



Yvette Barr Vogel, IOM Portfolio

*A Snapshot of Communications and
Engagement Pieces
July 2024*



Portfolio Outline

- Press Releases
- Social Media
- Websites
- Promotion Pieces
- Television
- Community Engagement



Press Releases

Community-Wide News

WWW.JCCHAMBER.COM Media Partner: The Mississippi Press AUGUST 2014 EDITION

Chamber Pulse

BUSINESS NEWS

Honoring Small Businesses

The 6th Annual ANCHOR Awards will be held on Wednesday, August 20th, at the Pelican Landing Conference Center in Moss Point at 7:30 a.m. This award program honors, rewards and celebrates the achievements of outstanding small businesses and non-profit organizations that are Chamber members and who do business in Jackson County.

The award categories fall under Rookie Business of the Year (company that has been in business for more than one year but less than three years and

has fewer than 200 employees), Small Business of the Year Category 1 (company has 50 or fewer employees), Small Business of the Year Award Category 2 (company has 51 to 200 employees) and Non-Profit Organization (an entity with IRS Section '501(c)(3)' status).

Tickets are now available for the event and must be purchased in advance. Sponsorship opportunities are also available to promote this event. Contact the Chamber for tickets or sponsorship information.

This year's nominees are the following:

Small Business Category 1 (50 or less employees) Nominees

- Alan Hinkel Photography/Bridget Blue Boutique
- Brass Hanger Cleaners
- Delo's Heavenly House of Coffee, LLC
- Fletcher Construction Co., Inc.
- Goodgames', Incorporated
- Grand Magnolia Ballroom and Suites
- Grand's Catering and Take-Out Restaurant

Ribbon Cuttings



All's Attic
303 Delmas Ave. B (Anchor Square),
Pascagoula



Direct Auto Insurance,
4511 Denny Avenue, Pascagoula



Pascagoula Clinic of Chiropractic,
421 Delmas Ave. Suite B, Pascagoula



- Wrote newsletters with press releases from the Chamber, distributed through The Mississippi Press newspaper

Community-Wide News

Chamber Pulse
Jackson County Chamber of Commerce
Second Quarter 2012, First Edition

Calendar of Events

APRIL 11th
Small Business Loan Review Group
10 a.m. Chamber Meeting Room

17th
Chamber After 5, 5 p.m.
Jackson County Board of Directors
Chamber Conference Room

17th
Board of Directors Meeting
Chamber General Meeting Room

18th
Quilting Month Meeting
Chamber General Meeting Room

19th
Quilting Month Meeting
Chamber General Meeting Room

MAY 1st
Economic Development, 7 p.m.
Singing River Elementary
Auditorium, Gause

2nd
Leadership Jackson County
Monday Day, 7:00 p.m. MCCC
Rogers Center, Gause

8th
Small Business 101, 10 a.m.
Chamber Conference Room

10th
5th Day in Passaicula -
For an appointment
call 228-762-3391, Ext. 205

11th
Jolly Gals of Passaicula, 10:00 a.m. to 1:00 p.m.
The Jolly Gals Performing Arts Center, Gause

15th
Dad Day - Father's Day Celebration
Downtown Passaicula

16th
Board of Directors Meeting
Chamber General Meeting Room

16th
Jackson County Historical Society
Recognition Meeting, 8 a.m.
Chamber General Meeting Room

16th
Quilting Month Meeting
Chamber General Meeting Room

22nd
Make Contacting Development Program
10:00 a.m. - 1:00 p.m. Chamber General Meeting Room

27th
Dinner by the Sea, 6:00 p.m.
Beach Park, Passaicula

JUNE 2nd
Commissioning of USS Mississippi
Passaicula - For details visit the website
at www.commissioning.org

7th
Leadership Jackson County
Industry Day

8th
5th Day in Passaicula -
For an appointment
call 228-762-3391, Ext. 205

12th
Small Business Loan Manager Group
10 a.m. Chamber Conference Room

15th
Board of Directors Meeting
Chamber General Meeting Room

25th
Chamber Learning Series, 11:30 a.m.
Chamber General Meeting Room

For more information about events, please call
Carla Todd at 228-762-3391.

Are you getting what you need from us?

"Value added" is a term we hear often. For Chamber members it's that "extra" we try to provide for YOU. The committees and board members are working to bring you the "value added" things that will help you in your business:

- Chamber After 5
- Seminars and Workshops
- Two websites that offers links to business resources and a member directory of names and phone numbers - www.jcchamber.com and www.mseastcoast.org
- Community updates by e-Flash
- Quarterly newsletter
- An Annual Meeting to update you on topics that affect your business
- Participation in local events and festivals that enhance the quality of life in our area
- Ribbon Cuttings and Grand Openings
- Numerous networking opportunities

But we can't do it without YOU! As Chamber members you need to tell us what is working for your business and what isn't. Are you getting what you need from your Chamber of Commerce?

