



South Baldwin

LIVE, SHOP, & PLAY
LIKE A LOCAL

CHAMBER OF COMMERCE

2024 EDITION ISSUE 5 SEP/OCT

Featuring

Baldwin Health

THE NEWSLETTER

PROVIDING INFORMATION, SERVICES, LEADERSHIP AND VISION

200 North Alston Street, Foley, Alabama 36535 | 251.943.3291 | www.southbaldwinchamber.com

Baldwin Health: A New Era in Baldwin County Healthcare



The South Baldwin Regional Medical Center, a long-standing leader in our local healthcare system, has entered an exciting new phase—rebranding as **Baldwin Health**. Alongside this rebrand, the hospital has completed a major expansion of its Foley campus, a project that reflects the region's growing demand for advanced healthcare services. This change signals not just a new name, but an even greater commitment to providing comprehensive, top-tier care across Baldwin County.

A NAME THAT MIRRORS GROWTH

The transition from South Baldwin Regional Medical Center to Baldwin Health is more than just a rebrand; it represents the hospital's expanded reach and services throughout the county. Baldwin Health CEO Margaret Roley describes the name change as reflective of their broader mission: "We've operated as a healthcare system for some time now, and we're excited to move forward with a name that is truly reflective of our services and the communities we serve."

This shift underscores Baldwin Health's commitment to offering top-quality care far beyond Foley, with more than 25 locations now open throughout Baldwin County. In the past three years alone, Baldwin Health has opened 10 new South Baldwin Medical Group locations, which will now also be rebranded as Baldwin Health Medical Group. These facilities provide more advanced services, such as NeuroSpine care, making specialized treatments more accessible for local residents.

EXPANDING TO MEET COMMUNITY NEEDS

In conjunction with the rebranding, Baldwin Health has completed a significant expansion to its main campus in Foley, adding a nearly 200,000-square-foot facility.

These state-of-the-art upgrades will allow the hospital to serve more patients and enhance its ability to provide specialized care. The new patient tower will be open to patients by the end of October and represent a major step forward in healthcare for the region.

HIGHLIGHTS OF THE EXPANSION INCLUDE:

- **New surgical facilities:** A dedicated outpatient surgery center that will streamline patient care and enhance the hospital's ability to perform a variety of surgical procedures.
- **Expanded intensive care unit (ICU):** The ICU now has the capacity to care for double the number of high-acuity patients, improving critical care for those in need of advanced medical attention.
- **Dedicated women's and children's unit:** This specialized unit will focus on the unique healthcare needs of women and children, bringing expert care closer to home.
- **Additional inpatient beds:** More beds mean shorter wait times and the ability to treat a larger number of patients, all while maintaining the hospital's *Five Star* standard of care.

QUALITY CARE REMAINS THE FOCUS

Despite these exciting changes, Baldwin Health's core mission remains unchanged. CEO Margaret Roley emphasizes that while the name is new, the commitment to exceptional patient care is not: "Our unwavering purpose of helping people get well and live healthier lives remains the same. And our commitment to providing quality care and an exceptional patient experience remains steadfast."

Baldwin Health Medical Group, which includes over 70 physicians across a range of specialties, is ready to meet the needs of Baldwin County's growing population, ensuring that residents continue to receive the highest level of care.

LOOKING FORWARD

Baldwin Health's rebrand and expansion signify a bright future for healthcare in Baldwin County. As the community grows, Baldwin Health is dedicated to growing alongside it, ensuring that local residents have access to cutting-edge medical care for years to come. For more information, visit Baldwin Health at www.baldwinhealth.com.

We at the South Baldwin Chamber of Commerce are excited to see this transformation and proud to support Baldwin Health as they lead the way in healthcare excellence across our community. ■

Look forward



South Baldwin Regional Medical Center has helped patients look forward for 40 years, and now we're **looking forward**, too. Along with a hospital expansion that will better serve our communities, we have a new name that reflects our promise to prioritize your health. **Baldwin Health** is always here for you no matter what life brings your way. To help you live well, be happy, stay strong and overcome challenges. Helping you be the healthiest version you can be – that's what we look forward to.

