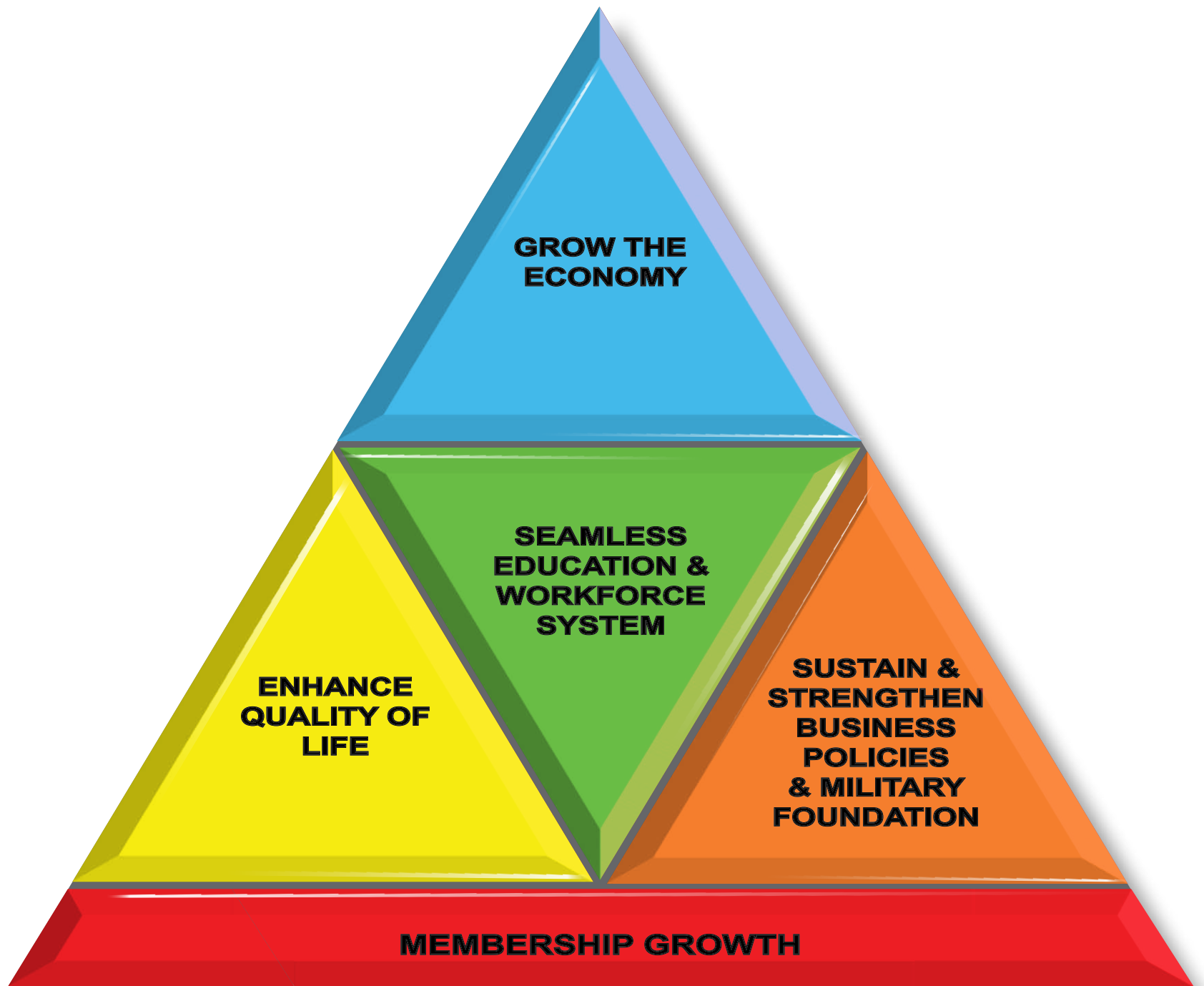


STRATEGIC PLAN

2017-2018



DOTHAN AREA CHAMBER OF COMMERCE



meeting the challenge



shaping the future



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: Bob Woodall, *Bob Woodall Air Care Systems Inc.*
Staff Coordinator: Dean Mitchell

Grow Dothan

Chair: Bob Woodall, *Bob Woodall Air Care Systems Inc.*
Staff Coordinator: Dean Mitchell

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 10-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 2.0 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;
 - Support private/public partnerships to develop new speculative building industry;
 - Support Phase II of Ross Clark Circle improvements;
 - Support four-lane completion of major state highways;
 - 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 Committee

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

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

Actions:

- 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: Pamela Miles, *Exchange Center for Child Abuse Prevention*
Staff Coordinator: Linda Kelley / Dean Mitchell

Education Task Force

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 Academy; 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 Southeast AlabamaWorks!, Wallace Community College 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 Southeast WOW;
- 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, Dothan Career Center, Dothan Technology Center, Houston County



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.

