

The Rhythm of Commerce

Turn it Up!

Shoals Chamber
OF COMMERCE



A Call to Action



“Investing in the Chamber’s new plan is important for all of us because that investment means economic growth and adding quality jobs in our entire Shoals area. Our investment pays itself back many times over because it allows us to continue growing and attracting both companies and a skilled workforce to contribute to the future of all our communities.”

— Joel R. Anderson
Manager, Anderson & Anderson, LLC

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 the North Alabama region. The leadership of the Shoals Chamber of Commerce has chosen to capitalize on our opportunities by developing a five-year path that builds on the foundation of our existing companies, while embracing change and emerging entrepreneurial spirit and innovation plus targeting the expanding office building, commercial and retail sectors. To this end the Chamber is working to build a vibrant business economy by:

- Promoting Pre-K through 16 workforce skills excellence to meet the existing and future work force skills demanded by business and industry.
- Helping our existing businesses to not only remain competitive, but to grow and thrive and by recruiting new commercial and retail companies we want and need to strengthen and further diversify the Shoals area business mix.
- Nurturing an innovation culture that maximizes entrepreneurship and leverages the music culture that exists in our DNA.
- Focusing on one-on-one communication with our investors—identifying and solving issues requiring resolution and ensuring investor ROI.
- Communicating and promoting the assets of the Shoals region to both internal and external audiences.

To undertake and accomplish these ambitious goals, the Chamber is seeking continued and broadened investment of time, talent, and treasure in the organization.

It is time to make the Shoals region all we can and should be—
Our Future Is Now!

Message from Campaign Chair **Macke Mauldin**

President, Bank Independent

President Kennedy often said, “A rising tide lifts all boats.” Much like when the high tide comes in and every boat on the water is elevated, Kennedy believed that any growth in economic activity improves the lives of everyone in the community.

Fostering quality economic growth in the Shoals, in our state, and throughout the nation is our responsibility and duty. Improving our community is a commitment we must make and an obligation we must fulfill for our neighbors, coworkers, children and for future generations. I believe that now is the time to “Turn it Up!”

The nation’s economic landscape has changed dramatically over the past five years. As a result, the needs of the business community and its workers have changed as rapidly as at any time in history. In response to these changes, the Shoals Chamber has developed an exciting, innovative and challenging plan to advance our business community into the next phase of economic growth. It will take all of us working together, both public and private sectors, each holding one another accountable, to change the Shoals for the better.

As an eighth generation Shoals citizen, I realize we are on the cusp of an economic shift potentially more significant than the building of Wilson Dam or the creation of the Tennessee Valley Authority. To realize our greatest potential, our community needs your participation, leadership and dedication. Success cannot be realized without you.

I heartily endorse the Chamber’s plan, and sincerely ask you to join me and “Raise the Tide” and “Turn it Up” in the Shoals.



Education and Workforce Readiness

Mission

Serve as the primary liaison between the business and education communities, ensuring that all levels of educational curriculum meets the existing and future workforce skill sets demanded by business and industry.

Objectives

- Convene key business and education leaders on a formal and continuing basis to measure success and ensure completion of the process of matching curriculum to the workplace skill sets identified as being required today and in the future to compete in the regional, national and global marketplace
- Advocate for and support educational initiatives that have proven successful in other areas in improving test scores and reducing drop-out rates, including Science, Technology, Engineering and Mathematics (STEM) and Dr. Stephen Covey's *The Leader In Me* student programs
- Partner with appropriate agencies to improve the quality of and access to early childhood and Pre-K education throughout the Shoals area
- Provide coordination, leadership and accountability for the implementation of a business-driven, comprehensive regional workforce development plan

“The importance of the Chamber’s role in convening the education, workforce, and business communities as partners in developing a public education system that fully equips our students to fuel our workforce here at Southwire cannot be overemphasized.”

*— Scott Williams
Plant Manager, Southwire*



- Continue and enhance the existing successful *Leadership Shoals* training and education programs for both students and adult professionals and other workforce programs
- Convene all appropriate individuals and organizations to fully explore the impacts of the illegal use of drugs by employees in the greater Shoals area workforce, current programs and interdictions in place and potential actions and measures to be put into place to begin a positive remediation of the problem
- Champion the new *ShoalsScholarDollars* initiative
- Regularly exchange, update and coordinate short and long range plans with the Shoals Economic Development Authority so that future needs of businesses and industries are anticipated and addressed
- Partner with the Northwest Shoals Community College, the University of North Alabama and the University of Alabama to create a workforce readiness Technical Corridor Curriculum for Shoals area students whereby they can pursue an engineering career path through degree achievement progression through the three educational institutions



“The Chamber is essential to Shoals area manufacturers, providing cutting-edge information, contacts and support regarding the existing and emerging skill-sets required of the workforce.”

— Tommy Riner
Plant Manager, Navistar

Expected Outcomes

- Create a comprehensive workforce readiness matrix and resource guide to identify duplication of services and expose service delivery gaps. A region-wide plan of action that addresses the business community's current and future workforce needs will be developed to directly be a factor in reducing the Shoals area unemployment rate and in growing the local tax base—*By year-end 2015*.
- Convene quarterly a group of all 6 Shoals area superintendents, private school administrators, and postsecondary representatives to meet with business leaders. Focus on different sectors at each meeting—*Begin 2015*.
- Champion the Univ. of North Alabama Engineering Technical degree, new Dual Degree Engineering Program (3+2), BIS with Technology Emphasis in Robotics, and new Innovation Engineering minor.

