



ANNUAL REPORT 2022

monroe.org

A MESSAGE FROM THE PRESIDENT

February 26, 2023



Roy Heatherly
President and CEO

It is always a BEAUTIFUL Day in Monroe, Louisiana and 2022 was a Beautiful Year. First a HUGE Shout Out to Tania Hilburn and our 2022 Board of Directors. Tania challenged our Board at the 2021 Board Retreat and did they ever respond. Also a Shout Out to the Chamber staff. Daphne, Terri, Ruthie, and Sarita who once again rose to occasion. We aggressively launched 10 community committees that were all focused on fulfilling the Chamber's mission of creating an environment where your local businesses thrive. Thanks to Jeremy Harrell, Jay Mulhern, Paul Hutcheson, Jasmyne McConnell, Beverly Lewis, Jessica Hale, Aimee Kane, Dr. Wendi Tostenson, John Landy,

*Jeff Laudenhemier, Kirsten Gladen, John Jones, Kim Shepherd, and James Miles for leading our numerous groups. The Chamber had another good year financially. Our income remains strong while expenses dropped. A newly formed finance committee works closely with Terri and me to analyze all Chamber dollars. Thanks to Daphne Garrett's leadership our events continue to grow and rebound. The GALA led by Terri was our largest ever. Membership held steady as we finished the year preparing for our 2023 Membership event. We had our largest Leadership Ouachita Class ever. Special Thanks to Alberta Brown Green and Centanni for sharing the facilitator role. Young professionals grew and our Ambassador moved forward. We had 43 Ribbon Cuttings in 2023. I hope you noticed an increase in what your chamber is doing. We ramped up our social media with multiple campaigns and completely revamped our website and newsletter. We are regular fixture with Ashely Doughty Able on Louisiana Living. We work very closely with The City of Monroe on all of their projects. The good news is we are just getting started. We hope you are as excited as we are about our future. Thanks for supporting the Chamber and thanks for calling Monroe and Northeast Louisiana home. Please let us know how we can serve you better.
The BEST is yet to come!*



Tania Hilburn
Immediate Past Chairman
JP Morgan Chase

A MESSAGE FROM TANIA HILBURN

It was a privilege serving as the 2022 Chairman of the Monroe Chamber. 2022 was a year of expansion and diversification for the Chamber Board. We expanded our focus areas and formed committees that were energetic and creative. Our nominating committee focused on the first steps in diversifying our board representation to be more racially diverse and embrace young professionals who are our future. Committees focused on our core areas of Membership, Government Relations and Workforce Development but also expanded to include Finance, Education, Technology, Non-Profits, Diversity and Healthcare. Committee participation was unbelievable. Our Chairs developed their committees with a mix of board members and members that gave great insight into the needs of businesses of all sizes to develop an environment where they thrive and their employees thrive. We also invested in a formal

marketing plan for the Chamber and engaged a marketing firm to drive more meaningful social media presence, redesign our Chamber website and add new insight and ideas to general marketing, publications and events. Looking back on the year, this was a great decision and has yielded measurable results and raised visibility of the Monroe Chamber in our community, region and state. 2022 was also Roy's first full year as CEO of the Monroe Chamber and he really hit his stride in driving results. Roy expanded the chamber staff to focus on financial structure and reporting and to revitalize the annual Chamber Gala. Those who attended the 2022 Chamber Gala experienced this revitalization. Record attendance, record fund raising and oh so much fun! Many other events drew record attendance and positive feedback from attendees and speakers. Our Leadership Ouachita program hit a record number of participants, major government relation luncheons also had record attendance including our State of Local Government and State of the State events. I am thankful for the opportunity to have participated in such a great year with the Chamber and with a wonderful group of volunteer leaders. Thank you to the Executive Committee who supported me and the Chamber Board and I look forward to the coming year with Jay Mulhearn as our 2023 Chairman. Finally, thank you Roy for your unwavering enthusiasm for our Chamber, our city and our parish, it truly is a beautiful day in Monroe, Louisiana!



