

# *Alabama* Retailer

MEMBER HIGHLIGHT  
*MAX AND MARY  
ANDREWS*

OWNERS OF ANDREWS  
BRIDAL SHOPPE

SHOP ALABAMA  
*Back-to-School  
Sales Tax Holiday  
is July 20-22*

*(Tear-out poster, Page 8)*

RETAIL DAY  
*Chicken Salad  
Chick Founder to  
Speak Oct. 16*

LEVELING  
PLAYING  
FIELD  
Third-Party  
Sellers Added  
to Mix

AMERICAN DREAM

*Jheovanny Gomez*

CO-OWNER OF  
JALAPEÑOS MEXICAN  
RESTAURANTS



# From the President



## Friends and Family Working Together are Better Together

I'm lucky to work with people who I consider friends.

We work hard and have fun while doing so. We enjoy each other's company.

When we have something to celebrate, we grill out and sit around the table together and laugh.

It feels like family.

Next year, I'll have been with the Alabama Retail Association and Alabama Retail Comp for 30 years.

Toni, Melissa, Mendy and Mark have all been here 20 or more years too. We like our jobs and are so appreciative that you allow us to continue to work for you.

The 23 people who work for this association and workers' compensation fund are its greatest assets.

I know the retailers featured in this issue feel the same way about their teams.

You can tell by how David Gray talks about R.O. Griggs, who has been with him from the beginning.

Max and Mary Andrews have worked side-by-side for 50 years.

First, friends Lee Noah, Justin Burgreen and Whitney Skipworth cooked together, now they work together.

Rather than have a friend's store end with her retirement, Nancy Curl bought it and kept a hometown treasure going.

Wayne Grimball had a vision. He liked the customer service Jheovanny Gomez provided. Together with Wayne's son, Justin, they now operate three restaurants.

Keep reading Alabama Retailer to learn how friends and family who work together are better together.

Rick Brown, Publisher and President

# Alabama Retailer

July 2018 Issue 2 Vol 18

**Publisher**  
Rick Brown

**Editor**  
Nancy King Dennis

**Design**  
Copperwing Design

**Cover Photo**  
Brandon Robbins

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BETTER TOGETHER

## Mark Your Calendar for Alabama Retail Day 2018

**11:30 a.m. - 1:30 p.m. | Tuesday, Oct. 16, 2018 | Registration opens Monday, Aug. 13**  
**Reserve your seat by Friday, Sept. 28, at [alabamaretail.org/retaildayregistration](http://alabamaretail.org/retaildayregistration)**

Come celebrate all things retail at the Annual Alabama Retail Day luncheon and awards program set for Tuesday, Oct. 16, in Vestavia Hills.

Stacy Brown, founder of Auburn-based Chicken Salad Chick, will be the keynote speaker. The stay-at-home-mom, along with her late husband, Kevin, turned a recipe into a restaurant in 2008 and then spread the brand to nine states with more than 90 locations. In 2014, the Browns established the Chicken Salad Chick Foundation to fight cancer and feed the hungry.

Retail Day recognizes successful retailers who make noteworthy contributions to their communities, significantly enhance the welfare of their associates and positively



influence the Alabama economy. The guests of honor are the 2018 Alabama Retailers of the Year and Alabama Centennial Retailers. This year, Alabama Retail Comp will also recognize a Centennial Insurance Agency.

Award winners will receive invitations to the event. Any Alabama Retail Association member is encouraged to attend. Seating is limited.

*No cost for students, Alabama Retail board and Alabama Retail Comp trustees as well as Retailers of the Year, Centennial Retailers, Centennial Insurance Agencies and their nominators. All other seats \$50.*

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

WEDDING SEASON

# Dothan Bridal Shop Gives Couple Front Row Seat to Cultural Changes

ANDREWS BRIDAL SHOPPE CELEBRATES 50 YEARS IN AUGUST 2018

Story and Photos by Melissa Johnson Warnke



*Max and Mary Andrews, husband and wife owners of Andrews Bridal Shoppe in Dothan, have seen trends come and go.*



The wedding industry has undergone a great deal of change over the past 50 years. Few couples have witnessed that evolution more closely than Max and Mary Andrews, husband and wife owners of Andrews Bridal Shoppe in Dothan.

The couple opened their bridal store on Aug. 1, 1968. Since then, they've seen trends come and go as technology continues to transform tradition.

"We used to have girls coming in here with magazines dog-eared to pictures they liked. Now, they come with their Pinterest boards on their phones and screenshots from Instagram and Facebook," said Max.

Perhaps the biggest changes have been in the brides themselves, they said.

"What I have enjoyed the most over the years is seeing the transformation in young women. When we first opened this business, we'd mostly see 16- or 17-year-old girls coming in here with their mothers. And their mothers planned everything for them. Now, sometimes we don't even see the mother. Brides now pick out what they want," Mary explained.

Mary finds it particularly gratifying to watch women grow more confident and comfortable with themselves, their education and their decision-making.

"Young women have evolved to make their own decisions. I feel like I have had a front row seat in the cultural changes over the years. Every woman who walks in here gives me a window to the world, and I genuinely enjoy that," Mary added.

### Filling a Gap

In the years leading up to their 1968 opening, Max had retired from the Air Force and was working as a high school teacher in Dothan. To make ends meet during the summers, he took up wedding photography.

"I began to notice that the dresses and tuxes that wedding parties were wearing were, in most cases, ill-fitting. It really was through no fault of their own. There just wasn't a local place that could handle those alterations properly or a bridal store in town where folks could shop for a brand name dress or nice tux," Max recalled.

Soon after, a business idea was born. The Andrews first sold men's tuxedos. The two then began scouring wedding magazines for dress manufacturers. After dozens of phone calls to New York City, they were successful in bringing designer dresses to their Dothan bridal store.

"We had to start by pleasing one bride," said Max. "Then she has several bridesmaids. It just kept expanding from there. I've told our employees from day one: 'We must get it right and get it right the first time.' We now have third- and even fourth-generation brides."

### Wedding Details

In addition to wedding gowns and tuxes, Andrews Bridal Shoppe also carries a large selection of prom and pageant dresses. Their store on Adams Street in Dothan remains in its original location – although it's five times larger than when they first opened, now with more than 10,000 square feet.

They opened a second location in the early '80s on Montgomery Highway, closer to the middle of town. However, the original store is still the largest and busiest.

