



Shelby **One** Next Level **Up**

COMMUNITY • VISION • GROWTH



A Call to Action

Positive economic growth and community well-being always requires long-term strategy, combined with bold approaches and the leadership to make it happen. The 21st century economy is rich with opportunity for our 808+ square mile Shelby County.

The leadership of the Greater Shelby County Chamber of Commerce has chosen to capitalize on our opportunities by developing a five-year path that builds on the foundation of growing our existing companies, while embracing change and expanding our business economy by:

- Operate as a full growth partner with 58 Inc., the new countywide economic development organization to recruit a smart mix of retail, commercial and industrial firms
- Help our existing businesses to not only remain competitive in an ever-changing marketplace, but to grow and thrive—resulting in quality job growth
- Establish a driven workforce readiness approach via a partnership with our businesses, community, schools and our training providers ensuring Shelby County companies can recruit and retain the employees and managers they need.
- Serve as a leading advocate for our business community at all levels of government

We encourage you to be a part of the countywide team that is fueling our programming with your time, talent and resources—pulling together to grow our 808+ square mile Shelby County.

Message from Campaign Co-Chairs

Mike Thompson

Thompson Tractor Company

Fairway Investments

U.S. Women's Open Championship at Shoal Creek

Alex Dudchock

Shelby County Manager

Economic growth opportunities in Shelby County abound. These opportunities combined with Shelby County's conveniences, metropolitan resources, and the warmth, charm and feel of our communities create a unique place to operate a business.

The Chamber has a long-standing record of community involvement, contributions to the business economy and improvements to the quality of life of the citizens countywide. Our new five-year plan *ShelbyOne-Next Level Up!* is the plan of all the communities in Shelby County. The plan is a culmination of broad spectrum, one-on-one interviews throughout the County, where community leadership in both the private and public sectors provided individual input about the programming that is important to all of us.

We have been personally involved in the planning of this new five-year initiative. We are committed to both the process and the program of work as outlined in the plan. We are confident that you, along with the many public and private leaders who are already on-board, will see the vital importance of working together to make our county all it can and should be!

ShelbyOne
Next Level Up
COMMUNITY • VISION • GROWTH



Grow Existing Business – Create More Jobs

Mission

Increase quality job growth throughout Shelby County by helping our existing businesses compete in an ever-changing marketplace, and to grow and thrive here.

Objectives

- Increase the Chamber's "Business Contact Program" by completing a minimum of 75 visits/surveys each year over the next five years (375 total visits). *Expand immediately*
- Build a database and targeted solution strategies for:
 - workforce needs
 - challenges to growth being faced
 - potential opportunities for growth
 - out-of-area suppliers under contract with our Shelby County businesses via the Chamber's "Business Contact Program"
- Serve as the voice for all Shelby County business in helping with zoning, licensing and permitting issues that deter responsible growth. *In Place; Enhance*
- Establish a "Manufacturer's Roundtable" program to create a platform for Shelby County business and industry to voice their opinions and business needs to the Chamber and its public partners. *Implement 2nd Quarter, 2018*

"The growth of existing businesses is crucial to our county and our communities. When we're successful, Shelby County is successful. Knowing our Chamber will focus on the needs of industries that are vested here is important to Armstrong Relocation Company."

— William Carroll, Armstrong Relocation Company



- Establish the Chamber's "Business Support Center" as the "go to" entity in Shelby County to assist all business owners and entrepreneurs with their growth strategy. *Underway*
- Assist 120 business owners and entrepreneurs each year through the Chamber's "Business Support Center":
 - Increase participation from 10 per year to 20 per year in our "Entrepreneur-in-Residence" program providing guidance, hands-on problem solving and referrals to appropriate contacts. *In Place; Enhance immediately*
 - Facilitate a minimum of 10 workshops each year on topics of importance to business owners and their employees. *Underway*
- Expand the Entrepreneur Roundtable program by increasing participation in the two existing groups, and creating at least three more groups. *Implement by 1st Quarter, 2019*
- Collaborate with healthcare, business and community leaders to help develop a "Good Health is Good for Business in Shelby County" education program ensuring Shelby County's workforce remains active and "on the job". *Underway; Expand by 2nd Quarter, 2019*
- Expand Chamber support for tourism and recreation product promotion through the continued development of:
 - parks and sporting venues that will bring events and tournament opportunities to our municipalities and the County that increase lodging tax collections,
 - projects which promote and recognize the artistic, cultural and historical resources of our municipalities and the County,
 - facilities, trails, exhibitions and special events that celebrate area heritage and culture as important aspects of tourism development,
 - Shelby County hotels, campgrounds, parks, bed & breakfasts and other participating lodging facilities during our visitors' stay in our communities.
- Begin measuring lodging occupancy rates throughout the County to create programs that will increase rates – and report annually. *Begin in 2018*
- Provide a minimum of 8 business networking opportunities per year for the next five years for local businesses. *Expand in 2018*
- Assist in the creation of 275 new jobs each year through growth of Shelby County's existing business and industry. (1,400 total new jobs) *Underway*



"I value the partnership the Chamber offers our community of local business owners. As a long-time business owner in Chelsea, I commend the efforts of the Chamber, and the support it strives to offer existing and new enterprises."

