

Alabama Retailer



MEMBER HIGHLIGHT
DON TROWBRIDGE

OWNER OF 100-YEAR-OLD
ICE CREAM/SANDWICH SHOP

RETENTION RATE
*ARC retains 98%
of its insureds*

RETAIL
LEADER

Jacob Shevin

PRESIDENT OF
STANDARD
FURNITURE CO.

MEMBER BENEFITS
*Legislative
summaries
and statewide
election guides*

Q&A:
Exempt
Employees
or Not?

From the President



**Retailers,
Better Together
for 75 Years**



For 75 years, the Alabama Retail Association has been promoting and protecting retailers.

It is what we do.

It is an honor to serve those who sell food, clothing, furniture, medicine and more to the citizens of Alabama, impacting almost every aspect of daily living in our state.

It is an honor to serve those who provide jobs – more than 400,000 jobs to be exact.

It is an honor to serve those who support their communities by sponsoring Little League teams, by donating items to silent auctions and volunteering for community organizations.

Retailers work hard. They invest in their businesses and communities. Their contributions provide the economic backbone for our state.

In 1943, retailers came together to form this association to give retailers a voice when public policy is made.

Those voices should be heard, and I'm happy to help however I can.

Whether it is providing cost-effective workers' compensation coverage, lobbying on your behalf in the Alabama Legislature or in Congress or helping to tell the retail story, I and the entire Alabama Retail Association staff is here for you.

Please call on us.

We may not always have an answer, but we will share whatever we learn.

You keep turning on the lights, serving customers, sweeping the floors, paying the bills and doing what you do to keep your business going.

We've got your back.

Rick Brown, Publisher and President

Alabama Retailer

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Alabama Retailer of the Year and Centennial Retailer nominations due May 14

The Alabama Retail Association will accept nominations for the 2018 Alabama Retailer of the Year and the Alabama Centennial Retailer awards through Monday, May 14.



In its 19th year, the Alabama Retailer of the Year awards recognize outstanding retailers who have demonstrated a blend of sound business practices with commitment to their communities, customers and employees.


Nominees must own, operate or manage a retail business with a physical presence in Alabama and that Alabama location must have been in operation for a minimum of five

years. To be considered a retail operation, a business must collect state and local sales taxes.

 *Nominate your favorite retailer at alabamaretail.org/retaileroftheyearnomination/*

Retail businesses that began in 1918 or before are eligible to be recognized as Alabama Centennial Retailers. Retailers nominated will be contacted and asked to provide a brief history and other information about their business.



 *Help us recognize a retailer that has been in business for 100 years or more by filling out the form at alabamaretail.org/centennialretailernomination/*

HISTORY ROOTED IN LOVE

125-Year-Old Florist Prepares for Busy Valentine's Day Holiday

ON FEB. 14, EVERYTHING COMES UP ROSES FOR
MONTGOMERY'S ROSEMENT GARDENS

Story and Photos by Melissa Johnson Warnke



Rosemont Gardens Manager Jerry Thrash, a third-generation employee of the business, poses with the store's signature red roses. Some 3,000 of the Valentine's Day favorites will go out the doors in February.

Every February, the coolers at Capitol's Rosemont Gardens in Montgomery are packed full of beautiful, fresh blooms, including nearly 3,000 red roses.

"Valentine's Day is definitely a rose holiday," says Manager Jerry Thrash. "We always run out of red roses."

While Valentine's Day is the third largest annual holiday for Rosemont Gardens, behind Mother's Day and Christmas, respectively, it is arguably the busiest one-day event of the year for the Montgomery florist.

"It's a big holiday for us because it's crammed into one day. Other holidays, even Mother's Day, stretch over a weekend or week, but Valentine's Day is specifically one day. It's very strenuous, but it's also a very big moneymaker for us," added Jerry.

Jerry says the shop is especially busy on years that Valentine's Day falls in the middle of the work week, as it does this year. It is one of the reasons the heartfelt holiday has always been one of his favorites.

"Women love getting flowers at work, and men love sending their wives or girlfriends flowers at work," explained Jerry. "We have a lot of walk-in customers on these holidays that we don't normally have. It's always fun to see the guys picking out flowers for the first time."

More Than Florals, But Flowers Key

Specializing in flowers and home décor, Capitol's Rosemont Gardens also carries handbags, jewelry and a wide range of gift items. But the flowers are what it's best known for, says Jerry.

"When you get your flowers from Rosemont, you know they're from Rosemont. That quality is what we're known for."

Rosemont Gardens creates and delivers arrangements for birthdays, anniversaries and other special occasions. Many businesses and individuals in and around Montgomery hire Jerry and others at the shop to decorate their homes and offices for the holidays and other special events.

History

The florist and shop has been part of the Montgomery community since 1892, making it one of the area's oldest continually operating retailers. In November 2017, the business celebrated its 125th anniversary with a weekend celebration.

Jerry, whose mother and grandmother were also employees of the store, says he enjoys sharing Rosemont Gardens' history with members of the community, especially during the shop's recent milestone anniversary. Being the

third generation in his family to work at Rosemont, he is regularly invited to speak on the subject to local garden clubs and other groups.

Company founders "William Burns Patterson and his wife, Maggie, were immigrants from Tullibody, Scotland," he said. "They had a yearning to teach the uneducated. They came South, and after living in Mississippi and West Alabama for a short time, they landed in Montgomery. You should also know the family was instrumental in

founding Alabama State University. Tullibody Hall, on campus, is named for their hometown."

Rosemont Gardens has changed locations several times during its 125-year history. Jerry said it was once located near 100-year-old Chris' Hot Dogs on Dexter Avenue, just down from the Alabama Capitol.

"The other location people remember was on Perry Street, which had big windows they used to decorate. Since 1966, we have been at the current location on Rosemont Place in Montgomery."

On the heels of a huge anniversary year, Jerry believes the store's legacy will carry it forward for many years to come.

