

South Baldwin

LIVE, SHOP, & PLAY
LIKE A LOCAL

CHAMBER OF COMMERCE

2023 EDITION ISSUE 1 JANUARY/FEBRUARY



Featuring

2023 Annual Gala Awards

THE NEWSLETTER

PROVIDING INFORMATION, SERVICES, LEADERSHIP AND VISION

P.O. Box 1117 | Foley, Alabama 36535 | 251.943.3291 | www.southbaldwinchamber.com

On The Cover

The South Baldwin Chamber of Commerce, a 501(c)(6) business development organization, holds an Annual Meeting each year in the month of January as required by its by-laws, to report to the membership on the Chamber's activities, events, and programs.
[Cover: 2022 Chairman Chad Watkins and 2023 Chairman Sted McCollough]



2022 Lifetime Achievement Award
Tommy Lee
Vulcan, Inc.



2022 Woman of Influence Award
Frances Holk-Jones
Frances Holk Insurance Co. / State Farm



2022 Small Business of the Year
David Nault
Anytime Fitness of Foley

Even though this official meeting may sound a bit formal and structured, we do like to spice things up a bit with an elegant venue location, music, delicious food and drinks, and allow time for everyone to mingle and enjoy themselves during the program and award recognitions.

It takes all of us working together to help make the South Baldwin Chamber beneficial to each and every business in south Baldwin County. Be a part of something extraordinary - Support your local South Baldwin Chamber!

The Talk of Baldwin



1310 AM • 92.5 FM

WHEP1310.com (251) 943-7131
Local News Sports Community Coverage
Coastal Alabama's Longest Running Station



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Serving **GULF SHORES**, **ORANGE BEACH**,
FOLEY, **PENSACOLA** and **PERDIDO KEY**

WORLDWIDE at "SUNNY1057.COM"



Your **SOURCE** for **AREA UPDATES**,
WEATHER REPORTS and **EVENTS CALENDAR**

THE SOUTH BALDWIN CHAMBER'S 79TH ANNUAL GALA & AWARDS

January 2023 at Oak Hollow Farm | Presented by One Life Chiropractic



SOUTH BALDWIN
CHAMBER OF COMMERCE

"We love to honor and celebrate those who serve and give back to their fellow business members and the community as a whole. I hope each of you will reach out and congratulate our winners. We also hope you will remember to participate in the nominations for these awards when the time comes later this year. You can nominate yourself or someone else you admire and respect who is in business and is making a difference in our community." – Donna Watts, President & CEO



2022 Diplomat of the Year
Samantha Harris
South Shore Insurance Agency



2022 Volunteer of the Year
Andrea Jones
Vulcan, Inc.



2022 Distinguished Public
Service Award (in memoriam)
Steve McMillan
Alabama House of Representative

STRENGTH IN NUMBERS.

GRANT,
SANDERS
& TAYLOR, P.C.

CERTIFIED PUBLIC ACCOUNTANTS

BERTRAM L. SANDERS II, CPA • MATTHEW R. TAYLOR, CPA

GULF SHORES
1530 W 2ND STREET
GULF SHORES, AL 36547
968-CPAS (2727)

ORANGE BEACH
24697 CANAL ROAD
ORANGE BEACH, AL 36561
980-CPAS (2727)



- Weddings/Receptions
- Corporate Events
- Company Parties
- Family/Class Reunions
- Skeet Shooting
- Pheasant Shoots
- Lodge/Bunkrooms

251-928-4840
www.OakHollowFarm.net

A scenic sunset over a body of water. In the foreground, several tall, slender trees stand on a grassy bank, their silhouettes dark against the bright, golden light of the setting sun. A wooden pier extends from the shore into the water, its structure also silhouetted. The sun is low on the horizon, creating a strong reflection on the water's surface. The sky is filled with soft, golden clouds, and the overall atmosphere is peaceful and serene.

Do you have a
copy of our
Find It Local
Guide for
2023?

See the online version here: bit.ly/FILG2023

THE SOUTH BALDWIN CHAMBER'S BUSINESS OF THE MONTH

January

Foley's **Planet Fitness** is a gym that is a non-intimidating, welcoming environment fostering a sense of community among all members and encourages them to work toward their health and fitness goals, no matter how big or how small. The club is bright and spacious offering a large selection of high-quality, brand-name cardio, circuit, and weight-training equipment for all fitness levels, including first-time and casual gym users. The staff prides itself on maintaining a clean and welcoming workout environment where everyone feels accepted and respected, and our certified trainers are ready to help. Planet Fitness offers low startup fees, no-commitment options as well as the PF Black Card® where you can get ALL. THE. PERKS. in the Judgement Free Zone®. Whether you're a first-time gym user or a fitness veteran, you'll always have a home at Foley's Planet Fitness. Open 24 hours, 7 days a week - you belong!



