

Shoals Economic Development Authority

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SEDA News

SEDA President Forrest Wright to Serve on NAITA Board

The [North Alabama International Trade Association \(NAITA\)](#) installed **Forrest Wright**, SEDA president, and three other new 2009 board members at their luncheon held in Huntsville. Other new board members include:

Thomas Draeger, Import/Export Compliance Manager, ADTRAN
Joe Fadool, Vice President of Operations, Continental Corporation
John Hamilton, Chief Operating Officer, Taos Industries, Inc.

NAITA is a business-driven membership organization committed to increasing knowledge, interest, and activity in international trade in North Alabama. As the regional resource for international trade development, NAITA promotes economic growth through international trade education, training, and networking.

For more information on NAITA, please visit www.naita.org.

AdvantageSite Designation for Rogersville Industrial Park



Representatives from the [Alabama Development Office](#), the [Economic Development Partnership of Alabama](#), and the [North Alabama Industrial Development Association](#) presented a plaque to the



(l to r) Greg Blalock, EDPA; Tammy Radmard, EDPA; Mayor Richard Herston, Rogersville; Jarvis Brewer, Rogersville IDB; Cindy Burns, NAIDA; Gary Faulkner, ADO

Town of Rogersville and the *Rogersville Industrial Development Board* in March to recognize the designation of the [Rogersville Industrial Park](#) as an AdvantageSite.

“The AdvantageSite designation will give us an opportunity to assist a prospective company in a faster and more complete assessment of our park,” said Jarvis Brewer, Rogersville IDB chairman.

“Site selection has changed drastically over the past few years,” said Greg Knighton, director of Business Information for EDPA. “Companies are looking at shorter and shorter deadlines for the site selection process, which makes it imperative that local economic development organizations have complete and reliable data on their prospective industrial sites.”

"We enjoyed the opportunity to work with them to achieve an AdvantageSite designation for the industrial park and look forward to working with Rogersville and the AdvantageSite team to recruit companies to our area." said Bart Jackson, SEDA AdvantageSite coordinator."

The AdvantageSite program requires that the community provide documentation specific to a proposed industrial site such as:

- > set of standard data related to ownership/control
- > environmental and geotechnical conditions
- > infrastructure status
- > size, zoning, accessibility requirements.

The AdvantageSite program is jointly sponsored by the **Alabama Development Office, Alabama Gas Corporation, Alabama Power Company, Economic Development Partnership of Alabama, North Alabama Industrial Development Association, and PowerSouth Energy Cooperative.**

For more information on the AdvantageSite program, please visit <http://www.advantagealabama.com/bsc/advantagesitepublic.asp>



(l to r) Jack Johnson, SEDA; Mayor Richard Herston, Rogersville; Jarvis Brewer, Rogersville IDB

Senator Roger Bedford Receives EDAA Legislature Award

The [Economic Development Association of Alabama \(EDAA\)](#) held its Legislative Luncheon on March 10, 2009, in Montgomery. The highlight of the luncheon was the presentation of the EDAA Legislator of the Year Award to [Senator Roger Bedford](#) in recognition of his support for EDAA legislative objects during many past legislative sessions.

The EDAA continues to positively impact economic development in Alabama serving as members of the Alabama Commerce Commission and the Governor's Workforce Development Board.

Growth at Barton Riverfront Industrial Park

In spite of the recent downturn in the U.S. economy, there is still good news coming from the western end of Colbert County in The Shoals.

The Alabama Department of Transportation is on a fast pace to complete the highway overpass connecting U.S.Highway 72 and Haley Drive at the entrance to the [Barton Industrial Riverfront Park](#).

[National Alabama Corporation \(NAC\)](#) continues its construction phase and equipping of its impressive rail car facility which recently received support of an additional \$275 million dollar investment.

The Yates/Walbridge construction team continues to work on the 2.2-million-square-foot facility and 640-acre site with completion expected in late May.



NAC updates:

- > received a mini-locomotive
- > wheel and axle shop installation is progressing
- > first bolster and side frame have arrived in preparation for its first assembly
- > fabrication shop received its first steel from an Alabama supplier
- > current employment is 95 people

Construction on the new [Listerhill Credit Union](#) branch at the corner of Titus Road and Haley Drive continues to progress despite the recent rainy weather.



[SCA Tissue](#) Barton Operations recently hosted several SCA VIPs to celebrate the recent startup of paper machine #14, which produces paper used for products in the away-from-home market.

