

# THE CORNER

SouthWest Mobile County Chamber of Commerce

*Serving All of South Mobile County*

December 2019



## **"In Step With Progress"** *Message from the President*



The holidays are upon us. I hope everyone had a terrific Thanksgiving. We have much to be thankful for in Southwest Mobile County. We live in a wonderful part of the country with friendly neighbors among God-fearing hard-working people, and we have enjoyed tremendous economic development across all sectors the past few years. We are truly blessed!

The City of Mobile has also turned around the past few years. There is robust economic development all over the city, but especially downtown. The City has also gotten the budget under control and finally implemented a consistent capital improvement program. There is still much to do, but things are getting built and repaired. The attitude toward the city has also enjoyed a turn around. Not that long ago, any mention of annexation in West Mobile would likely be met with pitchforks and torches, but now subdivisions all over West Mobile are petitioning to be annexed into the City of Mobile.

What a refreshing reversal due to good governance, but the recent defeat of even the people's right to vote on annexation makes no sense. About 12,000 more people in West Mobile would have had the opportunity to vote on their own annexation. After expenses, this annexation would have added income to the budget and again made Mobile the second largest city in the state eligible for many more federal grants. A healthy city must have an expanding tax base, so the City Council for the first time ever defeating just putting an annexation referendum on the ballot was highly disappointing. It was very disheartening to watch Mobile literally move backwards due to nothing more than raw politics. Please let your elected officials know you support a growing healthy Mobile.

Congratulations and THANK YOU to all for helping us attain our membership goal two months early. We went over 200 members by our November luncheon! Remember you can join now, and your dues are applied to 2020. We still need new members, but our focus is now shifting to renewals for 2020. Our goal is to have 100% renewals by January 31, 2020; and to motivate you, we will have a drawing in February for a super cool prize to be announced at the January Luncheon. Your company must be renewed by January 31st to be eligible for the drawing.

The SouthWest Mobile County Magazines are here! This is our first directory and they turned out really nice. We have hundreds, so please take them and share with all your customers and vendors. A special thank you to Tiffany and Tina for all their hard work in putting such a beautiful magazine together.

Please join us for the lighting of the Christmas Tree on December 2nd and the Christmas Parade on December 7th. Our Grand Marshall is Rod Stokes from "The Voice". Don't forget our December Lunch is the **SECOND** Wednesday on December 11th. Our Guest Speaker is Dr. Robert D. Lightfoot of Victory Health. Please join us in December for some Christmas cheer and to celebrate a stellar year! Merry Christmas!

*Pete Riehm, SWMCC President*

### **Chamber Mission**

**Our Chamber's mission is to foster, promote, advance, and improve the civic, commercial and general business interests of the surrounding areas and to cooperate with other communities promoting objectives for the improvement of our business and the welfare of our community.**

## 2019 Officers

**President**  
Pete Riehm  
NAI Mobile

**1st Vice President**  
Tiffany Ginn  
Uniti Fiber

**2nd Vice President**  
Chris Black  
Integrity IT Services

**Secretary**  
Cadie Gaut  
Payroll Vault

**Treasurer**  
Bryan Dewberry  
Midtown Mortgage

## Board of Directors

Jeff Brinson - Southwestern Consulting  
Stephanie Chestnut - Dick Russell's BBQ  
Laura Hittson - W. C. Griggs Elementary  
Russanne Howell - Farmers Insurance  
Cindy Imsand - Mobile's Best Storage  
Tammy Lyons - Family Security Credit Union  
Delores McLaney - McLaney Senior Dance  
Wes Pipes - Individual  
Curtis Polk - BLP Mobile Paints  
Joe Summersgill - Mobile Co. Water, Sewer & FPA  
Teresa Taylor - AIM Mail Center  
Della Wade - Individual

## Advisory Board

Theresa Orrell (Past President)  
Polysurveying of Mobile

Kay Peace (Past President)  
Individual

Ruth Robinson (Past President)  
Mobile Memorial Gardens Cemetery

## Community Center Staff

### **Executive Director**

Tina Poiroux  
[tpoiroux@swmccchamber.com](mailto:tpoiroux@swmccchamber.com)

### **Administrative Assistant / Membership**

Ashley Rester  
[arester@swmccchamber.com](mailto:arester@swmccchamber.com)

