



**GREATER IBERIA**  
CHAMBER *of* COMMERCE

# Annual Report

# 2019

photo: Kelly Roark

Supporting our members and Iberia Parish

**Jeanerette • New Iberia • Delcambre • Loreauville • Lydia**



**GREATER IBERIA**  
**CHAMBER *of* COMMERCE**

**ANNUAL REPORT 2019**

**[IBERIACHAMBER.ORG/ANNUALREPORT](http://IBERIACHAMBER.ORG/ANNUALREPORT)**

# The Greater Iberia Chamber of Commerce

is a 501c6 non-profit organization that serves the City of New Iberia, Loreauville, Delcambre and unincorporated areas of Iberia Parish. Through social media, communications, events, and much more, the chamber promotes its members while also advocating for legislation that benefits local businesses. Since 1989 the chamber has tirelessly served the community and business owners, and we could not be more grateful for your support.

Thank you Iberia Parish for making 2019 another successful year.

The logo for the Greater Iberia Chamber of Commerce is positioned on the right side of a large, light green map of Iberia Parish. The text "GREATER IBERIA" is in a bold, dark green serif font, and "CHAMBER of COMMERCE" is in a smaller, lighter green sans-serif font below it.

GREATER IBERIA  
CHAMBER of COMMERCE

## Stay in touch

[www.iberiachamber.org](http://www.iberiachamber.org)

337-364-1836

111 West Main St.

[info@iberiachamber.org](mailto:info@iberiachamber.org)

[facebook.com/iberiachamber](https://facebook.com/iberiachamber)

# 2019 Board of Directors

## Executive Committee



Ryan Boudoin  
Ryan Michael Salon



Denise Broussard  
Aviation Exteriors Louisiana



Rachel Segura  
Van Eaton & Romero



Mark Boyance  
Cox



Wendell Verret  
Twin Parish Port District



Shalee Landry  
Castaing, Hussey, Lolan

## Chamber Board



Heidi Martin  
Pro-Log



Gannon Dooley  
Iberia Parish School Board



Farrell Armentor  
First National Bank of Jeanerette



Dionne Viator  
Iberia Medical Center



Ben Lilley  
AT&T



Joe Judice  
Cajun Sugar Corp.



J.P. D'Albor  
Haik, Minvielle & Grubbs



Kay Breaux  
Nexion-Health, New Iberia  
Manor South



Kevin Romero  
Franklin Foundation Hospital



Lennie Fields  
iBERIABANK



Patrick Broussard  
South Coast Marketing



Rob Cowan  
Brown & Brown Insurance



Annie Bell  
Promotional Images



Vu Tran  
Jane's Seafood



Linda Horton  
Iberia Driving Academy

# Meet the Staff



## **Janet Faulk-Gonzales**

CEO | President

*Leadership Iberia Fanatic*

*Scribbler of Words*

*more years than digits of non-profit management*

*favorite question: "Well, what do you think?"*



## **Kelly Roark**

Vice President of Operations

*Eleven years as a chamber organizer*

*Queen of Chamber Pop-Ins*

*The Rescuer of the Rescued*

*Resident Photographer*

*most-heard phrase: "That's a Kelly question."*



## **Avery Grubb**

PR & Marketing Director

*"the graphics guy"*

*Resident I.T. Technician*

*Keeper of the Passwords*

*favorite question: "What's for lunch?"*

# Membership

25 New Members



# 15 Ribbon Cuttings

That's a new record!

Photos: Kelly Roark



Check Point Urgent Care



Chick-fil-a



Kaptivating Bodies by: KaRena



Maison Le Rosier



Cane River Pecan Company



Tennis Courts at City Park



Hobby Lobby



Box Drop



Fremin's Food and Furniture



Delucia Insurance Agency



Rouses Market



Infinite Beauty



Fantastic Sam's



Cajun Bowl



Burger King

# GICC Report

## Legislation and Public Policy Engagement

### Advocating for Millage Renewals

In 2019, after significant review, the board of the Greater Iberia Chamber of Commerce supported three millage renewals. These were renewals for a **school maintenance** millage, the **Teche Vermillion Freshwater District** maintenance, and the **Twin Parish Port** millage renewal.

