

ALABAMA INDEPENDENT INSURANCE AGENTS, INC.  
 141 LONDON PARKWAY, BIRMINGHAM, ALABAMA 35211  
 PHONE (205) 326-4129 or (866) 315-8324 FAX (205) 326-3086  
[www.aiaa.org](http://www.aiaa.org)



Dear AIIA Member:

AIIA is partnering with *Business Alabama* this summer to promote the independent agency system in Alabama to business executives in our state. *Business Alabama*, with readership over 30,000, is the most-read business magazine in the state. This special insert will include an overview of the Big "I" Association and editorial from *Business Alabama*, as well as a listing of agencies who wish to have their information published in the insert. Included with this letter is a sample of what we plan to accomplish, which was put together by the Alabama Nursing Home Association and its members.

If you would like to list your agency in this special feature, the cost is \$200, which must be pre-paid. Our goal is to have at least 60 agencies participate in the listing. Please complete the order form below and return to Alison Ray King at [aray@aiaa.org](mailto:aray@aiaa.org) by email or to (205) 326-3086 by fax or by mail to AIIA, 141 London Parkway, Birmingham, AL 35211. **The deadline for buying your listing is APRIL 23<sup>rd</sup>.**

*Business Alabama* covers business, large and small, in all sectors of Alabama's economy. From emerging technologies to vital manufacturing clusters, *Business Alabama* has been tracking the growth of the state's economy for two decades. From the state house to the plant floor, they report in detail on the vital regional issues that go unnoticed in the daily newspapers and the national business magazines. Readers use *Business Alabama* to find what they cannot find in any other publication.

Be sure your agency is included in this important promotional piece, as it will be seen by numerous businesses in Alabama. For questions, please contact Alison Ray King or Vic McCarley at (205) 326.4129.

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LIST HOW YOU WOULD LIKE YOUR NAME TO APPEAR

AGENCY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

PHONE NUMBER : \_\_\_\_\_

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PAYMENT INFORMATION – ADS ARE \$200 and MUST BE PRE-PAID

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# ALABAMA NURSING HOME INDUSTRY SECOND TERM OF SERVICE

*Enhancing the quality of senior care occurs through diligence at all levels of the nursing home industry, from the lobbying of the Legislature to the nurses' care in each facility. Incoming ANHA President Eddie Jackson plans to use his experience in his role as leader of the state's nursing home organization.*

