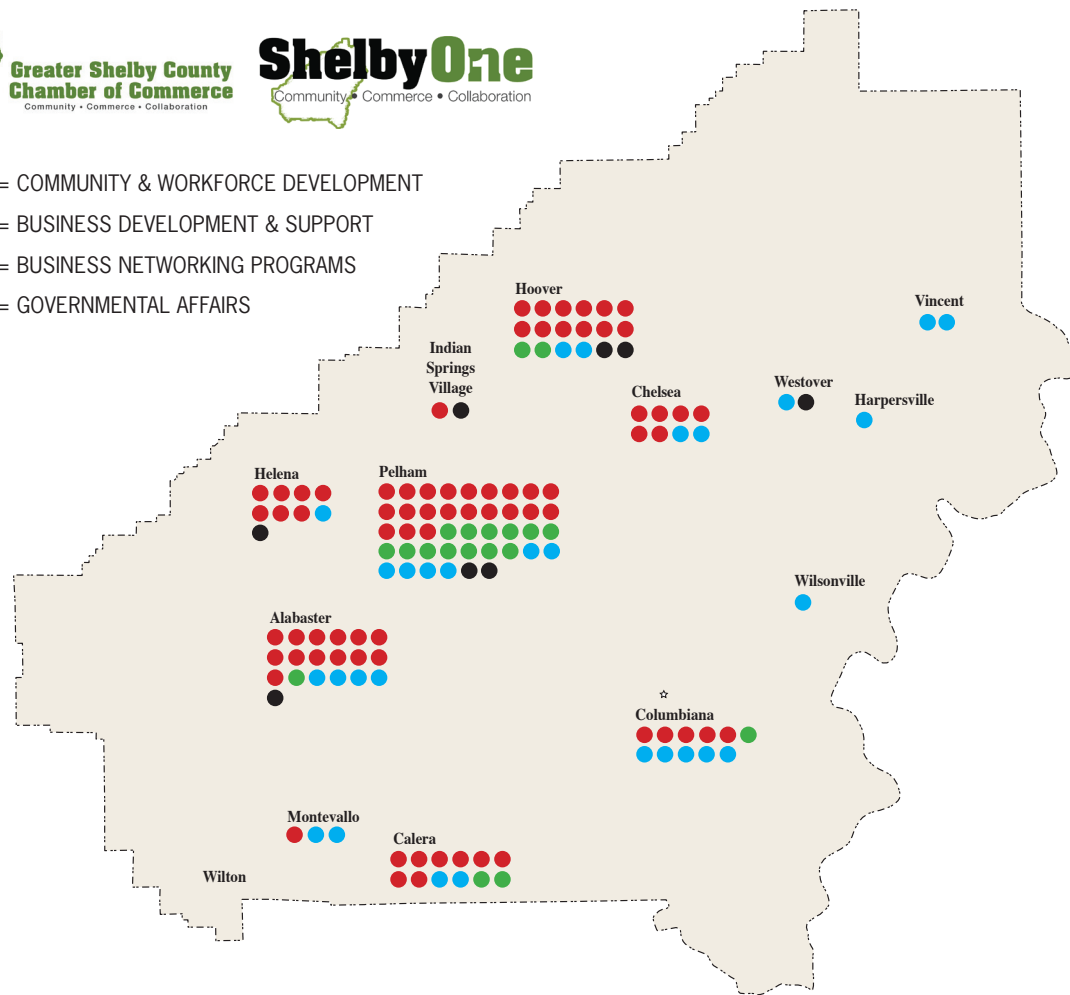


- = COMMUNITY & WORKFORCE DEVELOPMENT
- = BUSINESS DEVELOPMENT & SUPPORT
- = BUSINESS NETWORKING PROGRAMS
- = GOVERNMENTAL AFFAIRS



2015

ANNUAL REPORT



Greater Shelby County Chamber of Commerce
Community • Commerce • Collaboration

2015 BOARD OF DIRECTORS

Officers

Lisa McMahon
Warren Averett, LLC
(Chair)

Paul Rogers
NobleBank & Trust
(Chair-elect)

April Weaver
Shelby Baptist Medical Center
(Vice Chair, Communications)

Bill Keller
Renasant Bank
(Immediate Past Chair)

John Browing
Cahaba Valley Computer Services
(Vice Chair, Business Development & Support)

Joe Meads
Sain Associates
(Vice Chair, Governmental Affairs)

Keith Brown
Jefferson State Community College
(Vice Chair, Community & Workforce Development)

Gregg Maercker
First Commercial Bank
(Vice Chair, Finance & Administration)

Charlie Stevens
Thompson Tractor Company, Inc.
(Vice Chair, Membership & Marketing)

Board of Directors

William Carroll (2015)
Armstrong Relocation & Companies

David Platt (2015)
Blue Cross Blue Shield of Alabama

Jim Purvis (2015)
A. C. Legg, Inc.

