

THE BUSINESS VIEW

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MOBILE AREA CHAMBER OF COMMERCE

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Widespread Growth

☉ *Several local businesses expand to meet growth*

Although these are economically trying times, some companies have decided that now is the time to expand operations in Mobile, according to **Jim Apple**, the Chamber's vice president of economic development.

"Year in and year out, existing businesses provide Mobile with some of our best investment and job creation opportunities," states Apple. "It's encouraging to see new and established companies continuing to invest in Mobile County."

Shell Chemical: Investing in the Future



For Shell Chemical Co., located in North Mobile County, expanding its chemical plant added seven new high-paying engineering, operating and maintenance technician positions. According to site manager **Gwen Taylor**, the \$60-million expansion project will increase capacity at Shell's Olefin Feed Hydrotreating unit, which makes a feed stock used in other petrochemical products.

"I think it's exciting for Shell employees in Mobile because, by investing in this site, Shell Chemical sees the plant here as a strategic asset," Taylor said. The project is expected to be completed sometime in the first quarter of 2003.

Degussa: Choosing Mobile

Like most companies, in recent years Degussa made efforts to operate more efficiently, said

Charles Story, vice president of government and public affairs. Having the company's financial offices spread out over multiple locations in the United States, including one in Mobile, did not contribute to Degussa's efficiency.

In October, Degussa announced the formation of the Shared Financial Services Office at its Mobile site.

The decision means that the jobs of 23 employees already here were saved, plus an additional 40 to 50 financial positions were created. Degussa has started hiring and adding office space at its site for the new office, which will consolidate financial services for the company's 19 business units in the U.S.

Additionally, Degussa is in the midst of a capital expansion valued at approximately \$50 million.

NCO Financial: A Perfect Fit

After opening its Mobile call center in 1995, NCO Financial Systems Inc., an accounts receivable management agency, needed more space and better space, according to **David S. Jones**, account executive. At its former location at U.S. 90 and Demetropolis Road, the compa-

ny was awkwardly divided into two separate areas with another business in between.

When NCO found the former Wal-Mart building in Tillman's Corner, it was a win-win situation: an empty building is now filled with workers, and NCO has more than enough space as well as "unlimited" parking for its 400 employees. The company leased half of the building — 52,000-sq. ft. — and renovated it to meet its needs. "We now have growth opportunities to 600 personnel to increase our business and better serve our clients," Jones said.

These are just a few of the companies that are hiring and expanding according to Apple. "Looking at 2002, we are trying to posture Mobile to take advantage of an anticipated jump in capital spending and site location decisions."

Mobile—Back on its Feet by April 2002

☉ *Area Economic Forecast is Good*

If **Semoon Chang's** predictions are on target, Mobile could help lead the national economic recovery. Chang expects the local economy to pick up in April, several months ahead of what national economists are estimating for the U.S. as a whole.

What will drive the local economic boost are a number of public and private projects already underway says **Semoon Chang** PhD, director of the Center for Business and Economic Research at the University of South Alabama.

Projects include the construction of the RSA Tower and Battle House renovation, estimated to inject \$132 million into the area; Tricentennial activities expected to draw crowds between 111,000 — 226,000 who will spend between \$59 - \$134 million; State Docks improvements funded through Amendment One that approved \$300 million over a five year period; and the new school tax that will provide for additional school construction and renovations.

Chang also says the federal tax cut, lower interest rates and a number of other initiatives along the waterfront and downtown will help ease Mobile over the recession.

"The low interest rates combined with an extreme inventory makes it a fantastic time for buyers," says **Jeff Newman**, executive vice president for the Mobile Area Association of Realtors. There was a 22 percent increase last November over November 2000 sales. "Rates are the catalyst driving the (housing) market, keeping it as strong as it is." Sales had been slightly down through August, then jumped 7 percent in September.

It only takes two consecutive quarters of reduced growth for an economy to be labeled recessionary. "Before September 11 we were in a mild recession and have since slipped into a general recession. But I believe we will be out of it by early second quarter in 2002."

Over the last 100 years, the U.S. economy averaged an annual 3 percent increase in the real Gross

Domestic Product. Third quarter of 2001, the national economy hung on to a 3.5 percent GDP, but dropped to 1.5 percent in the fourth quarter.

While he's not predicting a gang-buster increase, Chang expects 2002 will ring in a 3.5 percent increase and says war preparation, tax cuts and low interest rates will drive the nation's recovery.

Locally, tax receipts continued to slow through 2001, however, Chang expects Christmas spending to be close to the 2000 season total. He's unsure whether that's a sign consumer confidence is steady or the deals are just too good to pass up.

Local business growth will also have a hand in recovery efforts. A number of companies continue to flourish such as shipbuilding and construction. "Match those increases with investments in capital and employees at Degussa, Shell and FCA, for example, and Mobile will remain tough through this economic challenge," says **Jim Apple**, the Chamber's vice president of economic development.

Chang continues to be concerned by what he calls the "Schillinger Road effect," the shift from city retail sales to county super stores such as Wal-Mart, Lowes, Home Depot, K-Mart and soon Super Target. This commercial meca is costing the City of Mobile more than \$200 million a year in sales tax."

"It will continue to be an important issue because if they incorporate, the city will lose a large amount of revenue forcing it to make even more adjustments," says Chang. "There are really a number of reasons that a West Mobile incorporation would hurt Mobile. Certain federal programs are only available to large cities and if we incorporate, it's possible the new city may be competing for the same business opportunities — a waste of local resources."

Next month, the Chamber will host a presentation on the national economy by **Marty Regalia** with the U.S. Chamber of Commerce. For details see story on page 14.



Semoon Chang PhD

Mike Lee Elected 2002 Board Chair

Building on foundations established during 2001, incoming Chamber Board Chairman **Michael B. Lee** believes the Chamber will continue to become more involved with critical community issues.

"The Chamber's always advocated on behalf of our members, and this year will be no exception. We need to continue our focus on the lifeblood of our city — small businesses," Lee explained. "Our members need to be aware that we're committed to them and their immediate as well as long-term needs."

Incorporating the Chamber's five goals for 2002 — growing jobs, serving as a business advocate, working to improve education, marketing the Chamber to the entire community and improving Mobile's image and esteem, Lee will lead the Chamber's board, volunteers and staff through critical community concerns. Key issues addressed during the coming year

will be international trade, Port of Mobile development, education and regional development.

A native Mobilian, Lee earned a degree in finance from the University of Alabama. As president of Page & Jones Inc., he has worked for the corporation since 1970. An advocate for maritime issues and international trade, Lee has served as president of the Propeller Club of Mobile, and on the boards of the Alabama World Trade Association and University of Alabama International Advisory Board. He was appointed by the U.S. Secretary of Commerce to the Alabama District Export Council.

Lee follows **John Turner Jr.** of Whitney National Bank as board chairman. Lee will be officially inducted to his position Tuesday, Jan. 22 during the Chamber's Annual Meeting held at the Mobile Civic Center. (see related story on page 5.)



Mike Lee

Education at the Top of 2001 Accomplishments

Who would have thought going in to 2001 the Chamber would take such an active role in education? Chamber Chairman **John Turner**, of course. One of the Chamber's most significant accomplishments during 2001 was working with business leaders, community volunteers, parents, teachers, administrators and students to pass the May 15 school tax referendum. Similar referendums failed three times Mobile. Turner led the way to bring groups of people together with a similar goal of improving the Mobile County Public School System.

Other relevant accomplishments during Turner's tenure included Mobile hosting the Gulf Coast Regional Chamber Coalition. During this meeting, participants received a first-hand look at plans for the Alabama State Docks, an Southeast regional economic outlook and a trade relations update including the U.S. Chamber's per-

spective on the Trade Promotion Authority. Finally, the Chamber faced a new opponent as it joined anti-incorporation efforts. Armed with a wealth of information, the Chamber worked with businesses in West Mobile and the No New City Committee to educate on the disadvantages of incorporation.

A more detailed list of 2001 accomplishments under Turner's leadership will be printed in the February 2002 issue of *The Business View*.

Turner will serve on the Chamber's executive committee and board as immediate past chair. He received a bachelor's degree in economics from the University of Georgia. His community leadership includes Leadership Mobile, America's Junior Miss and immediate past president of the Mobile Area Education Foundation.

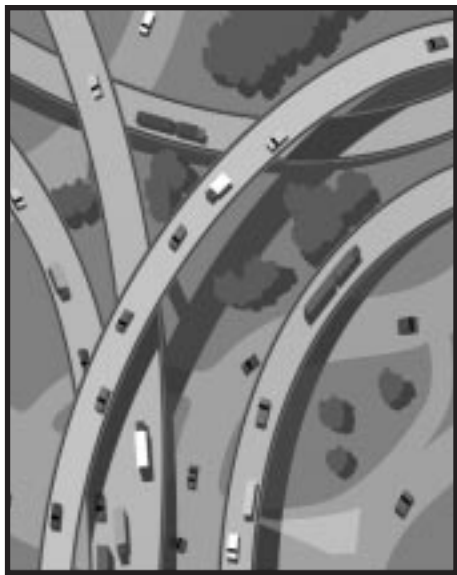


John Turner

Mobile Named One of Nation's Most "Logistics-Friendly" Cities

By land, by sea, by plane or by train, you can get there from here. And because you can get almost anywhere from Mobile, *Expansion Management* named it among the Top 20 "logistics-friendly" cities in the country, meaning it's one of the best places to establish a new distribution facility.

Mobile has a higher LQ ("Logistics Quotient") than any Alabama city, or any city along the Gulf Coast, according to the September 2001 issue of the magazine. Mobile ranked 17th overall, while Birmingham was 20th and New Orleans was 97th.



Editors at *Expansion Management* and *Transportation & Distribution* magazines teamed up to conduct the study, which looked at 328 metropolitan statistical areas in the United States and ranked them according to 10 categories: the overall transportation and distribution industry climate; work force/labor costs/availability/skill levels; road/highway basic infrastructure and spending; road density/congestion/truck safety; road

conditions; taxes and fees; railroad access; water ports (both river/lake and ocean); air service; and interstate highway access (both main and auxiliary routes).

According to the magazine, "Metro areas that scored best generally had a broad range of logistics-supporting infrastructure (ground, air, water/sea and rail) in place, as well as plentiful and well-trained work force in a wide variety of transportation and logistics-related skills."

In response to the article, Jim Apple, the Chamber's vice president for economic development, said, "We indeed believe Mobile is a logical place for regional and national retailers to site distribution facilities that support their store operations. It (distribution) is a key target market in Mobile's economic development strategy."

Statewide, Alabama was named one of the Top 10 states for both logistics and road conditions.

Expansion Management, published by Penton Media Inc., is targeted to corporate executives who plan to expand or relocate their companies. The publication has an audited circulation of 45,000. For more information about this study, visit www.ExpansionManagement.com.

How We Compare

Here are the overall rankings of a few Southern cities of comparable size listed in the top 100 for logistics friendliness:

Savannah, GA	1
Louisville, KY	2
Chattanooga, TN	3
Jacksonville, FL	6
Mobile	17
Birmingham	20
Knoxville, TN	27
Austin, TX	54
Columbia, SC	96
New Orleans	97

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The Value of Business

There's more to a business than a building and equipment. According to Bob Holliman of the Holliman Group, it's the intangibles such as the company owner, reputation and clients that determine the true value of a business.

It's most important to know that value when there's something big at stake. It may be the business owner is planning his retirement and is considering selling the business or a partner needs to know the value of his half. Knowing the marketable worth of a business could also help in estate planning or guarantee a loan.

