

THE CORNER

SouthWest Mobile County Chamber of Commerce

Serving All of South Mobile County

June 2019



Guest Speaker:
Representative Margie Wilcox -

District 104

"In Step With Progress"

Message from the President



If you missed the May Luncheon and Business of the Year Award, you missed a great program and record crowd with almost 150 attending. Mayor Sandy Stimpson provided an overview of all the great things happening in Mobile and a pep talk about the many new opportunities yet to come. The 5th Annual National Day of Prayer Breakfast was well attended. Thanks to all who prayed for our community. The main speaker, Dr. Andy Wood, was outstanding! The monthly Coffee at the Chamber 7:30am every third Tuesday of the month continues to grow. Don't miss the very beneficial networking; grow your business with your Chamber!

Our next big event is Kid's Day on Saturday 27 July 2019. Preparations are well underway with still much to do. Tina has a long list, so please check with her on how you can help. Applications for the 2019-2020 TALL Program Scholarships are available; make sure all the exemplary students you know apply.

On 15 May, your Chamber participated in the first ever South Alabama Chamber of Commerce Legislative Day in Montgomery. This event was organized by Coastal 150, a new lobbying group, to help south Alabama businesses speak with a strong unified voice and promote regional economic development. We heard from Governor Ivey, other state wide officials, and our South Alabama legislative delegation. While the new Gas Tax is still controversial, our legislators are optimistic the new revenues for infrastructure will help Alabama catch up on overdue highway and road maintenance and improvements. It appears HWY 98 to Mississippi will be completed in our lifetime; and the Mobile Ship Channel deepening and widening will come to fruition which will enhance our robust port growth even more.

Laws and regulations can be boring and tedious, but they can have substantial effects on your business. So your Chamber is working to understand the ramifications of new legislation and represent your interests. If you have a legislative issue, please let us know. The new I-10 bridge is moving forward, but the proposed toll of \$6 for the new bridge and the Wallace Tunnel is quite unpopular. Resistance is emerging, but we need to work together for equitable viable solutions. Your Chamber will help ensure our legislators know where you stand.

Be sure to attend our 5 June monthly Luncheon. Our guest speaker will be State Representative Margie Wilcox, District 104; she will be giving us a summary of this past legislative session. Hope to see you all there. And don't forget to prepare your business for hurricane season.

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
Cadic 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

Dena Pigg (Past President)
Alabama Power

Community Center Staff

Executive Director
Tina Poiroux
tpoiroux@swmccchamber.com

Rental Specialist
Ashley Rester
arester@swmccchamber.com

Event Specialist
Susan Williams
Glennan Palframan

Maintenance
George Davis

Office number: 251.666.2488

JUNE CALENDAR

SWMCC School Supplies Drive



Help us fill backpacks with school supplies for children in need.

SWMCC Business Luncheon

- When:** June 5th (Networking 11:30am) 12:00-1:00pm
Guest Speaker: Margie Wilcox
Where: Tillman's Corner Community Center
Contact: Chamber Office 251-666-2488
Cost: \$12 for Members and \$15 for Potential Members
Sponsors:



Coffee with the Chamber

- When:** June 18th 7:30am
Where: Tillman's Corner Community Center
Contact: 251-666-2488
Cost: Free to attend
Sponsor:



21 *first day of SUMMER!*

Ashley Richardson-O'Brien
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SOUTHWEST MOBILE COUNTY CHAMBER OF COMMERCE

6TH ANNUAL KIDS DAY UNDER THE SEA



Booths are available!! Contact the office at 251-666-2488 or Info@swmccchamber.com

Relay for Life of Mobile County “PASSPORT TO HOPE” FASHION SHOW 2019

Catered
Dinner



Silent
Auction

Saturday – June 15, 2019
Doors Open - 5:30 P.M.

