

# GROW



## Welcome

New in Pelham

- Casados Design  
(custom auto)
- Champions Boxing
- Dixie Dogs N Conneys  
(food truck)
- Downeast Lobster  
Company (food truck)
- Elizabeth Moore  
Chocolates
- Labor Source
- Mapco Express
- Subway
- Retina Consultants of  
Alabama, PC
- Benito Roman (handyman)
- Ryan Fagerstrom  
Insurance & Finance
- UAB Callahan Eye Clinic
- United Contractor  
Services

## Commercial Development

### Pelham-based Company Plans Expansion

Residents will soon notice some changes to the 4.5+ acre property at the corner of Pelham Parkway and Welborn Street, near the Shelby Mart Shopping Center. The City of Pelham recently sold 2.4 acres of the land to ProcessBarron for an expansion. The Commercial Development Authority owns the remaining 2.3 acres, and has plans for that portion of the property.

ProcessBarron is a Pelham-based industrial solutions company that currently operates in two locations: an adjacent facility at 2270 Welborn Street and a construction division located on Pardue Road. With space at a premium for both locations, and armed with a new strategy for long-term growth, ProcessBarron plans to build a 30,000 square-foot warehouse, along with 10,000 square feet of office space at the expansion property on Welborn. Once completed the company will consolidate several distribution centers in other parts of the southeast and move those operations to Pelham. ProcessBarron anticipated at least 25 - 30 jobs will be created over the next few years. As a result of the acquisition, the Woodland Mobile Home Park was relocated.

Financial incentives, such as the sale of the land for less than appraised value was offered to ProcessBarron. The company is seeking City Council approval for abatement of sales, use, and non-educational property taxes for a ten-year period under the "Major Addition" provisions of Chapter 9B, Title 40, Code of Alabama.

What's planned for the additional 2.3 acres of land facing Pelham Parkway? Find out in the June issue of the Pelham Pathway.



Kinematic Company's flagship product, SidelinER®.



Jeff Allen works with an athlete inside Kinematic Company's SidelinER®.



Kinematic Company's latest product, the Kinematic AT Table, is making a splash in the athletic training field. Kinematic Company's products are made for athletic trainers, by athletic trainers.

## From Pelham to the Sideline

The company that makes a product seen on the sidelines of football games from the high school level all the way to the NFL is now headquartered right here in Pelham.

Kinematic Company, whose flagship product is a portable, collapsible medical evaluation tent called SidelinER®, recently relocated from Tuscaloosa to McCain Parkway. The company's founders say their goal is to provide innovative products that support the evolution of athletic training.

Kinematic Company got its start at the University of Alabama when two of the company's founders, Jared Cassity and Patrick Powell, were seniors in the College of Engineering. At the same time, the University's Director of Sports Medicine and Head Football Athletic Trainer, Jeff Allen had an idea for a medical evaluation tent that "opened like a book or clamshell". The concept would afford athletes a more private and comfortable environment for medical evaluations. When Allen approached Dean Charles Karr of the College of Engineering with the idea, Karr assigned the project to Cassity and Powell. After debuting on the Crimson Tide sideline in September 2015, SidelinER® took off and received nationwide attention. Kinematic Company, which was known at the time as Kinematic Sports, was then founded in February 2016. "I knew there would be a benefit to athlete privacy, but I didn't realize how much SidelinER® would improve our medical exams on the sideline. The medical staff and the athlete are much calmer in a private environment, and we get a better medical exam. I think there's endless potential."

SidelinER® can fully open and close in five seconds. It telescopes all the way down for ease of travel, and it is fully customizable. Kinematic Company's business operations and much of the manufacturing process are done at the Pelham facility. "We cut and sew all of our soft-good products at our facility in Pelham," said Powell. He added that the facility also assembles and ships the frames for SidelinER® and some of the other products offered by the company.

When the company started to grow, the founders began looking for a space they could own, with long-term potential taken into consideration. "We looked on and off for about a year before we found our current location in Pelham," said Cassity. "Pelham is a wonderful community with business owners looking to grow and expand their businesses, to not only make an impact in Alabama but across the country." Another bonus, Powell grew up in Pelham, so he was familiar with the area. "Pelham is a good fit for our business because it is centrally located within our primary supply chain."



Chef Susan Notter, owner of Elizabeth Moore Chocolates, decorates an Easter treat.



Jefferson State interns prepare for the grand opening of Elizabeth Moore Chocolates.