BY PATRICIA MUNSON  
PHOTO BY CAROLINE BAIRD  
SUMMERS

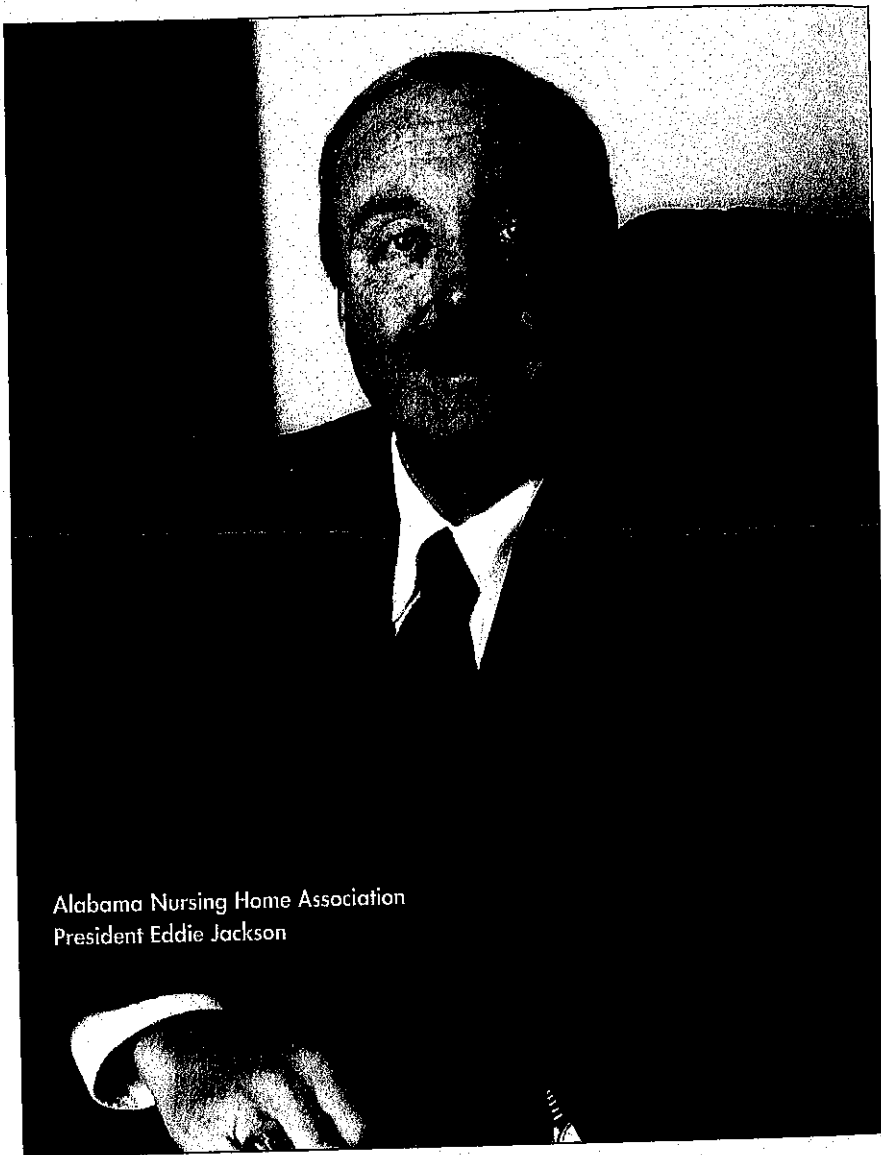
The incoming president of the Alabama Nursing Home Association (ANHA), Eddie Jackson, knows the industry inside and out. He's worked in his family-owned and operated Heritage Health Care and Rehab facility since 1973, where his first position was maintenance.

Now, as a second-generation owner, Jackson has practically "done it all," working in all departments of the business, including various supervisory jobs. In 1977, he moved into the administration offices.

Accepting the presidency of the ANHA is a three-year commitment. The nominee must first serve as vice-president for one year, then as president and finally as past-president.

This is Jackson's second ANHA presidency — his first was in 2004 — but he has been on the association's board in some capacity since 1985. He has served as regional director, and also served in statewide offices.

"I enjoy working with the members and associate members, and respect them very much for what they do on a day-to-day basis. Whenever called on, these people will always come through and be very supportive, and I appreciate that," Jackson says.



Alabama Nursing Home Association  
President Eddie Jackson

## ADAPTING TO CULTURAL CHALLENGES

Jackson also is devoted to Alabama's senior citizens and the association's members and looks on them as "family." The association's first priority, according to Jackson, always should be focused on improving the quality of care and quality of life for Alabama's senior citizens.

"I enjoy working for Alabama's senior citizens. Whether through the legislative or regulatory process, our decisions should be well grounded in the basic belief that we exist to take care of people," he says.

Jackson believes that his work as president of the association in 2007 should be concentrated on the

group's efforts to further strengthen the nursing home profession. "We are constantly looking at the health-care landscape to find ways to better ourselves. Any organization that is not open to new ideas is likely to fail in time.

"Nursing homes are constantly evolving. First, our typical resident is different today than 15 years ago. We are changing to meet those demands," Jackson says.

An example of one of those changes, according to Jackson and others in the association, is a trend toward more short-term nursing home stays and on rehabilitation. Another change Jackson and the ANHA see is cultural.

