



On December 10 the Auburn community gathered in downtown Auburn for the Auburn Christmas parade.

NOV/DEC 2017

MISSION STATEMENT:

The Auburn Chamber provides resources and leadership to strengthen the Auburn business community and create a thriving business environment.

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If you would like to submit content for the *Auburn Advantage*, contact Jennifer Fincher at (334) 887-7011 or jdodson@auburnchamber.com.

COMING TO A CHAMBER NEAR YOU



Lolly Steiner

The Auburn Chamber's 2018 calendar has been set, and we're looking forward to a mix of fresh new programs and familiar member favorites. Here's an overview of what you can expect as a

member of the Auburn Chamber in 2018:

- 10 Tuesday Talks: A monthly program during which a featured speaker will present relevant, timely community information.
- 12 Business After Hours: An opportunity for members to network while learning more about the host business.
- 6 Lunch & Learns: An abbreviated business seminar over the lunch hour.
- 12 Auburn Young Professional Events: Events designed to help professionals under 40 engage, develop and connect with community members.
- Annual Meeting: The largest gathering and celebration of the Auburn business community.
- Tiger Trail Induction Ceremony: An event honoring the 2018 class of inductees to Auburn's athletic walk of fame.
- Business Fair: A showcase of member businesses to AU students at the Student Center on campus.
- Golf Classic: An opportunity for members to network and make new contacts while enjoying a day of golf.
- Oktoberfest: A celebration of Auburn industry partners and their investment in Auburn.
- 2 New Member Receptions: Events held in the spring and fall to welcome new members.
- 6 Leads to Business: A monthly event dedicated to networking.
- 2 Industry Events: Roundtable discussions and educational opportunities for industry members.
- 4 Small Business Boot Camps: A series of topic-focused educational workshops for small businesses.
- Home Sweet Auburn: An opportunity for member restaurants to showcase their offerings to students and families.
- 4 Customer Service Crowns: Recognitions of individuals who have provided exceptional customer service.
- Small Business Awards: Recognition of exceptional small businesses in four categories.
- Women in Business: A gathering of women in the business community to network and honor exceptional women in business.

For additional information on any of our events, or details about how to get involved, please email Anna Hovey at anna@auburnchamber.com. We look forward to meeting new faces in 2018!

According to our retailers, we've had a successful holiday shopping season so far, beginning with a fantastic Blue Friday, but please remember to continue to shop locally and support Auburn businesses for the remainder of the holiday season and throughout 2018. Your sales tax dollars support our public schools, our roadway improvements, our parks and recreation programs and the quality of life we enjoy here in Auburn.

Merry Christmas and Happy New Year!

Lolly Steiner
President

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RIBBON CUTTINGS & NEW MEMBERS



OCTOBER 2017

GRAB-A-CART, LLC

J. Mathan Holt

Golf Cart Rental & Service

3028 Alabama Highway 14

Auburn, AL 36832 (Physical)

P.O. Box 96

Loachapoka, AL 36865 (Mailing)

(334) 329-7426

jmathanholt@bellsouth.net

KELLEY NOLIN SHIVER

(KELLER WILLIAMS)

Real Estate Associate

1747 Ogletree Road, Suite C

Auburn, AL 36830

(334) 444-8064

kelley.shiver@kw.com

KELLY WOODS (KELLER WILLIAMS)

Real Estate Associate

1747 Ogletree Road, Suite C

Auburn, AL 36830

(334) 329-2302

kellyrobinsonwoods@gmail.com

AORTA

Mike Brown

Organization

P.O. Box 975

Auburn, AL 36831

(334) 497-1043

aucivic1@gmail.com

JAY & SUSIE GOGUE PERFORMING ARTS CENTER AT AUBURN UNIVERSITY

Christopher Heacox

Performing Arts

208 Samford Hall

Auburn, AL 36849

(334) 844-7215

cjheacox@auburn.edu

VERSION 3 LLC

Marcus May

IT and Business Consulting

400 S. Union Street #475

Montgomery, AL 36104

(334) 240-3235

marcus.may@version3.com

FOCUS PAY SOLUTIONS

Crystal Etheredge

Payroll Services

1820 East University Drive

Auburn, AL 36830

(334) 321-4729

cetheredge@focuspaysolutions.com

THE VILLAGE CREED

Kermit Farmer

Organization

Innovation Station

Opelika, AL 36801 (Physical)

