CONNECTIONS

Looking Forward To The Future

Chamber Establishes Annual Strategic Plan

"By failing to prepare, you are preparing to fail."
- Benjamin Franklin

The Dothan Area Chamber of Commerce has been "meeting the challenge" and "shaping the future" since 1919. Throughout its 96 years, the Chamber never loses focus on serving you, our members, and the work required to maintain this area's quality of life and economic growth.

At the beginning of each fiscal year, the Dothan Area Chamber establishes its annual Strategic Plan for the upcoming fiscal year.

For 2016, the Chamber has five major goals:

- Goal 1 Grow the economy of the Wiregrass;
- **Goal 2** Develop a seamless education and workforce system:
- Goal 3 Enhance the Wiregrass region's quality of life:
- **Goal 4** To sustain and strengthen the Wiregrass region's business policies and military foundation; and
- **Goal 5** Grow membership and provide resources necessary for business people to create, sustain and expand regional companies.

Under each of the above goals, you will then find the Chamber's five councils: 1) Economic Development Council; 2) Education and Workforce Development Council; 3) Community Development Council; 4) Governmental Affairs Council; and 5) Membership Development Council - and their respective committees and task forces. Each committee and task force have an objective outlining its mission and the actions required to accomplish that mission.

It is through the Chamber's annual Strategic Plan that the organization's vast accomplishments are achieved. A great example would be in 2015 Grow Dothan, in partnership with the City of Dothan and Houston County, led a record economic development year with capital investment of over \$200 million and 700 new jobs.

Other highlights include the establishment of the Wiregrass Industrial Group to address manufacturing workforce issues; the Chamber and Dothan Area Convention & Visitors Bureau pursuing a feasibility study of minor league baseball in Dothan; the federal and state legislative agenda established by the Chamber along with the Legislative Affairs Committee meetings held during the 2015 State Legislative session.

This past year, the Chamber also took on a more defined role in workforce development issues by coordinating efforts between local businesses, Dothan Technology Center, Houston County Career and Technical Center, Alabama Department of Commerce/AIDT/ATN, Wallace Community College and Troy University. Visit page 11 for a complete 2015 Year In Review

All this and more will be continued in 2016 with an increased focus placed on growing our membership, strengthening member services and communicating business and employment opportunities.

Honored to represent you and the business community, the Chamber will also increase recognition of our members. We recently began Member of the Week recognition on our Facebook page. If you haven't already visited the page, take a moment and check it out. The page is your link to what's happening within your Chamber on a daily basis.

Continuing to pursue new economic development and helping existing businesses grow will continue to be a priority. Economic growth plays a vital role in maintaining this area's reputation as being a friendly city, a great place to retire and just being a perfect place to live, work and play.

If you aren't already involved with, or serving on a Chamber committee, we invite you to take a look at the 2015-2016 Strategic Plan on the Chamber's website www.dothan.com, located at the bottom of the Home Page under "Publications" and see what best suits your interests.

We look forward to working with each of you!



If you aren't already involved with, or serving on a Chamber committee, we invite you to take a look at the 2015-2016 Strategic Plan on the Chamber's website www.dothan.com, located at the bottom of the Home Page under "Publications" and see what best suits your interests.

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"There is nothing permanent except change."

— Heraclitus,

Greek Philosopher

www.dothan.com (334) 792-5138



RIBBONCUTTINGS

Dermatology Center South

2800 Ross Clark Circle, Suite 2
Dothan, AL 36301
Dr. Carole L. Johnson, MD
(334) 677-1690
PHYSICIANS & SURGEONS –
MD - DERMATOLOGY



Edward Jones - Greg Wakefield, Financial Advisor

5630 W. Main St., Suite 4
Dothan, AL 36305
Greg Wakefield
(334) 792-2970
STOCK & BOND BROKERS



The Nature Gallery

156 N. Foster St.
Dothan, AL 36303
Gretchen Schulz
(334) 671-2050
ART GALLERY & GIFT SHOP;
SPECIAL EVENT VENUE;
MASSAGE THERAPY



Southern Institute of Dermatology

2800 Ross Clark Circle, Suite 2
Dothan, AL 36301
Dr. Angela L. Bookout, DO
FAOCD
(334) 699-7546
PHYSICIANS & SURGEONS –
MD - DERMATOLOGY



Southern Institute of Plastic Surgery

2800 Ross Clark Circle, Suite 2
Dothan, AL 36301
Dr. Jeff Walding, MD
(334) 699-7477
PHYSICIANS & SURGEONS
– MD – PLASTIC &
RECONSTRUCTIVE



Spa Novus

2800 Ross Clark Circle, Suite 2
Dothan, AL 36301
Tammy Tullos
(334) 699-2639
SPA SERVICES



NEWADDITIONS Northview High School Science Lab

3209 Reeves St. Dothan, AL 36303 Charles Corbitt (334) 794-1410 SCHOOLS



SpectraCare Health Systems Inc. (Houston County Adult Program)

1672 Columbia Highway
Dothan, AL 36301
Melissa Kirkland
(334) 712-6400
MENTAL HEALTH SERVICES





Schedule A Ribbon Cutting!

Are you a new Chamber member? Has your business expanded or relocated? Are you breaking ground for a new facility? If you answered yes to any of these questions, you may want to schedule a Chamber Ribbon Cutting or Goundbreaking event.

These events take place weekly on Tuesdays, Wednesdays and Thursdays. Chamber staff will work with you to choose the date and time that best fits your schedule. Your event will be included in the Calendar of Events section of the Chamber Connections and your picture will also be featured in the newsletter after the event.

For more information or to book an event, contact LaRhonda Robinson, director of membership, at (334) 792-5138 or Irobinson@dothan.com.



NEWMEMBERS

Clip and add these to your Membership Directory.