🌐 planetfitness.com/gyms/foley-al | 📞 (251) 943-9370

February



ISLAND AIR

For more than twenty years, owners Rob and Ginny Barnas and Mickey Cornell and the great team at **Island Air Conditioning & Heating** have provided South Baldwin County homeowners and businesses with the very best in indoor comfort solutions. As a local family-owned business, Island Air is invested in the community. You'll often find the crew volunteering at Chamber of Commerce events and with other local organizations to give back and help out. The homes and businesses Island Air provides services for are the same people they look to when they need products and services to support local small business owners. Island Air has been successful in providing not only top-quality service but also gainful employment for dozens of area residents.

As technology improves, so does Island Air's ability to improve the quality of their customers' lives with products and services that make a home or business energy efficient while providing cleaner air to breathe. High efficiency, environmentally friendly home comfort systems, as well as, state-of-the-art indoor air quality solutions are Island Air's specialty. "Our promise is to always offer our services at a fair price with a courteous and professional attitude."

🌐 callislandair.com | 📞 (251) 999-4628

Baldwin County Restaurant & Lodging Owner & Operator Meeting



*In Conjunction with the
Gateway Initiative*



*Special Guest
Seasonal
Connect*

 **Tuesday, February 7th**
4:00 pm

 **Magnolia Hall**
25753 Canal Road, Orange Beach

On the Agenda:

**Find Seasonal
Staff**

**Alabama
Workforce
Stabilization
Grant**

**United Way
Organizations
Bring
Opportunities
for Staffing**



<https://www.arhaonline.com/chapter-events.html>

Come Network with Local Industry Peers!



2023 WAGE & BENEFIT SURVEY



DEADLINE: February 28th, 2023



CALLING ALL

Limited Service Hotels
Full Service Hotels
Vacation Rentals
Restaurants
Attractions
Golf

OPERATORS!

WWW.GATEWAYINITIATIVE.COM

WAGE & BENEFIT SURVEY

The purpose of the survey is to provide your business with the most accurate and current data necessary to compare your wages and benefits to others in the region and to provide gateway with data necessary to advocate for state workforce dollars for education and training.

Information provided to the Gateway Team from this survey will be held in strict confidence. Results of the survey will be provided in aggregate form only and will not identify participant businesses.

GOLF

 <https://s.surveypplanet.com/fyo7b7jh>

ATTRACTIONS

 <https://s.surveypplanet.com/q4skzdnb>

VACATIONS

 <https://s.surveypplanet.com/iagxt0fm>

LIMITED SERVICE HOTELS

 <https://s.surveypplanet.com/vrpf80yw>

FULL SERVICE HOTELS

 <https://s.surveypplanet.com/soudqlvi>

RESTAURANTS

 <https://s.surveypplanet.com/xam089un>



CALLING ALL OPERATORS!

2023 WAGE & BENEFIT SURVEY



DEADLINE: February 28th, 2023

Please click on the category that relates to your business. For businesses with more than one location, please take the survey for each location.

Limited Service Hotels

Full Service Hotels

Vacation Rentals

Restaurants

Attractions

Golf



WWW.GATEWAYINITIATIVE.COM

*Thank you to our **TOP INVESTORS** for your partnership, leadership, active participation and support in the Gateway Initiative.*



15th Annual
BB & BLUES
 COOKOFF
 Foley, AL

PRESENTED BY: **River View Turf**

Friday Night Kick Off
MARCH 10TH

Saturday Cook Off
MARCH 11TH

Saturday Night Concert
MARCH 11TH



Local NEWS TO SHARE

ABOUT PEOPLE & PLACES
YOU KNOW



ARTWORK WINNER

Brenda Garcia of Foley High School

Congratulations!

Foley High School student Brenda Garcia is the official 2023 Foley BBQ & Blues t-shirt design winner. Her design will be featured on the shirts sold at the festival this year. Garcia is a freshman in Mr. Wilhelm's sixth-period Visual Art class.

Each year, students from 13 schools in South Baldwin County are encouraged to create a design for the event's official t-shirt. This year, over 50 pieces of art were entered. The top 25 designs will be framed and put on display at the event.

The Foley BBQ & Blues Festival is hosted by the South Baldwin Chamber Foundation, an organization that is passionate about enhancing the lives of students in our community, and for nearly 20 years, it has focused on developing leadership, enriching education, and bettering students' lives within our community. All proceeds from the festival benefit the Foundation. [SEE PRESS RELEASE](#)



CHAD WATKINS

"There's Something About A Place

For Watkins, South Baldwin is where he wants to be. For him, the combination of activities and amenities, together with small town feeling, makes it special.

"There's not a mold for Baldwin County. It is such a bubble and a unique kind of place."

"Foley has such a terrific downtown with still so much potential." One advantage Foley has, he notes, is Heritage Park. "Because having a central park as the epicenter of your downtown, that is what every downtown design would shoot for from scratch, a major green space like that."

