

"Since our ribbon cutting, the exposure the Chamber provided on social media and the opportunity to network with fellow members have greatly benefited my business. The Commodores and Chamber staff consistently provide support, helping to fuel our growth."



-Michael Jefferson
Owner, MJ's Barbershop



"The Decatur-Morgan County Chamber of Commerce is working hard every day to support our workforce, businesses, as well as our healthcare and education partners. They work tirelessly to make our community better for everyone."

-Lorri McNutt
Branch Manager
Redstone Federal Credit Union



"Athens State University has partnered with businesses for four years providing tuition discounts to eligible employees and their families. In 2023, the Decatur-Morgan County Chamber of Commerce was our first chamber partner to join the program.

Thanks to the Chamber's extensive marketing efforts, over 20% of the program participants were Chamber enrollees in just their first semester of participation. It is clear President & CEO Crystal Brown and her outstanding team are fully committed to serving not only their members but their families as well."

-Dr. Keith Ferguson
Vice President for University Advancement
Athens State University

"As a long-time Chamber ambassador through the Commodore program, I've found immense value in collaborating with new businesses, sharing experiences and networking. The Chamber's programs and events are vital for our community, offering resources for professional development and fostering lasting relationships through partnerships with local businesses."



-Benita Owens
Joe Wheeler
Electric Membership Corporation

"United Launch Alliance is proud to partner and work with the Chamber to foster a pro-business-friendly environment. The Chamber is a vital part of the economic engine that drives the workforce and economy in our community and region. Decatur is home to our nearly two-million-square-foot factory, where all our rockets are made, and the Chamber has played a pivotal role in making that a reality!"



-Heather Wilson
Southern States Director
United Launch Alliance



"Having the Chamber as our support network has been more beneficial than I ever imagined. Opening a restaurant is a scary enough process but the assistance we received during the planning stages and after 609 Social's launch was invaluable. It was important for us to be viewed as a neighborhood gathering spot by the business community, and the Chamber played a vital role in seamlessly integrating 609 Social into that network. The Chamber's unwavering support has truly been exceptional."

-Yogi Dougher
Co-owner, Stogie Holdings and
609 Social Market & Provisions



Decatur-Morgan County Chamber of Commerce

2024 ANNUAL REPORT

A year in Review

Reflecting on my term as Board Chairwoman, I am incredibly proud to say the past year has been marked by progress and innovation for the Chamber. The implementation of our new five-year strategic initiative has enhanced our focus on workforce development, business growth, advocacy and quality of life.

Central to our workforce development and recruitment efforts was the launch of Career Connect in North Alabama. The hiring platform effectively matches skilled talent with job opportunities at no cost to employers. Our inaugural Hiring Event welcomed more than 350 job seekers participating in on-site interviews, resulting in nearly 800 applications submitted to Career Connect within the first month alone. We are committed to bridging the gap between job seekers and employers, catalyzing economic growth and fostering a vibrant workforce landscape in our region.

The 3rd annual Workforce NOW Summit addressed critical barriers to employment and outlined strategies for building a qualified workforce. Our inaugural Industry Day for Teachers provided local educators with hands-on experience they were able to take back to their students and introduce them to in-demand careers.

In an effort to recognize our educators who excel in inspiring and supporting their students, we implemented the SuperStar Teacher initiative. With our education partner Calhoun Community College, we facilitated four educational camps, including a record-breaking 35 participants in our welding camp for girls. We also became the first Chamber to enter a learning partnership with Athens State University to provide our members, their employees and families with tuition discounts.

We continued to promote residential and retail development with a focus on bringing multi-family housing options to the area. The first single-family townhome development was completed along with over \$17 million in new developments in downtown Decatur alone. Together, we have embraced challenges, seized opportunities and strengthened our resolve to build a brighter future for Decatur-Morgan County. I am deeply grateful for the collective effort and unwavering support of our board members, staff and community partners.



JAMIE REEVES
Board Chair 2023-2024
Broker/Owner
MeritHouse Realty & Capital Management

And a Look Ahead

As we prioritize the critical areas of the previous year, we have not only achieved significant milestones but also laid a foundation for sustained progress and meaningful impact for the year to come. We will be intentional about connecting our business and industry partners to a well-educated and skilled workforce.

