



ATHENS-LIMESTONE
CHAMBER *of* COMMERCE

2024-2025

 www.alcchamber.org

ANNUAL REPORT

PRESENTED BY:



2024 – 2025 CHAMBER REVIEW

A note from the Chairman of the Board

It has been an honor and my pleasure to serve as the 2024-2025 Chairman of the Athens-Limestone Chamber of Commerce's Board of Directors. Thank you so much for your invaluable support and dedication this past year. The Chamber's success in 2024 is a byproduct of its loyal members, and I have enjoyed working on your behalf. Our Chamber is fortunate to have a membership base that embodies the unity and synergy that it takes as we unite to create economic success and a vibrant quality of life in Athens and Limestone County.

I am extremely proud of the work accomplished in 2024. Your Chamber represents 570 local businesses and organizations, and it takes all of us working together to accomplish all we did this past year. One of the greatest challenges and successes of the 2024-2025 year was coming together as one community to respond to the aftermath of the winter tornado storms. The Athens-Limestone Chamber along with other community leaders, organizations and First Responders locked arms as we responded and as we continue to rebuild #AthensStrong. Other great events include ribbon cuttings and ground breaking ceremonies, the Home and Garden Show, Christmas Parade, State of the State Address with Governor Kay Ivey, State of the City/County, Washington Update, and many others. The is proof positive that Limestone County continues to be the fastest-growing county in Alabama.

As we grow, the Chamber continues to engage in important dialogue about the future of economic development in our community and emphasizes workforce development to help employers build scalable, sustainable pipelines of talent. The Chamber continues to make an impact on our community and businesses through initiatives such as Women in Business, Young Professionals, and the Diversity Equity & Inclusion Business Alliance. The Chamber offers leadership development programs for both adults and youth, marketing opportunities and business development opportunities. Your dedication to sponsoring and creating events and programs that strengthen community relationships is the backbone of our chamber.

Last but certainly not least, I want to thank Pammie, Debra, Brooke, Ana, and Nikki for their unwavering commitment and hard work they have put in this past year.

Thank you all for sharing your talents with Athens and Limestone County. You make a difference every single day. I also want to thank our Chamber Ambassadors for always showing up and working hard. We can't do it without you.

Again, I am thankful to have served our community in this role and for the opportunity to have followed the chairpersons before me who played a significant role in the success of our Chamber. The future continues to be bright for Athens and Limestone County.

Sincerely,

Jerome Malone

Chairman of the Board
Athens-Limestone County Chamber of Commerce



MEET OUR TEAM



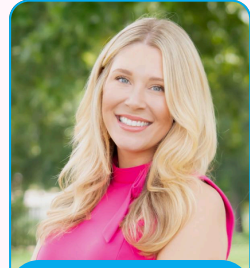
PAMMIE JIMMAR

Chamber President/CEO



DEBRA PORTER

Membership & Operations
Director



BROOKE PETTUS

Programs & Events
Manager



ANA NORWOOD

Graphic Design
Manager



NIKKI HOLLADAY

Marketing &
Communications Manager



**STEPHANIE
REYNOLDS**

Tourism Specialist

OUR MISSION

SERVE our businesses. **PROMOTE** our growth.
EMPOWER our community.

OUR VISION

*To be the bedrock
for small business
growth in the
fastest-growing
county in Alabama.*



OUR PILLARS





ATHENS-LIMESTONE
CHAMBER of COMMERCE

2024-2025 BOARD OF DIRECTORS

2024-2025 EXECUTIVE COMMITTEE



Jerome Malone
Splash of Ink Screenprinting
Chairman



Zach Conlon
Zach Conlon Insurance
Chairman-Elect



Stephanie Gerstman
Redstone Federal Credit Union
Past Chairwoman

2024-2025 VICE CHAIRS



Weston Coleman
T & C Stamping
Civic & Governmental Council



Matthew Jimmerson
Athens Florist & Gifts
Small Business Development Council



John Webster
Glassco Benefits Group
Leadership/Networking Council



Lauren Marsh
Ridgeline Construction
Workforce & Education Council

2024-2025 EX-OFFICIO DIRECTORS



Tracy Compton
Mayor of Elkmont



Collin Daly
Chairman Limestone
County Commission



Adam Fox
Director Pryor Field
Regional Airport



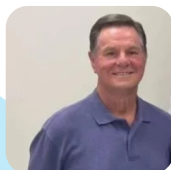
Dr. Jimmy Hodges
President Calhoun
Community College



