



PHOTOS COURTESY BIRMINGHAM FASTENER, REGIONS BANK: GARY TRAMONTINA, JUNIOR ACHIEVEMENT

No Ordinary Story:

Extraordinary People and Businesses Shaping Birmingham

May 2025

Extraordinary in Birmingham: Stories of Businesses Shaping the City



CHRISTIAN WHITE
Market Executive
Regions Birmingham

Regions and the Birmingham Business Journal share something – a passion for the businesses that are defining the past, present and future of the place we call home.

I have the opportunity to talk to business owners and people interested in becoming business owners almost daily. It's a unique perk to my role at Regions.

No two businesses are exactly alike. No two business owners are exactly alike. But when you talk to them, you discover that successful businesses do share some things.

At some point along the way, somebody

believed in them. Somebody stood by them and helped guide them or direct them or were there to help them capitalize on an opportunity. Somebody, or sometimes, lots of people.

Businesses need someone in their corner because it's hard. Running any business – from a multi-million-dollar manufacturing company, to a local restaurant down the street – is challenging.

But in this city, we are blessed. We have innovative new companies, companies that stand of the shoulders of giants of the past, nonprofits that set

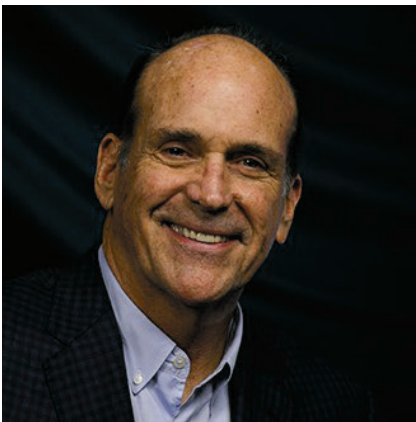
examples for others, and so much more.

Really, the best perk of all is learning and being inspired by the leaders of today.

In the profiles across these pages, you'll find inspiring stories. You may find stories where Regions had a role in someone's success. But what you will definitely see is the spirit of our city, the passion for making it better, forged daily. ... Extraordinary people in an extraordinary place doing extraordinary things.

That's Birmingham, the real Magic City!

Building Birmingham's Future: A City Powered by Innovation and Community



JOEL WELKER
President and Publisher
Birmingham Business Journal

At the heart of Birmingham's economy is the resilience and determination of its business owners.

The Birmingham Business Journal, in partnership with Regions Bank, is proud to highlight the economic initiatives and growth shaping our city's future.

Birmingham has long been a place where innovation thrives. Over the past decade, the city has ushered in exciting developments, compelling initiatives and unique businesses that

all secure investment and generate community support even during challenging times.

From the expansion of UAB Medicine's medical campus, which enhances both health care and job opportunities, to the recent groundbreaking of the Coca-Cola Bottling Co. United headquarters, these projects signal the city's growing influence in key industries.

In addition to large-scale investments, the success of small

businesses remains a crucial part of Birmingham's economic fabric. Increased lending opportunities have enabled local entrepreneurs to scale their operations, creating jobs and strengthening the local economy.

Looking ahead, the future of Birmingham is bright, with economic development at its core. The Birmingham Business Journal remains committed to showcasing the progress and innovative ideas driving the Magic City's success.





COURTESY BIRMINGHAM FASTENER

Birmingham Fastener: Sheared, Headed and Threaded Growth for a Birmingham Original

BY MEL CAMPBELL

Howard Tinney grew up in the Birmingham-area mining community of Docena, and his father worked at U.S. Steel in Fairfield. Like so many people residing in the Magic City in the mid-20th century, the molten influence of the steel industry provided jobs, homes and more.

An aspiring athlete with dreams of playing ball for Bear Bryant, Tinney was dealt a tough blow when a neck injury derailed his football career. But his coach made a connection on his behalf, one that would tie him to the fortunes of the city's steel industry

and provide an anchor to the future.

Working at what was then known as Southeastern Bolt and Screw provided Tinney a job. And it introduced him to his future wife and an opportunity to open his own fastener business, near

Elmwood Cemetery and the Chicago Bridge and Iron Plant, in 1980.

