

January 2012

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## Organization

### Executive Board

**Tommy Herndon**  
Chairman

**Steve Brooks**  
Past Chairman

**Mike Allegri**  
Incoming Chairman

**Darlene Roper**  
**Patrick Northcutt**  
**Cindy Brown**  
**Sylvia Mattingly**

### Board of Directors

## Greetings!

Welcome to the CBCC news!

## Chamber Holds Annual Banquet



2011 CBCC Chairman Steve Brooks (left) passes the gavel to Tommy Herndon, 2012 Chairman.

Photo Courtesy of Phyllis Freels Photography

The Central Baldwin Chamber of Commerce held its Annual Banquet, "Moonlight & Magnolias", on Thursday, January 19th at the Baldwin County Coliseum in Robertsdale.

The evening began with a social hour and silent auction giving attendees an opportunity to network with one another. The program started with a welcome from

outgoing chairman Steve Brooks followed by a presentation of colors performed by the Robertsdale High School ROTC, National Anthem sang by 15 year old Jessica Strenth and the Invocation given by Father Pat Madden of St. Patrick's Catholic Church.

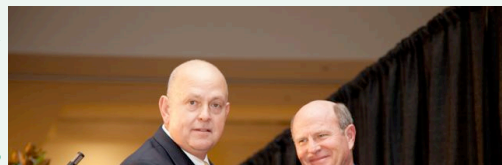
Dinner was catered by Magnolia Blossom Cafe.

Tommy Herndon, Director of Golden Living Center, took office as the 2012 chairman during the evening.

Herndon said the Chamber will continue to work in the upcoming year to increase membership and to encourage members and other residents to support area businesses through the "Think Local" program.

"Think Local is a quick way to talk about loyalty to the community and yourselves, supporting local jobs, supporting local families, supporting local tax budgets," Herndon told members. "When we think local first when we need a service or product, it comes back to us and we're a community that's supporting the goal of making our community stronger."

Steve Brooks, 2011 chairman, said he soon learned that support was necessary to keeping the chamber moving. He said chamber members



*Charles Eubanks  
Ronnie Givens  
Doug Garner  
Leslie Sawyer  
Wayne Gruenloh  
Susanna Dollarhide  
Tim Hobbs  
John Thomas  
Kay Arnette  
David Garbo*

### **Town Representatives**

*Katina Griffin  
City of Robertsdale*

*Mary deLaunay  
Town of Silverhill*

*Town of Summerdale*

*Joey Knight  
Town of Loxley*

### **Staff**

*Jamie Mangion  
Director of Operations*

*Gail Quezada  
Administrative Assistant*

### **Newsletter Sponsors**



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work as volunteers, serve on the board and in other areas to support the chairman and community.

"That's the wonderful part about this. You always step up. We never lack a group of individuals who are willing to come out and volunteer," he told the members. "It's what we've all done. I thought I could do it alone, but I couldn't. We could and we have and when I say 'we' I mean all of you."

Herndon said he was looking forward to what the chamber will accomplish in 2012.

"We have a great chamber. There are a lot of opportunities. I'm asking you to think local, choose to participate, support each other," he said. "With that we'll move forward to a great year next year."

During the meeting, the chamber recognized local businesses and community members including:

**-Barbara Davis: Community Volunteer of the Year**

**-David Garbo: Chamber Volunteer of the Year**

**-Katina Griffin: Woman of the Year**

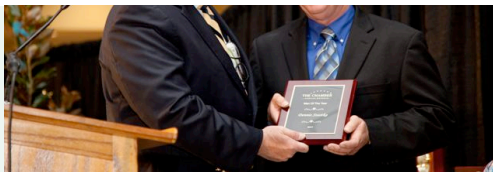
**-Dennis Stastka: Man of the Year**

**-Businesses of the Year: ARC of Baldwin County, Robertsdale; Lil G's Cajun Market, Loxley; Advantage Business Solutions, Silverhill; Summer Scoops, Summerdale.**

Sponsors for the event included: **Presenting Sponsor** - South Baldwin Regional Medical Center; **Diamond Sponsors** - Baldwin EMC and Power Productions; **Gold Sponsors** - Riviera Utilities, Century 21 SSM Real Estate, Golden Living Center, Coca-Cola Bottling Co. and Budweiser-Busch Distributing Co. Inc.; **Silver Sponsors** - Mack Funeral Home & Crematory and Cain's Piggly Wiggly; **Bronze Sponsors** - Franklin Primary Health Center and Gruenloh & Associates, P.C.

