



2017 Annual Report



ENDORSEMENT



GROWTH



GENEROSITY

The Catoosa County Chamber of Commerce

264 Catoosa Circle • Ringgold, GA 30736

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2018 Officers

Officers

Chair of the Board

Cindie Robinson-Patty,
Uniktings

Chair-Elect

Denia Reese,
Catoosa County School System

Vice-Chair

Barton Mathews,
Starr-Mathews Insurance

Treasurer

Rodney Crowe,
B. Rodney Crowe, CPA

Secretary

Chris Hunt,
Community National Bank

Member at Large

Ian O’Shea,
Crye-Leike Real Estate

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Lee Tubbs,
Enviroguard Pest Solutions

President and CEO

Martha Eaker,
Catoosa County Chamber of Commerce

Board of Directors

Mike Key

Mike Key Photography and Entertainment

Terry Issac

NextHome Plus

Lisa Elrod

Tennessee Valley Federal Credit Union

Keith Barclift

Northwest Georgia Joint Development Authority

Wil Stiles

Flegal Insurance

Chris Baker

Shaw Industries, Inc.

Delaine Hunter

North Georgia Healthcare Center

Ken McCollum

Capital Bank

Craig Jones

NHC HealthCare Fort Oglethorpe

Ex-Officio Members

Earl Gray, Mayor, *Fort Oglethorpe*
Randall Franks, *City Councilman, Ringgold*
Steven Henry, *Commission Chair, Catoosa County*

Staff

Martha Eaker, *President and CEO*
Amy Jackson, *Membership Coordinator*
Shirly Watts, *Bookkeeper*
Mary Dunlap, *Receptionist and Tourism*



Dear Chamber Member,

It has been exciting as I have watched and participated in the growth of the Chamber over the past 10+ years. We have an outstanding staff and dedicated board members. We have a myriad of businesses working together to make the Chamber and the Community an even better place to live, work and play. We are clearly the largest organization in the county representing business.



We have had 63 new businesses join the Chamber in 2017 and we have a total of 365 member business. And when you factor in the number of employees in each of these businesses, that is quite a large number of workers represented!

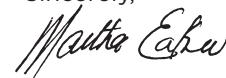
As we look forward to 2018 we have plans to expand the Leads Groups with a Virtual Leads Group coming soon, more Business University classes, as well as enhancements to the Leadership Catoosa program with a intense effort on building and cultivating the alumni program. We plan to make Chamber 101 more accessible with a video program. We will concentrate on the Showcase Catoosa Expo, Celebrate Catoosa Gala and Catoosa Golf Classic with added programs and opportunities.

You can see why I am so proud to be a part of the Catoosa County Chamber of Commerce! I hope you will join us at many of our events this year. Thank you for supporting your organization through your membership, participation, and sponsorships.

If you have any questions, ideas, or concerns, I welcome your input. I can always be reached at the Chamber office or by e-mail.



Sincerely,



Martha Eaker
President & CEO

catoosachamberofcommerce.com • 706.965.5201

Membership Appreciation Barbecue

Membership Appreciation Barbecue is held annually for the Chamber to say Thank You to our members. Service and food is offered by the staff and the Board of Directors. This is another networking opportunity with no charge to members.



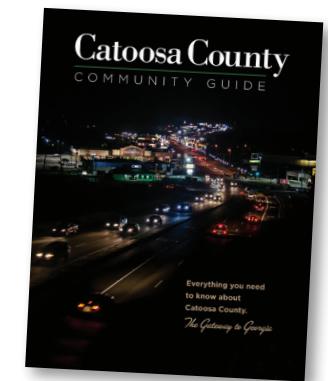
Member of the Week

The Chamber randomly selects a Business of the Week and provides them with a sign to post at their office and balloons. We then post the event on Facebook and provide photos to the print media. It is another means of publicity for Chamber businesses.



2017 Community Guide

The Chamber published the 2017 issue of its Community Guide that showcases our rich heritage, our ever-growing economy and our beautiful scenery.



A look at some 2017 Chamber highlights.

The Chamber sponsors events throughout the year that give Chamber members opportunities to network and develop relationships with other businesses. We provide new businesses with announcement opportunities to receive free press and internet exposure, and we support local charity drives to give back to our community.

Chamber Programs Include:

- Chamber Member of the Week
- Groundbreakings
- Ribbon Cuttings
- Business After Hours Socials
- Showcase Catoosa Business Expo
- Celebrate Catoosa Gala
- Catoosa Golf Classic
- Leadership Catoosa Class
- Rising Professional Academy
- Business University
- Women's Network Luncheons
- Monthly Membership Luncheons



Businesses related to the health care industry opened new offices in Catoosa and broke ground to build new facilities.



Chamber members networked with prospective clients at Business After Hours.



The Women's Network Luncheons grew in attendance.



15 participants graduated in the 2017 Leadership class.



National restaurants opened new locations along Battlefield Parkway.