Tillman's Corner Community Center
5055 Carol Plantation Rd., Mobile, AL 36619
Tickets \$20
Children (6-12) \$10
Under 6 Free
Advanced Tickets at Tillman's Corner
Century Bank
Also @ local ACS Office
1110 Montlimar Dr., Mobile, AL 36609

(All proceeds benefit the American Cancer Society)

SouthWest Mobile County Chamber of Commerce

MONTHLY BUSINESS LUNCHEON

June 5, 2019

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



Guest Speaker: Representative Margie Wilcox District 104

Alabama House of Representatives
Alabama State House Suite 524-F
11 South Union Street
Montgomery, AL 36130
Office (Montgomery): 334-261-0577

Alabama House of Representatives:

February 2014: Elected in Special Election to House District 104
Re-elected 2014 and 2018

Current Committee Assignments:

Joint License Plate Oversight Committee - Chair
Joint Legislative Transportation Committee - Vice-Chair

House Committees:

County and Municipal Government - Vice-Chair
Transportation, Utilities and Infrastructure
Urban and Rural Development
Driver's License Committee

Alabama Transportation Infrastructure Bank Board of Directors
I-10 Bridge Selection Committee – Speaker McCutcheon representative

Leading Legislative Efforts:

Litter Bill: Increasing fines and Penalties for littering to protect waterfront communities. Boat Decal Bill to support and fund schools and groups. Crawfish Bill removing regulations and prohibitions on a legendary community activity. School Bus Safety Act 2015 Local & 2016 improving safety for school buses.

Recent Awards & Honors:

2015 Outstanding Contributor to Women In Transportation from The Taxicab, Limousine and Paratransit Association.
2018 Henry Toll Fellow Council of State Governments

Professional Background:

I am the former owner of Mobile Bay Transportation and Yellow Cab of Mobile.

Personal Background:

A native of South Mobile County her family members include her parents Ralph(deceased) and Margaret Wilcox, sister Stephanie Van Cleave and daughter Julia.

Caterer:



5360 Hwy 90
Mobile, AL 36619
(251) 661-6090

Luncheon Sponsor:



Menu:

Baked Chicken
Dressing
Butter Squash
Salad
Rolls
Peach Cobbler
Sweet and Unsweet Tea

Please RSVP to 251.666.2488 or info@swmcchamber.com

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



GRIGGS ELEMENTARY SCHOOL

CHAMBER // COMMERCE

CHAMBER // COMMERCE

CHAMBER // COMMERCE

CHAMBER // COMMERCE



CONGRATULATIONS to W.C. Griggs Elementary School, the SouthWest Mobile County Chamber of Commerce's 2018-2019 Business of the Year. This award honors a member of the Chamber that has experienced growth, sustainability and has a strong, demonstrated commitment to the community. We had two other Business of the Year finalists that was honored at the Small Business Luncheon on May 1st, Servpro of South Mobile County and Boys and Girls Clubs of South Alabama.



BUSINESS OF THE YEAR AWARD

2018 - 2019



T.A.L.L. Program

Tillman's Corner Area Learning Leadership

Class of
2019



Pictured: Madison McIlwain, Julianna Popple, Caroline Hamilton, Katherine Bryan, Skylar McVea, Maggie Roffler, and Katherine Allred.

Congratulations to the 2018-2019 T.A.L.L. Leadership Class and all of their sponsors. This graduating class performed 600 volunteer hours with the chamber and we are so proud to have the support of our local businesses and individuals that made this program a success. All of our mentors have been vital in being an influence in the activities and training for our Leadership Academy. John Williams/City Councilman, Jerry Carl/Mobile County Commission, Randy Rogers/Evonik, Jeff Brinson/Southwestern Consulting, Beth Edwards/Mostellar Medical Clinic, Michael Dekle/ Strickland Youth Center, Honorable Judge Edmond G Naman, the Mayor's staff and SouthWest Mobile County Chamber of Commerce. This year's students have been a privilege to work with and we want to Congratulate them in earning this recognition. Each student received a cash scholarship for \$1,500 upon completion of T.A.L.L.

Each year we look for ways to include business professionals in planning for our upcoming year, if you or your business would like to be more involved please contact Tina Poiroux in the Chamber office.

Applications are now available on our website: www.SWMCCChamber.com.