Jay Mulhern
Chairman 2023
Express Employment
Professionals

A MESSAGE FROM JAY MULHERN

2023 is a beautiful year in Monroe Louisiana! 2022 was an exciting year for the Monroe Chamber of Commerce and this year is starting off great also! We already have a strong start with a record-breaking Membership Event in late January that added over 350 new members to your Chamber. Our fantastic Membership Event also engaged over 200 volunteers to spread the word about how wonderful our Chamber is. Leadership Ouachita's 2023 class is the largest class ever – again! We are building on our success last year with our new committees comprised of new faces to drive our Chamber and continue to foster an environment where businesses thrive. Our newest committee is going to focus on Community Engagement to make sure your chamber is continuing to make our community the best that it can be. Make sure to be on the lookout for our

Ambassadors and Young Professionals luncheons and all of the other great events. Come join us as we look forward to building on the success of this great Chamber's rich history to make 2023 a beautiful year in Monroe.

MEET OUR STAFF



Ruthie Wheatley



Terri Arthur



Daphne Garrett



Sarita Daniel

IMPACT

In January of 2022 The Monroe Chamber launched numerous committees to help us fulfill our mission of creating an environment where YOUR business thrives. Below we outline each on those “Impact” areas. Also attached to this report is our 2023 Strategic Plan Committee updates and the 2022 chairs are below.

I. GOVERNMENT



Paul Hutcheson

Our GAC works as a liaison with local elected officials and government entities. Their mission is to keep our members abreast of important community issues and update them on our elected officials activity. They meet on a regular basis, monitor legislative sessions, monitor public meetings and function like a “newspapers” editorial board.

II. TECHNOLOGY



John Jones

Our technology committee works closely with our small business and government advocacy committees to assess small business technology needs and how The Monroe Chamber can assist them in embracing and growing their ability to use technology.

III. NON-PROFIT



Kristen Gladen

The Monroe Chamber of Commerce believes deeply that if we can help those who are helping those less fortunate all of our businesses will grow and thrive. Our Non-Profit Committee works very closely with area non-profits to identify their needs and help find solutions for them.

IMPACT CONTD.

IV. WORKFORCE



Dr. Wendi Tostenson

The Monroe Chamber of Commerce understands the importance and impact of a well trained workforce to meet the needs of our business and industry. Our workforce committee partners with education, business, and workforce groups to work on ever changing solutions.

V. EDUCATION



Maggie Generoso

The Monroe Chamber of Commerce believes strongly that education is the key to job growth and that through education our local businesses will thrive.

VI. HEALTHCARE



Beverly Lewis

The Monroe Chamber of Commerce believes a healthy community equals a happy community. A Healthy community will inspire growth in our workforce and create an environment where our local businesses thrive.

VII. MEMBERSHIP



John Landry

The Monroe Chamber of Commerce exists for our members. Our membership committee reviews existing benefits and is always looking for new ways to help our membership.

VIII. DIVERSITY



**James Miles
& Jasmyne McConnell**

We live in a very diverse market. The Monroe Chamber of Commerce believes that diversity is our greatest strength. We also believe that by bringing our unique backgrounds together we can grow beyond our wildest imagination.

IX. SMALL BUSINESS



Jeff Laudenhemier

The heart of our membership is small business. At the heart of our mission is to be an advocate for them. Our mission is all about small business.

IMPACT CONTD.

X. FINANCE



Aimee Kane

The Monroe is financially sound and has an oversight committee that reviews our financials every month.

XI. COMMUNITY ENGAGEMENT



Colby Weaver Walker

The Chamber believes deeply in Monroe and Northeast Louisiana. We have a beautiful story that continues to be written. We own this story and The Chamber is committed to sharing our story, engage others and not let anyone else position our city/region.

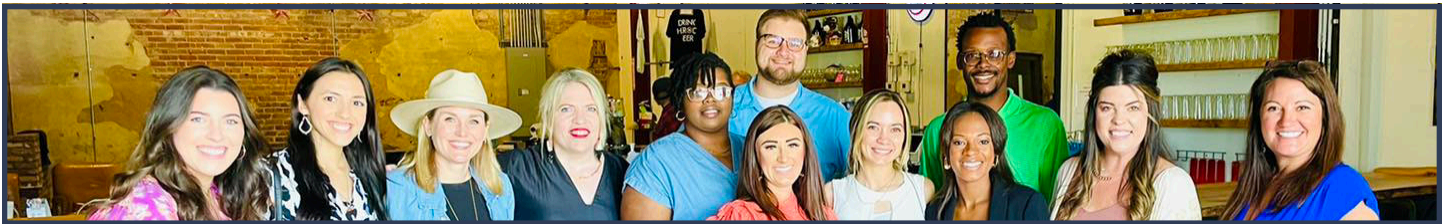
IMPACT-AFFINITY GROUPS

Our Affinity groups work to build our community through professional development and service. They share one goal - to make Monroe and Ouachita Parish the best community to do business in and to live in.