"The Rosemont experience is something that anybody from Montgomery can tell you about. From the conception in 1892 until today, it has such a rich history. When you pair that with the camaraderie of all the people who work here and have worked here, it's just a great place." ■



"When you get your flowers from Rosemont, you know they're from Rosemont," says Manager Jerry Thrash. Shop Capitol's Rosemont Gardens at 2210 Rosemont Place in Montgomery from 8 a.m. to 5 p.m., Monday through Saturday. Visit online at capitolrosemont.com

DOWNTOWN REVITALIZERS

Couple Recognizes Retail Potential in Downtown Dothan

TWO BUSINESSES SPRING FROM TRANSPLANT'S DREAM
OF WHAT HER HUSBAND'S HOMETOWN COULD BE

Story and Photos by Melissa Johnson Warnke



Christy Keyton named her downtown Dothan home décor and gift shop after her grandmothers, Naomi & Olive. She and her husband, Johnny, also own the Bird & Bean Coffee Shop next door.

On a sunny Alabama afternoon, Christy and Johnny Keyton sit outside their busy coffee shop on Foster Street in downtown Dothan. With the front doors propped open, customers and friends coming by for their daily caffeine fix happily interrupt their conversation.

"We have a lot of repeat customers at Bird & Bean and Naomi & Olive. We have gotten to know them, and they ask about our kids. We ask about theirs. We love that," said Johnny.

But the charming streetscape wasn't always so picturesque. In fact, when Christy first saw the once-deserted downtown district, her disappointment ignited a passion for its potential.

"Within the first couple of months of living here, I drove down this street. And I thought, 'Why is nobody down here? These are the cutest buildings! Why is it like this?' Most of them were boarded up," Christy described.

Christy, who is originally from Birmingham, was accustomed to a plethora of shopping options – from the quaint, locally owned shops in Homewood to the big department stores at the city's many shopping malls.

"When we moved here in 1986, and my husband started his dental practice in his hometown of Dothan, I asked him, 'Where does your mother shop?'

And he said, 'She goes to Montgomery for some things and other towns at times.' And I thought, 'I'm about to spend the rest of my life in this town, and there's nowhere to shop!'"

As the years passed, her husband grew his dental practice and they focused on raising their family. But her dream of what downtown Dothan could be, never left her.

"There was really only one shop and one restaurant down here. We would come and eat there often just because I could see a vision for what it could be. I kept telling Johnny, this could be so cute if somebody would just come in and invest in this space and get it going."

And So, It Began

She also worked some Saturdays for a friend who owned an antique mall downtown. One morning in December 2014, that friend told her she was ready to sell her building. That afternoon, Johnny met Christy downtown for lunch.

"Let me guess," Johnny says he told Christy. "You want to buy that building?"

Two weeks later, the Keytons made an offer, and they closed in March 2015. By July of the same year, and after some minor renovation work, they opened Naomi & Olive. The store is named after Christy's two grandmothers. It carries home décor and gifts, including items made by local and regional artists.

"We were in the black after only six months, and we showed profit within our first year in business, which is unheard of for a small business," Christy said.

Coffee Too

The Keytons said it became a running joke in the store to count how many times a customer would ask if there was a coffee shop nearby. Unfortunately, they'd have to say there wasn't one in the downtown area.

"After about a year of that, Christy and I thought, 'Maybe there ought to be a place you can get coffee downtown. Maybe we should think about it,'" said Johnny.

It just so happened that the building next door to Naomi & Olive came up for sale, and the Keytons, once again, found themselves making an offer on a downtown building.

After purchasing that space, it required a major overhaul to bring their vision to life. In July

2017, they opened Bird & Bean Coffee Shop, adjacent to Naomi & Olive.

"Every detail, we felt like the Lord just worked out along the way," Christy said. "I believe that the Lord gave me this vision, and Dothan was just right for something like this."

The Keytons believe the key to their success has been their ability to connect with customers in a way that only small, local businesses can.

"When you come in our store, I'm actually the one greeting you at the door. We will help you pick out a gift, and we will wrap it for you! We want you to have a feeling that we really care about you. And I feel like we do that, and we do it well," Christy added.

"I saw a sign not too long ago that said when you shop with a small business, an actual person does a happy dance, and I love that. It's so true," she said. ■



Shop Naomi & Olive at 140 N. Foster St. in downtown Dothan Monday through Saturday, 10 a.m. to 5 p.m., or online at naomiandolive.com. The adjacent Bird & Bean Coffee Shop is open Monday through Wednesday, 7 a.m. to 5 p.m., and Thursday through Saturday, 7 a.m. to 7 p.m. Visit online at birdandbeancoffee.com

Q&A

with employment law expert Richard Lehr



Are Your Exempt Employees Really Exempt?

I'm confused by all the regulatory and court rulings surrounding overtime exemptions. What is the salary threshold for an employee to be exempt from overtime?

Despite efforts by the previous administration, overtime regulations under the U.S. Fair Labor Standards Act remain the same as they have been since 2004. For an employee to be exempt from overtime, they must make at least \$455 weekly, which translates into an annual salary of \$23,660. Salary is just part of the equation though. It is the job duties test that trips up most employers. Retailers should determine whether employees currently classified as exempt from minimum wage and overtime truly meet the exempt status. Job title is the least important factor for an exemption. Exemptions are like tax deductions, it's the burden of the taxpayer to prove the validity of the deduction. It's the burden of the employer to prove the validity of the exemption. You're not required to treat employees over a certain salary as exempt, but if you do, be sure to check its done properly. Otherwise, you risk owing a lot of money.

Aren't all managers considered exempt employees?

No. Executive employees are just one of the categories of employees who can qualify as exempt. This exemption may include managers. For an executive exemption:

- An employee's primary duty must be management.
- The employee must direct the work of at least two or more other full-time employees.
- The employee must have the authority to hire or fire other employees, or that employee's suggestions and recommendations to hire or fire must be given particular weight and deferred to regularly.

