

# FROM THE DESK OF THE EXECUTIVE DIRECTOR

## LAURA STRICKLAND

The Sylacauga Chamber is always looking for new ways to add value for its members and better serve the business community. Part of that mission means connecting with as many of our members as we can, offering new and targeted ways to connect with their colleagues and support the Chamber's initiatives.

In the fall of 2019, the Sylacauga Chamber introduced our inaugural Total Resource Campaign with tremendous success in connecting our members to specific programs offering marketing and sponsorship opportunities to strengthen their brand in the Sylacauga region. Unfortunately, our programming was forced to be altered slightly as a result of COVID-19. We are working hard to get back on track in 2021 with the postponed programming.

Although we didn't introduce a 2020 TRC Campaign, there are still opportunities for your organization to place your name on a program or event for 2021! If you are interested in learning more, please let me know. I will be glad to share with you the opportunities remaining for 2021. Included are Taste and See the Marble City, ConnectHER Women's Conference, Chamber Connections, Educator Breakfast, Member Memo, Member Spotlight, newsletter banners, and Ignite Business Luncheon just to name a few! Let us help you find one or more sponsorships to tell the story of your business in the Sylacauga region!

I hope you will join us at RadioAlabama on April 8th at 9:00 am for the return of our monthly Chamber Connections and Ribbon Cutting at their new and beautiful location. You will have an opportunity to introduce yourself to the group and register for an opportunity to win one of many door prizes.

Thank you for your confidence in the Sylacauga Chamber to serve as your partner in the Sylacauga Region!



**SYLACAUGA**  
CHAMBER OF COMMERCE