

# South Baldwin

LIVE, SHOP, & PLAY  
LIKE A LOCAL

## CHAMBER OF COMMERCE

2023 EDITION

ISSUE 3 MAY/JUNE



Featuring

**Island Air Conditioning & Heating, Inc.**

# THE NEWSLETTER

PROVIDING INFORMATION, SERVICES, LEADERSHIP AND VISION

P. O. Box 1117 | Foley, Alabama 36535 | 251.943.3291 | [www.southbaldwinchamber.com](http://www.southbaldwinchamber.com)



## On The Cover

As a family owned HVAC contractor, **Island Air Conditioning & Heating** has served South Alabama residents and businesses for over 22+ years. Rob & Ginny Barnas and Mickey Cornell established the company in 2001. Rob and Mickey have over 40 years of combined experience in the HVAC industry. After working for several other companies providing excellent AC repair and other services, the two decided to join forces to create a company that is focused on personalized service where personal comfort is of the utmost importance.



Island Air's expert staff specialize in selling, installing, and repairing both residential and commercial heating and air conditioning systems. All of our repair specialists are certified technicians trained to help you with preventative maintenance, repairs, replacement systems, and installation.

The South Baldwin and Coastal Alabama Business Chambers recently held a ribbon cutting with Island Air to celebrate the opening of their new location in Foley!

*"We proudly serve South Alabama and consider our beaches and surrounding area one of the most beautiful places on earth. The people of South Baldwin have supported us over the years and we thank you for the opportunity to be of service to you."*



Photos (Cover & Van/Building) by Ryan Moberly

# ALABAMA'S DAPHNE-FAIRHOPE-FOLEY IS THE 12TH FASTEST GROWING METRO IN THE U.S.



SOUTH BALDWIN  
CHAMBER OF COMMERCE

al.com | May 2023 | by Ramsey Archibald

Alabama is home to four of the 100 fastest-growing metros in the United States, including one in the top 12.

**Daphne-Fairhope-Foley, the metro area that's home to Alabama's beaches in Baldwin County, grew by 3%** between July 2021 and July 2022. That was enough to rank as the 12th-fastest growing metro in the nation, according to recently released population estimates from the U.S. Census Bureau.

It trailed a number of fellow Southern metros, including seven in Florida and two in the Carolinas. St. George, Utah, and Greeley, Co., were the only non-Southern metros in the top 12.

Among other Alabama metros near the top of the list was the Huntsville metro, which ranked inside the top 50 at No. 41. Already Alabama's second largest metro in terms of population, it grew 2.1% from 2021 to 2022.

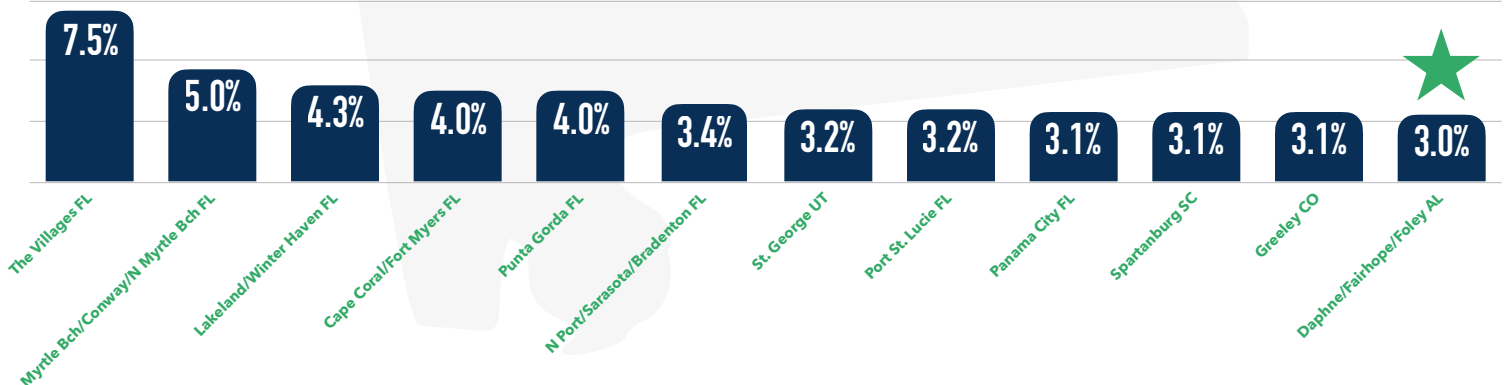
The Auburn-Opelika metro in east Alabama grew by 1.8%, the 56th fastest rate in the nation. And the