What about administrative employees?

An administrative employee exemption is one of the most difficult to sustain. The primary duty must be office or non-manual work that relates directly to management and the individual must exercise independent judgment and discretion concerning matters of significance. Reordering product that costs several thousand dollars does not require independent judgment and discretion. However, if the employee evaluates bids from different providers, negotiates with them and makes a recommendation to the employer, then that is closer to the discretion and independent judgment necessary for this exemption. Office or administrative employees often deal with important, confidential matters. That does not mean they are exempt.

May an employee qualify for an exemption as a "professional?"

Under the professional employee exemption, the work requires advanced knowledge in science and learning and consistent exercise of discretion and judgment. This is customarily acquired by a prolonged course of specialized intellectual instruction, such as a college degree. The degree must be related to the field of study used on the job. There are also exemptions for creative professionals, computer professionals and outside salespersons.

May commission paid sales employees qualify for exempt status?

A commission sales employee of a retail or service establishment may be considered exempt, provided more than one half of the employee's earnings are from commissions and the employee must earn at least time and a half of the minimum wage for every hour worked. ■

 *These responses have been edited for space, read the full answers on alabamaretail.org*

Local Hardware Store is There When You Need It, Rocky Ridge Hardware Owner Says

Story by Nancy King Dennis. Photo by Brandon Robbins.

“In times of crisis or in times when it counts, the hardware store is there, whether it is a snowpocalypse or some type of fund-raising event for a local cause,” said Dan Moran, owner of Rocky Ridge Hardware, a Vestavia Hills fixture for 33 years.

When Dan was looking for a business opportunity in 2013, the hardware store in the Rocky Ridge Square shopping center fit the bill perfectly as it already filled a community need and came with existing clientele. Dan’s plan was to “grow the business from its existing customer base and sales numbers to the next level.”

He’s done that by gaining access to the Ace Hardware supply chain

while remaining an individually branded retailer. “It has allowed us to offer premium destination brands such as Yeti, Craftsman, Traeger and Husqvarna,” said Dan. Customers come in for the brand name, large-ticket items and keep coming back for the smaller items, he said.

For the Kansas native whose wife grew up in Hoover, owning the neighborhood hardware store “allows me to be involved with family and work at the same time,” he said. The Morans have four children, all in the Vestavia Hills school system.

The store is both close to his home and convenient for his customers. “We are right down the street from wherever they are,” he said. “You can come in, talk to somebody really quick.”

His hardware store, like most, is a hub, he said. “Neighbors are coming in and swapping stories,” whether they just saw each other at last weekend’s game or haven’t talked in a year, he said. When there is severe weather, even if a shelter-in-place order has gone out, “we end up being a rallying point,” he said.



“With the Alabama Retail Association, the state and television stations promoting the severe weather sales tax holiday, people definitely do take advantage of it,” said Dan Moran, owner of Rocky Ridge Hardware at 3354 Morgan Drive in Vestavia Hills.

Rocky Ridge Hardware is among the many stores where Alabamians can buy tax-free items the last full weekend in February to prepare for weather emergencies. In electronic communications and advertisements, “we let customers know what is included and not included in the tax holiday,” Dan said. Still, his customers tend not to plan ahead. When bad weather hits

or is about to hit, “that’s when the flashlights go, the batteries, the candles, the tarps,” he said.

During the February tax holiday, the state’s four-percent sales tax is waived on common emergency supplies costing less than \$60 as well as generators valued at \$1,000 or less. Rocky Ridge carries most of the covered items, except for generators. Flashlights and weather radios tend to be the most popular sellers during the tax-free event, unless there was a major weather event the year before, Dan said. Then, tarps move up the list in popularity, he said. ■



Learn more about Alabama’s Feb. 23–25 severe weather preparedness sales tax holiday at alabamaretail.org/alabamasalestaxholidays/

CENTENNIAL RETAILER

‘Quality Product, Reasonable Price, Excellent Service’ = Success

TROWBRIDGE’S IS THE OLDEST BUSINESS STILL OPERATING
IN ITS ORIGINAL LOCATION IN FLORENCE

Story by Melissa Johnson Warnke. Photos by Brandon Robbins.



Don Trowbridge is the third-generation owner of Trowbridge's, a family owned ice cream and sandwich shop in downtown Florence. The business turns 100 in 2018.

An unpretentious, old green awning out front tells the story of the enduring Trowbridge's Ice Cream Parlor and Sandwich Shop. For nearly 100 years now, generations of families have been creating memories inside the downtown Florence eatery founded as Trowbridge's Creamery.

"My favorite thing has been to see a little blue-haired grandmother come in and sit up there with her grandchild, and to overhear her say, 'Honey, when I was your age, my grandmother brought me in here, and we sat here in these same seats. I love that,'" said Don Trowbridge.

The 80-year old owner of Trowbridge's in Florence is the third-generation to run the family business. Famous for its orange pineapple ice cream and chicken salad sandwiches, the beloved local eatery will celebrate its centennial anniversary on March 12, the same day the city of Florence marks its 200th anniversary.

From the vintage mint green leather booths to the decades-old menu above the ice cream bar, not much has changed over Trowbridge's 100 years of business.

A Premonition?

As Don tells the story, it was 1917 when his grandfather Paul Trowbridge traveled from his Texas home to a dairy convention in North Carolina. He stopped for the night in a little town called Florence, Alabama.

"I don't know if it was a premonition, or what," Don said, "But by the time that convention was over and he made it back to Texas, he'd decided he was going to move to Florence with my grandmother and dad."

The next year, they built Trowbridge's on North Court Street in downtown Florence, where it remains today. Trowbridge's is the oldest business still operating in its original location in Florence. The famous orange pineapple ice cream flavor was invented and created by his grandfather, and the shop served only ice cream until his father went off to World War II. While he was away, Don's mother ran the shop and added hot dogs and sandwiches to the menu.

