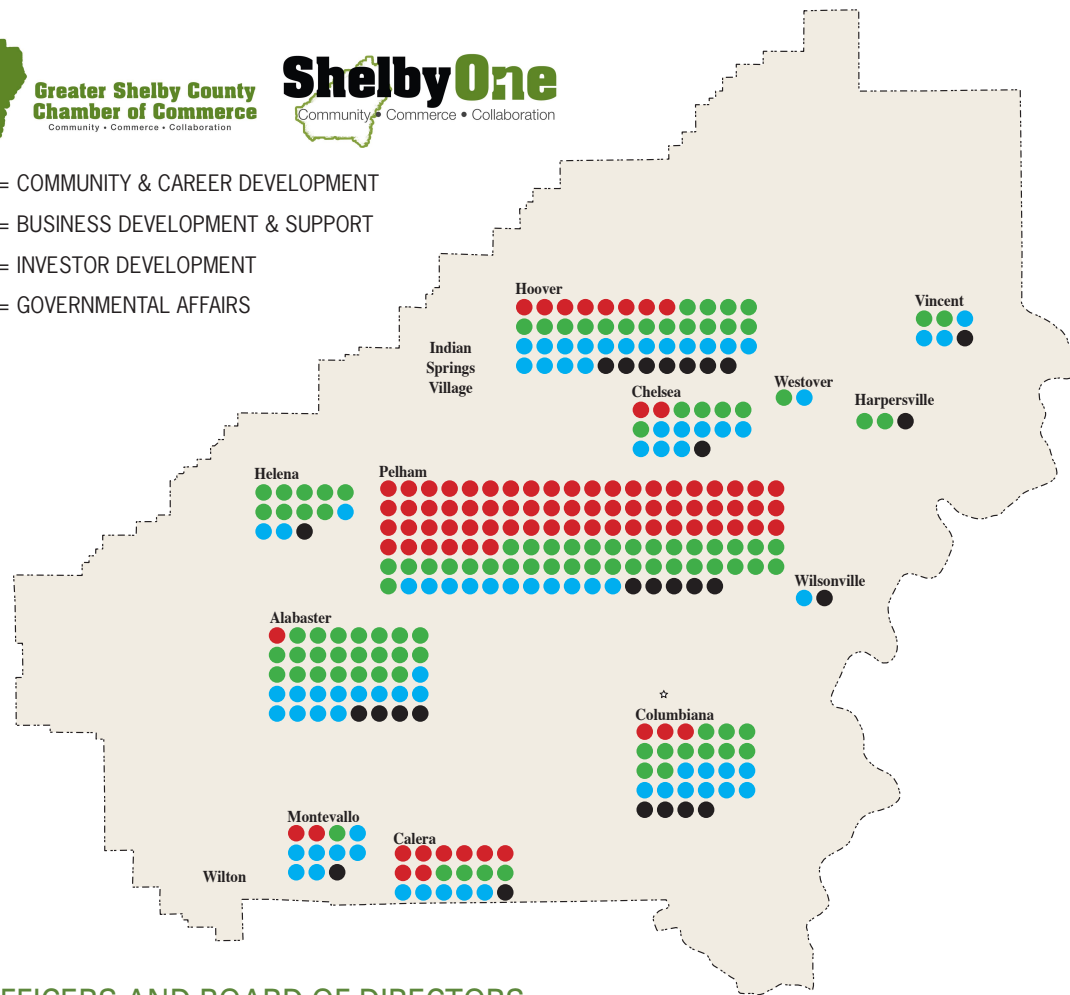


- = COMMUNITY & CAREER DEVELOPMENT
- = BUSINESS DEVELOPMENT & SUPPORT
- = INVESTOR DEVELOPMENT
- = GOVERNMENTAL AFFAIRS



# 2017

## ANNUAL REPORT



### 2017 OFFICERS AND BOARD OF DIRECTORS

#### OFFICERS

(Executive Committee)

Chamber Chair  
**Mr. Keith Brown**

Jefferson State Community College

Chair-Elect  
**Mr. Joe Meads**  
Sain Associates

Vice Chair, Business Development & Support  
**Mr. Charlie Stevens**  
Thompson Tractor Company, Inc.