Brannon Stand Drugs

Kevin Taylor 1971 S. Brannon Stand Road, Suite 1 Dothan, AL 36305 Ph: (334) 446-5300 Fax: (334) 446-3122

PHARMÁCIES GIFT SHOP

Budget Blinds of Dothan

Miguel A. Aponte 54 Cotton Creek Blvd. Enterprise, AL 36330 Ph: (334) 350-3160 WINDOW TREATMENTS

H2O Sports and Outdoors

Melissa McLaney 1789 Reeves St. Dothan, AL 36303 Ph: (334) 699-7433 BOAT DÉALERS & SKI/ WAKEBOARD PRO SHOP

Heartland

Kama Bledsoe Owen 1507 Oseola St. Dothan, AL 36303 Ph: (334) 791-6450 PAYROLL SERVICES PAYMENT TECHNOLOGY

Kiddie Care Learning Center

Kishia Saffold 218 Graceland Drive Dothan, AL 36305 Ph: (334) 678-2339 Fax: (334) 673-3959 CHILD CARE -NURSERIES/ PRESCHOOL

Naomi & Olive

Christy Keyton 140 N. Foster St. Dothan, AL 36303 Ph: (334) 792-4006 GIFT SHOP HOME DÉCOR - RETAIL

New Beginning Ministries Intl, Inc.

R. Phillip Mitchell 601 N. Foster St. (Physical) 2932 Ross Clark Circle, PMB 439 Dothan, AL 36301 Ph: (334) 578-8035 RELÌGIÓUS GROUPS - CHURCHES NONDENOMINATIONAL

Plantation Parties

Dani Brown 110 Riverview Drive Newton, AL 36352 Ph: (334) 790-8382 EVENT VENUE

Safelite AutoGlass

Kevin Howell 3765 Ross Clark Circle Dothan, AL 36301 Ph: (334) 340-2439 GLASS - AUTO

Westside Pharmacy Inc.

Dawn West 4440 W. Main St., Suite 1 P.O. Box 8612 Dothan, AL 36304 Ph: (334) 699-6337 PHARMACIES HEALTH & WELL-BEING GIFT SHOP

Wiregrass LifeFlight

Bruce McNeal 923 S. Foster St. Dothan, AL 36301 Ph: (334) 791-8921 AMBULANCE - AIR MEDICAL

Wiregrass Retired & Senior Volunteer Program

Dianne Marshburn 3201 Montgomery Highway, Suite 9 Dothan, AL 36303 Ph: (334) 699-5086 Fax: (334) 699-5088 NONPRÓFIT ORGANIZATIONS

RENEWINGMEMBERS

40 Or More Years

Care Animal Center Globe Motor Division

30-39 Years

Dothan Career Center First United Methodist Church Gene McGriff State Farm Insurance J M Electric Supply Co. Jackson's Trophies & Awards John J. Flowers Jr., DMD, PC

20-29 Years

Summit Investments WDFX-TV Fox 34 Westside Terrace & Rehab First Wiregrass Federal Credit Union

15-19 Years

Burnham Shoes Inc. Camelot Apartments City of Slocomb Courtyard by Marriott Dothan Runners Club Inc. Eastern Technologies Enterprise Rent-A-Car Four Star Freightliner Hara Financial Services, LLC Home Mortgage of America Oriental Imports

Performance Carpet Cleaning & Restoration R & L Enterprises Inc. dba Papa John's Pizza Southeast Alabama Dance Co.

10-14 Years

Blue Plate (West) In Sight Solutions, LLC Jason Ketchum State Farm Insurance

5-9 Years

Comfort Suites COPACO - Dothan Crowder Orthodontics Herring, Mike Highland Hills Apartments Prime HVAC, LLC ServisFirst Bank Southern Man Barber Shop The Landing & Five Star Catering The Westgate Center Wells Fargo Advisors Financial Network Wiregrass United Way 2-1-1, Southeast Alabama

1-4 Years

Abiding Word Lutheran Church BFC Management **Buffalo Wild Wings**

Dandridge Dental, PC DMC Outsourcing Inc. Dothan Real Estate Team Full Moon Bar-B-Que Glasstream Powerboats, LLC H & H Construction of the Wiregrass, LLC Hinson Communications Inc. Hospice Advantage Human Resource Development Corp. I.D. Associates Inc. Lan Darty Real Estate & Development Leon Minsky Sales SouthPoint Financial Services Southside Granite Showroom State Bank & Trust Co. The Home Depot #0808 VIP Dothan Magazine

25th ANNUAL TRADE SHOW 2 0 0 ADMIT ONE 1 1 6 6 Spotlight on Business

IT'S NOT TOO LATE! **BOOTHS ARE STILL AVAILABLE**

This year's Spotlight on Business will be held Tuesday, Feb. 2, 2016, at the Dothan Civic Center from 3-7 p.m. This trade show allows members to showcase their products and services to fellow Dothan Area Chamber of Commerce members, as well as the general public.

This is your opportunity to reach over 1,500 potential customers.

A limited number of booths are still available for purchase. Each booth is \$350 (+\$25 for electricity if desired). Exhibit spaces are available on a first-come basis and payment is required with your reservation. You will be able to choose your booth location at the time of registration.



Ambassadors & Diplomats Team Of The Month





Congratulations to the Ambassador and Diplomat Team of the Month "Rise & Shine" for claiming this month's title. Pictured (seated 1-r) are Kelley Massingill, Mary Kay Cosmetics (Massingill); Mary Helen Daniels, Manpower; Rona Miller, Holloway Credit Solutions, LLC; (standing) Joseph Brackins, Army Aviation Federal Credit Union; Brad Sasser, AIG Financial Network; Clay Williams, Friend Bank; Rob Gilbreath, Mighty Auto Parts; and Chris Latta, Latta Music Co.

Thank you to all our Ambassadors and Diplomats who serve as the eyes and ears for the Dothan Area Chamber of Commerce. It is their dedication and support that assist your local Chamber in meeting its goals.

Be sure to check out next month's Chamber Connections to see who will claim the title.

Star Of The Month



Joseph Brackins Army Aviation Center Federal Credit Union

Events December Calendar

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		•

1 Ambassador and Diplomat Committee Meeting – 9 a.m.

Location: 102 Jamestown Blvd. (Chamber)

Ribbon Cutting: Heartland – 10:30 a.m. Location: 102 Jamestown Blvd. (Chamber)

Ribbon Cutting: Titan Magic Shows – 10:30 a.m. Location: 913 Rucker Blvd., Unit 14-15, Enterprise

Ribbon Cutting: The Bridges, A Counseling Place – 10:30 a.m. Location: 2898 Horace Shepard Drive

Troy University Small Business Counseling – 9 a.m. to 2:00 p.m. Location: 102 Jamestown Blvd. (Chamber)

*Pre-registration required (334) 792-5138.