### **Rental Specialist**

Susan Williams  
[swilliams@swmccchamber.com](mailto:swilliams@swmccchamber.com)

### **Event Specialist**

Glennan Palframan

### **Maintenance**

George Davis

Office Number: 251.666.2488  
[info@swmccchamber.com](mailto:info@swmccchamber.com)



## 2 SWMCC Christmas Tree Lighting

**When:** December 2nd 5:30pm  
**Where:** Tillman's Corner Community Center  
**Contact:** 251-666-2488  
**Cost:** Free to attend  
**Sponsor:** Mobile's Best Storage



Closed December 24th and 25th for Christmas

## 7 VIP Santa Breakfast

**When:** December 7th 7:00am  
**Where:** Tillman's Corner Community Center  
**Contact:** 251-666-2488 to RSVP  
**Cost:** \$20 a ticket (limited)



Closed December 31st for New Year's Eve

## Pancake Santa Breakfast

**When:** December 7th 8:30am  
**Where:** Tillman's Corner Community Center  
**Contact:** 251-666-2488  
**Cost:** Free for ages 12 & under, 13 & older \$5

## CHAMBER DIPLOMAT

## SWMCC Christmas Parade

**When:** December 7th 10:30am  
**Where:** Tillman's Corner Community Center  
**Contact:** 251-666-2488

## SWMCC Business Luncheon

**When:** Dec 11th Networking begins at 11:30am  
- Wreath Auction @ Noon  
**Guest Speaker:** Dr. Robert D. Lightfoot -  
Victory Health Partners  
**Where:** Tillman's Corner Community Center  
**Contact:** Chamber Office 251-666-2488  
**Cost:** \$12 for Members and \$15 for Potential Members



**Molly Schemm** is the Assistant Director of Youth and Family Services and Camp SMILE at United Cerebral Palsy of Mobile. Molly has a degree in Child Psychology from the University of Kansas. Prior to moving to Alabama, Molly worked as a paralegal and was part of a nonprofit for children aging out of foster care and juvenile detention centers. This work inspired her to seek out further opportunities in the nonprofit world and excitedly became a part of UCP of Mobile two years ago. Since joining UCP, Molly has become an active member of the SWMCC and has been featured on the local podcast 'Playing Above the Line,' where she had the opportunity to discuss her path to now and her views on leadership. Molly is most proud of the work she does at Camp SMILE and the lasting impact camp has on the campers, their families, and all of the volunteers. She spends her time outside of work volunteering with animals, cooking new recipes, and listening to podcasts.

# SouthWest Mobile County Chamber of Commerce

## MONTHLY BUSINESS LUNCHEON

### December 11, 2019

Networking 11:30 am / Meeting 12:00-1:00 pm

**Wreath Auction at Noon**

### Dr. Robert D. Lightfoot-Executive/Medical Director of Victory Health Partners



Dr. Robert D. Lightfoot is the Executive/Medical Director of Victory Health Partners, a faith based, nonprofit medical clinic formed to provide medical care to low income uninsured patients in the Gulf Coast Area. It was after serving on several mission trips to Central and South America with his wife, Tami, Dr. Lightfoot realized the need in his own community to provide care to those without health insurance.

Dr. Lightfoot graduated summa cum laude from Auburn University in 1977. He graduated from the University of Alabama School of Medicine in 1981, with honors. After completing his internship and residency at the University of Kentucky Medical Center in 1986, Dr. Lightfoot joined his brother in Mobile, where he has practiced as a general surgeon for 17 years.

Dr. Lightfoot is a member of the Medical Association of Alabama, Mobile County Medical Society, Christian Medical and Dental Association and a fellow of the American College of Surgeons. He is certified by the American Board of Surgery.

Dr. Lightfoot and his wife Tami enjoy spending time with their 6 children and 13 (soon to be 14) grandchildren. They are active members in their church, Church of His Presence.

