



## 2010 Annual Report

On behalf of the Officers, Directors, Members and Staff of the Salisbury Area Chamber of Commerce, I am proud to report our Chamber is healthy at 90 years of age and still as relevant as the day the leaders of Salisbury's business community came together to form it. We continue to service to interests of the business community and the needs of the citizens of Salisbury, Wicomico County, the Delmarva Peninsula and Maryland.

The Salisbury Area Chamber is the primary voice of the Lower Eastern Shore business community. We are a superior organization that constantly strives for improvement to better serve our membership. Our Chamber has taken the lead to guide our region through current economic recession. We have retooled existing programs and are developing new ones to help our members weather the current downturn. The resources, networking opportunities, and advocacy we provide have never been more important.

We have also focused this year on solving problems that plague our community, such as increased crime, high unemployment and the painful slowdown in the construction industry. We are fighting overregulation that is having the unintended consequence of hurting business at the worst possible time. We are advocating for government to be fiscally responsible and helping get needed programs completed.

In closing, I want to thank the members of the Chamber for giving me the opportunity to serve as President.

Dawn M. Tilghman  
President 2010-2011  
Salisbury Area Chamber of Commerce



The only Maryland organization Accredited by the United States Chamber

# Outstanding Chamber Members

2010 Chamber of Commerce Award  
Maryland Senator J. Lowell Stoltzfus

2010 Chamber Volunteer of the Year  
Tony Nichols

Eastern Shore Business Leadership Network  
“Putting Ability to Work” Award  
Pepsi Bottling Ventures of Delmarva

Certificate of Appreciation  
Kiya Safai of Mimir Marketing

Fred P. Adkins Architecture Enhancement Award  
Peninsula Regional Medical Center

## Major Events, Activities & Distinctions

- 150 attended the 22<sup>nd</sup> January Economic Forecast held at The University of Maryland Eastern Shore in conjunction with Salisbury University and their BEACON Group, Wor-Wic Community College, the University of Maryland Eastern Shore, the Small Business Development Center & the Tri-County Council.
- Young Professionals Committee held the fourth annual Career Day which exposed 1300 Wicomico County 9<sup>th</sup> Graders to over 40 careers available on the Lower Shore.
- Annual Banquet and installation of the Chamber’s new leadership was held at the Black Diamond Lodge Conference Center.
- The 2010 Salisbury Festival drew 20,000 people despite a rainy forecast.
- The fall “Get Connected” Business Expo at the Fountains Wedding and Conference Center was a major success.
- Maryland Job Service assisted us in conducting our fourth annual job fair at the Centre of Salisbury mall, serving 40 employers and several thousand potential employees.
- Christmas season’s City of Lights Festival Program was continued by the Chamber and Atlantic Lighting and Sign.
- The Chamber advocated for the business community on many important issues such as construction permitting process, tax issues and health care reform, to our federal, state and local representatives.
- Members had dozens of business networking opportunities at monthly Business After Hours, Membership Luncheons, Young Professionals After Work Networks and other events.
- Our December pre-session forum with the Eastern Shore Delegation addressed the state budget’s structural deficit and the overregulation of businesses and agriculture.
- The Beautification Committee and Pro Coat transformation of the Main Street railroad overpass from eyesore to an attractive asset in the appearance of the downtown.

- We continue to support the development of a superior workforce in our community so that businesses can find qualified employees and our neighbors can find good jobs. We are using technology to the benefit of our members with our website and electronic networking through Linked In, Flickr, and Facebook sites.
- Supported the Wicomico County Teacher of the Year program with recognition and a cash prize.
- A Greater Maryland Better Business Bureau accredited organization since January 1998.
- Paver Project initiated to recognize and memorialize Chamber Presidents, members and local citizens while creating an attractive entryway to the Chamber Business Center.
- Held our first ever “Connect for Success” speed dating formatted networking event.
- ChamberFest provided a great marketing opportunity to members to sell to the public from booths in the Centre of Salisbury mall.

