



SOUTHWEST MOBILE COUNTY
CHAMBER *of* COMMERCE
September 2022



THE CORNER



Letter From the President

It has been a hot and busy summer in Mobile with many attractions and reasons to celebrate the multitude of activities our city has to offer. The Chamber has been thriving through the post pandemic challenges and we are grateful for the opportunity to serve you each and every day. As a chamber we are here to assist you in getting a competitive edge through our exclusive trainings, and business resources. Each month we provide networking opportunities to build and strengthen your business contacts. We also provide more visibility to our partners with increased exposure through our website and social media presence, as well as the opportunity to advertise in our monthly newsletter. We want to hear from you so send over your company's celebrations, new hires, job openings, and daily specials to help your business stand out with more recognition and credibility. We are thankful for our staff and their hard work to bring growth and business your way through increased partners, and renewed energized commitment to help and create platforms for each of our businesses to thrive. Our staff's number one purpose is to be a resource and a catalyst to help you improve your referrals and business contacts while assisting each partner with specific needs and opportunities to continue to promote your many successes. In September we are having a fundraiser for our T.A.L.L. Leadership students, and we are looking forward to seeing each of you at the 2nd Annual Roll'n Smoke either as a vendor, spectator, or participant! Bring your staff and have a cooking team as we get ready for the annual BBQ Cook-off/Car show! There will be prize money and trophies. This family event is must for everyone. We appreciate your support for our T.A.L.L. students. Every year we take pride in offering mentors and training to our young high school seniors and this year we have eleven students participating and nine schools represented. We have also kicked off our Gun Giveaway. We are excited about the new guns and gear the chamber has purchased for the daily drawing that is held November 1-10th. Tickets are \$50 each and there are multiple opportunities to win. Tickets are limited, so purchase one now by calling the chamber office 251-666-2488 or going online to www.swmcchamber.com.

If you or your business would like to sponsor a Chamber Business Luncheon or a Coffee with the Chamber for 2023, please call for reservations now!

Chris Black ***"Empowering Business"***



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 businesses and the welfare of our community.

SEPTEMBER EVENT CALENDAR

7

Business Luncheon

TIME: 11:30am - 1:00pm

WHERE: John C. Williams Auditorium

RSVP: 251.666.2846 or www.swmcchamber.com

Flu Shots Available

17

Roll N' Smoke

TIME: 9am - 2pm

WHERE: Tillman's Corner Community Center



20

Coffee with the Chamber

TIME: 7:30am - 8:30am

WHERE: John C. Williams Auditorium

Start your morning with Coffee, Refreshments, & NETWORKING.

22

Business After Hours

TIME: 4:30PM - 6:30PM

WHERE: Pro HQ Workspace
721 Oak Circle Dr. E. Ste. A
Mobile, AL 36609

Sponsored By: Payroll Vault and Runner for Hire

SAVE THE DATE

CHRISTMAS PARADE

December 3, 2022



Kalifeh Bedsole Adams

ACCOUNTANTS | ADVISORS

(251) 476-0314



(251) 289-1141

MISSION 1ST MORTGAGE

SWMCC 2022 AWARDS NOMINATIONS NOW BEING ACCEPTED

TO SUBMIT A NOMINATION

VISIT US ONLINE AT

www.swmcchamber.com

Citizen of the Year | Community Impact Award

Teacher of the Year | Volunteer of the Year |

Diplomat of the Year

ROCK & ROLL OFFS

(251) 645-2826



SOUTHWEST MOBILE COUNTY

CHAMBER *of* COMMERCE

SEPTEMBER BUSINESS LUNCHEON

Wednesday, September 7, 2022

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



Since 1976, our number one priority has been to deliver great quality food at the lowest possible prices. And to do that, we offer a unique shopping experience where our customers never have to compromise.

Our Company Values:

We like to think of ourselves as an ally for our customers in better-for-you shopping and living, from our high-quality fresh produce and meat to products that address specific dietary needs and preferences.

We keep a close eye on the ingredients and materials that go into our products to ensure they meet the highest standards for quality, health, and safety

We look at the world through these core

values: **simplicity** to keep costs

down, **consistency** in providing the highest quality

products, and **responsibility** in how we reduce our environmental footprint.