"People know when they come to Andrews Bridal Shoppe, they're going to be greeted by an Andrews. We are small enough to touch every

detail but large enough to have the brands and services that you'd expect from a larger city," said Max.

After nearly 50 years in business, Max and Mary aren't slowing down anytime soon.

"People ask me all the time, 'When are you going to retire?' I tell them, 'This is my hobby. I don't fish, hunt, or golf. This is what I do.' As long as I'm able to do it, I'm going to be here every day," Max insisted.

As for the future of the wedding industry, Mary believes it's on the cusp of another major shift. No matter what, though, she knows it isn't going away.

"Dreams are still dreams. And love is still love. There is a special emotion that a woman feels when she puts on that dress, and she immediately knows it's the one," said Mary. "That's why we'll continue to do what we do." ■



Shop Andrews Bridal Shoppe at 700 Adams St. and 2806 Montgomery Highway in Dothan from 9 a.m. to 6 p.m. Monday through Saturday. Visit online at [andrewsbridals.com](http://andrewsbridals.com)

# Third-Party Sellers Added to Mix of Tax-Collecting Retailers

Story by Nancy King Dennis

In 1992, the U.S. Supreme Court ruled states cannot force retailers without a physical presence in their state to collect sales taxes.

The same decision held that consumers owe a use tax when they order and buy goods from retailers who are located outside their state. In that ruling, the court left it to Congress to decide whether, when and to what extent states can require such sellers to collect use taxes.

That was 26 years ago. Still no action from Congress.

At that time, catalog or mail-order sales were the prevalent form of sales made from outside a local area. From 1992 to 2018, internet and mobile sales have grown from zero to nine percent of all retail sales, according to the U.S. Census Bureau. Online sales are growing at four times the rate of total retail sales – 16 percent vs. 4.4 percent.

The high court's decision and inaction by Congress has given certain retailers a federally sanctioned tax advantage.

"If you come into my store and want to purchase a \$200 coat, it's plus-10-percent sales tax," Alabama Retail Association board member George Wilder told al.com in January. George owns The Locker Room in Montgomery and Auburn. "You can go online and buy it at the same price, and it's \$20 less. We just want the playing field leveled."

Earlier this year, the U.S. Supreme Court revisited its 1992 decision. By now, the court will have made a ruling in that case.

Regardless of that outcome, the state of Alabama decided in 2015 to enforce the state's sales tax laws in a more equitable manner.

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***"It just makes sense to have all vendors operate on a level playing field."***

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– BOB COUCH

Since Oct. 1, 2015, retailers without a retail presence in our state have been able to voluntarily collect and remit sales taxes from Alabama customers under the Simplified Seller Use Tax Remittance Act. A Jan. 1, 2016, Revenue Department rule further required remote sellers with more than \$250,000 in sales in our state to collect sales tax on transactions with Alabama customers.

More than 200 sellers participate in Alabama's simplified sellers program.

Through April of this year, almost \$107 million in previously uncollected taxes had been remitted to the state. While that program attracted the largest online seller – Amazon. The program only applied to sales Amazon made directly to Alabama consumers.

In the 2018 legislative session, lawmakers expanded the program to third-party vendors selling through online marketplaces.

Act No. 2018-539 requires marketplace platforms with \$250,000 or more in Alabama sales to either register with the Revenue Department as a simplified seller by Jan. 1, 2019, or report sales made by third-party vendors through their marketplaces.

"I think it's only fair," Bob Couch, owner of Couch's Jewelers in downtown Anniston and an ARA member, told The Anniston Star this spring. "It just makes sense to have all vendors operate on a level playing field." ■

 [Learn more at alabamaretail.org/news/refining-voluntary-tax-remittance-program/](http://alabamaretail.org/news/refining-voluntary-tax-remittance-program/)





# Gray's Tire & Service Center Rolls Into 20 Years

Story and photo by Nancy King Dennis

David Gray's passion for the automotive business began as a youngster working odd jobs and helping clean and prepare cars for sale at his grandfather's used car dealership.



During his high school years, he swept floors at a Wetumpka automotive shop. In technical college, he studied automobile technology while working full time. During his journey to becoming an automotive technician, he met and began to be mentored by R.O. Griggs. R.O. had been fixing cars since he was 12, learning from his father. "David worked under me for a year," he said. David eventually moved into management. "Then, he decided he wanted to go into the retail end of it," R.O. said.

In 1998, at the age of 22, David opened his own business in a vacant tire store in Wetumpka. His friend and mentor, R.O.,

an Automotive Service Excellence (ASE) master certified automotive technician, joined the team.

Gray's Tire & Service Center marked its 20th year in business in March. It has four locations – two in Wetumpka and one each in Montgomery and Auburn. A Prattville location is scheduled to open in 2019.

The business employs more than 35, including R.O. "We built our business on our employee relations," said David. "I don't see R.O. every day like I used to for 15 years, but ... I always hope that I listen and take what he has to say, because I have the utmost respect for him."

R.O. said he strives to carry customer service to the extreme. "David provides us with the tools and equipment we need to do that." ■

**"As the saying goes, people don't care how much you know, until they know that you care. We care about what we do."**

**-David**

See more of this story  
at [alabamaretail.org](http://alabamaretail.org)



SHOP EARLY AND SAVE

# Alabama's Back-to-School Sales Tax Holiday

JULY 20 – 22, 2018  
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](http://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



## BACK TO SCHOOL

# July Clothes Shopping Comes with Three Days of Tax Savings

Story and photo by Melissa Johnson Warnke

The summer shopping season is in full swing at Painted Pink in Montgomery.

"When the weather heats up, so does everyone's event calendars," said Pat McDonald, who owns the women's boutique. This year, Painted Pink celebrates 16 years in business in the Capital City's Mulberry Business District.

Between weddings, parties and other festive occasions, Pat and the 'Pink Ladies,' as they're called, keep the shop open seven days a week to serve their customers.

"It is so much fun to take part in their important life events. We have a great team at Painted Pink, and I enjoy coming to work every day – it is a fun environment," Pat added.

### Summer Savings

For the second year in a row, Alabama will observe its annual Back-to-School Sales Tax Holiday the third weekend in July. Set for Friday, July 20 through Sunday, July 22, shoppers statewide will have the opportunity to purchase certain school supplies, computers, books and clothing free of the state's four percent sales or use tax. Hundreds of cities and counties also participate, for a savings of up to 10 percent in some areas.

While the holiday was created to help families save money on items their children need for school, clothing stores like Painted Pink also get to extend the savings on qualifying items.