About the Expansion

- 5 stories, nearly 200,000 square-feet
- New surgical facilities with a dedicated outpatient surgery center (first floor)
- Dedicated women's and children's unit on the second floor, housing:
 - 8-bed labor, delivery and recovery unit with two antepartum rooms
 - C-section suite with two operating rooms
 - Level II nursery
 - 19 postpartum patient rooms
- Space to care for double the number of high-acuity patients in intensive care
- Additional inpatient beds to accommodate more patients
- Space for future growth

Baldwin Health is not only growing our main campus, but the newly branded **Baldwin Health Medical Group** is growing as well, adding 10 locations over the past three years. With the main hospital campus, Freestanding Emergency Department in Gulf Shores, walk-in/urgent care clinics, and physician offices, Baldwin Health operates more than 30 sites of care – expanding beyond South Baldwin.

As the only CMS 5-star healthcare leader in the area, in 2023 we provided care for 409,000 patient encounters, 54,000 emergency department visits, and provided more than \$100 million in charity and uncompensated care.

South Baldwin Regional Medical Center is now



EMBRACING FALL IN SOUTH BALDWIN

A SEASON OF CONNECTION, GROWTH, AND CELEBRATION FOR SMALL BUSINESSES AND THE COMMUNITY

October 2024 | From the South Baldwin Chamber of Commerce



SOUTH BALDWIN
CHAMBER OF COMMERCE

As the leaves begin to don their autumn hues and a crispness settles in the air, South Baldwin County welcomes the enchanting season of fall—a time when our small towns come alive with events that embody the spirit of community. This vibrant tapestry of festivities is woven with the threads of laughter, friendship, and the unmistakable warmth that defines our beloved region.

Picture it now: the sun peeking through the trees, casting dappled shadows on the bustling streets as neighbors gather for the [Magnolia Run](#), presented by [Baldwin County Sewer Services](#), on November 2, 2024. Runners of all ages lace up their shoes and set off, not just for the thrill of the race but for the joy of being part of something bigger. Spectators cheer, and local businesses, eager to showcase their wares, providing a true feast for the senses. The spirit of competition mingles with camaraderie, creating a delightful atmosphere that ripples through the heart of our community.

As we meander through October, the anticipation builds for the [Chicago Street Supper Club](#), hosted by [The Law Office of Brenton C. McWilliams](#) on October 18, 2024. Imagine the tantalizing aromas wafting through the air as chefs from our very own local restaurants come together to craft a memorable dining experience. Friends gather around tables adorned with laughter and stories, sharing in the flavors that reflect the essence of South Baldwin. It's more than just a meal; it's a celebration of our culinary heritage, and every bite tells a tale of our vibrant community.

Halloween brings its own kind of magic, and the City of Foley is gearing up for the much-anticipated [Hometown Halloween](#) on October 24, 2024. Children clad in costumes of all shapes and sizes flood the streets, laughter ringing out as they trick-or-treat among neighbors. The city buzzes with excitement, and local shops join in the fun, transforming their storefronts into whimsical displays that

delight the young and the young at heart. It's a time when our community comes together, united in the simple joy of celebration and the spirit of giving.

And let us not forget the charm of our local fall family festivals, outdoor music events, and farmers' markets, each offering a slice of the good life here in South Baldwin. Families gather to enjoy the fresh air, local produce, and the joy of shared experiences, as farmers and artisans connect with residents and visitors alike. The laughter of children playing and the melodies of musicians echo through our towns, creating a backdrop of happiness that warms the heart.

At the [South Baldwin Chamber of Commerce](#), we take great pride in supporting these events, understanding their profound impact on our economy and community ties. We work diligently to foster partnerships among businesses, event organizers, and local municipalities, ensuring that each gathering is a success and meets the needs of all involved. Our mission is clear: to create an environment where small businesses can flourish, benefiting not only the owners but also the friends, families, and visitors who cherish our community.