Ribbon Cutting: See Who's Kickin, LLC – 10:30 a.m. Location: 1230 Westgate Parkway, Suite 6

Youth Leadership Dothan-Houston County Economic Development Day – 7:45 a.m. Location: 102 Jamestown Blvd. (Chamber)

Ribbon Cutting: Kiddie Care Learning Center – 10:30 a.m. Location: 218 Graceland Drive

Leadership Dothan Aviation Day – 7:45 a.m. Location: 102 Jamestown Blvd. (Chamber)

Ribbon Cutting: Naomi & Olive – 10:30 a.m. Location: 140 N. Foster Street

Ribbon Cutting: Retif Oil & Fuel – 10:30 a.m. Location: 534 Cowarts Road

Small Business Seminar: Small Business Guaranteed Loan Programs – 11:30 a.m. Location: 102 Jamestown Blvd. (Chamber)

*See page 10 for more information. Pre-registration required (334) 792-5138.

Board of Directors' Meeting and Legacy Council Luncheon – 11 a.m. Location: 200 S. Cherokee Avenue

24-25 Christmas Holiday – Chamber Closed



Continuing To Help Shape The Future

The Dothan Area Chamber of Commerce's Grow Dothan team continue their work to raise funds for the Grow Dothan capital campaign.

The Grow Dothan team meets monthly to receive fundraising updates and progress reports on economic development projects. To date, \$1,802,216 in financial commitments have been made, which includes annual contributions of \$300,000 from the City of Dothan and \$140,000 from Houston County. The three year goal is \$2 million.

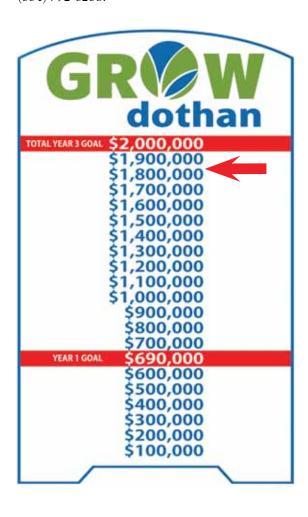
This past year, Grow Dothan, in partnership with the City of Dothan and Houston County, led a record economic development year with capital investment of over \$200 million and 700 new jobs. Projects include: Ag Spray Equipment, Commercial Jet Services and Dothan Regional Airport with ramping improvement project, ConAgra Foods, Glasstream Powerboats, KFH Industries Inc., Michelin North America Inc., U.S. Couplings & Accessories Inc., Wayne Farms, CJET Academy graduates first class in January 2015 with Alabama Industrial Development Training, Atlantic And Southern Equipment Open House, ImmunoTek Bio Center, Dothan Warehouse, Panhandle Converter Recycling, and 12 counties in two states join efforts to establish Alabama-Florida Mega Site Project.

Your investment in the Grow Dothan capital campaign is what makes economic projects like those listed above a reality. Your contributions provide the necessary resources to attract new business to the area.

If you haven't already, come join us! When it's all said and done, every Chamber member benefits and continues to benefit from a growing and thriving economy. We thank you for your consideration. Your

support makes a difference, no matter the size.

If you would like more information about Grow Dothan, please contact the Dothan Area Chamber at (334) 792-5238.



Wiregrass Industry Group Continues Workforce Discussion

Local area industry and education leaders recently met again in October at the Dothan Area Chamber of Commerce for a Wiregrass Industry Group meeting.

Chaired by Mary Beth Reynolds, Personnel Resources, the purpose of the group is to discuss the issues facing workforce development within the Wiregrass area.

During the monthly meetings, the group will invite various speakers to talk about the programs and services available through their agencies that can

assist local businesses meet employment and training needs.

If you would like more information about the Wiregrass Industry Group, please contact the Dothan Area Chamber at (334) 792-5138.



Dothan MSA Ranks Second Lowest In State

ACCRA Cost Of Living Index
Third Quarter 2015

Among the 265 urban areas that participated in the third quarter 2015 ACCRA Cost of Living Index, Dothan's total index ranks second lowest in Alabama at **86.6.** This index represents that the overall cost of living for the Dothan area is 13.4 percent below the national average.

When compared to the 265 urban areas that participated in the third quarter Index, the Dothan area ranks among the 13th lowest cost areas in the United States. When we look back at the 2014 third quarter Index (264 urban areas), Dothan ranked 14th. For the Alabama areas for the same period, this area had the lowest COLI at 85.9.

Five Most Expensive Urban Areas and Least Expensive Alabama Areas in the ACCRA Cost of Living Index (COLI)

Third Quarter 2015 National Average for 306 Urban Areas = 100

Most Expensive U.S. Cities					
Ranking	Urban Areas	COL Index			
1	New York (Manhattan), N.Y.	236.1			
2	Honolulu, Hawaii	188.6			
3	San Francisco, Calif.	1 <i>7</i> 8.1			
4	New York (Brooklyn), N.Y.	171.4			
5	Orange County, California	152.4			
Least Expensive Alabama Cities					

Least Expensive Alabama Cities				
Urban Areas	COL Index			
Anniston-Calhoun Cty, Ala.	86.0			
Dothan, Ala.	86.6			
Decatur-Hartselle, Ala.	87.4			
Florence, Ala.	90.3			
Huntsville, Ala.	90.4			
	Urban Areas Anniston-Calhoun Cty, Ala. Dothan, Ala. Decatur-Hartselle, Ala. Florence, Ala.			

The ACCRA Cost of Living Index measures regional differences in the cost of consumer goods and services, excluding taxes and non-consumer expenditures, for professional and managerial households in the top income quintile. It is based on more than 90,000 prices covering 60 different items for which prices are collected quarterly by chambers of commerce, economic development organizations, and university applied economic centers in each participating urban area. Small differences should not be interpreted as showing a measurable difference.

The composite index is based on six component categories – housing, utilities, grocery items, transportation, health care and miscellaneous goods and services.

What Does Ground Beef Cost In Alabama?

When third quarter prices were collected in July, we were in the middle of summer enjoying cookouts, pool parties and summertime with friends and family, Considering this, we decided to take a look at what it cost to buy a grilling staple - ground beef. **Dothan's Grocery Items index was 99.6**, fifth lowest in the state along with Anniston-Calhoun County, Alabama.

