

Alabama Retailer

MEMBER
HIGHLIGHT
**RONNIE &
TINA WARE**
OWNERS OF
WARE JEWELERS

SHOP ALABAMA
Join the
Movement

*Overtime
Q&A:
Dec. 1
Deadline
Looms*

HOLIDAY
SHOPPING
Alabamians
expected
to spend
up to
\$11.4 billion

RETAIL FAMILY
The Millers

OWNER/OPERATORS
OF M&F CASUALS

RETRO RETURN
ARC to Return
\$6.5M to Members



From the President



All Benefit When We Shop Alabama.

Profiled in these pages are retailers who sell clothing, food, flowers, gifts, groceries, architectural antiques, embroidery, jewelry, linens,

outdoor gear, popsicles, pharmaceuticals, produce, shoes and even items found in lost luggage.

They peddle those wares in 42 cities of our great state, from Scottsboro to Orange Beach.

Some have only been in business for three years, while others hit the century mark this year (Page 10). Retail experts chose 13 as the best of 2016 (Pages 8 and 9).

This issue just scratches the surface of what Alabama has to offer in terms of retail.

The options for shopping with Alabama-based retailers far exceed what can be summarized in one 24-page magazine.

As we enter retail's busy season, help us promote all Alabama has to offer those who are looking for the perfect holiday gift for their loved ones or themselves.

Post a message on your store or restaurant's marquee like Al Cantrell (Page 7). Share your store's holiday décor on Alabama Retail's Facebook page or Twitter feed. Get creative while sharing your story. Need ideas? Visit the "Get Involved" section of shopalabama.org

For the first time ever, some of the world's largest online-only retailers will be collecting and remitting sales tax in Alabama (Page 6) during this holiday season (Pages 4 and 5). That alone gives us reason to celebrate, but it also challenges Alabama retailers to reclaim or gain customers.

This holiday season, join the movement. #Shop Alabama.

Rick Brown, Publisher and President

Alabama Retailer

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CONTEST WINNER

Shop Alabama Pays Off for Smith's Variety and Customer

"I Shop Alabama at Smith's Variety because they always have something unique, different, special or that I can't live without! (And because my grandbaby looks so cute in their shopping baskets) #ShopAlabama"



This summer, Alabama Retail launched its Shop Alabama campaign (Page 7) with a contest to get shoppers to share why they #ShopAlabama. Grodner did, and she and the store she shopped in won.

Vikki Grodner (left) made that post on the Alabama Retail Facebook page with a cute photo of her grandchild in a Smith's Variety shopping basket, then 106 likes and 14 shares later, she and Smith's Variety owner Mary Anne Glazner (right) each received a \$300 Visa gift card from ARA.

Crestline Village of Mountain Brook has been an Alabama Retail member since 1995.

Congratulations again to Smith's Variety and Grodner!

HOLIDAY SHOPPING

Shop Small and Double Your Gift, Cullman Store Owner Advises

ALABAMIANS EXPECTED TO SPEND UP TO
\$11.4 BILLION THIS HOLIDAY SEASON

Story and photos by Melissa Johnson Warnke



Margaret Hamm is the owner of Monograms Plus, a specialty gift and embroidery shop in downtown Cullman's Warehouse District.

Long before the Christmas lights are strung and the glittery décor starts popping up in window displays, retailers are hard at work preparing for the holiday shopping season. Store owners describe the months of November and December as “make-or-break” for their bottom line, and the long Thanksgiving weekend, including Black Friday, is one of the – if not the – biggest shopping weekends of the year. Alabama’s local retailers hope customers choose to shop small for their holiday purchases.

“When people choose to spend their dollars locally, those dollars go right back into the community,” said Margaret Hamm, owner of Monograms Plus of Cullman. Monograms Plus is a specialty gift and embroidery shop in downtown Cullman’s Warehouse District. The store carries a vast selection of national brands such as Pandora, Brighton, Yeti, Vera Bradley and Mud Pie, all under one roof. Hamm employs between 10 and 12 people, depending on the season.

“When you’re buying your Christmas gift, in person, from your friend or neighbor, you are giving two gifts. You are giving the gift to the recipient, but you are also giving the gift of allowing us to maintain our business, pay our employees’ salaries and pay taxes in the community. So, it’s really much more powerful than people think,” Hamm adds.

Brick and mortar retailers say they are optimistic now that Amazon, the largest online-only retailer, is collecting and remitting sales taxes in Alabama for the first time ever as of Nov. 1. Combine that with a strong holiday forecast, and the season is shaping up to be a good one for retailers throughout the state.

Through August of this year, Alabama has averaged 3 percent growth in taxable sales each month over the same month last year. If sales continue along that trajectory, Alabama could reach \$11.2 billion in total taxed sales for

November and December, the Alabama Retail Association predicts. Tack on the projected Amazon sales and the total taxed sales number goes up to \$11.4 billion.

With Amazon collecting taxes for the first time ever in Alabama over those two months, the state estimates Alabamians will buy as much as \$200 million in taxable merchandise from Amazon during the holiday shopping season.

Alabama’s 2016 holiday sales results, however, don’t rest on the tax collections performance to this point in the year or even the added Amazon sales. The 52 other online retailers participating in the state’s voluntary sales tax remittance program (See story, Page 6) should add a

substantial amount to Alabama’s total sales for the 2016 holiday shopping season.

In 2015, taxed holiday sales in our state totaled \$10.9 billion, a jump of 5.15 percent over the 2014 holiday period, according to numbers provided by the Alabama Revenue Department. The



Monograms Plus at 103 1st Ave. NE in downtown Cullman is open 10 a.m. to 5 p.m. Monday through Friday and 10 a.m. to 4 p.m. Saturday. Visit online at monogramspusonline.com

Alabama Retail Association had predicted a 4.4 percent growth and close to \$11 billion in holiday sales based on the sales performance during the rest of 2015. As it did in 2014, 2015 holiday sales growth in Alabama exceeded the national holiday sales growth. U.S. holiday sales grew 3 percent in 2015, and are expected to grow 3.6 percent this year, according to the National Retail Federation.

“We are quite optimistic that once we finally get the election behind us, we will have our best Christmas ever!,” said Hamm. “We are thrilled the playing field has been leveled, and that Amazon is no longer being subsidized by our government, by being exempt from sales tax. Alabama certainly needs the tax revenue, and it is nice to see small business score a win!”

Nancy King Dennis contributed to this article

✎ To learn more about holiday shopping and Monograms Plus, visit alabamaretail.org and shopalabama.org

This holiday season, post a #ShopAlabama message on your store or restaurant’s marquee or use the #ShopAlabama hashtag on your social media pages (See story, Page 7).

