

Alabama Retailer

*LEGISLATIVE SUCCESS
Dram, theft laws reformed;
sales tax threshold raised;
food sales tax reduced*

*MILESTONES
80, 75, 70 and 50
years and counting
for four featured*

*MEMBER HIGHLIGHT
LAUREL BASSETT
OWNER OF TOWN AND
COUNTRY CLOTHES*

*SAFETY SAVES
Investing in injury
prevention can
lower premiums*



MAIN STREET CHEERLEADERS
Chad and Kendra Wester
OWNERS OF BOLL WEEVIL SOAP COMPANY

From the President



Supporters of liquor liability reform at the April bill signing.
Photo by Hal Yeager, Alabama Governor's Office

Working Together Brings About More Favorable Rating

From the beginning of the Alabama Legislature's 2023 regular session until the end, lawmakers listened to and acted on your policy concerns.

Last summer, several of you let me know that Alabama's Dram Shop Act, written in 1909, coupled with a 1991 case interpreting that law, had created an insurance crisis in Alabama.

Your association put 11 interested groups together, including retailers, restaurants and independent insurance agents, to come up with reform legislation.

By the midpoint of the session, a law had been enacted to address both the availability and affordability of liquor liability insurance in our state. Within a few months, Alabama's risk score went from a 10 to a 5, which should mean more coverage options. **The more favorable rating applies to all policies written on or after August 1.**

"I witnessed that it takes a village, or in this case, an entire community of people and state associations, coming together to make something happen," observed Geoff Plott with Pritchett-Moore in Tuscaloosa, a member business and insurer with restaurant clients, observed. Amen brother!

Thanks to everyone who contributed to this effort to drive down the cost of liquor liability insurance for Alabama's hospitality industry. Just one of the successes for retailers in the 2023 legislative session. Find information inside on a new retail theft law (Page 6) and an end to sales tax prepayment for thousands of small retailers (Page 3).

👉 [More at alabamaretail.org/news/liquor-liability-insurance-reform-dram-act/](https://alabamaretail.org/news/liquor-liability-insurance-reform-dram-act/)

Rick Brown, Publisher and President

Alabama Retailer

July 2023 Issue 2 Vol 23

Publisher
Rick Brown

Editor
Nancy King Dennis

Design
Copperwing Design

Cover Photo
Brandon Robbins

ALABAMARETAIL
ASSOCIATION

2022-2023 Officers

Chairman
JODIE STANFIELD
Local Joe's, Rainbow City, Albertville,
Gadsden and Southside

Vice Chairman
MICHAEL GEE
Pants Store, Leeds-based

President
RICK BROWN
Montgomery

Vice President
ALISON SCOTT
WINGATE HOSP
Montgomery

Treasurer
BOB AKERS
Davis Direct, Montgomery

Executive Committee Designee
SUSAN ANDERSON
Eagle Eye Outfitters, Dothan

Immediate Past Chairman
TODD NODEN
Books-A-Million, Birmingham-based

ALABAMARETAIL
COMP

2022-2023 Officers

Chairman
KEN HUBBARD
Cahaba Crest Inc., Birmingham

Trustees
CHRIS BIRDSONG
Palm Beach Tan Alabama, Montgomery

FREDRICK W.
"RICKY" BROMBERG
Bromberg & Co. Inc., Birmingham

MARK PIERCE
The Tipping Point, Montgomery

JIMMY RAY SMITH
Jimmy Smith Jewelers, Decatur

PHILLIP WEAVER
Buffalo Phil's, Tuscaloosa

GEORGE WILDER
The Locker Room,
Montgomery and Auburn

Fund Administrator
RICK BROWN
Montgomery

Fund Manager
BRETT JOHNSON
Montgomery

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.

ADVERTISING: Inquiries should be directed to the Alabama Retail Association. Rates will be furnished on request. The Alabama Retail Association reserves the right to omit any advertising or editorial copy deemed to be unsuitable for publication. Publication herein does not necessarily imply endorsement of any product or service offered.

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

July

Contents



4

MEMBER HIGHLIGHT
Town and Country
Clothes Celebrates
80 Years in Crestline



11

NEW MEMBERS
Include Pierce & Petal,
Chappy's Deli and
The Waterfront

7

MEMBER NEWS
Piggly Wiggly
Operator of the Year;
Others mark 50,
70 & 75 Years



6 **Retail Theft Law
and Reduction
in Food Sales Tax**

8 **Main Street
Cheerleaders:
Chad and
Kendra Wester**

14 **Socially Speaking**

15 **Safe Workplaces**

16 **Membership Matters**

Better Cash Flow for 3,100 Small Retailers Coming in October

As of Oct. 1, an estimated 3,100 small businesses can stop prepaying their sales taxes monthly. The sales taxes still must be remitted monthly, just not in advance.

Under Act No. 2023-422, only those with more than \$500,000 in monthly sales, or \$6 million in annual sales, will continue to prepay sales taxes monthly. For those with \$500,000 or less in monthly sales, sales tax receipts for the prior month are due by 4 p.m. CST on the 20th of each month. The Alabama Revenue Department will notify taxpayers affected by the change.