*— Casey Morris,
Ground Up Coffee &
Smoothies in Snider's
Pharmacy*





Recruit “New to Market” Retail, Commercial and Industrial Businesses

Mission

Operate as a full public-private growth partner with 58 Inc., the new countywide economic development organization established / created to recruit a smart mix of retail, commercial and industrial firms.

Objectives

- Provide solid support to all new Shelby County businesses by helping them resolve issues that pertain to workforce readiness, infrastructure, and community and business services to help remove barriers to growth and success.
Begin 2018
- Collaborate with 58 Inc. to create a “Supply Chain Asset Map” that lists all local suppliers and their capabilities, so that end users know about local suppliers with whom they can enter into business contracts. *By no later than 2nd Quarter, 2019*

“The Chamber makes business happen! With everything leadership has executed over the past five years, we’re poised for more positive growth. It is crucial that ShelbyOne–Next Level Up! is successful. Our citizens’ quality of life depends in large measure on the growth and vitality of the business community here in Shelby County.”

*— Paul Rogers,
NobleBank & Trust*



- Identify and understand the challenges and issues which restrict growth within the targeted clusters identified by 58 Inc. and develop plans to overcome those issues and challenges. *Implement 4th Quarter, 2018*
- Develop cluster teams comprised of business leaders of our existing business base within targeted clusters identified by 58 Inc. to assist in recruitment of new retail, commercial and industrial firms. *Begin in 2nd Quarter, 2018*
- Develop a contact program with (new entity) to encourage out-of-area suppliers to consider opening facilities in Shelby County. *Launch by Mid-Year, 2019*
- Act as full partner with 58 Inc. in all recruitment efforts to provide communication support defining all the benefits of operating a business, working, living and playing in Shelby County. *Roll out in 2018*
- Actively participate in the development of the Business Plan and Strategic Plan for 58 Inc. *Beginning 2018*
- Conduct Shelby County “get acquainted” and personalized tours for Company officers being recruited to Shelby County. *Implement by end of year, 2018*
- Develop an “orientation” program for all new management-level hires for both new and existing businesses in Shelby County providing these individuals with newcomer information on public services, schools, entertainment, recreation, etc. *Roll out by end of year, 2018*



THE CENTER OF IT ALL.



“As a full growth partner with 58 Inc. the Chamber will directly assist in the recruitment of new businesses for Shelby County. What’s more, through ShelbyOne – Next Level Up! we’ll secure the right mix of retail, commercial and industry allowing more people to shop local, and even more employment opportunities for our citizens. We are excited about the opportunities to come!”

*— Terri Williams,
AT&T - Alabama*



Business-Driven Workforce Readiness

Mission

Establish a business-driven workforce readiness approach via a partnership between business, community, our schools and our training providers ensuring Shelby County companies can recruit and retain the employees and managers they need.