Until about 50 years ago, the ice cream was made in-house. Even though a Nashville creamery now makes the ice cream, it's the same Trowbridge family recipe it's always been. And the same goes for his mother's famous chili dog recipe, which Trowbridge's customers helped perfect.

By 1983, Don's mother was growing tired of the daily demands of running the business. The following year, Don began plans to take over, and in 1985, he retired from Reynolds Metals Co. and bought out his mother and brother to become the third-generation owner.

"When I took over the business, my mother gave me one piece of advice, 'Son, it's not broke, so don't try to fix it.' And I can tell you, I haven't changed much," said Don.

While locals keep the tables full daily, tourists frequently make a point to visit the restaurant. Over the years, it's also been patronized by many famous musicians, thanks to its

proximity to Muscle Shoals. Even Franklin Delano Roosevelt was photographed having a bite to eat at Trowbridge's.

Secret to Success

If you ask Don Trowbridge, the secret to the business' longevity can be summed up with a simple analogy.

"There's only three things it takes to make a success. A quality product at a reasonable price with excellent service. It is a three-legged stool, and if you remove any one of the legs, you're not going to make it," he said.

Don says he strives to use that formula every day he walks in the doors at Trowbridge's. And so far, he has no plans to retire anytime soon.

"My son asks me all the time, 'Dad, you're 80 years old. When are you going to hang it up?' And I tell him, 'When I get old enough or quit having fun, whichever comes first.' So, when I'm ready, he is ready to step in and take it over." ■

 ***For more information, visit alabamaretail.org***



Enjoy some of Trowbridge's famous orange-pineapple ice cream from 9 a.m. to 7 p.m. Monday through Saturday at 316 North Court Street in Florence.

Retail Leader

By Nancy King Dennis

AN INTERVIEW WITH

Jacob Shevin
Alabama Retail Chairman
& President of Standard
Furniture Co.

Photo By Brandon Robbins

Jacob Shevin doesn't put much stock in generational differences.

He says his youth hasn't impeded him in his career at Standard Furniture Co.

His biggest challenge when he started working at the family owned business after college was "overcoming being the boss's son," he said.

"I work with people who have been working in our company for longer than I've been alive," said the 35-year-old leader of the 106-year-old Birmingham-based home furnishings company. Gaining those individuals' respect motivated him, Jacob said.

Then, at age 29, Jacob became the boss after the 2012 death of his father.

Jacob's management style is to "let the people who know what they're doing find the best course on executing and completing a project or reaching a goal."

A company's success isn't based on any one person, he said. At Standard Furniture, the team decides on projects and goals.

"We have a great team, but everyone is extremely important," he explained. "It doesn't matter how good your sales team is if your delivery team doesn't perform at a high level; and it doesn't matter how great of a delivery team you have if they don't have anything to deliver. We also have 10 people in our corporate office who act as a support staff for our stores and do everything from accounting to operations and merchandising."

Altogether, Standard Furniture's 14 stores in Alabama and Tennessee employ 100.

"We work together to come up with a plan, then work to execute the plan," Jacob said.

THE ESSENTIALS

Founded
1912

Number of Employees
100

Mentor
My father, Stuart Shevin

Smart Move
Surrounding myself
with smart people.

Learning Moment
2007-2010
(The Great Recession)

Wisdom Shared "Nothing happens until the sale is made." – Stuart Shevin

See more
of this story at
alabamaretail.org



Birmingham-based Standard Furniture Co. operates 13 stores from Pelham north in Alabama as well as a Tennessee location. The fourth-generation family retailer was founded in 1912.

"Retailers play a huge part in the success of a community. The smaller the community, the more important the local retailer is in that community."

- JACOB

Better together

Organizing people around common goals appeals to Jacob.

"One thing I learned from my father was to be association minded, both in the Alabama Retail Association and in the home furnishings business," he said. Stuart Shevin, Jacob's father, served three years as an Alabama Retail board member. Jacob has served on the board since 2013 and has been a member of the association's executive committee for four years.

On Jan. 1, Jacob began a two-year term as chairman of the Alabama Retail Association. He also serves on the board of directors for the Home Furnishings Association, the nation's largest association of home furnishing retailers.

"Every industry is different, but if you get together to discuss issues, those discussions become meaningful to the group as a whole," Jacob said.

"My goal as ARA chairman is to get more small businesses involved. I also want to make sure that small business has a voice, a seat at the table in legislative affairs," he said. "If it wasn't for associations, like the Alabama Retail Association, those voices would go unheard."

Meeting together also has benefits for individual retailers. "If you attend a meeting or conference and walk away with one new idea, it could be the element that takes your business to the next level," he said. "You learn the right thing at the right meeting, and it can pay for itself 10 times.

"I love going to ARA meetings and events," he added.

Two people he has especially enjoyed interacting with are Bromberg and Co. President Ricky Bromberg and George Wilder, owner of The Locker Room in Montgomery and

Continued on page 14

Auburn, both past ARA board chairmen. "They are such great merchants and retailers," Jacob said. "I talk to those guys a lot about their businesses and visit their stores whenever I can."

Another goal for his ARA chairmanship is "to get to know more people on the board and learn about their businesses and what makes them successful."

Business fascination

"I'm fascinated by business," said Jacob, a 2005 commerce and business administration graduate of the University of Alabama. "To have a product at the right price at the right margin requirement to pay the bills so you can do it all over again is what interests me."

He became the fourth generation to work at Standard Furniture when he was in college. He started at the Leeds store. "I would take payments, call customers and learn about the back end." Once he had his degree in hand, he went to work in the corporate office in marketing and advertising.

Although Jacob worked for and was influenced by his father, he didn't know his grandfather or great-grandfather.

The company

"It is my understanding that my great-grandfather started out of a wagon selling door to door," said Jacob.

Felix Shevinsky founded Standard Furniture Co. as Standard Furnishing Co. in 1912.

"We've always been in the retail, consumer products business," said Felix's great-grandson. While the company has always sold furnishings, it hasn't done so exclusively.

