergarten* at any licensed child care center or family home. Copies are also available at DHR's Child Welfare offices at 3103 Airport Blvd. Parents may request this and other child care information by calling the Child Care Licensing Unit at 450-9198.

Kindergarten Readiness Testing Category	DEFICIENCIES	
	Mobile County	Baldwin County
Beginning Sounds	61% (2,965 Children)	54% (886 Children)
Familiarity with Printed Materials	42% (2,054 Children)	33% (536 Children)
Speech and Story Telling	56% (2,698 Children)	45% (736 Children)
Letter Recognition	54% (2,602 Children)	45% (732 Children)
Pre-Math Skills	55% (2,665 Children)	40% (652 Children)

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Mayor Outlines Steps for Progressive Plan of Action

Mayor Mike Dow outlined his short and long-term plans for a capacity crowd at the Annual State of the City and County address held last month by the Chamber.

"Progressive leadership and continued competitive economic development strategies and initiatives leveraged by a funded K-12 education system, character development and a modern trained workforce are critical to our economic growth — to our future," said Dow.

In attempting to shape a competitive, prosperous future Mobile, he outlined these 10 initiatives:

1. Education

- funding schools
- character training for youth
- workforce training

2. International Trade

- Port of Alabama modernization
- attract or create distribution facilities and companies around the Port
- develop and present to the state, a competitive statewide coordinated trade development system to draw new business to the Port

3. Transportation

- complete the Mobile Riverfront transportation center, add a passenger ferry system for Mobile Bay and create a cruise ship port of call
- complete the federally funded GM&O transportation center
- develop a county-wide bus transit system and implement a downtown electric trolley
- connect Mobile and Baldwin counties transit systems
- build the I-10 bridge across the Mobile River

4. High Tech Growth

- attract venture capital
- continue high-tech marketing programs
- use proposed Bronner office tower to attract high-tech firms
- develop a competitive, high-tech workforce training program

5. Develop a Strong, Financially Sound, Competitive City Center

- maximize federal and state grants and private-sector investments

6. Strengthen Mobile's Skyline and City Image

- increase occupancies of downtown-headquartered companies and downtown offices

7. Residential Growth

- pass a 25 percent state tax credit for historic development
- consider Mid-town a hot, active real estate market
- complete Empress Chandelier building condos, and renovations on Creighton Tower apartments and the Van Antwerp Building
- organize local investors, builders and developers to build downtown residential dwellings

8. Develop West Mobile

- complete library, new children's theater and museum
- complete drainage system
- connect parks and sidewalks to create 50 miles of interconnected walking, running, biking trails

9. Western Annexation

- capture population and lost tax base and service the needs of citizens in outlying areas
- once annexed, build new police precincts and fire stations in those areas
- hire more police officers, firefighters and paramedics
- provide twice-weekly garbage service and bi-weekly trash service
- maintain drainage systems, roadways, signage and lighting
- provide zoning and sign protection and environmental court services

10. Environmental Planning and Progress

- distribute the National Estuary Program report and action plan to all agencies and organizations
- continue county-wide Air Quality Study
- focus on environmentally-friendly industries and businesses

Mobile Arts Council Releases Economic Impact Study



The International Festival is one of Mobile's popular cultural events.

Guess who is coming to perform in Mobile? Heard about the new art exhibit? Ever think how some of the pleasures and beauty in the arts are not only good for the soul but good for the economy as well? The Mobile Arts Council certainly has.

Findings from a recent report, commissioned by the Mobile Arts Council, credit the local arts with a whopping \$47.6 million economic impact, a 50% increase since 1998. In addition, the arts support the equivalent of 265 full-time employees and annually log over 200,000 volunteer hours.

The study was conducted by Wolf, Keens & Company which prepared a cultural preplanning assessment and a study of the effects of the arts on the Mobile community.

"These numbers are extremely encouraging," says Jean Galloway, director of the Mobile Arts Council. "We were not surprised by the numbers, but we felt it was important to have the data."

Direct and indirect spending of Mobile's cultural organizations contributes \$27 million. Add direct and indirect audience spending of \$20.6 million and the total economic impact hits \$47.6 million.

The report defined culture broadly and included fine art, music, dance, literature and theatre. Other key components considered were libraries, science, history and other museums; Mardi Gras; historic sites; landmarks and parks.

Consultants looked at every source of income by each organization including admission charges,

endowments and other sources, as well as private contributions by individuals, corporations and foundations, and public sources such as federal, state and local government.

Sustaining growth in the arts was also a concern in the report. Galloway's response to that concern is "we should turn it into a challenge to the community to promote the arts as a valued tourist attraction, as well as a draw to new residents and new companies."

For more information about the arts and to read the Wolf, Keens & Company report in its entirety, visit the Mobile Arts Council Web site at www.mobilearts.org or contact them directly at 432-9796.

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Mobile Works — A Business Resource

With low unemployment rates, businesses are combing the community for qualified workers. Good news. According to the staff at Mobile Works, there are people out there looking for jobs. Many of these workers are in training to make themselves more marketable, like the International Paper employees featured on page 1.

Mobile Works is the local channel for approximately \$3 million a year funneled from the federal government for workforce development programs and training. The program, guided by a board of directors from both the business and public sector, oversees community workforce development programs, including the certification and funding of education and training.

The Workforce Investment Act of 1998 transformed the Job Training Partnership Act into Mobile Works to incorporate accountability, performance criteria and an emphasis on the needs of local employers.

Advocating a "work first" attitude, job seekers are assessed to determine their level of employability. Once it is established that training is needed, Mobile Works sets up an individual training account (ITA) allowing the individual to train with any approved or certified provider.

Mobile Works is one agency located within the one-stop center, the Alabama Career Center. Located at 4130-C Government Blvd., the resource center is designed to help someone looking for a job or a better opportunity. It is equipped with computers, printers and fax machines. Between books and the Internet, clients can make job searches, build a resume and find advice on resumes and interviewing techniques.

The program works to provide seamless service with the Alabama Employment and Unemployment Agencies, Vocational Rehabilitation Services, Bishop State Community College's Adult Education Program, Department of Human Resources and Veterans Affairs.



Mobile Works counselor meets with a prospective client.

"We are doing a lot to bring various entities together to identify individuals to be trained in new fields. We're also collaborating with new industries to help identify the skills necessary to fill new positions that are coming to our community," said Sydney Raine, president of Mobile Works.

One of the program's leading initiatives is completing area training providers' certification. With the help of board member Bob Foley, the assistant dean in the College of Engineering at the University of South Alabama, providers are outlining performance standards, a record of student success, length of time for each course and costs.

In addition, the program hired a job training coordinator to meet with various employers to explore how company training budgets can be supplemented with federal grants or to help customize training efforts. "One example would be to break down an existing two-year program into nine or 10-week sessions in order to get employees on the job sooner," explained Foley.

The Chamber's Workforce Development Center staff and volunteers work very closely with Mobile Works and actively participate in the program's Youth Council. This committee provides year-round youth programs and summer employment.

For more information about Mobile Works, contact Leon Jenkins, vice president of adult and youth activity at 660-6521.

Local Company Expands With Recent Acquisition

In its quest to become a national leader in school administration and management software, Mobile-based Software Technology Inc. (STI) announced it acquired DPConsultants in Tremont, Ill. The alliance between the two software firms expands STI's client base by 45 percent and increases its national presence.

STI has grown from a three-person staff to more than 110 employees working to meet the needs of schools and school districts across the country. STI will maintain its headquarters in Mobile, with branch offices in Kentucky and Illinois.

"Every business in Mobile is a valuable asset to our economy," said Mayor Mike Dow. "But I'm compelled to single out those companies headquartered in our community because they're the most valuable. Corporate dollars stay here. Senior management operates from here as well. Profits generated from around the country and the world bring new money into Mobile."

