



THE CHAMBER ADVOCATE

VOLUME V • FEBRUARY 2020



Black & White Night
Photo by: Ryan Moberly

SEEING THINGS IN BLACK AND WHITE

BY: RYAN MOBERLY

...or I suppose you could see them in color too.

Thank you to all who attended our Black & White Night this past month. Photographs taken at the event are available to view on our Flickr page!

To visit our Flickr page, click [HERE!](#)

For a tutorial on how you can download these photos, click [HERE!](#)

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Want to support the Chamber and help your own business in 2020?

Click here for more details!

BY THE NUMBERS

BY: SHARON WIESE

In honor of the year 2020, I have set my goal to add **120** new members to our chamber.

I am very happy to say this month alone **16** new members have decided to join us, bringing the year-to-date total up to **27**.

In an effort to drive these numbers up even more, I have been working with our membership council to plan a membership drive starting around back-to-school time. Stay tuned!

And as always, if you ever come across anyone wanting to join the chamber, be sure to send them my way! 251-968-4237.



ANGRY CRAB SHACK
RIBBON CUTTING



BUSINESS AFTER HOURS
SAFARI CLUB

CEO'S MESSAGE

BY: GREG ALEXANDER

If you attended our Black & White Night, you were some of the first to hear our Chamber's big news for 2020... we are expanding and will be opening an additional office in the Orange Beach area.

This has been a labor of love for the past year and I would like to give a big thank you to the Orange Beach City Council and The Wharf for intensely working with us to make this dream a reality.

Operating in both of our cities means opportunities to continue to build our presence in Orange Beach, reach out to new members, and the exciting chance of hosting new events in the area.

In the end it will make not only our chamber but our surrounding cities stronger. Stay tuned for more information on the date of our move. When the time comes, I hope you can make the time to visit us in our Orange Beach office!



Greg Alexander

Congratulations!



**AMBASSADOR OF THE YEAR
LINDA MARTIN**



**DIPLOMAT OF THE YEAR
LESLIE HALEY**



**LAYP OF THE YEAR
AMY HICKS**



**CHAMBER PERSON
OF THE YEAR
RUTH DAILEY**



**BUSINESS LEADERSHIP
AWARD
YELLOWHAMMER IT**



**SMALL BUSINESS
OF THE YEAR
BEACHBALL PROPERTIES**

A big congratulations is in store to our award winners from this past month's Black & White Night.

Thank you all for the amount of support that you provide us.

FEATURED COMMITTEE -



SHOWING SOME LOVE IN FEBRUARY!

BY: RYAN MOBERLY

2020 has been far from a small start for the Chamber's Small Business Council!

The council got the year started with other Baldwin County chambers for a Grow with Google at the Baldwin County Association of Realtors. A packed house came out to hear national trainer Pamela Starr talk about the newest trends at Google and how to take full advantage of business listings.

Starting around Valentine's Day and going to the end of the month, the council partnered with the local Office Depot and its program Excelerate America to place a love note box by the main entrance of the store. Shoppers were encouraged to leave a love note in the box for a local business for a chance to win an Office Depot gift card for the both love note giver and receiver. The promotion tied into the always running #ShopWhereYouBeach campaign.

For March the council plans to have an Easter theme for #SWYB involving hiding easter eggs at various businesses around town. Participants who collect eggs will receive a ticket inside which will grant them the chance to win prizes from local businesses. Those wishing to get involved are encouraged to stay tuned to the Chamber's social media for more details.

Another big focus of the council's in 2020 has been to increase the number of Lunch & Learns held. Planned topics for the first half of the year include cyber security, marketing, Quickbooks, and building a business in Baldwin County. Lunch & Learns are a great way to gain knowledge on a variety of topics in a relaxed environment with an expert in the field. RSVP information for all Lunch & Learns will be available on the chamber events calendar on mygulfoastchamber.com.

Those interested in becoming involved with the Small Business Council can contact staff liaison Penny Hughey for more information at 251-968-7220 or penny@mygulfoastchamber.com. Small business owner Tim Lower (of Home BOSS Inspection) currently serves as the chairman for the committee.



A busy February!

GOVERNMENT, PUBLIC POLICY, AND ADVOCACY



For reports on Alabama legislative updates important to our area (provided by the Christie Strategy Group) click [**HERE**](#)

HELPFUL LINKS

City of Orange Beach Community Newsletters -

<https://www.orangebeachal.gov/community-newsletter>

City of Gulf Shores Civic Alerts -

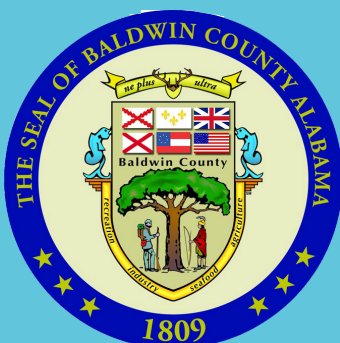
<https://www.gulfshoresal.gov/CivicAlerts.aspx>

Baldwin County Sales Tax Newsletter -

<https://baldwincountyal.gov/departments/sales-use-tax/newsletters>

Business Council of Alabama Website -

<https://www.bcatoday.org/>



GETTING SOCIAL

Follow us on social media and tag us in your photos!

Facebook - Coastal Alabama Business Chamber

Twitter - @BizChamberAL

YouTube - Coastal Alabama Business Chamber

NEW - Instagram - @MyGulfCoastChamber

CABC - FACEBOOK



HAVING A FUN DAY AT BOTH MARDI GRAS PARADES.

CABC - FACEBOOK



GETTING UP CLOSE AND PERSONAL AT THE SAFARI CLUB.

CABC - FACEBOOK



EATING HOT SHRIMP TO RAISE MONEY FOR CHARITY!

CABC - INSTAGRAM



CONGRATS TO PAM WHITE OF TACKY JACKS - FEBRUARY 2020 ISLAND SPIRIT AWARD WINNER.

CABC - INSTAGRAM



ROCKING OUT AT BLACK & WHITE NIGHT! THANK YOU TO THE TOMMY MORSE BAND FOR JOINING US.

CABC - INSTAGRAM



GREAT TURNOUT FOR FIRST FRIDAY, THANK YOU HANGOUT HOSPITALITY GROUP FOR SPONSORING.