

Alabama Retailer

MEMBER
HIGHLIGHT
**KEN
METZGER**
OWNER OF
METZGER'S

EMPLOYMENT LAW:
*Pay Expectations
vs. Wage History*

SHOP ALABAMA
*Holiday Spending
to Reach
\$12.4 Billion*

RETAIL DAY
HONOREES
*Centennial
Retailers and
Retailers of
the Year*

RECIPE FOR SUCCESS

April McClung

OWNER OF EMILY'S
HEIRLOOM POUND CAKES



From the President



Your Membership Organization and Your Workers' Comp Provider

Some of you may be getting this magazine for the first time and others may have been receiving it for a while and aren't sure why.

Alabama Retailer magazine is how the Alabama Retail Association communicates about and to its 4,200 members. The association is the state's leading legislative and regulatory advocate for retail and small businesses.

Most of the association's members also participate in Alabama Retail Comp, a self-insured workers' compensation fund begun in 1984. To participate in the fund, businesses must also be a member of the association. Metzger's, Emily's Heirloom Pound Cakes, Taylor Made Designs and 12 other retailers featured or mentioned in this issue are association members and ARC participants.

Most of you became a member of the association and a participant in Alabama Retail Comp through your local independent insurance agent. Unless you've had to file a claim or had a question about Alabama laws or regulations, you may never have spoken with someone at Alabama Retail Comp or the Alabama Retail Association. Those of you who have talked with one of our staff know we are just a call or email away.

ARC is the leading workers' comp provider to small- and medium-sized businesses throughout Alabama. Many of you are retailers, while others provide professional services or lodging. ARC is happy to serve you all.

Your workers' compensation coverage is the greatest benefit of your membership in the association.

We are Alabama Retail Association and Alabama Retail Comp.

Thanks for giving us the privilege of serving you.

Rick Brown, Publisher and President

Alabama Retailer

November 2019 Issue 3 Vol 19

Publisher
Rick Brown

Editor
Nancy King Dennis

Design
Copperwing Design

Cover Photo
Brandon Robbins

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Alabama Retailer is the official publication of the Alabama Retail Association, 7265 Halcyon Summit Drive, Montgomery, Alabama 36117-3502. Telephone (334) 263-5757; FAX (334) 262-3991.

Alabama Retailer is published three times a year. Views and conclusions expressed in articles herein are those of the authors, not necessarily those of the editors or officers of the Alabama Retail Association. Opinions expressed in this magazine do not necessarily reflect the policies of the Alabama Retail Association.

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Postmaster: Send address changes to Alabama Retail, P.O. Box 240669, Montgomery, Alabama 36124-0669.

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Comp for
Your Business

Holiday Spending in Alabama to Exceed \$12.4 Billion, 3% Growth from Last Year

Shoppers in Alabama should spend about \$362 million more during the holidays this year than last year.

During the holiday shopping months of November and December, Alabamians will buy more than \$12.4 billion in goods, based on the Alabama Retail Association's prediction of taxed sales for those months. That represents a 3% increase beyond the \$12 billion spent in the 2018 holiday shopping period.

Through July of this year, Alabama averaged 5.5% growth in regular sales tax collections each month over the same month last year. When you add in what Alabama has collected in sales taxes from out-of-state, online-only retailers that growth jumps to 11% in total taxed sales through July. However, in the prior two years, Alabama's taxed sales during the holiday shopping period has grown an average of 2.75%.



This will be the second holiday shopping season with most remote sellers remitting sales taxes through Alabama's Simplified Sellers Use Tax program and economic nexus rule. It will be the first with sales tax collections remitted by marketplaces that collect for third-party vendors.

Alabama Retail Association's 3% holiday growth prediction is for all holiday taxed sales, including those from remote sellers.

Taxed holiday sales in 2018 in our state totaled \$12,069,764,995.28, a jump of 2.66 percent over 2017 holiday sales, according to numbers provided by the Alabama Revenue Department.

The Alabama Retail Association urges shoppers to Shop Alabama throughout the year, especially during the holiday shopping period. ■

CENTENNIAL RETAILER

‘Moving to Where Customers Want to Shop’ Helps Third-Generation Mobile Store Thrive for 100 Years

LOYAL EMPLOYEES SELLING QUALITY MEN’S AND WOMEN’S APPAREL AND FURS IS OTHER KEY TO METZGER’S LONGEVITY

Story and photos by Nancy King Dennis



Ken Metzger, the third-generation owner of Metzger's, formally joined the family business in 1980, but he was there in 1960 when Metzger's cut the ribbon on its 102 Dauphin St. store in downtown Mobile. He is the first child on the left in the historic photo, which hangs on the wall of Metzger's current location in the Spring Hill area of Mobile, also on Dauphin Street.

“**B**rothers Melvin and Leonard Metzger opened what was then known as Metzger Brothers in 1919 inside The Battle House, a still-operating hotel in downtown Mobile.

The finer men's and ladies' apparel store and furrier, now simply called Metzger's, has thrived since that time by “moving to where people want to shop,” said current owner, Ken Metzger, grandson of founder Melvin Metzger.

In the late 1960s, Metzger's moved to Mobile's Bel Air Mall, because “that's where people wanted to shop,” says Ken. Second-generation owners, first cousins Albert and Leonard Metzger, oversaw that transition. Albert Metzger was Ken's father. Leonard Metzger was the son of the founder with the same name.