Business Valuation Services is a new service helping owners and partners know their business worth. Developed by the American Institute of Certified Public Accountants, the process is conducted by certified participants who are certified public accountants with 10-15 years experience and have completed three years of training and passed a national exam.

Holliman is the only professional in the area to complete this training, and the Mobile-based Holliman Group is one of only 1,300 firms in the nation to obtain the designation "Accredited in Business Valuation."

Before this system was developed, business owners were depending strictly on a business broker whose sole mission is to match buyers and sellers. "Of course they would try to get the best deal. But the only way to know the best deal is to know what your business is really worth," says Holliman.

"That's more than adding up the cost of desks, chairs and computer equipment, there's a process and a good deal of industry research that give owners insight."

As part of the process, a performance scorecard is created by measuring 75 individual indicators from assets and profitability to competitors and employee productivity. From this comes the company's earnings outlook, competitive strategy, strengths and weakness and hidden assets, explains Holliman.

In addition, information is derived about the industry, the company and technological developments through a variety of national and international databases, national information and local trade association sources, and hundreds of publications and periodicals.

"Nothing fails like success. The research they gain from this process helps you better understand how your business fits in its own market," says Dan Lumpkin with Lumpkin and Associates. He is a certified management consultant based in



Fairhope with offices in New Orleans and Charlotte, who has used Holliman to evaluate the businesses of several clients.

Holliman adds, "We're doing for privately-held companies what Wall Street analysts are doing for investment companies like Merrill Lynch."

Financial analysts also determine a company's ability to survive a economic downturn. An extensive ratio analysis with comparisons to industry averages and IRS databases assesses performance and sustainability.

Holliman can even recommend ways to increase your company's value and increase profits.

"Buyers would be nervous if the entire operation was based on the reputation and influence of one person. One thing I tell clients is spread the responsibility, hire more middle management," says Holliman.

"In a market where people want to buy your business, you need to separate the feelings from the facts. In general, this process, without opinion, will tell owners the baseline value of their company," says Lumpkin.

The cost ranges from \$5,000 - \$15,000 for a full evaluation and a limited version runs from \$2,000 - \$5,000.

This is a process for established companies. "Businesses need to be in what I call Phase II for this to be beneficial.

They're making money. They

know why they're making money. They know what to do and who their customers are," says Lumpkin. "The time to do this is when you're stabilized and you know its to time to structure things differently."



Editor's Note

It's A New View – The Business View

It's a subtle change. One you may have missed initially but over time readers will notice more than a name change and new colors.

We intend to be more focused on business needs. We've added "business" into the publication's name, *The Business View*, to serve as a reminder that Chamber companies are the primary audience.

Readers will still see their favorite stories – Small Business of the Month, Spotlight of the Month, Member News, etc. And through the year, we plan to cover additional topics readers say they want such as marketing, employee management, international trade and legislative issues.

How do we know what you want? Why, we asked of course. With the help of the University of South Alabama's polling division, a little more than 10 percent of Chamber members responded to a phone survey.

Looking for more than a compliment, we wanted to know what people did with *The View* and what they thought about the Chamber's publication. Here's what we discovered:

- Readers are using *The View* to get information about products and services, develop networking contacts, identify business opportunities and as a source for local business news.

- More than 31 percent referred to a Web site listed, proving companies cannot afford to ignore the technology wave any longer.

- *The View* is typically read at the office and circulated among staff, increasing the monthly readership by as much as five-fold.

Participants were selected from current *View* readership at random.

The View has earned numerous state, regional and national awards over the years, but there is still more to do. This is another indication that the Chamber is committed to constant improvement on programs and to stay in-tune with members' needs.

The Business View will remain a monthly publication, with the exception of December. It is supported by the Chamber and advertising from member companies. For more information about the publication, contact Susan Rak Blanchard, managing editor, at 431-8641.

THE MOBILE STORY

🌀 **How a dog-eared, Deep South city came from a serious downside and turned the corner to become a model community for progress and solving problems.**

By Jodi Swiderek

Editor's note: This was one of Jodi Swiderek's final projects before leaving the Chamber last August. The recent history recounted here helps people understand the attitude that has contributed to Mobile's 300-year roller-coaster history of survive, conquer and flourish. In light of recent economic challenges, it serves as a reminder that we've been down before but that doesn't mean we have to stay there.

In the early 1980s, Mobile seemed more like an abandoned child than a rich, bustling community. The truth was, many U.S. cities were experiencing their own problems. Eroded was the very core on which their economies and cultures were based. Whether it was the crash of the steel industry, out-of-control inflation or racial tensions, city after city could have lined up to tell their own unique tale of woe.

Problems began for Mobile at the end of World War II when its booming shipbuilding industry suddenly lost its primary customer. The population, which had exploded to keep pace with production, was left to scrounge for jobs.

A resilient bunch, the citizens of Mobile were just getting back on their feet in the mid-1960s when President Lyndon Johnson shut down several U.S. Air Force Bases. Mobile's Brookley Field was one of the casualties — the largest base closing in U.S. history. By 1969, close to 17,000 base jobs vanished, plus hundreds of companies that supplied the base with goods and services.

This setback was one in a series for the Port City over the next decade. The Mobile County Public School System, one of the largest in the country, became embroiled in a racially-centered equality lawsuit leaving the system hamstrung, unable to make even the smallest change without court approval. The new mall concept sucked every large retailer out of downtown. Starting in 1976 until 1986, elected officials from the city and county commissions, the school board, two smaller cities in the county and several judges were imprisoned for corruption, prompting Mobile County to be referred to as the worst county in America.

And prone to tropical storms, Mobile was devastated in 1979 by Hurricane Frederic — a storm that left more than \$2 billion in damages and permanently changed the physical landscape.

With unemployment rates soaring to 17 percent by the mid 80's, Mobile was in desperate need of two things: a plan and leadership to implement it.

A Change in Leadership

As often happens when the going gets tough, a group of individuals began to surface to take the reigns of this run-away community. Over the next 10 years, they and others would transform Mobile into one of the top economies in the state and one of the leaders in long-range strategic planning, regional cooperation and international trade.

Fed up with corruption, citizens approved a new Mayor-Council form of city government to replace the three-member commission in 1985. Representation from seven new districts finally opened the door to African-American participation on the City Council. The first mayor under this new regime was an independently-wealthy businessman, Arthur Outlaw, who was more interested in planning around the table than dealing under it.

That same year, Mobile's dwindling business community decided that a shakeup of the Mobile Area Chamber of Commerce was necessary. Chamber Chairman Bobby Guthans of Midstream Fuel conducted a national search for a new Chamber president bringing Wally Lee to the helm. Lee injected new life and direction into the organi-



Mobile's waterfront and downtown skyline will continue to change as new projects like the RSA Tower and Maritime Museum get underway.

zation, which previously fit the phrase "good old boy network."

"Through all of its adversity and problems, this community never gave up," says Airport Authority Director Bay Haas, himself a leader on the county commission during the early 80's. "Mobile never believed it was possible to fail."

By 1985, two things provided the community with a badly-needed shot in the arm; a vision and a plan. The first, touted by Mayor Outlaw and the new city council, was a prediction if Mobile constructed a convention center on its waterfront, it would spur downtown revival. Though the pro and con factions began forming at the first inkling of the project, the mayor and council dug in their heels to face their foes.

On the Chamber front, Wally Lee and his new band of department heads began to develop a world-class economic development marketing strategy to lure new companies to the area. By 1987, hundreds

of jobs began pouring into Mobile.

The Chamber also began launching strategic planning programs involving citizens and other community groups — a step that would bring Mobile some of its greatest accomplishments and accolades.

Planning For the Future

"Goals For Mobile" in 1985 was an unprecedented gathering of representatives from business, government, colleges and universities and community organizations. Born were such projects as Keep Mobile Beautiful, the Chamber's international marketing program, the first public school funding attempt in decades, the I-110 connector to downtown, a small business incubator, more containerized cargo capacity at the Alabama State Docks, Foreign Trade Zones, tourism packages and much more.

In 1987, the Chamber organized its first Leadership Trip, an annual opportunity for local business, government and community leaders to visit cities around the country and study their most successful initiatives. Inspired by the achievements of others, leaders initiated downtown redevelopment, reorganized the police department, created a police academy and established the Mobile Area Education Foundation and many other notable accomplishments.

Others Leading the Pack

By now, Mobilians were becoming accustomed to playing an active role in their community. Fortunately, the succession of leadership remained strong and energetic and business-savvy, Mike Dow took the city to a new level by developing infrastructure, sharpening city operations and building strategic partnerships. Mobile was the first city to win Alabama's Quality Award, an honor previously only held by finely-tuned businesses.

The new County-City Government Plaza, a waterfront park, baseball stadium and convention center are just a few of the mammoth building projects under Dow's watch, and the city bagged a national reputation for its technology training programs for employees and well-designed computer network.

Setting the wheels in motion, Lee's successor at the Chamber was Mobile businessman Win Hallett. A quick study in Chamber management, Hallett soon became a driving force in helping Mobile look beyond its borders. For more than a decade, he has worked to position the community as a leader state-wide, regionally, nationally and even internationally.

Among Hallett's greatest initiatives was planting the seed for Mobile to compete for the All America City Award, a National Civic League program. He believed that, as part of the process, the community could capitalize on its public-private partnerships and outstanding citizen involvement.

He also knew winning that award would help Mobilians appreciate how far they had come after decades of struggle. In 1995, Mobile won its bid for the title All America City. The victory attracted enormous media attention back home and those participating in the competition brought back a sense of pride and confidence in the future.

Local leaders began to subscribe to the fact that the greatest successes came from partnerships and consensus building. The time seemed right for Mobile to take its place among more advanced cities and move its strategic planning to a new level. This mission was made even more difficult by the fact that, this time, the community was considering a regional perspective.

Again, led by the Chamber of Commerce, a 10-year plan was developed in 1997 called Envision Mobile-Baldwin, the first such plan in Alabama. What set it apart from other previous endeavors was its scope. For months, the Envision task force systematically moved throughout the towns and cities of Mobile and Baldwin counties collecting the ideas, suggestions and dreams of citizens. In the end, more than 1,000 people participated in creating a shared vision of what they wanted their area to become.

The plan continues to impact the agendas of dozens of government and community organizations to this day. Currently, plans are underway to launch a "re-vision" of the document to insure its ongoing relevance.

Despite its history and southern charm, Mobile had never been taken seriously as a destination for conventions and tourism until it built its waterfront convention center. The structure, which opened in the early 90s, became the envy of nearly every U.S. city. It was also a positive factor in

attracting Brenda Scott to head the Mobile Convention and Visitor Corporation (MCVC). A bundle of energy and new ideas to market the Port City, Scott was the first female, African-American convention and tourism CEO in the country. By assembling a winning staff and bringing a new professionalism to the MCVC, Scott and her team have created an economic impact of more than \$1 billion since 1995 in past and future convention bookings.

In addition to Brenda Scott and former County Commission Chairman Sam Jones, Mobile has benefited from a strong base of African-American leadership, something unsurpassed by most Southern cities. The mayor's chief of staff, a circuit court judge, the city council president, city council and school board members, legislators and countless business and organization leaders have helped move Mobile forward with their wisdom and vision.

