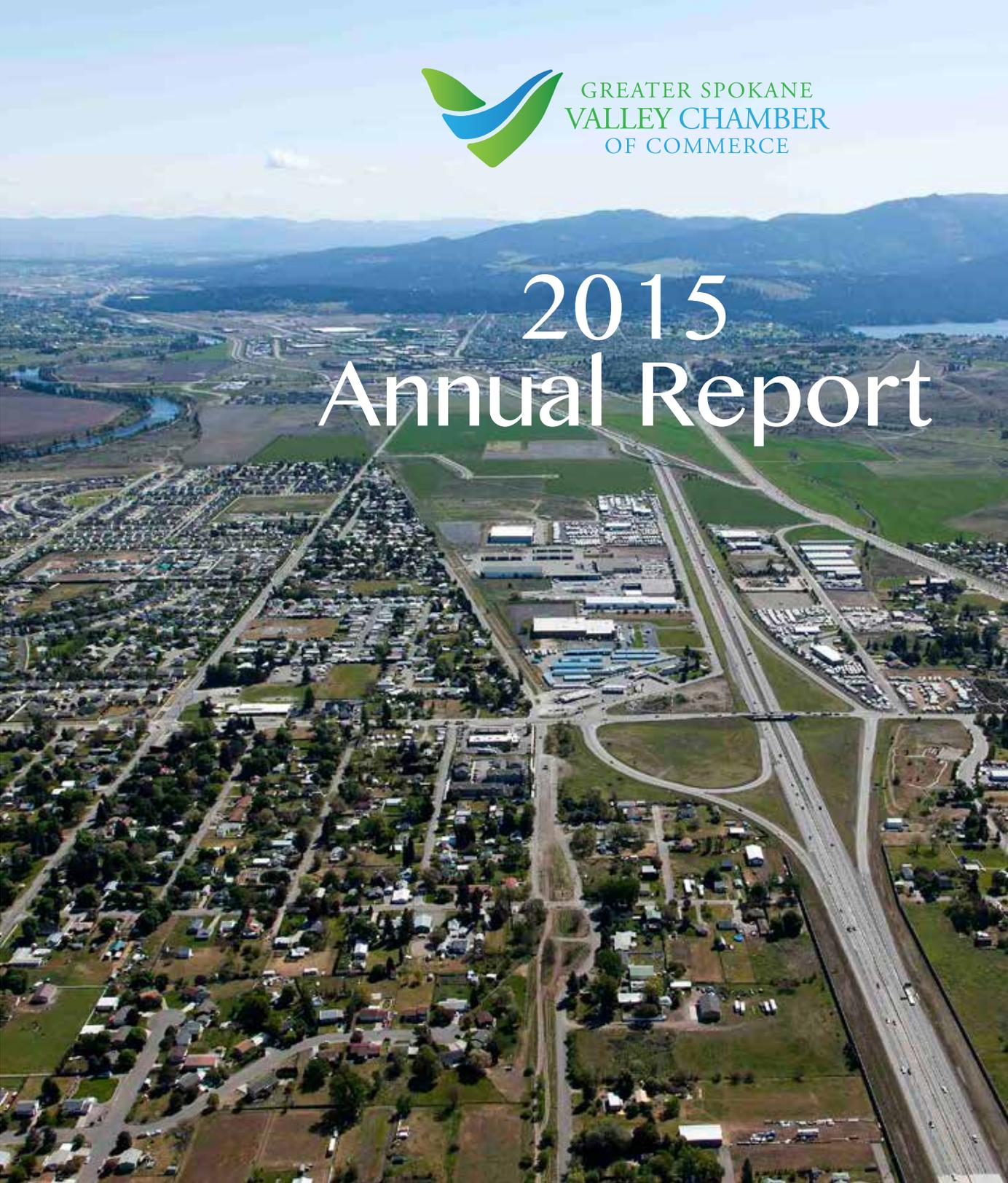




GREATER SPOKANE
VALLEY CHAMBER
OF COMMERCE

2015 Annual Report



GREATER SPOKANE
VALLEY CHAMBER
OF COMMERCE

1421 N. Meadowwood Lane, Liberty Lake, WA 99019
509-924-4994 | spokanevalleychamber.org



Building a Brighter Future

“Change is the province of leaders. It is the work of leaders to inspire people to do things differently, to struggle against uncertain odds, and to persevere toward a misty image of a better future.”—James M. Kouzes, The Leadership Challenge: How to Make Extraordinary Things Happen in Organizations

There is no better way to describe this moment in time for the Greater Spokane Valley Chamber of Commerce. As we continue to build on the legacy of our past 94 years, we are reminded of the work still ahead.

