

THE VIEW

SEPTEMBER 2001

MOBILE AREA CHAMBER OF COMMERCE

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Mobile School System Passes 2001-02 Budget

Passing the education tax referendum has saved the Mobile County Public School System from operating in the red for the 2001-2002 school year. Without the estimated \$28 million generated by the increase in property and sales taxes, programs and services such as new textbooks, band and athletics would have most likely been left on the chopping block.

Officials with the school system presented the Chamber with its proposed budget last month during a meeting with city, county and Chamber representatives. While initial projections look promising, state decreases in funding from proration can still have a detrimental affect in future years.

During 2001-2002, the school system will be operating on a \$310.9 million budget. Of this, approximately \$293 million will come from the state, and \$28.3 million will come from local sources. However, reductions from proration (\$9.3 million), timber sales (\$900,000) and interest income (\$242,000) will decrease the overall budget by \$10.4 million.

Although there will be significant reductions in this year's budget due to lower interest rates and a decrease in the price of timber, the system will operate with a surplus due to the referendum vote.

For example, the school system's fund balance in September 2000 was over budget by \$406,206. Last year the system managed to end the year with a zero balance only because the City of Mobile and Mobile County committed \$10 million to the system to cover the shortfall caused by proration.

This year, however, officials are forecasting a \$1.7 million balance even after the Board of School Commissioners invests \$2.5 million in a proration defense fund. The special fund is to help the system deal with deep cuts by the State Department of Education due to proration, according to board

member Hazel Fournier. The state is expected to remain in proration again this year.

In addition to money being placed in the proration defense fund, this year's budget will include several increases in expenditures. Most notable increases include: \$5.4 million increase in medical insurance premiums; \$2.08 million for the adoption of a new science curriculum; and \$2.31 for increased utility bills. Fournier explained each of these expenditures is mandatory to the system's survival. For instance, she noted there is no local control over the cost of insurance – it's passed down from the state.

"The School System has a very good handle on the budget process and its financial position. Clearly they are still challenged," said John M. Turner Jr., chairman of the Chambers board of directors and regional manager for Whitney Bank. "We couldn't have made it without it the tax referendum. We are obviously looking at very modest budget proceeds with under-

funding on the state and local level." While expenditures continue to rise for the system so services provided to the children. Fournier explained due to increases in local funding there's are going to be more teachers, principals and counselors in the school this year, as well as increased funding for curriculum-based projects.

The Mobile County Public School System has more than 66,000 children enrolled, and is the largest system in the state and one of the top 50 in nation. With more than 7,300 employees, it's also the largest employer in Mobile County with an annual payroll exceeding \$208.1 million per year.

"We're going to have to struggle financially in the short run because of proration, but it's time to move the conversation from finances to student standards and accountability," adds Turner.

Benefits from increased local funding will allow:

- Support for fine arts, science, media, athletics and a local school accounting controller, auditor and management information system specialist;
- An assistant superintendent for curriculum;
- 139 additional teachers to support the magnet, vocational, middle and special schools;
- 21 locally funded assistant principals;
- 24 additional schools counselors;
- Higher levels of support personnel within the school system;
- Supplements for athletic programs;
- Funds to support at-risk and pre-school programs;
- Funding for teachers' materials and supplies, technology, library enhancements and professional development courses.

The budget is posted on the Financial section of the school system's Web site at www.mcpsd.com/BusinessDiv/welcome.html

From Concept to Commerce: Baute Delivers

Her work starts when discoveries are made. Once a scientist determines how to transform an idea into reality, Nicole Baute, takes it from there.

Armed with a mission statement for her job as the University of South Alabama's director of technology development, Baute sets out to deliver inventions from concept to commerce.

As the liaison between USA inventors and the business world, Baute evaluates the value of a discovery and its ability to be patented; identifies potential commercial partners and negotiates confidentiality; license and research agreements; as well as manages expenses, revenues and material transfer agreements; and supervises the University's patent and license portfolio.

A number of popular consumer products and services were launched by discoveries at universities including Gatorade, University of Florida; Fax machine components, Iowa State; Taxol, a drug used to treat breast and ovarian cancer patients, Florida State University; the Google search engine, Stanford; and MPEG, the video compression technology at the heart of every digital appliance, Columbia University.

Locally, USA faculty has contributed toward advances in recycling old tires to oil, developing natural folate (a nutritional supplement) and cancer and sickle cell treatments.

"It's like drilling for oil, sometimes you hit a gusher," Baute says. "I believe USA is ripe with opportunities."

From 1995 through 2000, USA faculty members disclosed 85 inventions. During that timeframe an average of five to seven discoveries were licensed each year. Looking at 2000, nine inventions were licensed in four different schools and colleges, bringing a record income \$395,000 to the University. In addition, four patents were issued for earlier discoveries.

Baute is privy to a tremendous amount of confidential information and, understandably,



cannot divulge the specifics of current projects. However, she is excited by what's in progress and talks in general terms about experiments involving engineering devices, additional cancer treatments, sickle cell research and optical and wireless circuit technology.

"Many people in the business community are surprised when I tell them what has been going on at USA," says Baute. "I intend to capitalize on the knowledge base in Mobile and keep it here."

Prior to coming to Mobile 18 months ago, Baute was in a similar position at Tulane University in New Orleans, La. "I saw the chance to come here and build something."

Continued on page 2

"I intend to capitalize on the knowledge base in Mobile and keep it here."

Museum of Mobile Re-opens

Mobile's history will come alive in one of the city's and the country's, historic buildings later this month. The Museum of Mobile will host its grand re-opening Sept. 21 in the newly-restored Southern Market/Old City Hall, the oldest continually operating City Hall in the United States.

The opening follows two years of extensive renovation to the 67,000-sq.-ft. Southern Market/Old City Hall. Built in 1855, the Mediterranean Villa style building is a National Historic Landmark. City council meetings have been held in the upstairs governmental chambers since the building opened in 1857.

The museum boasts thousands of artifacts presented in educational state-of-the-art displays created by the renowned Malone Company of

Atlanta. The company has designed award-winning displays for the Smithsonian Institute and National Park Service and brings a unique, interactive experience to Mobile's 300-year past.

"The interactive exhibits are truly putting the 'story' in history," said George Ewert, director of the museum. "Our collection has always been remarkable, but we were limited at our old building by space and display technology."

Visitors will hear the powerful winds of Mobile's destructive hurricanes, sit inside a replica of the historic H.L. Hunley submarine and feel the powerful explosion of a Civil War-era ordinance ammunition depot that destroyed much of the city in the 1860s.

Four permanent exhibits chronologically detail

Mobile's past. From the first footsteps of the Native Americans along the shores of Bottle Creek to the Port City's shipbuilding economy of the 20th Century, visitors discover the vital role the city has played to the economic and military success of the United States and Gulf Coast.

Other must-see highlights of the museum include Marianne, the 17-foot "Goddess of Liberty" statue that once reigned atop the city's courthouse; the murals of noted painter John Augustus Walker; and a children's "discovery room" featuring special educational projects designed to fascinate young minds.

For more information on the Museum of Mobile and its grand opening, call 208-7569.



The old courthouse was once Marianne's throne.

Local Company Recognized in National Rankings

It was a hot summer for Gulf Coast Computer Services – but it had nothing to do with the weather. In the June issue of *Hispanic Business* the company was listed in the magazine's directory of the 500 largest Hispanic-owned companies and the July/August issue again featured the company among the "2001 Hispanic Business Fastest-Growing 100."

Ranked at 478, Gulf Coast Computer Services (GCCS) is one of five Alabama companies found among the 2001 Hispanic Business 500 Directory. Others included Analytical Services, a Huntsville-based management, technical and educational services company, ranked at 403; Collazo Enterprises, a systems analysis and development/engineering services company in Huntsville, ranked 45; Dothan Chrysler Plymouth Dodge, Dothan, ranked 93; and Mevotec Corp., a software research and development company in Huntsville, ranked 55. The only other company on the Central Gulf Coast listed was Three-Plus, a gasoline station in Kenner, La., ranked 320.

This year's list highlights companies with annual revenues from \$5 million to \$1.3 billion. Total revenue for all 500 companies was a record \$21.18 billion for 2000, up from \$18.78 billion in 1999.

Hispanic Business' Fastest Growing 100 were based on sales and employee growth from 1996 –

2000. GCCS ranked 88, logging a 36.06 percent sales increase and nearly doubling its employee roster from 19 to 36. Huntsville's Analytical Services ranked 34, and was the only other Alabama company listed.

GCCS is a total solutions technology provider offering assistance to its customers with services such as network cabling design and installation; Internet Web hosting; and service repair and maintenance. The company has clients in Louisiana, Mississippi, Alabama, Florida and Georgia. Recently, the company opened a division in Veracruz, Mexico.

"I am fortunate, indeed, to be surrounded by an extremely talented and professional group of people," said Luis Nieves, president of GCCS.

Nieves credits his management team and employees for the progress the company has made over its ten years. What started in 1991 at Nieves' kitchen table, today is a company with a 25,000-sq.-ft. manufacturing facility, 36 employees and a projected income of more than \$6 million.

The Chamber has recognized GCCS' growth naming the company its Small Business of the Year in 1996, among its Future 30 list of fastest growing companies in 1997, and an Eagle Award winner profiling minority-owned businesses in 1998.

Business Demands Creative Approaches

◆ Upcoming PRCA speaker to discuss creativity

"Without risk, business is boring." So says **Judith Rich**, the executive vice president and chief creative officer worldwide with Ketchum Worldwide, one of the top ten largest international public relations firms.

"Management can't tell people to be creative without being willing to take risks. Reward risk takers," she encourages, "even if they fail."

Rich is scheduled to speak at the Public Relations Council of Alabama's upcoming statewide conference hosted by the Mobile Chapter in October. She is responsible for creative planning for Ketchum's key clients and creative direction on major new business efforts. Miller Brewing, FedEx, Wendy's, Dow, Searle and Kraft are just a few of many clients who have benefitted from her creative talents.

During a recent interview, Rich tells a story about a CEO who backed an employee after what was surely the biggest failure of his career. The company's marketing vice president spent \$5 million on an ad campaign that failed miserably. When a reporter, writing an article about the debacle for the *Wall Street Journal*, asked the CEO what happened to the vice president, the CEO said something along the lines of, "What do you mean? He's right here. After spending \$5 million on his education do you think I'd let him go and use what he learned anywhere else?"

When employees see management backing risk takers, it diminishes their fear. "You can't be afraid of failure," Rich warns.

So how does the boss encourage innovative thinking? Few CEOs realize they set the tone for the organization says Rich. When the boss is walking down the hall with a sour look on his or her face, employees feel insecure about their jobs. When the boss is happy, employees are happy. Secure and happy employees take risks.

"Creativity needs recognition. You need to let people know you appreciate their ideas."

She also advises that businesses look outside their industry for ideas. "If you have a coffee shop and you only study other coffee shops, you'll miss trends."

As an example, Hallmark has an employee who shops for weeks at a time to identify trends by looking at colors, images and fashion. What she sees is reflected in Hallmark's next round of cards.