"STI is a great example of how a high-tech company can not just grow, but thrive in Mobile," said STI President David K. Mosow PhD. "In 1979, we brought student records management software to the local school at a time when few believed a micro-computer could perform integrated student record functions."

By 1983, STI focused development on software for the multi-user environment. "Only large expensive mainframe computers operated on such a scale



STI President David K. Mosow announces the acquisition of DP Consultants.

up until that time," said Steven Olensky, STI vice president. "This was a bold step and an example of how STI was ahead of its time."

"STI represents an emerging technology cluster in Mobile that's providing clean, high tech jobs and challenging this community to provide more workers with high tech skills," said Chamber President Win Hallett. "It's our job now to make sure that we have the programs in place – through our school system and in our post secondary schools – to provide the kinds of workers who can develop software, engage in national and even international marketing and broker acquisitions like DPConsultants. These are the types of people who are making STI successful today. We need to develop the people who can make them even more successful tomorrow."

STI creates and manufactures software that helps school administrators and teachers streamline tasks such as course scheduling, grading, discipline, tracking student attendance and progress and providing information to parents and students via the Internet.

Small Business of the Month Elevator World

From China's mountainside escalator built to look like a giant dragon to futurist designs accented in neon, there's more to elevators and escalators than just going up and down. This month's Small Business of the Month, Elevator World, explores the efficiency, beauty and architecture of elevators and escalators around the world.

"Elevators used to be a simple mode of short-range transportation by moving people from one place to another. Now they have become a work of art and modernized to fit today's demands and conveniences," explains Ricia Sturgeon Hendrick, company president.

Elevator World Inc., publishes a monthly international trade magazine here in Mobile, *Elevator World*. Each edition features stories on special projects, interesting installations, Expo events, code reports, technology, how-tos, engineering and history.

Available by subscription only, the magazine was a vision of William Sturgeon who started it in 1953. Earlier in his career, Sturgeon worked with Elevator & Equipment Company, a former Mobile contracting firm. He wanted to create an outlet for the fascinating world of elevators and all the incredible possibilities in their construction, explains Hendrick. "Being a contractor, he thought it would be a good way to communicate between industry suppliers and manufacturers, and also serve as a tool to learn more about the business."

Hendrick, William Sturgeon's daughter, was named publisher of *Elevator World* in 1986 and in 1995 assumed the presidency. Her father is still active with the publication, and is the brains



Ricia Sturgeon Hendrick and T. Bruce MacKinnon stand in front of the map showcasing their contributing writers from around the world.

behind their Web site's museum. The Museum for the Preservation of Elevating History features early elevators, their inventors and even virtual tours of historic photographs and facts.

Supported by a staff of 30, the publication contains articles from writers across the globe and its readership includes an international audience of contractors, elevator industry members, architects, engineers and even government officials.

Another aspect of their work is *The Elevator World Source*, an inclusive directory for the international elevator and escalator industry that includes lists of suppliers, manufacturers, consultants and more. In addition, the company publishes a variety of books and instructional materials.

For more information about Elevator World, visit www.elevator-world.com or call at 800-730-

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New Area CEO

Christianson Joins Providence Hospital

Name: Clark Christianson

Employer: Providence Hospital

Previous experience: He served as senior vice president/administrator for Memorial Health Systems in Ormond Beach, Fla. for the past 14 years. Christianson was responsible for three hospitals in the system, which included 440 licensed beds. In his tenure at Memorial, he played the lead role in developing new programs including the establishment of the Memorial Heart Institute.

Education: He received a bachelor's degree in business administration from Concordia College and a master's degree in hospital and health care administration from the University of Minnesota at Minneapolis.

Community Activities: While in Ormond, Christianson was involved in numerous professional and community service organizations including American Heart Association, the Ormond Beach Chamber of Commerce, the Board of the Volusia County Educational Foundation, the Ormond Beach Youth Athletic Association and the American Legion Baseball program.

Family: He and his wife, Diane, have three sons ages 15, 16 and 20.



Business Spotlight of the Month

Dean McCrary Imports



Dean McCrary stands by a Volkswagen Passat, one of many cars sold at his dealership.

What started out as a used car lot on the front lawn of a house on Moffet Road has turned into a \$40 million imports dealership. That's the story behind this month's Business Spotlight, Dean McCrary Imports.

Dean McCrary, owner of the dealership and native Mobilian, began working as a "lot boy" at 17 because he loved cars. His love turned into a hobby, when, instead of going to college, he used \$5,000 earned selling a car to open a used car lot on his grandmother's front yard.

McCrary says that his grandmother didn't want a lawn full of used cars, so he convinced a friend to rent the house next door, since he could not afford the \$100 rent himself, and used that yard instead. As the operation grew, he refurbished the house into an office and started Dean's Auto Sales.

In 1988 Dean's Auto Sales moved to Beltline Highway and became Dean McCrary Imports a few years later when he brought Porsche/Audi vehicles

to the lot. McCrary says that he bought the dealership at the right time. "I hit the market when it was hot. You couldn't buy a Porsche dealership now," without spending a million dollars.

The dealership offers parts and services for high quality imports that include Porsche, Audi, Volkswagen and Kia both new and pre-owned.

McCrary works along side his 65 employees and says that his hands-on effort is a huge component of the dealership's success.

"You have to love what you do. I love cars — driving, selling and working on them. I work hard and enjoy it because I turned my hobby into a profit."

Dean McCrary Imports is located at 1445 S. Beltline Hwy. and has a satellite sales office in West Mobile at 7222 Airport Blvd.

Be A Home Town Tourist

Haven't been to the Battleship since the big sixth grade field trip? How about Bellingrath Gardens? To get Mobilians out of their regular routines, the Mobile Convention and Visitors Corporation (MCVC) will host a variety of activities to highlight National Tourism Week, May 6 – 11.

Last year, tourism and meetings contributed \$654 million to the Port City's economy. "Every dollar turns over 2.5 times helping pay the salaries of thousands of area workers employed at area hotels, restaurants, attractions, even grocery stores and gas stations," said Leslie Spaht, public relations director for the Mobile Convention and Visitors Corp.

In addition to the annual awards luncheon and a night at Hank Aaron Stadium, MCVC is sponsoring "Dollar Days." Special Dollar Day bills are being printed offering discounted prices throughout the month of May to some of the area's main attractions including the U.S.S. Alabama, Bellingrath Gardens and Home, the Cotton Blossom and Bragg Mitchell Mansion.

On Wednesday, May 9, the National Tourism Day Awards Luncheon will showcase winners of the Success Mobile Award, given to a non-tourism industry individual, and the Tourism Salute Awards, promoting those within the industry. Nominations are due by Monday, April 30. Call 208-2000 more information or luncheon reservations.

On Friday, May 11, a concert of fireworks will light up the sky following the 7:05 p.m. game between the BayBears and the Carolina Mudcats. Tickets are \$10.50 per person and include a box seat game ticket. Before the game, starting at 5 p.m. in Gaslight Park, will be hamburgers, hot dogs, chips and soft drinks. The area also features a 50-foot inflatable slide, a basketball half-court, volleyball court, Moon Walk and speed pitch. For tickets, contact Dan Zusman with the BayBears at 479-2327 and be sure to mention Tourism Night.

It's that Time of the Year Again!

South Alabama Regional Planning Commission and the City of Mobile's

Third Annual Jobs Fair

Mobile Civic Center

May 11, 2001

You won't want to miss this opportunity to establish a database of competent, available job applicants and at the same time highlight your business and products. Companies and the public have found attending this Jobs Fair a very rewarding experience for several reasons:

- 1. Cost effective advertising and recruiting** – For the price of a single ad in the paper you can interact with thousands of individuals.
- 2. Increase pool of qualified applicants** – Over 3,000 people from several states attend the Jobs Fair.
- 3. Public Interest** – Why attend?
 - It is free to the public
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 - Networking opportunities
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 - Unemployed
 - Curious as to what kind of companies are located in Mobile

So don't put it off a minute longer. Give us a call today to get your booth and/or to get your company highlighted in our Ad Booklet. It will be great for your business and great for the community. Your participation will support the City's philosophy – "Working together to make Mobile a great place to live."