#### Upcoming Officers

Pete Riehm - President  
Tiffany Ginn - 1st Vice President  
Chris Black - 2nd Vice President  
Bryan Dewberry - Treasurer  
Cadie Gaut - Secretary

#### New 2020 Board of Directors

Jeff Brinson  
Stephanie Chestnut  
Laura Hittson  
Russanne Howell  
Capt. Jonathon Lee  
Tammy Lyons  
Sharon Murrill

Wesley Pipes  
Curtis Polk  
Paul Radczenko  
Torii Stratas  
Joe Summersgill  
John Wimsett  
Josh Woods

#### Advisory Board

Theresa Orrell - Past President  
Kay Peace - Past President  
Ruth Robinson - Past President  
\_\_\_\_\_  
Della Wade - Honorary Board  
Capt. Jonathon Lee - Ex Officio

2020 SWMCC Board of Directors Swearing-In Ceremony officiated by Probate Judge Don Davis

#### Caterer:

**Georgia**  
ROUSSOS • CATERING

1608 Rochelle St.  
Mobile, AL 36693  
251.666.1141



#### Menu:

Pecan Crusted Chicken  
Mixed Green Salad  
Twice Baked Potato  
Casserole  
Butter Green Beans  
Rolls  
Bread Pudding

Please RSVP to 251.666.2488 or [info@swmcchamber.com](mailto:info@swmcchamber.com)

**\$12 for Members & \$15 for Potential Members**

# 39<sup>th</sup> Annual Christmas Parade

## Grand Marshall

### ROD STOKES

Rod Stokes was Born and raised in Moss Point, MS and now resides in Grand Bay, AL. He started getting into music his senior year of high school. Two years after graduation Rod finally decided to sing in front of a crowd at his home church and has since performed in over 300 churches. Rod is best known for being a Semi-Finalist on season 16 of "The voice", placing 5th and is now in the process of recording his new EP.

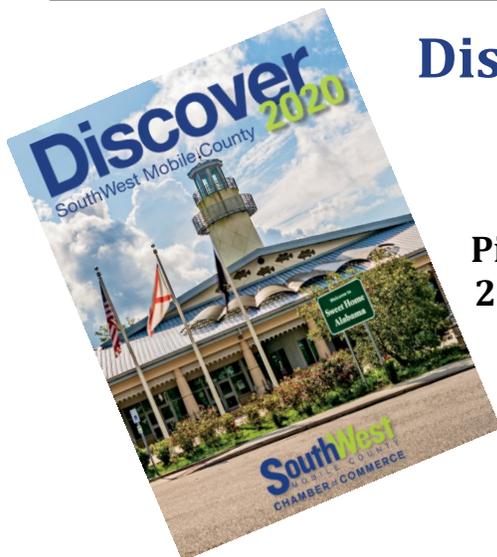


## Christmas Parade Itinerary

- 8:30 am - Float Check-In
- 9:30 am - All Floats Must Be In Place
- 10:00 am - Best Decorated Float
- 10:15 am - Judging for Best Float Contest
- 10:30 am - Ribbon Cutting & Start of Parade

## Discover SouthWest Mobile County 2020 Magazine

Pick up a copy of the NEW Discover SouthWest Mobile County 2020 at the Chamber Office located at: 5055 Carol Plantation Road Mobile, AL 36619.



**SouthWest**  
MOBILE COUNTY  
CHAMBER of COMMERCE

# South West Mobile County Chamber of Commerce Upcoming Events

*Dec 2nd*

## Tree Lighting

The Christmas Tree Lighting will take place at 5:30 p.m.  
This is a FREE COMMUNITY EVENT!  
Cookies, Hot Chocolate and Coffee will be served.

*Dec 7th*

## Santa Breakfast

**VIP Santa Breakfast** - Begins at 7:00 a.m.

This is an exclusive breakfast that provides a close interaction with Santa for a magical experience. Tickets must be purchased in advance and are LIMITED. Contact the Chamber office for more details.

**Santa Pancake Breakfast** - Begins at 8:30 a.m. and free for children 12 and under (ages 13 and up will be \$5 each). Each child will have the opportunity to have their photo made with Santa. We will have a photographer onsite to take pictures that will be available on our website:

[www.SWMCChamber.com](http://www.SWMCChamber.com)

*Merry Christmas*

*Dec 11th*

## SWMCC Christmas Luncheon

The Christmas Luncheon will include: Networking, Catered Lunch, Wreaths for Charity Auction at noon, Induction of the SWMCC Board, Guest Speaker : Dr. Robert D. Lightfoot, the Executive/ Medical Director of Victory Health Partners and more. \*\* Wreaths and Door Hangers for Wreaths for Charity must be submitted by December 2nd. \*\*

*Dec 7th*

## Christmas Parade

The Christmas Parade will follow the Santa Breakfast at 10:30 a.m. The parade begins at Griggs School. Over 40 years the Chamber has sponsored a community parade with local businesses, churches, schools, organizations and individuals that participate. Parade applications are available on our website and at the Chamber office.

