



## Member Profiles

### W.B. Poole Janitorial Putting his customers first

By Jodi Harrell



Walter Poole, owner of W.B. Poole Janitorial Service LLC, works hard to insure his clients get nothing but the best. Poole received his Master's degree from Auburn University and has been in business for four years.

With his background in military services, he knows what it means to work hard in order to stay on top. He is committed to his business and offers superior service to each of his customers. Using the best available equipment and chemicals, he wants to make sure his clients get exactly what they expect -- and more.

Poole is experienced in controlling pathogens, ringworms, and staphylococcus. His customers continue to use him for all their janitorial needs because Poole always stays in close contact with each one, and he is available at their convenience. Poole knows how important it is for his customers to be able to speak with

him if they need to at any time. There is no go-between. Poole customizes every proposal and goes over it with the customer twice.

Offering two walk-throughs allows him, as well as the client, the assurance that everything will be just right. Because of the high standards he sets, customers trust that Poole will get the job done right. From a large church to a small home, hard work and dedication to each job insure that each customer is satisfied.

Poole has one of the few janitorial businesses in Tuscaloosa that is licensed, bonded and insured. Poole is the only individual in Tuscaloosa that is HACCP (Hazardous Analysis Critical Control Point) certified. This is a special training program that health inspectors go through in order to provide safe and qualified service. Poole trains his employees and inspects their work. His wife, Regina Poole, is the financial and operations manager.

### Watchdog Document Services Protecting business's privacy

By Jodi Harrell

Since November 1, many of Tuscaloosa's confidential documents and records have been destroyed by a local firm, Watchdog Document Services. Here to protect a business's privacy, Watchdog Document Services is an on-site document destruction company that destroys all confidential information through shredding.

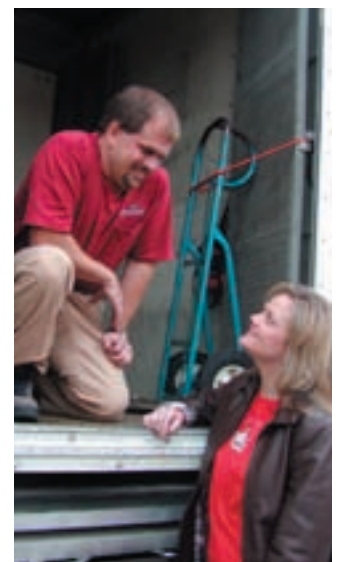
Trae and Tarah Perdue understand how important it is to protect the privacy of their customers. They began their business knowing the liability facing today's market is huge, considering the information that businesses have about their clients. Trae has two technical degrees from Shelton State Community College and a Bachelor's degree in Industrial Management from the University of Alabama. He has seven years experience working as a plant manager for Sanderson Plumbing Products in Columbus, MS and is now working toward his Master's of Business Administration.

Watchdog serves all of Tuscaloosa County, as well as the surrounding areas. Being the only business of its kind in Tuscaloosa, the Perdues have a positive outlook about the future of their business. The Perdues want to make

sure their document destruction is done in an economical and certified manner. "We arrive at your location, remove the contents and shred the papers on-site and give you a certificate of destruction before we leave," Trae Perdue said. "Customers are able to view the process if desired." To better serve their clients, Watchdog Services is available 24 hours a day, 7 days a week.

They provide one-time purge jobs or scheduled services on weekly, monthly, bi-monthly, quarterly, semi-annually or on an as needed basis. "Our customer base consists of banks, medical facilities, car dealerships, accountants, lawyers and a lot of financial firms," Tarah said.

"We have a lot of repeat business." "Shredding not only limits liability and offers clients additional security features at minimal cost, but it adheres to government regulations," Trae said.





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# Business Plan 2005

## **Mission of The Chamber of Commerce of West Alabama**

*The mission of The Chamber of Commerce of West Alabama is to  
provide vision, leadership and be a catalyst for the  
advancement of economic prosperity, the business climate  
and the quality of life of the total community.*

## **The Objectives of The Chamber**

*To overcome barriers to future economic development and to create a  
positive, healthy business climate.*

*To improve the area's ability to expand and enhance  
employment opportunities.*

*To improve the overall quality of life and standard of living for  
the total community.*

*To encourage development of the rich human, natural and technological resources  
of Tuscaloosa County and West Alabama to further economic opportunities.*

*To provide support services and systems to benefit the members of The Chamber and  
consistently represent and advocate the best interests of all the members.*



# Business Plan

## ORGANIZATIONAL DEVELOPMENT

**Purpose:** Increase The Chamber's membership base and participation by providing an efficient, customer-oriented structure, adequate resources; value-added member benefits; consistent communications; and quality service.

**Objective:**

Implement consistent marketing and development initiatives to expand the organization's human and financial resources.

**Strategies:**

- Implement Board-adopted strategic development plan requiring marketing and recruitment to expand membership base, increase retention, enhance visibility and expand public relations.
- Develop marketing and sustained advertising and media initiatives to better inform Chamber members and the general public about the role, goals, programs and results achieved by The Chamber as well as promote working together to achieve a positive spirit of community.
- Employ Membership Relations Representative(s) to sell new member accounts, retain membership accounts, and increase personal contact with current members.

**Objective:**

Implement and expand consistent communications plan that increases awareness of The Chamber's mission, objectives, programs and measured results.

**Strategies:**

- Continue publication of The Chamber's magazine, Perspectives.
- Utilize technology to expand information and communications to members that will be value-added and beneficial to meeting identified member interests.
- Publish annual Chamber Resource Guide & Directory as well as maintain effective Chamber web site.

