

Alabama Retailer

*MEMBER HIGHLIGHT
Cammie Wayne
OWNER OF CAMMIE'S OLD
DUTCH ICE CREAM SHOPPE
AND CREAMERY*

*NEW DATE;
SAME SAVINGS
Back-to-School
Sales Tax Holiday
Moves to July
(Tear-out poster, Page 6)*

*RETAIL DAY
SPEAKER
Bayer Properties
CEO to Give Keynote
on Quality Retail
Experiences*

*Workplace
Bullying:
How to Handle
On-the-Job
Harrassment*

*UNPACKING SALES
Bryan Owens
CEO OF UNCLAIMED
BAGGAGE CENTER*



From the President



Take an Alabama Retail Road Trip This Summer.

In this issue, Alabama Retailer takes you on a summer road trip that spans the state.

To start, cool off with some Creole praline, one of the favorite flavors at Cammie's Old Dutch Ice Cream Shoppe in Mobile, made by Cammie Wayne herself at the store's new off-site creamery (Pages 8-9).

As you drive through Opelika, cruise through the "Sweet Lane" at Jennifer and Patrick Cooper's Gigi's Cupcakes franchise (Page 21). It's the only place you can get a cupcake with Gigi's signature swirl of icing at a drive-thru window.

In downtown Birmingham, stop by the Food Hall at The Pizitz for food you won't find anywhere else in the state. You might just run into our Retail Day speaker, Jeffrey Bayer (Page 7).

Before you get back on the road, swing by one of the OHenry's Coffees locations and grab a cup of joe, roasted using the power of the sun (Page 17).

Say hello and congratulations to Jodie Ray Stanfield, the 2017 Alabama Small Business Person of the Year, at Local Joe's Trading Post in Rainbow City (Page 22).

Like almost a million people annually, be sure to make your way to Unclaimed Baggage Center in Scottsboro (Pages 10-12) for an only-in-Alabama shopping experience.

You've made it to the northernmost portion of this virtual road trip just in time to save during the July 21-23 back-to-school sales tax holiday at Schoolcraft in Huntsville (Pages 4-6).

I'd be remiss if I didn't thank all the retailers, including Shane Spiller, who called their state lawmakers during the 2017 legislative session to fight for delivery license reform (Page 13). Your efforts made a difference.

Rick Brown, Publisher and President

Alabama Retailer

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ARA's Low-Cost Credit Card Processing Offers a Personal Touch

Huntsville-based processor CHECKredi®, the Alabama Retail Association partner that offers group-negotiated rates typically reserved for only the largest retailers, saves money for all electronic payment processing, from credit card processing services to check collections.

Besides an online credit card processing service, CHECKredi® also offers traditional and electronic check guarantee, check verification, remote deposit capture and processing equipment.


"We have a couple of folks we deal with, so the service and personal aspect is what we like," said **GEORGE WILDER, OWNER/PRESIDENT OF THE LOCKER ROOM**, a 14-employee,



men's clothing store in Montgomery and Auburn. "We like doing business with folks we can talk to and not go through voice mails to get to someone who can help."

CHECKredi® also offers an all-in-one solution, known as Clover, that replaces your credit card terminal, cash register, receipt printer and barcode scanner with an integrated suite of products.

The CHECKredi® model is based on a flat fee rather than a percentage markup. Instead of adding a percentage fee on top of interchange rates, businesses pay a small, per-transaction fee and a flat monthly statement fee.

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



BACK TO SCHOOL

Huntsville Couple Considers Selling School Supplies a Rewarding Service

NEW JULY DATE FOR TAX HOLIDAY
WILL BENEFIT CUSTOMERS, MCCLELLANS SAY

Story and photos by Melissa Johnson Warnke



"One-on-one help...is what we do best, and we hope that our customers experience that and come back and shop with us," say Wilson and Linda McClellan, owners of Schoolcraft in Huntsville. When shopping for school supplies, they encourage all to "Shop Alabama."

While school children across the state enjoy summer's last hurrah, it's already busy season inside Schoolcraft, a school and teacher supply store in Huntsville.

"July is our busiest month of the year," said Wilson McClellan, who owns the store with his wife, Linda.

"Teachers are already coming to get items to make their classrooms bright and cheerful for the kids. It won't be long until we see parents and children back here too, all excited to get their new nap mats and supplies," Wilson predicts.

And then it will get even busier, the McClellans say. That's because Alabama's 12th annual back-to-school sales tax holiday begins at 12:01 a.m. Friday, July 21, and ends at midnight Sunday, July 23, giving shoppers statewide the opportunity to purchase certain school supplies, computers, books and clothing free of the state's four percent sales or use tax.

TAX HOLIDAY HAS NEW DATE, SAME SAVINGS

During the Alabama Legislature's 2017 regular session, lawmakers voted to change the date of the sales tax holiday, moving it from the first weekend in August to the third weekend in July. The new law ensures the tax holiday always falls before the first day of school. In recent years, many school systems, especially those in North Alabama, started before the tax holiday, leaving parents and teachers unable to take advantage of the tax savings.

"I really think the change of the date is a big benefit for our customers," said Linda. "Back-to-school shoppers have to purchase these items regardless; and before, they didn't always get to purchase it during the tax holiday, if school had already started."

Wilson agreed, saying, "The timing of it is much better. We think our customers will really appreciate this change."

PERSONALIZED CUSTOMER SERVICE

Helping customers is what makes work most fulfilling for the McClellans and their staff.

"There is nothing more satisfying than having a teacher or customer come in and ask for something that he or she thinks is going to be difficult to find. And bingo! We've got it. We all just love that," explained Wilson.

Linda added, "When teachers come in and ask us for a product we don't have, we try to get it in. We try to run this like a service organization. Maybe people on the outside wouldn't see it that way. But, we do what we can to be helpful to our customers."



Visit Schoolcraft at 717 Church Street in Huntsville from 9 a.m. to 5 p.m. Mondays through Fridays, and 9 a.m. to 3 p.m. Saturdays. Shop online at schoolcraftonline.com

The McClellans feel right at home taking care of their shoppers inside the colorful aisles of Schoolcraft, but the two never planned to get into the school supply business.

Wilson and Linda, who graduated from Auburn University in engineering

and business respectively, moved to Huntsville to be closer to family, and soon opened several day cares with some friends.

"It always seemed difficult to get school supplies when needed. So, we thought, 'We should just start a school supply store.' That was in 1975. We ended up selling the day cares, but we've had the school supply store ever since."

While the retail landscape has vastly changed during the store's more than 40 years in business, the McClellans say their business model of joyfully serving their customers – teachers, parents and the community – will always remain.

"The market is very competitive these days with folks like Amazon, and that's a difficult thing to fight. But, Amazon can't offer the personalized service, the one-on-one help, that we offer. It's what we do best, and we hope that our customers experience that and come back and shop with us," said Wilson.

"It's been rewarding work," added Linda. "After all these years, we still enjoy coming to work every day."