Marty Ferguson, director of Southeast operations, welcomed Jan Johansson, president and chief executive officer; Sune Lundin, president of SCA Americas; and, Don Lewis, president of SCA Tissue North America. In keeping with SCA's environmentally friendly operations, a magnolia tree was planted to mark the occasion.

David Muhlendorf Shoals "Citizen of the Year"

SEDA would like to congratulate David Muhlendorf, president & CEO of Paper and Chemical Supply Company, as being voted the Shoals Chamber "**Citizen of the Year.**" He has also been appointed by Governor Riley as co-chairman of the North Alabama Region of the Alabama Rural Actions Committee.



[Paper and Chemical Supply Company](#) distributes industrial and personal-service paper, maintenance, safety, packaging and office supplies. They also partner with SCA Tissue in Barton to distribute SCA products manufactured in The Shoals.

"We have been in business in the Shoals area for 60 years and we believe doing business in the Shoals and giving back to the area contributes to our success," stated David Muhlendorf, President & CEO. "The Shoals is a great place to do business, raise a family, and we are fortunate to have so many recreational opportunities. The Shoals is well positioned for sustained economic growth due to

organizations like SEDA that are marketing the Shoals to the world and promoting what those of us who live here already know."

SEDA Welcomes New Staff Member

The Shoals Economic Development Authority welcomes **Monica Marthaler CPS/CAP** as its new administrative assistant. She will be providing administrative support for the president, handling financial reporting, and assisting with research and marketing efforts.

She was previously employed with SCA Tissue in Barton. Her work experiences include office administration and marketing, sales, banking, and accounting.

Monica holds a Bachelor of Science degree in business administration from The University of Alabama. She also received her certification as a Certified Administrative Professional (CAP) and as a Certified Professional Secretary (CPS). She is a past president of the Shoals Chapter of International Association of Administrative Professionals (IAAP) and served as treasurer of the IAAP Alabama Division. She serves on the Administration Advisory Council at Northwest Shoals Community College and on the Helen Keller Hospital Foundation Board.



Shoals Industry - Education Training Alliance Classes

Leadership Skills I Class

Ginger Ingram, AIDT Training Instructor, held a two day "Leadership Skills" work-shop March 24-25, 2009, with employees from National Alabama Corporation (NAC) at the Shoals Center for Business and Economic Development. This was an opportunity to bring supervisory employees together as NAC prepares for start-up of their operations in Barton.

Leadership Skills I Class in May

A "Leadership Skills I" class has been tentatively scheduled through the Shoals Industry-Education Training Alliance for May 27-28, 2009, in the Shoals Center for Business and Economic Development. The class will be taught by an AIDT instructor and they ask for \$25 a person to pay the cost of lunch and coffee breaks for both days.

The Leadership Skills I is the recommended first course for first-line, team leads and/or new supervisors. There is a comprehensive test given after the class. If passed, the course offers the credential of "AIDT Certified Leader I".



Shoals Manufacturers Association

The Shoals Manufacturers Association (SMA) meets bi-monthly to consider issues of importance for its members and is ***extending membership invitations to Shoals industries***. 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.

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Available Building Highlights



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

Superior Tool & Die Building
4148 Helton Drive
Florence, AL 35630

Lauderdale County

12,930 Square Feet



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

GC Lingerie Building
John Aldridge Avenue
Tuscumbia, AL 35674

Colbert County

72,000 Square Feet

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Meeting Schedule

SEDA Monthly Board of Directors Meetings

April 14, 2009
May 12, 2009
June 9, 2009

Shoals Manufacturers Association

May 13, 2009
July 8, 2009
September 9, 2009
November 11, 2009

Shoals Industry - Education Training Alliance

April 15, 2009
July 15, 2009
October 21, 2009

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Previous E-Newsletters

[FY2009 First Edition E-Newsletter](#)

The Shoals Recognized as a Targeted and Prepared Community
SCA Recognizes America Recycles Day with Celebration and Tour of Newest Paper Machine
Southwire Company Announces "12 for Life" Program
SEDA Appoints New Officers for FY2009
National Alabama Corporation Update
Shoals Manufacturers Association Annual Dinner
Shoals Industry Classic Golf Tournament
2008 North Alabama International Trade Association (NAITA) Trade Education Tour -- Export Solutions: Improving Your Bottom Line
Available Building Highlight: Gieske Building (88,000 square feet)

[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.)

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