

Twelve Counties In Two States Join Efforts To Attract Large Manufacturer To Region

The Florida-Alabama Mega Team, formed by 12 counties in northwest Florida and southeast Alabama, formally announced recently efforts to lure a large manufacturer to a 2,240-acre industrial site in Campbellton, Florida. More than 150 elected officials and community leaders gathered at the Florida Welcome Center near the Alabama state line to show support of the Alabama-Florida Mega Site Project.

The Mega Team was formed in 2012 by co-chairs Neal Wade, executive director of the Bay Economic Development Alliance, and Matt Parker, president of the Dothan Area Chamber of Commerce. The county and community partners agreed to market the Jackson County mega site located four miles south of the Alabama state line, because of the number of attributes available to a large industrial user.

Just south of State Highway 2 and east of U.S. Highway 231 and just 14 miles from Interstate 10, the site includes a strong combination of man-made and natural resources.

"The 2,240-acre site is surrounded by superior transportation assets," said David Melvin, president of Melvin Engineering. "Not only is it in close proximity to Class I Railroads CSX and Norfolk Southern, short-line Bay Line Railroad and U.S. Highway 231, but it is also nearby Port Panama City and Interstate 10."

The partners also commissioned Troy University's Sorrell College of Business to research the economic impact of an automotive assembly plant and supplier companies in the two-state region to quantitatively verify the true impact of a large manufacturing facility in this location.

"The economic impact analysis results revealed that the proposed automotive assembly plant can be a force in promoting economic prosperity and development in the region," said Wade. "From an employment perspective, there would be nearly 10,000 new jobs associated with the project, creating a total impact of more than \$833 million."

"The mega site is ideally located to offer high-wage workforce opportunities beyond our 12-county partnership," said Parker. "The labor shed to support a manufacturing or assembly facility of this magnitude

would not only include Dothan, Alabama, just

30 minutes north, but also has the opportunity to encompass as far east as Tallahassee, Florida, less than one hour away. This site's prime industrial location will provide economic prosperity for the citizens in our entire region."

"This alliance is a perfect example of counties and states working together to accomplish a greater goal," added Wade. "We all want quality jobs in our communities and this effort can lead toward that result. It's a celebration of cooperation and competition coming together."

The 12 county partners are:

- Bay County, Florida
- Calhoun County, Florida
- Dale County, Alabama
- Gadsden County, Florida
- Geneva County, Alabama
- Gulf County, Florida
- Henry County, Alabama
- Houston County, Alabama
- Holmes County, Florida
- Jackson County, Florida
- Walton County, Florida
- Washington County, Florida

The site is already being marketed to industries looking to locate new businesses or expand existing ones. Site images are available for download at <http://tinyurl.com/pg919km>.

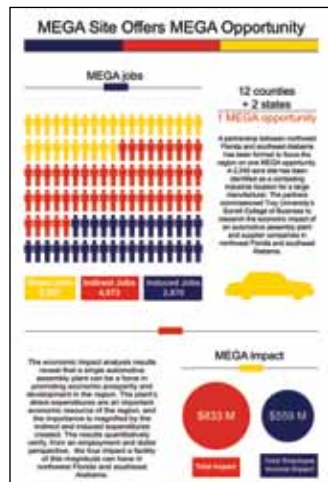
"Having a mega site now puts us in the game for major economic opportunities, as without this site and the work of all those involved, we would not be where we are right now. And if we are not in the game for major projects, we don't exist," concluded Parker.



Dothan Area Chamber of Commerce President Matt Parker



City of Dothan Mayor Mike Schmitz



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Quote of the Month

"There is no pillow so soft as a clear conscience."

French Proverb

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Stephanie Brookins
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BFC Management

Precious Freeman
137 N. St. Andrews St., Suite 2
Dothan, AL 36303
Ph: (334) 714-4180
CONSULTANTS - NONPROFIT

CINTAS

Greg Summerlin
2379 Commercial Park Drive
Marianna, FL 32446
Ph: (850) 526-0095
Fax: (850) 526-2371
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Fax: (334) 446-4311
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Dothan, AL 36303
Ph: (334) 312-7082
Fax: (334) 984-0133
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Karinne Green
601 N. St. Andrews St. (Dothan)
P.O. Box 31-1407
Enterprise, AL 36331
Ph: (334) 347-0881
NONPROFIT ORGANIZATIONS

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Ph: (334) 446-5691
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Leon Minsky
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Southern Home Builders, LLC

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1066 B.J. Mixon Road
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15-19 Years

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Kiwanis Club of Dothan
Performance Carpet Cleaning and Restoration
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10-14 Years

Comfort Systems USA Southeast
Covenant Hospice
Hampton Inn and Suites by Hilton
LifeSouth Community Blood Centers
Southeastern Sheet Metal

5-9 Years

Days Inn
Engineering Group of the Southeast
Picerne Military Housing - Fort Rucker
Save-A-Pet Adoption, Rescue and Transport
Sixth Sense Concepts
Southeast Alabama Gazette
SouthernCare

1-4 Years

GEICO
Laurel Oaks Behavioral Health Center
Planet Fitness
Wiregrass Church

New Chamber Members Will Now Be Featured in Hi-Def at

• JUSTICE PARK MEDIA CENTER •

(Located in the Heart of Downtown Dothan)

Durden

Events *November* Calendar

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
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| 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 | | | | | | |

- 4** ▶ Ambassador and Diplomat Committee Meeting – 9 a.m.
Location: 102 Jamestown Blvd. (Chamber)
- 5** ▶ Military Affairs Committee Meeting – 9:30 a.m.
Location: 102 Jamestown Blvd. (Chamber)
- Youth Leadership Dothan-Houston County Reception and Orientation – 6:30 p.m.
Location: 2195 Ross Clark Circle (Clarion Inn and Suites)
- 6** ▶ 95th Annual Meeting – 6 p.m.
Location: 126 N. St. Andrews St. (Dothan Civic Center)
- 11** ▶ Veterans Day – Chamber Closed
- Dothan Area Young Professionals Business Brews – 5:15 p.m.
Location: 2620 Montgomery Highway, Suite 1 (Oak and Olive)
- 12** ▶ Spotlight on Business 2015 Booths Go On Sale – 8:30 a.m.
Location: 102 Jamestown Blvd. (Chamber)
- Youth Leadership Dothan-Houston County Opening Retreat – 8 a.m. – 4 p.m.
Location: 795 Ross Clark Circle (Wiregrass Rehabilitation Center Inc.)
- 13** ▶ Ribbon Cutting: Serenity Sessions Salon - 10:30 a.m.
Location: 718 Honeysuckle Road (Wesley Manor Retirement Center)
- 18** ▶ Membership Development Committee Meeting – 8:15 a.m.
Location: 102 Jamestown Blvd. (Chamber)
- Ribbon Cutting: H & H Construction of the Wiregrass – 10:30 a.m.
Location: 102 Jamestown Blvd. (Chamber)
- 19** ▶ Board of Directors' Meeting – 8:15 a.m.
Location: 3165 Reeves St. (Dothan Technology Center, Northview High School)
- 20** ▶ Ribbon Cutting: First Class Diamonds and Jewelry Relocation – 10:30 a.m.
Location: 1230 Westgate Parkway, Suite 4
- Leadership Dothan Education Day – 7:45 a.m. – 5 p.m.
Location: 102 Jamestown Blvd. (Chamber)
- Farm City Banquet – 6 p.m.
Location: 126 N. St. Andrews St. (Dothan Civic Center)
- 27-28** ▶ Thanksgiving – Chamber Closed