👉 To learn more about Alabama's back-to-school sales tax holiday, turn to Page 6 (tear-out poster), and visit alabamaretail.org/alabamasalestaxholidays/

NEW DATE – SAME SAVINGS

Alabama's Back-to-School Sales Tax Holiday

JULY 21 – 23, 2017
3 DAYS ONLY



NO SALES TAX ON:



\$100 or less

per item of clothing
(including diapers) or
footwear



\$50 or less

per item for certain
school supplies



\$750 or less

on single purchases of
computers/computer
equipment



\$30 or less

on any book.
\$50 or less on textbooks

alabamaretail.org/alabamasalestaxholidays

ALABAMA **RETAIL**
ASSOCIATION



*4% state sales tax waived statewide; cities and counties can opt into the tax holiday, for savings up to 10% on covered items

Alabama's Premier Retail Developer to Bring Message about Quality Experiences

Story by Nancy King Dennis. Photo by Beau Gustafson.

For Jeffrey Bayer, it is all about quality.

The founder, president and chief executive officer of Birmingham-based Bayer Properties LLC carries his quest for quality to his company's mission to "create real estate environments that improve the quality of life in the communities we serve."

Among the places that mission has played out are The Summit in Birmingham, one of the nation's first outdoor lifestyle centers; Mountain Brook's Cahaba Village anchored by the first Whole Foods in Alabama; and this year at The Pizitz Building, a historic retail department store property in downtown Birmingham restored outside to its original appearance and transformed inside to a modern mixed-use residential, office, retail and food hall dining experience.

Jeffrey will share his message of quality and creating experiential destinations as the keynote speaker at the Alabama Retail Day Luncheon set for Tuesday, Oct. 17, at the Vestavia Country Club. The event is presented by the Alabama Retail Association in association with the University of Alabama at Birmingham Collat School of Business.



Bayer Properties President and CEO Jeffrey Bayer poses in front of The Pizitz Building, which now houses retail, dining, office and residential uses.

"As an example, The Pizitz Food Hall brings a new culinary experience to Birmingham and already has become a place for people to gather and enjoy interesting food, as well as spend time with family and friends," said Jeffrey. "The wide variety of cuisine we secured for The Pizitz Food Hall is unlike anything else in Birmingham or even Alabama. It has provided the community

an opportunity to experience unique and exciting culinary delights that were previously unavailable."

Besides being a pioneer in lifestyle centers that meld retail with an experiential environment, Jeffrey is also a strong advocate for regionalism and bringing adjacent communities together for both development and improving quality of life. As a trustee for the International Council of Shopping Centers, he has advocated in Congress for sales tax fairness between brick-and-mortar and online retailers.

In 2016, the *Birmingham Business Journal* recognized him as its "Top CEO for Large Companies."

Since the founding of Bayer Properties in 1983, it has grown from a local property management company to a national commercial real estate firm specializing in mixed use assets. The company's portfolio exceeds 10 million square feet.

SAVE THE DATE Alabama Retail Day Luncheon and Retailer of the Year and Centennial Retailer Awards Ceremony

11:30 a.m. - 1:30 p.m. | Tuesday, Oct. 17, 2017

Registration opens Aug. 1. Reserve your seat by Sept. 29 at alabamaretail.org/retaildayregistration
No cost for students, Alabama Retail board and Alabama Retail Comp trustees as well as Retailers of the Year, Centennial Retailers and Centennial Insurance Agencies and their nominators. All other seats \$50.



ALABAMA RETAIL ASSOCIATION | UAB COLLAT SCHOOL OF BUSINESS

CHURNING AWAY

Ice Cream Maker, Shop Owner Expands Her Ice Cream Production

CAMMIE'S OLD DUTCH ICE CREAM SHOPPE IN MOBILE
NOW ALSO OPERATES OFF-SITE CREAMERY

Story by Melissa Johnson Warnke. Photo by Brandon Robbins.



A rare moment with Cammie Wayne standing in front of the counter at her shop at the corner of Florida Street and Old Shell Road in Mobile. Cammie's Old Dutch Ice Cream can also be purchased at 20 locally owned grocery stores in and around Mobile.

“I have always been an extremely hard worker,” said Cammie Wayne. “I am one of those people who really loves working.”

It's a good thing Cammie enjoys churning away for long hours. The past few months, she's done a lot of it. But, that's nothing new for her.

The longtime owner of the beloved Cammie's Old Dutch Ice Cream Shoppe in Mobile recently added an additional title to her resume – operator of a new off-site creamery for her famous ice cream. While she now runs the only ice cream manufacturer and wholesaler in the Port City, Cammie's ever-expanding journey with the Old Dutch Ice Cream Shoppe began many years ago.

Cammie was 16 when she got her first job, hired by Edwin Widemire to work at what was then Widemire's Old Dutch Ice Cream Shoppe. After working there for a year or so, she left to take a job in jewelry sales for a few years, but she never gave up on her ice cream roots. In 1998, when Cammie was 30 years old, she purchased Old Dutch from Widemire.

At the time, the ice cream sold at the shop was made off-site by Dairy Fresh, using Old Dutch's special recipe. When the company told Cammie it would soon be closing, she decided to take on the production herself.

“My husband built me a tiny room in the back of the shop. Only one person could fit in there at a time. We bought one machine and started making our own ice cream,” explained Cammie. “After a while, people started approaching me saying, ‘Your ice cream is so good, can you make it for me?’ So, I started creating signature ice creams for local restaurants, and eventually produced my own line of ice creams.”

Today, you can find Cammie's Old Dutch Ice Cream on the shelves of more than 20 locally owned grocery stores in and around Mobile. And her sights are set for even more

expansion thanks to the recent opening of the off-site creamery on Halls Mill Road in Mobile.

“I have been approached constantly by more grocery stores, but before this, I had to tell them no. I just couldn't keep up,” she said. “Now, I can do it.”

The creamery, which was once a restaurant, came already fit with a cooler and walk-in freezer. The 2,400-square foot space allows for three machines, instead of just one. Her newest machine makes ice cream twice as fast as her original one, and the walk-in freezer gives her plenty of storage space.

“I'm not running out of flavors as much anymore, and I don't have to work until two in the morning anymore

because we can get it all done much faster,” Cammie said with a laugh.

Even though the ice cream production is now off-site, Cammie says the Old Dutch Ice Cream Shoppe won't be changing anytime soon.

“I want this place to stay the same. I tell customers, this shop will always be on the corner of Florida and Old Shell. Always. It's not

going anywhere,” said Cammie. “You can see even the wallpaper has not been touched since the '70s, and it will never be touched. Every year, I just take baby steps. It's important to me that we don't grow too fast.”

When Cammie isn't elbow deep in ice cream production, her focus is on giving back to her community, by helping in local schools, hosting fundraisers at the shop or handing out ice cream at local races.

“Everyone always says, ‘shop local.’ Well, we also must give back, and that is my firm belief,” says Cammie. “As much as I expect you to come in here and spend your money, I believe in doing my part to give back.”