"He would buy a mixed truck load of structural bolts from Nucor in St. Joe, Indiana and drive back to Birmingham," recalled Brad Tinney, who now serves as Birmingham Fastener's CEO. "My sister and I would spend our Saturdays and Sundays sorting the mixed hardware into like sizes and dad would deliver them to Chicago Bridge and Iron on Monday."

Forty-five years later, that business has expanded way beyond the

palettes of fasteners that the family would sort through on a weekend to one that now employs nearly 750 teammates and has operations in eight states and Mexico. The company touts itself as a one-stop manufacturer and distributor of American-made fasteners, as well as providing other custom services, and serving those in the waterworks, structural steel, industrial distribution, aerospace and defense, oil and gas, and other industries.

Continued on next page

Today, Brad Tinney leads a company that – like its hometown – was built serving the local steel industry but has expanded through hard work, strategic acquisitions and partnerships that have allowed Birmingham Fastener to broaden their reach and product offerings.

The younger Tinney took over the reins of the company in 2013, soon after the sudden and unexpected passing of Howard. Prior to that, the company's growth had been to expand the reach of its fastener business to new markets – in Huntsville with the aerospace industry, Texas, and Jacksonville, Florida, to connect to coastal and international markets. The company also built a state-of-the-art distribution center in Hanceville, Alabama and Dallas, Texas.

"We can take a 5,000-pound coil of steel and turn it into 50,000 bolts" Tinney added. "We have 15 cold formers, including two of the newest ones that Regions financed, that can produce 110 parts a minute -- sheared, headed and threaded. When it comes out the other end, it's ready to be packaged and shipped."

And they do much more – plating for specific applications, hot-heading, nut-forming, and anchor bolt manufacturing on-site, to name a few.

That diversification and expansion has given the company a ready-made answer to opportunity in the industry. "One of the coolest things about fasteners is, if you look at our top 25 customers, that list represents 18 different industries, which is a beautiful place to be," he said.

It also sports a rarified competitor list. When Tinney was tooling in the parking lot, many of Birmingham Fastener's customers were also connected to the city's cast iron piping industry. Today, Birmingham Fastener is the last domestic manufacturer of fasteners used in cast iron pipe, as well as the gaskets used in conjunction with them. The other competitors are in China and India.

By his accounting, Tinney sees even more opportunity for the business on

the horizon. "I'm partners with most of the people in the industries we serve. For the first time, every steel fabricator that we do business with is booked solid for the year."

And he likens that activity to what he terms a third industrial revolution – with huge construction projects for technology chip manufacturing plants, energy, distribution centers, liquified gas, venues such as the Tennessee Titans stadium and more. "I've just never seen the amount of heavy construction work going on in this country," he said.

It's no surprise, then, that when he views the future through a lens of opportunity, that he views his own company's past through a lens of appreciation. That's definitely something that extends to the company's historic relationship with its bank.

"When my dad started the company, he had \$6,000 in savings, but he had more than \$200,000 in orders from Chicago Bridge and Iron," Tinney explained. "He went to eight different banks, and the only one that would listen and work with him was Regions."

That connection has lasted for more than 40 years. "We've been together through the ups and downs," said Ross Swenson, Regions Commercial Relationship Manager. "What's always impressed me is how willing they are to try new solutions we bring to table and the company's commitment to becoming better at what they do – whether that through acquisitions, its culture, or commitment to safety."

"I like to say that we want all our clients to feel like they are the only one we have," Swenson said. "And I feel like we always try to bring something extra to the table. We strive – particularly for Brad and his team – to bring in the right people and services, our Regions 360 approach, to a company that we know and understand and have been with since the beginning."

"None of us forgot that," Tinney added. "That's why – 45 years later – we are still fiercely loyal. Regions has provided me and my teammates



COURTESY BIRMINGHAM FASTENER

Birmingham Fastener President and CEO Brad Tinney – Working to be the best and safest domestic fastener manufacturer.

with the opportunity for a better life; we've been successful without private equity money. We've not had to sell shares or go public.

"We meet, spend a lot of time

together, and I share my vision," he said, "They believe in us. It's like I said to them when making our first acquisition, we want to be the best when it comes to domestic fastener manufacturing."



SMALL BUSINESS BANKING

Make more financial confidence a part of your business plan.

