



What is the Economic Development Future for Baldwin County?

The Eastern Shore Chamber of Commerce Eggs N' Issues Breakfast, scheduled for Tuesday, January 8, 2013 will focus on economic development in Baldwin County. The keynote speaker will be Lee Lawson, president of the Baldwin County Economic Development Alliance (BCEDA). The breakfast will be held at Daphne United Methodist Church, 2401 Main St., Daphne. The cost is \$10 for members and \$15 for potential members.

The BCEDA selected Lawson to replace Robert Ingram, who retired in June 2012. Lawson previously served as vice president of economic development for the BCEDA from 2006 to 2008, during which time he was responsible for marketing and the recruitment of new jobs and corporate investments.

Before accepting the position as president of the BCEDA, Lawson worked as an economic development representative for PowerSouth Energy Cooperative in Andalusia, managing the company's domestic and foreign economic development efforts for its 39-county service territory.

Lawson also previously held



positions with the Jefferson County Economic and Industrial Development Authority in Birmingham and the Madison Chamber of Commerce.

With the Airbus announcement, Lawson said the available product in Baldwin County will be attractive to the aerospace industry and Airbus will be a strategic marketing initiative for the BCEDA as far as going after opportunities within the company's supply chain.

"Beyond that, our organization will be a catalyst for 21st century corporate investment," he said. "That's what will be focused on, strategically growing the economic development picture here in Baldwin County."

A native of Montgomery, Lawson is a graduate of Troy University, is married to Regan Ware Lawson of Mobile and is the father of two. The family resides in Fairhope.

Last year over 80 community leaders came together to develop a Strategic Economic Development Plan for the Eastern Shore Chamber of Commerce. This plan is our guide to accomplish our mission to retain, expand and create high paying jobs in four industry clusters: aerospace and high-tech precision manufacturing; medical; film, music and entertainment; and IT and technical support centers. Tourism is also addressed through the strategic plan.

Sponsors for the Eggs N' Issues are Daphne Utilities, Harbor Communications, Converge, Hartmann, Blackmon & Kilgore and The Lady's Lawn Service.

To register for the event call 928-6387 or register online at www.eschamber.com.



Ambassador of the Month

Jeff Ramsland

Jeff Ramsland was chosen as Ambassador of the Month for November. Jeff has been tirelessly representing the chamber by attending ribbon cuttings and other chamber events.

Jeff says he loves chamber work and he knows the value of a chamber of commerce because he served as the executive director of the Sylacauga Chamber of Commerce in Sylacauga, Alabama for three years. He and his wife, Barbie, lived in Sylacauga for 14 years. Jeff is a native of Wisconsin. The Ramslands have been married for 29 years, and they have two children, Nick and a daughter Erika, both graduates of the University of Montevallo. Prior to his chamber career Jeff worked in human resources management for 25 years.

When not working hard for the Eastern Shore Chamber, Jeff volunteers for the Holy Trinity Lutheran Church, plays golf, racketball and the couple loves to travel.



Ambassador Sponsor



January 3, 5:00 - 7:00 pm

Business After Hours

Beef O'Brady's

6450 Highway 90, Ste. J, Spanish Fort

Free networking opportunity for all Chamber members

January 8, 8:30 am

Eggs N' Issues

What is the Future of Economic Development for Baldwin County

With: Lee Lawson, President

Baldwin County Economic Development Alliance

Daphne United Methodist Church, 2401 Main St., Daphne

Fee: \$10, includes breakfast. RSVP: 928-6387

January 17, 8:00 am

Morning Marketing Meeting

Scenic Overlook Office

29750 Larry Dee Cawyer Dr., Daphne

January 17, 5:30 - 7:30 pm

Young Professionals Social

Old 27 Grill, 19992 Hwy. 181, Fairhope

Call: 621-8222 or 928-6387 for more information.

