

SC THE CORNER

A SOUTHWEST MOBILE COUNTY CHAMBER PUBLICATION



NOVEMBER 2025



LETTER FROM THE PRESIDENT

Joshua T. Woods

EXECUTIVE DIRECTOR, THE GROUNDS

CHAMPIONING *INNOVATION,* INSPIRING *PROGRESS*

In every meeting I attend, every site I visit, and every conversation I have with our teams, I'm reminded that innovation isn't just something that happens in a lab or during a brainstorm. It happens in everyday decisions, in quiet moments of curiosity, and in the simple but powerful question: "Could we do this better?"

Too often, we associate innovation with grand gestures — revolutionary technologies, major breakthroughs, or bold strategic pivots. And while those certainly have their place, the heartbeat of sustainable innovation lies in the smaller, persistent ideas that emerge from every level of the organization. These ideas might not make headlines, but they move us forward in meaningful, measurable ways. They're often the cumulative force behind our greatest progress.

I think of the frontline employee who noticed a recurring issue that cost us time and found a simple fix that now saves hours each week. I think of the administrative team that redesigned their workflow to reduce redundancy, freeing up time for more strategic work. These are the kinds of contributions that often go unseen outside the immediate team — but they are the very things that make an organization agile, resilient, and future-ready.

As President, one of my most important responsibilities is to ensure we're not just open to these ideas, but actively encouraging, supporting, and recognizing them. Innovation doesn't happen by accident. It thrives in a culture that values creativity, rewards curiosity, and doesn't treat failure as a weakness but as a necessary part of the process.

This also requires us to challenge some long-held assumptions — particularly the idea that innovation is the sole responsibility of senior leadership or certain departments. While it's true that strategy often starts at the top, implementation and continuous improvement live everywhere else. Some of the most impactful changes come from individuals who are closest to the work — those who understand its nuances, its friction points, and its opportunities for growth.

To foster this culture, we need to be intentional. That means providing safe spaces for ideas to be shared. It means training managers to ask open-ended questions and truly listen to the answers. It means celebrating experimentation, even when the outcomes aren't perfect. Because when people know they're allowed to try, they're more likely to act — and that action is where transformation begins.

It's also important to acknowledge that innovation doesn't always lead to immediate success. Sometimes, things don't work the way we hope. But I believe how we respond to those moments is just as important as how we celebrate wins. Do we ask, "What went wrong?" or do we ask, "What did we learn?" The former closes doors. The latter opens them.

This mindset shift — from perfection to progress — is essential. Innovation is iterative. It's about small bets, rapid learning, and the courage to keep going even when the outcome is uncertain. When we give ourselves and each other permission to think this way, we unlock an entirely new level of potential — one that's powered not by fear, but by imagination.

So here's my invitation to you: if you've been holding onto an idea, bring it forward. If you see something that could be improved, speak up. If there's a process you've accepted as "just the way it is," take a fresh look. And if you're in a leadership role, use your position to elevate the voices around you — especially those that haven't always been heard. Strive to be more engaged here at the chamber by attending networking events, participating in community minded outreach projects like the Food Drive and Pancake Breakfast with Santa, and encourage employees to get involved in career building groups like our Diplomat Program.

Josh Woods

SWMCC Board President

Cover Photos: Canva

EVENT CALENDAR

NOVEMBER 2025

1

Guns & Gear Giveaway Drawing

Our Annual Guns & Gear Giveaway Drawing will take place November 1st through 10th. One gun winner and one gear/gift winner will be drawn each day and announced on our Facebook page!

17

Christmas Tree Lighting

Time: 5:30 pm - 7:30 pm

Join us for a night of community fun as we celebrate the Christmas season. We will have vendors, free hot cocoa, entertainment, train rides, and more!

5

Monthly Business Luncheon

Time: 11:30 am - 1:00 pm

Location: John C. Williams Auditorium

Speaker: Captain Ted Johnson (MPD)

Caterer: Naman's Catering

24

Food Sorting

Time: 10:00 am

The Chamber's Annual Alabama vs. Auburn Food Drive is underway! Join us on Monday, November 24th to help sort the non-perishable items for families in need.

