

TIGER

2016-2017
COLUMBIA CHAMBER OF COMMERCE
ANNUAL REPORT



COLUMBIA
CHAMBER
OF COMMERCE

*Engaging Business
for Community Excellence*

Letter from the Chair



Where does the time go? It just seemed like yesterday, I was nervous and anxious about starting my year role as the Chair of the Chamber Board of Directors. Now, I am sad at the thought of my year winding down and coming to an end. After thinking about all that we accomplished over the past year, I have a smile on my face. I look forward to handing the reins off to David Nivens, as Chamber Chair, and Susan Hart as Chair-Elect.

Over the past year a considerable amount of energy was spent on continuing to strengthen the core base of the organization with many behind the scenes initiatives that were planted by my predecessor, Kit Stolen. It began with the implementation of a new database system that would give Chamber staff and membership a more robust and modern system. With the addition of the new database, the Chamber needed to update and enhance our website. Thanks to the Evoke Group, the Chamber now has a modern, usable, and effective website that is linked to our database system. In the future, you will continue to see many benefits of our new database and website being utilized by the organization.

The last big piece of the organization that we focused on was the Chamber's membership structure, and the roll out of the new Tiered Dues Membership. The old membership structure was more of a punitive system, in that we punished our members' success by increasing their fees as their organization prospered. We are currently seeing many positive outcomes of the new system, and look forward to the future as it is introduced to more of our membership.

With the creation and hiring of a full time Government Affairs staff position, the Chamber's political platform took a major leap forward during the 2016-2017 year. We developed priorities locally with our inaugural Local Agenda, in addition to the State and Federal priorities. The Chamber was very involved and played a major role in the creation of a Community Land Trust. The past year you saw the Chamber become very engaged with the City of Columbia's updates to their Zoning Codes with the passing of the Unified Development Code.

It was my honor to serve as your Chamber Chairman for the past year and I want to thank every one of you for all that you did to help make the past year so successful. One group of people that I specifically wanted to thank is our Chamber Staff. Thank you to one of the hardest working, dedicated and talented teams that I have had the privilege working with. This is not a good-bye, but rather, a hello for a new adventure!

Rusty Strodtman
Columbia Mall
2016-2017 Chair of the Board of Directors

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.



**COLUMBIA
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2016-2017 Year in Review

EPIC hosted a meet and greet event for candidates running for local, state and national seats.

The 11th annual Small Business Exhibition hosted more than 30 members that showcased their products in front of hundreds of people throughout the day at Parkade Plaza.

August

The Chamber held its 13th Chamber Classic Golf Tournament at the Columbia Country Club. The event was completely sold out. Everyone braved the heat and had a great time.



September

The Chamber led a delegation of 58 leaders from Columbia/Boone County's business, civic, education, and nonprofit sectors to Fort Collins, CO for the third annual Leadership Visit.

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



October

Chamber revealed inaugural

November

Chamber n
legislative

Missouri House Speaker Todd Richardson talked with members about his legislative priorities for the 2017 legislative session.



January

Missouri State Treasurer Eric Schmitt spoke with members about his plans to transform the Treasurer's office and his goals for the future.

About 130 business leaders in the region were able to see how Columbia stacks up against the rest of the nation in regards to spending habits at the 2017 Economic Outlook Conference.

Members of Congress and the U.S. Chamber of Commerce discussed their efforts to reform the country's capital market to members. The Chamber partnered with the U.S. Chamber of Commerce Center for Capital Markets Competitiveness to host a Financial Services Roundtable.



Thousands of people saw what more than 100 Columbia businesses have to offer at the annual Business Showcase.



Local Agenda

revealed its 2017 priorities

Leaders of EPIC hosted presidents, CEO's and owners of several Columbia businesses to talk about leadership.

February

March

April

May

June

The 58th Annual Agricultural Recognition Banquet congratulated the following award and scholarship recipients:

- 2016 Agriculturalist of the Year: Jim and Deanna Crocker
- 2016 Friend of Youth Award: Cedar Creek Therapeutic Riding Center
- Don Day Agribusiness & Bioscience Scholarship Recipient: Emma Criswell



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.

The Business Times Company was selected as the 2017 Small Business of the Year. They were recognized along with finalist AnnaBelle Events, Harold's Doughnuts, TrueSon Exteriors and Thompkins Homes & Development.