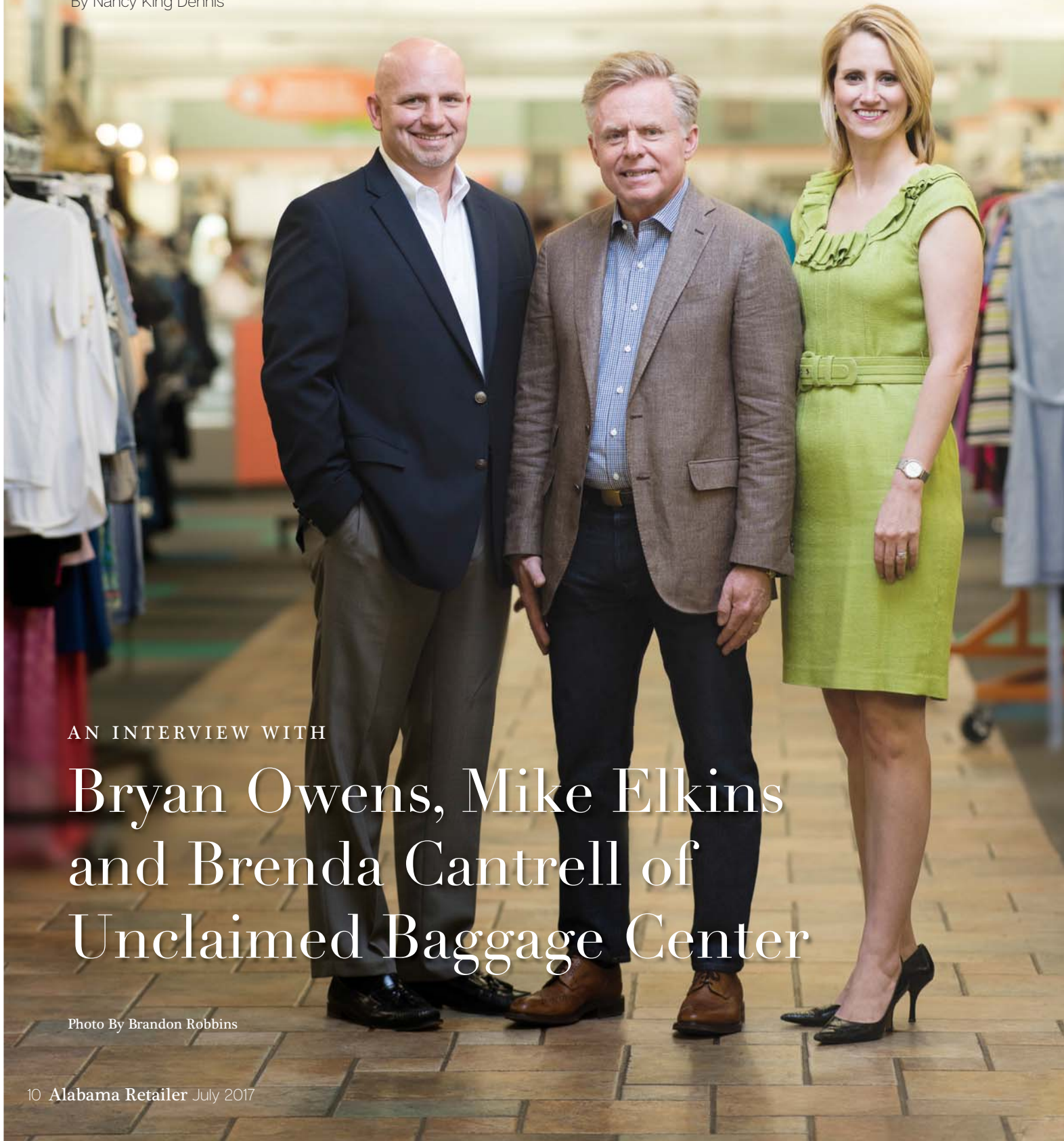
👉 [For more information, visit alabamaretail.org](http://alabamaretail.org)



Cammie's Old Dutch Ice Cream Shoppe at 2511 Old Shell Road in Mobile is open 11 a.m. to 9 p.m. Monday through Saturday and 2-9 p.m. Sundays. Visit online at cammiesolddutch.com. Photo by Melissa Johnson Warnke

Unpacking Sales

By Nancy King Dennis



AN INTERVIEW WITH

Bryan Owens, Mike Elkins and Brenda Cantrell of Unclaimed Baggage Center

Photo By Brandon Robbins

Looking for a shopping day trip that is uniquely Alabama?

Unclaimed Baggage Center in Scottsboro stakes its reputation on being just the place you want on your summer shopping itinerary.

"It is fun to just get in your car and go. We have lots of day trippers, especially on the weekends and in the summer," said Brenda Cantrell, Unclaimed Baggage's brand ambassador.

A Vogue magazine editor's quote emblazoned on the wall leading to the fitting rooms captures the customers' shopping-as-a-mission spirit: "A posse of style vixens on a road trip à la Thelma and Louise could have a high old time at Unclaimed Baggage Center."

The attraction becomes clearer once you know luggage isn't the only item sold. Unclaimed Baggage Center (UBC) is the only retailer in the world where the merchandise being unpacked on any given day could include a stuffed goose, moose antlers, vacuum-packed frogs or a \$46,000 presidential platinum Rolex watch along with a mountain of clothes and choice electronics.

The merchandise emanates from just a fraction of the luggage orphaned on planes, buses, trains, trucks and other transportation venues.

Not everything unpacked is sold. One-third is donated, one-third is thrown away and only the remaining third makes its way onto the sales floor or to be displayed as a "found treasure."

THE ESSENTIALS

Founded
1970

Number of Employees
162

Mentors
Jerry White, director of the Caruth Institute for Entrepreneurship, Cox School of Business, Southern Methodist University

Smart Move
Convincing my wife, Sharon, to marry me!

Learning Moment
Realizing that everything we have comes from God above. We are stewards of what we've been entrusted with and that we do our work for an audience of ONE.

The late Doyle and Sue Owens started Unclaimed Baggage Center in 1970. The business operates on a 100-year vision, said their son, Bryan, who bought the family business in 1995.

"Alabama is our home, and we are proud to bring almost a million guests to Scottsboro every year." "

- BRYAN

From 5,000 to 7,000 items get stocked daily in the sprawling retail complex, where all told more than one million items pass through annually, including cameras, sporting goods, jewelry, books and, of course, luggage.

"We have people who come in and shop every day," said Brenda, who when walking through the store calls those customers by name. "It is an addiction for them."

Destination Location

Shoppers from all over the world also come to Scottsboro, a town of close to 15,000 in Jackson County, for a once-in-a-lifetime shopping experience.

"The national traveler or international traveler who has heard about us at some point in their life has to mark it off their bucket list to make it to Scottsboro and check us out," Brenda adds.