Our Products:

To **simplify** the shopping experience, we remove unnecessary and costly aspects of grocery shopping without sacrificing the things that are most important to our customers.

Our team hand-selects and curates the best products, so that our shoppers are not overwhelmed by choice. We also offer groceries to fit everyone's specific dietary interests, needs or concerns. From an extensive line of organic, gluten-free, and vegan foods to fresh meats, fish, and produce delivered daily, we source only the best quality for our shelves.

With our smaller selection of high-quality foods, along with wider aisles and smaller stores, our shoppers can save time and money.

Our Commitment:

We believe it's our **responsibility** to act with integrity and are dedicated to reducing our environmental impact.

We have taken numerous steps to reduce, reuse and recycle waste, increase energy efficiency, decrease our carbon footprint, and improve our green standards across all of our stores and operations.

At ALDI, our small differences are making an impact - in store, in our shoppers' wallets and on our environment.

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.



Integrity IT Services

Presented by



SOUTHWEST MOBILE COUNTY
CHAMBER of COMMERCE

Roll'n Smoke

2nd Annual Car Show & BBQ Cook-Off

SAT. SEPT. 17th

Doors Open: 9 am
General Admission: \$5

Tillman's Corner Community Center

Raffle / Music / BBQ / Car Show / Kids Activities

Registration www.swmcchamber.com



Hand  Made

WOODSHOP OF HOPE

ROMANS 8:24-25
JODY CLEMENTS
251-622-6636

ROCK & ROLL'OFF'S

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(251) 645-2826
www.rockandrolloffs.com



INSURANCE AGENT

Brian Lancaster

www.swmcchamber.com

SEPTEMBER LUNCHEON CATERER



CHRIS AND CARLA'S

HEAVENLY RIBS & CATERING

251.458.5503

*Pork Tenderloin in
Mushroom Gravy
Homestyle Green Beans
Chris' Rice Pilaf
Homemade Yeast Rolls
Peach Cobbler*

**** \$15.00 Current Partners
\$18.00 for Future Partners**
Space is Limited
RSVP by Paying Online at
www.swmcchamber.com or
call 251-666-2846**

SEPTEMBER LUNCHEON SPONSOR

P O L Y

S U R V E Y I N G

(251) 666 - 2010

5588 Jackson Rd

Mobile, AL 36619

PARTNERS ON THE MOVE

Infinite Opportunities

Independent Supportive Homes

**Fully Furnished - Utilities -
Washer/Dryer
Private/Shared Rooms**



**Community Shared
Kitchen, Living Space, and
Bathrooms**

Units Start at \$595.00

Contact Us for more Information
251-662-9812

BUSINESS OF THE MONTH



SURGE CHURCH

We are delighted to introduce our ministry to you and we hope you enjoy your online experience to catch a glimpse of who we are. **Surge** means "a sudden and rapid increase forward." Our desire at Surge Church is to empower people to live beyond their limits. We serve a living God whose supernatural power enables us to live beyond our natural limitations. This is why Church is so important. What we can do together is exponentially greater than what we can achieve alone. We recognize the spiritual truth that our life together creates a life beyond limits. Our prayer for you is to experience a Surge of God's Power and Grace that will result in your rapid advancement and lead to a life beyond your limits. Please take the time to discover **Who We Are** and **What It Means For You!**



**Accelerated
Accounting**
(251) 666-5551

REAL ESTATE CORNER

Last month the Mobile Police Department opened a new precinct located at 2601 Dauphin Island Parkway in West Mobile. "This new location will mean improved response times and increased police visibility in the community," Mobile Mayor Sandy Stimpson said in a prepared statement. The location has a municipal court clerk at the facility, enabling residents pay tickets onsite versus having to go downtown to pay traffic violations.

Additionally, the space is large enough to host community meetings and has classrooms that will allow the department to train a third class of police recruits each year (BBN #46). This is the third precinct built under Mayor Stimpson's administration and part of his administration's strategic plan to centrally locate police precincts across the city. The plan has focused on increasing response times and making officers more accessible to the communities that they serve.

