



FRESHWATER
LAND TRUST

Fall 2008

The Flow Chart

A newsletter for corporate partners in conservation

Published biannually by the Freshwater Land Trust, a nonprofit group that works to acquire and care for lands that protect water quality and preserve open space.

Partnership with Bass Pro Results in Trails for All

When visitors enter the gates to the new Bass Pro Shops store in Leeds, they will travel through a beautiful forest that is the Freshwater Land Trust's newest conservation property: Bass Pro Shops Forest Preserve.

This nearly 8-acre forest is home to a small tributary of the Cahaba River, and it will also soon be home to public hiking trails as well. The property was protected with a conservation easement which guarantees that the Forest Preserve will be held as green space for the protection of the stream and the enjoyment of visitors and local citizens.

"The new store in Leeds is the only Bass Pro Shops in the nation that is adjacent to a nature preserve. The drive through the forest really enhances

the visitor experience, so it was only natural for us to partner with a local conservation group, the Freshwater Land Trust, to highlight our commitment to land conservation," says Harley Willis, Leeds Store Manager.

"It is a beautiful piece of property," says Wendy Jackson, Executive Director of the Freshwater Land Trust. "By protecting this forested land, not only have we insured that a small tributary of the Cahaba River remains clean, but we also showcase a classic bottom-land hardwood forest."

Future plans for the Preserve are the construction of low impact hiking trails and signs that highlight the property's plants and wildlife. The site is home to over 23 tree species and a wide variety of plants and animals including small fish, reptiles, amphibians, deer, small mammals, and many species of birds, including raptors.

The Bass Pro Shops Forest Preserve was protected by using a conservation easement, which is a legal agreement between a landowner and a land trust that permanently limits



Above Leeds Bass Pro Store Manager Harley Willis with Freshwater Land Trust Executive Director Wendy Jackson.

uses of the land to protect its conservation values. It allows a landowner to continue to own and use the land and to sell it. When a conservation easement is donated to a land trust, a landowner gives up some of the rights associated with the property. Any future owners are also bound by the easement's terms. The role of the land trust is to insure that the easement's terms are honored in perpetuity.

Bass Pro's uses of alternative stormwater management practices around the Leeds store are an excellent showcase of sustainable development design. One practice is the installation of landscaped bioswales around the parking lots which help to remove silt and automotive pollution from surface runoff water before flowing to the Cahaba River. The installation of "living

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Multitude of
Partners Enhance
Critical Habitat

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pages of
conservation news

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walls” along the entrance and exit roads prevents erosion. The “walls” are actually soil-filled netting. Wildflowers and other plants grow through the netting, rendering it invisible while making for a spectacular flower show.

“We are so proud of our partnership with Bass Pro Shops and their commitment to conservation,” says Jackson. “We look forward to seeing store visitors enjoying the outdoors on the Forest Preserve and learning that land conservation can be incorporated in any good store design.”



Bass Pro's Evening for Conservation

On Wednesday, November 19th, the Bass Pro store in Leeds held its grand opening with an *Evening for Conservation*. Over 15,000 people attended to see the new store and the many celebrities on hand including Nascar driver Tony Stewart and our own board member (and former University of Alabama, Denver Broncos and Miami Dolphins football player) **Bobby Humphrey**. The Freshwater Land Trust was proud to be there, and we thank **Harley Willis, Al Smith**, and all the folks at Bass Pro Shops for their enthusiastic support of the Land Trust.



Above **Johnny Morris**, Founder of Bass Pro Shops, with **Wendy Jackson**, Executive Director of the Freshwater Land Trust.



Above **George Barber**, founder of **Barber Motorsports** and Land Trust Advisory Board Member, visits the Land Trust booth.