Amazon Now Collecting Sales Taxes in Alabama

Story by Nancy King Dennis

Amazon, the world's largest online retailer, began collecting sales taxes in Alabama on Nov. 1, just in time for the 2016 holiday shopping period.

Alabama Revenue Commissioner Julie Magee estimates Alabamians will purchase as much as \$200 million in merchandise from Amazon in November and December alone.

Magee expects a \$40 million to \$50 million influx of additional sales taxes during the 2017 fiscal year from 52 online retailers voluntarily remitting to the state due to a 2015 law reinforced by a Jan. 1, 2016, Revenue Department rule change. "Three of the companies in the program are amongst the top online retailers," Magee told WSFA-TV in August. "Amazon will be the fourth in that category," she said.

Since Oct. 1, 2015, retailers with no stores, warehouses or distribution centers in our state have been able to voluntarily collect and remit sales taxes from Alabama customers under the Simplified Seller Use Tax Remittance Act. As of Jan. 1, 2016, a Revenue Department rule requires remote sellers with more than \$250,000 in sales in our state to collect sales tax on transactions with Alabama customers.

"Brick-and-mortar stores have been at a disadvantage ... we think evening the playing field is a good thing," said Bob Couch, owner of Couch's Jewelers in downtown Anniston and an Alabama Retail member since 1992.

Couch's sentiment expressed to the Anniston Star in late August reflects the feeling of many Main Street Alabama retailers.

Some, although not all, retailers who had been collecting zero sales tax will now be collecting a flat 8 percent from Alabama consumers buying online. That at least comes close to the amount Alabama brick-and-mortar stores have to tack onto every purchase.

"Brick-and-mortar stores have been at a disadvantage ... evening the playing field is a good thing."

— Bob Couch

Based on a 1992 Supreme Court decision, states have been unable to compel sellers without a physical presence in the state to collect sales tax. Tired of waiting on Congress to remedy this federally sanctioned advantage for online-only behemoths, the

Alabama Legislature and Revenue Department came up with the voluntary program as a way to enforce the state's sales tax laws equally.

Not all remote sellers are choosing to participate.

In response to almost \$187,000 in Alabama assessments and fines, computer/electronics retailer Newegg Inc. filed an appeal with the Alabama Tax Tribunal to block enforcement of Alabama's 2015 law and 2016 rule. According to Internet Retailer, Newegg is the 17th largest online retailer.

"Local retailers play by the rules and collect the state sales tax on every purchase, 365 days a year," said Alabama Retail Association President Rick Brown. "It's time for large online retailers to follow the same rules. The state is simply trying to enforce the law equally." ■



Join the Movement. #ShopAlabama

Story and Photos By Melissa Johnson Warnke

This summer, the marquee at Al's Flowers at the corner of Carter Hill Road and Mulberry Street in Montgomery read, "The Internet Did Not Pave Carter Hill Road. Shop Local." Owner Al Cantrell said, "I've heard people talk about how badly that road needed work, and now they're out there repaving it. I thought, this is an opportunity to let people know where the money comes from to pave that road." That marquee got people talking and thinking about the value of their purchases.

MEMBER
SINCE
1995

The rise in popularity of locally sourced or locally made products has spawned a renewed awareness of the impact of buying local. The Alabama Retail Association created the Shop Alabama campaign to capitalize on that momentum and create a movement to educate, inspire and empower people to spend their money with locally owned and Alabama-based retailers.

It's an idea that's easy to get behind. Everyone knows a local retailer – a friend, family member or neighbor, the sponsor of your child's Little League team, or the person who always donates an item to your school fundraiser and church auction. Local retailers passionate about their communities lead the charge, in their spare time, to create new initiatives and activities that energize their cities.

We launched the #ShopAlabama social media campaign and website, ShopAlabama.org, to take that message to the masses while giving retailers and consumers a place to gather resources and facts.

We hope you'll join the movement. Post a #ShopAlabama message on your store or restaurant's marquee or share our website and hashtag on your social media pages. We all benefit when we #ShopAlabama. ■



"... this is an opportunity to let people know where the money comes from to pave that road."

Join the movement
at shopalabama.org



And the 2016 Alabama Retailers of the Year are ...

Photos by Melissa Warnke and Nancy Dennis

1 JOHN M. WILSON

Super Foods Supermarkets
3 Alabama stores
Gold, Annual Sales More Than \$20 Million

2 BRYAN OWENS and MIKE ELKINS

Unclaimed Baggage Center, Scottsboro
Gold, Annual Sales \$5 Million to \$20 Million

3 GEORGE W. SKIPPER III

Tacky Jacks
3 Alabama Gulf restaurants/stores
Silver, Annual Sales \$5 Million to \$20 Million

4 MARK and SUSAN ANDERSON

Eagle Eye Outfitters, Dothan
Bronze, Annual Sales \$5 Million to \$20 Million

5 JHEOVANNY GOMEZ ZULUAGA

Jalapenos Mexican Restaurants
3 Tuscaloosa area restaurants
Gold, Annual Sales \$1 Million to \$5 Million

6 GARLAN GUDGER JR.

Southern Accents, Cullman
Silver, Annual Sales \$1 Million to \$5 Million

7 THE GRAY FAMILY

Peach Park, Clanton
Bronze, Annual Sales \$1 Million to \$5 Million

8 LINDA FLAHERTY

Once upon a time, LLC
Mountain Brook and Homewood
Gold, Annual Sales Less Than \$1 Million

9 MARGUERITE RAY

Marguerite's Conceits, Mountain Brook
Silver, Annual Sales Less Than \$1 Million

10 LISA JACKMAN

What's Popp'N Gourmet Popcorn, Huntsville
Bronze, Annual Sales Less Than \$1 Million

11 ANDY HARP

Frios Gourmet Pops
30 stores by 2017, 16 in Alabama,
presence in 24 states
GEE Emerging Retailer of the Year
More Than \$1 Million in Sales

12 AVERY AINSWORTH

Fleet Feet Sports Montgomery
GEE Emerging Retailer of the Year
Less Than \$1 Million in Sales

13 SCARLET & GOLD

Customer's Choice Award
Megan Smalley, owner
Auburn
964 votes of 5,593 votes cast

 *Find stories and videos about these outstanding Alabama retailers at alabamaretail.org/news/2016retailersoftheyear/*



2



5



9



6



3



8



12



11



7



1



4



10



13

More photos at [f AlabamaRetail](https://www.facebook.com/AlabamaRetail)

Selma Drug Store Celebrates 100 Years

Story by Nancy King Dennis. Photo by Melissa Johnson Warnke.