Small business owners do it all – but you don't have to do it alone. Regions is here to support you every day, every step of the way. With customized solutions ranging from business checking to financing for complex loans, we provide the service and tools small businesses rely on to move their companies forward confidently – and according to plan.



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Dunn Companies: Building Birmingham (and Beyond) for 130-plus Years

BY DOUG SEGREST

By the turn of the last century, Birmingham was booming. Dubbed the Magic City for its explosive growth, it garnered the attention of everyone the world over.

Including brothers Evans and Thomas Dunn. Their fledgling company, Dunn Construction, was founded in Virginia in 1878 and was expanding to match the growth of the railroads. That led Evans to Red Mountain, where a tunnel was needed for pipes that pumped water from the Cahaba River to the growing population center.

Challenge accepted and opportunity realized, Dunn Construction moved its headquarters to Alabama's boomtown, where it remains a major presence today.

Today, Will French – Evans' great-great-grandson – is CEO of Dunn Investment Company, a holding company that oversees nearly a dozen companies, from road building to ready-mix concrete, grading, building construction and even real estate.

"We've got about 10 operating companies, depending how you want to count them," said French. "What hasn't changed is that we remain a family-owned business with a great, loyal team. We've been headquartered here for 130 years."

In Mississippi, a partnership known as Huey P. Stockstill LLC is widening I-10, the interstate artery that runs from Florida to California. Closer to home, crews work on I-65, between Birmingham and Montgomery.

Teams are laying down a new parking lot in Chilton County. And in Tarrant, workers at Dunn Construction's asphalt plant are loading dump trucks for one of a myriad of ongoing products.

Dunn opened one of the first asphalt plants in the U.S. in 1915, near today's Railroad Park. A dozen years later it started what would ultimately become Mississippi's largest ready-mix

concrete supplier.

At the Tarrant plant, everything is sorted in piles of sand and crushed rock. Much of what goes into asphalt today, in addition to virgin materials, is recycled asphalt removed from roads being re-paved, making the work more sustainable.

Dunn's stamp is everywhere you go throughout the region. Smooth, repaved landing strips at Birmingham-Shuttlesworth International Airport, a new surface on the Red Mountain Expressway, and new access roads at Alabama Adventure Parkway are just part of the portfolio. Remember the World Games? Dunn's contributions included the speed skating track that hosted a signature event of the competition.

In the walls leading to French's office, historic photos show French's grandfather and great-grandfather at the grand opening of the Millington Naval Reserve Aviation Base in Tennessee in 1942, a keystone in the U.S. bid to protect democracy amid World War II.

Elsewhere, there's a statue noting Dunn's inclusion in the Alabama Roadbuilding Hall of Fame.

It's work noted by movers and shakers. And since Dunn's arrival in Birmingham, they've done business with what would eventually become Regions Bank.

"We've known a lot of folks at



COURTESY OF REGIONS BANK/GARY TRAMONTINA PHOTO

Dunn Construction's asphalt plant in Tarrant continues a legacy that began more than a century ago.

Regions over the years," French said. "We've never had banking needs that they didn't meet."

French's dad, Jamie, and grandfather, Billy Dunn, served as board members for the bank and its predecessors.

One thing you hear often, across various jobsites, is the word loyalty. It's not uncommon to meet someone who's been with Dunn for 30-40 years.

"We'd note that loyalty goes both ways, and not just with employees," said Cory Guillory, Commercial Relationship Manager at Regions Bank. "Dunn has remained loyal to Regions and we hope that we've not only met their banking needs over the years, but have been a valuable partner while creating shared value. It really is a relationship.

"I think we share core values. We appreciate their approach to business and our relationship, which has made our supporting them over all these years much easier for both of us."

Through the years, Dunn has evolved with new technology to produce bigger, bustling highways. What hasn't changed is how the company goes about doing business.

"We work for states and counties and private developers, and many of our customers have been our customers forever," French said. "But no matter who we do business with, our values don't change."

The reputation backs up the words.

"We've been in business for 147 years and plan to be here for the next 147," French said.



COURTESY OF REGIONS BANK/GARY TRAMONTINA PHOTO

Skier's Marine owner Rett Tyler turned a part-time dream into a successful business in Chelsea.

