



LEADERSHIP & LESSONS

Eastern Shore Chamber Launches Business Academy

The Eastern Shore Chamber of Commerce is launching its Business Academy with a special event on February 11, 2008. The Business Academy, a *Blueprint for Tomorrow Initiative*, is spearheaded by the Chamber's Economic Development Council Task Force.



A wide range of educational and professional training opportunities will be provided to members and non-members of the Chamber throughout the year. Many of the topics include: Beginning Financial Planning, Business Ethics, Customer Quality Assurance, Employee Recruitment and Retention, Goal Setting, How to Execute a Plan, Internet Marketing, Marketing for Small Budgets, Office Administration, Public Speaking, Sales Skills, Take Your Company to the Next Level, Technology, Workplace Safety and many more. Workshops, seminars and courses will range in lengths of one hour to eight hours.

To kick-off the Academy the Chamber will showcase a special event entitled "*Leadership & Lessons*" on February 11, 8:30 am – 12 noon at the Grand Hotel Marriott Resort, Golf Club and Spa. Two highly recognized national speakers have been invited to focus on ethics and leadership.

Bud Krogh, a former Nixon administration official, offers an insider's account of the Watergate years and his role in the



he taught graduate students at Golden Gate University how to recognize and avoid the kind of ethical pit that he was too young and ambitious to sidestep. His message today is the same as at his 1974 sentencing hearing, when he said: "I hope that the young men and women who are fortunate enough to ... serve in government can benefit

from this experience and learn that sincerity can often be as blinding as it is worthy. When contemplating a course of action, I hope they will never fail to ask, 'Is this right?'"

Traci Fenton is the Founder and CEO of WorldBlu, Inc., a Washington, DC-based leadership and business design studio specializing in organizational democracy and freedom-centered leadership. As a leading expert in organizational democracy, she is recognized as one of the business thought-leaders of her generation as well as of the next generation of business.

Organizational democracy is freedom within a business framework. It is a strategy for organizational design and a way of leading and managing an organization. It is achieved when an organization uses the principles of democracy to design the way it operates daily, cultivating a workplace that enhances employee potential achieving its business goals and

Special Investigations Unit (SIU) assigned to investigate the leaks of top-secret government documents, describing what really went on behind closed doors, how exercising power without integrity can destroy one's life, how he lost his moral compass, and how he turned his life around.

Before anyone else admitted anything in the scandals that toppled a president and shattered public trust in government, Krogh began what he calls his "quest for redemption." He was the first to plead guilty, and the first White House staff member to go to jail. He even insisted on being sentenced before he testified in the Watergate case, saying it would be wrong to reduce his own prison time just because he implicated others.

Leon Jaworski, the same man who sent Krogh to prison, was so convinced of his integrity that, years later, he helped Krogh get his law license back.

For five years after leaving prison,

Please See Leadership & Lessons - Page 5

Ambassador of the Month

Mary Brabner Regions Mortgage



The Eastern Shore Chamber recently selected Mary Brabner as Ambassador of the Month for November. Mary earned the honor for attending numerous chamber events and activities throughout the month.

Mary is a native of Columbus, Georgia and moved to Mobile after graduating from the University of Alabama. She and her family moved to Spanish Fort in 1993. Mary has been married to Steve for 23 years and the couple has two sons, Cole, age 18 and Lane, who is 16. The teenagers attend Spanish Fort High School.

After working eight years in radio and television, Mary worked for the chamber for a while as the special events coordinator. She then went to work in the mortgage industry and has worked in that field for seven years. She is also a city councilwoman for the City of Spanish Fort, serving her first term.

In addition to volunteering her time to help promote the Eastern Shore Chamber of Commerce as an ambassador, Mary enjoys playing tennis.

Thanks Mary!

Business After Hours

Friday, January 4, 5 - 7 pm

Eastern Shore Business & Community Showcase
Daphne Civic Center, Highway 98, Daphne

Note: Cash Bar

Eggs & Issues

Tuesday, January 8, 7:30 am

Thomas Medical Center, Highway 98, Daphne

Speaker: Patty Hughston

Featuring: Baldwin County Board of Education's Map for
Future of Career Tech Ed

Call 621-8222 Reservations must be made and must be paid.