Corporate Partners for Conservation

The Freshwater Land Trust would like to thank our
Corporate Partners for Conservation Members:

Water Oak

Alabama Power Company
*Action Environmental, Inc.
United States Steel Corporation

River Birch

Alabama Gas Corporation
*EBSCO Industries, Inc.
Johnston, Barton, Proctor & Rose, LLP
Thompson Tractor Company
Vulcan Materials Company

Bald Cypress

*Blue Cross and Blue Shield of Alabama
Daniel Corporation
*McWane Industries, Inc.
Signature Homes
Regions Financial Corporation

Cottonwood

Balch & Bingham, LLP
Enterprise Rent-A-Car
Haskell Slaughter Young & Rediker, LLC
The Trust Company of Sterne, Agee & Leach, Inc.
The Westervelt Company

**Our most recent Corporate Partners for Conservation*



Above Alabama Power's Reggie Eady and Freshwater Land Trust's Karl Peters with the office furniture that the company donated to the Land Trust.

Right Barge Waggoner Sumner and Cannon's Bob Wilkerson and Andrew Murr flank the Land Trust's Brian Rushing and the filing cabinets the company donated.



Wish List Donors

Our offices have a new look, thanks to the generous donations of 2 area businesses.

Alabama Power provided desks and credenzas for our office, and **Barge Waggoner Sumner and Cannon, Inc.** supplied us with much-needed filing cabinets. Many thanks to Alabama Power and Barge Waggoner for donating these much-needed items from our wish list.

New GPS Unit

With close to 5,000 acres under our management, the Freshwater Land Trust was thrilled with the recent donation of a GPS (global positioning system) unit and software by **Trimble Navigation Limited**. This handheld device, valued at over \$5,000, has greatly assisted Land Steward Karl Peters as he monitors the Land Trust's properties and performs baseline documentation reports. **Thank you, Trimble!**

Land Trust Wish List

4x4 vehicle (pickup or SUV)
Equipment cabinet with removable shelves
Cable wench
Truck bed toolbox
ATV mule
Trailer for ATV
Weed eater

Brochure printing
Website assistance
Map plotter

Blue Cross Blue Shield of Alabama's *WalkingWorks* Program

When was the last time you took a good walk? Blue Cross and Blue Shield of Alabama is encouraging schools, businesses and individuals to walk 30 minutes a day, on five or more days a week, or 10,000 steps daily to produce the best, long-term health benefits with an innovative program called *WalkingWorks*, the Blue Program for a Healthier America.

Walking can work to improve your health. A regular routine of brisk-paced walking daily can help you lose weight, lower cholesterol, strengthen your heart, and reduce the likelihood of serious health problems down the road. With America spending more than ever on preventable health problems like heart disease, osteoporosis, type 2 diabetes, and conditions associated with obesity such as arthritis, every step counts. *(continued on page 9)*



Above The Homewood Trail. Photo by Beth Maynor Young.

Company Leaders Support Corporate Partners for Conservation

The Freshwater Land Trust's *Corporate Partners for Conservation* is a new leadership opportunity for the business community. This program showcases leading corporate partners who recognize the value of land conservation in their communities and know that communities with parks, nature preserves, and trails are best for business.

Each year, the Freshwater Land Trust partners with a business to host a breakfast meeting for company leaders. This breakfast features prominent keynote speakers, and it also provides a format for discussion of emerging conservation topics relevant to the corporate community.

The meeting also provides an opportunity for the Freshwater Land Trust to recognize our valuable partners that support our mission of acquisition and stewardship of lands that enhance water quality and protect open space. Partners are informed of the many ways the business sector has supported land conservation practices.

Corporate Partners for Conservation Membership Levels:

Water Oak	\$15,000 or more
River Birch	\$10,000 - \$14,999
Bald Cypress	\$5,000 - \$9,999
Cottonwood	\$2,500 - \$4,999

Funding from the *Corporate Partners for Conservation* program will allow the Freshwater Land Trust to continue the important work of acquiring lands that help protect our environment and provide recreational opportunities for future generations.



Above from left to right: Danny Smith, Temple Tutwiler, Bobby Humphrey, Charles McCrary, and John Surma at the 2008 Corporate Partners for Conservation breakfast. The breakfast, generously hosted by Alabama Power, featured keynote speaker John Surma, Chairman and CEO of U.S. Steel Corporation.

By supporting the Freshwater Land Trust, you become vested in the more than 5,000 acres of land under our care in the Greater Birmingham area.