What Does Ground Beef Cost In Alabama? ACCRA Cost of Living Index (COLI)

Third Quarter 2015

Most Expensive Groceries						
Ranking	Urban Areas	COL Index				
1	Anniston-Calhoun, Ala.	\$3.93				
2	Florence, Ala.	\$4.06				
3	Birmingham, Ala.	\$4.41				
4	Montgomery, Ala.	\$4.42				
5	Decatur-Huntsville, Ala.	\$4.50				
6	Dothan, Ala.	\$4.62				
7	Auburn-Opelika, Ala.	\$4.89				
8	Huntsville, Ala	\$5.72				

WORKFORCEDEVELOPMENT

Adequate And Affordable Child Care Is Important For Working Parents



Steve Turkoski, Project Manager

In today's world, economic development relies heavily on the availability of a reliable, skilled workforce. University of Alabama, Center for Business and Economic Research, publishes annual regional and statewide "State of the Workforce" reports, the latest of which are June 2015.

Within the section on underemployment is a list of reasons survey participants give for their underemployed status.

One reason that is common to every year is caring for a family member. It does not provide detail as to what type of care or the demographics of the family members; however affordable child care is recognized as a major issue in this country.

For many families, child care is an economic necessity as well as a barrier to employment. According to Katie Hamm, director of Early Childhood Policy at the Center for American Progress, 65 percent of children under six have either both parents or a single parent in the workforce. At the same time, most working parents encounter significant barriers to finding affordable, high-quality child care.

In a recent article on the economy in Thinkprogess. com, Hamm wrote, "The average annual cost of fulltime care in a center is over \$10,000, with some areas topping \$16,000. Between 2000 and 2012, a typical middle class family saw child-care expenses rise by \$2,300 while wages remained stagnant. The situation is even direr for families living in poverty; among those that pay for child care, they spend over one-third of total income on child care."

A recent report by the Economic Policy Institute (http://www.epi.org/publication/child-care-affordability/) presented the following findings:

- Across regions and family types, child care costs account for the greatest variability in family budgets. Monthly child care costs for a household with one child (a 4-year-old) range from \$344 in rural South Carolina to \$1,472 in Washington, D.C.
- Child care costs for a family with a 4-year-old and an 8-year-old exceed rent in 500 out of 618 U.S. communities.
- In 33 states and the District of Columbia, the cost of infant care exceeds average in-state tuition at 4-year public colleges.
- In every state, the cost of child care for a 4-yearold exceeds 30 percent of a minimum-wage worker's annual earnings.
- In terms of child care costs' share of total family budgets, only in a handful of EPI's 618 family budget areas are child care costs close to the 10 percent affordability threshold established by the Department of Health and Human Services.
- Child care costs are particularly high for younger children. When 10 family budgets in various areas are reconstructed to include two-parent, two-child families with an infant and a 4-year-old (instead of a 4-year-old and an 8-year-old), child care ranges from 19.3 percent to 28.7 percent of total family budgets. This compares with a range of 11.8 percent to 21.6 percent for families with a 4-year-old and an 8-year-old.
- In these 10 areas, child care costs for an infant and a 4-year-old constitute between approximately 20 percent and 31 percent of median family income—far above the HHS's 10 percent affordability standard.

In Alabama the 4-year cost of child care is 70.5 percent the cost of 4-year tuition in-state college tuition in 2014.

"The Family Budget Map" on the site indicates the cost of living in the Dothan Metropolitan Area is \$58,575/year. This takes into consideration housing, food, transportation, child care, health care, taxes and other expenses.

In September 2015 the Alabama Labor Force Participation Rate for both sexes was 56.1 percent, higher only than Mississippi and West Virginia. According to the institute for women's Policy Research, fewer than half of women (49.3 percent) are in the labor force in West Virginia, the state with the lowest labor force participation rate of women in the nation. Southern states overall also have very low rates; Alabama, Arkansas, Florida, Kentucky, Louisiana and Mississippi also rank in the bottom 10. Two Mountain West states - Arizona and New Mexico - and Oklahoma also fall into this group.

The Family Guidance Center of Alabama is in the business of helping families, and one of their services is to provide child care subsidies for low-income families needing assistance. They helped more than 9,000 families pay for child care in 29 counties last year:

Low income families who are in need of their help with affordable quality child care must meet the following criteria:

- 1. The parent or guardian must live in one of the following counties (Dothan region): Barbour, Coffee, Crenshaw, Dale, Geneva, Henry, Houston
- 2. You must be employed or a student in an allowable educational program.
- 3. You must be income eligible according to the number of persons in your family.
- 4. You must be referred to us by Department of Human Resources JOBS or Foster Care Units.

There is a waiting list of those seeking child care assistance and in our area some of those families have been on the waiting list for over a year.

All that said, the following graphic is encouraging in that Alabamians expend a lower percentage of the median family income on infant child care than most of the country.

Here's How Much Couples Spend on Child Care in Each State

www.bloomberg.com/news/articles/2015-08-12/-broken-childcare-economics-slamming-younger-us-households, Nov. 9, 2015.

Youth Leadership **Begins New Class**

The Youth Leadership Dothan-Houston County Class XXIV held its opening retreat in November at the Wiregrass Museum of Art & Conference Center.

This year's class has 44 juniors from area high schools. The program's goal is to interest students in civic and volunteer activities, encourage them to recognize their potential and assist them in identifying their special skills and talents.

For more information about the program, contact Linda Kelley, program coordinator, at (334) 792-5138 or email lkelley@dothan.com.





Attention Area Businesses

2016 Wiregrass Works Career Experience

The Region 10 Workforce Development Council of Alabama is currently looking for business and industry leaders to take part in the 2016 Wiregrass Works Career Experience being held February 24-25, 2016, at the National Peanut Festival.

Business and industry leaders in the following Career Experience Categories are encouraged to participate to help create awareness about exciting career options among students and educators while addressing workforce needs in this region:

- Agriculture/Agribusiness
- Aviation/Aerospace
- Construction
- Health Care
- Logistics/Transportation
- Manufacturing
 Public Service/Military
- Utilities

This event will host approximately 4,000 eighthgrade students from Barbour, Coffee, Covington, Dale, Geneva, Henry, Houston and Pike counties. Students will take part in a fun, educational and hands-on experience they will not soon forget. The expo is a way for students to become familiar with a broad overview of high demand, high wage career opportunities available in the area.

For more information, or to find out how to become a sponsor or exhibitor, call Bar Liddon at (334) 596-9500.

Zonta Club To Take A Stand Against Gender-Based Violence

The Zonta Club of Dothan, along with members of the local community, will join nearly 1,200 Zonta clubs in 67 countries for the Zonta Says NO to Violence Against Women campaign Tuesday, Dec. 8, at 10 a.m.