Skier's Marine: From Cop on the Beat to Business Icon

BY DOUG SEGREST

What once was a solitary location off U.S. Highway 280 is now part of the booming Chelsea metro. More important to Rett Tyler, his Skier's Marine headquarters is at the epicenter of watersports in Central Alabama.

"You've got Lake Mitchell, Logan-Martin, Neely Henry, Lay Lake, Lake Martin and Lake Jordan all within an hour and 15 minutes," said Tyler, who has taken his passion for fun on the water to nine locations across four states. "And it all started with two boats on a lot off 280."

An avid skier growing up, Tyler soon forged a career as a Homewood police officer. Affording the type of boat he wanted was difficult on his salary so, in his spare time, he began working weekends as a part-time boat sales representative with one goal: earn enough money to resume his favorite pastime.

But his success led to other opportunities.

"I worked night-shift patrol and sold boats during the day for 13 years before I retired," Tyler reminisced. "I actually started selling boats out of my basement. In 1995, we sold six boats. Last year, we sold 700."

"This is all God's work. I'm just the manager of what he owns."

In 1995, Tyler risked everything. He retired from the police force and bought land in Westover. Fortuitous meetings led him to find someone to clear the land and another to build his log-home office at an affordable cost. Meanwhile, his relationship with a local Regions Bank branch manager led to his first line of credit.

"Teresa Vick opened my first checking account 30 years ago," Tyler said. "Teresa

set the precedent for our relationship, and she's been with us from the beginning. I wouldn't be here without Regions, because they believed in a police officer with a dream."

For Vick, who serves as Regions Bank's Market Executive for Shelby County and Consumer Banking Manager in North Alabama, this was all about relationship banking.

"Rett lived in the neighborhood near our branch, and I became their personal banker while he was still a policeman," Vick said. "I knew him and his family, and he talked a lot about his ideas and his vision."

"While my roles have changed over the years, I'm a phone call or text away if he needs help with something. What hasn't changed is that he's still the same person. He's successful, but one of the most humble people I've ever met. And he's a man of faith, which is reflected in his work ethic and dedication."

Tyler brought his sons, Ryan and Chad, into the business in 2011, leading to expansion – first to Athens

in North Alabama, then east to Georgia and west to Memphis and Jackson, Miss. This family business has exploded, now encompassing four states and 120 employees.

"We're the largest Mastercraft dealer around, and we're one of the top five largest family-run businesses in the industry," said Tyler, who remains amazingly fit and an active skier, when work allows.

The selection at the original Westover location is massive. And so is the view. A pond stacked with bass greets visitors, surrounded by rows of top-of-the-line watercraft. The original log cabin office has doubled in size to include an enticing surf merchandise area and an additional wing now houses luxury pontoon boats that can cover the open water as fast as a sedan headed down 280.

Now celebrating the 30th anniversary, neither Tyler nor Skier's Marine have any intention of slowing down.

"Something amazing happened with us at every location," Tyler said. "It's fun to sit back and see what God has done."

Junior Achievement: Economic Impact One Student at a Time

BY MEL CAMPBELL



COURTESY OF JUNIOR ACHIEVEMENT

The new McWane Economic Education Center will serve more than 20,000 Alabama middle school students annually.

In early 2025, Junior Achievement of Alabama broke ground on a first-of-its-kind education and training facility in the heart of downtown Birmingham. The organization is supported in this effort by a host of frequently involved corporate sponsors – McWane, Regions Bank, Alabama Power, Altec, Blue Cross and Blue Shield of Alabama, and many more.

There will be immediate economic impact – construction, site work, support for local businesses.

But the true impact of this new facility will far exceed donations and costs for concrete. If you listen to Chip Reed, president of Junior Achievement in Alabama, it will be seen and felt in lives. It will be seen in an emerging workforce

that understands the value of education and the earning potential that's available to young people in the real world.

“And then building the skills, knowledge and experiences that they need to fully take advantage of those opportunities in life and to maximize their economic future,” Reed said. “That’s the purpose of JA.”

To do that, to make an impact on scores of students takes something more than words and advice.

“It’s about relevance,” he added. “What sometimes is missing for young people is the connection between what they learn in the classroom and how it gets applied in the real world.”