Board of Directors

CHAIRMAN OF THE BOARD

Kerry O'Connor - Regions Bank

CHAIRMAN ELECT

Deanna Auner - Homestead Village-Fairhope

PAST CHAIRMAN

Phil Cusa - PLC & Associates

TREASURER

Greg Strachan - Bryant Bank

Vice Chairman, Economic Development

Bradley Byrne - Jones Walker, LLP

Vice Chairman, Tourism Council

Heiko Einfeld - Holiday Inn Express-Fairhope

Vice Chairman, Membership Value

Contina Woods - Regions Bank

Vice Chairman, Foundation

Jennie Campbell - Stewart Lodges at Steelwood

President/CEO

Darrellyn Bender - Staff Executive

Mayor Mike McMillan

City of Spanish Fort

Mayor Bailey Yelding

City of Daphne

Mayor Tim Kant

City of Fairhope

Commissioner Bob James

Baldwin County

Donna Givens - Baldwin EMC

David Clark - Individual

Jason Horn - The Insurance Guy

Nathan Cox - Bellator Real Estate & Development

William (Bill) McLaughlin - Thomas Hospital

Chris Ortstadt - Walmart-Fairhope

Andrew Ray - Timbercreek Golf Club

Lad Drago - State Farm Insurance

Don Mecke - Brown, Mecke and O'Neal, LLC

Richard Johnson - Phelps Dunbar

LaBarron McClendon - Mobile Infirmary

David Horton - Riviera Utilities

Joe Bullock - Preble-Rish, LLC

Joe Hocklander - Mobile Gas Service Corp.

John Erdlitz - Wells Fargo Bank

STAFF MEMBERS

Alodia Arnold - Accounts Manager

Kathie Barton - Communications Coordinator

Amy Dial - Membership Coordinator

Lori Edson - Tourism Information Asst.

Jessica Fleming - Tourism information Asst.

Rose Hall - Information Specialist

Pat Hawthorne - Development Director

Christina Hellmich - Director of Workforce Development

Sue Hammac - Administrative Asst.

Kay Overstreet, Administrative Asst.

Liz Roberts - Director of Tourism & Special Events



The Eastern Shore Chamber recently welcomed new member, The Happy Olive with a ribbon cutting at 314 B De La Mare Avenue in Fairhope. Attending the event were (from left): Millie Sue Hawks and Sherry Sullivan, chamber ambassadors; Katie Lowe, Vikie Bailey, Richard Bailey, Happy Olive; Fairhope Mayor Tim Kant; Elizabeth Styron, Happy Olive; Sally Wagner, chamber ambassador; Jack Burrell, Fairhope City Council member; C. Shea Dean, chamber ambassador. The shop specializes in providing the absolute best olive oils, balsamics, vinegars, gourmet mustards, award-winning olive salads and salts from around the world, as well as extraordinary gift items. Customer service and education will remain at the basis of products and services. For more information call 929-0711.

Young Professionals Socials Networking Opportunities

The Eastern Shore Chamber's Young Professionals Group is growing and is offering a lot of networking opportunities for members and potential members age 40 and under. At the Holiday Social in November the group collected nearly 100 toys for the U. S. Marine Corps "Toys-for-Tots" drive. The upcoming Socials are:

January 17, 5:30 - 7:30 pm at Old 27 Grill, 19992 Highway 181, Fairhope (south of Walmart).

February 21, 5:30 - 7:30 pm Rosies Record Bar, 1203 Highway 98, Daphne (Marketplace Shopping Center, across from Terry Thompson Chevrolet).

Food and drink discounts are offered. Please help us pass the word. The Eastern Shore Young Professionals Group also has a Facebook account where updates are posted. Please search and like that Facebook page and keep in the know.

OPEN AIR
FEDERAL CREDIT UNION

"Make yourself at home!"



Stop into any office
and say you're a
member of Eastern
Shore Chamber to
qualify
for membership!

1-877-4PEN AIR - www.penair.org

Membership Eligibility Required. Active duty or retired military and their immediate families. Current or retired federal civil service employees and their immediate families. Employees of a select employee group (SEG)- immediate family members of an eligible member, or residents of the same household as an eligible member, may also join. Depending on employer, other conditions may be required for membership.

NCUA



The Eastern Shore Chamber celebrated the relocation of Edward Jones with a ribbon cutting at 6475 Spanish Fort Blvd., Ste. F, Spanish Fort. Attending the event were (left to right): Jeff Ramsland, chamber ambassador; Darrellyn Bender, president/CEO ESCoC; Carla Stewart and Jennifer Byrd, Edward Jones; Millie Sue Hawk, chamber ambassador. Edward Jones provides financial services for individual investors in the United States and, through its affiliate, in Canada. Every aspect of the firm's business, from the types of investment options offered to the location of branch offices, is designed to cater to individual investors in the communities in which they live and work. The firm's 10,000-plus financial advisors work directly with nearly seven million clients to understand their personal goals -- from college savings to retirement -- and create long-term investment strategies that emphasize a well-balanced portfolio and a buy-and-hold strategy. Edward Jones embraces the importance of building long-term, face-to-face relationships with clients, helping them to understand and make sense of the investment options available today. For more information call 621-0781.

