

2014

Officers and Board of Directors

OFFICERS

Chairman of the Board – **Barry Baker**,
Baker Construction & Development, Inc.
Chairman Elect – **Denny York**,
Fairmount Holdings Inc.
President & CEO – **Eldonna Shaw**
GSVCC to Aug. 2014
President & CEO – **Katherine Morgan**,
GSVCC Sept. 2014
Treasurer – **Mike Baker**,
Modern Electric Water Co.
Secretary – **Josh Johnson**,
The Splash/The Current
Vice Chair – **Brian Mansfield**,
Walmart
Vice Chair – **Julie Van Wormer**,
ALSC Architects
Member at Large – **Jeff Adams**,
Horizon Credit Union
Past Chair, **John Guarisco**,
MDI Marketing

DIRECTORS

John Bogensberger,
Signs for Success Inc.
Steve Florance,
Inland NW Insurance
Joe Frank,
Greenstone Corporation
Latisha Hill/Todd Kiesbuy,
Avista
Brian Holecek,
Graham Construction & Management, Inc.
Karla Kaley,
KPS Management
Sharelynn Moore,
Itron, Inc.
Julie Orenstein,
Event Rents
Kevin Person,
Wagstaff
Kenneth Plank,
Numerica Credit Union
Andy Rooney,
Mirabeau Park Hotel
Becky Sechler,
Washington Trust Bank
Brian Singer,
Lydig Construction, Inc.
Erica Young
Anderson, Peretti & Co.

EX-OFFICIO MEMBERS

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KXLY – Ambassadors Chair for GSVCC
Ken Briggs,
Spokane Valley Partners

Chris Cargill,
WA Policy Center
Dick Denenny,
RHD Employee Benefits–Chamber Foundation
Martine Duchatelet,
Eastern Washington University
Kevin Freeman,
City of Millwood
TJ Hake,
Visit Spokane
Scott King,
USAF - Fairchild AFB
Shelly O'Quinn,
Spokane County
Steve Peterson,
City of Liberty Lake
Philip Rudy,
Spokane Valley Business Association
Randy Russell,
Freeman School District
Gene Sementi,
West Valley School District
Ben Small,
Central Valley School District
Arne Woodard,
City of Spokane Valley

Karla Kaley,
KPS Management
Todd Kiesbuy,
Avista
Scott O'Brien,
Providence Health Care
Sharelynn Moore,
Itron, Inc.
Julie Orenstein,
Event Rents
Kevin Person,
Wagstaff, Inc
Jeff Phillips,
Rosauers
Paul Read,
Journal of Business
Greg Repetti,
Rockwood Health Systems - Valley Hospital
Debbie Sieverding,
KXLY
Jennifer Warner,
Washington Trust Bank

Thank You

to Our 2014 Major Sponsors

PLATINUM INVESTORS

Avista
Modern Electric Water Co

PLATINUM SPONSORS

Greenstone Corp.
Mirabeau Park Hotel
Rockwood Health Systems - Valley Hospital

GOLD SPONSORS

Baker Construction & Development Inc.
Banner Bank
Numerica Credit Union
STCU
The Splash/The Current
Washington Trust Bank

SILVER SPONSORS

Coeur d'Alene Casino Resort
Fairmount Holdings Inc
MOJO Reprographics
Staples
Valley Hospital

BRONZE SPONSORS

Dishman Dodge Ram Chrysler Jeep
Graham Construction & Management, Inc.
Inland Power & Light
Providence Health Care
Spokane International Airport
United Health Services Credit Union
US Bank

Valley Chamber Staff

Katherine Morgan, President & CEO
Sue Rusnak, Office Manager
Anita Cramer, Director of Communications
Jean Floyd, Accountant
Barbara Olson, NxLevel® Administrator



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2014 Annual Report



Third year of our three-year strategic plan

Financial Sustainability – Align goals and budget to advance the mission of the Chamber.

