

STRATEGIC PLAN

2015-2016



DOTHAN AREA CHAMBER OF COMMERCE



meeting the challenge
meeting



shaping the future
shaping



MISSION STATEMENT

The mission of the Dothan Area Chamber of Commerce is to serve as a catalyst for business and community development in the tri-state region.

Goal 1: Grow the economy of the Wiregrass.

ECONOMIC DEVELOPMENT COUNCIL

Chair: Mark Saliba, *Alfred Saliba Corp.*
Staff Coordinator: Dean Mitchell

Grow Dothan

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Objectives:

- To retain and expand existing regional companies; create new regional companies;
- To recruit companies in targeted business sectors; and
- To provide effective infrastructure for regional businesses.

Actions:

- *Retain*
 - Maintain a comprehensive business-calling program for incumbent firms;
 - Ensure businesses have the support necessary to succeed, including marketing assistance;
 - Effectively source all available federal, state and local monies to fund area programs and provide expansion and relocation incentives;
 - Provide support for mergers and acquisitions;
 - Fully market existing entrepreneurial and small business development resources to all Dothan constituencies;
 - Promote import/export through the Foreign Trade Zone program;
 - Develop additional resources for business growth;
 - Continue updating Small Business Toolkit;
 - Update Industrial Directory for eight-county area;
 - Continue updating state site and building database; and
 - Support workforce development efforts to meet industry needs.
- *Recruit*
 - Provide area developers with data to support their initiatives;
 - Target Accelerate Alabama industrial sectors and provide needs-based proposals tailored for each project;
 - Continue the pursuit and development of new sites and buildings;
 - Work closely with surrounding communities to support development;
 - Support and market Dothan Regional Airport;
 - Expose Dothan region to international investors; and
 - Participate in various industry-specific trade shows.
- *Infrastructure*
 - Continue to develop Dothan Regional Airport infrastructure;
 - Continue working with allies to develop water, sewer, roads and other utility infrastructures;
 - Redevelop and attract new investment on vacant properties;
 - Continue work on limited-access highway development;
 - Work closely with Florida on the Alabama-Florida Mega Site Project;
 - Prepare Westgate Industrial Park for new speculative building;
 - Support Phase II of Ross Clark Circle improvements;
 - Support four-lane completion on U.S. Highways 431 and 84, State Highway 52 and Westgate Parkway;
 - Support the Metropolitan Planning Organization's development plan; and
 - Work closely with federal, state and local entities and legislators to support goals.
- *Grow Dothan Campaign*
 - Develop stable funding source to ensure that adequate resources are in place to execute the Economic Development Plan.

Agriculture/Agribusiness Task Force

Chair: Dr. Arthur Moore, *Individual Member*
Staff Coordinator: Janice Shepard

Objective: To promote and encourage strong ties between the business and agriculture community.

Actions:

- Host 80th Annual Tri-States Junior Beef Expo;
- Provide financial and manpower support to annual Farm City Week activities; and
- Strengthen workforce development for agri-business.

Goal 2: Develop a seamless education and workforce system.

EDUCATION AND WORKFORCE DEVELOPMENT COUNCIL

Chair: Mary Beth Reynolds, *Personnel Resources*
Staff Coordinator: Linda Kelley

Education Committee

Chair: Dr. Roy Watford, *House of Flowers*
Staff Coordinator: Linda Kelley

Objective: To support quality educational programs in the Wiregrass and promote education as a lifelong learning process.

Actions:

- Work with the Dothan Education Foundation to enhance public education in the area and increase academic achievement;
- Recognize teachers during National Teacher Appreciation Week;
- Support local organizations that support education (i.e., Wiregrass BEST Program);
- Provide information to Chamber members in the *Chamber Connections* to help promote positive education news;
- Support and help promote the Dothan Technology Center and Houston County Career and Technical Center; and
- Support Alabama's First Class Pre K program.

Workforce Development Task Force

Staff Coordinator: Steve Turkoski

Objective: To support workforce development initiatives and help businesses with workforce needs.

Actions:

- Communicate needs of business to educational institutions and service providers;
- Interface with Job Corps, Alfred Saliba Family Services Center, Houston County Jobs Task Force, Wiregrass Rehabilitation Center Inc., Dothan Area Committee on Employment of People with Disabilities and other job training programs;
- Promote area job training programs and custom-fit initiatives to industry needs through the Region 10 Workforce Council and Alabama Industrial Development Training;
- Participate in local Workforce Investment Board and regional workforce development council;
- Work with the Alabama Cooperative Extension System to host two annual Youth Career Summits;
- Support community job fairs and Wiregrass WORKS;
- Conduct Wiregrass Industrial Group meetings;
- Address business workforce needs through federal, state and local programs and educational partners; and
- Continue partnerships with the Department of Commerce/Alabama Industrial Development Training/Alabama Technology Network,



STRATEGY STATEMENT

To foster broad prosperity, by serving as a catalyst for business and community development, through a high-performing organization that is driven by community service, operates with a strong strategic plan, measures results and adjusts accordingly, is a creative risk-taker, builds strong alliances and networks, earns the trust and respect of its community, is efficient with funding and resources, and invests in its employees.