Call: South Alabama Regional Planning Commission
652-0585

Local Real Estate Market Remains Good

The latest housing statistics show that the Mobile area market fared well amidst economic uncertainty. The average selling price increased 5.4 percent, raising the median price and homes sold a week faster in 2000 than they did in 1999.

According to the Gulf Coast Multiple Listing Service which tracks Mobile and parts of Baldwin County, the average price of a home sold was \$120,915 an increase of \$6,238 over 1999. "A five to seven percent appreciation rate is consistent with local market history," said Jeff Newman, executive vice president of the Mobile Area Association of Realtors. "And still below the



Photo by Emil i Tomlo

Based on the number of homes sold, the steadiness of appreciation and the value of new and existing homes, the local housing market seems to be in good shape according to Newman.

As interest rates began to climb last summer and with the outcome of the presidential election delayed until late December, potential home buyers put their plans on hold. Matched with local layoffs, like International Paper and Corus Mobile, area home sales declined from 4,871 in 1999 to a little more than 4,500 in 2000.

Newman adds the decline "is nothing to worry about."

According to Marie McConnell, ERA Marie McConnell Realty Inc., sales of pre-owned homes and new homes remained even.

"Mobile is blessed with even national average, making Mobile a very affordable location." The National Association of Realtors reported the average selling price in the U.S. dropped more than 2.3 percent to \$205,100.

The local median price increased 3.9 percent to \$96,500 up from \$92,900.



Photo by Emil i Tomlo

Alabama Finds Success in Central and South America

by Hilda Lockhart

The Venezuelan and Honduras markets proved lucrative for Alabama's companies. Mayor Mike Dow led a recent trade mission Feb. 12-17, organized by the Chamber. The 18-member mission included representatives from both the public and private sectors who visited Caracas, Venezuela, and San Pedro Sula, Honduras.

The Mobile Chamber continues to lead the state in successfully connecting buyers and sellers through foreign trade missions. During the past twelve months, some 58 delegates have visited over seven countries resulting in direct sales and signing of distributors and agents.

As in missions past, participating companies varied in size (10 employees to several hundred), export experience (new to market as well as seasoned exporters) and specialties (automotive products, construction services, medical devices and supplies, computer equipment and agricultural equipment). Yet, all had one thing in common – to reach new buyers.

With the assistance of the U.S. Embassies, the Chamber arranged individual meetings based on information and requests received from participating firms.

Joe Danner with Saad's Healthcare, is an excellent example of what Mobile and Alabama can accomplish on a mission such as this. Saad's has made sales in a number of overseas markets including Canada, Britain, Mexico, Argentina and Brazil. However, the company had never traveled to these markets in search of distributors or representatives. Danner, a first time participant in one of Mobile's trade missions, stated he "made significant contacts that appear to be very promising."

Discussion by the trip's end indicated most participants would like additional trips, particularly to the Central American countries.

Focusing on selling Alabama-made products wasn't the mission's only objective. Officials from the City of Mobile, Alabama Port Authority,

Alabama Development Office and related industry representatives also kept a rigorous schedule in meeting with local and state officials in Caracas and San Pedro Sula. Building on new and existing relationships with mayors, city officials and presidents of the local chambers of commerce is paramount to the development of commercial relations.

Ambassador Almaguer's remarks paralleled these sentiments as he stated in his remarks before the Alabama delegation and some 60 Honduras business people. He said, "There continues to be enormous commercial relations between our two countries. In fact, these relations date back some 100 years ago when the banana companies exported their produce to Mobile. Today, when I talk to the business people in Honduras, they all have the same message. They all want to cement open markets and greater opportunities between our country and the United States."

The recent passage of Amendment One that will provide financial support for improvements and the expansion of the Port of Alabama, armed the delegation with exciting news. Port Director Jimmy Lyons and Mayor Dow touted the potential of the Mobile port to leading officials at the Port of Cortes (Honduras) and the Port of Cabello (Venezuela).

Face to face meetings provided excellent inroads to establishing two way shipments with these sister ports. Officials in Honduras and Venezuela were quick to agree that the Port of Alabama was the most direct route to and from Central and South

America.

There is no question that many of Alabama's trade opportunities, whether in the public or private sector, is with Central and South America. And there are just as many opportunities elsewhere in the world. The Mobile Chamber recognizes this and continues to empower businesses to become more competitive in the global economy. Their outreach



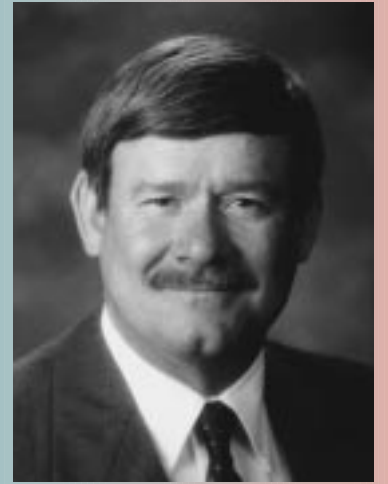
These workers are paid good wages based on salaries in a maquiladora in San Pedro Sula. The material is made in Alabama and sent here to be sewn into shirts.

goes beyond the borders of Mobile as mission trips are open to any company in the State as well as those companies located in North Florida and Southern Mississippi which are part of the Gulf Coast States Alliance.

Hilda Lockhart is the acting director of the International Trade Division of the Alabama Development office. She was one of 18 who traveled to Honduras and Venezuela on the Chamber's recent trade mission.

Diplomat of the Month

Terry Downs



Terry Downs is the Chamber's Diplomat of the month, making this the sixth time he has received the distinction.

Reeda Taylor, director of customer service at the Chamber says, "Terry has been an active and dedicated diplomat for several years. He networks well at all Chamber events."

Downs adds, "I always walk away with one or two prospects at just about every meeting I attend."

He is an agent with Nationwide Insurance where he sells insurance and investment products. Downs is a dedicated volunteer with community and professional organizations including Mobile Convention and Visitor Corporation, Beat of the Bay Tips Club and Dauphin Way Baptist Church.

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New Hope for Sickle Cell Patients

A drug used by asthma patients could help those with sickle cell. Research at the University of South Alabama College of Medicine led to licensing a treatment for sickle cell that could reduce the most common cause of hospitalization and the leading cause of death for patients living with sickle cell disease.

Pain Crisis occurs when the sickled blood cells block oxygen flow to the tissues. Acute chest syndrome, a life-threatening complication similar to pneumonia, is caused by infection or trapped sickled cells in the lung.

Johnson Haynes MD, professor of internal medicine and physiology at USA, discovered that the asthma drug Zileuton could address several aspects of sickle cell disease without the side effects common in current therapies.



Dr. Johnson Haynes

Haynes is working with Sera Therapeutics of Birmingham, Ala., in the initial clinical studies to explore the effectiveness of Zileuton in patients and is hoping to seek FDA approval for commercialization in the next several years.

Dr. Frederick Dechow, president and founder of Sera Therapeutics, says, "The discovery of a new use for an FDA-approved drug makes an exciting drug candidate. The end result is a much shortened time in which all sickle cell patients might benefit from this new treatment."

The discovery arose out of a National Institutes of Health grant to the USA Comprehensive Sickle Cell

Center. USA's center is one of only 10 in the United States funded through the NIH.

Today's Students... Tomorrow's WorkForce

Businesses consistently cite areas where they find weaknesses in the available workforce.

Through Vital Link internships, students and teachers understand the importance of such real-world skills as communication, mathematics, computer literacy, problem solving, teamwork and creativity.

The program introduces rising seventh grade students to the world of work while helping them learn about future career paths. In return, employees rediscover satisfaction in their own jobs as they view their projects through the eyes of a student. Feedback from employers show morale and performance improve as a result of having Vital Link interns.