Alabama retailers began prepaying sales taxes in 1983. In 2022, the Alabama Legislature raised the threshold for prepayment from \$2,500 to \$5,000 in average

monthly sales tax liability, under the Small Business Relief and Revitalization Act. Annual sales went from \$750,000 to \$1.5 million with the 2022 change, affecting about 2,500 businesses. The 2023 law raises the threshold for submitting estimated monthly sales tax payments to \$20,000 in average monthly sales tax liability.

In a two-year time period, more than 5,500 Alabama businesses will have been relieved of having to prepay sales taxes.

[More at *alabamaretail.org/news/average-monthly-alabama-sales-tax-liability-threshold/*](https://alabamaretail.org/news/average-monthly-alabama-sales-tax-liability-threshold/)

WOMAN OWNED

Town and Country Clothes Has Operated Under the Same Name in the Same Community for 80 Years

LAUREL BASSETT STARTED WORKING AT
THE MOUNTAIN BROOK STORE IN HIGH SCHOOL;
BECAME A PARTNER IN 10 YEARS; OWNER IN 12 YEARS

Story by Nancy King Dennis. Photos by Brandon Robbins.



"We have a lot of pieces that you can dress up or down, depending on your accessories," says Laurel Bassett, the fourth owner of Town and Country Clothes in Mountain Brook.

For a business that was started by a woman in a house during World War II to still be here 80 years later is pretty remarkable," says Laurel Machen Bassett, current owner of Town and Country Clothes in Mountain Brook.

Since 1943, women owners have operated the business under the same name in the same community. Throughout its history, the shop has sold women's clothing that is "easy to wear, easy to care for and travels well," said Laurel, who started in 1997 as a high school co-op worker. "I would leave Mountain Brook High School a couple of hours early and work here in the afternoons," she said.

She continued working at the store throughout her college years at Birmingham-Southern College while studying art education and painting. Instead of pursuing a career in the art world, Laurel decided to use her artistic flair to better serve her retail customers.

Laurel makes jewelry that combines hand-formed metal pieces and semi-precious stones, as well as hand-dyed and painted silk scarves, which complete the "unusual but classic" look her customers want.

"My studio is my garage," she said. "I have one area for jewelry and one area for dying."

Strong Tradition

The friendly, family atmosphere at the store cultivated by then-owners Lee Cooper and Susan Pearce attracted and kept Laurel working at Town and Country Clothes, she said. "I enjoyed that you get to know the clientele, and I liked the creative aspect of it," she said.

"They said they hired me, because I said I needed a job and I'd work hard," Laurel said. Even though she was young, "the owners took me to market with them. I loved being able to do that."

Susan died in 2002 and by 2007, Laurel and Lee became business partners, just 10 years after Laurel joined the business.

In 2009, when Lee retired, Laurel became the shop's fourth owner. The second owners (1976 to 1990) were Jane Gray and Jane Lamar.

Margaret Bowron opened Town and Country Clothes in 1943 in a house in what is now the Crestline Village of Mountain Brook. "The village wasn't officially formed until maybe a couple of years later" said Laurel. The store eventually moved to its current location on Church Street. "We were part of the original development" of Crestline Village, she added.

Town and Country customers tend to be repeat customers. Laurel particularly remembers a gentleman who came in "every year at Christmas to buy his wife jewelry." He'd been a customer since the first owner. The gentleman told Laurel

that Margaret's husband "would host poker games in the back and the men would ride up on horses, hitch their horses, come in, drink bourbon and smoke cigars while (Margaret) would bring out clothes to the ladies in the front."

Most of Town and Country Clothes customers though are female. "We have a lot of women from the neighborhood who stop in every week," said Laurel. Town and Country Clothes also draws customers from a couple of hours

away. Laurel says her store has a reputation of being a place "where you can trust people to give you honest opinions and help you navigate through the merchandise."

Just like their boss, the store's employees generally stay. "There's one lady who's been here longer than I have," said Laurel. "She's been here almost 30 years" and a group of customers come just to see her. Most employees stay at least five years. Like Laurel, her employees develop relationships and trust with customers.

Next Generation?

Laurel and her husband have two daughters, ages 5 and 9, who spend time in the store and help Mom dye fabrics in her home studio. "My oldest says she wants to take over (the store when she grows up), and she's very serious. My 5-year-old wants to be a hair stylist down the street, so they can go to lunch together."

Who knows, the budding entrepreneurs may be the next generation owners. ■



Laurel combines hand-formed metal and semi-precious stones in jewelry she designs for Town and Country Clothes. The 74 Church Street business in Mountain Brook is open 10 a.m. to 5 p.m. Monday-Friday and 10 a.m. to 4 p.m. Saturdays. Visit online at townandcountryclothes.com

Retail Theft and Organized Retail Theft Law Effective Sept. 1

As of Sept. 1, retailers can sign out warrants for arrests without leaving their stores and convicted retail thieves and their organizers will be subject to real jail time plus monetary consequences.