“Our educational institutions are proud to be strategic partners with the Shoals Chamber of Commerce. When education and businesses work together, we ensure that our graduates succeed and our Shoals Area thrives.”

— Dr. William G. Cale, President,
University of North Alabama and
Dr. Humphrey Lee, President,
Northwest-Shoals Community College



- Develop a list of valuable workplace skills that schools will agree to include in student learning—*By mid-2015*.
- Promote the need for trained Industrial Maintenance personnel, as well as other documented position needs and encourage enrollment in those fields of study—*Begin immediately*.
- Partner with the Regional Workforce Development Council to encourage businesses to implement a program for internships for high school and college students.
- Continue the highly successful BEST Robotics program, Middle and High School Career Fairs and Summer Technology Institute for Educators.
- Establish the *Career Café* concept in High School core courses with multiple career focus—*Beginning 2015 Fall Semester*.
- Encourage the use of and assist in finding funding help for schools that implement *The Leader In Me* program—*Begin immediately*.
- Convene all parties impacted by employees' illegal use of drugs to determine interdiction strategies and focus on implementation solutions—*By year-end 2014*.
- Establish regular meeting schedule and provide quarterly update report to SEDA representative to ensure two-way communication takes place regarding partnering on workforce issues—*Begin immediately*.
- Continue to promote *ShoalsScholarDollars* initiative with all eighth grade classes during CHOICES programming.
- Establish the Technical Corridor Curriculum program for Shoals area students *by the Fall Semester, 2015*.

Annual Budget: \$125,000

Business Growth

Mission

Expand the region's tax base and create jobs through retention and growth of existing businesses, the creation of new companies and aggressive recruitment of office/commercial and retail enterprises.

Objectives

- Focus programming on the retention and growth of existing business in the Shoals area
- Facilitate a focused effort to diversify the local economic base through the targeted recruitment of professional office and high-value commercial entities
- In partnership with local government, lead the targeted recruitment of new-to-the market retail, based on current sales tax leakage and service gap analysis
- Form teams of business, municipal and community leaders to recruit targeted businesses to add to and improve the business mix
- Maintain an ongoing campaign that encourages Shoals area residents to keep sales tax dollars in the Shoals communities by patronizing local merchants
- Continue and enhance existing successful business development programming
- Be respected as the "Voice of Business" and the "go to" business organization in the greater Shoals area



"I am living proof that if you have a great idea, are willing to take some risks and work hard; the Chamber and this community will encourage and support you in developing a thriving business."

— Leslie Keys
Owner, Audie Mescal and
Leo Martin

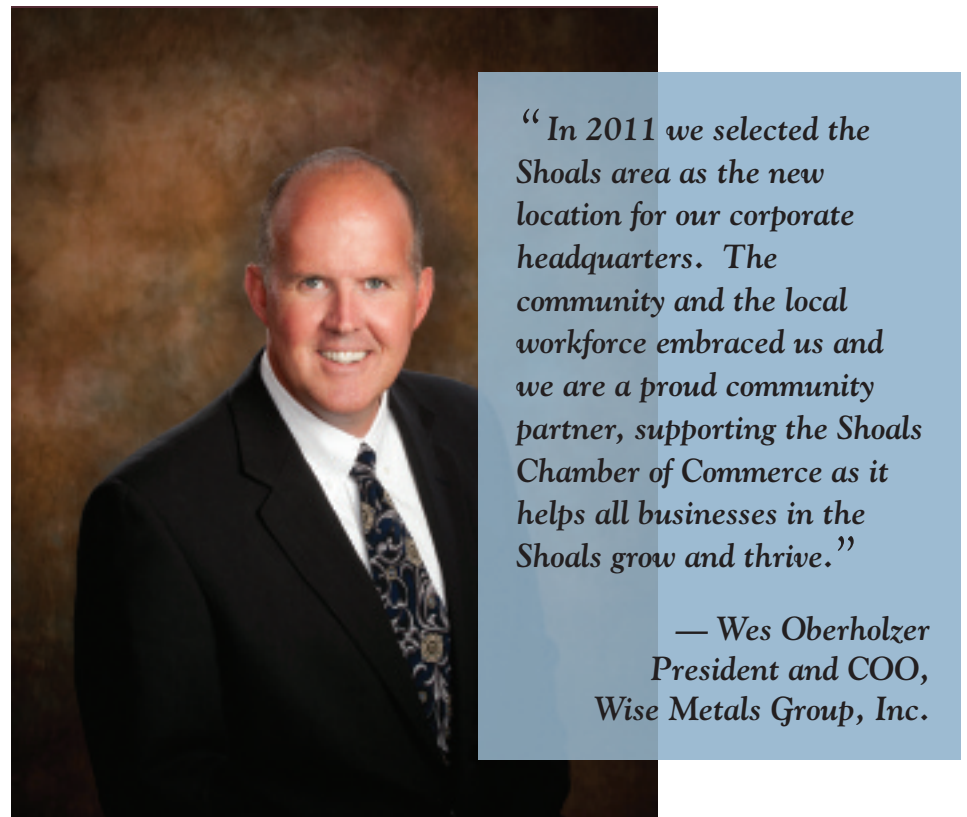


Expected Outcomes

- Partner with the Shoals Entrepreneurial Center and the University of North Alabama to establish J.O.B.S. (Joining Owners, Building Success) seminars/work sessions to provide education, training and problem solving to existing business owners—*Complete plan and execute strategy by year-end 2014.*
- Partner to develop a strategy for the successful recruitment of a diverse mix of office and commercial entities to create jobs, reduce unemployment, grow the tax base and ensure a more stable economic base—*Develop strategy and goals by year-end 2014.*