We pride ourselves on our non-advocacy, businesslike approach to our conservation efforts. We work with private landowners, municipalities, and to find win-win solutions that protect the land and the interests of the landowner and allow our community to grow economically.

If you are interested in your company becoming a member for 2009, please contact Libba Vaughan, Director of Philanthropy, at 226-7903.

FoodSource's Tasty Fishing Lures Benefit the Freshwater Land Trust

Tasty to fish, that is. An innovative local company called **FoodSource Lure Corporation** has created a unique series of fishing lures that benefit the Freshwater Land Trust. These lures, the first in the *Alabama Rivers Series*, are completely biodegradable, thus leaving no plastics in our waterways. FoodSource has generously offered a portion of proceeds from the sale of the Alabama Rivers Series lures to help support the Land Trust.

According to company President Ed Rogers, "FoodSource-brand fishing lures are made entirely of food, so they attract and catch fish better than plastic lures. And because they are made of food and not toxic plastic, they are completely biodegradable, thus helping save fish and water resources. FoodSource lures are the only lures of their kind in the world. This distinction puts our company in a unique position to enhance the wonderful work being done by the Freshwater Land Trust."

Alabama is a treasure of aquatic diversity. Its waters support over a third of the freshwater fish species on the continent. Many of these species are threatened or endangered. For example, Turkey Creek, just a short drive from FoodSource's headquarters, is home to the Vermillion, Watercress and Rush darters. Two are listed as endangered species by the U.S. Fish & Wildlife Service and two live only in Alabama.



Catch your next big one—like this largemouth bass—with an Alabama Rivers Series Lure and support a local company and the Land Trust.

Traditional soft plastic fishing lures aren't tasty—or beneficial to our water quality—as the Alabama Rivers Series lures. Traditional lures typically are made from substances usually including chemicals called phthalates. The EPA lists some phthalates as hazardous substances, and the U.S. Geological Survey has found phthalates to be the most prominent contaminant in ground and surface waters. The U.S. Fish and Wildlife Service estimates that approximately \$300 million of the \$2 billion annual U.S. retail market for fishing lures and bait is for soft plastic fishing lures. Approximately 20 million pounds of PVC fishing lures are thrown into surface waters every year, and most lures are lost or discarded in or around the water.

The Alabama Rivers Series lures are (1) the 2-inch Turkey Creek Darter, named for Turkey Creek in Pinson, Alabama, (2) the 3-inch Little Warrior, named for the Little Warrior River, a tributary of the Black Warrior River; and (3) the 4-inch Coosa Flick, named for the Coosa River. The Alabama Rivers Series lures can be found at local retailers including Wal-Mart and Dick's Sporting Goods. For more details, visit their website at fslures.com/rivers.

Look for the 3-inch Little Warrior in February's issue of *Field and Stream* magazine.

Freshwater Land Trust Booklet Wins National Award

What do the Fire Chief of Tarrant, the Pastor of Faith Apostolic Church, and the General Manager-Southeast Region of U. S. Steel Real Estate have in common? They are all supporters of the Freshwater Land Trust, and all are featured in our award-winning booklet called *Hope*.

When the Freshwater Land Trust needed a high quality, compelling marketing piece to tell our story, we turned to **FitzMartin, Inc.**, a local business-to-business marketing communications firm. We were very pleased with the final result, and it appears others are as well.

FitzMartin won the **Best in Division Award for Public Service/ Non-Profit Communications** for *Hope* from the prestigious **Business Marketing Association**.

FitzMartin competed for this award against mid- and large-size agencies from all over the country. The Business Marketing Association's Pro-Comm Awards are ranked as one of the advertising industry's premier award competitions. Every year, hundreds of business-to-business marketing agencies and clients in the United States enter this



Mac Logue (with award) and Randal Snook of FitzMartin flank Wendy Jackson of the Freshwater Land Trust.

competition.

For *Hope*, the principals at FitzMartin generously donated a portion of their time to the Land Trust. We greatly appreciate their donation. In addition, we thank Mohawk Fine Papers for their generous gift of high quality recycled paper for the booklet.

