

THE CORNER

MISSION FORWARD in 2021

JANUARY 2021



SouthWest Mobile County Chamber of Commerce
Serving All of South Mobile County

MISSION FORWARD 2021

*A message
from your
NEW
2021
President*



Tiffany Ginn

SWMCC President

Happy New Year!!! In my whole life, I have never been more excited about saying, "Goodbye" to a previous year and saying, "Hello" to the New Year!!! Bring on 2021!!!

Despite the pandemic, we still saw a lot of growth and new businesses come to our area in 2020, and for that we are very grateful!!! And we are also extremely proud that our chamber membership continued to grow in 2020 despite all of the obstacles we faced.

With that said, we will be holding our annual drawing for all businesses who renew their membership by 1/31/2021, so please get in your renewal as soon as possible because we are giving away a very cool Custom Firepit at the February Business Luncheon on February 3rd. You will not want to miss your chance to win this fabulous prize!

Please mark your calendars for all of our January Events. Our next Business Luncheon is scheduled for Wednesday January 6th. We will be holding our Annual Awards Gala on Friday, January 29th, where we will honor our Citizen of the Year, Spirit Award, Volunteer of the Year, Diplomat of the Year, and our Community Impact Award. We would love for you to join us, but space is limited so please RSVP to reserve your tickets early.

If we haven't met yet, please introduce yourself to me at one of these upcoming events. I am looking forward to meeting each of you, and please let us know if there is ever anything you or your business need from us! We are here to promote and serve our community and businesses, so please don't hesitate to reach out!

Lastly, I would like to thank our President for the last 2 years, Pete Riehm! Pete did such a remarkable job for our chamber and our community, and I will be forever grateful for his leadership and guidance! He has been an amazing mentor and a wonderful asset to all of us! Thanks for everything Pete!!!

May you all have a blessed and prosperous New Year!!! Looking forward to seeing you all soon!!!

Community Center Staff

Executive Director

Tina Poiroux
tpoiroux@swmccchamber.com

Administrative Assistant

Gloria Poché
gpoché@swmccchamber.com

Rental Specialist

Susan Williams
swilliams@swmccchamber.com

Event Specialist - Glennan Palframan

Custodial / Maintenance - Calvin Dickerson

CONTACT US @ 251-666-2488 or 666-2846

www.swmccchamber.com

2021

Board of Directors



2021 Officers

President

Tiffany Ginn, Uniti Fiber

1st Vice President

Chris Black, Integrity IT

2nd Vice President

Bryan Dewberry, Mission 1st Mortgage

Treasurer

Curtis Polk, BLP Mobile Paints

Secretary

Sharon Murrill, Alabama Power Co.

Advisory Board

Theresa Orrell, Polysurveying of
Mobile

Kay Peace, Individual

Pete Riehm, NAI Mobile

Ruth Robinson, Mobile Memorial
Gardens Cemetery

Board of Directors

Jeff Brinson - Southwestern Consulting

Stephanie Chestnut - Dick Russell's

Brian Lancaster - State Farm Agent

Tammy Lyons - Family Security CU

Chip Menton - Theodore High School

Christy Myers - Singing River Hospital

Wes Pipes - Individual

Paul Radczenko - Evonik

Torii Stratas - Top Music Company

John Wimsatt - Walmart

Josh Woods - The Grounds

Della Wade - (Honorary Board)

Ex-Officio Board of Directors

Randall Dueitt - County Commissioner

Kevin Rodgers - Captain, Precinct II

John Williams - City Councilman

SWEARING IN OF OUR 2021 OFFICERS AND BOARD took place on December 9th at the SWMCC Small Business Luncheon. We are looking ahead to MISSION FORWARD in 2021!!



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.

SouthWest Mobile County Chamber of Commerce **SMALL BUSINESS LUNCHEON**

EVENT TICKETS ARE LIMITED. RSVP to reserve your seat! Tickets can be purchased online at www.swmcchamber.com or call the office to pay by phone at 251-666-2488

Wednesday, January 6, 2021
Networking 11:30 am / Meeting 12:00 - 1:00 pm

There are so many opportunities for you at the SouthWest Mobile County Chamber Small Business Luncheon which is held the first Wednesday of each month.

