

2015-2016
COLUMBIA CHAMBER OF COMMERCE
ANNUAL REPORT



COLUMBIA
CHAMBER
OF COMMERCE

*Engaging Business
for Community Excellence*

Our Mission

The mission of the Columbia Chamber of Commerce is to lead our community, drive commerce in our region and advance community and regional collaborations, thereby enhancing the quality of where we live, learn, work and play.

Our Vision

Through persistent commitment to our mission, we see a future characterized by unprecedented achievements in both public policy and economic growth. We are dedicated to nurturing and providing leadership to ensure community aspirations become realities.



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Letter from the Chair



As we look back on another successful fiscal year for the Columbia Chamber of Commerce, it truly was a year of meaningful progress. It began with the implementation of a new Strategic Plan, developed under the leadership of my predecessor as Chair, Heather Hargrove. This new plan has served to be a stalwart guide for the Chamber's architecture and activities. The year started with an initiative to align the organization structure with the strategic plan, which

called for new roles for some of the team members and the addition of several new and talented Chamber staff. As all of us in business know, it's all about the people, and we do have the talent on this staff to undertake the Chamber affairs. They are making a difference for businesses and business leaders in Columbia, Missouri.

The second annual Chamber of Commerce Leadership Visit continued a tradition started under Heather's leadership. 49 community leaders, including business and civic leaders, gathered for this visit to Gainesville, Florida. This new tradition is galvanizing your Chamber in its role as civic leader, community convener and strategic facilitator. Meaningful initiatives are underway as a result of these visits which will benefit our community for generations to come.

2015-2016 may have been a time when your Chamber began to expand its role from its core of being an advocate for business, to include being an entity advocating for Columbia, Missouri. Unprecedented collaboration between the City, County, CPS, MU and the Chamber led to favorable outcomes at the state level during the 2016 legislative session. What's more, a process to find these important common initiatives has been created to continue the collaboration.

The opportunity to serve as Chairman of the Columbia Chamber of Commerce is an honor for anyone provided the privilege. For me, it has enabled me to meet so many engaged leaders in our community and to work with them for the common good of our community. I am immensely grateful for the opportunity to lead your Chamber of Commerce. Thank you for allowing me to do so.

Kit Stolen

Providence Bank

2015-2016 Chair of the Board of Directors

2015-2016 Year in Review

Chamber Classic Golf Tournament

More than 150 golfers enjoyed a beautiful day at Columbia Country Club at the 12th Annual Chamber Classic Golf Tournament.

August

The 10th Annual Small Business Exhibition filled Parkade Center. More than 35 members with 15 or fewer employees showcased their businesses and participated in seminars relevant to their success.



October

January

February



Leadership Visit 2015

Columbia Chamber of Commerce

The Columbia Chamber of Commerce hosted its second annual Leadership Visit to Gainesville, FL. 49

business professionals, community leaders, and Chamber staff members, participated on the trip to engage in high-level networking among the delegation and the opportunity to learn about unique partnerships, initiatives, and challenges in the Gainesville community. The trip focused on:

1. Business growth and city planning
2. Airport
3. Transportation/Infrastructure
4. Education
5. Economic Development
6. Policing

There was a packed house for the Economic Outlook Conference, Ted Abernathy, founder of Economic Leadership, LLC., was the keynote speaker.

The Chamber's biggest day of the year was a huge success. It all started off with a Quarterly Membership Breakfast, then the Business Showcase featured 135 members' booths. Women's Network sponsored a luncheon with more than 400 guests and the day wrapped up with an exhibitor mixer.

Columbia Chamber of Commerce Business Showcase

CenturyLink®
Your link to what's next™



The Chamber's 2016 legislative priorities were announced:

1. Extend term limits to 16 years in either the House or Senate or 16 years total in the Missouri Legislature.
2. Support the exploration of various funding options such as an increased motor fuel tax, dedicated general revenue and/or toll roads for new construction and the maintenance of the existing interstate highway system and maintain Interstate 70 to increase personal safety and grow business traffic.
4. Oppose all efforts to shift the cost of the uninsured to businesses, as well as health insurance mandates that undermine the ability of employers to provide competitive health insurance at an affordable cost.
5. Secure \$10 Million appropriation to expand education and training for the University of Missouri Research Reactor (MURR)
6. Support state funding requests for core operations as well as new and continuing initiatives to help ensure the University can carry out its Mission.
7. Support 50/50 Public-Private matching partnerships for capital improvement priorities and bonding for maintenance and repair projects.



The Columbia Chamber of Commerce earned its way into the top percent of chambers across the country by receiving its 5-Star Accreditation. The U.S. Chamber of Commerce awarded the Columbia Chamber the elite status for its sound policies, effective organizational procedures and positive impact on the community.