The 1,500 square foot new Blowout Bar, locally owned by Cody and Katie Aloï and located at 6601 Airport Blvd. Unit B, (Providence Plaza Shopping Center) in West Mobile, held a grand opening last month. "After about six years in business with Southern Glow, we have ventured out to create a luxury hair styling salon for high-class pampering. The Blowout Bar offers hair styling for events or a weekly pick-me-up." the partners announced in a press release. Pratt Thomas of Merrill P Thomas represented both sides of the transaction.

Jill Meeks with Stirling Properties announced that Gulf Coast Crazy King Burrito has leased a 1,200 square foot space inside the Dauphin Square Shopping Center, located at 3220 Dauphin Street in Mobile.

The site is situated next to both Checker's and Chick-fil-A inside a shopping center anchored by a Greer's Cash Saver Grocer. This is only the third U.S. location to open for the Cozumel, Mexico-based franchise, with expectations to open additional sites in the southeastern region this year. Mike Reid with the Merrill P. Thomas Co. Inc. reported representing HELOCA Massage Spa Inc., in the lease of 1,120 square foot space inside a strip center located at 940 Schillinger Road N., Unit four in West Mobile. The shopping center is anchored by Aaron's Rental between Howells Ferry Rd. and Zeigler Boulevard. The locally owned spa will open the middle of this month and offer massage and spa services in a newly renovated space.

Additionally, Reid oversaw the sale of a 2,676 square foot standalone office space, along with a 1,200 square foot warehouse space located at 2463 Eslava Creek Parkway in Mobile for \$200,000. Reid managed both sides of the transaction at closing.

Pratt Thomas with Merrill P Thomas Co. Inc. leased a 1,300 square foot suite to an existing tenant, Procision Restoration/Procision Specialty found at 3168 Midtown Park South, Suite E, in Mobile. "We have expanded our services to the construction industry by adding the sales and installation of residential and commercial doors and hardware" owner Austin Allen said in a media release.

By Ron Sivak
(251) 533-6613

Do you know your numbers?

Knowing your cholesterol numbers and what they mean is essential to staying healthy.

Some factors that affect your cholesterol levels - like family genetics, certain health conditions, and even your age - are out of your control. The good news is that there are things you can do to help keep your cholesterol in a healthy range.

Heart Healthy Tips to Help Prevent High Cholesterol

- Make healthy eating choices
- Maintain a healthy weight
- Get regular physical exercise
- Quit Smoking
- Limit Alcohol

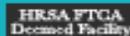
To make an appointment for a cholesterol screening:
(256) 377-8008

ACCORDIA
HEALTH

9518 U.S. Highway 231 | Rockford, AL 35136

Mon.-Fri. 8:00 am - 5:00 pm

Accordia-Health.org



*The Early and Periodic Screening, Diagnostic and Treatment (EPSDT) benefit provides comprehensive and preventive healthcare services for children under age 21 who are enrolled in Medicaid. Accordia Health provides services regardless of a patient's ability to pay. Discounts are offered on services based on a Sliding Fee Discount Program on your household size and income. Accordia Health is a Federally Qualified Health Center. This health center receives HRSA funding and has Federal Public Health Service (PHS) declass status with respect to certain health or health-related claims, including medical malpractice claims, for itself and its covered individuals. All calls are answered 24/7. Interpretation for the hearing impaired available. Translation services are available. Contamos con servicios de traducción disponibles. Có cóc d ch v d ch thot.

NEW CHAMBER PARTNERS

Lamar Outdoor Advertising

(251) 479-1422
3353 Halls Mill Road
Mobile, AL 36606

Strategic Advisors, LLC

(251) 250-8121
30941 Mill Lane, Suite G-303
Spanish Fort, AL 36527

Magnolia Mortgage Company

(251) 660-5025
1550 S. University Blvd.
Mobile, AL 36609

Ronald McDonald House of Mobile

(251) 694-6875
1626 Springhill Ave.
Mobile, AL 36604

Vinyl Plank 4 Less

(251) 325-8338
4308 Midmost Dr.
Mobile, AL 36609

Onin Staffing

(251) 661-1755
3700 Government Blvd, Suite B
Mobile, AL 36693

McCall 1 Agency, LLC

(251) 721-7860
109 Hospital Street
Bay Minette, AL 36507

A Spot Of Tea, Inc.