Additionally, we are committed to ongoing collaboration with our economic development partners to solidify our status as the community of choice offering an exceptional quality of life.

As I assume the role of Board Chairman, I am deeply honored to work with our board, staff and members as we continue our momentum.



JOHN HOLLEY
Board Chair, 2024-2025
Dean of Technology
Calhoun Community College

Your Chamber Staff



Crystal Brown
President & CEO



Leissa Hill
Vice President
of Finance &
Operations/ CFO



Judy Brown
Director of Member
& Investor Relations



Amber Fortenberry
Director of Talent
Development & Recruitment



Megan Holloway
Administrative &
Events Coordinator



Rachel Keith
Director of
Communications



Denice Marco
Director of Program
Development



THE MISSION of the Chamber is to promote business and commerce for the Decatur and Morgan County area through volunteer leadership in economic, political and social development.

515 Sixth Avenue NE - Decatur, AL 35601 - (256) 353-5312 - www.dcc.org



THE PARTNERSHIP
DECATUR-MORGAN COUNTY
WORKING TOGETHER
ACHIEVING MORE 2024-2028

Initiatives OF THE PARTNERSHIP:

- 1 Business/Industry-Driven Workforce Development & Recruitment
- 2 Pro-Business/Industry Advocacy & Community Betterment
- 3 Business/Industry Growth & Retention

2023-2024 Board of Directors

Chair
Jamie Reeves

Chair-Elect
John Holley

Past Chair
Ray Hardin

Treasurer
Kent Lawrence

**Vice-Chair,
Community Building**
Noel Lovelace

**Vice-Chair,
Development**
Linda Schoo

**Vice Chair,
Leadership & Networking**
Bo Weinman

**Vice Chair,
Talent Development
& Education**
Terry Welch

Board Members

Cindy Anderson
Janelle Brown
Jim Brown
Leifje Dighton
Dewayne Eddy
Keith Jackson
Jeni Jordan
Lorri McNutt
Chrystal Morgan
Sam Mozeb
Arthur Orr
Dede Quarry
Cindy Smith
Michele Terry
Stuart Tubb
Seddrick Williams
Sean Zintel

Your Community...



State of Education



Excellence in Leadership



Legislative Update with Governor Ivey



First Hiring Event



Member Appreciation



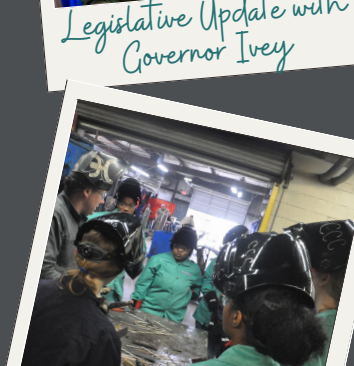
Workforce NOW Summit



SuperStar Teachers



Partners-In-Education



Educational Camps



Sonny Side Park



Career & Workforce Expo



Inaugural Washington Update



State of Healthcare



Pamela Bolding ATHENA Leadership Award



Fairfield Marriott Ribbon Cutting



Learning Partnership Tuition Discount



Endless Opportunities



Small Business Awards



Clay Shoot



Commodores



Emerging Leaders



Breakfast & Big Workforce Training



Montgomery Trip



2024-2025 Board of Directors

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Community Building**
Kelli Powers

**Vice-Chair,
Development**
Linda Schoo

**Vice Chair,
Leadership & Networking**
Cindy Smith

**Vice Chair,
Talent Development
& Education**
Terry Welch

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Jim Brown
Todd Bullard
Dewayne Eddy
David Hendrixson
Jeni Jordan
Gene Kanikovsky
Lorri McNutt
Sam Mozeb
Arthur Orr
Dede Quarry
Michele Terry
Stuart Tubb
Seddrick Williams
Heather Wilson
Sean Zintel

Your Chamber!



47, 417 Website Visits

1 new printed map



853 Active Members



91% Retention



108 New Members

1,300+ New Social Media Followers



740 New Facebook Followers

68 Ribbon Cuttings



80 New YouTube Videos

846+ Applications



Career Connect

350+ Job Seekers



At Inaugural Hiring Event



19th Total Resource Campaign

74 Investors in The Partnership



2,600+ email subscribers



37 Partners-In-Education



121 Leadership Participants

754 Shop Small, Shop Local Receipts



Numbers reflected are since April 1, 2023