We remain inspired and driven by the trust of this community as the Chamber grows stronger and poised to be the convener of bright ideas for our region through the “BIG 5 for the Greater Spokane Valley.”

It is here—in our annual report—that we acknowledge this chapter in the Chamber’s history. We thank you for the depth and intensity of time and talent you have invested in our great community. It is an honor to share the fruits of those efforts made with your Chamber in the pages to follow.



Katherine Morgan
President & CEO
Greater Spokane Valley Chamber



Denny York
2015 Board Chair
Fairmount Memorial Association

Mission

We are in business to help you do business.

Vision

We are the unifying business force dedicated to community vitality and economic prosperity for the Greater Spokane Valley.

Annual Sponsors

INVESTOR:



COMMUNITY PARTNERS:



VISIONARY PARTNERS:



Greater Spokane Valley Chamber Staff

Katherine Morgan – President & CEO

Sue Rusnak – Office Manager

Anita Cramer – Director of Communications

Alissa Muñoz – Business Development Manager

Courtney Susemihl – Director of Marketing & Events

Jean Floyd – Accountant

In 2015, the Valley Chamber organized
40 member events and programs,
promoted **22 ribbon cutting** celebrations
and open house **events**, and facilitated
51 committee meetings with
more than **235 active volunteers**.

Chamber Media

The Greater Spokane Valley Chamber of Commerce seeks to connect its members, the business community at large, prospective citizens and businesses, and regional and local governments through a variety of printed materials, social and online media, including: spokanevervalleychamber.org, Facebook, Twitter, online marketing via e-blasts, "The Link" weekly newsletter, "Friday Favorites" weekly newsletter, "CONNECTION" monthly newsletter, Annual Report, Legislative Agenda, and Business & Community Directory. The Chamber advertised in the following publications: The Current, Journal of Business, Book of Lists, and Spokesman Review.

Online Engagement

(January through October 2015)

Chamber Website Visitors:
11,895 unique visitor hits
Member Directory Views:
88,892



Facebook Likes: 1,910
New Likes: 206 (up 11% in 2015)
Lifetime Post Total Reach (last 180 days): 37,658
Lifetime Post Total Impressions (last 180 days): 69,013



Twitter Followers: 728
New Followers: 275 (up 38% in 2015)
Tweets: 345
Tweet Impressions: 47,611
Profile Visits: 2,453



The BIG 5 for the Greater Spokane Valley

The community was invited to participate in a three-step virtual process to unearth the five initiatives to move our community forward. Citizens, business professionals and elected officials submitted ideas, then ranked those collective ideas based on their values.



Greater Outdoors – *Promoting and protecting the vitality of the outdoors.*

Through collaboration with business, government entities, and citizen groups, this initiative encourages opportunities to enhance the quality of recreation, nature and parks, while stimulating economic growth.

Greater Goods – *Promoting the Greater Spokane Valley as an emerging leader in high-tech manufacturing.*

With a strong manufacturing base present in the Greater Spokane Valley, this initiative supports the expansion of high-tech manufacturing through advocacy and pioneering partnerships, contributing to a sustainable economic future.

Greater Learning – *Integrating business and education to create the workforce of the future.*

The vitality of our community resides in the quality of our workforce. This initiative brings together industry and education to facilitate innovative learning opportunities and partnerships, which inspire a vibrant and educated workforce for the future and attract new businesses to the Greater Spokane Valley.

Greater Cures – *Growing medical research from concept to cure.*

By focusing on the expertise of medical providers, local medical schools and available suitable property in the Greater Spokane Valley, this initiative propels the advancement of medical research and care in our region.

