

"The Chamber has had a positive impact on my career and raising my family in Decatur. From the moment I moved here, it provided connections, resources and support that helped me build a thriving business and a strong community."



-Cindy Smith
Edward Jones-Cindy Smith, CFP®



"The Decatur-Morgan County Chamber of Commerce is a true asset to our business. The connections made with the business community are invaluable. As the owner, I've experienced professional and personal growth. I started off scared and unsure but the Chamber has provided support and knowledge. Becoming a member should be an integral part of your business plan."

-Janelle Brown
Brown Books & More



"From the moment I joined the Decatur-Morgan County Chamber of Commerce, I have never felt more welcomed! The staff, members and volunteers have been an incredible source of support—always engaging, helpful and truly a positive light to be around. The Chamber's resources for businesses are outstanding, and I have already seen a direct impact on my own business. At my very first Chamber event, I made several valuable connections including meeting my first local hire! The opportunities for networking, growth and collaboration have been unmatched. Their partnerships with the city and the Morgan County Economic Development Association further solidify my confidence in this community. It is clear that Decatur is not just a place to do business—it is a place to thrive. I am incredibly proud to be a part of it!"

-Patricia Muellen
P. Muellen & Associates, LLC

"The Decatur-Morgan County Chamber of Commerce is an advocate for small businesses and entrepreneurs, ensuring they have access to valuable resources like networking, marketing and professional development. Rather than reacting after challenges arise, our Chamber works proactively with local and state leaders to shape public policy that supports business growth and strengthens our community."



-Seddrick Williams
Renasant Bank



"I've been to many hiring events all across North Alabama over the past four years as a senior recruiter at Rogers Group and I can say that the Chamber's Hiring Event on February 11 at Ingalls Harbor Pavilion was the most productive and effective event I've attended to date. We were really impressed with the number of quality applicants that we received. The way job seekers are vetted when they come through the door ensures they are directed to employers looking for those specific skill sets. This speeds up the process and ensures a higher quality of applicants."

-Joseph Hall
Rogers Group, Inc.

"The Chamber has been an integral part of my success as a business owner from the very beginning. The Chamber allows me a 'one-stop shop' to get involved in the community and promote my business at the same time. Business owners must keep their name and products in the minds of their potential customers. The Chamber allows me to do that and have fun while I'm doing it."



-Jason Palmer
State Farm Insurance-Jason Palmer Agency



Decatur-Morgan County Chamber of Commerce

2025 ANNUAL REPORT

A year in Review

As I reflect on my term as Board Chairman, I'm filled with gratitude and pride for the progress we've made. Entering the second year of our five-year strategic plan, we've made notable progress in workforce development, business growth, advocacy and quality of life initiatives. The Career Connect platform remains central to our workforce efforts, matching skilled talent with local job opportunities. This past year, we utilized the platform to host two successful hiring events, connecting over 450 job seekers with businesses and industries.

Additionally, our partnership with the Morgan/Limestone County Department of Human Resources A-RESET Program resulted in a Hiring Event that brought together 515 job seekers and 50 local employers. We are committed to strengthening the workforce and fostering economic growth through these efforts.

Our 4th annual Workforce NOW Summit explored workforce strategies, including apprenticeships, modern manufacturing and the impact of childcare.

We also continued our SuperStar Teacher initiative, recognizing educators who excel in inspiring and supporting their students. For the 2024-2025 school year, the Chamber's One Vision Foundation awarded a \$1,000 grant to the school of each SuperStar Teacher of the Month. In collaboration with Calhoun Community College, we hosted seven summer camps for students, including the inaugural Precision Machining and Healthcare Education Camps.

We also helped advance residential development and business growth, focusing on multi-family housing. Downtown Decatur saw over \$47 million in completed developments in 2024, with an additional \$30 million underway in 2025.

Over the past year, we have confronted challenges head-on, seized new opportunities and worked toward creating a brighter future for Decatur-Morgan County. I am grateful for the dedication, collaboration and continued support of our board members, staff and community partners.



JOHN HOLLEY
Board Chair, 2024-2025
Dean for Technologies
Calhoun Community College

And a Look Ahead

As we build upon the achievements of the past year, we are not only celebrating key milestones but also laying the groundwork for continued growth and impact in the year ahead. We will remain focused on connecting our business and industry partners with a highly skilled and educated workforce.

We are dedicated to working closely with our economic development partners to further strengthen our community and distinguish us as the top choice for an outstanding quality of life.