Bay Haas once made the observation about Mobile that it "shouldn't be called the Azalea City, it should be the Live Oak City. There isn't a harder wood in the forest," he mused. But, bouncing back from serious economic strife is one thing. Moving beyond it to become a leader among cities is another. Mobile has certainly made a positive impact on the state and the region, and its initiatives continue. In the past few years, the community has:

- ★ hosted the nationally-acclaimed All-America City competition with 30 cities vying for the title
- ★ coordinated a four-state regional alliance focusing on economic development, transportation, environment and political agendas
- ★ received a grant of nearly a \$500,000 to conduct a community visioning and strategic planning process to improve public schools
- ★ become a state leader in international trade with an emphasis on Central and South America
- ★ won a legislative victory to improve its port securing more than \$100 million for state docks improvements; also established a port authority which took port management out of the political arena
- ★ created a grass-roots coalition to pass legislation increasing funding for public schools
- ★ often listed as one of the leaders in the state for new jobs and capital investments in annual reports
- ★ developed the largest community corrections program in the state to mainstream ex-offenders

Bailey Thompson PhD, with the University of Alabama, once wrote, "Throughout Mobile today, you can hear the voices of change: the committed civic worker, the neighborhood activist, the student



Shipbuilding is one of Mobile's strongest industries.

leader, the newspaper editor, the elderly resident, the principal, the club member, the mayor, the Eagle Scout. They and hundreds more committed Mobilians have made a great old city a better place."

Mobile has faced many challenges in its 300-year history but it seems to rally from its problems as a better, stronger community. Sam Jones said, quoting a friend, "Each community develops a character by which it is known. That character determines its destiny." Mobile's character is a distinctive mix of history, resilience and vision. Bay Haas put it best. He said, "The older we get, the better we look."

SMALL BUSINESS OF THE MONTH

Milestone Automotive Repair

Before he was old enough to drive a car, Lonnie Ash was developing a reputation as one of the best mechanics in the Orange Grove housing project where he grew up. Whenever their cars wouldn't start, neighbors knew to call on 12-year-old Lonnie.

Today, Ash is still repairing cars — only now as the proprietor of his own auto-repair shop, Milestone Automotive Service Center, the Chamber's Small Business of the Month. The company received several honors since it opened in 1998, including the Chamber's Eagle Award presented to outstanding minority-owned businesses.

Ash nurtured his dream of owning his own business and followed his father's advice to "do it while you're young." At age 34, he sunk his life savings into the business whose name aptly describes its impact on his life.

Originally located on Broad Street downtown, the business moved to its present location on Navco Road a year ago, doubling its capacity. With five bays and the latest computer diagnostic equipment, Milestone serves 10 to 12 customers per day, six days a week, employing three full-time technicians specializing in alignment and brake repair.

Ash enjoys the challenge involved in repairing imported and domestic cars. The former football player who calls himself "a problem solver," relies on his competitive instincts when faced with a difficult repair job. "I hate to lose on a car," he says. "It's a challenge I have to win."

After 15 years of working as head technician for a major, national automotive repair center, Ash



Owner Lonnie Ash turned his dream and skill into a successful business.

had plenty of on-the-job experience under his belt. With the help of the Chamber's Small Business Development Department, he wrote a business plan and put his dream into motion.

Though he spends most of his time behind his desk in his air-conditioned office, Ash can often be found working under the hood of a car. "I still like to get my hands dirty," he says.

For anyone thinking about going into business for themselves, Ash stresses the importance of knowing every aspect of your business: "Never let a customer ask you anything you can't answer."

Milestone Automotive Service Center is located at 1527 Navco Rd. in Mobile. Call 473-2100 for more information.

TOP 10 Small Business Resolutions for the New Year

Typically in January we reflect and set goals for the New Year. This year, try taking it a step further and set goals for your business.

Derived from a survey from tenants in Mobile's Business Innovation Center, Director and mentor, Lynn Stacey ensured all the right ones made the list. "Think of these resolutions as the 'Ten Commandments of Business,'" he says. "Businesses should try to live by them everyday."

Stacey adds using these tips isn't enough, businesses need a two to three-year strategic plan, an annual plan, an action plan and monitoring points. "Don't fall into the annual plan trap, where evaluations are done once a year and you end up managing by crisis. That translates into too little too late," he warns.

Most importantly, and most often overlooked, keep it fun.

1. Make sure everyone in the firm understands company objectives, believes in them and is willing to commit to achieving them. In a small company everyone must understand where we are going and what their role is in getting us there.

2. Offer more training opportunities to employees. It is vital to keep good workers and to make them understand the company's willingness to invest in their skills.

3. Pay more attention to cash flow planning and management. This will give managers lead time on meeting operational needs and eliminate dangerous shortfall surprises.

4. Make the company's marketing plan consistent and never slack off sales and marketing commitments, even during good times.

5. Avoid using debt capital to meet operating expenses, thus preserving the credit line for expansion, equipment and inventory needs.

6. Make the office and work environment more enjoyable and stimulating for employees therefore, reducing stress and improving productivity. There should be room for fun in the office.

7. Be more patient and to listen more to my field people and customer service staff.

8. Push expansion into broader regional markets and reduce dependence on growth of the coastal market region and the local market area.

9. Teleconference more and fly less. The time and expenses saved will help grow the bottom-line faster while improving our quality of life.

10. Get home at a reasonable hour at least three nights each week. It's important to spend time with children and family. Too often we forget that we have a "management team" at home who need our attention.

Working Smart

By Judy Marston

How to Achieve New Year's Resolutions

Setting Goals and Sticking to Them!

There's a difference in talking about your New Year's resolutions and actually making them happen. They are only a dream if you don't take the necessary steps to accomplish them within a reasonable period of time (pay particular attention to that last phrase — within a reasonable period of time).

The American Management Association, in conjunction with Susan Wilson, suggests the following 10 guidelines if you are serious about making some changes. Here's what they suggest as reminders of what we need to do to achieve our goals:

1. **Effective goals are written.**

Pick up a pen and write them down.

Once a dream is on paper it becomes real.

2. **Effective goals are written in specific, measurable terms.**

Your goal, or resolution, needs to be measurable so you can evaluate your progress and know when you have achieved it. Be specific.

3. **Effective goals can be visualized.**

Picture yourself achieving your goal. See yourself; think about how you will feel when you reach it. Mohammad Ali is famous for his statement about this: "If my mind can conceive it and my heart can believe it, then I can achieve it."

4. **Effective goals are achievable.**

They need to challenge your abilities and skills without discouraging your effort and performance. Don't start too high. As your competency, success and confidence grow, you may decide to stretch for a higher goal.

5. **Effective goals have realistic deadlines.**

Setting goals to accomplish your resolutions need a schedule. Set a realistic time frame for accomplishing your resolution, or goal.

6. **Effective goals are manageable.**

If something seems overwhelming because of its size, break it down into smaller components. Take one at a time and before you know it you have achieved the greater resolution.

7. **Effective goals are analyzed for their potential problems.**

Be realistic and think of the problems you might face as you work toward your resolution. That way you will be prepared for them before they happen and won't get discouraged when things get tough.

8. **Effective goals require action to eliminate or minimize the consequences of potential problems.**

This is the follow-through for identifying potential problems. Identify the action that is required to either remove the cause of the problem or minimize its consequences.

9. **Effective goals include a regular review of progress.**

Periodic reviews of your goals will help verify that they are realistic, timely and relevant. This prevents you from getting off track or working on something that no longer is useful or applicable to your life or work.

10. **Effective goals yield rewards that are of value to you.**

People stay motivated to work toward their resolutions when they know and desire the resulting rewards, whatever you have decided them to be.

As you establish each goal, identify at least one meaningful reward for yourself. It may be money, recognition, a day off or the quiet pleasure you feel for a job well done. (Hint: Your reward can be anything that is of value to you.)

If you really want to accomplish something, whether it's a New Year's resolution or just a change you need to make in your life, taking the above steps will give you more opportunity for success. Just doing your best every day and hoping somehow you will get where you want to be is guaranteed of failure. Knowing what you want, how you plan on achieving it and when you plan on having it accomplished is a plan for success.

I keep this on my desk in my office: "If you don't know where it is you're going, any road you choose will get you there."

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

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Mobile: Bridging the Gulf to the World

Mobile is getting down to its roots. During an educational bus tour in November, local business leaders saw first-hand how international trade can benefit Mobile, and help return the city to those geographical advantages that once caused nations to fight to control it.



An employee with Masland Carpet demonstrates the quality of this local company's product.

In an effort spearheaded by the United States Chamber of Commerce, the Trade Roots program is designed to combat anti-trade protectionism and show what international trade means as a tool for increased economic and business development on a local level.

Mobile Mayor Mike Dow kicked off the tour with a speech at the Chamber. "Mobile was established as a trading city and now is the time to aggressively go after trade," said Dow. "Four-fifths of the world economy is outside the U.S. and by making the Port of Alabama competitive, we can lure more international companies here and provide more opportunities for the businesses already here."

The bus tour left the Chamber for in-depth tours of Masland Carpets and Gulf Lumber before its final stop at the Port of Alabama where Gov. Don Sigelman addressed the crowd during lunch.

In Masland's cavernous manufacturing facility, acres of carpet rolls were displayed in various stages of construction. Workers proudly described their work as they carved intricate designs, pieced together remnants to make a pattern, or finished edges on carpets that would eventually line the floors of major hotels around the world. While Masland currently sells only 3-4 percent of their products overseas, with free trade agreements around the world, their products may find more markets and allow their company greater expansion.

At Gulf Lumber, tour participants donned hard hats, protective eyewear and earplugs while touring the lumber manufacturing plant. Climbing three floors of steel mesh along the tour, participants viewed automated processes that stripped 20-foot long trunks of remaining debris and sliced them into uniformly cut boards, then tossed them into neat stacks one-story high. Gulf Lumber manufactures Southern Pine lumber and for 30 years has sold it internationally, primarily to Europe and the Caribbean Islands. Exports account for approximately 13 percent of Gulf Lumber's gross sales.

Today, Mobile is still a place that can benefit from its location as a convenient entry point via river, highway or air travel to the central U.S. and closer to deep ocean water than either Houston or New Orleans, especially for markets south of the U.S. "Mobile is uniquely positioned to benefit from everyone's (Southeastern U.S.) economic growth," says Mike Lee, president of Page and Jones.

"For example," Lee explained, "If Birmingham and Atlanta each got a new manufacturing facility, the plant in Birmingham wouldn't necessarily have an impact on Atlanta and the plant in Atlanta wouldn't impact Birmingham, but both would have a positive impact on Mobile — if they were trading with our Southern neighbors. All those goods would flow through Mobile."

The U.S. is currently involved in only three of the more than 100 trade agreements existing between international countries. Part of the problem is that trade legislation is often held up in lengthy congressional debate and additional amendments are added to the point where potential trading partners just give up and move on to make agreements with other countries where consensus isn't so hard to reach.

Part of the solution is Trade Promotion Authority (TPA), an agreement by the U.S. House of Representatives and the U.S. Senate to vote on trade agreements negotiated by the President on a straight up or down basis, without amendments. The President, in return agrees to extensive and on-going consultation with the congressional committees of jurisdiction on trade throughout the negotiations.

On Dec. 6, 2001, just one week after Mobile's Trade Education Tour, the U.S. House of Representatives voted in favor of TPA by just one vote (215-214). The President urged quick action on the measure in the Senate, and the vote is expected in early 2002.

Many blame trade agreements like the North American Free Trade Agreement (NAFTA) for thousands of layoffs and several plant closings, but in truth, NAFTA helped Alabama sell more than \$5.6 billion worth of exports — twice as much as it sold in 1993 before the agreement.