- Recruit 5 new-to-the-market retail businesses each year to both increase local sales tax revenue and reduce the need for residents to shop outside the Shoals area—*Beginning 2015, through 2018.*
- Form a permanent team to recruit and facilitate non-traditional professionals to relocate to the Shoals area. Goal of recruiting 100 non-traditional jobs per year—*Beginning 2015, through 2018.*
- Maintain a membership in the International Conference of Shopping Centers and attend regional meetings/conferences to target potential business recruitment candidates.
- Host site-selection professionals 2 times a year for guided tours of the entire Shoals area—*Beginning 2015, through 2018.*
- Ensure a united approach in the complete economic development equation in the greater Shoals area through “lock-step” program offerings and execution by the Shoals Chamber and Shoals Economic Development Authority—*Begin immediately.*

Annual Budget: \$150,000



Entrepreneurship and Innovation

Mission

Facilitate collaboration and partner with key stakeholders to foster a culture of entrepreneurship and innovation among students, budding entrepreneurs and existing business owners.

“As a long time innovator and entrepreneur in the Shoals, I recognize the significance of what The Chamber strives to offer local business owners. The key to success is not only to have imagination and vision, but the right tools to develop a successful business.”

*— Ed Robbins
President and CEO,
ES Robbins*

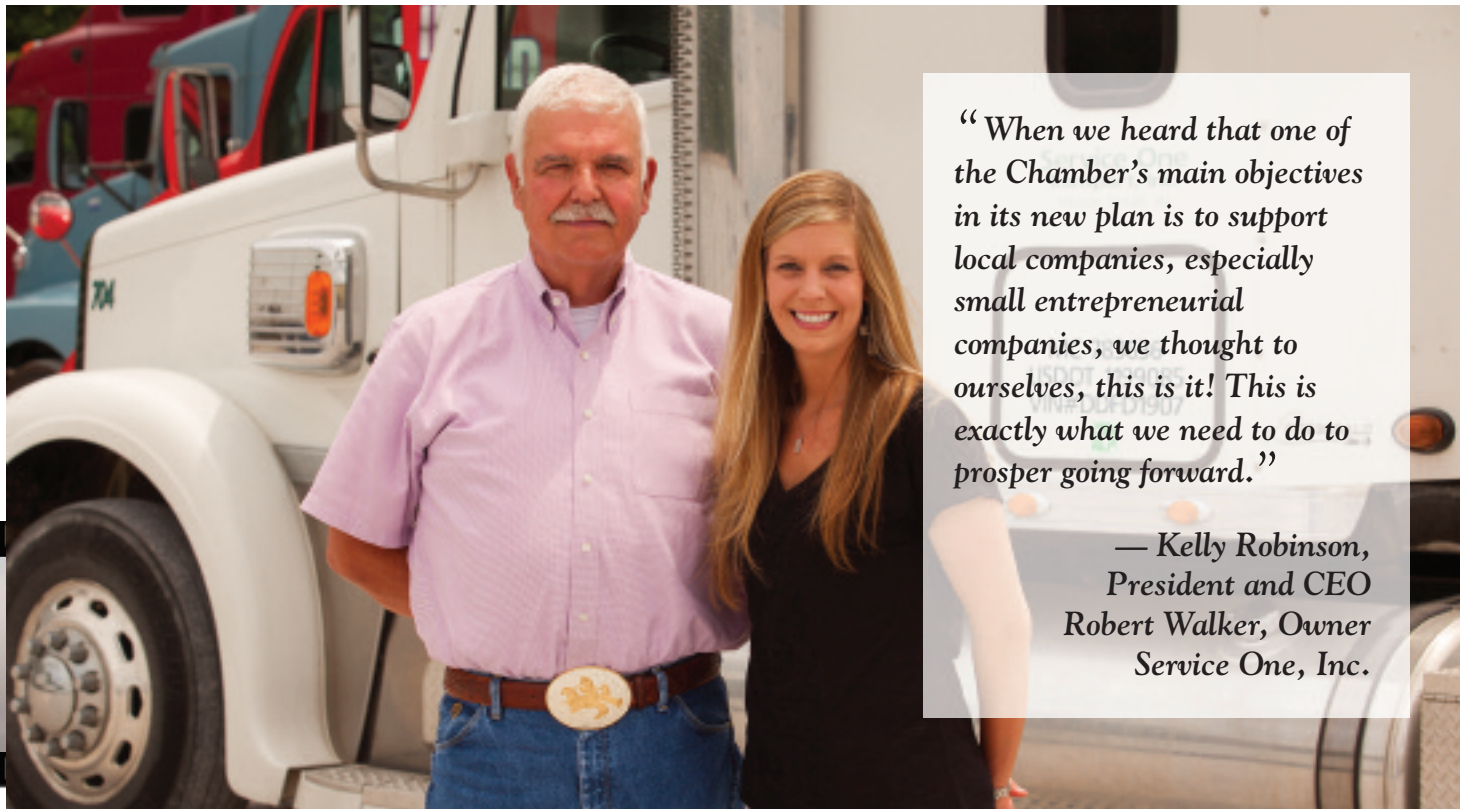


Objectives

- Collaborate with peer organizations, such as the Tourism and Convention Bureaus and local government entities to expand cultural, recreational and entertainment opportunities for area residents and visitors—accentuating the immense arts, cultural, music and natural resources of the Shoals area
- Operate as a strong partner with the Shoals Entrepreneurial Center to create a culture of innovation throughout the entire Shoals area
- Develop and implement strategies, in partnership with the University of North Alabama and Northwest Shoals Community College, to attract and retain young and talented professionals in the Shoals area
- Expand the *Angel Investor* network and ensure understanding of the potential of Crowd Funding opportunities for private equity investment in innovative start-up and expanding business
- Conduct information seminars with focus on key issues/legislation impacting entrepreneurial ventures.
- Partner with Alabama Technology Network (ATN), Shoals Entrepreneurial Center, and University of North Alabama to provide Innovation Engineering as a system to ignite the growth of both existing and start-up businesses, and move innovation from a random gamble to a reliable system.

Expected Outcomes

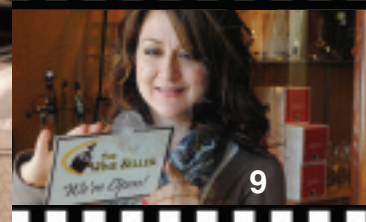
- Facilitate collaboration among the various stakeholders to foster a culture of entrepreneurship and innovation among students, budding entrepreneurs and existing business owners—*Develop plan by mid-year 2015.*
