

2017 Annual Report  
2018 Program of Work

# Advance to GO

## Collect Our Region's Success

REGION'S BRAND  
AND IMAGE

**GO**



[LynchburgRegion.org](http://LynchburgRegion.org)



Megan A. Lucas



Stefanie Prokity

**Catalyst and Synergy.** Think of a catalyst as “an agent that provokes or speeds significant change or action.” Synergy means a “combined action or operation” and “a mutually advantageous conjunction or compatibility of distinct business participants or elements (such as resources or efforts).” Go back and re-read those definitions. And then think about what the Lynchburg Regional Business Alliance accomplished in 2017! I think you will agree that the Alliance serves as a catalyst for change, but only with the synergy that we can find and unlock through our various partnerships.

The real builders of our success, and the reason behind our passion and promises, are you—the members, makers, creators, investors, partners, collaborators, and mentors that support our hard-working community. With you, through you, and for you, we are **connecting creativity and commerce**; we are **Advancing to Go** for more. Each day, we embrace our roles as catalysts and synergy-finders to discover opportunities to invent and invest in the future. Together, we will go after more; we will do more.

Thank you for your dedication and investment in our region. 2017 was a year of noteworthy achievements. We are motivated to traverse the road ahead with you. Let's **Advance to Go** to do more together for each other!

**Megan A. Lucas**  
CEO & Chief Economic Development Officer

## ADVANCE TO GO

### COLLECT OUR REGION'S SUCCESS

I am honored to be your Chair of the Board for 2018.

Thank you to Immediate Past Chair Jim Richards for his passionate leadership of the Alliance, and to his Board and committee chairs who worked together for a very successful year, most notable, the relocation of the Alliance to their new headquarters in downtown Lynchburg.

As I take the gavel as the new Chair, I plan to support the mission of the Alliance and to continue its vision with spirit and enthusiasm. Chairing this auspicious organization is truly an honor for me as it resonates with my values and experience. As a small business owner, I want to champion other small business owners and entrepreneurs in our region and inspire others to contribute to creating a thriving business climate and culture. I am excited that our board will focus on developing a strategic plan that will help us build a sustainable, growing, and thriving organization to meet the needs of our dynamic and evolving marketplace.

I encourage you to take advantage of Alliance activities, programs and networking events during which we can build long-lasting relationships, foster trust, exchange ideas, learn and share. Thank you for your support and confidence.

**Stefanie Prokity**  
Alliance Chair  
Successful Innovations, Inc.

SMALL BUSINESS  
SUPPORT

GENERATING  
JOBS AND  
INVESTMENT

ENHANCING  
BUSINESS  
CLIMATE

LEGISLATIVE  
ADVOCACY



WORKFORCE  
INITIATIVES

## WHAT WE DO



### ECONOMIC DEVELOPMENT

We recruit and retain businesses to drive job creation and business expansion.



### SMALL BUSINESSES

We drive entrepreneurship and growth through education, resources and networking.



### EDUCATION

We connect businesses with schools to improve the talent pipeline.



### WORKFORCE

We connect businesses to the next generation of talent.



### LEGISLATIVE ADVOCACY

We advocate for policies and legislation that protect free enterprise and create an environment where businesses prosper.



### YOUNG PROFESSIONALS

We cultivate a young professional community by hosting events that connect YP's to local businesses and each other.



### LEADERSHIP

We provide leadership and management training to strengthen leaders for personal, professional and community leadership.



### RELATIONSHIP BUILDING

We help our members build connections by offering 60+ events annually.



*"The monthly A.M. Alliance has been the most beneficial and consistent networking group I've ever participated in. Not only have I made many new connections, but, every time I attend, I come away with at least one new business opportunity, either through a referral or a direct conversation. In the six months that I have been attending, I can directly attribute a 35% revenue increase to these A.M. Alliance connections! That's the way networking should work! Another great benefit of Alliance membership."*

