

## Shoals Economic Development Authority

20 Hightower Place, Suite 1

Florence, AL 35630

(256) 764-0351

(800) 239-6087

(256) 764-3850 (FAX)

[shoalseda@seda-shoals.com](mailto:shoalseda@seda-shoals.com)

[www.seda-shoals.com](http://www.seda-shoals.com)



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### SEDA News

#### The Shoals Recognized as a Targeted and Prepared Community

[Boyette Levy](#), an Atlanta consulting firm that provides strategic advice and communications support in economic and community development, presented findings and recommendations on Thursday, October 16, and recognized the Shoals community and Shoals Economic Development Authority for its leadership and participation in the Valley Targeted and Prepared Community Program (TaP). This program, offered by [Tennessee Valley Authority Economic Development](#) in cooperation with local power companies and administered by Boyette Levy, helps communities enhance their economic development efforts.



The Shoals was one of three communities selected this year in the Tennessee Valley region to participate in the program. The TaP program features a planning process that includes an in-depth evaluation of a community's resources and strengths to target and recruit specific industry segments, which could result in additional jobs and investments.

"TVA applauds The Shoals for their successful completion of this strategic planning process. It helps prepare the community for continued economic success," says TVA Senior Vice President of

Economic Development John Bradley.

The strategy for The Shoals was developed using an in-depth process that included the following steps:

- Conducted a leadership audit and made assessments related to the existing economic development structure;
- Identified the community's economic core strengths and areas for development;
- Interviewed community stakeholders; and,
- Assessed the community's fit with certain attractive industry sectors or business opportunities to determine appropriate targets for the community.

"Our findings show that the best targeted business opportunities for The Shoals include aerospace/aviation suppliers, automotive suppliers, foreign direct investment, and retirement services," said Del Boyette, principal of Boyette Levy. "The Shoals encompasses Colbert and Lauderdale Counties and is located in Northwest Alabama near the intersection of U.S. Highway 72 and U.S. Highway 43, both four-lane highways. U.S. Highway 72 also connects The Shoals to Interstate 40 and Interstate 65. The Shoals is home to two institutions of higher learning, the [University of North Alabama](#) and [Northwest-Shoals Community College](#). Leadership in



Forrest Wright  
SEDA

The Shoals is also very dedicated and interested in the future of the community and the development of industry. These are all major assets that strengthen the community's efforts to attract and grow businesses."

"Boyette Levy is doing an outstanding job in helping our community accomplish our goals by providing a path to follow to obtain positive economic growth for our citizens," said SEDA Past Chairman Macke Mauldin.

Forrest Wright, president of the Shoals Economic Development Authority, said, "The TaP Community Program provides us with valuable information to help fine tune The Shoals' economic development efforts. TVA and Boyette Levy have highlighted our assets and identified the targeted business sectors that will best fit



Macke Mauldin  
SEDA

and thrive in our area."

### SCA Recognizes America Recycles Day with Celebration and Tour of Newest Paper Machine

Don Lewis, president of [SCA Tissue North America](#), welcomed a group of SCA supporters to the SCA Tissue -- Barton Operations facility in the Barton Riverfront Industrial Park on November 14, 2008, to recognize America Recycles Day with a celebration and tour of SCA's newest paper machine. This exciting event came just 19 months after SCA publicly announced plans to invest \$150 million in this new addition to its Barton facility. The new machine will give SCA an additional production capacity of 70,000 tons of recycled paper products at Barton.



Don Lewis  
SCA Tissue

Mr. Lewis highlighted the strong commitment that [SCA](#) has made to recycling and to operating in an environmentally friendly way.

"On an environmental front, the total annual recycled tonnage for SCA Tissue is 800,000 tons," said Mr. Lewis. "To put that in perspective, that's enough recycled material to cover more than 249 football fields three feet high from end zone to end zone. So that's pretty impressive.

"Recycling by SCA Tissue annually results in environmental savings of 302 million gallons of oil, 2.4 million cubic yards of landfill space, 5.6 billion gallons of water, and 3.2 billion kilowatts of electricity. That's a perfect segue into the America Recycles Day, which is tomorrow, November 15.

"SCA was named the second greenest company on the planet in 2007 by the [Independent](#), a major British newspaper, in conjunction with [Ethical Investment Research Services](#). To put that in perspective, we were number two, but number one was a wind-turbine company, so it was very tough competition.

"In just over four years of operation in the state-of-the-art facility here in Barton, we've won multiple environmental kudos including a state pollution-prevention award, a state waste-recycling award, and an award from the Alabama Department of Environmental Management."