Sometime after its founding, the business became known as Standard Clothing Co. and sold installment clothing and home furnishings. In 1935, the company bought the furniture store next door and became Standard Clothing and Furniture Co. The clothing operation was discontinued in 1957, and the business has been known as Standard Furniture Co. ever since.

Over the years, the company has bought and merged with other companies, opened, closed and relocated stores, but generally has operated in the north half of Alabama with one store just over the border in Tennessee.

Its Alabama stores today can be found in Bessemer, Birmingham, Center Point, Cullman, Fayette, Gardendale, Graysville, Hartselle, Leeds, Moulton, Pelham, Pell City and Talladega. The Tennessee store is in Fayetteville.

"We have seven stores in the Birmingham advertising market," said Jacob, "and then seven stores in small towns that are kind of their own market."

"We are always looking for new opportunities," he said. "We look at advertising markets and we try to get as much retail sales out of a market as we can. If we can put a store in a new city within a market we are already advertising in without taking away from another store, we try to jump on that."

Overall, Standard Furniture strives "to be an affordable place to shop for home furnishings and to treat people right," its president said. ■



Standard Furniture's Alabama stores are in Bessemer, Birmingham, Center Point, Cullman, Fayette, Gardendale, Graysville, Hartselle, Leeds, Moulton, Pelham, Pell City and Talladega. Visit standardfurniture.net

ALABAMA RETAIL'S OTHER 2018 OFFICERS



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Books-A-Million



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Bob Akers
Davis Direct



Executive Committee Designee
Terry Shea
Wrapsody



Immediate Past Chairman
Ricky Bromberg
Bromberg & Co. Inc.

[Find a full list of ARA directors at \[alabamaretail.org/association/directors\]\(http://alabamaretail.org/association/directors\)](http://alabamaretail.org/association/directors)

Alabama Retail Adds Three to its Board of Directors

THE ALABAMA RETAIL ASSOCIATION HAS ADDED THREE NEW MEMBERS TO ITS BOARD OF DIRECTORS. THEIR TERMS BEGAN JAN. 1

Story by Nancy King Dennis.

Katherine Bell is the regional director of state government affairs for CVS Health. She replaces Irving Porter of Bessemer on the Alabama Retail Association board of directors. Porter, who retired from CVS' Workforce Initiatives Department in 2017, had served on ARA's board for 21 years.

MEMBER
SINCE
2003



Since 2014, Bell has overseen government affairs for Georgia, Alabama, Mississippi, Louisiana and Arkansas for CVS Health. She also serves on the State Chamber of Oklahoma board of directors. CVS Health employs more than 3,500 people and operates 183 pharmacies in Alabama. CVS Health also maintains a specialty pharmacy, infusion center and two distribution centers in Alabama.

Katherine previously served as director of government relations for the Georgia Hospital Association and as a legislative assistant for former U.S. Sen. Saxby Chambliss.

She has a political science degree from the University of Georgia.

She and her husband, Jonathan Raynor, live in Atlanta.

Margaret Hamm is co-owner and operator of Monograms Plus of Cullman LLC, a jewelry, gift and apparel shop that offers onsite monogramming.

MEMBER
SINCE
1999



The business began in March 1999 as a 300-square-foot garage workshop. Today, it is a 9,000-square-foot store in downtown Cullman's warehouse district

that includes commercial personalization equipment. Along with Margaret, the store employs 10.

Margaret graduated from Auburn University in 1982 and worked in the medical human resources field until she and her husband, Mark, opened the store. The store grew out of Margaret's passion for embroidering and smocking clothing for the couple's two daughters, Sarah and Ellen, who are both adults and married now.

The Fort Deposit native and her husband live in Cullman. They have three grandchildren.

Jodie Stanfield is the owner of Local Joe's, a farm-to-plate and barbecue restaurant, market, bakery and caterer in Rainbow City and Alexandria. There is also a licensed location of Local Joe's in Cave Spring, Georgia.

MEMBER
SINCE
2017



Jodie has been in the restaurant business for 32 years. While he has been associated with TGI Fridays, LongHorn Steakhouse and Applebee's, mostly in the Birmingham market, he returned to his native Etowah County in 2009 to combine his passion for food with his love for everything local. He and his wife, Karen, were named Alabama's 2017 Gold Retailers of the Year in the Annual Sales \$1 Million to \$5 Million category. Jodie also was named by the U.S. Small Business Administration as its 2017 Alabama Small Business Person of the Year.

Jodie and Karen Stanfield have three adult children, two sons and a daughter. ■

[Find a full list of ARA directors at alabamaretail.org/association/directors](http://alabamaretail.org/association/directors)