Greater Vision – *Building an enterprising identity for the Greater Spokane Valley region.*

By recognizing the strengths of the Greater Spokane Valley region, this initiative defines and promotes our region for its quality of life, dynamic workforce, and vibrant research, manufacturing and technology industries.

2015 Board of Directors

EXECUTIVE COMMITTEE/OFFICERS

Denny York – Chairman, Fairmount Memorial Association
Ben Small – Chair Elect, Central Valley School District
Katherine Morgan – President & CEO, Greater Spokane Valley Chamber
Mike Baker – Treasurer, Modern Electric Water Co.
Brian Mansfield – Secretary, Walmart
Jeff Adams – Vice Chair, Horizon Credit Union
Julie Van Wormer – Vice Chair
Barry Baker – Past Chair – Baker Construction & Development Inc.
Erica Young – Member at Large, Anderson, Peretti & Co., CPA's, P.S.

BOARD OF DIRECTORS

John Bogensberger – Signs for Success
Steve Florance – Inland NW Insurance
Brenda Grassel – Precision Cutting Technologies, Inc.
Gordon Hester – Kiemle & Hagood Company
Karla Kaley – KPS Management
Todd Kiesbuy – Avista
Sharelynn Moore – Itron
Scott O'Brien – Providence Health Care
Julie Orenstein – Event Rents
Brian Mansfield – Walmart
Kevin Person – Wagstaff, Inc
Jeff Philipps – Rosauers Supermarkets, Inc.
Paul Read – Journal of Business
Greg Repetti – Rockwood Health Systems – Valley Hospital
Debbie Sieverding – KXLY TV
Tracey St. Onge – Washington Trust Bank

EX-OFFICIO MEMBERS (Non-voting)

Dick Brantley – Stuart Advertising – Ambassador Chairman
Ken Briggs – Spokane Valley Partners
Chris Cargill – WA Policy Center
Dick Denenny – Fidelity Insurance – Spokane Valley Chamber Foundation Chair
Kevin Freeman – Mayor, City of Millwood
T.J. Hake – Visit Spokane
Scott King – USAF- Fairchild AFB
Shelly O'Quinn – Commissioner, Spokane County
Steve Peterson – Mayor, City of Liberty Lake
Philip L Rudy, DDS – Spokane Valley Business Association
Randy Russell – Freeman School District 358
Gene Sementi – West Valley School District No. 363
Arne Woodard – Deputy Mayor, City of Spokane Valley

Committees

Ambassadors – Our Ambassadors serve as welcoming agents by greeting new members and guests at Chamber events, attending ribbon cutting ceremonies, and introducing new members to other member businesses.

Business Education – Our Business Education committee facilitates monthly informational programs designed to improve the current and future employee pool available to area businesses.

Government Action – The Government Action committee researches, educates and advocates for the businesses community on regulatory and legislative issues that impact economic prosperity in the Greater Spokane Valley.

Membership – The Membership committee is focused on member engagement and retention by identifying and meeting the individual needs of our business members.

Transportation – The Transportation committee facilitates monthly programs that focus on infrastructure needs and opportunities to bolster economic growth in the Greater Spokane Valley.

Spokane Valley Chamber Foundation – The Foundation supports youth and workforce development programs to ensure a healthy and vibrant economy into the future. Each year, the Foundation awards scholarships to high school seniors and entrepreneurs, enrolled in the Chamber's entrepreneurial training program.

“Integrating business and education is a necessity in creating the workforce of the future. In addition, we know that strong schools build strong communities which keeps our valley competitive. It's an honor to work with other educators in partnership with business leaders and agency executives as we work toward our goal of workforce readiness.”

