

INNOVATE JACKSON COUNTY *Power of Partnerships*



2022 - 2026

GATEWAY INITIATIVE ACCOMPLISHMENTS

As the voice of progress in our hometown business community, the following reflects a snapshot of tangible support we have provided to 1,000+ Jackson County resident-business owners.

Our team represents the leading source of business + tourism growth in Jackson County, Alabama, and we are always working to shape the future of our county-wide business community. Over the last five years we focused on a program of work - supported by 100+ community leaders who contributed to shaping future growth - through the GATEWAY INITIATIVE program of work.

The current community-led initiative runs from 2017 to 2021, accomplishing six areas that tackle vital economic growth elements. We are always seeking out expanded partnerships to improve our growth potential, both now and in the future!

\$58K

The amount that was raised and awarded to 58 small businesses in Jackson County through the Small Business Relief Fund. Only 40% awarded were Chamber Members.

19



19 Zoom calls were made by the COVID-19 Recovery Task Force (made up of over 100 community leaders) to give business and industry updates on the pandemic - in real time.

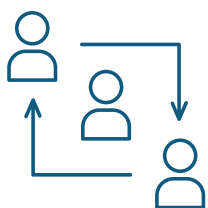
In response to COVID-19 and in support of small business recovery, the Chamber, Jackson County Commission, and TARCOG partnered to award grants to 39 small businesses throughout Jackson County totaling nearly \$200,000.

Co-ordinated EITP Grant for Free Front Line Leadership Supervisor Training for 3 companies and 20 employees. Next grant underway for Jackson County Health Care Workers Post COVID Front Line Leadership Supervisor Training.

\$200K GRANTS

Supporting Jackson County Businesses During COVID-19

500 OUR TEAM IS PROACTIVE



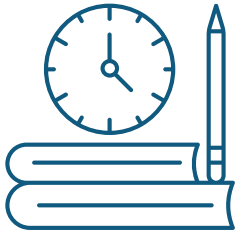
The number of members PERSONALLY CONTACTED by the Chamber Staff to check-in and offer support. The Chamber Staff is made up of a team of 4 full-time professionals and 1 volunteer assistant.

80+ WE CARE FOR ALL BUSINESSES



Number of restaurants (members and non-members included) county-wide who were PERSONALLY CONTACTED BY CHAMBER STAFF to see who was open, doing curbside pickup, delivery, and hours of operation. Then set up a website landing page to house the information for the community to easily access.

40



The number of Workforce Development meetings hosted under Career Technical Education and Work-Based Learning Best Practices. Jackson Launch, Ready to Work, Plant Managers Group, Cyber Security & Fraud Protection Awareness, Employer Tuition Assistance Program, Family First Coronavirus Response Act (FFCRA), Emergency Family and Medical Expansion Leave Act (EFMLA), Emergency Paid Sick Leave Act (EPSL), Financial Education for Your Workforce, COVID OSHA Requirements, How to Implement a Flu Vaccine Program, and COVID 19 Pandemic Company requirements for Masking and Vaccinations.



TOURISM MAJOR FIRSTS

In partnership with Marshall County, we are conducting the 1st Lake Guntersville Economic Impact study through JSU, proving the importance of the Lake on our economy at a number of levels. First ever Jackson County tourism data audit underway.

\$3M

Hosted 12 fishing tournaments in partnership with Goose Pond and the City of Scottsboro with an estimated economic impact of \$3M. There are 6 currently scheduled for 2022.

4

The number of road bike routes that were established and marketed throughout Jackson County; tapping into a new regional market segment that contributes \$96B to the national tourism economy.

MASK UP VIDEO SERIES

In partnership with Highlands Medical Center, and at the direction of the COVID-19 Recovery Task Force, we developed a 4-part video series to encourage the community to mask up. The series featured 20+ Chamber Members.

\$5,200

In cash, awarded to citizens who find our mascot Catch hiding in a member location each week.

1.2K

New social media followers across three major platforms.

30+

The number of local businesses we are working to promote at any given time across a variety of media outlets - from print to digital.

26

Co-developed Plant Managers Group for training/employment needs with 26 industry leaders.

\$1M+ SUPPORTING WORKFORCE

The total amount we've invested in the IMPACT Learning Center to help provide basic education, job skills training and higher education opportunities to citizens in Jackson County.