The Zonta Club of Dothan will host a rally featuring guest speakers at the St. Andrews Street entrance to the Dothan Civic Center. An array of empty shoes will be on display, with each one representing a victim of domestic violence in the community in the past year.

Launched in 2012, this campaign is a global call for actions to end violence against women and girls in communities around the world.

Zonta International calls on parents, educators, administrators, law and policy makers to address prevention of root causes of violence against women through education and to facilitate effective mechanisms that will ensure eradication of violence against women by:

- Supporting preventive programs promoting gender equal norms and violence-free environments, and programs that help men to change violent behavior.
- Protection of women by providing one-stop centers with medical/legal/social help for victims.
 Furthermore, promoting short-term shelters and long-term affordable housing for women and children, and supporting vocational training for victims to become self-supporting.
- Prosecution of the perpetrators through a) laws that clearly blame perpetrators, not victims; b) reporting systems and support to victims during legal processes; and c) training of police and legal professionals to understand the issues.

For more information, contact Ann Bott at (713) 502-8000 or visit www.zonta.org.

Jones Joins Mass Mutual

Mass Mutual of Alabama is pleased to announce the hire of Celeste Jones as a financial services representative. Jones brings with her 26 years of experience in sales, 10 of which were with Alfa insurance.

During her tenure with Alfa, Jones helped her clients put together comprehensive packages structured to individual needs. She holds her life and health as well as her property and casualty licenses and is currently obtaining her investments licenses.

Jones' mission is to serve the Dothan and outlying communities by advising her clients about financial growth and security. She is able to help a broad range of individuals from newlyweds, new parents, small business owners, professionals, retirees and almost all other walks of life.

Jones is married to Sean, has one son Briley, a stepdaughter Hadyn and a stepson Sean Thomas. They are members of Ridgecrest Baptist Church.

For more information on the services provided by Mass Mutual, contact Jones at (334) 714-0431, celestejones@financialguide.com or visit www. massmutual.com.

Special.

For more information or to find a physician, visit Flowers Hospital.com.

"Everyone at Flowers Hospital was so personable, it made my experience wonderful."

"From the moment I found out I needed colon surgery, I knew my care was in very good hands. Every need was attended to, and I never had to wait long for anything during my recovery. At Flowers, I felt like I was part of a huge family. Every nurse, every staff member, and especially Dr. Marker made me feel like I was the only patient in the entire hospital. After my experience with Flowers Hospital, I would recommend their services to anyone!"

-Jonathon Pittinger



Pictured: Jonathon Pittinger and Bradley Marker, M.D., Board-Certified General Surgeon
Independent Member of the Medical Staff at Flowers Hospital and practices at Wiregrass Surgical Associates. Patient results may vary. Before you decide on surgery, discuss treatment options with your doctor. Understanding the risks and benefits of each treatment can help you make the best decision for your individual situation.

Jackson Thornton Receives Ethics In Business Honor

Jackson Thornton, a certified public accounting and consulting firm, was recently honored during the River Region Ethics in Business and Public Service Awards, held at Montgomery's Wynlakes Golf and Country Club.

The firm was named Large Business category winner after being selected from a field of three category finalists and 23 total nominees. The awards are a program of The Samaritan Counseling Center Inc. in collaboration with Auburn University Montgomery's Schools of Business and Social Sciences.

The award was presented to Jackson Thornton by retired Montgomery County Presiding Circuit Judge Charles Price, a member of the board of directors of the Montgomery Area Chamber of Commerce and senior advisor to the mayor of Montgomery.

Accepting the award on behalf of Jackson Thornton was Ned F. Sheffield, the firm's president and managing principal. "We certainly appreciate this honor and for being recognized for doing the right things for our clients and our community for these many years," said Sheffield.

Founded in 1919, Jackson Thornton has approximately 200 professionals and associates in five offices located in Alabama and Tennessee. In addition to accounting services, the firm offers wealth management, strategic planning, business consulting services, technology consulting and specialized industry services.

For more information, contact Cindy Scott, director of marketing, at (334) 240-3641 or visit www.jacksonthornton.com.



On behalf of the firm, Jackson Thornton President and Managing Principal, Ned F. Sheffield, accepts the Ethics in Business award.



Owners: James & Brenda Trawick

BUSINESSBRIEFS

Hall Joins SAMC Administrative Team



Claudia Hall, Vice President of Marketing

The Southeast Alabama Medical Center is pleased to welcome Claudia Hall to its administrative team as vice president of marketing. Hall comes to SAMC with more than 14 years of marketing

Hall joins the Medical Center team from Southern Regional Health System in metro Atlanta where

she served as director of marketing and business development. Southern Regional is a 331-bed acutecare hospital that is managed by Emory Healthcare.

Before moving to Southern Regional Health System, Hall served as director of marketing and physician recruitment at River Park Hospital in McMinnville, Tennesee. She previously served in the area as director of marketing at Medical Center Barbour from 2004 to 2007. She has served on numerous health care and community boards.

Hall is a graduate of the University of Alabama with a Bachelor of Arts degree, minoring in marketing. She received a Master of Business Administration from Mercer University in Atlanta.

Hall and her husband, Jason, have a son, Sam. Her husband's family owns and operates Hall's Milling Company in Columbia.

For more information, contact Steve Pearce at (334) 793-8107.

with special guest Metropolitan Opera Singer Jeffrey Wells Tues., Dec. 15th at 7:30PM Dothan Civic Center Gala Dinner from 6 - 7PM Concert Ticket Purchase Civic Center Box Office - 334-615-3175 Concert South Details 334-699-8542 - MusicSouth.com

(4) **HEALTHSOUTH**.

HEALTHSOUTH Receives National Presidents' Circle Award

HEALTHSOUTH Rehabilitation Hospital received the National Presidents' Circle Award during the organization's Annual Meeting and Awards Banquet held recently in Colorado Springs, Colorado.

HEALTHSOUTH Rehabilitation Hospital is one of only 13 hospitals in HEALTHSOUTH's nationwide network of 107 inpatient rehabilitation hospitals to receive the prestigious award. This distinction recognizes the hospital's outstanding performance in development of clinical programs, quality of patient care services, employee retention and overall operational

"Our team at HEALTHSOUTH Rehabilitation Hospital works hard to provide exceptional outcomes for our patients," said Margaret Futch, CEO at HEALTHSOUTH Rehabilitation Hospital. "This award is a reflection of their dedication and teamwork, and our biggest reward comes from helping our patients reach their optimal levels of independence.'