To see more photos from this event please visit our online [Photo Gallery](#).

Portions of this article taken from the January 22, 2012 Baldwin Register.



Robertsdale Mayor Charles Murphy (left), 2010 Man of the Year, presents the 2011 Man of the Year award to Dennis Stastka. **Photo Courtesy of Phyllis Freels Photography**

### **Only 4 Spaces Left in the Central Baldwin Map! Don't Miss Out!**

We are finalizing the Central Baldwin Street Map & Resource Guide, one of the most effective marketing tools we offer our members. This full color street map is the only map endorsed and distributed by the Chamber.

The map is one of our most vital tools for marketing our area to visitors, new residents and new businesses or relocating businesses. Thousands of copies of this map will be distributed over the next 2 years and will also be available online at the Chamber website.

Only 4 ad spaces remain. Don't miss the opportunity to put your business on the map - literally!

I encourage you to participate in this publication to give your business exposure to Chamber members, newcomers and new businesses.

For more information call Diana Vaughn of Community Link at 901-361-7661 or email [diana.vaughn@communitylink.com](mailto:diana.vaughn@communitylink.com).

## Chamber Holds 2012 Board Retreat.

The Central Baldwin Chamber of Commerce held its annual board retreat on January 6, 2012 at the Baldwin County Association of Realtors.

This retreat was an opportunity for the board to meet and discuss the Strengths, Weaknesses, Opportunities and Threats of the Chamber

in order to determine our 2012 Program of Work.

The meeting was facilitated by Kirk Mancer. Mancer is the Executive Director of the Cullman Area Chamber of Commerce and also serves on the board of directors of the Chamber of Commerce Association of Alabama.

"If you've seen one Chamber, you've seen one Chamber," stated Mancer. "While most communities have a Chamber of Commerce, each one is unique in the services they offer and the businesses they represent."

Kirk said the key to a successful chamber is determining what makes us stand out and determine our goals based on that.

The goals determined as a result of this retreat for 2012 are:

### **Develop a 3-5 year strategic plan**

- Form a task force to meet over a 90 day period and develop a strategic plan based on the board's vision for the chamber by using feedback obtained at the retreat.
- Bring the recommended strategic plan to the board for discussion and approval.
- Publish the strategic plan to inform our members and the community of our goals and vision.

### **Build a stronger relationship with our members and the community**

- Take a more active roll in making face-to-face contact with prospective and existing members through staff and board members.
- Continue to survey the members to determine what is important to them and craft our services to meeting those needs.
- Survey non-members and dropped members to determine how the Chamber can be or could've been more valuable to their business.
- Encourage our members to refer new members to join our network.

We are committed to providing value to our community by using the best resource available, our members. We believe by listening to our members and providing services that help them grow, YOUR Chamber will in turn grow and prosper.



## Join a 2012 Chamber Committee

The Central Baldwin Chamber of Commerce invites you to join a committee in 2012.

Chamber Committee involvement offers members an excellent opportunity to take an active role in planning and implementing programs and strategies to achieve the Chamber's goals. While participating on committees, you will be networking with other members, increasing visibility of your company name, ensuring your business needs are communicated, and enhancing the effectiveness of your Chamber membership.

Serving on a committee also gives members the opportunity to grow and develop their leadership skills.

Please review the following categories or programs and find one where you can make a difference!

### **Communications Committee**

This committee serves as a Board/Community 'Think Tank.' Its mission is to increase the chamber's visibility in the community, build the image of the chamber as a professional organization that promotes Central Baldwin business while balancing economic prosperity with quality of life, providing the chamber and its members with tools to successfully communicate its strategies.

### **Education Committee**

The Education Committee's objective is to develop a relationship between local business and our schools, so as to benefit both.