24th ANNUAL TRADE SHOW

Spotlight on Business 2015

Under the Sea

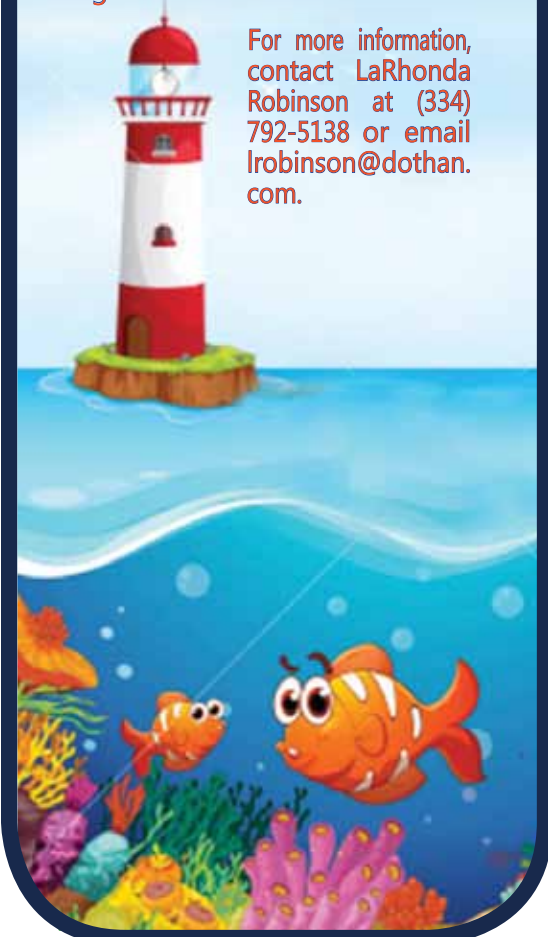
This year's Spotlight on Business will be held Tuesday, Feb. 3, 2015, at the Dothan Civic Center from 3-7 p.m. This trade show allows members to showcase their products and services to fellow Dothan Area Chamber of Commerce members, as well as the general public.

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

Booths go on sale Nov. 12, 2014, at 8:30 a.m. at the Chamber. A registration table will be in the Chamber lobby for reservations one day only. We will not accept any reservations before then. If you are not able to register that day, please mail or fax your registration to the Chamber on or after the 12th.

The cost for 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.

For more information, contact LaRhonda Robinson at (334) 792-5138 or email lrobinson@dothan.com.



Grow Dothan Leads Workforce Discussion

Grow Dothan Chairman Mark Saliba recently led a discussion on workforce development with officials from Panhandle Converter Recycling, Wallace Community College and Alabama Industrial Development Training.

Saliba, along the Chamber's Director of External Affairs Dean Mitchell, organized the meeting and joined in the discussion on the variety of options, programs and ideas to assist Panhandle as it looks to expand the company's growing workforce needs.

Panhandle Converter Recycling is an industry leader in PGM recovery and catalytic converter recycling within the United States. Panhandle is also the leader in the urban mining and knowledge refining business.

For more information on:

- Panhandle Converter Recycling, visit www.panhandleconverters.com;
- Wallace Community College, visit www.wallace.edu;
- AIDT, visit www.aidt.edu; or
- Grow Dothan, visit www.dothan.com/growdothan.



Grow Dothan Chairman Mark Saliba (far left) leads a discussion on workforce development with officials from Panhandle Converter Recycling, Wallace Community College and Alabama Industrial Development Training. Pictured (l-r) are Deidre Frith, Panhandle Converter's vice president of marketing and public relations; Saliba; Kevin Taylor, AIDT training manager; Vincent Vincent, Wallace Community College; and Steve Turkoski, Dothan Area Chamber of Commerce's project manager.

Michelin Recognizes Chamber For Dedication And Support



In celebration of the company's 35-year history in the Dothan community, officials from Michelin North America Inc. presented the Dothan Area Chamber of Commerce with a crystal appreciation plaque in recognition of the Chamber's dedication and support. Pictured (l-r) are Matt Parker, Chamber president; Marta Barberre, Michelin T-Warehouse manager; Ron Woods, Michelin supply chain manager; Kenya Lester, Michelin Business Unit leader; Marcel Leclerc, Michelin's Dothan plant manager; Allen Grimsley, Michelin quality/process tech; Hope Johnson, Friend Bank and Chamber Board of Directors chair; A.B. Farrington, Michelin prep manager; Chairman Mark Culver, Houston County; and Holly Cothorn, Michelin industrial engineer.

Chamber, Area Officials Hold Grow Dothan Press Conference

Officials from the Dothan Area Chamber of Commerce, City of Dothan and Houston County recently held a press conference to announce the launch of a three-year economic development campaign called Grow Dothan. A revitalized economic arm of the Dothan Area Chamber, the campaign goal is to raise \$2 million over a three-year period to assist with economic growth and development within the region.

Grow Dothan, formerly known as Dothan by Design, is a public/private partnership for economic development for Dothan, Houston County and the Wiregrass. The mission is to work with businesses, governmental entities and citizens to build a thriving regional business network.

"The Chamber, city of Dothan and Houston County are all committed to help with economic development," explained Mark Saliba, Grow Dothan chairman and past Chamber chairman. "It's about creating jobs and getting everyone involved from the large to smallest businesses, all the way down to your next door neighbor. It is through team work that progress and growth take place."

Through support from public and private capital,

Grow Dothan is focused on creating jobs in three important ways: 1) recruitment of new businesses; 2) retaining and expanding existing businesses; and 3) enhancing business infrastructure.

"Over the last 20 years, Grow Dothan has had a significant impact in the Wiregrass area's business infrastructure," said Chamber President Matt Parker. "The accomplishments include \$1 billion in total investments, the creation of 17,000 plus jobs and \$34 million in infrastructure investment."

It's important that individuals invest in Grow Dothan. The area must compete in a global economy, and investing in Grow Dothan will ensure our region has the resources to turn economic opportunities into reality. By participating in Grow Dothan, you are partnering with the strongest business advocacy organization in the area - the Dothan Area Chamber of Commerce, and equipping it to build a stronger business environment.

For more information about Grow Dothan and how you can make a difference, contact the Dothan Area Chamber of Commerce at (334) 792-5138 or visit www.dothan.com/growdothan.



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Developing And Identifying A Skilled Labor Force



Steve Turkoski,
Project Manager

Employment security is based on demonstrable skill sets and skilled individuals enjoy much more economic security than semi-skilled and unskilled individuals. To an individual, skills equate to pay and standard of living. Collectively, for a community the skill level of the labor force is the primary consideration for site selection consultants.

Area Development Magazine is a periodical dedicated to the process of site selection for industry. Annually they conduct surveys of consultants and corporate officers as to the factors driving their decisions on location for start-up or expansion and “skilled labor” tops the list. Knowing this, it helps to understand what qualifies as “skilled labor.”