- *Bring your business card and drop it in the bucket for a chance at winning a Business Card sized ad or a discount on a larger sized ad in our next months issue of The Corner!
- *Register for upcoming events.
- *Pick up a Business of the Month nomination card and nominate your favorite SWMCC Member for the award!
- *Share about your Business with others during the Networking which begins at 11:30 am.
- *Enjoy an incredible meal by one of our Member Caterer's!
- *Show your appreciation to other businesses by recommending them to your family, friends, and even your own customers/clients.

Can't wait to see you there!

SPONSOR:



CATERER:



LUNCH MENU:

Create Your Own Pasta Station includes:

2 pastas: Spaghetti | Fettuccine

3 sauces: Alfredo | Meat Sauce | Marinara

3 toppings:

Grilled Chicken | Meatballs | Italian Sausage

And as always the famous salad and fresh baked breadsticks

Dessert | Sweet Tea | Unsweet Tea

RSVP to swmcchamber.com, call 251-666-2846 or email info@swmcchamber.com
\$12.00 Current members & \$15.00 for Potential Members

JANUARY EVENTS CALENDAR

Happy New Year
2021

6

SWMCC SMALL BUSINESS LUNCHEON

When: JAN 6 at 11:30 a.m. Begin Networking

Where: Tillman's Corner Community Center

Contact: Chamber Office 251-666-2846

Cost: \$12 Members
\$15 Non-Members

Sponsor:



14

Business Mastermind Group

7:30 - 8:30 am

5055 Carol Plantation Rd
Mobile, AL 36619



19

Coffee with the Chamber

When: January 19th at 7:30am

Where: SouthWest Mobile County Chamber of Commerce
5055 Carol Plantation Rd.
Mobile, AL 36619

Contact: 251-666-2846

29

3RD ANNUAL AWARDS GALA

6:30 pm

5055 Carol Plantation Road
Mobile, AL 36619

(See inside for details on purchasing tickets)

We need

YOU!



WE ARE LOOKING FOR A NEW

CLASS OF DIPLOMATS FOR 2021

A Chamber Diplomat is an individual who helps represent and promote the SouthWest Mobile County Chamber of Commerce, as well as promote their own business to other companies. The Diplomat Program consists of enthusiastic volunteers from the Chamber membership who donate time to help build membership and raise community awareness of Chamber activities and benefits. We would love to have you as a part of this team.

Apply by calling [251-666-2846](tel:251-666-2846), or do so online at swmccchamber.com and click the Chamber dropdown then Diplomats.

DIPLOMAT SPOTLIGHT

Courtney Jackson



Courtney is the Account Services Manager at e-worc, a full service advertising and marketing agency in Mobile specializing in web design, graphic design, digital and traditional media within professional service-based industries. Courtney is originally from Tyler, TX but has resided in Mobile since 2012. In 2010, she graduated with honors from The University of Alabama with a Master of Science Degree in

Human Environmental Sciences. At the University of Alabama she was inducted into Eta Sigma Delta National Honor Society. While employed at e-worc she has completed her Google Adwords Display, Google Adwords Search & Google Analytics for Beginners Certification. She has also earned a certificate from the Bizhack Academy in Digital Marketing. Courtney's favorite "person" is her dog Chewy with whom she hopes to move to the mountains of Montana one day.

BUSINESS INSIGHT

In marketing terms, the lifetime value of a customer is a term used to describe a prediction of the net profit attributed to the entire future relationship with a customer. Lifetime Value is one of the most overlooked and least understood metrics in business; even though it's one of the easiest to figure out.

Knowing this number is significant because it tells you how much repeat business you can expect from a customer over the course of your relationship. It also helps you calculate how much to spend on the acquisition of customers as well. Once you know how much a customer will buy or spend with your company, you will better understand how to allocate your efforts.

Let's head over to the whiteboard and see how to break this down.

(Average Value of a Sale) X (Number of Repeat Transactions) X (Average Retention Time in Months or Years for a Typical Customer)

Let's observe an example here. Bob owns a Dance Studio. His average monthly membership is \$60.00, paid monthly for 12 months per year and his students tend to stick around an average of 3 years. How would we figure this out?

$\$60 \times 12 \text{ months} \times 3 \text{ years} = \$2,160 \text{ TLV}$

Once you have identified the lifetime value of your customer, you have two options in deciding how much to spend in the acquisition process.