Articles of clothing – like shirts, shorts, pants, dresses and jeans that are priced at \$100 or less – are tax-free. Even some accessories, including backpacks, scarves, shoes, sandals and belts qualify.

"Every year, we have a lot of shoppers who come in here that weekend, and don't realize some of our items are tax free," Pat said. "And they'll say, 'Oh! I might look around some more.'"



*Shop Painted Pink at 1941 Mulberry St. in Montgomery from 10 a.m. to 5 p.m. Monday through Saturday and 1 p.m. to 5 p.m. Sundays. You can also find Painted Pink on Facebook and Instagram. Pictured from left are Lindsay Davis, operations manager, and Anne Tyler Crider, manager.*

### Shop Alabama

In conjunction with the back-to-school and summer shopping season, the Alabama Retail Association encourages shoppers to

buy from local and Alabama-based retailers through our #ShopAlabama campaign. Keeping your dollars in your community allows local retailers, like Painted Pink, to reinvest back into local causes.

"We are so grateful to the community for the support we get, and we love to give back! We support many local organizations by donating for silent auctions. There is so much need – we try to help in whatever way we can!"

 *To learn more about Alabama's back-to-school sales tax holiday, see page 8 for tear-out poster and visit [alabamaretail.org/alabamasalestaxholidays](http://alabamaretail.org/alabamasalestaxholidays)*

# Data Breach Notification Act Briefing Available to Members

On June 1, Alabama became the 50th state in the nation to require data breach notification. Alabama's Data Breach Notification Act of 2018 requires notification to any affected individual when a business determines breached data could cause substantial harm to the consumer. Breaches of more than 1,000 individuals also must be reported to Alabama's attorney general and consumer credit-reporting agencies. The new law lays out specific actions breached businesses must make and guidance for reasonable security measures.

In a May 22 conference call to Alabama Retail Association members, Montgomery attorney Ted Hosp, one of the primary negotiators for the legislation, reviewed steps to take if sensitive information is stolen that is likely to cause harm to the consumer.

A recording of that call is available to ARA members who request it.

Stolen information that could trigger the law includes a person's first and last name along with such numbers as Social Security, tax identification, driver's license, financial account or health insurance.

In your daily interactions, your store or office has obtained such information from hundreds, if not thousands of customers or clients.

The Alabama Retail Association is making the hour-long explanation of this law available to members, because protecting customer relationships through strong data security is top of mind for all retailers.

To receive a handout and the accompanying recording of the briefing on this new law, email [ndennis@alabamaretail.org](mailto:ndennis@alabamaretail.org).

 [Learn more at alabamaretail.org/data-security/](http://alabamaretail.org/data-security/)

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## Got An Employment Law Question? Use the Employment Law Resource Center

Did you know Alabama Retail Association members have access to free telephone or email consultation with a team of the state's top labor law attorneys?



Your association partners with the Birmingham law firm of Lehr Middlebrooks Vreeland & Thompson, P.C., to provide the Employment Law Resource Center. You can find the center under Benefits & Services at [alabamaretail.org](http://alabamaretail.org).

Not sure whether you should terminate an employee? Want to double check whether a certain deduction from an employee's pay is legal? Through the center, you can ask such questions without charge.

If you need more comprehensive assistance than a question and answer consultation by telephone or email, the lawyers will discuss how to proceed with you; otherwise, your calls and emails are handled without charge to you.

### Forms and videos too!

The center also includes samples of commonly used human resource forms and letters and employment law frequently asked questions. The FAQs are presented as video segments with members of the Lehr, Middlebrooks Vreeland & Thompson staff. Topics covered include jury duty, pregnancy leave, workplace bullying and social media in the workplace.

 [Learn more at alabamaretail.org/employment-law/](http://alabamaretail.org/employment-law/)



# Member News

## COUPLE ADDS BAKERY IN VESTAVIA HILLS



MEMBER  
SINCE  
2016

**Crestline Bagel Co.** opened a second location in February. Ralph and Jennifer Yarbrough opened their new full artisan bakery at 4117 Crosshaven Drive in Vestavia Hills. The original Crestline Bagel Co., which opened 22 years ago, is at 66 Church St. in Mountain Brook's Crestline Village. The Yarbroughs have owned the business since 2007. They say theirs is the only New York-style bagel and kosher bakery in Alabama. Besides bagels, the bakery sells hot and cold sandwiches, wraps, salads, muffins and other pastries and desserts. Catering is also available. *Visit [crestlinebagel.com](http://crestlinebagel.com)*

## RENFROE'S 'BEST GROCERY IN ALABAMA'



MEMBER  
SINCE  
1997

**Renfro's Market** is the Best Grocery Store in Alabama for 2018, according to The Daily Meal, a culinary website. Renfro's Market operates three stores, two in Montgomery and one in Dadeville. The Renfro family bought its McGehee Road store in Montgomery 22 years ago. In 2008, the family opened a second location in Dadeville, followed in 2014 by a third store at Chantilly Corners in Montgomery. The Daily Meal based its decision on reviews found on Google, Yelp, Foursquare, and Facebook. "Renfro's Market focuses on giving value to every customer's dollar," the website said about its Alabama winner. *Visit [renfroesmarket.com](http://renfroesmarket.com)*

## UBC'S ELKINS JOINS ASSOCIATION BOARD



MEMBER  
SINCE  
2016

**Unclaimed Baggage Center's** Mike Elkins has been elected to a two-year term on the Alabama Retail Association board of directors. Mike became president of Unclaimed Baggage Center in Scottsboro in 2013 after serving as the Southeast vice president for H&R Block. At one time, he co-owned a business and served as a Lowe's Home Center manager. He has a finance degree from the University of North Alabama and completed Harvard Business School's Retail Forum for Senior Leaders. He, along with Unclaimed Baggage Center principal Bryan Owens, were Alabama's 2016 Gold Retailers of the Year in the store's sales category. *Visit [unclaimedbaggage.com](http://unclaimedbaggage.com)*



## WILSON NAMED CRENSHAW CHAMBER'S CITIZEN OF THE YEAR

**Big Bear of Luverne Inc.'s** co-owner John M. Wilson is the Crenshaw Chamber of Commerce Citizen of the Year. "I've yet to be to any place that is better, or stands out better, than Crenshaw County," John said upon receiving the award in February. Big Bear of Luverne Inc. operates a Super Foods / Food Depot store in Luverne and a Super Foods in Greenville. The Greenville chamber honored the business as its 2016 Distinguished Business of the Year. John, an Alabama Retail Association board member, also received the 2016 Gold Alabama Retailer of the Year Award in the stores' sales category. *Visit [facebook.com/FoodDepot14/](https://facebook.com/FoodDepot14/)*

MEMBER  
SINCE  
1989

FEATURED MEMBER

# American Dream

By Nancy King Dennis

AN INTERVIEW WITH

## Jheovanny Gomez and Justin Grimball of Jalapeños Mexican Grill

Photo By Brandon Robbins



**F**or Jheovanny Gomez, the path to the American dream began by pursuing his high school sweetheart to Tuscaloosa.

In his native country of Colombia, his life choices were pursuing drug cartel members as an undercover Army intelligence operative, going to college there or following his love.

