



Back row (left to right) Rachel New, Trustmark Bank; Nate Patterson, A Culture of Excellence; Cross; Ryan Allenbach, Alabama Power; Janet Johnson, Century Bank; and seated, Linda Faulkner, Evonik (retired) and James Alexander, BancorpSouth. Photo by Chad Riley Photography

BACK FOR MORE – CROSS TO LEAD 25TH ANNUAL CHAMBER CHASE CAMPAIGN

The Mobile Area Chamber kicked off its total resource campaign in late April. Chamber Chase is a multi-week campaign in which volunteers and staff recruit new members, secure sponsorships for Chamber events and more to help the Chamber continue its mission.

The 2020 effort was a unique opportunity – and even with social distancing, still reached the campaign goal and broke many “COVID” records for the campaign – a favorite mantra set by **Melissa Cross**, president of McAleer’s Office Furniture and 2020 Chamber Chase chair.

“I really enjoyed the time during the 2020 campaign, even though it was a challenge for our volunteers to sell sponsorships – but they really pulled it off and made a huge impact on Chamber initiatives,” she said. “This year will be groundbreaking.”

Cross was asked to bring her energy and enthusiasm back to serve as chair for a second year. She hopes to lead Chamber Chase volunteers to break even more records during the 2021 campaign.

“People are ready to get back to meeting in person and being involved with the Chamber, even with some restrictions, but we can make events work again and network with our friends, colleagues and other business professionals,” she said.

“Volunteers have unique interactions with the business community by contacting their clients and customers,” said **Carolyn Golson**, the Chamber’s vice president of membership. “Teams benefit from the exposure and networking with other volunteers, and it’s a link to developing stronger relationships with customers. The volunteers can let their customers know about opportunities available at the campaign to open doors with potential customers.”



When asked why she participates each year, **Rachel New** of Trustmark Bank said, “I participate to enjoy the friendship with fellow Chamber Chase volunteers, to network with employees of other companies and help grow the Chamber. Mobile has so much to offer, and I want to be a part of the growth.”

“I participate because I believe the Chamber is an essential driver of economic development in our community, which directly results in more jobs, better salaries and, ultimately, a higher standard of living in our community,” said **James Alexander** of BancorpSouth.

The campaign goal is \$1.2 million. To get involved, volunteer, participate with a company team or donate a door prize for the volunteers, contact Carolyn Golson at 251.431.8622 or cgolson@mobilechamber.com.



Photos by Chad Riley Photography

2021 CHAMBER CHASE TEAMS

as of March 26, 2021

Alabama Power Co.	LLB&B Real Estate
Arkema	MACC Ambassadors
BancorpSouth	MACC Board of Directors
BB&T now Truist	MACC Growth Alliance
Blue Cross/Blue Shield of Alabama	Task Force
Blue Fish	McAlee’s Office Furniture
C Spire	Regions Bank
Century Bank	Renasant Bank
Crow Shields Bailey	Roberts Brothers
Hancock Whitney Bank	ServisFirst Bank
Hargrove Engineers + Constructors	Spire
Harper Technologies	The Stewart Lodges
iberiabank	Trustmark Bank
	Yellowhammer Investment Group

Get Involved

How can the business community be a part of the Mobile Chamber’s annual campaign?

- Visit the campaign website, 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.