Objectives

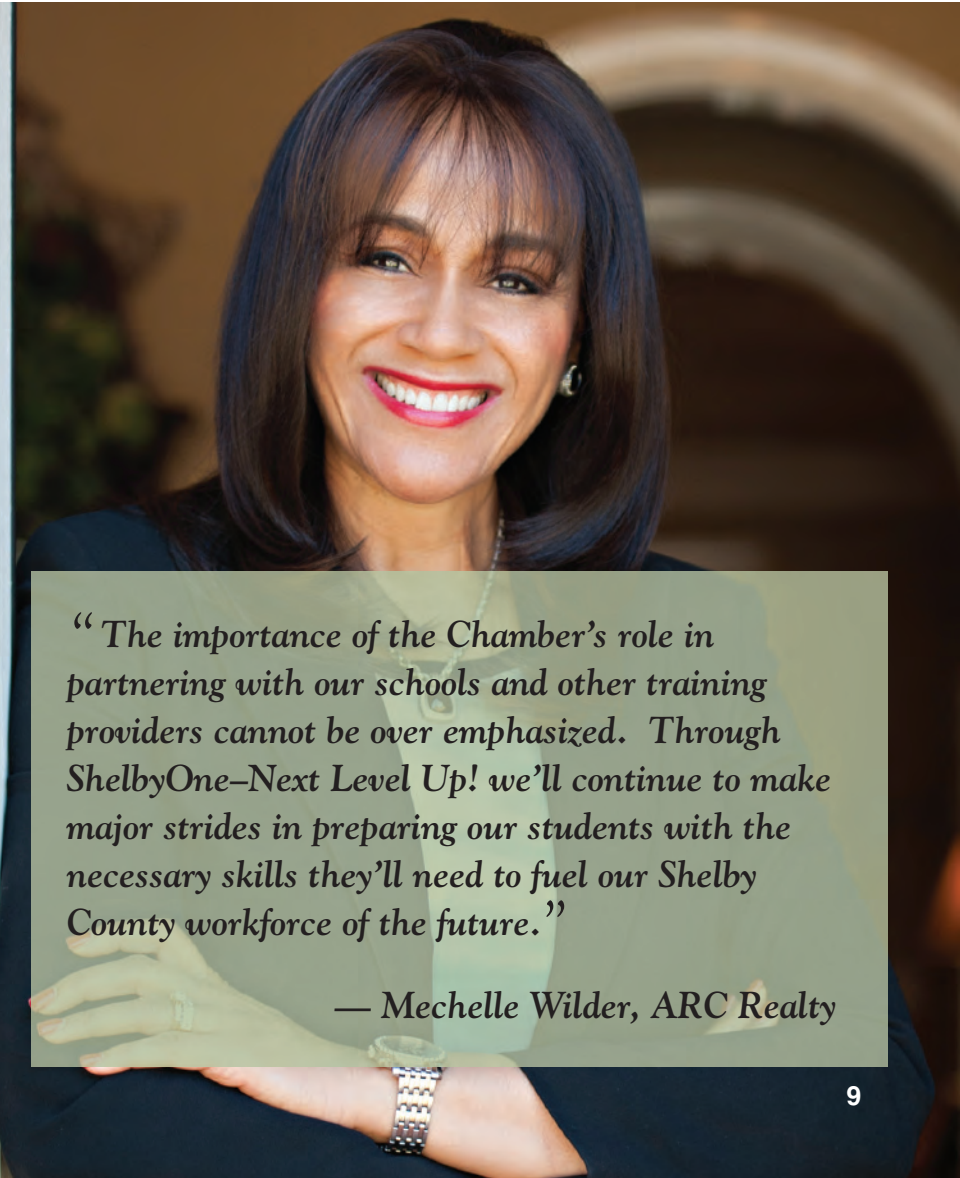
- Partner with key employers, education leaders and service providers to increase “career readiness” understanding and opportunities to give all those entering the workforce the skills needed by Shelby County employers. *Design program in 2018; implement 2019*
- Engage Shelby County employers to ensure “career readiness” events and programs are designed to meet their current and future needs, and support economic growth. *Enhance in 2018*
- Grow the Chamber’s interactive “workforce readiness” programs in local schools to align with the national 16 career clusters:
 - Increase business participation in the “Kuder Navigator” career planning

“Our Chamber’s efforts over the past five years in collaborating with schools throughout Shelby County have been extremely positive. But, the initiatives spelled out in ShelbyOne – Next Level Up! demonstrate we’re not resting on our laurels. We’re forging new priorities and partnerships across Shelby County and helping to blaze new trails towards workforce readiness.”

*— Keith Richards,
Taziki’s Mediterranean Café*



- system (8th grade through 12th grade) to inform students on career opportunities in Shelby County; *Implement in 2018*
- “Keeping It Real” program for 9th grade students throughout Shelby County; *8,187 students engaged since 2012-13 school year*
 - “Career Awareness Fair” training program for 10th grade students throughout Shelby County; *4,200 students engaged since 2014-15 school year*
 - “Communication Matters” soft-skills training program for 11th grade students throughout Shelby County; *2,890 students engaged since 2014-15 school year*
 - Develop a pilot “Business Leadership program” for 12th grade students. *Implement 3rd Quarter, 2018*
 - Recognize and support student and educator excellence in the classroom through the annual “Student & Educator of the Year” Luncheon. *Continue and enhance program which has recognized 239 students and educators since 2013-14 school year*
- Collaborate with education and other training providers in Shelby County to continue career and college readiness rate increases throughout all schools in Shelby County measured through the State Department of Education’s career and college readiness indicators: *Benchmark level of the ACT WorkKeys score; successful completion of an approved dual enrollment college or post-secondary credit while in high school; Industry credential from Alabama approved career readiness indicator list; Benchmark score on ACT test; Qualifying score on an AP exam; Enlistment into the Military. (2013-14 rates: 61%; 2014-15 rates: 79%; 2015-16 rates: 85%)*
 - Represent Shelby County as one of the two business representatives on the new local federally-funded (Region 4) Workforce Innovation and Opportunity Act Board established to better serve the workforce needs of business and industry and economic development at the local level. Board input includes:
 - Develop and submit a local plan to the Governor.
 - Conduct workforce research and regional labor market analysis.
 - Convene local workforce development system stakeholders to provide input.
 - Lead efforts to develop and implement career pathways.
 - Lead efforts to identify best practices carried out in other local areas.
 - Use technology to maximize the local workforce development system for stakeholders.
 - Provide oversight (e.g. one-stop delivery system, the appropriate use of the funds, and maximizing performance outcomes).
 - Negotiate and reach agreement on local performance accountability measures.
 - Selection of one-stop operators; youth providers, and identification of eligible training providers.
 - Coordinate activities with education and training providers in the local area.
 - Annually consider the physical and programmatic accessibility for individuals in the local area with disabilities.
 - Increase Shelby County business representation on the new local federally-funded (Region 4) Workforce Innovation and Opportunity Act Board.
 - Engage and support the State of Alabama’s “Central Six – Region 4 Workforce Council” to facilitate workforce readiness and training in Shelby County.



