

BUSINESS DEVELOPMENT & SUPPORT (continued)

- Distributed copies of “How to Develop a Business Plan” and “Small Business Guide” publications.
- Responded to 1,140 requests for business & community information.
- Notarized 847 “Certificates of Origin” for Shelby County companies.

INVESTOR DEVELOPMENT

- Recruited 107 new investors.
- Held 42 Ribbon Cuttings for businesses throughout Shelby County.
- Held 35th Annual Meeting with 235 attendees. (February 4) Pelham
- Held ten “Community Luncheons” with programs relating back to ShelbyOne initiatives with an average of 192+ attendees. Pelham
- “SpeedNetworking Times Nine Chambers” - Greater Shelby, Homewood, Hoover, Irondale, Montevallo, Mountain Brook, South Shelby, Trussville & Vestavia Hills chambers. (July 14) Hoover
- Held the “7th Annual Sporting Clay Shoot” with 37 participants. (November 15) Alpine
- Held four “Business After Hours” events with an average of 38+ attendees per event. (March-Helena; May-Hoover; September-Columbiana; December-Pelham)
- Held four “Investor Receptions” with an average of 25+ attendees per event. (January, April, July, October) Pelham
- Held five “CoffeeNet” events with an average of 25+ attendees per event. (March-Pelham; June-Montevallo; August-Chelsea; October-Alabaster; November-Pelham)
- Held three “NETWORK280” events with an average of 43+ attendees. 280

- Coordinated 12 Ambassador Work Group Meetings.

COMMUNICATIONS & MARKETING

- 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 investors on programs and activities.
- Produced 12 print ads: “How My Chamber Investment Works for Me” campaign that ran monthly in *280 Living*
- Produced 12 website leaderboard ads: “How My Chamber Investment Works for Me” campaign.
- Maintained rotating billboard ads January - December 2016.
- Promoted Chamber investors as well as Chamber and Community events through Social Media outlets (Facebook, Linked-In, Twitter & Instagram).
- Secured three new investor testimonials bringing total to 11 for use in advertising & marketing the benefits of investment.
- Published and distributed the “Who’s Who of Shelby County Businesses”, the Chamber’s quarterly printed Investor 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 bi-monthly updates to ShelbyOne shareholders.
- Produced 20 press advisories and news releases on Chamber programs and events and distributed to local media.
- Increased media contact relationships.

2016 Board of Directors

Officers

Paul Rogers
NobleBank & Trust
(Chair)

Keith Brown
Jefferson State Community College
(Chair-elect)

Lisa McMahan
Warren Averett, LLC
(Immediate Past Chair)

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

Jim Purvis
A. C. Legg, Inc.
(Vice Chair, Communications & Marketing)

Kathy Copeland
White Rock Quarries - Vincent Hills
(Vice Chair, Community & Workforce Development)

David Platt
Blue Cross Blue Shield of Alabama
(Vice Chair, Finance & Administration)

Joe Meads
Sain Associates
(Vice Chair, Governmental Affairs)

Charlie Stevens
Thompson Tractor Company, Inc.
(Vice Chair, Investor Development)

Directors

Tim Benefield (2016)
Buffalo Rock Company

Linda Cencula (2016)
Avadian Credit Union

Steve Chapman (2016)
Alabama Gas Corporation

Bruce Fryer (2016)
Lhoist North America

Matthew Hogan (2016)
Bama Budweiser

Gregg Maercker (2016)
First Commercial Bank - Retired

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

Matt Fridy (2017)
Wallace, Jordan, Ratliff & Brandt

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

Craig Sorenson (2017)
SouthWest Water Company

Jeff Brown (2018)
Brownstone Marketing Solutions

William Carroll (2018)
Armstrong Relocation Companies

Alex Dudchock (2018)
Shelby County

Brian Massey (2018)
St. Vincent’s Health System

Bob Phillips (2018)
Shelby Baptist Medical Center

Ashley Robinett (2018)
Alabama Power Company

Tracey Morant Adams (*)
Renasant Bank

Brandon Greve (*)
Regions Bank

Mark Griggs (*)
Summer Classics

Mark Meadows (*)
Chick-fil-A @ Inverness

(*) Serving a one-year term in 2016

2016 ANNUAL REPORT



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

The mission of the Greater Shelby County 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.