Under Act No. 2023-531, warrants for retail theft or organized retail theft can be sworn out remotely, digitally, via video link or by telephone and do not require the retailer to appear before a magistrate.

Proceeds of organized retail theft and retail theft also are subject to forfeiture and those convicted can be ordered to make restitution.

It will be considered retail theft to remove two or more items from a store through concealment; manipulating the price tag or sales device to show a lower price; failing to scan items at self-checkout; altering security devices attached to merchandise; or collaborating with a retail employee to do any of the above.

First-degree offenses include (1) retail theft of more than \$2,500 in merchandise; (2) retail theft of one or more items during a 180-day period with an aggregate value of \$1,000 or more; and (3) theft of a gun of any value. First-degree retail theft is a Class B felony.

Retail theft between \$500 and \$2,500 is a second-degree offense and a Class C felony. Retail theft that does not exceed \$500 is a third-degree offense and a Class A misdemeanor. Four or more convictions for retail theft is a Class C felony.

“The sheer volume of goods walking out of stores without being purchased was driving up the cost of goods bought legally and causing stores, small and big, to consider closing or moving elsewhere.”

- RICK BROWN, ALABAMA RETAIL ASSOCIATION PRESIDENT

Organized retail theft (ORT) is an aggravated form of retail theft and a Class B felony. ORT involves knowingly organizing, financing or soliciting another person or others to commit a retail theft. Other actions that will be considered organized retail theft include receiving goods you know to be stolen from a retailer and offering them for resale; using a fraudulent device; and remaining inside a store after business hours with the intent to steal merchandise.

Stealing in conjunction with others two or more items valued at more than \$2,500 in a one-year or longer period;

\$1,000 or more during a 180-day period; and \$500 or more during a 30-day period will be considered organized retail theft.

Prosecutors and law enforcement agencies will be trained on the Retail Theft Crime Prevention Act. ■

[More at alabamaretail.org/news/retail-theft-organized/](https://alabamaretail.org/news/retail-theft-organized/)

Alabama Reduces Sales Tax on SNAP Foods

On Sept. 1, the state's 4% sales tax rate will drop to 3% on food as defined by the federal Supplemental Nutrition Assistance Program (SNAP). SNAP foods include fruits, vegetables, meat, poultry, fish, dairy, breads, cereals, snack foods, non-alcoholic beverages and the seeds and plants that produce food.

The rate will drop to 2% on Sept. 1, 2024, if education revenue is projected to grow by 3.5% or more in the 2025 fiscal year. ■

[More at alabamaretail.org/news/food-sales-tax-2023/](https://alabamaretail.org/news/food-sales-tax-2023/)

Member News

WAGNER'S IN TUSCALOOSA CELEBRATES 70TH ANNIVERSARY



Wagner's Shoes Inc. celebrated 70 years of business in June. Wagner's Shoes began in 1953 when the late Lloyd William "Bill" Wagner Sr. followed his father into the footwear business by buying Powe's Shoes in downtown Tuscaloosa. His son, the late Tommy Wagner, oversaw the business from 1984-2017. Matt Wagner, Bill's grandson and Tommy's son, joined the family business in 2002 and is the third-generation owner. Matt (pictured with his wife and children) oversees Wagner's RunWalk and Wagner's Shoes for Kids in Tuscaloosa as well as Wagner's Team Sports and The Athlete's Foot in Northport. Wagner's RunWalk moved in 2021 to a location two blocks from Wagner's original downtown location. [Visit wagnersshoes.com](http://wagnersshoes.com)

SPILLER FURNITURE TURNS 75 IN 2023



Spiller Furniture & Mattress is 75 years old this year. Founded in 1948, Spiller Furniture has 13 stores in Alabama and Mississippi. James E. Spiller Jr. began selling used furniture in 1948 in Tuscaloosa. His son, Mike Spiller, took over the company just prior to his dad's death in 1982 and retired in 2012. Shane Spiller, the third-generation operator, became president in 2004 at the age of 30. Shane has been honored twice with the Chamber of Commerce of West Alabama's Distinguished Service Award and he has been recognized by the Alabama Retail Association, the Southeastern Home Furnishing Association and the North American Home Furnishings Association as a Retailer of the Year. [Visit spillerfurniture.com](http://spillerfurniture.com)

M & F CASUALS MARKS 50 YEARS IN FAIRHOPE



M&F Casuals opened in downtown Fairhope in 1973. With other Baldwin County locations, and charmed by Fairhope, Marc and Ann Miller bought a building on Fairhope Avenue, opened a boutique store in front with an apartment in back to be used as a family retreat. In 1993, after moving to Point Clear and closing their other locations, the Millers updated and renovated their store, which sparked a downtown revitalization. The boutique's name is derived from Selma-based M&F Stores Corp., started by Harry Maring and John Faulkenberry. The Millers took over M&F Stores Corp. in 1966. Their daughters Carol Eberlein and Barbara Levitt currently run the business. [Visit shopmandf.com](http://shopmandf.com)