Dothan Career Center, Dothan Technology Center, Houston County Career and Technical Center, Region 10 Workforce Council, Troy University, Wallace Community College, Wiregrass Industrial Group and Wiregrass WORKS.

Goal 3: Enhance the Wiregrass region's quality of life.

COMMUNITY DEVELOPMENT COUNCIL

Chair: Beau Benton, *Larry Blumberg and Associates (LBA Hospitality)*
Staff Coordinator: Linda Kelley

Dothan Area Young Professionals Committee

Chair: Chase Jordan, *Armstrong and Jordon, PC*
Staff Coordinator: NA

Objective: To recruit and retain young professionals of all demographics to the Dothan region.

Actions:

- Continue to develop the foundation of the Dothan Area Young Professionals to enhance the identification and creation of future leaders in the Dothan area;
- Provide members with opportunities for professional development, building social relationships and impacting the community through various community outreach events; and
- Co-host and support the Dothan Business Hall of Fame.

Leadership Dothan Steering Committee

Chair: Lori Lewis, *Flowers Hospital*
Staff Coordinator: Linda Kelley

Objective: To develop informed, committed and qualified individuals as leaders for the future of the Wiregrass.

Actions:

- Conduct Leadership Dothan Class 34 in partnership with the Dothan Area Chamber Foundation;
- Present CHOICES education program to all Houston County eighth-graders; and
- Promote involvement in Dothan Area Chamber and civic activities.

Youth Leadership Dothan-Houston County Steering Committee

Chair: Brent Murray, *Women's Health Care of Dothan, PC*
Staff Coordinator: Linda Kelley

Objective: To foster high school student interests in community and voluntary activities; and help to develop leadership skills.

Action:

- Conduct Youth Leadership Dothan-Houston County Class 24 in partnership with the Dothan Area Chamber Foundation.

Spirit of Service Committee

Chair: TBA
Staff Coordinator: Linda Kelley

Objective: To encourage citizens to take pride in their community by participating in Spirit of Service projects.

Actions:

- Increase the number of community enhancement initiatives;
- Expand the Task Force to include representatives from all Houston County municipalities;

- Increase volunteer participation;
- Challenge Chamber members to participate in community beautification projects; and
- List participating organizations and projects in the *Chamber Connections*.

Goal 4: To sustain and strengthen the Wiregrass region's business policies and military foundation.

GOVERNMENTAL AFFAIRS COUNCIL

Chair: Delvick J. McKay, *City of Dothan*
Staff Coordinator: LaRhonda Robinson

Legislative Affairs Committee

Chair: Robert Hendrix, *Dothan Area Convention and Visitors Bureau*
Staff Coordinator: Dean Mitchell

Objective: To influence the legislative process for the benefit of the region and to facilitate member involvement in governmental affairs.

Actions:

- Develop a state and local legislative agenda;
- Monitor issues and legislation at the federal, state and local levels in order to make policy and position recommendations to the Chamber Board of Directors on key issues impacting Dothan area businesses; and
- Maintain communication with the legislative delegation and encourage their participation at monthly legislative affairs meetings.

Military Affairs Committee

Chair: (Ret.) Col. Thomas P. Boyle Jr., *Individual Member*
Staff Coordinator: LaRhonda Robinson

Objective: To foster an ongoing heartfelt relationship with the men and women of our armed services (active, reserve and veterans), while protecting and enhancing the economic impact and long-term viability and growth of Fort Rucker and its missions.

Actions:

- Support Friends of Fort Rucker and encourage membership in AUSA;
- Keep abreast of the pending BRAC initiatives;
- Encourage positive military and civilian relationships and networking opportunities, while supporting all branches of the armed forces; and
- Host annual Fort Rucker Command Reception and Cadet of the Year Leadership Awards program for area JROTC students.

Goal 5: Grow membership and provide resources necessary for business people to create, sustain and expand regional companies.

MEMBERSHIP DEVELOPMENT COUNCIL

Chair: Cynthia Green, *Wiregrass Rehabilitation Center Inc.*
Staff Coordinator: LaRhonda Robinson

Ambassador and Diplomat Committees

Ambassador Chair: Hayden Camp, *Dothan Education Foundation*
Diplomat Chair: Kevin Payne, *Slingluff United Insurance*
Staff Coordinator: LaRhonda Robinson

Objective: To act as goodwill ambassadors for the Chamber.