Welcome New Members



FEATURED NEW MEMBER

**CAHABA BREWING
CO. LLC
BIRMINGHAM**

Founded 2011

OWNERS

Andrew Pharo, Liz Pharo, Burton Dunn, Eric Meyer, Jake Hayes, Andy Gwaltney

NUMBER OF EMPLOYEES

30

PICTURED

Andrew Pharo, chief financial officer and managing partner

LOCATION

**4500 5th Ave
South. Building C
Birmingham, AL
35222**

3rd Avenue Hospitality Inc.
BIRMINGHAM

Ambulatory Anesthesia
Associates of Montgomery PC
MONTGOMERY

AMG Pharmacy Inc.
BIRMINGHAM

Bender's24 LLC
HARTSELLE

Bicycle Cove LLC
BROWNSBORO

Big Boy Properties LLC
SPANISH FORT

BKJ Investments LLC
OPELIKA

Blackbelt Gardens & Gifts LLC
DEMOPOLIS

Bushco LLC
ANDALUSIA

Cazadores Restaurant LLC
ALEXANDER CITY

Cigar Room LLC
MADISON

Courtney Thompson and
Meagan Richardson
TUSCUMBIA

Cox Restaurant Group LLC
MOBILE

Currie Systems Inc.
HUNTSVILLE

CWBT LLC
TUSCALOOSA

D & L Foods Inc.
ALEXANDER CITY

Decatur Engravers
and Supply Inc.
DECATUR

Eagle Hospitality Inc.
DEMOPOLIS

Eastern Shore Foot Center PC
DAPHNE

Farm Bowl + Juice Co. LLC
BIRMINGHAM

FFEnterprise Inc.
ENTERPRISE

Food Brokers Inc.
GARDENDALE

Ginza Japanese
Steakhouse LLC
MONTGOMERY

Harrison Foods LLC
DOTHAN

Hazel Green Bruce Inc.
HAZEL GREEN

Heather Davis
ELBA

Herring's GFY LLC
NORTHPORT

Holi Indian Cuisine Inc.
DOTHAN

Hometown Pharmacy LLC
GILBERTOWN

Hyde Home Health
Medical Supply Inc.
ONEONTA

J & C Grant LLC
BOAZ

J & S Grill LLC
JASPER

JATAM Inc.
PELHAM

Jay Real Estate Investments LLC
ENTERPRISE

Keegan's HSV LLC
HUNTSVILLE

La Gran Fiesta Inc.
TUSCALOOSA

Laxmi Kuber LLC
MUSCLE SHOALS

Link's Cullman LLC
CULLMAN

M & S Sports Diners Inc.
PRATTVILLE

Marc Miller DMD MS LLC
DAPHNE

Mattress Man of Mobile LLC
MOBILE

MaxxClean Carwash 1 LLC
HOOVER

McMath 1 Corp.
DECATUR

McMath 2 Corp.
FLORENCE

McMath 3 Corp.
GARDENDALE

MST Dental PC
BIRMINGHAM

Nexus Cinema Dining LLC
MOBILE

Olmstead, Harrell & Garner LLC
GULF SHORES

OM Hotels LLC
TUSCALOOSA

One Life Chiropractic Inc.
FOLEY

P & CK LLC
MOBILE

Pack-N-Ship Inc.
ANDALUSIA

Palmetto Management
Group LLC
VESTAVIA HILLS

Pinson Family Dentistry PC
PINSON

PNicole LLC
DECATUR

Raphael Investments LLC
THEODORE

RedX Fitness LLC
DECATUR

Regional Truck Parts LLC
HANCEVILLE

Roger Owens
HUNTSVILLE

Ronnie Lee's Automotive Inc.
DAPHNE

Rosa Salazar Inc.
HARTSELLE

Shri Ambama LLC
EUFAULA

Sidelines 33 LLC
MADISON

SIMCO LLC
TUSCALOOSA

Smoothie Land LLC
DOTHAN

Soul Bowlz LLC
FAIRHOPE

Southeast Diabetes Inc.
BIRMINGHAM

Southern Urban Vino LLC
HUNTSVILLE

Stevenson Bruce Inc.
STEVENSON

Striker Eureka LLC
BIRMINGHAM

Sunrays Optical Boutique LLC
GULF SHORES

Terry's Pizza Express LLC
HUNTSVILLE

The Center for Pain of
Montgomery PC
MONTGOMERY

The Cromwell Group Inc.
BIRMINGHAM

The McMath Co. Group Inc.
JASPER

Thomson Dental PC
VESTAVIA HILLS

Tre Luna Catering Corp.
BIRMINGHAM

William Wyers
DAUPHIN ISLAND

Wrapsody Gifts LLC
HOOVER



Founded 2004

OWNERS

**Randy and Sarah
Hall (pictured)**

NUMBER OF EMPLOYEES

18

LOCATION

**9184 Highway 431
Albertville, AL
35950**

MEMBER SINCE

Oct. 3, 2017

FEATURED NEW MEMBER

**HALLS RV INC.
ALBERTVILLE**

WORK OF LOVE

Family Finds Fulfillment in Cullman Jewelry Store

DAD SAYS WORKING WITH HIS DAUGHTERS
AT JOB HE LOVES IS TRUE BLESSING

Story and Photos by Melissa Johnson Warnke



Doug Deggett, right, owns Doug Doggett Jewelry in Cullman, but says his daughters, Kim Doggett Odom and Deanna Doggett Millican, are the heart of the business.

Even though his name is on the building, Doug Doggett proudly motions to his daughters, Deanna and Kim, when you ask him about his jewelry store.

"They're the ones you need to talk to," he said. "Kimberly has been working here since the beginning, when she was just in high school. And even though Deanna was only 4 when we opened up, she'd come up here and start answering the phones, if we weren't careful," he said with his distinctive big laugh.

"I thought I could do it all," Deanna added, prompting another laugh from the close-knit family members.

Doug, who founded and owns Doug Doggett Jewelers in Cullman, says getting to work with his daughters every day is one of his biggest blessings. Another has been the chance to get up every morning and do a job he loves.

"I started with no more than a dream. And I didn't have enough sense to know that it was hard to start a business on 100 percent

borrowed money. But the good Lord was looking after us," Doug said. "And after all these years, I've never regretted that decision."

Forty years ago, Doug and his family lived in Decatur, and he was working in medical sales. His brother-in-law, Jimmy Smith, who owns Jimmy Smith Jewelers, asked Doug to come help him in his store a couple nights a week.

"I decided to do it, and absolutely fell in love with it. I'd even take two weeks' vacation around Christmas and spend that time working in his store. After a while, Jimmy said, 'Doug, you need to think about doing this full time.' And I thought I'd really like that too," Doug remembered.

In 1981, Doug took Jimmy's advice and opened Doug Doggett Jewelers about 30 miles down the road in Cullman, a town Jimmy suggested as a good place to open a jewelry store.

Nearly four decades later, Doug Doggett Jewelers is a fixture in the city of Cullman. In fact, the local newspaper just named

the business "Cullman's Best Jewelry Store" for the 20th time. The distinction is earned by winning the most votes from residents in a community poll.