#### These Campaigns Utilized:

- 2 Live with Ryan and Andree' spotlights, reaching 9,776 people
- 4 Facebook posts, reaching 5,508 people
- 3 website news articles, reaching 72 people
- 5 email campaigns, with 1,246 impressions

### Eggs & Issues 2019

This annual re-cap is an opportunity to connect our members with their legislators, as they interact with attendees and explain the most recent legislative year. The 2019 Eggs & Issues event focused primarily on state budgetary issues. Speaker of the House Taylor Barras was honored at the event for his continued service to Iberia Parish and his founding of the Leadership Iberia, a program that continues into its twenty-second year. GICC also took the opportunity to wish Representative Terry Landry farewell as he finished his final term in office.

160 people attended the 2019 Louisiana Legislative Re-cap



## 2019 Iberia Parish Political Forums

2019 was a very busy year for elections. On October 12th, parish residents voted for multiple public official offices, such as Iberia Parish Sheriff, Parish Council Members, Parish President, City Marshall and Clerk of Court, among others. With the support of Iberia Comprehensive Community Health Center, the Greater Iberia Chamber of Commerce brought this opportunity to the public and to our members as a community service. Members were allowed to submit questions for the candidates through a committee screening process.

The event saw an incredible turnout, with members of the public and the chamber coming together to participate in the legislative and electoral process for our parish. In 2020, your chamber will host another round of forums for key political offices up for re-election.

Combined attendance from the three nights exceeded **400** people!

**43** candidates attended the event.

Your chamber also captured footage of the entire event, and hosts the videos for free viewing on our YouTube page. This is out of courtesy for those who couldn't attend, and to allow anyone to view the forums and make informed decisions about candidates.

**7** videos were shared via YouTube, garnering a total of **4,047** views



Special thank you to the organizations that contributed greatly to this event:

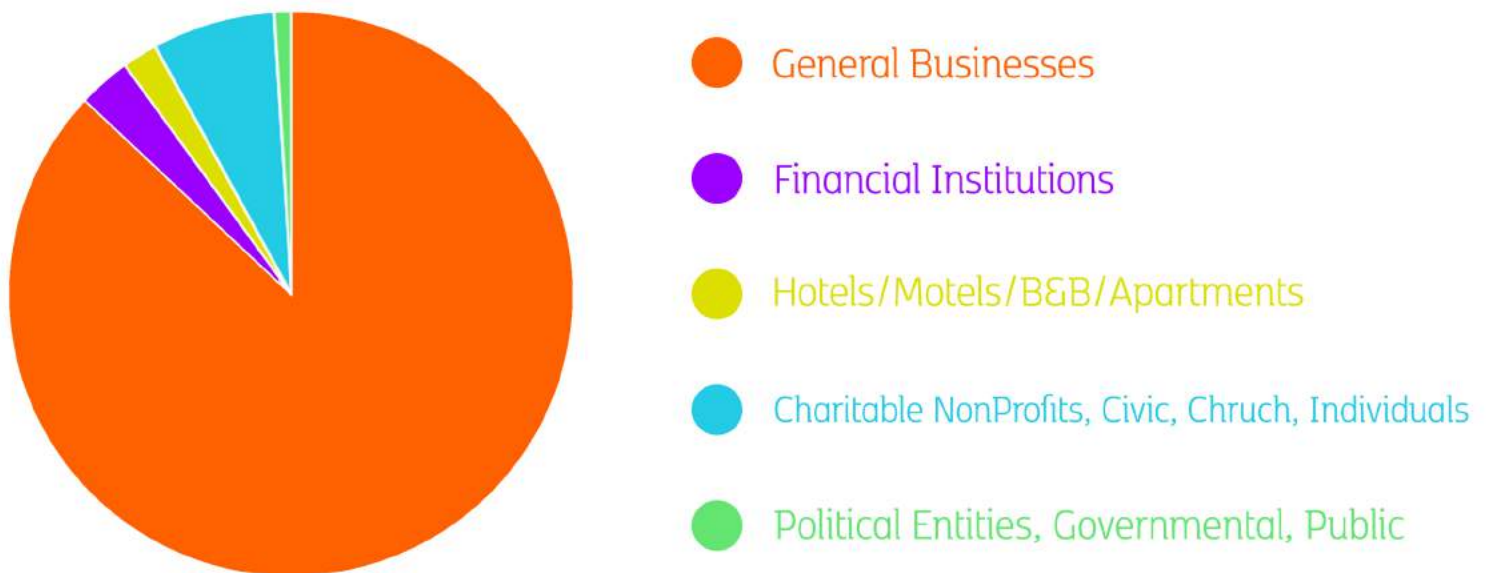


## Directory Report

The Public Directory is a list of members available on our website. Not only is a listing one of the many perks of being a member, but the directory is one of the most visited pages on our website overall. We love to utilize the directory in order to better promote our members and provide valuable information about them to the public.

In 2019, our directory listed over **330** members,

and helped connect over **900** people with the right business.



## Committees Report

Your chamber maintains 7 active committees year-round. These committees help guide the chamber mission throughout the year, working through multiple focus areas, with task forces being established as needed. Membership in the chamber allows representatives of member businesses to participate in grassroots discussion, exchanging insights and concerns regarding various issues. These discussions support the chamber work in developing position statements and advocating on behalf of members. View more information about committees at [iberiachamber.org/committee](http://iberiachamber.org/committee)

## Executive Committee

The Executive Committee of the chamber is a group of experienced board members who organize the work of the board.

This committee met **13** times in 2019

## Membership Committee

The purpose of the membership committee is to insure that the Chamber's membership is being retained and growing. Activities may include membership initiatives such as new member drives, better articulation of Chamber values to members, and improved support of current members.

This committee met **3** times in 2019

## Work Ready Communities Committee



Iberia Parish is the pilot for the ACT Work Ready Communities Initiative. The Greater Iberia Chamber of Commerce facilitates the initiative. The goal of this initiative is to help regions build a more productive workforce and encourages economic growth. Within communities, the ACT work readiness system helps build essential workforce skills, resulting in thriving businesses and communities that have a competitive edge in economic development.

Partners steering the initiative represent a diversity of industry:



This committee met **5** times in 2019

## Legislative Committee

This committee is responsible for monitoring all related actions taken by local, state, and federal entities that could have an impact on the business community in Iberia Parish. They are charged with developing positions on issues that include an unbiased review of both sides of an issue and verification that the issue is consistent with the missions, visions, and policy principles of the Greater Iberia Chamber of Commerce.

This committee met **5** times in 2019

## Gumbo Committee

The Gumbo Committee is responsible for facilitating the chamber’s annual event, the World Championship Gumbo Cookoff. This event is the largest tourism event in Iberia Parish. Everything from the theme, band lineup, and event schedule is discussed, decided, and implemented by this committee.



This committee met **8** times in 2019



## Very Berry Christmas Quest Committee

This committee is tasked with facilitating the Very Berry Christmas Quest holiday event. The event is an opportunity to promote local shopping while at the same time creating a low cost activity for families during the holiday season. Everything from enlisting local businesses and shoppers, promotion of the event, and managing logistics is handled by this growing committee.

This committee met **5** times in 2019



## Leadership Development Committee

The Leadership Development Committees oversee the facilitation of three pillars of the chamber’s activities- **Leadership Iberia**, the **Firestarter Project**, and the annual **Inspire event**. These committees maintain these programs while reaching to cultivate future leaders, develop skills of current leaders, and to strengthen the relationship between emerging leadership and our community.