"Last year, we had to cut 150 kids because we didn't have enough participating businesses. We

have a lot of students, between 700-800 who want this experience," said Mary Ann Napper, program coordinator for the Mobile Area Education Foundation.

"There's no teacher like experience," said Aleida Hill, coordinator for the Chamber's Center for Workforce Development. "Students witness how the subjects they learn in school are used in the work place, even the most basic skills, like language, reading comprehension, percentages, fractions — things they think they will never see again."

Teachers and students from each of Mobile County's 24 middle schools will be in area businesses from 8 a.m. — Noon the week of May 22 — 25.

For more information or to involve your business, call Napper at 476-0002.

Largest Sailboat Race in the U.S. Sets Sail April 28



The Dauphin Island Race, the largest one-day point-to-point sailboat race in the United States, will be held Saturday, April 28. Hosted this year by the Mobile Yacht Club, the race begins in Fairhope with more than 300 sailboats expected this year, each with a crew from 4 to 15 sailors.

Celebrating its 43rd year, the race began in 1958 when a Dauphin Island businessman wanted to promote tourism and business to the Island. Since that time, the race has grown and now rotates between four area yacht and sailing clubs as its host each year. Sixteen awards will be given out this year to sailors in three different classes of boats.

The cost to sail in this year's race ranges from \$35 to \$75, depending on membership in the United States Sailing Association and registration deadlines. For more information on the race, contact Tammy Hall at 434-8577 or e-mail at thall@mobileregister.com.

11th Annual Earth Day - Bay Day

Luxembourg, Hong Kong, Nepal, Singapore, Taiwan - communities around the world will celebrate Earth Day, Sunday, April 22.

Local efforts are in sync and will include a celebration of the Bay. The 11th Annual Earth Day-Bay Day festivities will be at the Fairhope Pier Park from Noon to 5 p.m. Enjoy an array of children's activities, informative booths, lively entertainment, recreational endeavors and much more.

Plans include: the Annual Stewardship Awards presented by Mobile Bay National Estuary program; a solar car display; Auburn University Raptor Rehab display and demonstration; a blessing of petting zoo animals; Mowa Choctaw Indian dancers; rides in Capt. Bob Entice's eco-tour boat; and Attorney Ray Vaughan of Wild Law will autograph his new novel, *The First Amendment*.

First organized in 1970, Earth Day went international in 1990, when 200 million people in 141 countries participated in activities around the world. Today, it is one of the largest organized environmental events with a network of more than 5,000 organizations in 184 countries.

For exhibiting or sponsoring information, call Marcy Gerhart at 928-8884 or 928-5730 or e-mail marcyg@mymailstation.com or Yokells@aol.com.



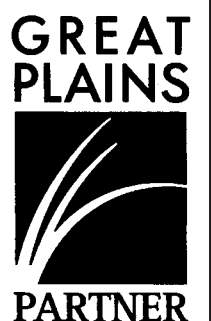
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Tricentennial Project Will Expand Green Space

Although Mobile's Tricentennial is eight months or more away, behind the scenes volunteers have been hard at work. Soon the community will begin to learn about the activities and plans centered around the Port City's 300th birthday.

Next year will be filled with grand events to delight folks of all ages and interests, but the most important work of the Tricentennial committee will be realized by future generations.

One major goal of the Tricentennial is to encourage a renaissance in the Port City by preserving architectural heritage, revitalizing neighborhoods and creating a more beautiful and livable city.

Already displaying its colorful impact is ReBloom Mobile, a project laying down a year-round carpet of color with plantings of flowers, foliage and trees.

Officials are also ready to launch a plan that will change the face of Mobile forever. Green Space Master Plan was commissioned to create a blueprint for the long-term enhancement and addition of parks and green spaces. Landscape architects Terry Plauche and Brandon Adams developed a "greening" concept for Mobile, a city with only 1,100 acres of parks... less than the national average.

Under the plan, park acreage would double, and many parks will be linked by 50 miles of hiking, biking and jogging trails along streets, creeks and other public rights of way.

The initial phase will be a linear park along the Montlamar Canal between Airport and Michael boulevards. This phase has been initiated by Dog River Clearwater Revival, a watershed protection group working with a local company to secure funding for this unexpected park right in the



middle of the most commercial district in Mobile.

As the city grows, roads and parking lots will continue to claim natural vegetation, but the master plan will create an oasis of visual green spaces. Medians and odd parcels of land will be heavily planted with trees to visually soften paving and utilities, while adding to Mobile's impressive tree canopy.

The plan will also foster the Tricentennial's goal of reconnecting citizens to the waterfront. Some of the parks are designed to answer the strong public desire for water and waterfront access, including Mobile Bay and the rivers and streams that feed it. Other parks will preserve valuable wetland areas while allowing public access via boardwalks.

Mobile has long been recognized as being one of the loveliest cities in America, especially in the spring. But with the implementation of the Green Space Master Plan, the Azalea City will bloom all year long and will serve as a model for cities trying to create a welcoming environment for its citizens and visitors.

For more information about the Master Plan, ReBloom or the Tricentennial, call 342-4386 or log on to www.mobiletricentenn@aol.com.

Working Smart

◆ How to Get and Keep the Best & Brightest

By Judy Marston

Every business wants the best and brightest employees. Since there is a finite number of such workers, everyone's competing for the same outstanding people. When tough times come along, smart employers need to keep the best, most productive and most creative people. Not only because they're more valuable to the company, but also because turnover can sabotage an organization's bottom line.

Kepner-Tregoe Inc., a Princeton, N.J., consulting firm, and the Saratoga Institute established a formula estimating the cost of employee turnover: Take 25 percent of the employee's annual salary (Line 1) and the cost of benefits (Line 2). Typical

ing, and stay out when they feel tired or want to do something else.

Flextime means creating a pre-arranged, agreed upon schedule that's different from the normal 9 to 5, Monday through Friday. Some workforce experts think that in 10-15 years, new workers will be amazed that we functioned under such strict scheduling. They'll never know what "five eights" even meant.

Flextime can be:

- Ten hours a day, four days a week.
- One full-time job split into two part-time jobs: one person in the morning, another person in the afternoon. Perfect for young mothers and fathers who want to work early in the day while the children are in school. Then hire someone whose

children are older for the afternoon. One full-time job, two happy, part-time people.

- Job Share. Two people sharing the same job and same responsibilities. Leave it up to them how the time will be split, just as long as they each work 20 hours and one of them is on the job all the time.

One of the most creative

ideas I've seen was at a local furniture store where two decorators shared a job. Their business card was printed the same on both sides, except that on one side was one person's name and on the second side was the other's.

- Work from home three days a week; work from the office for two. Or work from home two days a week and at the office for three.

Is flextime more trouble for a manager? Sure. It's much easier when everyone comes and goes at the same time. It's much harder to keep up with different schedules. But if you hire the right people, you won't have to keep up with them. They'll fulfill their responsibilities without you keeping track of their time. And as the under 35's in the workplace say, "What does it matter when or where I work, as long as I get the job done?" Come to think of it, that makes sense.

Next month we'll delve more into the issues surrounding working at home.

Judy Marston, Marston & Associates, is a business consultant and speaker. She can be reached at judy@marstoncomm.com.



What is turnover costing your business?

Look at one example:

1. Annual salary: \$32,000 x .25 = \$8,000
2. Annual salary: \$30,000 x .30 = \$9,600 x .25 = \$2,400
3. Total turnover cost per employee (add Lines 1 and 2): \$10,400
4. Total number of employees who have left in the last 12 months: 4
5. Total cost of turnover per year (multiply Lines 3 and 4): \$41,600

benefits amount to about 30 percent of wages.

Surprised? That's why it's wise to be ready to offer these valued employees what they want to stay. The first step? Knowing what employees want most. The second step is finding a way to give it to them.