HEALTHSOUTH Rehabilitation Hospital of Dothan is a 51-bed inpatient rehabilitation hospital that offers comprehensive inpatient and outpatient rehabilitation services. Serving patients throughout southeast Alabama, northeast Florida and southwest Georgia, the hospital is located at 1736 E. Main Street and on the Web at www.healthsouthdothan.com.

HEALTHSOUTH is one of the nation's largest providers of post-acute health care services, offering both facility-based and home-based post-acute services in 34 states and Puerto Rico through its network of inpatient rehabilitation hospitals, home health agencies, and hospice agencies.

For more information, contact Will Craig at (334) 333-5394 or will.craig@healthsouth.com.

Home Mortgage of America Invites You To Join Them

Home Mortgage of America Inc. invites you to join the organization for its Holiday Open House Tuesday, Dec. 15, from 2-4 p.m. All clients, realtors and Chamber members are invited to stop by to enjoy refreshments and donate a toy to Toys for Tots.

Everyone that brings a toy will be entered into a drawing for a wonderful gift. So stop on by and bring an unwrapped toy to help Home Mortgage of America give some children a very, merry Christmas.

For more information, call Krista Granger at (334) 712-9170. Located at 3230 Ross Clark Circle, Suite 1, Home Mortgage of America looks forward to seeing you there.

> SAMC is the region's first hospital to earn the prestigious Gold Plus Stroke Award from the American Heart Association and American

From the area's first responders to SAMC's highly trained stroke team of physicians, nurses and clinical team members, patients

receive the latest stroke care

This means a coordinated and

by the stroke.

quicker response time, which in turn means less damage caused

Stroke Association.

WITH STROKE, TIME LOST IS BRAIN LOST.



HIGHEST LEVEL OF ADVANCED STROKE CARE.



SOUTHEAST ALABAMA

MEDICAL CENTER

1108 Ross Clark Circle Dothan, Alabama 36301 334-793-8111 samc.org



Upcoming Member Events

Fort Rucker's Christmas Tree Lighting Ceremony

Dec. 3 • 5-6 p.m.

Fort Rucker Howze Field. Join Fort Rucker for a delightful evening of music, hot chocolate, the lighting of the post-Christmas tree and a very special visitor from the North Pole. Afterwards, enjoy complimentary photos with Santa at The Landing. They may also have some treats for those good girls and boys. This event is free and open to the public. In case of inclement weather, the event will take place at The Landing. For more information, contact Special Events at (334) 255-1749 or visit www.ftruckermwr.com. Proper identification, car registration and proof of insurance are required to enter Fort Rucker.

"The Nutcracker" Dec. 4-6 • Times Vary

Dothan Civic Center. Presented by Southeast Alabama Dance Company, this full-length Tchaikovsky classic features a magical tradition where snowflakes dance, flowers waltz and dolls come to life. Become a part of Dothan's greatest holiday tradition. For performance times and tickets, call the Dothan Civic Center at (334) 615-3175. For more information, call (334) 702-7139 or visit www.southeastaldanceco.com.

Downtown Dothan's Christmas Festival Dec. 5 • 9 a.m. – 3 p.m.

Downtown Dothan. Hosted by The Downtown Group, festivities include snow activities (bring mittens it's cold!) and traditional Christmas elements such as caroling, visits with Santa Claus and cookie decorating. There is no cost to come out to the event and have fun. There will also be many vendors selling items and giving you ideas for Christmas shopping. For more information, call (334) 793-3097 or visit www. thedowntowngroup.com.

Mother-Daughter Tea Dec. 6 • 2:30 p.m.

The Grand on Foster. Girls Inc. will host their annual Mother-Daughter Tea. Participants will enjoy a tea style lunch, time to visit with each other and Santa Clause, make a Christmas ornament and take picture in the photo booth. Tickets are \$60 a couple; \$25 each additional ticket. For more information or to purchase tickets, call (334) 793-2321.

"It's A Wonderful Life" Dec. 8-12 • Times Vary

The Cultural Arts Center. The Southeast Alabama Community Theatre presents its annual evening of holiday dinner theater. This faithful stage adaption has all your favorite character: George and Mary Hatch, Clarence, Uncle Bill, Violet and of course the Scrooge-like villain, Mr. Potter. For ticket and seating information, call 334) 794-0440 or visit www.seact.com.

Headland Christmas Parade Dec. 10 • 6 p.m.

Downtown Headland. Join the Headland Area Chamber of Commerce for a Christmas Parade featuring good old St. Nick. Along with Santa, you will also see beautiful holiday displays and music to put you in the mood to admire the lighting of the town's stunning Christmas tree. For more information, contact the Headland Area Chamber of Commerce at (334) 693-3303, e-mail headlandchamber@centurytel. net or visit www.headlandal.com.

Victorian Christmas Dec. 13 • 1-4 p.m.

Landmark Park. Warm up to some holiday hospitality during an afternoon centered on the pleasures of Christmas' past. Visitors are invited to sample turn-of-the-century desserts and sip hot chocolate or mulled cider while children try their hand at making traditional Christmas decorations. A circuit-riding preacher will arrive on horseback to deliver a Christmas message at the church. Arts and crafts, holiday music, wagon rides and more. Free admission, visitors are encouraged to bring a nonperishable food item for donation to the Wiregrass Area United Way Food Bank. For more information, call (334) 794-3452 or visit www.landmarkparkdothan.com

Have an upcoming event planned?

Send your event information to mmckean@dothan.com

Come Look Like An Angel

Southern Institute of Plastic Surgery and Spa Novus invite Chamber members to their "Look Like An Angel" event Thursday, Dec. 10, from 4-7 p.m.

You can find out more on how you can release your "Inner Glow" with HALO. Providing great results with minimal downtown, and there will be live HALO demonstrations during the event.

In the past, you had to choose between a laser procedure that offered really great results but required a lengthy recovery, or a procedure with a fast recovery but marginal results. Now with HALO you get the best of both worlds: great results with minimal downtime.

Halo precisely targets years of damage to your skin,

including discoloration, sun damage, visible signs of aging, uneven skin tone, enlarged pores, poor texture and fine lines.