“It hasn't been an easy thing to stay in business for 100 years, but it has certainly been rewarding,” said William P. “Buddy” Swift III, current owner of Swift Drug Co. Inc., a third-generation, family owned retail drug store in Selma that celebrated its centennial year in

October. The Alabama Retail Association recently honored the store as an Alabama Centennial Retailer.

Pharmacist George A. Swift and his bookkeeper brother, William P. “Will” Swift, opened their business at 217 Broad St. in late October 1916. “It has always been a good location,” said Buddy.



Left: Swift Drug Co. has been at 217 Broad St. in Selma since 1916. It is shown here in 1926. Right: Buddy Swift sits on a bench that commemorates three generations of Swifts. A customer made the bench in honor of the drug store's 100th anniversary.

The second generation to run the store was George “Cap” Swift and pharmacist William P. “Bill” Swift Jr., sons of founder Will Swift.

Buddy joined the family business in 1972 after graduating from the University of Alabama. “I came just to hang around for a little while until I could go to law school, but here I am 44 years later,” he said.

A Swift currently serves as a pharmacist at the store, but Kay Swift is no relation to the owner and founders. She started 39 years ago as a clerk, then decided to commute to pharmacy school while working part time at the store. Over Swift Drug's first 100 years, “we've had thousands of great employees, who have made the business great,” said Buddy. ■

Mobile Grocer Hits 100

Also celebrating their 100th year in 2016 is Autry Greer & Sons Inc., doing business as Greer's Markets. Greer's was honored during Alabama Retail Day on Oct. 18 as an Alabama Centennial Retailer.

The fifth-generation, Mobile-based grocer has 32 stores – 19 in Alabama, 10 in Mississippi and three in Florida. Three of its stores have an Ace Hardware Express associated with them.



Autry Greer opened the first store at the northwest corner of Water and St. Michael streets in Mobile in 1916. Autry's three sons were active in the business for more than

60 years. The current owners are J. Barton “Bartee” Greer Jr. and Jack V. Greer Sr., grandsons of the founder; along with Jack “Jackie” V. Greer Jr. and Robert A. Greer, great-grandsons of Autry Greer. ■

👉 *For more about these two Centennial Retailers, go to alabamaretail.org*



Commitment to Local Food Makes Huntsville Restaurant Stronger

Story and photo by Melissa Johnson Warnke

At 1892 East Restaurant and Tavern, the owners' commitment to invest in all things local sets the business apart. Steve Bunner, the executive chef and one of the restaurant's owners, is proud of the reputation and friendly, neighborhood atmosphere he and his team have created over the past six years.

"Locally owned businesses bring a lot to a community. What they create is a community. They really help a city develop," Bunner said.

Located inside Huntsville's historic Five Points neighborhood, the 1892 East name relates to the city's history. "When this area was drawn on the city's old planning map, it was called the 1892 East Extension of Huntsville," explained Bunner. It was originally the city's first blue-collar neighborhood where many mill workers lived.

MEMBER
SINCE
2010

"We believe good food doesn't have to be the most expensive food. What we do here is try to focus on regionally and locally derived foods. We cook them with high-level French technique, but in a very casual presentation," added Bunner.

It's easier – and often times cheaper – to bring food in from Mexico or California, Bruner said, but 1892 East Restaurant and Tavern works with a local organization called the North Alabama Food Collaborative to help close the logistical gaps of getting local ingredients.

"We need to establish a strong food value chain. If our money stays in the local economy, it has a doubling effect over time. When we invest in our local economy, we all get stronger and stronger," Bunner explains. ■

"If our money stays in the local economy, it has a doubling effect over time. When we invest in our local economy, we all get stronger and stronger."