Right now employees who are in most demand are under the age of 35 and technically savvy. They're full of energy, ideas and ambition and are comfortable with up-to-date technology, computers and a constantly changing workplace.

Studies show what they want most in order to stay with your business is money, flextime and the opportunity to work from home – in that order. The interesting thing is, once they've reached a monetary level that will support the lifestyle they want, money won't keep them. What works the longest is flexible hours and an office at home.

If you're an employer resisting flextime because "it just won't work at your place," think again. I'll admit, it takes thinking outside the box and a strong desire to make it happen.

Flextime doesn't mean employees can come and go as they please. Nor does it mean that they can come to work on the days they feel like work-

...and then the boss said to me

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

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Chappelle Joins Chamber Team

Former BellSouth regional director **Bob Chappelle** joined the Chamber as senior vice president. In his new capacity, Chappelle will guide the organization's finance, governmental affairs, membership and small business activities.

"Over the past few years, the Chamber has expanded the scope of its vision," said Chamber Chairman of the Board **John Turner** of Whitney National Bank. "We are much more involved in international trade, regional coalitions and more complicated local issues such as our tax structure and workforce development. In order for our president, **Win Hallett**, to give sufficient time to these and other topics, we decided to restructure the organization and add a senior vice president who could focus on member-related services."

Chappelle left BellSouth after 15 years with the company. He began his career in Montgomery and was promoted both at the company's Kentucky and



Huntsville, Alabama operations before being named the regional director in Southwest Alabama in 1998.

"BellSouth has a long history of service to Mobile and it's indeed been a privilege to be a part of that tradition," said Chappelle. "My family and I love the Gulf Coast. We want to remain a part of this community. This (new job) was an excellent opportunity and I look forward to helping the Chamber move our area forward."

"We are extremely fortunate to have someone with Bob's capabilities and background on our staff," said Chamber President **Win Hallett**. "He has served on the Chamber's Board of Directors and has held the lead volunteer positions in Small Business and Governmental Affairs. He has earned a great deal of respect in this community and will be an asset to our organization."

Bob and his wife Helen have a son and daughter.

Chamber's Newest Program to Promote Business Opportunities

One of the most common reasons small businesses fail is because the owner knows the project but has trouble selling it.

Well, let the clients come to you! Really. The Chamber's Small Business Development department recently launched Mobile Marketplace. The program will feature various purchasing agents from industries and businesses who will explain what goods and services they need, policy requirements and other information that could lead to a sale.

"Wow, what a great idea," said **Carol Mann**, president of Mann and Mark Communications, a public relations firm. "So often I find that it's hard

for me to sell and do the work at the same time."

Michelle Wise, graphic artist and owner of Wise Design, agreed. "This could be a good way to introduce yourself to potential clients."

"Virtually any business could benefit from these sessions," said **Walter Underwood**, the Chamber's director of Small Business Development.

Twenty-five people attended the first session where City and County representatives talked about how to do business with their organizations.

Underwood expects another session to be offered this summer. Watch for upcoming dates in the *Chamber's Calendar of Events, The View* and on www.mobilechamber.com.

Business Out of the Office— Playing the Game

by Sissy Louise Moore

As we settle into spring, the warm weather means many of us will be participating in company sporting events. It's a fine way to communicate on common ground, forge strong relationships and have fun.

It matters not if you are the host or guest, how you handle yourself in these situations reflects how you handle business situations. With our faster than warp speed lives, we seem to get accustomed to pushing the limits on a number of etiquette frontiers.

In addition to being on time and appropriately dressed with the proper equipment, here are a few things that we all know and should keep in mind:

Know and Obey the Rules of the Game

- Be honest about your proficiency or ability, preferably before you arrive
- Don't criticize how a partner or opponent plays
- Lose or win with equal grace
- Pay friendly side bets and wagers immediately
- Keep your temper and your tongue in line
- Shake hands with everyone at the end of the game, compliment their play and thank them for including you in the game.

If you're playing at a private club, realize an invitation conveys a high degree of personal acceptance and camaraderie. Consider the following pointers:

- As a host, invite guests to clubs only if they will be treated as equals (for example don't invite women to men's club if they will be looked-down on)
- As a guest, know the dress code
- After the game, it is customary to stay for drinks, dinner or lunch
- Explore the club only when accompanied by your host

In all types of games, good sportsmanship is critical. Take the time to learn the fundamentals of any game you expect to watch or play. Nothing spoils enjoyment or the rhythm of the games as having to explain what's going on, or wait until a newcomer figures out what to do. For too many people, sports behavior is a metaphor for business behavior. Both require courage, alertness determination and a degree of ruthlessness. If you're going to play the game — know the rules!

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



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Mystics Stay for Upcoming 7th Season

◆ Owners optimistic with progress of Season Ticket Campaign

The decision on whether the Mobile Mysticks will stay is no longer on ice. Owner's of the local East Coast Hockey League franchise announced last month the team will play its seventh season in the Port City next year.

"It was our decision to make," said team co-owner Toby Jeffreys. "There were several factors involved — both business-wise and emotional. But, in the end, we are still committed to giving this every opportunity to succeed."

Encouraged by the progress made toward season ticket goals, Jeffreys said they are "cautiously optimistic." To date the Mysticks have sold 973 full season ticket packages for the 2001-2002 season, 200 more than last year. The organization hopes to reach the league-minimum requirement of 1,500 by the time the team hits the ice in October.

"The bottom line is that it is a good start," said team co-owner Tiny Simmons. "The key word, however, is start. I've said it before and I'll say it



again — if Biloxi and Pensacola can do it, Mobile should definitely be able to do it."

Season tickets include 36 home games and range from \$288 for balcony seating to \$576 for rink side. Local businesses and individuals can reserve tickets with a \$25 deposit per seat and pay the remaining balance in eight monthly installments.

For more information, call 208-7825 or go to www.mysticks.com.



Baybears Prepare for 2001 Opening Weekend

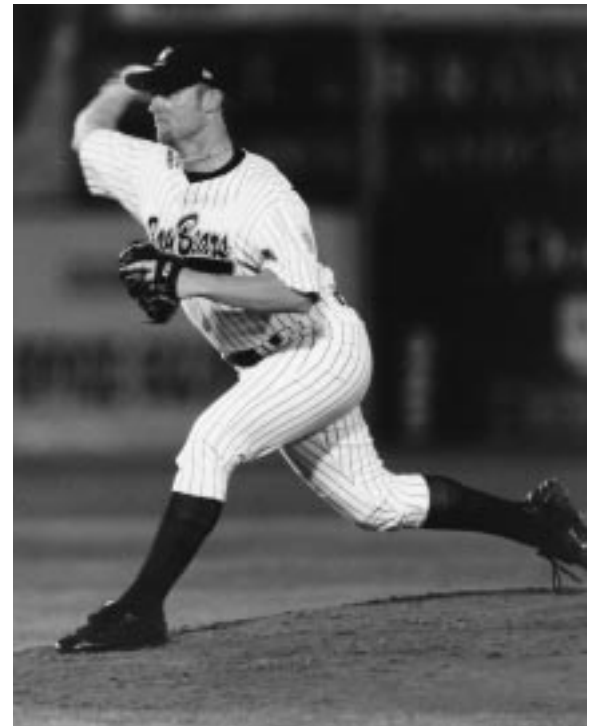
The Mobile BayBears opens its fifth season on Friday, April 13 when they host the Birmingham Barons for the weekend at Hank Aaron Stadium. The first pitch is set for 7:05 p.m. Game time for Saturday, April 14 is 7:05 p.m. and 6:35 p.m. on Sunday, April 15 and Monday, April 16.

Opening weekend festivities include:

- fireworks following Friday's game;
- appearances by the famous San Diego Chicken, a nationally-known performer who has entertained fans at major league and minor league ballparks for more than 20 years;
- an Easter Egg hunt before Saturday's game and
- a baseball cap give-away and autograph session for the first 1,000 fans at 5:45 p.m. on Sunday.