Mama Suz Fried Pies owner Susan Swindal prepares a batch of hand-made pies.

## Home Sweet Pelham

Things are getting a lot sweeter in Pelham with the addition of three new businesses to satisfy your cravings.

### Elizabeth Moore Chocolates

Elizabeth Moore Chocolates offers a bit of European flair and a "bean to bar" concept for chocolate lovers. Chef Susan Notter grew up in England and studied in Germany and Switzerland. Her new store recently opened in the Shelby Mart Shopping Center. Notter's confections are made from pure, quality chocolate imported from places like Switzerland and Venezuela. "Eventually, I plan to offer classes here in the shop where participants can learn to make truffles and temper chocolate. We may plan a 'date night' concept for couples," said Notter.

In addition to chocolates for purchase from the display case, the shop offers ready-made bags of items such as peanut brittle, and also boxed chocolates.

Notter is proud to utilize the skills of culinary interns from Jefferson State, offering the chance for students to learn alongside the chef. Notter was once featured on Food Network and was a member of the Culinary Olympic team.

Elizabeth Moore Chocolates is open Tuesday through Saturday from 10:00 am to 6:00 pm.

### Mama Suz Fried Pies

Susan Swindal might not have discovered the appeal of her homemade fried pies if she and her family hadn't bought some less-than-stellar fried pies during a trip that took them through Missouri. Susan's son Adam Swindal told his mother that her fried pies were much better, so she started making fried apple pies for her family and coworkers. Susan's fried pies became well-known, and she was encouraged to sell them. As luck would have it, Adam, who was a neuroscience major at UAB, decided to change his course of study to business management to grow his mother's venture. They spent several years selling pies at farmers' markets and local events, and they haven't looked back. In February of this year, Adam and Susan opened Mama Suz Fried Pies in the Alpine Square Shopping Center behind the Waffle House on Pelham Parkway. "All of our pies are made from scratch. We don't use canned fillings, and our crusts are homemade as well," said Susan.

The article continues on page 8.



Adam Swindal scoops filling into an order of handmade fried apple pies.



Jennifer Dimbo, owner of Nana Bakes, displays her scratch-made Mason jar desserts.



Jennifer Dimbo prepares to fill Mason jars with homemade goodness.

Mama Suz Fried Pies - Continued from page 7.

The duo sells breakfast pies, savory lunch pies, as well as traditional dessert pies, including apple, peach, lemon, banana pudding, white chocolate, and cherry cheesecake. The pies are fried when the order is placed, so customers can be sure their treats are piping hot.

They also add their trademark touch - a little heart on the crust to symbolize the extra love they put into their product.

Mama Suz is open Monday through Friday from 9:00 am to 6:00 pm. Local delivery is available.

### Nana Bakes

Although Jennifer Dimbo worked full-time as a project manager for a major insurance company, she always had a love for baking. As her cakes, brownies and other baked goods gained a following, Dimbo took a leap of faith, left her job, and started her company, Nana Bakes.

Dimbo is "Nana" to Mackinzie, the inspiration for her company logo. "My grandbaby is the face of Nana Bakes," said Dimbo. "I did this for her."

In the beginning, Dimbo based her business out of Chef's Workshop in Hoover and sold her products at farmers' markets, expos, and local events in the Birmingham area. A mutual friend introduced Dimbo to Susan Swindal, who was opening her own business venture, Mama Suz Fried Pies. The two struck an agreement to share a kitchen, and Dimbo moved her base to the Alpine Square Shopping Center in Pelham. "We were two complete strangers who became friends, and now we're trying to make a go of it," said Swindal.

Dimbo's scratch-made Mason jar desserts are a huge hit with her customers. Her "Stuck in the Middle" jar sells for \$12, and is available in strawberry, lemon, banana pudding, Key lime, and red velvet. The brownie jar flavors include Sassy Nana and Buster Brown. The jars are sold at the kitchen Monday through Friday from 9:00 am to 6:00 pm, and in nine locations in the Birmingham metro. Her cakes and other desserts are made to order.

Dimbo believes in using only the freshest ingredients. She said her style is traditional baking. "I don't do artistic cakes, but my desserts are made fresh. They go from my oven to your hands," she said.

As for the future, Dimbo hopes to grow her business but wants to remain small enough to still have her hands in the process. Nana Bakes recently won the award for "Best Dessert" at the 2022 Taste of Pelham. The company has been chosen to participate in the vendor area of The World Games 2022.