“The importance of the Chamber’s role in partnering with our schools and other training providers cannot be over emphasized. Through ShelbyOne–Next Level Up! we’ll continue to make major strides in preparing our students with the necessary skills they’ll need to fuel our Shelby County workforce of the future.”

— Mechelle Wilder, ARC Realty

Business Advocacy

Mission

Serve as the leading voice for our Shelby County business community at all levels of government in order to sustain and enhance a pro-business climate.

Objectives

- Enhance the Chamber's annual Public Policy Agenda capturing the key issues which business and community leadership consider the highest priorities, and communicate those priorities to our elected representatives. *In Place; Enhance in 2018*
- Hold a Legislative Preview event with Shelby County Legislative delegation prior to the start of the annual Legislative session each year. *In Place; Continue*
- Increase the effectiveness of, and participation in, the annual Chamber trip to Montgomery. *In Place; Enhance in 2018*
- Lead efforts to advocate for continued investment in transportation and infrastructure projects which spur

“The Greater Shelby Chamber of Commerce gives companies a valuable platform to invest in the County’s continued economic and community development. Through the Chamber, we are able to help identify challenges to economic growth and create solutions to remove roadblocks that would hinder our success.”

— Joe Meads,
Sain Associates



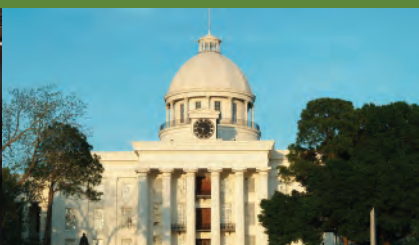
positive growth and enhance the quality of life throughout Shelby County. *Beginning 2018*

- Initiate a Washington Fly-In event to ensure Alabama's federal delegation understands the key issues which business and community leadership consider the highest priorities. *Beginning 2020*
- Actively interface/engage with our Alabama congressional delegation to ensure members are kept up-to-speed on all federal issues which impact Shelby County. *In Place; Enhance*

- Build on the Mayors' Roundtable program to ensure continued collaboration at the local level through on-going communication, a clear understanding of issues of importance, and promotion of policies that make it easy to do business in Shelby County. *Begin Enhancement 1st Quarter, 2018*
- Host Candidates' Forums to allow Shelby County businesses and our communities to hear from those individuals seeking elective office. *In Place*

“The most effective chambers of commerce make advocating for the private sector, economic development and job creation their top priorities. When you unify the voices of business, you create a collective “shout” that is shared at all levels of government. These ShelbyOne–Next Level Up! initiatives ensure businesses throughout our County are engaged and heard.”