7

Alabama Pecan Festival

The Tillman's Corner Senior Center will be hosting its Annual Pecan Festival November 7th through 9th. Please visit their Facebook page for more information regarding the event!

27

Happy Thanksgiving!

We hope you will join us in taking a moment to give thanks for those surrounding us. The SWMCC and Tillman's Corner Community Center offices will be closed November 27th and 28th in honor of this holiday.

17

Tinsel Takedown

Decorating: 9:00 am - 3:00 pm

Voting: 5:30 pm - 7:00 pm

Get in the holiday spirit by participating in our 2nd Annual Tinsel Takedown Christmas Tree Decorating Contest!

28

December Luncheon Preregistration Deadline

The deadline to purchase an online ticket for the December Luncheon is November 28th at 5:00 pm.

No tickets will be sold at the door.

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NETWORKING

NOVEMBER 5TH, 2025

SPEAKER:



The Second Precinct is commanded by Captain Ted Johnson. The precinct is located at 5441 Highway 90 Suite 25. Our area of responsibility is from I-65 and Airport Blvd, west to the Dawes Community, and south to Irvington. In 2021, the population for this area was approximately 77,000 residents with 45,363 calls for service.

Captain Ted Johnson is a native of Mobile and graduated from W.P. Davidson High School. He joined the Mobile Police Department in 2006 and was first assigned to the First Precinct as a patrol officer. Following this, Captain Johnson was a motor officer in the Traffic Safety Unit, then spent several years in the 2nd Precinct as a felony suspect apprehension supervisor, general investigations supervisor, and patrol supervisor before being promoted to lieutenant. As a lieutenant, he was the unit commander of the Cyber Intelligence Unit, Real-Time Information Center, and Crime Scene Unit.

Captain Johnson has received several awards and recognitions throughout his career, including the Distinguished Service Award, Excellent Police Duty Awards, Chief's Unit Awards, Chief's Commendation, Life-Saving Awards, and Officer of the Month awards. He also holds two Bachelor of Arts degrees in Criminal Justice and Russian Language and a Master's Degree in Public Administration from the University of South Alabama, where he also teaches as a part-time faculty member.

NOVEMBER LUNCHEON SPONSOR



WWW.WINGS-OF-LIFE.ORG

(251) 751-5433

3401 NEWMAN RD, MOBILE, AL 36695

For 38 years, Wings of Life Recovery has been a Christ-centered refuge of hope and transformation in the Mobile community. Nestled on 42 acres of peaceful land in the Grand Bay area, our campus provides a safe, restorative environment for men, women, women with children, and families seeking freedom from addiction and life-controlling issues. We believe true recovery begins with a relationship with Jesus Christ, and we're honored to walk alongside each person on their journey toward healing and purpose.

Our program is designed to be both life-changing and accessible—costing only 20% of what traditional drug and alcohol rehabs charge. We also partner with local businesses to support employees in crisis, offering recovery resources that help individuals maintain both their livelihood and their dignity. This partnership model strengthens our community and keeps families together through difficult seasons.

Beyond recovery, we equip our students for a successful re-entry into the workforce through our social enterprise, Life Enterprise. Specializing in quality construction, remodeling, and landscaping, Life Enterprise allows students to work in active recovery, develop practical skills, and build confidence for their future. At Wings of Life, we don't just help people get free—we help them build a new life grounded in faith, service, and hope.

BUSINESS OF THE MONTH



The Chamber is proud to recognize Hyatt Studios in Tillman's Corner as our Business of the Month! This innovative new hotel is making headlines locally and nationally as the very first Hyatt Studios location in the world. Designed with extended-stay guests in mind, Hyatt Studios combines the comforts of home with the quality and service travelers expect from the Hyatt brand.

The hotel features 122 spacious, apartment-style studio suites, each thoughtfully designed for both comfort and functionality. Every suite includes a fully equipped kitchen with a full-size refrigerator, built-in cooktop, microwave, dishwasher, and essential cookware. Guests also enjoy a cozy sleeping area and a separate lounge space with a plush sofa or sleeper sofa, a multifunctional table, and plenty of storage.