"The U.S. has a strong, innovative economy, it is hard not to come out better than the other guy in a trade agreement," explained Lee. "Trade agreements do not damage the U.S. and they don't stop companies from relocating their factories in areas where labor is cheaper. With or without a trade

Many blame trade agreements like the North American Free Trade Agreement (NAFTA) for thousands of layoffs and several plant closings, but in truth, NAFTA helped Alabama sell more than \$5.6 billion worth of exports — twice as much as it sold in 1993 before the agreement.



Chamber President Win Hallett and 2002 Chamber Board Chair Mike Lee of Page and Jones discuss lumber operations during tour of Gulf Lumber facilities, the second tour stop.

agreement, they are going to move there anyway." The benefits from free trade, though, are huge believes Lee. They give small and medium-sized businesses additional markets for their goods. And as additional tariffs are phased out under NAFTA, the costs for U.S. products abroad would become competitively priced and cause increased demand for Alabama's poultry, cotton and other products. Increased demand, and capacity to serve that demand, has the potential to increase Alabama's annual sales from trade into the billions of dollars.

Are You Ready to Change Your Fortune?

Chamber Annual Meeting Set for Jan. 22

Change Your Fortune. What do those words really mean? To Mobilians this year change is inevitable. Our business landscape is changing and the community must take a collective deep breath and prepare for a different future—one that relies less on heavy manufacturing and paper mills.

As the theme for the Chamber's Annual Meeting, "Change Your Fortune," is not just a catchy phrase or a wish for the future. It is a call to action, a reminder that it is time to take an optimistic look the future and grasp new opportunities. As the largest business networking event of the year, the Chamber's annual meeting, is the ideal forum to bring ideas and take away new ones. Make reservations now, and take a proactive step to change your fortune.

This year's annual meeting is possible only with the support of Minolta-QMS and other corpo-

rate and business sponsorships including: Alabama Power Company, G.A. West & Co., Gevity HR, Integrity Inc., ITC^DeltaCom, Long's Human Resource Services, Manpower Professional, Mobile Gas Service Corporation, Thompson Engineering and the University of South Alabama.

Restaurants providing the food for the evening, modeling a mini taste of Mobile, are: Adam's Mark Hotel, Alec Naman Catering, Atlanta Bread Company, Bienville Club, Copeland's, Everything and More, Lassere's Catering, O'Charley's, The Red Brick Café, Roussos Seafood Restaurant, Ruth's Chris Steak House, Tony Roma's, Tyner's Catering and The Wilton Caterer.

The event is set for Tuesday, Jan. 22 beginning at 5:30 p.m. Tickets are \$40 per person or \$375 for a table of 10. Call 431-8606 for reservations and more information or register on-line at www.mobilechamber.com.

What: Chamber Annual Meeting
Where: Mobile Civic Center
When: Tuesday, Jan. 22, 5:30 p.m.
Speaker: Charles E. "Gus" Whalen Jr.
Cost: Tickets are \$40.
Tables of 10 are \$375.
Contact: Ashley Collins, 431-8606 or e-mail ashley@mobilechamber.com

Dale Smith Moore - Mobile's Industrial Photographer

Dale Smith Moore is marketing communications manager at Atlantic Marine and Alabama Shipyard. As a professional photographer, Moore's work has been seen in *Mobile Bay Monthly*, *Business Alabama* and most recently in the Chamber's coffee table book, *Mobile Renaissance — Celebrating Mobile's Tricentennial*. Over 35 of Moore's photos were featured in the book, which

was created to capture the spirit of the Port City. The Chamber apologizes for omitting Moore's name in an article promoting the coffee table book in our November 2001 edition of *The View*. To purchase a photograph by Moore, call her at 690-7820.



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BUSINESS SPOTLIGHT OF THE MONTH

The Kirk House



Ruth Schmohl and Mary Kirk Kelly sit in front of a large part of their heritage, the Kirk House.

This month's Business Spotlight, Kirk House, is an example of how art, Southern hospitality and business can combine for success.

Kirk House Inc. is a corporation with two divisions. **Mary Kirk Kelly**, a nationally-known artist, started her ceramics studio in the barn behind the house in October 1972. There, she produces intricate ceramic vegetables and flowers sold around the country and featured in a variety of decorating and antique magazines such as *Veranda*, *House Beautiful* and *Gourmet Magazine*.

This business supported the house and its upkeep until Kelly's daughter, **Ruth Schmohl**, opened Kirk House last January as a reception and meeting site. Along with hosting weddings, receptions, teas and luncheons, it's also a location for business conferences, meetings and retreats.

"Generations of our family have lived in this house and mother and I wanted to do everything we could to keep it in the family," said Schmohl.

Designed and built by Schmohl's grandfather, a civil engineer, in 1914, her grandmother lived in the house until 1995. Period antiques furnish the house giving it a comfortable yet elegant feel appropriate for any type function.

In its first year, local businesses are the main clientele but a new partnership with the Mobile

Visitors and Convention Center Corp. has the Kirk House included in tours of the Mobile area.

"We're 20 minutes from downtown. The prices are relatively low compared to other locations and there is room to enjoy nature. We have trails where people can walk and see heirloom plants (at the house for 85 years), rare plants and native plants. North Mobile has had a lot of bad press and now people are starting to realize how beautiful it is here."

Located in Axis on Hwy. 43 just two miles from 27-mile bluff where Bienville, founded Mobile, the house sits on four and a half acres of garden landscaped by magnolias, mountain laurels, roses and native azaleas. These flowers, along with ceramic artwork by Kelly, are used to decorate the house.

Schmohl retired as an accountant several years ago and until recently had a small nursery. She has served on the board of the Botanical Gardens and was a docent at the Bragg Mitchell Mansion, two invaluable experiences, she says, that prepared Schmohl for her current endeavor.

The facility can seat as many as 50 for lunch or dinner, up to 150 at standing receptions inside and even larger groups can be accommodated outside. For more information about the Kirk House, Schmohl call 675-4605.

Computers for a Cause

There is a direct correlation between cost and technology. As prices decrease, more people have access to it. According to the 2000 U.S. Census, more than 54 million households had one or more computers and over 94 million people used the Internet at home.

However, a number of people in Mobile cannot afford to cross the "digital divide," leaving them at a distinct disadvantage, academically, professionally and culturally.

Volunteer Mobile's Family Coaches Program has a solution. As companies power off an old computer to replace it with the latest technology, instead of sending it to the high-tech junk yard, contribute it to "Computers For a Cause."

Candidates will be selected through nominations by their caseworkers from the Department of Human Resources and Mentors/Coaches in the Family Coaches Program. After a minimum of six months participation in the Family Coaches Program, a candidate can be nominated to receive a computer and its peripherals.

The program is kicking off this month and already has a few computers that are being refurbished and loaded with operating systems, as well as educational and word processing programs by students at the Southeast College of Technology.

Expectations are that these PCs will drive employment advancement, education and increase the technological experience.

"We believe programs like this will do a lot to better our community and help bring our citizens to a higher level of understanding of technology — allowing them to compete in this age of computers and information systems," says **J. Wayne Myers Jr.** with Forté Inc.

Forté was one of the first companies to contribute a computer to the program.



Charlette Primm, Southeast College of Technology, and Wayne Myers, Forté, partner with Computers for a Cause.

With computer skills and knowledge of software programs, candidates are more marketable, says **Carmen Brown** with the Family Coaches Program.

The Family Coaches program will also assist in providing on-line services and access to information tools that are increasingly critical to economic success and personal advancement.

Children who have this opportunity will have new resources available on the Internet, which can spur creativity and interest, as well as provide entertainment and discovery of new areas of learning.

The program has a goal of awarding approximately five computers a month. The Family Coaches Program is interested in almost any computer, and will accept units that also can be harvested for parts. In addition to computers, cash donations are being recruited to purchase basic software, surge protectors and modems.

For more information on Computers For a Cause, contact Brown at 433-4456 or by e-mail, carmenbrown@mobilecan.org.

DIPLOMATS OF THE MONTH

Trish Banker and Annette Adams – Two Seasoned Volunteers Share This Month's Feature

Whether they're hand-delivering welcome packets to new members, attending ribbon-cutting ceremonies at business openings or greeting guests at First Friday and Business After Hours events, this month's featured Diplomats are among the most active and dynamic members of the Chamber.

Not to mention loyal.

Trish Banker with Region's Bank and **Annette Adams** with Roberts Brothers Real Estate are sharing this distinction. "Both are Chamber volunteer veterans and have contributed greatly to the Chamber," says **Carolyn Golson**, the Chamber's vice president of membership.

Now a branch manager and group sales leader for Regions Bank's Bel Air office, Banker has worked for the company for the past 28 years. Likewise, she has served the Chamber for the past 13 years, working on the annual membership drive throughout her tenure and as a tireless Diplomat for 12 years.

Through her efforts, she has gained more than she's given both professionally and personally. "I've had great networking opportunities, met some wonderful people and made great friends," she says.

Her workplace has been supportive of the time she spends away from the bank drive because, through her involvement in activities like ribbon cuttings, she represents Regions Bank to new businesses in the Mobile area.



Named Diplomat of the Year in 1994 and chairman of the Diplomats in 1995, Banker encourages all members to get involved with the Chamber. "What you put into it is what you get out of it," she says. "You have to make it work for you."

Like Banker, Adams is a longtime employee of her company, Roberts Brothers Real Estate, and she has volunteered as a Diplomat for the last 10 years. For her efforts, she has been honored as Diplomat of the Month five times previously. Adams started working at Roberts Brothers in residential sales in 1973, and for the past decade, she has been manager of the residential rental department.

In addition to the invaluable business contacts she has made, volunteering with the Chamber helps keep Adams abreast of what's going on in the Mobile business community, she says. "One thing that has helped me tremendously is that, because a lot of our tenants are new to Mobile, meeting the owners of new businesses and learning about their services keeps me up to date for them," she explains.



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Small business customers have spoken and their replies helped earn BellSouth Small Business the first ever J. D. Power Small Business Telecommunications Study, the highest customer satisfaction award for local service.

BellSouth scored at or above industry average in all categories including billing, call quality and products and services in a survey of 2,511 telephone interviews with small businesses employing 2 – 99. J. D. Power and Associates, a marketing information services firm based in Agoura Hills, Calif., also cited the company's marks in customer service, sales and long-standing reputation for quality customer care as determining factors for winning the award.

From 1996 – 1999, BellSouth won the J. D. Power award for Residential Local Telephone Service Satisfaction and has taken top honors in the American Customer Satisfaction Index Survey for eight consecutive years.

Homerun for BayBears

The Mobile BayBears were honored at the end of last year by *Baseball America*, the national trade publication for professional baseball, as the Double-A Freitas Award Winner for 2001.

Named after longtime minor league operator Bob Freitas, the award annually recognizes a minor league club for long-term franchise success.

"In selecting this award, we look for well-run organizations that demonstrate the ability to sustain their success over a period of years. We look for team that establish credibility and professionalism in their community over time, not flashes in the pan. Community support and credibility are very important in minor league baseball. The Mobile Bay Bears fit our criteria," explained Allen Simpson, *Baseball America* editor.



Looking for a Shadow

Volunteer Mobile is looking for business owners, managers and career professionals to host students as part of the Groundhog Job Shadow Day. The program helps students see the relevance of schoolwork and provides them with an up-close look at careers.

