

# BUSINESSVIEW

MOBILE AREA CHAMBER OF COMMERCE

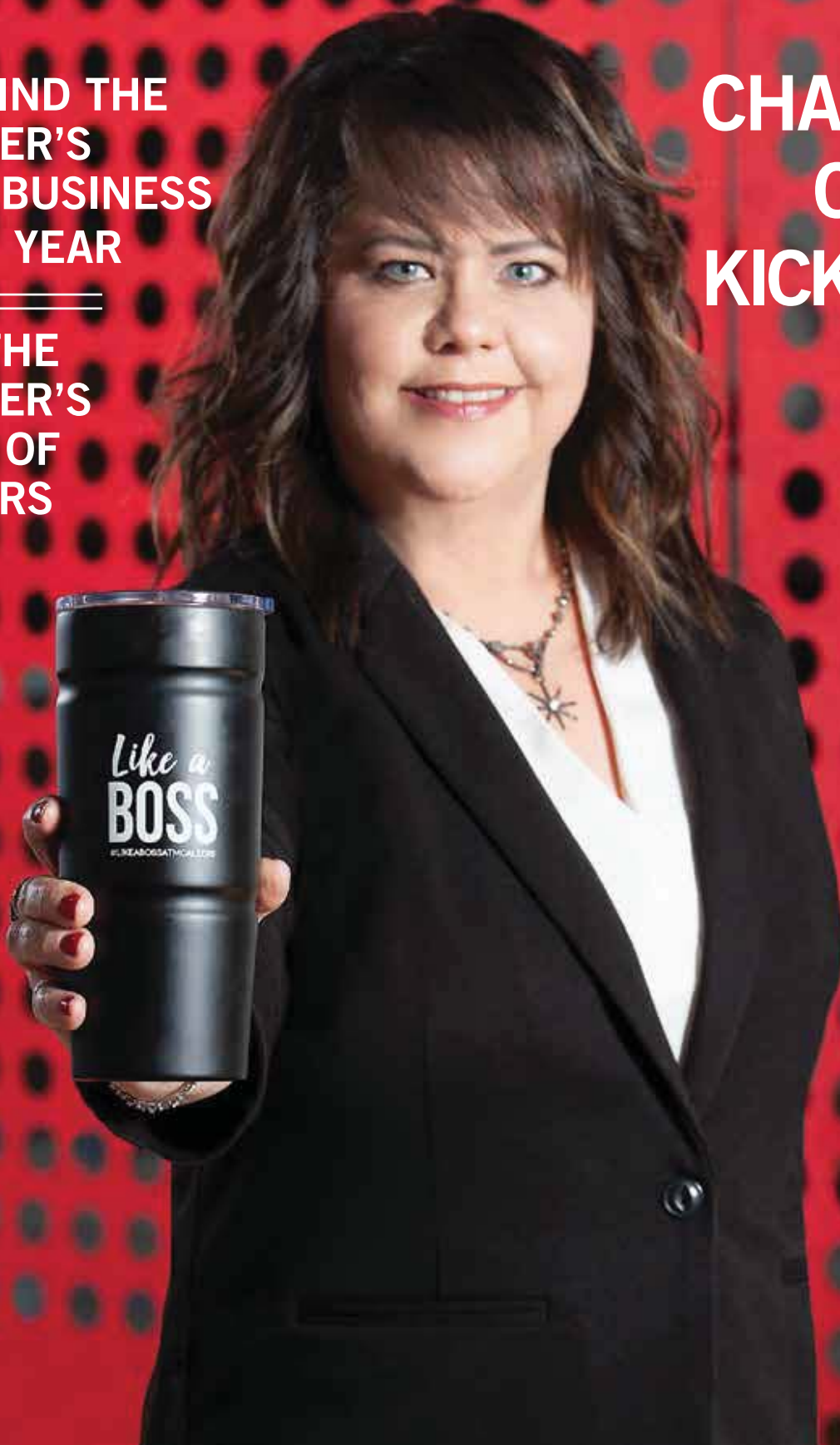
MAY/JUNE 2020

HELP FIND THE  
CHAMBER'S  
SMALL BUSINESS  
OF THE YEAR

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MEET THE  
CHAMBER'S  
BOARD OF  
ADVISORS

CHAMBER  
CHASE  
KICKS OFF





# CROSS SET TO LEAD 24<sup>TH</sup> ANNUAL CHAMBER CHASE CAMPAIGN

Photo by Jeff Tesney Photography

Chamber Chase Chair Melissa Cross with McAleer’s Office Furniture partnered with Mighty to create a video to kick off the 2020 Chamber Chase campaign. Pictured here with Cross is Mighty Partner & CEO Jarrett McCraw.

In May, the Mobile Area Chamber will kick off its 24<sup>th</sup> annual total resource development campaign with dedicated volunteers and staff working to recruit new members, secure sponsorships for Chamber events and sell advertising space in Chamber publications. The ultimate goal is to help the Chamber continue its mission of being a progressive business advocate.

Each year, the group is led by a leader in the business community who is also a member of the Chamber’s board of directors.

**Melissa Cross**, president of McAleer’s Office Furniture, is chairing the group for 2020.

“The participation of our business community is crucial to supporting the Chamber in its efforts to continue growing our region’s economy,” said Cross. “The Chamber values its members and their investment. I encourage all of our area’s businesses to join and get engaged with the work we’re doing to make Mobile a better place to live and work.”