Relevance will now be delivered from what was once a Regions associate parking lot. Expected to open in mid-2026, JA held a groundbreaking ceremony for construction of the new McWane Economic Education Center, a 30,000-square-foot experiential learning facility that will serve more than 20,000 Alabama middle school students annually.

Spending a day at the soon-to-exist JA Finance Park, or JA BizTown inside the JA Center, will be less of a classroom experience and more of a hands-on test drive – with familiar businesses, an income, bills and all of the ups and downs of an adult life.

“JA BizTown is macro-economics in a mini city that the kids literally run for a day,” Reed continued, emphasizing that the students complete a battery of lessons, from finance to citizenship. “They ultimately interview for a job in one of the 18 storefronts inside the facility, get placed into business teams, and write a basic business plan

Continued on next page

to represent the costs associated with their businesses.”

From there, they run their businesses – pricing products, paying off a business loan, making payroll, and more – and live on the income from a paycheck. And in the new facility, all eighteen of those businesses will be Alabama businesses that the same young people see around town.

In eighth grade, students will visit JA Finance Park, presented by Regions Bank. That program represents a deeper dive into financial literacy. It will include career exploration and discussion of the kinds of education necessary for different earnings potential.

At JA Finance Park, students typically inherit a fictitious life/family, a credit score, a job, and an income. They are challenged with balancing a budget – and all the demands on their resources -- as they visit 18 different storefronts.

“The experience is going to make the future feel real and relevant to young people,” Reed said. “Our goal is to connect these experiences to the educational decisions they make so they feel more empowered to control their financial futures.”

And JA has benefited from support and help from people who are committed both to JA and to what they do in the state. “I tell people at the drop of a hat that Regions is the best financial partner I’ve ever worked with at JA ... from board leadership, to volunteers, to having someone basically introduce me around town when I started here,” Reed said.

But that opinion may also be influenced by the help and advocacy from so many toward someone who is – while leading a nonprofit – managing and dealing with the day-to-day needs of a business.

“I feel like a small-business owner,” Reed joked. “I’m responsible for a lot and definitely to my board of directors. And doing business with Regions is really easy. Our banker, Mary Beth Ford, will come over here if I need help or to handle things for me. We call our banker and get people to answer the phone. I send an email, and I hear back from folks right away.”



COURTESY OF REGIONS BANK

Birmingham city and business leaders joined together for the groundbreaking ceremony at the new Junior Achievement McWane Economic Education Center in early 2025

“There really is such a high level of commitment and involvement with JA at Regions,” said Ford. “As an organization, we’re committed to their work – donations, volunteers and more; but we’re just as dedicated to understanding the business of JA, supporting their preparedness for opportunities like this one, and being an advocate for them in the community.”

In explaining the significance of JA’s impact, Reed referenced a business he learned about when he was working for JA in Knoxville – a well-established business being run by a descendant of the family that started it. When the two of them spoke, the owner surprised Reed when he asked what his ultimate goal for his business was.

“He said that it was to take care of his people. His goal was that every employee in his company had the opportunity to earn and take care of their families.”

With a new facility and a renewed energy in Alabama, JA has a goal of making that personal economic impact. It’s a goal that aims to improve the lives of students of today and tomorrow across our state.



COMMERCIAL BANKING

Growing your business for tomorrow starts with having confidence in your bank today.

No matter where you want to take your business, with Regions you’ll find a bank that understands your vision and is committed to your success. Our local relationship managers work closely with you to develop solutions customized to your needs.



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Redemptive Cycles: Building a Community One Bike at a Time

BY DOUG SEGREST

Every Thursday evening, bike riders gather at Birmingham's Redemptive Cycles for the weekly Trample, a fun, accessible ride through downtown that incorporates history and breathtaking architecture while utilizing Birmingham's ever-growing network of bike lanes and paths.

"Trample is the Thursday night community ride we've done for the last 11 years," said Brian Gosdin, the executive director of the nonprofit business. "We'll have 30 people in freezing February weather, but when June comes around and the weather's perfect, we'll have upwards of 150.

But there's more to Redemptive Cycles than fun.

