

2013 BOARD OF DIRECTORS

David Nolen
Renasant Bank
2013 Chair

Bill Keller
Regions Bank
2013 Chair-elect

Terri Williams
AT&T - Alabama
Immediate Past Chair

Phillip Heard
Alabama Gas Corporation
Vice Chair, Business Development & Support

Tim Prince
Shelby County Newspapers, Inc.
Vice Chair, Communications

April Weaver
Shelby Baptist Medical Center
Vice Chair, Community & Workforce Development

Keith Barfield
Barfield Murphy, Shank & Smith, PC
Vice Chair, Finance & Administration

John D. Browning
Cahaba Valley Computer Services, LLC
Vice Chair, Membership & Marketing

Lisa McMahon
Warren Averett, LLC

Paul Rogers
Aliant Bank

Joe Sullivan
Sullivan Communications, Inc.

Keith Brown
Jefferson State Community College

Tim Bowen
Alabama Power Company

David Platt
Blue Cross Blue Shield of Alabama

Charlie Stevens
Thompson Tractor, Inc.

Linda Cencula
Alabama Telco Credit Union

Gregg Maercker
First Commercial Bank

James E. "Jim" Purvis
A.C. Legg, Inc.

Tim Benefield
Buffalo Rock



INVESTORS (As of 1/9/14)

| | |
|---|---|
| A.C. Legg, Inc. | Elizabeth A. Roland, P.C. Attorney |
| Alabama Gas Corporation | First Commercial Bank |
| Alabama Power Company | Graham and Associates, CPA |
| Alabama Telco Credit Union | Hampton Inn & Suites of Pelham |
| Aliant Bank | Healthspring of Alabama |
| America's First Federal Credit Union | Hyatt Regency Birmingham - The Wynfrey Hotel |
| AT&T - Alabama | IBERIABANK |
| Barfield, Murphy, Shank & Smith, LLC | ISSIS & SONS |
| Barge, Waggoner, Sumner & Cannon, Inc. | Lemak Sports Medicine & Orthopedics - Shelby |
| Barry Davis Architects, PC | Lhoist North America |
| Blue Cross and Blue Shield of Alabama | Noland Hospital Shelby |
| Boatright Companies | Regions Bank |
| Brookwood Medical Center | Renasant Bank |
| Brownlee-Morrow Company, Inc. | Saginaw Pipe Company, Inc. |
| Buffalo Rock Company | Sain Associates, Inc. |
| Business Telephones, Inc. | Shelby Baptist Medical Center Shelby County |
| Cahaba Valley Computer Services, LLC | Shelby County Newspapers, Inc. |
| Central State Bank | St. Vincent's Health System |
| Charter Business | State Senator Slade Blackwell |
| Children's of Alabama | Summit Media, Inc. |
| City of Alabaster | Texas Roadhouse |
| City of Calera | Thompson Tractor Company, Inc. |
| City of Chelsea | Town of Harpersville |
| City of Columbiana | Trinity Medical Center |
| City of Helena | Vulcan Termite & Pest Control, Inc. |
| City of Montevallo | Warren Averett, LLC |
| City of Pelham | |
| Day Eye Center | |
| EBSCO Industries, Inc. | |

2013 ANNUAL REPORT



**Greater Shelby County
Chamber of Commerce**
Community • Commerce • Collaboration

Greater Shelby County Chamber of Commerce
1301 County Services Drive • Pelham, AL 35124
205-663-4542 • info@shelbychamber.org
www.shelbychamber.org • www.discovershelby.com

COMMUNITY & WORKFORCE DEVELOPMENT GROUP

- ▶ Established Health Services Work Group that met monthly to assist with program development.
- ▶ Promoted the importance of healthy lifestyles to the business community through the “Health Focus of the Month” articles published in *Business Connections*.
- ▶ Coordinated and held “Healthcare Reform” workshop with 27 in attendance.
- ▶ Established Education Work Group that met monthly to assist with program development.
- ▶ Created a database of Shelby County public and private school principals that were contacted to coordinate dates for “Keeping it Real” launch.
- ▶ Created all materials associated with the “Keeping it Real” program including PowerPoint, worksheets and real-life scenario work boards.
- ▶ Launched the “Keeping it Real” program in five Shelby County schools with 984 ninth grade students participating in the program.
- ▶ Coordinated appropriate number of volunteers to manage the “Keeping It Real” program in each Shelby County School.
- ▶ Created process for a Student and Educator of the Year recognition program to be held in 2014.
- ▶ Hosted the April and September Membership Programs securing the keynote speakers and Showcase Feature business participants.
- ▶ Planned and implemented the Greater Shelby County Chamber of Commerce’s 24th Annual Golf FORE! Workforce Development Tournament.
- ▶ Planned and implemented the Greater Shelby County Chamber of Commerce’s 4th Annual Sporting Clay Shoot.