5

Co-partnered with EDA, Impact, Fort Payne & Rainsville Chambers, Jackson County Schools & Scottsboro City Schools to host 5 job fairs for 74 companies and 568 potential applicants. (July 2020 - July 2021)

\$30K

The amount we spent on advertising in the last year to increase overnight stays in an attempt to recover COVID-19 losses.

\$2M PUBLIC POLICY AND ADVOCACY

The amount received in grants for the Scottsboro Airport with help from the Chamber-led Washington fly-in. We typically accomplish one major grant task each year, as a result of this trip.

5

Number of regional travel bloggers hosted in Jackson Co. resulting in increased Instagram reach - 1,200 new followers - 8% increased brand awareness - 302k digital impressions.

\$100K

In earned media gained through strong relations with local and regional print and digital media partners, initiated by press releases.



1

The 2020 annual Chamber Magazine won a state media award.

65

Promotional videos created in the past year.



Message from Campaign Co-Chairs

Bill Nance

Chairman, Jackson County Commission
Chairman, MLCC Board of Directors 2021

Hoyt Harbin

Harbin Automotive

INNOVATE



in·no·vate - /'inəˌvāt/

*make changes in something established, especially
by introducing new methods, ideas, or outcomes*

We have all heard the old adage, “the only thing certain is change.” That certainly holds true now more than ever. But there is a very big difference in just changing vs. making a change to **INNOVATE**.

Partnerships imply Collaboration. Collaboration drives INNOVATION. The word “Innovate” is an extremely powerful word in today’s business environment. We can be forced to change against our will or we can **INITIATE CHANGE**. We can **INNOVATE** to be a better person, a better company, a better organization, a better community, a better Jackson County.

Innovate Jackson County, Power of Partnerships is the right program for the right time for the Mountain Lakes Chamber of Commerce, for our business and industry and for the continued positive growth and prosperity for all of Jackson County. As Co-Chairs of this effort, we have experienced first-hand the hard work and effort the Chamber Board of Directors and Staff have put in over the last several months in order to ensure that this new five-year program of work is reflective of business and industry needs. With the input of many community leaders, like yourself, we are confident this new plan will be both impactful and results driven.

We have assembled an amazing group of community leaders (listed below) who have also helped to develop and endorse this effort. We hope that you will join us and the many other community leaders in supporting this most important effort to, ***Innovate Jackson County!***

Innovate Jackson County Leadership Team and Jackson County Mayors' Council

John Anderson, Highlands Medical Center

Jeff Avans, Avans Machine, Inc.

Belinda Ballard, City Drugs

James Barclay, Lieutenant General (Retired)

Dr. David Campbell, Northeast Alabama

Community College

Phillip Chaney, Scottsboro Electric Power Board

Amy Childress, Scottsboro City Schools

Jeff Comer, WestRock

Terry Couch, Johns Manville

Jason Davidson, Innovation and Career
Academy

Kevin Dukes, Jackson County Schools

Mark Evans, HTPG

Pam Gray, Redstone Federal Credit Union

Jim Green, Scottsboro Water Sewer & Gas

Tanner Harbin, Harbin Automotive

Jim Jordan, Chamber Chairman 2022

Nathan Lee, Jackson County Economic
Development Authority

Senator Steve Livingston

Matt Lockmiller, Walmart

John Maples, Maples Rugs

Cathy Mitchell, Impact Learning Center

Jason Phillippe, Regions Bank

Dus Rogers, Farmers Telecommunications

Lyle Sosebee, Goose Pond Colony

Greg Syslo, PHP Fibers Inc.

Matt Taylor, US Gypsum Corporation

Rudder Williams, Scottsboro Airport Authority

Mayor Jerry Adkins, Town of Hollywood

Mayor Steven Clark, Town of Hytop

Mayor John Fowler, Town of Pleasant Grove

Mayor Rick Hanback, Town of Section

Mayor Steve Helms, Town of Woodville

Mayor David (Bubba) Hughes, City of
Bridgeport

Mayor Jim McCamy, City of Scottsboro

Mayor Tami Meyers, Town of Dutton

Mayor Paul O'Neal, Town of Paint Rock

Mayor Caleb Skipper, Town of Skyline

Mayor Leamon Smith, Town of Pisgah

Mayor Rickey Steele, City of Stevenson

Mayor Butch Vaught, Town of Langston



Jim Jordan

Chairman, MLCC
Board of Directors
2022



Rick Roden

Chamber President
and CEO

INNOVATE



in·no·vate - /'inəˌvāt/

make changes in something established, especially by introducing new methods, ideas, or outcomes

The past two years have been the most challenging business environment in most of our lifetimes. Never did any of us expect a global pandemic would nearly shutter a whole nation and change the outlook for all businesses large and small. How we approach business has changed. In a matter of a couple weeks we all went from office space to at home space; from board rooms to virtual meeting rooms.