Tickets are available at the Hank Aaron Stadium ticket office, at all Ticketmaster locations or by calling 479-2327. Super Box seats are \$7 and box seats are \$5.50. Children 13 and under and senior citizens 60 and above can purchase box seats for \$4.50.

There are 70 home games scheduled for the upcoming season. Season tickets and Stadium Club packages are still available. Regular season tickets run \$490 a seat and the Stadium Club package, which includes two seats and a VIP parking pass along with other perks such as restaurant access and advertising, runs \$1,600.



NEUROSURGERY

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W. Brent Faircloth, M.D.
Juan F. Ronderos, M.D.
Robert L. White, M.D.

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W. Allen Oaks, M.D.
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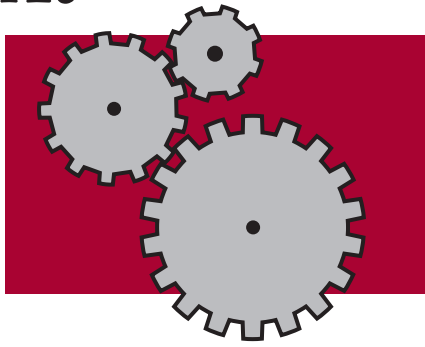
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The Chamber At Work For You



In addition to efforts such as working with the Ground Level Ozone Reduction Initiative on page 1 and polling Mobile County voters for input on school funding on page 3, here are a few examples of how the Chamber is working behind the scenes on a number of business and community issues.

Stronger Together

Chamber executives representing Mobile, Pensacola, Baton Rouge, Gulfport and New Orleans met in Gulfport recently to make final plans for a Regional Fly-In to Washington DC. A delegation of 15 individuals from the private sector will go from Mobile to present a more compelling regional presence in the nation's Capitol.

School Funding

Numerous meetings have been held to grapple with the funding-shortfall being experienced by the Mobile County Public School System. Carl Moore PhD, University of South Alabama, met with representatives of the City, County and Chamber in early February to discuss possible solutions and actions that could be taken to address the situation.

Forum Alabama

The Chamber recognized Sen. Richard Shelby's contributions to the region's development at a Chamber hosted Forum Alabama luncheon. More than 280 people attended the event designed to highlight state and national issues important to the business community.

Legislative Dinner in Montgomery

The Chamber introduced its 2001 Legislative Agenda and encouraged dialogue to help pass the agenda over the coming months at a dinner held in Montgomery for Mobile and Baldwin county legislative delegations.

Tools of the Trade

The Chamber offered a technical assistance workshop on managing business finances recently. The seminar presenter, Terry Jones of Terry Jones and Associates PC, outlined a long list of controls, statements and comparisons that help businesses evaluate efforts and productivity.

The Art of Learning

The art education committee of Envision Mobile-Baldwin continued to plan for the June teachers' workshop on integrating art into the academic curriculum. Workshop agenda and flyers were sent to all Mobile and Baldwin elementary schools.

In The Know

The Chamber is continuing a series on WHIL's afternoon radio show with Fred Baldwin. Recently topics include the area's strategic Plan, Envision Mobile-Baldwin and results of the Funder's Forum outlining planned fundraising campaigns.

Planning Ahead

The Chamber created a list of area member printers that wanted to be included on the Web page informing members about the upcoming change in the area code. The site suggests companies make plans now to print new stationery and provides links to member printers.

SCORE

Business Life Insurance: A Necessity for Success

Many business owners typically embark on entrepreneurial ventures to leave a legacy of their passion for future generations. It takes mammoth amounts of time, energy and resources to start a business, so it makes sense that the owner would do everything in his or her power to protect it.

Business life insurance is critical in the event of the owner's or partner's death. It also provides reimbursement for loss, replacement of a key employee and maintains funds during a period of transfer or control of sale.

Bob Kirby, counselor and former chairman of the Mobile Chapter of SCORE, (Senior Corps of Retired Executives), points out that, "The vast majority of our clients at SCORE are entrepreneurs for whom this subject is a vital consideration."

The right insurance policy will cover money needed for the transfer of the firm and provide the funds required to continue business during the process of transferring ownership. Immediate funds are needed to maintain cash flow and secure business. There will be debts, such as loans from the bank or short term liabilities as well as taxes and administrative costs to cover. Additionally, the owner's family will need income during the period of transfer. Also, if no one is capable of maintaining the business, a

general manager must be hired. If a partner or employee buys the business, there may be a need to finance the purchase price and if the business is to be sold outright, working capital will be necessary to avoid distress of sale.

There are other important legal documents needed to guarantee the survival of the firm. An attorney and insurance agent will help decide what is precisely needed but there are three agreements to consider: a trust agreement, a will or a buy and sell agreement.

A trust agreement or will can be used to spell out the new legal ownership of the firm upon the death of an owner or partner. A trust agreement is preferable because it avoids the cost and time required for probate. A buy and sell agreement is essential when partners are involved. It provides for a pre-arranged method of evaluating the deceased partner's interest.

To discuss business life insurance, legal protection of a business and long-term plans for business continuance contact SCORE, a volunteer service

organization that provides small business counseling and mentoring. The services are free and confidential. SCORE is staffed from 9 – Noon, Monday through Friday, and is located on the second floor of the Chamber. Call 431-8614 for an appointment.

It takes mammoth amounts of time, energy and resources to start a business, so it makes sense that the owner would do everything in his or her power to protect it.

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Fax: (334) 666-2836
voamail@voase.org
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Social Service Organizations

CALENDAR VIEW

April 18 Net Gain Security & Virus Protection for Small Business

Time: 11 a.m. -1 p.m.
Place: Chamber McGowin Room
Cost: \$20 and includes lunch
Call: Brenda Rembert at 431-8607

April 19 Net Gain Dale Carnegie—Adapting to Change

Time: 11 a.m. -1 p.m.
Place: Chamber McGowin Room
Cost: \$20 and includes lunch
Call: Brenda Rembert at 431-8607

April 23 Forum Alabama Featuring Sen. Sessions

Time: Noon - 1:30 p.m.
Place: Arthur R. Outlaw Mobile Convention Center
Cost: \$20
Call: Shelly Mattingly at 431-8612

April 24 Diversity Business Network

Time: 5:30 - 7 p.m.
Place: Bishop State Community College Main Campus
Cost: Free
Call: Brenda Rembert at 431-8607

April 25 Net Gain E-Commerce for Small Business

Time: 11 a.m. -1 p.m.
Place: Chamber McGowin Room
Cost: \$20 and includes lunch
Call: Brenda Rembert at 431-8607

April 26 Cultural Diversity Workshop

Time: 8 a.m. - 4:30 p.m.
Place: Ramada Inn, Beltline Hwy.
Cost: \$40
Call: Angela Erwin at 431-8621

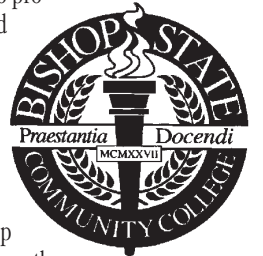
Get Connected at the Diversity Business Network

Hosted by the Chamber's Growth Alliance Task Force, this valuable networking event is designed for minority business owners. Members will receive a special incentive for bringing a "business buddy." The task force is encouraging attendees to bring a potential Chamber member who could benefit from networking and learning about Chamber programs and activities.

Bring plenty of business cards as this will be an excellent opportunity to promote your business and gain information on how to market your product or service. There will also be great food and door prizes.

Sponsored by Bishop State Community College, the event will be held in the Student Life Atrium on the Main Campus Tuesday, April 24 from 5:30 - 7 p.m.

For reservations, call Brenda Rembert at 431-8607. There is no cost for admission, but reservations are required.