"Cultural change is anything from

# ALABAMA NURSING HOME ASSOCIATION MEMBERS

**ADAMS NURSING HOME**  
1555 Hillabee St.  
Alexander City, AL 35010  
(256) 329-0847

**ALABASTER HEALTH CARE CENTER**  
850 Northwest 9th St.  
Alabaster, AL 35007  
(205) 663-3859

**ALBERTVILLE NURSING HOME**  
750 Alabama Hwy. 75 North  
Albertville, AL 35951  
(256) 878-1398

**ALICEVILLE MANOR NURSING HOME**  
703 17th St. Northwest  
Aliceville, AL 35442  
(205) 373-6307

**ALLEN MEMORIAL HOME**  
735 South Washington Ave.  
Mobile, AL 36603  
(251) 433-2642

**ALTOONA PINES HEALTH CENTER INC.**  
P.O. Box 68/  
6532 Walnut Grove Road  
Altoona, AL 35952  
(205) 589-6394

**ANDALUSIA HEALTH CARE**  
P.O. Box 1395/ 200 Hillcrest Dr.  
Andalusia, AL 36420  
(334) 222-210

**ANDALUSIA MANOR**  
670 Moore Road  
Andalusia, AL 36420  
(334) 222-4544

**ATHENS CONVALESCENT CENTER**  
611 West Market Street  
Athens, AL 35611  
(256) 232-1620

**ATMORE NURSING CENTER**  
715 East Laurel St.  
Atmore, AL 36502  
(251) 368-9121

**ATTALLA HEALTH CARE & REHABILITATION CENTER**  
915 Stewart Ave. Southeast  
Attalla, AL 35954  
(256) 538-7852

**BAPTIST COOSA VALLEY NURSING HOME**  
315 West Hickory St.  
Sylacauga, AL 35150  
(256) 249-5654

**BAPTIST MEDICAL CENTER MONTCLAIR SKILLED NURSING UNIT**  
800 Montclair Road, 10th Floor  
Birmingham, AL 35213  
(205) 592-1050

**BARFIELD HEALTH CARE, INC.**  
22444 Hwy 431  
Guntersville, AL 35976  
(256) 582-3112

**BAY RIDGE AT WESTMINSTER VILLAGE**  
500 Spanish Fort Blvd.  
Spanish Fort, AL 36527  
(251) 626-8572

**BECKWOOD MANOR NURSING HOME**  
P.O. Box 1825/  
500 Leighton Ave.  
Anniston, AL 36207  
(256) 236-4949

**GGNSC - ARAB**  
235 3rd St. Southeast  
Arab, AL 35016  
(256) 586-3111

**GGNSC - BOAZ**  
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Boaz, AL 35957  
(256) 593-8380

**BEVERLY HEALTHCARE- EASTERN SHORE**  
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108 South Church St.  
Fairhope, AL 36533  
(251) 928-2153

**GGNSC-FOLEY**  
1701 North Alston St.  
Foley, AL 36535  
(251) 943-2781

**GGNSC-HUEYTOWN**  
190 Brooklane Dr.  
Hueytown, AL 35023  
(205) 491-2905

**BEVERLY HEALTHCARE-INGRAM**  
510 Wolf Creek Road North  
Pell City, AL 35125  
(205) 338-3329

**GGNSC-LANETT**  
702 South 13th St.  
Lanett, AL 36863  
(334) 644-1111

**GGNSC - BESSEMER**  
820 Golf Course Road  
Bessemer, AL 35022  
(205) 425-5241

**GGNSC - ONEONTA**  
215 Valley Road  
Oneonta, AL 35121  
(205) 274-2365

**GGNSC-OXFORD**  
P.O. Box 3408/  
1130 South Hale St.  
Oxford, AL 36203  
(256) 831-0481

**GGNSC - BIRMINGHAM**  
2500 River Haven Dr.  
Birmingham, AL 35244  
(205) 987-0901

**GGNSC - TRUSSVILLE**  
119 Watterson Parkway  
Trussville, AL 35173  
(205) 655-3226

**GGNSC-MONTGOMERY**  
2020 North Country Club Dr.  
Montgomery, AL 36106  
(334) 263-1643

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