Patti Culp, executive director of the Alabama Travel Council, knows the value of the almost one million visitors each year to UBC. "Unclaimed Baggage Center put Alabama, Scottsboro and Jackson County on the map!," she attests.

Continued on page 12

See more of this story at alabamaretail.org



The 2016 Alabama Retailer of the Year judges agreed Unclaimed Baggage Center "is a destination location." Last year's judges chose UBC as the Gold Alabama Retailer of the Year in the Annual Sales \$5 Million to \$20 Million category.

Family Legacy

The late Doyle and Sue Owens started the company in 1970 using a borrowed pick-up truck and a \$300 loan. By 1978, they had incorporated as OCS Inc., doing business as Unclaimed Baggage Center. Their son, Bryan, bought the family business in 1995 and directed its expansion.

"My parents set a wonderful example in their work ethic," Bryan Owens said. "I expanded upon the remarkable foundation laid by my parents by focusing on the mystery of 'you never know what you'll find,' providing meaningful employment for our team members and expressing genuine Southern hospitality to our guests."

And the plan is to keep on keeping on.

"We have a 100-year vision for Unclaimed Baggage and that always influences how we run our business. If God allows, we would like to continue our 47-year history of growth," Bryan said. "My wife, Sharon, and I have three boys who have a deep fondness and gratefulness for UBC. They participate in every board meeting and are mentored by some of the best business people in the South."

'Reclaim for Good'

"My parents taught me the importance of giving and generosity, when times are good and even when times are tough," said Bryan.

So, it is no surprise that Unclaimed Baggage Center's mission isn't limited to selling. Giving back is foundational to the company through product and financial donations as well as volunteerism.

"They bring a lot of sales tax dollars and a lot of visitors to the community, but they also give back," said Rick Roden, president and chief executive officer of the Greater Jackson County Chamber of Commerce. "They are great volunteers. They are great givers to the community."

Bryan explains, "It is our mission to 'reclaim for good' what was once unclaimed." Reclaimed for Good™ is what the company calls its giving program, which Bryan said will continue to expand.

Each year, Unclaimed Baggage Center donates tens of thousands of eyeglasses to Lions Club International, medical supplies to overseas medical mission trips, linens and household items to The Salvation Army, hand-painted suitcases to children moving to new foster homes, clothing

to the underprivileged and much more.

Employee Investors

In addition to connecting with community, UBC connects with its employees.

"We believe that a place you love to work is a place you love to shop," said Mike Elkins, Unclaimed Baggage's president since 2013.

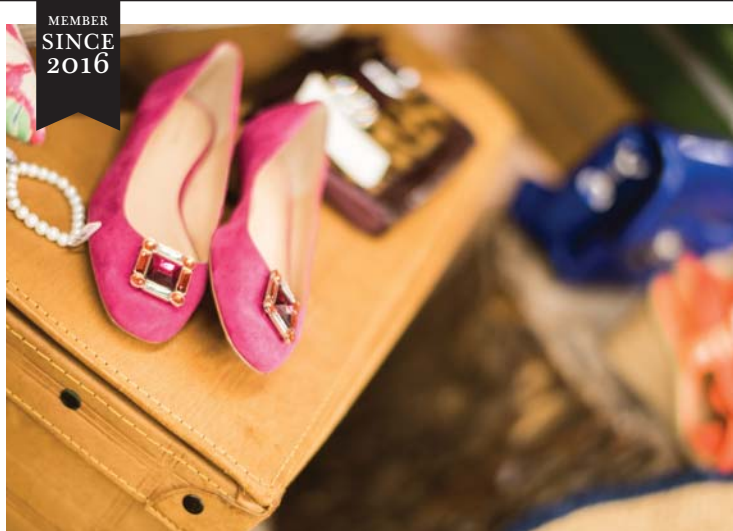
"Our team is developed, trained, challenged and rewarded for a successful day," he added. Chief

executive officer Bryan says, "We are always looking for ways to build upon our culture of serving our guests, team members and business partners."

Elkins said the company focuses on the drive home for both its team members and customers.

The goal is a smile on the faces of employees and customers alike when they leave the store.

"We believe the moment you get in your car is the moment we should own. When you get in your car, at that moment, that's when you decide if you are going to come back, or if you are going to tell a friend." ■



Unclaimed Baggage Center at 509 W. Willow St. in Scottsboro is open 9 a.m.-6 p.m. Monday-Friday and 8 a.m.-7 p.m. Saturdays. Visit online at unclaimedbaggage.com

Retailers Raise Issue; Lawmakers Listen

AS OF AUG. 1, LAW ALLOWS \$10,000 ANNUAL THRESHOLD
BEFORE \$100 DELIVERY LICENSE IS REQUIRED

Story by Nancy King Dennis. Photo by Crosby Thomley.

“We struggle every year to make a profit, and we support a lot of families in our towns by giving our employees a place to work,” said Shane Spiller, president of Tuscaloosa-based Spiller Furniture & Mattress, which has stores in 11 Alabama cities, employing more than 100.

“We want to continue to live, survive and provide great jobs,” he added in an April 6 television interview at his Northport store. “To do that, we need to continue to make a profit.”

Alabama’s outdated delivery license system strains that ability to make a profit, say retailers throughout the state.

To compete in today’s marketplace and serve their customers, retailers can’t just sell to customers who live in the cities where they have stores. Customers living in nearby cities demand delivery from retailers that carry products at the price they want. To survive, most retailers also sell online, and their online customers expect delivery.

Yet under current law, in addition to requiring collection and remittance of sales taxes owed, each Alabama city where a retailer has no location requires a \$100 delivery license if that retailer delivers in its own trucks. That license is required no matter the delivery’s value, even a penny’s worth of merchandise triggers the license mandate.

“It gets very tedious,” Shane said.

Alabama retailers with just a single store can deliver merchandise to as many as 30 different cities. That’s \$3,000 in extra costs, even if the retailer only delivers one item to each of those 30 cities. In addition to the \$100 license, cities add issuance fees, plus, if the retailer doesn’t buy the delivery

license within 10 days, the cities tack on penalties and interest. All those extra fees can double the cost for the retailer.

Thanks to Shane Spiller and many other Alabama Retail Association members who spoke to their state legislators or who appeared in ARA-



Shane Spiller was one of many Alabama Retail Association members who spoke out during the Alabama Legislature’s 2017 regular session on the issue of delivery license reform. The voice of retail was heard and the law was changed.

produced videos highlighting the issue, Alabama’s delivery license law is about to change.

Starting Aug. 1, retailers can deliver up to \$10,000 in merchandise annually to a city before a \$100 delivery license will be required.

The new law “opens up the door to help local, hometown stores,” Shane said.

The law, authored by Sen. Paul Sanford, R-Huntsville, and Rep. Paul Lee, R-Dothan, caps issuance fees and penalties at \$10 each and limits interest rates. It also gives a business 45 days to get a delivery license once it reaches the \$10,000 annual threshold.