Regions Bank's Green Transportation



Regions' green bikes on the campus of Birmingham-Southern College.

The Freshwater Land Trust enjoys being on the beautiful campus of Birmingham-Southern College. The opportunity to hop on one of the 100 new "life green" bikes donated by Regions Bank for a quick trip across campus is a definite perk.

Regions Bank donated the bicycles to the college to support sustainable transportation efforts. The "green bike" is the center of a very successful marketing campaign developed by Birmingham-based Luckie & Company which brainstormed the concept as a metaphor for simplicity, reliability, and being in control while enjoying the ride. At the Land Trust, we like to think of the ubiquitous green bikes as another example of a business recognizing consumer's growing environmental awareness.

Home of Rare Watercress Darter Enhanced with Partners' Help



Above Randy Tipton, John Milledge, and Jay McCullar of Action Environmental.



Above Tapawingo Springs, after the removal of home and outbuildings. The blue mulch socks prevent silt from entering the springs. Right The dilapidated home and outbuildings on the Springs, and on demolition day.



Thanks to the help of **Action Environmental**, a beautiful endangered fish has cleaner water and a better place to live.

In 2004, the Freshwater Land Trust purchased the last critical piece of property along Penny Springs (also known as Tapawingo Springs) between two properties the FWLT previously acquired. These springs are home to one of only four known populations of the federally endangered Watercress Darter. The Freshwater Land Trust purchased the land surrounding the springs to protect the fish from the increasing threats of urbanization and sedimentation in the Turkey Creek watershed.

The land purchase included a home and associated structures that were perched on the edge of the springs. These structures had flooded repeatedly and had significantly altered the streamside habitat and natural hydrology of the site. The FWLT saw this as an excellent opportunity to restore a sensitive streamside area and to enhance the habitat of the watercress darter.

The Land Trust was the recipient of \$27,500 in funds from Alabama Biodiesel and Black Warrior Riverkeeper's settlement agreement. All parties in that settlement agreed that the demolition of the home and outbuildings next to the springs would be an excellent use of the funds.

Action Environmental Inc., of Hanceville was

chosen to perform the asbestos sampling, abatement, and demolition of the structures. Action had previously removed the nearby Tapawingo Plunge swimming pool and infrastructure in 2002 for the Freshwater Land Trust through funding from a U. S. Fish and Wildlife grant.

Action began asbestos abatement work on November 17th. Due to the presence of asbestos-containing materials in the flooring and sheetrock, abatement costs were in excess of \$7,000, all of which was donated by Action Environmental. The house, outbuildings, pavilions, 3 cisterns, driveway, chain link fence, and walk bridges were all removed.

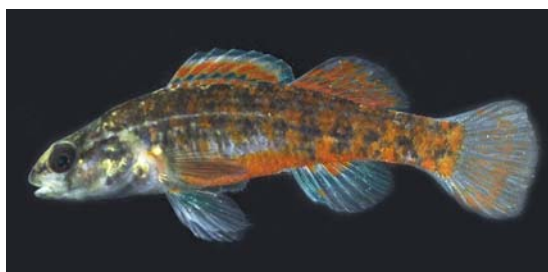
Due to a tight budget and increased haul-in fees by local landfills, Action separated the demolition materials and hauled approximately 400 tons of the heavier materials such as concrete back to their Hanceville office for recycling and usage as

rip-rap, resulting in a savings of \$12,000. Additionally, all of the windows in the house were removed and donated to local artist **Kristi Falligant**. Kristi creates wildflower art to benefit the **Crisis Center**, a local non-profit providing free counseling, crisis intervention, disaster relief, and educational outreach.

To further help protect the springs, the **Southern Environmental Center's Roald Hazelhoff** donated over 100 feet of blue "mulch socks." These mulch-filled tubes were installed around the springs to prevent silt from entering the water.

After all the work was done, Action Environmental removed over 500 tons of construction and demolition materials from the site, and they donated **over \$24,000** worth of services to the Freshwater Land Trust.