“Now, Metzger's is in a freestanding location, and that's where people like to shop,” Ken further explained, speaking of its custom-built, stand-alone store at 3702 Dauphin St. In 1997, the business relocated to that address in the Spring Hill area of Mobile.

“Time is as important as money,” said Ken. “Customers want to pull up to our front door, come in, do their shopping and go on about their life.”

Other reasons Metzger's has succeeded in business for 100 years are its quality products and exceptional customer service. “When you buy clothes from us, you know they will last,” Ken said.

All About the People

While adapting to customers' shopping preferences and selling quality merchandise that doesn't easily wear out has helped Metzger's survive through the years, Ken said another factor trumps even those core values.

“It's all about people,” he said. While customers are the store's focus, the people Ken refers to are Metzger's employees. “I have several employees who have been with me over 20 years, and I think that says a lot about who we are.”

Secretary/bookkeeper Diane Presley has worked at Metzger's for 48 years. She has worked for all three generations of the Metzger family. Wardrobe stylist Brenda

Holt began working at Metzger's 40 years ago. “Some of our customers won't shop without Brenda's help,” said manager Alan Day, who started as a sales associate 24 years ago. He's been the manager and men's buyer for 22 of those years.

The rapport customers build with the people assisting them keeps them coming back.

“Retailers are at the heart of any local economy, and that's certainly true here in Mobile,” said Bob Chappelle,

chief operating officer of the Mobile Area Chamber of Commerce, of which Metzger's has been a member throughout its 100-year existence. “Even as we see shifts in sales channels, I believe that customers in the long run are going to choose a local retailer for the personal experience, for quality merchandise and the relationship that they build with sales people.”

Ken, who formally joined the family business in 1980 after working for the national retailer now known as Macy's, said, “Metzger's, as a family and family business, owes much to the loyalty of generations of customers. We continue to be grateful for their patronage.”

A giant banner adorning the store to celebrate Metzger's 100th birthday expresses that gratitude with the words, “Thank you Mobile.”

“Mobile is the Metzger home, and this community helped build this store,” said Ken. “That realization is one we appreciate, and we are proud to give back in whatever way possible.” ■



Three of Metzger's longest serving employees pose in the ladies' apparel section of the store. From left are Diane Presley (48 years), Alan Day (24 years) and Brenda Holt (40 years). Metzger's at 3702 Dauphin St. in Mobile is open 10 a.m. to 6 p.m. Monday through Friday and from 10 a.m. to 5 p.m. Saturdays. Visit metzgersclothing.com

Expert Offers Options for Wage History Questions under Alabama Equal Pay Act

By Richard I. Lehr, Esq.

The Clarke-Figures Equal Pay Act became effective in Alabama on Sept. 1.

The act prohibits race or sex discrimination in pay, if the work "requires equal skill, effort, education, experience and responsibility, and performance under similar working conditions," unless the difference in pay is due to "a seniority system, a merit system, quantity or quality of production or a differential based on any factor other than sex or race."

We anticipate that the act will seldom be used for "pure" pay discrimination cases, as most attorneys will utilize the more profitable federal statutes and more experienced federal courts.

Wage History Provision

Of greater concern is the language that addresses inquiries regarding an applicant's compensation history. The act creates a cause of action for retaliation if an individual chooses not to disclose wage history and believes that he or she suffered an adverse action due to that nondisclosure. Specifically, the statute states:

An employer shall not refuse to interview, hire, promote, or employ an applicant for employment, or retaliate against an applicant for employment because the applicant does not provide wage history. Wage history means the wages paid to an applicant for employment by the applicant's current or former employer.

— Alabama Act No. 2019-519

Options for Alabama Employers

Therefore, an employer in Alabama may inquire about an applicant's or employee's wage history but may not treat the applicant or employee adversely because the applicant or

employee chooses not to disclose wage history. One of the easiest employment claims to bring is retaliation. In essence, an individual claims that he or she exercised a protected right, suffered adverse treatment and therefore the two are connected in the form of retaliation. So, what are the options for Alabama employers?

1. Continue to ask about wage history, with knowledge of the potential implications for a retaliation claim.
2. Discontinue asking about wage history altogether. Rather, ask an individual her or his compensation expectations as opposed to wage history.

3. Continue as is, with a disclaimer noted next to the wage history question on an application or if discussed during an interview, that failure to respond will not result in adverse treatment.

Recommendation

Often, more individuals apply for a job than are selected. So, imagine a situation where an individual is not selected, did not answer the question on the application about wage history, and then claims that he or she was denied employment because of that. Our recommendation is for employers to refrain from asking the question on the application or during an interview; phrase questions in terms of pay expectations rather than wage history. ■

"Our recommendation is for employers to refrain from asking the (wage history) question on the application or during an interview; phrase questions in terms of pay expectations rather than wage history."

— RICHARD LEHR,
EMPLOYMENT LAW EXPERT

 [Read more on this subject at alabamaretail.org/news/alabama-equal-pay-act-lehr/](http://alabamaretail.org/news/alabama-equal-pay-act-lehr/)

Capitol's Rosemont Gardens Still Blooming 127 Years Later

Stories by Nancy King Dennis and Current Photos by Amy Carson Dennis

MEMBER
SINCE
1991

At 127 years of operation, Rosemont Gardens is one of Alabama's oldest continually operating retailers.