Although the pandemic kept us physically apart, it brought us together in many other ways. Every business owner, entrepreneur, employee, student and even parents were forced to change how we managed every aspect of our life. Through their efforts, we were able to keep Jackson County open and operating. We were forced to **INNOVATE!**

The Mountain Lakes Chamber of Commerce is no different. We too were forced to **INNOVATE**. The Chamber and our community came together like never before. We immediately pulled together a COVID-19 committee. A community partnership was formed representing business, industry, public sector, education and private citizens to begin to address the challenges we were all facing. Shortly thereafter, we began to provide solutions for our Chamber membership and many non-members in need of help throughout Jackson County.

A significant outcome of this global pandemic was the reinforcement of the importance of partnerships. As a Chamber we are committed and focused on building relationships. We will move forward being a better partner with all those working to make Jackson County a better place to live, work and play.

The following pages set forth our new five-year program of work, **Innovate Jackson County, Power of Partnerships**. This new plan is the culmination of a deep dive realignment into the structure and make-up of the Chamber and how we operate. In addition, we engaged and gathered input from more than 80 public and private sector leaders throughout Jackson County. The result is an innovative five-year program of work, newly refined staff job descriptions and refocused individual work plans including performance indicators.

Our goal is that this new plan NOT be “the Chamber’s plan,” but rather that this new program of work brings solutions to the needs of business and industry and that it is executed in partnership with many community partners. Through collaboration and partnerships with others, including, the Jackson County Commission, the Jackson County EDA, Northeast Alabama Community College, our city and county schools, each municipality within Jackson County and of course, our business and industry, we can drive positive innovation for all of Jackson County. In addition, we will work closely with regional, state and national organizations to access programs and resources that will positively impact Jackson County.

We invite you to join us as we **INNOVATE** to make Jackson County all it can be.

Jackson County Workforce Solutions



Vice-Chair: Terry Couch,
Johns Manville

Staff

Nancy Griggs, Director of Talent Development/
Workforce Resource Network Coordinator

Mission

Be a conduit between business and industry and community partners to convey workforce and talent development needs and to provide solutions for those challenges in five specific initiative areas.

Objectives

Pipeline of Potential Workers (Prepared for Work, Skilled, Trained, Certified)

- Collaborate and partner with educators, business & industry and community leadership to develop and implement educational/workforce programs in Jackson County

Plant Managers Group

- Collaborate and partner with countywide plant managers or delegates to understand the local immediate and long-term training and leadership development needs for our manufacturing facilities and other businesses in Jackson County, and to develop a low-cost plan to address these concerns

Business & Industry Customer Needs

- Provide solutions for business or industry's specific needs through the production of specialized training, videos, events, projects and access to workforce resources

Pre-K-12 Educational & Post-Secondary Workforce Programs

- Collaborate and partner with educators, business & industry to develop and implement educational/workforce, STEM, soft skills, internships, co-ops, work based learning programs, mentorships, apprenticeships and programs in Pre-K - 12 grades and postsecondary to enhance career pathways
- Support Governor Ivey's Strong Start - Strong Finish program

Workforce Partnerships

- Continuously work to develop and strengthen city, county, regional and statewide partnerships in order to best provide solutions to workforce and talent development challenges

Outcomes

Pipeline of Potential Workers

- High school and postsecondary Career Technical Educational (CTE)/Workforce Programs
- Collaborate with "Still Serving Veterans – Career & Transition Services"
- Develop & Implement "Second Chance Program" for those re-entering the Workforce
- Modern Manufacturing - Develop a countywide Mfg. 101 Certification program including Ready to Work (RTW), Manufacturing Skill Standards Council (MSSC), and Certified Worker programs in partnership with Northeast Alabama Community College, High School CTE programs and North Alabama Works

