

2025 ANNUAL REPORT

*Empowering Business.
Elevating Community.*



THE VOICE OF BUSINESS



OUR MISSION

The mission of the St. Tammany Chamber of Commerce is to **PROMOTE, SUPPORT, and ADVOCATE** for businesses, to be their **RESOURCE** of choice, and to be the **CATALYST** for a community that prospers.

OUR VISION

The St. Tammany Chamber of Commerce is the **PREMIER** business organization leading the Northshore.

2025 HIGHLIGHTS

- **Prioritized membership retention**, strengthening connections and supporting business success.
- **Advocated for pro-business policies** that drive economic growth.
- **Strengthened partnerships** with local governments, economic development organizations and community groups.
- **Launched the St. Tammany Chamber Foundation Fund** to support education, workforce development and community improvement.
- **Celebrated business milestones** with ribbon cuttings and member recognition.

LETTER TO OUR MEMBERS

As we reflect on 2025, we are proud of a year defined by advocacy, connection and impact. We engaged members with local, state and national policymakers, advancing initiatives that support economic development, workforce growth and public safety. By participating in and leading forums, legislative briefings and community dialogue, we contributed to a stronger business climate and a positive outlook for St. Tammany Parish.

At the same time, we celebrated member success with ribbon cuttings and recognition programs and hosted opportunities designed to connect, inform and empower businesses of all sizes. From networking to professional development, members gained actionable insights and meaningful resources to support growth.

We also launched the St. Tammany Chamber Foundation Fund, providing new ways to invest in initiatives that strengthen our community. Plans to host the first regional competition in our area for the annual National Civics Bee® are set for April 2026.

Your board of directors' time, talent and treasure— together with engaged committee members and the financial investments of our more than 1,000 members—make this work possible. Together, through advocacy, collaboration and connection, we remain committed to empowering business and elevating our community—building a stronger, more vibrant St. Tammany and Northshore region.



CARRIE CALVIN

Chairman of the Board

LACEY OSBORNE

President and CEO



GOVERNANCE & LEADERSHIP

Effective governance empowers our Chamber's success. Our board of directors, advisory board and committees provide the framework that guides our mission. With clear bylaws and an organized structure, volunteer leaders and staff collaborate to support our members and elevate the business community. We are grateful for those who share their time and expertise, ensuring transparent, strategic leadership that moves business forward.

BOARD OF DIRECTORS

Carrie Calvin, Chairman
Bourgeois Bennett, LLC

Ronnie Simpson, Chair-Elect
Ochsner Health

Chris Abadie, Past Chairman
Colliers Louisiana, LLC

Donna Bach
Pizza Platoon

Kyle Beerbohm
Aubert Insurance Agency

Thomas Buckel
DDG

Sam Caruso, Jr.
Campaign Depot

Rick Danielson
Danielson Tate Capital Partners, LLC

Scott Delacroix
Delacroix & Delacroix, LLC

Barbara Doyle
Sophisticated Woman Magazine

Joe Eagan
Grace Funeral Home and St. Lazarus of
Bethany Memorial Garden

Doug Ferrer
Red River Bank

Jennifer Messina
Habitat for Humanity St. Tammany West

Lauren Navarre
Arena Collective, LLC

Victoria Paz
The Harbor Center

Ric Poirier
Blue Williams

Shane Purvis
Bonvenu Bank

Kelly Rabalais
St. Tammany Health System

Benjamin Richaud
Lakeview Hospital

Vanessa Schneider
Blitch Knevel Architects

Alan Thriffley
Taxdrop LLC Personal & Business Taxes

Cleveland Wester
Youth Service Bureau

ADVISORY BOARD

Dr. James Carlson
Northshore Technical Community College

Louis Ochoa
The Sadie Jane

Jackelyn Gallo
JD Bank

Donna O'Daniels
Visit The Northshore

Matt Guidry
St. Tammany Farmer and NOLA.com

Mike Saucier
Gulf States Real Estate Services

Donald "Bubba" Jenkins
Jenkins Homes

Michelle Schellinger
Red River Bank

David Landry
Carver Darden, LLC

Janet Fabre Smith
Fabre Smith & Company

Leslie Landry
Northshore Community Foundation

Kathy Stuart
U.S. Senator Bill Cassidy, M.D.

Chris Masingill
St. Tammany Corporation



Our Chamber is accredited by the U.S. Chamber of Commerce with a prestigious five-star designation—the highest level awarded—reflecting excellence in governance, operations and member service.