## MEMBER NEWS

**Huntington Learning Center's** corporate offices just announced results from a national survey of students who completed ACT/SAT Prep programs through Huntington. The results are amazing and they would really like to share them with the community.

Here are highlights from the national results:

- The average SAT score went from 1016 to 1264 after completing a Huntington SAT Prep Program – 248 point increase
- The average ACT score went from 21.8 to 27.7 after completing a Huntington ACT prep program – 5.9 point increase
- 3,298 students were accepted at 936 colleges
- Over \$187 million dollars in scholarships
- Over \$71K per student in scholarships.

**These are absolutely world-class student results!**



**Mobile Lumber** hired **Shannon Wade** as its new Human Resources Manager. Shannon, an active member of the Society for Human Resources Management, brings 26 years of related experience.



David B. Carpenter, CEO

Helping Families, Businesses, and Churches

V 251-263-4410  
C 618-954-8330

Upspyre@gmail.com

## BUSINESS INSIGHT



It is that time of year again. The weather is starting to cool off. Pumpkin everything has hit the shelves. If you are in retail, you are gearing up for your busy season. If you are a service provider, then you are gearing up for your slow season. Either way, if you are one that pursues growth you should be setting some time aside to plan for next year.

With 2020 quickly approaching, it's time to start thinking about what we want to accomplish in the new year. Goal setting is the most crucial element to fulfilling your dreams and accomplishing the things you desire most.

When it comes to goals they need to be SMART. SMART Goals are so important that the Emerging Leaders program put on by the Small Business Administration spends a few weeks in the course making sure that business owners get them nailed down.

An easy goal that will resonate with most business owners is the goal of a specific amount of revenue. But just saying you want to make \$100K, or \$1M, or whatever the dollar amount, is not enough. In order for it to be SMART it has to abide by the following:

**SMART** goals are:

**S**pecific. You need to state what it is you are going to do. Are you going to generate \$1M in top-line revenue in 2020?

**M**asurable. Revenue goals easily allow for this. This should make it easy to evaluate success.

**A**chievable. If you just started, is it within reach for you to generate \$1M?

**R**elevant. They should improve the business or move it forward.

**T**ime-bound. Achieving the goal should happen within a specific, and defined time frame.

Using revenue goals as our example, I would encourage you to take it one step further and not just stop at the large, end-of-year number. Break it down by month, you are probably going to grow in business as the year progresses, so reflect that in your monthly quotas. If you sell a product, how many of those widgets are you going to need to sell each month to reach the goal? If you sell a service, how many people are you going to need to fulfill the demand? Start blowing up your thinking around the goals. The smaller you can break down the activities the easier it will be to achieve them.

I cannot stress just how important this activity is. Making a plan and taking action will help you attain your goals. As always, if I can be of any service, please email me at



**THANK YOU** to our wonderful 2019 yearlong sponsors for another successful year at SouthWest Mobile County Chamber of Commerce!

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Silver



Bronze



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OF SOUTH ALABAMA



Mobile Memorial Gardens Cemetery  
Since 1953



BERKSHIRE HATHAWAY  
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## THANK YOU SPONSORS

Our Member Advantage Sponsors have provided SouthWest Mobile County Chamber of Commerce with vital resources we need to better the community in efforts to promote their businesses. Our partners have helped to promote the community, as well as become leaders for small businesses.

Thank you for your investment in the chamber and business community. With your sponsorship, we have been able to foster, advance and improve the civic, commercial and general business interests of the surrounding areas. We are grateful for your partnership and hope you will consider joining our team once again in 2020.