Rich defines creativity as "Intelligence having fun. People think creative thinkers are 'pie-in-the-sky,' but good creative thinking is strategic thinking. It's on target. It's reaching the right audience. It's brilliant."

"How many times have people said, 'I don't have time to think. I don't have time to be creative?'" asks Rich. "You can't afford not to have time. You start losing a client the day you get the account if you don't keep the creativity."

At 3M, employees must spend time thinking about departments other than those they work in. To facilitate this, the company has

an annual job swapping day. Names are drawn from a hat to determine where each employee will spend the day. The stock room clerk could be president for a day and vice versa. It just takes one simple idea by someone thinking about something other than what they are doing.

That's why brainstorming is so effective. Rich advises companies to bring in people who are fresh to the client or the situation, such as employees from other departments and other branches. "But you have to be ready to fall in love with other

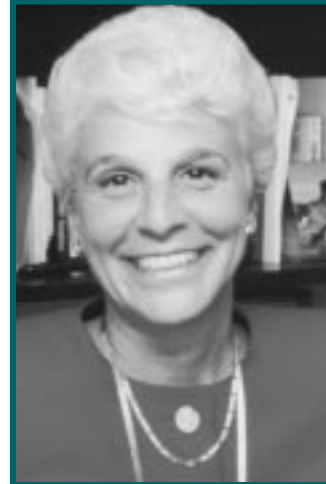
peoples' ideas as much as you love your own."

"Don't say no to an idea too soon. The wildest ideas are most likely to have a seed for something realistic and exciting."

The only sure way to fail in business is to rest on your laurels says Rich. "The routine, or the rut, is comfortable, but in the long run it's uncomfortable. Exercise your mind."

"It's not the product anymore. Now a days creativity is innovation," says Rich. "It's the only thing that sets businesses apart."

For more information and a complete list of speakers for the Public Relations Council of Alabama's conference, scheduled in Mobile on Oct. 18 - 19, contact **Pat Hartman** at 661-5699.



Judith Rich

Honda Plant Under Construction Utilizes Alabama State Docks

The Alabama State Docks is the destination port for several pieces of equipment for the new Honda plant currently under construction in Lincoln, Ala.

In May, a shipment bound for Lincoln from Yokohama, Japan began arriving in Mobile. The equipment was offloaded, put on special trucks and transported to the new facility.

Rollan Williams, senior staff engineer for Honda of America in East Liberty, Ohio, oversaw the shipment's arrival. He explains the equipment is four presses used to make parts for the popular Honda Odyssey. The presses have now been installed and are being tested in anticipation of the plant opening later this year.

Officials with the State Docks said the massive equipment was offloaded at Pier North C, which has been reinforced to handle heavy equipment. An added bonus of this pier is its capability to offload equipment from vessels to be placed in open storage or loaded directly onto rail cars or trucks.

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Baute *Continued from page 1*

Her predecessor focused on the College of Medicine, but University President **Gordon Moulton** expanded her role to include the entire university.

The Bayh-Dole Act of 1980 changed the way that the federal government dealt with inventions and gave universities more freedom in commercializing inventions. "It was the watershed event that spurred universities into the business of technology transfer," says Baute.

Baute is at the pivotal point where science, inventions and economic development merge into products that make our lives better.

After only a few months on the job, one of her first projects was to negotiate the deal for USA's tire recycling technology with Advance Recycling Sciences (ARS), a California-based environmental recycling company. ARS is developing the process of converting used tires into a cleaner, cheaper oil discovered by **Jagdish Dhawan PhD**, a USA chemical engineering professor. By mid-2002, the company expects to complete its pilot plant and test the technology on a larger scale.

A critical point of Baute's success comes in making sure that once a company buys the license to manufacture a USA-discovered technology that it doesn't just sit on the shelf because the company

has a product of its own it wants to pursue without competition. One way is by having the University maintain the patent.

Her role, as she sees it, is to also raise awareness of the benefits of these business relationships.

"Academics use to think that the commercial interaction would taint the purity of their academic world and now they realize that interaction with a company might be beneficial to the scientist, the University and the company."

A native of Covington, La., Baute is 34 and is married to Andre Honré, a professor of management and marketing at Spring Hill College. She has a bachelor's degree in Natural Science from Loyola University and a master's in Public Policy from Georgia Tech.

USA Inventions Made 1995-2000



MOBILE ECONOMIC INDICATORS

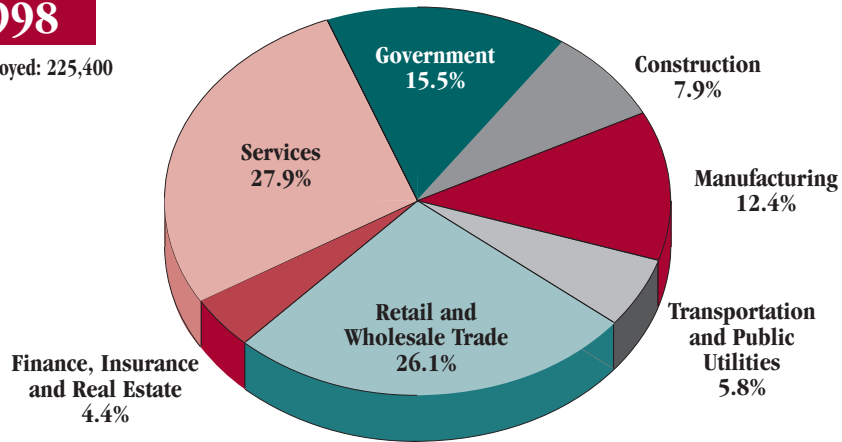
A 3-YEAR COMPARISON 1998-2000

The Chamber's research and information division collects and compiles data that measures and identifies trends in the local economy. Here's a three-year look at some of the most requested statistics.