William Burns Paterson, a Scottish immigrant, helped found what is now Alabama State University and served as its second president. In 1890, Paterson combined a childhood love of flowers and an adult passion for education to build a small home and greenhouse operation called Rosemont Gardens on Tatum Street adjacent to the university. The profits helped support the Montgomery school and his family. In 1892, he added a florist division. Rosemont Gardens' single greenhouse grew to encompass five acres and remained in the Paterson family for 94 years.

In the 1920s, the florist portion of Rosemont Gardens moved to Dexter Avenue, then in the 1940s to Perry Street. In 1966, Paterson's Rosemont Gardens built its current location adjacent to their greenhouses just off



In 1940s photo, John Haygood Paterson arranges flowers. The Patersons owned Rosemont Gardens for 94 years.

Rush Thompson, Camilla Austin and Robert Moore represent the third generation of the Thompson family, which has owned the business since 1988. Also pictured: Current manager Jerry Thrash.

Carter Hill Road. New owners modernized it again in 1984. In 1988, Jimmy and Myra Thompson bought Rosemont Gardens and renamed it Capitol's Rosemont Gardens. Their children – Lamar Thompson and Martha Moore – are the current owners. ■

👉 *Capitol's Rosemont Gardens was featured in the February 2018 Alabama Retailer. Read more at alabamaretail.org/news/rosemont-prepares-busy-valentines-day/*

Anders Hardware is 110 Years Strong

In January 1909, several brothers in the Northport area came together to open J.H. Anders Mercantile. The store still operates out of the same location on Main Avenue, although the name changed in 1921 to Anders Hardware to reflect a shift from general mercantile to hardware. A second store under the same name opened in 2002 in Tuscaloosa. Anders Hardware employs 20 and sells more than 150,000 items for the home or farm. ■

👉 *For more about the Centennial Retailers honored at the 2019 Alabama Retail Day, go to alabamaretail.org*



For four generations, the Anders family has been selling hardware in Northport. Pictured are current owner Rodger Anders with his son and general manager Rich Anders. Inset is second generation owner, James "Burwell" Anders, also with Rodger in 1960. Not much has changed at the store in more than a century.

And the 2019 Alabama Retailers of the Year are ...

Photos by Amy Carson Dennis, Brandon Robbins and Nancy King Dennis

1 MIKE AND LEE VINSON

Adams Drugs
8 Montgomery stores, 1 each in Prattville, Millbrook, Wetumpka and Pine Level
Gold, Annual Sales More Than \$20 Million

2 JIM WHALEY

Jim Whaley Tires Inc.
3 Dothan stores, 1 each in Ozark, Enterprise, Troy and Eufaula
Silver, Annual Sales More Than \$20 Million

3 JAMIE PURSELL

Leaf & Petal
2 Vestavia Hills locations, 1 each in Mountain Brook and Birmingham
Gold, Annual Sales \$5 Million to \$20 Million

4 DAVID DAWOUD

Domino's Pizza
2 Vestavia Hills restaurants,
1 each in Fultondale, Gardendale, Dora, Hueytown, Fairfield, Oxford and Anniston
Silver, Annual Sales \$5 Million to \$20 Million

5 JIMMY WRIGHT

Wright's Market, Opelika
Bronze, Annual Sales \$5 Million to \$20 Million
(Pictured with his daughter, Emily Wright)

6 BRIAN KANE and JIM FOLEY

Fairhope Brewing Co.
Gold, Annual Sales \$1 Million to \$5 Million

7 JIM MOELLER

New York Butcher Shoppe, 2 Birmingham locations
Silver, Annual Sales \$1 Million to \$5 Million

8 DR. JENNY SOBERA

Village Dermatology, Mountain Brook
Satellite offices in Birmingham and Oneonta
Bronze, Annual Sales \$1 Million to \$5 Million

9 JACQUELINE T. SMITH

The Coffee Shoppe, Selma
Gold, Annual Sales Less Than \$1 Million

10 WESLEY LASSEN

The Cook Store, Mountain Brook
Silver, Annual Sales Less Than \$1 Million
(Pictured with her staff and her dog, Lucy)

11 MARY BETH GREENE

mb greene llc, Fairhope
Bronze, Annual Sales Less Than \$1 Million

12 KASEY HOPE

P'zazz Art Studio, Prattville
Bronze, Annual Sales Less Than \$1 Million

13 JOHN "JAY" G. NEWMAN II and MATT TIETZ

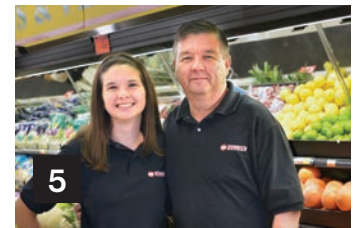
Ugo Convenience Delivery, Tuscaloosa
GEE Emerging Retailer of the Year

14 JENNARATION BOUTIQUE

Northport, Tuscaloosa and Birmingham
Customers' Choice Award
1,526 of 12,191 votes cast

(Owner Jenna Powell is pictured with some of her team.)

