



THE
SHOALS

CHAMBER OF COMMERCE

TO THE MEMBERS OF THE SHOALS CHAMBER



While chambers across the country share a common purpose, the Shoals Chamber is uniquely defined by the people, businesses, and organizations that make this community extraordinary. It is a privilege to work alongside leaders who are deeply invested in the future of our region and committed to creating opportunities for growth and success.

Throughout 2025, the Shoals Chamber continued to build upon its mission of enhancing the economic vitality of the Shoals through advocacy, connection, and education. We strengthened workforce development initiatives designed to connect students, job seekers, and employers. We convened business and community leaders to address issues impacting economic competitiveness and quality of life. We advocated on behalf of our members at the local, state, and federal levels and provided opportunities for meaningful engagement through events, programs, and leadership development experiences.

One of the greatest lessons of chamber work is that meaningful progress is rarely accomplished alone. Every workforce initiative, advocacy effort, educational program, ribbon cutting, networking event, and community conversation is made possible through collaboration. The success highlighted throughout this report reflects the dedication of our investors, volunteers, Board of Directors, public officials, educators, nonprofit partners, and countless individuals who share a vision for a stronger Shoals.

As we look ahead, we remain committed to listening to our members and responding to their evolving needs. Businesses today face challenges and opportunities that are changing at an unprecedented pace. The Chamber's responsibility is to serve as a trusted partner, a convener of ideas, and a champion for policies and initiatives that support long-term economic prosperity.

On behalf of our Board of Directors and Chamber staff, thank you for your continued investment in the Shoals Chamber and in the future of our region. We are honored to serve you and grateful for the opportunity to advance this important work together.

With gratitude,

Caitlin Burns
President



SHOALS CHAMBER LEADERSHIP

EXECUTIVE COMMITTEE

Greg Taylor (Chair), CB&S Bank
Roger Williams (Chair-Elect), Patterson, Prince & Associates
Kristen McCaney (2nd Chair-Elect), TASUS
Chris Estave (Immediate Past Chairman), First Metro Bank

BOARD OF DIRECTORS

Jill Harper, CREATE Architects
Danny McWilliams, TVA
Kyrel Buchanan, Sanoa Consulting
Jerry Groce, Easterseals Rehabilitation Center NWAL
Burt Helton, Shoals Scholar Dollars
Janice Pride, Bank Independent
Wade Baker, Champy's/Southern Grocery
Dr. Doug Barrett, UNA
Adam Burchell, Johnson, Paseur & Medley
Penny Camp, Bank Independent
Skip Nichols, Citadel Insurance Group
Alex Ruggles, Martin, Inc.
Jeremy Sprinkle, CB&S Bank
Heather Wright, Alabama SBDC Network
Dean Donnell, Renaissance Shoals Hotel & Spa
Dr. Jeff Goodwin, NWSCC
Jeremy Jackson, Florence City Schools
Mary McDuffa, Florence Electric Department
Claire Morrison, B. H. Craig Construction Company
Colandra Nelson, Helen Keller Hospital
Larry Saatkamp, North American Lighting, Inc.
Emily Stutts, Coldwell Banker Pinnacle Properties

AMBASSADORS

Adam McCollum, Edward Jones
Bess Smith, turnerboone
Gwen Crenshaw, Florence Federal Credit Union
Jacob Tucker, Bank Independent
Joe Nobles, The Grounds Guys
Jordan Byrd, CB&S Bank
Lance Hendrix, Lance Hendrix Agency
Pam Elrodd, Alabama Training Network
Tiana Brook, First Southern Bank

The mission of the Shoals Chamber of Commerce is to enhance the economic vitality of the Shoals through advocacy, connection, and education.



2025-2026 BY THE NUMBERS

718



CHAMBER MEMBERS

52k+



EMPLOYEES OF
CHAMBER MEMBERS



RIBBON
CUTTINGS

31



WE HELD 34
EVENTS AND
HOSTED OVER
2,600
ATTENDEES



700+

OF PEOPLE THAT
ATTENDED HIRING
EVENTS

WE GOT SOCIAL

19k+



SOCIAL MEDIA FOLLOWERS

54%



NEWSLETTER OPEN RATE

2.4m+



SOCIAL MEDIA VIEWS

430k+



DIRECTORY PROFILE VISITS

ADVOCATE

THIS YEAR WE WORKED WITH

5 FEDERAL
10 STATE
52 LOCAL
ELECTED OFFICIALS



The Shoals Chamber continued to advocate for the business community through engagement at the local, state, and federal levels. Chamber leaders traveled to Montgomery and Washington, D.C., to discuss key issues impacting the region, while also hosting elected officials and legislators in the Shoals to foster meaningful dialogue with members. These efforts helped strengthen relationships, elevate regional priorities, and ensure the voice of the Shoals business community was represented in important policy discussions.