These committees met **25** times in 2019

# Leadership Iberia



Leadership Iberia Class XXI focused on developing their leadership skills, as well as learning more about Iberia Parish's economy, infrastructure, and most importantly- the people and stories that make it great. Class members participated in a wide variety of leadership development, from team building to learning about sugar cane production, offshore pipelines, the local education and judicial system as well as aviation and the importance of tourism to the economy. We are already looking forward to welcoming the class of 2020!

## Leadership Iberia Class XXI

**Royce Boyer**, Pedestal Bank  
**Kay Breaux**, Nexion-Health  
**Jayd Buteaux**, Shadows on the Teche  
**Darlene Grivat**, Haik, Minvielle & Grubbs  
**Dusty Hulin**, Complete Safety Solutions  
**Dwayne Kincade**, Iberia Comprehensive Community Health Center  
**David O**, iBERIABANK  
**Verdna Rogers**, Iberia Parish School Board  
**Katie Romero**, McGee Scott Realty  
**Dionne Savoy**, Iberia Medical Center  
**Nanci Segura**, Iberia Medical Center  
**Kayla Trahan**, Hope Healthcare and Hospice  
**Brennan David**, Iberia Financial Services



Would you like to be a part of next year's class? Check out more information at [iberiachamber.org/leadership-iberia](http://iberiachamber.org/leadership-iberia)

# The Firestarter Project



The Fire Starter Project is modeled on the chamber's Leadership Iberia program for adults which is now in its twenty-second year. The name of the program is taken from the ancient Roman society where the position of Fire Starter was held in high esteem as they are the ones who kept light in the community. Even the logo mirrors the established program.

Students participate in the year-long program in the latter part of their junior year and first half of their senior year. Every high school in Iberia Parish sends participants to the program.

The Fire Starter Project's 3rd annual class honed in on their understanding and knowledge of Iberia Parish's economy, infrastructure, and history. Class members were challenged to engage in experiences that change their perspective and appreciation for our parish, instilling in these young leaders a new motivation for making positive contributions to their community. These upstanding students have paved the way for next year's class of exemplary young leaders, and we couldn't be more excited to continue this tradition and to always- keep the fire lit.



## Fire Starter Class III

**Angel Arton**, Acadiana Christian School  
**DaMonique August**, Jeanerette Senior High  
**Wesley Borland**, Highland Baptist School  
**Tristan Bourque**, Loreauville High School  
**Jacque Breaux**, Acadiana Christian School  
**Gabrielle Broussard**, Catholic High School  
**Emma Chambers**, Loreauville High School  
**Lauren Charpentier**, New Iberia High School  
**Alyssa Clement**, At-Large Delcambre High  
**Collin Davis**, At-Large Westgate High School

**Natoj Johnson**, Westgate High School  
**Collin Key**, At-Large Jeanerette High School  
**John Larive**, Catholic High School  
**Emilee Lopez**, Delcambre High School  
**Kaley Mestayer**, At-Large Loreauville High  
**Jaiclyn Phillips**, Westgate High School  
**Colt Saunier**, Delcambre High School  
**Gavyn Stevens**, New Iberia High School  
**Jamie Sprague**, Highland Baptist School  
**Dylan Wilson**, Jeanerette High School

Want to know more about the Firestarter Project? Visit [iberiachamber.org/firestarter-project](http://iberiachamber.org/firestarter-project)

# Education & Workforce Development

## Work Ready Communities Initiative

In 2018, Iberia Parish was chosen as a pilot parish for Acadiana Region, as the ACT Work Ready Communities Initiative was introduced to Acadiana. Since the initiative's launch, Iberia Parish now boasts:

**67** employers supporting the initiative in Iberia Parish  
**1702** individuals who have received the National Career Readiness Certificate (NCRC)

The ACT Work Ready Communities Program connects dedicated employers to skilled workers who are well matched for the job. Through businesses that support the initiative and members of the community who receive the NCRC, this initiative helps Iberia Parish build a more productive workforce and encourages economic growth. Within the parish, the ACT work readiness system helps build essential workforce skills, resulting in thriving businesses and our parish having a competitive edge in economic development.