At the 112th Annual Membership Dinner, the Chamber recognized the following award recipients:

- Ambassador of the Year: Sean Spence
- Outstanding Citizen Award: Paul Land
- Emerging Professional of the Year: Allie Marrone
- Debin Benish Outstanding Businesswoman: Erica Pefferman

Board of Directors Executive Committee

Rusty Strodtman

Chair
Columbia Mall

David Nivens

Chair-Elect
Midwest Computech

Kit Stolen

Past Chair
Providence Bank

Judy Starr

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

Lindsey Young-Lopez

Membership Development Division Chair
The Food Bank of Central & Northeast
Missouri

Mike Grellner

Community Development Division Chair
Plaza Commercial Realty

Jay Lindner

Economic Development Division Chair
Forum Development Group

Erica Pefferman

Women's Network Chair
The Business Times Company

Matt McCormick

President
Columbia Chamber of Commerce

Board of Directors

Nick Allen

Manor Roofing and Restoration

Jennifer Hedrick

Simon Oswald Architecture

Jim Sinek

Boone Hospital Center

Kathleen Bruegenhemke

Hawthorn Bank

Shirley Johnson

Missouri Employers Mutual

Judy Starr

Central Bank of Boone County

Emily Clapp

Veterans United Home Loans

Jay Lindner

Forum Development Group

Kit Stolen

Providence Bank

Tim Crockett

Crockett Engineering Consultants,
LLC

Jessica Macy

New Chapter Coaching, LLC

Tom Trabue

THHinc McClure Engineering
Company

Kevin Czaicki

CenturyLink

Sherry Major

Columbia EDP Center, Inc.

Gary Ward

University of Missouri

Katie Essing

The District

Matt Moore

Shelter Insurance Companies - Main
Office

Andy Waters

West End Columbia Properties

Matt Grellner

Plaza Commercial Realty

David Nivens

Midwest Computech

Teresa White

MFA Oil Company

Matt Garrett

KOMU

Erica Pefferman

The Business Times Company

Matt Williams

Landmark Bank

Lindsey Young-Lopez

The Food Bank for Central & Northeast Missouri

Board of Directors

Ex-Officio Members

Dan Atwill
Presiding Commissioner,
Boone County

Stacey Button
President
REDI, Inc.

Brian Treece
Mayor
City of Columbia

Dr. Peter Stiepleman
Superintendent
Columbia Public Schools

Dr. Dianne Lynch
President
Stephens College

Dr. Bruce Walker
President
Centennial Investors

Dr. Scott Dalrymple
President
Columbia College

Mike Matthes
City Manager
City of Columbia

Chancellor
University of Missouri

Dr. Jeff Lashley
President
Moberly Area Community College

Board of Advisors

Ameren Missouri	Clear Vision Development Group	Naught-Naught Insurance Agency
Boone Electric Cooperative	First Midwest Bank	Shelter Insurance Companies - Main Office
Boone Hospital Center	First State Community Bank	State Farm Insurance Columbia Operations Center
Central Bank of Boone County	Hawthorn Bank	Stephens College
City of Columbia	Isle of Capri Casino & Hotel Boonville	The Bank of Missouri
City of Columbia Water & Light	JES Holdings	The Insurance Group
Columbia Board of Education	Joe Machens Dealerships	U.S. Bank
Columbia College	KOMU 8 & Mid Missouri's CW	UMB Bank, NA
Columbia Daily Tribune/Tribune Publishing Co.	Landmark Bank	University of Missouri
Columbia Insurance Group	Mediacom	University of Missouri Health Care
Commerce Bank	Missouri Credit Union	Veterans United Home Loans
Country Club of Missouri	Missouri Employers Mutual	William Woods University

Committee Leadership & Accomplishments

Agribusiness & Bioscience

Co-Chairs: Jason Mott, MFA, Inc. & Caleb Colbert, Brown Willbrand, PC

The Chamber's Agribusiness and Bioscience Committee hosted the 58th annual Agricultural Recognition Banquet in March, where they awarded the Don Day Agribusiness and Bioscience \$1000 Scholarship to Emma Criswell, honored Cedar Creek Therapeutic Riding Center as our Friend of Youth recipient, and announced Jim and Deanna Crocker as the 2017 Agriculturalist of the Year. The Committee also hosted two Food For Thought Breakfast Seminars.

Budget & Finance

Co-Chairs: Doug Callahan, Boy Scouts of America-Great Rivers Council & Susan Hart, Heubert Builders, Inc.

This past program year, the Budget and Finance Committee oversaw the finances and budget of the Chamber, its divisions, committees, and activities. They also worked through policies and procedures for the Chamber's new tiered dues structure.

