

North Jefferson Chamber of Commerce

2025



NORTH JEFFERSON



CHAMBER OF COMMERCE
Stronger Together



ANNUAL REPORT

FROM THE BOARD PRESIDENT



**Jeremy
Duckworth
2025 Board
President**

Our Chamber has benefited greatly from the leadership of Heather Lebischak, whose clarity, discipline, and relationship-driven approach have elevated the way we support our members. Heather leads with purpose, listens with intention, and executes with excellence. Because of her leadership, engagement is deeper, partnerships are stronger, and confidence in the Chamber's mission continues to grow.

As we build on this progress, I am grateful for the leaders who will guide the Board in the coming term. Mary Jo Bartlett, our incoming President, brings strategic insight, consistency, and a deep commitment to the businesses and families of North Jefferson. Kyla Duckworth, our incoming Vice President, brings exceptional organization, collaborative strength, and a heart for developing people and partnerships. Together, they represent the type of steady, high-capacity leadership that will serve our Chamber well.

Over the past year, we have worked to strengthen the core of the Chamber's mission — advocacy, connectivity, and measurable value for our members. From small business support to government relations to expanded programming, each initiative has been grounded in a single belief: we move further when we move together.

Thank you for your trust, your partnership, and your investment in the North Jefferson Chamber of Commerce.

Jeremy

FROM THE PRESIDENT & CEO



**Heather
Lebischak
President & CEO**

As I reflect on 2025, I am filled with gratitude for the people who make the North Jefferson Chamber of Commerce such a powerful force for good in our community. Our Board of Directors continues to amaze me with their leadership, dedication, and willingness to dream boldly. Their guidance has shaped every success we've celebrated this year. Our volunteers — who show up early, stay late, and pour their hearts into every event — are truly the backbone of our work. Their enthusiasm fuels our mission and helps strengthen the connections that make North Jefferson so special.

To our partner cities, thank you for your unwavering support. Your collaboration allows us to build programs, host events, and create opportunities that impact thousands of residents and businesses across the region. We are proud to work alongside municipalities that believe so deeply in community growth and partnership.

Most importantly, to our members: you are the heart of North Jefferson. Your passion, your resilience, your willingness to invest in this chamber and in one another — these are the threads that hold our community together. Everything we do is driven by the goal of supporting your success, because when our members thrive, our entire region thrives.

Thank you for an incredible year. I can't wait to see what we accomplish together in 2026.

Heather

MISSION STATEMENT

We advocate, connect, educate and fight for businesses in the North Jefferson Community and, in doing so, strengthen the communities we serve.



2025 Board of Directors



CARA

President
Jeremy Duckworth
CARA



Vice President
Mary Jo Bartlett
Everyday with MJ



Steve Hosch
Good Neighbor
Pest Services



Nicole Duckworth
Avadian Credit Union



Patricia Bearden
TP's Bar & Grill



Nick Bryan
Black Creek
Tavern



Kyla Duckworth
Musicality Studio



Jason Gardner
StateFarm

2025 - *By The Numbers*

Total Members - 143
Total Events - 78

Social Media



3,084 Followers | 1,053,768 Views
22,323 Content Interactions

271 Followers | 32,806 Views

5,338 Reach | 800 Content Interactions



63 Followers | 657 Impressions

304 Followers | 22,018 Video Views

10,613 Reached Audience | 360 Profile Views



Joined in September | 45 Connections

210 Views | 52 Clicks | 2 Referrals

Newsletter

52 Newsletters Sent | Total Sends: 11,876

1,184 Total Subscribers | Open Rate 40.8%



2025 By The Numbers

8 Monthly Luncheons 383 Meals Served

Each month, we welcomed inspiring speakers who brought valuable insights to our North Jefferson business community, offered outstanding networking opportunities that helped attendees build meaningful relationships, and enjoyed fantastic food that made the experience even better. Whether guests were looking to learn, grow, or simply connect, our luncheons were the place to be!