Plant Managers Group

- Currently 16 companies and 26 managers participating
- Create and maintain a database of industry training needs and match needs with educational training partners

Business & Industry Customer Needs: Specialized Training, Videos, Events and Projects

- Visit two investors, businesses, and industries each month to verify needs and provide solutions
- Develop and execute individualized strategic training plans as needed
- Explore opportunities for grants for training
- Develop and maintain a Workforce Resource List on Chamber Website

Pre-K-12 Educational & Post-Secondary Workforce Programs

- Jackson Launch Program targeting 1167 potential 11th & 12th grades students
- You Science Program: Grades 7-12 targeting 1169 7th & 8th graders and 2321 9th – 12th graders - Explore opportunities
- Ready to Work Soft Skills - preparing 80 10th grade students for Co-op
- Learning Blade STEM program targeting 2805 5th-9th grade students - Explore opportunities
- WeeCat Industries – Simulated Work Based Learning program targeting 2982 Pre-K - 4th grade students - Explore opportunities with implementation TBA by each School System
- Cyber Security & Information Technology Programs - Explore opportunities for all grades
- Apprenticeships – Continue Collaboration with Northeast Alabama Community College and Apprenticeship Alabama
- Assist Career Coaches and coordinate business & industry leaders to visit and speak on career opportunities to students in Jackson County and Scottsboro City Schools
- Educator Administrative Workforce Academy
- Develop Jackson County Business & Industry Workforce Videos

Workforce Partnerships

Business and Industry

Jackson County Schools

Scottsboro City Schools

Jackson County Innovation and Career Academy

Northeast Alabama Community College

Jackson County Economic Development Authority

Impact Learning Center

Alabama Career Center Systems

North Alabama Works

Alabama Industrial Development Training

City, County, State Elected Officials

Jackson County Commission

Mayors and City Councils

Law Enforcement/Corrections

Life Resources Services

Department of Human Services

Top of Alabama Regional Council of Governments

Jackson County Human Resources Professionals

Jackson County Interagency Professionals

Northeast Alabama Adult Education

Alabama Department of Rehabilitation Services

Ready-To-Work

Still Serving Veterans

Scottsboro City Schools Career Technology Advisory Board

Alabama Office of Apprenticeship

Alabama Germany Apprenticeship

Alabama Chambers of Commerce

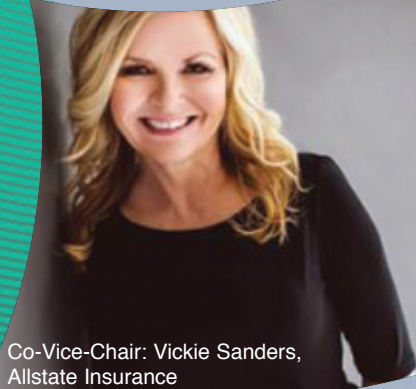
Opportunity Alabama

Holistic Performance Group

Marshall Space Flight Center for Small Business



Improve Economic Vitality for Jackson County



Co-Vice-Chair: Vickie Sanders,
Allstate Insurance



Co-Vice-Chair:
Vicki Watts,
Scottsboro
Electric
Power
Board

Staff

Rick Roden, Chamber President and CEO

Mission

Execute efforts to help small business grow and thrive; grow jobs from our existing retail and commercial businesses; and recruit targeted new retail and commercial business.

Objectives

Small Business Assistance and Development

- Develop a Small Business task team to understand and create strategies to better promote and support small business
- Provide no-cost mentoring, low-cost programming and training to business owners in areas of need: accounting, marketing and human resources
- Develop and support a small business Buy Local initiative
- Promote and enhance opportunities for growth of the 13 municipalities in Jackson County

- Support and grow the young professional “Mountain Movers” organization

Existing Business/Retail Growth & Retention

- Provide no-cost mentoring, low-cost programming and training to business owners in areas of need: accounting, marketing and human resources
- In partnership with the Chamber’s Workforce efforts, gather data on staffing and workforce needs to better fill staffing pipelines
- Develop programs and provide staff training

“Smart Growth” Business/Retail Recruitment

- Identify next level retail targets for proactive recruitment and continued smart growth countywide
- Partner with Jackson County Commission and local municipalities in order to identify, develop and deliver on incentive packages to increase the recruitment success rate
- Be a proactive partner with the Jackson County Economic Development Authority and assist in its industrial recruitment efforts as needed