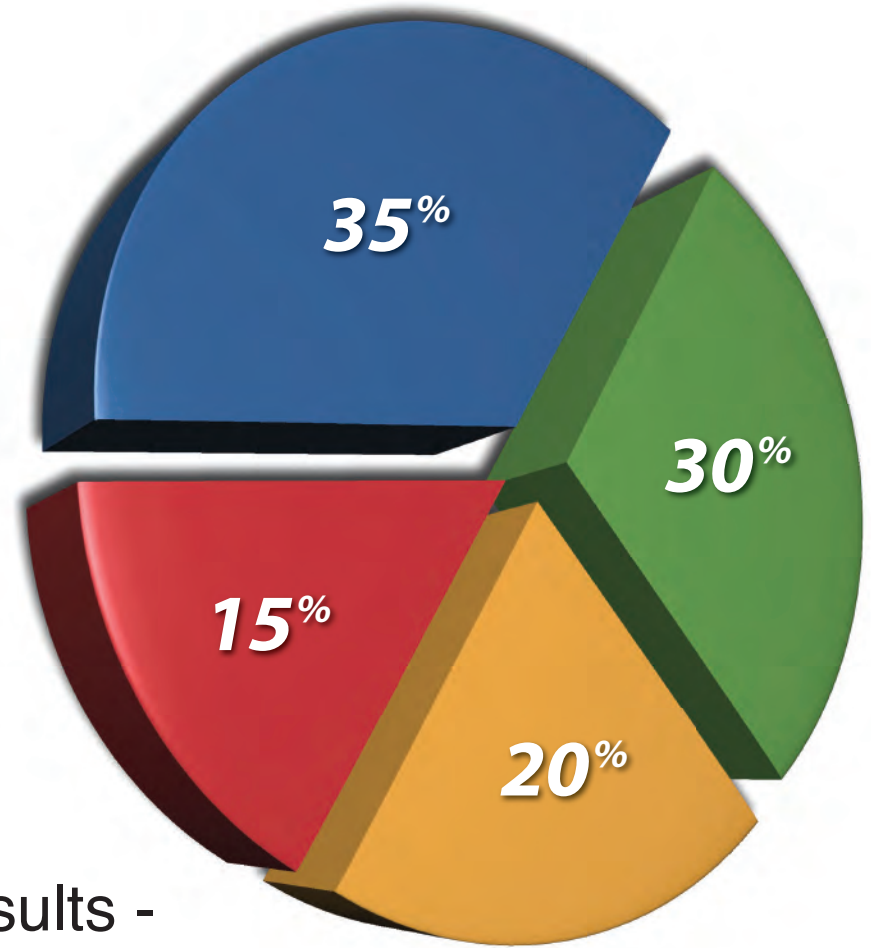
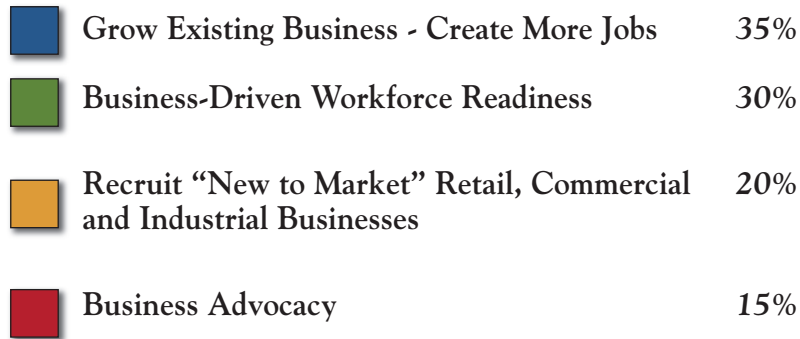
*— Alison Howell,
Alabama Power Company*



The Investment: Our Goal

Annual Budget: \$350,000
Five-Year Budget: \$1,750,000

How your investment dollars are spent:



How We Will Measure Our Results - Five Year Totals Beginning in 2018

- In partnership with 58 Inc. we will increase total new capital investment from \$88M over the last 5 years to \$100+M in this 5 year period.
- Expansion/Retention projects will create 1,400 of new jobs in Shelby County. We will increase our number of “Entrepreneur-in-Residence” program from 50 to 75.
- We will provide direct assistance to 125 entrepreneurs and small business owners.
- Implement contact program with 58 Inc. targeting out-of-area suppliers to open facilities in Shelby County – Launch midyear 2019 with goal of 10 new facilities coming to Shelby County by 2022.
- Five cluster teams will be developed and comprised of business leaders from our existing business base in targeted clusters identified by 58 Inc. in their recruitment of new to market retail, commercial and industrial firms beginning in 2018.
- Increase the number of local students involved with the Chamber’s many interactive “workforce readiness” programs by 10% over the next five years.
- Partner with education and training providers throughout Shelby County to increase white collar career and college ready rates by 3% each year beginning in 2018. (2015-2016 rates: 85%)
- We will measure our success as the Voice of Business by getting pro-business legislation/ regulation enacted, and preventing anti-business legislation/ regulation. Annual reporting of our results back to our investors and other community partners will begin in 2018.