Florence-Muscle Shoals metro in far northwest Alabama just barely cracked the top 100, coming in at No. 99 with a growth rate of 0.9% from 2021 to 2022.

But not all Alabama metros fared as well. The Birmingham-Hoover metro area, for instance, was stagnant, neither growing nor shrinking significantly. The Birmingham metro is still by far the largest in Alabama, home to more than 1.1 million residents, more than twice as many as second-place Huntsville.

The Birmingham metro is unique because it has so many individual cities and towns - 77 in all - and population trends in the metro show the central core cities are losing people, while cities and towns on the outskirts of the metro are growing. And the Mobile metro in south Alabama, just across the bay from fast-growing Daphne-Fairhope-Foley, shrank by 0.4%, the biggest population loss of any Alabama metro area. [...]

Read the article in its entirety here:  
[bit.ly/al23fgM](https://bit.ly/al23fgM)



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



Your SOURCE for AREA UPDATES,  
WEATHER REPORTS and EVENTS CALENDAR

The Talk of Baldwin



Free App  
Listen  
Live!

1310 AM • 92.5 FM

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



SOUTH BALDWIN CHAMBER FOUNDATION

# CASINO

FUNDRAISER

# Night



**JULY 14, 2023**

*Legacy Oaks*

EVENT VENUE

6 PM

PURCHASE  
TICKETS AT

[https://bit.ly/  
casinonighttickets23](https://bit.ly/casinonighttickets23)



**Printing  
Pros**  
PrintShopPros.com  
Orange Beach, AL

*Live Oak*  
VILLAGE

**WHEP**  
1310 AM • 92.5 FM

# THE SOUTH BALDWIN CHAMBER'S BUSINESS OF THE MONTH

## May

**G & J Tile and Floor Covering** is here to service all your flooring needs! Whether you are building a new house or remodeling, they have everything you want and need for your flooring project. Locally owned and operated by

Mike Graham and Tony Joellenbeck, G & J Tile and Floor Covering have provided high-quality products to residential homes from the "ground up" in South Baldwin for many years. Their beautiful showroom provides clients with many choices, including luxury vinyl, natural stone, glass or metal tile, carpet, hardwood, laminates, and more. Visit their website for inspiration and schedule an appointment to meet with one of the professional flooring experts to request a free flooring estimate. Conveniently located at 1351 South McKenzie Street in Foley, stop by to meet the friendly and knowledgeable staff, licensed and professional installers, and see for yourself why so many choose G & J Tile and Floor Covering.



 [gandjfloorcovering.com](http://gandjfloorcovering.com) | 📞 (251) 971-8453

## June

**Hammered Crab**, located at 1220 Gulf Shores Parkway in Gulf Shores, Alabama, had a packed house to celebrate its grand opening and ribbon cutting in May 2023. From mouthwatering prime rib erupting with savory flavors to buckets full of all-you-

can-eat snow crab legs, Hammered Crab serves up deliciousness. Enjoy happy hour, fondly called Hammer Time, from 1 to 5 p.m. daily with drink specials and the a la carte menu that includes single stuffed crab, a crab cluster, peel & eat shrimp, and the SOS Sandwich featuring Swiss cheese, Onions (grilled) and spicy Sausage. Have a craving for something sweet? Choose one of their delectable desserts - beignets, Key lime pie, blueberry cobbler, or cheesecake. "Our restaurant group is tremendously bullish on the opportunities we have in South Baldwin County and throughout the entire region and believe chamber members will make this one of their top restaurants to visit," says Nick Gigliotti, director of operations for Hammered Crab. "This concept is not just for crab lovers, it's really for lovers of all types of food who want a great experience. Of course, if you love crab, you must come to Hammered Crab." Hammered Crab is open from 11 a.m. to 10 p.m. every day. See the latest news and specials on Facebook!