Love won.

In 1999, two years after his girlfriend moved to America, Jheovanny followed her and started college in Alabama while working as a busboy in the same restaurant his girlfriend's parents worked.

"That was my job to pay for school" at Shelton State Community College, he said.

While working that college job, Jheovanny met Wayne Grimball.

"He was my customer. He called me and said, 'Look I have this vision. I know there is potential to have a really good business in downtown. Do you want to be my partner?' I didn't hesitate. I said, 'Absolutely.' "

Thus, began Jalapeños Mexican Grill. "We were just two kitchen people, myself and another waiter," said Jheovanny. "We started with no reputation, with just experience in waiting tables. Six months down the road, we had people lining out the door. Two years later, we decided to build our own restaurant. We built the first restaurant in 2004 in Northport."

That is when Justin Grimball entered the business.

Like Jheovanny, Justin began pursuing the American dream when he was in college. While Justin was a student at the

Jheovanny Gomez  
and his partners  
Wayne and Justin  
Grimball own three  
Jalapeños Mexican  
Grills in Tuscaloosa,  
Northport and  
Cottondale.

**"Ever since we opened this business, started meeting people and making friends, this community as a whole surrounded us and supported the business and our families."**

**- JHEOVANNY**

University of Alabama, he owned his own graphic design business, working with area bands and businesses.

"I was trying to figure out what I was going to do with my life," said Justin, who studied criminal justice. He only uses that degree now for loss prevention and pursuit of worthless checks, some of his many duties at Jalapeños. His father brought Justin into the business when the Northport restaurant opened and after Justin had graduated from college.

Today, Wayne and Justin Grimball and Jheovanny Gomez own three Jalapeños Mexican Grills in Tuscaloosa, Northport and Cottondale. They closed the downtown Tuscaloosa location in 2007.

Jheovanny is in all three restaurants, every single day. "I try to be at each restaurant during three different periods each day," he said. The restaurants on Rose Boulevard in Northport, New Watermelon Road in Tuscaloosa and on Old Birmingham Highway in Cottondale, "are close together, but

*Continued on page 14*

## THE ESSENTIALS

**Founded**  
2001

**Number of  
Employees**  
49

**Mentor**  
Wayne Grimball

**Smart Move**  
Bringing Jala  
and Peño to life  
as our mascots.



**Learning Moment**  
When we realized that we had to jump on the social media wagon. We used to think: We will never have to use it. We were wrong.

**Wisdom Shared**  
Surround yourself and your business with others you like and who are in similar situations. It's a lot easier to go through obstacles and face difficulties when you have people who can give you advice and wisdom. Chances are they have been down that road before.

See more  
of this story at  
[alabamaretail.org](http://alabamaretail.org)



they are so different," he said. Each has its own peak times and loyal customers.

Justin spends much of his time on social media, graphic design and branding for the three restaurants. It was Justin who had the idea for the restaurants' mascots Jala and Peno and to incorporate them into the restaurant's logo. Jala and Peno eventually became people-sized mascots who appear at community and restaurant events.

Jheovanny said Wayne and he leave any work associated with computers and technology to Justin. Justin said there is no typical day for him. "I'm in the office, in the restaurants, running errands or doing catering events," he said.

"We've got a good partnership," said Justin. Like Jheovanny, Justin also fell in love with a Colombian. He and his wife, Alexandra, have two daughters, Mariana and Lily.

### Living the Dream and Giving Back To Community

Jheovanny, who learned English while waiting tables, has become ingrained in the Tuscaloosa community. He and his wife, Johana, are raising their three children – Jheovanny Jr., Josephine and Jacob – in their Alabama home.

"Jheovanny's story about moving to the United States, following a beautiful woman, pouring his heart and soul into the American dream, starting a business and raising a family here, it has really been inspiring, not only for others who have followed a similar path, but also the people who are born and raised in Alabama and here in Tuscaloosa," said Jim Page, president and chief executive officer of the Chamber of Commerce of West Alabama. Jim said he met Jheovanny on his first day on the chamber job. "I was drawn to him because of his personality and outgoing nature, and you could tell everybody in the restaurant felt the same way."

Even before Jheovanny was an American citizen, he was the chamber's Member of the Year. He has served on the chamber board and executive committee, leading the charge for chamber recruitment. In 2016, he was named an Alabama Retailer of the Year. This year, he was named by SCORE, a network of volunteer business mentors, as one of the group's American Small Business Champions.

"Jheovanny sets the standard among the local business community as far as paying his civic rent, as far as being engaged and by leading by example. He is a role model for

people who have been in business a lot longer than he has by the way he puts Jalapeños out there as being part of the community," Page said.

For almost a decade, Jheovanny has served as board member for the Boys and Girls Club of West Alabama. This year, he is the board chairman. He said being involved in the program that provides homework and mentoring support for children from age 6 to 15 "became a passion for me."

He has also spent time talking with students in the Junior Achievement League and career technical education programs in Tuscaloosa County. "They are the future of America," Jheovanny said. "It is important to me, through my knowledge and experience as a business leader, to teach them

and give them a little bit of knowledge about how to run a business, how to build good character."

### Small Business Advocate

Building up other businesses also appeals to Jheovanny.

Since 2014, he has served as a member of the Alabama Small Business Commission, which advises governmental entities on policies that encourage new businesses and expansion of existing businesses.

"I'm glad to be a liaison between the small business community and Montgomery," said Jheovanny.

"I talk to all kind of retailers around town, not only restaurants, but grocery stores and small Mom and Pop shops" about business licenses, taxes and "a whole variety of business issues," he said, adding it is an honor to be trusted to convey the concerns of small business to governmental leaders.