READ MORE IN OUR:

2023 Find It Local

<https://bit.ly/FILG2023>



DARRELYN DUNMORE

Foley Main Street

Nowhere is the diversity and vitality of the South Baldwin economy more evident than in Foley. While the city encompasses many entertainment districts and recreational areas, its downtown has always been the heart of the South Baldwin community.

Just four years after its acceptance into Alabama's Main Street program, Foley Main Street was honored with three awards in 2022 by the state organization.

"The Main Street approach is all about partnering with people, businesses, the city and organizations to improve our downtown district," said Main Street Executive Director Darrelyn Dunmore. "We are so proud and honored, as a young organization, to be recognized with these awards of excellence."



DISCOVER AND EXPLORE GREECE, SANTORINI AND MYKONOS
with the SOUTH BALDWIN CHAMBER OF COMMERCE

October 20 - 29, 2023

Visit <https://bit.ly/TravelGreece23>



Extra NEWS YOU CAN USE FROM THE WEB

Three Unexpected Ways to Instantly Boost Hiring Practices

| JAN '23 Carol Sankar • Inc.com Columnists

"Hiring and retention have always been a challenge. But the events of the last few years have put it in the spotlight like never before. The fallout of the "Great Resignation" has continued well into 2022, with millions more job openings than there are available workers.

Of course, problems with retention and filling open positions can vary dramatically based on factors like your industry, location, and so on. But there's no denying that to navigate today's turbulent market, the ability to attract and retain top employees is more valuable than ever.

1. Stop fighting against remote work. What ultimately matters most is if employees are delivering work at the level of quality you need. [...] Businesses that offer remote and hybrid work options also enhance their hiring processes by gaining the ability to recruit talent from outside their immediate geographic area.

2. Improve how employees engage with their benefits. Part of the hiring process is selling your business to prospective employees. Is your benefits package truly a differentiating feature? [...] Helping employees take greater advantage of the benefits that are available to them can help you stand out during the recruiting process and improve your retention rates. [...]

3. Eliminate standard interview processes. The interview process is where you evaluate whether a potential candidate is a good fit for your organization -- but all too often, interviews rely on routine questions that don't actually deliver deeper insights. Research from the Harvard Business Review instead reveals that interviews should test for critical thinking by asking open-ended questions that spark conversations and highlight a candidate's creativity. [...]

Read complete article online: www.inc.com/carol-sankar/3-unexpected-ways-to-instantly-boost-hiring-practices.html ■

Census Count of U.S. Businesses: Why Responses Matter

| JAN '23 U.S. Census

Economic *Census Will Survey More Than 4 Million Business Locations* — Most people know that the U.S. Census Bureau measures the nation's population once every 10 years. But fewer know that every 5 years, it conducts another important survey that measures the nation's businesses to give us a comprehensive measure of U.S. economic activity across more than 21,000 geographic areas.

Responses from over 4 million business locations will provide data that paints a more complete picture of U.S. businesses at the national, state and local level.

Businesses asked to participate should respond by March 15, 2023.

- **Who Will Receive the 2022 Economic Census?**
- **Cornerstone of Economic Statistics**
- **Unique Nature of the Economic Census**
- **How the Economic Census Helps Everyone**

Read complete article online: www.census.gov/library/stories/2023/01/census-count-businesses-why-responses-matter ■

BBB Tip: Cybersecurity resources to help businesses and consumers

| JAN '22 Better Business Bureau

BBB Cybersecurity is a business education resource created to provide small and midsize businesses (SMBs) with valuable tools, tips, and content to help them manage cyber risks and learn about cybersecurity best practices in the modern business environment. Learn more about:

- 1. Importance of Cybersecurity**
- 2. Impact – Understand / Detect / Recover**
- 3. Resources for your Business**

Read complete article online: www.bbb.org/article/news-releases/23187-bbb-tip-cyber-security ■



YOU'RE

Invited

TO JOIN

the South Baldwin Chamber of Commerce

WHY

Join?



"SOUTH BALDWIN CHAMBER HAS BEEN INDISPENSABLE FOR INTRODUCING OUR COMPANY TO NEW BUSINESS AND KEEPING US CONNECTED WITH EXISTING BUSINESS."

-SUNNY 105.7



NETWORKING
OPPORTUNITIES



EDUCATION
AND COMMUNITY
BETTERMENT



CHAMBER
EVENTS AND
PROGRAMS



GAIN A
VOICE IN
GOVERNMENT



BUSINESS
CREDIBILITY
AND VISIBILITY



SOUTH BALDWIN
CHAMBER OF COMMERCE

APPLY NOW ONLINE!

www.southbaldwinchamber.com

A: 200 N Alston St. P: 251-943-3291 E: travis@mylocalchamber.net