Mr. Lewis presented award checks to several Shoals area winners of America Recycles Day grants: the [Florence/Lauderdale Tourism](#) bureau for its [Shoals Earth Day Fest](#), [Covenant Christian School](#) in Tuscumbia for a hands-on environmental classroom, and the [Cherokee High School](#) Future Farmers of America (FFA) to initiate a recycling program between the Barton tissue plant and the school's FFA program.

Photo Gallery	
<p>(l to r) Don Lewis, SCA Tissue; Beth Greenwood, Florence/Lauderdale Tourism</p>	<p>(l to r) Don Lewis, SCA Tissue; Becky Odell, Covenant Christian School</p>
<p>(l to r) Don Lewis, SCA Tissue; Dennis Deaton, Cherokee High School; Sarah Beth Worsham, Cherokee High School; Kyle Robinson, Cherokee High School; Kevin Foster, Cherokee High School; J.J. Benjamin, Cherokee High School</p>	<p>(l to r) Jim Haeffele, SCA Tissue; Marty Ferguson, SCA Tissue</p>
<p>(l to r) Roger Bedford, Alabama State Senator; Mayor Chuck Lansdell, City of Cherokee; Marty Ferguson, SCA Tissue</p>	<p>(l to r) Rex Burleson, Colbert County Commission; Mayor Bobby Irons, City of Florence</p>



(l to r) Macke Mauldin, Shoals Economic Development Authority; Bobby Denton, Alabama State Senator



(l to r) Mike Curtis, Alabama State Representative; Dr. Humphrey Lee, Northwest-Shoals Community College



(l to r) Allen Hughes, Sheffield Utilities; Mayor Chuck Lansdell, City of Cherokee



(l to r) Dr. Joan Parris, Shoals Economic Development Authority; Beth Dickerson, Florence City Schools; Liz Anderson, Shoals Economic Development Authority



(l to r) Billy Ray Moore, Shoals Economic Development Authority; Mayor Bobby Irons, City of Florence



(l to r) Forrest Wright, Shoals Economic Development Authority; Andy Chorney, SCA Tissue; Tim Fulmer, SCA Tissue



(l to r) Marty Ferguson, SCA Tissue, Doug Ruggles, Shoals Economic Development Authority; Roger Bedford, Alabama State Senator; Richard Decker, Martin Plant Services



(l to r) Shirley McClure, Shoals Economic Development Authority; Lesley Cox, Shoals Economic Development Authority

## Southwire Company Announces "12 for Life" Program

The [Southwire Company](#) has made a strong commitment to The Shoals, and in particular, to the [City of Florence](#), by announcing a "12 for Life" program to help at-risk students of Florence City High School and the Florence Freshman Center stay in school and work toward graduation. The exciting announcement was made at a news conference held at the [Florence City Schools](#) Board of Education office on October 14.

Patterned after a similar program at Southwire's facility in Carrollton, Georgia, the program in The Shoals will give at-risk students the opportunity to earn \$8.00 per hour while still attending school for at least four hours a day, with the goal of obtaining their high school degree. From 30 to 35 students will be employed in the program.

The students will do age-appropriate jobs at a 30,000-square-foot facility that Southwire purchased just to the west of Southwire's production facility in the [Florence-Lauderdale Industrial Park](#). The building will be modified and equipped to suit Southwire's needs and should be ready for the program to begin in mid-2009.



The Florence City School system will provide an on-site coordinator and transportation for the students.

Hopefully, this program will be as successful here in The Shoals as it has been in Carrollton. It certainly demonstrates an innovative way to tackle two issues, that of improving graduation rates for at-risk students and developing a productive workforce for manufacturers in the area.

## SEDA Appoints New Officers for FY2009

The Shoals Economic Development Authority has appointed new officers for the 2009 fiscal year. The officers for this year are as follows:

**Jack Johnson, Chairman**  
**Buster Smith, Vice Chairman**  
**Dr. Joan Parris, Treasurer**

Incoming Chairman Jack Johnson presented outgoing Chairman Roy Rudolph with a plaque commemorating his service to SEDA and congratulated him for the accomplishments of the past year.



(l to r) Jack Johnson, Roy Rudolph

## National Alabama Corporation Update

National Alabama Corporation (NAC)'s outstanding progress continues as the company moves forward on two fronts: the construction and equipping of its massive rail-car manufacturing facility in the [Barton Riverfront Industrial Park](#) and the hiring of the management and production team members to operate the facility.

On the construction and equipping front, the progress over the last year has been incredible, moving rapidly from a greenfield site in September 2008 to first erection of steel in February 2008 to a manufacturing facility with completed roof and building shell.