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COMMUNITY & WORKFORCE DEVELOPMENT

- Published twelve “Health Focus of the Month” articles promoting benefits of healthy choices and lifestyles for Chamber’s monthly newsletter *Business Connections*.
- Held 2nd annual Healthy Lifestyles Expo with 12 vendors and 180+ attendees. (August 31) **Pelham**
- Held 2nd annual Healthcare Professional of the Year luncheon recognizing 22 recipients with 200+ attendees. (August 31) **Pelham**
- Held 3rd annual “Student and Educator of the Year” program with 60 total nominees and 280+ attendees. (April 27) **Pelham**
- Held “State of Shelby County Schools” program with 160+ attendees. (July 27) **Pelham**
- Coordinated “Keeping It Real” programs for 2,451 9th Grade students at:
 - Shelby County High School **Columbiana** (January 13 & 14) 175 students
 - Thompson High School **Alabaster** (January 28 & 29) 475 students
 - Pelham** High School (February 8 & 9) 271 students
 - Vincent** High School (February 25 & 26) 62 students
 - Helena** High School (March 2 & 3) 338 students
 - Chelsea** High School (March 17 & 18) 278 students
 - Cornerstone Christian School **Columbiana** (October 6) 23 students
 - Kingwood Christian School **Alabaster** (October 12) 32 students
 - Calera** High School (October 20 & 21) 287 students
 - Oak Mountain High School (October 27 & 28) 393 students
 - Montevallo** High School (December 8 & 9) 117 students
- Held 2nd annual “Career Awareness Fair” with 2,000+ 10th grade students participating throughout Shelby County. (September 12 & 13) **Columbiana**
- Launched inaugural “Communication Matters” for 11th grade students: 734 total students
 - Cornerstone Christian School **Columbiana** (October 6) 20 students
 - Kingwood Christian School **Alabaster** (October 12) 29 students
 - Chelsea** High School (November 3) 297 students
 - Helena** High School (November 29) 304 students
 - Montevallo** High School (November 1) 84 students
- Held “27th Annual Golf FORE! Education Tournament” with 92+ participants. (September 30) **Calera**
- Strengthened collaborative partnership agreement with Montevallo Chamber of Commerce (2016)
- Strengthened collaborative partnership agreement with South Shelby Chamber of Commerce (2016)
- Held “Annual Safety Awards Luncheon” recognizing 14 recipients from public safety departments throughout Shelby County with 205+ attendees. (September 27) **Pelham**
- Held “19th Annual Prayer Breakfast” with 120+ attendees. (November 22) **Pelham**
- Coordinated “30th Annual Liberty Day Parade” event collaboration with the City of **Columbiana** with 40+ organizations participating. (June 25)
- Co-hosted “Education Connections” with Shelby County School System:
 - Oak Mountain High School (September 2)
 - Chelsea** High School (September 7)
 - Montevallo** High School (September 20)
 - Shelby County College & Career Center (September 27)
 - Helena** High School (October 7)
 - Vincent** High School (October 20)
 - Calera** High School (November 15)
 - Shelby County High School **Columbiana** (November 16)