Want to be a part of this game-changing initiative?  
 Find out more at [iberiachamber.org/workreadycommunities](http://iberiachamber.org/workreadycommunities)

## 55 x 25

The Greater Iberia Chamber of Commerce supports One Acadiana's 55 x 25 initiative. 55 by 25 is an initiative with a goal of increasing the proportion of working-age adults in Acadiana with postsecondary degrees, certificates, or other high-value credentials to 55 percent by 2025.

Learn more at [oneacadiana.org/55by25](http://oneacadiana.org/55by25)

# Positively Iberia!

Underwritten by chamber member First National Bank of Jeanerette, in early October, we launched an initiative that has long been sought after by the chamber’s leadership. Positively Iberia! is an on-going, weekly, three-prong multimedia campaign that boosts our parish’s profile and reputation through the promotion of positive news and stories via TV, radio, and social media. Although the initiative launched in the fourth quarter of 2019, it has already experienced overwhelming support from our community. We can’t wait to see where it goes from here. Follow the initiative in these ways:



Every Thursday, we bring the #positivity

On TV at News 15



On the radio at KANE AM 1240/FM 107.5



And in-studio action is broadcast simultaneously on Facebook live, @positivelyiberia



## In 2019:

63 businesses, events or personalities covered in feature and focus interviews

740 minutes of media interview air time

1,500 likes and follows on Facebook

Proudly underwritten by:



*The*  
**FIRST NATIONAL**  
*Bank*  
EST. 1905  
Member FDIC

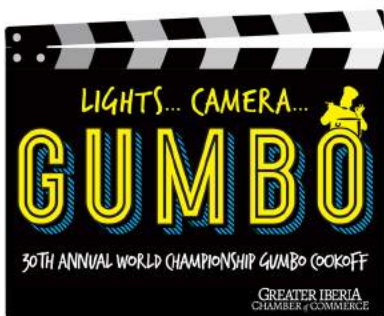


# Events

**378,000**

Minutes  
Spent  
Networking

**200** attendees, on average, at each event



## Business After Hours



### Advanced Wound Care Center at IMC

On June 13th, we celebrated National Wound Care Awareness Week and the Advanced Wound Care Center, for receiving the Center of Distinction Award. Chamber member Iberia Medical Center hosted the event.



### Cardiovascular Institute of the South

On August 7th, we welcomed Dr. Kris Lindsay, Cardiologist, to the Cardiovascular Institute of the South's New Iberia location. We met the new doctor, networked, and took a tour of the new facility. Chamber member Cardiovascular Institute of the South hosted the event.



### Bayou Companies

On October 22nd, we gathered at Bayou Companies to learn more about the services they offer to Iberia Parish, and the long-term support they have offered to the chamber and progress of Iberia Parish. Bayou offers a complete line of coating products and services. Bayou has all the capabilities necessary to complement onshore, offshore and even the most challenging deepwater projects.



## Annual Banquet

Record breaking attendance!

Game-changing Momentum



**450** community leaders attended

**52** local businesses supported

**\$28,000** raised for the chamber's mission

### Game-Changing Momentum

In 2019, the largest business meeting for Iberia Parish was an opportunity for our community to celebrate and continue the game-changing momentum that has been developed locally. An inspirational keynote speech was delivered by former Saints player Chris Reis, as he set the stage for the year ahead.

### Outstanding Civic Service Award



Every year, the Outstanding Civic Service Award is given to an individual who has shown exemplary service by volunteering their time and energy to Iberia Parish. This year, the Outstanding Civic Service Award was awarded to Beau Beaulieu.



### Business Impact Awards

Every year, Business Impact Awards are given to one or two local businesses to recognize significant development and/or business diversification. The purpose of this award is to recognize and promote our community's culture of innovation and entrepreneurialism and to celebrate business success in our community. In 2019, the Business Impact Awards went to Iberia Medical Center and the ARC of Acadiana.



# World Championship Gumbo Cookoff

“Lights, Camera, GUMBO!”