Outcomes

Small Business Assistance and Development

- Small Business task team in place 1st quarter 2022
- Develop and implement quarterly no-cost mentoring, low-cost programming and training to business owners
- An annual small business Buy Local campaign

Existing Business/Retail Growth & Retention

- Develop and implement quarterly no-cost mentoring, low-cost programming and training to business owners
- In partnership with the Chamber’s Workforce efforts, execute program to fill workforce pipeline needs placing 10 employees per quarter
- Develop programs and provide quarterly staff trainings to train 15-20 employees per quarter

“Smart Growth” Business/Retail Recruitment

- Recruit 3 next level retail businesses in partnership with our retail recruiter by year end 2022
- Encourage reasonable incentive packages with community partners

Staff

Rick Roden, Chamber President and CEO

Mission

Serve as the lead advocate for Jackson County to promote and influence public policy that represents the best interest of our business community and supports business growth at the local, state and federal levels.

Objectives

- Through a renewed Investor Relations program, immediately begin to track, log and advocate for positive and against negative public policy issues facing investors, members and the broader business community
- Create and promote an annual pro-business local, state, and federal legislative agenda based on local input from Jackson County business leaders and community partners
- Plan, organize and conduct semi-annual meetings with elected officials and county-wide stakeholders in order to gather critical information on issues impacting existing business growth and the recruitment of new business
- Partner with the Jackson County Commission on county strategic planning
- Partner with the City of Scottsboro on city strategic planning

- Partner with the Alabama Cooperative Extension System and Jackson County Economic Development Authority to support and sponsor Jackson County Leadership programs

Outcomes

- Collect data for both pro and anti-business legislation in order to prioritize and create a proactive legislative agenda
- Update the local, state and federal legislative agenda – Complete 1st quarter 2022 and ongoing each year
- Renewed “post COVID-19” Chamber-led visits to Montgomery and Washington, D.C. in order to prioritize and promote pro-business legislation that directly impacts our businesses in Jackson County
- Conduct semi-annual meetings with elected officials to inform and discuss issues impacting our businesses – begin 1st quarter 2022



Vice-Chair:
Dylan Smith,
Yellowhammer News



Drive Public Policy & Advocacy for Stronger Business Growth

Destination Marketing & Tourism



Vice-Chair: Jennifer Kritner,
Unclaimed Baggage Center

Staff

Director of Destination Marketing & Tourism

Mission

Drive county-wide economic impact, relocation and continued growth through the marketing and promotion of the lifestyle, recreation and tourism opportunities throughout the 1127 square miles that make up Jackson County including the 69,000 acres of water and 80,000 acres of public land as a means to establish Jackson County as a premier destination to visit, live, work and play.

Objectives

- In partnership with other County stakeholders, hire a new qualified and experienced Director of Tourism
- Partner with the Jackson County Commission, the City of Scottsboro, other municipalities and other countywide stakeholders in the development of a comprehensive Communications and Marketing Campaign to include:
 - A comprehensive local, regional and national marketing program
 - Continued promotion and support of fishing tournaments

- Support all municipalities in creating individual tourism and destination marketing pieces as part of the larger Tourism Plan
- Emphasize promotion and securing of regional sporting events
- Partnerships with other regional, statewide and national tourism organizations
- Partner with the Jackson County Commission on county strategic planning
- Partner with the City of Scottsboro on city strategic planning
- In partnership with the Chamber's Workforce efforts, gather hospitality industry data on staffing and workforce needs to better fill staffing pipelines
- In collaboration with North Alabama and Jackson County stakeholders, partner to develop the Singing River Trail, North Alabama's longest trail/greenway that will connect Jackson, Limestone, Madison and Morgan counties
- As a partner in the Tennessee RiverLine program, build a coalition with the cities of Scottsboro, Stevenson, Bridgeport, town of Langston, and Jackson County Commission to create a continuous, multi-modal system of trail experiences along the Tennessee River

Outcomes

- Hire the new Director of Tourism by 2nd quarter 2022
- New Destination Marketing & Tourism Plan completed 4th quarter 2022
- In partnership with the Chamber's Workforce efforts, execute program to fill hospitality industry workforce pipeline needs placing 5 employees per quarter
- Create an economic and community development plan for the Singing River Trail of North Alabama to maximize active-living opportunities and spur further economic development for the region by the 4th quarter of 2022
- Developed a countywide Tennessee RiverLine leadership team in the 4th quarter of 2021

Staff

Lydia Pennington, Director of Communications & Marketing
Debbie Ashburn, VP, Membership Services & Investor Relations

Mission

Manage all aspects of the Chamber's communications through the development of written, verbal and visual content that best promotes the brand, activity and accomplishments of the Chamber to investors, membership and the broader community. Promote Jackson County regionally and nationally to establish the County as a premier destination to visit, live, work and play.