 [Find stories and videos about these outstanding Alabama retailers at alabamaretail.org/news/2019-Retailers-Year-Centennial/](http://alabamaretail.org/news/2019-Retailers-Year-Centennial/)



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

Recipe for Success

By Nancy King Dennis

AN INTERVIEW WITH

April McClung of Emily's Heirloom Pound Cakes

Photos By Brandon Robbins

*April McClung in her kitchen at
The Annex in Birmingham*

When April and Lacy McClung's two sons had the opportunity to be student ambassadors to China and Europe, they didn't know how they would pay for the trips, so the family held hands as Lacy prayed.

April recalls that after the family released hands, Lacy said, "The Spirit says, 'What about the pound cake?'"

Lacy's grandmother, Emily Magnolia McClung, had shared her pound cake recipe with Lacy when he was a teenager. Lacy, who runs a construction business and is a part-time minister, had been making his "Big Mama's" pound cake for years for family gatherings, gifts and special occasions. As the years progressed, he updated the recipe. The McClungs' friends found the dessert so addictive, they started calling it "crack cake."

"I'm an excellent cook," said April, "but my husband was the baker of the pound cake."

So, Lacy taught April and their sons, Lacy "Tre" McClung III and John "J" Alexander McClung, to make the cake, using the family recipe he had perfected. "I had never made any kind of cake before 2013," said April.

The family baked and sold cakes using that original recipe at farmers' markets and over social media.

"In nine months, with one pound cake recipe, we raised over \$14,000," said April.

While the trips were paid for and taken, April realized the family's pound cake project was more than just a fundraiser. It was time to put her business management degree from the University of Florida and Master of Business Administration from Barry College to work.

April McClung is the owner of Emily's Heirloom Pound Cakes, which bakes, sells and ships 17 different flavors of pound cake by the slice, snack size or whole cakes – rounds or loafs – from downtown Birmingham.

"It is rewarding to see how God was able to use something that we have had in our household for generations and produce something that makes people so happy."

- APRIL

Birth of A Business

Emily's Heirloom Pound Cakes became a full-blown business in July 2014.

"I went to college at 16 and came out at 21," said April. "I had been managing people for a large insurance company for 25 years. I believe that the skill set I have in business, prepared me for this."

At first, she rented out space at the Chef's Workshop in Hoover that she shared with others to bake what has now grown to 17 different flavors of cakes.

"In five years of business, we are producing over 5,000 packaged slices and hundreds of cakes every month," said April. "We ship all over the country. We are in restaurants, hotels, grocery stores, Amazon, and we do a Sam's Club

Continued on page 12

THE ESSENTIALS

Founded
July 2014

Number of Employees
10

Mentor
No one person; I have established relationships with diverse backgrounds and a myriad of experiences and use those as my "go-to" as needed

Smart Move
Applying to be on MSNBC "Your Business" to give my elevator pitch for an opportunity to do business with Sam's Club

Learning Moment
Don't be so quick to borrow money; make that a last resort option! Brainstorm ways to finance yourself. It may be a little more inconvenient, but it will be worth it.

Wisdom Shared
With so much competition in the marketplace, customer service, professionalism and kindness are what set you apart and will be the ultimate divide. Treat every customer as if he/she was the only customer you had, and it will pay off for years to come.

See more
of this story at
alabamaretail.org



Road Show in the Southeast.” Previously, the cakes were sold in 28 Walgreens in the metropolitan Birmingham and Tuscaloosa areas as well as at the Birmingham-Shuttlesworth International Airport.

Elevator Pitch

In 2017, April applied to MSNBC’s “Your Business” to make an elevator pitch to Sam’s Club buyers.

“I was notified after about four to five weeks that I was one of the five entrepreneurs who were selected to come onto the show,” she said. “They flew me to Secaucus, N.J., where I gave my elevator pitch. The buyers of Sam’s Club loved the product.”

Sam’s Club invited her to Bentonville, Ark., for further discussions.

“Because I’m a small business, I opted to do a road show,” said April. “I didn’t have any distribution at the time.”

Besides a kitchen staff, April also employs a demonstration staff that travels with or for her to Sam’s Clubs, local farmers’ markets and events to sell Emily’s Heirloom Pound Cakes.

“I’m able to go to any Sam’s Club in the country and set up my display and sell,” she said.

Bigger Kitchen

In late 2018, April moved her business to The Annex, a culinary incubator in downtown Birmingham.

“Here, we have our own kitchen facilities,” April said earlier this year in an interview in her kitchen at The Annex. “The staff bakes Monday through Wednesday, sometimes on Thursdays, and we keep office hours.”

Emily’s is open from 9 a.m. to 2 p.m. Monday through Friday at The Annex. “We utilize this location as a showroom for pickup,” said April. Customers go to emilysheirloom-poundcakes.com to order cakes either for shipping or for pickup locally. “Our store is our website,” said April.

Most Thursdays through Sundays, April and her demo staff travel to Sam’s Clubs, where they set up a table, offering samples and selling slices and the various sizes of Emily’s Heirloom Pound Cakes.

Her sons, now 21 and 18, still help. “It is all-hands-on deck,” said April. “They do everything from cooking to delivering to even running our events. We go to seven to nine farmers’ market each week. We are all in awe to see what God has done.”