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STAFF MEMBERS

Kathie Barton - *Communications Manager*

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Michelle Rumpf - *Director of Development*

Flo Stanton - *Information Specialist*

Carolyn Walthall - *Youth Leadership Coordinator*

Sandra Weekley - *Information Specialist*

Judy Wilson - *Information Manager*

Jo Wylly - *Accounts Manager*

WHAT CAN YOU DO AT YOUR CHAMBER'S WEB SITE IN TWO TO THREE CLICKS?



www.eschamber.com

Since the Eastern Shore Chamber of Commerce's new Web site launched this past summer, so many enhancements have been made to help make it easy for our members to do business with the chamber and interact with many other members, related organizations and government entities. The following is a sampling of what you can do online at the Chamber's Web site:

- **At the top**

Become a member of the chamber; look for a member from the directory; get contact information and link to sites; link with 75 other organizations and government entities; get the answers to frequently asked questions; find out events and activities going on the Eastern Shore; search for information on our site as well as the World Wide Web; and you can contact us directly.

- **Left Column**

Learn about the Shore Rewards Program; learn the areas we serve; take tourism and transportation surveys; and read the latest news from your chamber.

- **Our Area**

This includes everything you would want to know about our area including: tourism, chamber festivals, religion, schools, getting around, shopping, real estate, relocations, government – the list goes on. There is even a page full of any of the numerous publications we produce in-house that you can download and print or just read online. Want to see some photos of our events and activities or scenes of our area? Visit our photo gallery online from that menu.

- **The Chamber**

Want to know more about your chamber? This is the page to go to. You can view and download the Annual Report and Plan of Action. View list of the Board of Directors and staff. Learn all about the Eastern Shore Business & Community Showcase. Get the chamber's history, facts about the chamber, read the mission statement and much more. You can also download a membership application from this page.

- **Business Communication**

This is where you will also find the chamber directory. Want to register for one of the chamber's many seminars, workshops or courses as part of the Business Academy? You can now sign up online. The latest newsletter and news releases are also placed under this category as well as in the streaming news in the left column.

- **Economic Development**

Under this category you can read all about the chamber's Blueprint for Tomorrow initiative; get a choice of two levels of demographics; visit the Business Academy Web site; link to resources for new businesses; learn all about sponsorship opportunities and link to economic development resources.

- **Governmental Affairs**

Here you can find list of all of the elected officials that serve the Eastern Shore. You can also read and print the chamber's Legislative Agenda. Want to learn how to become a community leader? Signup online for the Governmental Awareness and Participation classes online. Links to governmental entities are also available here.

- **Chamber Foundation**

This area is where we steer people and businesses who wish to donate to the chamber's foundation that develops and grows many value added programs in the area such as Business Education, Environmental and Youth Leadership, all of which are also included under this category. Several of these are in the developmental process.

- **Members Only**

This category is "under construction". We do have the Blueprint for Tomorrow available, a special calendar for members, sponsorship opportunities, etc. Coming up, this page will be accessible only by chamber members. We will also be offering special e-newsletters from this page.

Want to know more about our Web site? Have any comments or suggestions. Email us at office@eschamber.com or call Kathie Barton at 928-6387.

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Gulf Coast Junk Removal recently joined the Eastern Shore Chamber of Commerce. The company provides all the labor and clean-up for both commercial and residential junk removal. They will remove home, office and renovation debris. The company will also remove single items to multiple truckloads. On hand to receive the chamber's membership plaque from Sally Wagner, chamber ambassador (center) were (left) Sloan Sandefer and (right) Hudson Sandefer. Call 1-888-GULF-JUNK for more information.



