

*Chamber of Commerce
2003 Executive Committee*

Bryan Kindred
Chairman
DCH Health System

Jim Flemming
Chairman Elect
The Bank of Tuscaloosa

Susan Compton
Treasurer
Compass Bank

Charles Nash
Immediate Past Chairman
The University of Alabama System

D. W. Wilson
Legal Counsel
Tanner & Guin

Johnnie Aycock
President
The Chamber of Commerce of West Alabama

Gene Poole
Vice Chair, Organizational Development
Hudson-Poole Jewelers

Ford Williams
Vice Chair, Business Development
Fair Contracting Company

Gary Phillips
Vice Chair, Education & Workforce Development
Premier Service Company

Howard Garrison
Vice Chair, Governmental Affairs
Duckworth-Morris-Garrison Real Estate

Tim Thompson
Vice Chair, Community Development
The Tuscaloosa News



The Chamber
of Commerce of West Alabama

Calendar

February, 2003

February 21 - March 2
Adopt-A-School Week
McFarland Mall

For details, contact Deloris McMullen at 391-0563

March, 2003

Thursday, March 6 7:30 AM
Chamber In Session
Guest: Mr. Knight Kiplinger
Four Points Sheraton Hotel

Wednesday - March 19 6:00 PM
Legislative Reception & Dinner
Capitol City Club - Montgomery
For details, contact Johnnie Aycock at 391-0559

Thursday - March 27 5:00 PM
Commerce Street
Four Points Hotel

For additional information on Chamber events visit
www.tuscaloosa.org

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The Tuscaloosa News

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of Events

April, 2003

Wednesday, April 2 7:00 AM
**5th Annual West Alabama
Leadership Prayer Breakfast**
Bryant Conference Center

April 2003
Chamber Leadership Day
Montgomery

For details, contact Johnnie Aycock at 391-0559

Thursday, April 29 7:00 PM
**3rd Annual Tuscaloosa County
Civic Hall of Fame**
Bryant Conference Center

May, 2003

Thursday, May 15 11:30 AM
**Entrepreneur of the Year
Awards Luncheon**
Four Points Sheraton Hotel

nts and programs, check out our web site at:
sachamber.com

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A Conversation With The 2003 Chamber Chairman



On January 1, 2003, **Bryan Kindred** officially assumed the mantle of leadership as Chairman of The Chamber of Commerce. A proven business leader and long-time, involved Chamber member, Bryan is the CEO of **DCH Health System**. As he begins his year as The Chamber's top volunteer leader, Bryan took a few moments to share some thoughts.

How did you get started in your career and at DCH Health System?

Actually, my first love was baseball, and I even had dreams of playing major league baseball. While on a baseball scholarship in college, I worked at BCBS of Georgia. Later, I was recruited by the Cincinnati Reds, which didn't work out. When I graduated, my first job was at Southeast Medical Center in Dothan, which was an important step in my professional development. In 1985, I moved to Tuscaloosa to join the management team at DCH.

How important is the role of health care and DCH in our local economy?

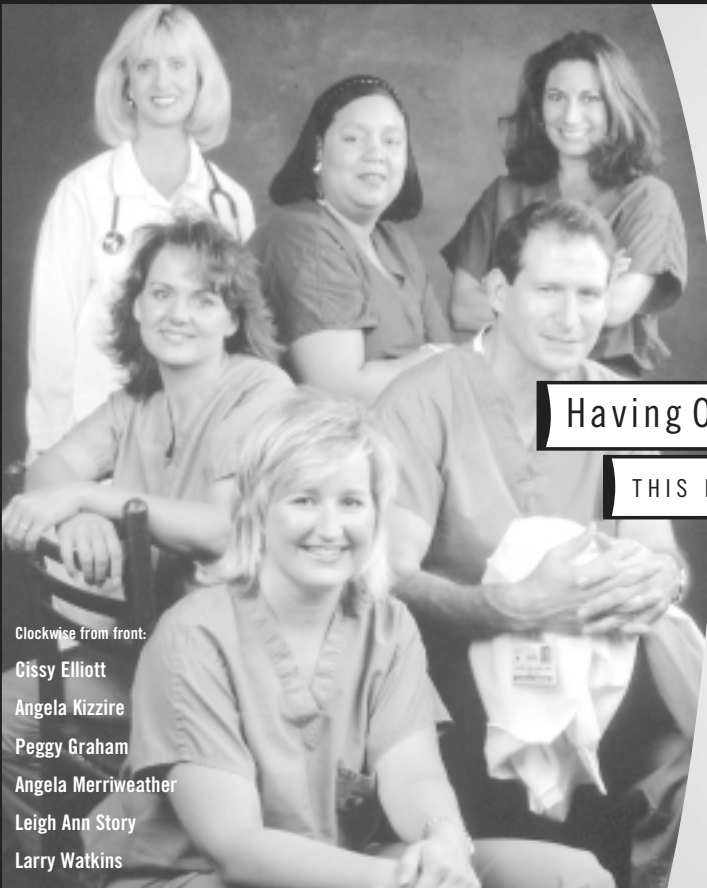
DCH is the second largest employer in the area with over 3,700

