



Eastern Shore Chamber of Commerce

Plan of Action 2012/2013

Eastern Shore Chamber of Commerce 2012/2013- Plan of Action

Message from the Chairman



Growing Stronger Every Day

What a difference a year makes. Phil Cusa and the board did a tremendous job moving us through a difficult year. We accomplished what we set out to do – We Rebooted with a new software management system, We Revamped old programs and as a chamber we were Reinvigorated with an influx of new members.

This year the Board of Directors and I have set specific action items to propel us higher off that platform and keep us moving in a positive direction. Our Economic Development Council focused on fleshing out the Economic Development portion of Blueprint for a Better Tomorrow. Over 80 community leaders came together to develop a Strategic Plan for this section. This plan will be our guide to accomplish our mission to retain, expand and create high paying jobs in four industry clusters: Aerospace and hi-tech precision manufacturing; medical; film, music and entertainment; IT and technical support centers.

We will continue to be connected with our governmental entities through our Governmental Affairs Task Force and will explore ways we can enhance our area by traveling to other communities that have succeeded in making controlled growth happen and learning how to implement change on the Eastern Shore.

Our Member Value activities connect business to business. Whether it is networking at the Business After Hours and Morning Marketing Meeting, or participating in the Golf Tournament, acting as an Ambassador for the Chamber or attending the Chairman's Gala or Mayors' Prayer Breakfast, our members come together to get to know each other and promote each other. Our strength is in our numbers.

Kerry O'Connor

Eastern Shore Chamber of Commerce

Chairman of the Board

Our Mission

The Mission of the Eastern Shore
Chamber of Commerce is
to Support Stability and Growth
for the Business Community
by Providing Services that Cultivate
Economic Expansion
and Community Development.

Blueprint for a Better Tomorrow

I. Mission Statement

To enhance and strengthen the Economy of the Eastern Shore of Baldwin County by:

- Retention and expansion of existing businesses
- Recruitment of new projects
- Renewal by growing new businesses

Economic Development Council

There is a need to grow high paying jobs commensurate with the high levels of education found on the Eastern Shore. Indeed, 91% of all adults, 25 years old & higher, hold a high school diploma or higher, and 38% of those have a bachelor degree or higher. Along with the natural beauty and quality of life unsurpassed in the entire south, the Eastern Shore should be a magnet for new high wage businesses, a place where existing businesses will thrive and grow, and a fertile garden for growing new businesses.

As a part of our Blueprint for a Better Tomorrow, this strategic plan will be our guide to accomplish our mission by focusing on retaining and creating high paying jobs in four industry clusters*:

1. Aerospace and hi-tech precision manufacturing
2. Medical
3. Film, Music, and Entertainment
4. IT and Technical Support Centers

*Tourism, an integral part of the Eastern Shore economy, is addressed through the strategic plan set by Eastern Shore Chamber Tourism Council. To request the full Strategic Plan, contact Pat Hawthorne at phawthorne@eschamber.com.

ED Marketing Plan

Create Economic Development Marketing Plan to Promote ES and address attracting the four industry clusters. Including but not limited to: ED Website section design and expansion; Advertising pieces for each of the four clusters, including electronic and printed.

Aerospace & Hi Tech Manufacturing

. Increase the number of sites working towards the qualifications of an Advantage Sites by educating and working with local developers along the Eastern Shore to improve and already existing sites toward Advantage site standards. Goal: Work with a minimum of ten different sites or existing businesses.

Identify and have staff attend 2 trade shows for aerospace.

Medical

Develop educational materials and a power point presentation to better inform the public regarding Health Care Industry issues and the economic impact the medical industry has on the Eastern Shore area. Create Speakers Bureau, to present program.

Research State of Alabama policy and regulatory bodies governing healthcare, and pursue legislation which will help benefit the health care industry in our area.

Economic Development Council , continued

Film & Entertainment .

1. Locate, register and promote Eastern Shore sites for film and music production by adding to the databases of the State of Alabama Film Commission and the Mobile Film office.
2. Educate and train local Eastern Shore businesses on film and music opportunities, and how to handle industry agreements and contracts in partnership with the Alabama Film Commission.
4. Support University of South Alabama and Faulkner State Community College in its commitment to create technical training programs in computer graphics and other film technology skills at the Fairhope campus. Recruit post production companies to our area in partnership with BCEDA.
5. Identify potential shared space for producers, writers, pre or post production artists with space that supports a creative art-oriented environment with high tech connection and office support.
6. Support BCEDA efforts to create production sound stages in Baldwin County.
7. Build and maintain a database of people who have film or music industry skills and who live on the Eastern Shore and those who may be willing to move back to the Eastern Shore if jobs were available.