October Chamber Luncheon



JAMES SPANN
Chief Meteorologist

 Fultondale Event Center
2980 Hawkins Lane

Tuesday, October 7th 

11:30 AM - 1:00 PM 

Members \$15 
Future Members \$20

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2025 By The Numbers



20 Ribbon Cuttings
1 Ground Breaking
6 different cities

Ribbon Cutting Ceremony

November 8, 2025

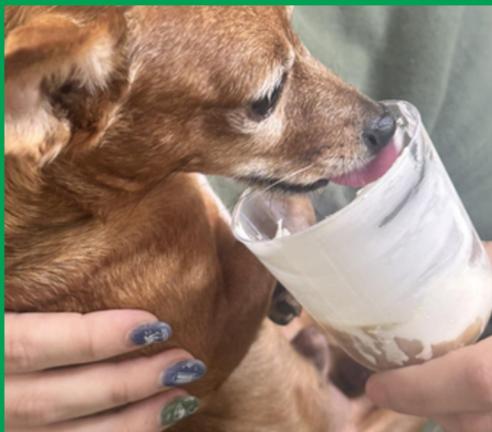


9 Total Speaking Engagements or Trainings
Conducted by Heather Lebeschak



2025 By The Numbers

7 Chamber Crash Days



We hit the road for Chamber Crash Days — popping in and working from local businesses across North Jefferson to spotlight the incredible places that make our community shine! Each stop gave us a chance to support our members, connect with the community, and highlight the businesses that help drive our region forward.

5 Training Classes

We hosted training classes in Excel, Canva, Business Growth Strategies and Business Blueprint — each designed to give participants practical, hands-on skills to strengthen their businesses.

From boosting tech confidence to improving branding and planning, these sessions equipped our members with tools they could put to work right away.



 **Excel**
TRAINING
Beginner Workshop

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 Wednesday, June 18

 11AM - 1 PM

 North Jefferson Innovation Center
586 Morris Majestic Road
Morris

*Laptop with Microsoft Excel (Not Google Sheets) Required

Cost
(lunch included)
Members - \$25
Non-Members - \$50



The class will cover essential spreadsheet skills, including navigating the interface, entering and formatting data, and using basic formulas and functions. Participants will learn how to create, edit, and organize worksheets, apply cell formatting, and use sorting and filtering tools to manage data efficiently. The class will also introduce basic chart creation, helping users visualize data effectively. By the end of the course, students will have a foundational understanding of Excel's capabilities, enabling them to perform simple data analysis and organization tasks with confidence.

National Civics Bee Regional Competition April 5, 2025

For the first time ever, the National Civics Bee came to Alabama, and we were honored to host the regional competition where 11 students showcased their knowledge of civics and community engagement, with the top three advancing to the state level. The Civics Bee is a nationwide initiative that encourages middle school students to become informed, active citizens. We are grateful to our judges – Jennifer Bouly, Joe Pylant, and Sherry Buell – along with our volunteers and emcee Joe Knight for helping make this inaugural event a success.

Invitation

National Civics Bee Regional Competition

The National Civics Bee Competition challenges 6th - 8th grade students to showcase their knowledge of civics through engaging essays and a lively trivia contest. Finalists will earn exciting prizes, with the top three competitors advancing to the state level in Montgomery.