Vice Chair, Communications & Marketing  
**Mr. Jim Purvis**  
A.C. Legg, Inc.

Vice Chair, Community & Workforce Development  
**Ms. Linda Cencula**  
Avadian Credit Union

Vice Chair, Finance & Administration  
**Mr. Bill Connor**  
America's First Federal Credit Union

Vice Chair, Governmental Affairs  
**Ms. Kathy Copeland**  
White Rock Quarries — Vincent Hills

Vice Chair, Investor Development  
**Mr. John Browning**  
Cahaba Valley Computer Services, LLC

Immediate Past Chair  
**Mr. Paul Rogers**  
NobleBank & Trust

#### DIRECTORS

**Mr. Mike Swinson**  
Spire Alabama, Inc.

**Mr. Matt Fridy**  
Wallace, Jordan, Ratliff & Brandt

**Mr. Chris Grace**  
Barge Design Solutions, Inc.

**Ms. Katie McDowell**  
Shelby County Newspapers, Inc.

**Mr. Michael Smith**  
The GREAT, The GOOD & The GONE

**Mr. Craig Sorenson**  
SouthWest Water Company

**Mr. Jeff Brown**  
Brownstone Marketing Solutions

**Mr. William Carroll**  
Armstrong Relocation & Companies

**Mr. Alex Dudchock**  
Shelby County

**Mr. Brian Massey**  
St. Vincent's Health System

**Ms. Allison Howell**  
Alabama Power Company

**Ms. Tracey Morant Adams**  
Renasant Bank

**Mr. Bruce King**  
Lhoist North America

**Mr. Jay Dennis**  
Regions Bank

**Mr. Mike Rickman**  
Shelby Baptist Medical Center

**Mr. Charles Hall**  
Grandview Medical Center

**Mr. Mitt Schroeder**  
Central State Bank

**Ms. April Harry**  
Warren Averett, LLC

**Mr. Mark Meadows**  
Chick-fil-A @ Inverness

**Mr. Rocky Patel**  
Hampton Inn & Suites — Pelham

**Mr. David Platt**  
Blue Cross Blue Shield of Alabama

**Mr. Keith Richards**  
Taziki's Mediterranean Café

**Ms. Mechelle Wilder**  
ARC Realty

## COMMUNITY & CAREER DEVELOPMENT

- ▶ Published twelve "Health Focus of the Month" articles promoting benefits of healthy choices and lifestyles for Chamber's monthly newsletter *Business Connections*.
- ▶ Held 3rd Annual Healthcare Professional of the Year Luncheon & Healthy Lifestyles Showcase 215+ attendees. (August 30)
- ▶ Held 4th Annual "Student and Educator of the Year" program with 42 educators and 25 students nominees and 290+ attendees. (April 26)
- ▶ Held "State of the Schools" Community Luncheon with 210 attendees. (July 26)
- ▶ Coordinated "Keeping It Real" programs for 2,602 9th Grade students at:
  - ▶ Shelby County High School (January 12 & 13) 168 students
  - ▶ Thompson High School (January 26 & 27) 545 students
  - ▶ Pelham High School (February 9 & 10) 225 students
  - ▶ Vincent High School (February 23 & 24) 75 students
  - ▶ Helena High School (March 2 & 3) 345 students
  - ▶ Chelsea High School (March 15 & 16) 420 students
  - ▶ Cornerstone Christian School (September 22) 14 students
  - ▶ Kingwood Christian School (September 29) 23 students
  - ▶ Calera High School (October 26 & 27) 241 students
  - ▶ Oak Mountain High School (November 2 & 3) 426 student
  - ▶ Montevallo High School (November 30 & December 1) 120 students
- ▶ Held 3rd Annual "Student Career Awareness Fair" visiting with 1,500+ 10th grade students throughout Shelby County. (November 7 & 8)
- ▶ Held Collaborative "Golf Fore! Education Tournament" with South Shelby Chamber featuring 45 teams (180 participants). (September 30)
- ▶ Held 2nd Annual "Communication Matters" for 11th grade students: 1,483 total students
  - ▶ Thompson High School (January 26) 471 students
  - ▶ Pelham High School (January 18) 224 students
  - ▶ Vincent High School (February 23) 75 students
  - ▶ Calera High School (October 26) 220 students
  - ▶ Oak Mountain High School (November 2) 350 students
  - ▶ Cornerstone Christian School (September 22) 17 students
  - ▶ Kingwood Christian School (September 29) 26 students
  - ▶ Montevallo High School (November 30) 100 students
- ▶ Held "Annual Safety Awards Luncheon" recognizing 17 recipients from public safety departments throughout Shelby County with 250+ attendees. (September 27)
- ▶ Held "19th Annual Prayer Breakfast" with 120+ attendees. (November 21)
- ▶ Coordinated 30th Annual Liberty Day Parade in Columbiana with 40+ parade participants. (June 24)
- ▶ Co-hosted Education Connections with Shelby County School System:
  - ▶ Helena High School (September 7)
  - ▶ Vincent High School (September 19)
  - ▶ Oak Mountain High School (October 5)
  - ▶ Calera High School (October 27)
  - ▶ Chelsea High School (November 9)
  - ▶ Shelby County High School (November 15)
  - ▶ Montevallo High School (December 7)
- ▶ Strengthened collaborative partnership agreement with Montevallo Chamber
- ▶ Strengthened collaborative partnership agreement with South Shelby Chamber
- ▶ Serving on Central Alabama Partnership for Training and Employment Board
- ▶ Serving on Central Alabama Works - Region 4 Council Board