There are two sections within Title 20 of The Code of Federal Regulations that define the terms “skilled work” and “semi-skilled work” and one that defines “unskilled work.” **20 CFR (Employee Benefits) Part 656 § 416.968 (Skill requirements)** contains the following definitions:

- **Skilled Jobs/Occupations:** More complex and varied than unskilled and semi-skilled occupations. They require more training time and often a higher educational attainment. Abstract thinking in specialized fields may be required, as for chemists and architects. Special artistic talents and mastery of a musical instrument may be involved, as for school band instructors. Practical knowledge of machinery and understanding of charts and technical manuals may be needed by an automobile mechanic. The president or chief executive officer of a business organization may need exceptional ability to deal with people, organize various data, and make difficult decisions in several areas of knowledge.
- **Skilled Work:** Requires qualifications in which (1) a person uses judgment to determine the machine and manual operations to be performed in order to obtain the proper form, quality or quantity of material to be produced; or (2) dealing with people, facts or figures or abstract ideas at a high level of complexity.
- **Semi-Skilled Work:** Work that needs some skills, but does not require doing more complex work duties. Semi-skilled jobs may require alertness, coordination and dexterity. Semi-skilled work is between unskilled and skilled work.

By default, everything else is classified as unskilled.

The Social Security Administration uses the following definitions from 20 CFR §404.1568 (Skill Requirements):

- **Unskilled work:** Unskilled work is work which needs little or no judgment to do simple duties that can be learned on the job in a short period of time. The job may or may not require considerable strength. For example, we consider jobs unskilled if the primary work duties are handling, feeding and offbearing (that is, placing or removing materials from machines which are automatic or operated by others), or machine tending, and a person can usually learn to do the job in 30 days, and little specific vocational preparation and judgment are needed. A person does not gain work skills by doing unskilled jobs.
- **Semi-skilled work:** Semi-skilled work is work which needs some skills but does not require doing the more complex work duties. Semi-skilled jobs may require alertness and close attention to watching machine processes; or inspecting, testing or otherwise looking for irregularities; or tending or guarding equipment, property, materials, or persons against loss, damage or injury; or other types of activities which are similarly less complex than skilled work, but more complex than unskilled work. A job may be classified as semi-skilled where coordination and dexterity are necessary, as when hands or feet must be moved quickly to do repetitive tasks.
- **Skilled work:** Skilled work requires qualifications in which a person uses judgment to determine the machine and manual operations to be performed in order to obtain the proper form, quality, or quantity of material to be produced. Skilled work may require laying out work, estimating quality, determining the suitability and needed quantities of materials, making precise measurements, reading blueprints or other specifications, or making necessary computations or mechanical adjustments to control or regulate the work. Other skilled jobs may require dealing with people, facts, or figures or abstract ideas at a high level of complexity.

O*Net, the U.S. Department of Labor catalog/directory for occupations, classifies occupations in five Job Zones. Additionally, the O*Net system correlates Job Zones with the Social Security Administration’s Specific Vocational Preparation scale (From 20 CFR §656.3), which adds the dimension of training/preparation time.

| Job Zone | Preparation/Training Required For The Job | SVP |
|----------|---|-----|
| 1 | Little or None | <4 |
| 2 | Some | 4-6 |
| 3 | Medium | 6-7 |
| 4 | Considerable | 7-8 |
| 5 | Extensive | >8 |

Specific vocational preparation means the amount of lapsed time required by a typical worker to learn the techniques, acquire the information and develop the facility needed for average performance in a specific job-worker situation. Lapsed time is not the same as work time. For example, 30 days is approximately one month of lapsed time and not six five-day work weeks, and three months refers to three calendar months and not 90-work days. The various levels of specific vocational preparation are provided below.

| Level | Time |
|-------|---|
| 1 | Short demonstration |
| 2 | Anything beyond short demonstration up to and including 30 days |
| 3 | Over 30 days up to and including three months |
| 4 | Over three months up to and including six months |
| 5 | Over six months up to and including one year |
| 6 | Over one year up to and including two years |
| 7 | Over two years up to and including four years |
| 8 | Over four years up to and including ten years |
| 9 | Over ten years |

It therefore seems logical to determine that “skilled work” in general terms, requires approximately two years of preparation and would equate to Job Zone 3 and SPV 6 or 7 and individuals trained to this level may be classified as skilled workers. An abundance of skilled workers should equate to a skilled workforce, and that is what we want to promote.

Having career-tech preparation in secondary school promotes career selection and readiness for those that participate, and the technical programs in the community colleges do the same for those who enroll, but there are those that elect not to participate in career tech in high school, are not planning on attending college and will need to find a job. The question is, how do we prepare that group for skilled work? The answer seems to be emphasis on science, technology, engineering and math (STEM). In today’s world a modicum of fluency in STEM subjects is imperative to functional literacy. In fact, Area Development Magazine lists “Skilled Labor Availability/STEM” as one of its main topics of interest under “Workforce Development” on the front page of their website www.areadevelopment.com/.

The recently passed Workforce Innovation and Opportunity Act defines basic skills deficiency as, “...the individual is unable to compute or solve problems, or read, write or speak English, at a level necessary to function on the job, in the individual’s family, or in society.” This is the same definition used for “Literacy” in the previous, now expired, Workforce Investment Act. In other words an individual that is basic skills deficient is illiterate in today’s world. An illiterate individual is synonymous with unskilled.

WorkKeys assessments are now being provided to all Alabama high school students and the old exit exam has been retired. This now provides a direct link between student abilities and job requirements. According to a study by ACT, a WorkKeys level that will prepare students for over 90 percent of the Zone 3 Jobs is Level 5 in both reading and math. Of course other skills need to be developed, but we can quantify these two skill sets and work to meet Level 5 as a minimum for all students. Our community college population has been, and continues to administer WorkKeys assessments (www.act.org/research/policymakers/pdf/ReadinessBrief.pdf).

As we can now determine secondary and post-secondary student skill proficiency and functional literacy, we are better prepared to quantify our labor force skills and advertise the existence of a skilled labor force.

Chamber Hosts Legacy Luncheon

The Dothan Area Chamber of Commerce recently hosted a Legacy Luncheon to recognize and pay tribute to the past-chairs of the organization's Board of Directors. Since its establishment in 1919, the Chamber has seen 84 dedicated and strong individuals serve as Chamber chair. Without the leadership and commitment of these individuals, your Chamber would not be where it is today.

Now celebrating 95 years, this 4-star Chamber has built a strong foundation serving as a resource and business advocate. It strives to "shape the future" for its members and the area's residents by building a community that can "meet the challenges" of today and tomorrow.

A special thank you to all those individuals for the work they did during their terms as chair:

| | | | |
|---------|--|------|--|
| 1919-21 | G. S. Jackson | 1984 | G. Marvin Lewis, <i>Coca-Cola Bottling Co.</i> |
| 1922-23 | S. E. Gellerstedt, <i>Couch Construction</i> | 1985 | Alfred Saliba, <i>Alfred Saliba Homes</i> |
| 1923-25 | J. L. Crawford, <i>Dothan National Bank</i> | 1986 | William (Bill) Entz, <i>General Telephone</i> |
| 1925-27 | A. T. Marchman, <i>Dothan Hardware</i> | 1987 | Tom Freeman, <i>The Freeman Co.</i> |
| 1927-29 | J. H. Bryson, <i>Dothan Oil Mill Co.</i> | 1988 | John H. Watson, <i>Smith's Inc.</i> |
| 1929-30 | O. R. Morgan | 1989 | Doug Killingsworth, <i>SouthTrust Bank</i> |
| 1930-31 | M. L. Hanahan Jr., <i>Home Guano Co.</i> | 1990 | Alan Livingston, <i>Lee and McInish Attorney's</i> |
| 1935-37 | J. H. Brennan, <i>Southeastern Oil Co.</i> | 1991 | Boyd Horn, <i>First Alabama Bank</i> |
| 1937-38 | W. C. Faulkner, <i>Faulkner Ice Co.</i> | 1992 | Hayne Hollis, <i>Hollis and Spann Contractors</i> |
| 1938-40 | A. D. Ussery, <i>Ussery Insurance Agency</i> | 1993 | David Parsons, <i>David Parsons and Co.</i> |
| 1940-41 | James F. Spann, <i>Spann Hardware Co.</i> | 1994 | John Forrester, <i>Bank of Dothan</i> |
| 1942 | W. J. Forrester Jr., <i>Sanitary Dairy</i> | 1995 | Charles Nailen, <i>Taco Bell</i> |
| 1943 | A. D. Carmichael, <i>Carmichael Wholesale Supply</i> | 1996 | Keith Granger, <i>Flowers Hospital</i> |
| 1944 | Charles H. Adams, <i>Dothan Seed and Supply</i> | 1997 | Danny Sharp, <i>Coldwell Banker - Alfred Saliba Realty</i> |
| 1945 | J. H. Bryson, <i>Dothan Oil Mill Co.</i> | 1998 | Charles Coggins, <i>AAA Cooper Transportation</i> |
| 1946 | Clyde O. Lovern, <i>Coca-Cola Bottling Co.</i> | 1999 | Joe Copeland, <i>First American Homes</i> |
| 1947 | Beaty Whiddon, <i>Whiddon Implement and Truck</i> | 2000 | Steve McCarroll, <i>Compass Bank</i> |
| 1948 | Harry P. Hall, <i>Dothan Federal Savings</i> | 2001 | Chris Dupree, <i>Graceba Total Communications</i> |
| 1949 | Alto V. Lee Jr., <i>Lee and McInish Attorney's</i> | 2002 | Jim Ellis, <i>McDaniel and Associates, PC</i> |
| 1950 | Raymond Spann, <i>Raymond E. Spann Insurance</i> | 2003 | Mike Schmitz, <i>Mike Schmitz Automotive Group</i> |
| 1951 | Walter Morris, <i>Morris and Sons Insurance</i> | 2004 | Lamar Brooks, <i>Regions Bank</i> |
| 1952 | W. R. Waters, <i>Dothan Lincoln-Mercury Co., Ltd.</i> | 2005 | Bob Theune, <i>Dunbarton Corp.</i> |
| 1953-54 | Ike Rimson, <i>Rimson Furniture</i> | 2006 | Dr. Barbara Alford, <i>InSight Solutions, LLC</i> |
| 1955-56 | Rufus Davis, <i>Davis Theaters</i> | 2007 | Alan Clark, <i>DSI Security</i> |
| 1957 | E. E. Bishop Jr., <i>Bishop Laundry and Cleaners Inc.</i> | 2008 | Velma Tribue, <i>Velma Tribue State Farm Insurance</i> |
| 1958 | W. F. Covington, <i>W. F. Covington Planter Co.</i> | 2009 | Dr. Linda Young, <i>Wallace Community College</i> |
| 1959 | T. A. West Jr., <i>First National Bank of Dothan</i> | 2010 | Charles Buntin, <i>Tom West Co.</i> |
| 1960 | Sam Stephens, <i>Liberty National Life Insurance</i> | 2011 | Jeff Coleman, <i>Coleman World Group</i> |
| 1960 | J. M. Stallings, <i>Dothan Buick Co.</i> | 2012 | Trip Wheelless, <i>Flowers Insurance Agency, LLC</i> |
| 1961 | Joseph L. Donofro, <i>Donofro and Associates</i> | 2013 | Mark Saliba, <i>Alfred Saliba Corp.</i> |
| 1962 | Stanhope Elmore Jr., <i>Coca-Cola Bottling Co.</i> | 2014 | Bob Woodall, <i>Bob Woodall Air Care Systems Inc.</i> |
| 1963 | Fred M. Garner Jr., <i>Garner Insurance</i> | 2015 | Hope Johnson, <i>Friend Bank</i> |
| 1964 | Dwight McInish, <i>Lee and McInish Attorney's</i> | | |
| 1965 | Paul Felts, <i>Felts Trailer</i> | | |
| 1966 | Walter Moreland, <i>W. J. Powell</i> | | |
| 1967 | Troy Barrett, <i>Sunnyland Packing Co.</i> | | |
| 1968-69 | J. T. McGouirk Jr., <i>Colonial Bakery</i> | | |
| 1970 | Wallace Malone Jr., <i>First National Bank</i> | | |
| 1971 | Roger W. Storey, <i>Sears</i> | | |
| 1972 | James Grant, <i>James Grant Realty</i> | | |
| 1973 | Bob Coats, <i>Dothan Federal Savings</i> | | |
| 1974 | Robert B. (Bob) Hall, <i>Dothan Federal Savings and Loan</i> | | |
| 1975 | W. F. (Willie) Warren, <i>First National Bank</i> | | |
| 1976 | Bill Davis, <i>Davis Dyar Supply</i> | | |
| 1977 | Bill Walker, <i>City National Bank</i> | | |
| 1978 | G. Mack Dove, <i>AAA Cooper Transportation</i> | | |
| 1979 | Dick Bell, <i>Bell Frame and Brake</i> | | |
| 1980 | Sam Torrence, <i>Couch Concrete</i> | | |
| 1981 | Jim Loftin, <i>Acme Moving and Storage</i> | | |
| 1982 | Jim Loftin, <i>Acme Moving and Storage</i> | | |
| 1983 | Pierce Flatt, <i>First National Bank</i> | | |



The Dothan Area Chamber of Commerce recently hosted a Legacy Luncheon to pay tribute to the past-chairs of the organization's Board of Directors. Pictured (l-r) are Chamber President Matt Parker; Past Chairmen Bill Entz, Pierce Flatt and Wallace Malone Jr.; and current Chamber Chair Hope Johnson, Friend Bank.

MAO Receives White House Recognition

This past September, the services of Medical AIDS Outreach of Alabama (MAO) were highlighted for the third time in the past three months at a White House initiated event. The What Works Showcase was conducted at the White House profiling 11 projects in the United States providing innovative services to our nation.

Prior to that event, Michael Murphree, CEO of MAO of Alabama, was a presenter at the June White House Convening on HIV in the southern United States. Murphree was also a speaker at a Sept. 4 meeting of the Presidential Advisory Council on HIV/AIDS describing ground-breaking concepts being used by the agency to address HIV/AIDS and Hepatitis C issues in Alabama.

All three events emphasized the Telemedicine work being done by the clinics in Dothan and other sites to improve rural healthcare and described the massive needs seen in a poor state like Alabama.

For more information about these events or the services provided by MAO, contact the Dothan office at (334) 673-0494 or visit www.maoi.org.



The Medical AIDS Outreach of Alabama (MAO) was recently recognized by the White House. Pictured is Michael Murphree, CEO of MAO of Alabama, speaking at a September meeting of the Presidential Advisory Council on HIV/AIDS.

Farm City Week Gets Underway

Wiregrass Farm City Week Committee members recently joined together at the Dothan Area Chamber of Commerce for the kick off breakfast celebrating Farm City Week.

Larry Wells, director with the Wiregrass Research and Extension Center in Headland, Alabama, was the guest speaker. The Wiregrass Research Extension Center is part of Auburn University.

Observed the week of Thanksgiving each year, Farm City Week recognizes and celebrates the partnership between farmers and consumers.



Farm City Week Committee members recently joined together for a kick off breakfast. Larry Wells, director of the Wiregrass Research and Extension Center in Headland, Alabama, was the guest speaker.



Crowder Orthodontics Hosts Halloween Candy Buy Back For Troops

Crowder Orthodontics is proud to announce its sixth annual Halloween Candy Buy Back program Monday-Friday, Nov. 3-7. During that week, Crowder Orthodontics will pay \$1 for every pound of “unopened” Halloween candy.