See more
of this story at
alabamaretail.org



FEATURED MEMBER

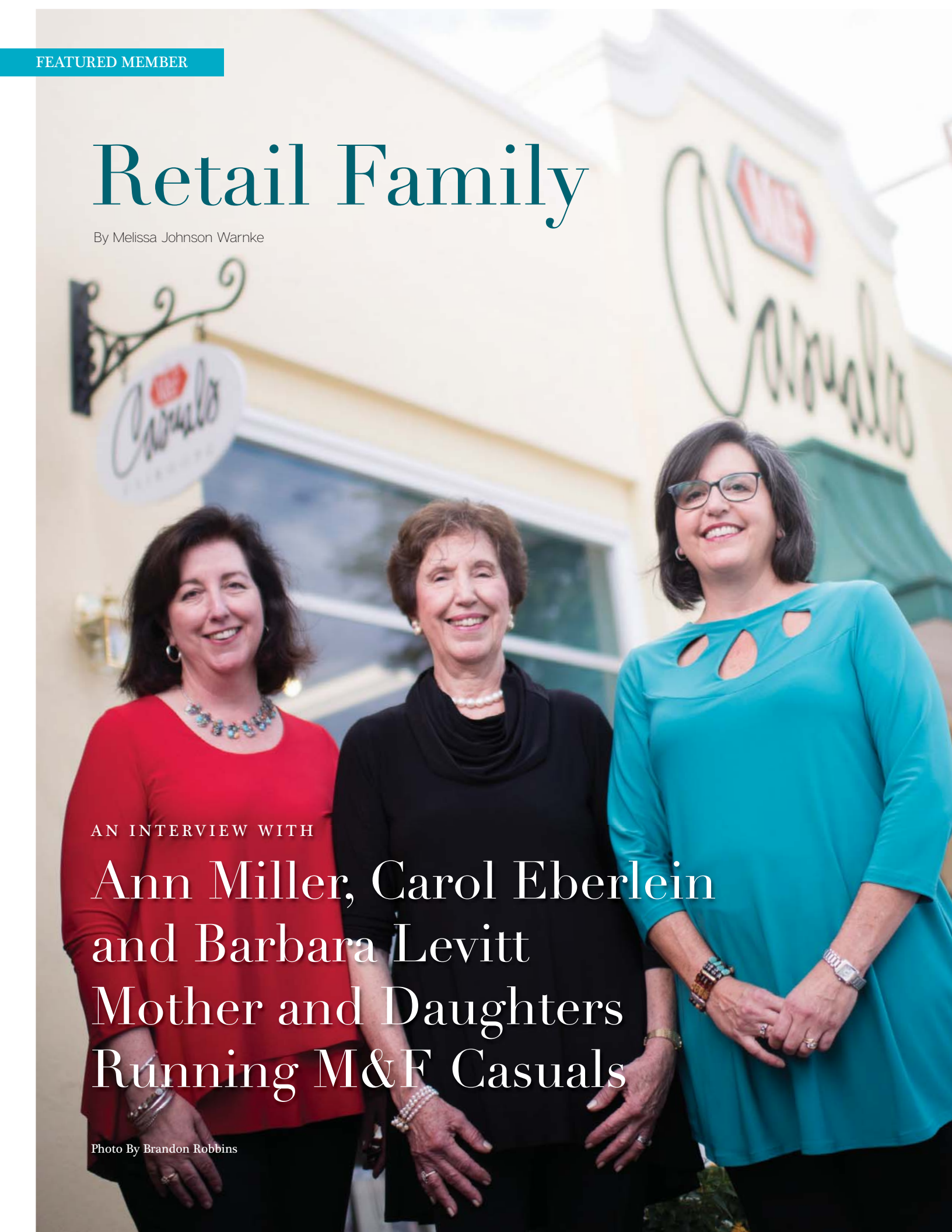
Retail Family

By Melissa Johnson Warnke

AN INTERVIEW WITH

Ann Miller, Carol Eberlein
and Barbara Levitt
Mother and Daughters
Running M&F Casuals

Photo By Brandon Robbins



Strolling through the streets of idyllic downtown Fairhope, it's hard not to notice the sunny yellow exterior of M&F Casuals. Once you step through the green canopied doors, the warmth of Southern hospitality invites you to stay a while, make new friends and truly enjoy the shopping experience.

It's been 43 years since Ann and Marc Miller opened M&F Casuals in Fairhope – one of the first retail shops in the city's downtown. At the time, the husband and wife team owned four other M&F stores in central and south Alabama.

"The Fairhope location was just a freak accident," Ann says with a smile. "My husband was driving to Foley and Robertsdale and could not find a hotel room to stay in. He called me, and said, 'I've come through this cute little town called Fairhope, and we've got to open a store here.' "

That was 1970. Three years later, in 1973, that store became a reality joining a pharmacy, a hardware store, a department store and a jeweler as the downtown retailers.

The Millers rented and later purchased an office building and renovated the front half to house the retail store and the back half became a two-bedroom apartment. Back then, Ann, Marc and their three young daughters – Leslie, Carol and Barbara – lived in Selma and would come to Fairhope on the weekends.

"It worked beautifully. We'd come down here on the weekends with the girls and walk down to the pier. We never dreamed of moving here, but of course we did, in 1990," added Ann.

M&F Casuals dates back to 1927. The business has been in downtown Fairhope since 1973 and plans to be there for years to come.

"There is a lot of talk that brick and mortar is dead, but we do not think so."

- ANN

As the retail business evolved, the family gradually closed M&F's other locations, except for the Fairhope store. Thanks to a facelift of the building in the early 1990s, the selling floor is now double its original size. Today, the store remains one of the busiest in the heart of Fairhope's downtown, specializing in ladies apparel, accessories and shoes.

"There is a lot of talk that brick and mortar is dead, but we do not think so," said Ann. "We think that there will always be a place for this. Women don't shop because they need things. They shop because they need to talk to people, to see people and to connect."

Family Roots

The beginnings of M&F Casuals reach back more than 90 years. The story began in 1925, when Harry Maring, who owned a dry goods store in Selma, decided to go into a retail business with one of his top salesmen, John Faulkenberry. The two used the first initials of their last names for M&F Department Stores, which they opened in 1927, carrying men's, women's and children's apparel as well as home goods. Maring and his son-in-law Lester Yates expanded the business before Yates' daughter Ann and her husband,

THE ESSENTIALS

Founded
1927

Number of Employees
12

Mentors
Marc Miller – husband, father, shrewd businessman and visionary

Smart Move
Expanding and updating our Fairhope location in 1990s

Learning Moment
Ever-changing technology has enhanced our knowledge and our capabilities to better serve our customers, both locally and afar.

Wisdom Shared
Never stay stagnant or complacent! Embrace change since change is the only constant in business!

Continued on page 14

See more
of this story at
alabamaretail.org



Marc, moved back home to Selma from Atlanta and took over in 1966. When the two were planning the opening of the Fairhope store, they learned that another department store wouldn't fit the feel of Fairhope. And so, the name M&F Casuals was chosen.

Nowadays, Ann still is actively involved in the shop, and her daughters Carol Eberlein and Barbara Levitt oversee the operations and merchandising/buying respectively.

"We are known as the store where we understand that our bodies aren't perfect. But you can come in here and find an outfit that makes you feel confident and know that you look good," said Barbara.

Barbara, who has worked in retail her whole career, started as an executive trainee at Bloomingdales after college, going on to work for the JCrew group and later an online business.

"When I left home," Barbara said, "I wanted to work for a big company. But after all those years, one day I found myself thinking, I am tired of big corporations, I want to get back to family, and I have enjoyed it ever since."

Carol jokes, "I was probably the least likely of the daughters to come into the business. But when my children were young, it was perfect timing. It's been a rewarding opportunity for the whole family. My daughter, worked here when she was in high school, and she was able to gain so much experience. That's what working in a family business does."

Ann added, "You never know in life what's going to happen tomorrow. It's been a wonderful journey. And to have had my daughters join me and take this to another level. So, we're excited to see where it takes us from here."

Community Impact

The team at M&F Casuals takes great pride in supporting and giving back to the community. The store regularly sponsors fundraising projects benefiting the arts, the schools and the business community.

Carol said, "That's what's special about small stores, we are able to help the causes that are important to our customers. We have always been told that small organizations have a hard time getting assistance from big stores. But with local stores like us, because we are so small, the owners are right here on the spot. We can make quick decisions and immediately get involved."



M&F Casuals at 380 Fairhope Avenue is open 9:30 a.m. to 5:30 p.m. Monday through Saturday. Visit online at mfcasuals.com. Photo by Dawn Ford.

"It is wonderful that we can offer enough to keep the community vibrant and keep the customers shopping in town," added Carol.

Barbara, who serves as an executive board member for the Downtown Fairhope Business Association (DFBA), said, "It's our city. We are never going to sit here and hope people come here to shop. We see it as our mission to do our part to bring people into our

downtown." Marc was one of the founders of DFBA, which has grown to more than 100 business members.

In addition to organizing community events, the association goes as far as to put together the city's official visitor's guide, so tourists get the most out of their stay in town.