## OUTSTANDING OFFICER OF THE MONTH



Congratulations, Officer Shaun Hall, on receiving the November award for Outstanding Officer of the Month with Mobile Police Department Precinct 2. Captain Jonathan Lee presented him with the award at the SouthWest Mobile County Chamber's monthly business luncheon on November 6th, 2019. Hall's hard work is greatly appreciated. His dedication and exemplary contribution is gratefully acknowledged and doesn't go unnoticed.



## REAL ESTATE CORNER BY RON SIVAK

The former Applebee's site located at 4940 Government Blvd. in West Mobile has been leased by 25-year-old Mobile-based rap star, Yung Bleu (born Jeremy Biddle, 1994). Expectations are to open the 5,475 square foot space into a new soul food restaurant, called Gwen's Place, by December. A staff of 30 will be hired at opening. John Vallas with Vallas Realty handled the transaction for the tenant.

Kids Always Kount Therapy Services, LLC is leasing some 3,130 square feet of office space in Hillcrest Square, located at 1000 Hillcrest Road in West Mobile. The company is relocating from its current Mobile office by early December. Jill Meeks with Stirling Properties worked for the tenant. Phillip Curtin with Curtin & Associates Real Estate represented the landlord.

Angie McArthur with Stirling Properties recently handled the work for new retailers setting up shop in West Mobile inside Cumberland Place, located at 7695 Cottage Hill Road. 4 Queens Boutique has opened and is leasing 600 square feet of space. Class 101 College Finance and Planning Advisors is leasing 1,200 square feet and expects to open by December.

Newly opened Pink Post Office Boutique is occupying some 2,200 square feet of retail space in Lloyd Place, located at 6207 Cottage Hill Road in West Mobile. The women's clothing store moved from its smaller space in Mobile to occupy Suites A and F in the retail center. Jill Meeks with Stirling Properties handled the transaction.

Locally owned industrial and technical staffing firm, Genesis, recently held a grand opening for their newly constructed, multimillion dollar 6,700-square-foot headquarters located at 3517 Laughlin Drive in West Mobile. The company moved to the larger site from a former space at 6159 Omni Park Drive. Established in 2013, Genesis has rapidly grown to seven offices in six states and employs 40 internally.

Roughly 6 acres in West Mobile were recently picked up for \$350,000 inside Wall Street Business Park by Dermatology Partners of Mobile LLC. Business partners Dr. Scott VanLoock and Dr. Madelyn King plan to build a dermatology clinic to open by the fall of 2020. The transaction was handled by Richard Weavil of the Weavil Company.

Reach Kidney Care is leasing 1,250 square feet of office space in Grelot Professional Park located at 5920 Grelot Road in West Mobile and will open in December. Jill Meeks with Stirling Properties represented the landlord in the transaction. NAI Mobile worked for the tenant.

An out of town investor recently purchased a 100,000 square foot bulk distribution warehouse located at 5420 Willis Rd in Theodore for \$3,825,000. Steven McMahon with Inge & Associates represented the buyer. Adam Metcalfe with Metcalfe & Co. represented the seller.

## COASTAL 150 UPDATE

In September, Coastal Alabama Partnership organized the Washington, DC Fly-in for our coastal County Commissioners and Mayors. We are pleased to report that the efforts of the trip we hold yearly for our local elected officials clearly demonstrates what working together as a region can accomplish—this is only strengthened by a few recent developments.

During our meeting at the White House during the trip our elected officials successfully conveyed critical information as it relates to the potential negative impact tariffs could have on coastal Alabama jobs. Following our meeting, we submitted a letter to Ambassador Lighthizer, U.S. Trade Representative, outlining the issues and impact the tariffs will have on our region. Information they supplied played a critical role in the USTR decision to remove Airbus components from the list of potential 301 tariffs in early October—which was a monumental win for our region.

Another topic of our trip was FEMA's Risk Rate 2.0—a new program which could bring dramatic changes to the way the National Flood Insurance Program charges homeowners for flood risks, a move that will affect insurance bills for millions of Americans across the country. During our trip our attendees discussed the impact this could have in our coastal region with FEMA, and our Congressional Delegation. Earlier this month, amid backlash FEMA announced that implementation of its redesigned rating system, will be delayed one year with implementation occurring October 2021, as opposed to October 2020. FEMA's announcement of the delay is encouraging news, given how many questions remain about how Risk Rating 2.0 will work and how the cost of flood insurance will be impacted.