Ronnie Marks
Mayor of Athens



Beth Patton
Superintendent
Athens City Schools



Billy Shannon
Mayor of Ardmore



Dr. Randy Shearouse
Superintendent
Limestone County Schools



Bethany Shockney
President Limestone Co.
Economic Development



Brandon Wallace
Director Athens
Limestone County 911



Dr. Catherine Wehlburg
President Athens
State University



Nikki Sprader
Mayor of Mooresville



ATHENS-LIMESTONE
CHAMBER of COMMERCE

2024-2025 BOARD OF DIRECTORS



Barrett Gilbert
Limestone Farmers Federation



William Ming
Ming Commercial Real
Estate Group



Brian Moore
Martin & Cobey



Stephen Norris
Trustmark Bank



Ray Neese
First State Bank of the South



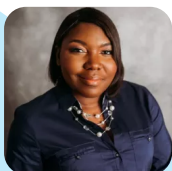
Delois Bailey
SonShine Senior Insights



Dianne McAlister
Synovus Mortgage



Felicia Lambert
Athens-Limestone Hospital



Bunni Wheeler
Mazda Toyota



Claire Tinney Jones
Claire Tinney Jones, P.C.



Johnathan Barksdale
Untether, LLC



Shaun Gonzales
Old South Clays



Elizabeth Smith Meredith
Jimmy Smith Buick GMC



Mitzi McCormack
Progressive Realty



Brad Thompson
Lumpstick Productions



Chloe Wilson
Alabama Cooperative
Extension System



Amy Higginbotham
Trinity's of Athens



Kim Lewis
ProjectXYZ



CHAMBER CHANNELS

328.5K

TOTAL YEARLY
FACEBOOK POST
REACH

998

CHAMBER
NEWSLETTER
SUBSCRIBERS

SOCIAL MEDIA STATS

FOLLOW



8,825
Followers



1,399
Followers



813
Followers





Athens-Limestone Chamber of Commerce
AMBASSADORS



CO-CHAIR
Meghan McLaughlin
Capstone Realty



CO-CHAIR
Nancy Groce
Redstone Federal Credit Union



SECRETARY
Melinda Jones
Athens Florist



COMMUNICATION OUTREACH LIAISON
Kristen Morell
Asahi Kasei Plastics



SURPRISE SQUAD LIAISON
Marybeth Pate
HLC Realty

Shuree Barnes, Alexander Corder & Shelley
Paula Bates, Hospice of North Alabama
Holly Beatty, Redstone Federal Credit Union
Brooke Burns, First National Bank
Caroline Canestrari, Athens Limestone Hospital Foundation
Toyna Carter, First National Bank
Kelly Davis, Limestone County Circuit Clerk
Kim Dunnivant, LaunchBox at Athens State University
Shannon Elliott, Engel and Volkers
Lauren Erb, Bank Independent
Carina Farr, Ridgeline Construction
Angela Ford, First Metro Bank
Jessica Jackson, Calhoun Community College
Kayla Kelsey, Redstone Federal Credit Union
Kristen Littrell, Athens Limestone Hospital Foundation

Amanda Luna, Redstone Federal Credit Union
Casey Mays, Moonlight & Pine
Lacy Beth McMunn, Hospice of Limestone County
Marion Myers, Hughes Properties
Lottie Partridge, RE/MAX Legacy
Joy Patterson, Bank Independent
Clay Parris, Edward Jones
Zach Powell, Bryant Bank
Jamey Quinn, Mauldin & Jenkins, CPA's & Advisors
Sherry Ridlon, Redstone Federal Credit Union
Hannah Scrivner, Limestone County Commission
Jeanne Ward, Athens Promotional Products
Arica Whitlow, Redstone Federal Credit Union
Blake Williams, Limestone Co. Economic Development



2024 / 2025

CIVIC & GOVERNMENTAL AFFAIRS

The Chamber represents the interest of organizations in Athens and Limestone County, acting as the unified voice of the business community. We provide education and awareness on issues affecting local businesses and advocate for our members on a local, regional, state, and federal level. We strive to create a positive business climate by focusing on local issues that impact our members and the community at large.