(251) 599-7120
310 Dauphin Street
Mobile, AL 36693

Compel Graphics and Printing

(251) 333-0237
6896 Gray Oaks Dr
Theodore, AL 36582

Bryant Bank

(251) 264-2677
6151 Airport Blvd
Mobile, AL 36608

Thank You!

BUSINESS ADVANTAGE SPONSORS

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Mission 1st Mortgage
Mobile County Commission
Payroll Vault

GOLD

American Power Equipment
Alabama Power
Johnny Hatcher
Pelican Promotions
Polysurveying
The Grounds

SILVER

Accelerated Accounting
Berkshire Hathaway Cooper
Boys and Girls Clubs of SW Alabama
Corsentino Chiropractic
CRE - Mobile
DEX Imaging
Family Security Credit Union
Fremin Ventures, LLC
Huntington Learning Center
Loper Law, LLC
Mobile Memorial Gardens Cemetery
Rock & Roll Off's
Singing River Health Systems
Spot of Tea, LLC.
Uniti Fiber

FRIENDS OF THE CHAMBER

ABC Signs
Coca-Cola Bottling Company United, LLC.
Dick Russell's BBQ
Godfathers Pizza
Holiday Inn I-10 West
Kalifeh Bedsole Adams PC
Magnolia Mortgage Company
Proshield Pest Control
The Shoulder of the Central Gulf Coast
Touching Hearts Senior Care



SOUTHWEST MOBILE COUNTY
CHAMBER of COMMERCE

GUNNERS GEAR

GIVEAWAY

TICKETS
\$50

November 1st - 10th, 2022

- #1 American Tactical Camo Turkey 20 Gauge 23" Barrel
- #2 Rossi Synthetic Semi Auto 22
- #3 Rossi Rio Bravo 22LR Lever Action
- #4 American Tactical Camo 20g Single Shot
- #5 Savage Arms Pistol Grip 20g Pump Shotgun
- #6 Rossi Gallery 22LR Pump Shotgun
- #7 Charles Daly 12g Tactical Pump Shotgun
- #8 Rock Island Armory 12g Pump Shotgun
- #9 Smith & Wesson M&P 15 Sport II 223 Semi Auto Rifle
- #10 Smith and Wesson M&P 15 22LR Semi Auto



BUSINESS ANNIVERSARIES

1 Year Anniversary

Kimberly Coleman State Farm



Kimberly Coleman wanted to serve more people in Mobile County and protect what matters most to them, all the while impacting the lives she touches along the way. One way she saw to accomplish this is by opening her

own State Farm Insurance office, Kimberly Coleman State Farm. The business celebrated its one year anniversary a few weeks ago on August 1, 2022, and is located at 703 Bishop Ln N, Mobile. Her team is ready and able to help in the office Monday through Friday from 8 a.m. to 5 p.m. You can also reach them after-hours by calling 251-243-0134.

5 Year Anniversary

Proshield Termite & Pest Control



ProShield Termite & Pest Control is a family-owned business that is celebrating 5 years. We provide effective services to both Mobile and Baldwin Counties, including green termite treatments, rodent removal, and general insect extermination.

Call us at (251) 776-2362 to schedule service.

14 Year Anniversary

e-worc marketing & advertising



e-worc marketing and advertising is celebrating 14 years of continuous operation. That is no small feat - as they opened their doors in August 2008 in the spare bedroom with a Razr flip phone, a Google Voice number and

Compaq laptop financed by a 6-month severance package graciously provided by Michelle Crowe's former employer. After 2 years of "working from home" and outgrowing the home-office, they expanded square footage and staff and ventured out into the marketplace. They now serve over 100 clients from their offices on Cottage Hill Road, primarily serving industrial suppliers, public utilities, and large professional service providers across North America.

What started as a web development company has expanded into a full-service advertising agency. e-worc still builds and hosts websites but they also host e-mail as a Microsoft Service Provider (MSP), provide full content management services, social media management and marketing, digital advertising utilizing both Google Adwords and OmniChannel marketing, graphic design, print, video, photography, email marketing, and promotional items.

At e-worc, we believe in developing and delivering engaging custom marketing solutions that meet the needs of our clients and communicates the brand message in a way that consumers, search engines, and site readers can understand.