600+

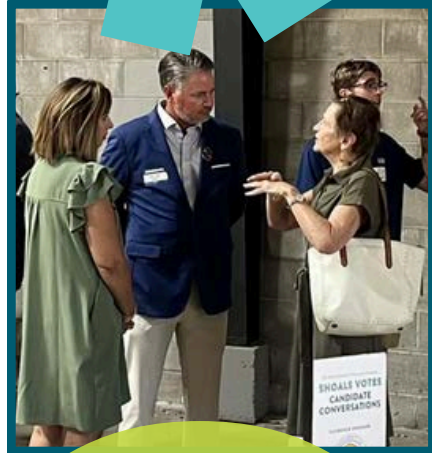
ATTENDED BUSINESS
ADVOCACY EVENTS




CONNECT

86%
MEMBER
RETENTION
RATE

The Shoals Chamber focuses on bringing members together in intentional and meaningful ways. Through networking events, programs, and shared initiatives, we create space for relationships to form and grow across the business community. These connections strengthen collaboration, build trust, and keep the Shoals business network active and engaged.



70 
MEMBER
NEW MEMBERS

1.26m 
SOCIAL MEDIA REACH

\$137k 
INVESTED IN CHAMBER
PROGRAMS

65 
MEMBERS
PARTICIPATED IN TRC



EDUCATE

Leadership Shoals Class 36

Nine days of community awareness, business advocacy, local and state government education, as well as leadership development and training.



LEADERSHIP
SHOALS



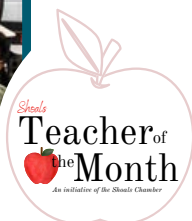
Classroom to Careers

Local educators and graduating UNA seniors participated in local business and industry tours including Shoals Business Incubator, Linamar, TVA, and North American Lighting. These tours prepared them to talk about job opportunities throughout the Shoals with their students.



Shoals Teacher of the Month

20 local educators were selected as Shoals Chamber Teachers of the Month



SPIRIT OF THE SHOALS BUSINESS AWARDS



8,266 

VOTES RECEIVED IN SUPPORT
OF SMALL BUSINESSES



The Shoals Chamber of Commerce hosts an annual gathering of Shoals businesses and community to celebrate the successes from the past year, applaud outstanding local businesses, and honor individuals working toward the betterment of our community.



Jill's Sweet Memories



Barktown Alabama



Chick-fil-A Florence

AWARD WINNERS

- 1-10 Employees: Jill's Sweet Memories
- 11-50 Employees: Barktown Alabama
- 51+ Employees: Chick-fil-A Florence
- Emerging Business: Skylar's Scoops
- Retailer of the Year: Kaleidoscope Florist & Designs
- Restaurant of the Year: Rancho Mexican Bar & Grill
- Best of Industry Award: TASUS
- Citizen of the Year: Marty Abroms



Skylar's Scoops



Kaleidoscope Florist & Designs

SHOALS CHAMBER INVESTORS

VISIONARY INVESTORS (\$20,000+)

 **BANK INDEPENDENT®**


Northwest Shoals
COMMUNITY COLLEGE



MISSION INVESTORS (\$10,000+)

 **Blockchain Tek**

 **LINAMAR**
Power to Perform

 **CB&S Bank**
Since 1906

 **Helen Keller Hospital**

NORTH AMERICAN LIGHTING
A **Kotto** Group Company



VITALITY INVESTORS (\$5,000+)

 **BAM!**
BOOKS-A-MILLION

 **FIRST METRO BANK**

 **FLEXCO®**
AMERICAN-MADE FLOORING

MARTIN 

 **REGIONS®**

 **Patterson, Prince and Associates PC**
CERTIFIED PUBLIC ACCOUNTANTS

 **First Southern**
BANK

KITH KITCHENS



 **essity**

 **First Bank**

 **BIG BEE**
STEEL BUILDINGS, INC.

 **Listerhill**
CREDIT UNION

 **TVA** TENNESSEE VALLEY AUTHORITY

ADVOCATE INVESTORS (\$2,000+)

Abroms & Associates, PC
B.H. Craig Construction Co, Inc.
Buffalo Rock
Florence Gas & Water / Wastewater Department
E.S. Robbins Corporation
Hovater Construction Company
JT Ray Company
Johnson Contractors, Inc.
Alabama Land Services, Inc.
Lewis Electric Supply Co., Inc.
North Alabama Gas District
Printers & Stationers, Inc.
Constellium
Southwire
Pounders & Associates, Inc.