PRESIDENT LEVEL INVESTORS

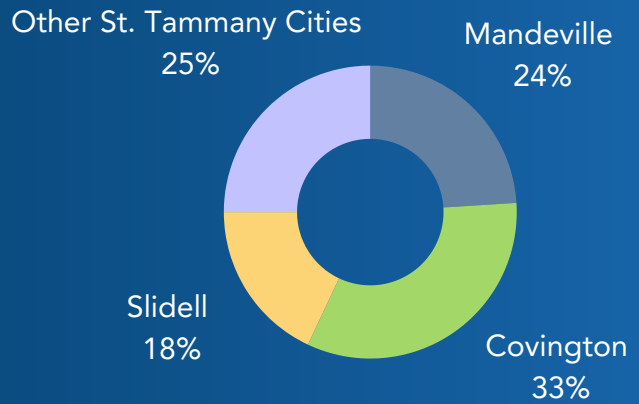
Visit THE
NORTH
SHORE



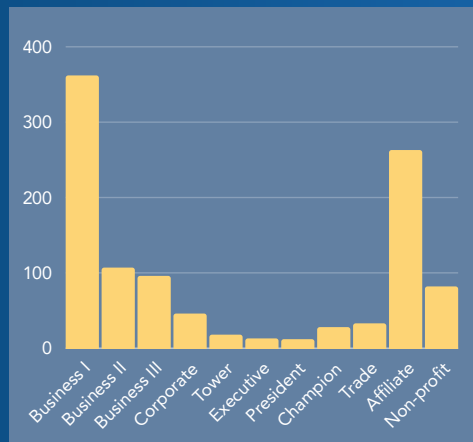
PERFORMANCE & IMPACT

Financial integrity is central to our work. Guided by our Financial Policies and Procedures Manual, we manage every dollar with care and thorough oversight. Our Finance Committee and board of directors regularly review the budget and monthly financial statements, while an independent auditing firm conducts comprehensive audits. We meet IRS and state accounting requirements, ensuring full transparency. Member investment is handled with diligence, professionalism and accountability, supporting strong programs and long-term organizational stability.

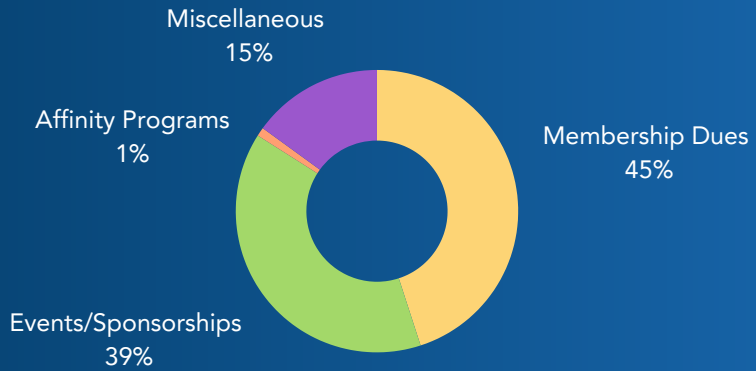
MEMBERSHIP ANALYSIS BY LOCATION



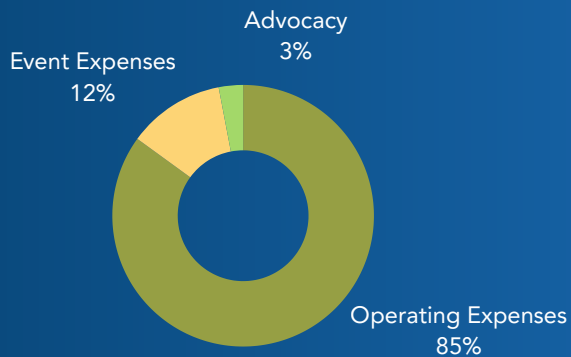
MEMBERSHIP ANALYSIS BY LEVEL



INCOME



EXPENSES



Every year, we deliver measurable value for our business community. From advocating on critical issues to connecting members through events, to recognizing excellence and supporting future leaders, our mission is reflected in the numbers. We are proud of the breadth and impact of our work—and we remain committed to strengthening opportunities for business success across the parish.

BY THE NUMBERS

50+ Advocacy & Leadership Engagements

5 Signature Events

17 Informative Programs

17 Awards / Scholarships

94 Additional Networking Opportunities

107 Ribbon Cuttings / Member Shout-Outs



ADVOCACY & GOVERNMENT AFFAIRS

As the leading voice for more than 1,000 businesses representing 37,000 employees in St. Tammany Parish, your Chamber actively connects business interests with government policy. In 2025, our Board, committee members and staff engaged locally, statewide and nationally, attending forums, legislative briefings, council meetings and coalition meetings. We supported ballot initiatives, met with local, state and federal elected officials, and provided regular legislative updates to members during the state legislative session. Through these efforts, we advanced critical issues including economic development, workforce development and education, infrastructure, taxation and public safety. By fostering dialogue and advocacy, we strengthen business growth and promote long-term regional prosperity.