Groundhog Job Shadow Day is a partnership between the Alabama Cooperative Extension System, Junior Achievement of Mobile, Mobile County Public School System and Volunteer Mobile. Call 473-3901 to participate.

What Workers Want Most

Key to management success, is knowing what's important to employees. One survey revealed a dramatic difference between how workers rated what's important on the job and what managers' thought would be important.

Rate the 10 items listed below in order of importance with one being the most important.

Help with personal problems

Interesting work

High wages

Job security

Personal loyalty of supervisor

Tactful discipline

Full appreciation of work done

Feeling of being involved in things

Good working conditions

Promotion and growth in the company.

Workers rate "interesting work" as the most important. Here's how they rated the remaining items: 2. Being appreciated, 3. Being in on things, 4. Job security, 5. High wages, 6. Promotion and growth, 7. Working conditions, 8. Loyalty of supervisor, 9. Help with personal problems, 10. Tactful discipline.

Source: *Communications Briefings*, www.briefings.com, *Management Ideas That Work*, Briefings Publishing Group, 703-548-3800.

Build 3 Houses in 10 Days!

Chances are there isn't enough money to build a house in 10 days, much less three, but Habitat for Humanity volunteers will be doing it for free next month.

The organization is planning a "Blitz Build" Feb. 15 – 24 and is planning to build three houses in a 10-day period. This exciting first for Mobile will take place at Lola and Cuba Streets off St. Stephens Road.

One house will be sponsored by a coalition of banks, including: AmSouth, SouthTrust, Whitney, South Alabama, Union Planters, Colonial, Commonwealth and Gulf Federal.

A church partnership including Ashland Place

UMC, Government Street Presbyterian, Christ Church, All Saints Episcopal, Spring Hill UMC, Dauphin Way UMC, Christ United MC, St. Dominics, St. Ignatius, and Springhill Presbyterian will sponsor a second house. The third will be sponsored by Home Depot, Norandex and others.

These organizations will not only provide the financial support to build the houses but some of the volunteers to help build them.

Habitat for Humanity partners with people in need to provide decent, affordable housing. Habitat homeowners make a down payment, take out a mortgage and work 200-300 hours of "sweat equity" – time spent building homes for others as well as their own home.

Donations of labor, dollars and food for the workers are still needed. Call 476-7171 for more information.



Flying High

Federal Aviation Administration Administrator Jane Garvey, named Rear Adm. Paul E. Busick associate administrator for civil aviation security recently.

Busick is an aviator who commanded the Coast Guard Aviation Training Center in Mobile and the Air Station in San Francisco, Calif. He has served as deputy chief of the office of law enforcement and defense operations, U.S. Coast Guard Headquarters. Following his promotion to rear admiral, he was appointed director of the Dept. of Transportation's office of intelligence and security where he served as the secretary's national security advisor with policy responsible for security measures in all modes of transportation. He joined the National Security Council as a special assistant to the president and senior director for Gulf War Illnesses in 1996. Busick left active service in June 1998.

"We've worked to heighten aviation security in this country to unprecedented levels following the horrendous terrorist attacks of Sept. 11," said Garvey. "Adm. Busick's extensive background in intelligence and transportation security will be invaluable as we continue to ensure that we're doing everything possible to keep the system secure."

Environmental Good Deeds

Three area companies were among six Alabama companies presented awards by the Alabama Dept. of Environmental Management last Fall.

The award recognizes companies that go the "extra mile" to protect the environment and promote more effective operations.

Occidental Chemical in Mobile earned the Director's Award, highlighting companies that have implemented pollution prevention plans and demonstrated environmental benefits.

Ciba Specialty Chemicals in McIntosh and Alabama Power's Barry Steam Plant in Mobile were recognized with the Achievement Award, demonstrating pollution plan benefits through individual projects and activities.

USA to Bring Revolutionary New Cancer Detection Device to Mobile

Mobile will soon be one of the first cities in the nation to have a new device that is so effective at detecting cancer that it was named a *Time* magazine Invention of the Year.

The PET/CT scanner is the latest and best scanning technology for detecting cancer and will be installed at the new University of South Alabama Cancer Institute at USA Knollwood Hospital. The device is currently operational at only four other cancer research facilities in the United States with the closest at the H. Lee Moffitt Cancer Center in Tampa, Fla.

Not only does this innovative scanner give physicians and researchers high-resolution images of cancers in the body, it also allows them to observe biological changes taking place in the body. Cancers can actually be seen while they are still in the formulation stage.

The anatomical and biological information obtained from the PET/CT image empowers doctors to make more accurate tumor detection and localization for a variety of cancers, including melanoma, lymphoma, lung, colorectal, head and neck, and ovarian cancers. Other applications include reducing biopsy sampling errors, improvement of therapy planning and assessment of response to treatments such as chemotherapy or radiation therapy.

"The benefits to the patient are obvious – earlier diagnosis, accurate staging and localization, precise treatment and patient monitoring," said Dr. Robert Kreisberg, vice president for medical affairs and dean of the USA College of Medicine.

With the state-of-the-art images that the

PET/CT scanner provides, patient outcomes are enhanced and unnecessary procedures are avoided. A PET/CT scanner image also provides early detection of the recurrence of cancer, revealing tumors that may otherwise be obscured by the scarring resulting from surgery and radiation therapy, particularly in the head and neck.

The \$2.6 million device, expected to be operational this summer, is being funded through federal appropriations to the USA Cancer Institute, which have totaled more than \$10.2 million since the Institute's creation less than two years ago.

The Institute is being funded initially by federal appropriations, funds from the University's recent court settlement with tobacco companies, the

University's endowment, and research contracts and grants. University President Gordon Moulton said the Institute could involve the creation of some 600 jobs over the next five years.

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

Another coup for the University – it was awarded a \$6.6 million grant from the National Institutes of Health (NIH). The largest single

research grant in USA's history, it will fund a team of researchers at the USA College of Medicine to improve treatments for injuries and ailments of the lungs.

The benefits to the patient are obvious – earlier diagnosis, accurate staging and localization, precise treatment and patient monitoring."

Dr. Robert Kreisberg, vice president for medical affairs and dean of the USA College of Medicine

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2002 Chamber Leadership

In addition to Mike Lee and John Turner featured on page 1, the following serve on the Chamber's Executive Committee and Board of Directors. Members of the Executive Committee also serve on the board. (The names of new members are green.)

Executive Committee

Gigi Armbrecht

**Vice Chairman
Community
Development**



Armbrecht is BellSouth's regional manager - external affairs for the Mobile District. She has a bachelor's degree from the University of Alabama and holds masters degrees from the University of South Alabama. She is a graduate of Leadership Mobile. Armbrrecht serves on the boards of Downtown Redevelopment Commission and Mobile Area Education Foundation.

R. Preston Bolt Jr.

**Vice Chairman
Workforce
Development**



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

Josiah Robins Bonner Jr.

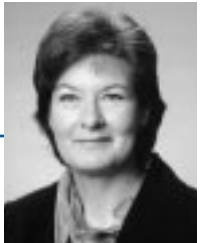
**Vice Chairman
Governmental Affairs**



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

Cheryl A. Thompson

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



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

Col. Patrick H. Downing (Ret)

**Vice Chairman
Military Affairs**



Downing is the director of the University of South Alabama Brookley Campus. A Mobile native, he retired as a Colonel from the U.S. Army after a 36-year career. He graduated from the University of Tampa with a bachelor's degree in history and received his master's in management from Webster University in Kansas City, Mo. In 1988-89, he was a National Security Fellow at Harvard University's John F. Kennedy School of government.

Monte A. Edwards

**Vice Chairman
Communications**



Edwards is vice president and general manager of ALLTEL Communications. He graduated from Cornell University in Ithaca, NY. He serves on the board of directors for United Way of South West Alabama, the Dearborn YMCA, Mobile Opera, Junior Achievement and Alabama School of Math and Science.

Winthrop M. Hallett III

President



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

S. Slade Hooks Jr.

**Vice Chairman
Maritime Affairs**



Hooks is president of Waterways Towing. He is a graduate of the University of Alabama. Hooks serves on the board of directors of Catholic Maritime Club, Warrior Tombigbee Association and Coosa-Alabama River Association, and is the International Vice President of Student Ports for the Propeller Club of the United States.

Harris V. Morrissette

**Vice Chairman
Small Business**



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

E. B. Peebles III

**Vice Chairman
Legal Counsel**



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

Bowden O. Sarrett

**Vice Chairman
Membership**



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

T. Bestor Ward III

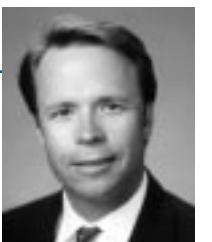
**Vice Chairman
Economic
Development**



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

John F. Weston Jr.

**Vice Chairman
Trade**



Weston is in-house council for Cooper/T. Smith Corp. A Mobile native, he received a bachelor's degree in business administration from The Citadel, The Military College of South Carolina and earned a Juris Doctorate degree from Cumberland School of Law. Weston serves on the board of trustees for the MSA/ILA pension, welfare, vacation and supplemental plans, and on the board of directors for Cooper/T. Smith de Mexico.

Board of Directors

William E. Barrick PhD

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



Robert H. Bender

Bender is vice president and co-owner of Springdale Travel. He received his bachelor's degree in business management from the University of South Alabama. He is currently a member of the board of directors for St. Luke's School.



Lewis E. Beville

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



James D. Brandyburg

Brandyburg is a partner in the law firm of Carter Brandyburg. He earned his bachelor's degree from Spring Hill College and his Juris Doctorate from Thurgood Marshall School of Law in Houston, Texas. He also serves on the board of directors for Friends of the Museum of Mobile and the State of Alabama Governors Advisory Council on Juvenile Justice.



Honorable Reggie Copeland

Copeland is the president of the Mobile City Council. He attended Spring Hill College and the University of South Alabama. He has served as president of the Mobile Jaycees, vice president of the Alabama Jaycees, president of the TB Health Association of Mobile County and president of the Southeastern Conference Basketball Officials Association.



Mayor Michael C. Dow

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



Robert T. Drew

Drew is president of Willis of Mobile Inc. He graduated from UMS High school and earned his bachelor's degree at Auburn University. Drew joined Willis in 1993, after working in commercial lending at AmSouth Bank and SouthTrust Bank.



Vivian Davis Figures

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



Mark R. Foley PhD

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



Patti G. Hill

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



Sheila S. Hodges

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



Larry A. Jackson

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



Honorable Freeman E. Jockisch

Jockisch is a Mobile County Commissioner. He is a board member of the American Red Cross and Boys and Girls Club of Mobile. He is a member of the South Alabama Regional Planning Commission, the Downtown Redevelopment Commission and the Mobile County Board of Health. He ran Jockisch Automatic Sprinkler for 23 years.



Sidney King

King is president of Commonwealth National Bank. He earned a degree in accounting from DePaul University in Chicago, Ill., and received Certified Public Accountant accreditation while working in Chicago.



Ronnie B. T. Koh

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



Gregory E. Lucey SJ

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



James K. Lyons

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



Ron Mitchell

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



V. Gordon Moulton

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



Luis A. Nieves-Aviles

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



Ben M. Radcliff Jr.

Radcliff is president of Ben M. Radcliff Contractor Inc. He earned his bachelor's degree in building science from Auburn University. He is past president of Associated Builders & Contractors and a member of the Leukemia society Marathon Team.



Mickie McDonough Russell

Russell is president and founder of Dauphin Realty. She is a graduate of Convent of Mercy High School and St. Mary's Dominican College New Orleans. Russell was 2001 President of Mobile Area Association of Realtors.