As we dive headfirst into this season of connection and celebration, let's embrace every moment. Gather your loved ones, take part in these wonderful fall events, and relish in the beauty of Baldwin County. The laughter, the shared stories, the delicious food—it's all a testament to the strength and spirit of our community.

So, mark your calendars and prepare to make memories that will last a lifetime. This fall, let's come together to enjoy all that our area has to offer, forging friendships, celebrating our heritage, and cherishing the simple joys that make South Baldwin County truly special. We look forward to seeing you at these remarkable gatherings, as we all partake in the magic of the season! ■



Chicago Street Supper Club



Foley's Hometown Halloween



Magnolia Run



GolfFORE! Education

THE SOUTH BALDWIN CHAMBER'S

BUSINESS OF THE MONTH

September

Fairfield®
BY MARRIOTT A&R
GROUP
DEVELOP. BUILD. OPERATE.

Fairfield Inn & Suites Orange Beach, nestled along Alabama's stunning Gulf Coast, is a hotel that perfectly blends local charm with modern amenities. As the coast transforms with the crisp, cool air of fall, the allure of the Gulf is even more captivating. Located just steps from the beach and the vibrant culinary scene of Lower Alabama, **Fairfield Inn & Suites** offers guests a tranquil retreat. Enjoy a peaceful bike ride along the scenic bay or take a leisurely stroll through Gulf State Park and Cotton Bayou, where the fall foliage adds a touch of magic to your adventure.

The freshly renovated rooms complete with comfortable workspaces provide a serene haven after a day of exploration or business. Start your morning with a complimentary hot breakfast before diving into your day, whether it's for meetings or sightseeing. For those committed to their wellness routines, the on-site fitness center, equipped with top-notch equipment, ensures you stay on track. The hotel's lobby and guest rooms reflect the calm, relaxing vibe of its coastal surroundings, making it the perfect place to unwind. Experience the genuine Southern hospitality that **Fairfield Inn & Suites Orange Beach** is known for, and see why it's a beloved choice among travelers year-round. Book your stay today and immerse yourself in the coastal charm and fall beauty of Orange Beach!



bit.ly/obafairfieldinn | ☎ (251) 543-4444

October

Crimson Capital Group
INSURANCE AND WEALTH MANAGEMENT

Crimson Capital Group, LLC, is dedicated to helping individuals achieve their financial goals and secure a brighter future. With a mission of making your financial wellbeing their top priority, **CCG** specializes in investment services, financial planning, and insurance solutions tailored to each client's unique needs. Through its local South Baldwin office led by Christi Koehle, **CCG** offers a wealth of investment options as registered representatives with MML Investors Services, LLC. Their services include wealth management, IRA accounts, and retirement planning through 401K, 403B, and 457 plans. With guidance on stocks, bonds, mutual funds, and variable annuities, they provide a comprehensive approach to financial planning.

Beyond investments, **Crimson Capital Group** excels in offering tailored insurance solutions from reputable companies, ensuring their clients have the right coverage for life, disability income, long-term care, and property and casualty needs. Whether it's protecting your home, auto, RV, or business, **CCG's** team crafts insurance solutions that align with your financial plans. With 34 years of service to the South Baldwin area, including 25 at the same location, Christi Koehle's commitment to the community is unparalleled. As a dedicated team member at Crimson Capital Group, she and her colleagues—Brett and Jessica LaFerrera, Tera Wiggins, and Pat Colquette—strive to make your financial freedom their priority. Connect with the **CCG** team today to discover how they can help you achieve your financial goals!

Securities and investment advisory services offered through qualified registered representatives of MML Investors Services, LLC. Member SIPC www.SIPC.org. Crimson Capital Group is not a subsidiary or affiliate of MML Investors Services, LLC, or its affiliated companies. Supervisory Office: 3838 N Causeway Blvd., Suite 3400, Metairie, LA 70002. (504) 613-2000



www.crimsoncapitalgroup.com/ | ☎ (251) 971-2573

In a surprising and inspiring



partnership, two Alabama institutions known for their rivalry are joining forces to create a groundbreaking training program for the hospitality industry. The University of Alabama and Auburn University, through their respective departments—the Alabama Productivity Center and the Auburn Technical Assistance Center—have combined their expertise to launch *Operational Excellence for Hospitality*, a training tailored for hospitality and tourism.