Founded in 2013, it includes a repair shop staffed by professional bicycle technicians, as well as new and used bikes for sale. It's been an organization that was a natural fit for donations, volunteers and support from Regions, which also knows something about bikes and what they symbolize.

On a recent visit, we encountered a refurbished, seven-speed Schwinn®, two brand-new Aventon eBikes® with 60-mile ranges and ample speed, and a recently donated rowing bike. Think of your typical rowing machine at your favorite gym on a bicycle chassis.

You may also run across a couple of trademark Regions green bikes. Redemptive Cycles builds the 26-inch beach cruisers before distributing them.

More than anything, however, Redemptive Cycles is focused on



COURTESY OF REGIONS BANK: GARY TRAMONTINA

its core mission: to restore value in communities, people and bikes by providing access to safe riding, education and connection.

Since its inception, Redemptive Cycles has distributed 578 units to earn-a-bike recipients, awarded after reaching a milestone in volunteer hours. And there have been 2,357 participants in the Sliding-Scale Repair Programs, which includes free monthly mechanics classes and a free public workstation. Revenue from the shop allows Redemptive Cycles to give bikes and repairs away while keeping the doors open.

But those doors are about to change. Redemptive Cycles plans to move to a new location, just a few blocks southwest of its current downtown Birmingham location, later this spring to a facility twice as big as the original one.

"While we continue to grow, we still contend with the fact that not a lot of people know about us," Gosdin said. "Customers still tend to buy from big-box stores instead of buying higher quality bikes and components here. But that's changing."

From the start, Regions has had a

strong connection with Redemptive Cycles.

"They have a strong culture and their team is like a family," said Brett Shaffer, head of Community Relations at Regions Bank. "These are people you want to be around. Not only are they a nonprofit, but they support other small businesses, they are dedicated to downtown Birmingham and they are a great culture fit for us— all things we love."

A Birmingham native, Gosdin grew up with a love for riding.

"I raced BMX as a kid," he said, "but I remember vividly learning to ride: my father holding onto the back of my seat, and I'm saying, 'Don't let go.' Then, when I turned around, he's 50 feet behind me, I was riding, and I had found my freedom. Teaching someone how to ride a bike is a magical experience."

But a love of music – Gosdin performed with the Alabama Youth Symphony in school – led him to college at Nashville's Belmont University. There, he combined that passion for musical instruments with a marketing degree, eventually leading him to Redemptive Cycles a few years ago.

He works with a committed team – Daniel Demaree, shop manager; Taylor Fugate, lead mechanic; Erica McGrath, event and volunteer manager; and Ben Griner, refurbishing lead – to make sure the love of cycling continues for generations to come. That's keeping true to founder Marcus Fetch's initial vision.

Another way Redemptive Cycles maintains its original vision is working with the Regions banking team to help realize long-term goals.

"Redemptive has been with Regions since it's inception," Gosdin said. "I hear from my banker all the time."

For a minimal monthly fee, cyclists can come to Redemptive Cycles and work on their bikes or use the popular wash bay. And every Thursday, the community comes together for the Trample, a fun exploration with ever-changing routes to keep the rides fresh.

"Our goal is to get more people visiting us and buying from us," Gosdin said. "We're great at getting the right bike for the customer because we take the time to do it right. That attention is unmatched."



COURTESY OF REGIONS BANK

John Morice took his passion for the hospitality industry and is serving it up daily at Phil Sandoval's in Hoover.

Phil Sandoval's: The Value of Treating Customers like They are Family

BY MEL CAMPBELL

Any good chef will tell you that the key to a great dish is having the best and right ingredients. Then, combine those in a unique way.

The keys to running a small business really aren't much different. Pick the right product. Offer it in an innovative way. Find the right place. And then work like the dickens.

John Morice, owner and operator of Phil Sandoval's Mexican Restaurante, hasn't just been there as a business owner; he is there now. In the thick of things. Nearly one year ago, with the backing of his business partners, Morice and his team opened the doors on a new restaurant in the well-established

area of Trace Crossings in Hoover.

The "Phil Sandoval" name was well known in North Alabama, with a history and two restaurants in the Huntsville area. But one day, one of the owners asked Morice to lunch.

"I'd been a bartender at one of the locations," he said. "And while I didn't know it, they were scouting me, so to speak."