Career Academy, Southeast Alabama Workforce Council, Troy University, Wallace Community College and Southeast WOW.

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

COMMUNITY DEVELOPMENT COUNCIL

Chair: Cynthia Green, *Wiregrass Rehabilitation Center Inc.*
Staff Coordinator: Linda Kelley

Dothan Area Young Professionals Committee

Chair: Michelle Enfinger, *Seay, Seay and Litchfield Inc.*
Staff Coordinator: Hayden Camp

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 Wilcoxon, *Wiregrass Commons Mall*
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 36 in partnership with the Dothan Area Chamber Foundation;
- Present CHOICES education program to all Dothan City and Houston County eighth-graders; and
- Promote involvement in Dothan Area Chamber and civic activities.

Youth Leadership Dothan-Houston County Steering Committee

Chair: Pastor W. Charles Lewis, *Dothan Community Church*
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 26 in partnership with the Dothan Area Chamber Foundation.

Spirit of Service Task Force

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*.

Dothan Business Hall of Fame Task Force

Staff Coordinator: Janice Shepard

Objective: To recognize the accomplishments and contributions of our area's outstanding business leaders past and present.

Actions:

- To promote and hold annual event to honor nominees and their contributions to the business community.

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

GOVERNMENTAL AFFAIRS COUNCIL

Chair: Brad Kimbro, *Wiregrass Electric Cooperative*
Staff Coordinator: Dean Mitchell

Legislative Affairs Task Force

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 legislative affairs meetings.

Military Affairs Committee

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

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: R. Cliff Mendheim, *Prim & Mendheim, LLC*
Staff Coordinator: Hayden Camp

Ambassador and Diplomat Committees

Ambassador Chair: Joseph Brackins, *Army Aviation Center Federal Credit Union*

Diplomat Chair: Sheila Cestaro, *WDHN TV-18*
Staff Coordinator: Hayden Camp

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Objective: To act as goodwill ambassadors for the Chamber.

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 monthly the top performing team and individual(s).

Small Business Task Force

Staff Coordinator: Hayden Camp

Objective: To help coordinate small business events.

Actions:

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

Entrepreneur/Small Business Task Force

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.

Chamber Staff

Matt Parker
President



Dean Mitchell
Executive Director

Suzanne Barrick
Membership Sales

Julie Mollohan
Director of Finance

Hayden Camp
Director of Membership

Janice Shepard
Vice President of Administration

Linda Kelley
Director of Community Development

Susan Tatom
Director of Information

Melia McKean
Director of Communications

Dr. Steve Turkoski
Project Manager

Southeast AlabamaWorks!

Ryan Richards
Director of Workforce Development

Lindsey Fountain
Workforce Development Project Manager



Executive Committee



Chairman
Beau Benton
Larry Blumberg and Associates (LBA Hospitality)



Community Development Council Chair
Cynthia Green
Wiregrass Rehabilitation Center Inc.



Chair-Elect
Mary Beth Reynolds
Personnel Resources



Education and Workforce Development Council Chair
Pamela Miles
Exchange Center For Child Abuse Prevention



Immediate Past Chairman
B. Scott Applefield
*Aero-One Aviation
Full Moon Bar-B-Que
Winco, LLC dba Bojangles'*



Governmental Affairs Council Chairman
Brad Kimbro
Wiregrass Electric Cooperative



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



Membership Development Council Chairman
R. Cliff Mendheim
Prim and Mendheim, LLC



Treasurer
Delvick J. McKay
City of Dothan

Board of Directors

Susan Anderson
Eagle Eye Outfitters Inc.

Joseph Johnson
Friend Bank

Heath Phillips
Flowers Hospital

Mark Coffman
Coffman International Inc.

Turner Jones
Dothan Warehouse

Phillip E. Santora
Northstar Engineering Services

Jason DeVane
Hots Deli

David (Mit) Kirkland
Scenic Cable Network and Production

Steve Smith
"The Dothan Eagle"

Steve Duebelt
Southeast Gas

Michelle Lewis
AAA Cooper Transportation

Sherryl Walker
Southeast Alabama Child Advocacy Center

Willie Durr
Alabama Cooperative Extension System

Jimbo Loftin
Coleman Worldwide Moving

Collins White
Alabama Motor Express Logistics

Vince Edge
Johnston Hinesley, PC

Hays McKay
Covenant United Methodist Church

Dr. Linda C. Young
Wallace Community College

Precious Freeman
BFC Management

Dr. Hejal Patel
21st Century Oncology of Alabama, LLC

Robert S. Hewes Jr.
Coldwell Banker - Alfred Saliba Realty

Donnie Pemberton
The Pepi Companies



DOTHAN AREA CHAMBER OF COMMERCE

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