Employment Composition

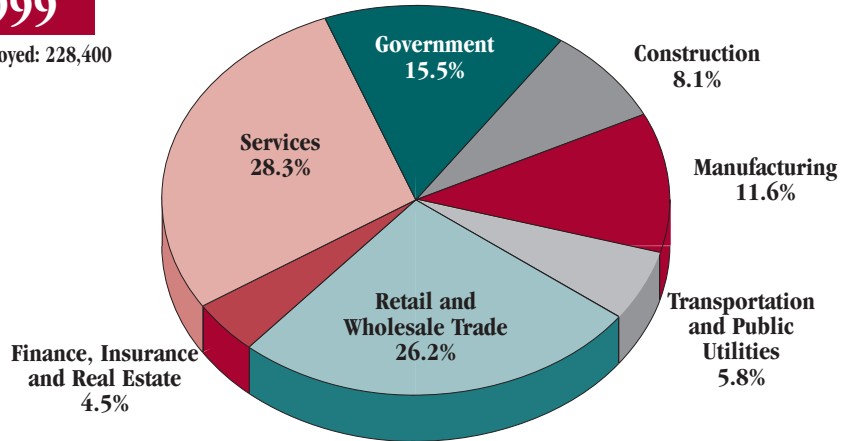
1998

Employed: 225,400



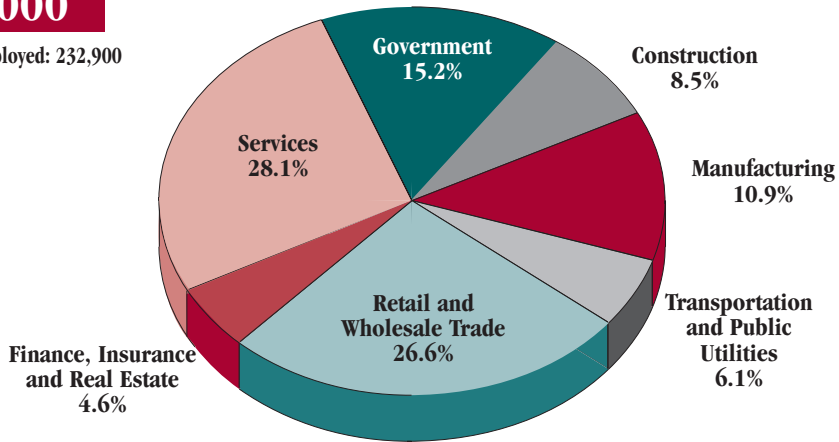
1999

Employed: 228,400

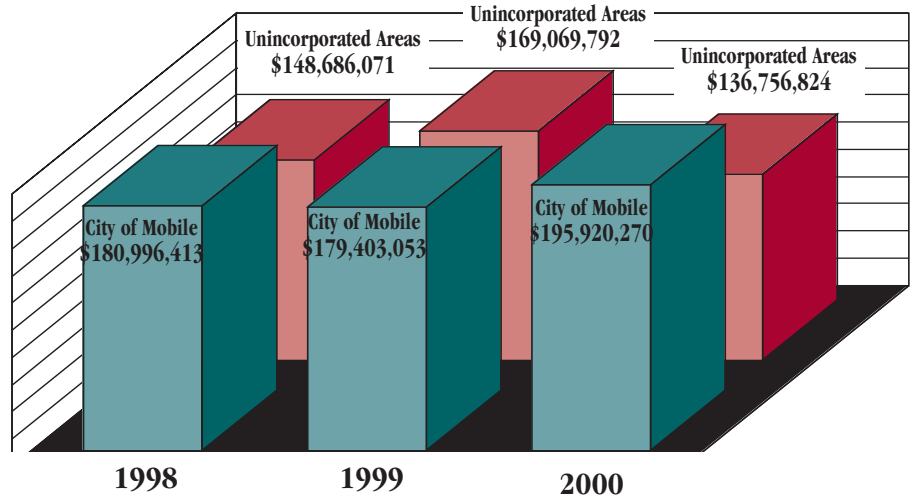


2000

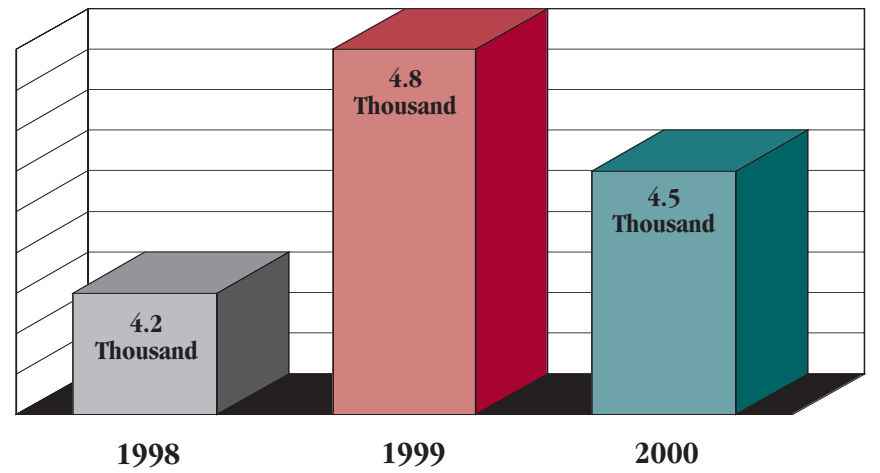
Employed: 232,900



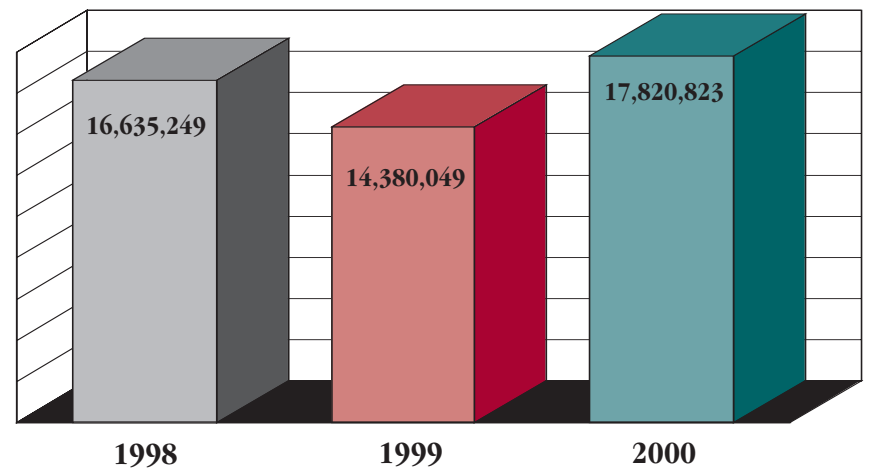
Permit Values in Millions



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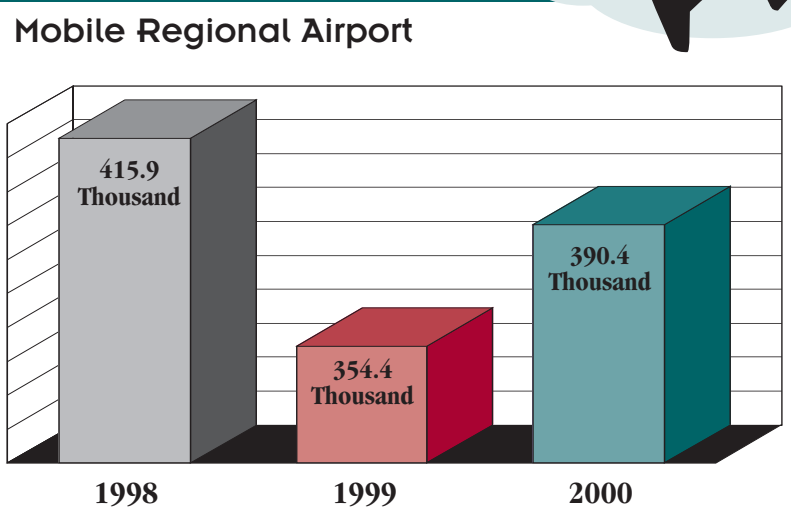
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Arriving Passengers



Small Business of the Month

Dr. James B. Donaghey II DMD PC



These days, orthodontists have become a way of life with growing children. But with the number of professionals in the Yellow Pages, how do you pick one?

The Chamber's Small Business of the Month, **Dr. James B. Donaghey II DMD PC**, has developed an environment to make clients feel more comfortable in a dental chair.

Donaghey feels his orthodontic practice is unique in that he and his staff concentrate on "promptness with schedules, convenience for the patient, personal recognition with their patients, using the latest and best proven technology available, informing their patients of what's going on, and finally having the best and exceptional staff."

He started his practice 17 years ago, and says he became interested in orthodontics when he was younger and wore braces himself. "I started college as a psychology major, was then drawn to dentistry and pursued a career as an orthodontist."

The key to his success and longevity in the Mobile area is referrals, earned with the individual attention his staff gives to each of his patients. "We don't use appointment sign-in books because we want to get to know our patients. We want them to feel welcome and at ease when they walk through the door," adds Donaghey.

Comfortable, airy and serene describe his office.

Dr. James Donaghey (fourth from the left) stands with his team of specialists.

From the walls painted in muted pastels, lively artwork, to colorful beautiful and intricate landscape, the friendly staff help to create an environment of tranquility for his patients.

"Most of my staff has been with me from the beginning. We have youngsters who came in for braces and now bring in their children or recommend their friends as a result of our personal touch," says Donaghey. "We want each patient to feel like they are our only patient. We strive for that feeling."

Fifteen to 20 percent of Donaghey's patients are adults. The practice of orthodontics has not changed very much, including the percentage of adults with braces according to Donaghey. However, there are new products on the market that have changed the look of braces such as "Invisalign" strips and clear braces, but the basic principles have not changed. There seems to be no other way to fully straighten ones' teeth without brackets and wires, "but new wires and brackets have been created over the years to ease the squeeze and lessen the tightening."

For more information about Dr. James B. Donaghey II DMD PC, call his office at 342-3188.

Regions Bank Hits Landmark – A Century of Service



Pictured above are the bank's 1929 tellers from the balcony of its new building. Below are the current tellers at the same downtown location.

Recently, Regions Bank celebrated 100 years of service in Mobile. The bank was founded on June 4, 1901 in downtown Mobile as Merchants National Bank. It reached this historical mark due to its "focus on quality customer service, competitive interest rates and a commitment to provide a wide-variety of products and services," according to **Fred Taul**, president and CEO in Mobile.

The Merchants name changed in 1981 after it was purchased by First Alabama Bank, headquartered in Birmingham. The bank underwent its final name change to Regions Bank in 1996.

Under its original state charter of Merchants National, founding members of the bank read like a "Who's Who" of that era's most successful businessmen. The bank's original board of directors included James O. Dickens of English Carriage Co., Robert Middleton of Gulf Dry Docks, A.S. Benn of Hunter-Benn Company, Louis Forchheimer of Louis Forchheimer and Co., D.P. Bestor, an attorney; L.C. Fry, Merchants National Bank president; and Lloyd D. Batre, Merchants National Bank vice president.

The entire staff of Merchants at that time was only five people. At the end of their first year, Merchants National boasted deposits in the amount of \$76,934. In comparison, as of June 2001, Regions Bank in Mobile has assets totalling over \$1.6 billion.

Following Fry's tenure as president, Ernest F. Ladd Sr., who started with the bank as a teller in 1901, became president in 1915, where he remained in that capacity until his death in 1941. His son, Ernest F. Ladd Jr. was president and CEO from 1972-1976 and today, Ladd Sr.'s grandson, Ernest F. Ladd III serves on Regions' board of directors. Each of the bank's presidents, board members and employees believe the bank's success has been due to its customers. For that reason alone, Taul encourages support for many community-based activities.

"Since 1901, Regions Bank and its predecessors, Merchants and First Alabama Bank, have been active participants in supporting the development of our community," said Taul. "Many of Mobile's most well-recognized projects, programs and establishments are around today because of the hard work and dedication of Regions Bank associates and volunteers."

Over the past 100 years, Regions has supported community-based organizations and activities such as the Chamber, Goodwill-Easter Seals, Providence Hospital Foundation, Child Advocacy Center, Battleship Memorial Park, American Cancer Society, American Heart Association, Junior Achievement, United Way, Mobile Symphony, America's Junior Miss and the Senior Bowl.

In addition to community-service projects, the Bank has supported a number of infrastructure projects that has helped Mobile grow. Examples of these building projects include the Cochrane Bridge, Alabama State Docks and other waterfront projects, and Ladd-Peebles Stadium.

Regions has also made a commitment to grow internally over the past 100 years. From opening its first branch office in the Prichard community in



1942 to installing its first computer in 1960 to advancements in the 21st Century such as offering its products on-line, the bank is prepared to add the services its customers need to conduct bank business better.

Today's banker can enjoy services such as RegionsNet, an on-line banking service, which is offered free to all customers. Other on-line services include paying monthly bills, such as electricity,



The new bank building opened in 1929 where Region's Mobile team is today.

water and natural gas, via the Internet, E-Tracker – a tool to "track" all bank accounts in one step; and E-Scout, a free service designed to allow Regions customers a site to sell their products or services on-line.

"The vision and commitment of Regions Bank has continued a long legacy over the past 100 years, and will continue as the city moves into its fourth century," believes Taul.

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FINANCIAL STRENGTH IN LOCAL HANDS

Springhill Medical Center Opens \$9 Million Facility Dedicated to Heart Care



Springhill Medical Center recently completed construction of a heart care facility dedicated to the diagnosis and treatment of heart disease.

The only facility of its kind in the region, the four story, 92,000-sq.-ft. complex centralizes all of Springhill Medical Center's heart care programs under one roof and houses a brand new fitness facility. The new building represents a \$9 million investment in local community healthcare services and brings 20 new support staff positions.

According to **Jeff St. Clair**, Springhill Medical Center's chief operating officer, "By locating all of our services in one building, we can provide more convenience, offer expanded programs and testing for better diagnosis and treatment, and establish greater continuity in the care that our patients receive."

The Springhill Athletic Club houses the first floor of the new building. Modeled after several upscale health clubs in Florida it features Café

Breezeway, a heart healthy café with Starbucks Coffee products.

The second and third floors are devoted to non-invasive cardiac diagnostic programs including Springhill Medical Center's new cardiac rehabilitation program.

Physician offices occupy the fourth floor of the new building. These offices serve as the main headquarters for Cardiology Associates, leasing all 25,000-sq.-ft. on the top floor. The Heart Group has also leased new office space adjacent to the new heart building with dedicated access to the heart floors.

Springhill Medical Center is the only tax paying hospital in Mobile as the other community hospitals are associated with a university or nonprofit foundation. More than 150 physicians are located in the medical facility and numerous community education programs are offered throughout the year.

SCORE

Plan Before Getting a Loan

Money, or the lack of it, is the bottom line for any business. . . large or small. Without preparation however, a business will not get it or keep it.

"Most, but not all, business people understand that planning and preparation are the keys to success," says **Bob Kirby** of the Mobile Chapter of SCORE (Service Corps of Retired Executives).

Recently a young man sought SCORE counseling in his effort to find \$100,000 to continue and expand his two-year-old business. His customer base was growing and he was working 30 hours a day. He needed space, he needed equipment and he needed employees.

During his first counseling session, the client was surprised to learn that he needed much more help because he had begun his business without a plan. Now it was time to do some much-needed homework.

For our client's second session, he needed accurate financial records for his two years in operation, along with personal records. In addition, he attempted to construct a picture of what he will do with a loan and how he will be able to repay it.

Our entrepreneur is beginning to grasp the notion that, even though he was late, preparation will be the key to his success.

When your firm needs additional financing, develop a plan that will answer four basic questions.

- **What do I need money for?** Increasing working capital, preparing for seasonal peaks, purchasing new facilities, or sales expansion.

- **How much do I need?** The use and timing of financing usually determines the needed amount. Consider factors such as the type of business, stage of growth and whether the funds are to be used to increase working capital or invest in fixed assets.