employees in Tuscaloosa County, 400 in Fayette, and 200 in Pickens. And if you look closely at the overall employment statistics, it is remarkable the impact of the health care industry in our community, and DCH takes very seriously our community and economic responsibilities in contributing to our area's quality of life and economic vitality.


Who have been the most influential persons in your life?

My wife, Claire, has always been my best friend and true partner, and through her encouragement, I have been able to grow personally and professionally. Also, one of my college coaches pushed me beyond what I thought were my boundaries, and those lessons still influence me today.

(See "Chairman" next page)



All champion teams have great individual players. Players who work well together and bring out the best in each other and the team. The same is true with the outpatient surgical teams at DCH Regional Medical Center, Northport Medical Center or Fayette Medical Center. Led by respected surgeons, our outpatient surgery teams are veteran pros who have worked together for years. We're accredited by the Joint Commission on Accreditation of Healthcare




A fluffy pillow or a warm blanket...the little things can make a big difference in your surgery experience.

Organizations. And we're totally committed to our patients' comfort and convenience. Since outpatient surgery is performed in a hospital, we can rapidly respond to any unexpected medical need. That's important when seconds count.

If you are a candidate for outpatient surgery, inform your physician that you choose DCH Regional Medical Center, Northport Medical Center or Fayette Medical Center. We're the home team.

Having Outpatient Surgery?

THIS IS THE TEAM YOU WANT.



DCH Regional Medical Center Northport Medical Center Fayette Medical Center

dchsystem.com

Clockwise from front:
 Cissy Elliott
 Angela Kizzire
 Peggy Graham
 Angela Merriweather
 Leigh Ann Story
 Larry Watkins

("Chairman" continued from previous page)

Why and how did you get involved in The Chamber?

First, I thought it was my civic duty to give back to the community and The Chamber was the best business vehicle to achieve that objective. I also felt that as one of the largest employers in the area, DCH should be involved. We have many of our employees that take an active role in the activities of The Chamber which certainly enhances our organization's networking and meets a basic objective of civic responsibility.

Why have you chosen to be active and take leadership roles in The Chamber?

The Chamber has been an effective advocate in so many areas that impact the direction and essence of the community - education, economic development, governmental affairs, quality of life and many other areas.

What do you consider the primary role of The Chamber?

Among many of the roles of The Chamber is acting as the clear voice of business - helping to create an environment for all businesses to thrive. Our Chamber is unique in many respects, contributing to building a positive economic climate as well as working to enhance the overall quality of the community and civic health.

What leadership role should The Chamber take in the areas of economic development, education and workforce development, and public policy?

All of these are critical for the continued success of The Chamber and for our community. These are all interdependent ingredients in the recipe for success, and that's why you often see our Chamber involved in all aspects of economic and community development.

As Chairman of The Chamber in 2003, what is your vision and goals for the coming year?

Keep pressing forward, build on our past success.

What words of encouragement would you offer the members of The Chamber?

This Chamber has been and continues to be an advocate for business growth, a sound economy, a high quality of life, and community. Find a place of service in helping us build an even better place to live, work, and raise our families.

The Chamber is an important, effective part of Tuscaloosa County's economic and community development team, and it does take a team effort. Through our members, we are able to contribute to a progressive business climate and higher quality of life. 2003 will be an exciting year as we all work together to build a vibrant, All America community.

I invite you to join the team in 2003!

The State of Alabama is broke. Let's fix it.

*By Jim Williams
Executive Director
Public Affairs Research Council of Alabama*

The State of Alabama is in serious financial trouble. Legislators were told at a recent meeting that the education and general fund budgets for fiscal year 2003, which started October 1, are almost \$250 million in the red.