From that lunch came an offer to help open a new location in Birmingham. But

you can understand if Morice was a little skeptical, because it was more than a year later when they followed up with him. And when they did follow up and start, it moved quickly.

"I moved here, and then we spent about seven or eight months finding the right location," he said pointing to the colorful decorations and the welcoming décor. "And we landed on this one, and I knew. I could feel this might be it."

Taking all his experience in management and having been a restaurant owner in the past, Morice is weathering his first year in business as an owner and operator, with all the ups and downs of a start-up small business.

"In the restaurant industry, you can

control only two things – your food costs and your labor costs," he added and controlling just those two areas are critical, but also just the beginning.

"(From our location), I've had to reinvent lunch," he said. "We've done a lot – promotions, discounts. And it has picked up, but the real challenge is when a customer or client isn't happy."

When that happens, Morice draws a distinction in his approach to running his business. For him and his team at Phil Sandoval's, it's not simply about service and providing great service. In fact, he relates his approach to leading his team to his experience with Regions.

His experience with other banks hadn't always been ... extraordinary.

He felt ignored, like a number. What he wanted was someone who would get to know him, understand his business and be there along the way.

That happened once he met Regions banker Brittany Thomaston, something that left a lasting impression – on both of them. “I met John years ago, when I was working in Pelham and he was at another restaurant,” she said. “We’d talk, and even then, he was dreaming about opening his own place.”

“I went to Regions, and it was just the people. Brittany -- she helped me out the first time, and every time I was there, everybody remembered me, remembered my name. I was not just a business,” Morice said.

“We’ve been together at practically every stage – business and life – supporting each other along the way,” Thomaston laughs. “From opening his first account, to managing his own business. We’ve walked through his plans and what he wants to accomplish, diving in to support him, his business, and his dreams.”

He added, “When my mom came in, she made friends with Brittany. And now, my mom, every time she comes, she wants to visit with her. That’s how Regions has been for us -- they don’t see us as a number; they see us as people.”

That type of exceptional connection is a good fit for the business, and a good fit for the new business owner and newlywed. He and his wife recently returned from their honeymoon -- a trip that had to be delayed because of responsibilities with the business.

But getting the first year of business behind him is an accomplishment on its own, and Morice has plans, as well as perspective on what’s important. In addition to other restaurant concepts and locations, he’s starting to make plans that will take the 32-year-old entrepreneur to the next stages of life.

“Nowadays, it’s like everyone just wants to get something out of you. You don’t get the feeling that they care,” he said. “But I tell my servers, we’re in the hospitality industry. We practice hospitality. We want to meet people, help them feel comfortable, and make them want to come back ... treat them like family.”



COURTESY OF REGIONS BANK



COURTESY OF REGIONS BANK

PRIVATE WEALTH MANAGEMENT

What wealth planning your way looks like.

In Birmingham, people have depended on Regions Private Wealth Management for generations. Our personalized approach to advising provides our clients with the financial confidence to plan for what’s next. Whether looking for banking services, investment guidance or trust services, clients rely on our local team to adapt to their changing needs and help them build sustainable wealth. No wonder Regions is one of the largest private wealth management firms in the area. For wealth planning your way, contact us today.

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Regions Tradition

Since it began more than 30 years ago, the tournament has provided a showcase for hall-of-fame golfers to vie for one of the most coveted majors on the PGA TOUR Champions circuit.

But the impact of the Regions Tradition is much more than divets, shots and clutch putts.



DID YOU KNOW?

- Since it began, the tournament has raised more than \$24 million to support local charities.
- The primary beneficiary of the Regions Tradition is Children's of Alabama.
- 2024 charitable amount raised = \$1.3 million
- \$25 million in yearly economic impact to hundreds of local businesses large and small



COURTESY OF REGIONS BANK

Individuals and businesses profiled in the special section have not been compensated for the appearance or testimonials.

Extra Is Our Ordinary in Birmingham

Businesses are fueled by great ideas, but it takes more than ideas to be successful.

It takes hard work, dedication and the right team around you. For more than 175 years, Regions has been helping people across the Birmingham area turn dreams into something extraordinary. Doing more in Birmingham – today and every day. At Regions, extra is our ordinary.

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