### Still Growing

As for his own business, "we are still in the growing mode, building our brand," Jheovanny said. Both he and Justin mentioned the possibility of a fourth Tuscaloosa-area restaurant. "Right now, though, we are good just focusing on" improving the three current restaurants and expanding our customer base, Justin added.

"We are so blessed and so grateful for this community," said Jheovanny. "Everybody has embraced us. Everywhere you go in Tuscaloosa, you say 'Jalapeños,' and everybody knows who we are." ■



*The Jalapeños Mexican Grill restaurants on Rose Boulevard in Northport, New Watermelon Road in Tuscaloosa and on Old Birmingham Highway in Cottondale each have their own Facebook page. Together, they have about 10,000 followers.*



# Welcome | New Members

2131 Arms LLC  
**MORRIS**

2Go Inc.  
**DAPHNE**

360 Management LLC  
**AUBURN**

86G LLC  
**BIRMINGHAM**

AANYA Inc.  
**MOBILE**

Advanced Payroll Solutions LLC  
**DAPHNE**

Air Snow Storage LLC  
**MOBILE**

Alabama Sleep Therapy LLC  
**VESTAVIA**

Aldridge Gardens  
**HOOVER**

Alexandria Dental LLC  
**ALEXANDRIA**

ALPERZ LLC  
**MOBILE**

Artist Stephen Malkoff Inc.  
**ENTERPRISE**

ARYA29 LLC  
**HAMILTON**

Astra LLC  
**HUNTSVILLE**

Auburn Burritos LLC  
**AUBURN**

Austin Drug Co. Inc.  
**DECATUR**

BayMed LLC  
**ORANGE BEACH**

Beauty Expert Inc.  
**HOOVER**

Bert's Tackle Box LLC  
**WETUMPKA**

Bezlo's Cafe LLC  
**ECLECTIC**

Black Belt Hospitality LLC  
**DEMOPOLIS**

Blue C Inc.  
**AUBURN**

Blue Chip Hotels Assets Group  
- Birmingham East LLC  
**IRONDALE**

Boland Burial LLC  
**ENTERPRISE**

C & H Tire and Service Center  
LLC  
**ABBEVILLE**

C.A.M. Massage Therapy LLC  
**MOBILE**

Cake by Donna LLC  
**FAIRHOPE**

Camellia Specialties Inc.  
**MOBILE**

CBC Mtn Brook LLC  
**BIRMINGHAM**

CBC-Cahaba Hts. LLC  
**BIRMINGHAM**

CEC-RBP Enterprises LLC  
**ENTERPRISE**

Central Alabama X-Ray LLC  
**CALERA**

Central Kitchen LLC  
**VESTAVIA HILLS**

Charles Sutton  
**NORTHPORT**

Cheaha Brewing Co. LLC  
**ANNISTON**

Chirpwood LLC  
**OPELIKA**

College Cycle LLC  
**AUBURN**

Dayton Hart DMD  
**FOLEY**

DECOR Inc.  
**CULLMAN**

Dixie Duds and Decor LLC  
**CULLMAN**

DLL Enterprises Inc.  
**HARVEST**

DVT LLC  
**BIRMINGHAM**

El Agave Grill Inc.  
**OXFORD**

El Gran Patron Mexican Grill Inc.  
**NORTHPORT**

Executive Freight Services LLC  
**OPELIKA**

Fairview Clinic PC  
**DOTHAN**

Farm House Cafe LLC  
**THORSBY**

Fiesta Mexicana Restaurant and  
Taqueria LLC  
**MONTGOMERY**



**Founded 2017**

NUMBER OF EMPLOYEES

**5**

PICTURED

**From left:  
Megan Harrell,  
Traci Sloop and  
Savannah Watson**

LOCATION

**2497 Montgomery  
Highway, Dothan,  
AL 36303**

MEMBER SINCE

**Feb. 8, 2018**

**FEATURED NEW MEMBER**

**CRAFT CLOSET  
DOTHAN**



#### FEATURED NEW MEMBER

### KIMBERLIAS LLC PRATTVILLE

#### Founded 2017

##### OWNERS

**Lia Muir and Kim Powell (pictured)**

##### NUMBER OF EMPLOYEES

**9**

##### LOCATION

**243 S. Court St.,  
Prattville, AL 36067**

##### MEMBER SINCE

**Dec. 8, 2017**

FireFish LLC  
**BUTLER**

Floss Family Dentistry PC  
**MOUNTAIN BROOK**

Ford Dance Academy LLC  
**GULF SHORES**

Frontera Grill Inc.  
**OXFORD**

Gemutlichkeit LLC  
**BIRMINGHAM**

@GetFitInSemmes LLC  
**SEMME**

GianMarco Pizza LLC  
**HOMEWOOD**

Grant Tire & Auto Center LLC  
**SCOTTSBORO**

Guin & Parish LLC  
**WINFIELD**

Gutshug LLC  
**AUBURN**

H Heritage Inc.  
**HUNTSVILLE**

H.T. Barnes Co. Inc.  
**FOLEY**

HIGH FIVE MGM LLC  
**MONTGOMERY**

Highland Home Hardware LLC  
**HIGHLAND HOME**

Hoo's Inc.  
**TUSCALOOSA**

IntelliMed Solutions LLC  
**ANNISTON**

J. Shannon Mitchell,  
Attorney at Law  
**BOAZ**

J.D. & H. Enterprises Inc.  
**BIRMINGHAM**

Jackson Storage LLC  
**SARALAND**

Jason Steward Enterprises Inc.  
**MOBILE**

Java-Time LLC  
**ANDALUSIA**

Jiya Jeel LLC  
**MOBILE**

JRR LLC  
**MUSCLE SHOALS**

JT's Sunset Grill LLC  
**DAUPHIN ISLAND**

Keep Growing - Midtown  
Tuscaloosa LLC  
**TUSCALOOSA**

Kernel Kullman LLC  
**CULLMAN**

Kilpatrick Pharmacy Inc.  
**CROSSVILLE**

Lee & Pam Whitt  
**CULLMAN**

Legacy Compounding Inc.  
**DECATUR**

Lisa Johnson  
**JASPER**

Little Rooster LLC  
**MOBILE**

Luxury Nails & Spa BP LLC  
**PRATTVILLE**

Lyon Law Firm PC  
**MOBILE**

M&E Simple LLC  
**MOBILE**

Magnolia Small Animal Clinic Inc.  
**GULF SHORES**

Malaga Inn Inc.  
**MOBILE**

Master Joe's in Orange Beach  