“Volunteers are able to interact with the business community by contacting their clients and customers,” said **Carolyn Golson**, the Chamber’s vice president of membership. “They benefit from the exposure and networking with other volunteers, and it’s an

opportunity to develop stronger relationships with customers. Volunteers can let their customers know about opportunities available at the Chamber and can also use their involvement with the campaign to make connections with potential customers.”

“It’s a great way for me to add value to what I deliver to my customers,” said longtime Chamber Chase volunteer **James Alexander** of BancorpSouth. “It helps me help them find ways to get more invested in the community and find ways to network with other companies they’d like to do business with.”

**Rachel New** of Trustmark Bank, who has worked on the campaign since 2013, added, “It has helped me learn how to network efficiently and help our customers get more connected in the community.”

The Chamber Chase campaign will officially kick off on May 28, with a goal of \$1.55 million in memberships, sponsorships, advertisements and donated goods and services. To get involved as a volunteer, participate with a company team, or simply donate a door prize for the volunteers, contact Golson at 251.431.8622 or [cgolson@mobilechamber.com](mailto:cgolson@mobilechamber.com).

# THINKING ABOUT WHAT YOU MAY BE INTERESTED IN SPONSORING? HERE'S WHAT SOME OF OUR VOLUNTEERS HAD TO SAY:

## ANNUAL MEETING

"Trustmark is the presenting sponsor of this event because of how well it is put together and attended. The program is very informative and the after party is so much fun, being able to mingle with clients and friends."

**Rachel New**, *Trustmark Bank*

"This event provides an excellent overview of everything happening at the Chamber. Fast-paced and well attended; I wouldn't miss it."

**Bernadette Windle**, *Roberts Brothers*

## BOARD OF ADVISORS INPUT BREAKFAST

"Though this event is only for the board of advisors (another great reason to join!), it is a great opportunity to share my thoughts with the Chamber as well as other business leaders."

**Melissa Cross**, *McAlee's Office Furniture*

## BUSINESS EXPO

"One of my favorites because our members get the chance to promote their business. They get to see customers and find new customers."

**Valencia Chaney**, *Alabama Power*

"McAlee's participates in the Expo every year because it is a great event to meet people, make new contacts and learn about other businesses in Mobile."

**Melissa Cross**, *McAlee's Office Furniture*

"This event was HUGE last year! In fact, it sold out! Love attending and walking every aisle to see all the different businesses there are in this community. It is amazing what Mobile has to offer consumers and businesses."

**Rachel New**, *Trustmark Bank*

## CHAMBER CHASE VICTORY CELEBRATION

"It's so fast-paced and fun! I love the build up to announcing the campaign total."

**Abe Harper**, *Harper Technologies*

"It is rewarding to see the volunteers be recognized for their hard work."

**Bernadette Windle**, *Roberts Brothers*

## EAGLE AWARDS

"A can't miss event because our small businesses, minority-owned and women-owned businesses are acknowledged."

**Valencia Chaney**, *Alabama Power*

## EXECUTIVE ROUNDTABLE

"I love hearing about all the exciting things happening in Mobile and getting to know influencers in our business community."

**Melissa Cross**, *McAlee's Office Furniture*

## MEMBER APPRECIATION DAY

"Sometimes you just need to let your hair down with the Chamber Staff! I know they appreciate their members, and this is a fun way for them to show it. I never miss it!"

**Melissa Cross**, *McAlee's Office Furniture*

"A relaxing, fun afternoon of casual networking. Definitely one of my favorites."

**Abe Harper**, *Harper Technologies*

## SMALL BUSINESS AWARDS BREAKFAST

"As a previous Small Business of the Year Award Winner (2015), we enjoy getting the chance to recognize and celebrate small businesses in our community."

**Melissa Cross**, *McAlee's Office Furniture*

"Ninety-three percent of the Chamber's members are small businesses so it is very rewarding to see our small businesses recognized."

**Valencia Chaney**, *Alabama Power*

## TEAMS PARTICIPATING

as of March 17, 2020

Alabama Power	Jeff Tesney Photography
Arkema	LLB&B Inc. Real Estate
BancorpSouth	MACC Ambassadors
BB&T, now Truist	MACC Board of Directors
Blue Cross and Blue Shield of Alabama	MACC Growth Alliance Task Force
Blue Fish	McAlee's Office Furniture
C Spire	Regions Bank
Century Bank	Renasant Bank
Crow Shields Bailey	Roberts Brothers
Evonik	ServisFirst Bank
Hancock Whitney Bank	Spire
Hargrove Engineers + Constructors	The Stewart Lodges
Harper Technologies	Trustmark National Bank
IBERIABANK	Wilkins Miller

## Get Involved

**How can the business community be a part of the Mobile Chamber's annual campaign, Chamber Chase?**

- Visit the campaign website, [chamberchase.com](http://chamberchase.com), for ideas
- Join the Chamber
- Raise your visibility by joining the Chamber's board of advisors
- Gain exposure for your company by sponsoring an event
- Promote your business with an advertisement in a Chamber publication
- Contact Carolyn Golson at 251.431.8622 for details or to discuss ideas