- Partner with the University of North Alabama to establish a privately funded endowed Shoals Chamber of Commerce Scholarship for an Entrepreneurship major—*Develop strategy first part 2015.*
- Facilitate a series of 3 workshops a year for budding entrepreneurs to provide valuable information from experts, problem solving, and referrals to appropriate individuals and organizations—*Beginning year-end 2014, continue through 2018.*
- Convene the appropriate individuals and organizations to develop the best implementation strategies to fully mine and leverage the music culture—including the establishment of multiple performance venues—*By year-end 2014.*
- Continue to facilitate meetings of the Hospitality Council and foster communication between members of the hospitality sectors throughout the Shoals area—*Ongoing.*
- Advocate and build consensus for the development of a Shoals area tourism master plan—*By 2015.*
- Partner with the Southern Music Foundation to promote and sustain the growth and development of music entrepreneurship—*Develop a strategy by mid-year 2015.*
- Investigate proven innovation community strategies across the nation—*Begin with INNOV8 LaFayette, LA. the first part of 2015.*



“When we heard that one of the Chamber’s main objectives in its new plan is to support local companies, especially small entrepreneurial companies, we thought to ourselves, this is it! This is exactly what we need to do to prosper going forward.”

*— Kelly Robinson,
President and CEO
Robert Walker, Owner
Service One, Inc.*

Annual Budget:
\$100,000



“The Shoals Chamber of Commerce makes no apologies for fighting for the private sector, economic development and job creation. It creates a comprehensive, focused message that is heard at all levels of government which brings positive results to our Shoals community.”

— Marty Abroms
President, Abroms & Associates, PC



Public Policy, Advocacy and Activism

Mission

Effectively serve as the leading advocate for the Shoals business community at all levels of government.

Objectives

- Serve as the leading advocate for the business community at the local, state and federal level in order to foster and sustain a pro-business climate
- Identify and aggressively advocate for policies and procedures within local, state, and federal government that promote economic development and business growth, including comprehensive zoning, design and development standards, and tax incentives
- Advocate for local, state and federal investment in both short and long-range transportation projects that spur economic development and enhance the quality of life in the Shoals Area
- Create an annual local, state, and national legislative agenda
- Act as the Shoals area business “watchdog” in identifying, exposing and opposing regulations and mandates that would have a chilling effect on business

“The Chamber not only gives the Florence-Lauderdale Port Authority a platform to invest into the continued economic growth throughout North Alabama and Southern Tennessee, but also helps identify challenges to that growth, which allows us to get a head start in creating solutions to any potential roadblocks to our success.”