I. LEADERSHIP OUACHITA

The purpose of Leadership Ouachita is to develop and empower the emerging leaders of northeast Louisiana to transform the region into a place recognized as one of the best places to live and do business in.



II. YOUNG PROFESSIONALS

The Monroe Chamber of Commerce's Young Professionals is a thriving organization of the areas brightest new leaders. Our Young Professionals meet the second Tuesday of each month at The Flying Tiger Brewery to network and hear presentations from area leaders. Our Young Professionals develop leadership, communication and organizational skills through practical experience within an organization. Furthermore, they gain a sense of responsibility and empowerment through working within their community.



III. AMBASSADORS

Our Ambassadors are the CHAMBER! Our Ambassadors are the FACE of the CHAMBER! Our Ambassadors are on the front lines of helping us fulfill our mission. Their mission is to serve as a goodwill/customer service arm of the chamber, assisting in functions for the chamber membership and promoting the chamber whenever appropriate. To work as a liaison for our members and the chamber ensuring that our membership is fully represented and that are receiving full value for their membership. Bob D'Avignon was the 2022 Ambassador of the Year!

MEMBERSHIP

When you join the Monroe Chamber, you gain access to some of the greatest business programs and connections in North Louisiana. Our members will always be at the forefront of all of our endeavors. We understand clearly our role as the leading business advocate in Northeast Louisiana and we take that responsibility seriously. In December we hosted a Chair's breakfast to kick off our 2023 Member event - it was awesome and more to come on that.

EVENTS

Our events continue to grow and continue to have a huge community impact.



I. LUNCHESES

The chamber host a series of informational luncheons throughout the year. The lunches include elected officials, school leadership, and leaders in business and industry. 2022 included Senator's Cassidy and Kennedy, Mayor Ellis, Shane Smiley, Our NELA delegation, Dr. Vidrine, Dr. Coker, Ashley Ellis, LABI, CABL PAR, and Governor Edwards. At Governor Edwards lunch we were treated by Johnny's Pizza.

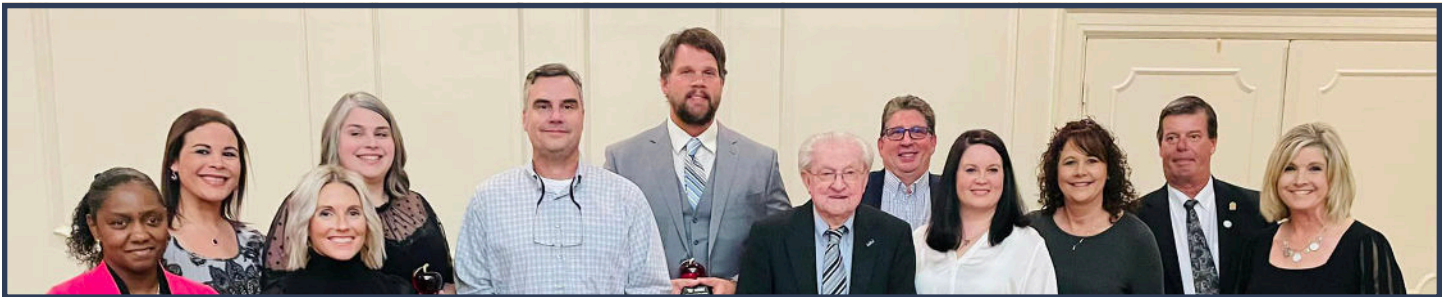


II. CELEBRATIONS

The Chamber's Annual Banquet in March heard a great (and funny) message by Dr. Randy Esters from Louisiana Delta Community College. Our Golf Tournament was our largest ever thanks to the great work of Daphne Garrett. Sarita Daniel coordinated our annual TH Scott Awards. We honored great businesses including Derma MediQ, Citizen's Progressive Bank, Flying Heart Brewing and Pub, Centric Federal Credit Union, and Marsala Beverage were honored for their growth and for making significant contributions to the Ouachita Parish economy. Terri Arthur helped Monroe kick off the Christmas Holiday season with our Annual GALA. It was a great night and even had a visit by Santa.