Huge thanks to **Action Environmental and the Southern Environmental Center** for making this project an extraordinary success!



Watercress darter (*Etheostoma nuchale*).
Photo courtesy of Dr. W. Mike Howell.

Blue Cross Blue Shield of Alabama's WalkingWorks Program

(continued from page 4)

In addition to conserving land for biological and environmental benefits, the Land Trust recognizes the important role land conservation can play in promoting exercise and benefiting a community's overall health. When appropriate, we have opened our lands to public access and improvements such as trails and canoe launches. Some of our beautiful trails include the Cahaba Riverwalk in Irondale, the trails in the Homewood Forest Preserve off Lakeshore Parkway, the trail along Five Mile Creek in Brookside, Lake Cosby's walking trail in Clay and the network of trails in the Turkey Creek Nature Center in Pinson. According to a group of studies reviewed in the *American Journal of Preventative Medicine*, "creation of or enhanced access to places for physical activity combined with informational outreach" produced a 48.4 percent increase in the frequency of physical activity.

Susan Bullion, Community Relations Representative for BCBS of AL oversees the *WalkingWorks* Program, She says "there is real economic value in preventative care, such as walking and moderate exercise. Programs like *WalkingWorks* can be implemented by individuals, schools, churches or businesses." We at the Land Trust applaud the efforts of Blue Cross and Blue Shield of Alabama to reduce health care costs by improving community health through innovative programs such as *WalkingWorks*. We recommend you take advantage of one of our area's scenic trails for your next walk. Your support of the Freshwater Land Trust helps improve our community's health by ensuring we have access to safe and convenient places to walk.

Blue Cross and Blue Shield of Alabama administers health and dental programs for over 3.5 million individuals throughout the state of Alabama and around the country. These individuals represent over 30,000 companies, including many of the state's and country's largest corporations, and small businesses with as few as two employees. For more information on the *WalkingWorks* program, visit: www.walkingworks.com or contact Susan Bullion at 205.220.2589 or sbullion@bcbsal.org.

According to the 2007 Cone Consumer Environmental Survey, 93% of Americans believe companies have a responsibility to help preserve the environment, and 91% have a more positive image of a company when it is environmentally responsible.

According to the *Mayo Foundation for Medical Education and Research*, "Walking for Fitness, Taking Steps in the Right Direction," walking, when done briskly on a regular basis, can have many positive impacts on health:

Decreasing the risk of a heart attack – Walking helps lower low-density lipoprotein (LDL) cholesterol ("bad") and raise high-density lipoprotein (HDL) cholesterol ("good"). Regular exercise can also help keep your blood pressure in check, and reduces your risk of blood clots and irregular heartbeats.

For individuals with type 2 diabetes, regular exercise may help decrease the amount of insulin or other medications needed to control their condition.

Taking a brisk, one-hour walk burns approximately 400 calories for the average person and help control weight gain.

Walking leads to lean, toned muscles, and keeps bones and joints in shape, minimizing the effects of osteoporosis and arthritis.

Obese individuals suffer from a 67 percent increase in chronic diseases, higher than smoking (25%), drinking (12%) or poverty (58%). (*Rand Health, "The Effects of Obesity, Smoking and Problem Drinking on Chronic Medical Problems and Health Care Costs," R. Strum, February 2002.*)

According to a 2007 study of childhood obesity rates, over 32% of U. S. children are considered overweight. A recent survey in Jefferson County schools found that number was closer to 50%. (*Alabama's Obesity Epidemic: Problems for Life, 11/16/03; Jeff Hansen*)

A 2004 study quantifies the benefits of money spent on trail development from a health standpoint. The conclusion is that for every dollar spent on trails nearly three dollars of public health benefits are produced. *Journal: Health Promotion Practice April 2005.*

Alabama Power Service Organization and Enterprise Rent-a-Car Help Clean Up Five Mile Creek



On Saturday, March 29, 2008, the Magic City Chapter of the Alabama Power Service Organization (APSO) and employees from Enterprise Rent-a-Car joined over 70 volunteers who spent the day preparing the new playground for Harvey Reed Park in Center Point. These volunteers raked gravel, pulled privet, and picked up trash as part of the annual cleanup event sponsored by APSO and the Five Mile Creek Partnership. Past events have taken place in Brookside, Tarrant, Fultdale and the Huffman-Roebuck area of Birmingham. These cleanup events have resulted in the removal of over 60 tons of trash and help restore Five Mile Creek and help raise awareness about the ongoing development of the Five Mile Creek Greenway.

