

A woman with voluminous, curly, light brown hair is smiling broadly, looking slightly upwards and to the right. She is wearing a dark green blazer over a white ribbed top. Her arms are crossed. The background is a blurred indoor setting, possibly a modern office or a public space with architectural details.

**BUSINESS
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of Alabama*

**ALABAMA'S TOP
SMALL BUSINESSES
OF 2023**

BCA IS THE VOICE FOR ALABAMA BUSINESS. LEARN MORE AT [BCATODAY.ORG](https://bcatoday.org)

RECOGNIZING THE 2023 ALABAMA SMALL BUSINESS OF THE YEAR AWARD WINNERS

From beloved mom-and-pop shops to local enterprises, small businesses embody the essence of the state's resilient spirit, entrepreneurial vigor, and steadfast commitment to local communities. These businesses are not just economic engines but serve as tangible proof that the American dream is alive right here in Alabama.

The Business Council of Alabama (BCA), in partnership with the Chamber of Commerce Association of Alabama (Alabama Chambers), hosted the 2023 Small Business of the Year Awards last month to recognize and celebrate small businesses' notable efforts in supporting their communities and bettering the state.

The awards ceremony occurred during The Partnership's annual meeting at The Club in Birmingham on November 29, where 46 finalists were celebrated for their impact through civic endeavors, business success, and community involvement.

Held less than a week after Small Business Saturday, the event highlighted the vital role small businesses play in the state's economy by making up 99.4% of companies in Alabama.

"BCA is proud to honor some of our state's most impressive small businesses as they exemplify resilience, passion, and commitment," said BCA President and CEO Helena Duncan. "Local businesses are the sponsors you see on little league jerseys, high school football games, and community philanthropy events. They are the heart of



Alabama communities and deserve to be celebrated every single day."

Local chambers of commerce across the state submitted nominations for the Small

Small Business of the Year Award winners, we are reminded that small businesses are not just the backbone but the driving force behind a successful and resilient state

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Business of the Year Awards. The finalists were evaluated by a panel of out-of-state judges based on each business's community involvement, chamber participation, business success, and overall deservedness.

Lt. Gov. Will Ainsworth joined the event, underlining the state's commitment to recognizing and supporting the achievements of its small business community.

"As we shine a spotlight on this year's

economy," said Paige Hutto, President and CEO of the Chamber of Commerce Association of Alabama. "All of the nominees, finalists, and winners are stewards of their communities and our state. Their dedication to elevating communities throughout Alabama is evident in all that they do, and for that, we are all grateful."

This year's award winners were selected for four categories: Emerging Small



Business, 1-10 Employees, 11-50 Employees, and 51-100 Employees.

EMERGING SMALL BUSINESS BROADWAY SPINAL CARE

Broadway Spinal Care brings a holistic approach to healthcare, offering chiropractic care, Pilates, and personalized advice on nutrition and exercise to aid in injury recovery and pain relief. Founded by Drs. Jonathan and Tara Douglas, in May 2022, Broadway Spinal Care is committed to the fundamental value of "treating people the way we want to be treated." Their holistic approach to patient treatment considers factors such as environment and emotions to provide comprehensive care to each patient who walks through the door.

The Douglasses extend their impact beyond their practice, actively advocating for chiropractic care by leading efforts to enhance teaching and internship opportunities. As avid supporters of the B.B. Comer Memorial Library's Summer Reading Program, the city's pickleball tournament, the Feral Dogs of Avondale Mill, the Historic and Planning Commission, the Arts Council, the Beautification Council, and the Sylacauga Chamber of Commerce, Broadway Spinal Care is deeply ingrained in the Sylacauga community. Notably, the walls of Broadway Spinal Care act as an art gallery, providing a free space for local artists to display their work.

In recognition of their outstanding contributions to both healthcare and community development, Broadway Spinal Care is honored as this year's Emerging Alabama Small Business of the Year.