Fultondale Event Center
2980 Hawkins Lane

Saturday, April 5
2:00 - 3:30 PM
FREE

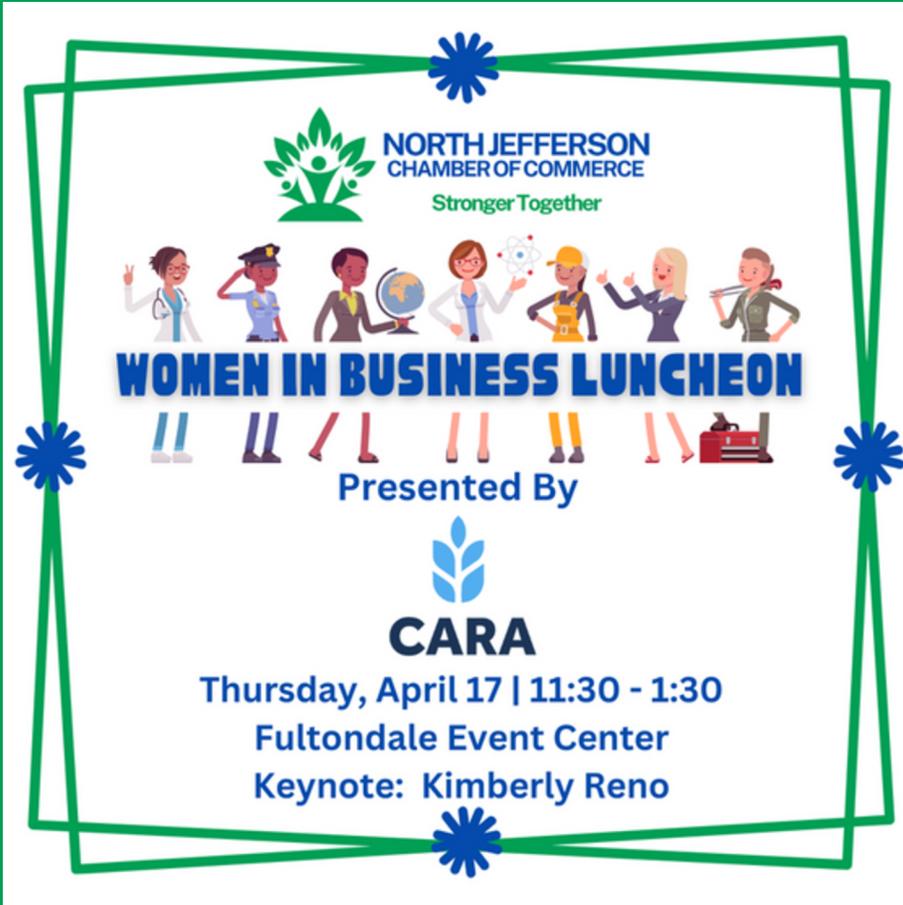
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Women in Business Luncheon

April 17, 2025

119 Attendees



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WOMEN IN BUSINESS LUNCHEON



Presented By


CARA

Thursday, April 17 | 11:30 - 1:30
Fultondale Event Center
Keynote: Kimberly Reno

Our Women in Business luncheon was a wonderful celebration of the incredible women in our community, with a special focus on our three honorees. The event featured a bloom bar, complimentary chair massages, engaging games, and an inspiring speaker, making it a truly memorable experience for all who attended.



Honoree Carla Heron



Honoree Holly Fryar



Honoree Hayden Setser

City of Fultondale State of the City



City of Fultondale
— A FRIENDLY CITY —

State of the City Address

Sponsored by:

 **Jasen Gardner**
AGENT

 **GOOD NEIGHBOR**
PEST SERVICES

**WEDNESDAY
APRIL 30, 2025**

9:30 AM

**Fultondale Event Center
2980 Hawkins Lane**

This FREE event does not require a ticket

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The North Jefferson Chamber was honored to host the City of Fultondale's State of the City Address, where the Mayor shared important updates, accomplishments, and plans for the year ahead. It was a great opportunity to bring our community together and highlight Fultondale's continued progress.



Received State Chamber Accreditation



Earning the Alabama Chambers Accreditation is a significant honor and a mark of excellence for chambers across the state. This accreditation recognizes organizations that meet the highest standards in governance, financial stewardship, membership services, programming, and community impact. To achieve it, chambers undergo a rigorous review process that includes submitting detailed documentation, demonstrating best practices, and completing an evaluation by state-level chamber professionals. Receiving this accreditation reflects a strong commitment to professionalism, transparency, and delivering meaningful value to members and the communities we serve.