[To learn more, go to *alabamaretail.org/delivery-license-reform/*](http://alabamaretail.org/delivery-license-reform/)

Member News

ANDERSON NAMED CITIZEN OF THE YEAR



MEMBER
SINCE
1984

Books-A-Million's Charles Anderson was recognized in March as the Shoals Chamber of Commerce's Citizen of the Year. Anderson is chairman emeritus of Anderson Companies, which include Books-A-Million, Anderson Media, TNT Fireworks, and Anderson Press. His father started the companies 100 years ago this year. Charles was inducted into the Alabama Business Hall of Fame in 2002 and the Alabama Academy of Honor in 2011. He received the Horatio Alger award in 2015. A lead gift from the Anderson family enabled University of North Alabama to expand what recently was renamed the Anderson College of Nursing. *Visit booksamillion.com*

WALMART CHOOSES MOBILE FOR IMPORT DISTRIBUTION



MEMBER
SINCE
2002

Walmart Stores Inc. announced in late March that it will invest at least \$135 million to open a 2.5 million-square-foot import distribution facility in Mobile County, creating 550 jobs. The facility will service about 800 stores with products primarily shipped through the container terminal at the Alabama port. The Alabama facility will be Walmart's sixth import distribution center in the nation and fourth distribution center in the state. Its size and scope will rank in the top 10 percent of the company's U.S. facilities, a spokesman said. Walmart operates more than 140 Walmart and Sam's Club locations in Alabama, employing more than 38,000 in our state. *Visit walmart.com*

 *For more member news, visit alabamaretail.org.*

TRAVEL AGENCY MARKS 45 YEARS



MEMBER
SINCE
2013

Alabama World Travel celebrates an impressive milestone this year – 45 years in the highly competitive travel agency business. Earlier this year, AWT marked the anniversary with an open house and city proclamation from Montgomery Mayor Todd Strange. The team at Alabama World Travel, led by owner Liz Sutton, designs travel experiences around the world. Many have contributed to the success and longevity of AWT, beginning with Jim Sadie, who purchased the business in the 1970s. Liz, his daughter, bought it in 1988 with her husband, Bill, and currently owns and operates the business. *Visit awtinc.com*

IN MEMORIAM, MARY ANNE GLAZNER, 1940-2017



MEMBER
SINCE
1995

Smith's Variety owner Mary Anne Glazner passed away April 7 at the age of 76. The Mountain Brook store, which opened in 1950, specializes in gifts, specialty toys, candy, ribbon, baby items, invitations, party supplies and more. However, it's perhaps best known for its custom Easter baskets, assembled and creatively packaged by Mary Anne herself. Mary Anne will be remembered for her kind, gentle spirit and willingness to help anyone in need. She lived to encourage and uplift those around her, and did so with energy and enthusiasm. Mary Anne's son, Tim, and his wife, Tammie, continue ownership and operation of the store. *Visit facebook.com/SmithsVariety*



Montgomery Dog Bakery Fetches Success

Story by Melissa Johnson Warnke. Photo by Brandon Robbins.

Michelle Reeder began baking her own dog treats when one of her pets developed food allergies.

MEMBER
SINCE
2016

Using human-grade ingredients free of additives, preservatives, chemicals or colors, Michelle soon began sharing those treats with other dog-loving friends. Eventually, she decided to start a bakery for dogs.

In November 2016, Michelle opened the doors to The Barkery in Montgomery's Mulberry Business District. In addition to the wide selection of pet-friendly cookies, cakes and cupcakes, the business also offers doggie daycare services, boarding and professional grooming and training. Brett Fuller, The Barkery's head groomer, is the only person in Montgomery with an American Kennel Club, or AKC, Groomer Certification.

Reeder says The Barkery is also on the way to becoming AKC Safety Certified.

"Continuous improvement for our staff and shop are very important to me," she said.

Community response has been remarkable. Michelle said she's already had to bring in an additional staff member and equipment. She attributes the success to her faith, support from family and her heart for the animals that come into her shop.

"We truly treat each dog as if they were our own, and I think owners feel our passion and see the mutual joy between us and their dogs," Michelle explained. ■

"I think owners feel our passion and see the mutual joy between us and their dogs."

See more
of this story at
alabamaretail.org



How Retailers Should Handle Workplace Harassment and Bullying

By: Richard I. Lehr, Esq.

Not only must a retail employer be sure that employees understand what behaviors from each other may result in harassment or bullying, but also what should be done if employees are harassed or bullied by customers or vendors.

Developing a workplace culture with a reduced risk of harassment begins with the commitment that employees will treat each other, customers and visitors – and be treated by customers and visitors – with the highest level of respect. Leadership sets the tone, so all members of the leadership team must model the behavior for which they hold employees accountable.

Include these points in a comprehensive, “plain English” policy defining workplace harassment and bullying and directing employees how to report such incidents:

- 1) Define harassment to include unwelcome, offensive, degrading or threatening behavior, regardless of whether it is based on protected class status (race, sex, etc.).
- 2) Explain that the behavior of supervisors, subordinates, peers, applicants, temporary employees, customers, vendors or visitors may be the source of harassment.
- 3) Provide examples of behavior that would violate the policy and include specifics about what may be considered sexual harassment. Explain that no supervisor, manager or other leader may condition an employee's continued employment or the receipt of any benefit or privilege based upon that employee's submission to sexual advances. Many organizations have a “touch and go” policy for supervisors, managers and leaders: You touch or try to touch an employee, you go. This is regardless of whether the overtures are from the employee or the supervisor.




- 4) Define what is meant by bullying, such as yelling, fist pounding, derogatory comments about an employee to others, attempts to sabotage an employee's work, isolating an employee from others and threats of physical contact.

- 5) Make clear the policy applies to employee actions away from work, including messages posted on social media. For example, an employee who makes a sexually inappropriate comment to another

employee at work is also accountable if such comments are made to or about an employee on social media.

- 6) Establish a process so employees know to whom harassment should be reported.
- 7) Encourage the reporting of behavior that may violate the company's policies regarding equal employment opportunity, harassment or retaliation even if the employee reporting the behavior is not the recipient. The culture should be that if another employee is aware of this possible harassment, then that employee should report it.
- 8) Reported information will result in a prompt and thorough investigation.
- 9) After the investigation, the employer should make a decision that is most likely to stop the behavior.
- 10) Retailers have a higher level of responsibility to make teenage employees aware of harassment and bullying issues and how it should be reported. For all employees, cover the policy in detail during the onboarding process and review at least annually.

 *The 10-point harassment policy has been shortened to fit this page. For more details, go to alabamaretail.org*

 *Find a free webinar on this subject at alabamaretail.org/workplace-harrassment-bullying/*

SUSTAINABILITY

Birmingham-Based OHenry's Coffees Goes Solar

Story and photo by Melissa Johnson Warnke

There's only one place in Alabama where you can grab a cup of coffee knowing the beans were roasted using renewable solar energy.