- » Recruit Sustaining Investors by targeting key businesses and identifying decision makers.



- » The Budget and Finance Committee has met monthly to discuss the financial situation of the Chamber and to review the budget and financial performance for the year and to compare this year's annual progress compared to past years.

- » Mid-year the Budget and Finance Committee revised the Chamber budget to reflect organization changes recommended by the former CEO.

- » The Budget and Finance Committee is putting a plan together to bring back our accounting function locally.

- » We have worked successfully to keep the budget to a conservative figure to allow for increased financial stability.

- » Channeling new sources of non-dues revenue through meaningful events.

- » Actively engaged with our local cities and investors demonstrating value in their grant awards.

Resourcing the Chamber – Provide adequate resources to meet the needs of the organization and its services to members.

- » Continued Sustaining Investor Sponsorships. A special thank you goes to Modern Electric and Avista for their generous support!

- » The Incubator offices at the Valley Chamber Business Center had a 96% occupancy rate in 2014, which keeps

Marketing – Increase promotion of Chamber services to reach greater numbers of businesses to increase economic vitality.

- » The Marketing Committee, a member-driven group consisting of representatives from Itron, Horizon Credit Union, STCU, MDI Marketing, and Signs for Success set a rebranding campaign in motion. Major Sponsor Itron provided creative support to redesign the logo and provide new messaging and brand guidelines.

- » Committee held Welcome Reception for new CEO for 2015 Vision Speech and rebranding reveal.

- » Recognizing the importance of staying abreast with current trends in social media and the possibilities they present in reaching our objective in our marketing strategy, we consistently add and maintain a presence on platforms that prove to be widely used in business to leverage and support integrated marketing efforts to highlight current and incoming members.

- » Partnered with Peridot Publishing to produce "One Valley" 2014 Business & Community Directory as a community resource intended to 1) provide useful reference information about amazing local businesses, and 2) encapsulate and reverberate the pride of life in the greater Spokane Valley.

*"We are in business
to help you
do business"*



Membership – Grow and retain membership through meaningful activities and results driven efforts.