Inc.  
**ORANGE BEACH**

Master Joe's Inc.  
**FAIRHOPE**

Maxwell Marine LLC  
**STAPLETON**

MC BBQ LLC  
**AUBURN**

MCG397 LLC  
**DAPHNE**

MDA Professional Group-  
Huntsville PC  
**HUNTSVILLE**

Mechanical Electrical Wholesale  
Supply Inc.  
**ATHENS**

Mixon Enterprises Inc.  
**ALEXANDER CITY**

Monterrey's of Florida Inc.  
**FLORALA**

Moores Mill Pizza LLC  
**AUBURN**

Morgan Ashley East Salon LLC  
**BIRMINGHAM**

Narayanp Inc.  
**BIRMINGHAM**

Nathan Finley  
**HOLLY POND**

NIKHIL J LLC  
**PRATTVILLE**

Ocie & Belle's LLC  
**ALEXANDER CITY**

OM Hospitality LLC  
**MOBILE**

Om Investment Group LLC  
**GULF SHORES**

Oxford CY LLC  
**OXFORD**

Oxford FIS LLC  
**OXFORD**

P B and J Group LLC  
**FAIRHOPE**

Panini Pete's of LoDa LLC  
**MOBILE**

Partners for Pets LLC  
**PIKE ROAD**



Passmore Planning Professionals LLC  
**MOBILE**

Peoples Piggly Wiggly LLC  
**CHEROKEE**

Pirates Bar & Grill LLC  
**DAUPHIN ISLAND**

Pollman's Bake Shop Inc.  
**MOBILE**

PYE Bar LLC  
**PIKE ROAD**

Randolph Sales LLC  
**FLORENCE**

Rasp Inc.  
**MOBILE**

RMTA Enterprises LLC  
**ANDALUSIA**

RNROBERTS LLC  
**BIRMINGHAM**

Royal Rasp Inc.  
**MOBILE**

Sai Krupa Hospitality LLC  
**MOBILE**

Sakura Bistro 280 LLC  
**ALEXANDER CITY**

Sazerac Co. Inc.  
**AUSTIN**

Second Hand Smoke LLC  
**DECATUR**

Shanghai Cottage at Fairhope Inc.  
**FAIRHOPE**

Shin Inc.  
**BIRMINGHAM**

Shreedhar Inc.  
**MOBILE**

Smokin Hot Sports Grill Inc.  
**BESSEMER**

SMW Resources Inc.  
**FAIRHOPE**

Southern Blessings Boutique LLC  
**DEMOPOLIS**

SPK Restaurant Group Inc.  
**BIRMINGHAM**

Stateline Equipment LLC  
**FLORALA**

Storage Plus of Baldwin County Inc.  
**FOLEY**

Sunset Pointe LLC  
**FAIRHOPE**

The Dublin Irish Pub LLC  
**MOBILE**

The Firing Pin LLC  
**OPELIKA**

The Freight House Inc.  
**HARTSELLE**

The Goal Line LLC  
**TUSCALOOSA**

The Ledges of Huntsville Ltd.  
**HUNTSVILLE**

The Occupational Therapy Center LLC  
**ALBERTVILLE**

The Pillbox Pharmacy Inc.  
**DECATUR**

The Sassy Owl Boutique LLC  
**DECATUR**

The Shirt Shop Inc.  
**TUSCALOOSA**

The Toy Shoppe Inc.  
**NORTHPORT**

Therapy South at Work LLC  
**BIRMINGHAM**

Thompson Wealth Management & Life Planning Inc.  
**MOBILE**

Tideline LLC  
**MOBILE**

Torrent LLC  
**MOBILE**

Townhouse Galleries Inc.  
**DECATUR**

Tribe Tuscaloosa LLC  
**TUSCALOOSA**

Tricon Specialty Foods Inc.  
**BIRMINGHAM**

Tri-County Kitchen LLC  
**WAVERLY**

TRYPI LLC  
**HUNTSVILLE**

TSO Investments Inc.  
**TUSCALOOSA**

U & I Beauty Supply LLC  
**MOBILE**

Value Fresh Foods LLC  
**BIRMINGHAM**

Vasupujya Swami Inc.  
**SARALAND**

WB BHM Inc.  
**BIRMINGHAM**

WB BHM Inc.  
**BIRMINGHAM**

West Body Shop LLC  
**FAYETTE**

Wester Holdings LLC  
**ENTERPRISE**

Western Rasp Inc.  
**MOBILE**

Xtreme Tees & Graphix LLC  
**HAMILTON**

Yi Ming LLC  
**MONTGOMERY**



**Founded 1977**

**OWNERS**

**Jimmy and Karen Crane**

**NUMBER OF EMPLOYEES**

**14**

**PICTURED**

**From left: Amanda Nelson, technician; Abby Crumpton, technician; Lindsey Harrison, technician and gifts; Natalee Robinson, cashier; and Amanda Argo, technician. On phone, Jimmy Crane, owner.**

**LOCATION**

**24724 Highway 31, Jemison, AL 350854**

**MEMBER SINCE**

**Feb. 1, 2018**

**FEATURED NEW MEMBER**

**TRC PHARMACY INC., DBA HAYES DRUG AND GIFT SHOP JEMISON**

SWEET LIFE

# Chocoholic Banker Saves Decatur Candy Store/ Hometown Treasure

BUSINESSWOMAN CREATES SWEET FUTURE  
BY ACTING ON HER LOVE FOR COMMUNITY

Story and photos by Melissa Johnson Warnke



*Nancy Curl bought Morgan Price Candy Company in Decatur in July 2010. Nancy relocated and added more than 30 new types of candies to the store's original recipes and extended hours.*



“We are all very much addicted to chocolate,” Nancy Curl exclaimed, as she motioned toward the beautifully wrapped gourmet candies on the table next to her.

As the owner of Decatur’s Morgan Price Candy Company, Nancy is a self-proclaimed chocoholic. She also shares another connection to the confection on which she’s built her business – an unlikely journey.

Most never consider that their piece of chocolate candy began as a bean on a tree. And Nancy Curl never dreamed her banking career would lead her to owning and operating a candy store.

“I’d always thought, if I were to open my own business, it would be in fashion, not candy. But I love this. It just fits,” she added.