Small Business Networking Tips



The dedication for the new Alabama State Veterans Memorial Cemetery took place December 7 on Pearl Harbor Day. The cemetery is located on Highway 225 in Spanish Fort, next to the historic Saluda Hill Cemetery. Dr. Barry Booth, a Spanish Fort Dentist and Veterans' Advocate, donated some of the land the cemetery is built on. He says credit to pushing the project through state and the federal government is owed to several people--notably, John Tyson, Sr. and Colonel Bill Callendar. The first phase of the project encompasses 22 acres and will accommodate the in-ground remains of as many as 2400 veterans. There is also a columbarium and scatter garden for cremated remains.

The Original Oyster House is taking advantage of their Causeway breeze and put it to good use. They've installed the first wind turbine at their Causeway restaurant in Spanish Fort December 13 to help offset their energy costs. "We've been in business for 30 years and have always prided ourselves on being good neighbors and good stewards," said Joe Roszkowski, president of the Original Oyster House. The restaurant began converting all used frying oil into bio diesel more than two years ago to fuel company vehicles. "By installing this wind turbine, we're ramping up our efforts to become more environmentally friendly."

The wind turbine will sit on a 45-foot-high tower and will work 24 hours per day by generating power whenever winds reach eight miles per hour or greater. Power generated by the wind turbine will light the restaurant's playground and Christmas lights. Any surplus energy will be put back on the grid.

Roszkowski isn't stopping with just a wind turbine when it comes to creating more sustainable practices at his two restaurants. Solar water heaters are being installed at both the Causeway Original Oyster House and at their Gulf Shores location. "We're doing this because it's the right thing to do, for our environment, our children and their children."

The Original Oyster House is partnering with the Gulf Coast Exploreum to help educate children of all ages on the positive effects of Green Energy through the STEAM movement. The STEAM movement joins: Science, Technology, Engineering, Arts & Math. The Original Oyster House will host field trips for area schools so children can see Green Energy first hand.

Networking, also known as *tell 'm who you are*, is more important for the small business person because they can't afford the massive advertising that big companies can. It's a chance to let potential customers know who you are and that your business exists. When you're at a meeting or business event, you are your business. You never know when you'll meet the *golden goose* or great new client you've been waiting for.

Try to attend as many meetings or chamber events you have time for. You probably can't afford to join all the different organizations that have meetings so go as a guest of a member. Most will let you attend one or more meetings before insisting you join. If you're really pressed for time or want to attend more than one meeting at the same time, just arrive early for the cocktail or mixer hour and discretely leave before the formal meeting starts. This way, you can rush to the next meeting and network at the end of it.

Networking can really be done anywhere or anytime. Whether it's on the golf course or waiting in line at a restaurant, be ready and willing to network. But meetings will offer the most opportunities for getting to know a wide variety of people. Here are some ideas to make the most of your networking time:

1. Set a goal prior to the event. Figure out who will be in attendance, who you would like to target and what you would like to take away from the event. Having a specific goal will keep you focused.
2. Pre-plan your personal greeting. Planning a 30-second personal greeting beforehand will allow you to attract a person's interest right away. You need to sell yourself before you can sell a product or services.
3. Be first to arrive and last to leave. The longer you stay, the more contacts you will meet.
4. Be aware of how you smell. Sounds funny? It's really a very important part of how people react to you. Do not smell like a cigarette. Likewise, strong perfume or cologne can be overbearing and force people away.
5. Be positive and enthusiastic. A positive attitude will increase positive results. Enter the event in an upbeat mood and keep smiling.
6. Spend time with people you don't know. Spend the majority of your time meeting new people. Networking meetings should enable you to expand your contact list.
7. Say the other person's name three times. A person's name is a pleasing sound for them. In addition, repeating the name will help you to remember it. People are impressed when you remember their name the next time that you see them after you had only met briefly before.
8. Collect business cards with a purpose. When you leave you should have a stack of business cards with notes on the back. Each one should generate a follow-up call. And make sure you bring lots of business cards to share.
9. Learn what the other person does. Not only do people love to talk about themselves, but it will give you time to understand their needs and how you may be of service.
10. Dress for success. Attractive people receive attention and anyone can be attractive with the right attire. Dress for a networking meeting as you would if you were going to visit your biggest client.



