



ANNUAL REPORT 2018

THE CHAMBER

GADSDEN • ETOWAH COUNTY • BUSINESS • COMMUNITY DEVELOPMENT

contents

- 3 LETTER FROM THE PRESIDENT & CEO
- 4 2018: A RECORD OF SUCCESS
- 6 PARTNERING FOR PROSPERITY:
APPRECIATING OUR PAST,
POSITIONING OUR FUTURE
- 8 CHAMBER STATISTICS

The Chamber, Gadsden & Etowah County

One Commerce Square
Gadsden, AL 35901
256.543.3472
info@etowahchamber.org

2019 board of directors

Chair: Jeff Allen
River Bank & Trust

Chair Elect: Jonathan Tang
Tang Mart, LLC

First Vice Chair:
Morgan Lavender
Modern Woodmen Fraternal Financial

Treasurer: Wilbur Masters
Regions Bank

Immediate Past Chair:
Tena King
King's Olive Oil

Corey Ewing
Gadsden Regional Medical Center

Derrick Griffey
Somewhere in Time Antiques & Collectibles

Jami Grimes
Harp & Clover, Blu Chop House

Kendall Lowe Hamilton
Devan Lowe Cadillac Buick GMC Lincoln

Jason Hendon
Spire Alabama, Inc.

Tommy Lee
WQSB / Mix 102.9 / Power FM

Angela Lipscomb
GKL Companies, Inc.

Clint Mizell
Buffalo Rock Company

Nanda Patel
Holiday Inn Express & Suites

Glen Porter
The Gadsden Times

Aimee Quizon
Yoga Aims Studio

Jan Rowe
Honda Manufacturing of Alabama, LLC

Tony Smith
Alabama Power Company

Daryl Thomas
Inteva Products, LLC

Legal Counsel: Christie Knowles
Knowles & Sullivan, LLC

staff

Heather Brothers New
President and CEO

Leslie Stephens
VP of Finance & Administration

Suzy Jouben
VP of Marketing & Operations

Kristin Barton
Development Manager

Will Mackey
Program Manager

PROSPERITY.

It's a state of having plenty, being profitable, living in the land of milk and honey. Who wouldn't want that for themselves and their community?

Prosperity recognizes and appreciates successes and the failures of the past. It understands the environment and climate of today. But it focuses on the possibility of tomorrow by positioning for the future.

It's something that doesn't happen overnight. Prosperity must be sought after, planned for, organized to achieve and inclusive of others. It requires relationships, influence and effort.

Prosperity requires partnerships.

And we're inviting you to Partner for Prosperity.

More than 60 interviews were conducted by a team of professional consultants throughout the business community sampling sectors of industry, education, government, healthcare, small business and more. The message was resounding: it is time to come together.

Our issues are not unlike those throughout our region, and we heard you loud and clear. You want to move the dial forward and you've told us how to do it. You've identified four sectors:

- building a business-driven talent pipeline,
- retaining and growing our existing businesses,
- helping our public education systems toward excellence, and
- supporting innovation and incubation to grow entrepreneurship in our community.

Some of you have already committed to volunteer, support financially and offer your resources. This effort will be led by some of the top business minds in our community who are dedicated to bring solutions, not silos.

I encourage you to get to know the leadership team. Study the initiatives set out for this five-year plan. You will see that the objectives and initiatives have real results that can be measured and achieved. This effort and this plan belong to you, and its success is depending on you lending your voice to those that have already committed.

Heather Brothers New
President & CEO

2018: a record of success

The Chamber of Gadsden & Etowah County's mission is to be a catalyst for economic growth in Etowah County by serving member businesses through advocacy, education and community partnerships. We are pleased to share with you the following achievements in 2018 aligned with our current strategic drivers.