Annual Investment Levels

Chairman's Council: \$20,000 +

- One representative on the *ShelbyOne-Next Level Up!* Board of Trustees
- Annual Chamber dues included with your investment
- One exclusive “presenting level sponsorship” of a Chamber event/program with highest selection priority
- 50% discount on all event and program sponsorship purchases
- A reserved “Chairman's Council” table (for eight) with prominent location and special recognition for each of the following events:
 - Annual Chamber Meeting
 - Annual Business Outlook Conference
 - Annual Legislative Preview Luncheon
 - Eggs & Issues Programs
- Two “Gold Level” sponsorships of Chamber events/programs of your choice
- Two foursomes for “Annual Golf Fore! Education” tournament
- Two complimentary registrations for the annual Montgomery Drive-In event
- Seat at *ShelbyOne-Next Level Up!* Annual Investors Meeting
- Banner ad on home page of the Chamber's website
- Logo visibility on *ShelbyOne-Next Level Up!* banner to be displayed at all Chamber events throughout the year
- Other tailored benefits of specific interest to you will be developed as part of your ongoing “one-on-one” meetings with Chamber leadership
- Name on Chamber's website recognizing your investment

Strategic Partner: \$10,000 +

- One representative on the *ShelbyOne-Next Level Up!* Board of Trustees
- Annual Chamber dues included with your investment
- One exclusive “presenting level sponsorship” of a Chamber event/program
- 40% discount on all event and program sponsorship purchases
- A reserved “Strategic Partner” table (for eight) and special recognition for each of the following events:
 - Annual Chamber Meeting
 - Annual Business Outlook Conference
 - Annual Legislative Preview Luncheon
 - Eggs & Issues Programs
- One “Gold Level” sponsorship of Chamber events/programs of your choice
- One foursome for “Annual Golf Fore! Education” tournament
- Two complimentary registrations for the annual Montgomery Drive-In event
- Seat at *ShelbyOne-Next Level Up!* Annual Investors Meeting
- Logo visibility on *ShelbyOne-Next Level Up!* banner to be displayed at all Chamber events throughout the year
- Other tailored benefits of specific interest to you will be developed as part of your ongoing “one-on-one” meetings with Chamber leadership
- Name on Chamber's website recognizing your investment

Cornerstone Alliance: \$7,500 +

- Annual Chamber dues included with your investment
- 30% discount on all event and program sponsorship purchases
- A table with special recognition for each of the following events:
 - Annual Business Outlook Conference
 - Annual Legislative Preview Luncheon
 - Eggs & Issues Programs
- Two “Silver Level” sponsorships of Chamber events/programs of your choice
- One foursome for “Annual Golf Fore! Education” tournament
- Two complimentary registrations for the annual Montgomery Drive-In event
- Seat at *ShelbyOne-Next Level Up!* Annual Investors Meeting
- Logo visibility on *ShelbyOne-Next Level Up!* banner to be displayed at all Chamber events throughout the year
- Name on Chamber's website recognizing your investment

Investor Leader: \$5,000 +

- 20% discount on all event and program sponsorship purchases
- A table with special recognition for each of the following events:
 - Annual Legislative Preview Luncheon
 - Eggs & Issues Programs
- One “Silver Level” sponsorships of a Chamber event/program of your choice
- Two-player complimentary tickets for “Annual Golf Fore! Education” tournament
- Two complimentary registrations for the annual Montgomery Drive-In event
- Seat at *ShelbyOne-Next Level Up!* Annual Investors Meeting
- Name on Chamber's website recognizing your investment

Growth Partner: \$2,500 +

- 10% discount on all event and program sponsorship purchases
- Two complimentary tickets to the following events:
 - Annual Legislative Preview Luncheon
 - Eggs & Issues Programs
- One “Bronze Level” sponsorships of a Chamber event/program of your choice
- Seat at *ShelbyOne-Next Level Up!* Annual Investors Meeting
- Name on Chamber's website recognizing your investment

Community Colleague: \$1,500 +

- One complimentary ticket to the following events:
 - Annual Legislative Preview Luncheon
 - Eggs & Issues Programs
- Seat at *ShelbyOne-Next Level Up!* Annual Investors Meeting
- Name on Chamber's website recognizing your investment
- Networking opportunities with other business/community leaders (For ALL investment levels)





A Record of Success

Shelby One - 2013-2017 Five Year Initiative Key Performance Results (Through December 2016):

Business Support and Development

Goal: Survey a minimum of 200 existing businesses to identify their current and future labor needs and assist them in their expansion and recruiting efforts.

Outcome: Conducted 206 existing business meeting surveys to express appreciation for their decision to locate in Shelby County, and discuss any challenges, opportunities and training needs they have.

Goal: Develop a full economic development partnership with SCEIDA to create 250 new jobs and assist existing Shelby County businesses to grow and thrive.

Outcome: Created a total of 437 new and business expansion jobs and over \$400 million in new investment.

Goal: Assist 25 new start-up businesses through the Chamber Advisory Center.

Outcome: Provided direct assistance to 43 entrepreneurs and small business owners—overseen by “Entrepreneur-in-Residence” Michael Smith as part of the Chamber’s Business Support Center effort.

Community Development

Goal: Identify and convene countywide resources and leadership to collaborate on programming focused on key workforce education issues.