The Eastern Shore Chamber of Commerce recently welcomed new member DC Lawn with a plaque presentation. Accepting the plaque from Sarah Smith (left) was Susan King. DC Lawn & Landscape is a professional landscape management provider that is located in Fairhope. They offer landscape management, landscape maintenance, irrigation installation and service, design/redesign, lighting and retaining walls. Areas of service are for Baldwin and Mobile Counties. For more information call 599-2401.

New Members

The Happy Olive
314-B De La Mare Ave.
Fairhope
929-0711
Elizabeth Styron

Derailed Diner at the Oasis Travel Center
27801 County Road 64
Robertsdale
960-1152
Linda Scott

Compound Pharmaceutical Technologies, Inc.
1048 Stanton Rd., Ste. B
Daphne
626-2820
John Hart

CH2M Hill
25 W. Cedar St.
Pensacola, FL
(850) 438-2740
David Stejckal

Sweat Tire Company
21973 State Highway 181
Fairhope
990-8973
Kevin Wilson

Bean Sprouts Daycare Center
11065-B U.S. Highway 31
Spanish Fort
626-5445
Sara Brightbill

*New Members
as of December 13, 2012*



Mardi Gras Parades begin February 1 on the Eastern Shore. Schedules for the parades are available at both Chamber offices.

Membership Marketing Opportunities:

- ✓ **Members** may display brochures and/or business cards in both Chamber locations.
 - ✓ **Members** may advertise or provide inserts for the Chamber newsletter.
 - ✓ **Members** may advertise on the Chamber's website.
 - ✓ **Members** may spotlight their business through sponsorships of events the Chamber produces.
 - ✓ **Members** are listed in the Chamber directory and on the Chamber's website with a link to their website.
 - ✓ **Members** may network with other members at Business After Hours.
 - ✓ **Members** may promote their business in Morning Marketing Meetings.
- Visit the Chamber's website at www.eschamber.com to learn about more ways you can get your company's name out there through promotion with the Eastern Shore Chamber of Commerce.*

Demographic Profiles of the Eastern Shore and Baldwin County are now available in three levels, Level I is free, Level II is free and Level III, which is a very detailed profile, is \$20 for Chamber members. All are available for pick-up at either Chamber office. Levels I & II are also available online at the Chamber's website at www.eschamber.com. Call 621-8222 or 928-6387 for more information.

Renewed Members

Dex Imaging
Copiers/Sales/Service/Networking
Member 12 Years

Premiere Cinema
Movie Theatre
Member 4 Years

Alabama Credit Union
Credit Union
Member 2 Years

Brodbeck & Company, Inc.
LEED Consulting & Sustainability
Member 1 Year

Buffalo Rock Company-Mobile Div.
Beverage Company
Member 13 Years

Cain's Piggly Wiggly Cost Plus
Grocery Store
Member 1 Year

Concept Promotions, Inc.
Advertising-Media
Member 11 Years

Go Play Pet Service
Pet Services
Member 3 Years

Sunbelt Business Brokers
Business Brokers
Member 17 Years

Affordable Plumbing Sewer & Drain
Plumbing Repairs & Water Filter
Member 11 Years

Industrial Medical Clinic-Daphne
Occupational Medicine-Physicians Office
Member 12 Years

Mandevilla
Cottages & Short Term Rentals
Member 20 Years

Northcutt Dental Practice, PC
Dentist
Member 17 Years

Odyssey Healthcare of Baldwin County
Hospice
Member 6 Years

Old 27 Grill
Bar/Restaurant
Member 1 Year

Segers Aero Corporation
Manufacturing-Aerospace
Member 3 Years

The Brennity at Daphne
Assistant Living Community
Member 11 Years

Met Life Insurance
Life Insurance
Member 12 Years

Barry L. Booth, DMD
Dentist
Member 15 Years

Beckwith Camp & Conference Center
Conference Center/Summer Camp
Member 3 Years

Deep South Dermatology
Physicians-Dermatology
Member 3 Years

Grand Hotel Marriott Resort, Golf Club & Spa
Hotel
Member 32 Years

Publix Supermarket-Spanish Fort
Grocery Store
Member 1 Year

Pine Crest Funeral Home & Cemeteries
Funeral Home/Cemetery
Member 6 Years

Thomas Home Health
Home Health Services
Member 2 Years

Alliance Publishing Group, Inc.
Publishing-Magazines
Member 7 Years

Coldwell Banker United, Realtors-Lorene M. McCants
Realtor
Member 28 Years

Baldwin County Eye Institute, PC
Physicians Surgeons-Ophthalmology
Member 19 Years