**Objective:**

Increase retention of members and expand positive membership relations, contacts, and value-added services.

**Strategies:**

- Implement consistent member-feedback system to constantly monitor needs, results and interests of members, including: regular customer surveys, utilization of Chamber Ambassadors, President's Council and Board of Directors, use of satellite meetings and technology.
- Employ Membership Relations Representative(s) for consistent personal contacts with Chamber members.
- Review member-benefit programs and services currently offered as well as identify specific benefit programs that have potential to meet members' needs. In addition, review and enhance consistent marketing of member benefit programs.
- Increase awareness and use of member referral system and communicate consistently to members.

**Objective:**

Enhance application of technology that adds value to Chamber membership and communications of The Chamber's mission, objectives, services and programs.

**Strategies:**

- Sustain development and expansion of The Chamber's web site as a value-added tool and benefit for Chamber members as well as the community.
- Expand use of technology to communicate The Chamber's message through email, group FAX system, and other cutting-edge technologies and information management systems.
- Ensure that The Chamber is a technology leader in the region through consistent emphasis on development and application of technology, marketing and communications.





# Business Plan

**Objective:**

Provide Chamber members opportunities for networking and building relationships, business clients and community contacts.

**Strategies:**

- Hold quarterly Commerce Street activities that provide a quality, enjoyable environment for fellowship, networking and enhanced membership participation.
- Hold regular and consistent member orientations and satellite sessions that enhance knowledge about The Chamber, increase participation, and retain members.

## BUSINESS DEVELOPMENT

**Purpose:** To initiate, promote, market and sustain area business development opportunities that will contribute to an expanded economy, job development, enhanced support for existing firms, and a positive environment for prosperous business investment.

**Objective:**

Implement a marketing plan that promotes the community's economic environment and image and that stimulates quality business development and investment by existing firms as well as new commercial and entrepreneurial ventures.

**Strategies:**

- Complete comprehensive commercial and retail analysis of the metro market and implement defined strategies for expanding retail sales; enhancing competitiveness; recapturing lost dollars to other metro markets; expanding the metro area's commercial and retail investment; and promoting the Tuscaloosa metro community's business environment, implementing an appropriate three-year initiative to achieve results.
- Act as a catalyst for the development and support of initiatives that leverage the cultural arts resources of Tuscaloosa County as a dynamic, ongoing economic development strategy.
- Develop new printed marketing materials for use in promoting commercial business investment and expansion as well as meeting the needs and expectations of business prospects and supporting existing firms.
- Expand utilization of The Chamber's web site and technology as a viable source of economic, community and demographic information for business prospects and existing firms in the region.

**Objective:**

Provide expanded support system and services for existing industries.

**Strategies:**

- Enhance and coordinate an effective forum for existing industries that will contribute to exchange of ideas and issues; expand interaction among key existing firms to meet mutual needs; and contribute to better utilization of area resources and partnerships that contribute to productivity.
- Continue initiatives designed to assist and support existing industries with transportation issues and moving products to market.

**Objective:**

Work to enhance application of technology in area firms and provide member support services and training in use of new technologies.

**Strategies:**

- Maintain ongoing training in new technologies through regular seminars and technology-based information for Chamber members.
- Maintain and expand The Chamber's Business Resource Center as a viable source of training and information for member-firms.



# Business Plan

- Maintain The Chamber office as a model of technology application through use of cutting-edge technology and staff training.

## **Objective:**

Expand efforts to enhance, sustain and encourage entrepreneurial development and transfer of technology and research to the marketplace.

## **Strategies:**

- Provide continuing education opportunities for entrepreneurial development and small business training that contribute to increasing and sustaining competitiveness.
- In partnership with The University of Alabama, pursue planning and development of a technology-based incubator system to facilitate transfer of research to product and services development to the Tuscaloosa metro marketplace.
- Coordinate and maintain an efficient “one stop” business resource center for small business services and information through use of technology as well as a center for counseling and support.
- Coordinate annual Entrepreneurs of the Year program.

## **Objective:**

Provide advocacy and support for central business district and riverfront development.

## **Strategies:**

- Define and implement marketing support services and strategies for commercial development in central business and riverfront districts in coordination with appropriate public and private sector agencies and organizations that will contribute to providing recruitment and relocation assistance.

## **EDUCATION & WORKFORCE DEVELOPMENT**

**Purpose:** Serve as a catalyst for educational improvements that prepare our youth and adults for our diverse marketplace and leads to a more qualified workforce and an effective, productive link between employers and education.

## **Objective:**

Sustain advocacy and support for implementation of a comprehensive workforce development system that contributes to meeting the needs of area employers.

## **Strategies:**

- In coordination with Center For Workforce Development at Shelton State Community College, continue to provide advocacy and support for comprehensive, coordinated workforce recruiting strategies to assist new and existing firms, along with implementation of appropriate recruitment and marketing initiatives.
- In collaboration with the Center For Workforce Development, work toward strengthening active involvement of area employers in workforce initiatives.

## **Objective:**

Provide coordination and leadership that fosters effective business-education partnerships that contribute to quality educational and enrichment opportunities for all students.

## **Strategies:**

- Maintain management and coordination of adopt-a-school program with emphasis on career education and school-to-career development initiatives.
- Expand business and employer involvement in Adopt-A-School partnership efforts through recruitment of adopters, sustainers and corporate supporters.