

IN BRIEF

Worthington Cylinders partners with Redbirds

Worthington Cylinders and the Memphis Redbirds have formed a partnership that makes the FlameSaver propane tank with built-in reserve the official propane tank of the team and sponsor of the Great Saves promotion.

Worthington Cylinders, a Columbus, Ohio-based division of Worthington Industries, will give away a new FlameSaver propane tank to one fan every time the Redbirds record a save at home for the rest of the season. At the end of the season, one winner will receive a pre-game party at AutoZone Park. Fans also have opportunities to win T-shirts featuring the FlameSaver logo and its inaugural season theme, "Nobody Likes Cold Weenies."

Other sponsorship elements include in-park concourse signage, rotating billboards, ballpark marquee signage, full-page program ads, 30-second radio spots, pre- and post-game features to recap FlameSaver saves of the game, flier distribution at select games and the FlameSaver Party Power picnic and party area.

Siskind Susser site again receives top honor

For the second straight year, Memphis-based immigration law firm Siskind Susser's visalaw.com Web site has been named the top law firm Web site in the U.S. by the independent consulting group Internet Marketing Attorney.

"The recognition of the Siskind Susser Visalaw.com site as the country's best is a testament to the hard work of the many people at our firm who contribute on a daily basis as well as the talent of our design firm Lightmix Design Studio," says Siskind Susser partner Greg Siskind.

The firm's Visalaw Web Log (blog) also was named one of the "Nifty 50" components on law firm Web sites that raises the bar in online business development.

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Martin leaving Regions to lead Enterprise

BY ROB ROBERTSON

Enterprise National Bank

Memphis' No. 3 community bank

Headquarters: 6075 Poplar

CEO: Tom Wright

2003 net income: \$1.3 million

Local FTE

employees: 90+

Phone: 761-4005

Web site: www.

enterprisenational.com

Tom Martin, president and CEO of Regions Bank in Memphis, is leaving Regions to join Enterprise National Bank as president and chief operating officer.

The move will be official July 6. Martin will also serve as a member of the Enterprise board of directors.

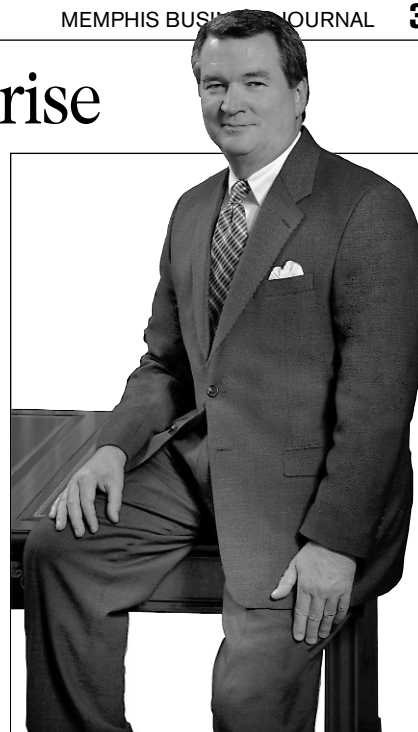
"Tom is well respected in the banking industry and we are fortunate to have him join the management team of Enterprise," says Enterprise chairman and CEO Tom A. Wright. "To maintain our focus on quality local leadership, it was important that we find the right person to fill this role."

At the recommendation of Wright, the board

of directors unanimously approved the appointment of Martin.

Martin has been overseeing the Memphis operations of Birmingham-based Regions since 1996, and before that held several titles during his tenure at Nashville-based First American, including president and CEO/Tri-cities region of Tennessee; president and CEO/Memphis; and senior vice president and senior lending officer, among others. With the merger of Regions with Memphis-based Union Planters, Martin elected not to retain his position with the new company.

"Enterprise is well-known in the community for delivering superior customer service, and I look forward to continuing that commitment as we grow market share," Martin says. "The strategic plan we have in place ensures continued success. Now it will be my responsibility to implement and carry out that plan."



COURTESY ENTERPRISE NATIONAL BANK

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ALAN HOWELL / MBJ

Paula Richmond shops for caps in the Memphis Grizzlies team store Downtown.

New Grizzlies merchandise flying off team store shelves

Memphis Grizzlies

New team uniforms and logos

Address: 175 Toyota Center

Phone: 205-1234

Principals: Michael

Heisley, majority

owner; Jerry West,

president of basketball

operations

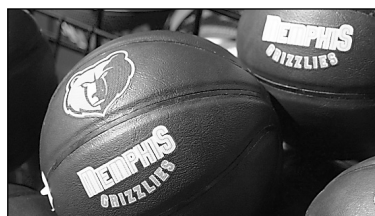
Web site:

www.grizzlies.com

BY MICHAEL SHEFFIELD

When the Grizzlies launched their new uniforms and logo two weeks ago, the team store did more business in one day than it had done in the previous three years combined. The store also had the three biggest days of T-shirt and merchandise sales in team history.

Despite those successes, the team sees bigger things coming in



the next two months when the authentic jerseys and shooting shirts go on sale in the team's store

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e-CTMS system caters to smaller transport firms

BY AMOS MAKI

Continental Traffic Services, Inc., is rolling out a transportation management system that could revolutionize the way small businesses ship goods.

The product is e-CTMS, a Web-based transportation management system that costs considerably less than other management systems and gives customers more control.

"It has tremendous potential," says C.F. Lynch, principal of C.F. Lynch and Associates, a logistics consulting company. "A company that doesn't have a transportation management system is a little like a ship without a rudder because you use it to determine rates, to determine performance and to watch all your key performance indicators."

The e-CTMS system has great potential for small businesses that often can't afford the more expensive systems.

"A lot of smaller companies don't have transportation management systems because they are cost prohibitive," Lynch says. "This system is less expensive but it does the job."

"It may have not have all the bells and whistles," he says. "But if you're shipping barbecue sauce, how many bells and whistles do you need?"

A typical transportation management system can cost between \$100,000-\$500,000. The e-CTMS system starts at \$10,000 and tops out at about \$100,000.

The system has been in development for the past three years. And because it's Web-based, a company official can monitor and control his business from virtually any-

e-CTMS
Transportation management system produced by Continental Traffic Service, Inc.
Headquarters: Memphis
Address: 5100 Poplar
Phone: 766-1500
Web sites: www.contraf.com and www.e-ctms.com

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