#1 Investment acquisition cost.

Investment acquisition is the cost you're willing to spend per customer knowing that you'll take a loss on initial or even subsequent purchases. When using this tactic, you should have the cash flow and other resources that allow you to absorb this initial marketing investment, knowing this is a long-term strategy to acquire and retain long-term customers. In plain English, this is you as a business owner, spending \$1000 this month to try and gain customers knowing it may take a few months to recoup that expense. But your LTV is so high that even if you gain one customer you know you will be ok.

#2 Allowable acquisition cost.

The allowable acquisition is the total cost you are going to spend per customer per campaign. With this tactic, the value will have to be less than the profit you plan to make on your first sale. This is the short-term solution when cash flow is a concern. In plain English, this is you spending \$20 to get clients for a \$100 product because your built-in expenses are \$80.

These calculations can get a lot more complicated but focus on the Lifetime Value for now. If you Google any of these terms you'll get the actual formulas used to calculate them.

Regardless of whether you choose to follow an Investment or

Allowable Acquisition Cost, you'll never know how to develop an estimated spend for a campaign unless you know the Lifetime Value of a client. This is crucial info because it helps you make educated decisions based on the reality of your numbers.

Take some time to work on the numbers. And remember, nothing happens in business without sales. Marketing drives your sales and keeps your company from falling into that black hole known as obscurity.

Marcus Neto
Blue Fish
(251) 654-3698
<http://bluefishds.com>



BUSINESS OF THE MONTH



e-worc has been serving clients across the US from our offices in Mobile, Alabama since 2008. Our clients are primarily business to business organizations focused on healthcare, legal, engineering or industrial products and services. At e-worc, we believe in developing and delivering custom marketing solutions that meet our clients' needs and communicates their messages in a way that consumers, search engines and site readers can understand. We also believe in utilizing all the relevant tools available in the traditional and digital marketplace - websites, print, social media, email, promotional items, tv, radio, and outdoor - to provide our clients with the most opportunity for exposure and profitability.

It has been the pleasure of the Chamber to recognize the heartbeat of our membership. We are a voice for businesses and are here to help promote and offer opportunities to watch small businesses grow. Congratulations e-worc on being selected as our January 2021 Business of the Month!



SOUTHWEST MOBILE COUNTY CHAMBER OF COMMERCE

Cordially invites you to the

**3RD ANNUAL
AWARDS GALA
CELEBRATION**

Friday, January 29, 2021 | 6:30 pm

**5055 Carol Plantation Road
Mobile, AL 36619**



RSVP

Please call 251-666-2846

by January 15, 2021

Cost \$25 pp

Dressy Business Attire

AWARD RECIPIENTS

CITIZEN OF THE YEAR - JONATHAN LEE

DIPLOMAT OF THE YEAR - MECHELLE DAVIS

IMPACT AWARD - ALABAMA POWER

VOLUNTEER OF THE YEAR - CHRIS BLACK

COASTAL 150 UPDATE

Congressional Leaders Inch toward a Deal on COVID Relief

Just eleven days before Christmas The Big Four congressional leaders--Speaker Nancy Pelosi, Senate Majority Leader Mitch McConnell, Senate Minority leader Chuck Schumer and House Minority Leader Kevin McCarthy - met in person to hammer out a coronavirus relief deal and even started trading paper on a potential agreement — the strongest signal yet that Congress is actually on the verge of breaking the months-long stimulus stalemate.

Top lawmakers vowed that they would not head home for the year until they pass a coronavirus relief deal, the strongest signal yet that Congress is on the verge of breaking the months-long stimulus stalemate. Congress has not passed a significant new round of aid since April.

The price tag of the emerging deal is roughly \$900 billion, and a deal could be finalized as this is published. The package under discussion is expected to exclude the two thorniest issues: funding for state and local governments and liability protections for businesses and other entities operating during the pandemic, according to people familiar with the talks.

But congressional leaders were expected to add direct checks, potentially of a smaller size than the initial round, which provided \$1,200 to individuals and \$500 per dependent.

The package was also expected to include enhanced unemployment insurance, among other measures. Congressional aides noted that the negotiations were continuing and no final agreement had been reached.