The budget for fiscal year 2004, to be developed next spring, may have a much larger gap. Legislators were told, for example, that employee health insurance and retirement costs will rise by over \$200 million, and that the overcrowded, understaffed state prison system needs an increase of \$144 million. Recently a state court ordered daily fines for the 1,600 state inmates backed up in county jails, and a federal court ruled that the state must provide more adequate facilities for female prisoners.

The immediate problem is that the revenue base has gone flat for three years, while spending needs have continued to mount. A "rainy day" account of \$248 million can be used once to protect education, but there is no plan to refill it any-time soon. Using one-time money in 2003 will just push the problem into 2004, and draining the account actually would worsen the problem by eliminating the interest it now earns for the general fund.

Alabama is not the only state to face hard choices about how to balance its budget right now. The entire U.S. economy has been flat since mid-2000, and a survey by the National Conference of State Legislatures showed that many states already have had to take extraordinary steps to make ends meet for 2003.

However, something far more permanent than an economic slowdown is causing financial troubles in Alabama, and fundamental decisions will have to be made to fix our problem. Before it is all over with, you and I will have to make some of those decisions. The State of Alabama is "broke" in more ways than one, and the voters as well as the Governor and Legislature will have to agree to fix it.

If our budget crisis were simply an economic problem, then logically we should raise taxes to solve it. When population differences are taken into account, Alabama's state and

(See "Alabama" page 27)

The Chamber Celebrates Progress - Honors Service

With a theme of "Imagine The Possibilities", The Chamber of Commerce of West Alabama held their 103rd annual meeting on Thursday, January 16th at the Four Point Sheraton Hotel. Departing from the evening event held over the past few years, The Chamber honored volunteer leadership and service over the past year and celebrated the organization's achievements.

Dr. Charles Nash, Vice Chancellor of The University of Alabama System and 2002 Chairman of The Chamber, officially passed the gavel of leadership to 2003 Chairman, Mr. **Bryan Kindred**, CEO of the DCH Health System.

Dave Rodgers, Manager of External Affairs for JVC America, was honored as the 2002 Charles H. Land Member of the Year, which is The

Chamber's highest honor to an individual member. Rodgers was selected as the individual "whose commitment and efforts contributed most to the advancement of the mission and objectives of The Chamber." Rodgers was specifically honored for his leadership in the areas of workforce development and education.

The 3rd Annual Robert C. Tanner Corporate Service Award was presented to the 2002 recipient, **Alabama Power Company**. The award is given annually to recognize exceptional charitable, philanthropic and volunteer leadership by a corporate entity in the Tuscaloosa County/West Alabama region.

The Chamber also recognized outstanding volunteer service with the presentation of Eight Distinguished



Former Chairman, Charles Land, presents the 2002 Charles Land Member of the Year Award to Dave Rodgers.

(See "Honors" next page)

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("Honors" continued from previous page)

Service Awards, which are presented to individuals or organizations that have displayed exceptional volunteer service and leadership. The 2002 awards went to:

Ms. Susan Compton of Compass Bank, for her leadership as Treasurer of The Chamber during 2002.

Ms. Kim Bannerman of Jamison, Money, Farmer & Company, for her leadership as the Chair of The Chamber's Tax & License Committee.

Mr. Johnny Dancy of Best Western Park Plaza Inn, for his positive and enthusiastic representation of The Chamber over the past year as a Chamber Ambassador.

Mr. Sammy Watson of DCH Health System, for his leadership as Co-Chair of the All America City Program and various other Chamber leadership roles.

Ms. Tracy Crumpton, Office Manager of The Chamber, for her dedicated efforts and service as a member of the organization's professional staff.

In addition, three organizations were honored with Distinguished Service Awards for their leadership and contributions to the successful efforts of name Tuscaloosa-Northport as an All America City. Those honored were; **RISE; Tuscaloosa Family Resource Center; and the Police Athletic League (PAL).**

"The Chamber enjoyed an exceptional year of progress and impact," according to outgoing Chairman, **Charles Nash**. "We touched many facets of community life through the

active involvement of hundreds of volunteers. Our Chamber makes such a significant and positive contribution to the economic well being and progressive climate of Tuscaloosa County."

Throughout this issue of "*Perspectives*", a review of the achievements of the past year are outlined along with a preview of the 2003 Business Plan of The Chamber.

The Chamber begins its 104th year of operations in Tuscaloosa County, currently representing over 1,200 business, industrial, professional and institutional members. The Chamber is a private-sector based, volunteer organization with the mission to provide vision, leadership and be a catalyst in advancing the economic prosperity, quality of life and business climate of Tuscaloosa County and West Alabama.