Beyond its modern amenities, Hyatt Studios Mobile/Tillmans Corner has quickly become a valued part of the Mobile community. The hotel's team is dedicated to offering exceptional hospitality and supporting local businesses and organizations, helping to strengthen the area's growing business landscape. Being named the Chamber's Business of the Month highlights Hyatt Studios' forward-thinking approach, community involvement, and commitment to creating a welcoming experience for every guest.

Whether you're visiting for business, relocating to the area, or exploring Mobile's rich culture and cuisine, Hyatt Studios Mobile / Tillman's Corner offers the perfect balance of comfort, convenience, and care.

5195 Motel Ct, Mobile, AL 36619

(251) 281-2050

A promotional graphic for Gulf Coast Graphix. It features a dark blue background with a large, stylized white and blue arrow pointing upwards and to the right. The text "#WrappingTheCoast" is in the top left, and "f" and "i" icons are in the top right. The company name "GULF COAST GRAPHIX" is prominently displayed in the center. Below it, the text "SIGNS • WRAPS • MORE" is written in white. The phone number "251.217.7169" is in large white digits. At the bottom, it says "WRAPPING THE COAST SINCE 2017" in white and blue.



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CHAMBER OF COMMERCE

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COLUMN

THE NEXT LEVEL

THE

How to Build a Strong Business Plan That Adapts to Change

Running a business in today's world means operating in constant motion. The pace of change is faster than ever before — not just in technology, but in how consumers think, shop, communicate, and connect. A decade ago, a business plan might have comfortably guided operations for five or even ten years. Today, the same plan can feel outdated in a matter of months. Markets shift, platforms evolve, and customer expectations continue to rise. Nowhere is this more apparent than in the ever-changing world of social media, where yesterday's trends are tomorrow's history, and businesses must adapt quickly to stay relevant.

The rise of social media has completely transformed how businesses communicate and compete. What began as a way to connect with friends has become one of the most powerful marketing tools in the world. A small local shop can reach customers across the globe, while a single viral video can turn an unknown brand into an overnight success story. But that same speed can work in reverse — a change in an algorithm, a new platform, or shifting user habits can render an entire marketing strategy ineffective almost instantly. For business owners, the message is clear: flexibility isn't optional anymore. It's essential.

A strong business plan is still the foundation of any successful company, but the best plans today are built with adaptability in mind. They define purpose and goals while leaving space for evolution. Think of your plan as a dynamic framework rather than a static document — a living guide that grows and shifts as your business, customers, and market do. The days of “set it and forget it” planning are gone. Modern business demands ongoing reflection, adjustment, and innovation.

Social media's rapid evolution perfectly illustrates the importance of this mindset. Not long ago, Facebook was the dominant platform for reaching customers. Then came Instagram, shifting attention toward visuals and storytelling. Now, TikTok has rewritten the rules of engagement with short-form video, while platforms like LinkedIn and YouTube continue to shape professional and educational content. Even the way we define “social media” keeps expanding, with new networks like Threads or Bluesky emerging, and AI tools reshaping how content is created. Each change requires businesses to rethink how they present themselves and how they connect with their audiences.

The challenge for business owners is keeping pace without losing focus. You don't need to chase every new trend or platform, but you do need to stay aware. An adaptable business plan includes systems for monitoring what's working, tracking customer engagement, and regularly reassessing communication strategies. It means setting aside time — quarterly or even monthly — to ask critical questions: Are our customers still finding us the same way they did last year? Are we communicating where they spend their time? Are our marketing messages still resonating?

Adaptability also applies to operations beyond marketing. Think about how technology has changed business functions overall. The rise of e-commerce, digital payments, automation, and remote work has rewritten the rules for efficiency and service. Businesses that were quick to adopt online sales tools during the pandemic not only survived but, in many cases, expanded their reach. Those that resisted digital transformation struggled to catch up. The same principle holds true for any new tool or platform — early adopters often gain the advantage simply by being willing to experiment.