TUSCALOOSA PIGGLY WIGGLY PARTNERS NAMED OPERATOR OF THE YEAR

B&W Foods Inc. partners Ronnie Baker and Jay Welborn, along with their families and employees, were honored in June by C&S Wholesale Grocers LLC as Piggly Wiggly Operator of the Year. Ronnie and Jay's late father, Jimmy Welborn, opened their first Piggly Wiggly grocery store under the B&W Foods banner in 1998 in Northport. The company now operates four additional Tuscaloosa stores on University Boulevard, Culver Road, Greensboro Avenue and Bear Creek Road plus an online shopping app. Ronnie and Jay were specifically recognized for the innovative design of B&W Foods' latest store and the way its represents the Piggly Wiggly banner. Pictured from left are Jay and his mom, Brenda Welborn; Richard, Doris and Ronnie Baker. [Visit ttownpig.com](http://ttownpig.com)



"Our goods are handmade, artisan products made with a little bit of sweat and a lot of love," say Chad and Kendra Wester, owners of Enterprise's Boll Weevil Soap Co.

Main Street Cheerleaders

By Nancy King Dennis

AN INTERVIEW WITH

Chad and Kendra Wester,
owners, Boll Weevil Soap Co.

Photos By Brandon Robbins

Kendra is the workaholic while Chad is the “volunteeraholic.”

Chad thrives in the front of the house while Kendra happily toils in the back of the house.

Kendra directs quality control and onsite production while Chad handles sales and customer experience.

For six years, those descriptors have defined the work life of Chad and Kendra Wester, owner/operators of Boll Weevil Soap Co., a natural soap and body products company founded in 1997.

The Westers bought the established business in 2017. “I did it by myself for a couple of years,” said Kendra. Both have been operating the business full time since 2019 when Chad left the wireless industry to devote his full attention to the growing family business. At that point, the soap company moved from Boll Weevil Circle, which bypasses the city, to Main Street in downtown Enterprise. That year, the Westers also bolstered the store’s online presence.

From the beginning, the couple has shared a clarity of mission.

“We want to be the best soap company in the world, not the biggest,” said Chad.

Makers and Sellers

Local nurse Rosemary Howell started the company to fill a need for natural bath products without harmful chemicals.

“I had made bath bombs and scrubs for personal use and gifts before we bought the store,” said Kendra, who previously worked as a church administrator. Once in the soap-making business though, “I immersed myself in it.”

Chad and Kendra Wester own Boll Weevil Soap Co. on Main Street in downtown Enterprise. The company makes and sells “unbollweevible” handmade skincare products.

“We are absolutely, fiercely passionate about being a part of the downtown community.”

- CHAD

“We purchased all of (Rosemary’s) recipes,” Kendra said, adding that the original recipe continues to be used today. “Now, it’s just second nature. I don’t even have to look at the recipe.”

The self-described “artsy” person “launches a new fragrance almost every Saturday. There’s always something new to smell,” says Chad, her proud husband of almost 25 years. The top-selling fragrances are Pink Cotton Blossom (pears and light musk); Southern Grace (a floral musk with touches of amber) and Orange Cranberry. Each of the almost 20 core fragrances can be found in the store’s soaps, candles and body products.

Kendra is the sole soap maker. She and the Westers’ 19-year-old daughter, Anna-Tyler, make all the candles. “I do have another kitchen person who helps with the lotions and the scrubs,” Kendra said.

At peak times, the store adds a couple of additional people as well to fill out the maker team. But for most of the year, the business operates on a staff of five, including two long-term loyal sales team members who report to Chad.

Continued on page 10

THE ESSENTIALS

Founded

1997

Number of Employees

5

Mentors

Kendra: Rosemary Howell, the former owner, mentored me and taught me all her recipes.

Chad: I learned from some amazing leaders in the wireless industry like Steve Maddox, president of what was Wireless Advantage Communications, my former employer. I have learned even more from him after owning my own business.

Smart Move

Moving to downtown Enterprise to be nearer to the Boll Weevil Monument, our company’s namesake.

Learning Moment

COVID. We CAN overcome obstacles, and we ARE flexible enough to roll with the punches.

Wisdom Shared

Before opening a small business, know that it is going to require 100% of your dedication.

See more of this story at alabamaretail.org



"We produce it all here," Chad said. Behind the storefront are three separate areas for making soap, candles and body products. "When you look around our store, the things you see are made right here on Main Street in Enterprise."

Namesake

Besides wanting to own their own building, the Westers decided to move their store to Enterprise's Main Street to be closer to its namesake, the Boll Weevil Monument, the world's only statue honoring an agricultural pest.

The south Alabama town's 103-year-old landmark is a white-marble Greek woman holding a bowl containing a 50-pound replica of a boll weevil.

The boll weevil, which decimated area cotton crops in the early 1900s, inspired crop diversification and expansion of other businesses that returned Enterprise and Coffee County to prosperity.

The Westers even sponsor the Weevil Cam, a 24-hour live broadcast of activity near the monument.