- **How and when will I repay the money?**

The type of financing determines how and when it will be repaid or returned to profits. A business may need long-term financing to invest in new equipment, with increased profits brought in by the new equipment, going towards repayment of the loan. A firm operating on a seasonal sales cycle may require only a short-term credit that is repaid as inventory is sold.

- **Can I afford the cost of the money?** The income generated by financing should always outweigh interest charges or the amount of ownership given up. Keep in mind that the bank lending the money may require assets as collateral.

Kirby adds, "Detail projections are needed to guide your firm through growth that significantly changes your business patterns. The plan should concentrate especially on marketing, production and distribution, as well as how these three aspects will be developed to handle growth over time."

The business plan can be translated into the hard dollars and cents of a capital expenditure budget and a projected profit and loss statement. The capital expenditure budget lists the planned purchases of facilities and equipment, plus expected physical improvements. The profit and loss projection shows the estimated gross sales on the income side for a given period of time. On the expense side it includes the cost of goods sold, labor, supplies and advertising.

Contact SCORE, located on the Chamber's second floor and staffed from 9 a.m. until Noon, Monday through Friday. Call 431-8614 to set up an appointment for a free and confidential counseling session.

The Oath.

Because the leg bone's connected to the claims manager.

It's downright unnatural. Yet, a reality of modern managed care. Bureaucracies and policies that disregard physician opinion and complicate the healing process. Criminal. At The Oath, we respect physician's decisions by reducing pre-certification processes and offering members direct access to network specialists. We even have one of the area's practicing physicians serving as an advisor to our health plan and a liaison to community physicians. Our open and honest dialogue begins by making sure benefits are fully disclosed and questions are answered promptly and accurately. And while we care about costs, we care more about your health. This is our promise to Alabama. This is our Oath.



For More Information About Individual or Group Health Benefits, Call 1-800-888-7647

Business Spotlight of the Month

L3 Communications/PacOrd



September's Business Spotlight of the Month, L3 Communications/PacOrd, a leader in commercial and military marine electronics, opened a new 6,000-sq.-ft. service center in Theodore in June 2001. From this facility, the company plans to dispatch teams of electricians and electronic installation specialists to install and repair electrical systems for naval vessels and commercial cruise ships.

L-3/PacOrd was founded as Pacific Ordinance and Electronics Company in San Francisco as an informal partnership in 1951 and was formally incorporated in 1956. In 1998, PacOrd was acquired by L-3 Communications, a leading merchant supplier to aerospace, military and commercial primes.

Based in New York, L-3 Communications serves the Department of Defense, select U.S. government intelligence agencies, aerospace and defense prime contractors and commercial telecommunication and cellular customers.

"The most unique aspect about our business," said John Weber, Gulf Coast operations manager, "is that we work with both commercial and government contracts. It's rare to find a company that performs this sort of work with private companies in addition to government contracts."

In front of the company's new location in Theodore are John Weber, Gulf Coast operations manager; Chad Bowles, design engineer; Tina Loder, administrative/purchasing manager; and Byron Dunn, project manager.

The company's projects range from shipboard electrical systems, like radar, computer or weapons systems on Navy ships, to elegant lighting in ballrooms and staterooms on cruise ships.

Currently the company employs eight and Weber plans to hire 50 local electricians, welders and technicians in the next several months. Contracts with local businesses like Bender Shipbuilding and Repair and Atlantic Marine, prompted the company to build the new facility — the company's first in Mobile. Other facilities are in San Diego, Calif.; Norfolk, Va. and Jacksonville, Fla.

"The location in Theodore gives us a central location from which to service shipyards in Mobile, southern Alabama, and Mississippi," said Weber, "and we hope to expand business relationships to include other Gulf Coast-area shipbuilders."

Diplomat of the Month

Daniel Leonard



Networking, delivering thank you packages, helping people feel at home at various Chamber events — if these don't sound like typical activities for a comptroller, then meet Daniel Leonard. As the Chamber's Diplomat of the Month, Leonard works as a volunteer at events such as Business After Hours, First Friday and Chamber Chase sessions.

A friend and fellow Diplomat, Gary Adams, convinced Leonard how valuable his association with the Chamber would be. Leonard has been honored several times for his dedication and participation since he joined the group in 1998.

"What keeps me involved is I really enjoy the goodwill, networking, plus I have a lot of fun," says Leonard.

By helping at the registration table, Leonard says it makes it easy to start conversations with newcomers.

He is the comptroller with the Alabama School of Math and Science, and monitors financial information for the school and its foundation.

In addition to his duties, he is the staff sponsor for the campus Key Club, a service organization. "I try to give the students a sense of community. I'm trying to set the example by being involved with the Chamber."

Executives Wrestle with Strategic Uncertainty

Senior executives used to be full of knowledge, insight, wisdom and a sort of sixth sense that enabled them to steer their organizations into the future with confidence. Conditions have changed. With rapid, and sometimes unexpected change, even seasoned leaders have felt uncertainty.

The consequent diminished level of confidence has caused the premature departure of a number of chief executive officers recently. Turnover at the top affects organizations internally and, through the stock market, externally. Customers and suppliers become concerned when they sense a lack of understanding, focus and commitment among senior people.

With all the influences on corporate direction and strategy, savvy leaders are looking outside their own management teams for answers. Members of boards of directors and boards of advisors are being asked for more input. The demand for greater pro-activity is a challenge to some board members. It's important for these people to initiate and raise issues that have not been presented by management, rather than to operate in a reactive mode. Some top executives admit to serving on boards to

learn more about how to run their own companies.

As executives look beyond their own organizations for answers, they look to their trade and professional associations to provide information and advice. Associations have had to expand their research staffs and design more creative idea-sharing experiences into national, regional and local conferences. There is an inherent risk if only industry people are involved. Soon the information is going around in circles . . . and so are member executives. Many associations are doing an admirable job with research, with some using outside resources such as futurist researchers.

Joyce and Roger Herman, strategic business futurists, encourage executives to look internally for resources. "Your people know your company, your industry, your markets. Their input could be invaluable to assist senior executives in making the right strategic decisions."

In addition, the Herman's recommend reading books on trends and current strategic thinking and have a reading list at www.herman.net/recommended_reading.html.

From the "Herman Trend Alert," written by Roger and Joyce Herman, strategic business futurists. Copyright 2001.

"Your people know your company, your industry, your markets. Their input could be invaluable to assist senior executives in making the right strategic decisions."



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2002 Trade Delegation Set for Mexico, Costa Rica

The state of Alabama will be sponsoring a trade mission to Mexico and Costa Rica early next year. The delegation will visit Monterrey and Mexico City, Mexico and San Jose, Costa Rica Feb. 24 - March 3, 2002.

Mexico is a country committed to economic integration, and has an undeniable affinity for U.S. products and services. Last year, Mexico was the second largest export destination for Alabama products. The state's exports to Mexico totaled almost as much as its exports to all other Latin American countries combined.

Monterrey, located in the northeast region of Mexico, is home to the country's 10 largest multinational companies that control an estimated 60 percent of Mexico's industrial base. Mexico City is host to 280,000 firms and is the most important distribution center in the country.

Costa Rica's overall respect for the United States and the sophistication of its consumers creates an excellent market for U.S. products. American companies supply 56 percent of the country's

imports. Costa Rica's high literacy rate of over 94 percent has attracted important investments such as Intel Corporation. Today, there are approximately 85 U.S. Fortune 500 companies operating there.

The trade mission will include pre-screened and pre-selected industry specific appointments in each country with a half-day allotted for follow-up in each city.

Best prospects for this mission include consumer goods, electronics, medical and health care, upscale tourism, automotive, construction, telecommunications, franchises, food processing and packaging, and safety and security.

The Chamber is a co-sponsor of the mission along with the Madison County Commission International Trade Program and the U.S. Department of Commerce.

For more information contact: Cheryl Hatfield at (334) 242-0462 or email hatfield@www.ado.state.al.us or Mavi Figueres, (334) 353-8636 or mavi@figueresfacio.com.

Upcoming Expo Builds U.S.-Canadian Trade

All savvy business managers know the key to success is planning, and the Chamber is giving area businesses plenty of time to plan for RepCan, a highly prestigious and personalized Canadian trade show. Set for June 2002, only U.S. companies can participate in this expo coordinated by the U.S. Commercial Service division.

With similar business practices and a common language, Canada is the largest and most receptive market in the world for U.S. products and services. The U.S. - Canada trade relationship is the largest in the world with trade between the two countries exceeding \$1 billion a day.

When considering the trade value of provinces, Ontario, Canada's largest province, is the U.S. second largest trading partner, ranking above Mexico or Japan.

"This show is very personalized. Each exhibitor will have a trade specialist from U.S. Commercial Services that will be

working to meet your specific objectives," explains Bridgette Lewis, the Chamber's international trade program manager. RepCan is the way for export-ready companies (with products/services that are comprised of at least 51 percent U.S. content) to emerge into a new area and develop business opportunities.

The Chamber along with the Alabama Development Office and the Madison County

Commission will be co-sponsoring companies at RepCan. Benefits of participating are:

- An average of 10 individual business appointments based on company objectives, as well as an 8 x 10- ft. display;
- Seminar programs on selling to Canada;
- Extensive country-wide promotion of company products and services; and
- Free registration in E-Expo USA, a U.S. Department of Commerce electronic showcase targeting international agents, distributors and buyers that also provides leads before, during and after the trade show.

Also companies that are new to exporting or have recently entered the Canadian market, as well as established companies interested in using Canada as a test market, should investigate this opportunity adds Lewis.

According to Lewis, industries that should consider participation in the 2002 event are computer technology and applications, medical supplies, electronics, consumer electronics and instrumentation electronics, environmental products, construction, consumer products and material handling.

The cost is \$1,200. A limited number of grants for local companies will be available. For more information about RepCan, contact Lewis at 694-0702 or bridgette@mobilechamber.com.



Toronto is the site of the U.S.-Canadian expo, RepCan.

The Mobile Symphony's Dynamic Duo

The sounds of success are trumpeting loud and clear at the Mobile Symphony. Executive Director Christina Littlejohn received the prestigious Helen M. Thompson Award at the American Symphony Orchestra League conference in Seattle recently, and Music Director Scott Speck is expected to orchestrate a sell-out season scheduled to kick-off Sept. 22.

Littlejohn was recognized with the award created to commemorate Thompson's devotion to promoting symphony orchestras in the United States. The award is given bi-annually to an early-career orchestra manager or music director. Under Littlejohn's leadership, the symphony has expanded from a presenting organization with a two-person staff and a \$225,000 budget to a professional orchestra with a balanced budget of \$750,000 and a staff of 17 in six years.

Littlejohn, who also plays the cello in the orchestra, gives the Symphony's board of directors, led by President Celia Mann Baehr, staff, musicians and countless volunteers much credit for the Symphony's success.

"Creating and building a successful orchestra takes a community," says Littlejohn.

It doesn't hurt that Littlejohn not only has a degree in music, but also holds master degrees in business administration and arts administration.

"Because of my music background, I realize what size an orchestra has to be for a particular performance. My business sense forces me to take into consideration the costs associated with it. I understand that the decisions the Symphony makes



Christina Littlejohn with Scott Speck.

today can effect us three to five years down the road," says Littlejohn.