T.Bruce MacKinnon
CEO



Subscribe

+1 (251) 379-0564
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www.baybusinessnews.com

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(251) 443-6200

BUSINESS INSIGHT



Most entrepreneurs understand the need for a solid business plan. What you don't hear about is the need for a marketing plan. Your business plan outlines how your business will operate, and the marketing plan outlines how your business will win and retain paying customers. I don't know about you but winning and retaining customers seems like a pretty important aspect of the business to me. A good marketing plan outlines all the tools and tactics you'll use to achieve your sales goals. Think about your Marketing Plan as a plan of action: what you sell, who will buy, and the strategies you'll use to generate qualified leads.

Let's take a closer look at a marketing plan that works:

Step 1: Always analyze your company's current situation. This is called a "SWOT analysis." SWOT stands for strengths, weaknesses, opportunities, and threats. List out all of the items that apply to each of the categories. So location might be a

strength, pricing might be a weakness, and so on.

Step 2: Document your target demographic. Create a simple, one-paragraph profile that describes your ideal prospect. Use as much detail as possible. You'll want to cover demographics like age, gender, salary range, physical location, family composition, lifestyle choices, etc. No matter your targets, be sure to be as specific as possible when building a profile. This will help optimize your marketing efforts and spending.

Step 3: Describe your offerings. You should be able to describe how your product or service is superior to the competition or provides better value. All of this analysis will allow you to position yourself and your products in the market accurately.

Step 4: List out your marketing goals. When creating your marketing plan, you need to set goals, develop Key Performance Indicators, and then quantify your investment. This will help you know when your marketing is working.

Step 5: Develop your winning strategy. You identified your objective and profiled your prospects that will help you reach your target. Now you need to plan out what strategies you will use to reach the intended prospects and achieve your goals.

Step 6: The one everyone hates. You need to set a budget. It's often suggested that you allocate a percentage of your projected gross sales to your annual marketing budget. Remember, marketing is essential to growing a business. Henry Ford is known to have said, "A man that stops marketing to save money is like a man that stops his watch to save time."

Well, that's a wrap! I want to thank you for supporting the SWMC Chamber and for reading my articles. If you have any questions or want to talk about how Blue Fish can help you grow your business, just send us a message, and we'll get the conversation started!

Marcus Neto
Blue Fish
(251) 654-3698



AMERICAN POWER EQUIPMENT

(251) 653-5900

DIPLOMAT SPOTLIGHT



Cheryl Nicholls relocated to her mother's hometown of Mobile 12 years ago due to the Great Recession. A Michigan native, or Yankee as folks in the South like to call her, she obtained her bachelor's degree in journalism from Wayne State University. Cheryl went

on to write for numerous news outlets including the *Detroit Free Press*, the *Oakland Press*, *African American Family* magazine, *Mobile Bay Monthly*, the *Mobile Press Register*, and others.

Cheryl later transitioned her passion for photography into a viable business, Treasured Moments Lifestyle Photography - her heart and soul. She enjoys photographing events and portraiture along with landscape and fine art photography.

If you happen to catch her out and about without camera in hand, you'll likely find her enjoying time with her husband Richard and their fur baby Bella.

BUSINESS AFTER HOURS



**BUSINESS
AFTER
Hours**

Join Us!

SEPTEMBER 22, 2022

4:30PM - 6:30PM

ProHQ Workspace

721 Oak Circle Dr. E Ste A
Mobile, AL 36609

Sponsored By:

Payroll  Vault

RUNNER
for hire



Chamber and Community Center Staff

Executive Director

Tina Poiroux, AACE
tpoiroux@swmcchamber.com

Executive Assistant

Courtney Jackson
cjackson@swmcchamber.com

Rental Specialist

Susan Williams
swilliams@swmcchamber.com

Event Specialist - Glennan Palframan

Custodial / Maintenance - Calvin Dickerson

CONTACT US @ 251-666-2488 or the Chamber at 251-666-2846 www.swmcchamber.com

Empowering Business



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BY EMAILING US AT INFO@SWMCCHAMBER.COM**



2020 - 2024



ALABAMA ACCREDITED
CHAMBER OF COMMERCE

**COASTAL ALABAMA
PARTNERSHIP**