However, adapting doesn't mean changing direction every time a new trend appears. Successful adaptation is strategic, not reactionary. It's about understanding your business's core mission and using flexibility to support that mission, not distract from it. A strong business plan begins with clarity: Who are we? Who do we serve? What problem do we solve? Once those fundamentals are established, you can layer in adaptability — a willingness to test new ideas, adjust goals, and pivot when conditions demand it.

One of the best ways to stay adaptable is to cultivate a learning mindset throughout your organization. Encourage your team to stay informed about emerging technologies and shifts in customer behavior. Provide professional development opportunities. Celebrate innovation, even when experiments don't go as planned. Every lesson learned becomes a building block for resilience. Businesses that foster curiosity and continuous improvement are better prepared to handle disruption when it comes.

Tina Peiroux
Executive Director

SouthWest Mobile County Chamber of Commerce

STUDENT PROGRAMS

EMPOWERING SUCCESS

STAR STUDENTS

Each month, the SouthWest Mobile County Chamber of Commerce recognizes students from local elementary schools for their dedication to learning. This Program would not be possible without our Star Student Sponsors. Congratulations to the following students who were recognized on Wednesday, October 1st, 2025:

- **Stephen Schlautman** from Bright Academy sponsored by Payroll Vault
- **Naomi McDonald** from Cottage Hill Christian Academy sponsored by Brian Lancaster, State Farm
- **Jeffery Guice** from Hollinger's Island Elementary sponsored by Evonik Corporation
- Meadowlake Elementary sponsored by Pilot
- **Lottie McMahon** from Nan Gray Davis Elementary sponsored by BLP Mobile Paint
- **Katherine Beltre** from Pearl Haskew Elementary sponsored by Roberts Brothers - The Sessions Team
- **Lily Hickman** from W.C. Griggs Elementary sponsored by Alabama Power

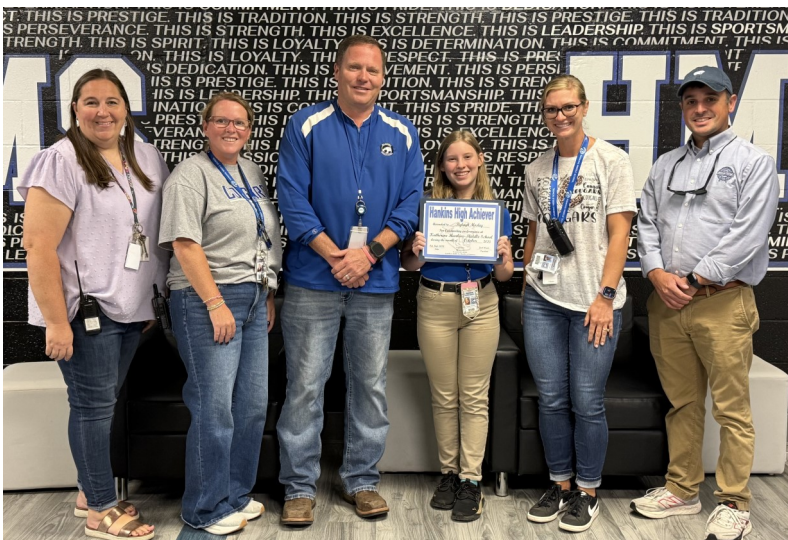


HANKINS SPOTLIGHT

We are thrilled to recognize Ryleigh Mosley, a student at Hankins Middle School, as our Hankins High Achiever for the month of October. Ryleigh has distinguished herself through her dedication, kindness, and hard work, earning nominations from three of her teachers. Each nomination highlighted her leadership, positive attitude, and willingness to help others. One teacher shared, "Always helpful to teachers and peers. Very dedicated!" Another noted, "Kind, studious, and always willing to help classmates. She brings a positive attitude every day and gives her best on every assignment." A third added, "A sweet young lady who consistently tries her best and supports others."

