

Shoals Economic Development Authority

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SEDA News

2008 Existing Industry Visitation Program

The Shoals Economic Development Authority (SEDA) Board of Directors kicked off the 2008 Existing Industry Visitation Program at its April Board meeting. SEDA Board members will meet with existing industry in The Shoals during the last three weeks in April.

The purpose of the program is to get a first-hand understanding of the economic outlook for many of the manufacturers and related industries in The Shoals. With the national economy facing challenging times, SEDA would like to speak directly to those who have a key impact on an important sector of the local economy.

The program will prepare SEDA for the TVA Valley Targeted and Prepared Community Program (Valley TaP) set to begin in June. Valley TaP is designed to assist communities through a strategic planning process, which will involve an in-depth analysis of The Shoals' strengths and weaknesses, identification of its core competencies, a leadership audit, and an assessment of the existing economic development structure. By conducting the visitation program in April, SEDA will have up-to-date input from local companies, which should prove very useful.

SEDA would like to express its appreciation to our local companies for their participation in the visitation program.



Southwire Company to Expand in Florence



Southwire Company announced in March that it will expand its operations in the Florence-Lauderdale Industrial Park. The company has purchased a 75,000-square-foot building just south of its existing facility as part of its \$9.5 million investment. This expansion will add metal-clad cable and flexible conduit to its Florence production capabilities, which currently feature building wire products such as 600-volt copper, NM, UF, and THHN. It will mean as many as 50 jobs for the The Shoals.

"Through the expansion of our manufacturing facilities in Florence, Southwire continues to take advantage of key growth opportunities that allow us to better serve our customers," said Richard Miller, Southwire's vice president of electrical manufacturing. "This added capacity across several product lines will allow Southwire to build

upon our position as the leader in our core wire and cable markets.”

Why did Southwire choose to expand in The Shoals?

“The plant, with its proximity to Southwire’s headquarters in Carrollton, Ga., fits perfectly into our company’s manufacturing and distribution network,” Miller added. “That fact, along with the strong commitment of our workforce in Florence, weighed heavily in our decision to expand there.”

SEDA and the City of Florence welcomed the expansion, which strengthens Southwire's position in the community.

"This expansion speaks well for their commitment to our area," said Florence Mayor Bobby Irons.

"It's an encouraging sign of commitment to the Shoals when a company makes such a significant investment within its first two years in the community and a great testimonial of the company's dedicated work force," said Susie Heird, vice president of the Shoals Economic Development Authority.

SEDA Hosts Annual Appreciation Luncheon in Montgomery

The Shoals Economic Development Authority hosted its annual luncheon in Montgomery on March 7, 2008. The luncheon gives representatives from The Shoals the opportunity to visit with state personnel whose work impacts The Shoals economy. The Shoals Chamber of Commerce and the Florence-Lauderdale Port Authority co-hosted this year's luncheon with SEDA.





(l to r) Forrest Wright, SEDA; David Echols, Alabama Development Office



(l to r) Mayor Bobby Irons, City of Florence; Susie Heird, SEDA



Brad Holmes, SEDA



(l to r) Bob Smith, Alabama Development Office; Craig Linhoss, Tennessee Valley Authority



(l to r) Bret McGill, Northwest-Shoals Community College; Dr. Glenda Colagross, Northwest-Shoals Community College



(l to r) Kelly Graham, Alabama Department of Revenue; Forrest Wright, SEDA; Angela Till, Alabama Department of Revenue



(l to r) David Jones, SEDA and Shoals Chamber of Commerce; Bill Morrison, Alabama Department of Revenue; Jim Loew, Florence-Lauderdale Port Authority



(l to r) Amy Jones, Shoals Chamber of Commerce; Dr. Sandra Sockwell, Shoals Chamber of Commerce; Sheila Raney, Shoals Chamber of Commerce



National Alabama Corporation Erects First Structural Steel

Note: Please do not contact National Steel Car in Canada; the contact number for National Alabama Corporation is (256) 370-5000. Thanks, SEDA.

An enthusiastic group of invited guests gathered at the Barton Riverfront Industrial Park on February 15, 2008, to mark an important milestone in the construction of National Alabama Corporation's state-of-the-art railcar manufacturing facility: the erection of the first structural steel at the site.

Greg Aziz, chairman and CEO of National Alabama Corporation, shared his enthusiasm for the significance of the event: "Today we are here to witness the raising of the first steel. Steel that will become the spine and shape of National Alabama--housing our equipment and our

technology, certainly...but, most importantly, it will be our home where our skills and sense of team will help National Alabama achieve the excellence that is our dream."

Governor Bob Riley and Congressman Bud Cramer, who both worked to bring National Alabama Corporation to The Shoals, spoke at the event. They emphasized the teamwork needed to make this project happen, as well as the tremendous success Alabama has had in economic development in recent years.

The construction of the National Alabama facility will continue on a very fast pace. The first rail car is expected to roll off the line in December 2008.