BankTrust-Daphne
Bank
Member 12 Years

Batchelor's Residential Service, LLC
Air Conditioning Contractors & Systems
Member 1 Year

Beef O'Brady's
Restaurant
Member 6 Years

Red Drum Marketing
Advertising/Marketing
Member 8 Years

Shamrock Properties, LLC
Real Estate Management
Member 1 Year

The Haven
Civic or Fraternal Organization
Member 10 Years

The Neighborhood School, Inc.
School-Private
Member 15 Years

Office Depot
Office Supplies
Member 15 Years

*Renewed Members
As of December 13, 2012*



Tourism Traffic Report

November 2012

November 2012 556
November 2011 784

International Visitors:

November 2012 27
November 2011 41

Tourism information is
available at www.eschamber.com

Demographics Update Data for Baldwin Co. November 2012

Total Homes/Townhomes Sold: 175
Total Homes On Market: 1,671
Average Days on Market: 161
Average Selling Price: \$194,332
Total Condos Sold: 76
Total Condos on Market 1,046
Average Days on Market: 146
Average Selling Price: \$317,217

Unemployment Data:

Alabama 10/12-7.8% 10/11 - 8.3%
Baldwin 10/12-7.2% 10/11-7.6%
United States 10/12-7.5% 10/11-8.5%

Resources:

Baldwin County Association of Realtors
Alabama Bureau of Labor Statistics

JANUARY

- 1 New Years Day Holiday.
- 3 Business After Hours, 5 - 7 pm, Beef O'Brady's, 6450 Highway 90, Ste. J, Spanish Fort. 621-8222. An ESCoC event.
- 8 Eggs N' Issues (see inside for info.).
- 17 Morning Marketing Meeting, 8 am, Scenic Overlook Office. 621-8222. An ESCoC event.
- 17 Young Professionals Social, 5:30 - 7:30 pm, Old 27 Grill, 19992 Hwy. 181, Fairhope. An ESCoC event.
- 26 Senior Bowl, Ladd-Peebles Stadium, Mobile, 6 pm, 438-2276.

FEBRUARY

- 1 Apollo's Mystics Parade, Daphne, 6:45 pm.
- 2 The Haven's Mystic Mutts of Revelry, 3:30, Fairhope.
- 2 Knight of Ecor Rouge, Fairhope, 7 pm.
- 6 Business After Hours, 5 - 7pm, Center for Family Health & Wellness, 28550 N. Main St., Ste. A, Daphne. An ESCoC event.
- 8 Mystic Order of Persephone Parade, Daphne, 6:45 pm.
- 8 Maids of Jubilee Parade, Fairhope, 6:30 pm.
- 9 Krewe of Mullet Mates Parade, Point Clear, 2 pm.
- 9 Shadow Barons Parade, Daphne, 6:45 pm, Daphne.
- 10 Loyal Order of Fire Truck, 2 pm, Daphne.
- 11 Order of Mystic Magnolias Parade, Fairhope, 7 pm.
- 12 Mardi Gras Day. (Chamber office closed)
- 21 Morning Marketing Meeting, Scenic Overlook office, 8 am. An ESCoC event.
- 21 Young Professionals Social, 5:30 - 7:30 pm, Rosie's Record Bar. An ESCoc event.
- 23 Chili for Charity Cook-Off at Oak Hollow Farm from 11:30 am - 2 pm, Ecumenical Ministries, 928-3430.



P.O. Drawer 310
Daphne, Alabama
36526-0310
(251) 621-8222
FAX (251) 621-8001
www.Eschamber.com
Address Service Requested



PERMIT NO. 155
DAPHNE, AL
U.S. POSTAGE PAID
STANDARD
PRESORTED