Scott Speck

Speck is the music director and conductor of the Mobile Symphony and conductor for the San Francisco Ballet. A Boston native, Speck graduated from Yale University and received his master's in orchestral conducting from the University of Southern California.



Gail S. Tart

Tart is the president-elect of The Junior League of Mobile. She earned her bachelor's in public administration from Auburn University. She serves on the United Way Board and Medical Alliance.



Fredrick W. Taul

Taul is chief executive officer of Regions Bank-Mobile. He holds a bachelor's degree in finance from the University of Alabama. He is a graduate from the National Commercial Lending School and Graduate School at the University of Oklahoma and has earned the American Institute of Banking Advanced Certificate. Taul is a board member for Mobile Council Boy Scouts of America and the American Red Cross. He also serves on the Senior Bowl Committee, and is a member of Rotary and chairs United Way's Corporate Pillar Program.



Gwen Taylor

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



Beverly H. Templeton

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



Barry A. Vittor PhD

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



Damon Wickware

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



William J. Withers

Withers is general manager for Cingular Wireless. He received his bachelor's degree in business administration and marketing management from Southeast Missouri State University. He is a graduate of Elkins Radio and Electronic Institute, where he earned credentials as a FCC First, Second and Third Class radio-telephone operator licensed engineer.



Leonard C. Wyatt Jr.

Wyatt is vice president and South Alabama group sales manager for AmSouth Bank. He is a graduate of Alabama A&M University. Wyatt is chairman of Mobile United, a member of Mobile Industrial Board, executive board member of 100 Black Men of Greater Mobile, president of Comrades Inc. and head football coach at Municipal Park.



Third Year of School-to-Work Grant Funded

Chamber Hires New Director

The Chamber's School-to-Work initiative received its third, and possibly final, School-to-Work Implementation grant from the Alabama Department of Economic and Community Affairs (ADECA). This year's grant, totaling \$280,000, is effective through September 2002, and will fund educational opportunities for individuals in the community either in school or the local work force.

From that grant a number of local initiatives were funded:

- Bishop State Community College received \$41,375 to aid in setting up a training facility for the Cisco Certified Network Associate (CCNA) program and the Geographic Information Systems (GIS) technician program;
- The Mobile County Public School system was granted \$34,200 for its teacher and counselor summer business internship program allowing 20 teachers and counselors to work in local industry, an experience that allows them to incorporate what they've learned into classroom curriculum;
- Another \$28,000 will fund The Vital Link career exploration program for youth through the Mobile Area Education Foundation;
- Wallace Aviation was awarded \$18,000 to support an aviation career awareness specialist position that is expected to enhance the link between the community aviation education and the work force;
- The Youth Summit received \$1,000 for various programs including workforce mentoring;
- Groundhog Shadow Day, a program where 8th - 12th-grade students spend a day in the workplace shadowing employees and observing the

connection between their education and future careers, received \$3,000;

• And \$1,000 will fund a job and career fair, a partnership between Mobile Public Schools and the Chamber's Workforce Development Department.

After September, the Chamber will pursue additional state funding to support Workforce Development so it can develop programs needed by the Mobile business community that match specific business clusters' needs.

Overseeing this grant is one of the responsibilities of the Chamber's new director of Workforce Development, Beverly Livers.

"I feel very fortunate to be here. The Chamber is not only an arena of talented people but it also feels like home," said Livers.

As director, her primary focus is to develop partnerships with education and industry and work to build a skilled workforce that can meet companies' increasing employment demand.

Livers is a native of Kentucky. She received her bachelor's degree from Indiana State University and her master's from Murray State University in Kentucky. She also has a secondary teaching certificate and a school administrator's license.

Livers previous experience includes work in community and technical colleges, public schools and workforce development. She was involved in the development of Metro College, a program where local industries support the education of students by offering scholarships and job opportunities.

"With her experience and background, the Chamber expects to take local School-to-Work activities to the next level. There are a lot of employable people in Mobile right now, who with the right skills, will be able to stay in Mobile," says **Jim Apple**, the Chamber's vice president of economic development.

For more information on the Chamber's Workforce Development Center, call Livers at 431-8659 or e-mail her at beverly@mobilechamber.com.



Beverly Livers

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Cruise Ships to Sail Out of Mobile



A project several years in the making finally came to fruition in November. Officials with the City of Mobile and Mobile Convention and Visitors Corp. announced Carnival Cruise Line would begin offering three cruises to test the Mobile market. Just in time for the holidays, cruises were offered at affordable prices and Mobile area residents quickly gobbled up all available rooms on the 1,452-passenger ship.

In less than one-week, all three cruises were booked and Carnival officials announced another five sailings.

Carnival President Bob Dickinson said, "While we anticipated a strong reaction to our first-ever 'Fun Ship' departures from Mobile, the pace of reservations exceeded even our wildest expectations, with the five and six-day voyages completely sold out, and the two-day cruise selling very rapidly."

The series of voyages provide a convenient and affordable vacation option for residents across the Southeast. Airline travel has dropped significantly since the Sept. 11 tragedy and tourist destinations are working quickly to accommodate vacationers' new needs, which often times does not include air travel.

With this in mind, MCVV President and CEO Brenda Scott says MCVV and travel agencies throughout the area will be marketing to the "drive market," visitors within a 500-mile radius of Mobile.

The new sailings include two two-day cruises to nowhere March 15 and 23, a five-day cruise to the western Caribbean March 31 and two six-day "exotic" western Caribbean cruises March 17 and 25. All cruises will be aboard the Carnival Fun Ship Holiday.

Ports of call on the five-day cruise include Playa del Carmen and Cozumel, Mexico, and the six-day cruise includes an additional stop in Belize.

Prices for the two-day cruise start at \$199 per person, \$349 for the five-day and \$399 for the six-day.

To book a cruise with Carnival, use one of the Chamber's members - AAA Alabama, 342-5550; Adventure Travel, 344-7206; Brownell/Abeta Travel, 341-0555; Cruise One, 471-2628; Majestic Travel, 800-860-7646; Springdale Travel, 476-5095; Travel House Corporation, 344-6336.

2001 Survey of Mobile-Baldwin Fundraising Campaigns Complete

According to a recent survey, Mobile and Baldwin County nonprofit organizations need to raise more than \$72 million over the next two to four years for charitable endeavors including education, health, the arts and human services. The results of the third annual Survey of Fundraising Campaigns show a cumulative fundraising goal of \$72,140,104 for the 76 organizations that responded to the survey, a joint effort of Envision Mobile-Baldwin, United Way of Southwest Alabama and Community Foundation of South Alabama for The Funders' Forum.

The 2001 survey was sent to over 350 nonprofits in the two-county area. Key staff and volunteers

indicated the number of campaigns planned during the next two years, the purpose of each campaign and the monetary goal. The following chart shows survey results by topical area:

Arts & Culture/Parks	\$16,344,040
Health	\$4,313,674
Economic & Community Development	\$11,390,000
Education	\$21,629,000
Environment/Animal Welfare	\$2,305,000
Human Services	\$16,146,040
Youth	\$12,580

The initial survey was completed in 1999 when The Funders' Forum was established. The Forum was created to meet the Envision Mobile-Baldwin "Quality of Life" strategy that called for the "development of a strategic alliance to focus philanthropic giving and volunteerism on solving our most critical short-term social problems." Members include both private and corporate foundations and giving programs.

For obtain a copy of the 2001 Survey of Fundraising Campaigns, contact Michele Rumpf at 431-8630 or michele@mobilechamber.com.

Trade Mission Set for United Kingdom and the Netherlands

The Chamber plans to host a trade mission to the United Kingdom and the Netherlands this Fall. The group will go Sept. 21 - 28 to London and Amsterdam.

Both the United Kingdom and Netherlands have proven to be successful markets for the Central Gulf Coast region. Last year both countries placed in Alabama's Top 10 trading partners.

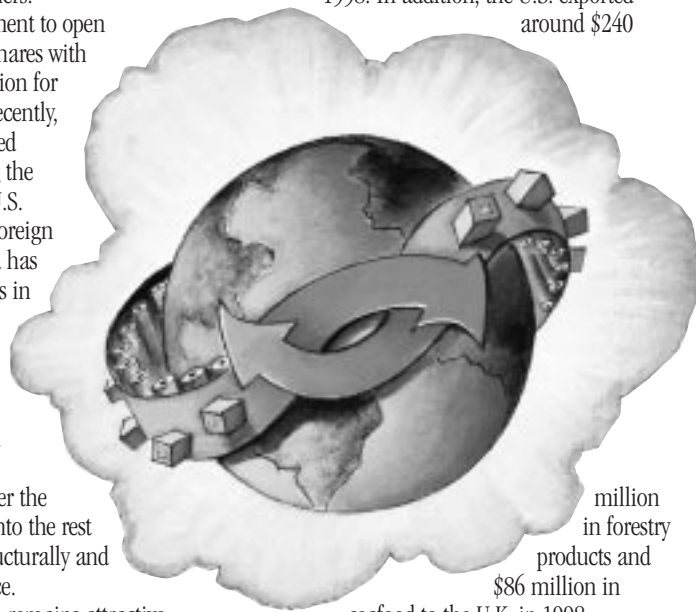
The Netherlands's commitment to open markets and free trade that it shares with the U.S. makes it a key destination for a Mobile area trade mission. Recently, this country surpassed the United Kingdom and Japan, becoming the largest foreign investor in the U.S. Equally, the U.S. is the largest foreign investor in the Netherlands and has its largest bilateral trade surplus in the world with this country (\$12 billion in 1998).

Rotterdam, the world's largest port, also contributes to the country's thriving economy. American firms expanding into Europe should seriously consider the Netherlands as a springboard into the rest of Europe - geographically, structurally and culturally - it is a logical choice.

The United Kingdom (U.K.) remains attractive to U.S. exporters and investors both in its own right and as a gateway to the larger European Union (EU) market. With a similar language, legal framework and business practices, as well as relatively low

rates of taxation and inflation, the U.K. has few industries limiting foreign ownership, plus no restriction on the repatriation of capital and profit. The U.K. is a major market for U.S. agricultural products.

The United States exported about \$1.3 billion in agricultural products to the United Kingdom in 1998. In addition, the U.S. exported around \$240



million in forestry products and \$86 million in seafood to the U.K. in 1998.

For more information about the trade mission, please contact Bridgette Clark at 694-0702 or by e-mail at bridgette@mobilechamber.com.

Upcoming Seminar Gets Back to Basics

The Chamber will co-host a regional world trade conference set for May 5 - 7 at the Hilton Sandestin Beach and Golf Resort in Sandestin, Fla.

This year's agenda will focus on "Back to Basics of International Trade," highlighting the resources, research and reality of international trade.

Among the featured speakers are Roger E. Axtell, the author of *Do's and Taboos Around the World*, and Dan Renberg, United States Export - Import Bank in Washington DC.

More than a chance to develop new alliances, customers and suppliers, the conference will help participants learn how to expand their company's market.

"International trade is a unique opportunity to expand your customer-base and a great chance to extend the life of a product or service," says Tony van Aken, the Chamber's director of trade.

A golf outing and Cinco de Mayo Fiesta will kick off two days of seminars on a variety of essential trade topics including where to get information and help to export your products; how to select the most appropriate country, identify key distributors and products that are in demand; and the real world of international trade.

The \$225 registration fee includes speakers, meals and receptions. For more information, please contact Julie Tippins Parker at jtpparker@uwf.edu or 850-595-6060 x221.