The Symphony's first full-time music director, Speck has also been an integral part of the Symphony's continued success. He is known nationally for his innovative musical programming style. Before coming to Mobile last year, he created highly successful theme-based, market-oriented programs for both the Honolulu and Savannah, Ga. symphonies.

The symphony had a near sell-out season last year in the refurbished Saenger Theatre. Thanks to generous donations from corporate and private

sectors, the theatre had an acoustical shell installed last month.

According to Speck, "Much of the sound had been traveling straight up, away from everyone's ears. Now the sound is reflected back down, so that people all throughout the theater can benefit from a wonderfully rich sound."

In addition, the symphony office is moving to a new location, which it will share with the Mobile Opera, and has plans to become more involved in the community.

Renovations on the facility, located in the old Federal Department Store building on Dauphin Street, should be complete in spring 2002. In addition to administrative offices, the building will have a rehearsal hall and teaching studios.

As Speck says, "We want the Symphony to be an indispensable part of people's lives. In order to do that, we do more than just play concerts. All of this is to show people the great joy and fulfillment that is available to everyone through classical music."



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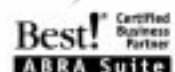
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Where There's A Need, There's United Way

There is often an inverse relationship between crisis and giving: when times are tough, people pull together and dig deeper. This was seen nationwide during the Great Depression and both World Wars. In Mobile, giving to United Way increased when Brookley Field closed and during hurricanes Frederic and Camille.

Pulling together and digging deeper is exactly what Alabama Power's Cheryl Thompson expects of South Alabama again this year. Thompson is chairing the annual United Way campaign to raise operating funds for 54 local agencies in Mobile, Clarke and Washington counties.

"It's no secret that we're experiencing some economic challenges here," Thompson acknowledges. "When our campaign cabinet met in the spring to set the campaign goal, we realized that we had lost close to a million dollars in corporate and employee gifts due to plant closings and downsizings since last year's campaign."

The losses are magnified by two factors: the increased need (and associated cost) for services to those displaced workers, and the "ripple effect" on countless smaller businesses whose fortunes were tied to those downsized or departed companies.

It was the consideration of these factors that led Thompson's campaign team to set the goal at \$6,232,464, close to a million less than last year's goal. To reach it will still require a better-than-inflationary increase from remaining donors.

Despite the challenge, Thompson is characteristically optimistic. "It's my nature to focus on the upside, on all the untapped potential we have for growth in the campaign."

Among areas identified for emphasis are: increasing participation (now averaging about 50 percent) in traditional corporate workplace campaigns; focusing special attention on employers

new to the area or new to United Way; and using a variety of approaches to enlist the support of professionals and others capable of leadership giving.

To accomplish these and other objectives, a number of changes in the "who and how of United Way have been made," according to Mark Johnson, United Way's executive director. The organization has a former plant manager, Tom Dziubakowski, on staff as campaign director who has redesigned the campaign process from the perspective of a corporate donor.

In addition United Way has outsourced its marketing, public relations and advertising to professionals at Strategy Inc. and Denson, Reed, expanded its Speakers Bureau to include more agency clients and board volunteers, and is overhauling its Web site.

"We'll be launching a special initiative to engage more female philanthropists," adds Johnson. "We've also secured and expanded the support of professional associations. We've stepped up our research and data gathering to better match our allocations to our community's most pressing needs, and we're incorporating more of the measured results of our agencies in all of our communications."

Early indicators from the "Pacesetter" companies are the changes are paying off. "We're getting great numbers. Degussa and Masland Carpets are reporting double digit increases and they haven't finished campaigning yet," Johnson reports.

The campaign officially kicked-off Friday, Sept. 7, and will run through Nov. 2. To volunteer, contribute, or get further information, call Johnson at 433-3624.

China Exhibit Expected To Boost Local Economy

The Gulf Coast Exploreum Science Center's upcoming exhibit of Chinese culture and technology is expected to pump \$11.5 million into Mobile's economy, according to estimates by the Mobile Convention & Visitors Corporation.

The Exploreum will be the first U.S. venue to host *China! 7000 Years of Innovation*. Its five-month stay in Mobile, from Jan. 11 to June 9, 2002, coincides with activities planned for the city's 300th birthday celebration.

"The China exhibit becomes one of the cornerstones for the Tricentennial year," said Brenda J. Scott, president/CEO of MCVV. "We expect the exhibit will attract approximately 110,000 visitors, including local residents and tourists from throughout the Southeast and elsewhere, with an estimated economic impact of \$11.5 million."

"The economic impact and the promotional benefits of having the China exhibit here will be a once-in-a-lifetime opportunity," Scott added.



The exhibit is the most ambitious undertaking by the Exploreum since it opened in 1998. A product of the China Science and Technology Museum in Beijing, it features a collection of more than 600 cultural and technological artifacts and touches on Chinese innovations in paper-making, printing, ceramics, textile arts, medicine, ship building, architecture, astronomy, navigation, agriculture, bronze casting and gunpowder. Master artisans from China will demonstrate ancient techniques in the exhibit hall.

Concurrent with the exhibit, the J.L. Bedsloe IMAX® Dome Theatre will feature *China: The Panda Adventure*, a modern-day trip up the Yangtze River.

Planners expect the exhibit to attract both residents and tourists within a one- or two-day drive from Mobile.

"We've deliberately scheduled *China!* to show during the peak school field-trip season to ensure that children throughout the area can take full

advantage of this incredible learning experience," Michael Sullivan, Exploreum executive director, said. Additionally, he expects the exhibit to appeal to adults and seniors, art, history and craft enthusiasts and anyone with an interest in Chinese culture.

Exploreum Wins Educational Grant

Science education in south Alabama will soon get a shot in the arm, thanks to a \$455,000 grant awarded to the Gulf Coast Exploreum Science Center.

The Howard Hughes Medical Institute of Chevy Chase, Md. (HHMI), will fund the Exploreum's plan to offer professional development and educational materials to public elementary school teachers in Mobile, Washington, Escambia and Clarke counties.

The grant will provide 384 second and third-grade teachers with the newest methodologies for teaching science, a subject these teachers rate as their weakest in surveys.

Each summer from 2002-05, participating teachers will attend one-week summer institutes organized by the Exploreum. The teachers will become more knowledgeable about science and more comfortable teaching it. They will also learn how to use science modules containing all of the materials necessary for classroom experiments and other tactile activities. The Exploreum will purchase the kits with grant money and lend them to the teachers.

"This national grant represents a significant and timely boost for science education in Mobile and south Alabama," said Michael Sullivan, Exploreum executive director.

"Based on the experiences of other school systems that have adopted similar programs, the project should deliver measurable results, including increased student interest in science and achievement on standardized test scores."

Results of the program will be evaluated through a partnership with the University of South Alabama Department of Education. Edward Shaw PhD and Barbara Salyer PhD will survey students and teachers about their attitude toward science and changes in student performance.

The teaching materials are endorsed by the National Science Foundation, the National Science Teachers Association and the Alabama State Department of Education as an effective means to make learning exciting and memorable for young children.

The Exploreum is one of 29 institutions to receive a portion of \$12 million granted by HHMI this year.

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\$17 Million for Class of 2001

Graduates of Mobile County's 14 high schools earned 1,303 scholarships to receive a sound financial start on their college careers. The scholarships, awarded to 665 students, totaled \$17,513,858.

The scholarships were awarded for achievements in academics, athletics, visual and performing arts, school-to-work pathways, leadership and community service, appointments to military academies, and Junior ROTC awards.

Guidance counselors ensure students and parents understand the scholarship competition process and have the information and tools necessary to apply for scholarships. They also maintain a database of scholarship opportunities, and assist with on-line Internet searches and software and hard copy resources. The counselors also offer assistance in completing applications, and campus staff members are accessible as references to a student's achievements.

"Our efforts have shown that students at schools throughout Mobile County are able to successfully compete for college scholarships," said **Harold Dodge PhD**, superintendent of the Mobile County School System.

Third Time's the Charm

Mobile-based Accelerated Technology earned its third listing on the Software 500, *Software Magazine's* list of the world's foremost software and services providers, featured in the publication's June/July 2001 issue. Accelerated Technology was ranked 367.

"Despite all the dot-com casualties, the Internet continues to change the way we do business and software plays a critical role," says **John Desmond**, *Software Magazine's* editorial director.

Encompassing both public and private companies that develop business software and services, the ranking is based on total worldwide software and services revenue for 2000.

"Software companies that compete with one another in the embedded community are constantly trying to provide confidence to their customers that the organization is sound and its future is sure. This inclusion is indicative of our strong team and product offering that permits us to grow and service that very large and diverse embedded community," said **Neil Henderson**, president of Accelerated Technology Inc.

Mobile to Host Educational Conference

Under the auspices of President George W. Bush's policy to have "no child left behind," the U.S. Department of Education has selected Mobile as one of three sites in the country to hold a regional conference on improving America's schools.

The two-day conference, held Oct. 17-19 at the Arthur R. Outlaw Mobile Convention Center, will bring several thousand parents, teachers, principals, superintendents and education officials to Mobile for seminars, group sessions, and a keynote lunch address by U.S. Secretary of Education, **Rod Paige**.

Paige, a former Houston school superintendent, was named to President Bush's cabinet in 2000, and received confirmation earlier this year. He expresses the President's sentiment that education is a top priority in the Bush Administration, and is placing a special focus on reading.

"We must all seek to emphasize the importance of student achievement and school performance and commit ourselves to ensuring the educational success of every child," Paige said in a written statement. "In Mobile... friends of education will gather together to discuss important issues and rethink current practices in education."

During the conference, participants will be

exposed to a wide variety of topics. Core issues that will be covered include creating safe schools, enhancing education through technology, promoting parental options and innovative programs, accountability, boosting teacher quality and achieving high standards.

"While our funding situation has become more stable, we need to hold our students and teachers to higher standards and improve the quality of instruction in our local classrooms," said **Ginny Russell**, vice president of community and governmental affairs. "We look forward to the U.S. Department of Education bringing cutting-edge information into our community as well as industry experts."

The conference, recruited by the Mobile Convention & Visitors Corporation, has never been held in Mobile. Other conference sites are Reno, Nev. (Nov. 13-15), and San Antonio, Texas (Dec. 17-19).

Cost to attend the eighth annual event is \$260 per person or \$225 per person for groups of four or more. Registrations are being accepted on-line at www.ncbe.gwn.edu/iasconferences and via telephone by calling 1-800-522-0722.

Unique Show-and-Tell Forum Slated for Nov. 7

Imagine a morning where you could make seven new contacts every 17 minutes. Sound interesting? Then mark the Chamber's Business at the Round Table event in your calendar for Wednesday, Nov. 7.

Sponsored by Clark Personnel Services, business owners and managers will have the opportunity to tap into and expand current markets at this unique networking event.