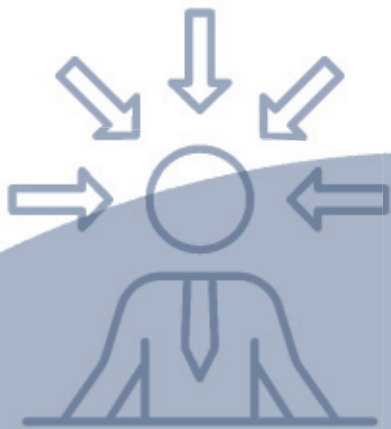
Objectives

- Develop a comprehensive MLCC Communications Plan to include:
 - Specific **Innovate Jackson County, Power of Partnerships** Investor Relations Program
 - Ensure that all Chamber communication is on-brand and consistent
 - Utilize all channels of communications needed to optimize outreach
 - Develop and manage an annual internal and external master calendar of events, meetings and regular communication updates in order to ensure the seamless flow of timely, impactful and relevant content

- Partner with the Jackson County Commission, the City of Scottsboro, other municipalities and other countywide stakeholders in the development of a comprehensive Communications and Marketing Campaign to include a local, regional and national communications & marketing program

Outcomes

- Complete comprehensive Communications and Marketing Plan
- Conduct regular one-on-one investor relations meetings
- Host semi-annual investor relations receptions and gatherings to provide updates and high-level networking amongst investors
- Host annual Investor Reception as part of the MLCC Annual Meeting



Vice-Chair:
Jared Dovers, WordSouth



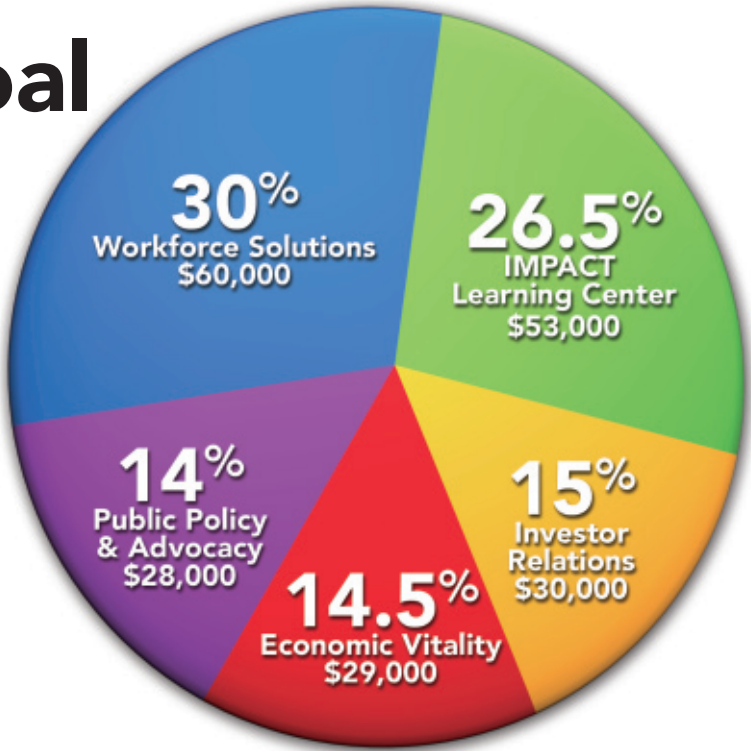
Investor Relations, Communications & Marketing

2022-2026 Campaign Goal

Annual Budget \$200,000
Five-Year Budget \$1,000,000

- Workforce Solutions: \$60,000
- IMPACT Learning Center: \$53,000
- Investor Relations & Communication: \$30,000
- Economic Vitality: \$29,000
- Public Policy & Advocacy: \$28,000

Destination Marketing & Tourism is funded through the County lodging and tourism tax.