This collaboration is particularly notable given the schools' long-standing competition in academics and sports. Yet, united by a shared mission, these institutions are aiming to tackle the workforce challenges faced by the hospitality industry across the state.

LEAN CONCEPTS ADAPTED FOR HOSPITALITY

What sets this program apart is the integration of Lean management concepts, traditionally associated with manufacturing, into the service-oriented world of hospitality. Lean principles, originally developed by Toyota in the Toyota Production System (TPS), are focused on reducing waste while maximizing customer value. Through this new program, Lean techniques have been redefined for the specific needs of hotels, restaurants, and other tourism-related businesses.

The Alabama Productivity Center and the Auburn Technical Assistance Center, both with a history of upskilling workforces in diverse industries, have spent the last year tailoring these principles for hospitality. Concepts such as Kaizen (continuous improvement) and PDCA (Plan-Do-Check-Act) are now being applied to processes within hotels, restaurants, and tourist attractions. The goal is to streamline operations, reduce inefficiencies, and ultimately enhance the customer experience.

A STATEWIDE INITIATIVE FOR WORKFORCE ENHANCEMENT

The new training is a critical component of the Gateway Workforce Initiative, an effort to boost skills and career opportunities for individuals in Alabama's hospitality and tourism sectors. The program also seeks to support businesses across the state, helping them operate more efficiently in a rapidly changing market.

The hospitality industry has long been associated with high turnover and thin profit margins. By introducing Lean principles, *Operational Excellence for Hospitality* is poised to help businesses not only survive but thrive. From reducing wait times in restaurants to streamlining guest check-in processes at hotels, these techniques are expected to make a measurable difference in operational efficiency and customer satisfaction.

A BRIGHT FUTURE FOR ALABAMA'S HOSPITALITY SECTOR

By collaborating on this initiative, the University of Alabama and Auburn University are setting a powerful example of how rivals can come together to create innovative solutions. *Operational Excellence for Hospitality* is not only fostering growth within Alabama's hospitality industry but is also preparing the state's workforce for long-term success in an ever-evolving economic landscape.

*The program will roll out on November 7th, at the new **Gateway refresh** meeting at Magnolia Hall, at 3:30 pm. Both schools will engage with businesses to discuss how they and their employees alike will benefit from this unique partnership, positioning Alabama as a leader in Lean-driven hospitality excellence.*

Training +
Recruiting +
Connecting +



GATEWAY
WORKFORCE INITIATIVE

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

SEP/OCT 2024

GATEWAY
refresh

Join us on November 7th as the **Gateway Workforce Initiative** unveils an exciting new training partnership and Gateway programming. Investors, educational partners, and Chamber of Commerce members are invited to learn how Gateway has evolved this past year to enhance its core mission, which began in 2018. By focusing on Training, Recruiting, and Connecting (TRC), Gateway is better equipped to up-skill the current workforce and recruit talent across our tri-city area, benefiting businesses and job seekers in our dynamic coastal economy.

This informative meeting and networking reception will take place at Magnolia Hall in Orange Beach, located in Cosmo's Courtyard between Luna's Eat & Drink and Buzzcatz Coffee & Sweets. In addition to keeping the meeting brief and engaging, we are thrilled to introduce our new year-in-the-making program: *Operational Excellence for Hospitality*. Facilitators from the University of Alabama and Auburn University will guide businesses on how this LEAN-driven training will elevate their operations, positioning Alabama as a leader in hospitality excellence.

We invite all Gateway Workforce Initiative investors, educational partners, and Chamber of Commerce members to join us for a meeting and short reception to follow.

RSVP



Gracie Toler with **Commute with Enterprise, A Smarter Way To Commute To Work**, will also be giving a brief presentation on their unique partnership with the Baldwin County Commission and other Gateway Workforce Initiative investors who are utilizing their innovative solution for their workforce transportation needs.