2016 GOVERNOR DEBATE SERIES

The first televised debate for the 2016 Missouri Governor's race was held at the Missouri Theatre. The debate was televised on KOMU and lasted for 90 minutes. Republican candidates for governor John Brunner, Eric Greitens, former federal prosecutor Catherine Hanaway and Lt. Governor Peter Kinder all participated. This was a collaborative effort between the Columbia Chamber of Commerce, University of Missouri and KOMU. The Chamber will host in the fall a 2016 Missouri Governor General Election televised debate.

March

The 57th Annual Agricultural Recognition Banquet congratulated the following award and scholarship recipients:

- 2016 Agriculturalist of the Year: Bullard Seed Company
- 2016 Friend of Youth Award: Chuck Miller and Larry Henneke
- Don Day Agribusiness & Bioscience Scholarship Recipient: Rebecca Sjastrand from Southern Boone County High School

April



The 2016 ATHENA International Award was presented to Dianne Lynch, President of Stephens College. The 2016 ATHENA Young Professional Award was presented to Michelle Spry, President of Midway Electric Inc.

May



Logboat Brewing Company was named the 2016 Small Business of the Year. They were recognized along with finalists Boone Central Title Co., Bluetail Medical Group, EasyPC IT & Computer Repair and Simon Oswald Architecture.

June

At the 111th Annual Membership Dinner, the Chamber recognized the following award recipients:

- Ambassador of the Year: Cathy Cook, Kona Ice
- Outstanding Citizen Award: Kat Cunningham, Moresource, Inc.
- Emerging Professional of the Year: Teresa White, MFA Oil Company
- Debin Benish Outstanding Businesswoman: Nancy Allison, Agent - Shelter Agency

Board of Directors Executive Committee

Kit Stolen
Chair
Providence Bank

Rusty Strodtman
Chair-Elect
Columbia Mall

Heather Hargrove
Past Chair
KRCG

Judy Starr
Treasurer/Finance & Administration
Division Chair
Central Bank of Boone County

David Nivens
Membership Development Division Chair
Midwest Computech

Matt Williams
Community Development Division Chair
Landmark Bank

Susan Hart
Economic Development Division Chair
Huebert Builders, Inc.

Jessica Macy
Women's Network Chair
New Chapter Coaching, LLC

Matt McCormick
President
Columbia Chamber of Commerce

Board of Directors

John Beverstein
Honey Baked Ham Co. and Café

Mike Grellner
Plaza Commercial Realty

Jim Sinek
Boone Hospital Center

Emily Clapp
Veterans United Home Loans

Shirley Johnson
Missouri Employers Mutual

Steve Sowers
Commerce Bank

Tim Crockett
Crockett Engineering Consultants,
LLC

Jay Lindner
Forum Development Group

Tom Trabue
THHinc McClure Engineering Company

Kevin Czaicki
CenturyLink

Allan Moore
Moore & Shryock -
Real Estate Appraisers

Gary Ward
University of Missouri

Matt Garrett
KOMU

Matt Moore
Shelter Insurance Companies - Main
Office

Andy Waters
Columbia Daily Tribune/Tribune
Publishing Co.

Gina Gervino
Columbia Insurance Group

Eric Morrison
Providence Bank

Lindsay Young-Lopez
The Food Bank for Central and
Northeast Missouri

Board of Directors

Ex-Officio Members

Dan Atwill
Presiding Commissioner,
Boone County

Dr. Henry (Hank) Foley
Chancellor
University of Missouri

Mike Matthes
City Manager
City of Columbia

Dr. Peter Stiepleman
Superintendent
Columbia Public Schools

Stacey Button
President
REDI, Inc.

Brian Treece
Mayor
City of Columbia

Dr. Scott Dalrymple
President
Columbia College

Dr. Dianne Lynch
President
Stephens College

Dr. Bruce Walker
President
Centennial Investors

Board of Advisors

Ameren Missouri

First Midwest Bank

Shelter Insurance Companies -
Main Office

Boone Electric Cooperative

First State Community Bank

Boone Hospital Center

Hawthorn Bank

State Farm Insurance Columbia
Operations Center

Central Bank of Boone County

Isle of Capri Casino & Hotel
Boonville

Stephens College

City of Columbia

JES Holdings

The Bank of Missouri

City of Columbia Water & Light

Joe Machens Dealerships

The Insurance Group

Columbia Board of Education

KOMU 8

U.S. Bank

Columbia College

Landmark Bank

UMB Bank, NA

Columbia Daily Tribune/Tribune
Publishing Co.