"A lot of tourists come to town to take a picture with the lady holding the bug," said Chad.

Continuing to Overcome

Chad, who served five years as the man inside the University of Alabama's Big Al mascot costume, tends to cheer for those dear to him.

"Chad is affectionately known by his neighbors and fellow store owners as the 'Mayor of Downtown.' His passion for small business extends beyond his own storefront as he continuously champions for the success of his neighbors," said Erin Grantham, executive director of the Enterprise Chamber of Commerce.

Chad is the founding chair of Enterprise Main Street, on the executive board of Downtown Enterprise Business Association and has served as a chamber director. During the height of the pandemic, he spearheaded a virtual community event, helped other downtown businesses improve their online presence and assisted owners in seeking state grants.

"When one of us is successful, we're all successful," says Chad. "We form friendships and relationships with the other business owners," adds Kendra. "We celebrate together, we cry together, we are a family."

Chad also created and manages a marketing co-op program for the downtown association. The program allows small businesses to use shared messages and market through media venues that normally require a higher minimum investment. "If we can get folks to come shop in downtown Enterprise, we all win," said Chad, whose most recent project

involved promoting the July sales tax holiday.

In mid-October of 2022, five neighbor downtown businesses burned in an accidental early morning fire. At least one has closed, others have relocated and others are slowly rebuilding. "They were insured at pre-COVID property values and now are trying to rebuild at post-COVID building costs, which

are close to double," said Chad. The city of Enterprise and the other downtown merchants are doing what they can to support those businesses.

"We've really had to work hard to let people know that we're open and that all of downtown is open, and that it's still a great place to come visit and shop," he said.

Those efforts have paid off. Chad classifies business in downtown Enterprise as "rocking and rolling." So much so, downtown now has growing pains of not enough parking or public restrooms. "We are actively working with our local officials to resolve these challenges to continue to move downtown forward," he said.

The Boll Weevil Soap Co. went from 80% of its sales in-store to 80% online at the height of the COVID health crisis. That ratio has now swapped back to mostly in-store sales with 10% of its sales online. The company also has a wholesale side that includes a fund-raising component for the company's No More Gnats All Natural Bug Spray and other products. The whole Wester family also occasionally loads up a trailer with product, attaches it to their motor home and attends regional craft fairs.

No matter the challenge or obstacle, "it's like the story of the boll weevil, we'll overcome," said Chad. ■



Southern Grace is one of the most popular among Boll Weevil Soap Co.'s almost 20 fragrances of soaps, lotions and candles. The store at 109 N. Main St. in Enterprise is open 10 a.m. to 6 p.m. Monday through Saturday. Visit online at bollweevilsoapcompany.com