Birmingham-based OHenry's Coffees, an Alabama Retail Association member since 1999, has become the first coffee company in the state to use solar energy in its roasting process.

"I decided to install a solar energy system to make use of available technology to help run OHenry's more effectively," said OHenry's owner Randy Adamy.

Randy hired fellow Birmingham company Vulcan Solar Power for the job. The company installed a 15 kilowatt solar energy system at OHenry's roasting facility in West Homewood late last year.

"It was surprising to us that our roof just happened to be facing in the perfect direction and at the right angle for solar panels," Randy said. "We are excited to be able to be more eco-friendly to the Birmingham community."

The solar energy system not only makes OHenry's more environmentally friendly, it will also save the company about \$2,000 in the first year alone. In addition, the system is projected to pay for itself in less than five years.

Rob Ozols, Vulcan Solar's chief executive officer, said, "There is tremendous opportunity for Alabama businesses to use solar energy to reduce operating cost, achieve significant returns on investment and meet corporate renewable energy objectives."

The solar energy system is just another step OHenry's has taken towards sustainability and responsible corporate

citizenship. The company also offers fair trade, organic and shade grown coffee. According to company literature, it was the first coffee roasting company to purchase entire crops of coffee from small farmers in Colombia.

In addition to the West Homewood coffee roasting facility, the almost 24-year-old company has

five locations: downtown Homewood, three in Birmingham – Brookwood Village, Highland Park and Regions-Harbert Plaza – and downtown Tuscaloosa. Randy and his wife, Mary, earned Gold Alabama Retailer of the Year status for OHenry's Coffees in 2004.

[Read this story online at alabamaretail.org/news/ohenrys-coffees-goes-solar](http://alabamaretail.org/news/ohenrys-coffees-goes-solar)



Mary and Randy Adamy own OHenry's Coffees, the first coffee company in Alabama to use solar energy in its roasting process. Inset: The solar panels at their roasting facility in West Homewood

Welcome

New Members



FEATURED NEW MEMBER

**MORAN'S
ROCKY RIDGE
HARDWARE**
VESTAVIA HILLS

Founded 1985

OWNER

Dan Moran
(Pictured)