P.O. Box 265

Auburn, AL 36831-0265 (Mailing)

(334) 744-8299

kermit@thevillagecreed.com

BAY LIMOUSINE SERVICE

Bill Hilyer

Limo Service

3016 Highway 14, Suite 101

Auburn, AL 36832 (Physical)

526 Kornegay Street

Dothan, AL 36301 (Mailing)

(334) 740-2920

dhilyer@sw.rr.com

NOVEMBER 2017

DESIGNSCAPE HOMES

Joseph Antoine

Commercial & Residential Construction

P.O. Box 2860

Auburn, AL 36831-2860

(334) 707-5085

joseph@designscapehomes.com

RONNIE DAVIS (THREE SIXTY {REAL ESTATE})

Real Estate Associate

411A Opelika Road

Auburn, AL 36830

(334) 343-2677

ronnie@concepttoclosing.com

MOSAICS, INC.

Jennifer Sammons

Organization

803 Cheaha Circle

Auburn, AL 36830

(334) 332-1771

jennifer@mosaics.works

AUBURN THERAPY AND LEARNING CENTER

Heather Gotthelf

Therapy (Speech, Language, Literacy)

2408 East University Drive, Suite 109

Auburn, AL 36830

(334) 734-5511

heather@auburntlc.com

VARICOSITY VEIN CENTER

C. Duane Randleman, Jr., MD

Physician

1935 East Glenn Avenue, Suite 102

Auburn, AL 36830 (Physical)

2704 20th Street South #100

Birmingham, AL 35209 (Mailing)

(334) 647-1811

duane@varicositymanagementgroup.com

TOM WHATLEY

Attorney

687 North Dean Road

Auburn, AL 36830 (Physical)

P.O. Box 841

Auburn, AL 36831-841 (Mailing)

(334) 559-3420

tomwhatley@gmail.com

THE COLLEGIATE HOTEL

Kim Wirth

Lodging

201 South Gay Street

Auburn, AL 36830 (Physical)

211 South Gay Street

Auburn, AL 36830 (Mailing)

kim@staycoho.com

CHARTER HR, INC
Crystal Walters
Employment Services
160 McClellan Drive
Kellyton, AL 35089 (Physical)
P.O. Box 759
Alexander City, AL 35011 (Mailing)
(256) 234-6234
cwalters@mycharterhr.com

BL HARBERT INTERNATIONAL LLC
Michael Garber
Commercial & Residential Construction
820 Shades Creek Parkway, Suite 3000
Birmingham, AL 35209
(205) 802-2800
mgarber@blharbert.com

INDIAN PINES COUNTRY DAY SCHOOL
Stacy Jackson
Child Care
1742 Saugahatchee Road
Auburn, AL 36830
(334) 821-7786
sccijackson@yahoo.com

K&W HEATING & AIR CONDITIONING
Carl Thrasher
Heating & Air
2214 Enterprise Drive
Opelika, AL 36801
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AUBURN YOUNG PROFESSIONALS
a program of the AUBURN CHAMBER

THANK YOU FOR MAKING 2017 A SUCCESS!

We are thrilled with the success of the first year of the Auburn Young Professionals program! We've listened to your feedback and have some exciting plans for 2018.

New membership applications and renewals are now available for 2018. Email Anna Hovey at anna@auburnchamber.com for details, or visit www.auburnchamber.com.



BUSINESS briefs



MACHEN MCCHESENEY PROMOTES FOUR CPAS TO PARTNER

Machen McChesney, one of the region's leading CPA and business advisory firms, has named Louis Hawkins, CPA, Jessica L. Pagan, CPA, Lesley L. Price, CPA, and Nick Wheeler, CPA, new partners. The promotions are effective January 1, 2018.

"The focus of our growth is grounded in our continual effort to best serve our clients. We understand having a large, competent, and highly motivated team provides our clients access to deep advisory knowledge and industry-specific expertise while also providing individualized attention and timely service," said managing partner Marty Williams. "We are very proud of these individuals and their commitment to continually seek ways to return value to our clients, friends, community and firm."



