

## Shoals Economic Development Authority

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## E-Newsletter



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### SEDA News

#### **Rogersville Acquires Top Company**

Officials in Rogersville, Alabama, proudly announced the opening of a new industry to the Shoals. Caraustar Industries, Inc. is opening a facility in Rogersville that will operate 24 hours a day and will employ 15 - 20 people. The regional manager of Caraustar Industries, Inc., Dick Cowart, made the announcement at the Rogersville Town Hall. Mr. Frank Patterson and Mr. Jarvis Brewer, members of the Rogersville IDB, as well as the Mayor of Rogersville, Mr. Richard Herston, made remarks to the crowd gathered to hear this special announcement. Caraustar Industries produces 100% recycled paperboard products, and they have opened a 25,000 square-foot facility in the Rogersville Industrial park to custom cut paper cores for commercial and industrial use. Caraustar is known for producing environmentally sound, innovative products and will be providing these products to customers in the North Alabama region.



Frank Patterson, Rogersville IDB



Jarvis Brewer, Rogersville IDB



Dick Cowart,  
Caraustar Regional Manager



Richard Herston,  
Mayor of Rogersville

### **SCA Tissue Plans Expansion**

[SCA Tissue](#) has announced plans for a major addition to its existing facility located in Colbert County, Alabama. They are adding a new converting machine, utility addition, and machine upgrades. This is an \$8.3 million improvement for this facility.

SCA Tissue North America is one of the largest manufacturers of disposable napkins, bath tissue, towels, and wipes for the AFH market in the United States and Canada. Half of the disposable napkins used in restaurants in the U.S. are manufactured by SCA. SCA Tissue has been recognized as one of the "World's Most Ethical Companies" by the Ethisphere Institute.

### **Hi-Temp Receives Prestigious Award**

Governor Bob Riley recently presented seven Alabama companies with the 2010 Governor's Trade Excellence Award. One of those recipients, [Hi-Temp](#), is located in the Colbert County Industrial Park-Tuscumbia. The award was established in 2005 to recognize companies in Alabama for their work in international business. Alabama's economy is positively impacted by exporting globally and this award is presented to those companies that have excelled in global competition.

Hi-Temp, Inc. has been producing high-quality, food-grade products for the food industry for over 35 years.

### **Groundbreaking Ceremony for New Spec Building in Rogersville**

A groundbreaking ceremony for the new Rogersville Spec Building was held to celebrate the many possibilities of this new site. SEDA Board Members Buster Smith and Frank Patterson made opening remarks to those in attendance. Others who participated in the ceremony included Rogersville Mayor Richard Herston, Chamber of Commerce member Gayle Littrell, and Rogersville Industrial Development Board Member Jarvis Brewer. Congressman Parker Griffith also participated in the opening ceremonies.

**Groundbreaking Ceremony - Rogersville Spec Building**



(l to r) Gayle Littrell, Frank Patterson, Warren Johnson, Harold Lewis



(l to r) Forrest Wright, Buster Smith, Jarvis Brewer, Mayor Richard Herston



(l to r) Lauderdale County Commissioners D. C. Thornton, Larry Irons, Rhea Fulmer

The SEDA Board of Directors met the day of the Groundbreaking Ceremony and were joined by Congressman Parker Griffith and Rogersville Mayor Richard Herston in Rogersville's new Town Hall.



Congressman Parker Griffith and Rogersville Mayor Richard Herston (front row)  
SEDA Board Members and SEDA President Forrest Wright

The Rogersville Spec Building is located at the intersection of Highway 72 and Industrial Drive in Rogersville, Alabama, only 19 miles from I-65. It is 41,500 square feet and located on a seven-acre tract adjacent to the Rogersville Industrial Park. This provides more land for this facility which is expandable to 120,000 square feet. The building will have a maximum ceiling height of 38 feet and an eave height of 32 feet. It is designed to support a 15-ton crane. The building will contain truck docks and ample office space. A beautiful new entrance to the entire Industrial Park will also be built.



### **New Construction in the Shoals**

The Shoals has four brand new hotels including a Microtel Inn, Holiday Inn Express, Residence Inn by Marriott, and Comfort Inn & Suites. The new [Comfort Suites](#) is located off Highway 72 in Florence, behind Ruby Tuesdays. It has an indoor pool, business center, and high speed internet access. The new [Holiday Inn Express](#) is located behind Logan's in Florence. It has high speed internet access, an indoor heated pool and spa, and business

center. Tuscumbia has a new [Microtel Inn & Suites](#) which has a fitness center, pool, and meeting room. The new [Residence Inn](#) in Florence is just off Highway 72 on Sweetwater Avenue. It boasts kitchen accommodations, a sports court, and high speed, fiber optic internet access.

### **Residence Inn, on Sweetwater Avenue in Florence**



In addition to these lovely hotels are new developments of an estimated 150 lots for family homes in the Shoals area. They are under construction now at the new Blackberry Village and Bentbrook developments off Highway 47 in Florence.

### **New Office Manager for SEDA**

SEDA has a new team member! Heather Robertson has been hired as the new office manager for SEDA.