NUMBER OF EMPLOYEES **9**

LOCATION

**3354 Morgan
Drive, Vestavia
Hills, AL 35216**

MEMBER SINCE

Feb. 27, 2017

10 DECATUR LLC
DECATUR

629 LLC
HUNTSVILLE

A K Holdings Inc.
VESTAVIA

ABC Orthotics &
Prosthetics Mobile LLC
MOBILE

Absolute Fitness of
Etowah County LLC
RAINBOW CITY

ACT Development
Co. LLC
ANNISTON

ADG Sales Inc.
TRUSSVILLE

Alberta Studios LLC
TUSCALOOSA

ALTAF LLC
TUSCALOOSA

Ami Nila Priya LLC
EUFAULA

Andrews Furniture Inc.
MOBILE

Ang Bahay-Kubo LLC
MOBILE

Anglin Reichmann
Snellgrove &
Armstrong PC
HUNTSVILLE

Art Bindery Inc.
BIRMINGHAM

Arthur Cheese LLC
BIRMINGHAM

Artisanal Baked
Goods LLC
ANNISTON

Ashley's J. H. Williams
and Sons Funeral
Home LLC
SELMA

AUM Management LLC
HOOVER

Bake My Day LLC
MOBILE

Band of Brothers
Brewing Co. LLC
TUSCALOOSA

Barkley and Booker LLC
ALBERTVILLE

Bass Attacker LLC
STERRETT

Big Lashes Inc.
HUNTSVILLE

Big Spring Cafe Inc.
BROWNSBORO

Big Star of Russellville Inc.
RUSSELLVILLE

Bob's Downtown
Restaurant Inc.
MOBILE

Bridge Street
Southwest Grill LLC
HUNTSVILLE

Bryson Hospitality LLC
BIRMINGHAM

Buckland Trade LLC
LINDEN

Cammie & Larry's Old
Dutch Creamery Inc.
MOBILE

Capitol Dental
Designs Inc.
MONTGOMERY

Cardiovascular Institute of
the Shoals PC
FLORENCE

Casa Napoli Inc.
WETUMPKA

Center for Balance and
Rehabilitation LLC
MOBILE

Central Family Clinic Inc.
FLORENCE

Cha Chas Blings
and Things LLC
LILLIAN

Charles M. Morrison Jr.
ONEONTA

Chuck's Fish Mobile LLC
MOBILE

Citrin Cardiology PC
MOBILE

Color Co. Hair
Design Team Inc.
HUNTSVILLE

Columbiana Clinic LLC
COLUMBIANA

Cookie Fix LLC
HOMEWOOD

Courtesy
Automotive Group Inc.
MONTGOMERY

CPK LLC
DEMOPOLIS

CPL Butler Inc.
MOBILE

Crum, Ellis &
Associates PC
MONTGOMERY

Curry Hardware LLC
JASPER

DAJ Enterprises LLC
ANDALUSIA

Darryl L Humes
Agency LLC
BIRMINGHAM

David Shane
Welch DMD PC
MOBILE

David's Catfish
House, Spanish Fort,
Alabama LLC
SPANISH FORT

DCC Holdings LLC
DECATUR

Denise Taylor
TROY

Don Tono
Mexican Grill Inc.
TUSCALOOSA

Downtown Q LLC
MONTGOMERY

Efrain Inc.
WETUMPKA

El Amigo Mexican
Restaurant LLC
HOPE HULL

El Senor Chef LLC
HELENA

Etheridge &
Etheridge LLC
SELMA

Everest Sushi LLC
BIRMINGHAM

F & F Italian
Specialties Inc.
AUBURN

Fahrenheit 425 LLC
SEMMES

FFI - DOTHAN AL LLC
DOTHAN

First United
Methodist Church
MONTGOMERY

Floyd, Hunter,
Kies and White PC
MILLBROOK

Foodvalue of
Courtland Inc.
COURTLAND

FraserCrest Inc.
CLANTON

Furniture Factory
Bar & Grill LLC
HUNTSVILLE

Gadsden Country Club
GADSDEN

Geise Dentistry LLC
HUNTSVILLE

General Standards Corp.
HUNTSVILLE

Genesis Co. LLC
OWENS CROSS ROADS

Genesis Partners LLC
FOLEY

George Sides
DORA

Gibbons Automotive Inc.
DOTHAN

GoNow Alabama
Management LLC
BESSEMER

Green Shell
Restaurant Inc.
FORT PAYNE

Gregerson's CS LLC
GADSDEN

Gregerson's Foods Inc.
PIEDMONT

Gutglenn LLC
AUBURN

Gwin's Stationery &
Engraving Co. Inc.
MOBILE

Gypsy Danger
Holdings LLC
BESSEMER

Harveys on Noble Inc.
SYLACAUGA

Hemby Foods II LLC
MOBILE

Heritage Golf LLC
ONEONTA

HF Restaurants Inc.
HUNTSVILLE

Hood Enterprises Inc.
FLORENCE

Hooka's Lounge LLC
MOBILE

Hui Yan LLC
MONTGOMERY

HydraMed LLC
AUBURN

Ingram Farms
Fruits & Vegetables Inc.
NORTHPORT

Ingram Partners LLC
BIRMINGHAM

Izumi Inc.
LEEDS

J.T. Thames
Companies LLC
MONTGOMERY

Jim Massey Inc.
MONTGOMERY

Jonathan B. Echols,
D.M.D., PC
CULLMAN

Kei Elementals LLC
ENTERPRISE

Key Hotels of
Brewton II LLC
BREWTON

Kidz Klozet LLC
MOBILE

Kilgro & Associates Inc.
DECATUR

Krispy Mixes Inc.
THEODORE

L & Y Shangri-La
Restaurant Inc.
BIRMINGHAM

La Leyenda Authentic
Mexican Restaurant LLC
DOTHAN

La Perla Nayarita LLC
Birmingham
HOMEWOOD

La Plaza Bonita Inc.
MOULTON

Lam-Geise Dentistry LLC
MADISON

LBJ Automotive Inc.
HUNTSVILLE

LeJeune Holdings LLC
TRUSSVILLE

Little Lion Foods LLC
HAMILTON

Local Joe's Trading
Post LLC
RAINBOW CITY

Maestro Food Group LLC
MOBILE

Magnolia Chapel
Funeral Home Inc.
TUSCALOOSA

Mailing & Shipping
Store Inc.
MOBILE

Marita and Callie Mixon
HARTSELLE

Master Cleaners -
Laundry LLC
WHISTLER

Melissa S. Nix, D.M.D. LLC
HOMEWOOD

MIER Inc.
MOBILE

Miss Myra's
Pit Bar-B-Q Inc.
BIRMINGHAM

Montgomery Pulmonary
Consultants, P.A.
MONTGOMERY

MRL Enterprises Inc.
DOTHAN

MRM LLC
TUSCALOOSA

Murphree's Market and
Garden Center Inc.
VESTAVIA

NA Foodservice Inc.
GUNTERSVILLE

Nash Dermatology LLC
AUBURN



FEATURED NEW MEMBER

QL GEWAZ INC.

DBA

**GRANNY'S
SOUTHERN
COOKING**

OPELIKA

Founded 2016

OWNER

Pelle Degucci

NUMBER OF EMPLOYEES **30**

PICTURED

**Rosalind Howard,
Julie Orrick and
Pelle Degucci**

LOCATION

**814 Geneva Street,
Opelika, AL 36801**

MEMBER SINCE

Jan. 20, 2017

New Orleans Transfer Inc.
MUSCLE SHOALS

Ole Sawmill Cafe LLC
KILLEN

Optical Dimensions Inc.
MOBILE

Ozark Pharmacy LLC
OZARK

Pam Byford
HARTSELLE

Penn Burgers LLC
DECATUR

Pinnacle Bank
JASPER

Portside Advertising Inc.
DAPHNE

Pounder's LLC
ONEONTA

PS Alabaster Inc.
ALABASTER

Qin Zhu
BAY MINETTE

Reform Auto Supply Inc.
REFORM

Revathakor LLC
ENTERPRISE

RSM US LLP
BIRMINGHAM

S. Jill Spurlin D.M.D.
LLC
ENTERPRISE

Saffian Smoothies, II LLC
DOTHAN

Saffian Smoothies Inc.
DOTHAN

Sai Ram Hospitality Inc.
EVERGREEN

Shane A. Taylor &
Associates PC
MOBILE

Shivshankar Inc.
MOULTON

Shree Krishna
Hospitality LLC
MOBILE

Siam Square Seafood
Restaurant Inc.
ORANGE BEACH

Soni Inc.
MERIDIANVILLE

Southern Care Internal
Medicine PC
BIRMINGHAM

Southern Immediate
Care Inc.
ANNISTON

Spire Works Inc.
BIRMINGHAM

Steve Lovelady M.D. LLC
TUSCALOOSA

Sulligent Polar Bar LLC
SULLIGENT

Summit Metals of
Alabama Inc.
HOOVER

Sunset Cork Room LLC
GULF SHORES

Super Canton Inc.
GENEVA

Susan's Academy of
Dance Inc.
DAPHNE

Taco Mama
Providence LLC
HUNTSVILLE

T-Bone Enterprises LLC
BIRMINGHAM

Teng Da Corp.
BIRMINGHAM

The Buchanan Co. LLC
HARTSELLE

The Gin Montgomery LLC
MONTGOMERY

The Orthopaedic
Group PC
MOBILE

The Ox Group LLC
FAIRHOPE

Therapy South -
Andalusia LLC
ANDALUSIA

Therapy South -
Leeds LLC
LEEDS

Three Fit Girls LLC
HUNTSVILLE

Thrive Title LLC
DAPHNE

Tian Yi Inc.
NORTHPORT

Tiger Oak
Management LLC
PIKE ROAD

Tiger Oak LLC
PIKE ROAD

Timberline Golf Club LLC
CALERA

Trusty Vet Support
Services LLC
HUNTSVILLE

Turner Beverage Co. Inc.
HUNTSVILLE

Tuscaloosa
Focus MD LLC
NORTHPORT

Vintage West LLC
CULLMAN

WBL at Orange
Beach Inc.
LILLIAN

Wild Bill's Sports
Bar & Grill LLC
MADISON

Wildcat Investments of
Alabama LLC
AUBURN

Wolf Bay Lodge Inc.
FOLEY

Yankee Stork LLC
HUNTSVILLE

Yeti The Kathmandu
Kitchen LLC
MOBILE

YP - Liberty Park LLC
BIRMINGHAM

Gigi’s Cupcakes in Opelika Features Franchise’s First Drive-Thru

Story and photo by Melissa Johnson Warnke

For Jennifer and Patrick Cooper, owners of five Gigi’s Cupcakes locations, business has never been sweeter.

The husband and wife team’s newest location in Opelika is the only Gigi’s Cupcakes with a drive-thru, appropriately named the “Sweet Lane.” Now, customers can satisfy their Gigi’s craving without ever leaving their vehicle.

Customers simply drive up to the window where a menu is listed to their left, give their order, pay and receive their purchase. It was important to the Coopers that there wasn’t a speaker system, so they could continue their face-to-face customer service.

“It’s been a dream of mine to have a drive-thru,” explains Jennifer. “And when we learned this property would have a corner build-out, it just fell into place. We met with Gigi about the idea, and she was excited about it. She said, ‘Go for it!’”

The Coopers first met Gigi Butler in 2009. They’d become fans of the gourmet cupcakes, known for their signature tall swirl of icing. Through happenstance and professional setback, they found themselves interested in opening their own franchise. At the time, Gigi’s Cupcakes was a relatively new company, so Jennifer and Patrick became one of the first five franchisees.