Deanna is also Cullman's only Graduate Gemologist, meaning she can serve their customers with the highest level of education in gold, precious metals, diamonds and gemstones. Kim is just a few classes away from the title herself.

Aside from the family oriented customer service they're known for, the family behind Doug Doggett Jewelers takes pride in giving back to the community.

"We love Cullman," said Deanna. "Our kids go to school here, so it's important for us to give as much as we can. We try to make sure our customers understand that when you shop with us, and when you shop local, it allows us and other businesses to be able to give."

On the heels of a busy holiday season, Doug says February is their next busiest time of the year.



Visit Doug Doggett Jewelers at 215 Compass Way SW in Cullman or doggettjewelers.com. Hours are Monday through Friday 9 a.m. to 5:30 p.m. and Saturday 9 a.m. to 4 p.m.

"I can remember years ago, we used to say we'd just leave it up to the flower people and the candy people on Valentine's Day. But now it's our second biggest season of the year, and we have to spend a good bit of time getting ready for it."

Deanna says part of the reason is that the jewelry business has evolved over time. At one time, their store only carried fine jewelry, but now it has a large selection of bracelets, earrings, necklaces and rings at all price points.

"Someone can come in with a \$50 budget or a \$5,000 budget and be able walk out with something they are proud to give," she explained. "Jewelry is an emotional gift that can be handed down. That's why I believe we get so busy this time of year."

"We want the person who receives our jewelry as a gift to love it," said Kim. "Because if she loves it, she's going to tell everyone where it came from." ■

Legislative Digests and Voter Guides Coming Your Way

While the Alabama Legislature is in session, a major benefit of your Alabama Retail Association membership is regular updates on legislative action affecting retailers. This year, the session began Jan. 9 and should end on or before April 23.

Continue to expect your Retail Report in your email inbox weekly. In this email communication and on our website, we pinpoint the issues important to your business and bottom line.



The Alabama regular session ends earlier this year because the entire Legislature and all the statewide offices are up for election in 2018. The primaries are June 5 and the General Election is Nov. 6.

Alabama Retail PAC, the political action committee of the Alabama Retail Association, will make candidate

recommendations in opposed races in these important elections. Expect Voter Guides to distribute to your employees, customers and vendors in early summer and fall. Please consider casting your ballot for candidates who are right for retailers.

To stay informed on the latest regulatory, legal and legislative issues affecting your business, follow Alabama Retail on Twitter and on Facebook and make sure Alabama Retail has your correct email address!

Avoid Unnecessary Costs; Get Your Workplace Posters from ARA

With your Alabama Retail membership, you receive the workers' rights posters that are required by federal and state law 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!

Despite what poster companies try to tell you, posters provided by Alabama Retail Association remain current. In late August 2016, all members were mailed a new updated 6-in-1 federal workers' rights poster and any members who have joined since then have been provided with an updated poster. State posters have not changed since 2013. If you have received free posters from the Alabama Retail Association, they are valid.

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 alabamaretail.org/posterorder

When the law changes, Alabama Retail prints and mails new posters to you.



"I call or email the Alabama Retail Association whenever I have any questions about putting up posters or other documents in our office. They are so accommodating and get back to me so quickly."

- KATIE SMITH, PLEASE REPLY

Member News

METCALF IS GROCERS' RETAILER OF THE YEAR



MEMBER
SINCE
1989

Western Market's president and chief operating officer, Darwin Metcalf, is the Alabama Grocers Association's 2017 Retailer of the Year. At age 9, Darwin delivered groceries to his elderly neighbors from the local A&P. After bagging groceries briefly for Winn-Dixie, he was hired as a stock clerk for Western in 1967. Through his 50 years at Western, Darwin has been a night manager, produce manager, assistant store manager, store manager, director of operations, executive vice president and president. Western Market operates in Mountain Brook, Vestavia Hills and Birmingham. The company also runs a Food Depot in Gardendale and a Village Market in Birmingham. Visit westernsupermarkets.com

SHOE STORE OWNER OPENS RESTAURANT



MEMBER
SINCE
2018

High Five Poke Co. plans to open its doors this month. Poke, pronounced PO-kay, is a traditional Hawaiian raw fish dish served with rice. High Five will put a spin on the island flavor with poke bowls and burritos prepared with Gulf seafood. High Five is owned by Patrick Fellows and Alabama Retail Association Board Member Avery Ainsworth, who also owns the adjacent Fleet Feet Sports in Montgomery. Sushi Chef Yoni Lang will create the menu and lead the kitchen. High Five Poke Co. is at 2938 Carter Hill Road in Montgomery. Visit fb.com/HighFivePokeCo/

GADSDEN CHAMBER EXEC IS STATE CHAMBER CHAIR



MEMBER
SINCE
2000

The Chamber of Gadsden and Etowah County's president Heather New has been elected chair of the board of directors for the Chamber of Commerce Association of Alabama for 2018. A Gadsden native, Heather has served as the chamber president in her hometown for six years. She earned IOM certification from the U.S. Chamber of Commerce's Institute for Organization Management in 2016 and completed the Southeast Tourism Society's Marketing College in 2018. She is an Alabama Accredited Chamber Executive and is a past recipient of the Boy Scouts of America's Heart of an Eagle award. Visit etowahchamber.org



COUPLE OPENS SECOND CULINARY CONCEPT

Farm Bowl + Juice Co., a new culinary concept by Andrea and David Snyder, founders of Urban Cookhouse, shares space with the moved and expanded Homewood location of Urban Cookhouse. Farm Bowl + Juice Co. serves acai berry bowls, oatmeal bowls, cold-pressed juices and smoothies. Its food comes from some of the same farmers as Urban Cookhouse to continue the couple's support of local farming. The Snyders moved their Homewood Urban Cookhouse a couple of blocks away to 1920 29th Ave. S., doubled its seating and added a drive-through window. Visit farmbowlandjuiceco.com

MEMBER
SINCE
2017



Socially Speaking

THE POSTS YOU MAY HAVE MISSED

“ I would like to thank ...
my husband, Doug, and especially my
parents for always believing in me.”