 [facebook.com/HammeredCrab.com](https://facebook.com/HammeredCrab.com) | 📞 (251) 200-0545





# CHICAGO STREET *Supper Club Dinner*

FRIDAY, OCTOBER 20, 2023  
6 PM TO 10 PM

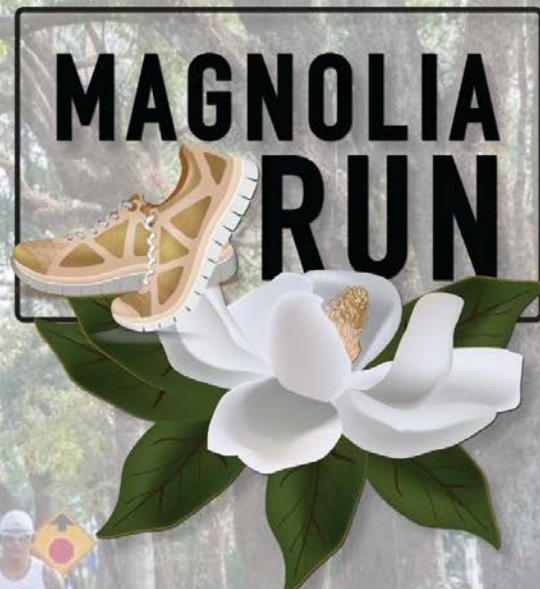
TICKETS GO ON SALE JULY 5TH

PRESENTED BY




THE LAW OFFICES OF  
**BRENTON C. McWILLIAMS**  
ESTATE PLANNING | ELDER LAW | PROBATE

Run With Us!  
**04.NOV.2023**  
Magnolia Springs, Alabama



PRESENTED BY

 **BCSS**  
BALDWIN COUNTY SEWER SERVICE  
clean and simple

 [bit.ly/magnoliarun](https://bit.ly/magnoliarun)



# THE GATEWAY INITIATIVE

Workforce Development & Recruitment +  
Pro-Business Advocacy & Legislative Action +  
Entrepreneurship & Existing Business Assistance +

G A T E W A Y I N I T I A T I V E . C O M



## Cosmo's Restaurant Group Completes ATAC Training

The Gateway Training Academy (GTA) brings world-class training and process improvement opportunities to small and large businesses and various industry sectors. Cosmo's Restaurant Group is the latest Gateway investor to take advantage of the world-class training offered by faculty from the Harbert Business School at Auburn University.

Full Story → [bit.ly/G23crgct](https://bit.ly/G23crgct)



## Workforce Development Highlighted at Tourism Summit

The Gulf Shores & Orange Beach Tourism Summit was held in April at the Erie Meyer Civic Center in Gulf Shores. New to this year's summit were presentations on workforce development solutions available to employers. The Gateway Initiative team along with Dr. Josh Duplantis of Coastal Alabama Community College offered strategies for recruitment, retention, and improving company culture.

Full Story → [bit.ly/G23wdts](https://bit.ly/G23wdts)



## Low Unemployment Numbers are Nothing New in Baldwin County

The growth of the area is outpacing the available workforce. Recent census population projections show a growth of over 7,000, about 3% in Baldwin County. "The issue is that [people] are not here to enter the workforce. They are here to retire for the most part," Ed Bushaw, executive director of the South Baldwin Regional Workforce Development Authority and vice president of workforce development for Gateway Initiative.