Mediacom

University of Missouri

Columbia Insurance Group

Missouri Credit Union

University of Missouri Health Care

Commerce Bank

Missouri Employers Mutual

Veterans United Home Loans

Country Club of Missouri

Naught-Naught Insurance Agency

William Woods University

Committee Leadership & Accomplishments

Agribusiness & Bioscience

Co-Chairs: Jason Mott, MFA, Inc. & Scott Tipton, SteriPort Solutions, LLC

Agribusiness & Bioscience Committee organized the 57th Annual Agricultural Recognition Banquet. They also hosted Food for Thought Breakfast Seminars and selected a recipient for the Don Day Agribusiness & Bioscience Scholarship.

Budget & Finance

Co-Chairs: Doug Callahan, Boy Scouts of America-Great Rivers Council & Judy Starr, Central Bank of Boone County

Budget & Finance Committee finished updating the Chamber bylaws and employee manual.

Business Showcase

Co-Chairs: Greg Baker, Boy Scouts of America-Great Rivers Council & Don VanMeter, U.S. Bank

The Chamber's biggest day of the year was a huge success. It all started off with a Quarterly Membership Breakfast, then the Business Showcase featured 135 members' booths. Women's Network sponsored a luncheon with more than 400 guests and the day wrapped up with an exhibitor mixer.

Chamber Classic Golf Tournament

Co-Chairs: Stephanie Turner, Flat Branch Home Loans & Nancy Sell, American Red Cross Heart of Missouri Chapter

The Chamber Classic Golf Tournament Committee held the 12th annual tournament at the Columbia Country Club. They sold out the event with more than 150 golfers.

Emerging Issues

Co-Chairs: Jay Lindner, Forum Development Group & Kevin Czaicki, CenturyLink

Emerging Issues met twice monthly throughout the year to discuss critical issues affecting the business community. They provided a vetting process for topics to be referred on to Government Affairs or another committee for consideration and recommendation to

the Chamber Board of Directors.

Government Affairs

Co-Chairs: Tec Chapman, Services for Independent Living & Tom Trabue, THHinc McClure Engineering Company

Government Affairs hosted the first televised Governor's Debate in the 2016 Election Cycle. It also made several ballot recommendations to the Board of Directors which resulted in successful passage. It continued the successful Lunch with a Leader Series, hosting Rep. Kip Kendrick, MoDOT Director Patrick McKenna, U.S. Senator Roy Blunt and Attorney General Chris Koster.

Junior Leadership Columbia

Co-Chairs: Jill Dudley, Provision Living at Columbia & Brian Cunningham, Moresource, Inc.

Junior Leadership Columbia graduated 23 area high school juniors, after completion of 10 sessions focused on developing leadership characteristics and exposure to the local community.

Leadership Columbia

Co-Chairs: Sara Snodderley, Emery Sapp & Sons, Inc. & Chris Bach, Bluebird Network, LLC

Leadership Columbia graduated 30 business professionals, after completion of 10 sessions focused on leadership skill-building and knowledge of community assets and challenges.

Membership

Co-Chairs: Renee Cosner, Word Marketing & Jayme Dement, KRCG

Membership Committee welcomed new members and worked with existing members to increase membership retention. They planned and hosted four New Member Welcome events and had several ROI program graduates.

Small Business

Co-Chairs: Karen Mickey, Accelerated Wealth, Columbia & Carol Nielson, Infinite Strategies

Small Business Committee held the 10th Annual Small Business Exposition. They hosted Lunch & Learn events as well as the 2016 Small Business Week.

Total Resource Campaign

Co-Chairs: Chris Roskopf, Central Bank of Boone County & Christy Bridgman, Sitter Getter Home Help, LLC

The Total Resource Campaign included five teams of volunteers working to meet and exceed a goal of \$530,000.

Transportation

Co-Chairs: Gene DeVore, Columbia Insurance Group & David Coil, Coil Construction, Inc.

Transportation Committee met regularly with representatives from the city, county and MoDOT regarding updated transportation projects. They were awarded the opportunity to host the Missouri Highways and Transportation Commission in April 2016 for the 6th time.

Chamber Divisions

Chamber Ambassadors

Chair: Kevin Czaicki, Chair CenturyLink

Chair-Elect: Sherry Major, Columbia EDP Center, Inc.

The Ambassadors committed thousands of hours of volunteer time at hundreds of Ribbon Cuttings, Ground Breakings and celebrating business in Columbia. They welcomed six new members.

Emerging Professionals in Columbia (EPIC)

Chair: Emily Clapp, Veterans United Home Loans

Chair-Elect: Teresa White, MFA Oil Company

EPIC hosted a variety of events this year, including four program events, four Lunching Outside the Box events, four mixers, three New Member Welcome events and three community involvement service projects. EPIC also hosted a statewide Young Professionals Summit.

Women's Network

Chair: Jessica Macy, New Chapter Coaching, LLC

Chair-Elect: Erica Pefferman, The Business Times Company

Women's Network finished a very successful year. They hosted the 22nd Annual ATHENA International Awards Banquet. Members also completed the inaugural year of the Women's Network Mentorship Program while hosting events monthly.