Here's how it works. Participants will be seated at an assigned table with up to seven other business people. Going around the table, each participant will present a "90-second commercial" on his or her business. During that time, participants can hand out business cards, samples or other printed materials. When everyone has had a turn, there will be three minutes for questions. Then,

based on a computerized rotation schedule, participants go to the next table and begin again. The objective is to meet as many different business people as possible and gather enough information to follow up later.

The morning begins with a continental breakfast and "Business Fitness: The 90 Second Work Out" presented by **Ramona Hill**, owner of Workshops, Etc! Inc. Hill is a professional trainer who delivers motivational speeches, presentations and training presentations on team building, process improvement and performance management.

This event has connected thousands of business owners and managers at Chambers through-



out the nation for many years.

"I've been attending the event (in Raleigh N.C.) each time it has been held since I first went in 1998. We've received a number of clients and also found some great people to provide services to us. I definitely put this in the 'a must' category for promotion of any company in the business-to-business area," said **Robin Sullivan**, president of the advertising firm Spectrum Design.

Participants are encouraged to bring hundreds of business cards and at least 75 sets of promotional materials to exchange during rounds. Tables will be provided to display promotional materials on a first-come, first-served basis.

Business at the Round Table is set for Wednesday, Nov. 7, from 7:30 -11:30 a.m. at the Ramada Plaza Hotel, 600 S. Beltline Hwy. Check-in begins at 7:30 a.m. with a continental breakfast, and the program starts promptly at 8 a.m. It is expected to be a sell-out, so register early.

Cost of the event is \$50 for Chamber members and \$70 for potential members. Pre-registration is required and is open to one representative per company. "Because of the potential of this event, we're encouraging company owners or managers to be that representative," said **Maria Bladorn** with the Chamber's membership department.

Call Bladorn at 431-8638 for more information or to register or register online at www.mobilechamber.com/event_calendar. Deadline for registration is Nov. 2 at 4 p.m.

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Working Smart

◆ Customer Service – A Key to Success

By Judy Marston

The number one reason customers leave a place of business is not because they were treated rudely, it's because they were treated with indifference – the attitude of not caring whether people do business with them or not.

So customers leave, business takes a downturn, profits fall, jobs are cut, service gets worse and eventually the company fails. All because of an employee's or organization's attitude of indifference.

Whether a customer calls or walks in the front door, there is a 30 – 60 second window to make that first impression, either positive or negative. Studies show within one to three minutes most people have decided whether they want to do business with your company. Negative first impressions are made three times as fast as positive ones and are three times harder to change.

Bad news travels fast. It's estimated that one unhappy customer tells 11 other people. Those 11 tell five more. From one customer's bad experience, 67 people hear about it, and of those 25 percent or 17 people decide not to do business with that company. That's the value of good customer service.

If a \$15,000-a-year employee irritates as few as three or four customers in a year, the ripple effect can exceed the amount of sales needed to maintain that job. Some organizations have employees who irritate three or four customers a day!

The Robert Half Organization, a well-known human resource consulting firm, has a simple formula to calculate sales needed to pay employees' salaries. If an organization pays 50 percent in taxes and earns a profit of 5 percent after taxes, the following figures show how much must be sold to pay each employee (in three different salary levels) and maintain current profit levels.



Salary	Benefits	After tax cost	Sales needed
\$25,000	\$11,500	\$18,250	\$365,000
\$15,000	\$6,900	\$10,950	\$219,000

Here's a short, simple list of actions employees can put into practice right away:

- ☛ Greet customers within 10 seconds.
- ☛ Make eye contact with them in the first 10 seconds.
- ☛ Smile immediately. Look cheerful and friendly.
- ☛ Call customers by name.
- ☛ Dress neatly, appropriately and professionally.
- ☛ Be sure everyone knows customer friendly telephone techniques, especially how to:
 - Answer and identify them
 - Transfer calls
 - When and how long to put people on hold
 - Give basic information about the business
- ☛ Develop a customer caring attitude.
- ☛ Take a customer survey to see what more you can provide.
- ☛ Thank your customers for doing business with you.

Customer Service is doing what is expected. Going beyond what is expected is what makes customers loyal.

Judy Marston, a Mobile-based business consultant and speaker, owns Judy Marston and Associates. She can be reached at JAMarston@aol.com or www.marstoncomm.com.

The 2000 Working Smart Customer Service Winners

Judy Marston, owner of Judy Marston and Associates, selected 10 businesses in the Mobile area last year that went beyond what was expected in customer service (listed below).

Carpe Diem Coffee House – Friendly, attentive, wait on customers as quickly as they can, smile, remember you.

Calagaz Photo – Adequate number of people to wait on customers, know their business, take time to answer questions.

Bebo's Car Wash – Can't seem to wait to get to your car! They even *run* to help you!

Peter Zalopany Window Washing – Returns your call, eager to do business with you, good workers, polite, quick and do a great job.

Joe Bullard Car Dealerships – Especially Renee Tibideau and Ben Payne, who have worked with me and other customers for years. Good to see a familiar face.

Mailboxes Mail Center – Greet people with a smile, call people by name, and have fresh baked chocolate chip cookies waiting for their customers.

Morgan Stanley Dean Witter – Do an excellent job of taking care of women and their investments. Informative, affirming and build a customer's confidence.

Mobile Area Chamber of Commerce – A building full of friendly people who are ready to help you with your business, no matter the size. Very qualified and well trained, knowledgeable, and always happy to see you. (Judy swears we didn't twist her arm to include us.)

Whitney Bank – Personal banking. Will call you at home or at your office to help you.

South Alabama Bank – Same reasons. Banking is a people business, and most people think it's a financial business.

She is currently working on this year's winners and in next month's issue of *The View*, Working Smart's Top 10 Picks for Customer Service will announce the 2001 winners.

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Mobile Foreign Trade Zone Corp.
New South Communications
Pitney Bowes
Wade Distributors Inc.

10 YEARS

Ball Properties Inc.
Chipco Inc.

5 YEARS

Mobile BayBears Professional Baseball
Mobile Symphony Inc.
Piccadilly Cafeteria Inc.
ValueComm Inc.
Verizon Wireless
Waste Management at
Chastang Landfill

New Members

Continued from back cover

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BayFest Line Up Sizzles

This year's annual BayFest promises to live up to its reputation as Mobile's Best Annual Event as voted again in

2001 by readers of *Mobile Bay Monthly* magazine. Headliners include the Marshall Tucker

Band, Three Doors Down, Lee Ann Womack, Teddy Pendergrass, Kenny Chesney, Lifehouse and more.

The seventh annual event is set for Oct. 5-7 at Bienville Square. More than 100 national and local acts will be set up in a 14-block area centered around the square and bordered by Dauphin, Water, Congress and North Conception streets.

In addition to the headline stages, other featured stages include eclectic, gospel, the "launching pad" that will host up-and-coming bands, a family and children's stage, plus an extensive activity area.



Advanced weekend passes are \$30 and can be purchased at AmSouth Bank, Godfather's Pizza and

Food World. Tickets are also available at Ticketmaster outlets, by phone at 434-0033 or ticketmaster.com.

A one-day pass may be purchased at the festival gates for \$20. Children under 12 will be admitted free with a ticket-holding adult. Special corporate rates are available for groups of 25 or more.

Those interested in volunteering should call Volunteer Mobile at 433-4456 or visit their Web site at www.volunteermobile.org to sign-up via the Internet.

For more information on the music schedule, contact the Mobile Office of Special Events at 470-7730 or log on to www.bayfest.com.

Members Only Section Launched

There's a new benefit of Chamber membership – a new Internet site dedicated to offering special business tips and inside information available only to members. Found through the Chamber's homepage at www.mobilechamber.com, Members Only, was created to make offers and information easy to update and access.

A few examples of what browsers will find are: **New Business License Information** – Updated weekly, this information is only available at the courthouse, and is a convenient source for sales leads.

Member to Member Discounts – Where members offer special discounts to other Chamber members.

Small Business Tools – Archived issues of Onvia's free newsletter with business tips, tools and product specials.

List of Current Members – An alphabetical listing of Chamber member businesses is updated frequently.

Access the Members Only section of www.mobilechamber.com by clicking the Members Only link on the home page. On the Members Only description page, click on "Enter Members Only Section." When the dialog box appears, enter the following: User Name: Use the first eight characters of your business name, *exactly* as it appears in the Chamber Member Directory or as on mailing labels of *The View* or the monthly Chamber calendar. Remember, use spaces and capital letters exactly as they appear and use only the first eight characters. For password, enter the number preceding the contact name on your issue of *The View* or monthly calendar mailing label. The number of digits varies for each member.

If you are having difficulty finding or logging into the site, contact **Judy Winfield**, the Chamber's Web master, for help at 431-8626 or judy@mobilechamber.com.

Chamber Hires Eric Icard as Project Manager

As a project manager in economic development, **Eric Icard** will provide company managers looking at potential sites to build and expand with the information they need about the Mobile area.

His job also includes maintaining and updating the areas sites and buildings list, helping with department projects that nurture existing Mobile businesses and developing the city's infrastructure and services to make Mobile an even better place to do business.

Icard has been working as an intern with the Chamber since January 2001, while completing his master's degree in economic development from the University of Southern Mississippi.

"I think Mobile is a terrific community. I enjoy the people and the climate and we have a great quality of life. There's a lot more to do here than when I was in North Dakota," says Icard.

A native of Battle Creek, Mich., Icard also holds



Eric Icard

a bachelor's degree in economic geography from the University of North Dakota.

In addition, he interned with the Huntsville/Madison County Chamber of Commerce researching information for the area's commercial market profile and Cummings Research Park.

"Ever since Eric began his internship, he has taken initiative and shown a great sense of pride in the Mobile area. Even though he is relatively new here, his enthusiasm for this area will

be a great asset to the department as we attract businesses from across the country," says **Jim Apple**, vice president of economic development.

"His education has provided him a keen understanding of why businesses locate where they do and the resources they need to thrive."

To get in touch with Icard, call 431-8616 or e-mail him at eric@mobilechamber.com.

Chamber's 2002 Membership Directory in Process

Filled with information about the area business community, statistics, event dates and critical Chamber info, *The Membership Directory and Buyer's Guide* is one of the Chamber's most popular publications. Primarily the directory is used for business-to-business sales and purchasing.

In the coming weeks, members will receive a proof of their current listing with the option to add additional listings or company information in bold type in the business category section.

The directory is distributed each winter to members and extra copies are sold to non-members. There are still ads available in the publication, varying in size and colors.

For more information about highlighting your businesses in the upcoming directory, contact **Maria Bladorn** at 431-8638.

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

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ADMINISTRATION/ FINANCE AND OPERATIONS

Jackie Longino – 431-8605

Jackie Longino has worked in the Chamber's Administration/Finance department for two and a half years. She grew up in Louisville, Ky., and has an extensive administrative background. Longino has also taught art at a private school.

About the departments: The administration department coordinates all board of directors and board of advisor-related activities. The Finance and Operation department manages the budgets for the Chamber, Chamber Foundation, The Millennium Fund, Industrial Development Board (City of Mobile) and Industrial Park Board (Mobile County). In addition, it coordinates meeting room and reception setups.