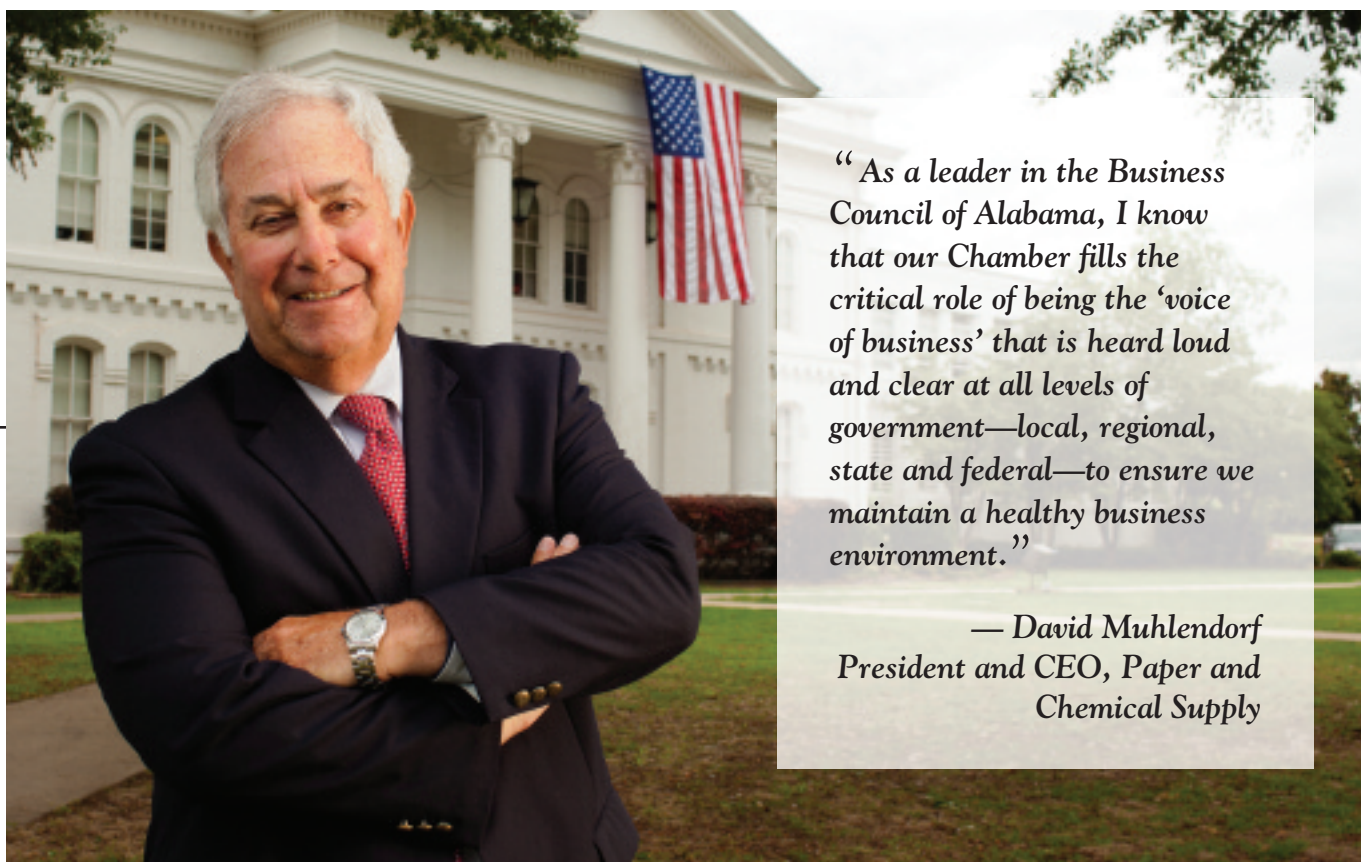
— Hal Greer
Director, Florence-Lauderdale Port Authority



- Establish regular information sharing sessions with Shoals area elected and appointed public officials to ensure clear understanding of issues of importance to the business community
- Endorse and support pro-business issues, legislation and political candidates

Expected Outcomes

- Contract for the services and potentially share a lobbyist at the State level to ensure the interests of businesses in the Shoals area are well represented and “on the table”—*By year-end 2014.*
- Employ the services of a Federal lobbyist to be a “watch dog” regarding legislation and regulation in the pipeline that would have a chilling effect on business interests in the Shoals area—*By year-end 2014.*
- Organize an annual Chamber trip to Montgomery to be conducted in March of each year as well as identify and organize attendance to important legislative and political events during each year.
- Conduct at least one Chamber trip to Washington DC each year to discuss key local issues with local delegation.
- Review and revise the Chamber Legislative agenda and hand deliver to our elected representatives on an annual basis.
- Attend all regularly scheduled meetings of the Colbert and Lauderdale County Commissions and all four city council meetings. Communicate via internet and social media the outcomes of the meetings to Chamber investors and any suggested/intended actions needed/to be taken—*Begin immediately.*
- Begin serving immediately serve as an advocate and solutions seeker for issues affecting our investors, business partners and the community in general. Focus in 2014 includes resolution of the hospital issue and



“As a leader in the Business Council of Alabama, I know that our Chamber fills the critical role of being the ‘voice of business’ that is heard loud and clear at all levels of government—local, regional, state and federal—to ensure we maintain a healthy business environment.”

*— David Muhlenдорf
President and CEO, Paper and
Chemical Supply*

completion of Highway 43 north. Future transportation/business focus includes the an Interstate connection and the development of a north-south Western Alabama four lane artery to Mobile augmented with a strategy to align organizations and municipalities along the entire length of the highway to grow a Western Alabama Technical Corridor.

- Convene key players to design and implement a consolidated Shoals area-wide referral system to serve businesses across both counties—*By year-end 2014.*
- Lobby for and advocate to get business friendly individuals appointed and elected to city and county committees, commissions and boards—*Create plan by mid-year 2015. Implement 2016-2018.*
- Invite local area leaders to participate in scheduled sessions with the Chamber to discuss local issues and public policy with the Chamber Local Issues Committee—*Begin mid-year 2014.*

Annual Budget: \$75,000



Investor Relations and Marketing

Mission

Communicate, promote and emphasize the assets of the Shoals area to brand the area as a prime location for business and organizations. Meet regularly with investors in one-on-one sessions to identify and solve issues requiring resolution. Communicate, recognize and involve all Shoals Chamber investors in key programs and events.