BUSINESS INSIGHT



Creating a Marketing Plan

The need for a solid business plan is understood. What isn't talked about enough 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. A good marketing plan lines out all the tools and tactics you'll use to achieve your sales goals. So let's take a high level look at a marketing plan that works:

1. Take a look at your company's SWOT analysis. SWOT stands for strengths, weaknesses, opportunities, and threats.
2. You need to be able to describe your target demographic. Specifically document demographics like age, gender, salary range, physical location, interests, etc. This also applies if you are in the business to business market, you'll want to build a profile according to the type of businesses you want to acquire as a customer.
3. You need to be able to describe your offerings creatively and tactfully. Seems easy but we work with enough businesses to know that it is harder than it seems
4. You need to set goals, and develop mechanisms of measurement that help you quantify your investment. This will help you know when your marketing is working.
5. You need to plan out exactly what strategies you will use to reach the intended prospects and achieve your goals. For example, you may use your Search Engine Marketing, Google Adwords, Facebook Ads, TV, Radio, Magazines, Direct Mail, Email Marketing, etc.
6. And finally, you need to set the budget. The SBA suggests that you allocate a percentage somewhere in the neighborhood of 6-8% of your projected gross sales to your annual marketing budget. I often say, if it is not 6-8% then at least set a budget more than 0%.

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."



OUTSTANDING OFFICER OF THE MONTH



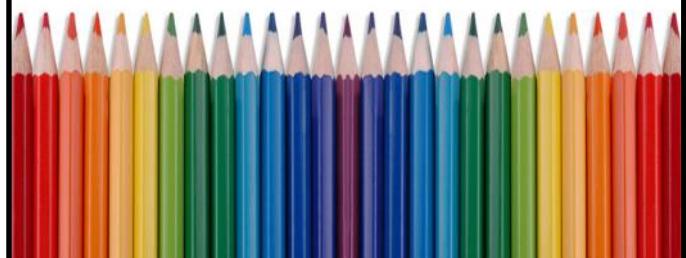
Jonathan Lee, 2nd Precinct Captain introduced and presented a certificate of appreciation to Officer of the Month, Charles Rogers at the SWMCC Small Business Luncheon on May 1st. Pictured with Chamber President, Pete Riehm. Rogers Dedication is gratefully acknowledged and appreciated.

SCHOOL SUPPLIES DRIVE

NEEDED ITEMS

- Backpacks
- Packs of Paper
- Spiral Notebooks
- Index Cards
- Pocket Folders
- Composition Books
- Three Ring Binders
- Ballpoint Pins
- Packs of #2 Pencils
- Colored Pencils
- Markers (thin & thick)
- Boxes of Crayons
- Highlighters
- Pencil Sharpeners
- Calculators
- Rulers
- Scissors
- Bottle White Glue
- Glue Sticks
- Pencil Pouch
- Crayon Boxes
- Erasers
- Dividers
- 3 Prong Folders

Please have all items turned in by
July 19th to the Chamber Office



The SouthWest Mobile County Chamber of Commerce is currently in need of sponsors for our 2019 Kids Day.

UNDER THE SEA

6th Annual Kids Day

The 2019 Kids Day is directed at getting kids healthy and active. A day of free fun and activities that the whole family can enjoy. Event date is July 27, 2019. The SouthWest Mobile County Chamber of Commerce appreciates your support! Our theme for Kids Day 2019 is Under the Sea. To enable our continued efforts to grow and promote the community it takes an enormous amount of commitment and support from the people and its businesses.



Business Name: _____

Business Address: _____

Contact Name: _____ E-mail: _____ Phone#: _____

Sponsorship Levels

Title Sponsor (\$500)

- Stage (Outside)
- Booking Recognition
- Registration Tent
- Hospitality Tent
- Website/Newsletter Recognition
- Free Booth Space

Personal Level (\$75)

- Website/Newsletter Recognition

Platinum Level (\$350)

- Entertainment Sponsor
- Stage (Inside)
- Website/Newsletter Recognition
- Free Booth Space

Gold Level (\$250)

- Activity Sponsor
- Website/Newsletter Recognition
- Free Booth Space

Silver Level (\$150)

- Hospitality Tent Sponsor
- Website/Newsletter Recognition
- Free Booth Space

Book Bag Sponsor

- \$12 per Book Bag

Booth (\$40)

Circle: Electricity Needed _____

Yes or No _____

20x20 space outside _____

10x10 space inside _____

LIMITED

Description of booth: _____

** Event theme is Under the Sea (A booth must give away something free to children such as candy, pencil, trinket, cup, etc...) **

Game at booth _____

Mail Check to : SouthWest Mobile County Chamber of Commerce 5055 Carol Plantation Rd Mobile, AL 36619
or call (251) 666-2488 to pay with credit card.