IT

1. Gather information, and identify cluster companies' and VAR's needs.
2. Market the Eastern Shore area as the IT place to live and locate a business. Create more Eastern Shore "buzz" to attract young talent.
3. Create an inventory of existing IT workforce programs at Faulkner State Community College and University of South Alabama (Fairhope Campus) and Daphne, Fairhope and Spanish Fort High Schools; and partner with our two local colleges to promote the existing technical training they now offer. Promote to the community about the programs, Identify the gaps and help bring in new programs to fill gaps.
4. Lead the effort to expand the digital renaissance in K-12 education to provide electronic pads to all public schools along the Eastern Shore.
5. Aggressively recruit technical support centers, with our partner BCEDA.



Local Business Research Task Force

Survey local businesses in Spanish Fort, Daphne and in Fairhope. Compile results of survey with BCEDA. Present findings to city councils and county commission. Make comparative study of current survey results with previous to determine trends.

Business Academy

Workshops, seminars and Business Briefs are scheduled on as as needed basis focusing on current issues.

Eastern Shore Chamber Foundation

To promote the advancement and diffusion of knowledge and understanding of economics, matters of public concern, finance, education and training, housing, human relations, problems of minority groups, science and technology, agriculture, economic planning and development, international relations and other subjects related to improved efficiency, development and acceleration of both the quality and quantity of economic growth and employment opportunities, especially as these topics pertain to the Eastern Shore of Mobile Bay and Baldwin County.

The ES Foundation supports the Economic, Educational and Environmental Sections of the Chamber of Commerce

Workforce Development

■ The improved Student Training & Exploration Program (STEP) has evolved into a year-long career exploration program for rising freshmen, and then expanded to sophomores, juniors and seniors. The goal is to keep students in high school and offer them opportunities for their future careers.

■ The CHOICES program is presented to 33 classes of 7th grade students in Baldwin County Middle Schools. Students learn time management, money management, career planning, educational goal setting and more. The Chamber will conduct 35 presentations in middle schools on the Eastern Shore in 2013.

■ The Youth Leadership Program refines and continually improves the leadership skills of 40 high school students each year. A wide variety of seminars, workshops and hands-on activities ensures the messages presented are sustainable. The seven-month program ends with a graduation of the future community leaders. Seminars, workshops, projects are included.



Environmental

Increase environmental awareness on the Eastern Shore and facilitate business and community involvement for the preservation and betterment of our unique quality of life.

- Committee will host a Spring Environmental Expo.
- Create an education program to help members
- Become environmentally friendly, while improving the bottom line.
- Create guidelines for members to understand and choose sustainable programs
- Select the Environmental Award business winner.

Tourism Council

Mission: to aggressively promote tourism along the Eastern Shore and refer information, supply updates and recommendations to the Tourism Council.

1. Tourism Enews - Develop Tourism Enews to distribute to tourism related members, keeping them abreast of newsworthy items in the industry.
2. Conduct tourism economic impact studies for Jubilee and Arts & Crafts Festivals
3. Create Brochures promoting tourism.
4. Open meetings - Hold biannual meetings for all Chamber Tourism Partners
5. Implement a photo contest for the Eastern Shore, create postcards for members to sell.
6. Expand Tourism website photo section.

Arts & Crafts Festival

Present a festival of arts and fine crafts to the community, to promote good will and festivity to Fairhope and the Eastern Shore, to provide an \$8 million impact to the region and to provide working capital for the Eastern Shore Chamber of Commerce.

Jubilee Festival

Present a festival of arts and crafts to the community; to create an educational experience for children focusing on arts and crafts. To provide an economic impact to the City of Daphne and the Eastern Shore and provide working capital for the Eastern Shore Chamber of Commerce.

Public & Community Affairs

Governmental Affairs Task Force

- Revise and present the 2012-2013 Legislative Agenda to the Board for approval.
- Host Legislative Reception
- Host two business briefs with County Commissioners and our State Legislators
- Establish a forum among Eastern Shore communities to meet regularly to address issues of mutual interest.
- Create policy and guidelines for a Governmental E-letter
- and set guidelines for database for distribution.