ADVOCACY HIGHLIGHTS

- Participated in statewide and national initiatives, including LACCE Day, I-10 Gulf Coast Coalition and the U.S. Chamber Committee of 100.
- Hosted programs, forums and briefings for members featuring local, regional and state government and business leaders, including Lieutenant Governor Billy Nungesser and State Revenue Secretary Richard Nelson.
- Engaged in regional topics including energy, housing, childhood education, public safety and workforce development.
- Provided recommendations to the St. Tammany Parish Home Rule Charter Committee on government efficiency, transparency and citizen engagement.
- Supported ballot initiatives and constitutional amendments important to local businesses.
- Advocated for Sales Tax District #3 two-cent rededication.
- Delivered regular legislative updates and conducted voter outreach to keep members informed.



The St. Tammany Chamber gives me a stronger voice as we advocate together for issues that affect my business and our community.

Payse McWilliams
Voelkel McWilliams Construction

PROGRAM DEVELOPMENT & EVENTS

Your Chamber delivers impactful programs and events that connect, educate and empower St. Tammany's business community. In 2025, we hosted signature events including our Installation & Awards Luncheon, Annual Golf Tournament, Southern Nights Soiree, Business Appreciation Luncheon and an Expo focused on professional development, networking and business growth. Members engaged in programs covering topics such as tax reform, public safety, workforce development, digital marketing, artificial intelligence and regional economic trends. Northshore Young Professionals (NYP) and the Small Business Council offered targeted sessions on leadership, team building, strategies to reduce tax burdens, AI and digital marketing.



Attending Chamber-hosted functions, such as luncheons and business-after-hours events, helps us build relationships and grow awareness of our free community services.

Miranda Lindsay
Hospice House

Participating in committee meetings provided members with additional support, engagement and networking opportunities, while Chamber-hosted activities including Business After Hours, B2B networking and NYP philanthropic events—further strengthened connections. These programs, forums and events equip members with actionable insights and foster meaningful relationships that enhance business success and regional economic vitality.



If you want your business to grow, treat it like a business—and get involved. The Chamber has been one of the smartest investments I've made.

Todd Hillberry
Hydro-Line Exterior Services, LLC

COMMUNICATIONS & MEMBER ENGAGEMENT

Your Chamber's communications and engagement strategy ensures members stay informed, connected and aware of opportunities to grow their businesses. Through targeted digital outreach, social media, e-newsletters, media partnerships and direct member engagement, we deliver timely information on programs, advocacy efforts and opportunities that strengthen St. Tammany's business community.

Our weekly Chamber News e-newsletter reaches nearly 2,500 members and consistently earns an open rate above 45%. Members may also send promotional emails, averaging a strong 44% open rate. Social platforms continued to grow in 2025, with Facebook followers increasing nearly 3%, LinkedIn up more than 9%, and YouTube views rising from 1,803 in 2024 to more than 12,000 in 2025. Member-to-member engagement remained high through our private Facebook group of 500+ active participants.



Our media presence extends beyond digital channels. We engage in monthly interviews on WWL Radio, The Lake and The Highway, where Chamber leaders, including our CEO, discuss business issues, trends and advocacy priorities. Strong local print coverage further amplifies ribbon cuttings, programs, advocacy initiatives and business accomplishments. By combining broad visibility with personal engagement, we ensure our members are informed, visible and supported year-round.



COMMUNITY IMPACT & PARTNERSHIPS

Your Chamber strengthens our region by building purposeful partnerships that enhance quality of life, support business success and advance the long-term vitality of the Northshore. We actively collaborate with key organizations—including St. Tammany Economic Development Corporation, Visit The Northshore, the Northshore Community Foundation, the Northshore Business Council, the Northshore Home Builders Association and Tri-Parish Works—aligning resources and initiatives to support workforce development, economic growth and community priorities.

Our Northshore Young Professionals contributed meaningful community impact through hands-on philanthropy and leadership outreach. A notable highlight was the Speed Connection event, hosted in partnership with the Northshore Community Foundation, where young professionals connected with representatives from 25 nonprofits to explore opportunities for board service, volunteer engagement and mission-focused involvement.



We maintain strong regional relationships, collaborating with neighboring chambers on initiatives such as our Northshore Focus event at the Louisiana State Capitol. Members also benefit from the Louisiana Small Business Development Center at Southeastern Louisiana University, which provides free, confidential business counseling on planning, marketing and growth strategies.

In 2025, we partnered with the U.S. Chamber of Commerce Foundation to bring the 2026 National Civics Bee® to South Louisiana, to empower middle school students to develop their civic knowledge and foster community trust.

Together, these partnerships reinforce the Chamber’s role as a convener and collaborator—uniting business, civic and nonprofit leaders to address regional challenges, expand opportunities and build a stronger future for St. Tammany.





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INSIDE COVER PHOTOS BY VISIT THE NORTHSORE