Coffee with the Chamber



We've Got
Coffee & Networking
Waiting for You

June 18, 2019 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!

Sponsored by: Berkshire Hathaway



RSVP at 251.666.2488 or info@swmccchamber.com

SAVE THE DATE

SouthWest Mobile County
Chamber of Commerce

BUSINESS EXPO

September 10, 2019

If your business would like to sponsor this event please contact our chamber office for more information 251.666.2488 or info@swmccchamber.com.

Real Estate Corner by Ron Sivak

Plans are in place for the Hampton Inn Mobile, located at 5478 Inn Road near the Tillman's Corner intersection of west Mobile, to undergo an estimated \$1.5 million interior and exterior renovation effective Fall 2019, to be completed for a grand reopening sometime in early 2020. Renovations will include new lighting fixtures (LED), new carpet, paint and expansion of fitness center, among other work.

"This hotel is excellent for corporate travelers doing business in downtown Mobile or the Brookley Aeroplex, as well as leisure traveler looking to explore Bellingrath Gardens," said Javier Callejas, senior commercial asset manager for site owner, Miami-based Sefira Capital LLC.

Mobile-based Bay Steel Corp. recently announced the expansion of its local operations with a new capital investment of \$6.29 million and plans in place to hire five more employees. The new facility will be operational in the first quarter of 2020. MW Rogers Construction Co., based in Mobile, will serve as the general contractor on the development.

The family-owned business was opened by Bob Collins in 1988 and currently is staffed with 13 employees. Bay Steel also has 32 acres on Todd Acres Drive across from Mobile Commerce Park and recently decided to construct a 76,500-square-foot office and warehousing space on 7.5 acres, according to vice president Neal Collins. The company will be relocating from its existing facility at the Port of Mobile.

"It's important that the Chamber supports businesses grown and developed here," Colton Cureton, project manager for the Chamber who headed up the project, said. "Of its key competitors, Bay Steel is unique in that it is the only steel service center and metal wholesaler headquartered in Mobile."

A new Holiday Inn Express & Suites located at 109 Long St., directly across from the University of South Alabama's (USA) main campus, recently held a grand opening and ribbon cutting with several high-level officials in attendance. According to investor and co-owner Dr. Ritesh Gupta, the new four-story property is around 55,000 square feet and has 91 rooms, three meeting spaces, a pool, workout facility and free Wi-Fi and offers complimentary breakfast. Pete Reihm and Tim Herrington with NAI Mobile handled the development of the property site.

"We're very glad to have it here. It is a place where families can stay for events at the university," USA President Tony Waldrop said. "This past weekend, there was evidence of that because they were sold out when we had our graduation. We also are very pleased that they're willing to work with us on developing an internship program for our hospitality management program students. They can come here and get real-world experience."

American WeatherStar, a Mobile-based company specializing in elastomeric roof coatings and energy-efficient coating systems, will be expanding its business with the purchase of 8095 Padgett Switch Road. The property was purchased for \$560,000 and has five acres of land along with some 5,600 square feet of office/warehouse space. A separate 5,000-square-foot warehouse is also located on the property.

The company was founded in 2004 in Mobile and this will be their third expansion in 15 years. The company currently has over 25 employees with plans for continued growth at the new facility. Sharon Wright with White-Spunner Realty represented the local company in the transaction. David Cooper with Berkshire Hathaway HomeServices Cooper & Co. Inc. worked for the seller.

Per Pratt Thomas with Merrill P. Thomas Co. Inc., AR Workshop Mobile, located at 6601 Airport Blvd. in Providence Plaza in west Mobile, recently leased some 1,500 square feet of shop space. The new space is designed as a workshop for DIY crafters and local artisans to produce home decor, gifts and other accessories. The new business is locally owned by the mother and daughter team of Tracy Weaver and Courtney Rascoe. Plans are in place to open by either late April or early May. Thomas represented both the landlord and tenant in the transaction.