Legacy

And the company continues to pay tribute to the woman who inspired the original flavor of its pound cakes.

In its logo, the “i” in Emily’s is dotted with a magnolia blossom and the backdrops used at their road shows and events are red, Emily Magnolia McClung’s favorite

color. While Emily died in 2002, 12 years before Emily’s Heirloom Pound Cakes began, her legacy lives on in the taste of those cakes.

“It is rewarding to see how God was able to use something that we have had in our household for generations and produce something that makes people so happy,” said April.

“When we sample this cake, people do everything from laugh out loud to cry,” she said. “It brings back so many memories that our slogan is ‘bringing back precious memories with just one bite.’ ”

April has big plans to bring those memories and the taste of their Southern pound cakes to even more people.

Her vision includes a manufacturing plant “where there would be tours of people coming to visit to see what we do, how this got started. How one little cake, grandma’s pound cake, thrust us into just a whirlwind of blessings.”

“I envision operating in anywhere from 50 to 100 Sam’s Club stores every week,” she added.

And ultimately, “a multimillion-dollar operation is what I’d like to see.” ■



Emily's Heirloom Pound Cakes is open from 9 a.m. to 2 p.m. Monday through Friday at The Annex, 113 12th St. N., Birmingham, AL 35203. Visit emilysheirloom-poundcakes.com for shipping or to order cakes for pickup.

Member News

HUNTSVILLE WINE SHOP WINS CHAMBER'S CREATIVE AWARD



MEMBER
SINCE
2014

Church Street Wine Shoppe received the Local "Creative" of the Year award from the Huntsville/Madison County Chamber of Commerce Small Business Awards Celebration in August. The annual event recognizes outstanding work businesses and individuals are doing in Huntsville.

Matthew Mell and Stephanie Kennedy-Mell opened their shop in September 2014. Church Street Wine Shoppe is known for its frequent wine tasting events, wine club, visiting winemakers and commitment to helping charitable causes. It stocks more than 1,000 wines from every corner of the globe and features the art of local artists on its walls.

Visit churchstreetwineshoppe.com

YANCEY PARKER'S CELEBRATES 70 YEARS



MEMBER
SINCE
2011

Yancey Parker's owners Addison and Melissa Parker Paul have been celebrating the store's 70th anniversary all year.

On Jan. 3, 1949, Melissa's parents, Yancey and Evelyn Parker, purchased Joe Callaway's Men's Store in Enterprise and named their new store Yancey Parker's. While Melissa grew up in the business, she became official after earning a fashion merchandising degree. When she married Addison Paul, he added his background in art and interior design to their love for people, clothing and attention to detail. Yancey Parker's added women's clothing and accessories to its merchandise in 1996 and youth wear in 2017.

Visit yanceyparkers.com

MOUNTAIN BROOK GIFT SHOP MARKS 25 YEARS



MEMBER
SINCE
2000

Lamb's Ears Ltd. celebrated its 25th year in business over four days in September. The owners, sisters Julie Gilmore Howell and Elizabeth Gilmore Roberts, threw a party, featured local artists and offered discounts and door prizes. Their shop in the Crestline Village of Mountain Brook is chock full of beautiful items, from housewares and home décor to art, jewelry and accessories. A significant portion of Lamb's Ears' sales comes from products by local and regional artists and vendors. Pictured are associates Clarissa Harms and Gretchen Wandby.

Visit LambsEarsLtd.com



IN MEMORIAM, FRANK H. BROMBERG JR. 1931-2019

Bromberg & Co. Inc.'s Frank Hardy Bromberg Jr. passed away June 4, 2019. The former president and chairman of the board was the fifth generation of management of Alabama's oldest business and America's oldest family owned retailer. "He was a beloved father, grandfather, friend, respected businessman, civic leader and ... a true asset to the company and community," a Bromberg's statement said. Alabama Retail's immediate past chairman, Ricky Bromberg, is the sixth-generation president of Bromberg & Co. Memorials may be directed to: The University of Alabama Culverhouse College of Business Department of Marketing, The University of Alabama, Box 870101, Tuscaloosa, AL 35487. Frank Bromberg was an alumnus of the business school and a UA board trustee from 1983-2000. Visit brombergs.com