SOUTH BALDWIN
CHAMBER OF COMMERCE

UPCOMING EVENTS

BUSINESS
after hours

Oct 24 & Nov 14, 2024



GOLF
FORE
Education

Friday Nov 1, 2024



Saturday Nov 2, 2024



Leadership
SERIES

Nov 14 & Dec 12, 2024

The Talk of Baldwin



Free App
Listen
Live!

1310 AM • 92.5 FM

WHEP 1310.com (251) 943-7131
Local News Sports Community Coverage
Coastal Alabama's Longest Running Station

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

WORLDWIDE at "SUNNY1057.COM"



Your SOURCE for AREA UPDATES,
WEATHER REPORTS and EVENTS CALENDAR

EXCELERATE x DELL Technologies
America

Get up to \$300 in
rewards on your
Dell Technologies
purchase



Extra NEWS YOU CAN USE FROM THE WEB

Valuable tips, inspiring insights, and success stories designed to help our local small businesses, owners, and leaders succeed and thrive in today's economy.

Small Business Outlook: Optimism Continues to Rise for Small Business Sales, Revenue | OCT '24

From the U.S. Chamber Of Commerce

As we enter the final quarter of 2024, small businesses in Baldwin County and the surrounding southern U.S. region are bracing for a transformative year ahead.

The U.S. Chamber of Commerce's latest small business forecast discusses how inflation is easing, but high energy costs and hiring challenges are still causing headaches. Wages are stabilizing, and businesses are urged to keep an eye on the economy and plan for potential changes. To stay competitive, they recommend adopting new tech and improving operations. It's all about staying flexible in uncertain times. For more details, check out the full article:

VISIT: www.uschamber.com/small-business/small-business-weekly-forecast ■

Unlocking Success: Developing Effective Networking Skills | OCT '24

From the Newsletter Station

Networking is essential for both personal and professional success in today's interconnected world. This article discusses practical strategies for developing effective networking skills, emphasizing the importance of mindset, goal-setting, and authenticity. By fostering meaningful connections, leveraging online platforms, and participating in networking events, individuals can enhance their opportunities for growth. Networking is ultimately about building relationships and offering support, which can lead to mutual benefits and success. Discover more about cultivating these vital skills in the full article:

VISIT: <https://www.newsletterstation.com/blogs/118694.php> ■

Telltale Signs of Employee Burnout | OCT '24

From allBusiness

Employee burnout can significantly impact productivity and morale. Key signs include chronic fatigue, irritability, reduced performance, lack of motivation, and feelings of isolation; physical symptoms such as headaches may also arise. To address burnout, it's essential for employers to promote open communication, recognize achievements, and implement wellness programs. By fostering a supportive environment, businesses can help mitigate burnout and improve employee well-being. For a deeper dive into this topic, read the full article:

VISIT: allbusiness.com/signs-of-employee-burnout ■

The Challenges of Worker Productivity: Are You Getting The Most Out Of Your People? | OCT '24

From The STARTUP Magazine

In the end, business is all about people. And if you want to make sure that you are heading in the right direction with your business, you need to ensure that you are getting the most out of the people who work for you and alongside you. But you might be wondering how you can make sure of that, and the truth is that improving worker productivity might be more challenging than you think.

- **Pay Them Well**
- **Provide An Inspiring Space To Work**
- **Be Clear About Roles**
- **Provide Training**

Check out this article online for more of the conversation:

VISIT: thestartupmag.com/are-you-getting-the-most-out-of-your-people/ ■



3311 S. McKenzie Street
Foley, AL
(251) 270-4244

FAMILY PACKS

available



**EARLY
DINE**
CHOOSE FROM
11 ENTREES

\$11.99

**MONDAY-THURSDAY 3PM-5PM
FRIDAY 11AM-2PM**

BECOME A VIP



ECLUB.TEXASROADHOUSE.COM



*Valid for one on all post test club members only. Signature entrees within 48 hours of signing up. Message and data rates may apply. Visit TexasRoadhouse.com for our Privacy Policy. Text STOP to cancel or Text HELP for help. Wireless carriers are not liable for delayed or undelivered messages.