During the collection time, there will also be drawings for fabulous prizes, some of which include restaurant gift certificates, toothbrushes, gift cards and others all of which have been made possible by donations from local businesses. This is a great way to show your children how donating makes a difference.

All candy donated will be sent to service men and women overseas through Operation Gratitude. Operation Gratitude annually sends 150,000+ care packages filled with snacks, entertainment, hygiene and hand-made items to our active duty military, veterans,

new recruits, first responders, wounded warriors and their care givers.

Children and adults are invited to participate as donations will lift the spirits and express appreciation to our U.S. military by bringing in candy, caring items and writing a letter or card to the troops that will be included with the candy in the care packages.

Put a sweet smile on their faces, let them know they are appreciated and at the same time keep your children’s smiles sweet. Here is your chance to show our military how much you appreciate their dedication for serving our country.

For more information on donation items and times, call (334) 792-5124 or visit www.crowderortho.com. Crowder Orthodontics is located at 334 John D. Odom Road.

Help Ride Out Hunger TOPS Poker Run

The Ordinary People’s Society will host a Ride Out Hunger Poker Run at the Harley Davidson of Dothan Saturday, Nov. 15, from 8:30 a.m. to 2:30 p.m. Proceeds will benefit TOPS Momma Tina’s Mission House and help to feed the hungry during Thanksgiving.

Registration will be held from 8:30 a.m. until 10 a.m. on event day with kickstands up at 10:30 a.m. The bike route is: First Stop - Harley Davidson of Dothan; Second Stop - TOPS Empowerment Center; Third Stop - Three Pigs of Headland; Fourth Stop - Dothan Police Station; and Fifth Stop - TOPS Momma Tina’s Mission House.

The cost to participate is \$20 first rider; \$10 second rider; additional poker hand \$10. A raffle drawing will be held at the completion of the ride at 2:30 p.m. There will also be food and drink provided at the end of the ride.

To register, or for more information, call the TOPS office at (334) 671-2882, Momma Tina at (334) 714-3482 or Randilynn Horne at (334) 699-4284.

Great Clips Offers Free Military Haircuts



This Veterans Day, Tuesday, Nov. 11, customers who come in for a haircut at either Dothan Great Clips salons will receive a free haircut card to give to an active, inactive or retired military member of any branch, including the National Guard.

Military members can also come in Veterans Day for a free haircut or to pick up a free haircut card to use, with proof of service, any day before Dec. 31, 2014. It’s all part of the “Thank a Veteran” promotion from Great Clips, the world’s largest hair salon brand.

Great Clips leaders say the gesture is one small thank you for our veterans’ service to this country. “We’re honored to help show appreciation for the men and

women who have served our country,” explained Great Clips Area Manager Pat Patterson. “We invite everyone to come into a Great Clips salon on Veterans Day to purchase a service and pick up a free haircut card. Give the card to your veteran neighbor, family member or just someone you notice is a veteran to thank them for serving our country. To make sure as many veterans as possible have the opportunity to get their free haircut, we extended this promotion through the end of the year. We want to give these great people more time to visit a Great Clips and redeem this thank you card for a free haircut in honor of their service.”

For more information or salon locations, visit Great Clips at <http://facebook.com/GreatClipsDothan> or call the Dothan salon at (334) 671-7900.

Tri-State Community Orchestra Brings Big Sounds Of Broadway To Town

The Tri-State Community Orchestra invites you to experience the symphonic side of show biz at “Broadway and Beyond: The Biggest Hits of Stage and Screen” Friday, Nov. 21, at 7:30 p.m. at The Cultural Arts Center. Mark your calendars for this one-night-only concert.

“Broadway and Beyond” will feature popular selections and medleys from huge hits such as *The Sound of Music*, *Phantom of the Opera*, *Gypsy*, *Annie Get Your Gun*, *Man of La Mancha*, *The Magnificent Seven* and more. The concert will also highlight classical selections from two of the greatest composers in history: Vivaldi and Mozart.

The evening will also feature vocals by special guest Dr. Bill Knowles, professor of voice at the Baptist College of Florida.

The Tri-State Community Orchestra is an all-volunteer, nonprofit arts organization of 55 musicians of all ages from across the Wiregrass area. The orchestra’s members devote their own time to playing together, learning from each other and educating the

community about the joys of orchestral music. The TCO has several levels of tax-deductible sponsorship opportunities for patrons and businesses seeking to support the arts and musical education in Dothan.

Advance tickets are \$10 for adults and \$8 for students at The Cultural Arts Center. Tickets will be \$12 for adults and \$10 for students at the door Nov. 21.

For more information about the TCO, call (334) 699-2787 or visit www.tristatecommunityorchestra.org.



Boys and Girls Club Celebrates 50th Anniversary

The Boys and Girls Clubs of Hawk-Houston is celebrating its 50th anniversary (1964-2014) and is inviting those individuals who are alumni club kids, board members, volunteers and donors to join the organization for an Alumni Reception and Open House Sunday, Nov. 23, at 7 p.m.

An evening of live music and celebration of the history, legacy and memories of the Boys and Girls of Hawk-Houston are all planned.

For more information and attendance plans, contact Shelia LaRue, Traci Melvin or Altha Newman at (334) 792-4618.

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Make It A "Boogie Woogie Christmas"

Swing into the 1940s and the holiday season with Southeast Alabama Community Theatre's Holiday Dinner Party. SEACT will present *The Boogie Woogie Christmas Show* at The Cultural Arts Center Dec. 9-13. Doors will open each night with a cash bar at 5:30 p.m. The Dinner Buffet will begin at 6 p.m. followed by the show at 7 p.m.

It is Christmas time in sleepy small-town America, and the troops are overseas fighting World War II. Families are remembering their loved ones at war and there is no Christmas cheer to be found. Meet the members of a rag tag local radio show cast as they sing their way into the hearts of listeners, kindling the fire of Christmas spirit.

Join SEACT for a casual meal and experience a live Christmas Eve radio broadcast from the 1940s. Enjoy popular songs, wholesome radio sketches and your favorite Christmas tunes. SEACT Holiday Dinner Theatre is a great seasonal treat for supper clubs, families and office parties.

Tickets are \$30 per person or \$200 for a table of eight. For more information, or to make your reservation, visit www.seact.com.



WCC Presents "Grease"

Join Wallace Community College's Fine Arts Department as they present the smash hit Broadway musical *Grease*. Don't miss this show, which runs Nov. 20-22, at 7 p.m. in Bencze Theatre on the Wallace Campus in Dothan.

You'll fall in love all over again with your favorite characters Danny and Sandy. So, get ready to tap your toes and sing along with Rydell High's class of 1959. Don't forget your leather jacket and pink Poodle skirt.

Tickets can be purchased at www.wallace.edu or at the box office one hour prior to the show. Tickets are \$5 for general admission and \$3 student admission. If you require accommodations under ADA, contact Dr. Thomas Maple at (334) 556-2616 at least two weeks prior to the show.

Grease is the word!