2002 Distinguished Service Award winners include(left to right): Tracy Crumpton; Johnny Dancy; Sammy Watson; Susan Compton; and Kim Bannerman.



2002 Distinguished Service Award winners Teresa Constanzo, representing the Tuscaloosa Family Resource Center and Martha Cook, representing RISE; and Robert Tanner Corporate Service Award recipient, Alabama Power Company, represented by Terry Waters.



2002 Chairman Charles Nash, along with his wife, Hattie celebrate along with Charles Land, Dave Rodgers and Terry Waters.



The Chamber
of Commerce of West Alabama

The Chamber's 2003 Business Plan Is Challenging

The Chamber's 2003 Business Plan offers a challenge and framework to build an even more vibrant community during the coming year and offers all members an opportunity to be involved in an exciting menu of activities and initiatives. Developed and adopted by the 2003 Executive Committee and Board of Directors, the business plan will provide the blueprint for progress in the coming year.

The mission of The Chamber of Commerce of West Alabama is to provide vision, leadership and be a catalyst for the advancement of the economic prosperity, business climate and quality of life for the total community. Through the adopted business plan, Chamber members can be partners in carrying out The Chamber's mission, not only through your financial investment and support, but through your active participation.

You are encouraged to review the following 2003 Business Plan and find a place of service.

• Organizational Development Gene Poole, Vice Chairman



Purpose: *The purpose of the Organizational Development Division is to increase the membership base and participation by providing an efficient, customer-oriented structure, adequate resources, value-added member benefits, and consistent communications.*

2003 Goals & Strategies

1. Implement consistent, aggressive membership marketing and development initiatives to achieve 1,400 active membership accounts by the end of 2004.
2. Establish a consistent membership recruitment and retention effort utilizing: volunteer-based President's Club; a focused development campaign; professional staff initiatives; and commission-based sales.
3. Implement the necessary financial resources to support membership development initiatives, including membership development and marketing materials to support successful implementation of approved membership strategies.
4. Complete simplification and improvements of membership dues structure.
5. Establish volunteer task force to support and expand recruitment of Chamber Champions.
6. Implement an enhanced and expanded communications plan that increases awareness and expands understanding of The Chamber's mission, objectives, programs, and results.
7. Expand application of technology training that adds value to Chamber membership and to internal and external communications.
8. Continue membership relations initiatives through the Ambassadors program.
9. Hold quarterly "Commerce Street" networking programs to enhance support and participation of Chamber members and add value to membership.

10. Complete assessment and implement "Cornerstone Initiative" resource development campaign to expand financial support for implementation of The Chamber's strategic plan.

11. Continue public relations/advertising program to enhance and expand The Chamber's image utilizing the "Imagine The Possibilities" campaign.

• Business Development Ford Williams, Vice Chairman



Purpose: *The purpose of the Business Development Division is to initiate, promote, market and sustain area business development opportunities that contribute to an expanded economy, job development, enhanced support for existing firms, and a positive environment for prosperous business investment.*

1. Continue expansion of technology and small business development forums and seminars for Chamber members to enhance application of technology in area firms, especially among small businesses, including The Chamber's Business Resource Center and "One Stop" initiative. In addition, add other training forums for members in the areas of human resource development and management, and business security.
2. Consider continuation of CEO Forum for the area's largest employers to maintain and expand communications, issues identification and forum

("Plan" continued from previous page)

for resolution, and involvement of key Chamber constituencies.

3. Complete a commercial and retail analysis for Tuscaloosa County to identify and enhance retail and commercial development support initiatives; and make recommendations for implementation of a marketing plan that promotes the community's image and stimulates business development and investment by existing firms as well as new commercial and entrepreneurial ventures. Based on results of analysis, implement an aggressive retail promotion and development initiative.

4. Continue aggressive support, leadership and promotion of collaborative initiatives among the public and private sectors for central business district and riverfront development, including implementation of the "America's Downtown" initiative of the National League of Cities and/or similar strategic development process.

5. Coordinate annual Entrepreneurs of the Year program.

6. Continue expansion and improvements for the Business Resource Center at The Chamber to assist new and existing firms with a 'one stop' location for strategic information, data, demographics, permits, and guidance to support business development and investment.

• **Governmental Affairs**
Howard Garrison, Vice Chairman



Purpose: *The purpose of the Governmental Affairs Division is to represent the interests of our members and the overall business community in order to enhance and sustain a positive business climate and to maintain advocacy at all levels of government.*

1. Manage Legislative Council that provides leadership and guidance for implementation of approved annual legislative agenda and public affairs policies; that represents the interests of Chamber members and the business community; and that provides opportunities to influence public policy at all levels.