Congressional leaders have said they plan to attach a coronavirus relief package to a spending bill needed to keep the government running when its current funding expires at 12:01 a.m. Saturday, December 19th. That gives leaders only a few days to complete the aid package and spending bill and approve them in both chambers. Lawmakers and aides said they were making good progress completing the full-year spending bill.

But, despite the news of this possible Holiday gift to many Americans this Congress has proven time and time again that they do not mind playing The Grinch and this deal could be stalled, held up or even delayed to the next administration. Stay Tuned!!



BLP

MOBILE PAINTS

Curtis Polk

BLP Store Division Manager

West Indies Territory Manager

cpolk@mobilepaint.com

4775 Hamilton Blvd.

Theodore, AL 36582

800-621-6952

251-443-6110



ABOVE: Winner of the December drawing for a Free Newsletter Ad. Drop your Business Card at the next luncheon for a chance to win a BC sized Ad!



SOUTHWEST MOBILE COUNTY
CHAMBER of COMMERCE

JOIN THE CHAMBER

Build business relationships and get involved in your community.

MEMBERSHIP DRIVE IS STILL ON !!

BRING IN 5 NEW MEMBERS TO THE SWMCC AND RECEIVE

\$100 CASH

Get Noticed



We are your Chamber!
We are here for you!
Together We Can!

REAL ESTATE CORNER BY RON SIVAK

The former TGI Friday's property, located at 6945 Airport Boulevard in West Mobile, was recently acquired for \$1.35 million by an out-of-town restaurant operator.

The popular former fast-casual eatery was one of the first local businesses directly impacted in April 2020 from the first-round of COVID-19 shutdowns. The New Orleans-based owner pulled the plug on the property last spring and put it on the market for sale.

At the time, Kenny Nichols with Vallas Realty listed the 7,000-square-foot building, sitting on 1.85 acres of land, for an initial price tag of \$1.8 million.

The new restaurateur is planning to modify the site to meet their specifications, but capital expenditure, build-out timelines, name of the new business and hiring plans were unknown as of press time.

Leigh Dale Younce of SRS represented the tenant in the transaction. Nichols worked for the landlord.

Tim Herrington with Herrington Realty Inc. announced a completed commercial lease for the former 1,900 square foot Hardee's fast-food space located at 6321 Cottage Hill Road in West Mobile.

Expectations, after extensive renovations, involve opening in the spring as the first Mobile County site for Aloha Hospitality Management's new Wingfingers concept.

This is the third site and the fourth brand rolled out by local entrepreneur Bob Baumhower. Herrington worked for the tenant in the transaction. Kenny Nichols with Vallas Realty represented the landlord.

Vallas Realty Inc. reported that homebuilder D.R. Horton has purchased 45 residential lots located inside Amelia Lakes Subdivision off Snow Road in West Mobile for \$2.2 million. This is the fifth phase of a project under development by Mobile-based Amelia Lake Partners LLC. Subdivision home prices are starting in the high \$200K range.

Mobile-based tax preparation service Westward Group Inc. has leased 1,280 square feet of office space in Grelot Professional Park, Building E, located at 5920 Grelot Road in West Mobile. Angie McArthur with Stirling Properties represented the landlord in the transaction. Brandon Broadus with NAI Mobile worked for the tenant.

P.S. Taco Co. recently announced expanding into West Mobile with its third location. The Foley-based, fast-casual taco franchise is leasing a 2,812-square-foot food space in the former Loda Bier Garten location at 7899 Cottage Hill Road, expected to open this spring. Jill Meeks and Angie McArthur, both with Stirling Properties, handled both sides of the lease transaction.

SuppLife Vitamins and Nutrition is leasing 1,200 square feet of retail space in Schillinger Place Shopping Center located at 2502 South Schillinger Rd. in West Mobile with plans to open first quarter of this year. Angie McArthur with Stirling Properties managed the deal.

OFFICER OF THE MONTH



Officer
Tyrese Long

Congratulations to Officer Tyrese Long on receiving the Outstanding Officer of the Month Award for December. Officer Long was presented with this award as recognition of his exemplary service to our community over the past year since becoming a part of the Police force. SWMCC 2020 President, Pete Riehm and Captain Rodgers presented Officer Long with the award at the monthly business luncheon on December 9, 2020. The hard work and dedication of Officer Long is already one to be recognized as admirable and worthy of recognition! Your contribution to those you serve is greatly appreciated. Thank you Officer Long!