MEMBER
SINCE
1992

Welcome

New Members



FEATURED NEW MEMBER

**COASTAL
COOKING INC.,
DBA DANNY'S
FRIED CHICKEN
ROBERTSDALE**

Founded 1970

OWNERS

**Clayton and
Virginia Stopa**

PICTURED

**Christina DuBose,
Fairhope store
manager; Flora
Hudson and
Jamarcus White,
assistant managers**

NUMBER OF EMPLOYEES

37

LOCATIONS

**19605 Greeno
Road Fairhope,
AL and 22697
Alabama Hwy 59
S., Robertsdale, AL**

MEMBER SINCE

July 31, 2019

2Cor910 LLC
HOMEWOOD

412 Public House LLC
CULLMAN

A&E Subs Inc.
GADSDEN

AABON Home Health
Care Supply Inc.
OZARK

AARYAA LLC
AUBURN

Abba Co. LLC
NORTHPORT

Agave Corp., dba Agave
Mexican Restaurant
MOBILE

AL Juice LLC
HUNTSVILLE

All American
Hospitality LLC
OWENS CROSS ROADS

AmiYP-Liberty Park LLC
VESTAVIA

AmiYP-Uptown LLC
BIRMINGHAM

Amsterdam Cafe
Food Truck LLC
AUBURN

Anden Inc.
NEW MARKET

Auto Beauty Shop Inc.
SELMA

Baker's Que LLC
DECATUR

Bass Printing Inc.
OPELIKA

BBJ Tuscaloosa LLC
TUSCALOOSA

Ben-Raj LLC
BIRMINGHAM

Big Mike's Steakhouse
Moundville LLC
MOUNDVILLE

Birmingham
Pulmonary Group Inc.
BIRMINGHAM

Blenz LLC
TUSCALOOSA

Bobby Carl's LLC
MOUNTAIN BROOK

Bretts on the Bluff LLC
BIRMINGHAM

Brooklynn LLC
NEW SITE

Cart Dr LLC
THEODORE

Chicken Fried
Birmingham LLC
BIRMINGHAM

Cool Crate Storage LLC
NORTHPORT

Crazy Cazboy's
Birmingham LLC
HOMEWOOD

Dana Wang LLC
BIRMINGHAM

Daniel Creel
Agency Inc.
FLORENCE

Dianne E.
Burke DMD LLC
MONTGOMERY

Down to Earth
Counseling LLC
TUSCALOOSA

Downtown
Properties LLC
ALEXANDER CITY

Dreher's LLC
CULLMAN

Efrain Inc.
WETUMPKA

Elite Off Road and
Performance LLC
CHELSEA

Espo Enterprises LLC
AUBURN

Express
Healthcare Inc.
FAIRHOPE

Expressions Center
for Communication
Disorders LLC
HOOVER

FGP Manufacturing LLC
MOBILE

Finger Promise Inc.
FLORENCE

Gadsden Burritos LLC
GADSDEN

Goat Island
Craft Brewing LLC
CULLMAN

HLW Pubs LLC
TUSCALOOSA

Hops N Guac LLC
HUNTSVILLE

Hotel Wetumpka AL LLC
WETUMPKA

Hulse Family
Chiropractic Inc.
HARTSELLE

Integrated Pain
Management of
Alabama LLC
MOBILE

Irondale Pickers
IRONDALE

Jay Gayatri LLC
CHEROKEE

K.J. King
Enterprises LLC
AUBURN

Kidney and
Hypertension Specialists
of Alabama PLLC
MONTGOMERY

KJB Development Inc.
MONTGOMERY

La Bamba
Mexican Grill LLC
TUSCALOOSA

Leighton Foods LLC
ARAB

Links Golf Center of
Alabama Inc.
HUNTSVILLE

Luna by Brio LLC
HOOVER

M & N Convenience LLC
QUINTON

M & S Hotels LLC
MONTGOMERY

Magnolia James
Boutique LLC
AUBURN

Marsh Bakery LLC
BIRMINGHAM

Mason and Gardner
CPAs LLC
DEMOPOLIS

Maynard & Sheets LLC
MOBILE

Mazzara's Italian
Kitchen LLC
HUNTSVILLE

MFR-Marengo Drug
Screening Center LLC
DEMOPOLIS

Miller Road Gang LLC
BIRMINGHAM

Mirakhan LLC
DOTHAN

Mulberry Clanton LLC
CLANTON

Mulberry Prattville LLC
PRATTVILLE

Mulberry Wetumpka LLC
WETUMPKA

No Limits Fitness &
Tanning LLC
TUSCALOOSA

Oakview
Investments LLC
MOBILE

OM Sai HSV LLC
HUNTSVILLE

Oscar's Restaurant LLC
BIRMINGHAM

OTLP LLC
BIRMINGHAM

Pepito's Jasper Inc.
JASPER

Pho Time LLC
ENTERPRISE

Pilar's China Grill LLC
ELBA

Pimentos Inc.
ATHENS

PMB Montgomery LLC
MONTGOMERY

Rainbow Subs Inc.
RAINBOW CITY

RCR Investments LLC
TUSCALOOSA

Reese Robinson DMD
BREWTON

Rehm Animal Clinic at
Tillman's Corner PC
MOBILE

Rehm Animal Clinic at
Timber Run PC
LOXLEY

Rehm Animal Clinic PC
MOBILE

RFC Cleaners LLC
TUSCALOOSA

Rob Robinson
HEFLIN

RSM &B LLC
DAPHNE

S & D Legacy
Automotive LLC
ANDALUSIA

Sherrod
Development Co. Inc.
MONTGOMERY

ShreeNathJi LLC
SELMA

Shri Shayona LLC
ALABASTER

Singleton Ventures LLC
HOOVER

Southern Batteries LLC
PRATTVILLE

Steak 'N' Biscuit LLC
MOULTON

Storage Barn LLC
MONTGOMERY

Sugar Mama's LLC
TUSCALOOSA

Sunny Enterprises Inc.
AUBURN

Super Sweet LLC
SCOTTSBORO

Sweet Home
Vapor Co. LLC
GADSDEN

T T Fashion & Beauty
Supply LLC
DOTHAN

Tearza Olson
GARDENDALE

TechnoRV LLC
SEMME

The Aji Sai Restaurant Inc.
GULF SHORES

The Chili House LLC
PENNINGTON

The Original
Public House Inc
HUNTSVILLE

The Rush Corp.
IRONDALE

Therapy South -
Gadsden LLC
GADSDEN