RUN WITH US

11.02.2024



bit.ly/magnoliarun

Local NEWS TO SHARE

ABOUT PEOPLE & PLACES
YOU KNOW



DOUG LIPSCOMB NAMED 2024 WALTON M. VINES Free Enterprise Person of the Year

Read the full story:

[Doug Lipscomb | Press Release](#)

The South Baldwin Chamber of Commerce is proud to announce Doug Lipscomb, owner of RiverView Turf Farm, as the 2024 Walton M. Vines Free Enterprise Person of the Year! Presented by Riviera Utilities, this prestigious award honors individuals who demonstrate the true spirit of American free enterprise. Since 1976, the award has recognized leaders who embody innovation, entrepreneurship, and commitment to their community.

Doug Lipscomb's leadership at RiverView Turf Farm has set a high standard in sustainable farming, and his dedication extends far beyond business. Doug exemplifies the entrepreneurial spirit.

"I'm surprised mostly, honored and humbled. For those of you who know me, you know I'm a behind-the-scenes guy, not one for the spotlight at all. God has blessed me very, very much, and I am so thankful." – Doug Lipscomb, RiverView Turf



BALDWIN COUNTY ECONOMIC DEVELOPMENT ALLIANCE Celebrates 30 Years

Read the full story:

[gulfcoastmedia.com](#)

The Baldwin County Economic Development Alliance (BCEDA) recently celebrated its 30th anniversary, reflecting on its pivotal role in fostering economic growth and job creation in Baldwin County. Key figures, including South Baldwin Chamber President Donna Watts, gathered at The Grand Hotel in Point Clear to commemorate the organization's founding in 1994, which emerged from a unified vision for economic development. Since its inception, BCEDA has helped create nearly 15,000 jobs, generated \$7.7 billion in capital investment, and produced an annual economic output of \$3.9 billion. Lt. Gov. Will Ainsworth praised the Alliance for driving transformative growth in the region.

"Thank you to all of the leaders who saw the vision and stood alongside us. Creating BCEDA is one of the best things we have ever done together. BCEDA always puts their best foot forward for jobs and careers in Baldwin County." – Donna Watts, President & CEO of the South Baldwin Chamber of Commerce



GOODWILL BREAKS GROUND ON FOLEY FACILITY, Largest in Gulf Coast Region

Read the full story:

[gulfcoastmedia.com](#)

Goodwill Industries is building its largest facility in Foley, Alabama, with a 50,000-square-foot space set to open by Fall 2025. The new location will offer a variety of services, including educational resources, autism evaluations, tax preparation, and free medical equipment, and will create 30 jobs. It will also house an Opportunity Center, providing skill development programs. Foley was chosen for its central location in Baldwin County. City and Goodwill officials see the facility as a key addition to improving local quality of life and expanding Goodwill's impact in the area.

"We look forward to having a profound impact here and we look forward to not only providing the services but partnering with all of you who are here in just improving the quality of life here in Baldwin County." – Richard Wilkins, Goodwill Board Chairman



YOU'RE

Invited

TO JOIN

the South Baldwin Chamber of Commerce

WHY

Join?

MEMBERSHIP
BUSINESS
DIRECTORY



NETWORKING
OPPORTUNITIES



EDUCATION
AND COMMUNITY
BETTERMENT



CHAMBER
EVENTS AND
PROGRAMS



GAIN A
VOICE IN
GOVERNMENT



BUSINESS
CREDIBILITY
AND VISIBILITY

scan me



"It's not just about joining the South Baldwin Chamber, but getting involved that has made a tremendous impact on the profitability of my business."

- Sted McCollough, McCollough Architecture



SOUTH BALDWIN
CHAMBER OF COMMERCE

APPLY NOW ONLINE!

www.southbaldwinchamber.com

A: 200 N Alston St.

P: 251-943-3291

E: travis@mylocalchamber.net