COMING IN MAY

May 4 First Friday presents Business at Breakfast

Time: 7:45 - 8:45 a.m.
Place: The Bienville Club
 34th floor AmSouth Bank Building
Cost: \$10 and includes a breakfast buffet
Call: Maria Bladorn at 431-8638

May 7 American Red Cross Blood Drive

Time: 10 a.m. - 2 p.m.
Place: Chamber Parking Lot
Cost: Free
Call: Maria Bladorn at 431-8638

May 15 Noon Marketing Meeting

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

Future 30 Awards & Banquet

Make plans now to be there when the 2001 Future 30 Awards are announced, Mobile's fastest growing small businesses. The event is set for Tuesday, May 22, at the Arthur R. Outlaw Mobile Convention Center.

The cost to attend is \$35 per person or \$300 for a table of 10. For reservations, call Brenda Rembert at 431-8607.

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May 16 Net Gain: Succession Planning

Time: 11 a.m. - 1 p.m.
Place: Chamber McGowin Room
Cost: \$20 and includes lunch
Call: Brenda Rembert at 431-8607

May 22 Future 30 Awards & Banquet

Time: 5:30 - 8:30 p.m.
Place: Arthur R. Outlaw Mobile Convention Center
Cost: \$35 per person/\$300 for table of 10
Call: Brenda Rembert at 431-8607

Net Gain: Network Security and Virus Protection for Small Business

Learn how to protect your computer system from viruses and lost or stolen data by attending the NetGain seminar "Network Security and Virus Protection for Small Business" on Wed., April 18 from 11 a.m. until 1 p.m. in the Chamber McGowin Room. Randy Sargent of Mobile-based Seik and Stephanie Spencer of Symantec Corp., will review data and network security solutions.

For reservations, contact Brenda Rembert at 431-8607. The cost to attend is \$20 and includes lunch.

Net Gain: Dale Carnegie – Adapting to Change

Brian Phillips with Dale Carnegie will discuss positively "Adapting to Change" in the Chamber McGowin Room on Thursday, April 19 from 11 a.m. - 1 p.m. This workshop will feature topics such as assessing modern workplace issues, preparing for the future, the causes and responses of change, as well as adjusting through changing times.

The cost to attend is \$20 and includes lunch. For reservations, contact Brenda Rembert at 431-8607.

Net Gain: E-Commerce for Small Business

This NetGain seminar, "E-Commerce for Small Business," focuses on helping businesses sell their products or services over the Internet. On Wednesday, April 25 from 11 a.m. - 1 p.m. in the Chamber McGowin Room, Watt Key with Jackson Key and Associates LLC, will discuss the tools, benefits and drawbacks to selling on the Internet as well as provide pertinent statistics.

For reservations, call Brenda Rembert at 431-8607. The cost is \$20 and includes lunch.

Net Gain: Succession Planning

On Wednesday, May 16, NetGain will present "Succession Planning" from 11 a.m. until 1 p.m. at the Chamber McGowin Room. This seminar will help prepare your business for the future through planning and implementation.

For reservations, call Brenda Rembert at 431-8607. The cost to attend is \$20 and includes lunch.

Noon Marketing Meeting

The Noon Marketing Meeting, sponsored by Signs Now, is scheduled for Tuesday, May 15 at the Chamber McGowin Room from Noon until 1 p.m. Participants have the opportunity to give a two-minute presentation on their company's products or services at this event. Brochures and flyers are welcome.

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



American Red Cross Blood Drive

The American Red Cross is in dire need of blood of all types. To help out the American Red Cross Blood Drive, come to the Chamber's parking lot on Monday, May 7 from 10 a.m. - 2 p.m. All it costs is one-pint of blood.

For more information, contact Maria Bladorn at 431-8638.

First Friday Presents Business at Breakfast

On Friday, May 4, the Chamber will present Business at Breakfast at the Bienville Club located on the 34th floor of the AmSouth Bank building. Stop by between 7:45 - 8:45 a.m. and enjoy the Bienville Club's breakfast buffet while networking with fellow business- es. Featured guest speaker is Joe Schenk, director of the Mobile Museum of Art.

Reservations are necessary. Call Maria Bladorn at 431-8638. The cost to attend is \$10 and includes breakfast.



Forum Alabama

On Monday, April 23, Forum Alabama will feature Sen. Jeff Sessions, who will discuss top priorities in the Senate. "These are certainly exciting times in Washington DC," said Sessions, the republican senator from Alabama. "I look forward to being home and having the opportunity to present and discuss the key issues of the day."

"Senator Sessions has proven to be an effective leader in the United States Senate, not only for Mobile and the state of Alabama, but for our country as well," said Bob Chappelle, the Chamber's senior vice president. "We are excited to host him in his hometown and present our membership the opportunity to hear timely comments on issues affecting all of us."

The luncheon sponsored by Atlantic Marine, is from Noon -1:30 p.m. at the Arthur R. Outlaw Mobile Convention Center. For reservations, call Shelly Mattingly at 431-8612. The cost to attend is \$20 per person or \$160 for a table of eight.



Cultural Diversity

On Thursday, April 26, the Chamber will host a seminar on importance and contributions of diversity at the Ramada Inn, on the Beltline and I-65, from 8 a.m. - 4:30 p.m. Dione Heusel, a former director of diversity with Ruby Tuesday, will lead the discussion on this essential topic and its impact on business.

For reservations and more information, call Angela Erwin at 431-8621. The cost to attend is \$40 and includes lunch.

Sponsored by EAP Lifestyle Management, MesaStaff and Franklin Primary Healthcare.

ATTENTION MEMBERS!

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

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

WHO'S NEW?

Veronica Hudson RN and post anesthesia nurse for Springhill Memorial is the new state president of the Recovery Room Association. In addition, she is a member of American Society of Post Anesthesia Nurses (ASPAN) and served as president-elect and state treasurer of the local Alabama Association of Post Anesthesia Nursing (ALAPAN).

Coastal Neurological Institute announced Kim Mixon Vemeuille as its community educator. She brings over nine years of experience in the medical marketing, public relations and the education field having spent seven years as physician hospital liaison at Springhill Memorial.



Vemeuille

Ruth Kelley joined the University of Mobile as registrar. She previously served as operations analyst for Humana Military Healthcare Services in Biloxi and was also the associate registrar/institutional researcher at Spring Hill College.

The Child Day Care Associates board of directors announced Ann Cunningham will serve as co-chair of the public relations committee. She is employed as the associate director of development for USA Children's and Women's Hospital and has been with them for 11 years. She also serves on the board of the Association of Fund-Raising Professionals.

The following agents have joined Dauphin Realty: Alta Crane, Celeste Russell, Buck Scott and Dana Scott will be working in the Mobile office while Ginny Herndon will be working at the Fairhope office. Robyn Tunson joined the agency's Mobile office as a personal assistant to Pam Middleton.

Jack "Hutch" Thompson joined First Community Bank as business development officer. He was with Norwest Financial. He received his bachelor's degree from the University of South Alabama.

Don Norris also joined the bank as business development officer at 5229 Cottage Hill Rd. He attended Southern Mississippi University and Springhill College. Previously he was with Wells Fargo Home Mortgage.



Norris

In other news, Robert Sands was promoted to senior vice president and senior lender for Mobile County. He has worked in the Mobile banking community for 30 years and joined the bank in 1998. He attended the University of Alabama (USA) and is a graduate of the Alabama Banking School at USA.

WELL DONE!

Thomasville Infirmery was named one of the nation's Top 100 Hospitals in a study conducted by the HCIA-Sachs Institute. Seven measures were used to determine performance: risk-adjusted mortality index, risk-adjusted complications index, severity-adjusted average length of stay, expense per adjusted discharge, profitability, proportion of outpatient revenue and productivity.

Long's Human Resources received seven awards recently for its Risk and Safety Program. The awards included: Highest Annual Audit Score for a Member Company, Highest Average Audit Score for a Branch of the Company, Outstanding Member Status, Lowest Cost Per Employee Hour for Class 8810 (Clerical), Lowest Cost Per Employee Hour for All Other Classes, and Lowest Claims Per Employee Hour for All Classes of Employees.