Leadership Trip

Community Leaders Learn by Experiencing Chattanooga TN. Oct. 2012. Chattanooga, the 4th largest city in the state, is located in Southeast Tennessee near the border of Georgia at the junction of four interstate highways. The city has received national recognition for the renaissance of its beautiful downtown and redevelopment of its riverfront. The city boasts the most productive affordable housing program in the nation, and is notable for leveraging development funds through effective public/private partnerships, with significant civic involvement on the part of private foundations

With its scenic beauty, stable population and economy, civic vitality and cross-sector partnerships, fiscal integrity, and strategic location, Chattanooga enters the 21st century as one of the most progressive and livable mid-size cities in the US. In this decade the city has won 3 national awards for outstanding “livability”, and 9 Gunther Blue Ribbon Awards for excellence in housing and consolidated planning.

Member Value

To ensure the availability of human and capital resources necessary to achieve the Eastern Shore Chamber of Commerce's goals, and to implement and maintain programs benefiting our members.

Eastern Shore Chamber Golf Tournament

Bring the members of the Eastern Shore Chamber of Commerce together for a friendly, casual event and an opportunity to network. To provide working capital for the Chamber with a portion of the proceeds designated for the Eastern Shore Chamber Youth Leadership Program.

Chairman's Gala

Bring together chamber members to celebrate the accomplishments of the previous year, network with and recognize members and install the officers for the upcoming year. Increase attendance by 15 percent and table top sponsorship by 10 percent.

Ambassadors

Serve as liaisons between the Chamber and the local business community and engage in various activities that result in the increased involvement and retention of Chamber members.



Eastern Shore Chamber Young Professionals

- Monthly social networking events for young professionals.
 - Participate biannually in a charitable activity.
 - Develop Chamber 101 to educate young professionals and other chamber members
- Host two business academy functions



Business After Hours

Offer members monthly opportunities to network in a casual business atmosphere.

Morning Marketing Meeting

Offer a free monthly marketing opportunity for chamber members to highlight their businesses in a relaxed, low key roundtable setting. This is a perfect opportunity to exchange leads.

Mayors' Prayer Breakfast

Bring together the citizens, chamber members, and elected officials to recognize our mayors in Daphne, Fairhope and Spanish Fort in a celebration of the blessings of the Eastern Shore.

Home Based Business Expo

Affording the home based businesses an opportunity to host a business after hours and educate members about what they have to offer. Held in the Fall 2012.

2012 / 2013 Board of Directors

Kerry O'Connor (10)
Chairman of the Board
Regions Bank
98 S. Greeno Rd.
Fairhope, AL 36532
928-2951x234 / Fax 990-4130
kerry.o'connor@regions.com

Deanna Auner(11)
Chairman Elect
Homestead Village of Fairhope
924 Plantation Blvd.
Fairhope, AL 36532-2952
929-0250 / Fax 929-0259
deanna@hvfairhope.com
dauner@gulfnet.com

Phil Cusa (11)
Past Chairman
PLC & Associates
P.O. Box 1651
Fairhope, AL 36533
928-2602
philcusa7@gmail.com

Greg Strachan (07)
Treasurer
Bryant Bank
P. O. Box 1438
Daphne, AL 36526
607-5750 / Fax 625-4039
greg.strachan@bryantbank.com

Bradley Byrne (11)
Vice Chairman
Economic Development
Jones Walker, LLP
P.O. Box 46
Mobile, AL 36601
439-7517 / Fax: 431-9406
bbyrne@joneswalker.com

Contina Woods (11)
Vice Chairman
Membership
Regions Bank
30083 Woodrow Lane
Daphne, AL 36526
626-0964 / Fax: 626-6824
contina.woods@regions.com

Heiko Einfeld
Vice Chairman
Tourism Council
Holiday Inn Express-Fairhope
19751 Greeno Road
Fairhope, AL 36532
928-9191 / Fax 990-7824
holinnex@bellsouth.net

Jennie Campbell(11)
Vice Chairman
Foundation
Stewart Lodges at Steelwood
32311 Water View Drive. East
Loxley, AL 36551
602-1300 / Fax 602-1360
jcampbell@stewartsteelwood.com

Darrellyn Bender
President
Eastern Shore Chamber of
Commerce
P.O. Drawer 310
Daphne, AL 36526-0310
621-8222 / Fax: 621-8001
928-6387 / Fax: 928-6389
dbender@eschamber.com

Ex-officio Members:

Mayor Tim Kant
P. O. Drawer 429
Fairhope, AL 36533
928-2136 / Fax 928-6776
tim.kant@cofairhope.com