"It's about the people – it's all about people," said Ann. "As I look back over the years, I hope people know that we appreciate the growth of downtown Fairhope. We like to think we are a part of it and hope it continues." ■

Member News

WALGREENS SAFE MED DISPOSAL KIOSKS ARE IN NINE ALABAMA CITIES



MEMBER
SINCE
2002

Walgreens in late July installed medication disposal bins at nine of its Alabama stores. U.S. Attorney Robert Posey, Alabama Attorney General Luther Strange and Hoover Mayor Gary Ivey joined Walgreens officials at the Hoover store for the rollout of the program that offers a safe way to dispose of unwanted and expired medications at no cost to the consumer. The safe medication disposal system ensures medications are not accidentally used or intentionally misused. Walgreens plans to install the disposal kiosks at 500 stores throughout the country, including those already in Albertville, Bessemer, Birmingham, Fairhope, Hoover, Madison, Mobile, Montgomery and Phenix City. *Visit walgreens.com*

RENFROE FAMILY STORES NOW BEAR FAMILY NAME



MEMBER
SINCE
1997

Renfro's Market is now the name on all three grocery stores owned by the Renfro family. Putting the family name on its Foodland store in east Montgomery's Chantilly Corners garnered such good response, the family decided to rebrand their McGehee Road Super Foods store and their Dadeville Foodland store as well. All three have been Renfro's Market since Aug. 1. "We treat our customers with personal service in a family atmosphere, and they have responded to those principles," said founder Robert Renfro. "Therefore, we feel that all of our stores should bear our family name." *Visit renfroesmarket.com*

OWNERSHIP CHANGES AT ALL AMERICAN EMBROIDERY



MEMBER
SINCE
2000

All American Embroidery, 752 East Glenn Ave. in Auburn, is under new ownership. Andrew Warnke and his wife, Nicole, purchased the business in July from founders and longtime owners Don and Joe Piazza. Warnke formerly worked as an equipment manager for Auburn University Athletics, where he met the Piazas through frequent team apparel orders. "I am excited about the opportunity to get creative and to take a business that already has a great reputation and established brand and grow it even more," said Warnke. All American Embroidery specializes in personalized gifts, apparel and accessories for adults and children, including monogramming, embroidery, etching and engraving. It also carries officially licensed Auburn University apparel.

DECATUR JEWELER OPENS NEW STORE



MEMBER
SINCE
1984

Jimmy Smith Jewelers in Decatur will soon celebrate the grand opening of its new store at 2306 6th Ave. SE. The family owned and operated jeweler closed its Southland Plaza store in late May and opened a new store June 13. Jimmy D. and Barbara Smith founded the business in 1973. Their son, Jimmy Ray Smith, and his wife, Wendy Farris Smith, are the second generation operators. Both Jimmys have been Alabama Retailers of the Year, have served as chairman of the Alabama Retail Association board of directors and have served or are serving on the Alabama Retail Comp board of trustees. *Visit jsmithjewelers.com*

For more member news, visit alabamaretail.org.

Display Your Updated Federal Workplace Poster; Keep Your Current State Poster Up Nearby

In late August, all Alabama Retail Association members should have received a free, updated 6-in-1 federal workers' rights poster through the U.S. mail. The updated poster contains changes mandated as of Aug. 1 to the Fair Labor Standards Act (minimum wage) and Polygraph Protection Act portions of the posters. The new poster, which measures 35 inches x 25 inches, should replace a slightly smaller version previously provided by Alabama Retail.



With your Alabama Retail membership, you receive the workers' rights posters federal and state laws require to be posted in your workplace. These posters can cost as much as \$200 from other sources but are yours absolutely FREE from Alabama Retail!

Each Alabama Retail member initially receives one each of the state and federal posters. If you have more

than one location and those locations are not part of the Alabama Retail member database, you may need additional posters. You can order additional posters at the link below or call 1-800-239-5423.

 *To order more posters, go to alabamaretail.org/posterorder*

CHECKredi Offers All-in-One Solution

Huntsville-based processor and Alabama Retail Association partner CHECKredi® offers an all-in-one solution that replaces your credit card terminal, cash register, receipt printer and barcode scanner with an integrated suite of products.

You choose the Clover that is right for you! (See infographic at right)

You also can get a multitude of apps to accommodate your business needs from Clover's App Market, including customer rewards and analytics, a time clock and phone orders.

Plus, CHECKredi® offers group-negotiated credit-card processing rates typically reserved for only the largest retailers.

 *For a free cost comparison, go to alabamaretail.org/benefits/creditcard-processing/*

Clover™ Mobile.
Hold the power of Clover in your hand.

Clover™ Station.
A powerful management system that works the way you need it to.

Clover™ Mini.
The most advanced payment terminal on the planet.

A complete POS on a smaller scale, designed to move with you! Who is it for?

- Quick Serve for add-on orders
- Food truck owners
- Restaurants for paying at the table
- Retailers for "line busting" or inventory scanning
- Mobile service professionals
- Off Site events or festivals

Clover devices accept a wide variety of payment types, including:

- Apple Pay
- Apple Pay™
- EMV®
- Credit, Debit and EBT Card Swipes
- Gift Cards

This revolutionary system is built for managing and growing your business! Simplify your operations with Clover, which can help you accept payments with ease, track inventory, manage employees, and gain insight to build stronger, lasting customer relationships.

1-800-239-1222
ara@checkredi.com

Ware Jewelers Celebrates with Auburn

Story and photo by Melissa Johnson Warnke

Looking out the front doors or from the balcony of Ware Jewelers, owners Ronnie and Tina Ware have the perfect vantage point of the iconic Toomer's Corner in Auburn.

"Some of my earliest childhood memories are being here at the store with my dad and watching Auburn fans roll the powerlines across the street. That was before we started rolling the trees," Ronnie remembers. Decades later, he says, the view never gets old.

"We work every game day. Being where we are, we get to watch it all. To have 40 to 50 thousand people celebrating on the street right in front of you, it is a remarkable place to be," explains Ronnie.

This year, Ware Jewelers had a celebration of its own, marking 70 years in business in downtown Auburn.

"This 70th anniversary year has given us a chance for us to communicate how appreciative we are of our customers who have supported us all these years. We wouldn't be here without them," said Tina.

The milestone anniversary capped off a busy couple of years for the Wares, who recently completed a huge renovation of the downtown Auburn store. The now three-story brick building features a stunning new showroom, with a nod to the past.

"We have remodeled, but the front door is in the same place it was when my father opened the business in 1946 – when the whole business was just 10 feet wide and 40 feet deep," Ronnie said of the now 15,000-square-foot store.

The design incorporates other pieces of the old store as well. One of the three original chandeliers hangs in the front of the store; the bricks in the entryway are from the original store; and the store's first vault door remains. Ware's uses a more technologically advanced door for the actual vault. In addition, the bases of Ronnie and Tina's office desks are made from the walls of the old Ware's store.