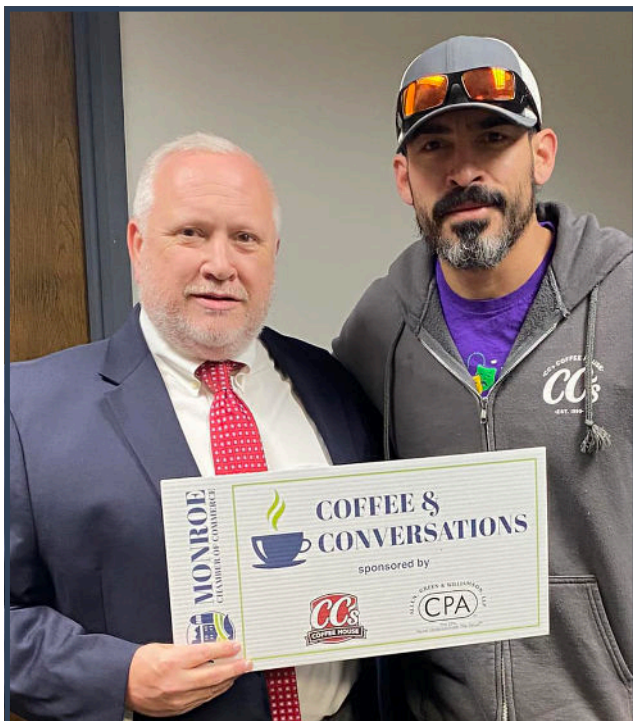


EVENTS CONTD.



III. RECOGNITION

The Chamber recognized our Educators of the year at our Annual Accent of Excellence reception, and at one of our funnest nights of the year we honored more than 60 young professionals at our 20 Under 40 awards.



IV. NEW THIS YEAR!

We launched a monthly networking event called "Coffee & Conversations. A really great way to meet other business executives and grow your network. Our Technology committee put on our first Cyber Security Summit last October. A great event with Kevin Noulton from the Cyber Innovation Center as our Keynote Speaker.

COMMUNICATIONS

2022 saw The Chamber increase our communication efforts with the help of our marketing partners Kinetix. We revamped our website. We encourage you to visit Monroe.org and tell us what you think. When you do visit the first thing you will see is an awesome testimonial of different board members talking about why they love the chamber and why they love Monroe. That is just the first of our venture into video. We introduced vlogs in 2022. More to come as we evolve. We introduced a new format for our newsletter. It's cleaner and easier to read. We also produced numerous podcast in a joint effort with the WMWO Chamber. Thanks to board member Randy Stone we were Ashely Doughty Able's guest every other Monday on Louisiana Living. We also launched numerous social media campaigns that helped deliver the Chamber's mission and celebrated our market. 100 Days of Funroe, Oneroe Superstars, and a thank you campaign for our Total Resource sponsors. During the Christmas Holiday season we ran a campaign called Shop Local / Eat Local that promoted all our retail and restaurant members.



SPECIAL THANKS

Acadian Ambulance
Atmos Energy – Louisiana
Allen, Green & Williamson
AT&T
Bank of Oak Ridge
Banner Ford
Bayou DeSiard Title Company
Bossier Chamber of Commerce
Care Solutions / Anthony Jacola
Chase Home Finance
CC's Coffee
City of Monroe,
Creed & Creed
Car Town,
CenturyNext Bank
Centric Federal Credit Union
Coast Professionals
Conterra
Cross Keys Bank
DB Real Estate
D&J Construction
Direnzic Technology
Discover Monroe- West Monroe
DRAX
Etheridge Pipeline and Conduit
Entergy
Faulk & Foster
First Horizon Bank
Glenwood Regional Medical Center
Grambling State University
GreenQube
Guaranty Bank
Heard McElroy & Vestal
HiTech
Holyfield Construction
Homeland Bank
Ingersoll Rand
InterMountain Management
James Moore Jr.
James Machine Works