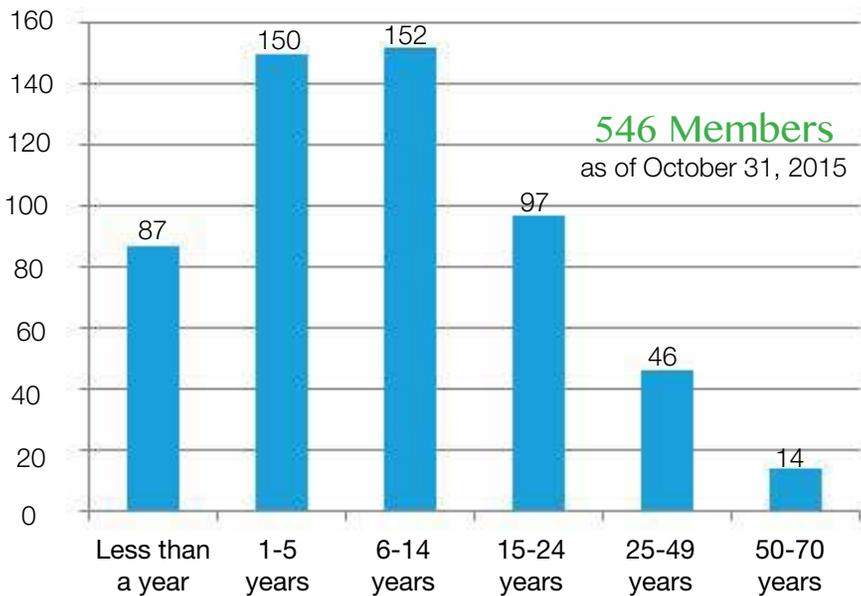
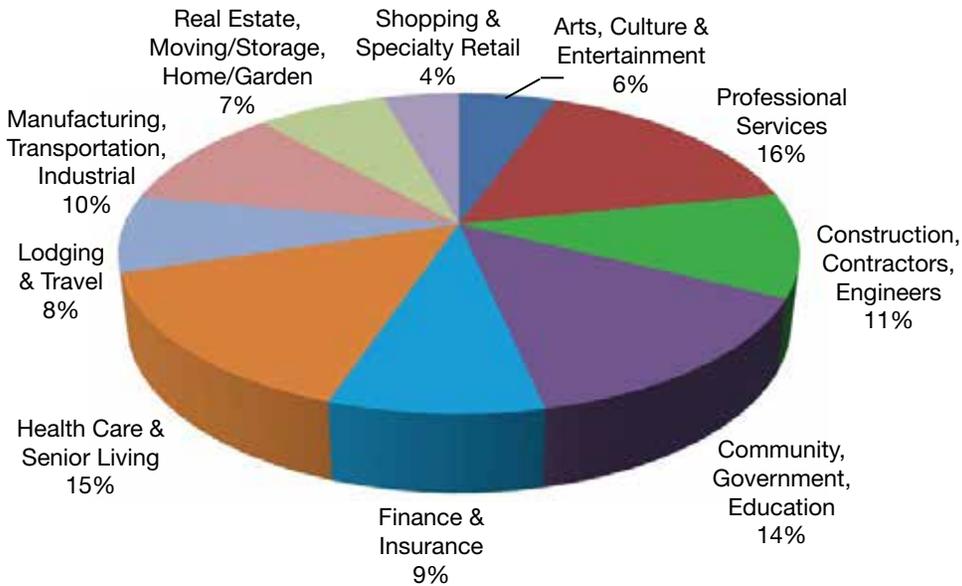
Sue Shields, West Valley School District, Co-Chair, Business Education Committee

“The membership committee works to develop membership strategies that will positively impact our members and the Spokane Valley Chamber for years to come.”