Welcome New Members

302 Rosie's LLC
FLORENCE

Advanced Information
Technologies Inc.
FLORENCE

AFC Holdings LLC
ALABASTER

AK1 LLC,
dba Baymont Inn
FLORENCE

Aksharam II LLC
ELBA

Alabama Association
of Nonprofits
BIRMINGHAM

Alabama Firearms
Academy LLC
BOAZ

Alford Avenue
Veterinary Hospital LLC
BIRMINGHAM

Alina Inc.
OPELIKA

All Needz
Rental Center Inc.
HUNTSVILLE

American Family
Care Inc.
BIRMINGHAM

Animal General Inc.
JASPER

Anu LLC
OZARK

Ascent Hospitality
Group LLC
TUSCALOOSA

B & V Mediterranean LLC
BIRMINGHAM

B TopSpot LLC
MONTGOMERY

B&B Window
Treatments LLC
DAPHNE

B&G Partners LLC, dba
White Oak Ale House
ENTERPRISE

Baldwin Market
By The Bay LLC
DAPHNE

Bargain Tree LLC
FORT PAYNE

BB Hoover LLC
HOOVER

BD Entertainment LLC
MONTGOMERY

Beshara Group LLC
BIRMINGHAM

Best Auto Sales LLC
AUBURN

BJF Management LLC
HUNTSVILLE

Black Warrior
Feed & Seed LLC
TUSCALOOSA

Blue Chip Hotels
Asset Group -
Birmingham West LLC
BIRMINGHAM

Bob's Power
Equipment Inc.
VESTAVIA

Boone's Pharmacy Inc.
DEMOPOLIS

Boothe Road Bistro LLC
FAIRHOPE

Bowl Madison LLC
MADISON

Braided River
Brewing Co. LLC
MOBILE

Braxton LLC
GUNTERSVILLE

Broadway AKHC LLC
NORTHPORT



Bulldogg Food
Service LLC
HOOVER

Casa Holdings LLC
HUNTSVILLE

Central North Alabama
Health Services Inc.
HUNTSVILLE

Charlotte C. Benton
DOTHAN

Chesley Oaks Golf
Course LLC
CULLMAN

Chicken Scratch
Holdings Inc.
CALERA

Chptr LLC
AUBURN

Circle City Brewing LLC
DOTHAN

Coast Architects Inc.
DAPHNE

Cool Box LLC
BIRMINGHAM

Cortes Mexican
Restaurant LLC
GADSDEN

Cottage Hill Dental
Health Center PC
MOBILE

Cottonfield Bar
& Grill LLC
ALTOONA

Country Club of Mobile
MOBILE

CRR Properties Inc.
PELL CITY

Cynthia Lee
Almond LLC
TUSCALOOSA

D.U. Kartik Inc.,
dba Baymont Inn
PRATTVILLE

Daleville Dental II LLC
DALEVILLE

Daysol Coffee Lab LLC
HELENA

Decades LLC
SUMMERDALE

Deep South
Mercantile LLC
ARAB

Discount Central LLC
PRATTVILLE

DonovanFingar LLC
BIRMINGHAM

FEATURED NEW MEMBER

**BARRANCO
ENTERPRISES LLC
DBA CHAPPY'S DELI
MONTGOMERY, AUBURN
& PRATTVILLE**

Founded 1989

OWNER

**David & Jeff
Barranco (pictured)**

LOCATION

**Montgomery (3),
Auburn & Prattville**

NUMBER OF EMPLOYEES

305

MEMBER SINCE

Jan. 1, 2023

**FAIRVIEW
FLORIST LLC
DBA PIERCE
& PETAL**

CULLMAN

**Founded
1980**

OWNERS

**Ronald & Trena
Pierce
Garlan & Heather
Pierce Gudger
(pictured)**

LOCATION

**312 2nd Ave. SE,
Cullman, AL
35055**

NUMBER OF EMPLOYEES

8

MEMBER SINCE

Jan. 9, 2023



Double K Nutrition LLC
ALTOONA

Douglas Discount
Pharmacy Inc.
HORTON

Downtown Social LLC
TUSCALOOSA

DRTBC LLC
HUEYTOWN

Eagle Eye Outfitters Inc.
DOTHAN

EC Group LLC
FLORENCE

El Burro Loco Mexican
Cantina LLC
CLEVELAND

El ZunZun
Restaurant LLC
BIRMINGHAM

Equal Justice Initiative
MONTGOMERY

Eterna Pizzeria LLC
BIRMINGHAM

Excel Computer
Service LLC
FLORENCE

Fairhope Clothing Co. Inc.
FAIRHOPE

Fairhope Landing RV
Resort LLC
FAIRHOPE

Flowers by Rachel LLC
DOTHAN

Fountain City Tax &
Accounting LLC
PRATTVILLE

Fresh Value Athens LLC
ATHENS

Fusion Grill LLC
DADEVILLE

GBL Enterprises Inc.
BIRMINGHAM

Ganesh Laxmi LLC
MOUNTAIN BRK

GBL Investments Inc.,
dba Hardee's
HOMEWOOD

GBL Restaurants Inc.
CALERA

GPS Planning
Solutions LLC
HUNTSVILLE

Gracefully Done LLC
NORTHPORT

Greater Mobile Laser
and Aesthetic Center PC
MOBILE

Griffitt Auto Service LLC
ONEONTA

Guns N More
Athens LLC
MADISON

H & G's LLC
ABBEVILLE

Hays Fitness Systems S1,
Madison LLC
MADISON

Heer Management LLC
ENTERPRISE

HFS S3, South Huntsville
LLC, dba Sweat 440
HUNTSVILLE

Horizon Hotels Inc
HUNTSVILLE

Horn Truck
Rebuilders LLC
WHISTLER

Hueys SNS
Enterprises LLC
ENTERPRISE

Industrial Contractor
Supply LLC
HUNTSVILLE

Infinity Wellness LLC
AUBURN

Ingram/Whatley LLC
BIRMINGHAM

J. Hat LLC,
dba Voodoo Wings
FLORENCE

J2DETTMAN, Inc,
dba The Casual Pint
HUNTSVILLE

JACS Auto Inc.
SPANISH FORT

Jainil LLC
ENTERPRISE

JD Subs Inc.
ALEXANDRIA