Investor Benefits

Chairman’s Circle: \$20,000 +

- Chamber membership dues included with your investment
- 50% discount on all sponsorships/events
- Highest priority in purchasing presenting sponsorships
- Quarterly meetings with CEO to ensure we are delivering your ROI
- Proactive opportunities to build relationships with other key leaders for your business
- Participation with Chamber Board at annual planning meeting
- Prominent recognition on Chamber website based on your level of investment
- VIP invitations to investor-only events/meetings
- Opportunities to participate in our targeted retail/commercial recruitment process

CEO Council: \$10,000 +

- Chamber membership dues included with your investment
- 40% discount on all sponsorships/events
- Priority in purchasing presenting sponsorships
- Quarterly meetings with CEO to ensure we are delivering your ROI
- Proactive opportunities to build relationships with other key leaders for your business
- Participation with Chamber Board at annual planning meeting
- Prominent recognition on Chamber website based on your level of investment
- VIP invitations to investor-only events/meetings

President’s Forum: \$7,500 +

- 30% discount on all sponsorships/events
- Active engagement by VP Investor Relations to ensure your ROI
- Networking opportunities with other business/community leaders
- Participation with Chamber Board at annual planning meeting
- Bold listing on Chamber website recognizing your investment
- VIP invitations to investor-only events/meetings

Growth Partner: \$5,000 +

- 20% discount on all sponsorships/events
- Active engagement by VP Investor Relations to ensure your ROI
- Networking opportunities with other business/community leaders
- Listing on Chamber website recognizing your investment
- VIP invitations to investor-only events/meetings

Community Leader: \$1,000 +

- 10% discount on all sponsorships/events
- Active engagement by VP Investor Relations to ensure your ROI
- Networking opportunities with other business/community leaders
- Listing on Chamber website recognizing your investment
- VIP invitations to investor-only events/meetings

Mountain Lakes Chamber Board of Directors

Jesse Atchley

Assistant Branch Manager,
Family Savings Credit Union

James Barclay

Lieutenant General (Retired)
U.S. Army
MLCC Board Member

Jonathan Colvin

Principal, Bridgeport Middle
School

Terry Couch

Plant Manager, Johns Manville
Vice-Chair, Workforce Solutions

Dustin Dabbs

Owner, Envision Construction

A. Jason Davidson

CTE Supervisor, Jackson
County Schools

Monica Davis

City Clerk, City of Stevenson
Vice-Chair, Stevenson Chapter

Jared Dovers

COO, WordSouth
Vice-Chair, Communications &
Marketing

Joey Gilbert

Southern Heating & Cooling

Barry Hughes

Bridgeport City Council

Jim Jordan

Chairman, MLCC Board of
Directors - 2022
President, MLCC Small
Business Relief Fund

Stacy Ledwell

Owner, Mr. Rooter Plumbing
Director, City of Scottsboro
Solid Waste Authority

Judy Matthews

MLCC Board Member
Vice-Chair, Bridgeport Chapter

Brent Miller

Owner, Graphic Guys
Vice-Chair, Scottsboro Chapter

Bill Nance

Chairman, Jackson County
Commission
Chairman, MLCC Board of
Directors - 2021
Major General (Retired)
U.S. Army

Tim Saint

MLCC Board Member

Vickie Sanders

Owner/Agent, Vickie Sanders
Agency, Allstate Insurance
Co-Vice-Chair, Economic Vitality

Dylan Smith

Staff Writer, Yellowhammer
News
Vice-Chair Public Policy &
Advocacy

Dr. Gary Speers

Board Member, Scottsboro City
Schools

Jeff Tubbs

Principal, Collins Intermediate
School

Vicki Watts

PR/Marketing Manager,
Scottsboro Electric Power
Board
Co-Vice-Chair Economic Vitality

Mountain Lakes Chamber Staff

Rick Roden

President/CEO

Nancy Griggs

Director of Talent Development

JoAnn Johnson

Administrative Volunteer

Debbie Ashburn

VP of Membership Services &
Investor Relations

Lydia Pennington

Director of Communications &
Marketing

IMPACT Learning Center Staff

Cathy Mitchell

Director

Carolyn Deerman

Education Coordinator

Angie Himburg

Technology Coordinator



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