“The first question I ask a new client is "Are you a member of the Chamber?" The Chamber offers networking and marketing opportunities not found anywhere else, and it provides a valuable medium for a business who wants to spread the word. I know from experience - I've been a Chamber member myself for almost 25 years.”

*— Allen Tomlinson
President and Managing Partner,
A. Tomlinson/Sims Advertising*



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Objectives

- Communicate the Mission and the programming/results of The Shoals Chamber
- Communicate the advantages of doing business in the Shoals region to both local and external audiences
- Establish a social media network among business leaders, key business partners the Shoals Economic Development Authority and the Florence/Lauderdale Port Authority, and the broader community
- Position the Shoals Chamber as the “go to” organization for any business issue
- Convey to both local and external audiences a greater understanding of the region’s assets
- Conduct regular community “listening sessions” held at rotating locations throughout the Shoals area to ensure community input to the Chamber focus, programming and execution
- Establish an Investor Relations Vice President position to focus on one-on-one communication and ensuring ROI for investors in the Chamber’s new five-year plan

Expected Outcomes

- Create new position on Chamber staff entitled Vice President of Investor Relations and Public Policy to fully implement the Chamber’s investor benefit programs and the Chamber’s public policy initiatives—*Begin immediately.*
- Beginning with the conclusion of the five-year fundraising campaign, schedule “one-on-one” meeting with all company/organization decision makers for investor companies/organizations to both educate them regarding their Investor Benefits and to position the VP Investor Relations as their “go to” person on Chamber staff—*Meetings to be accomplished within six months of completion of the campaign.*
- Develop and implement a multi-year, sustainable public relations and marketing initiative to promote the Shoals region as a quality business and career destination for economic investment, commercial and retail expansion, residential growth and job creation—*Complete the plan by year-end 2014 and begin implementation in 2015.*
- Launch the “Tell Your Shoals Story” on Facebook, YouTube and Twitter—*By mid-year 2015.*
- Convene small business “listening sessions” twice a year held at rotating locations by zip code throughout the Shoals area—*Begin by year-end 2014.*
- Launch a new “Partner Program” (Mentoring for new members/ investors)—*Begin first of year 2015.*
- Conduct quarterly events for major five-year plan investors featuring key issue and/or legislation seminars and special speakers with key areas of expertise—*Begin mid-year 2015.*
- Conduct program/satisfaction surveys of both Chamber members and non-members. Hire professional firm to design and conduct—*Implement baseline survey year-end 2014 and conduct annually thereafter.*

Annual Budget: \$50,000

“The Chamber is all about partnerships to make our region a destination for tourists and visitors from all around the nation—community leaders, public officials, and hundreds of volunteers all working together on programs and events—fueling a positive image and adding to the economic well-being of the Shoals area.”

— Larry Bowser
Manager, Marriott Shoals
Hotel & Spa



A Record of Success

The Chamber has long been a leader in innovation and implementation of programs that make a positive difference in the Shoals area. Through an effective agenda-setting process coupled with determination to make good things happen, the Chamber has earned the role of the voice of business along with a reputation for strategic

thinking and leadership. Chamber volunteer and staff leadership are committed to have a positive and dynamic impact on the quality of life for the entire Shoals area.

A brief synopsis of past program emphasis:

- In 1995—2000 it was Back2Basics
 - Education and Workforce Development
 - Transportation and Infrastructure
 - Business Development and Recruitment
 - Quality of Life
- Based on the success of the original plan it was Back2Basics Part Two in 2000—2005, continuing/expanding and enhancing the established initiatives.
- Funding and completion of a new \$2.3 million headquarters for the Shoals Chamber and key partner Shoals Economic Development Authority was accomplished
- Key programming for the past eight years is captured in six key initiatives:

Community Development

- **Crime Stoppers**—Supports local law enforcement by proactively involving business leaders in crime prevention
- **Keep The Shoals Beautiful**—An affiliate of Keep America Beautiful via clean-ups and community events
- **Leadership Development**—Coordinates a community and leadership program
- **Youth Leadership**—Community awareness leadership training program for high school juniors

Marketing and Economic Development

- **Business Development and Services**—Supports new/existing companies with specific programs to enhance growth/development

Education and Workforce Development

- **Education and Workforce Development**—Promote business, community representatives, educators working together to develop a better prepared workforce
- **NW Alabama BEST Robotics Competition**—Teaches students the complete design-to-market concept of business development
- **CHOICES**—Program for all 8th grade classes. Motivates youth to use self-discipline in their choices in education, character, time and money management and the consequences of their actions
- **Shoals Chapter of Alabama Jump\$tart Coalition**—NEFE 12th grade personal finance course; Reality Check—Program for middle through high school ages that is a hands-on simulated monthly budgeting program, teaching personal finance and budgeting skills plus the connection between one's education level, career choices, income/lifestyle
- **Shoals Career Days**—Annual Shoals-wide Middle and High School Career Fairs

Infrastructure and Public Policy

- **Air Services**—Works to maintain and expand commercial air services and general aviation at NW Alabama Regional Airport
- **Legislative Affairs**—Monitors state and national issues of importance to the local business community; enhance relations between the community and local, state and national officials
- **Local Issues**—Monitors local issues of importance to the business community and the Shoals community at large; works for betterment of area
- **Port Services**—Promotes the use of the Port as a major national /international shipping artery