*We've Got
Coffee & Networking
Waiting for You*

January 19, 2021 at 7:30 am

Drop by SWMCC on your way to work! Start your day off right with a hot cup of coffee and networking!

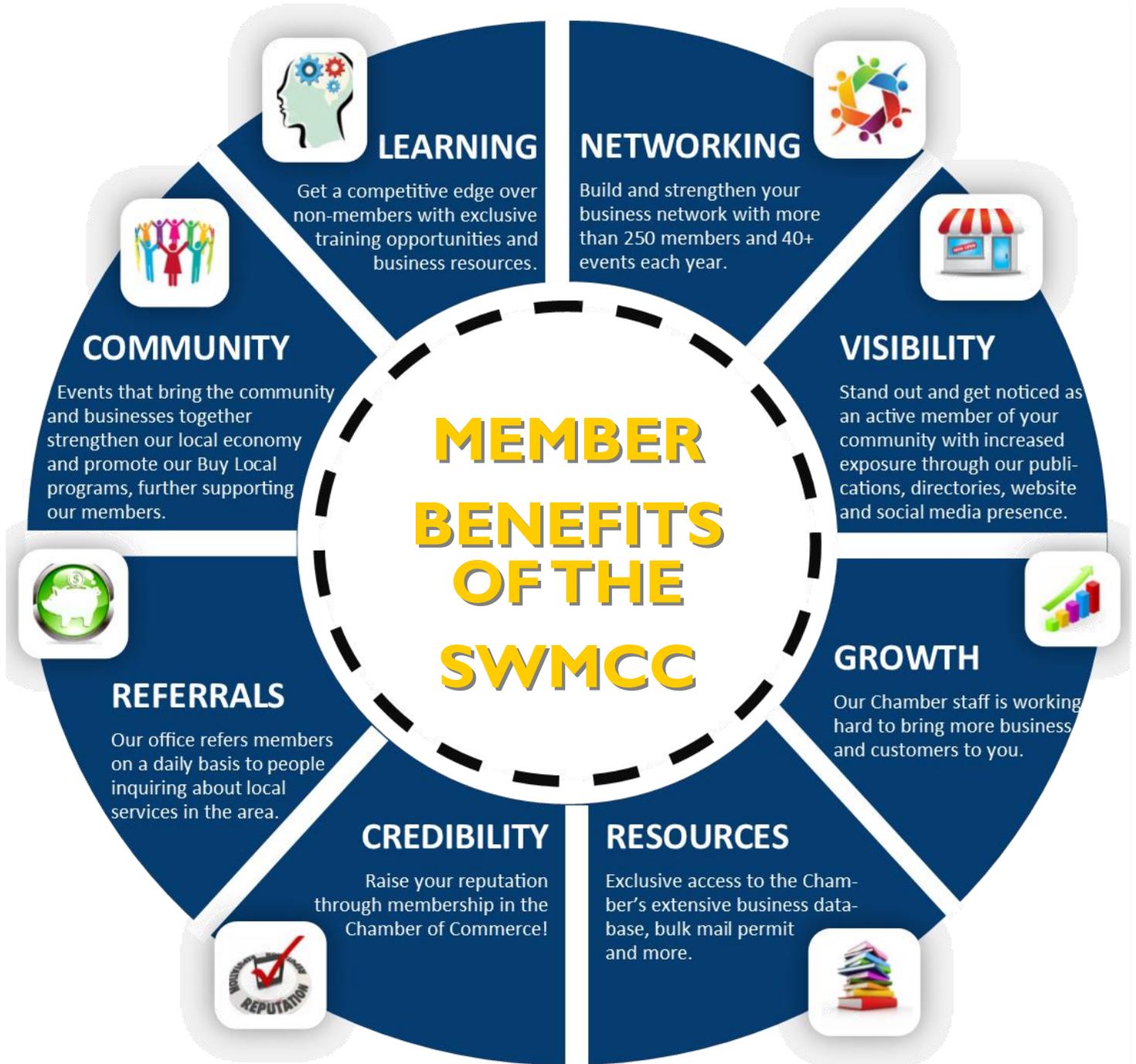
No cost to attend!

Attendees are asked to give a short introduction about their business.

Don't forget your business cards!

BECOME A MEMBER

Join Today!