Finally, our group advocated for legislation amending GOMESA to increase the percentage of federal oil and gas revenues made available to Coastal Alabama and other Gulf States. Under GOMESA, Alabama, Mississippi, Louisiana and Texas receive a share of revenue from oil and gas drilling in federal waters that help address coastal restoration, hurricane protection and watershed management programs in coastal Alabama. On Tuesday November 19, the Senate Energy and Natural Resources Committee passed S. 2418, the COASTAL Act which increases the revenue share to GOMESA states from 37.5% to 50%, and removes the \$375M Cap. Coastal Alabama Partnership worked with other GOMESA states in the GOMESA Revenue Sharing Coalition to help push this bill. GOMESA revenues are an important stream of funding for coastal communities most imperiled by nearshore oil production and our funding should be protected and increased.

We are grateful for all those that attended the Washington Fly-In and helped make this recent developments come to fruition. Once again, this effort proves that working together as a region makes a difference. We look forward to continuing regional leadership initiatives and helping our region be the best place to live, work and play.



*Merry Christmas*

*SouthWest Mobile County Chamber of Commerce*

# *Santa Breakfast*

## *December 7<sup>th</sup>*

Tillman's Corner Community Center  
5055 Carol Plantation Road | Mobile, AL 36619  
251-666-2488 or info@swmccchamber.com



**The VIP Santa Breakfast** - Begins at 7:00 a.m.  
This is an exclusive breakfast that provides a close interaction with Santa for a magical experience, it also includes a gift from Santa and more. Tickets must be purchased in advance and are LIMITED.

**The Santa Pancake Breakfast** - Begins at 8:30 a.m. and free for children 12 and under (ages 13 and up will be \$5 each). Each child will have the opportunity to have their photo made with Santa. We will have a photographer onsite to take pictures that will be available on our Website: [www.SWMCCchamber.com](http://www.SWMCCchamber.com). The SWMCC Christmas Parade to follow after the breakfast at 10:30 a.m.

## STAR STUDENTS OF THE MONTH



**Ethan Rimmer** from W. C. Griggs Elementary  
Sponsored by: **Mobile Memorial Gardens Cemetery**

**Treana Wilson** from Meadowlake Elementary  
Sponsored by: **Elaine Sessions**

**Maddison Hoyt** from Pearl Haskew Elementary  
Sponsored by: **Payroll Vault**

**Jenna Fosmore** from Lighthouse Baptist Academy  
Sponsored by: **AIM Mail Center #153**

**Kailani Mulkey** from St. Vincent De Paul Catholic School  
Sponsored by: **PolySurveying of Mobile**

**Trevor Thomas** from Cottage Hill Christian Academy  
Sponsored by: **Dick Russell's Inc.**

**Elaina Finch** from Nan Gray Davis Elementary  
Sponsored by: **BLP Mobile Paint**

## New Members:

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Gilmore Services  
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LaBits Heating & A/C Service  
Costco Wholesale  
Doctor D Events  
Edward Jones  
New York Life  
Keesler Federal Credit Union -  
Midtown  
Keesler Federal Credit Union -

Westwood  
The Can Man, LLC  
FCS Facility Maintenance  
FCS Property Services  
Above and Beyond Yoga and Salt  
Therapy  
Discount Locksmith  
Trust Athletics

## Business of the Month: The Grounds



THE GULF COAST'S PREMIER  
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(251) 344-4573

**SouthWest**  
MOBILE COUNTY  
CHAMBER of COMMERCE

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HUNTINGTON LEARNING  
CENTER  
MOBILE MEMORIAL GARDENS  
FUNERAL HOME  
BOYS & GIRLS CLUB OF SO.ALA  
TOUCHING HEART SENIOR CARE  
MOBILE MEMORIAL GARDENS  
CEMETERY  
POLYSURVEYING OF MOBILE  
BERKSHIRE HATHAWAY  
FAMILY SECURITY CREDIT UNION  
NAI MOBILE

### FRIENDS OF THE CHAMBER

THE HOWARD FAMILY  
DICK RUSSELL'S BBQ  
ZIPPY MART  
PROSHIELD PEST CONTROL