Tamara's Bar & Grill recently joined the Eastern Shore Chamber of Commerce. To celebrate the event, the chamber held a ribbon cutting ceremony at the restaurant located at 210 Eastern Shore Center on Highway 98. Attending were (from Left): Linda Scott, Morgan Slay and Sandy Cooke, chamber ambassadors; Jessica Mixon, Haley Mixon, John Thomas, restaurant staff; Tamara Wintzell, owner; David Clark, chairman of the board for the chamber and Sally Wagner, chamber ambassador. Back row: Mark Stejskal, chamber ambassador and Darrelyn, president/CEO of the chamber. Tamara's Bar and Grill serves a wide variety of hors d'oeuvres, sides, salads, seafood and a selection of steaks and ribs all served as entrees, sandwiches or po-boys. The restaurant offers indoor and outdoor dining. Tamara's is open daily from 11 am – 10 pm. Happy hour is Monday through Friday 3 – 6 pm. Lunch specials are served 11 am – 2 pm. For more information call 929-0002.

Cont'd From Page 1 - Leadership & Lessons

positively impacting the community. Organizational democracy provides value because it is comprehensive and systemic, transforming an organization's environment and culture while developing leaders at every level throughout the organization.

Tickets:

Chamber Member: \$119.00 or \$761.60 for table of eight
 Non-Chamber Member: \$159.00 or \$1,017.60 for table of eight

Those who are not members of the Eastern Shore Chamber, but are members of any other chamber of commerce qualify for the chamber member fee. Register before January 11 and receive a FREE and signed copy of Mr. Krogh's new book *Integrity!* If ordering a table, all seats receive the book.

To register online visit www.eschamber.com/academy. A detailed listing of all the seminars, workshops and courses is online or call the Chamber at 928-6387 for more information.



- ✓ Drive more sales to your business!
- ✓ Make \$\$ on sale of Shore Rewards!
- ✓ Get new customers to your business!
- ✓ Keep your customers coming back!
- ✓ Great new benefit to your chamber membership!
- ✓ Special incentives for participating businesses!

Are you a member of a non-profit group frequently doing fundraising activities?
The Eastern Shore Chamber of Commerce has a idea for you to make \$\$\$.

Call: (888) 326-0959 or 490-4650 to find out all about it.

Renewed Members

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Member 2 Years

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**Buffalo Rock
Company**
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Member 8 Years

**Dixie Dental
Center**
Dentists
Member 1 Year

**Faulkner State
Community College**
College/University
Member 11 Years

Furniture Medic
Furniture Repair
Member 1 Year

**Green Gates
Market**
Home & Garden
Member 5 Years

**Greer's
Fairhope Market**
Grocery/Deli
Member 2 Years

**Junior Auxiliary of
the Eastern Shore**
Civic or Fraternal
Organization
Member 14 Years

Merrill Lynch
Melanie Harris
Investment Broker/
Securities
Member 2 Years

Objects
Gift Shop
Member 3 Years

**Odyssee
Healthcare of
Baldwin County**
Hospice
Member 1 Year

Realty Executives
Cynthia McAllister
Member 5 Years

**Regions
Mortgage, Inc.**
Mortgage Banking
Member 5 Years

**Retro Cycle
Works, Inc.**
Motorcycle Sales &
Service
Member 4 Years

Ryan's Steak House
Restaurant
Member 2 Years

**Spanish Fort
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Church
Member 8 Years

The Warf
Real Estate
Development
Member 1 Year

**Wolfe-Bayview
Funeral Home &
Crematory, Inc.**
Funeral Home/
Cemetery
Member 9 Years

**Women's Business
Center of South
Alabama**
Business Consulting
Member 6 Years

*Renewed Members as of
December 12, 2007*



The Eastern Shore Chamber of Commerce was on hand to celebrate the two year anniversary of Ponder Antiques located in historic Malbis, at 29431 Hwy. 181. Present for the event were (left to right) Tommy Malbis, Laura Solley, Mark Ponder, owner; Mary Brabner, chamber ambassador; Jimmy Harmon and Amy Dial, ESCoc membership coordinator. According to owner Mark Ponder, "Ponder Antiques brings the old world into your world." For more information call 621-0538.