Ware Jewelers' owners Tina and Ronnie Ware have the perfect view of downtown Auburn from the third-floor balcony of their College Street store. Four Ware Jewelers can be found in central, east and south Alabama. Visit online at warejewelers.com.

The juxtaposition of old and new carries through outside Ware Jewelers as well, where the historic intersection of College Street and Magnolia Avenue has recently undergone a huge construction project itself. The Wares are proud of their connection to Auburn University and the downtown area, and remain committed

to preserving both the history of their business and the strength of the surrounding business community.

"One thing that hasn't changed and never will is our love for Auburn," said Tina. "Our stories are woven together, and we are so proud to support the community, just like they've supported us."

Today, Ware Jewelers has 43 employees and stores in Opelika, Montgomery and Spanish Fort, in addition to the original location on Auburn's College Street.

👉 [Read more about Ware Jewelers at alabamaretail.org](http://alabamaretail.org) and shopalabama.com

Welcome

New Members



FEATURED NEW MEMBER

PEACH PARK CLANTON

Founded 1984

OWNERS

The Gray Family
(pictured)

NUMBER OF EMPLOYEES 58

LOCATION

**2300 7th St. South,
Clanton, AL 35046**

MEMBER SINCE

Aug. 29, 2016

A & R Hospitality
Management LLC
GULF SHORES

Abernathy
Monogramming &
Awards Inc.
ATHENS

Aditi Hospitality LLC
GULF SHORES

Akshar LLC
BIRMINGHAM

Alabama Beverage
Center LLC
MONTGOMERY

Alabama Healthcare
Equipment Inc.
MUSCLE SHOALS

Alabama Optometric
Association
MONTGOMERY

Alabama Orthopaedic
& Sports Medicine
Associates PC
MONTGOMERY

Alabama Wheelchair
Specialists Inc.
BIRMINGHAM

Ale's Kitchen LLC
HUNTSVILLE

Alliance Allergy
Solutions LLC
BIRMINGHAM

ALRRS LLC
MONTGOMERY

Angelica Rodriguez
TUSCALOOSA

B W Downs Inc.
ATHENS

Bacon Alignment LLC
FLORENCE

BKS Pharma LLC
TUSCUMBIA

Black Watch Sports
Performance LLC
BIRMINGHAM

Body Conscious Inc.
OPP

Boone and Davis
Pharmacies Inc.
GROVE HILL

Bora Beauty Outlet LLC
SHEFFIELD

Braggs Ace
Hardware Inc.
GUNTERSVILLE

BTR Services Inc.
ATHENS

C. Brock
Livingston DMD LLC
FLORENCE

C.S.B. Real Estate
Holdings LLC
HAMILTON

Cahaba Pain
and Spine Care LLC
BIRMINGHAM

Capitol Park Title LLC
TUSCALOOSA

Carl Norris
ANDALUSIA

CH Kim LLC
ATHENS

Circle V Saddlery LLC
ROBERTSDALE

Coldwater Mill
Restaurant LLC
TUSCUMBIA

Cross Over Jordan LLC
HOMESWOOD

CTM Baits LLC
STERRETT

Davis Fields
Investments LLC
HIGHLAND HOME

Dejing Dong
DEMOPOLIS

Double Springs
Pharmacy LLC
DOUBLE SPRINGS

Dr. Jason J. Koenig PC
HOOVER

Eastern Shore Internal
Medicine LLC
FAIRHOPE

El Patron Mexican Grill
& Cantina 1 LLC
DOTHAN

Elite Custom Wheels
& Tires LLC
MONTGOMERY

EN LLC
CHELSEA

eNational Insurance
Agency Inc.
MOBILE

F&L Ventures LLC
ENTERPRISE

Firefly Yoga Studio LLC
ENTERPRISE

Frenchie's Cajun Cafe Inc.
ROBERTSDALE

G.S. Brewing LLC
GULF SHORES

Gardendale Health Mart
Pharmacy LLC
GARDENDALE

Genesis Dental Group
Brierfield PC
BRIERFIELD

Getsmine Inc.
BIRMINGHAM

Global Deli Network Inc.
MONTGOMERY

Green Bus Brewing LLC
HUNTSVILLE

Gulf Coast Holdings LLC
MOBILE

GVAM LLC
GADSDEN

Hari Om Hospitality LLC
GULF SHORES

Hollon Dental LLC
MOBILE

Homewood Chicken LLC
BIRMINGHAM

Ichiban Sushi
& Seafood Buffet LLC
DOTHAN

Integrity Accounting
Solutions LLC
GADSDEN

Isaacson Family
Enterprises LLC
MONTGOMERY

Isbell Dental Blue PC
GADSDEN

Jagani Leela Inc.
MOULTON

John A Hinson
ANDALUSIA

John Bono
DECATUR

Johnson Furniture Co. Inc.
ECLECTIC

Jones Car Care Inc.
GREENVILLE

Jones Orthodontics LLC
PELHAM

Kamalaa Inc.
BIRMINGHAM

Kanah Hospitality LLC
GULF SHORES

Kim Family LLC
BIRMINGHAM

KMV Cleaners LLC
TUSCALOOSA

Kuljam 1 Inc.
CULLMAN

Kuljam Inc.
MIDFIELD

Lacom Inc.
BIRMINGHAM

Lakeshore Restaurant,
Marina and Lodge LLC
DOUBLE SPRINGS

Leland Lanes Inc.
TUSCALOOSA

Lonny Shoup
LUVERNE

LTJ Holdings LLC
GUNTERSVILLE

Luke Hagler, D.M.D. LLC
GORDO

Lynn Brewer
FORT PAYNE

Manner Inc.
HUNTSVILLE

Marks Model Furniture
Leasing Co. Inc.
SPANISH FORT

McT Inc.
GADSDEN

MedSpa at the Park LLC
MOBILE

Micwil Properties LLC
TUSCALOOSA

Morgan Land
Holdings LLC
GOOD HOPE

Naaman Clinic LLC
HOOVER

Naomi and Olive LLC
DOTHAN

Newman Industrial
Supply Inc.
ANNISTON

Norma Wilson Giles LLC
SUMMERDALE

North Alabama
Mortgage Inc.
FLORENCE

OB-GYN Associates of
Baldwin County PC
FOLEY

Pie R Square LLC
MONTGOMERY

Prattville Dental
Associates LLC
PRATTVILLE

Quality Tire Pros Inc.
LAFAYETTE

Renee W. Lee
Attorney at Law LLC
DOTHAN

Reynolds Outdoors LLC
OPELIKA

RJ Lodging LLC
BIRMINGHAM

Ruhani LLC
SCOTTSBORO

Salty Nut Brewery LLC
HUNTSVILLE

Sam's Kitchen & Grill LLC
EUFAULA

Scottsboro
Hospitality LLC
SCOTTSBORO

Shades Valley
Dermatology LLC
BIRMINGHAM

Sissy's Family
Restaurant Inc.
KILLEN

Smokin' on the
Boulevard LLC
FLORENCE

SNE Corp.
TUSCALOOSA

Sofia's Cantina LLC
ROGERSVILLE

South McKone LLC
GUNTERSVILLE

Spencer's LLC
TUSCALOOSA

Stell's Sports Grille LLC
MUSCLE SHOALS

Steve Morris
WEDOWEE

Steve Pollard
GUIN

Steyr Arms Inc.
BESSEMER

Straight to Ale
Brands Inc.
HUNTSVILLE

Taco Mama Summit LLC
BIRMINGHAM

Tartum Inc.
LEEDS

Tathata Leela Inc.
MOULTON

Terry Cleaners Inc.
DECATUR

The Beer Hog LLC
PELHAM

The Collective Salon Inc.
BIRMINGHAM

The Steeple on St.
Francis LLC
MOBILE

Therapy South -
Cullman LLC
CULLMAN

Therapy South -
Helena LLC
BIRMINGHAM

Three Guys Pie's LLC
THOMASVILLE

Tuco's Tex-Mex
Cantina LLC
AUBURN

UP N UP LLC
SYLACAUGA

Victorian Restaurant Inc.
BESSEMER