2. Sustain active leadership and management of tax, license and fiscal policy issues on behalf of Chamber members through the Tax & License Task Force.

3. Enhance productive relationships at all levels of government on behalf of The Chamber's members and business community, including expansion of visibility and active involvement in Montgomery and Washington.

4. Re-establish and implement Washington Fly In.

5. Provide leadership and coordination of feasibility assessment and possible establishment of a Tuscaloosa County Legislative Office and take steps as approved to implement.

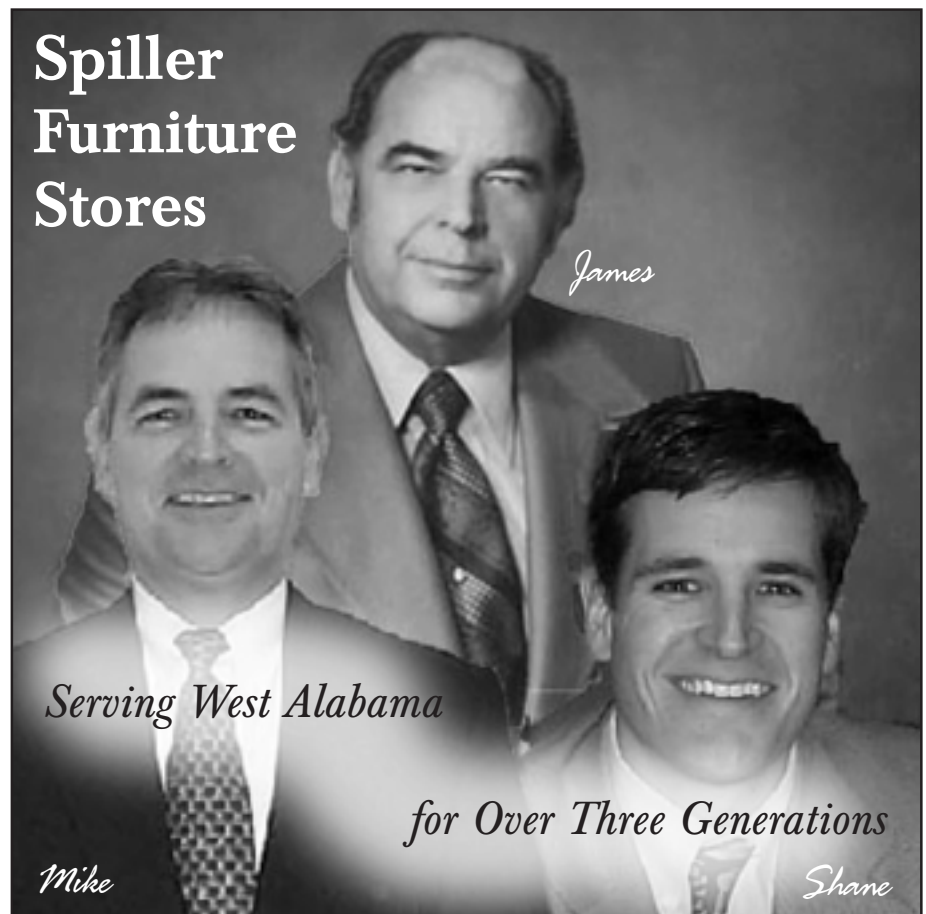
6. Hold quarterly Chambers In Session to provide interaction between policy makers and members of The Chamber.

7. Complete feasibility and marketing study for enhancement of Tuscaloosa's Municipal Airport as related to development of intermodal transportation and distribution opportunities and implement appropriate actions.

8. Manage and coordinate Environmental Task Force and implement approved strategies related to air quality issues.

9. Establish and utilize a Transportation Task Force to review

(See "Plan" next page)



Spiller Furniture Stores

James

Serving West Alabama

for Over Three Generations

Mike *Shane*

(“Plan” continued from previous page)

planned and announced highway and infrastructure projects to ensure that an efficient transportation system is being realized for Tuscaloosa County and West Alabama.

Community Development Tim Thompson, Vice Chairman



Purpose: The purpose of the Community Development Division is to foster positive relationships among and between various community constituencies through leadership development, communications and collaboration to enhance the overall quality of life of the community.