Nancy graduated from the University of Alabama in 1972, and at the time, was one of the few women in the College of Commerce and Business Administration. With a degree in marketing and a concentration in retailing, she studied under the renowned UA professor and icon in the retail industry, Morris Mayer.

“Even though I left school and went into banking, I am glad I picked that major. The mentors I had, especially Dr. Mayer, were instrumental in my professional life,” said Nancy.

After decades of a successful career in the banking industry, Nancy retired in 2006.

With her daughter nearing high school graduation, she found herself with extra time on her hands. Nancy started working part time and holidays for Mary Morgan at Morgan Price Candy Company – a store she frequented for chocolate and gifts.

### Opportunity Crops Up

Sisters Mary Morgan and Margaret Price founded the business in 1987, making candy out of Mary’s home and selling via mail order. While Margaret left the business soon after, Mary went on to grow it into a successful local candy store and gift shop.

Armed with their father’s praline recipe, Mary made her mark in Decatur selling those famous pralines, as well as peanut brittle and English toffee for nearly 23 years.

When Mary was ready to retire, Nancy couldn’t stand the thought of losing the hometown treasure.

“Small businesses were so important to me, especially this one. It was just such a huge part of Decatur,” Nancy said.

“People here were proud to purchase something made in their community. Someone had to step up and save it, and I knew that person was me.”

### Changes Yield Success

In July 2010, Nancy bought the business as well as an existing building on Sixth Avenue in Decatur. After three months of remodeling and renovating the space, Nancy moved Morgan Price Candy Company there and opened on Oct. 25 of the same year.



Carol DeVor covers a caramel-covered apple with pecans. Visit Morgan Price Candy Company at 1735 Sixth Avenue SE in Decatur from 10 a.m. to 5:30 p.m. Monday through Friday or 10 a.m. to 4 p.m. Saturdays. Shop online at [morganpricecandy.com](http://morganpricecandy.com)

That new location, she says, offered greater visibility and helped her expand her customer base and grow her business.

This marks Nancy’s eighth year as the owner of Morgan Price. While the original chocolate recipes, including the still popular English toffee, haven’t changed since she took over the business, Nancy has added more than 30 new types of candies – including two of her bestsellers – Angel Bites and Heavenly Bits.

Nancy also extended the hours, staying open later in the evenings and opening on Saturdays as well, to accommodate those who work. The store’s open footprint allows for a large gift shop selection as well as the chance for customers to watch the gourmet candies being made in the kitchen.

### The Future Is Sweet

Today, Morgan Price Candy has customers nationwide and provides a fun place to visit and shop when visiting North Alabama. The store’s English toffee is also on the list of “100 Dishes to Eat in Alabama Before You Die.”

While Nancy’s journey to candy store owner was somewhat unlikely – it also makes perfect sense. Owning the business has allowed her to combine her retailing education, banking expertise and love for people and her community.

“I love spending my days here. We all say, we love working here because we feel like everyone leaves happy. And not just that... happy with chocolate!” she said.

She plans to continue offering the same old-fashioned quality and service Mary Morgan started more than 30 years ago. ■

SMOKIN' IT

# Friends BBQing in Driveway Leads to Athens Restaurant and Florence Franchise

306 BARBECUE OWNERS CONVERT HOBBY TO SUCCESSFUL BUSINESS

Story by Melissa Johnson Warnke. Photos by Brandon Robbins.



Owners Lee Noah and Justin Burgreen pose in the dining room of their Athens restaurant. They along with Whitney Skipworth started their barbecue venture in Whitney's driveway. 'Come pick it up at 306,' Whitney's house number, inspired the business name.



If there's one surefire way to gauge a restaurant's popularity in Alabama, it's the number of cars in the parking lot during the Sunday lunch rush. The standard holds true at 306 Barbecue in Athens.

"Some Sundays, we have over 400 people come through here. It's controlled chaos, as we like to call it," said Justin Burgreen. "We serve at a very fast pace."

Justin does most of the cooking for the restaurant and is one of three co-owners along with Whitney Skipworth and Lee Noah.

"We have stood around the pit many times over the years and said, 'Man, I can't believe we just served this many people today or catered this big event today.' It's just crazy, thinking we started in a driveway, and now we're here," added Lee.

### Cooking Up a Restaurant

Up until 2011, when the restaurant opened, the three men were barbecuing as a hobby in Whitney's driveway. They all met through mutual friends, and their weekend get-togethers with friends would always revolve around the food and the smoker.

"That is what led us to the shared interest in barbecuing together," remembered Justin. "One thing just led to another."

Word of their delicious barbecue started spreading, and the guys found themselves providing full-service catering for local events. The buzz continued to grow as more people tasted – and loved – the food. With encouragement from their fans, Justin, Lee and Whitney began to realize the potential of their venture and considered taking the next steps to bring their food to the masses. When a great restaurant location became available, the other pieces fell into place.

"Back when we were cooking in the driveway, we'd always tell people, 'Come pick it up at 306.' That was Whitney's house number. So, when we decided to open a restaurant, that name just stuck," Lee said.

### When There's Smoke, There's Fire

They've come a long way from the driveway smoker at 306 North Lindsay Lane.

Today, 306 Barbecue is a full-service restaurant featuring fresh meat and delicious side items cooked twice daily on site. The popularity of 306 continues to grow as word spreads about the three guys with a smoker who dish out some fine, Southern food.

"I was actually eating at a Mexican restaurant in Birmingham the other day," Lee recalled. "Our waiter asked where we were from. When I said Athens, he said, 'I drive through

there a lot. And when I stop, there is a barbecue joint I love that's about a mile off the road.' We laughed and asked, '306?' He told us that was it! It was so surreal."

There's also a 306 Barbecue franchise in downtown Florence, which opened two years ago.

"The owners there had a fondness of our food, and we had a fondness for expanding over there," said Justin. "It just came together, and it's been really successful."



*Pork, ribs, chicken, turkey, wings and ham are among the meats available at 306 Barbecue. Check them out at 23101 Highway 72 in Athens and 322 N. Court St. in Florence. Visit online at [306bbq.com](http://306bbq.com)*

While Whitney, Justin, and Lee are open to more franchise opportunities in the future, they don't have any firm plans for expansion just yet.

"It would have to be at the right place at the right time. And we'd want to make sure the food and the taste is consistent with who we are," added Justin.

For now, he says, they're focused on continuing to deliver the very best to their customers.

"There's no doubt – if you want to be in the restaurant business, you have to be dedicated. There is nothing about it that I would say is easy, but you do get everyday satisfaction from people eating your food, enjoying it and telling you how good it is. That's what keeps you going every day," said Justin.