## GOVERNMENTAL AFFAIRS

- ▶ Held 2017 "Legislative Preview" Luncheon with Shelby County legislators and 90+ attendees (January 4).
- ▶ Held "Eggs & Issues" Breakfast meeting featuring U.S. Congressman Gary Palmer with six other chambers (Homewood, Hoover, Montevallo, Mountain Brook, South

## GOVERNMENTAL AFFAIRS, CONT.

- ▶ Shelby and Vestavia Hills) with 160+ attendees (February 21) Hoover.
- ▶ Held "Shelby County Montgomery Drive-In" with three other chambers (Hoover, Montevallo and South Shelby) with 24 attendees (February 21).
- ▶ Held "State of Our Communities" Luncheon featuring presentations from Shelby County mayors on what lies ahead for their municipalities in 2017 with 150+ attendees (February 22).
- ▶ Held "Eggs & Issues" event – in collaboration with Homewood, Montevallo, Mountain Brook and South Shelby chambers – featuring a Washington Update from U. S. Senator Luther Strange with 115 attendees (July 31) Pelham.
- ▶ Held "Annual State of the County" presentation featuring Shelby County Manager Alex Dudchok with 220+ attendees. (October 25) Pelham
- ▶ Coordinated four "Shelby County Mayors' Roundtable" meetings:
  - ▶ 1st Quarter hosted by Columbiana Mayor Stencil Handley with 8 mayors in attendance (February 8).
  - ▶ 2nd Quarter Meeting hosted by Wilsonville Mayor Lee McCarty with 6 mayors in attendance (May 30).
  - ▶ 3rd Quarter Meeting hosted by Alabaster Mayor Marty Handlon with 11 mayors in attendance. (September 26)
  - ▶ 4th Quarter Meeting hosted by Hoover Mayor Frank Brocato with 10 mayors in attendance. (December 13)
- ▶ Reviewed and updated Chamber's Public Policy Guidelines document for 2018.