Watson's Home
Furniture LLC
MUSCLE SHOALS

WB Food Brothers LLC
TUSCALOOSA

Whitesburg
Electronics Inc.
LACEYS SPRING

Windwood -
Jasper Hotel LLC
BRENT

Wolfman Rentals LLC
HAZEL GREEN

Wright's Produce LLC
MONTGOMERY

WSM Family LLC
MOUNTAIN BROOK

Xing Xing Zhu
DBA New Jin Jin
ENTERPRISE

Y H LLC
FAIRFIELD

Yogaflly Studio LLC
AUBURN



Founded 1970

OWNER

Bryan Owens

NUMBER OF EMPLOYEES **162**

*(Pictured: Brand Ambassador
Brenda Cantrell and
President Mike Elkins)*

LOCATION

**509 W Willow St.,
Scottsboro, AL
35768**

MEMBER SINCE

May 25, 2016

FEATURED NEW MEMBER

**UNCLAIMED
BAGGAGE
CENTER
SCOTTSBORO**

Alabama Adopts FDA Food Code

CHANGES WENT INTO EFFECT OCT. 3; ENFORCEMENT
OF FOOD SAFETY CERTIFICATION UPDATE DELAYED TO 2020

Story by Nancy King Dennis. Photo Provided by ADPH.

Starting Jan. 1, 2020, the Alabama State Board of Health will begin enforcing a requirement that food service operations have a certified food safety manager on duty any time the doors are open.

Currently, only one person per food establishment must be food safety certified. The rule change could mean businesses that serve food need more than one staff member who is food safety certified.

The rule reflects a requirement first put forth in the U.S. Food and Drug Administration's 2013 Food Code.

While other of the State Board of Health adopted food code rule changes were effective Oct. 3, the enforcement of the certification requirement doesn't kick in until 2020 to give food service operators more than three years to get additional certified employees on staff.

Under the Oct. 3 rule change approved by the State Board of Health, several food safety violations increase in point value in relation to health inspection scores and require correction within 10 days.

The biggest increase, going from one point to five points, is the requirement that disposable gloves must be used for only one task and discarded after becoming damaged or soiled. An example of switching tasks that would require a glove change includes going from working with ready-to-eat foods then moving to working with raw animal foods. Gloves are not required when working with raw animal

foods. However, if a food handler is wearing them to do so and changes tasks, the worker is required to dispose of those gloves and wash his/her hands before continuing to work with food.



Going from a 1-point violation to a 5-point violation: Failure to discard disposable gloves after each task that damages or soils the gloves.

Several violations go from one point to four points, including failure for food workers who don't wear gloves to have short and clean nails and failure to have toilet paper available at each toilet.

Other changes related to Alabama adopting the 2013 FDA Food Code include:

- Cut leafy greens and cut tomatoes (sliced,

diced etc.) now are among foods that must be time/temperature controlled.

- Procedures must be in place for responding to vomiting or diarrheal events.
- Toilets and urinals may not be used for disposing mop water.

The Bureau of Environmental Services within the Alabama Department of Public Health (ADPH) has distributed a brochure highlighting the major changes through its county inspectors.

👉 *To download the brochure, go to adph.org/foodsafety/assets/2013FoodCodeChangesBrochure.pdf*

👉 *To read the new food code rules in their entirety, see [Retail Food Establishment Sanitation at \[adph.org/environmental/Default.asp?id=1155\]\(http://adph.org/environmental/Default.asp?id=1155\)](http://RetailFoodEstablishmentSanitationatadph.org/environmental/Default.asp?id=1155)*

Q&A

with employment law expert Richard Lehr



Dec. 1 Overtime Change Recap

What is the new minimum salary that must be paid before an executive, administrative or professional employee can be exempt from overtime?

\$47,476 annually, or \$913 a week, which represents the 40th percentile of the lowest wage Census region. In this case, the South. You should also be aware the minimum salary threshold will change in three years.

How many employees are to be affected by this change?

According to the Department of Labor (DOL), 4.2 million current exempt employees will have their pay or pay method adjusted one way or another.

When do I have to make changes to comply with this rule?

You are not required to change employees' status or change their pay prior to Dec. 1. Because December is the height of the holiday shopping period, you may want to consider making necessary changes before the deadline.

I understand non-discretionary bonuses can be included in an employee's salary. What does DOL consider as "non-discretionary?"

Yes, up to 10 percent of the exempt employee's salary may be based on a true non-discretionary bonus. Non-discretionary bonuses are payments that are earned based on the production of an employee or group of employees when it has been conveyed to those employees that the bonuses can be earned. For example, non-discretionary bonuses would include a bonus that is paid based on reaching an established sales or production goal.

What options do I have if the salaries of some of my exempt employees are below the new minimum threshold?

The options to consider are: 1.) Do you increase the salaries to retain the exempt status? or, 2.) Do you convert the individual to another compensation system that includes overtime? You don't have to change their job title. They can still be a manager or supervisor. You don't have to change their job duties. The only requirement is to address pay.