BUSINESS DEVELOPMENT

Jennifer Stewart – 431-8636

Jennifer Stewart works with the Chamber's business development division of the economic development department. She holds an associate degree in Hazardous Materials Technology and has over two and a half years of credit towards her bachelor's degree in Business Administration. She has lived most of her life here in Mobile and has over 14 years of administrative experience.

About the division: The business development division prepares proposals for business prospects, manages the upkeep of available buildings and sites inventory, coordinates vendor briefings, tracks foreign-based and Mobile-based companies, and updates the list of the area's largest employers. In addition, the economic development department coordinates both the Industrial Park Board of Mobile County and the Industrial Development Authority of Mobile County.



Pictured are (left to right): Shelly Mattingly, Jennifer Stewart, Angela Erwin, Maria Bladorn, Jackie Longino, Louise Davis and Ashley Collins. Not pictured are Ginny Morris and Brenda Rembert.

COMMUNICATIONS

Ashley Collins – 431-8606

Joining the Chamber last summer, Ashley Collins is a member of the communications department. A graduate from the University of South Alabama, she returned to USA to obtain her paralegal certification during her eight years working at the corporate headquarters of Ruby Tuesday. In addition to writing and photography skills, she also has computer and graphic experience.

About the department: The communications department coordinates media and public relation-workshops, and handles all media-related activities including news conferences. Its most visible projects are the Chamber's monthly newsletter, *The View*, the monthly calendar of events, and the *Membership Directory and Buyer's Guide*. This department also hosts the annual the Business and the Arts Competition, the Chamber's Annual Meeting and the bi-annual Media Appreciation Party.

COMMUNITY AND GOVERNMENTAL AFFAIRS

Angela Erwin – 431-8621

Angela Erwin came to work in the Chamber's community development department three years

ago after working for the Atmore Chamber of Commerce. Currently, she is attending Spring Hill College and is pursuing a bachelor's degree in organizational management and communication.

Shelly Mattingly – 431-8612

After traveling worldwide while working with the U.S. Navy's Investigative Service, Shelly Mattingly settled in Mobile. She began working in the Chamber's governmental affairs department more than eight years ago. She received her flight wings as she has recently completed her solo flight.

About the department: Through Envision Mobile-Baldwin, the area's long-range, strategic plan, and the Annual Leadership Trip, this department focuses on workable solutions for regional, state and local issues. Much of the planning of Envision includes legislation and that is why the community development department recently merged with government affairs. This new department will focus on Envision strategies while staying involved in all aspects of congressional affairs, city, county, state and military affairs. The department will continue to host annual events that increase the Chamber's profile with elected leaders including Pork and Politic in the Park, State of the City and County luncheons and Toast from the Coast.

INFORMATION AND RESEARCH

Ginny Morris – 431-8656

A Mobile native, Ginny Morris is a member of the Chamber's Information and Research division housed in the economic development department. She has been with the organization for five years. Prior to working at the Chamber she once worked in the Senate in Washington DC.

About the division: This division compiles data, research reports and summaries on a variety of topics of interest to the Chamber and its members. Such research projects include quarterly cost of living surveys and moving inquiries.

MEMBERSHIP

Maria Bladorn – (431-8638)

Maria Bladorn recently joined the Chamber's membership department. She is a Mobile native and joined the organization after completing her bachelor's degree from the University of Mobile in Communications.

About the department: Membership conducts informational and networking programs for the benefit of members, including Business After Hours, First Friday, quarterly Membership Open Houses, Noon and Morning Marketing Meetings, as well as the annual Spring and Fall golf tournaments. In addition, this department heads up Chamber Chase, an annual total resource development campaign.

SMALL BUSINESS DEVELOPMENT

Brenda Rembert – 431-8607

For the past two years, Brenda Rembert has been working with the small business development department. She moved home to be closer to her immediate family after living in Michigan for more than 20 years. She has more than 12 years administrative experience.

About the department: The small business development department assists people wanting to start a business of their own or those who need help with an existing venture. In addition to aiding entrepreneurs in sharpening their skills, the department offers monthly seminars and houses the Service Corp of Retired Executives (SCORE), volunteer retired executives and managers who counsel and assist small business owners free of charge. This department also hosts Future 30 and Eagle Award programs.

WORKFORCE DEVELOPMENT

Louise Davis – 431-8619

Louise Davis has recently joined the Chamber's Center for Workforce Development. Having been in teaching, administration and retail, she has traveled the country as a Naval officer's wife. Her position at the Chamber allowed her to move back to the area. She was born in Mobile and grew up in Baldwin County.

About the department: The Center for Workforce Development was created last year to focus on developing a pool of higher-skilled workers for area employers to draw from. Major activities of the center include the School-to-Work partnership, conducting needs assessment of various industry clusters and forming partnerships to address the shortage of trained and knowledgeable employees.

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Comparative Economic Indicators

June '01 vs June '00

Unemployment Rates

Mobile/Baldwin counties



5.4% June '01

4.8% June '00

Business Licenses

Mobile City



212 June '01

315 June '00

Homes Sold

Mobile County



408 June '01

470 June '00

Air Passengers From Mobile

Mobile Area



33,386 June '01

35,492 June '00

CALENDAR VIEW

COMING IN OCTOBER

September **11** **Member Open House and Breakfast**

Time: 7:30 - 9 a.m.
Place: Chamber Atrium and McGowin Room
Cost: No charge
Call: Maria Bladorn at 431-8638

September **18** **Noon Marketing Meeting**

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

September **27** **Business After Hours**

Time: 5:30 - 7 p.m.
Place: 820 S. University Blvd. (Look for signs)
Cost: \$2 for members/\$5 for potential members
Call: Maria Bladorn at 431-8638

October **5** **First Friday**

Time: 7:45 - 8:45 a.m.
Place: Wilmer Hall, 3811 Old Shell Rd.
Cost: \$2 for members/\$5 for potential members
Call: Maria Bladorn at 431-8638

October **9** **Diversity Business Network**

Time: 5:30 - 7 p.m.
Place: Commonwealth National Bank Crichton Branch, 2861 Springhill Ave.
Cost: No charge
Call: Brenda Rembert at 431-8607

October **16** **Morning Marketing Meeting**

Time: 7:30 - 8:30 a.m.
Place: Chamber McGowin Room
Cost: \$6 and includes breakfast
Call: Maria Bladorn at 431-8638

October **19** **Fall Golf Tournament**

Time: Shotgun start at 8:30 a.m.
Place: Magnolia Grove Golf Course
Cost: Individual tickets \$150
 Hole Sponsorships \$800
Call: Maria Bladorn at 431-8638

October **25** **Business and the Arts**

Time: 5:30 - 7:30 a.m.
Place: Morris Galleries, 1011 Hillcrest Rd.
Cost: No charge
Call: Ashley Collins at 431-8606

Member Open House and Breakfast

Want to meet the Chamber staff and find out what they can do for you and your business? Then make plans to attend the Member Open House and Breakfast on Tuesday, Sept. 11 from 7:30 until 9 a.m. in the Chamber's Atrium and McGowin Room. Staff will discuss their roles in assisting Chamber members.

There is no cost. For more information, call Maria Bladorn at 431-8638.

Noon Marketing Meeting

This month's Noon Marketing Meeting will be held on Tuesday, Sept. 18 in the Chamber's McGowin Room from Noon until 1 p.m. Attendees will have the opportunity to market their company's products and services using handouts and brochures.



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



Morning Marketing Meeting

On Tuesday, Oct. 16, the Chamber will host the Morning Marketing Meeting, sponsored by Signs Now from 7:30 - 8:30 a.m. in the Chamber's McGowin Room. Participants have the opportunity to market their products or services. Be sure to bring handouts and flyers.

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



Diversity Business Network

On Oct. 9, the Chamber is presenting the Diversity Business Network event, at Commonwealth National Bank, Crichton Branch, 2861 Springhill Ave. from 5:30 until 7 p.m. Come by and visit with other businesses of diverse backgrounds and network to create new business contacts. Featured guest speaker is Ramona Hill with Workshops Etc.

There is no charge for the event. For more information, contact Brenda Rembert at 431-8607.

Business After Hours

On Thursday, Sept. 27, come to 820 S. University Blvd. (look for signs) from 5:30 until 7 p.m. and participate in the Chamber's monthly networking reception. Mingle with guests and meet other local business professionals at this after hours event. Hors d'oeuvres and refreshments will be served as well.

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



First Friday

Celebrate fall at the October First Friday event, Oct. 5, at Wilmer Hall. Located at 3811 Old Shell Rd., stop by anytime between 7:45 until 8:45 a.m. to visit the historic Wilmer Hall facilities and network with area professionals.

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



Calling All Artists and Sponsors

◆ Annual art show presents local scenes by local artists

On Thursday, Oct. 25, the Chamber will present its annual Business and the Arts Competition, Show and Sale sponsored by ACO Employment Services. This unique event, matched with October's Business After Hours, encourages area businesses to purchase and display local artwork in their lobbies, conference rooms and boardrooms.

Last year more than 90 artists submitted 300 paintings, photographs and sculptures, all representing the Mobile-Baldwin area.

Art Patron sponsorships are available to businesses and organizations. The \$500 sponsorship includes

\$100 credit towards the purchase of a piece of art. Last year's prices ranged from \$50 to \$1,000.

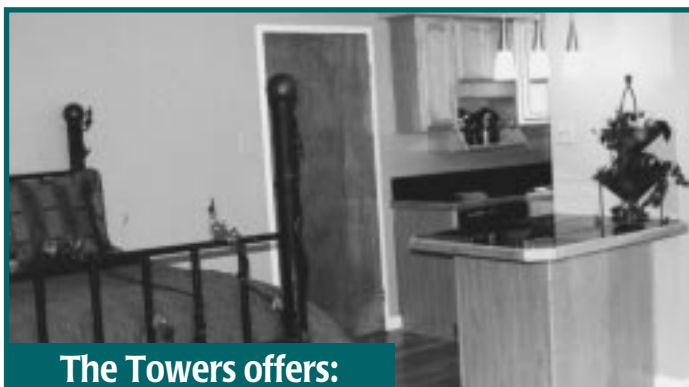
Artists' entries will be judged and awards will be presented that evening in three categories: painting/drawing/graphics, photography and sculpture/mixed media. There is a \$10 entry fee and a limit of three pieces of art per category.

This year's event will be at Morris Galleries at 1011 Hillcrest Rd. from 5:30 until 7:30 p.m. Call Ashley Collins at 431-8606 for more information on sponsorships and entries.



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ATTENTION MEMBERS!

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

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

WHO'S NEW?

Family Medical of Mobile with **Infirmity Health System** announced the association of **Michael C. Madden MD PhD**. After earning a PhD in cell biology from the University of Alabama at Birmingham, and a medical degree from the University of Alabama School of Medicine, Madden completed residencies in family medicine, anesthesiology and general surgery.