Heather Lebeschak Received Her IOM Certification

Heather Lebeschak, President & CEO of the North Jefferson Chamber of Commerce, has officially graduated from the U.S. Chamber of Commerce Institute for Organization Management (IOM). This prestigious four-year program includes 96 hours of in-depth instruction in areas such as leadership, advocacy, finance, and member engagement. It is the premier professional development experience for chamber and association professionals nationwide.



U.S. Chamber of Commerce
Institute for Organization
Management



Local Election Candidate Forums

CANDIDATE MEET & GREET



Public Policy Committee

Tuesday, August 5th



MORRIS, AL
Est. 1895

North Jefferson Innovation Center
586 Morris Majestic Road
Morris
7:00 PM

CANDIDATE FORUM



Public Policy Committee

Tuesday July 29th



CITY of KIMBERLY
EST. 1899

North Point Community Church
Fellowship Hall
9178 Old Highway 31
Kimberly
7:00 PM

BROADCAST



CANDIDATE FORUM



Public Policy Committee

Thursday July 31st



City of Fultondale
A FRIENDLY CITY

Fultondale First Baptist Church
409 Main Street
Fultondale
7:00 PM

BROADCAST



We hosted candidate forums in Kimberly, Morris, and Fultondale, giving residents the chance to hear directly from local candidates and ask questions. Each forum was also live-streamed to ensure the entire community could stay informed and engaged.



Small Business Awards August 21, 2025



Our Small Business Awards celebrated the incredible achievements of local businesses, and we are thrilled to share that two of our winners received statewide recognition! Magnolia Real Estate Group, our Emerging Business winner, and North Jefferson Academy of Dance, our 1-10 Employees category winner, were both named finalists for the Alabama Small Business Awards.



Congratulations



Congratulations

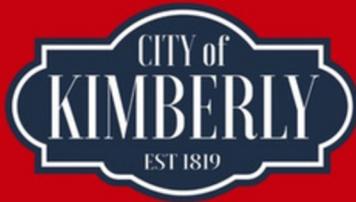
Fultondale Founders Day

ALABAMA 811 TRINITY FULTONDALE GAS BOARD
 FIRST HORIZON LAMAR OUTDOOR ADVERTISING GOOCH PAINT & BODY Coca-Cola
 FULTONDALE FIRST BAPTIST Leafguard TTT SENATOR LINDA COLEMAN-MADISON
 AMWASTE Chick-fil-A Fultondale Gardeners Window World "Simply the Best for Less"

- 91 Vendors
- 15 Sponsors
- 69 Cars in the Car Show
- Thousands in attendance



KIMBERLY FOUNDERS DAY



SATURDAY, SEPTEMBER 20th | 10 AM - 3 PM
KIMBERLY TRUCK STOP | 9178 OLD HWY. 31

Police Cars	Food Trucks	Inflatable Fun
Face Painting	Touch-A-Truck	Emergency Vehicles
Craft Vendors	Photo Booth	Music
Cruise In	County Helicopter	Photos with Police & Fire

- 42 Vendors
- 8 Sponsors
- Touch-a-Truck
- Dozens of Cars in Show



Barking at the Moon Festival

October 26, 2025

The Barking at the Moon Festival was the ultimate destination for all things canine! From nail trims and microchipping to pet adoptions, rabies vaccines, and a pooch costume contest, the event had something for every dog lover. It rained the entire event, but in spite of that, we had a great turnout.