01

community stewardship

- Produced 4th annual Advancing Women to the Top professional development conference attracting more than 125 attendees
- Drafted 501 c 3 paperwork and initiated filing process for Building a Better Etowah County foundation to support the Chamber's economic development efforts
- Produced annual Etowah Small Business of the Year Awards
- Nominated local businesses and industries to the Alabama Small Business of the Year, Alabama Retailer of the Year and Alabama Manufacturer of the Year
- Partnered to provide Emerging Issues updates on topics such as the Data Breach Security Act
- Provided multiple Opportunity Zone seminars and meetings
- Produced annual membership publication featuring community features, quality of life and local business
- Partnered to provide US Census Data Mining seminar

02

economic prosperity

- Conducted 9 Discovery Café training sessions for small businesses
- Led 12 Chamber Council meetings in 4 industry areas including Non-Profit, Sales & Marketing, Finance & Administration, Human Resources
- Promoted #ShopSmallEtowah in conjunction with National Shop Small Saturday and provided a community rally station
- Produced 5th annual Gadsden-Etowah Business Expo with more than 90 vendors and 800 attendees
- Produced inaugural Small Business Boot Camp
- Partnered with JSU's Small Business Development Center to provide more than 20 one-to-one business mentorships
- Promoted more than 860 member-events
- Delivered 62 ribbon cutting/ground breaking events
- Provided two TIPS certification classes with 70 registrations
- Provided 20 networking events with more than 2,000 registrations
- Partnered with Downtown Gadsden, Inc, Gadsden Commercial Development Authority, Etowah Economic Alliance, Gadsden-Etowah Industrial Development Authority, Greater Gadsden Tourism, AIDT, ATN, Gadsden State Community College and municipalities as requested.



leadership

- Produced Student Leadership Council program, graduating 26 high school juniors
- Produced Leadership Etowah professional development year-long program, graduating 12 students
- Partnered with United Way of Etowah County to develop new young professionals program called HYPE!: How Young Professionals Engage
- Ambassador program provided more than 500 calls and/or visits to members
- Provided two session presentations at University of Alabama Gadsden Center's inaugural offering of Community Development Institute
- One employee achieved IOM (Institute for Organization Management) certification (for a total of two on staff now); and another employee achieved TMP (Travel Marketing Professional) certification
- Served as state board chair for the Chamber of Commerce of Association of Alabama and board member of the Business Council of Alabama
- Provided state, county and municipal political campaign forums
- Completed The Big 5: A Pathway to Progress community visioning project
- Partnered with AIDT to provide Leadership Skills I, II and III courses
- Led successful effort to pass statewide legislation providing simplified, uniform and free process for nonprofit special events permitting with ABC Board

education/ workforce development

- Partnered to produce regional Worlds of Work and helped grow to include all 8th grade students throughout Etowah County, including private schools.
- Produced inaugural Excellence in Education awards luncheon, which also enveloped Etowah County's Teacher of the Year program
- Produced inaugural Etowah Workforce Academy: a day-long program that provided 10 area educators an immersion in manufacturing and healthcare jobs with major staffing gaps, and provided a \$100 incentive per educator for completion
- Participated as a local mentor and regional judge in the BEST Robotics competition
- Served on local career technical advisory councils, served as chairperson for Gadsden City Schools
- Partnered with Huntingdon College to provide one local student a full scholarship to annual summer leadership academy
- Convened felon reentry coalition to map resources and needs
- Partnered with City of Gadsden and Gadsden Career Center to produce annual Gadsden Area Job Fair
- Received 2018 Partnership of the Year from the Alabama Department of Rehabilitation and Vocational Services

PARTNERING FOR PROSPERITY

APPRECIATING OUR PAST, POSITIONING OUR FUTURE

2019 - 2023



Business-Driven Talent Development



Partner to maximize career technical education opportunities to meet existing workforce development pipeline gaps

Lead identification and mapping of skills gaps and resources to maximize effectiveness in all partnerships

Lead the establishment of direct solutions to build workforce pipeline

Advocate for adequate resources to accommodate all individuals in all education programs with a focus on career technical