Whitney Bank announced two recent promotions. **Angela M. Grice** was promoted to bank officer. She has served in various positions since joining the bank in 1996 including her most recent position as sales manager at the Tillman's Corner Branch.



Grice



Parker

Annette Parker was promoted to sales manager. Parker has been with the bank since 1992. In her new position she will be servicing the loan portfolio for the Airport Branch, supervising staff, overseeing day-to-day operations and conducting outside sales calls.

Wilkins Miller PC announced the promotions of **Dina Blankenship**, **Michi Lunceford** and **Corinne March** to senior accountants. All three passed the Certified Public Accounting Exam in the fall of 2000.

The University of South Alabama College of Medicine announced the appointment of **Frederick N. Meyer** as professor and chair of the USA department of orthopaedic surgery. Previously he was the chair of orthopaedics at the Denver-Health Medical Center in Denver and the interim chair of the department of orthopaedics at the University of Colorado School of Health Sciences. Meyer is accepting new patients. To schedule an appointment, call 460-7050.



Meyer



Zoghby

Tommy Zoghby was named chairman of the **American Red Cross, Alabama Gulf Coast Chapter**. He is employed by Volkert & Associates, and is the company's chief financial officer. The American Red Cross is a United Way agency that helps people learn how to prevent, prepare for and respond to emergencies.

William M. Lightfoot MD was appointed vice president, medical services for **Providence Hospital**. He is currently president of the Medical Association of the State of Alabama. His time will be divided between his responsibilities as vice president and his general surgery practice. Lightfoot is a graduate of the University of Alabama School of Medicine in Birmingham, and performed his internship and residency at the University of South Alabama Medical Center.

In other news, **Nicole L. Angel MD** joined the Oncology Center at Providence Park. She received her medical degree and completed her Internal Medicine Residency and Oncology Fellowship at the Louisiana University School of Medicine in New Orleans. She is accepting patients. To make an appointment, call 633-2262.

Also, **Robert A. Gilbert MD** opened his Radiation Oncology practice at the Cancer Center at Providence Hospital. He received his medical degree from the Baylor College of Medicine in Houston. Gilbert completed his Internship in Internal Medicine, Residency in Radiation Oncology and American Society for Therapeutic Radiology and Oncology Research Fellowship at Baylor as well. He is accepting patients. To make an appointment, call 633-1890.

MEMBER NEWS

Scott Rye was promoted to vice president of public relations and government affairs at **Sullivan-St. Clair Advertising /Public Relations**. He has served as the agency's associate creative director since 1999. Rye will manage the public relations department and take an active role in the account services division of the agency.



Rye

Prudential Cooper & Company Inc. Realtors announced three new associates. **Aimee Smith** and **Daniell Womack** will be working out of the Azalea Road office. **Angela Phillips** will be working out of the Cottage Hill office.

Jack Nelson recently joined **Dauphin Realty** of Mobile & Baldwin county. He will be working in the firm's Baldwin County office.

Alford, Clausen & McDonald LLC announced the addition of **Vicki M. Davis**. She will concentrate her practice in the defense of complex civil litigation, medical malpractice and long-term care litigation defense and serve as a mediator. Davis is a former district judge of the 13th Judicial Court of Alabama and is a municipal judge for the City of Prichard.

Jess Forrester joined the Mobile office of **Saltmarsh, Cleaveland & Gund**, Certified Public Accountants and Consultants. He will serve as an accountant in the tax services department. Forrester was previously employed by Law, Redd, Crona & Monroe PA. He has a B.S. in Accounting from Florida State University and a B.A. in Economics from Auburn University.

BUSINESS ENDEAVORS

The law firm of Carr, Alford, Clausen & McDonald LLC changed its name to **Alford, Clausen & McDonald LLC**. The 20-lawyer firm has offices downtown in One St. Louis Centre and its practice consists of defending civil litigation on a local and regional basis.

Bishop State Community College is teaming with Cisco Systems Inc., a leader in networking for the Internet, to become the site of a local Cisco Networking Academy beginning in the fall 2001. Through the academy program, students learn fundamental networking concepts and learn to apply their new skills in the 'real world' workplace via Cisco's Work-Based Learning Program, which matches Cisco partners and customers with academy graduates for internship and mentoring opportunities.

After completing the program, students become Cisco Certified Network Associates (CCNA) and/or Cisco Certified Network Professionals (CCNP) and are prepared to continue their education in Computer Science or Computer Engineering or enter the Information Technology (IT) workforce.

WELL DONE!

Frank T. Bunch MD, FACC of **Cardiology Associates** was one of 20 cardiologists, vascular surgeons and radiologists in the U.S. invited to a National Opinion Leader Meeting held recently in San Diego. Considered an expert in his field, he was asked to provide insight into developments in peripheral vascular disease and suggestions on how new products could help treat the disease.



Bunch

John B. Bass MD, professor and chair of the University of South Alabama department of internal medicine, was named the **Abraham A. Mitchell Eminent Scholar Chair of Internal Medicine**. Bass is a founding member of the USA College of Medicine and national expert in the field of pulmonary and critical care medicine.

Manpower Professional announced **Mark Fraley**, professional services manager completed the Technical Services Certification Exam (TSC). The TSC exam, sponsored by the National Technical Services Association (NTSA), tests applicants for a mastery of the legal, legislative and regulatory requirements governing the technical staffing industry.



Fraley



Tate

Phyllis Tate RN, MSN, CDE, was recently awarded the Excellence in Nursing Education (Practice) Award from Sigma Theta Tau International. Tate came to Thomas Hospital six years ago to develop a diabetes education program that has since received the American Diabetes Association's National Recognition Certificate.

House of Specialties Inc., a distributor of promotional products, was named by Advertising Specialty Institute (ASI) and *The Counselor* magazine as a member of the 2001 Multimillion-Dollar Roundtable. Out of more than 16,000 promotional product distributors, House of Specialties is one of 649 firms selected. The award is presented to promotional product distributors reporting sales volumes of \$2 million or more.

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

The University of South Alabama School of Computer and Information Sciences will receive \$100,000 worth of computer equipment from **Accelerated Technology Inc. (ATI)** of Mobile. ATI will also provide funding for two graduate assistant positions beginning fall semester and create a scholarship for ATI employees who are USA students. Approximately 60 percent of ATI's employees are USA graduates and company president **Neil Henderson** is a USA alumnus.

FOR YOUR CALENDAR

The Mobile Association of Purchasing Management Seller-Buyer Golf Tournament will be held Thursday, Sept. 27 at Timbercreek Golf Course. The format will be Florida 4-ball and there will be a shotgun start at 8 a.m. The entry fee is \$75 per person and will include lunch and soft drinks. Hole sponsorships are available for \$100. For more information call **Greg Fillingim** at 633-5505 or **Theresa Bishop** at 431-0206.

The Public Relations Council of Alabama's State Conference will be hosted by the Mobile Chapter Oct. 18-19 at the Marriott Hotel (formerly the Clarion). The conference will play host to public relations and marketing professionals throughout the Southeast and features an information-packed agenda. Slated speakers include **Judith Rich**, **Ketchum Worldwide** and **Norm Goldstein**, editor of the Associated Press Stylebook.

Other sessions will cover topics such as trends in public relations, diversity, the impact of technology on public relations and leadership.

Registration postmarked by Sept. 28 is \$195 for PRCA members and \$230 for non-members. For more information contact **Pat Hartman** at 661-5699 or e-mail her at 2hartman@bellsouth.net.

www.nobodyhome.com

Why doesn't your business have a web site?

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NEW MEMBERS

Clip and add these to your Membership Directory.

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forgiven22@home.com
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Brenda H. Doss
3537 Desirrah Drive
Mobile, AL 36618-1117
(251) 479-0470
Counter Tops
Granite, Marble & Ceramic Tile Distributors

Alabama Telecommunications Management Association

Danette Conrades
P.O. Box 16042
Mobile, AL 36616-0042
(251) 435-2113
dconrades@tuhsecure.net
www.alabamatam.org
Communications Services Nonprofit Organization

Allen Southern Electric Motor Service Inc.

Jane D. Nelson
2877 Mill St.
Mobile, AL 36607-1992
(251) 478-9577
Electric Motors-Dealers & Repairs

American Family Funds

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Mobile, AL 36608-1663
(251) 344-1084
marc@americanfamilyfunds.com
www.americanfamilyfunds.com
Marketing Office

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Mobile, AL 36609-3609
(251) 342-1110
apastore@worldnet.att.net
Mortgages

AMVAC Chemical Corp.

John Rizzi
2 Miles North of Hwy. 43
Mobile, AL 36595
(241) 675-2010
doug@amvac-chemical.com
www.amvac-chemical.com
Agricultural

The Book Rack

Joyce Kinney
3990 Government Blvd.
Mobile, AL 36693
(251) 661-7655
Book Dealers

CASA of Mobile, Court Appointed Special Advocate

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(251) 344-1442
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(251) 639-1163
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Clark Personnel Services

Ternee Bain
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(251) 342-5511
info@clarkpersonnel.com
www.clarkpersonnel.com
Employee Staffing

Decorators of Wildwood

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Mobile, AL 36609-2917
(251) 639-1125
melaniefraim@aol.com
Interior Designers

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2904 Mill St.
Mobile, AL 36608
(251) 344-5565
d_jbronnont@bellsouth.net
Cabinets-Manufactured Specialty Items

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kr@epinfo.com
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Semmes, AL 36575-6132
(251) 421-8214
medic162@zebra.net
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Emergency Response & Training*

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Houston, TX 77002
(713) 853-1515
sharon.farrell@entron.com
Gas-Propane

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Mobile, AL 36608
(251) 344-5565
d_jbronnont@bellsouth.net
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2154 Airport Blvd.
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(251) 478-6612
Automobile, Accessories-Wholesale-Retail

Keller & Associates Inc.

Brian Keller
7600 Grand Bay-Wilmer Rd.
Grand Bay, AL 36541
(251) 865-2001
bkeller@kellerinc.com
Consultant

Labor Ready

Amanda Odum
188 Florida St. S.
Mobile, AL 36606-1800
(251) 470-0902
Employment Contractors-Temporary Help

Lil' Angels Photography

Tammy Robinson
P.O. Box 850185
Mobile, AL 36685-0185
(251) 639-5585
liliangelsmobile@aol.com
www.liliangelsphoto.com
Photographer

Liveoak Village

Keith Morris
1 Liveoak Blvd.
Foley, AL 36555-1553
(334) 971-1940
liveoakvil@gulfnet.com
www.liveoakvillage.org
Retirement & Life Care Community

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micmoh@aol.com
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Mayer Electric Supply Co. Inc.

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smelton@mayerelectric.com
www.mayerelectric.com
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8607 Carillion Pl
Montgomery, AL 36117-8820
(251) 272-5444
mel@melcooper.com
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Contractors-Service & Repair

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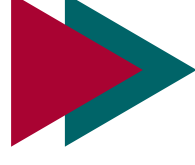
Please notify Donna Ikner at 431-8609 or donna@mobilechamber.com if this issue is not reaching the intended person.



MOBILE AREA
CHAMBER OF COMMERCE

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