Business Showcase

Co-Chairs: Greg Baker, Boy Scouts of America-Great Rivers Council & Allie Marrone, Roof Rooter Drain Cleaning & Plumbing

The Chamber Business Showcase celebrated the 26th year of the Business Showcase, originally started in 1991. In 2017 we had another great event with 120 booths that was held at the Holiday Inn Executive Center.

Chamber Classic Golf Tournament

Co-Chairs: Kerrie Bloss, Boys & Girls Clubs of Columbia & Casey Henage, Grizzly Bear Lawn Care

We had a very successful 13th annual Chamber Classic Golf Tournament this year, with more than 150 golfers, on a perfect "Chamber of Commerce" weather day.

Emerging Issues

Co-Chairs: Jay Lindner, Forum Development Group & Marty Siddall, KOMU 8 & Mid-Missouri's CW

Emerging Issues met twice monthly throughout the year to discuss critical issues affecting the business community. Discussions this year had particular focus on City of Columbia initiatives and updates, and the University of Missouri. The Emerging Issues committee provided a vetting process for topics to be referred on to Chamber staff, committees, and the Board of Directors

Government Affairs

Co-Chairs: Joe Henderson, Central Bank of Boone County & Heather Hargrove, KRCCG

Government Affairs produced its first local agenda and legislative scorecard, hosted 4 of 6 statewide elected officials and held a financial services

roundtable. It also continued the successful Lunch with a Leader Series.

Junior Leadership Columbia

Co-Chairs: Jill Dudley, Provision Living at Columbia & Karlan Seville, University of Missouri

The Jr. Leadership Columbia program graduated 25 area high school juniors, after completion of 10 sessions focused on developing leadership characteristics and exposure to the local community. The Muriel Battle Youth Citizen of the Year Award was given to participant Kieran Malloy.

Leadership Columbia

Co-Chairs: Shatenita Horton, Providence Bank & Chuck Bowman, Monarch Title Company, Inc.

This year the Leadership Columbia class graduated 31 business professionals, after completion of 11 sessions focused on leadership skill-building and knowledge of community assets and challenges.

Leadership Visit Committee

Chair: Rusty Strodtman

Leadership Visit facilitated a community visit to Fort Collins, CO in October for 58 business professionals, community leaders, and Chamber staff members. Topics being covered on the 2016 trip included downtown planning, zoning, and parking; quality of life and relation to workforce recruitment and retention; city partnerships and relationship with the university and private sector; local legislative issues and emerging topics; highway funding; city transit planning; and university technology transfer, innovation, and economic impact. The visit allowed for network development among the delegation and the opportunity to learn about unique partnerships, strong collaborations, and specific challenges in the Fort Collins area.

Membership

Co-Chairs: Renee Cosner, Stoney Creek Hotel & Conference Center & Amanda Jacobs Stone, Jacobs Property Management

The Membership Committee welcomed new members and worked with existing members to increase membership retention. They planned and hosted four New Member Welcome events and worked on the new ROI program, having several program graduates this year.

Small Business

Co-Chairs: Krista Kippenberger, Focus on Health Chiropractic & Crystal Morris, The Bank of Missouri

Small Business Committee hosted the 11th Annual Small Business Expo, two Lunch and Learn events, and recently wrapped up the 2017 Small Business Week, where The Business Times Company was named our 2017 Small Business of the Year.

Total Resource Campaign

Co-Chairs: Christy Bridgman, Sitter Getter Home Help, LLC & Cheryl Jarvis, Landmark Bank

Over 40 volunteers worked to make this upcoming year the best yet. The volunteers had a goal of \$530,000. Thank you to all the volunteers for their hard work and dedication.

Transportation

Co-Chairs: Gene DeVore, TrueSon Exteriors & John Frerking, Engineering Suveys & Services

The Transportation Committee met regularly with representatives from the city, county and MoDOT regarding updated transportation projects. This summer they plan to work with the 21st Century Task Force on Infrastructure to secure funding for roads and bridges.

Chamber Divisions

Chamber Ambassadors

Chair: Sherry Major, Columbia EDP Center, Inc.

Chair-Elect: Jan Beckett

The Ambassadors serve as the goodwill and welcoming arm of the chamber and were chaired this year by Sherry Major, Columbia EDP Center, Inc. This year they welcomed nine new Ambassadors, and committed thousands of volunteer hours helping with over 175 ribbon cuttings. The Ambassadors also celebrated and gave many awards as they reached different milestones.