Louis Hawkins

Louis Hawkins, a resident of Auburn, Ala., has 27 years of experience providing accounting, tax, audit and advisory services to

individuals and small businesses. Louis has expertise in both the restaurant and retail service industries and specific skills in financial operations, human resources, and CFO advisory services. Louis is a graduate of Auburn University with a B.S. in accounting.



Jessica Pagan

Jessica has expertise in both the construction and real estate industries and specific skills in tax planning, financial statement analytics, compilations, reviews, planning and consulting for pass-through entities, and job cost accounting. Jessica is a graduate of Auburn University with both a master's degree and bachelor's degree in accounting.



Lesley Price

and businesses. Lesley has expertise in healthcare and manufacturing industries and specific skills in tax research, planning and consulting for corporations, pass-through entities, and foreign entities, as well as for estates and trusts. Lesley is a graduate of the University of Tennessee with both a master's and bachelor's in accounting.



Nick Wheeler

Jessica L. Pagan, a resident of Valley, Ala., has 14 years of experience providing accounting, tax, audit and advisory services to individuals and businesses.

Lesley L. Price, a resident of Auburn, Ala., has more than 19 years of experience providing accounting, tax services, and advisory services to individuals

Nick Wheeler, a resident of Auburn, Ala., has 18 years of experience providing accounting, tax, and advisory

services to individuals and businesses. Nick has expertise in professional services and the restaurant, retail, and real estate industries. He also has specific skills in business and individual tax planning, tax credits, cost segregation, start-up planning, and business advisory services. Nick is a graduate of Auburn University with a bachelor's in accounting.

Machen McChesney, a CPA and business advisory firm, has offices in Auburn and Montgomery and employs 47 professionals and staff members. The firm offers a comprehensive list of financial services.

Machen McChesney is an independent member of the BDO Alliance USA, a national network of leading CPA firms. For more information about Machen McChesney, its people, services, experience, and alliances, visit www.machenmcchesney.com.

SUNDILLA WINS 2017 SERFA AWARD

The SouthEast Regional Folk Alliance (SERFA) recently announced the recipients of the 2017 SERFA Awards, and one of the three recipients calls Auburn



home. The Sundilla Acoustic Concert Series and Radio Hour will be recognized

in a ceremony at the 2017 SERFA Conference on May 19, along with Kathy Mattea and John McCutcheon.

Sundilla was started in 1993 by Katie Smith Jackson, Jay Lamar, and Mary Littleton, and immediately set a goal of bringing the best acoustic musicians from around the country to Auburn. The series got a tremendous boost when the Auburn Unitarian Universalist Fellowship invited them to use its facilities; as it turned out, the fellowship hall makes for one of the finest acoustic venues anywhere.

"The SERFA Award is the result of a lot of work from volunteers past and present," said current Sundilla president Bailey Jones. "It wouldn't exist at all if not for Katie, Jay and Mary. Much of what we do now is just a continuation of what

they did—and how they did it—in those early years. And the contributions of the AUUF can't be overlooked; the performers rave about that building, and the fact that we are allowed to call it our venue is something we're thankful for every day."

"And Kelly Walker has been indispensable, because he *is* the Sundilla Radio Hour, which has become as much a part of what we are as the concert series itself. But," Jones went on, "there have dozens of volunteers over the years who were indispensable, some of whom still give their time and energy to keep Sundilla going. The award might say Sundilla, but it belongs to all of the volunteers, to the people who come to the concerts, and to the performers for taking a chance on Sundilla."

The other recipients, Kathy Mattea and John McCutcheon, have been successful recording artists for decades. Mattea has had multiple songs reach No. 1 on the country charts, and her 18 albums have garnered multiple CMA, ACM and Grammy awards. McCutcheon has 37 albums and six Grammy nominations to his credit.

"When I saw who the other award winners were, I realized that this recognition is a very big deal," says Jones. "And I believe that Sundilla is the first venue that SERFA has ever given an award to, which just makes it that much bigger, especially when one takes into account that we share a region with some cities that are known for music, such as Memphis, New Orleans, Asheville and Nashville."

The Sundilla Concert Series is a non-profit concert series that relies on volunteers and donations; no one receives a salary, and all of the ticket money goes to that night's performer. The Sundilla Radio Hour recently celebrated four years of being on the air. It airs locally on WTSU 89.9 FM out of Troy, and can be heard on various stations around the country. For more information, visit www.sundillamusic.com.