2018 Program of Work

Economic Affairs Division

Business Development Committee

Chair: Grace Beam, Georgia Northwestern Technical College

Vice-Chair: Taylor Kielty, Catoosa County Government

Goal: Develop programs to further the growth of our members, while acknowledging and partnering with the area economic development authorities whose responsibilities are to recruit new business. Furthermore to support funded tourism entities in Catoosa County and maintain the Regional Visitor Information Center

- Form Young Professionals Leads Group
- Create Virtual Leads Group
- Host Business University for members and non-members
- Create Hospitality Business Employee Training

Community Service Division

Education Partners and Workforce Development

Chair: Bill Albine, Food City

Co-Chair: Suzan Gibson, Shaw Industries, Inc.

Goal: Work in partnership with the Catoosa County School System, Georgia Northwestern Technical College, Dalton State College as well as engage the local business community to prepare and improve the workforce

- Support and grow the Rising Professionals Academy
- Support STEM Camp
- Partner with Catoosa County Schools to establish a College and Career Academy

Leadership Catoosa

Chair: Brad Denton, Flegal Insurance

Goal: Enhance the Leadership Catoosa program and the Leadership Alumni to create recognized leaders and advocates of civic responsibility, business involvement in the community's civic and public agenda as well as the political process

- Continue to grow and improve the class
- Spearhead the efforts for a Leadership Catoosa Alumni Association

Membership Enhancement Division

Ambassadors

Chair: Shanda Reese-Morton, Reese Enterprises

Co-Chair: Russell Fritz, AFLAC

Goal: To function as good will representatives at Chamber events and in the community at large and assist with all events as needed and requested as well as build membership in the Chamber and provide value added opportunities and services

- Work to enhance Membership 101 through the use of a video
- Develop a Retention Plan
- Increase market share by 5%
- Engage input from board and staff to create a 2018 Member Survey

Governmental Affairs Division

Legislative Committee

Chair: Teresa Tatum, Remax Properties

Goal: Be a recognized leader and advocate of legislative and regulatory issues that affect the business community and work toward educating the community on issues, while improving on relations with the elected delegation

- Create a strong public policy for local, state and federal issues
- Host dinner in Atlanta for the state delegation within the first quarter
- Host a dinner with local delegation for county and cities and attend the regular meetings as much as is practical
- Host debates as needed

Organizational Excellence Division

Martha Eaker, Catoosa County Chamber of Commerce Executive Committee

Administrative

Martha Eaker, President and CEO

Goal: Create a more improved and efficient framework for the daily operations of the Chamber

- Complete the process of re-accreditation for the U. S. Chamber
- Continue to improve staff with continuing education
- Review Job Descriptions

Marketing and Public Relations

Martha Eaker, President and CEO

Goal: Implement marketing and communications strategies to promote the Catoosa County Chamber of Commerce, its programs, services and events as outlined in the Marketing and Public Relations Plan

- Build Community awareness

Long Range Planning

Chair: Cindie Patty, Uniktings

Vice-Chair: Denia Reese, Catoosa County School System

Goal: Adhere to the Strategic Plan

- Create a broader and more encompassing Strategic Plan
- Establish a Succession Plan

Finance

Chair: Rodney Crowe, CPA

Vice-Chair: Barton Mathews, Starr-Mathews

Goal: Ensure financial stability of the Chamber by maintaining control through accurate financial statements that monitor collections, cash management and disbursement. Follow the procedures of the Financial Policies of the Chamber

- Review the 2018 budget and present for approval to the Board of Directors
- Increase reserves to reach a 6-month reserve package
- Benchmark staff compensation
- Review net financial gain of all programs and events; evaluate cost versus benefit

Signature Events:

Business Expo Task Force (October)

Chair: Lacey Dye, Capital Bank

Vice-Chair: Jill Brindle, Enviroguard Pest Solutions

Goal: Host a successful 2017 Catoosa Expo with increased traffic and increased revenue with changes as necessary to benefit the participants.

Celebrate Catoosa Gala Task Force (March)

Chair: Jill Brindle, Enviroguard Pest Solutions

Goal: Organize, plan and present the implementation of a successful celebration gala with changes as needed to insure increased attendance and participation with increased revenue to the Chamber

Catoosa Golf Classic Task Force (August)

Chair: Chris Hunt, Community National Bank

Vice-Chair: Wil Stiles, Flegal Insurance Company

Goal: Organize, plan and host a successful golf tournament involving members and community, while continuing to meet the goal of a non-dues revenue event.

Annual Meeting Task Force (January)

Chair: Martha Eaker

Vice-Chair: Chamber Staff

Goals: Plan and organize an annual meeting to address the past year's success and the incoming year's Plan of Work.

BUSINESS AWARDS 2016

(Presented January 31st 2017)

New Business of the Year.....	Buffalo Wild Wings
Small Business of the Year.....	Flegal Insurance Company
Medium Business of the Year	North Georgia Healthcare Center
Large Business of the Year	Tennessee Valley Federal Credit Union
Non-Profit of the Year.....	Partnership 2000
Citizen of the Year.....	Yvonne Morgan
Chairman's Award	Markeita Gray—First Tennessee Bank
Ambassador of the Year.....	Shanda Reese-Morton—Reese Enterprises
Catoosa County Chamber of Commerce	
Hall of Fame	Joe Haskins

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