YOURCHAMBER

Visit us on the Web

www.dothan.com

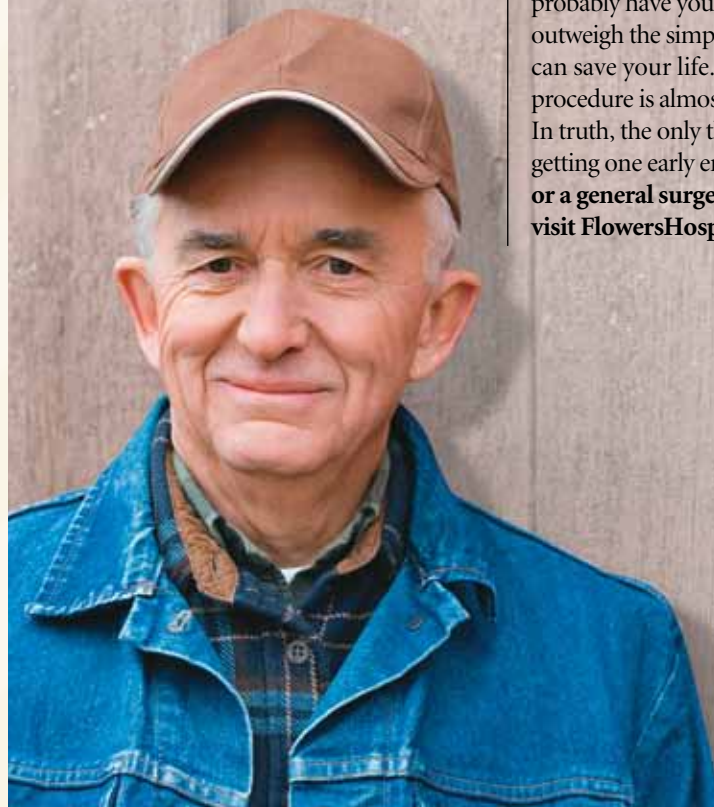
Upcoming Member Events

- ▶ **Celebrate Recovery**
Every Friday • 6 p.m.
Harvest Church. This is a biblical 12-step program for anyone struggling with life's hurts, hang-ups or habits. The program is free and all are welcome. Optional dinner starts at 6 p.m.; free to first-time guests. For those with children, age specific children's program available. For more information, call Harvest at (334) 702-6555 or email celebraterecovery@harvestdothan.com. "You can't heal a wound by saying it's not there!"
- ▶ **Carmike Cinemas' Weekend "Kidtoon"**
Every Weekend • Times Vary
Dothan Pavilion. Carmike Cinemas will play a special "Kidtoon" every weekend for only \$5. For more information, contact the local theatre at (334) 836-0813 or visit www.carmike.com for show times. Some locations will be able to have a special showing on Tuesday mornings for schools and daycares to take advantage of Carmike's Stimulus Tuesdays.
- ▶ **71st National Peanut Festival**
Oct. 31 – Nov. 10 • Times Vary
National Peanut Festival Fairgrounds. The nation's largest peanut festival is held each fall to honor peanut growers and to celebrate the harvest season. For more information and hours, call (334) 793-4323 or visit www.nationalpeanutfestival.com.
- ▶ **1st Saturday Family Day**
Nov. 1 • 10:30 a.m.
Wiregrass Museum of Art and Conference Center. This is a program that provides entertainment for the whole family. Children and their families can enjoy a different fun-filled activity each month. The program is free and open to children of all ages who are accompanied by an adult. For more information, contact the Museum at (334) 794-3871 or visit www.wiregrassmuseum.org.
- ▶ **DEF's "Raise The Steaks" Fundraiser**
Nov. 6 • 4 p.m.
Logan's Roadhouse. Join the Dothan Education Foundation to "Raise the Steaks" at Logan's Roadhouse Nov. 6, Dec 4, Jan 8, 2015, Feb. 5 and March 5 from 4 p.m. to close. When you mention to your server that you are dining in support of DEF, Logan's will donate up to a sizzling 20 percent of all pre-tax sales to DEF. For more information, call (334) 794-6585.
- ▶ **Santa's Magical Arrival**
Nov. 7 • 6:30 p.m.
Wiregrass Commons Mall. Santa's Magical Arrival Parade will precede to Center Court with his special friends Elsa, Anna and Kristoff, characters from the movie FROZEN. As Santa arrives at his beautiful Christmas tree, snow will begin to fall in Center Court. Children will be able to pick up their free glow stick and "Let It Snow" jingle bell bracelet at 5 p.m., near Center Court. One per child, while supplies last. For more information, call (334) 792-7734

Hope.

FACT: When colon cancer is found early, there is a 90% chance for a cure.

If you're age 50 or over and haven't had a colonoscopy, you probably have your reasons. But none of those reasons can outweigh the simple fact that regular colon cancer screenings can save your life. And contrary to popular belief, the procedure is almost painless and only takes 15-30 minutes. In truth, the only thing to fear about a colonoscopy is not getting one early enough. **To find a gastroenterologist or a general surgeon who performs colonoscopies, visit FlowersHospital.com.**



The American Cancer Society recommends both men and women at average risk of colorectal cancer should begin receiving a colonoscopy every 10 years at age 50. But you should talk with your doctor about your own health and your family history so that you can choose the best screening plan for you.

Great News Dothan!

Conestoga Steakhouse Wins Alabama's Best Steak Contest

Congratulations to Dothan's Conestoga Steakhouse who was named the winner of the 2014 Alabama's Best Steak contest. The statewide contest, sponsored by the Alabama Cattlemen's Association, began in July with over 60,000 online voters nominating their favorite restaurants and narrowing the field down to the "Fiery 4" restaurants.

After the "Fiery 4" were announced, an undisclosed judging panel spent the last several weeks visiting each of the top four restaurants and scoring a ribeye steak for tenderness, juiciness and overall flavor. The judges selected Conestoga Steakhouse as serving the best ribeye steak in Alabama.

Ted Toole, owner of Conestoga Steakhouse said, "I'm ecstatic and can't wait to tell my family. Being both a cattle producer and a steakhouse owner it is a dream to win this contest because we promote beef on both ends of the chain. I only sell beef at our restaurant. The secret for us is buying high quality beef, which has kept us in business 37 years."

At an onsite media event held at Conestoga Steakhouse Oct. 20, the Alabama Cattlemen's Association leadership presented the winning plaque to the restaurant.

Beginning July 1, this extremely successful contest had 118 restaurants nominated online in the first four weeks of the competition by consumers in Alabama. Consumers could nominate any restaurant in Alabama that served their favorite ribeye on the menu.

On August 2, the bracket challenge began when voters selected the top "Sizzling 16" restaurants. Consumers once again went online to vote for their favorite restaurants in hopes of moving them through the bracket challenge from "Sizzling 16" to "Enticing 8," and finally the "Fiery 4." The bracket challenge generated over 52,000 votes in the final two weeks.



Dothan's Conestoga Steakhouse was recently named the winner of the 2014 Alabama's Best Steak statewide contest. Pictured (left) is Richard Meadows, Houston County regional president for the Alabama Cattlemen's Association, presenting Conestoga owner Ted Toole with "Fiery 4" honors several days prior to the overall winner was announced.



Girls Inc. Plans Mother-Daughter Tea

Girls Inc. will host its Third Annual Mother-Daughter Tea Sunday, Dec. 14, at 2:30 p.m. at The Grand on Foster. This event is designed to stimulate, honor and enhance the relationships between girls and the women (mothers, stepmothers, aunts, grandmothers and godmothers) in their lives.

Participants will enjoy a tea-style lunch provided by Pans and Petals, making a Christmas ornament, visiting with Santa Claus and special guests, a candy buffet and taking pictures in the Photobooth to remember the day.

Proceeds from this event will benefit Girls Inc.'s after-school program that provides over 70 girls in grades K-eighth with empowering and educational programs and activities.