To view an up-to-date aerial photo of the National Alabama Corporation site, [click here](#).

Note: Please do not contact National Steel Car in Canada; the contact number for National Alabama Corporation is (256) 370-5000. Thanks, SEDA.



(l to r) Greg Aziz, National Alabama Corporation; Governor Bob Riley



(l to r) Governor Bob Riley; Greg Aziz, National Alabama Corporation



(l to r) Congressman Bud Cramer; Mayor Bobby Irons, City of Florence



Governor Bob Riley



Congressman Bud Cramer



Mayor Bobby Irons, City of Florence



Troy Woodis, Colbert County Commission



Greg Aziz, National Alabama Corporation



(l to r) Tony Burns, North Alabama Gas District; Albert Kerstiens, Sheffield Utilities



(l to r) Howard Keeton, Colbert County Commission; Governor Bob Riley



(l to r) Greg Aziz, National Alabama Corporation; Congressman Bud Cramer; Troy Woodis, Colbert County Commission



(l to r) Mayor Bobby Irons, City of Florence; Mike Curtis, Alabama State Representative; Forrest Wright, SEDA



(l to r) Jona Thorn; David Thorn, SEDA; Dr. Humphrey Lee, Northwest-Shoals Community College and Shoals Chamber of Commerce



(l to r) Forrest Wright, SEDA; Lee Hansen, The Staubach Company



Empire Electronics Locates in Shoals Entrepreneurial Center

The Shoals welcomed a new industry to the area in March: Empire Electronics, Inc., the leading North American automotive supplier of exterior lighting harnesses and components. Empire Electronics selected the Shoals Entrepreneurial Center's Sheffield facility for its new location.

Based in Troy, Michigan, Empire Electronics sought a location close to the North American Lighting (NAL) facility in Muscle Shoals, Alabama. SEDA worked with the company to examine options for its operations in The Shoals.



"We were pleased to submit several business opportunities for Empire's consideration, one being space in the Shoals Entrepreneurial Center's Sheffield facility," said Susie Heird, vice president of SEDA. "The proximity of the Center to the North American Lighting facility in the

Shoals Research Airpark should prove advantageous for Empire, and the location of Empire in The Shoals valuable to the community."

Shoals Training Alliance Holds Supervisor Training Classes



The Shoals Industry-Education Training Alliance's supervisor training classes were a big hit with local companies. The response for the classes was quite strong, as 61 people from 18 companies received leadership skills training.

Alabama Industrial Development Training provided the instructors for each of the classes, which were held January 15-16, February 5-6, and March 18-19. The classes are specifically designed for first-line, team leads and/or new supervisors.

"Hopefully, they will apply what they learn," said Kendall Haywood, AIDT instructor. "The key is involving your people and not being a traditional, old world manager that knows everything and makes all the decisions."

The Training Alliance, with support from the Shoals Economic Development Authority, brings together companies and educators to provide training classes to meet the current needs of local industry. For more information on the Training Alliance, contact Lesley Cox at 256-764-0351.



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Available Building Highlight



Alabama Converter 2
715 Highway 43 South
Tuscumbia, AL 35674
Colbert County

43,500 Square Feet

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Meeting Schedule

SEDA Monthly Board of Directors Meetings

July 8
August 12

Shoals Manufacturers Association

July 9
September 10

Shoals Industry-Education Training Alliance

July 16
October 15

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[December 2007 E-Newsletter](#)

The Shoals Wins CEDA Award from the Southern Economic Development Council
The Shoals Chosen for TVA Valley TaP Program
Shoals Manufacturers Association Annual Dinner (multiple photos)
SEDA Appoints New Officers for FY2008
International Floors of America, Inc. to Expand in Florence
National Alabama Corporation Update
The Shoals Training Alliance Schedules Supervisor Training Classes
Available Building Highlight: Waverlee Building (162,500 sq. ft.)

[Special Announcement](#)

The Shoals Welcomes National Alabama Corporation (multiple photos)

[June 2007 E-Newsletter](#)

Shoals Research Airpark Reaches Important Milestone
Listerhill Total Maintenance Center Adding Capabilities
Florence City Schools Rated as a Top School District in the U.S.
Available Building: Roberson Road Complex (41,920 sq. ft.)

[April/May 2007 E-Newsletter](#)

SEDA Receives 2007 Economic Development Achievement Award
Wise Alloys Project to Widen Can Sheet Width
Alabama Development Office Named Top State Economic Development Agency in the U.S.
Alabama Ranked as Fourth Fastest-Growing Exporter in U.S.
Available Building: Wise Alloys Building (120,000 sq. ft.)

[March 2007 E-Newsletter](#)

SCA: Planting Deeper Roots in Alabama (multiple photos)
Wise Metals Group to Widen Can-Stock Capacity
City of Florence Breaks Ground on New Sportsplex
Available Building: Wylie #14 (105,000 sq. ft.)

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