Member Services

- **Ambassadors**—Official representatives of Chamber membership
- **Marketing and Communications**—Works to build a positive image for the Chamber; improve communications between Chamber and membership
- **Membership Development**—Determines and pursues the needs of Chamber members and works to improve member recruiting and retention

Vision 20-20

- **Business Opportunity Development**—Best use of resources to recruit and develop new and existing business opportunities
- **Community Opportunity Development**—Development of existing and new quality of life initiatives across community boundaries



Pictured: Mitch Hamm, James Bowles, Jackie Hendrix, Shaler Roberts, and Steve Holt. Not pictured is Chip Flournoy

Message from your Chamber Campaign Council

For many decades the Shoals Chamber has played an active role in enhancing the economic stability, business climate, and the ever-improving quality of life in the Shoals region.

Over the years, business leaders working through the Chamber outreach have made a significant and lasting impact on a wide variety of key community initiatives and laid the foundation for the objectives and expected results in our new five-year plan. Initiatives for workforce and leadership education and training, business expansion and recruitment, entrepreneurship and innovation, digital music industry revitalization, advocating for business friendly public policy, communications and marketing plus growth of our current successful Chamber programming will directly contribute to a higher standard of living for all our citizens.

Your Shoals 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 cherish their traditions, take pride in their spirit and diversity and 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. Many interviews have been conducted with community and business leaders to assess how our Shoals region 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 measurable goals.

We are unified as your Chamber leadership to encourage you to invest in the economic future and quality of life in our communities. Embracing this Rhythm of Commerce—Turn it UP! plan will fuel our initiatives and help ensure our success.

Investment Strategy

The five-year investment goal for the campaign is \$ 2.5 million over five years (\$500,000 per year) in new dollars over and above existing revenue primarily received from Shoals Chamber member dues. The funds would be allocated in the following manner:



Investor Benefits

Beginning in 2014 the Shoals Chamber will implement a new investor relations plan intended to enhance the manner in which the Chamber interfaces with investors. Specific tangible benefits identified to be of importance to each individual investor will be developed and implemented as part of the ongoing “one-on-one” focus.

The Chamber Investor Relations Vice President will be responsible for actively managing the investor base to ensure a timely return on investor funding. In return for their investments of time, talent and dollars, investors in the Chamber’s six investor groups will receive the following specific benefits:

Communication About Key Issues:

- Direct access to Chamber senior staff for counsel on key economic and community

development issues that impact your business or organization

- Exclusive invitations to special briefings and presentations regarding issues of specific relevance to business
- Targeted communications and opportunity by investors to provide input regarding critical business issues

Enhanced Visibility:

- Introductions within the Chamber investor base and newly recruited business leaders to help position investor businesses
- “One-on-one” engagement between the Chamber and each investor to learn about their business and ensure Chamber is delivering ROI

- “Investor only” invitations to special presentations and high-level networking opportunities

Recognition for Your Level of Investment:

- Recognition as an investor will be emphasized in marketing materials, website, and all major events of the Chamber
- Prioritized consideration for sponsorship opportunities based upon level of investor support
- Other tailored benefits of specific interest to your business will be developed as part of your on-going one-on-one meetings with the Chamber’s new Investor Relations Vice President

Annual Investment Levels

Strategic Partner: \$20,000 +

- Membership on the Chairman's Board of Advisors with opportunity to provide input regarding the Chamber's annual strategic planning process
- Chamber's VP of Investor Relations will actively engage one-on-one with you to ensure we are delivering a return on your investment
- 50% discount on all sponsorship purchases with the exception of CHOICES
- Highest priority on purchasing presenting sponsorships
- Table with most prominent location at Annual Meeting and special recognition at other events and in publications throughout the year
- Chamber membership dues included in your investment
- VIP invitations to investor only events
- Prominent recognition on Chamber website
- Premium listing in Chamber online directory

President's Forum: \$7,500 +

- Chamber's VP of Investor Relations will actively engage one-on-one with you to ensure we are delivering a return on your investment
- 20% discount on all sponsorship purchases with the exception of CHOICES
- Priority on purchasing presenting sponsorships based on your level of investment
- Four complimentary tickets to Chamber's Annual Meeting with recognition for your investment
- Chamber membership dues included in your investment
- VIP invitations to investor only events
- Prominent recognition on Chamber website
- Premium listing in Chamber online directory

Chairman's Circle: \$15,000 +

- Membership on the Chairman's Board of Advisors with opportunity to provide input regarding the Chamber's annual strategic planning process
- Chamber's VP of Investor Relations will actively engage one-on-one with you to ensure we are delivering a return on your investment
- 40% discount on all sponsorship purchases with the exception of CHOICES
- Priority on purchasing presenting sponsorships based on your level of investment
- Table with prominent location at Annual Meeting and special recognition at other events and in publications throughout the year
- Chamber membership dues included in your investment
- VIP invitations to investor only events
- Prominent recognition on Chamber website
- Premium listing in Chamber online directory

Investor Leader: \$5,000 +

- Chamber's VP of Investor Relations will actively engage one-on-one with you to ensure we are delivering a return on your investment
- 15% discount on all sponsorship purchases with the exception of CHOICES
- Priority on purchasing presenting sponsorships based on your level of investment
- Two complimentary tickets to Chamber's Annual Meeting with recognition for your investment
- Chamber membership dues included in your investment
- VIP invitations to investor only events
- Prominent recognition on Chamber website
- Premium listing in Chamber online directory