On the employment front, the senior management team is nearly complete at this point. AIDT's recruitment and training of NAC manufacturing and maintenance team members continues at a steady pace. As groups of pre-employment trainees complete classroom training and move to the assessment part of the process, new trainees are moving from orientation to classroom training. Once the trainees have completed both the pre-employment classroom

training and the assessment portion, they are interviewed by NAC for possible employment. Those hired by NAC then begin welding training at [Northwest-Shoals Community College](#), which equipped a welding facility specifically for training NAC's new hires.



**Employment highlights:**

- h 10 orientation sessions held – 1300 invited
- h The core management team on board and engaged
- h First “new hires” in welding school at NW-SCC
- h Expect approximately 100 to 125 new “Team Members” by first of 2009
- h The HR team is currently organizing support systems, team-member manuals, and training programs

**Shoals Manufacturers Association Annual Dinner**

The Shoals Manufacturers Association (SMA) held its annual dinner on November 13 at [Turtle Point Yacht and Country Club](#). SMA members enjoyed spending the evening together with invited guests from The Shoals area, including officials from local and state government. The annual dinner is a highlight for the SMA members each fall.

The SMA is made up of Shoals manufacturers who meet every other month to discuss issues facing industry as a whole, as well as concerns of specific companies. These bi-monthly meetings typically feature a speaker selected by the SMA Executive Committee to present information that will benefit the SMA membership. Speakers have covered a number of interesting topics in recent meetings: pre-employment testing, worker's compensation, wellness programs, legal issues, Ready to Work, energy conservation, Dream It--Do it, employee training. The upcoming speaker for the January 14, 2009, meeting will focus on the results of the 2008 elections and the implications for employers.

Shoals area manufacturers with ten or more employees are eligible to join the SMA. For more information, contact Lesley Cox, SEDA, at (256) 764-0351.

<b>Photo Gallery</b>	
	
<p>(l to r) Janice Curtis; Mike Curtis, Alabama State Representative; Ginger Lewey; Curtis Lewey, Applied Chemical Technology</p>	<p>(l to r) David Haygood, Sparks Industries; Mayor Bobby Irons, City of Florence; Evonne Haygood; Sara Irons</p>



(l to r) Norm Freebeck, Tarkett; Kellie Freebeck



(l to r) Bonnie Calvery; Janet Blazer



(l to r) Susie Heird, Shoals Economic Development Authority; Sara Irons



(l to r) David Logan, Alabama Electric Motor Services; Bill Quesenberry, Alabama Electric Motor Services



(l to r) Bill Calvery, Dixie Heat Treating; Carl Parasiliti, Imperial Casting; Judy Parasiliti



(l to r) Ashley Mitchell; David Draper, Robbins LLC



(l to r) Mike Nelson, Shoals Tubular; Curtis Lewey, Applied Chemical Technology



(l to r) Amy Leiter; Brad Leiter; Dillon Hodges

### Shoals Industry Classic Golf Tournament

SEDA hosted the 13th Annual Shoals Industry Classic Golf Tournament on September 29, 2008, at the [Robert Trent Jones Golf Trail @ The Shoals](#). The tournament brought together 131

golfers from local industry, sponsors, government, and economic development to promote support for industry in The Shoals and build camaraderie among stakeholders in The Shoals economy.

SEDA would like to express its thanks once more to the support of the sponsors who made this year's tournament a success:

**Gold-Level**

[Jerry Damson Honda / Jerry Damson Nissan](#)

[National Alabama Corporation](#)

[Northwest-Shoals Community College](#)

**Silver-Level**

[Alabama Gas Corporation](#)

[Bank Independent](#)

[Bigbee Steel Buildings](#)

[CB&S Bank](#)

[ECM Hospital](#)

[First Metro Bank](#)

[First Southern Bank](#)

[Helen Keller Hospital](#)

[Marriott Shoals Hotel & Spa](#)

[QORE Property Sciences](#)

[Regions Bank](#)

[Sheffield Utilities](#)

[SunTrust Bank](#)

[University of North Alabama](#)

[Wise Alloys](#)

**Bronze-Level**

[B Electric, Inc.](#)

[Kelly Services](#)

[Garnet Electric Company](#)

[Martin Industrial Supply](#)

[Muscle Shoals Electric Board](#)

[Nelson Service Group Inc.](#)

[Parkhurst & Norvell, CPAs](#)

[Pounders & Associates, Inc.](#)

[Shoals Chamber of Commerce](#)

[Shoals Entrepreneurial Center](#)

**Hole-In-One Sponsor**

[Jim Bishop Chevrolet-Buick-Pontiac-GMC-Toyota](#)

**Lunch Sponsor**

Shoals Manufacturers Association

**Photo Gallery**



Flight #1 Winners



Flight #2 Winners



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## International Trade

### 2008 North Alabama International Trade Association (NAITA) Trade Education Tour -- Export Solutions: Improving Your Bottom Line

The [North Alabama International Trade Association \(NAITA\)](#) held a trade seminar in The Shoals on October 23, 2008, at the Shoals Center for Business and Economic Development. The seminar, entitled Export Solutions: Improving Your Bottom Line, featured specialists in various aspects of international trade from the [U.S. Department of Commerce's Birmingham Export Assistance Center](#), the [Alabama International Trade Center \(AITC\)](#), [NAITA](#), [Regions Bank](#), [Panalpina](#), and the [Alabama Development Office](#).