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The Best Advice

The best advice usually comes from someone who's been through what you're going through.

Often small business owners don't have a management team to help them solve problems and they rely on suggestions from others outside their businesses.

That's why the Chamber sponsors the Executive Roundtable Program. Participants can share experiences with peers confidentially, and get practical knowledge and direction for growing your company.

Only open to individuals responsible for the direction of the company and the authority to make the final decisions, Executive Roundtable is a forum where CEOs, presidents and owners can gain valuable insights into other's success and achievements and learn how to avoid mistakes.

For more information on how to get involved with this program, call Walter Underwood, the Chamber's director of small business development at 431-8652.

The Chamber at Work For You



Quelling the Fears of Mail Security

In an effort to inform members on mailroom safety after dozens of reports of Anthrax passing through the U.S. Postal Service, the Chamber held a free seminar on mailroom safety. Representatives from the U.S. Postal Service and Federal Bureau of Investigation helped 50 Chamber companies overcome fears in handling bulk mail. Tips included how to dispose of suspicious packages, notifying the proper authorities if chemical substances are found in packages and an overview of what to be on the lookout for. This timely topic was presented in an effort to arm Chamber members with the facts rather than rampant rumors.

Just Say No

Although proponents of the effort to incorporate West Mobile stated they wouldn't seek an election until this year, the Chamber has worked over the last several months to inform businesses located in the West Mobile area why they should not incorporate to become a new city. Community and Governmental Affairs Vice President Ginny Russell believes there are too many questions surrounding the budget for the proposed new city and the lack of quality police and fire protection are several reasons voters in the area should not support the incorporation efforts. The Chamber held a series of meetings with residents and business owners in the area to provide them with information to share with their co-workers, neighbors and friends.

Grantsmanship On-Line Launched

The Community & Governmental Affairs Department has launched Grantsmanship On-line, a guide to resources on the Web for grant writing, prospect research and government funding. Accessible from the Chamber's Web site, Grantsmanship On-line includes a links to charitable foundations on the Web that are potential funding prospects for nonprofits in Mobile and Southwest Alabama region.

Visitors will also find links to government resources such as the Catalog of Federal Domestic Assistance, a compendium of all 1,458 federal programs, projects, services and activities providing public assistance. There is also a link to the Chamber's Grantmaker List, a database of pertinent information, such as areas of interest, types of awards given and funding/geographic restrictions for 66 charitable foundations.

Foundations were selected for inclusion if they give specifically in the Mobile/SW Alabama region, the State of Alabama or have no geographic restrictions on where they award grants.

To access the page, go the Chamber's Web site, www.mobilechamber.com/govtaffairs/Grants.htm. The page will be updated periodically to include new information. For additional information, contact Michele Rumpf at 431-8630.

Marketing Plan Unveiled for 2002

Focusing its attention on five areas during the course of 2002 – growing jobs, education, business advocacy, attitude and promoting the Chamber's activities to all area residents, the Chamber's Communications Department is taking the lead on a new marketing plan. Included in the Chamber's Plan of Action, the marketing plan includes greater board of director and board of advisor participation, a media component and efforts to engage and involve more leaders in our community to engage the community's support in Chamber issues and activities. To view a copy of the plan, log on to www.mobilechamber.com.

Chamber President Receives National Recognition

Chamber President Winthrop M. Hallett III was honored recently with the American Chamber of Commerce Executives' (ACCE) prestigious Chairman's Professional Leadership Award at the 87th Leadership Conference in Albuquerque, NM.

It is not an annual award, but is presented at the board chair's discretion to a volunteer he believes went above and beyond what was asked of him.

In presenting the award, ACCE Chairman Richard Hadley, president and CEO of the Spokane (WA) Area Chamber of Commerce said, "ACCE is first and foremost a set of relationships – relationships between people in the Chamber businesses. The best relationship builder ACCE has ever known is Win Hallett."

During the year and organization transition at ACCE, the executive committee was concerned the loss of key staff would result in a void of service/support and could lead to member loss.

"Win Hallett stepped in, took charge and began a massive outreach with Metro Executives and then all Chambers," said Hadley. Despite ACCE's transition and the current state of the slumping economy, ACCE did not experience severe membership loss.

Chamber Seeks Potential Candidates for Workshop

In partnership with the University of South Alabama and Leadership Mobile, the Chamber is sponsoring a four-day Candidate Campaign Workshop on the campus of USA. Designed to provide a non-partisan venue for education and preparation to encourage private sector leaders and citizens to run for office, the workshop will be held Feb. 25 and 26 from 7 to 9 p.m., March 9 from 10 a.m. - Noon and March 19 from 7-9 p.m. Throughout the workshop, participants will be taught several elements of a political campaign including research, targeting, polling, campaign management, fundraising and working with volunteers. For more information on the workshop, contact Linda Ingram at 431-8628.

Minority Business Directory

The Mobile Area Chamber of Commerce is known for bringing together the business community and does so by producing many sought after publications like *The Business View* and its Membership Directory. Recognizing the value of these documents, the Small Business Development department compiled a listing of area minority-owned businesses and released the directory last month.

The concept of a *Minority Business Directory* grew out of dialogue from the Chamber's Growth Alliance Task Force. The group was established to address issues unique to the minority business community as well as assist in demonstrating the value of Chamber membership to this traditionally under-represented demographic sector.

The directory features business contact information, primary services offered and the main geographical areas in which services are provided. It also lists businesses according to their North American Industrial Classification System (NAICS) code and furnishes information and applications on several minority certification programs.

"Publishing this directory is an important step to providing exposure for minority-owned businesses and assisting them in securing new business development opportunities," says Jason Thrower, vice president of the Chamber's small business development department. "It will also serve as a useful tool for companies seeking to diversify their vendor and supplier relationships. Our hope is that more business-to-business relationships are formed as a result of the publication of this directory."

Copies of the directory are available for \$15. To be listed in future editions or for more information on the *Minority Business Directory*, please call the Chamber at 433-6951 or log on to www.mobilechamber.com.

9th Annual Spring GOLF Tournament

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Maria Bladorn
at 431-8638.

Comparative Economic Indicators October '01 vs October '00

Unemployment Rates <small>Mobile/Baldwin counties</small>	 5.7% October '01
	 4.3% October '00
Business Licenses <small>Mobile City</small>	 237 October '01
	 301 October '00
Homes Sold <small>Mobile County</small>	 342 October '01
	 319 October '00
Air Passengers From Mobile <small>Mobile Area</small>	 24,098 October '01
	 34,754 October '00

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CALENDAR VIEW

January 14 Chamber Day with the Mobile Revelers

Time: 3 p.m. game time
Place: Mobile Civic Center
Cost: \$5 discount rate subject to availability
Call: 433-6951 for order form

January 17 Exceptional Customer Service

Time: 9 a.m. – 4 p.m.
Place: Chamber McGowin Room
Cost: \$149
Call: Brenda Rembert at 431-8607

January 22 Annual Meeting

Time: 5:30 p.m. Champagne Reception
 6 p.m. Program
 7:30 p.m. Networking Reception
Place: Mobile Civic Center
Cost: \$40 per person/\$375 table of 10
Call: Ashley Collins at 431-8606
 (see story on page 5)

January 24 Business After Hours

Time: 5:30 – 7 p.m.
Place: Heron Lakes Country Club (formerly Skyline Country Club)
Cost: \$2 for members/\$5 for potential members
Call: Maria Bladorn at 431-8638

January 29 FastTrac Kick-Off Breakfast

Time: 8:30 – 9 a.m.
Place: Chamber McGowin Room
Cost: Free
Call: Brenda Rembert at 431-8607

January 29 Noon Marketing Meeting

Time: Noon – 1 p.m.
Place: Morris Galleries, 1011 Hillcrest Rd.
Cost: \$6 and includes lunch
Call: Maria Bladorn at 431-8638

CHAMBER ANNIVERSARIES

30 YEARS

Prudential Cooper & Company Inc.
Realtors

25 YEARS

Bay City Conventions & Tours LLC
 Jacksoco Oil Company, Inc.
 Kellogg Brown & Root Engineering and Construction

20 YEARS

Alabama Orthopaedic Clinics PC
 (Knollwood Location)
 Legg Mason Wood Walker, Inc.
 Mobile & Baldwin Co.
 Apartment Guide
 Paulk's Moving & Storage/United Van Lines

15 YEARS

Aaron Oil Company Inc.
 Apex Corporation
 Douglas C Beville DMD
 Bicycles of Mobile
 Camellia Trophy Shop Inc.
 Campbell, Duke & Sherling
 Carol R. Norris
 Glynn Case Interiors Inc.
 Cingular Wireless
 Coastal Courier Inc.
 Dauphin Realty
 Davidson & Company Claims Inc
 Gardbergs Furniture Inc.
 Hydro Technologies Inc.
 La-Z-Boy Furniture Galleries
 Master Printing Company
 Edward B. McDonough Jr. PC
 Mobile Air Center Inc.
 PeopleWorks
 R.O. Laffre Jr. DMD
 Seabulk Towing
 T. Malcolm Warren DMD

10 YEARS

Teachers 'N Tools Inc.

5 YEARS

Allstates Technical Services
 Daniels Louver & Sheetmetal Company Inc.
 Goodyear Tire & Rubber Company
 Fadalla's Auto Air & Detailing Inc.
 Irby Strategic Services
 Job Corps Recruitment & Placement Office
 Make-A-Wish Foundation of Alabama
 Master Insulation Inc.
 Millsaps & Associates Inc.
 Towle House
 Wintzell's Oyster House

COMING IN FEBRUARY

February 1 First Friday

Time: 7:45 - 8:45 a.m.
Place: Allentowne Custom Frame Shop & Art Gallery, 2106 B Airport Blvd.
Cost: \$2 for members/\$5 for potential members
Call: Maria Bladorn at 431-8638

February 20 Econ 101: What's Next for the U.S. Economy

Time: Noon - 1 p.m.
Place: Ramada Plaza Hotel, 600 S. Beltline
Cost: \$20 and includes lunch
Call: Maria Bladorn at 431-8638

First Friday

February's First Friday kicks off 2002 at Allentowne Custom Frame Shop & Art Gallery, 2106B Airport Blvd. Scheduled to begin at 7:45 a.m., come enjoy breakfast while networking with fellow professionals. Reservations are not necessary. The cost to attend is \$2 for members and \$5 for potential members.

AllenTowne
 Custom Frame Shop
 Art Gallery

Exceptional Customer Service

Dale Carnegie Training of Mobile and the Small Business Development department will present "Exceptional Customer Service – Building Long-Term Relationships" on Thursday, Jan. 17 from 9 a.m. until 4 p.m. in the Chamber McGowin Room. This one-day seminar will teach you how to enhance customer service and use every opportunity to focus on one of the most important profit centers in your business – customer service. Learn to use customer service to turn transactions into relationships.

The cost to attend is \$149 and seating is limited. For reservations and more information, call Brenda Rembert at 431-8607.

Econ 101: What's Next for the U.S. Economy?

With recent times of recession and war, what is the true state of the national economy? Listen to the perspective of **Martin Regalia**, the chief economist of the U.S. Chamber of Commerce as he presents: "ECON 101: What's Next for the U.S. Economy?"

Regalia earned his PhD in monetary economics from the University of Wisconsin and his master's in economics. His undergraduate degree is from the University of Santa Clara.

He has appeared on national television news and debate programs, and authored numerous articles and publications on a variety of economic topics.