Full Story → [bit.ly/gcmA15w](https://bit.ly/gcmA15w)



## Baldwin County Salary & Benefits Report

The Gateway Initiative administered a countywide wage and benefits survey through the chambers of commerce to member businesses. This survey helps businesses gauge their compensation and benefits packages against other companies in the state. The survey was sent to HR resource professionals, owners, and managers of businesses making up the hospitality and tourism industry, specifically: restaurants, full-service hotels, and select service hotels. To see the full report contact Ed Bushaw, [ed@gatewayinitiative.com](mailto:ed@gatewayinitiative.com).

Gateway & YellowHammer IT have created a **job board** specifically targeting our south Baldwin County area. Since we launched the platform in 2022, we now have over **150+ job seekers listed**. As an active employer, we ask that you create an account and add your open job positions. We need you to register your business, create a profile, and start posting those jobs we know you need to fill! Visit [gatewaycareerconnection.org](https://gatewaycareerconnection.org) to get started.



For questions, reach out to [Tyler@GatewayInitiative.com](mailto:Tyler@GatewayInitiative.com).



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

# GOLF FORE! *Education*

October 6, 2023

LEARN MORE HERE:

<https://bit.ly/golf4edu>

The South Baldwin Chamber Foundation is proud to partner with GlenLakes Golf Club in Foley to host the annual

GolfFORE! Education golf tournament, on October 6, 2023. The tournament will kick off with lunch at GlenLakes Clubhouse followed by a shotgun start at noon. Players will enjoy fun and games on the course and a silent auction, and more. Four-player teams are available for \$500 and includes drinks and lunch per player.

Sponsorship opportunities are available, call us at 251.943.5550.

The mission of the SBC

Foundation is to enhance the lives of students through programs and partnerships that enrich education to

develop leadership, and better our community. When you support the Foundation, you are supporting the future leaders of our community. We thank you!





# Local NEWS TO SHARE

ABOUT PEOPLE & PLACES  
YOU KNOW



## REFURBISHED 1925 FOLEY BUILDING OPENS AS CHAMBER OFFICES

See GCM news article:  
[bit.ly/gcm23sbc](http://bit.ly/gcm23sbc)

**A 97-year-old building** that survived proposals to tear it down is now the office of the South Baldwin Chamber of Commerce after being donated to the organization by the City of Foley.

*"When we bought it, a lot of people said we should just tear it down. The building was old and the lot was too valuable, but we couldn't do that and lose all of the history that's in this building." – Tim Russell, Foley Mayor 1996-2006*

*"This building is on the state and national historic registry. Now it's going to live on and be a vital part of downtown Foley just like it was in 1925 when the building was built and the Masonic Hall was here." – Donna Watts, President & CEO, SBCC*



## SOUTH BALDWIN LITERACY COUNCIL EXPANDING

See News5WKRG article:  
[bit.ly/cP23sblc](http://bit.ly/cP23sblc)

**The South Baldwin County Literacy Council** is expanding. They're putting up a new building to give them more room for educational programs. Members of the Foley Rotary Club are doing volunteer work to get the building ready for painting. Volunteers say they're happy to pitch in. Members of the Literacy Council say that this new building will help them expand the services that they already offer to more people.

*"Integrating everybody into the community from people that can't speak to people that can't read. Giving them an opportunity to progress and be better."*

*– Foley Rotary Club President Kevin Russell*

*"What we do is we spend a lot of time just helping people get where they want to go."*

*– Leo Wells with the South Baldwin Literacy Council*



## FOLEY TO BE HOME TO FIRST LARGE-SCALE SOLAR FARM IN BALDWIN COUNTY

See FOX10 article:  
[bit.ly/hS23sf](http://bit.ly/hS23sf)

**Foley is known as The Forward City** and is already home to major manufacturers in the aluminum and aerospace industries. You can now add solar power to that list. Construction of a massive solar farm will begin this fall on Craft Turf Farm property west of town. The 620-acre site will be purchased by Hecate Energy now that the city has approved a zoning change to allow it.