## Perfecting the Recipe

This year marked the 30th anniversary of the World Championship Gumbo Cookoff, an event that the chamber hosts every second weekend of October. When a rogue cool front came to town, it became clear that the event was going to be a smash hit. With the weekend now behind us, we are proud to report that we had over

Photo: Kelly Roark



**25,000** gumbo connoisseurs in Bouliny Plaza!

Nearly **90** teams competed this year, cooking over **6,120** gallons of gumbo!

**\$71,000** raised for the chamber’s mission

Over **3,000** pounds of rice were used to complete over **21,000** bowls of delicious gumbo

**600** weekend volunteer hours

**\$1.1M** economic impact



Photo: Kelly Roark

**14** professional gumbos,

**61** amateur gumbos

**10** youth gumbos

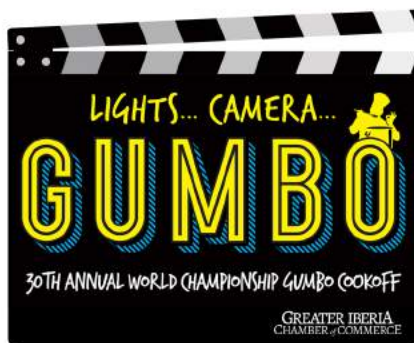




Photo: Kelly Roark

## Inspire Event Power Up!



80 attendees  
over 5,000 new connections made



Photo: Kelly Roark

One of the chamber’s flagship leadership events is the annual Inspire women’s leadership conference. This event is a facilitated introspective and interactive conversation on how women can grow into leadership throughout their career with a special focus on developing or enhancing leadership in business, government or civic organizations. Women from all parts of Acadiana are invited to attend, whether you are new in your career, are an experienced professional, or are seeking to expand your leadership contribution in any of these areas. The goal is for women to be inspired to be more engaged in community leadership. Featuring a keynote speech from Power Pump Girls founders, networking activities, and a delicious lunch provided by Linda Freyou at Antique Roseville. This event grows in value and attendance every year.

Photo: Kelly Roark



## Town Planner



Your chamber partners with Town Planner every year to help bring special deals, announcements, and a community event calendar to thousands of local readers across the parish. Not only serving as a valuable community resource, this calendar also presents a great fundraising opportunity for the chamber. Through social media, email campaigns and activation of our membership, the chamber assists in promoting this community resource.

Our very own Mandi Pooler is a publisher of 9 Town Planner calendars, with a total distribution of almost 93,000 calendars, and is a huge supporter of this event and the chamber! In fact, this year, she was awarded Town Planner’s publisher of the year, and we couldn’t be more privileged to work with her. Thank you Mandi and Town Planner!





# Very Berry Christmas Quest

#veryberry

The Very Berry Christmas Quest celebrated its fifth year of promoting local businesses this year. Starting early in the year, chamber elves gather to discuss, plan, and execute an affordable family activity that takes participants all over New Iberia to discover new stores they've never been to before. Local businesses participate by hosting a "stop" at their location for families to participate in a holiday oriented family friendly and then move on to the next stop in their quest. Every year, the chamber looks forward to seeing all of the young smiling faces as they pass through the office, but more importantly, we look forward to contributing to a culture of local shoppers who find value in shopping small.

Make sure you're following the quest on Facebook (@veryberrychristmasquest), or check out more information at [iberiachamber.org/veryberry](http://iberiachamber.org/veryberry)

over **550** attendees

**38** stops

**167** families

**55** businesses supporting



GREATER IBERIA  
CHAMBER of COMMERCE



# Staying Social

7 Facebook pages with a combined

10,824 total page likes

670,824 impressions

1,829 new page likes in 2019



## Facebook Report

Your chamber stays active on social media in order to promote and keep in touch with our members. By maintaining an active presence on social media, we are able to expand our reach in the region and help connect people from around the parish on issues like the local business economy, legislation, and especially networking. Your chamber manages a Facebook page for the **Fire Starter Project**, **Leadership Iberia**, **World Championship Gumbo Cookoff**, **Positively Iberia!**, **Greater Iberia Chamber of Commerce**, **Project Front Yard**, and the **Very Berry Christmas Quest**. Make sure you're following us on social media to stay updated!