Spa Novus will also introduce ColoreScience, the makeup that acts like skincare. ColorScience leaves your skin soft, smooth and radiant. And, if you schedule your color-match consultation between now and the end of the event, you'll receive a 20 percent discount off your purchase.

For more information, contact Tammy Tullos at (334) 699-BODY (2639) or email tullos@spanovus. com. Southern Institute of Plastic Surgery and Spa Novus are located at Eye Center South, 2800 Ross Clark Circle, Suite 2.



Five Star Credit Union Completes Purchase Of Farmers State Bank

Five Star Credit Union announces the purchase and assumption of Farmers State Bank the first part of November. Farmers State has branches in Lumpkin, Richland and Georgetown, Georgia. All three branches will continue to operate and will be converted to Five Star Credit Union offices.

Five Star was also recently granted an expanded Community Charter to include all residents of Stewart and Webster County, Georgia. Five Star now has community charters serving all residents of 18 Alabama and Georgia counties.

"We welcome the present customers of Farmers State Bank as new Five Star Credit Union members," said Bob Steensma, credit union president and CEO. All qualifying customers of the bank will automatically become credit union members.

"All residents of Stewart, Webster and Quitman County who were not already bank customers are now eligible to join at any Five Star Credit Union location including our new offices in Lumpkin, Richland and Georgetown, and can now benefit from the exceptional products and services provided by Five Star," added Steensma.

The credit union offers a full-range of financial products including free checking with interest, high interest savings, mortgage, auto, agriculture and business loans, along with free online and mobile banking.

For more information, contact Steve Brown, director of marketing, at (334) 793-7714, ext. 1104 or browns@fivestarcu.com.





3 Tools to Grow Your Local Business Online

By Danielle Sabrina

The following article was published on the Huffington Post (www.huffingtonpost.com/danielle-sabrina/3-tools-to-grow-your-loca_b_8492432.html) Nov. 6, 2015, and was written by Danielle Sabrina, a business intuitive and monetization strategist known for helping entrepreneurs find what ribes their tribe and monetize their passion.

Starting an online local business isn't easy. You've got to build your website from the ground up, fill it with content, check for technical glitches and ultimately, launch it to the public.

And the work doesn't end with your grand opening. In fact, after launching, there's even more to do: you've got to manage client schedules, spread the word on social media and grow your mailing list, among other things.

Luckily, there are some incredibly helpful online tools at your disposal that can aid you in this process. Below, I've hand-picked some of my favorites that have proven especially useful to me as I've grown my business online.

1. Real-time scheduling

It's a common problem among online local business entrepreneurs: you have clients all around the city, and trying to manage the various appointments by hand can be a headache -- not to mention the all-too-common miscommunication when you and your client think that you'll be meeting at different times.

Rohan Gilkes, CEO and co-founder of launch27, understands this struggle. His real-time booking platform for local businesses takes the frustration out of online scheduling: in allowing clients to book appointments themselves, it becomes much easier for them to do business with you. "If you have to grow beyond a one-man operation, it is important to automate your tasks. Setting up a real-time scheduling becomes necessary this way," Gilkes explains.

Recently, I experienced the benefit of online scheduling -- not as an entrepreneur, but as a consumer -- when I was attempting to book a massage. I ended up scheduling an appointment with the only business that had an online calendar, as I didn't have the time or energy to call back and forth to negotiate between the spa's schedule and mine.

2. Automated social media

Nobody would deny that having a prominent social media presence and updating regularly is an extremely important part of generating public interest in your online business. However, between Facebook, Twitter, Instagram, Pinterest and others, you can end up spending your entire day posting updates.

That's where the plethora of emerging social media automation tools, such as Meet Edgar and Hootsuite, come into play. After a quick learning curve, these tools allow you to reach more customers in a fraction of the time that it would take to post updates manually. That means there's more time for you to engage online in a personal and intentional way that builds rapport with your clients and creates buzz for your business.

Remember: even though it takes some effort, it's better to be getting your name out there on as many platforms as possible than it is to not be posting at all.

Still feel like you're missing the mark in terms of social media? Consider hiring a high school or college intern to create content for you to distribute on these platforms. As you might expect, nobody is on the cutting edge of social media more than teenagers, making them a great asset in terms of expanding your social media presence.

3. Easy email opt-ins

If you don't know what an "email opt-in" is, don't worry: it's not as complicated as it sounds. Simply put, an opt-in is a place on your website where you can direct potential or existing clients to give you their name and email address, so they can add themselves to your mailing list. You've probably used an email opt-in before when requesting a quote online: you usually have to enter your name and email before the quote appears.

Your email list is the foundation of marketing your business online, and there's a ton of things you can do with it. Eventually, once you've grown your mailing list, you'll want to start exploring complex sales funnels -- but if you're just getting started, don't get overwhelmed, and instead just focus on getting that opt-in on your website. Check out my recommendations for good opt-in services like AWeber resources page (www.daniellesabrina.com/free-resources/).

These tools will not only make your website a user-friendly experience for your clients, but will also make your job a lot easier, too. Once you're no longer scrambling to figure out tricky schedules, stay up-to-speed on your social media and manually build your email list, you'll be able to focus more on your services, and continue establishing your reputation as a trusted leader in your field.

New Rule For Overtime Pay Coming Later Than Anticipated

Lauren Weber, who writes about workplace issues and careers for the *Wall Street Journal*, recently reported (Nov. 11, 2015), that companies have been preparing for a new rule that will substantially boost the number of employees eligible for overtime pay, but they may have more time than they previously thought. The U.S. Department of Labor's final rule on overtime eligibility isn't likely to appear before next year's fourth quarter, according to solicitor of labor Patricia Smith. Employers had been expecting the new rule to go into effect by the end of this year or in 2016's first quarter.

December's Small Business Seminar

Small Business Guaranteed Loan Programs

Dothan Area Chamber of Commerce

Dec. 15 • 11:30 a.m.

Mark your calendar and make plans to join the Dothan Area Chamber of Commerce for its next small business seminar Tuesday, Dec. 15, from 11:30 a.m. to 1 p.m. Howard Wills, director of the State Small Business Credit Initiative in Alabama, and Brent McMahan, senior area manager with the U.S. Small Business Administration, will present important details on the guaranteed loan programs for small business from these two agencies.