LEGISLATIVE UPDATE

An opportunity for the business community to meet with Limestone County legislative delegation to receive a wrap-up summary of policy issues addressed during the legislative session.



STATE OF THE CITY ADDRESS



FEATURING ATHENS MAYOR RONNIE MARKS

STATE OF THE STATE ADDRESS



FEATURING ALABAMA GOVERNOR KAY IVEY



STATE OF THE COUNTY ADDRESS

FEATURING LIMESTONE COUNTY COMMISSION CHAIRMAN COLLIN DALY



WASHINGTON UPDATE

FEATURING CONGRESSMAN DALE STRONG

PUBLIC POLICY AGENDA

PURPOSE

To codify the priorities of the Athens-Limestone Chamber as they relate to government activities

OBJECTIVE

To unify the Chamber's civic voice while amplifying the requests of those in our community at the federal, state, & local levels so long as they align with the Chamber's mission.

MONTGOMERY DRIVE-IN

The Chamber's Montgomery Drive-In features meetings with members of the Alabama Legislature to discuss issues impacting the business community and issues facing Limestone County.



WORKFORCE & EDUCATION

Lauren Marsh

Vice Chair, Workforce & Education



PARTNERS IN EDUCATION

The Chamber is honored to coordinate the Partners in Education Program. This program is designed to partner Athens-Limestone County local businesses with local public and private schools by supporting a commitment for excellence. These partnerships are resulting in better schools, better communities and a better future for our young people.

Partners in Education fosters a better understanding of the community's school systems, strengthens and improves school programs and curriculum, and creates a sense of personal involvement and interaction between businesses and schools.

JOB SHADOWING

Over 100
Juniors

Over 40
Companies



STATE OF EDUCATION & HIGHER EDUCATION

This event focuses on the mission, vision, data, and strategic goals of the future of public and private education in Athens-Limestone County. Each school system uses this opportunity to highlight their progress and challenges from the past year.

This year's panel included: Athens City Schools Superintendent, Beth Patton; Limestone County Schools Superintendent, Dr. Randy Shearouse; Head of School at Lindsay Lane Christian Academy, Steve Murr; Athens Bible School President, Robert Fudge; Director of the Career Technical Center, Vince Green; Calhoun Community College President, Dr. Jimmy Hodges; Athens State University President, Dr. Catherine Wehlburg.

2024-2025 Partners in Education

Athens City Schools

iAcademy@Athens Elementary / Family Security Credit Union
Athens High School / First Metro Bank

Athens Intermediate School / Ridgeline Construction
Athens Middle School / Henry G. Griggs Jr. D.M.D., M.S., LLC

FAME Academy@Brookhill / First National Bank/Athens

Spark Academy @ Cowart / Friendship United Methodist Church

Heart Academy@Julian Newman / Athens-Limestone Hospital

Limestone County Schools

Ardmore High School / First National Bank/Ardmore

Blue Springs Elementary School / Bank Independent

Career Technical Center / Mazda Toyota, Asahi Kasei Plastics,

Morell Engineering, & Grayson Carter & Sons

Cedar Hill Elementary / First National Bank/Ardmore

Clements High School / Steelcase

Creekside Primary / Redstone Federal Credit Union

Creekside Elementary / Redstone Federal Credit Union

East Limestone High School / Hobbs Jewelers

Elkmont Elementary / Lindsay Lane Baptist Church North

Elkmont High School / United Way of Athens and Limestone County

Johnson Elementary / Listerhill Credit Union

Sugar Creek / Redstone Federal Credit Union

Tanner Elementary / Rogers Group

Tanner High School / Rogers Group

West Limestone High School / Grayson Carter & Son Contracting, Inc.