GOVERNMENTAL AFFAIRS

- Held 2016 State Legislative Preview Meeting with Shelby County State Legislative Delegation in collaboration with the Calera, Montevallo and South Shelby chambers with 110+ attendees. (January 20) **280**
- Conducted Economic Impact Study for Sunday Liquor Sales in Shelby County. (February 22)
- Held “Eggs & Issues” event featuring a Washington Update from U. S. Representative Gary Palmer with 100+ attendees. (February 18) **Chelsea**
- Coordinated four “Shelby County Mayors’ Roundtable” meetings:
 - 1st Quarter Meeting hosted by Chelsea Mayor Earl Niven with 11 mayors in attendance. (April 20)
 - 2nd Quarter Meeting hosted by Helena Mayor Mark Hall with 10 Mayors in attendance. (June 29)
 - 3rd Quarter Meeting hosted by Pelham Mayor Gary Waters with 9 mayors in attendance. (August 16)
 - 4th Quarter Meeting hosted by Calera Mayor Jon Graham with 12 mayors in attendance. (November 30)
- Reviewed and updated Chamber’s Public Policy Agenda for 2017.
- Co-hosted Candidates Forums for City Council and Mayoral races with Shelby County Newspapers in the following municipalities:
 - Alabaster** with 80+ attendees. (August 15)
 - Pelham** with 100+ attendees. (August 16)
 - Montevallo** with 120+ attendees in collaboration with Montevallo Chamber. (August 17)
- Co-hosted a Candidates Forum for the City of Chelsea’s Mayoral Run-Off Election with Chelsea Business Alliance, South Shelby County Chamber and Shelby County Newspapers at **Chelsea** High School with 80+ attendees. (September 29)
- Collaborated with Chelsea Business Alliance and South Shelby chambers in co-hosting the “Coffee & Conversation” event with State Senator Slade Blackwell in **Chelsea** with 30+ attendees. (October 6)
- Co-hosted Congressman Gary Palmer’s “Town Hall Meeting” with City of Pelham at **Pelham** High School with 100+ attendees. (October 24)
- Held “State of the County” presentation featuring Shelby County Manager Alex Dudchock with 190+ attendees. (October 26) **Pelham**
- Advocated a “YES” vote on two statewide initiatives (Amendment 2 and Amendment 14) which appeared on the November 8th ballot.

BUSINESS DEVELOPMENT & SUPPORT

- Received one of seven Accredited Chamber of Commerce designations from Chamber of Commerce Association of Alabama. Effective from 2016-2019 (August 5).



- Held 4th annual “Industry Appreciation” Event with 70+ attendees. (February 18) **280**
- Received 44 Small Business of the Year nominations in preparation for the “Small Business Awards Celebration” event.
- Held “Salute to Small Business Celebration” Luncheon recognizing 44 finalists & 5 award recipients with 240+ attendees. (May 25) **Pelham**
- Held Small Business Awards Nominees’ reception with 95+ attendees. (May 23) **Helena**
- Conducted 2nd annual Business Climate Survey through partnership with University of Montevallo. (November/ December 2016)
- Collected 182 total responses for 2016 Business Outlook Survey. (January)
- Held 2016 “Business Outlook Conference” featuring a panel presentation from various business sectors and released 2016 Business Outlook Survey results featuring Dr. Stephen Craft, Dean of the Stephens College of Business, University of Montevallo. (February) **280**
- Held Entrepreneur Roundtable I.
- Launched Entrepreneur Roundtable 280.
- Held 3rd annual “Industry Block Party” with 50+ attendees. (October 27) **Alabaster**
- Held nine “Go & Grow Workshops” with an average attendance of 15:
 - I Can’t Hear You (February 2)
 - How to Turn Activity into Revenue (March 1)
 - A Discussion with Dreamland BBQ’s CEO Betsy Underwood McAtee (April 5)
 - Presentation Prowess (May 3)
 - Turning Networking Events into Appointments (June 7)
 - Pre-Season Practice Drills (August 2)
 - Story Telling and Relationship Marketing (September 8)
 - Making Time to be Great (October 4)
 - Finish Hard and Start Fast (November 1)
- Held “Communicating for SUCCESS” seminar with 35+ attendees. (July 19) **Pelham**
- 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. (January – December 2016)
- Approved five Shelby County businesses for the Chamber’s “Green Business Designation”:
 - Inverness Country Club **Hoover**
 - Wilson Computer Support **Alabaster**
 - State Farm Insurance, Brittani Morris Agency **Alabaster**
 - FocalPoint Coaching **Helena**
 - The Gingerbread Lady, LLC **280**
- Held four quarterly “Industry Tours” programs averaging 93 attendees at:
 - Ovation Media, Inc. (February 23) **Helena**
 - Shelby County Landfill (April 14) **Calera**
 - National Carbon Capture Center (June 29) **Wilsonville**
 - Thompson Tractor (October 27) **Alabaster**
 - Held inaugural “Ready to Shred” Recycling Day (April 22) **Pelham**
 - 70+/- participants; 4,001 lbs. of paper; 939 lbs. of e-waste
- Sent 132 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 25 on-site visits with Shelby County businesses.