## BUSINESS DEVELOPMENT & SUPPORT

- ▶ Held 5th Annual Industry Appreciation Reception 70+ attendees. (February 28) Hoover
- ▶ Held Small Business Celebration "Salute to Small Business" Luncheon recognizing 50 finalists & 6 award recipients with 235+ attendees. (May 24) Pelham
- ▶ Hosted "Small Business Nominees Reception" with 90+ attendees. (May 22) Calera
- ▶ Secured 202 responses from Shelby County businesses for the 2017 Business Outlook Survey, done in collaboration with the University of Montevallo. (October - December)
- ▶ Held 2017 "Business Outlook Conference" featuring a panel presentation from various business sectors, featuring Dr. Stephen Craft, Dean of the Stephens College of Business, University of Montevallo with 80+ attendees. (Pelham)
- ▶ Hosted 36th Annual Meeting and released 2017 Business Outlook Survey results featuring Dr. Stephen Craft, Dean of the Stephens College of Business, University of Montevallo with 220+ attendees. (January 25) Pelham
- ▶ Coordinated 2017 "Ready to Shred" Recycling Day with 78 participants. (April 21) Pelham
- ▶ Coordinated 2017 "Ready to Shred" Recycling Day with 78 participants, collecting a total of:
  - ▶ 6,800 lbs. of paper
  - ▶ 1,500 lbs. of E-Waste (April 21) Pelham
- ▶ Held nine "Go & Grow Workshops" with a variety of topics and an average of eight attendees per seminar. (February - October) Pelham
- ▶ Hosted nine monthly Small Business Entrepreneurship Program Sessions with the Chamber's Entrepreneur in Residence, Michael Smith, which provided confidential, one-on-one counseling for eight entrepreneurs and small business owners. (February - October) Pelham
- ▶ Approved five Shelby County businesses for the Chamber's "Green Business Designation":
  - ▶ America's First Federal Credit Union (Pelham)
  - ▶ Selective Management Services, LLC (Pelham)
  - ▶ Mobile Fleet Specialists (Birmingham)
  - ▶ Vinehouse Nursery (Alabaster)
  - ▶ Youngevity Community — Bonnie Sult (280)
- ▶ Held four quarterly "Industry Tours" programs:
  - ▶ Vulcan Information Packaging with 26 attendees (February 2) Vincent

## BUSINESS DEVELOPMENT & SUPPORT, CONT.

- ▶ Shelby County College and Career Center with 55+ attendees (April 11) Columbiana
- ▶ Southern Organics with 19 attendees (September 14) Columbiana
- ▶ Faces Wholesale Custom Signs with 44 attendees (December 5) Pelham
- ▶ Hosted Inaugural Webinar on Human Resources with 14 online participants (October 24) Pelham
- ▶ Sent 103 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 40 on-site visits with Shelby County businesses.
- ▶ Successfully launched the "Tourism and Recreation Work Group" (June 2) Held at various Shelby County locations.
- ▶ Responded to 1,710 requests for business & community information.
- ▶ Notarized 847 "Certificates of Origin" for Shelby County companies.

## INVESTOR DEVELOPMENT

- ▶ Recruited 109 new investors.
- ▶ Held ten "Community Luncheons" with programs relating back to ShelbyOne initiatives with an average of 185+ attendees. Pelham
- ▶ Coordinated 12 Ambassador Work Group Meetings.
- ▶ Held 67 Ribbon Cuttings providing 552 new jobs in Shelby County.
- ▶ Held four "Investor Receptions" averaging 30+ attendees per event. (January, April, July, October) Pelham
- ▶ Held four "CoffeeNet" events averaging 28 attendees per event. (March 22 - Columbiana; June 20 - Montevallo; September 21 - Chelsea; November 8 - Hoover)
- ▶ Held five Business After Hours events averaging 45 attendees. (February 2 - Hoover; May 18 - Pelham; August 17 - Columbiana; October 12 - Pelham; December 19 - Montevallo)
- ▶ Held three NETWORK280 events with an average of 41 attendees. (April, July, November) 280
- ▶ "Speed Networking Times Eight Chambers" - Greater Shelby County, Homewood, Hoover, Montevallo, Mountain Brook, South Shelby, Trussville & Vestavia Hills chambers) with 250+ attendees. Hoover

## 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 membership on programs and activities.
- ▶ Produced 12 print ads: "How My Chamber Membership Works for Me" and "ShelbyOne Next Level Up" campaigns for various publications.
- ▶ Produced 12 rotating billboard ads January - December 2017.
- ▶ Promoted Chamber investors as well as Chamber and Community events through Social Media outlets (Facebook, LinkedIn, Twitter and Instagram).
- ▶ 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 bi-monthly updates to ShelbyOne shareholders.
- ▶ Produced press releases and media on Chamber programs and events and distributed to local media.
- ▶ Increased media contact relationships.
- ▶ Managed various aspects of ShelbyOne Next Level Up five-year initiative campaign.