Jennifer had visited a Gigi’s Cupcakes in Tennessee and happened to think back to a menu she’d picked up that included information about franchise opportunities.

“I was half-joking, and half serious when I said, ‘What about bringing a Gigi’s to Auburn?’ We’d both gone to school there and talked about one day moving back,” Jennifer remembered.

Months later, they sat across a table from Gigi, finalizing details of their first location in Auburn, which opened in August 2010. That began a whirlwind of excitement and expansion over the next six years, which included the Coopers opening three additional locations in Alabama –

Montgomery, Prattville and Opelika – as well as one in Columbus, Ga.

“We are so thankful for the opportunities this business has given us,” said Jennifer. “I don’t think we ever imagined we’d be in the food industry, but we are both avid learners, and have loved every minute of this experience.”

👉 [Read more about the Coopers and their Gigi’s Cupcakes stores at alabamaretail.org/news/gigis-cupcakes-opelika-features-first-drive-thru-sweet-lane/](http://alabamaretail.org/news/gigis-cupcakes-opelika-features-first-drive-thru-sweet-lane/)





Socially Speaking

THE POSTS YOU MAY HAVE MISSED

“I’m still in awe. We felt so blessed to be recognized and to represent Alabama.”


- JODIE STANFIELD



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




ALABAMA EMPLOYMENT LAW:
JURY DUTY



Alabama Retail Association Member Local Joe’s Trading Post owner Jodie Ray Stanfield accepts the 2017 Alabama Small Business Person of the Year award in Washington, D.C., during National Small Business Week. He is pictured with his wife, Karen (left), and Linda McMahon, director of the U.S. Small Business Administration (right). *May 3* 

Employment Law FAQ: Has one of your employees been summoned for jury duty? Watch this short video to make sure you know what Alabama law requires of an employer in this situation. This Employment Law Question of the Month is brought to you by ARA and Lehr Middlebrooks Vreeland & Thompson, P.C., a Birmingham-based labor and employment law firm. Alabama Retail members have free access to employment law resources and expert help. *Jan. 31 video* 



Our #MemberMonday is Satterwhite’s Furniture in downtown Eufaula! The furniture store has long been a staple in the downtown area, and new owners Alenna and Sylvia are adding their own special twist to the business, including the addition of The Flower Corner Inside Satterwhite’s. *#ShopAlabama Mar. 20* 



Gregerson’s Cash Saver in Hokes Bluff is open! While this location is new, the Gregersons and Gregerson’s Foods Inc. have been in business since 1969 and an Alabama Retail Association member since 1976. Congratulations to this wonderful community retailer on your recent growth! *Apr. 17 link to Gadsden Times article* 



We’re on Facebook LIVE to talk about the business of social media. Small business owners share real-life tips for effectively leveraging social media to engage customers. *Jan. 24 video* 

RECENTLY RE-TWEETED @ALABAMARETAIL

LANDMARK: Chris’ Hot Dogs – a Montgomery institution – prepares to mark its 100th birthday <http://bit.ly/2n6GHrK> @AlabamaRetail Mar. 20 tweet by Made in Alabama 





DEDICATED SERVICE

ARC HONORS DARRELL BOURNE FOR HIS CONTRIBUTION TO ALABAMA RETAIL

Story by Melissa Johnson Warnke. Photo by Tracy Higgins Young.

In April, Alabama Retail Comp honored Darrell Bourne for his 21 years of service to the ARC board of trustees. Bourne, the retired treasurer and chief financial officer for Ragland Bros. Retail Cos. Inc., served as a trustee from 1996 to 2017. Rick Brown, ARA president and ARC fund administrator, along with ARC Chairman Ken Hubbard, presented him with an engraved plaque.

"Darrell has been an asset to Alabama Retail for more than two decades," said Rick. "In addition to his full-time job, he always found time to be an energetic and detail-oriented leader, presiding over meetings, appearing at special events, and writing and visiting congressmen. We are thankful for his years of dedication."

In addition to his service to ARC, Darrell sat on the Alabama Retail Association's board of directors from 1988 to 2011. He served on the executive committee from 2004 to 2011, including the 2008-2009 term as chairman. A tireless advocate for Alabama's retail industry, Darrell spoke in support of the back-to-school sales tax holiday and the rewriting of Alabama's food safety laws. Every time he had the opportunity, he also traveled with ARA to Washington, D.C., to carry the retail message to Alabama's congressional delegation.

"I am proud of all my years working with the outstanding ARA staff, first under Charlie McDonald's and later under

Rick Brown's leadership," said Darrell. "We accomplished so much for the retailers of Alabama both at the state level and through the many Washington trips we made."

Ragland Bros. Retail Cos. Inc. operates Lucky's, Piggly Wiggly and Stop to Save Supermarkets in north Alabama and southern Tennessee. Bourne was the company's treasurer, chief financial officer and minority shareholder

from 1986 until his retirement in 2015.

In addition to his Alabama Retail service, he served on the Alabama Department of Agriculture Food Safety Retail Advisory Committee and the Alabama Grocers Association and the National

Grocers Association Governmental Affairs Committees. He was also a part of the Huntsville Chamber of Commerce Small Business Committee, the Board for the Better Business Bureau and is currently on the board of elders at Valley Fellowship Church.

"On ARC's board, I saw the transformation of a small workers' comp insurance company into one of the largest and most successful in the state," Darrell said. "Through the diligent efforts of Rick Brown and Mark Young and their entire team, ARC is now returning millions of dollars each year in dividends back to its growing number of member participants." ■



Darrell Bourne and Randy, his wife of 50 years, relax during a 2008 trustee retreat. The Bournes have two children – Lori (Allan) Abbott of Fort Payne and Eric (Colleen) Bourne of Alabaster – and six grandsons.

MEMBERSHIP MATTERS

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

MORE THAN 4,200 BUSINESSES ALREADY KNOW WHY

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 members and take advantage of all your association has to offer. Visit us at alabamaretail.org

Legislative Clout

"The Alabama Retail Association has been a great resource to help us to stay up to date on legislation coming through the pipeline on a state and federal level. I am always impressed with how quickly they can respond to questions and how knowledgeable they are on such a broad range of topics." - **JACOB SHEVIN, STANDARD FURNITURE**

Cost-Effective Workers' Compensation Coverage

"Alabama Retail Comp provides quick, accurate and helpful responses to employers and employees on workers' comp claims." - **DARWIN METCALF, WESTERN MARKET**

Low-Cost Credit Card Processing

"CHECKredi® reduced our credit card related fees by half of what we were paying previously. CHECKredi® ultimately benefits our customers."

- **ANISSA BONOSKY, DAVIS DIRECT INC.**

In-Depth Communication

"Alabama Retail does an excellent job of assisting small business owners in navigating the complex environment involved in operating retail stores in Alabama. Always readily available and quickly responsive, the ARA is an incredible resource, providing many tools that are invaluable in our store operations." - **MARGARET HAMM, MONOGRAMS PLUS**