As I step into the role of Board Chairwoman, I am truly honored to have the opportunity to collaborate with our board, staff and members while building on our momentum and advancing our mission.

KELLI POWERS
Board Chair, 2025-2026
President
Decatur Morgan Hospital



Your Chamber Staff



Crystal Brown
President & CEO



Leissa Hill
Vice President of Finance & Operations/ CFO



Amber Fortenberry
Director of Talent Development & Recruitment



Rachel Keith
Director of Communications



Alex King
Administrative & Events Coordinator



Denice Marco
Director of Program Development



THE MISSION of the Chamber is to promote business and commerce for the Decatur and Morgan County area through volunteer leadership in economic, political and social development.

515 6th Avenue NE - Decatur, AL 35601 - (256) 353-5312 - www.dcc.org



THE PARTNERSHIP
DECATUR-MORGAN COUNTY
WORKING TOGETHER
ACHIEVING MORE 2024-2028

Initiatives OF THE PARTNERSHIP:

- 1 Business/Industry-Driven Workforce Development & Recruitment
- 2 Pro-Business/Industry Advocacy & Community Betterment
- 3 Business/Industry Growth & Retention

2024-2025 Board of Directors

Chair
John Holley

Chair-Elect
Kelli Powers

Past Chair
Jamie Reeves

Treasurer
Kent Lawrence

**Vice-Chair,
Community Building**
Janelle Brown

**Vice-Chair,
Development**
Linda Schoo

**Vice Chair,
Leadership & Networking**
Cindy Smith

**Vice Chair,
Talent Development
& Education**
Terry Welch

Board Members

Allison Bouchillon
Jim Brown*
Todd Bullard
Yogi Dougher
Dewayne Eddy
David Hendrixson
Jeni Jordan
Gene Kanikovsky
Lorri McNutt
Sam Mozeb
Arthur Orr
Dede Quarry
Stuart Tubb
Pam Werstler
Seddrick Williams
Heather Wilson
Sean Zintel

*In Memoriam

Your Community...



State of Education



Excellence in Leadership



Legislative Update with Morgan Co. Delegation



Hiring Event



Member Appreciation



Workforce NOW Summit



SuperStar Teachers



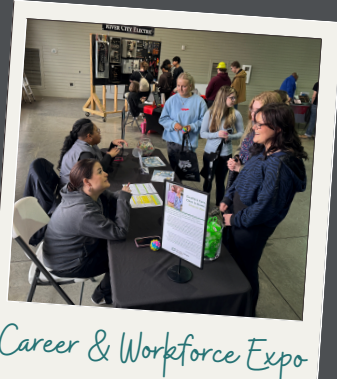
Partners-In-Education



Educational Camps



After Hours



Career & Workforce Expo



Inaugural Healthcare Camp



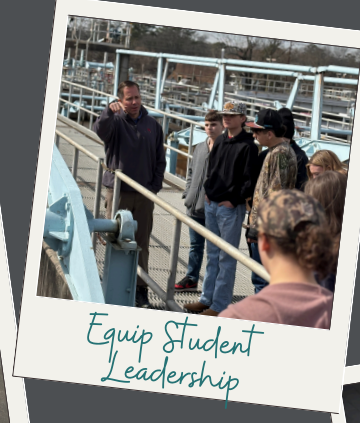
State of Healthcare



Mary Ila Ward ATHENA Leadership Award



Glenmont Acres Ribbon Cutting



Equip Student Leadership



Endless Opportunities



Small Business Awards



Clay Shoot



Commodores



Emerging Leaders



Breakfast & Biz



Montgomery Trip

Your Chamber!

2025-2026 Board of Directors

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Chair-Elect
Cindy Smith

Past Chair
John Holley

Treasurer
Charlotte Gregory

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Janelle Brown

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Stuart Tubb

**Vice Chair,
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Gene Kanikovsky
Sam Mozeb
Arthur Orr
Dede Quarry
Zach Starnes
Mark Waters
Pam Werstler
Heather Wilson
Sean Zintel



183,567
Website
Page views

68,762
Website
Visits



842 Active
Members



89%
Retention



96 New
Members

1,400+ New Social
Media Followers



13,736 Social
Media Followers

30 Ribbon
Cuttings



46 New
YouTube
Videos

1.2 Million
Facebook
Views



950 + Job
Seekers



At Three
Hiring Events



20th Total
Resource
Campaign

50 Investors in
The Partnership



3,250+ Email
Subscribers

41 Partners-
In-Education



122
Leadership
Participants



*Numbers
reflected
are since
April 1, 2024*