Anne Burkett, NAITA Executive Director, opened the seminar with a welcome from NAITA and a brief overview of NAITA's role in promoting international trade to companies in North Alabama, followed by an introduction of the participants in the seminar.

The first speaker, Michael Brooks, assistant director of the Alabama International Trade Center, directed his presentation toward three key areas of exporting, which included advantages to exporting, the need to thoroughly build export readiness, and six different aspects of the export transaction.

Robert Stackpole, international trade specialist with the U.S. Department of Commerce's Birmingham Export Assistance Center, followed Mr. Brooks with a presentation on identifying international markets. The presentation highlighted the important role that the U.S. Commercial Service can play in helping companies find international markets for their products and/or services by utilizing the following from the U.S. Commercial Service: [market research](#), [Gold Key Matching Service](#), [trade counseling](#), [the Advocacy Center](#), [International Partner Search](#), [International Company Profile](#), [International Buyer Program](#), [U.S. Export Pavilion](#), [Catalog Exhibition Shows](#), [China Business Information Center](#), [Middle East and North Africa Business Information Center](#), [Commercial News USA](#), and the [Trade Information Center](#).



Next on the program, Glenn Sigler, vice president of global trade finance at Regions Bank for the Alabama, Mississippi, and Florida panhandle region, presented information on export financing and getting paid. Critical to any international trading is the need to define the risks involved--commercial, sovereign, transaction--and look at ways to mitigate the risk. Mr. Sigler noted a number of ways to finance an export transaction and included pertinent information on [Incoterms 2000](#), the [Export-Import Bank](#), pre- and post-export financing, [SBA Export Express](#), and [export credit insurance](#).

Guy Falkenberry, a business development manager for Panalpina, wrapped up the seminar with a comprehensive look at transporting goods internationally. He focused on how critical it can be to develop a good working relationship with a properly licensed freight forwarder. His presentation took an in-depth look at the different types of export documentation used in international trade by the shipper and by the forwarder. He then discussed Incoterms 2000, liability and insurance, and the Indirect Air Carrier Standard Security Program.

Overall, the seminar proved to be very informative and certainly benefited the company representatives who attended. With the [Export Alabama Trade Alliance](#) working to assist Alabama companies to export their products and services, international trade should become a reachable opportunity for a greater number of companies. Companies in The Shoals that are interested in learning more about international trade should contact Bart Jackson, SEDA, at 256-764-0351.

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### Available Building Highlight



#### **Gieske Building**

9341 Highway 43  
Killen, AL 35645

**Lauderdale County**

**88,000 Square Feet**

[Click here](#) for building form (.pdf) with details about the building

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### Meeting Schedule

#### **SEDA Monthly Board of Directors Meetings**

December 9, 2008  
January 13, 2009  
February 10, 2009  
March 10, 2009

#### **Shoals Manufacturers Association**

January 14, 2009  
March 11, 2009  
May 13, 2009

#### **Shoals Industry-Education Training Alliance**

January 21, 2009

April 15, 2009  
July 15, 2009

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## **Previous E-Newsletters**

### [September 2008 E-Newsletter](#)

NAIDA Presents SEDA President with Economic Development Award  
SCA Named to 2008 World's Most Ethical Companies List  
National Alabama Corporation Event  
Shoals Training Alliance Holds Fourth Supervisor Training Class in 2008  
Export Finance Seminar Held in The Shoals  
SEDA to Co-Sponsor NAITA Trade Education Tour -- Export Solutions  
Available Building Highlight: Warren Properties (18,500 square feet)

### [April 2008 E-Newsletter](#)

2008 Existing Industry Visitation Program  
Southwire Company to Expand in Florence  
SEDA Hosts Annual Appreciation Luncheon in Montgomery  
National Alabama Corporation Erects First Structural Steel  
Empire Electronics Locates in Shoals Entrepreneurial Center  
Shoals Training Alliance Holds Supervisor Training Classes  
Available Building Highlight: Warren Properties (18,500 sq. ft.)

### [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.)