The Five Mile Creek Partnership began in 2002 when the cities of Birmingham, Center Point, Tarrant, Fultdale, Brookside, and Graysville signed an intergovernmental agreement that pledged cooperation to develop a series of parks and greenways along the waterway. Other part-

ners include the Freshwater Land Trust, CAWACO Resource Conservation and Development Council, the Jefferson County Commission and the Regional Planning Commission of Greater Birmingham.

The project was recognized nationally when it received the prestigious EPA Phoenix Award for the top Brownfield Redevelopment project in the Southeast. "The Alabama Power Service Organization, Magic City Chapter, is proud to be a partner in helping restore Five Mile Creek and build the greenway," said Tanganyika Grayson, chapter president. "We're excited to see the greenway get the recognition it deserves."

If you are interested in developing a service project for your company, please call us at 226-7900.



Alabama Power Service Organization

How Conservation Easements Work

The 2008 Farm Bill extended a 2006 incentive that enables family farmers and other moderate-income landowners to get a significant tax benefit for donating a conservation easement on their land. Currently, this incentive **will last through 2009**.

A conservation easement is a legal agreement between a landowner and a land trust that permanently limits uses of the land to protect its conservation values. It allows the landowner to continue to own and use the land and to sell it or pass it on to heirs.

When a landowner donates a conservation easement to a land trust, he gives up some of the rights associated with the land. Future owners are also bound by the easement's terms. The land trust is responsible for making sure the easement's terms are followed on a long-term basis.

Qualified farmers or ranchers may set up a voluntary easement that conserves their land for active production as they continue to own it and work the land, or even if they sell it or pass it on to heirs. Farmers and ranchers earn their tax deductions by selling or donating their easements to a local land trust, while retaining ownership of the land and the right to continue to operate it as a farm or ranch. Landowners still own the land but development is restricted.

Example:

A landowner earning \$50,000 per year who donates a \$1 million conservation easement could deduct:

Prior to 2007...\$15,000 x 6 years = \$90,000 (30% for all landowners)

In 2008 and 2009...\$25,000 x 16 years = \$400,000 (for a regular landowner) or \$50,000 x 16 years = \$800,000 (100% for a farmer or rancher)

Note: to qualify for a Conservation Easement, the land must fulfill a conservation purpose such as preserving open space, such as farm or ranch land; protecting wildlife; or some other conservation purpose. For more information on conservation easements, please call the Freshwater Land Trust's office at (205) 226-7900.



Above The 65-acre Homewood Forest Preserve is protected with a conservation easement.

I've been impressed since the first day I met with them and my respect has only grown deeper. Because they are so good at what they do, they've managed to protect more environmentally sensitive land than anyone would have thought possible; because of the Freshwater Land Trust, our community has considerably more open spaces and greenways, which makes living in Birmingham more attractive."

*- Tom Howard, General Manager—
Southeast Region, USS Real Estate*



FRESHWATER
LAND TRUST

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Enjoy a great cup of organic, fair trade Higher Ground coffee while supporting our efforts to improve your water quality! **Ten percent** of all proceeds from the sales of the **Freshwater Land Trust Blend** will support the work of the Freshwater Land Trust.

Roasted by Higher Ground Coffee Roasters in Leeds, Alabama, **The Freshwater Land Trust Blend** is a robust, dark coffee that will start your day. It is available for purchase at Birmingham area grocery stores or from the Higher Ground Roasters website at www.highergroundroasters.com.

Look for the **Freshwater Land Trust Blend** under the non-profit partner blends. It is also available for pickup at the Freshwater Land Trust office. Please call 226-7900 for pricing and to place your order. Thank you!



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