Heather is originally from Alabama but has moved around the country through the years. She decided to come back home to Alabama and has lived in Florence for twelve years.

Heather's husband, Craig, is a professor at the University of North Alabama, they have two kids, Anna and Day, who attend Kilby School. Heather has a bachelor's degree in Psychology and a master's degree in Sociology and is continuing work on a Computer Information Systems degree from the University of North Alabama.



### **Lesley Cox Returns to SEDA**

Lesley Cox retired from SEDA in 2009 but, thankfully, she didn't go far! Mrs. Cox has rejoined us, at least part time, to make sure new transitions go smoothly.

Lesley continues to share her wisdom with us; wisdom she accumulated over decades of service to SEDA and the community. Staff and board members at SEDA are grateful for her continued dedication.

### **SEDA to Visit Existing Industries in The Shoals**

SEDA will be making visits to existing industries in The Shoals in the coming months to assist companies with needs that they may have. If your company wants to know more about the

services offered by SEDA, please contact Bart Jackson at 256-764-0351 or by email at [bart.jackson@seda-shoals.com](mailto:bart.jackson@seda-shoals.com).

## **Shoals Training Alliance**

The Shoals Economic Development Authority, in conjunction with other agencies, continues to offer courses that provide skills to the local work force, keeping them on the forefront of technology. The mission of the [Shoals Training Alliance](#) is to "Improve on-the-job skill levels of Shoals area employees through partnerships of industry and education to fulfill training needs."

As part of the Shoals Training Alliance mission, classes in Access 2007 and Excel 2007 are being offered at [Northwest Shoals Community College](#). Courses for beginners through advanced are available to anyone employed in the Shoals. Forklift classes continue to be offered as well. Classes are arranged to work with the schedules of full-time employees.

Members of the Shoals Training Alliance toured the National Alabama Corporation facility as part of the Alliance's January 2010 meeting.

## **Success in the 12 For Life Program**

[Southwire](#) has teamed with Florence City Schools to implement a dropout prevention program called [12 For Life](#). The program offers students the opportunity to work while getting their education. Recently, seven students in the 12 For Life program graduated from Florence High School. Several of the students stated that they might not have graduated if it had not been for the program. Two of the students will continue at Southwire as interns and both plan to attend college. The 12 For Life program serves students in grades nine through twelve.

Southwire has proven its dedication to at-risk youth with a practical program to provide real solutions. Southwire recently opened their doors to the Shoals Training Alliance, providing a presentation of their new program and tour of their 12 For Life facility.

Southwire is a Fortune 500 company, located in the Industrial Park in Florence-Lauderdale County. The company is a major wire and cable provider for home and commercial use in North America.

## **Shoals Manufacturers' Association Elects Two New Board Members**

The Shoals Manufacturers' Association has elected two new board members to serve the association. Scott Williams, Southwire Company, was elected to serve a one-year term. Tommy Riner, National Alabama Corporation, was elected to serve a two-year term. Other board members serving the SMA are:

**Chip Flournoy, Chair**, Total Maintenance Center  
**Don Blazer**, Flexco Corporation  
**Mike Nelson**, Shoals Tubular  
**David Draper**, Robbins LLC  
**Curtis Lewey**, Applied Chemical Technology



## **SEDA Hosts "Website Design for the Global Marketplace"**

Michael Brooks, from the [Alabama International Trade Center](#) (AITC), presented a three-hour seminar at SEDA on how to internationalize a Web site. Those in attendance represented ten

companies and several organizations in the Shoals area. Mr. Brooks shared innovative and practical ideas for making Web sites effective for users around the world.

An estimated 95% of markets are outside the United States; therefore promoting a product or service is no longer a local issue but a global one. Providing information for and retrieving information from those viewing the Web site takes careful planning. Topics included modifying contact forms, translating a Web site, using search engines, and handling international payment transactions.

## **SEDA's Mailing Address**

Please note, SEDA no longer maintains a post office box. Please send mail to SEDA at the following address:

Shoals Economic Development Authority  
20 Hightower Place, Suite 1  
Florence, Alabama 35630



**None of us is as smart as all of us.  
Japanese Proverb**

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## **Available Building Highlights**



**Bryson 4342 Helton Building**  
**4342 Helton Drive**  
**Florence, AL 35630**

**Lauderdale County**  
**10,000 Square Feet**

[Click here](#) for building form (.pdf) with details.



**PFI Building**  
**Gann Boulevard (Off E. 6th Street)**  
**Tuscumbia, AL 35674**

**Colbert County**  
**7,500 Square Feet**

[Click here](#) for building form (.pdf) with details.

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## **Meeting Schedule**

### **SEDA Monthly Board of Directors Meetings**

June 8, 2010  
July 13, 2010  
August 10, 2010  
September 14, 2010

### **Shoals Manufacturers' Association**

July 14, 2010  
September 15, 2010

### **Shoals Industry - Education Training Alliance**

July 21, 2010  
October 20, 2010

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## **Previous E-Newsletters**

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