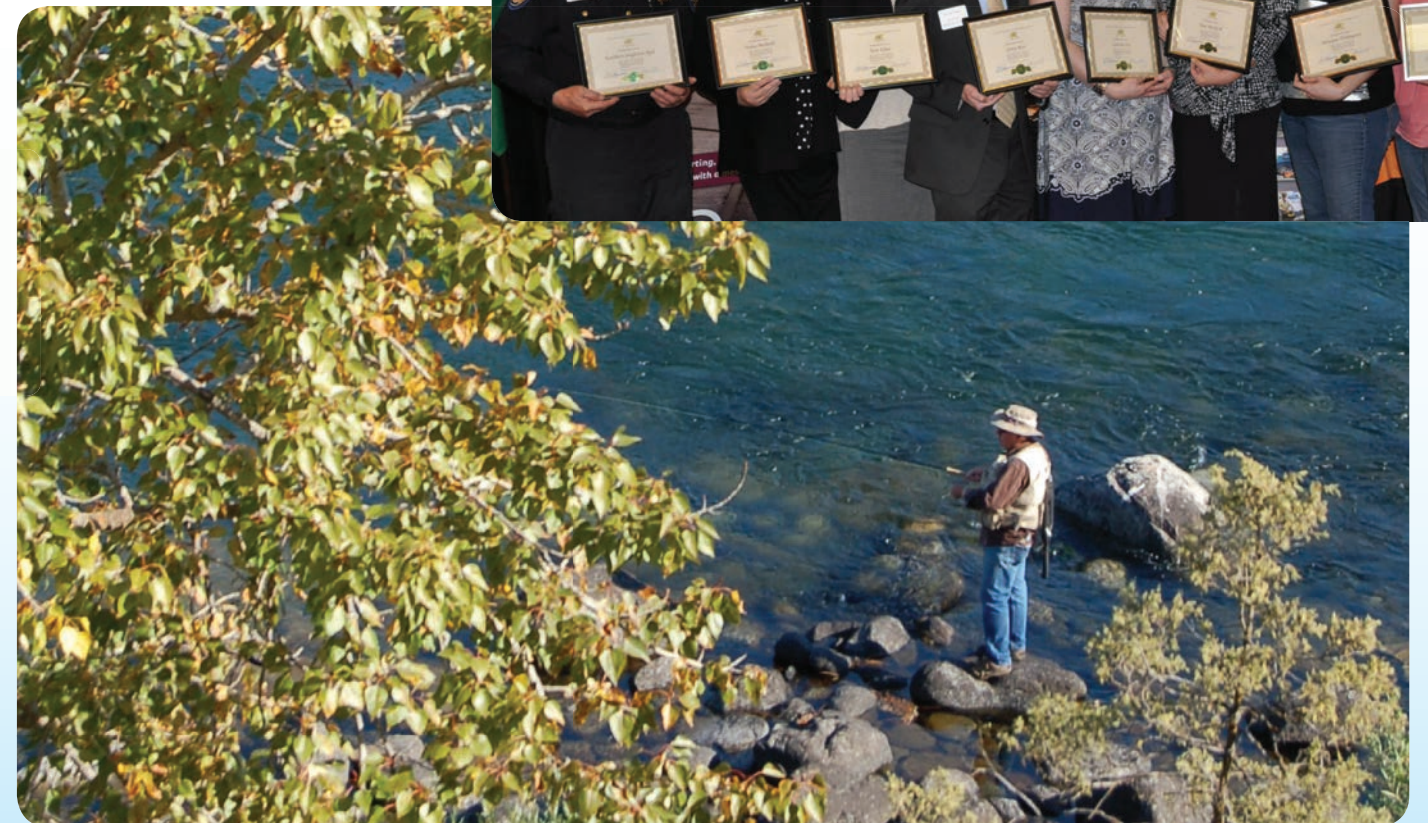
- » Increased recognition and participation in Membership Committee allowed distribution of tasks and ability to tap into organization's strengths, talents, and interests.

- » A member contact/retention strategy was introduced and partially implemented, including intentional outreach at strategic intervals and milestones. Ready for full execution in 2015.

- » Significant audit of membership database for various reasons including non-payment resulted in fewer active members. Membership count currently stands at 508.

Developing Business – Increase efforts to expand existing businesses and grow new business through training, information, and incubation opportunities.

- » Promoted the success stories of our incubator and NxLevelL graduates. To date, the Valley Chamber NxLevelL Entrepreneur Training Program has graduated over 150 new business



entrepreneurs. Our Incubator offices at the Valley Chamber Business Center had a 96% occupancy rate in 2014.

- » Promoted the Chamber as the community's resource to find services and products.

- » Continued workforce development focus for our Business Education Committee.

Positive Business Climate – Launch new efforts to improve and enhance the business climate through volunteer action, business promotion and developing effective business alliances.

- » Continued Government Action and Transportation Committee activities identify business and community issues and to provide a forum for discussion and action. Bridging the Valley, working with BNSF to discuss more needed railroad overpasses in the Valley, and a possible Port

District for the region are a few of the important issues they worked on.

- » We also invited representatives to attend our Government Action Committee to hear local concerns on issues and worked to create awareness of our advocacy efforts to our members and the community.

- » We work closely with the City of the Spokane Valley and Liberty Lake on major issues.

- » We supported the Valley Library project and worked closely with all four Valley School Districts and support their bond and levy issues.

- » Hosted Primary Candidates Forum to offer an opportunity for the public to become more informed and familiar with candidates prior to casting votes.

- » Partnered with Greater Spokane Incorporated and West Plains Chamber on local issues in Olympia & Washington and also to host the United States 5th Congressional District candidates for a debate.