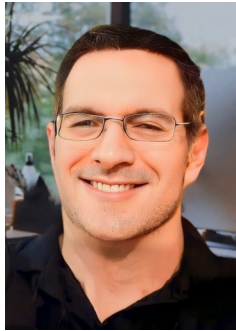
This recognition program would not be possible without the generous support of The Grounds, whose sponsorship helps highlight and celebrate student achievements each month. Their partnership with Hankins Middle School demonstrates the power of collaboration between local businesses and schools. By supporting programs like the Hankins High Achiever, The Grounds helps create an environment where students feel valued, recognized, and motivated to continue striving for excellence. Programs like this not only honor outstanding students but also foster strong connections between the community and our schools, showing students that their hard work does not go unnoticed.

Hankins Middle School's faculty and staff also play a vital role in identifying and nurturing students like Ryleigh. Their dedication to mentoring, teaching, and encouraging students is a cornerstone of the school's mission. Together with community partners, they create a network of support that allows students to thrive academically, socially, and emotionally. This collaborative effort is a model for how schools and local businesses can work together to promote student success and community pride.



BY : RON SIVAK

— THE REAL ESTATE CORNER —



Last month Pen Air Credit Union agreed to buy assets related to Service 1 Federal Credit Union's (FCU) branch found in West Mobile. The transaction between Michigan-based Service 1 FCU and Pensacola-based PenAir is expected to be completed by January 1, 2026. Branch employees will become part of PenAir. "The Gulf Coast has been our home since 1936, and we're excited to deepen our roots with the Service 1 FCU Mobile branch, employees and members," Lee Morgan, PenAir president and CEO said in a prepared statement. "With its proximity to our headquarters in Pensacola, we can effectively enhance products, services and opportunities for both members and employees. In fact, members will gain access to more products and services, a larger network of branches, ATMs across the Gulf Coast, and enhanced digital banking tools." In Alabama, PenAir operates branches in Spanish Fort, Robertsedale and Foley.

In October it was announced that the Alabama Port Authority (APA) and APM Terminals Mobile agreed to go ahead with construction of a new 1,300-ft container berth at the south end of the terminal. This will allow the terminal to simultaneously manage three ships in the ultra large container vessel (ULCV) class. Funds for the \$131-million project are reportedly coming from federal appropriations to APA and private investments from APM Terminals. The

expansion will be Phase V of a plan to expand the container terminal's capacity. Components in the works include a 33-acre container yard expansion, a rail capacity upgrade and construction of a new rail flyover bridge that will enable direct on-dock rail access. Construction will begin in 2026, with a two-year timetable, and will include the addition of a seventh ship-to-shore crane.

The University of South Alabama (USA) and Airbus have partnered to set up an Airbus presence at USA's Technology & Research Park at its main campus in West Mobile that will expand internship and research opportunities. While details continue to be finalized, Airbus plans to move the campus of its Mobile-based U.S. Engineering Center. USA said the new location would provide a closer proximity to USA faculty, student talent, and medical and recreational facilities. "We'll work together to build an engineering talent pipeline in quality and business, and we'll give students the chance to collaborate with our teams on real projects," Airbus North America Chairperson and CEO Robin Hayes said. "This will be more than a building. It's a promise to the future of aerospace. It's a pledge to invest in people, to create not just aerospace jobs, but also careers to continue propelling this region to lead the next era of flight."

For questions or news tips about local real estate, please email ron@hflend.com or call/text 251-219-8914.



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Welcome Dr. Cameron Kilpatrick

Cameron Kilpatrick, MD, MPH, has joined the healthcare team at Accordia Health in Bayou La Batre. A board-certified family medicine physician, Dr. Kilpatrick provides comprehensive medical care for adults and children of all ages.

She earned a Bachelor of Science degree from the Georgia Institute of Technology before completing both her Doctor of Medicine and Master of Public Health degrees at Tulane University. Dr. Kilpatrick went on to complete her family medicine residency at the University of New Mexico—Santa Fe program.