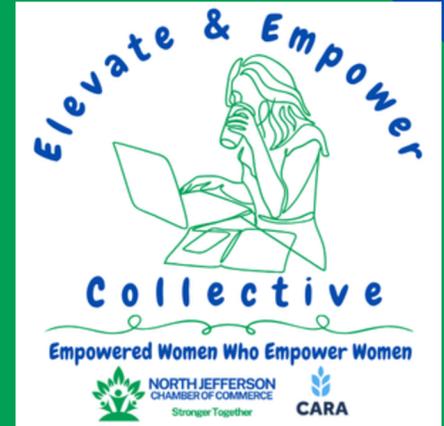
BARKING AT THE MOON FESTIVAL
FULTONDALE BARK PARK
SUNDAY, OCTOBER 27TH
1-5 PM | 2408 STOUTS ROAD - FULTONDALE

- FREE admission
- Food Trucks and Vendors
- Costume Contest (Kids and Dogs)
- Wiener Dog Races
- Dogs available for adoption
- Rabies vaccines available (fee)
- Nail trims available (fee)



Launch of Elevate & Empower Women's Collective

Building on the success of our Women in Business event – and recognizing the need and desire for more opportunities like it – we launched the Elevate & Empower Women's Collective. We created a private Facebook group for ongoing connection, hosted an evening dinner and women's panel where attendees shared openly and transparently about the challenges we face, and held a festive Favorite Things Party to celebrate the season. This group will now host quarterly events designed to inspire, support, and empower women across North Jefferson.



Elevate & Empower Collective
Empowered Women Who Empower Women

Unfiltered: Real Women Real Stories

PANELISTS

- Heather Letschke, President & CEO, North Jefferson Chamber of Commerce
- Katie King, Owner, Sweet Caroline's
- Tia Woodson, Communications Coordinator, CARA
- Leanne Brafield, Realtor, Realtek Northern Properties
- Karen Harpole, Branch Experience Manager, Avadian Credit Union

September 9th
6:00 PM
Fultondale Event Center
2980 Hawkins Lane
Members - \$15

Join us for an inspiring evening of candid conversation as business women from diverse backgrounds share their journeys and answer thought-provoking questions in an open



Miscellaneous

- President & CEO Heather Lebischak also serves on the Board of Directors for the Chamber of Commerce of Alabama, Central Alabama Theater, and Fultondale Library. She is also on the Jefferson County Schools advisory boards for both the CTE and Culinary Programs.
- NJCOC assisted with the following events:
 - Birmingham Baron's Mixer
 - Farewell reception for Kimberly Mayor
 - Hosted Alabama Chambers Regional Meeting
 - CAFCA Kindness Banquet
 - Fultondale Tree Lighting
 - Kimberly ThanksChristmas Parade
 - Gardendale Magnolia Festival
 - Grits & Gouda / Outdoor Ability Foundation Cooking Show
 - State Civics Bee Competition
 - World Police & Fire Games - Volleyball
 - Merry Market
- Helped secure Fultondale, Alabama as a host city for the Alabama State Games
- Published 10 blog articles focusing on business strategies, supporting local businesses, and key legislation impacting the business community.
- Created clear, easy-to-share storm shelter graphics for our communities to use during severe weather, helping ensure residents had quick access to critical safety information.
- Developed "Who Are My Representatives?" graphics that provided our cities with clear contact information for their local, state, and national officials, making it easier for residents to stay informed and engaged.
- Created clear and easy-to-read "Where to Vote" graphics to help residents quickly find their polling locations and stay informed during election season.
- When one of our member businesses filed for bankruptcy, resulting in 800 individuals losing their jobs and insurance, we immediately mobilized to support those affected. We worked quickly to share job openings, insurance resources, and available assistance directly within the private group created by former employees, helping connect them to opportunities and critical information during a difficult time.



WHY

JOIN



COMMUNITY

By supporting the chamber, you are supporting the communities we serve.

DISCOUNTS

Discounted rates to all chamber programs and events.



CONNECTIONS

The chamber provides numerous opportunities to build your network.

MEMBER EXCLUSIVE PERKS

As a member, we can help promote you on social media and in our newsletters. You also can post jobs on our virtual job board.

BUSINESS PROMO



Stand out and get noticed as an active member of the community.

VISIBILITY



The Chamber offers numerous training classes throughout the year that are free to members

FREE TRAINING



Our job is to advocate, connect, educate and fight for business in the North Jefferson community and, in doing so, strengthen the communities we serve.



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