Tickets are \$60 per couple, \$25 for each additional guest. To purchase tickets, call Girls Inc. at (334) 793-2321.

Membership Feedback Survey Results

Dothan Area Chamber of Commerce members were recently invited to complete a Chamber survey. Thank you to everyone who took the time to complete the survey. Congratulations are also extended to Hillard Hamm, Southeast Alabama Gazette, who was the winner of two tickets to the Chamber's 95th Annual Meeting.

The results below are based on the more than 200 responses the organization received. These responses will help the staff as they continue to refine the membership services provided to you.

1. The top reasons you joined the Chamber:

- #1 - Community Visibility / Name Recognition / Business Exposure
- #2 - Networking Opportunities
- #3 - Business Advocacy

2. How well is the Chamber meeting expectations with respect to the reasons you joined:

- 3% Not meeting expectations
- 32% Meeting some expectations
- 48% Meeting all expectations
- 17% Exceeding expectations

3. What could the Chamber do to attract you to more events? Top answers:

- Select speakers and/or topics that interest me
- Schedule more events in the morning (7:30 a.m.-9 a.m.)

4. What is the preferred method of communication to receive information from the Chamber?

- Email Blast - 76%
- Chamber Newsletter - 19%
- U.S. Mail - 3%
- Facebook - 2%
- Twitter - 0%

5. How well is the Chamber performing in the following areas?:

| Area | Poor | Fair | Good | Excellent | Don't Know |
|----------------------------------|------|------|------|-----------|------------|
| Member Support | 3% | 10% | 46% | 34% | 7% |
| Interaction with Government | 1% | 5% | 33% | 49% | 12% |
| Economic Development | 3% | 6% | 27% | 57% | 7% |
| Customer Service | 1% | 4% | 29% | 61% | 5% |
| Business Retention | 2% | 12% | 36% | 37% | 13% |
| Providing Networking Opportunity | 0.5% | 8% | 38% | 50% | 3% |

6. What items can the Chamber improve upon? Top answers:

- Member outreach and inclusion
- Offer better/more diverse events
- Offer better membership discounts and/or incentives

Dwayne Bowman Voted Best Of The Wiregrass Realtor



James Bowman, Realtor

James Bowman Realty Inc. is proud to announce that Realtor Dwayne Bowman was recently voted by the Wiregrass as "Best of the Wiregrass 2014."

Serving the Wiregrass for over 15 years, Dwayne Bowman has won numerous awards including the 2010 Silver Cup award, 2011 Hometown Hero and this year's 2014 Realtor of the Year.

An avid Harley rider, Dwayne Bowman has been married to his beautiful wife for 28 years and together they have two sons, one daughter and a daughter-in-law.

For more information, contact James Bowman Realty Inc. at (334) 794-7211.

Two City Schools Named 2014 National Blue Ribbon Schools

U.S. Secretary of Education Arne Duncan designated 337 schools in 47 states as National Blue Ribbon Schools for 2014 Tuesday, Sept. 30. Five Alabama public schools were recognized based on their overall academic excellence, or for making progress in improving student academic achievement levels.

Dothan's Beverlye Magnet and Heard Magnet schools were both named 2014 National Blue Ribbon Schools - Exemplary High Performing Schools.

"We are honored to be among the few states nationwide to have two or more schools within the same district receiving this national prestigious award," stated Superintendent Tim Wilder. "Congratulations to both principals, Maria Johnson of Beverlye Magnet School and to Peggy Maddox of Heard Magnet School."

The U.S. Department of Education will honor approximately 287 public and 50 private schools at a recognition ceremony Nov. 10-11 in Washington, D.C. In its 32-year history, the National Blue Ribbon Schools program has bestowed this coveted award on nearly 7,900 of America's schools.

For more information, visit <http://nationalblueribbonschools.ed.gov/awardwinners/>.



Two Dothan City Schools were recently named 2014 National Blue Ribbon Schools. Pictured (l-r) are Principal Maria Johnson, Beverlye Magnet School; Superintendent Tim Wilder; Principal Peggy Maddox. Heard Magnet School.

Kocan Receives Patriot Award

Jerry Kocan, Four Star Freightliner Inc. dealer principal, was recently given the Patriot Award by the Employer Support of the Guard and Reserve under the Office of the Secretary of Defense.

Richard M. Little, chairman of District II of the Alabama Committee for the Employer Support of the Guard and Reserve, presented the award to Kocan after receiving a nomination from a Four Star employee who is currently serving in Iraq. James McCall is employed as a service technician at the Four Star Freightliner location in Dothan, Alabama.

"It is a privilege to work at a company that takes in a work load like Four Star Freightliner does and then has the honor and sacrifice to let more than one of their employees off to defend our nation," McCall wrote in his nomination letter. "I salute you Jerry Kocan for making that possible."

"It is very humbling to be nominated by an outstanding employee such as James McCall," said Kocan. "But to be nominated by an employee that is still serving our country makes it that much more special. We have several outstanding soldier warriors that work with and represent us in each location. I accept this honor for all of the dedicated employees at Four Star Freightliner and especially those who have family members that have or presently serve in the Guard and Reserve."

The Patriot Award reflects the efforts made to support citizen warriors through a wide-range of measures including flexible schedules, time off prior to and after deployment, caring for families and granting leaves of absence if needed.

Four Star Freightliner prides itself on providing customers with world class truck products from Daimler (Freightliner, Western Star and Fuso) and a full spectrum of services. It maintains one of the most comprehensive networks of dealerships and service centers in the Southeast region. There are five locations to support customers' needs: Montgomery and Dothan, Alabama; Tifton and Valdosta, Georgia; and Tallahassee, Florida.

For more information about Four Star Freightliner Inc., contact Kocan at (334) 793-4455 or visit www.fourstarfreightliner.com.



Richard M. Little (left), chairman of District II of the Alabama Committee for the Employer Support of the Guard and Reserve, presents Jerry Kocan, Four Star Freightliner Inc. dealer principal, with the Patriot Award.

Mighty Auto Parts Increases Quarterly Sales

Mighty Auto Parts President and CEO Ken Voelker recently announced that Dothan Manager Rob Gilbreath has increased the Dothan sales the first three quarters of 2014. This sales increase ties the Dothan location for the sixth fastest growing operation of the year.

"I would like to thank the Dothan Area Chamber and the community for their support, which has contributed to this growth," said Gilbreath. "Without a strong community, this could not happen. The

Mighty team we have in Dothan is the best team a manager could ask for. Everyone has stepped up to meet the challenge."

Mighty Auto Parts' mission is "To serve the professional automotive repair market with select, high quality products and superior customer support services."

For more information about Mighty Auto Parts and the services the company provides, contact Gilbreath at (334) 677-2672 or visit www.mightyautoparts.com.

HEALTHSOUTH Receives National Presidents' Circle Award

HEALTHSOUTH Rehabilitation Hospital in Dothan received the National Presidents' Circle Award during the hospital's Annual Meeting and Awards Banquet held Oct. 10 in Naples, Florida.

HEALTHSOUTH Dothan is one of only 15 hospitals in HEALTHSOUTH's nationwide network of 103 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 excellence.

"Our team at HEALTHSOUTH Rehabilitation Hospital works hard to provide exceptional outcomes for our patients," said Margaret Futch, HEALTHSOUTH Dothan CEO. "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."

The hospital also received an award for Marketing Team of the Year in their region.

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 St. and on the Web at www.healthsouthdothan.com.

For more information, contact Will Craig at (334) 712-6333 or will.craig@healthsouth.com.