– KATIE SMITH, PLEASE REPLY




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

 /Alabama Retail


 @AlabamaRetail

 @shopalabama

 Stay informed at
alabamaretail.org



We kicked off 'Shop Alabama for the Holidays' in Cullman! We even had “snow” to get everyone in the Christmas shopping spirit. The program encouraged residents to spend their holiday shopping and dining dollars locally and to support the retailers who make our communities a vibrant place to live. #ShopAlabama #BabyItsSoldInside
 Rob Ketcham Nov. 10
multiple photo post 

The 2017 Alabama Retailers of the Year and Centennial Retailers employ more than 2,400 at 51 locations throughout our state, but those are just numbers. What the 20 retailers honored at the 36th Annual Alabama Retail Day have in common are hard work and heart. Pictured: Katie Smith, owner of Please Reply, a business she named and her mother started in 1999. She took over in 2012. Oct. 17 photo album. 



Today's #MemberMonday is MO's JO & Espresso of Greenville! This local mom and pop is a one-stop shop for your coffee and sweet tooth fix. Owners Stacey and Patricia Harrell's mission is to “spread joy and excitement.” Oct. 30



DECEMBER IS HERE! Continue to #ShopAlabama for the Holidays and support local retailers like Goldstein's Jewelers in Mobile. We're proud to have Mobile's oldest jewelry store as a member. (Pictured: Owner Richard Frank Jr. with a portrait of founder Julius Goldstein)
#BabyItsSoldInside #sobile
Dec. 1 three-photo post 



The award for our favorite #Halloween costume goes to 7-year-old Zoe from Montgomery! This aspiring cupcake shop owner asked us for a #ShopAlabama sticker to wear on her outfit to remind everyone that shopping at a local business supports the dreams (and future dreams) of our friends and neighbors. We admire her message and determination! Oct. 31 

RECENTLY RE-TWEETED @ALABAMARETAIL

Shop Alabama for the Holidays is underway!
#BabyItsSoldInside #ShopAlabama #ShopChamber
#VisitDothan Nov. 17  by Dothan Area Chamber





RETENTION RATE

MORE THAN NINETY-EIGHT PERCENT OF PARTICIPANTS
FIND IT PAYS TO STAY WITH ARC

When it comes to your workers' comp coverage, it pays to stay with ARC.

Elaine Beegle has found that to be true. She and her husband own On Tap Sports Cafes in Fultondale, Inverness and at the Galleria.

Their businesses have had ARC workers' comp coverage since 2007.

As is the case with most ARC insureds, Elaine's independent insurance agent recommended ARC to her. "I usually follow his advice," Elaine said. Most ARC members have a longtime relationship with their agent, which means they don't have to shop around for coverage. That saves time and aggravation.

Longer You Stay, More You May Get Back

The longer your business takes advantage of the cost-effective coverage provided by ARC, the more you may get back in what is known as your Retro Return.

By participating in the self-insured fund, eligible participants may receive money back as a credit on their next renewal through the Retro Return. As extra funds accumulate, either from positive claim development or investment income, ARC trustees elect to return that money back to participants through the Retro Return. In 2018, ARC is returning \$5.5 million to members. The longer a member participates in the fund, the more money they are eligible to receive.

With in-house
claims adjusting,
ARC is able to offer
a level of service
few can match.

At the high point, On Tap Sports Cafés' Retro Return was five times what it was the first time Elaine received a return.

Here for You When an Injury Happens

In the event a workplace injury does happen, ARC is here for you from start to finish. With in-house claims adjusting, ARC is able to offer a level of service few can match. From your initial call to report the injury, all the way to closure of the claim, you will be working with dedicated ARC staff members located in Alabama.

By handling claims ourselves, ARC can get employees the care they need and get them back to work quickly, saving costs and keeping your rates low.

Great Retention Rate

The potential for credits from the Retro Return and the in-house claims service keeps ARC participants coming back year after year.

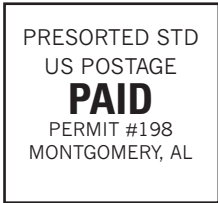
Stellar customer service also keeps them coming back. "Dealing with Toni is great," said Elaine, referring to Premium Administrator Toni Hill.

Great service, rates and opportunities to get credits for longevity and safe workplaces means ARC has a more than 98 percent renewal rate for eligible accounts.

👉 Not an Alabama Retail Comp participant? Visit alabamaretail.org/comp to find out more



7265 Halcyon Summit Drive
P.O. Box 240669
Montgomery, Alabama 36124-0669



BETTER TOGETHER

Together We Are the Leading Voice and Resource for Retailers in Our State

Retail in Alabama is better when we join together.

Whether voicing the retail view when public policy is made, negotiating rates for benefits and services or communicating the retail story, the 4,200 members of the Alabama Retail Association are better together.

Take advantage of all your association has to offer.

“The Alabama Retail Association, through its collective voice, carries a lot of clout. I encourage all retailers to bring issues to ARA’s attention. One person, one phone call, one conversation can really make a difference.”

-RICKY BROMBERG, BROMBERG AND CO.

Legislative Clout

Your membership gives us the power to stop laws that interfere with your business and help shape laws that let your business succeed.

Cost-Effective Workers’ Compensation Coverage

The greatest benefit of ARA membership is the workers’ compensation coverage available through Alabama Retail Comp. You get great rates, expert claims handling and exceptional service. Excess income comes back to you in the form of an annual retro return.

Low-Cost Credit Card Processing

Through our partnership with Huntsville’s CHECKredi®, you have access to group-negotiated, credit-card processing rates typically reserved for only the largest retailers.

In-Depth Communication

Whether posts or issue briefs on alabamaretail.org, timely email communications, real-time social media posts or stories in our magazine Alabama Retailer, ARA keeps you informed on the latest regulatory, legal, legislative and business issues affecting your business.

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