Singing River Dentistry
Sheffield Utilities
Renaissance Shoals Resort & Spa
B Electric, Inc.
Party Pros USA
United Community Bank
TMT America, Inc.
CREATE Architects, Inc
Tasus Corporation
Medical Associates of the Shoals
Cloud Financial, Inc.
Preferred Home Health
Shoals Hospice
Dentons Sirote PC
Valley Credit Union

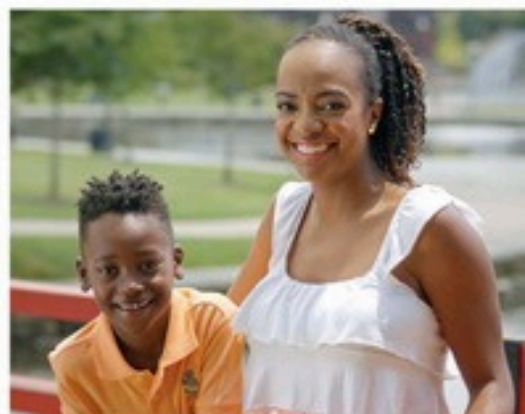
PROJECTXYZ
Coldwater Seed & Supply
ENT Center of Northwest Alabama
Lockheed Martin Corporation
Morell Engineering, Inc.
Grayson Carter and Son Contracting, Inc.
Breathe & Brew
Long-Lewis Auto Group
LSB Industries
AE Shoals
Express Care of the Shoals, Urgent Care
United Lumber & Reman LLC
Turner Construction Company
City of Tuscumbia
Mitchell - Hollingsworth Nursing & Rehabilitation Center



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invested
in YOU.**

BANK  INDEPENDENT®

BIBANK.COM
MEMBER FDIC





Northwest Shoals
COMMUNITY COLLEGE



**YOU CAN
SPECIALIZE**

nwsc.edu



Care that goes further— without going *farther*.

Expanding services, strengthening specialties, and delivering a higher level of care for the communities we've served for **more than a century**.



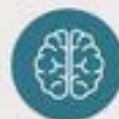
KELLER BREAST CENTER
(256) 386-5870



KELLER EAR, NOSE & THROAT
(256) 381-6673



KELLER IMAGING CENTER
(256) 386-4150



KELLER NEUROLOGY
(256) 386-4469



KELLER OB/GYN | (256) 383-3372
COLBERT OB/GYN | (256) 386-0855



KELLER PULMONOLOGY
(256) 386-4397



KELLER WOUND HEALING CENTER
(256) 386-9961



KELLER SLEEP DISORDERS CENTER
(256) 386-4191



SHOALS UROLOGICAL ASSOCIATES
(256) 381-5510



SURGICAL ASSOCIATES OF THE SHOALS
(256) 386-1125

 **Helen Keller Hospital**



Give

WHERE YOUR HEART LEADS

At the University of North Alabama, every act of generosity makes a difference. Through the historic \$100 million **Shine On, Gold** campaign, you can support one of six institutional priorities, or direct your gift to the area that inspires you most.

Join a cause, create your own legacy, and shape UNA's future.

una.edu/ShineOnGold

**Phase II of the Fine and
Performing Arts
Enhancement Plan**

Student Scholarships

Presidential Scholarships

The 1830 Fund

Multi-Purpose Stadium

ROAR Access Center

Your passion

Your passion. Your philanthropy. Every giver. Every gift. MATTERS.

AMERICAN BANKER

**Top Performing
Banks**

Bank with the #1 Best Performing Bank in Alabama!*

Checking | Loans | Savings | Digital Banking

CB&S Bank is a community bank that delivers trusted service, local decision making, and personal relationships. We're here to assist you with banking solutions tailored to your needs.

Hough Road
2975 Hough Road
Florence, AL 35630
256-314-4370

Killen
6452 Highway 72 East
Killen, AL 35645
256-757-2126

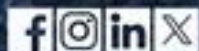
Pine Street
320 South Pine Street
Florence, AL 35630
256-766-7005

Cherokee
1045 1st Street
Cherokee, AL 35616
256-359-6111

Muscle Shoals
2000 East Avalon Avenue
Muscle Shoals, AL 35661
256-386-0700



CB&S Bank
Since 1906



cbsbank.com | 877-332-1710



**In the \$2B-\$10B asset category, per American Banker, July 2025. All loans subject to credit approval.*