TherapySouth - UAB LLC
BIRMINGHAM

The-Vape-Place LLC
BOAZ

Tiffany Leigh
Brewer LLC
HUNTSVILLE

Tina Sampson
ARAB

Tobias, McCormick
and Comer LLC
MOBILE

Tre Luna Bar and
Kitchen LLC
HOOVER

TRU Identity LLC
TUSCALOOSA

Union Investments LLC
BIRMINGHAM

United Hotel Group LLC
BOAZ

Violet Hospitality LLC
TUSCALOOSA

VVP Inc.
BIRMINGHAM

Weagle Inc.
AUBURN

West End Holdings LLC
HUNTSVILLE

Westside-Jiffy
Pharmacy Inc.
ATHENS

Whillock Enterprises LLC
DOTHAN

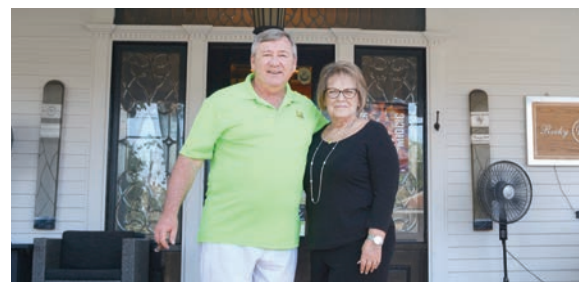
Wholesale Installation
Supplies LLC
HUNTSVILLE

Wilson & Fiquett DMD, PC
FORT PAYNE

Yak The Kathmandu
Kitchen 2 LLC
FAIRHOPE

YKY Southern Restaurant
Group LLC
BIRMINGHAM

ZH Law LLC
TUSCALOOSA



Founded
January 2012

OWNERS

Reagan Starner
and Randy Starner

PICTURED

Randy and Debbie
Starner

NUMBER OF EMPLOYEES

7

LOCATION

2703 6th St
Tuscaloosa, AL
35401

MEMBER SINCE

May 14, 2019

FEATURED NEW MEMBER

STARNER &
STARNER
ENTERPRISES LLC,
DBA R&R CIGARS
TUSCALOOSA

TAYLOR MADE

Jewelry, Accessory and Gift Shop Offers Products You Can Get Only in Opelika

STARTED AS A HOME-BASED BUSINESS, TAYLOR
MADE DESIGNS CELEBRATES 30 YEARS IN BUSINESS
AND 19 IN DOWNTOWN OPELIKA THIS YEAR

Story by Nancy King Dennis. Photos by Melissa Johnson Warnke and Amy Carson Dennis



Lynn Taylor Bradakis and Taylor Bradakis Sumrall are the mother-daughter team behind Opelika's Taylor Made Designs. Taylor runs the store, while Lynn concentrates on designing jewelry, accessories and products promoting the city of Opelika.

Lynn Bradakis wanted a special frame for a photo of her 6-month-old daughter, Taylor.

When she couldn't find what she wanted in any store, she designed and made the frame herself.

When her friends saw her creation, they asked Lynn to make them something similar or to bring their ideas to life.

"It slowly blossomed into a home-based business," said Lynn.

"Taylor is my grandmother's last name, my Mom's maiden name and my first name," said Taylor Sumrall, Lynn's daughter who is grown and married now. When it came time to name the business, "My grandfather said, 'It has to be Taylor Made.' "

Thus, Taylor Made Designs began 30 years ago.

By 2000, Lynn decided she needed somewhere that wasn't her house from which to sell her creations.

"Downtown Opelika was chosen as the brick-and-mortar embodiment of Taylor Made Designs, because we believe that downtown is the heart of the city and the only place we want to be the home of our brand," said Taylor.

"I obviously grew up in the business," said Taylor. "I've been around it my whole life. I always said I was going to go off to college and do something else, and I did."

Taylor worked for a medical device company right out of college. In 2013, both she and her mother decided it was time for a change.

"It turns out, we make a great partnership," Taylor said. Now, Taylor manages the store and runs its social media campaigns, while her mother continues to design.

What They Make, They Sell

"We strive to make handmade jewelry and accessories so that our customers have that perfect finishing touch that doesn't break their bank," said Taylor. In 2015, the mother-daughter duo added an Opelika-themed product line known as Only in Opelika to their shelves.

"There was a lack of products to celebrate the great city of Opelika," said Taylor. "We've had our souvenir products ordered and shipped away as far as Washington state and even overseas. How wonderful is it that we live in a city that stays with you even if you move away?"

This Christmas season, Taylor Made Designs will celebrate its 19th year on Opelika's Eighth Street, right in the heart of the historic downtown area.



Most Mondays through Saturday, 10 a.m. to 6 p.m., you'll find Taylor Sumrall behind the counter at Taylor Made Designs, 120 S. 8th St. in Opelika. Right now, she's on maternity leave, but she'll be back soon! Visit @tmdopelika on Facebook and Instagram to see Taylor Made Design's custom and handmade jewelry.