Emerging Professionals in Columbia (EPIC)

Chair: Teresa White, MFA Oil

Chair-Elect: Laura Roeder, The Village of Bedford Walk

EPIC was chaired by Teresa White, MFA Oil and hosted a variety of events this year, including program events, Lunching Outside the Box events, mixers, new member welcome events and community involvement service projects. EPIC also introduced their new punch card system as part of the Chamber's tiered dues structure.

Columbia Community Partnership

Chair: Matt McCormick

The newest division of the Chamber was established this year. It consists of business, tourism, City of Columbia, Boone County and education leaders. This group of leaders talked with lawmakers on a monthly basis to advocate for Columbia and their specific areas of interest.

Women's Network

Chair: Erica Pefferman, The Business Times Company

Chair-Elect: Michelle Batye, Dave Griggs Flooring America

Women's Network finished a very successful year and was chaired by Erica Pefferman, The Business Times Company. They hosted the 23rd Annual ATHENA International Awards Banquet and several mixers events. The division also created a new strategic plan and held a different themed Changing the Odds seminar that was all about finance and continuing education.

2016-2017 By the Numbers

The Chamber welcomed

109

members, putting the total more than

1,100

The Ambassadors hosted more than

115

Ribbon Cuttings.

Leadership Columbia graduated

31

business professionals.

Junior Leadership Columbia graduated

25

local high school juniors.

EPIC welcomed more than

110

new members, putting the total to more than

600

Women's Network has

500

members.

The 2016 Resource Campaign raised

\$562,942.60

for the 2016-2017 program year.

Charging Forward

Major strides have been made since the Chamber implemented its strategic plan during the 2015-2016 program year. The Chamber has found itself going in directions it's never been before and doing things that is setting it up to be successful for decades to come. Part of the Strategic Plan was to be the Voice of Business. This is something the Chamber has taken to heart. Through the means of educating members on issues, having decision makers talk with members and being a constant presence at meetings where decisions are made regarding the business community, the Chamber has made its members more aware of the business community they're in. The Chamber and its staff is dedicated to making sure business and Columbia's economy remain strong and vibrant.

The Chamber is finding new ways every day to deliver value to its members. This past year, the Chamber has made headway for Columbia business on the local, state and federal levels. By being a constant presence at Columbia City Council meetings, the state Capitol and in conversations with our Congressional lawmakers, Columbia is a prominent thought on the mind of our leaders. Columbia's business community is now in a position to receive even more benefits due to the leg work put in by members and Chamber staff. As with many issues, the effects may not be seen immediately, but the Chamber has put Columbia business in a position to gain rather than lose.

Policy making is not the only area where the Chamber has brought more value to members, but also to businesses memberships. This program year saw the implementation of a new membership structure with tiered dues. The new structure offers five levels of membership with unique benefits in each level. This allows all of our members the

opportunity to find the best fit for them and what they're wanting to get out of their membership. This plan was launched in January and has been extremely successful. No longer are the days of the "one size fits all" membership. This new plan helps businesses and the Chamber achieve their missions in ways that haven't been done at the Chamber before.

The Chamber is also expanding its brand outside of the region. Your Columbia Chamber of Commerce is becoming a statewide figure. By offering programs with high profile speakers like the Missouri Speaker of the House, media from around the state is picking up on the Chamber and using the Chamber as a resource to give a business aspect of the story. Because of that, the Chamber has shown up in stories from media outlets from all around the state, and even some across the country. The Chamber's reputation of being a voice of business is quickly expanding and being utilized. That's a testament to the hard work and dedication of our members that allow and demand the Chamber to get involved in issues at deeper levels.

Great times are ahead. Since the Chamber implemented its Strategic Plan, services and programs have grown exponentially during this time of major transition. Now that the Chamber is on a solid foundation, members will continue to see the services grow and become even stronger than they already are. Members are witnessing something special and will be experiencing a value they've never had before. Make sure you get a front-row seat because the Chamber is going in directions and doing things that are revolutionizing the Chamber industry. You and your membership are the reason the Chamber can function. Make sure you come along for the ride because this program year is only the start of something exciting.

Columbia Chamber of Commerce 2015-2018 Strategic Plan

Be the Voice of Business

Promote and protect the interests of the business community

Deliver Value to Members

Attract and retain members by exceeding their expectations

Advance Community Excellence

Leverage Columbia's assets for the betterment of all

Support Sustainable Economic Development

Collaborate for economic success

Develop Organizational Sustainability

Ensure the long-term growth and success of the Chamber



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UNITED STATES CHAMBER OF COMMERCE

ACCREDITED



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