1-10 EMPLOYEE SMALL BUSINESS PINHOTI OUTDOOR CENTER

Established in January 2019, Pinhoti Outdoor Center provides planning, support, shuttle, and hostel services for those exploring the outdoor recreation areas around Sylacauga, AL. Co-owners Kimm and Nathan Wright built their business with the mission to encourage, educate, empower, and facilitate people of all skill levels to confidently enjoy Alabama's outdoor spaces.

Recognized as the go-to source for all things Pinhoti, the center has become an indispensable resource for visitors and hikers, offering amenities such as clothing, a kitchen, laundry, and lodging. Additionally, Pinhoti Outdoor Center actively promotes local businesses by providing shuttle services for hikers



to patronize local restaurants and shops, collaborates with the Sylacauga Chamber to offer free hiker registration, and contributes data to the local community about hiker demographics and numbers.

As the 2023 Alabama Small Business of the Year, Pinhoti Outdoor Center exemplifies the spirit of community, innovation, and dedication by attracting tourism, supporting local businesses, and instilling a deep appreciation for the region's natural resources.

11-50 EMPLOYEE SMALL BUSINESS LAWRENCE PAINT & HARDWARE/ MOSELEY INDUSTRIAL SUPPLY

Lawrence Paint & Hardware and Moseley Industrial Supply, under the visionary leadership of owner John Barry Roberts, stand as the epitome of a unique and impactful business model. Since 2011, Roberts has grown Moseley Industrial Supply into a success with contracts with Lockheed Martin and other large companies, and in 2018, Roberts purchased Lawrence Hardware, combining two local institutions into a dynamic force in Troy, AL.



**WIREGRASS
ELECTRIC COOPERATIVE**



LAWRENCE PAINT & HARDWARE/MOSELEY INDUSTRIAL SUPPLY

With the motto, “Kingdom-Minded Companies,” Moseley & Lawrence stands on three pillars: prayer, God’s Word, and radical biblical generosity. Moseley & Lawrence allocates twenty percent of a successful budget to “radically biblically generous” initiatives. Beginning with support for missionaries, the company’s philanthropy has expanded to encompass local organizations addressing critical needs, such as orphans, children in need, and missionaries both locally and globally. Moseley Industrial Supply was awarded the Lockheed Martin small business award in 2014.

Lawrence Paint & Hardware and Moseley Industrial Supply’s commitment to excellence, community service, and a higher

purpose sets them apart as a beacon of success in Troy, AL.

51-100 EMPLOYEE SMALL BUSINESS WIREGRASS ELECTRIC COOPERATIVE

Originating in 1939, during a time when electricity was a marvel, WEC’s dedication to illuminating the rural landscape of Southeast Alabama, known as the Wiregrass region, has been unwavering.

WEC now serves over 19,000 members across Houston and Geneva Counties in Alabama, along with portions of Dale, Coffee, Covington, and Henry Counties. Their extensive 3,200-mile network of power lines symbolizes connectivity, with a committed team of 62 employees ensuring members’ energy needs are expertly met.

WEC’s commitment to leadership

is evident in its active engagement with economic development initiatives, including Grow Dothan-Geneva County, Leadership Dothan participation for employees, and collaboration with the Dothan Area Chamber of Commerce.

WEC’s unwavering commitment to the Wiregrass region is further demonstrated through their support of various initiatives, including the Silent Heroes of the Wiregrass, Wiregrass Teach of the Month, Radio Lineman of the Week spotlighting local high school athletes, AREA youth tours, the donation of a transmission tower to Geneva County E-911, the development of the Geneva County Industrial Park, and sponsorship of Southeast Alabama Works WOW. Additionally, WEC’s Operation Round Up, a program designed to harness members’ collective power, surpassed \$1 million in funding allocated to local community projects. **BA**

The Business Advocate is published by the Business Council of Alabama, a non-partisan, statewide business association representing the interests and concerns of nearly 1 million working Alabamians through its member companies and its partnership with the Chamber of Commerce Association of Alabama. For more information on the Business Council of Alabama please contact us at (800) 665-9647 or visit us online at bcatoday.org.