Johnny's Pizza
Kinetix
KTVE- KARD TV
Louisiana Land Bank
Louisiana Delta Community College
Louisiana Tech
Manpower
Mid South Extrusion
Miro's
MOEbiz
Monroe Housing Authority
Moore Investments
NLEP
Ochsner Health
Origin Bank
Ouachita Workboard 81
Paramount Health Care
Premier Plaza

Pulpmill Services
Reeves Coon & Funderburg
Thomas Farr
Ouachita Valley Federal Credit Union
Progressive Bank
Regions Bank
Scott Powerline
Sol's Pipe & Steel
St. Francis Medical Center
Standard Enterprises
Steel Fabricators of Monroe, A Lexicon
Company
Stephens Media Group
Strauss Interest
Alli Management Solutions
Tower Place
The Radio People
University of Louisiana at Monroe
Vantage Health
VCOM

MEET THE 2023 EXECUTIVE COMMITTEE



ROY HEATHERLY
President & CEO



JAY MULHERN
Chairman 2023
Express Employment
Professionals



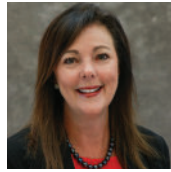
TANIA HILBURN
Immediate Past Chairman
JP Morgan Chase



JEREMY HARRELL
Chair Elect
Guaranty Bank



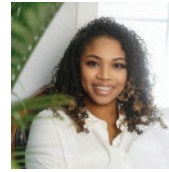
AIMEE KANE
VP of Finance
St. Francis Medical Center



DR. WENDI TOSTENON
VP Workforce Development
La. Delta Community College



PAUL HUTCHESON
VP Government/Non-Profit
Homeland Bank



JASMYNE MCCONNELL
VP Membership
Cajun Title Co.



BEVERLY LEWIS
VP Health
Ochsner LSU Monroe

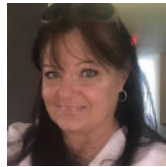
MEET THE 2023 BOARD MEMBERS



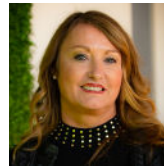
JEFF LAUDENHEIMER
Progressive Bank



DR. RANDY ALDRET
VCOM



MEG KEENE
Stephens Media Group



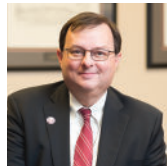
DAWNE SMITH
Paramount Health



ALANA COOPER
Discover Monroe-West Monroe



KEN WYCOFF
Pecanland Mall



DR. RON BERRY
ULM



MATT DICKERSON
Pulpmill Services



MARK SISK
ReMax



JEREMY TINNERELLO
Glenwood Regional
Medical Center



MARK KENT ANDERSON
Mid-South Extrusion



ALBERTA GREEN
ABG Counseling and Career



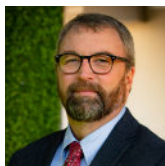
BILL WILLSON
Century Next Bank



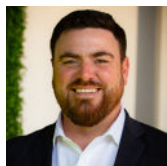
CHRISTINA DAVIS
LA SBDC



QUENTIN DURR
Origin Bank



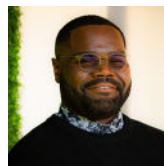
MATT WHITE
Drax



JOSH ETHERIDGE
Etheridge Pipeline & Conduit



RANDY STONE
KTVE/KARD



JAMES MILES
Pelican State Credit Union



TAYLOR CAGLE
Origin Bank



LAMONT WINDOM
Etheridge Pipeline & Conduit



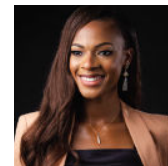
PASTOR IKE BYRD
Mt. Zion Baptist Church



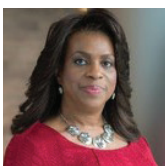
STEWART EWING
InterMountain Management



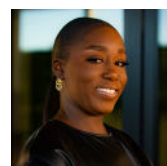
KELSEY MCCRARY
City of Monroe



PATIENCE TALLEY
City of Monroe



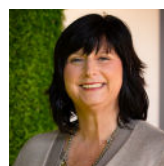
MARILYN DORRIS
IBM



KIRSTEN GLADEN
Catholic Charities of NLA



COLBY WALKER
InterMountain Renovations



DANA MULLINS
Monroe City Schools



STEPHANIE POLK
Lumen