SOUTHWEST MOBILE COUNTY
CHAMBER of COMMERCE



swmcchamber.com | (251) 666-2846

NEW CHAMBER MEMBERS

A. D. S. ADVANCED DETECTION FIRE & SECURITY

3751 COTTAGE HILL ROAD
MOBILE, AL 36609
(251) 665-4868

TUFF SHED

3450 ARMOUR AVENUE
MOBILE, AL 36617
(251) 930-4343

BAY BUSINESS NEWS

354 MORGAN AVE.
MOBILE, AL 36606
(251) 379-0564

THE ANCHOR CROSS CANCER FOUNDATION

36526 ANCHOR CROSS BLVD STE B-101
DAPHNE, AL 36526
(251) 513-0062

2021 CHAMBER RENEWALS

- Adams & Reese LLP
- Adams Homes
- AIM Mail Center # 153
- Alabama Credit Union
- All A Bloom Florist & Gifts
- Amy Rainwaters Coaching
- Averitt Express
- Bancorp South Bank
- Blue Bell Creameries, L.P.
- Berkshire Hathaway Home Services Cooper & Co.
- Brock & Stout Attorneys at Law
- Camellia Trophy & Specialties
- Century Bank
- Charter Tire LLC
- Sheila Clark Realtor
- Community Bank
- Corsentino Chiropractic
- Dyal, Greg
- Express Employment Professionals
- Farmers Insurance - Howell & Assoc.
- FCS Facility Maintenance
- FCS Property Services
- Godfather's Pizza
- Habitat for Humanity SW Ala
- Catherine Hankins Middle School
- Huntington Learning Center
- IXL Real Estate, LLC
- Jennie Tewell Photography
- Johnstone Adams, LLC
- Kalifeh Bedsole Adams PC
- Lighthouse Baptist Academy
- Lindsey & Waldo, LLC
- Meadowlake Elementary School
- The Richardson Group -
- Merrill Lynch Wealth Management
- Mission 1st Mortgage
- Mitsubishi Polysilicon

- Mobile Airport Authority
- Mobile County Health Department
- Mobile County Water, Sewer & Fire
- Mobile Memorial Gardens Funeral Home
- My Mini Storage
- Naman's Catering
- Nan Gray Davis Elementary
- Neighbors Seafood & Chicken Inc.
- New Horizons Credit Union
- Peace, Kay
- Pipes, Wes
- Puroclean Emergency Services
- Rock And Roll Offs LLC
- RSI Inc.
- RX Express Pharmacy Tillman's Corner
- SAAD Hospice
- Serenity Funeral Home & Gardens
- Sessions, Elaine
- South Alabama Regional Planning Commission
- Speegle, Hoffman, Holman & Holifield, LLC
- State Farm Insurance - Joey Strickland Agent
- Surge Church
- The Grounds
- Tillman's Corner Dental
- Time To Eat
- Touching Hearts Senior Care
- Upspyre
- Vader's Fortress
- Wade, Della
- W.C. Griggs Elementary School



We honored the SWMCC Board Members, Diplomats, Office Staff and our Outgoing President at a Celebration this month. Without people like this we could not do what we do. **THANK YOU!**



SIGN UP TO RECEIVE OUR MONTHLY NEWSLETTER AND OTHER CHAMBER OPPORTUNITIES EMAIL US AT INFO@SWMCCCHAMBER.COM



2020 - 2024



ALABAMA ACCREDITED CHAMBER OF COMMERCE

Nominate Your Favorite Business



SOUTHWEST MOBILE COUNTY
CHAMBER of COMMERCE

Small Business Nomination Card

Company Name: _____

Contact Name: _____

Why do you think this company is a candidate for business of the month?

Thank you for this Nomination:

Your Name: _____

Email: _____

May we share your name with the Company?

Yes

No

THE CORNER

SouthWest Mobile County Chamber of Commerce
Newsletter Advertisement

The monthly newsletter is distributed to over 2500 Individuals and Businesses each month through e-mail. This is a great way to get your name and business out there.

Consider placing your ad today!

Pricing based on Ad size:

Business Card	\$ 50.00
1/4 Page	\$ 75.00
1/2 Page	\$100.00
Full Page	\$200.00

To Place your Ad:

Contact us

@ 251-666-2846 or

info@swmcchamber.com