Ashley Robinett (2015)
Alabama Power Company

Tim Benefield (2016)
Buffalo Rock Company

Linda Cencula (2016)
Avadian Credit Union

Steve Chapman (2016)
Alabama Gas Corporation

Kathy Copeland (2016)
White Rock Quarries-Vincent Hills

Bruce Fryer (2016)
Lhoist North America

Dominic Buompastore (2017)
Hyatt Regency Birmingham-The Wynfrey Hotel

Bill Connor (2017)
America's First Federal Credit Union

Chris Grace (2017)
Barge, Waggoner, Sumner & Cannon, Inc.

Katie McDowell (2017)
Shelby County Newspapers, Inc.

Michael Smith (2017)
The GREAT, The GOOD and The GONE

Sam Tucker (2017)
Spectrum Business

Andrew McGee (*)
Hampton Inn & Suites 280 at Eagle Point

Jeff Brown (*)
Brownstone Marketing Solutions

Amanda Mundy (*)
Trinity Medical Center

David Schlueter (*)
Buck Creek Stained Glass

Brent Stewart (*)
Renasant Bank

* Serving a one-year term in 2015.

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

- ▶ Pulished 12 "Health Focus of the Month" articles promoting healthy lifestyles in *Business Connections*, the Chamber's monthly newsletter, printed in Shelby Living magazine.
- ▶ Held inaugural Healthy Lifestyles Expo with 14 vendors and 60+ attendees. (Feb. 5) Alabaster
- ▶ Held Inaugural Healthcare Professional of the Year luncheon recognizing 12 recipients with 175+ attendees. (Aug. 26) Pelham
- ▶ Held "Student and Educator of the Year" program with 59 total nominees and 270+ attendees. (Apr. 29) Pelham
- ▶ Held "State of Shelby County Schools" 170+ attendees. (July 29) Pelham
- ▶ Coordinated "Keeping It Real" programs for 2,565 9th Grade students at:
 - ▶ Thompson High School Alabaster (Jan. 14 & 15) 592 students • Vincent High School (Jan. 29 & 30) 89 students • Helena High School (Feb. 11 & 12) 338 students • Shelby County High School Columbiana (Feb. 26 & 27) 207 students • Chelsea High School (Mar. 11 & 12) 245 students • Pelham High School (Mar. 16 & 17) 260 students • Cornerstone Christian School Columbiana (Sep. 3) 20 students • Kingwood Christian School Alabaster (Sep. 9) 30 students • Oak Mountain High School Birmingham (Oct. 15 & 16) 487 students • Calera High School (Oct. 22 & 23) 194 students • Montevallo High School (Dec. 9 & 10) 103 students
- ▶ Held Inaugural Career Awareness Fair with 2,000+ 10th grade students participating throughout Shelby County. (Apr. 23 & 24) Columbiana
- ▶ Developing "Soft Skills" program for Shelby County 11th graders to launch 2016.
- ▶ Held "26th Annual Golf FORE! Education Tournament" with 100+ participants. (Sept. 17) 280 Corridor
- ▶ Strengthened collaborative partnership w/ Calera Chamber of Commerce. (2015)
- ▶ Established collaborative partnership w/ Montevallo Chamber of Commerce. (July 30)
- ▶ Established collaborative partnership w/ South Shelby Chamber of Commerce.
- ▶ Held "Annual Safety Awards" recognizing Shelby County public safety departments. 205 attendees. (Sept. 30) Pelham
- ▶ Held "18th Annual Prayer Breakfast" with 120 attendees. (Nov. 24) Pelham
- ▶ Coordinated "Annual Liberty Day Parade" event collaboration with the City of Columbiana with 40+ organizations participating. (June 27)

GOVERNMENTAL AFFAIRS

- ▶ Held State Legislative Preview. 60+ attendees (Feb. 16) 280 Corridor
- ▶ Held "Eggs & Issues" Washington Update - U. S. Representative Gary Palmer. 100+ attendees. (March 31) 280 Corridor
- ▶ Held "Montgomery Drive-In." 25 attendees. (April 14) Montgomery
- ▶ Held "Eggs & Issues" Washington Update - U. S. Senator Jeff Sessions. 75+ attendees. (Aug. 11) Pelham
- ▶ Held "State of the County"- Shelby County Manager Alex Dudchock. 190+ attendees. (Oct. 28) Pelham
- ▶ Coordinated quarterly "Shelby County Mayors' Roundtable" meetings: Indian Springs (Feb. 11) Helena (May 27) Westover (Sept. 29) Alabaster (Dec. 15)
- ▶ Reviewed and updated Chamber's Public Policy Agenda for 2016.
- ▶ Approved decision to conduct an Economic Impact Study for Sunday Liquor Sales in Shelby County.