As a National Health Service Corps Scholar, Dr. Kilpatrick is deeply committed to caring for patients in underserved communities within the Federally Qualified Health Center setting. Dr. Kilpatrick is currently accepting new patients.

Located in the heart of Bayou La Batre, Accordia Health offers private and confidential medical care for children, adolescents and adults regardless of ability to pay. We accept Medicaid, Medicare, ALL Kids, and most private insurance. Discounts are offered on services based on a Sliding Fee Discount Program.*



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FIRST RESPONDER SPOTLIGHT

THANK YOU FOR YOUR SERVICE



We are proud to recognize Officer Corey Orr of the Mobile Police Department as our Officer of the Month. Officer Orr's dedication, professionalism, and unwavering commitment to keeping our community safe have truly set him apart. His efforts on and off duty reflect the highest standards of service and exemplify the qualities we value in law enforcement.

Throughout his time with the department, Officer Orr has consistently demonstrated vigilance, integrity, and a strong sense of responsibility. Whether responding to emergencies, assisting community members, or supporting colleagues, he approaches every task with a level of care and dedication that makes a real difference.



We are proud to recognize Deputy David Phillips of the Mobile County Sheriff's Office as our Deputy of the Month. Deputy Phillips has consistently demonstrated dedication, professionalism, and an unwavering commitment to serving our community. His efforts exemplify the values of integrity, responsibility, and public service that are central to the mission of the Sheriff's Office.



Throughout his service, Deputy Phillips has shown a remarkable ability to connect with the community, support his colleagues, and respond to challenges with skill and care. Whether on patrol, assisting residents, or contributing to community initiatives, his work reflects a deep commitment to keeping Mobile County safe and secure.



SPONSORED BY

The SouthWest Mobile County Chamber of Commerce would like to thank Century Bank for sponsoring our Officer of the Month and Deputy of the Month Programs. We so appreciate their willingness to continuously recognize such outstanding members of our community.

"Century Bank is a proud member of the communities we serve. Our involvement in extracurricular activities, fund raisers, organizations and other local events is a priority for directors, officers and employees of Century Bank."





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SHERIFF PAUL BURCH

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INDUSTRY SPOTLIGHT

INEOS Phenol

INEOS Phenol, located just outside Tillman's Corner in Mobile, plays a major role in supporting the local economy and industrial growth. As the world's largest producer of phenol and acetone, the company provides high-quality jobs and steady business for area contractors, logistics firms, and service providers. Its operations contribute to the strength of the Gulf Coast's manufacturing base and help position Tillman's Corner as part of a globally connected industrial corridor.

The company's investment in technology and efficiency creates lasting benefits — not just in direct employment, but through the ripple effects of local spending and infrastructure use. Trucking, fuel supply, maintenance, and technical services all see steady demand linked to INEOS Phenol's presence.

Beyond economics, the company's commitment to safe and sustainable operations aligns with community values and environmental priorities. Its focus on responsible production ensures that industrial growth and quality of life move forward together.

For Tillman's Corner, INEOS Phenol represents stability, opportunity, and pride — proof that a global industry leader can thrive while strengthening the local community.

ADVERTISE WITH US!



Romilee Broussard

Agency Owner

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SOUTHWEST MOBILE COUNTY
CHAMBER OF COMMERCE

*'tis the season
TO BE JOLLY*

Christmas Tree Lighting

NOVEMBER 17TH
5:30PM - 7:30PM

TILLMAN'S CORNER
COMMUNITY CENTER
5055 CAROL PLANTATION RD
MOBILE, AL 36619

VENDORS, ENTERTAINMENT, FREE
HOT CHOCOLATE & A SPECIAL
VISIT FROM SANTA



Christmas Tree Lighting – November 17th, 5:30–7:30 PM

The holiday season is right around the corner, and we are thrilled to invite everyone to our Annual Christmas Tree Lighting on Monday, November 17th, from 5:30 to 7:30 PM at the Tillman's Corner Community Center. This family-friendly evening will mark the official start of the holiday season in our community, filled with lights, train rides, activities, entertainment, hot cocoa and more!