*"Alabama Power was looking at seven sites from around Alabama to expand their portfolio of solar energy and this site I believe moved up in importance because of the Novelis plant and they, needing green energy. The immediate effect of taxes will be to the Baldwin County School Board (taxes not abated) – many hundreds of thousands of dollars per year." – Foley Mayor Ralph Hellmich*



MEMBER TO MEMBER



DEALS  
DEALS  
DEALS

[bit.ly/M2Mdeals](https://bit.ly/M2Mdeals)



SOUTH BALDWIN  
CHAMBER OF COMMERCE



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

## Four Ways CEOs Can Overcome Decision Fatigue |

JUN '23 Sam Reese | *Entrepreneur.com*

// CEOs are in the business of making decisions. Leaders make dozens of decisions every day, many of which could have major and lasting impacts on the success of their companies and teams. Whether it's deciding to make a change in a key position, to take a chance opening in a new market or to test out a different product line, great CEOs know that decision-making often involves a nuanced and thoughtful approach.

Most leaders don't take the decision-making process lightly. And sometimes the fear of making the wrong decision can lead to leaders making no decision at all. When looking at a wide variety of possible solutions, leaders can feel stuck. That's when a sense of decision fatigue can set in.

Decision fatigue is ambivalence at its core, and while it may not be preventable, the good news is there are solutions to overcome it.

- **Build a Foundation**
- **Identify your biases by connecting with peers**
- **Create space to make a decision**
- **Understand no two decisions are the same**

**Read complete article online:** [www.entrepreneur.com/leadership/4-ways-leaders-can-overcome-decision-fatigue/453004](http://www.entrepreneur.com/leadership/4-ways-leaders-can-overcome-decision-fatigue/453004) ■

## The Power of Turning Off in an Always-On Business Culture |

JUN '23 *The Newsletter Station*

In today's fast-paced, technology-driven world, it often feels like we are constantly connected and expected to be available 24/7. The rise of smartphones, social media, and instant messaging platforms has blurred the line between work and personal life, creating an "always-on" business culture.

While this connectivity level has benefits, it can also lead to burnout, decreased productivity, and a lack of work-life balance. [...]

Explore the importance of turning off and how it can positively impact our well-being and professional lives:

- **The Problem with the Always-On Culture**
- **The Benefits of Turning Off**
- **Strategies for Turning Off**
- **Leading by Example**

By consciously disconnecting, we can recharge our batteries, nurture our relationships, and ultimately find more tremendous success and happiness in both our personal and professional lives.

**Read complete article online:**

[www.newsletterstation.com/blogs/118568.html](http://www.newsletterstation.com/blogs/118568.html) ■

## BBB News: Employment scams: Reports of Job Scams Skyrocket in 2023, Costing Job Seekers Millions |

JUN '23 *Better Business Bureau*

Job seekers, beware. In the first three months of 2023, Better Business Bureau (BBB) Scam Tracker received reported losses of nearly \$840,000, up over 250% compared to last year. With a median loss of over \$1,500 during that timeframe, job hunters tell BBB the financial impact is devastating.

Since BBB issued the 2021 study, *Job Scams: BBB study finds job scams increased during the pandemic and warns job seekers to verify employment offers to avoid illegal jobs, identity theft, and fake checks*, the blistering pace at which fraudsters ensnare the public in employment scams has increased each year, according to BBB data. In extreme cases, some individuals found themselves in a deep financial hole with little recourse.

- **How do employment scams work?** *People 18-34 age range at the most risk for employment scams.*
- **Job seekers should always have their guard up.** *Scammers find resumes on job listing sites like Indeed and tailored their scams to an individual's background, sometimes impersonate real companies, tarnishing the names of legitimate businesses. [...]*

**Read complete article online:** [bbb.org/article/news-releases/28786-employment-scams-reports-of-job-scams-skyrocket-in-2023-costing-job-seekers-millions](http://bbb.org/article/news-releases/28786-employment-scams-reports-of-job-scams-skyrocket-in-2023-costing-job-seekers-millions) ■



# 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](http://www.southbaldwinchamber.com)

A: 200 N Alston St. P: 251-943-3291 E: [travis@mylocalchamber.net](mailto:travis@mylocalchamber.net)