The SouthEast Regional Folk Alliance is an affiliate of Folk Alliance International, and covers Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. Additional information can be found at www.serfa.org.

THREE SIXTY {REAL ESTATE} EXPANDS WITH ADDITION OF RESORT LIVING DIVISION AND OFFICE AT LAKE MARTIN

With an increasing demand from clients to offer local expertise in luxury communities across the region, Three Sixty has taken an exciting step with the addition of a new Resort Living division. The first office under the new umbrella will be at Lake Martin, with plans to expand to Fairhope, Alabama and the 30A area of the Florida panhandle in the coming year. The Lake Martin office will serve the Lake Martin, Dadeville and Alexander City area.

"We are excited to be taking this giant step forward in the growth of our company," said Tricia Peterson, Three Sixty co-founder.

"We love Lake Martin, and we have complete confidence that this group will serve the area with the expertise and market knowledge that customers have come to expect from Three Sixty," said Nonet Reese, Three Sixty co-founder.

Three Sixty is a full-service real estate and development needs firm. For more information, visit www.concepttoclosing.com

AUBURN CHAMBER CUSTOMER SERVICE CROWN

presented by **Weichert, Realtors—Porter Properties**



The Auburn Chamber, along with sponsor representative Stacey Sanders of Weichert, Realtors—Porter Properties, recently presented the third Customer Service Crown of 2017 to Philippe Scheys, general manager of Cutting Edge Lawn Service.

According to the customer nomination, Philippe goes out of his way to accommodate customers even though the landscaping business can be very demanding and unpredictable. Owner Jamie Brady agrees, saying "He deserves it!" when the Auburn Chamber contacted him about presenting Philippe with the award.

A Customer Service Crown is awarded each quarter to an individual in the community who provides excellent customer service, either in special circumstances or during regular interactions.

The deadline for the fourth quarter nominations is Dec. 15. Nominations should include the individual's name, business name and reason for the nomination. Email nominations to Anna Hovey at anna@auburnchamber.com.

WORKFORCE DEVELOPMENT ROUNDTABLE



Part of building a better, more effective community is bringing everyone to the same table. On November 28, industry leaders and regional workforce development leaders gathered at the Auburn Chamber to exchange ideas, address challenges and share plans.

Before the roundtable discussion, the group gathered to tour the new Auburn High School machine shop, located at Auburn Junior High. The shop's new technology, the growth of machining applications and the knowledgeable instructor, Mike Brogan, have all helped grow the program.

Panelists for the roundtable discussion were Jeff Lynn, vice chancellor of workforce and & economic development for the Alabama Community College System, Cary Cox, city of Auburn director of workforce development, Laura Bailey, career technical director for Auburn City Schools, and Gary Weaver, regional workforce director for the Alabama Community College System.



SHARING THE ENTREPRENEURSHIP EXPERIENCE: LUNCH & PANEL DISCUSSION WITH LOCAL SUCCESS STORIES

Last month, a panel of local entrepreneurs sat down with Auburn High School students to share their stories, their challenges and their learning experiences. Many thanks to our panelists!



Left to Right:

Martee Moseley, co-chair of the Auburn Chamber Education and Workforce Development Committee, moderated the event.

Harrison Evola // FetchMe Delivery

Jim Storbeck // Initial Outfitters

Tim Spicer // Spicer's Music

Allie Weingarten // True40 Fitness Studio

Sarah Barnett Gill // Mama Mocha's Coffee Emporium



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TWO AUBURN BUSINESSES NAMED FINALISTS FOR ALABAMA'S SMALL BUSINESS OF THE YEAR AWARDS

On December 1, the Business Council of Alabama and the Chamber of Commerce Association of Alabama presented the Alabama Small Business Awards during the BCA-CCAA annual meeting at The Harbert Center in Birmingham. Two Auburn businesses, Acre and True40 Fitness Studio, were included on the list of finalists.

"Even though Acre and True40 weren't the ultimate winners of the awards, we were so proud to have our nominees named as finalists and recognized at the event alongside the state's most successful businesses," said Lolly Steiner, president of the Auburn Chamber.

Alabama's Small Business Awards are presented annually by the BCA and the CCAA to recognize small businesses in employee-number based categories. They are considered to be the state's very best small businesses based on a variety of civic and professional standards.