Managed by Ann N. Parker, this is the 5th year the Long's program was honored.

MEMBER NEWS

Trey Mayhall CPA was made partner in the accounting and consulting firm of Crow, Shields & Bailey PC. He joined the firm in 1993 and specializes in retirement and estate planning.



Mayhall

Gina Russell CPA became a shareholder in the firm. She has 15 years of accounting and consulting experience, specializing in business valuations, litigation support and tax work.

In other news, John R. Shields CPA, CFP, a partner and shareholder, completed the financial planning course work and passed the Certified Financial Planner (CFP) exam. The CFP Certification Examination covers the following areas: the financial planning process, risk management, investments, tax planning and management, retirement and employee benefits and estate planning.

The design of a new test track at the National Center for Asphalt Technology in Opelika, Ala., earned Volkert & Associates Inc. a finalist position for the American Consulting Engineers Council's annual Engineering Excellence Award. The company provided design and construction management for the entire project, including site development, access roads, test track, administration/laboratory building and truck service center, drainage, water and sewer and electrical work. It developed the new technology would save the U.S. as much as \$1 billion a year by extending the life of the nation's highways.

Leslie Hahn RN was named to the 15-member board of directors for the VHA Health Foundation, a national, nonprofit, public foundation engaged in significant work that impacts the delivery of health-care and the health status in the United States. Hahn is the senior vice president of the patient care services and chief nurse executive for Infirmery Health System. She received her nursing degree from Albany Medical Center School of Nursing and has been a registered nurse for over 30 years.

The International Amateur Theatre Association selected the Mobile Theatre Guild's production *A Sanders Family Christmas-More Smoke on the Mountain* to be the sole United States representative to Monaco's Le Mondial du Theatre (the World Festival of Amateur Theatre). This is the highest honor bestowed upon a community theatre and is added to 28 awards the guild has received at regional, national and international festivals.

T.G. "Butch" Emmons, a 16-year employee of the University of South Alabama, has been promoted to assistant vice president for auxiliary enterprises. He will handle the bookstore, dining services, U.S. postal office, the Mitchell Center and will aid in overseeing the licensing of the university logo and management of travel contracts.

AmSouth Bank announced the following promotions: Rick C. Burroughs who was trust administrator is now vice president; Jenny Hunt, formerly assistant vice president and relationship manager in Commercial Banking was promoted to vice president; Lawana R. Stroble, branch manager at the Toulminville office; Erin Tatum, management associate was promoted to assistant branch manager at St. Joseph Street; Susan Robertson, formerly area branch operations manager is now vice president; Michelle Hand, previously branch manager of the McGregor Square office is assistant vice president; Lee Ann Taylor, paralerder for Commercial Banking group is now officer; Elizabeth B. Carpenter was promoted from branch assistant to assistant branch manager at Ambassador Plaza office; and Michael McElhaney, from assistant branch manager at the Springdale Plaza office is the new branch manager at the Skyline office.

In other news, McCrary Otts IV joined the South area as private banker and Brenda Patrick joined as assistant branch manger at the Skyline office.

Dauphin Realty announced Dana Scott and Mickie Russell were awarded with the "Life Member Contribution" award by the Alabama Association of Realtors political action committee. Ann Eastburn earned CRS (certified residential specialist) realtor designation and Joline Brown and Greg Sirmon obtained their real estate broker's license through the Alabama Real Estate Commission. Alphonzo Jackson, Joline Brown, Diane Horst, Julie

McDonough, Debbie Bullen, Pam Middleton, George Kennedy, Becky Miller and Ann Eastburn received the Accredited Buyer Representative designation.

In other news, Pam Middleton and Pat Smith were awarded top listing agents and Anne Baggett and Donna Sain Cook were recognized as top selling agents.

John H. Lewis, chairman of Lewis Communications Inc. was appointed to serve as a director of the American Association of Advertising Agencies (AAAA) agency management committee. The AAAA is the national trade association representing the advertising agency business in the U.S. His responsibilities as director will include providing counsel and expertise on virtually all matters of policy in the committee's fields such as studying methods to improve effectiveness and results of advertising.

Whitney National Bank announced Marian R. Faulk received her Accreditation in Public Relations (APR) credential. The certification reflects a high standard of professionalism and mastery of the fundamental knowledge of public relations. Candidates for accreditation must have at least five years experience as a public relations practitioner and must pass an exam measuring a candidate's knowledge of public relations practice, communication theory, management science and ethics.



Faulk

American Express Travel Services Company named Springdale Travel, the area's only representative, as a "Star Performer" for 2001. Only 26 of the 700 representatives across the nation received the distinction that is based on the volume of cruise and vacation packages sold during the previous year.

BUSINESS ENDEAVORS

The University of South Alabama Regional Burn and Wound Center opened new facilities. The center occupies the fourth floor of the USA medical center and brings together disciplines needed to help burn patients make full recoveries. The new facility will make treatment easier and more convenient for the patients and staff by offering services that include wound care, physical therapy, occupational therapy and related programs.

Charles Schwab & Co. relocated its Mobile branch to 851 S. Beltline Hwy., Suite 600. Committed to providing investors with one-on-one help and advice, the new location is more accessible for those seeking the opportunity to work face-to-face with an investment professional.

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

COMMUNITY NEWS

Southwest Alabama high school seniors with a cumulative grade point average of 2.0 and an interest in airframe and powerplant technology are eligible for the J.L. Bedsole Aviation Association Degree Scholarship. The J.L. Bedsole Scholars Program is offering a two-year scholarship to receive a degree in applied science through Wallace Community College Aviation Center in Mobile. The application deadline is June 30. Applications are available through high school guidance counselors or by contacting the scholars program. For more information call Meghan Stacey at 432-3369.

Spring Hill College is holding registration for its summer session classes through April 20. The session offers lifelong learning undergraduate and graduate courses in business administration and liberal arts. For more information concerning admission policies and registration call Mary Alice Wilson at 380-3067.

FOR YOUR CALENDAR

Susan Ford Bales, daughter of former President Gerald Ford and First Lady Betty Ford, will be the guest speaker at the Drug Education Council's fifth annual luncheon at the Mobile Convention Center on Wednesday, May 2. Priscilla Wilson and Paul Weaver will be honored for their contributions to the recovering community. For information and reservations call the Drug Education Council at 433-5456 or visit drugeducation.org.



Ford Bales







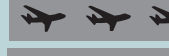

The Mobile Association of Purchasing Management is sponsoring a "Creativity and Supply Management" seminar Wednesday, May 9 at the Admiral Semmes Radisson Hotel. It will be presented by Alvin J. Williams PhD, chair of the marketing and management department of the University of Southern Mississippi, and is an opportunity for professionals to improve their ability and performance. For more information call Dr. Michael McGinnis at 460-7907.

Thursday, May 10, is going to be a "Cool White Linen Night." The third annual gala benefitting Senior Citizens Services will begin at 7 p.m. at Stewartfield, located on the campus of Spring Hill College. It will feature fine food, live entertainment and both a live and silent auction. For more information call Sissy Cunningham at 470-5224.

Goodwill Easter Seals of the Gulf Coast is hosting its annual Pig Out At The Point, a barbeque and live and silent auctions. Proceeds will help fund programs for children and adults with disabilities and disadvantaging conditions. Tickets are \$30 per person, \$50 per couple. Call Elaine Henderson at 471-1581 for more information.

Comparative Economic Indicators

January '01 vs January '00

Unemployment Rates Mobile/Baldwin counties		4.7% January '01
		4.9% January '00
Business Licenses Mobile County		340 January '01
		270 January '00
Homes Sold Mobile County		278 January '01
		285 January '00
Air Passengers From Mobile Mobile Area		27,401 January '01
		25,493 January '00