Private Schools

Athens Bible School / First National Bank

Lindsey Lane Christian Academy / T-Mobile



SMALL BUSINESS DEVELOPMENT

The Chamber provides programs that promote growth in existing and new businesses in Athens and Limestone County. We support and encourage existing business expansion as well as the recruitment of new retail, commercial, industrial, and technology-based businesses. The Chamber supports initiatives that encourage and promote a balanced and quality commercial environment for business and industry.

SMALL BUSINESS AWARDS

Small businesses are vital to the country's economic health and success. They also are the backbone of our community. The Small Business of the Year Awards honor the exceptional companies/organizations that serve as the economic backbone of our community. We celebrate the ingenuity and achievements of small businesses within our membership.

2024 SBA WINNERS

Emerging Business of the Year: **Irons & Ales**

Small Business of the Year (1–10 Employees): **Ming Commercial Real Estate Group**

Small Business of the Year (11–50 Employees): **Martin & Cobey Construction Company, Inc.**

Woman-Owned Business of the Year: **Trinity's**

Nonprofit of the Year: **Birdie Thornton Center**

Hospitality/Restaurant of the Year: **The Lofton**

Manufacturer of the Year: **Steelcase**

Health/Medical Services of the Year: **Hospice of Limestone County**

Financial/Banking Service of the Year: **Trustmark Bank & Bryant Bank**

DEIBA Small Business of the Year: **Kings Kids Daycare & Learning Center**



The Diversity Equity & Inclusion Business Alliance (DEIBA), an arm of the Athens-Limestone Co.

Chamber of Commerce, is a network of minority businesses in the Athens-Limestone community. The goal of this organization is to maximize business knowledge, market share, and create opportunities for the success and growth of minority businesses through coaching, connecting, & community.



ATHENS STATE UNIVERSITY LAUNCHBOX

We're thrilled to team up with Athens State University's LaunchBox to supercharge support for our local small businesses!

This dynamic partnership is all about fueling big ideas—with hands-on counseling, real-world resources, and the kind of innovative energy that helps entrepreneurs thrive.

At the Chamber, we believe in backing bold dreams, and with LaunchBox by our side, the future for our business community looks brighter than ever



AMERICA'S SBDC ALABAMA

LIMESTONE COUNTY SPECIFIC DATA

\$2,000 LOANS/EQUITY CAPITAL INFUSION
6 BUSINESS STARTS
8 JOBS CREATED
105 HOURS OF COUNSELING
45 CLIENTS SERVED

Discover the secrets of success with the Mind Your Business Podcast! Hosted by Pammie Jimmar, President/CEO of the Athens-Limestone Chamber, we feature guests with invaluable leadership and business expertise to inspire your journey to greatness. This podcast is in partnership with the Athens Limestone Public Library.



IN CONJUNCTION WITH THE NATIONAL SMALL BUSINESS WEEK, THE CHAMBER HOSTS EVENTS TO SUPPORT CELEBRATING SMALL BUSINESSES IN ATHENS AND LIMESTONE COUNTY INCLUDING SHOP SMALL PRESS CONFERENCES.



Matthew Jimmerson
Vice Chair, Small Business Development

LEADERSHIP PROGRAMS



LEADERSHIP
ATHENS-LIMESTONE

Leadership Athens-Limestone is an avenue for the development of tomorrow's community leaders. The program offers participants a collaborative forum in understanding the facets of our community and the services provided to its citizens. Leadership Athens-Limestone will cover an in-depth view of community issues, provide an opportunity to meet and discuss issues with key community leaders, and develop leadership skills to assume leadership roles within the community.



Hannah Cardwell
Grayson Carter & Son Contracting



Anna Castleberry
Limestone County Career Tech School



Mary Craig
Pinnacle Financial Partners



Brent Davis
TBAKI



Alan Kelly
Calhoun Community College



Tara Ellis
Limestone County Career Tech School



Jackie Gooch
Athens State University



Kayla Kelsey
Redstone Federal Credit Union



Casey Mays
Moonlight & Pine Events/
Refine Chiropractic



Montela Moore
Athens State University



Kelli Morris
Calhoun Community College



Molly Myhan
Athens State University



Kimberly Parker
Calhoun Community College



Jamie Quinn
Mauldin & Jenkins, LLC



Jennifer Taylor
Hospice of Limestone County



Bailey Wakefield
Limestone County Career Tech Center



Chloe Wilson
Limestone County Extension



John Wilson
Limestone County Career Tech Center

2024/2025 LIMESTONE LEAD



LIMESTONE LEAD
Youth Leadership
Leaders Encouraging A Difference

The Limestone LEAD program is designed to build leadership skills with outstanding tenth and eleventh grade students enrolled in Athens City, Limestone County, and area private schools. Students meet once a month to cover a variety of topics and areas of interest to help students make future education and career choices.