CEO Council: \$10,000 +

- Membership on the Chairman's Board of Advisors with opportunity to provide input regarding the Chamber's annual strategic planning process
- Chamber's VP of Investor Relations will actively engage one-on-one with you to ensure we are delivering a return on your investment
- 30% discount on all sponsorship purchases with the exception of CHOICES
- Priority on purchasing presenting sponsorships based on your level of investment
- Table with prominent location at Annual Meeting
- Chamber membership dues included in your investment
- VIP invitations to investor only events
- Prominent recognition on Chamber website
- Premium listing in Chamber online directory

Growth Partner: \$2,000 +

- Chamber's VP of Investor Relations will actively engage one-on-one with you to ensure we are delivering a return on your investment
- 10% discount on all sponsorship purchases with the exception of CHOICES
- Priority on purchasing presenting sponsorships based on your level of investment
- Chamber membership dues included in your investment
- VIP invitations to investor only events
- Prominent recognition on Chamber website
- Premium listing in Chamber online directory

Special thanks to:



**PRINTERS &
STATIONERS, INC.**



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Board of Directors

Executive Committee

James Bowles

*Chairman of the Board
B Electric, Inc.*

Mitch Hamm

*Chairman Elect
Alabama Technology Network*

Chip Flournoy

*Immediate Past Chairman
Flournoy Yacht Charters*

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*Vice Chairman, Marketing &
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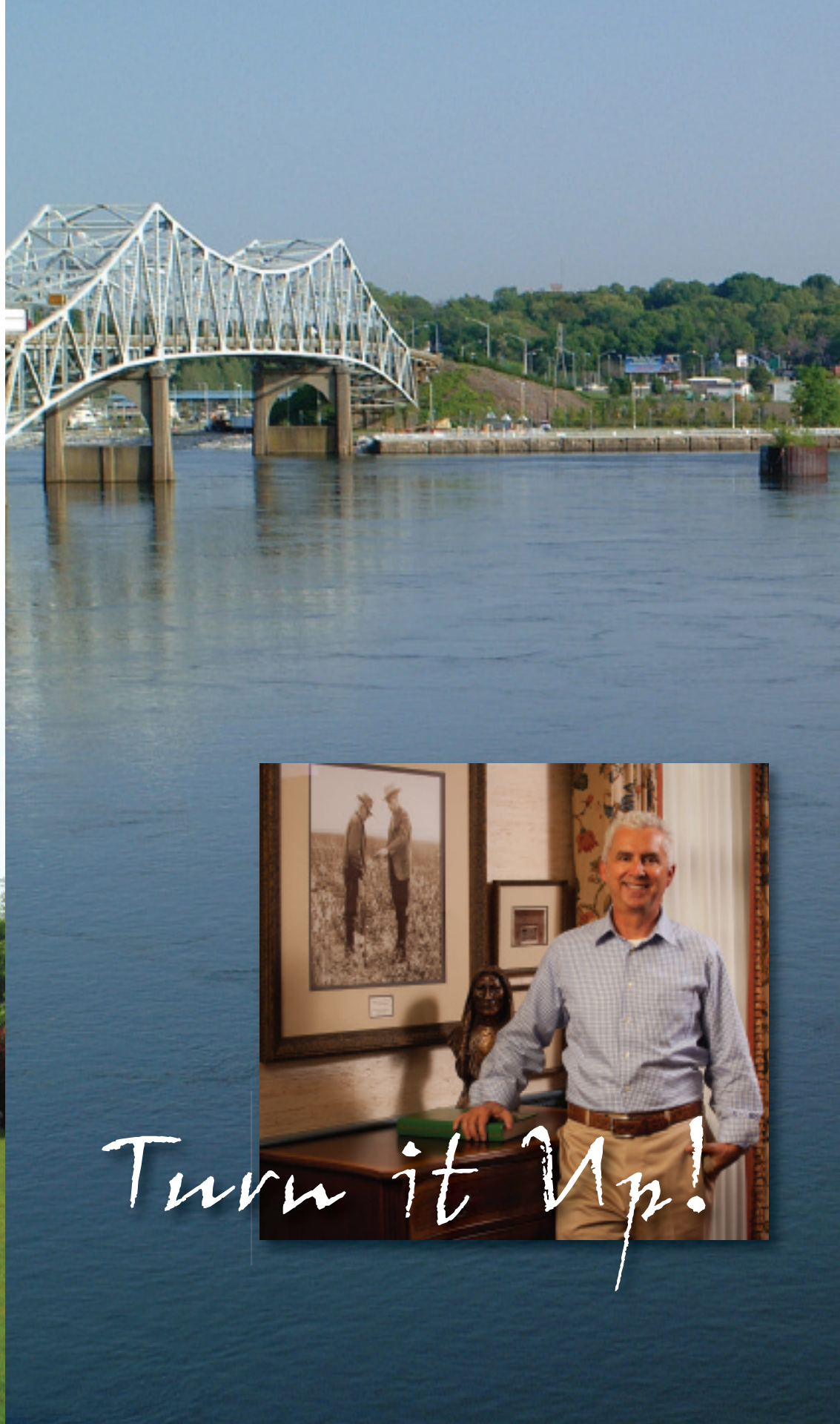
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