406 total posts in 2019

18,434 total post likes and comments

45 engagements, on average, per post

## Live With Ryan and Andree'

In 2019, we launched a new video program hosted by board chairperson and Leadership alumni, Ryan Boudoin and Andree' Schlicher. With the support of our members, the two set out to travel around and provide our members with a "little something extra" for their membership, and to promote a more positive perspective of Iberia Parish in local media. This something extra came in the form of an interview-style video highlighting the contributions businesses have made to Iberia Parish, as well as the steps they are taking to keep their competitive edge in the local business community.

Are you a member who would be a good candidate for a spotlight from Ryan and Andree'? Send us a message on Facebook, reach out via email, or give us a call.

[@iberiachamber on Facebook](#)

[info@iberiachamber.org](mailto:info@iberiachamber.org)

337-364-1836



**10** spotlights were posted in 2019,  
making over **18,867** total impressions!

A total of **95** minutes were spent promoting our members and their good news.

The most viewed spotlight of 2019 was Bonus Footage of an interview with Carey Laviolette, Iberia Parish School Board Superintendant. Ryan spoke with Superintendant Laviolette about why the millage renewal for school maintenance was so imparative to the quality of education for students in Iberia Parish.

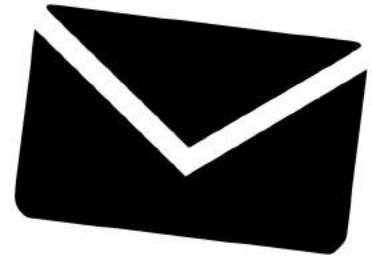
This video made over **4,400** impressions!





## Email Campaigns

You've Got Mail!



**235** new contacts in 2019

**1,913** total active contacts

Thank you to the chamber's  
Premiere Communications sponsor:



**134** emails sent in 2019

**87%** average open rate

over **250,000** impressions made via email in 2019

### The Monthly Newsletter

A large part of keeping in contact with our members is achieved through the circulation of the chamber's monthly newsletter. Every month, we promote chamber updates, member updates, and even local news. One of the major perks to being a member is the ability to submit announcements for the monthly newsletter.

In 2019, our newsletters made a total of **11,919** impressions!

We shared over **187** updates about the chamber and our members.

All of the chamber's newsletters can also be accessed at [iberiachamber.org/newsletters](http://iberiachamber.org/newsletters)

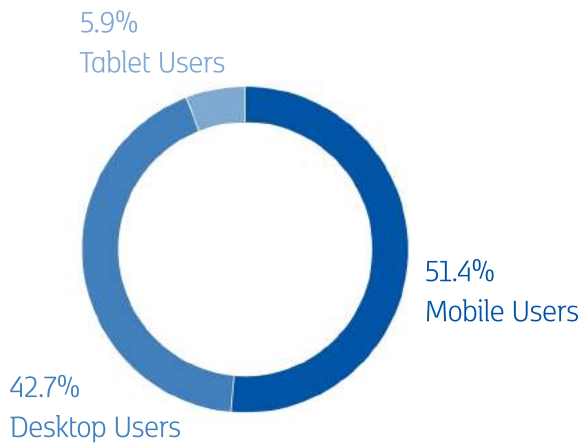
## Website Report iberiachamber.org

**18,000** users visited our website  
over **40,000** times in 2019!

The most-viewed pages in 2019 were:

Gumbo Cookoff Homepage	10,595 users
Gumbo Cookoff Event Schedule	4,477 users
Political Forums Webpage	1,102 users

users spent an average of **1 minute and 22 seconds**  
per session on our website.



## A Global Reach...

Users from **85** different countries viewed our website in 2019!  
That's over **43%** of the countries in the world!

While the majority of users were located in the United States, our website was visited by users in:  
**France, South Korea, India, Brazil, Canada, Japan, Germany, Venezuela, Hong Kong, Argentina, the Netherlands, and many more!**