Andmore High School

Alex King
Chloe Pressnell
Teagan Pepper
Payton Barnett

East Limestone High School

Courtney Channel
Caelyn Becker
Grace Bielat
Trinity Fletcher
Austin Channel

West Limestone High School

Addison Gibbs
Avery Wallace
Julene Ruiz
Caroline Taylor
Bethany Harper
Kinley Smith
Audrey Jernigan

Athens Bible School

Eli Britnell

Lindsay Lane Christian Academy

Arabella Parsons
Shelby Heugel
Katelyn Dixon
Karley Steagall
Margaret King
Marysa Gentry

Athens High School

Brylee Hill
Weston Marsh
Louisa Redwine

West Minister Christian Academy

Brady Hamill

John Webster

Vice Chair, Leadership & Networking

CHAMBER NETWORKING



Breakfast & Biz is a structured networking and contact-building event. Attendees are invited to network at a table of 6-8 people depending on the total of attendees. Each person will give a one-minute pitch about their business or nonprofit, and then move around the room to the next table and start the process over again until the entire room has met everyone attending the event.



The Women in Business offers programs that allow women to be supported and achieve their career and business goals.

Empowering women by providing access to programs, thought leadership, networking and mentoring opportunities for professional development and recognition and promotion of role models gives women the opportunity to thrive.



We exist to enrich the Athens-Limestone County area through its young professionals by serving others, promoting connection, and empowering leaders.

Whether your goal is to make new friends, experience personal and professional development, or get involved in your community, we are your gateway to the future of Athens.

Text "YPATHENS" to 256-646-5290 for updates.



Chamber Night Out (After Hours) is an opportunity for Chamber Members to network in a relaxed environment while enjoying music, refreshments, and beverages.



An annual networking event in partnership with LCEDA that takes place on the VIP Party Deck at the Trash Panda Stadium. All event proceeds go directly toward Career Tech Scholarships for those pursuing degrees in Manufacturing, Construction, Healthcare and IT.



CHAMBER COFFEE

Networking event hosted on the 3rd Tuesday of each month.



SPORTING CLAY TOURNAMENT

23 TEAMS

John Webster

Vice Chair, Leadership & Networking

COMMUNITY DEVELOPMENT

The Chamber focuses on quality of life issues and opportunities to showcase our community to citizens and visitors alike. The Chamber plans and supports community events that promote a positive quality of life for Athens and Limestone County, reinforcing it as a great place to live, work, and play.



The Athens-Limestone County Chamber of Commerce is delighted to offer the Home & Garden Show that takes place each Spring. This event specializes in promoting businesses, specifically related to the home and garden industry.



FIDDLERS CONVENTION PARTNER



The Tennessee Valley Old Time Fiddlers Convention takes place on the campus of Athens State University in downtown Athens. Musicians from across the county visit this convention to compete to become the Fiddle Champion. The Chamber is delighted to be the official seller of the Annual T-Shirts.

CHRISTMAS OPEN HOUSE

Christmas Open House is Athens' PREMIER Christmas event! During the festive weekend, enjoy skating on the square, shopping, a visit with Santa, Christmas music and entertainment, costumed characters, refreshments at participating businesses, and a variety of exciting Christmas activities in downtown Athens.



ATHENS-LIMESTONE COUNTY CHRISTMAS PARADE

The Athens-Limestone County Christmas Parade has been a tradition in the community for a number of years, and its mission is to create a family-friendly experience that brings the holiday spirit to children and adults, community partners, and local businesses.

MEMBERSHIP

Our members benefit from opportunities through networking events to build strong business relationships, earn referrals from other Chamber members, and improve their visibility in the business community. Together we create actions and initiatives that are aimed at promoting business and economic development for the benefit of our community. Chamber membership allows businesses to have a common voice on issues affecting business in Athens-Limestone County.