2015-2016 By the Numbers

The Chamber welcomed

106

members, putting the total more than

1,120

The Ambassadors hosted more than

160

Ribbon Cuttings.

Leadership Columbia graduated

30

business professionals.

Junior Leadership Columbia graduated

23

local high school juniors.

EPIC welcomed more than

310

new young professionals.

Women's Network has

520

members.

The 2015 Total Resource Campaign raised

\$562,096

for the 2015-2016 program year.

Implementing The Plan

The Strategic Planning process began during the 13-14 program year when the Chamber Board of Directors made the decision to conduct an audit of all the Chamber's committees, programs and events. From that point on, the Chamber has been working to implement the plan. Part of that plan was to create a Strategic Plan, Strategic Communications Plan and a new Organizational Structure.

This year provided a great base to build for the future. It featured six new staff members that are working hard and making swift changes for the Chamber.

- Cara Christianson was hired as the Director of Membership. Cara has consistently brought in new members and found a way for them to get involved in the Chamber.
- Jerry Dowell was hired as the Director of Government Affairs. Jerry has aggressively taken the Chamber into a new realm of the legislative world.
- Kristen Grusenmeyer was hired as the Women's Network Coordinator. She has stepped in and taken the division to another level.
- Penny Kuhns-Knarr was hired as the Director of Administration near the end of the program year.

Penny has stepped into the role and delivered quality work daily.

- Brad Johnson was hired as the Director of Communications & Marketing. Since his hire, the Chamber has increased its communications efforts. Compared to 2014-2015, the Chamber has been included in more than 115 stories in the media. That is more than an 800% increase.
- Lakeela Mings was hired as the Information Specialist. Lakeela has increased customer relations in the Walton Building lobby and makes sure the space is welcoming and organized for visitors and members.

These six new team members join President Matt McCormick, VP of Chamber Operations Victoria Brees, VP of Community Affairs Jolyn Sattizahn, Director of Membership Engagement Meagan Schaffner to ensuring the Strategic Plan is being followed. The entire Chamber staff has dedicated thousands of hours to making sure the Strategic Plan is being followed and implemented in order to make the Chamber and its mission stronger of making Columbia a great place to live, learn, work and play.

Columbia Chamber of Commerce 2015-2018 Strategic Plan

Be the Voice of Business	Deliver Value to Members	Advance Community Excellence	Support Sustainable Economic Development	Develop Organizational Sustainability
<i>Promote and protect the interests of the business community</i>	<i>Attract and retain members by exceeding their expectations</i>	<i>Leverage Columbia's assets for the betterment of all</i>	<i>Collaborate for economic success</i>	<i>Ensure the long-term growth and success of the Chamber</i>
Objective #1: Improve community perception about business <ul style="list-style-type: none"> Rebrand "business" to the community 	Objective #1: Serve the diverse needs of the business community <ul style="list-style-type: none"> Assess the needs of the different types of members we serve Provide a diverse menu of benefits to meet the needs and interests of members 	Objective #1: Fill community leadership gaps <ul style="list-style-type: none"> Develop the next generation of community and business leaders Create a pipeline for community leadership Collaborate to connect leaders with one another 	Objective #1: Be a unified voice for economic development <ul style="list-style-type: none"> Develop the Council of Associations Collaborate to advance the needs for sustainable business growth 	Objective #1: Create a stronger Chamber brand <ul style="list-style-type: none"> Tell our own story Generate strategic visibility in the community
Objective #2: Promote an engaged community on business issues <ul style="list-style-type: none"> Educate & engage the community 	Objective #2: Make the Chamber the essential resource for doing business in Columbia <ul style="list-style-type: none"> Position the Chamber as the one-stop premier resource for information, support and best practices Promote the value of membership Give our members a competitive edge 	Objective #2: Promote an engaged community working together to enhance the quality of life in Columbia <ul style="list-style-type: none"> Facilitate creative collaboration on community priorities Leverage "Chamber Champions" for leadership on community priorities 	Objective #2: Enable the success of economic development initiatives <ul style="list-style-type: none"> Serve as the catalyst for workforce development collaboration Connect businesses to resources available for expansion and growth Educate and engage the community on economic issues 	Objective #2: Solidify financial sustainability of the Chamber <ul style="list-style-type: none"> Grow the membership base Grow non-dues revenue Enhance our membership dues model Implement financial best practices
Objective #3: Achieve positive outcomes for pro-business policies <ul style="list-style-type: none"> Focus endorsements on business issues Influence local, state and national policy 				Objective #3: Maximize operational effectiveness <ul style="list-style-type: none"> Embrace technology Work smarter
				Objective #4: Attract and retain the best Chamber Team <ul style="list-style-type: none"> Develop a "Dream Team" Continue Strategic Leadership



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ACCREDITED



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