HEALTHSOUTH Rehabilitation Hospital in Dothan received the National Presidents' Circle Award during the hospital's Annual Meeting and Awards Banquet. Pictured (l-r) are Dr. Gregg Soifer, HEALTHSOUTH Medical Director; and Margaret Futch, HEALTHSOUTH Dothan CEO.

Don't Forget To Vote!

Chamber members are reminded to vote Tuesday, Nov. 4.

Remember... every vote counts!

"like" us on Facebook

Visit www.dothan.com and click the "like" icon.

Tools To Learn More About Your Business' Position Within The Community

Do you know your NAICS Code?

North American Industrial Classification System industries are identified by a six-digit code. The first two digits indicate the sector, such as Manufacturing. The third digit is subsector, followed by industry group, industry and U.S. Industry.

The NAICS code is important to know if you want to enter into contracting arrangements with the government as the Small Business Administration uses NAICS as a basis for its size standards.

Size standards using NAICS as their basis apply to all federal government programs, including procurement, HUBZone and 8(a) certification. Also, the state incentives programs are only for designated types of industries as identified by NAICS in the Code of Alabama.

To find your NAICS code, go to www.census.gov/eos/www/naics/ and enter key words that identifies your business.

Do you know the density of your NAICS within the community?

Once you have your NAICS, you can explore other data that relates to your business within a geographic area. By going to the U.S. Bureau of Labor Statistics website http://data.bls.gov/location_quotient/ControllerServlet you can determine the location quotient for your NAICS within the state, metropolitan statistical area and county. The Location quotient will tell you the density of your type of business within an area as compared to the country as a whole.

Do you know how many people are employed regionally within your NAICS?

You can determine this for the county, MSA or state. Go to www.census.gov/econ/cbp/ and you can select State, Counties MSAs and Zip Codes. Once you pick a geographic area, you will get a readout by the two-digit NAICS sector. If you click on "Details" in the left column, it will expand into the other NAICS hierarchal sectors.

Do you know the population demographics within a radius around your business?

If not, go to <http://mcdc.missouri.edu/websas/caps10c.html> and click the gray rectangle. Drag the point you want to analyze under the "X" in the middle of the screen. When you have it where you want it, the latitude and longitude will be shown on the bottom-right. Click "Close" and the original screen will appear with your Last-Long position shown. Now go to the 4th data box and enter a radius. You will then go to the bottom of the page and hit "Generate Report."

Do you know the daily traffic count at your location?

Alabama roadway traffic counts can be accessed at <http://algis.dot.state.al.us/atd/default.aspx>.

Protecting Your Business From Fraud

With fraud constantly presenting itself as a real threat too often to small businesses, their employees and their customer, representatives from Regions Bank recently presented a seminar at the Dothan Area Chamber to discuss the several different approaches that everyone can take to help protect themselves.



Small Business Tips



Make your business' history a cornerstone of your marketing

Consumers are interested in reliability and authenticity, so it's a good idea to highlight the history of your store says Rieva Lesonsky. She suggests publicizing your store's anniversary and explaining the story behind your business on the "About" page of your website. Read more: <http://smallbiztrends.com/2014/10/history-of-your-store-business.html>. (Source: *Small Business Trends*, Rieva Lesonsky, "How To Capitalize On The History Of Your Store," Oct. 7, 2014)



Apps and products that can help expand your business

Lee Traupel of Linked Media Group cites 30 applications and products that help businesses leverage technology to work more efficiently and better respond to and resolve customer service requests. Read more: www.huffingtonpost.com/lee-traupel-/30-plus-apps-that-will-he_b_5704781.html. (Source: *The Huffington Post*, Lee Traupel, "30-Plus Apps that Will Help You Grow Your Business and Leverage Technology," Oct. 7, 2014)



Employee turnover can be a catalyst for improvement

Employee turnover is rarely pleasant, but it offers the chance to improve your company and its operations, writes Andre Lavoie, CEO of ClearCompany. Make the most of this opportunity by tweaking your hiring strategy, adjusting your compensation package and analyzing the competition. Read more: www.entrepreneur.com/article/238102. (Source: *Entrepreneur online*, Andre Lavoie, "5 Ways to Turn Employee Turnover Into Opportunity," Oct. 7, 2014)



Focus on customers' holiday experience to win loyalty

Stitch Labs' Branding Manager Breena Fain recommends consumers concentrate on providing an excellent consumer experience this holiday season to build loyal customers. Fain's other tips include keeping track of customer preferences so you can serve them better in the future. Read more: www.huffingtonpost.com/breena-fain/6-ways-retailers-can-win_b_5953122.html. (Source: *The Huffington Post*, Breena Fain, "6 Ways Retailers Can Win Forever Customers This Holiday Season," Oct. 8, 2014)



Training, clear expectations are critical for employee performance

Help a new hire hit the ground running by establishing clear, realistic expectations and by eliminating the organizational obstacles that could inhibit his or her performance, write Doug and Polly White, owners of Whitestone Partners. Also, give your new hire the necessary training and give feedback to keep him or her motivated. Read more: www.entrepreneur.com/article/236776. (Source: *Entrepreneur online*, Doug and Polly White, "Ensure Your New Employee's Success With These 5 Steps," Oct. 8, 2014)

Small Business Seminar

Crowdfunding

Dec. 3 • 2:30 p.m.

Join the Dothan Area Chamber of Commerce Wednesday, Dec. 3, from 2:30-4 p.m. for a Crowdfunding seminar. This seminar will allow small businesses and entrepreneurs the opportunity to learn about a new Alabama law that gives them a new way to raise money.

Crowdfunding, the practice of funding a project or venture by raising small amounts of money from a large amount of people, became law earlier this year under a bill written by Sen. Arthur Orr, 3rd District (Limestone, Madison, Morgan). This new law allows individuals to use social media and advertising to raise up to \$1 million toward their initiative. Investments are capped at \$5,000 per person and is restricted to Alabama businesses and investors.

Sen. Orr and officials from the Alabama Securities Commission will be at the Chamber to discuss the rules and regulations regarding Crowdfunding.

The event is free and open to all Chamber members and the public. Reservations are required, as seating is limited. To reserve your seat, contact Susan Tatom at (334) 792-5138.

CONNECTIONS

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Grow Dothan Leads Workforce Discussion

Developing And Identifying A Skilled Labor Force

MAO Receives White House Recognition

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DOOTHAN AREA CHAMBER OF COMMERCE



C H A M B E R

CONNECTIONS

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| ECONOMIC INDICATORS | |
|---------------------|---|
| ▼ | Labor Force for the Dothan MSA for August: 61,768 in 2013; 61,673 in 2014 57,632 in 2013; 57,148 in 2014 Employed |
| ▲ | Unemployment for the Dothan MSA for August: 6.7% in 2013; 7.3% in 2014 |
| ▲ | Residential Building Permits for the City of Dothan for August: 15 issued (\$4.02 million) in 2013; 17 issued (\$4.18 million) in 2014 |
| ▲ | Home Sales in Dothan for August: 98 sold in 2013; 105 sold in 2014 |
| ▼ | Enplanements for Dothan Regional Airport for August: 4,939 in 2013; 4,203 in 2014 |
| ▲ | Houston County & Dothan Sales and Use Tax Collections (\$) for August: \$1,349,272 in 2013; \$1,409,087 in 2014 County \$4,472,766 in 2013; \$4,890,500 in 2014 City |

Editor's Note: Sources for this information vary; call the Chamber for details. Data as of 10/09/14. Visit www.dothan.com for the most current information.