**Nina Porter**, Business Development, Media Partners



# 2017 ANNUAL REPORT

## ALLIANCE HIGHLIGHTS

- Relocated of Alliance Headquarters to new facility in downtown Lynchburg thus making it a beacon for business and showcasing the business community.
- Successfully completed a \$2.1M Capital Campaign for Economic Development resulting in a five-year strategic plan for economic growth.
- Hosted regional workforce summit with over 80 employers and educators participating and providing key information on workforce and education priorities of concern to their organizations.
- Developed of a regional Comprehensive Economic Development Strategy (CEDS) with Regional Councils established to execute goals set forth in the plan.
- Supported lobbying efforts for Central VA Training Center resulting in \$260K in funding for a phase 1 environmental assessment that will begin the process of redevelopment.
- Conducted 67 one-on-one consultant meetings to communicate the assets of our region as the ideal location for industry expansion. Consultants working with companies actively seeking new locations were able to hear the benefits of doing business in the Lynchburg Region as we continue building relationships and informing the consultants of regional advantages and available property.
- Completed regional supply chain analysis to identify opportunities to link more suppliers with opportunities for expansion into our region.
- Earned five-star accreditation from the US Chamber for the third consecutive five-year period placing the Alliance in the top 1/2 of 1 percent of all chambers in the US.
- Hosted state Economic Development leaders, Sec. of Commerce, Todd Haymore and CEO of VEDP, Stephen Moret to highlight our regional assets and provide interaction with our businesses and one-on-one feedback on ways to enhance our business opportunities.
- Hosted a familiarization tour with 16 project managers from the VA Economic Development Partnership to educate their business recruitment teams on the assets of our region so that they can better generate leads for our region.
- Rolled out new tiered dues giving Alliance members numerous options for member benefits and levels of participation.
- Conducted regional survey of Young Professionals providing key data on trends and workforce desirability to help our employers recruit and retain top talent.
- Connected 150 employers to potential job applicants via our Now Hiring e-blast.

## \$2.1M

Capital Campaign for ED resulting in a five-year strategic plan for economic growth

## \$124M

Invested in regional road projects which the Alliance lobbied for through SMART SCALE Round 1 and Round 2 funding process

## 7,049

Certificates of Origin processed for our exporting members

## \$260K

Funding received for Central VA Training Center phase 1 environmental assessment

## 2,288 +

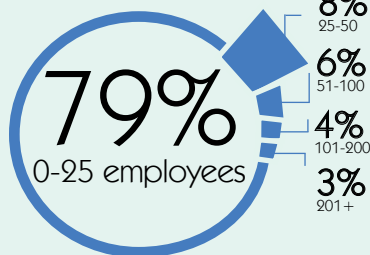
Number of people networking at Alliance events



# 2017 ANNUAL REPORT

## MEMBERSHIP HIGHLIGHTS

#/ Employees



\$6,386

Prescription drug savings by members who used our Alliance Rx Card

### Member Services

- Total Members **752**
- Employees Represented **40,576**
- New Members **61**
- Member Premium Investors **87**
- Member Retention Rate **90%**
- Avg. Yrs. of Membership **20**

99 +

Number of business sectors we represented through our advocacy work

### Largest Member Sectors

- Business and Professional Services
- Finance and Insurance
- Healthcare
- Restaurants, Food & Beverages
- Non-Profits



FACEBOOK  
2835 Likes



TWITTER  
298 Followers



LINKEDIN  
304 Followers

## ECONOMIC DEVELOPMENT HIGHLIGHTS



### Regional Marketing

- **14** Targeted Industry Events/Meetings Held
- **67** One-on-One Consultant Meetings Held
- **5** Consultant Focused-Events Attended
- **30** Lynchburg Regional Manufacturing Videos Produced
- **2** Features in National Publications Targeted at Site Consultants

### Lynchburg Regional Strengths

- 1 Centralized Location
- 2 Low Cost of Living
- 3 Availability of Water Supply
- 4 Access to Higher Education and Training Programs

### Aggressive Recruitment Strategy Targets Based on Supply Chain Analysis

- Metals
- Plastics
- Machinery and Components
- Transportation and Logistics





# 2018 PROGRAM OF WORK

The 2018 program of work has been created based on the major areas of priority of the Alliance. These areas of priority listed below come from the following:

## A. Four pillars of our mission

## B. Economic Development campaign goals

## C. CEDS

## D. Budget and overall operations best practices

### 1 Advocacy & Public Policy:

- o Legislative wins based on annual legislative agenda and our nine pro-business policy areas: Economic Development, Education, Energy, Healthcare, Infrastructure, Regulatory Reform, Transportation and Workforce
- o Finalize plans for the future of Central Virginia Training Center
- o Increase Legislative Affairs and Transportation Advocacy participation
- o Annual events for members to connect with our elected officials on the local, state and federal levels
- o Partner with key advocacy stakeholder groups including National Association of Manufacturers, National Federation of Independent Businesses, the US and VA Chambers of Commerce, on events and issues of importance to our members

### 2 Communications:

- o Increase social media reach and member engagement
- o Increased readership on e-blast
- o Communicate news worthy editorials and regional stories

### 3 Economic Development:

- o Elevate economic growth & momentum through:
  - Annual delegation missions to targeted markets and industries
  - Enhanced branding and marketing efforts in print and digital advertising, exhibits at key business and industry trade shows and hosting of site selectors and familiarization tours in our region
- o Position the region as a hub of talent and opportunity by:
  - Partnering with the regional Workforce Development Board on key initiatives
  - Partnering with RAMP program with Roanoke/Blacksburg Technology Council
  - Completing research for economic gardening and research program
  - Researching gap financing initiatives

- o Expand regional stakeholders and enhance engagement in investor relations
- o Enhance the business eco-system by:
  - Industrial sites evaluation
  - Business retention visits
  - Launching business retention and expansion survey
  - Conducting headquarter visits of regional industries