Jeff Palmer's Collision
Center LLC
ANDALUSIA

JJ's Barnyard Buffet LLC
SARALAND

Johnson's Giant
Foods Inc.
ATTALLA

JVM Minette LLC
BAY MINETTE

JVM Summerdale LLC
SUMMERDALE

Keeble Enterprises LLC
DOTHAN

Kennemer
Enterprises LLC
MOBILE

Kenneth R. Raines,
Attorney At Law PC
FAIRHOPE

Lakeside
Campground Inc.
GUNTERSVILLE

Laundry Unlimited
Dothan LLC
DOTHAN

Law Offices of Jennifer
Joyce Tompkins L.L.C.
MONTGOMERY

Laxminarayan Inc.
FLORENCE

Leaf & Bloom LLC
MOBILE

Leelap Inc.
PLEASANT GROVE

Legacy Automotive
Supply LLC
NORTHPORT

Little Rosie's Inc.
HUNTSVILLE

Maa Savita LLC
ENTERPRISE

Maansi LLC,
dba Comfort Inn & Suites
MONTGOMERY

Madison 3451 Inc.
MADISON

Magnolia Dance Co. LLC
FOLEY

Mama Jeans Restaurant
Florence LLC
FLORENCE

Marion County Title Inc.
HAMILTON

Martin's Sports Bar LLC
DADEVILLE

McCurry, Miller &
Hoekenschneider LLC
HUNTSVILLE

McDojo LLC
DECATUR

Meat Depot
Northport LLC
NORTHPORT

Medical Alliance
Group, Inc
MOBILE

Milla's Place LLC
FLORENCE

Montevallo
Hardware LLC
MONTEVALLO

Morgan Brothers
Food LLC
CULLMAN

MSH Machine Works Inc.
ENTERPRISE

MSKW Auburn JAA LLC
AUBURN

Narayan Corp. USA Inc.
OZARK

Old Town Beer
Exchange LLC
HUNTSVILLE

Om Stores Inc
OPP

Oncology Specialties PC
HUNTSVILLE

Ozark Laundry
Center LLC
OZARK

P.S. Taco Co.
of Dothan LLC
DOTHAN

Peoples Exchange Bank
MONROEVILLE

Pillar Chiropractic
and Rehab LLC
PINSON

Planet Management LLC
OZARK

Pollman's Bakery LLC
MOBILE

Premier Entertainment
Group LLC
DOTHAN

Prisha LLC
SAMSON

Prosper Foundation
BIRMINGHAM

Providence Foods LLC
NORTHPORT

R2Metrics Inc.
HARPERSVILLE

Real Estate Services
of Dothan Inc.
DOTHAN

Red Bluff LLC
MONTGOMERY

Right Way
Restaurants Inc.
HUNTSVILLE

Riverside Fine
Jewelers LLC
RAINBOW CITY

Road Ice LLC
DOTHAN

Robert W. Haden
DDS PC
GUNTERSVILLE

Rosie's Restaurants Inc.
HUNTSVILLE

Sakura Bistro Inc
ALEXANDER CITY

Scout Services Inc.
FOLEY

Selawy LLC
DOTHAN

Shaggy's
Restaurants LLC
HUNTSVILLE

Shake Investments LLC
VANCE

Shop Boutique LLC,
dba Sway
FAIRHOPE

Skate Gadsden LLC
GADSDEN

Solache LLC
ANDALUSIA

South Dallas
Turf and Supply LLC
BIRMINGHAM

Southern Ground
Coffeehouse LLC
ANDALUSIA

Southern Lab
Partners LLC
BIRMINGHAM

Southern Outdoor
Solutions of Dothan LLC
DOTHAN

Special Occasions
Rentals Inc.
BIRMINGHAM

Spruced Up Staging and
Design LLC
FAIRHOPE

SRx LLC
MOBILE

Staks Auburn LLC
AUBURN

Stephens
Counseling LLC
MOBILE

Steven A. Oliver
DMD LLC
MOBILE

Strength's Hardware LLC
MONROEVILLE

The Hippy Joey Co. LLC
MADISON

The Nursery on 84 LLC
DOTHAN

The Swimming Hole LLC
PRATTVILLE

The Wellness
Collective LLC
MOBILE

Therapy South -
Fairhope LLC
FAIRHOPE

WTM International LLC
HUNTSVILLE

Wyatt Brothers
Garage LLC
TUSCALOOSA

YKY Southern
Restaurant Group
Auburn LLC
OPELIKA

YMCA of
Montgomery Inc.
MONTGOMERY



STS Filing Products Inc.
MONTGOMERY

Sushi Fresh Corp.
PIKE ROAD

Taco Casa Inc.
TUSCALOOSA

Tadpole Pediatrics LLC
ALEXANDER CITY

Tallks LLC
FAYETTE

Taqueria El Torito LLC
DOTHAN

Teamsters
Local Union 612
BIRMINGHAM

Ted's Andrew Jackson
LLC, dba Ted's Bar-B-Q
HUNTSVILLE

Ted's Madison LLC,
dba Ted's Bar-B-Q
MADISON

The Current Project LLC
GADSDEN

Therapy South -
Gardendale LLC
GARDENDALE

Thurman Golf
Management Inc.
MERIDIANVILLE

Total Design
Engineering LLC
HUNTSVILLE

Troy Feed & Seed LLC
TROY

Turtle Girls LLC
HUNTSVILLE

Urban Butcher LLC
BIRMINGHAM

Vintage Hospitality
Group LLC
MONTGOMERY

Whitesburg Corner LLC
HUNTSVILLE

Woodling Chiropractic PC
TROY

WPC The Shop LLC
RAINBOW CITY

FEATURED NEW MEMBER

**PP HOSPITALITY
MANAGEMENT LLC
DBA THE
WATERFRONT**

DAPHNE

Founded 2023

OWNERS

**"Panini" Pete Blohme
and Nick Dimario
(pictured)**

LOCATION

**1 Yacht Club Dr.,
Daphne, AL
36526**

NUMBER OF EMPLOYEES

100

MEMBER SINCE

March 23, 2023



Socially Speaking

THE POSTS YOU MAY HAVE MISSED

“We offer our customers cost-effective solutions and personalized service” six days a week.”