Advertising Through the Chamber Gets Results

The Eastern Shore Chamber offers another advertising opportunity that can get your business name **out there** to more than 1,000 contacts.

For only \$200 you can have your company logo on our Event Reminder Card (yellow card) mailed each month listing chamber functions held monthly, such as the Eggs & Issues breakfast, Business After Hours and special events.

Call Judy at 621-8222 to find out more.



Tourism Traffic Report

November 2007

November 2007 1,043

November 2006 1,469

International Visitors:

November 2007 26

November 2006 41

Tourism information is
available at www.eschamber.com

Demographics Update Data for Baldwin Co. November 2007

Total Homes Sold: 127
Total Homes On Market: 3,239
Average Days on Market: 151
Average Selling Price: \$261,779
Total Condos Sold: 48
Total Condos on Market 2,563
Average Days on Market: 265
Average Selling Price: \$362,154

Unemployment Data:

Alabama 10/07-3.1% 10/06-3.6%
Baldwin 10/07-2.3% 10/06-2.6%
United States 10/07-4.4% 10/06-4.1%

Resources:

Baldwin County Association of Realtors
Alabama Dept. of Industrial Relations
Alabama Bureau of Labor Statistics

JANUARY 2008

- 1 News Year's Day Holiday - Chamber offices closed!
- 4 - 5 Eastern Shore Business & Community Showcase, Friday, 11 am - 7 pm (Business After Hours 5 - 7 at Showcase), Saturday, 10 am - 2 pm, Daphne Community Center, 621-8222, an Eastern Shore Chamber of Commerce event.
- 8 Eggs & Issues, 7:30 am, Thomas Medical Center, Daphne, 621-8222. Topic: Baldwin County Board of Education Map for the Future of Career Tech Ed. An Eastern Shore Chamber of Commerce event.
- 9 Coastal Insurance Symposium, 8 am, Marriott Grand Hotel, 621-8222. An Eastern Shore Chamber of Commerce event.
- 15, 22, 29 Government Awareness & Participation classes, Holiday Inn Express, Daphne, 6 pm, 928-6387. An Eastern Shore Chamber of Commerce event.
- 17 Morning Marketing Meeting, 8 am, Scenic Overlook, 621-8222. An Eastern Shore Chamber of Commerce event.
- 19 Krewe de Spaniards Parade, Eastern Shore Centre, Spanish Fort, 4 pm.
- 25 Fairhope Children's Parade, 1 pm, downtown Fairhope.
- 25 Appollo's Mystic Ladies Parade, Olde Towne Daphne, 6:45 pm.
- 26 Senior Bowl, Ladd-Peebles Stadium in Mobile, 3 pm, 438-2276.
- 26 Knights of Ecor Rouge Parade, downtown Fairhope, 7 pm.

FEBRUARY 2008

- 1 Mystic Order of Peresphone Parade, Daphne, 6:45 pm.
- 1 Maids of Jubilee Parade, Fairhope, 6:30 pm.
- 2 Krewe of Mullet Mates Parade, Point Clear, 2 pm.
- 2 Mystic Order of Shadow Barons Parade, Daphne, 6:45 pm.
- 4 Order of Mystic Magnolias Parade, Fairhope, 7 pm.
- 5 Mardi Gras Day. (Chamber offices closed.)
- 7 Business After Hours, 5 - 7 pm, an Eastern Shore Chamber of Commerce event.
- 12 Eggs & Issues, 7:30 am, an Eastern Shore Chamber of Commerce event.
- 18 & 19 Baldwin County Water Festival, a children's environmental learning event sponsored by Albama Coastal Foundation, Daphne United Methodist Church, 990-6002.
- 21 Baldwin Pops Winter Concert, 7 pm, Fairhope Civic Center, 988-1260.
- 29 - 3/2 Baldwin County Homebuilders' Home & Product Show, Fairhope Civic Center, 928-9927.

Take the Eastern Shore Chamber's
Transportation Survey online at
www.eschamber.com. Click on
"Surveys" located on the home page.
Need to know more,
call 928-6387.



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