



2017 Annual Report



ENDORSEMENT



GROWTH



GENEROSITY

The Catoosa County Chamber of Commerce

264 Catoosa Circle • Ringgold, GA 30736

706.965.5201 • CatoosaChamberOfCommerce.com



Since 1917



CATOOSA COUNTY
2016 SMALL BUSINESS
OF THE YEAR

Rossville Office
214 Andrews Street
706.866.9750

Summerville Office
23 Georgia Avenue
706.857.5552

www.flegalinsurance.com



Independent Insurance Agent

A Member of
Agency Service Group, Inc.



Serving All Your Insurance Needs!

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

Past Chair

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*



"Care Is Our Business."



- Specializing in Rehabilitative and Skilled Nursing Services
- In-patient and Out-patient Care
- Physical Therapy
- Occupational Therapy
- Speech Therapy



2403 Battlefield Parkway • Fort Oglethorpe, GA 30742
(706) 866-7700 • nhcfortoglethorpe.com

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,

A handwritten signature in black ink that reads "Martha Eaker".

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.



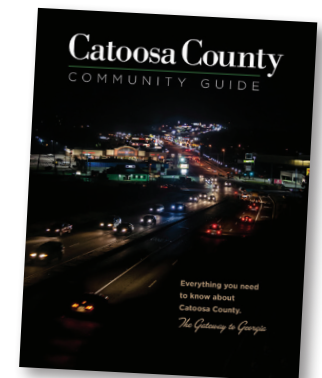
Member of the Week

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, Unikings

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

BOARD OF COUNCILORS



CHAIRMAN'S CIRCLE



CORPORATE PARTNER

Catoosa County School System
CHI Memorial Georgia
City of Ringgold
Coca-Cola Bottling Co.
Container Service Corp.
FirstBank
First Tennessee Bank
First Volunteer Bank

Georgia Power Company
Hamilton Health Care System
Hospice of Chattanooga
Payroll Professionals
Propex
Santek Waste Services
Shaw Industries, Inc.
WalMart

at tvfcu convenience means
personal teller service
7 a.m. to 7 p.m. ET
Monday through Saturday

Tennessee Valley
FEDERAL CREDIT UNION

35 Poplar Springs Road in Ringgold | 200 Alamar Street in Fort Oglethorpe
tvfcu.com | (800) 634-3600
Federally Insured by NCUA |

UNIKTINGS!
Purses • Jewelry • Gifts • Monogramming

706.937.5252
Mon-Sat 10:00-6:00
7749 Nashville Street • Ringgold, GA 30736
uniktings@hotmail.com

Like us on Facebook

CATOOSA COUNTY
Chamber of Commerce
We know business.

264 Catoosa Circle • Ringgold, GA 30736
706.965.5201 • CatoosaChamberOfCommerce.com

**We're your only
locally owned bank...**



**...and we're headquartered
right here in Catoosa County!**

We first opened our doors for business with a firm commitment to serve as your true community bank — where responsiveness, service, solutions and fiscal integrity were at work for every customer gracing our doorway.

That legacy remains strong today! Stop by one of our convenient locations and discuss solutions to your financial questions.

We're still 100% local, 100% of the time — 53 years and counting!



(706)866-1146 | www.capitalbank-ga.com
Fort Oglethorpe | Ringgold | Chickamauga