Arm your business with his insight and predictions at this Forum Alabama presentation hosted by the Chamber and sponsored by Mobile Gas and IPSCO Steel.

His presentation is set for Wednesday, Feb. 20 from Noon until 1:30 p.m. at the Ramada Plaza Hotel. Tickets for the event are \$20 and includes lunch. For more information, call Maria Bladorn at 431-8638.



Martin Regalia



Business After Hours



HERON LAKES
COUNTRY CLUB

The first Business After Hours of 2002 will be held on Thursday, Jan. 24 at the Heron Lakes Country Club, formerly Skyline Country Club. Stop by from 5:30 - 7 p.m. and view the facilities and find out what's new with the country club.

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

Noon Marketing Meeting

January's Noon Marketing Meeting will be held on Jan. 29 at Morris Galleries, 1011 Hillcrest Rd. from Noon until 1:30 p.m. The meeting will give attendees the opportunity to market their company's products or services in a two-minute presentation. Brochures and handouts are encouraged.

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



Mobile Chamber Day with the Mobile Revelers

Take advantage of Mobile Chamber Day and the exclusive offer to Chamber members from the Mobile Revelers. Buy tickets to the Jan. 14 game for only \$5. Come watch tomorrow's NBA stars in the National Basketball Development League.

To take part of this exclusive offer and for an order form, call 433-6951.



Take Charge of Your Business with FASTTRAC

The Chamber Introduces Mobile to FastTrac

You already own a business. Wouldn't it be great to assure its future success? All it takes is a little planning and FastTrac to give businesses the tools they need to succeed.

The Chamber's Vice President of Small Business Development, Jason Thrower, believes this program will do just that. An intensive 11-week training program for business owners and corporate executives, FastTrac is designed to take the fear and mystery out of planning and teaches how to develop a successful long-range plan that can immediately be put into action.

FastTrac programs were first launched through the University of Southern California's Entrepreneurship Program in Los Angeles in 1986, and have a proven track record of helping entrepreneurs build their business.

Beginning on Tuesday, Feb. 29 at 4 p.m. until 9 p.m., the program will continue for 11-weeks on Tuesday nights until May 7. FastTrac leaders will outline all aspects of owning, running and being a successful business. Participant cost for Chamber members is \$495 and \$795 for non-members.

For more information and reservations, call Brenda Rembert at 431-8607.



ATTENTION MEMBERS!

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

• Tom Lewis at 431-8629/pgr: 582-2076

WHO'S NEW?

The University of South Alabama Health System announced the appointment of **Dr. Richard Teplick** as chief of medical staff of the USA Hospitals and Clinical Professor of Anesthesiology, Medicine and Surgery. He earned his bachelor's degree at Cornell University in Ithaca, NY, and his medical degree at the University of Pennsylvania School of Medicine in Philadelphia.



Teplick

The SMG-managed **Mobile Civic Center** and **Arthur R. Outlaw Mobile Convention Center** announced three new employees. **Jill Cabaniss** was named accounting manager for the Convention Center. She received her bachelor's degree from the University of Alabama and her master's from the University of Alabama at Birmingham. Most recently she worked as staff accountant at Russell, Thompson, Butler & Houston.

Shana Gunderson was named Convention Center sales manager. Gunderson earned her bachelor's degree in marketing from the University of South Alabama and worked as a media buyer at Sullivan St. Clair.

Brandt Wilhelm is the event coordinator for both the Civic Center and Convention Center. Wilhelm received his degree in business and management from the University of South Alabama. Most recently he was food and beverage director at Steelwood Golf Resort.

Ailish Lydick is the new media planner for **Sullivan-St. Clair Advertising/Public Relations**. A graduate of Elon University, Lydick's previous experience in media planning includes Adworks in Washington DC and Long Haymes Carr in Winston-Salem, NC. Her primary duties will include conducting media and market research and making recommendations based on this research. She also negotiates media rates and promotions.

Sonja Fowler joined the real estate sales team at **ReMax Partners** in the Cottage Hill offices. Fowler was formerly associated with Marie McConnell Realty.

ERA Marie McConnell Realty welcomes **Bob Hankins, R.B. Rubira, Tracey Rouse, Ann White-Spunner, Renee Curten** and **Marcia Gilmore** to its sales team at the corporate offices in Mobile.

Prudential Cooper & Co. Inc. announced their new associates **Cathy Matter, Andrea Torbert, Dan Shade, Ronnie McElrath, Tracey Patterson, Kim Cunningham** and **Larry Picard**.



Matter



Torbert



Shade



McElrath



Patterson



Cunningham



Picard

Matter is working out of the Hillcrest office. Torbert, Shade and McElrath are working out of the Gulf Shores office. Patterson and Cunningham are working at the Cottage Hill office and Picard is working in the commercial department in the Azalea Road office.

MEMBER NEWS

The Mobile County Department of Human Resources appointed **Rose Johnson** as deputy director. Johnson earned her bachelor's degree from Fairleigh Dickinson University and her master's from the University of Alabama. She is a member of Leadership Alabama and served as president of the Alabama Association of County Directors of Human Resources.



Johnson



Martin

Blue Cross and Blue Shield of Alabama named **Peter C. Martin** district sales manager of its Mobile office. In his new role, Martin is responsible for sales and marketing in Mobile and surrounding areas. He started with the company in 1985 and most recently served as senior account executive in Blue Cross' Mobile office.



Pippin

Lu Pippin was appointed senior vice president/chief nursing officer and **Larry McMahan** was named staff chaplain in the Pastoral Care Department at **Providence Hospital**. Pippin earned her master's degree in nursing administration from Emory University. Most recently

Pippin served as chief nursing officer for the Mayo Clinic/St. Luke's Hospital in Jacksonville, Fla. McMahan earned his bachelor's from Depauw University and attended Seminary at the Yale University Divinity School and the Episcopal Berkeley Divinity School at Yale.



McMahan

Michael A. Benoit was promoted to employee benefits trust officer of **Regions Bank-Mobile**. Benoit is responsible for managing the relationship between the Louisiana Regional Service Center and the Recordkeeping Group and supervising the associates who are responsible for the accounting and compliance testing for the Louisiana retirement plans.

Lynne Cary & Company announced the return of make-up artist **Christopher Spencer** and hair stylist **Elizabeth Bright**.



Bright



Spencer

Both have several years of experience and training in their field.

Nextel Partners promoted **Jeff Bennett** and **Jim Ryder**. Bennett will serve as area general manager. Bennett will oversee overall sales in its Alabama, Florida, Georgia, Mississippi, Arkansas, Louisiana and Texas markets. Ryder is director of sales. In his new position he will manage overall sales for the organizations including 650 people nation-wide.

TeleVox Software promoted **John Culbreth** to vice president of technical services. He will oversee 30 employees and be responsible for product satisfaction, customer relationship management and implementation protocols. Culbreth, a native of Lancaster, Pa., obtained a computer science and business degree from the University of South Alabama.

Erin Fowler, Teisa Boone and **Ed Petro Jr.** joined **Dauphin Realty of Mobile** and **Baldwin County** and will be working in the Mobile office.

WELL DONE!

The local chapter of **The Women's Council of Realtors** honored **Marie McConnell**, managing broker for **ERA Marie McConnell Realty**. She has been active in Mobile and Baldwin County real estate for more than 26 years.

The **Alabama State Port Authority** was awarded the Certificate of Achievement for Excellence in Financial Reporting by the Government Finance Officers Association of the United States and Canada. It is presented to qualifying government agencies that submitted their comprehensive annual financial report for review. This is the ninth year, the Port Authority received the award and is considered the highest form of recognition in the area of government accounting and financial reporting.

Andrew D. Burch MD, with **Providence Hospital**, received the 2001 Paul W. Bryant Alumni-Athlete Award. The award is in recognition of a former University of Alabama athlete's outstanding achievements since leaving the University. Selection is based on character, contributions to society, professional achievement and service to fellow man.

Owen Bailey, president/CEO of **Thomas Hospital**, received the *Modern Healthcare* magazine 2001 Up and Comer Award. This award honors healthcare leaders, under the age of 40, who "have the capacity for reasoned foresight, courageous action and personal integrity that inspires confidence amid uncertainty."

Associated Builders and Contractors Mid Gulf Chapter honored a number of local companies at its 6th Annual Safety Awards. Among those recognized were: **Bagby & Russell Electric, Batchelor's Mechanical, Coastal Builders, Degussa, Fire Protection Specialists, G.A. West & Company, J.C. Duke & Associates, James B. Donaghey, Keith Mosley Construction, Mansfield Industrial Coatings, Mundy Companies, Mitsubishi, Performance Contractors, Robert J. Baggett, Rogers & Willard, S&S Sprinkler, TeSeCon, Thompson Engineering & Testing, W. G. Yates & Sons Construction, Welding Engineering Supply, White-Spinner Construction** and **Witherington Construction**.

The **University of Mobile** was honored recently by the Public Relations Council of Alabama. The University won awards of excellence for their President's Leadership Journal in the magazines, tabloids and newsletters category and media pitch in the potpourri category; and certificates of merit for a Student Feature in the writing for media-feature stories category; and "A Glimpse of the University of Mobile," in the special publications-promotional brochures category.

Henry T. Morrissette, attorney with **Hand Arendall LLC**, was elected president of the Alabama Defense Lawyers Association. He is a graduate of Vanderbilt University and the University of Alabama School of Law.

C. Terry Jones, president of **Terry Jones & Associates PC**, earned the designation of Certified Specialist in Estate Planning (CSEP) awarded by the National Institute for Excellence in Professional Education LLC. Jones was required to complete eight courses and exams.

BUSINESS ENDEAVORS

The **Mobile Regional Airport** announced that **SkyWest Airlines** added another daily, nonstop, round-trip jet between Mobile Regional Airport and Dallas/Fort Worth to the two existing jets between those cities.

Providence Hospital recently opened its **Outreach Services Senior Center**. The 16,000 sq. ft. facility houses both the Senior Center and the **Cody Road Boys and Girls Club**. Located at 35 N. Cody Rd., the Center is open to seniors 60 years and older. For more information call 544-4480.

Austal USA announced it won the contract to build a catamaran dinner cruise vessel for **Island Queen Cruises of Miami**. The dinner cruise vessel joins the two 150-ft. crew-supply vessels and the 82-ft. fast ferry all currently under construction in Mobile.

FOR YOUR CALENDAR

The **Women's Business Center of Southern Alabama** is hosting two workshops this month. "Successful Sales Strategies Increase Your Earning Potential" is set for Thursday, Jan. 24 at the Business Innovation Center from 8:30 a.m. - 12:30 p.m. On Tuesday, Jan. 29 "Proposal Writing in a Nutshell," will teach the basic grant, contract and writing strategies. Each workshop is \$39. For more information or to register, call **Sena Maddison Crouch** at 660-2725 or e-mail smcrouch@ceeibc.org.

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 1st 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 BUSINESS VIEW, MACC, P.O. Box 2187, Mobile, AL 36652-2187 or fax to 431-8646.

Major Tax Form Changes for 2001!

The *format of all tax forms* has **changed!** **Reprogramming** is required for **W-2s** and **1099s** for 2001! Be sure to order your forms early and **check your software** to be sure it will fit the **new** forms.

We have tax forms for all printers, Laser, Continuous, Mailers, Non-mailers, & Pressure Seal. Call us for your government forms requirements.

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Consultant

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Set New Year's resolutions for your business, but first consult our Top 10 list.

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



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