BUSINESS DEVELOPMENT & SUPPORT

- ▶ Held 3rd "Annual Industry Appreciation" Event with 100+ attendees. (Feb. 19) 280 Corridor
- ▶ Received 46 Small Business of the Year nominations in preparation for the "Small Business Awards Celebration" event.
- ▶ Held "Small Business Celebration" Luncheon recognizing 33 finalists & 4 award recipients in four categories with 170+ attendees. (May 20) Pelham
- ▶ Held Small Business Awards Nominees' reception with 95+ attendees. (May 18) Calera
- ▶ Launched 2016 Business Climate Survey through partnership with University of Montevallo. (Nov. 2015)
- ▶ Held 2nd Annual "Industry Block Party" with 80+ attendees. (October 8) Pelham
- ▶ Held nine small business seminars:
 - ▶ Building Networks That Work For You (Jan. 13) Pelham • Using Media to Grow Your Business (Feb. 10) Pelham • Creating Messages That Work (Mar. 10) Pelham • How to Drive Recognition to Results (Apr. 21) Pelham • Fueling the Urgency to Act in Others (May 12) Pelham • Sales Management Success (Aug. 11) Pelham • Being the Boss (Sept. 8) Pelham • Making Time to be Great (Oct. 13) Pelham • Building Success (Nov. 10) Pelham • Leadership Secrets of Santa (Dec. 4) 280 Corridor
- ▶ Hosted six monthly sessions of the "Entrepreneur in Residence" mentoring program with Michael Smith of The GREAT, The GOOD and The GONE which provided confidential, one-on-one counseling for 14 entrepreneurs and small business owners. (Jan. - Dec. 2015)
- ▶ Approved four Shelby County businesses for the Chamber's "Green Business Designation":
 - ▶ Alabama Power Company • Warren Averett, LLC • Barge, Waggoner Sumner & Cannon, Inc. • iBERIABANK
- ▶ Held four quarterly "Industry Tours" programs at:
 - ▶ GREDE (Apr. 15) Columbiana • Hibbett Distribution Center (June 4) Alabaster • Alabama Power Technical Application Center (Aug. 20) Calera • Summer Classics (Oct. 8) Pelham
- ▶ Sent 275 requests for meetings to express appreciation for their decision to locate their business in Shelby County and discuss any challenges and opportunities they might be experiencing.
- ▶ Conducted 77 on-site visits with Shelby County businesses.
- ▶ Distributed copies of "How to Develop a Business Plan" and "Small Business Guide" publications.
- ▶ Responded to 1,587 requests for business & community information.
- ▶ Notarized 494 "Certificates of Origin" for Shelby County companies.



The mission of the Greater Shelby Chamber is to assist in building a strong economy by nurturing business, addressing business needs and developing a business environment that is attractive and stable.

MEMBERSHIP & MARKETING

- ▶ Recruited 178 new members.
- ▶ Held 44 Ribbon Cuttings for Shelby County businesses.
- ▶ Held 34th Annual Meeting with 191 attendees. (Jan. 28) Pelham
- ▶ Held ten "Membership Luncheons" with programs relating back to ShelbyOne initiatives with an average of 185+ attendees. Pelham
- ▶ Held two "SpeedNetworking" events with an average of 200 attendees per event:
 - ▶ "SpeedNetworking Times Four Chambers" - Calera, Greater Shelby, Montevallo & South Shelby chambers. (Mar. 19) Calera • "SpeedNetworking Times Nine Chambers" - Calera, Greater Shelby, Homewood, Hoover, Irondale, Montevallo, Mountain Brook, Trussville & Vestavia Hills chambers. (Nov. 4) Hoover
- ▶ Held the "6th Annual Sporting Clay Shoot" with 35 participants. (Nov. 12) Alpine
- ▶ Held five "Business After Hours" events with an average of 40+ attendees per event. (Apr.- Columbiana • May- Greystone • July- Pelham • Sept.- Alabaster • Dec.- Calera)
- ▶ Held four "Membership Receptions" with an average of 40+ attendees per event. (Jan., Apr., July, Nov.) Pelham
- ▶ Held seven "CoffeeNet" events with an average of 25+ attendees per event. (Jan.- Hoover • Feb.- Chelsea • Apr.- Montevallo • June- Columbiana • July- Mt Laurel • Aug.- 280 • Nov.- Pelham)
- ▶ Held one "NETWORK280" event 30+ attendees. 280
- ▶ Coordinated 12 Ambassador Work Group Meetings. Pelham

COMMUNICATIONS

- ▶ Created twelve issues of *Business Connections*, the Chamber's monthly newsletter, printed in Shelby Living magazine.
- ▶ Produced weekly "E-Business Connections" e-mail updates to membership on programs and activities.
- ▶ Produced 12 print ads: "How My Chamber Membership Works for Me" campaign.
- ▶ Produced 12 website leaderboard ads: "How My Chamber Membership Works for Me" campaign.
- ▶ Maintained rotating billboard ads Jan.- Feb. 2015.
- ▶ Promoted Chamber members as well as Chamber and Community events through Social Media outlets (Facebook, Linked-In, Twitter, Google+).
- ▶ Secured five new member testimonials bringing total to 16 for use in advertising & marketing on the benefits of membership.
- ▶ Published and distributed the "Who's Who of Shelby County Businesses", the Chamber's quarterly printed Membership Directory in Shelby Living magazine.
- ▶ Improved Chamber website to mobile- friendly design to extend reach of expanded program of work.
- ▶ Improved SEO (Search Engine Optimization) with all major Internet search engines.
- ▶ Produced monthly updates to ShelbyOne shareholders.
- ▶ Produced press advisories and news releases on Chamber programs and events and distributed to local media.
- ▶ Increased media contact relationships.