These programs have proven to be an important part of providing credit to small business borrowers. Chamber members who seek or need loan funding for their businesses will want to attend this workshop to hear about the details on the very popular programs with lenders across Alabama. Individual owners who attend will also have the opportunity to set up follow-up, one-on-one appointments as needed.

The program will be held in the Chamber's board room and the cost is \$10, which includes a boxed lunch. To reserve your seat, call Susan Tatom at (334) 792-5138 or email statom@dothan.com.

Small Business Tips



Be authentic, take risks to become a better leader

Being authentic and willing to deal with discomfort can make you a more effective leader, according to speakers at Fortune's Most Powerful Women Summit. "When did you ever learn the most in life?" said Ginni Rometty, president and CEO of IBM. "I guarantee it's a time you felt most at risk." Read more: www.washingtonpost.com/news/on-leadership/wp/2015/10/14/five-great-pieces-of-advice-from-fortunes-most-powerful-women/. (Source: The Washington Post, Ginni Rometty, "Five great pieces of advice from Fortune's Most Powerful Women," Oct. 14, 2015)



Resources for veteran business owners

There are a number of programs that offer training and resources to help military veterans run successful businesses. In addition, veterans may have access to special grants and contracting opportunities. Read more: www.huffingtonpost.com/nerdwallet/giving-veteranentreprene_b_8527640.html, (Source: The Huffington Post, Steve Nicastro, "Giving Veteran Entrepreneurs a Better Chance With Loans, Grants, and Good Advice," Nov. 11, 2015)

YOURCHAMBER

Year In Review 2015

- Dothan Area Chamber of Commerce receives five-star accreditation, the highest designation given by the U.S. Chamber of Commerce. This honor puts your Chamber among the top 4% nationwide and only the second in the State of
- Grow Dothan financial commitments reach \$1,032,216 making 2015 one of the most successful capital campaigns in recent history.
- Grow Dothan, in partnership with the City of Dothan and Houston County, leads record economic development year with capital investment of over \$200 million and 700 new jobs. Projects include: Ag Spray Equipment, Commercial Jet Services and Dothan Regional Airport with ramping improvement project; ConAgra Foods, Glasstream Powerboats, KFH Industries Inc., Michelin North America Inc., U.S. Couplings & Accessories Inc., Wayne Farms,; CJET Academy graduates first class in January 2015 with Alabama Industrial Development Training, Atlantic And Southern Equipment Open House, ImmunoTek Bio Center, Dothan Warehouse, Panhandle Converter Recycling, and 12 counties in two states join efforts to establish Alabama-Florida Mega Site Project. More to come!
- Chamber champions effort for official presentation at Fort Rucker communitywide listening area; thousands attend session to show support for and speak out in support of mission of Fort Rucker.
- Chamber establishes Wiregrass Industrial Group to address manufacturing workforce issues.
- Chamber and Dothan Area Convention & Visitors Bureau pursue feasibility study of minor league baseball in Dothan.
- Chamber establishes federal and state legislative agenda and conducts six Legislative Affairs Committee meetings during 2015 State Legislative session.
- Chamber takes on more defined role in workforce development issues coordinating efforts between local businesses, Dothan Technology Center, Houston County Career and Technical Center, Wallace Community College and Troy University.

- Chamber membership reaches 955+ members.
- Chamber hosts three General Membership Luncheons, four Network Exchange events and presents monthly educational small business seminars for its members.
- Chamber and Dothan Area Young Professionals induct four outstanding business leaders at the fifth annual Dothan Business Hall of Fame Banquet and Induction Ceremony.
- Dothan Area Chamber Foundation graduates Youth Leadership Dothan-Houston County Class 23 and Leadership Dothan Class 33.
- Chamber hosts 26th Annual Small Business Week highlighting the critical role small businesses play in our economy.
- Chamber hosts 26th annual Houston County Spirit of Service Day.
- Tri-States Junior Beef Expo celebrates 79 years of success.
- Chamber hosts 24th Annual Spotlight on Business Trade Show with over 90 chamber members participating.
- Chamber staff responds to over 10,000 phone calls, 20,000 emails, 5,026 visitors, 1,000+ inquiries focused on marketing, services and information inquires; distributes 487 relocation packets; and, with the help of an outstanding group of Chamber Ambassadors and Diplomats, conducts over 60 ribbon cuttings and groundbreakings celebrating new and expanding businesses.
- Dothan Area Chamber Foundation continues to award annual Sony Electronics Inc.'s scholarships to one Dothan High School and one Northview High School senior.



Teachers Appreciation Day

The Network Exchange March 2015



General Membership Luncheon January 2015



Spirit of Service 2015



Spotlight on Business 2015

December 2015

Looking Forward To The Future

THIS ISSUE:

Dothan MSA Ranks

Second Lowest In The State Care Is Important Adequate And Affordable Child Working Parents

Zonta Club To Take A Stand

Hall Joins SAMC

Administrative Team

Five Star Credit Union Completes Purchase

Year In Review

DOTHAN AREA CHAMBER OF COMMERCE





A Publication of the **Dothan Area Chamber of Commerce** December 2015 Vol. 43, No. 3 (USPS 700-660) © Copyright 2015

Chamber Connections is published monthly (USPS 700-660) for the members of the Dothan Area Chamber of Commerce, 102 Jamestown Blvd., Dothan, AL 36301. Subscription rate is \$24 annually. Postmaster: Send address changes to Dothan Area Chamber of Commerce, P.O. Box 638, Dothan, AL 36302. Periodicals postage is paid at Dothan, AL and additional mailing office.





ECONOMICINDICATORS



Labor Force for the Dothan MSA for September: 62,554 in 2014; 62,764 in 2015 58,527 in 2014; 58,664 in 2015 Employed



Unemployment for the Dothan MSA for September: 6.4% in 2013; 6.0% in 2014



Residential Building Permits for the City of Dothan for September: 18 issued (\$5.43 million) in 2014; 17 issued (\$4.47 million) in 2015



Home Sales in Dothan for September: 84 sold in 2014; 107 sold in 2015



Enplanements for Dothan Regional Airport for September: 3,784 in 2014; 4,259 in 2015



Houston County & Dothan Sales and Use Tax Collections (\$) for September: \$1,351,068 in 2014; \$1,392,090 in 2015 (County) \$4,594,076 in 2014; \$4,812,040 in 2015 (City)

Editor's Note: Sources for this information vary; call the Chamber for details. Data as of 11/10/15. Visit www.dothan.com for the most current information.