Vendors: Spots Still Available

Local vendors will once again bring holiday magic to life with unique gifts, crafts, and community favorites. Vendor registration is still open, and local businesses or artisans are encouraged to sign up soon to secure their space. This is a great opportunity to showcase your products and connect with families celebrating the season. Food truck spots are already full, so attendees can look forward to an array of delicious options from some of our area's most popular mobile kitchens.

Tinsel Takedown Christmas Tree Decorating Contest

One of the evening's highlights is the Tinsel Takedown Christmas Tree Decorating Contest — a fun and festive competition where local organizations show off their creativity by decorating trees that will be displayed throughout the event.

We're still looking for more local businesses, clubs, and community groups to participate! If your organization would like to be part of this spirited contest, there's still time to sign up and claim a tree to decorate.

Attendees at the tree lighting will get to vote for their favorite decorated tree during the event. The winner of the Tinsel Takedown will be announced that evening — earning bragging rights and a special Chamber recognition!

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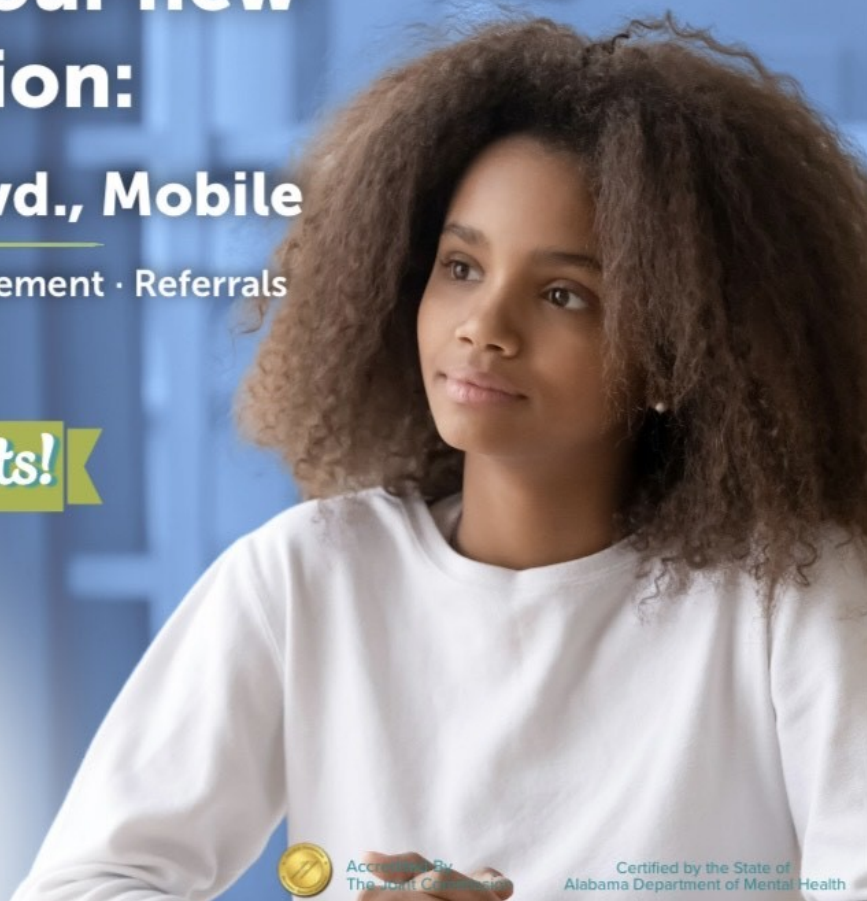
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Rena Davis

VP Private Banker

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Rena.Davis@bryantbank.com



Chamber and Community Center Staff

Executive Director

Tina Poiroux, AACE

tpoiroux@swmccchamber.com

Administrative Assistant

Hope Driskell

hdriskell@swmccchamber.com

Event Coordinator

Jillian Baxter

jbaxter@swmccchamber.com

Event Specialists

Calvin Dickerson and Catherine Hartsock

For Rental Information call the Tillman's Corner Community Center at (251) 666-2488.



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