# 2018 PROGRAM OF WORK

## 4 Membership & Member Engagement:

- o Increase participation at signature events
- o Capture more success stories of how Alliance events and interaction helped members
- o Attract new attendees to A.M. Alliance events
- o Increase Board participation and engagement with membership through attendance at events and written communications via our new member retention program
- o Increase Ambassador interaction with members
- o Complete conversion of existing members to Tiered Dues



## 5 Leadership Training & Workforce Development

- o Completed the 2018 Executive Leaders Forum
- o Recruit class for Leadership Lynchburg 44
- o Conduct regional Career Exploration Fair to connect students to high demand regional occupations
- o Conduct 2018 Communications Academy and increase partnerships over last year
- o Conduct 2018 Workforce Summit to increase interaction between area high school leadership and employers and supports filling key demand occupations in our region



## 6 Special Programs/Projects:

- o Execute successful program of work for the Technology Council including TECHEdge, the new Regional Accelerator and Mentorship program (RAMP) and increased Board engagement and participation
- o Increase community awareness and engagement of young professionals through the Young Professionals of Central VA (YPCV)
- o Increase YPCV professional development opportunities and participation in those opportunities



*"Leadership Lynchburg gave me a clear cut image of what leadership really means and how to incorporate it into my work and home life, and really help others to further themselves and be the best they can be. I feel as though I can reach my goals of better communication, dealing with stress within the work place, etc. because of the program.*

**Ashley Coffman**, Customer Service Representative, Bank of the James



# 2018 BOARD OF DIRECTORS



**Susan Adams**  
Appomattox County



**Fred Armstrong**  
Wiley|Wilson



**Todd Beck**  
The Standard



**Carl Boggess**  
Bedford County



**Cathie Brown**  
Impact Makers, Inc.



**Dr. John Capps**  
Central Virginia  
Community College



**Sara Carter**  
Town of Amherst



**Gary Christie**  
Region 2000 Local  
Government Council



**Jessica Clarkson**  
Member One FCU



**Waverly Coggsdale**  
Town of Altavista



**David Corry**  
Liberty University



**Ed Craighill**  
*Vice Chair*  
Boxley



**Michael Davidson**  
Campbell County  
Econ. Development



**Lauren Dianich**  
Atelier 11  
Architecture, LTD



**Michael Elliott**  
CENTRA



**Rex Geveden**  
BWX Technologies, Inc.



**Cherly Giggetts,**  
CTA Consultants, LLC



**Bill Guzek**  
Center for Advanced  
Engineering &  
Research



**Todd Hall**  
*Chair Elect*  
First National Bank



**Darryl Huften**  
Apple Ford



**Jeff Hurley**  
DataPriva, Inc.



**Larry Jackson**  
Appalachian Power



**George Kayes**  
ABC13 WSET-TV



**Bob MacPherson**  
The News & Advance



**Nathaniel Marshall**  
BWX Technologies, Inc.



**Zach Martin**  
Delta Star, Inc.



**Ryan McEntire**  
*Treasurer*  
Brown, Edwards,&  
Company, L.L.P.



**Patrick McNamara**  
MaxPlayFit, LLC



**Anne McVeigh**  
Davenport &  
Company LLC



**James Mercadante**  
Cintas



**Rebecca Moody**  
Southern Provisions  
Company



**Tray Petty**  
Moore & Giles,  
Inc.



**Stefanie Prokity**  
*Chair*  
Successful  
Innovations, Inc.



**James Richards**  
*Past Chair*  
Petty, Livingston,  
Dawson,  
Richards, PC



**Dean Rodgers**  
Amherst County



**Frank Rogers**  
Campbell County



**Dr. Doug Schuch**  
Bedford County  
Schools



**Aaron Smith**  
Lynchburg College



**Karen Simonton**  
OrthoVirginia



**John Stone, CFA**  
Stifel Nicolaus



**Bonnie Svrcek**  
City of Lynchburg



**Luke Towles**  
Wells Fargo



**Ryan White**  
BB&T



**Gloria Witt**  
Define Success  
Coaching &  
Facilitation



**Denise Woernle**  
Framatome



**Ryan Zuidema**  
Police Department  
City of Lynchburg

## ALLIANCE STAFF



**Megan A. Lucas**  
CEO & Chief  
Economic  
Development  
Officer



**Christine Kennedy**  
COO & Executive  
Vice President



**Heath Barret**  
Vice President  
of Membership  
Development



**Laverne Brown**  
Director of  
Marketing



**Jamie Glass**  
Deputy Director  
of Economic  
Development



**Denise Jackson**  
Director of  
Events



**Denzel Jones**  
Director of Public  
Policy and Special  
Programming



**Kaye Lewis**  
Executive  
Assistant and  
Event Planning



**Denise Rowland**  
Vice President  
of Finance



**Candace Samples**  
Office Manager