Outcome: Launched career readiness programming in collaboration with all three Shelby County School Systems (Alabaster, Pelham and Shelby County) and several private schools:

1. “Keeping it Real” for 9th graders (initiated 2013)
2013 = 984 students; 2014 = 2,376 students; 2015 = 2,565 students; 2016 = 2,451 students; 2017=2,376
2. “Career Awareness Fair” for 10th graders (initiated 2015) 2015 = 2,000 plus students; 2016 = 2,200 plus students.
3. “Communication Matters” (initiated 2015)
2015 = 600 plus students; 2016 = 2,290 plus students.
4. “Student and Educator of the Year” (initiated 2014)
2014 = 53 nominations; 2015 = 59 nominations; 2016 = 60 nominations; 2017 = 67 nominations.

Healthcare

Goal: Partner with community leaders to develop and expand health care opportunities unique to Shelby County.

Outcomes: Launched the monthly “health focus of the month” and annual “Healthy Lifestyles Expo” promoting the positive impact healthy lifestyles have on our businesses and our citizens throughout Shelby County.

Created annual “Healthcare Professional of the Year” program which recognizes the broad variety of disciplines, and the positive economic impact which healthcare professions have on Shelby County.

Government Relations

Goal: Build collaborations among the 17 municipalities and unincorporated areas of Shelby County to address specific issues impacting business.

Outcome: Highly successful Mayors Roundtable Program launched and sustained to ensure critical business and community issues are “on the table” with Shelby County public officials.

Additional Outcome: Annual Shelby County leadership “Montgomery Drive-In” and “Eggs & Issues” events undertaken to personally deliver and discuss pivotal Shelby County business and community issues at the State and Federal levels.

Marketing and Communications

Goal: Market and rebrand Shelby County and the Greater Shelby County Chamber of Commerce to both internal and external audiences.

Outcomes:

1. Increased readership of Chamber Newsletter (Business Connections) to 25,000 plus.
2. Increased the number of news stories regarding Chamber programming by proactively generating press releases and writing guest editorials and columns.
3. Created and grew our presence on social media outlets via Facebook, Twitter and Instagram.



*Paul Rogers, past Chairman of the Board,
Keith Brown, current Chairman of the Board,
Joe Meads, Chairman of the Board elect,
and Kirk Mancera, President and CEO*

Message from your **Chamber Leadership**

For many decades your Chamber has played an active role in enhancing the economic stability, business climate, and the ever-improving quality of life throughout our 808+ square mile Shelby County.

Over the years, business leaders working through the Chamber's outreach have made a significant and lasting impact on a wide variety of community initiatives and laid the foundation for the objectives and expected results contained in our new five-year plan. Initiatives for existing business growth and recruitment of new retail, commercial and industrial firms, workforce readiness and leadership education and training, and advocating for business friendly public policies plus continuing and expanding our current successful programming will directly contribute to a higher standard of living for all our citizens.

Your Chamber leadership is committed and dedicated to lead the way towards creating communities that are consistently improving as an ideal place to live, work and raise a family...communities that have a vision for an even brighter future.

The last several months have been particularly exciting and challenging for the leadership of your Chamber. Over 50 interviews have been conducted with community and business leaders to assess how our county can continue to grow intelligently and prosperously. We have received outstanding input from those interviews, and we have used that information to develop a five-year comprehensive, performance-based strategy that contains clear and measureable goals.

We are unified as your Chamber leadership to encourage you to invest in the economic future and quality of life in our Shelby County communities. Embracing this *ShelbyOne-Next Level Up!* plan will fuel our initiatives and help ensure our success.



“ Our citizens’ quality of life depends in large measure on the growth and vitality of the business community both here in Alabaster and the County as a whole. I believe that ShelbyOne–Next Level Up!, the Greater Shelby County Chamber’s renewed focus of work, will strengthen our community.”

— The Honorable Marty Handlon, City of Alabaster

“ Working together works! The Greater Shelby County Chamber’s outreach efforts to collaborate with me – and all the Mayors throughout Shelby County -- has been of great value to our City. I’m confident our continued participation through ShelbyOne–Next Level Up! will help Columbiana become an even better place to live and do business.”