GOVERNMENTAL AFFAIRS GROUP

- ▶ Established Governmental Affairs Work Group that met monthly to assist with program development.
- ▶ Held Montgomery Drive-In event with 18 attendees.
- ▶ Held a State of the County Luncheon featuring Shelby County Commission Chair Lindsey Allison.
- ▶ Established a process for a Chamber Public Policy Agenda.
- ▶ Created Public Policy Agenda for 2014.
- ▶ Held Washington Update Luncheon with Congressman Spencer Bachus.

BUSINESS DEVELOPMENT & SUPPORT GROUP

- ▶ Established Small Business Work Group that met monthly to assist with program development.
- ▶ Hosted inaugural “Industry Appreciation Reception” in collaboration with the Shelby County Economic and Development Authority with 40 businesses in attendance.
- ▶ Held six “Go & Grow” professional development series workshops:
Business Basics for Great Managers *Sell Yourself, Your Ideas, Your Agenda*
Finding and Keeping Great Talent *Becoming a Strategic Thinker*
Coaching Your Team to Greatness *Dealing with the Difficult*
- ▶ Established Existing Business & Industry Work Group that met monthly to assist with program development.
- ▶ Held four “Industry Tours” at: Bud’s Best Cookies, A.C. Legg, Inc., Morgan Creek Vineyards, Alabama Power Plant, Wilsonville.
- ▶ Held first annual Small Business Week that included:
Small Business Nominee’s Reception
Small Business Persons of the Year Luncheon
“Capital Access” Seminar
- ▶ Hosted “Making Sense of Social Media” seminar, a program of the Chamber’s Business Support Center with 26 participants.
- ▶ Developed, printed and distributed “How to Develop a Business Plan” as part of the Chamber’s Business Support Center.
- ▶ Hosted an “Introduction to Government Contracting” workshop as part of the Chamber’s Business Support Center program.
- ▶ Established a Shelby County Existing Business Team program that conducted 26 on-site interviews with industry leaders for information and feedback from area businesses.
- ▶ Developed a “Green Business” program with five member businesses achieving the designation of a green business.
- ▶ Notarized 470+ Certificate of Origins for Shelby County companies.



MEMBERSHIP & MARKETING GROUP

- ▶ Recruited 149 new members.
- ▶ Held 41 ribbon cuttings for Shelby County businesses.
- ▶ Planned and hosted 10 membership luncheon programs with an average of 185 attendees.
- ▶ Held two SpeedNetworking for Professionals events resulting in an average of 95 attendees.
SpeedNetworking Times Five Chambers: with the Hoover Area, Homewood, Mountain Brook and Vestavia Hills chambers of commerce.
SpeedNetworking Times Four Chambers: with the Calera, Montevallo and South Shelby County chambers of commerce.
- ▶ Held four Business After Hours events with an average of 40+ attendees per event.
- ▶ Held four Membership Receptions with an average of 40+ attendees per event.
- ▶ Ambassador Program meetings.
- ▶ Redesigned new member packets using green-friendly folders and enhanced all marketing materials.
- ▶ Acquired member testimonials for use in marketing and advertising in potential member packets, *Business Connections*, and other marketing publications.
- ▶ Expanded promotional opportunities for member-only advertising utilizing ChamberMail program reaching 2,000 new Shelby County residents.



COMMUNICATIONS GROUP

- ▶ Created twelve issues of *Business Connections*, the Chamber’s monthly newsletter.
- ▶ Created, published and distributed a quarterly printed membership directory, *Who’s Who of Shelby County Businesses*.
- ▶ Communicated monthly with **ShelbyOne** shareholders to keep them informed on **ShelbyOne** progress.
- ▶ Hosted two **ShelbyOne** shareholder meetings.
- ▶ Informed the membership and the community of Chamber activities through *Business Connections* monthly newsletter, weekly GSC E-Business Connections, and the Chamber’s social media sites (Facebook, LinkedIn, and Twitter).
- ▶ Produced and distributed a new map of Shelby County with exclusive member-only advertising opportunities.
- ▶ Developed 2014 Business Plan relating back to **ShelbyOne** strategic plan.
- ▶ Responded to 1,700+ requests for business and community information.