MEMBER NEWS



Congratulations to the **Methionine** and **Acrolein** teams at **Evonik's** Mobile, AL site for achieving more than 20 years without a Lost Time Accident!



Threaded Fasteners recently completed a \$1.5 million, 12,000 square-foot galvanizing facility and added six new positions, according to Brian Pugh, the company's corporate counsel. With the new investment, Threaded Fasteners can complete the galvanizing process onsite for the majority of its products, be more responsive to customer needs and even take on galvanizing products for other companies.

Founded in 1979, the Mobile-based company makes a variety of large bolts, ranging from two feet to 20 feet in diameter, at its five-acre manufacturing center in Semmes. Threaded Fasteners serves primarily utilities and utility contractors

around the country.

In addition to the Semmes manufacturing center, the 40-year-old company's headquarters are in Mobile, with six other U.S. offices in Mississippi, Florida, Oklahoma and Tennessee, and approximately 175 employees - half of them in Mobile County. In 2017, Threaded Fasteners added a second manufacturing center in Tampa, FL., with the acquisition of the privately held Bolt and Nut company.

CHAMBER DIPLOMAT



Haley Buchanan is the Marketing & Community Engagement Coordinator at Feeding the Gulf Coast and has been part of their team since 2016. She is a Mobile native and graduated from Murphy High School. Haley then attended the University of Southern Mississippi where she received her Bachelor's of Science in Business Administration with a minor in Public Health in 2015. She is a board member of the Public Relations Council of Alabama's Mobile Chapter, a Mobile Young Professional member, a Praxair Relay for Life Committee member and has also been a Diplomat with the Southwest Mobile County Chamber of Commerce since 2018. She has recently joined the Southwest Mobile County Chamber of Commerce Market at the Corner Committee and looks forward to helping make that a successful event again this year. Haley is proud to call the Mobile area home and is committed to continuing to contribute to its growth and success.

THANK YOU



It is such an honor to have been selected as the SouthWest Mobile Chamber of Commerce's 2018-2019 Small Business of the Year! What a tremendous privilege it is to have the hard work, dedication, and perseverance of the staff at Griggs acknowledged!

We are fortunate to be in a business that allows us to make a difference in the lives of children, all day, and every day. It is only with the support of community members, partners, and parents that we are able to do our job successfully. It really does take a village to truly impact the lives and success of our students. Thank you for being a part of our village!



MOBILE'S BEST STORAGE

WWW.MOBILESBESTSTORAGE.COM

Cindy Imsand - Marketing
150 Government St., Suite 1003A, Mobile, AL 36602
Cell (251) 209-0829 Phone (251) 432-1287

7 Convenient Locations

Climate & Non Climate Units
RV & Boat Parking (Some Locations)
Packing & Moving Supplies

Courteous & Friendly Staff
FREE use of Carts & Dollies
Keypad Access to all Units

New Members:

Mark Brown
Individual Member

Hatcher Landscape & Design
Wayne Harturg
4864 Emerald Dr E
Mobile, AL 36619
251-623-6423

Membership Renewals:

IXL Real Estate, LLC
K & K Janitorial
Legal Shield L.A.W. Business Solutions
Meadowlake Elementary School
New Day Ministries

Business of the Month:

Godfather's Pizza

We are honored to be the SouthWest Mobile County Chamber of Commerce Business of the Month.



Tillman's Corner Store

5442 Hwy 90
Mobile, AL 36619
251-666-0106

Corporate Sponsor:

Land Surveying & Mapping Services Delivering Reliable Results
Since 1972



5588 Jackson Road
Mobile, AL 36619
Phone: (251) 666-2010

SouthWest
MOBILE COUNTY
CHAMBER of COMMERCE

CORPORATE SPONSORS

PLATINUM

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INTEGRITY IT SERVICES

GOLD

EVONIK
THE GROUNDS

SILVER

BRONZE
OLIVE GARDEN
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