1. Support, manage and coordinate Leadership Tuscaloosa and the Alumni Association.
2. Continue coordination of the Northport Advisory Council to provide an active and effective forum for Chamber members to address issues related to Northport, and to expand Chamber membership base and presence in Northport.
3. Coordinate the Tuscaloosa County Civic Hall of Fame.
4. Continue coordination of Public Safety Task Force to identify real and/or perceived issues related to crime statistics, public safety and security issues, public relations, and expansion of support for area law enforcement initiatives.
5. Through a collaborative and public-private initiative, review physical image issues impacting the community and make recommendations to improve overall physical environment of Tuscaloosa County that affirms All America status. Included in this initiative, complete a review,

recommendations and implementation of efforts to establish physical “welcome” signs at all major corridors leading into the metropolitan area.

Education & Workforce Development Gary Phillips, Vice Chairman



Purpose: The purpose of the Education & Workforce Development Division is to serve as a catalyst for educational improvements that prepare our youth and adults for our diverse marketplace leading to a more qualified, skilled workforce.

1. Continue leadership and coordination for a regional workforce development & school-to-career system that contributes to effective business-education partnerships; public-private sector initiatives; and service providers.
2. Expand workforce development partnership between The Chamber and Shelton State Community College with emphasis on successful implementation, management and accountability of new Center For Workforce Development of West Alabama.
3. Continue effective coordination and management of the Adopt-A-School program with integration of workforce development and school-to-career strategies among the business-education partners of the AAS program.
4. Continue support and advocacy for development of a comprehensive academic/ technical/career development high school in the City of Tuscaloosa with review of opportunities and recommendations for expanding into a regional education center.
5. Continue coordination of “CHOICES” program in all public and private schools.

Knight Kiplinger To Headline Chamber In Session

Working in partnership with The University of Alabama, The Chamber of Commerce of West Alabama will hold Chamber In Session on Thursday morning, **March 6th** at 7:30 AM at the Four Points Sheraton. The featured speaker will be **Mr. Knight Kiplinger**, nationally-known publisher of “The Kiplinger Letter” and Kiplinger’s Personal Finance Magazine.

Knight Kiplinger is one of America’s most respected economic journalists and business forecasters, and is a frequent guest on CNN and CNBC and has appeared on “The Today Show” “The Larry King Show” and “CBS This Morning”. “The Kiplinger Letter”, a week publication started in 1923, has more than 250,000 subscribers. The organization’s newest venture, KiplingerForecasts.com, is a daily forecasting service that alerts business executives to coming changes in economic conditions, demographics, technology, politics and governmental regulations.

A graduate of Cornell University, Mr. Kiplinger did graduate study in international affairs at the Woodrow Wilson School of Princeton University. Mr. Kiplinger came to the Kiplinger organization in 1983, following 13 years in newspaper journalism as a Washington correspondence and editor.

“We are excited about the opportunity to host Mr. Kiplinger along with The University of Alabama,” stated Chamber President Johnnie Aycock. “This is a unique experience for our members and the community, and we look forward to great participation in the very special edition of Chamber In Session.”

Reservations and tickets will be required for Chamber In Session and are available by contacting The Chamber office at 758-7588. Make your plans now to be present. You don’t want to miss this opportunity!



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2003 Committee & Task Forces of The Chamber of Commerce of West Alabama

The following are proposed 2003 committees and task force based on The Chamber's 2003 Business Plan. If you would like to be involved and/or would like to express your interest in serving, please complete and FAX to 391-0565.

Organizational Development - Gene Poole, Division Vice Chair

- President's Club
- Ambassadors
- Cornerstone Initiative Review Task Force
- Membership Dues Structure Study Committee
- Member Benefits

Business Development - Ford Williams, Division Vice Chair

- CEO Forum
- Downtown Development Task Force
- Entrepreneurs of the Year Planning Committee
- Commercial & Retail Development Task Force
- Technology Council

Governmental Affairs - Howard Garrison, Division Vice Chair

- Legislative Council
- Tax & License Committee
- Constitution Reform
- Environmental Task Force
- Airport Development Task Force
- Transportation Task Force

Community Development - Tim Thompson, Division Vice Chair

- Leadership Tuscaloosa
- Northport Advisory Council
- Tuscaloosa County Civic Hall of Fame
- Public Safety Task Force
- Community Beautification & Improvements

Education & Workforce Development - Gary Phillips, Division Vice Chair

- Adopt-A-School Steering Committee
- School-To-Career Steering Committee
- Workforce Development Coordinating Committee

Name: _____ Firm: _____

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