



2017 Central Louisiana Regional Chamber of Commerce ACCOMPLISHMENTS

5 Star Accreditation

- Awarded Accreditation with 5-Star Distinction by the U.S. Chamber of Commerce, the highest level attainable, certifying that best practices are met in all aspects of the operation.

Come Together Locally Campaign

- Developed and implemented a new multi-media marketing campaign to promote local businesses and educate the community on the positive economic impact of shopping, dining, and doing business locally. Total investment in the campaign = \$35,000.

Web Offerings

- Launched a new and significantly enhanced chamber website.
- Launched Come Together Locally website.
- Began offering new web-based services for members including Tools for Business Success and Profitability.

A Voice for Business

- Developed Federal Legislative Agenda and delivered it to Louisiana's Congressional Delegation during Washington Fly-In in January.
- Participated in June Washington Fly-In to advocate for Fort Polk and to attend the Assoc. of Defense Communities Conference.
- Held meetings with State Legislators prior to Legislative Session.
- Adopted pro-business positions on dozens of pieces of legislation and lobbied accordingly.
- Participated in successful effort to defeat proposed state CAT Tax.
- Hosted Cenla Day at Legislature, featuring a private meeting with the Governor and central LA Legislators and attended by over 100 chamber business leaders and local elected officials.
- Hosted a post Session "Thank You" Luncheon for area Legislators.
- Hosted Governor John Bel Edwards' Business Round-table discussion at the Chamber in September.
- Endorsed Constitutional Amendments 1 and 3 on October election ballot. Both passed.
- Hosted a Congressional Update Luncheon featuring Congressman Abraham during August Recess.
- Signed onto U.S. Chamber letter supporting Main Street Lending legislation that would roll back provisions of Dodd/Frank rules that adversely affect local banks ability to lend to small businesses. (Passed the U.S. Senate)

A Voice for Infrastructure Investment

- Developed a Regional Infrastructure Priorities Agenda and testified before the Joint Legislative Committee on Transportation.
- Hosted an I-14 strategy meeting at the Chamber attended by stakeholders from Louisiana, Texas and Mississippi. As a result of the meeting, the three states will collectively seek Congressional Designation of the route in 2018.

Free Business Training

- The chamber hosted 19 free Business Workshops—a total of over 50 hours of free business training on a variety of subjects.
- Began offering new web-based services for members including Tools for Business Success and Profitability.

Programs

- Hosted the 5th Annual Bizzy Awards, with 14 awards presented. 325 in attendance.
- Hosted 5th Annual Women in Business Conference with a two-day format for the first time and featuring a Legislative Panel. 210 women attended from 10 parishes.
- Held the "Come Together Locally" Business Expo featuring 53 businesses with a total attendance of 300.
- Hosted Public Safety Round-table attended by law enforcement officials, elected officials, judges and business leaders.
- Held round table discussions with state legislators, members of Congress.
- Hosted Central LA Day at the Legislature/Meeting with the Governor and central LA Legislators. Attended by over 100 chamber business leaders and local elected officials.
- Governor/Legislators/Reception
- Chamber co-hosted Dr. Loren Scott Economic Update event with CLEDA and NRBIA, presented by CLECO. Attended by 240.
- Annual Meeting attended by over 300 members. Presented Small Business Person of Year, Sammy Dunbar Distinguished Service Award and Red Coat of the Year.
- Conducted 43 Ribbon Cuttings, 5 Business After Ours, 9 Strategic Luncheons featuring speakers on a variety of timely topics.
- Conducted three new member orientations and two member retention drives.

Military Support/Engagement

- Participated proactively as member of Ft. Polk Progress in advocating for Fort Polk during Washington Fly-Ins, and with state officials in Baton Rouge.
- MG Gary Brito, Commander of the JRTC and Ft. Polk spoke at Strategic Luncheon and chamber facilitated meetings with local business leaders and elected officials twice during the year.
- Hosted MG Brito and soldiers and their families from Ft. Polk and the National Guard at a variety of events during Mardi Gras.
- Facilitated Ft. Polk's 46th Engineer Battalion soldiers in selecting 5 community projects in Alexandria and Pineville for Make A Difference Day.

Supporting Higher Education/Workforce Development

- Continued to promote use of ACT Workkeys among chamber member businesses.
- Worked with partners including CLEDA, Rapides Foundation, Orchard Foundation, WIB to support efforts to recertify number of businesses needed to maintain Work Ready Community Status.
- Featured higher ed institutions in central Louisiana in cover story in chamber's Spotlight Magazine.
- Supported adequate funding for higher education during legislative sessions.

Representing the Chamber

- Chamber President was re-appointed by Governor to serve on the LA Military Advisory Council, reappointed to serve on the U.S. Chamber Committee of 100 and elected Chairman of the 2018 Board of the LA Assoc. of Chamber of Commerce Executives. Continues to serve on the WIB Board, Regional Jump Start Committee and as a part of the community-wide Healthcare Partnership initiative.