(continued on next page)

Actions:

- Provide staffing assistance for Chamber events;
- Enhance the member retention program, with particular emphasis on engaging new members;
- Engage existing members in Chamber events and committees;
- Diplomats, who have completed three years of Ambassador service, assist with membership development; and
- Recognize top performing team and individual monthly.

Small Business Events Committee

Chair: Tami Culver, *Dothan Education Foundation*
 Staff Coordinator: LaRhonda Robinson

Objective: To help coordinate small business events.

Actions:

- Develop calendar of events for Small Business Week;
- Plan and coordinate New Member Trade Show;
- Plan annual Spotlight on Business Trade Show;
- Plan quarterly General Membership and The Network Exchange events; and
- Plan quarterly small business development seminar series.

Entrepreneur/Small Business Advisory Committee

Chair: Dr. Orrin K. (Skip) Ames, *Troy University*
 Staff Coordinator: Steve Turkoski

Objective: To provide resources for entrepreneurs and small business individuals.

Actions:

- Provide Troy University Small Business Development Center counseling for prospective and current small business owners and entrepreneurs;
- Work with the Entrepreneurship Council to coordinate business development workshops and/or symposiums;
- Promote the Chamber's Small Business Toolkit;
- Provide business counseling, seminars, library and online-resource support; and
- Collaborate with local incubators and provide training assistance as needed.

Get Involved!

Join us in shaping the future by serving on a Chamber committee.

Economic Development Council

- NA Grow Dothan
- Agriculture/Agribusiness Task Force¹

Education And Workforce Development Council

- ★ Education Committee
- Workforce Development Task Force¹

Community Development Council

- Dothan Area Young Professionals Committee
- ★ Leadership Dothan Steering Committee
- ★ Youth Leadership Dothan-Houston County Steering Committee
- Spirit of Service Committee

Governmental Affairs Council

- Legislative Affairs Committee
- Military Affairs Committee

Membership Development Council

- ★ Ambassador and Diplomat Committees
- Small Business Events Committee
- Entrepreneur/Small Business Advisory Committee

¹ Task Forces meet on an as-needed basis.

★ Please call the staff coordinator for additional information.

Check the boxes for the committee(ies) you would like to serve on and return the completed form **with your business card** to:

Dothan Area Chamber of Commerce
 P.O. Box 638
 Dothan, AL 36302

Executive Committee



Chairman
 Forrest Register
Register Realty Co. Inc.



Treasurer
 R. Cliff Mendheim
Prim and Mendheim, LLC



Chairman-Elect
 B. Scott Applefield
Winco, LLC dba Bojangles'



Community Development Council Chairman
 Beau Benton
Larry Blumberg and Associates (LBA Hospitality)



Immediate Past Chair
 Hope Johnson
Friend Bank



Education and Workforce Development Council Chair
 Mary Beth Reynolds
Personnel Resources



Grow Dothan Chairman
 Mark Saliba
Alfred Saliba Corp.



Governmental Affairs Council Chairman
 Delvick J. McKay
City of Dothan



Grow Dothan Immediate Past Chairman
 Bob Woodall
Bob Woodall Air Care Systems Inc.



Membership Development Council Chair
 Cynthia Green
Wiregrass Rehabilitation Center Inc.

Board of Directors

Dr. Barbara Alford
Wiregrass Foundation

Brad Kimbro
Wiregrass Electric Cooperative

Terry Redmile
Michelin North America Inc.

Susan Anderson
Eagle Eye Outfitters Inc.

David (Mit) Kirkland
Scenic Cable Network and Production

Bob Steensma
Five Star Credit Union

Kelly Colbert
Covenant Steel

Dr. Craig Lenz
Alabama College of Osteopathic Medicine

Jansen Tidmore
Dothan Downtown Redevelopment Authority

Tami Culver
Dothan Education Foundation

Jimbo Loftin
Coleman Worldwide Moving

Russ Whitfield
AAA Cooper Transportation

Ronnie Dean
Southeast Alabama Medical Center

Dr. Rayford E. Malone
Greater Beulah Baptist Church

Lori Wilcoxon
Wiregrass Commons Mall

Vince Edge
Johnston, Hinesley, Flowers, Clenney and Turner, PC

W. Davis Malone III
MidSouth Bank

Dr. Ashli Wilkins
Wallace Community College

Precious Freeman
BFC Management

Pamela Miles
Exchange Center For Child Abuse Prevention

Dewayne Williams
SunSouth John Deere

Peggy Jaye
Georgia-Pacific

Donnie Pemberton
The Pepi Companies

Suzanne Woods
Flowers Hospital



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