Mayor Bailey Yelding, Jr.
P.O. Box 400
Daphne, AL 36526
621-9000 / Fax 626-3008
mayordaphneal@aol.com
mayorasstdaphne@aol.com

Mayor Joseph Bonner
320 Patrician Drive
Spanish Fort, AL 36527
626-4884 / Fax 626-4880
sfwrc93@bellsouth.net

Commissioner
Bob James
Baldwin County
312 Courthouse Sq., Ste. 12
Bay Minette, AL 36507
928-3002
bjames@baldwincountyal.gov

Returning Board Members:

Donna Givens (09)
Baldwin EMC
P.O. Drawer 220
Summerdale, AL 36580
(251)989-0179 / Fax 989-0144
dgivens@baldwinemc.com

David Clark (10)
P.O. Box 552
Point Clear, AL 36564
591-4357
davidclark@gmail.com

Jason Horn (10)
The Insurance Guy
11178 Chablis Lane
Daphne, AL 36526
445-8777
jason.horn@mchsi.com

Nathan Cox (11)
Bellator Real Estate & Developmemnt
32128 Broken Branch Circle
Spanish Fort, AL 36527
621-1887 Fax: 650-1643
cell: 421-0875
ncox@bellatoral.com

William (Bill) McLaughlin (11)
Thomas Hospital
P.O. Drawer 929
Fairhope, AL 36533
279-1516 Fax: 279-1498
william.mclaughlin@infirmaryhealth.org

Chris Ortstadt (11)
Walmart - Fairhope
10040 County Road 48
Fairhope, AL 36532
990-9006 Fax: 990-3839
228-324-2076
cortstadt@yahoo.com

Andrew Ray (11)
Timbercreek Golf Club
9650 Timbercreek Boulevard
Daphne, AL 36527
621-9900 Cell: 422-3297 Fax: 621-9359
andy@golftimbercreek.com

Lad Drago(11)
State Farm Insurance
7623 Spanish Fort Blvd.
Spanish Fort, AL 36527
626-1237 / Fax 626-1260
lad.drago.pmqj@statefarm.com

Don Mecke(11)
Browning, Mecke and O'Neal, LLC
424 Village Drive
Daphne, AL 36526
610-6966
dmecke@biz-dev.biz

Richard Johnson
Phelps Dunbar
P.O. Box 417
Gulf Shores, AL 36547
251/967-1081 / Cell 251/689-0002
richard.johnson@phelps.com

New Board Members:

Katy Coats
Hartmann, Blackmon & Kilgore, PC
806 N. Section Street
Fairhope, AL 36532
928-2443 / Fax 928-6921
kcoats@hbkcpcas.com

LaBarron McClendon
Infirmary Health
5 Mobile Infirmary Circle
Mobile, AL 36652
435-2540 / Fax 435-0260
labarron.mcclendon@infirmaryhealth.org

David Horton
Riviera Utilities
413 E. Laurel Avenue
Foley, AL 36535
943-5001 / Fax 943-5275
dhorton@rivierautilities.com

Joe Bullock
Preble-Rish, LLC
9949 Ballaton Avenue
Daphne, AL 36526
626-2122 / Fax 626-6259
joe@preble-rish.net

Joe Hocklander
Mobile Gas Service Corp.
2828 Dauphin Street
Mobile, AL 36602
450-4685 / Fax 478-5817
jhocklander@mobile-gas.com

Chamber Staff:
Fairhope: 928-6387 / Fax: 928-6389
Daphne: 621-8222 / Fax 621-8001
office@eschamber.com
P.O. Drawer 310
Daphne, AL 36526

Alodia Arnold
Accounts Manager
aarnold@eschamber.com
Kathie Barton
Communications Coordinator
kbarton@eschamber.com
Amy Dial
Membership Coordinator
adial@eschamber.com
Lori Edson
Tourism Information Specialist
Jessica Fleming
Tourist Information Specialist
Rose Hall
Information Specialist
rhall@eschamber.com
Sue Hammac
Adminstrative Asst.
frontdesk@eschamber.com
Pat Hawthorne
Director of Development
phawthorne@eschamber.com
Christina Hellmich
Youth Leadership Administrator
chellmich@eschamber.com
Kay Overstreet
Administrative Asst.
koverstreet@eschamber.com
Liz Roberts
Director of Tourism &
Special Events
lroberts@eschamber.com