Will an employee who is no longer exempt under this new rule still be able to hire and fire?

Yes, whether you claim the exemption or not has no bearing on the duties and responsibilities that an employer may assign to an employee.

When should I communicate with employees about this change?

Before the Dec. 1 deadline, review the law change with the employee. Explain it. After the first couple of paychecks under the new pay system, meet with the employee again to see if there are any questions. These discussions should be one on one with each affected employee.

Should I offer training to exempt employees who I am converting to hourly employees because of this rule change?

Yes, you should train them on how to record their hours, rest and meal periods and the approval process for overtime and any restrictions, including restrictions on work outside of normal work hours such as time spent on smart phones.

👉 *For more on this rule change or to listen to a recorded webinar (available through Dec. 31) on this subject, go to alabamaretail.org/overtimerule/*



Socially Speaking

THE POSTS YOU MAY HAVE MISSED




"Take it from our littlest voices, when you shop with Alabama-based retailers, your purchase has a powerful ripple effect."


- LITTLE LEAGUE TEAM FROM WELLE STUDIO

Get social with us!
Talk to us about the photos, resources, retail updates and member news we share.

 /Alabama Retail

 @AlabamaRetail


 Stay informed at alabamaretail.org

Have you ever seen ".COM" on a Little League jersey? Today, we launched #ShopAlabama! We're on a mission to show the impact local retailers have on our communities. Check out our website www.ShopAlabama.org. July 19 video 



We hit the road to visit each of our 2016 finalists for Alabama Retailer of the Year. Follow along as we introduce you to these outstanding retailers and restaurant owners across our state. (See winners, Pages 8-9) #ALRetailerOfTheYear Various dates from Aug. 18 to Sept. 22 




Did you know? Diapers qualify because they're considered a clothing item. Share with a new parent and help them save some money this weekend! #ShopAlabama Aug. 4 with 2,896 shares 




Wrapsody Lake Retreat: Small retail is a special place to work! Check out the unique way one member business energizes its management team and inspires fresh, new ideas! Read the full story here: <http://alretail.org/2aEhvnI> #AlabamaRetailOnTheRoad Aug. 11 video and post 



Chris' Hot Dogs in Montgomery will celebrate 100 years of business in downtown Montgomery in 2017 as well as 100 years of being committed community and business advocates! Thank you for helping us spread the #ShopAlabama message! July 28 with 75 shares 

RECENTLY TWEETED @ALABAMARETAIL

Starting Nov. 1, the largest online-only retailer will collect & remit sales tax in Alabama. Aug. 11 link to WSFA-TV story. 





RETRO RETURN

ALABAMA RETAIL COMP TO RETURN \$6.5 MILLION IN 2017

Alabama Retail Comp is once again making a significant return to participants. In 2017, ARC is returning \$6.5 million as part of its annual retrospective return.

"We are pleased to once again provide a large return to participants," said Rick Brown, fund administrator and Alabama Retail Association president. "Every dollar the fund returns helps lower the cost of doing business for our members."

Since its inception in 1984, ARC has returned MORE THAN \$78 MILLION – 22 percent of all premiums collected – to its participants through what is known as its Retro Return plan.

Each Retro Return is composed of excess funds ARC's trustees have set aside from previous fund years. As the need to hold money in reserves decreases in a given year, that year's participants receive money back as a credit on their next renewal. The retrospective rating plan uses an actuarial formula that takes into account individual participants' experience versus the experience of the Fund as a whole. Lower losses return a higher retro

RETROSPECTIVE RETURN DISTRIBUTION FOR 2017

ARC's \$6.5 million retrospective return for 2017 will be distributed from fund years as follows:

2015	\$2,000,000
2014	\$2,000,000
2013	\$2,000,000
2012	\$500,000
Total 2017 Return \$6,500,000	

credit at renewal, rewarding participants for providing a safe work environment.

Although a retrospective return is never guaranteed, Alabama Retail Comp is committed to conservative underwriting and aggressive claims management in order to continue returning funds to participants.

Terry Shea, co-owner of Wrapsody, gift stores in Hoover and Auburn, said one of the reasons her stores joined ARA is because, "it is the best place to get workers' compensation coverage!"

More than 4,000 Alabama Retail members participate in the fund.

ARC specializes in the retail industry, but also provides coverage to an array of business employers.

Fund Manager Mark Young said, "At ARC, our goal is simple: To provide the most cost-effective workers' compensation coverage to Alabama businesses with unparalleled customer service."

 **To find out more including a full Retro Return history, visit alabamaretail.org/comp**

Did You Know?

ARC offers a convenient automatic bank draft program for your premium payments. Once you are enrolled in the bank draft program, your payment is drafted each period on the due date.

 **Find out more at alabamaretail.org/bankdraft**

MEMBERSHIP MATTERS

Alabama Retail: The Leading Voice and Resource for Retailers in Our State

MORE THAN 4,100 BUSINESSES ALREADY KNOW WHY
#MEMBERSHIPMATTERS WITH THE ALABAMA RETAIL ASSOCIATION

Whether voicing the retail view when public policy is made, negotiating rates for benefits and services or communicating the retail story, the members of the Alabama Retail Association are better together.

Be like these Retailers of the Year, who are also ARA members, and take advantage of all your association has to offer.

Issue Awareness

"The Retail Association has our back and is looking out for us. Just hearing about Amazon starting to pay taxes in November is awesome. It is about time. That kind of thing doesn't happen without the Retail Association having our back." - **AVERY AINSWORTH, FLEET FEET MONTGOMERY**

Adds Value

"Being an association member, we have workers' comp. Other benefits – posters, emails, newsletters – keep me abreast of what is changing in the industry. That's very valuable to me." - **LINDA FLAHERTY, ONCE UPON A TIME**

Small Retail Champion

"ARA has done so much to advance our business, especially for small retailers. As an independent retailer, if it wasn't for ARA, I don't know where we'd be today."

- **JOHN M. WILSON, SUPER FOODS**

Collaboration

"We want to learn more and see what we can do to better ourselves; even share things that we have to make Alabama the best shopping place available."

- **MIKE ELKINS, UNCLAIMED BAGGAGE CENTER**

Your Voice

"If you are not associated with the Alabama Retail Association, you need to be involved. You need somebody to speak for you, to take your problems, your issues, to the next level and get you the help you need."

- **JHEOVANNY GOMEZ, JALAPEÑO'S MEXICAN RESTAURANTS**

 [Visit us at alabamaretail.org](http://alabamaretail.org)