Partnering with Public Education

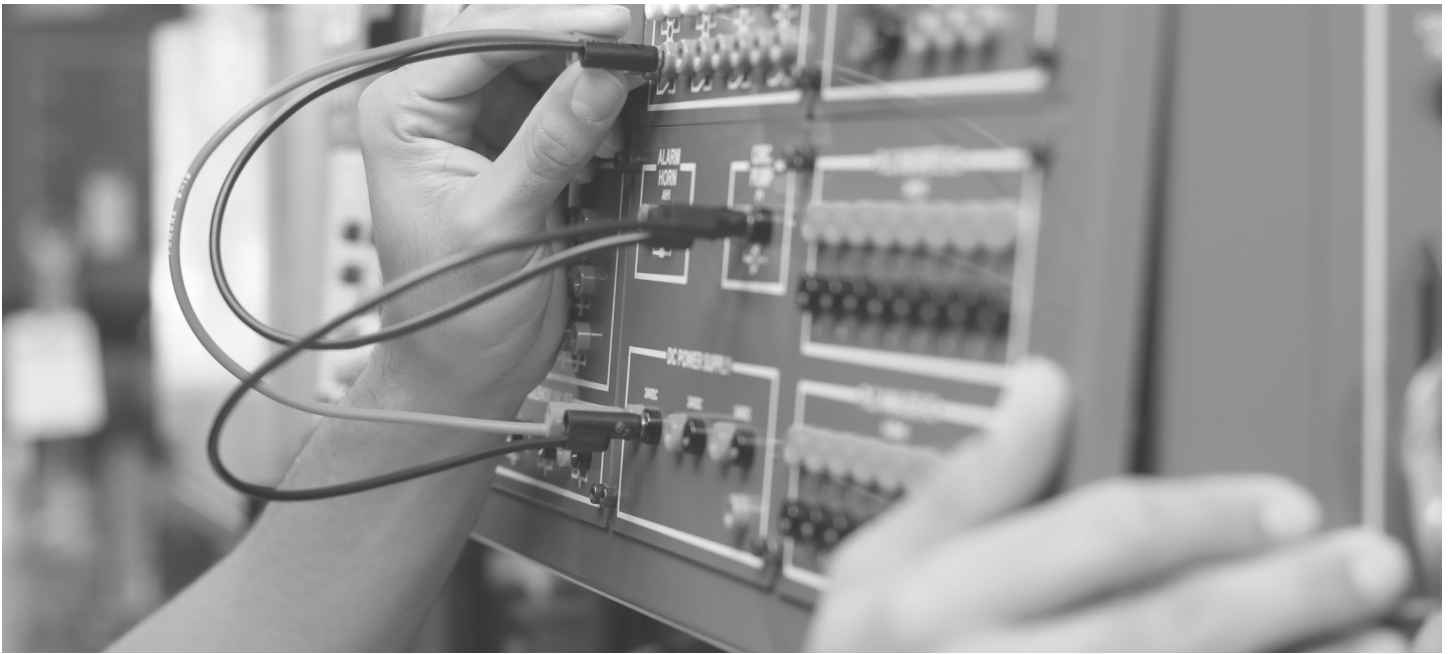


Lead new, and enhance existing, leadership programs specific to K12 programming

Promote technology-based programming and opportunities in the classroom

Lead partnership to assist in filling resource gaps in the classroom

Convene K12, higher education and businesses to build pipelines for top quality educators



Existing Business Growth & Retention



Promote and connect existing economic development activities throughout Etowah County

Lead small business support and promotion

Lead quarterly opportunities to deepen relationships and develop critical feedback for ongoing guidance

Lead public policy advocacy for the business community, championing pro-business legislation, economic development and responsible infrastructure investment at all levels of government



Entrepreneurship, Incubation & Innovation

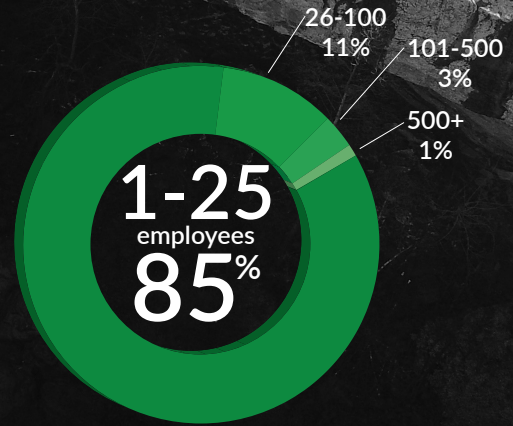


Partner to develop a business incubator

Lead support mechanisms for technology programs and startups

Advocate for entrepreneur-based/centered programming

CHAMBER STATS



OPERATIONAL INFORMATION

REVENUE



	2018 Actual	2019 Projection
Membership Renewals	50%	50%
New Memberships	8%	8%
Sponsorships	38%	31%
General Support	3%	0%
Miscellaneous	1%	0%

EXPENSES



	2018 Actual	2019 Projection
Programming	37%	30%
Marketing & Promotion	8%	8%
Administrative	21%	27%
Travel, Lodging, & Training	6%	6%
Building, Auto & Equipment	6%	5%
Debt Service for Land	6%	0%