- WALT RUNYAN, PLANTERS HARDWARE & BUILDING INC.



A Runyan has been operating Planters Hardware & Building Inc. on the square in downtown Ashland since 1916, give or take a year. ... alretail.org/3Kdq2NW #Everything #Hardware #ALCentennialRetailer Feb. 20 graphic, three photos and link



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

/Alabama Retail

@AlabamaRetail

@ShopAlabama

/Alabama Retail Association

Stay informed at alabamaretail.org

AND THE NOMINEES ARE...



The 2023 nominees for Alabama Retailer of the Year are ... <http://alretail.org/3W5SPlg> Full list at the link. May 15 photo with website link



On national Mom and Pop Business Owners Day, we applaud those who create a legacy ... Ronny Herrington has been designing florals in Brewton for 40 years with his wife, Pat, by his side. Their daughter Hillary Herrington joined Herrington's The Florist in 2014. Hillary was named Brewton's Citizen of the Year by the Greater Brewton Area Chamber of Commerce. March 29 graphic and three photos



Mantooth Interiors founded in 1973 by the late Larry Mantooth as The Brass Bed, is celebrating its 50th year. The Homewood home furnishing and interior design business is now led by mother and son team, Lynette Mantooth and Josh Mantooth. #50thAnniversary #MemberMonday March 13 two photos



On #SupermarketEmployeeDay, we join Bruce's Foodland in their appreciation for their employees' hard work, dedication and ability to give great customer service! #ThankYourGrocer today! #ShopAlabama #Grateful Feb. 22 graphic and nine photos

RECENTLY RETWEETED @ALABAMARETAIL

The Alabama House gives final OK to needed liquor liability insurance reform that will mean higher protection at a lower cost for the hospitality industry. <http://alretail.org/3nefAfV> Thanks @RepFaulkner and @SenatorElliott! #alpolitics April 11 photo and link





Safe Workplaces

ELIMINATING WORKPLACE INJURIES CAN LOWER PREMIUMS

Workplace safety saves you money. It benefits employees, customers and the bottom line of your business.

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 premiums over the course of a few years.

Claims affect your cost

For larger employers, typically those with \$5,000 or more annually in workers' comp premium, their claims history is calculated into what is called an experience mod factor, said ARC Fund Manager Brett Johnson. Mod is short for modification. "Employers can think of their experience mod as their workplace safety credit score," Brett said.

The mod factor is a value that compares the claim profile of the employer to the claim profile that would be expected of an employer of similar size (payroll) in the same industry (class codes) using an industrywide formula.

Frequent claims are heavily weighted into both the experience mod calculation and the manual underwriting process for smaller businesses. "These small, often dismissed claims are troubling to an underwriter, because they often eventually result in the occurrence of a much larger claim," said Melissa Lamar, Alabama Retail Comp's underwriting manager. "You will often see a history of slip and falls with minor injuries, before a fall that results in major injuries," she said.

Easily avoid the accident and its related cost

Brett adds that for many employers, there is significant "low-hanging fruit" that can prevent a large percentage of workplace accidents. "Job and safety training combined with the use of widely available safety equipment like non-slip shoes and mats, can pay off big in the long run," he said. "Injuries are going

"Managers should make sure their employees feel comfortable coming to them when they see something potentially unsafe or they injure themselves. Managers and store owners should communicate those injuries to their comp provider as soon as possible."

-BRETT JOHNSON, ARC FUND MANAGER

to happen, the key is preventing the injuries you can reasonably prevent, but then making sure there are open lines of communication once an injury does take place," he added. "Managers should make sure their employees feel comfortable coming to them when they see something potentially unsafe or they injure themselves. Managers and store owners should communicate those injuries to their comp provider as soon as possible." ■

👉 To report an injury, go to alabamaretail.org/comp/report-claim/

MEMBERSHIP MATTERS

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

MORE THAN 4,300 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.

Value

"Alabama Retail Comp has the most competitive workers comp rates; and the exposure our business gets from having an Alabama Retail Association membership provides a competitive advantage."

- APRIL McCLUNG, EMILY'S HEIRLOOM POUND CAKES

Issue Engagement

"Alabama Retail is very engaged with our state leaders, keeps up with the bills and stays out in front of the issues, making sure that what is proposed lines up with what the retailers of Alabama need."

- JIMMY WRIGHT, WRIGHT'S MARKET

Education and Promotion

"The Alabama Retail Association is a source of invaluable support, education and promotion for my small business and many others throughout the state. I'm so appreciative of their service and resources."

- JACLYN ROBINSON, MO'BAY BEIGNET CO.

Accessibility

"We consider Alabama Retail to be local, like we are. We can pick up the phone and call when we have a question. Our people are our business. Alabama Retail would say the same. If there is an opportunity to serve, you are right there and able to get in touch."

- JAY WELBORN, B&W FOODS DBA PIGGLY WIGGLY

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