— The Honorable Stancil Handley, City of Columbiana

Community Leadership

Mike Thompson, Thompson Tractor Company
 Alex Dudchock, Shelby County
 Paul Rogers, NobleBank & Trust
 Keith Brown, Jefferson State Community College
 Joe Meads, Sain Associates
 Laura McAnany, Lhoist North America
 Mechelle Wilder, ARC Realty
 Keith Richards, Taziki’s Mediterranean Café
 Marty Handlon, City of Alabaster
 Tony Picklesimer, City of Chelsea
 Dr. Stancil Handley, City of Columbiana
 Don Greene, Town of Harpersville
 Frank Brocato, City of Hoover
 Gary Waters, City of Pelham
 Charlie Stevens, Thompson Tractor Company
 Terri Williams, AT&T – Alabama
 Tracey Morant Adams, Renasant Bank
 Mike Swinson, Spire
 Alison D. Howell, Alabama Power Company

Jim Purvis, A.C. Legg, Inc.
 April Harry, Warren Averett, LLC
 Chad Scroggins, Shelby County Department of Development Services
 Casey Morris, Ground Up Coffee & Smoothies in Snider’s Pharmacy
 William Carroll, Armstrong Relocation Company
 Jay Dennis, Regions Bank
 Mitt Schroeder, Central State Bank
 Katie McDowell, Shelby County Newspapers, Inc.
 Michael Smith, The GREAT, The GOOD & The GONE
 John Browning, Cahaba Valley Computer Services, LLC
 Bill Connor, America’s First Federal Credit Union
 Jeff McDowell, McDowell Security
 Kathy Copeland, White Rock Quarries-Vincent Hills
 Bill Keller, Renasant Bank
 Jeff Brown, Brownstone Marketing Solutions
 Dr. Wayne Vickers, Alabaster City Schools
 Dr. Scott Coefield, Pelham City Schools
 Randy Fuller, Shelby County Board of Education
 Jon Parker, Shelby County Commission Chair

Board of Directors

Officers (Executive Committee)

Chamber Chair

Keith Brown

*Interim President; Jefferson State
Community College*

Chair-Elect

Joe Meads

Principal / Owner; Sain Associates

Vice Chair, Business

Development & Support

Charlie Stevens

*Western Region Manager; Thompson
Tractor Company, Inc.*

Vice Chair, Communications & Marketing

Jim Purvis

President / CEO; A.C. Legg, Inc.

Vice Chair, Community & Workforce Development

Linda Cencula

*President / CEO; Avadian Credit
Union*

Vice Chair, Finance & Administration

Bill Connor

*President / CEO; America's First
Federal Credit Union*

Vice Chair, Governmental Affairs

Kathy Copeland

*Director, Governmental & Public
Relations; White Rock Quarries—
Vincent Hills*

Vice Chair, Investor Development

John Browning

*President; Cahaba Valley Computer
Services, LLC*

Immediate Past Chair

Paul Rogers

*Senior EVP & Market President;
NobleBank & Trust*

Directors

Mike Swinson

*Director of Economic Development;
Spire*

Matt Fridy

*Attorney; Wallace, Jordan, Ratliff &
Brandt*

Chris Grace

*Birmingham Office Manager; Barge,
Waggoner, Sumner & Cannon, Inc.*

Katie McDowell

*General Manager; Shelby County
Newspapers, Inc.*

Michael Smith

*Owner; The GREAT, The GOOD &
The GONE*

Craig Sorensen

*Managing Director; SouthWest
Water Company*

Jeff Brown

*CEMO; Brownstone Marketing
Solutions*

William Carroll

*President; Armstrong Relocation
Company*

Alex Dudchock

County Manager; Shelby County

Brian Massey

*Chief Advocacy Officer; St. Vincent's
Health System*

Alison D. Howell

*Government & Community Relations
Manager; Alabama Power Company*

Tracey Morant Adams

*Executive Vice President, Chief
Community Development Officer &
Corporate Social Responsibility
Officer; Renasant Bank*

Jay Dennis

*Shelby County President /
Commercial Banking; Regions Bank*

Charles Hall

*Vice President, Physician Services;
Grandview Medical Center*

Bruce King

*Regional Purchasing Manager,
East Lime; Lhoist North America*

Mitt Schroeder

*Chief Executive Officer;
Central State Bank*

April Harry

*Chief Financial Officer;
Warren Averett, LLC*

Mark Meadows

Owner; Chick-fil-A @ Inverness

Rocky Patel

*Owner; Hampton Inn & Suites —
Pelham*

David Platt

*Executive Sales Manager, Large
Group Marketing; Blue Cross Blue
Shield of Alabama*

Keith Richards

*Founder; Taziki's Mediterranean
Café*

Mechelle Wilder

Founding Partner; ARC Realty

Mike Rickman

*President and CEO; Shelby Baptist
Medical Center*

Professional Staff

Kirk Mancer, IOM, CCE, AACE

President and Chief Executive Officer

Melanie Goodwin

Comptroller and Director of Operations

Keyla Handley

Director, Community and Investor Development

Lisa Shapiro

Director, Communications and Marketing

Payton Thomas

Manager, Business Development and Support



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

1301 County Services Drive
Pelham, Alabama 35124

Telephone: (205) 663-4542

Thank you to our
in-kind sponsor:

**Shelby
County
Reporter**
est. 1843