Shop Small, Shop Local, Shop Alabama

"A lot of people like to give nice jewelry at affordable prices for gifts," said Taylor, so "Christmas is one of our most fun and busy times. Fourth quarter is a huge season for anybody in retail," she added.

At every opportunity, Taylor and Lynn encourage customers to shop local.

"We are asking that you take extra care this holiday

shopping season to shop with small businesses," Taylor said last November when downtown Opelika cut a ribbon to kick off holiday shopping there.

"When I hear someone say they had trouble find a parking spot, I hear the answered prayers of us and other business owners," Taylor said. "Shopping local is a big deal for us, because it is how our downtown has survived."

"All of the wonderful collections that I can offer inside Taylor Made Designs and the products we offer as a whole are possible because our community made the decision to shop small and to shop local," added Taylor. "Nothing makes me happier than being able to brighten your day with a friendly conversation or wrapping up the perfect gift for a special occasion."

Lynn and Taylor are grateful every day for the love and support from their customers and their city.

"Thank you for helping keep my family business a part of the downtown Opelika community," Taylor said. ■



Socially Speaking

THE POSTS YOU MAY HAVE MISSED



**"Retail is first
and foremost
about people."**

- WESLEY LASSEN,
THE COOK STORE



Sharing some #WednesdayWisdom from the late master gardener at Leaf & Petal. We ... couldn't let Wednesday pass without sharing how Walter Berry achieved exceptional customer service. Walter greeted every customer with the question, "How can we make your day special?" In tribute, Walter's question is featured on a plaque behind the cash register. Aug. 21 two-photo post on @ShopAlabama.

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

f /Alabama Retail

t @AlabamaRetail

i @ShopAlabama

Stay informed at
alabamaretail.org

#MEMBERMONDAY: Wesley Lassen has owned The Cook Store for 20 years, but it has been a shopping destination in Mountain Brook Village for 44 years. Lassen credits her nine employees who work "as if the store were their own," with the success of the kitchen specialty shop that sells nothing that requires electricity. Read more about The Cook Store here: alretail.org/10vGmpV #ALRetaileroftheYear #WeLoveOurMembers Sept. 16 five-photo post and website link. f



LAW UPDATE: Oversight and regulation of retailers who sell vape products begins Aug. 1 in Alabama. The Alabama Retail Association has compiled a list of effective dates for this and other retail-related laws enacted by the Alabama Legislature as a service to affected retailers. Click to learn about more than a dozen laws that go into effect from Aug. 1 through next year. alretail.org/31cvWp5 July 30 link. f



Kick off your weekend by downloading Alabama Retail Comp's top 25 and SEC football schedule! ARC shares a new schedule each week, so be sure to follow along this football season. Sept. 6 shared ARC post. f

RECENTLY RETWEETED @ALABAMARETAIL

A story so good, it is worth sharing a second time. Happy #MemberMonday again to @redlandcotton! We love it when others share the stories of Alabama's retailers. Thank you @alnewscenter and @yhn for spreading the word about retail innovation in Alabama. <http://alretail.org/2Jm5EKK> Sept. 30 retweet of Alabama Retailer story posted by two news sites t



Get better service and rates for your business from ARC



SAVE MONEY, AVOID HEADACHES WITH WORKERS' COMP COVERAGE FROM ARC

Even if you don't run a restaurant or a retail store, Alabama Retail Comp (ARC) may have your business covered. Sponsored by the Alabama Retail Association, we serve many types of businesses:

- Medical offices / veterinary clinics
- Banks and credit unions
- Engineering firms
- Auto body and repair shops
- Hotels
- Law firms



These companies and practices save money and hassle through our in-house underwriting, policy management and claims adjusting. Like them, your business can count on unmatched service from ARC. Calls are answered by real people here in Alabama – never by a call center or phone menu.

See if your business qualifies for coverage from ARC. Talk to your independent insurance agent or contact us today at (800) 239-5423 or quote@alabamaretail.org.

alabamaretail.org/comp



MEMBERSHIP MATTERS

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

MORE THAN 4,200 BUSINESSES ALREADY KNOW WHY
#MEMBERSHIPMATTERS WITH THE ALABAMA RETAIL ASSOCIATION

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

These 2019 Retailers of the Year remind you to take advantage of all your association has to offer.

Advocacy

"Every businessman needs an advocate to keep them apprised of the issues. People don't realize the issues that businesses face daily. Alabama Retail is fighting for us."

- MIKE VINSON, ADAMS DRUGS

Growth

"The Alabama Retail Association makes it easier for small businesses like me to grow because of all the programs you have in place. The association is a tremendous advocate for all retail businesses, both big and small."

- JIM MOELLER, NEW YORK BUTCHER SHOPPE

Value

"Alabama Retail Association has been a fabulous organization to work with, especially Alabama Retail Comp, which allows us to have workers' compensation insurance at an affordable price."

- JIMMY WRIGHT, WRIGHT'S MARKET

Recognition

"I'm proud to be a member of the Alabama Retail Association and very honored to receive this award."

- JIM WHALEY, JIM WHALEY TIRES

Connection

"The Alabama Retail Association is our voice. You need to have somebody who is looking out for you. Belonging to ARA is important for our business and our community. I need to be a part."

- WESLEY LASSEN, THE COOK STORE

 Visit us at alabamaretail.org