### **Events Committee**

This committee will deliver first class Chamber of Commerce events.

### **Finance Committee**

This committee is responsible for the fiscal integrity of the Chamber.

### **Governmental Affairs Committee**

This committee is responsible for keeping up and in touch with each of our municipalities and local government.

### **Membership Committee**

The Membership Committee is focused on bringing new members in the Central Baldwin Chamber, making them feel welcome and helping them recognize the benefits their business will experience as a result of their membership.

### **Health & Wellness Committee**

The objective of this committee is to promote a healthy way of living in central Baldwin by educating community members on the best health and wellness practices including how to take a preventative approach to illness through healthy eating and exercising habits.

To join a committee, give Jamie Mangion a call at the Chamber, 251-947-2626 or email her at [jmangion@centralbaldwin.com](mailto:jmangion@centralbaldwin.com) . Please be aware that some committees may have a participation limit and will be available on a first come, first served basis.



S e m i n a r

## 1st Quarter Business Seminar

### "Writing Eye Catching Marketing Materials"

Jennifer Edwards will show you how to write eye catching marketing materials that will win allegiance in the marketplace. You will discover key phrases that are essential to selling your business and understand the value of using color to attract your audience.

**Wednesday**  
**February 15, 2011**  
**11:30am - 1:00pm**  
**Central Annex**  
**22251 Palmer St.**  
**Robertsdale, AL**

\$10 Chamber Members & \$15 for future members  
Lunch included\*

Reservation required by February 13th

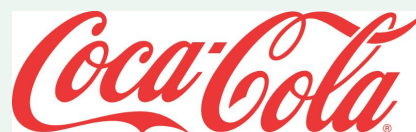
***\* If you RSVP yes and are unable to attend  
without giving 24 hours advance notice, you  
will be billed for the lunch.***

[\*\*Register Now\*\*](#)

**Co-hosted by:**



**Sponsored by:**



## Local Family Contributes to the Chamber's Junior Executive Scholarship Fund

The Central Baldwin Chamber of Commerce is very thankful to the Mack family for their donation of \$1000 to the Chamber's Junior Executive Scholarship Fund.

The Junior Executive program is a wonderful opportunity to help promote interaction and goodwill between the business community and high school juniors and seniors.

Although the Junior Executive program has been in existence many years, this is the first year that we have decided to offer scholarships to one (or more) deserving Junior Executive(s).

Along with the Mack family's donation, the Chamber has also contributed \$1000 towards this scholarship fund.

Chamber member businesses can be part of this and contribute to help escalate this amount. Call Jamie today at 251-947-2626 if you would like to make a donation to the fund.

The Chamber would also like to thank Baldwin EMC for being the title sponsor of our Junior Executive program.

Jamie Mangion  
Director of Operations  
Central Baldwin Chamber of Commerce  
23150 Highway 59  
Robertsdale, AL 36567  
251-947-2626  
f. 251-947-4809  
[www.centralbaldwin.com](http://www.centralbaldwin.com)

***"Choose a job you love and you will never have to work a day of your life." ~ Confucius***

## Calendar of Events

### **1st Quarter Business Seminar "Writing Eye Catching Marketing Materials"**

February 15, 2012

Central Annex

22251 Palmer St., Robertsdale

11:30-1:00pm

### **Third Thursday**

Sponsored by: Harry D'Olive Jr., Attorney at Law

February 16, 2012

Held at Magnolia Blossom Cafe

22667 Hwy 59, Robertsdale

7:30-8:30am

### **Business After Hours**

Sponsored by: Habitat for Humanity

February 16, 2012

Held at the Habitat Restore

108A Hwy 59, South, Summerdale

# Earn \$25.00

Do you want to earn \$25.00? The Central Baldwin Chamber of Commerce is giving away \$25, as part of our "Membership Referral Program", to any member who refers a business that joins the Chamber (\$175.00 minimum membership fee). But wait, it gets even better! You are eligible for the cash reward for each member you refer so the opportunities are unlimited.

The cash rewards will be issued on a monthly basis. Cash cannot be given without a [referral form](#) showing you as the person referring the new business. For more information, contact the Chamber at 251-947-2626.