### **Salisbury Area Chamber of Commerce Finances**

- The 2010-11 Chamber budget is \$374,000 and supports a Chamber staff of 4 full-time and 3 part-time employees & The Chamber Business Center at 144 East Main Street.
- The Chamber fiscal reserve is over \$72,000 in investment accounts.
- A trust fund of \$195,000 is held at the Community Foundation of the Eastern Shore to support ongoing beautification projects.
- Over \$50,000 was raised in the 90<sup>th</sup> Anniversary Paving the Way to the Future campaign to fund the addition of a Paver Plaza in the front of the building and other facility improvements.

### ***Salisbury Area Chamber of Commerce (SACC) Foundation***

The SACC Foundation’s mission is to support workforce development and quality of life programs. The SACC Foundation has assets of over \$140,000 after granting \$7,000 in 2010 plus \$60,000 in program and support costs. The contracting of Joe Giordano for grant writing and workforce development services has allowed the SACC Foundation to expand its programs.

This year the SACC Foundation:

- Presented \$8,194 in scholarship dollars
  - Two Local Owner Restaurant Association \$2,000 scholarships.
  - Four \$500 Awards of Merit awards to graduating seniors from three Wicomico County High Schools.
  - One to an Evening School graduate.
  - A \$1,000 Salisbury Area Chamber of Commerce Scholarship.
  - One \$694 Crown Sports scholarship
- Supported the Young Professionals’ Career Day and other workforce development efforts.
- Received several grants for workforce development projects including the High School Summer Employment program that put 22 youth to work in 2007, 33 in 2008, 85 in 2009 and 30 in 2010.
- Funded efforts as diverse as educational materials for Junior Achievement classes, the Salisbury Safe & Secure anti-crime forum, and the Rotary Back to School Campaign.
- Approved by Maryland Higher Education Commission to conduct pre-apprenticeship training in HVAC, Drywall and Painting
- Certified as a Lower Shore Workforce Alliance training provider
- Created Project Opportunity with Maryland Capital Enterprises to train military veterans the skills needed to open and operate a small business
- Created a website outlining the Foundation programs [www.salisburyareafoundation.org](http://www.salisburyareafoundation.org).

# The Eastern Shore Business Leadership Network

## *Partnering with Delmarva Area Chambers of Commerce*

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**We promote the true benefits of recruiting, employing and retaining qualified workers with disabilities. We are not a placement agency; however our efforts get people employed.**

### **BENEFITS TO BUSINESS**

- Resource to businesses for disability employment and supported employment agencies
- Access to a network of service providers who have potential job candidates
- Provide networking opportunities for business people to share success stories
- Recognize businesses at the annual ESBLN “Putting Ability to Work” Award
- Provide workplace disability awareness and networking trainings and information on financial advantages such as lower employee turnover and tax savings

### **MAJOR ACCOMPLISHMENTS AND ACTIVITIES**

- Networking resulted in the hiring of eight individuals with disabilities in areas such as a security, manufacturing, document scanning and customer service
- Hosted/coordinated the Diversity At Work/Gaining the Competitive Advantage Regional Business Conference 2008
- Produced Ability Matters short video on PAC 14 – A success story to promote recruiting and hiring people with disabilities
- Produced a 14 minute video, Ability Matters, Soldering about collaborating and training resulting in employment.
- Coordinated Ability Matters Connections business tours to promote and improve communication and disability awareness between employers and agencies who train for the workforce job candidates with disabilities
- Facilitated a Business Roundtable with area business people who hire students and adults with disabilities to strategize how to break down employment barriers
- Partnered with MDOD to launch a regional media campaign in October 2009 covering most of the Delmarva Peninsula
- Partnered with school systems in an advisory capacity to increase employment opportunities for transitioning youth from school to career
- No Spare Marylander Intensive Workshop for Job Seekers with Disabilities – a collaborative effort with DLLR, MDOD
- Trainings given on Networking, Assistive Technology, Disability Awareness, and others
- Able to Work Community Event at the Salisbury Zoo – Awareness event where people with disabilities volunteer on company teams working to spruce up the zoo for Earth Day
- Monthly articles in business publication for five years about disability awareness

### **AWARDS presented to the Salisbury Area Chamber of Commerce / ESBLN**

- New Freedom Initiative Award 2003 from Secretary Cho, U.S. Department of Labor
  - U.S. Chamber of Commerce Award 2003 Corporate Citizenship Award
  - U.S. Business Leadership Network Chapter of the Year Award 2003
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