Julie Van Wormer, Chair, Membership Committee

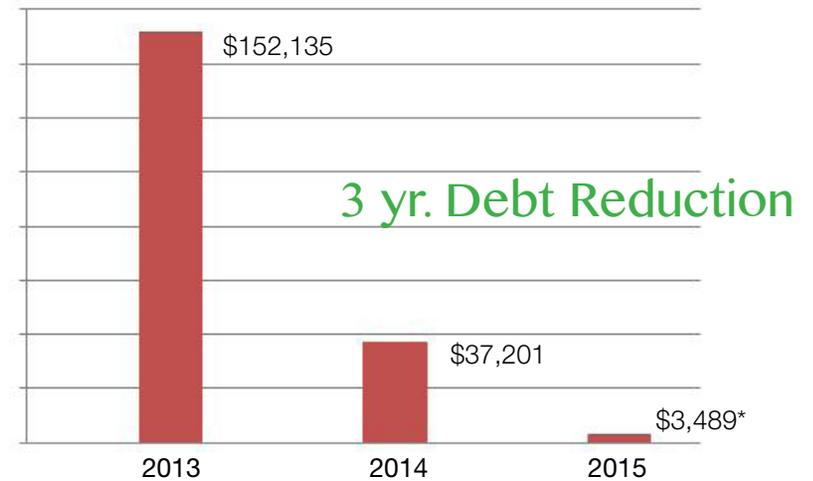
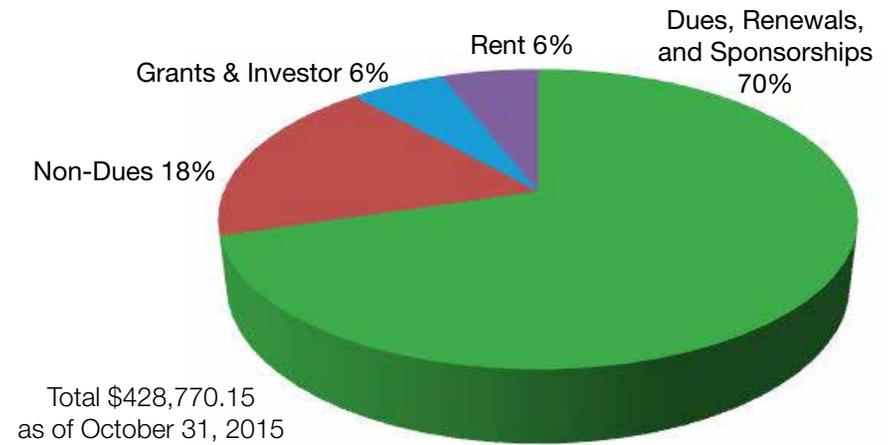
Membership

Member Listing by Category



Financial Snapshot

Income



Debts (Credit Cards, Loans Payable, & Accounts Payable)

We took on the challenge of reducing our debt and made the final long-term debt payment on September 2, 2015, earlier than our agreed maturity. Our Accounts Payable are now current and reflected here as the only remaining balance. *(as of October 31, 2015)

Reflections on 2015

Member Value Expanded

Our events were retooled to recognize partner businesses, relevant topics and greater emphasis on networking. The Business Showcase (our B2B tradeshow) featured sold out exhibitor space and record attendance. We rolled out a fresh new, user-friendly website, offering members more opportunities to market their business and connect with other members. New features include member news, member-hosted events, member-to-member discounts, and member job postings.

Financial Stability

The Valley Chamber celebrated its return to financial stability this fall, thanks to the dedication of our board, partner businesses and revitalized events. Local municipalities rallied their support with increased grant funding to support the BIG 5 and economic development. As a Chamber, we are fully staffed with a committed team to meet the needs of our members into the future.

Led the BIG 5 Process

The Valley Chamber led a three-step virtual community engagement process to identify five initiatives to move our community forward. With 1,081 ideas and thoughts shared and 18,071 'stars' assigned to indicate top priorities, the Chamber unveiled five initiatives in September. The BIG 5 serves as the foundation for the Valley Chamber's new strategic plan.



Advocacy

We formalized our advocacy infrastructure by establishing a voting body for the Government Action Committee. Several Valley Chamber members and leadership participated in the Joint Chambers Delegation to Washington D.C. and Olympia, to advocate for local business interests. The Valley Chamber organized our first solo delegation to Olympia, advocating for Valley transportation issues and Spokane Valley Tech.

We hired a lobbyist to help navigate and effectively advocate for a successful transportation package, Spokane Valley Tech and Appleyway Trail.

NxLevel Entrepreneur Training

The Chamber offered a 13-week course to 15 entrepreneurs, who are at various stages of starting a business. Through this comprehensive training, participants learned the many facets of starting and operating a successful business, finishing the course by completing their business plan.

Membership Drive a Huge Success

Our 2015 membership drive was a huge success with 39 board and committee volunteers engaged in introducing and welcoming local businesses to the Chamber. New members continue to join as a result of this high energy campaign to promote the value of our Chamber.