TOP 3 MEMBERSHIP CATEGORIES

1. Non-Profits 2. Contractors 3. Retail

40 RIBBON
CUTTINGS



5 GROUND
BREAKINGS



ANNUAL SPONSORSHIP
CAMPAIGN

\$224,300

618
MEMBERS

74
NEW
MEMBERS

MAXIMIZE YOUR MEMBERSHIP

▶ EVENT CEREMONIES

The Chamber provides a platform for showcasing your events. We offer free ribbon cuttings when you join the Chamber, as well as anniversary celebrations, open houses, groundbreaking ceremonies, and more. We invite elected officials, ambassadors, and the public to make your event a success.

▶ SOCIAL MEDIA PROMOTION

As a member, you can benefit from our social media channels to promote or repost your events and job postings. Simply notify us, and we'll help spread the word to our extensive network.

▶ DIRECTORY LISTING

Our website directory is widely used across the community. Enhance your listing to make your business stand out, ensuring that you are easily found by those seeking your services.

▶ EXPAND YOUR REACH WITH NEWSLETTERS

We offer two newsletters, one of which you can use to advertise job listings, news, and ongoing events within your business. Submission is free, and the newsletter reaches both members and the public, providing maximum exposure for your announcements.

▶ PERSONALIZED DIRECTORY PAGE

Every member receives their own directory page on our website. You can include your company name, address, phone number, social media links, and website, ensuring potential clients have all the information they need to connect with you.

▶ PROMOTE WITH WINDOW & WEBSITE STICKERS

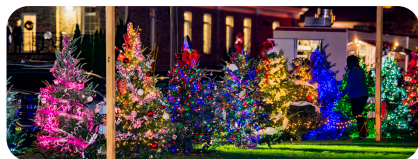
Show your Chamber affiliation with our window sticker on your business and our "Proud Member" sticker on your website to boost your credibility and showcase your involvement in the Chamber community.

▶ EXCLUSIVE MEMBER DEALS

Enjoy exclusive discounts on Chamber events throughout the year. These events provide excellent networking and promotional opportunities.

ATHENS-LIMESTONE COUNTY TOURISM

The Chamber took the Athens-Limestone County Tourism Association under its wing during the summer of 2024. Though it remains a separate entity, ALCTA's board dissolved into the chamber board and the staff members teamed up to execute the remaining events of the year, apply for grants, collect data, plan the 2025 Rural Tourism Conference, and create new, fresh social media accounts under Explore Athens, AL. A marketing rebrand and new website are expected for ALCTA in 2025.



The Athens-Limestone Tinsel Trail has been an annual community favorite for over 10 years. This enchanting event features 100 beautifully decorated trees surrounding Athens Big Spring Memorial Park, lighting up the park throughout the entire holiday season.

athens, al
historic
walking
tours



Every Saturday in April each year, knowledgeable guides will escort participants through historic neighborhoods and

landmarks where they will share the city's stories regarding local businesses and families, architectural styles of homes and other colorful moments in the community's history.



Athens-Limestone County Tourism is beyond excited to be hosting the 2025 Rural Tourism Conference, bringing over 300 people from AL, MS, & TN to Athens, Alabama! The theme of the conference this year is "Rooted in Rural". When thinking about our over 200 year roots, we realized "rural" is part of where we come from, who we are, and where we are growing. This year, we want to join similar cities in AL-MS-TN to dig deeper into exploring our roots- what we already have to offer- and how to effectively share them with the world.

ATHENS HAUNT & WALK WAGON TOURS

Experience the history and the mystery of Athens the entire month of October as local guides recount spine-tingling stories of up to 10 haunted landmarks and mysterious occurrences that have captivated residents of Athens for generations.



Red White & Boom!

A spectacular 4th of July celebration hosted by Athens Limestone County Tourism. A day full of fun, food, and festivities that the entire family can enjoy. This event takes place each year on July 4th.





THANK YOU TO OUR SPONSORS

MAULBIN & JENKINS

ATTORNEYS AT LAW

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