

THE BUSINESS ADVOCATE

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No Looking Back

How Alabama Football Coaches Paul “Bear” Bryant and Nick Saban Linkage Inspired Family Owned Business to Enter BCA’s “Small Business Game Changer”

Late last summer, the Business Council of Alabama teamed with Crimson Tide Sports Marketing to create the “Small Business Game Changer” promotion for an Alabama small business to be showcased the entire 2016 Crimson Tide football season that begins Sept. 3 in Arlington, Texas.

That’s when the University of Alabama and the University of Southern California meet at AT&T Stadium. The game will be broadcast by the University of Alabama football radio network that will promote the BCA’s “Small Business Game Changer” featuring McAleer’s Office Furniture in Mobile.

When McAleer President Melissa McAleer Cross

learned of the promotion she thought how great it would be if McAleer’s could be featured during Alabama radio broadcasts, in game programs, and in the LED tape display inside Bryant-Denny Stadium during home games.

The Game Changer promotion, sponsored by the BCA, awarded a complimentary 2016 Alabama football sponsorship, including hospitality benefits, game tickets, in-venue logo recognition and exposure through stadium signage, game day publications, and the team’s Crimson Tide Radio Network.

Cross has an interesting story of why she entered the “Small Business Game Changer”: Both she and her father,

COVER: 2013 BCA Chairman Carl T. Jamison, left, shareholder of JamisonMoneyFarmer, PC, in Tuscaloosa, and Nancy Hewston, right, BCA vice president for communication, strategic information, and federal affairs, present McAleer's Office Furniture founder Jim McAleer and McAleer President Melissa McAleer Cross with a University of Alabama jersey that represents their winning of the 2016 BCA "Small Business Game Changer" promotion for the 2016 Alabama football season. The presentation was at Bryant-Denny Stadium.

BOTTOM LEFT: Business Council of Alabama president and CEO William J. Canary, center, and Back Forty Beer Co. founder and president, Jason Wilson, third from right, pose at Jordan-Hare Stadium to publicize the presentation of the BCA's "Small Business Game Changer" promotion to Back Forty Beer Co. for the 2016 Auburn Tigers' football season.

TOP RIGHT: Canary and Wilson hold the "Small Business Game Changer" placard as 2016 BCA Chairman Tommy Lee, at Wilson's left, observes. The BCA's "Small Business Game Changer" promotion highlights the importance of small businesses in Alabama.

McAleer's founder Jim McAleer, are University of Alabama graduates. Cross said she wanted to write the entry essay as a tribute to her father, who along with mother Camilla, founded McAleer's in 1979 and made it the success it is today.

But she needed inspiration in order to compose the 150-word essay on why her business would deserve the sponsorship.

"I didn't want to submit anything too soon and I thought about it the whole football season," Cross said. "My inspiration came after we won the national championship, after reading all the articles after the championship, that compared (Alabama head football coach Nick) Saban to (former Alabama coach Paul) "Bear" Bryant.

"Then one night I woke up 3 a.m. and I had my idea. It was the challenge you face when you come into a second-generation business like ours, how it's going to be, like the two coaches in different generations," she said.

McAleer's won and will be the recipient of the "Game Changer" sponsorship.

A spring presentation at Bryant-Denny Stadium was attended by Cross, McAleer,

2013 BCA Chairman Carl T. Jamison, shareholder of JamisonMoneyFarmer, PC, in Tuscaloosa, and Nancy Hewston, BCA vice president for communication, strategic information, and federal affairs.

"It was a lot of fun," Cross said. "It's just been awesome."

Besides being featured on the BCA's website and being presented the award at the Alabama Spring Game, McAleer's has been featured on al.com, the Mobile Press-Register, other state media, and Independent Dealer, the official publication of the National Office Products Alliance.

As Alabama's premier business advocacy organization, the BCA recognizes that small businesses provide the majority of jobs for Alabamians and a season football sponsorship is fitting recognition.

"A University of Alabama season football sponsorship will be a game-changer for McAleer's Office Furniture Co. and the Business Council of Alabama is proud to provide McAleer's this platform," said BCA President and CEO William J. Canary. **TBADV**

Auburn Grad's Company Wins "Small Business Game Changer" at Alma Mater for 2016 Tigers' Football Season



Craft beer brewer Jason Wilson is a fifth generation Alabamian who loves Auburn University where he graduated in 2005. So naturally it was fitting for him to enter the Business Council of Alabama and Auburn IMG Sports Marketing's "Small Business Game Changer" that was presented at the Auburn "A" Day game this year on Pat Dye Field at Jordan-Hare Stadium.

Wilson is founder and president of Back Forty Beer Co. It began as a part time venture while Wilson worked in Atlanta and involved much travel between his job, where the beer



was brewed, and the eventual move to Gadsden where Back Forty and its 25 employees make and distribute beer for domestic and now international consumption in new markets of Australia, the Caribbean, and China.

The BCA aligned with Auburn University to sponsor the “Small Business Game Changer,” a valuable opportunity for a state-based business with 50 or fewer employees to gain significant exposure among a passionate and loyal Auburn Tigers’ fan base.

It was rolled out during the first home game of the 2015 season.

Entrants had to describe in 150 words or less why winning the “Small Business Game Changer” contest would be a “game changer” for their business.

Back Forty won. An on-field presentation for Wilson included 2016 BCA Chairman Tommy Lee, an Auburn graduate and president and CEO of Vulcan Inc. in Foley, BCA President and CEO William J. Canary, Chamber of Commerce Association of Alabama President and CEO Jeremy Arthur, and Auburn IMG Sports representatives.

“A corporate partnership with Auburn Athletics will be a game-changer for Back Forty Beer Co. and is just another way the BCA provides small businesses the recognition they deserve,” Canary said. “The Business

Council of Alabama knows that small businesses provide the majority of jobs for Alabamians and in so doing are the economic engines of the state. The BCA is so proud we partnered with Auburn University to offer the Small Business Game Changer contest.”

Wilson’s company now faces coordinating all the ingredients for a successful sponsorship – radio spots, pregame activities, art for print ads in home game programs, signage, and game-day publications.

Corporate partner benefits for the season beginning Sept. 3 at home against Clemson University also include game tickets and exposure on the Auburn Radio Network.

“It’s a great day, we’re very excited to partner with them,” said Caleb Swann, director of partnership development with Auburn Sports Properties said. “It’s good for small businesses and the state of Alabama.”

“Winning the BCA’s Small Business Game Changer Competition will have a profound impact on the future of Back Forty Beer Co.” Wilson said.

“This is an ingenious initiative by the BCA and we are thrilled to be able to align the passion and engagement of Auburn fans with the Back Forty Beer Company” said Jon Cole, general manager of Auburn IMG Sports Marketing. **TBADV**

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