"You pinch yourselves sometimes," said Lee. "But with hard work and a good product, that's what you expect." ■



# Socially Speaking

THE POSTS YOU MAY HAVE MISSED



**"Thanks to all of our wonderful customers who shop local and allow us to serve you."**

—ROB AND MARY ELLEN WERNER, WERNER'S TRADING CO.

**Member business Werner's Trading Co.** let us know today is National Mom & Pop Business Owners Day! What a happy day! We appreciate all the heart and hard work our Mom and Pop retailers put in every day for your businesses and communities! ❤️❤️ March 29 📷 ... Comment and tag more of your favorite Mom and Pop businesses in the comments, so we can honor them too! #MomPopBusinessOwnersDay #ShopAlabama #WeLoveOurMembers 📷

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

f /Alabama Retail

🐦 @AlabamaRetail

📷 @shopalabama

👉 Stay informed at [alabamaretail.org](http://alabamaretail.org)



**We love seeing** all the adorable Little League teams sponsored by our members! As we like to say around here, "Have you ever seen .com on a Little League jersey?" We sure haven't – it's always the local retailers and businesses that support our kids' teams. That's one reason we #ShopAlabama! The money we spend goes right back into our community, benefiting what matters most! April 6 two-photo post 📷



**Next week is National #SmallBusinessWeek**, and we are proud to celebrate the role Alabama's retailers play in growing small businesses, creating jobs and driving innovation. Tag your favorite small businesses in the comments. April 27 📷 📷



## Common Bond Brewers

officially opens its doors in Montgomery on Saturday, April 14! Congrats on this #MemberMilestone! We can't wait to #ShopAlabama and #ShareACommonBond together! Read more about the opening celebration plans at [alretail.org/CommonBond](http://alretail.org/CommonBond) April 13 two-photo post with link 📷



**We have the most amazing members!** They inspire and motivate us every day, and make us excited about the future of Alabama's local retail and restaurant scene. These folks truly make a difference in and for their communities! Click on their photos to learn more about who we visited on this #AlabamaRetailOnTheRoad trip! #ShopAlabama #WeLoveOurMembers April 4 four-photo post 📷

## @ALABAMARETAIL MENTION ON TWITTER

There aren't enough awards for Jheovanny Gomez. He epitomizes the American Dream and so many of us are blessed to call him a friend. #fajitagumbo @chambertusc @tuscaloosacity @VisitTuscaloosa @AlabamaRetail [alretail.org/2KxP1dK](http://alretail.org/2KxP1dK) April 27 🐦 by Jim Page, Chamber of Commerce of West Alabama







# PREPARE FOR THE HEAT

## PREVENTING WORKPLACE ILLNESSES AND INJURIES CAN LOWER PREMIUMS

**A**labama summers are hot. Temperatures throughout the state tend to stay in the 90s during July and August, but the mercury can rise into the 100s.

According to the Farmer's Almanac, this summer will be hotter and rainier than normal, with the hottest periods in early and mid-July and mid-August.

When considering training to avoid workplace accidents and illnesses, don't overlook the heat as a potential factor in accidents. Employees don't have to be engaged in outside work to overheat easily.

Because heat affects the body's cooling system and reduces blood flow to the brain, muscles and other organs, employees can experience a decrease in strength and an increase in fatigue. Fatigue can result in inattentiveness to job hazards and slow responses in emergencies.

Heat can also reduce the ability to understand instructions or retain information. Even a short-term reduction in mental sharpness could result in an accident.

Plus, heat makes people uncomfortable and irritable. Frustrated workers cut corners and ignore safety procedures.

The heat can cause heat rash, fainting, heat cramps, heat exhaustion and even heatstroke, which can be deadly.

Employers can take steps to avoid these heat-related illnesses:

- Schedule heavy work for a cooler time of year or in the evening and early morning.
- Allow more frequent breaks or longer rest periods.
- Allow time for workers to become conditioned to heat.

Insisting employees take precautions to reduce the risk of accidents and illnesses due to heat, can also avoid heat-

related claims. Here are some steps employees can take to decrease the risk:

**An employer who invests in eliminating or reducing injuries can lower their workers' compensation insurance costs.**

- Drink water steadily on hot days.
- Drink at least 16 ounces before physical exertion and 5 to 7 ounces every 15 to 20 minutes while physically active. Even if just sitting, drink plenty of water.
- Wear light, loose clothing and wear a hat to protect your head from the sun.
- Work at a steady pace and try not to overexert.
- Take regular breaks in a cool place.


Workplace injuries can cost an employer considerable time in lost productivity and insurance premiums. An employer who invests in eliminating or reducing injuries can significantly lower their workers' compensation insurance costs over the course of a few years.

"Injuries are going to happen, the key is preventing the injuries you can reasonably prevent, and making sure there are open lines of communication once an injury does take place," said ARC Fund Manager Mark Young.

Managers and store owners should communicate any injuries, including those related to the heat, to their comp provider as soon as possible.

When you call or go online to make a claim, be prepared to provide your business' dba and corporate name, your ARC member number, a summary of the accident and injury as well as the injured employee's name and contact information.

Alabama Retail Comp maintains a safety training library for its members at [alabamaretail.org/safety/](http://alabamaretail.org/safety/) ■

 **To report an injury, go to [alabamaretail.org/reportaclaim/](http://alabamaretail.org/reportaclaim/)**



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

PRESORTED STD  
US POSTAGE  
**PAID**  
PERMIT #198  
MONTGOMERY, AL

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## MEMBERSHIP MATTERS

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# 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](http://alabamaretail.org)

### Legislative Clout

"As an Alabama owned and operated business, we value the efforts the Alabama Retail Association puts forth at the state and national level to protect the needs of our business and team members."

**MIKE ELKINS, UNCLAIMED BAGGAGE CENTER**

### Cost-Effective Workers' Compensation Coverage

"Alabama Retail Comp is the best workers' comp carrier Sexton Welding Supply Co. Inc. has had."

**DIANNE SEXTON JOHNSON,  
SEXTON WELDING SUPPLY CO.**

### Resource

"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**

### Networking Opportunities

"I love going to ARA meetings and events. If you attend a meeting and walk away with one idea, it could be the element that takes your business to the next level. You learn the right thing at the right meeting, and it can pay for itself 10 times."

**JACOB SHEVIN, STANDARD FURNITURE CO.**