If you don't feel that you are receiving what you need, have you voiced your concerns to a board member or to the Chamber staff? We need to hear from you in order to make sure we're heading in the right direction. When we hear from you, we can tailor programs to better serve all our members.

Committees in your Chamber have goals and objectives that outline their plans each year. Let us know what you would like to see included in those plans. We stand ready to help you in any way we can. Call 228-762-3391 or email chamber@jcchamber.com for more details about the Chamber's Program of Work.

Chamber is promoting Small Business Grant Program

The Jackson County Chamber is establishing a Small Business Grant Program for its members in the Jackson County Chamber service area. The fund will allow grants to be awarded at the Chamber's Annual Meeting held in October of each year. The fund will allow corporation contributions from companies that are interested in the growth and development of the small business community in Jackson County. Small businesses will need to have 50 or less employees and complete the required application by August 22. Anyone interested in participating in the program should seek additional information by calling Yvette Barr at 228-762-3391 or email newsletter@jcchamber.com.

Chamber to honor students

Celebrating its 22nd year, the Explosion of Excellence, sponsored by the Jackson County and Ocean Springs Chambers, MGCOC and eight area high schools, will recognize the top 10 percent of Jackson County's high school seniors at the recognition ceremony on May 1st. It will be held at Singing River Elementary Auditorium in Gause at 7:00 p.m. Pat Descher, Chairman of the Explosion, will join her son Dr. Bill Descher, in awarding \$250 scholarships to each student. A random drawing for \$1,000 scholarships takes place at the end of the program. Area high school principals will introduce their students. Keynote speaker is Dr. Tracy Roth.

Jackson County Chamber

See our websites: www.jcchamber.com
www.mseastcoast.org

THE MISSISSIPPI PRESS

- Wrote newsletters with press releases from the Chamber, distributed through The Mississippi Press newspaper

Chamber Spotlights

News

Jackson County Chamber Spotlight: 'Taste' highlights local cuisine

Updated Jan 02, 2019; Posted Dec 20, 2015



Chris Soldo of Simply Seafood & Catering LLC at the 2015 Taste of Jackson County. The 2016 edition is set for March 1, and tickets go on sale next month.



By Special to The Mississippi Press

Interview with Yvette Barr, director of membership communications, Jackson County Chamber of Commerce

Why did this program start?

The Taste of Jackson County features local restaurants to attendees each year. The event is a fundraiser for the 2015-2016 Program of Work for the Jackson County Chamber of Commerce. Companies are encouraged to consider purchasing tickets or becoming a sponsor for this event. Tickets will be available in January of 2016.

Advertisement



RECOMMENDED FOR:



How Much You Really Revers...



Former Springs...



U.S. Sup...

- Interviewed Chamber members or featured Chamber events weekly through The Mississippi Press and GulfLive.com

Magazine Articles

HEALTHY LIVING

HEALING *Hands*

Local Nurse Uses Her Success to Motivate Others

story by Kelsey Sunderman-Foster
photos courtesy of Tereeta Roberts

Working in the medical field as a registered nurse (RN) in the bariatric department at Singing River Health System, Tereeta Roberts has seen illness of every kind. The 39-year-old RN from Moss Point has stood beside countless patients as they made important life decisions regarding their treatment.

"Watching them make these tough decisions was a reality check for me," said Roberts. "Many of my patients came to a point in their treatment where there were few options left. While I wasn't dealing with medical problems of my own at the time, I knew I was overweight and I knew what my future would be if I didn't do something to improve my health."

Having worked alongside the surgeons from the South Mississippi Surgical Weight Loss Center (SMSWLC) before, Roberts says selecting them was a no-brainer. "I saw how their surgeons worked postoperatively with their patients, I was familiar with the tears and comfortable with the journey that SMSWLC offered."

For Roberts, that journey started with selecting her surgeon. "I've worked with Dr. Avara for almost 16 years now," she recalled. "He's one of the surgeons who started our Center for Excellence at Singing River Hospital, so who better to choose? I took care of many of his bariatric patients from day one. He's the kind of doctor who talks to you as if you're at a backyard barbecue. He'll let you know why what you're doing is not working and what you should be doing instead."

Dr. Avara is known for letting his patients know that bariatric surgery isn't the easy way out – it's simply a tool that, paired with hard work and a strong support system, can offer patients their greatest chance for success. "I'm lucky in that I get to experience that success over and over again," says Roberts. "Getting to share my experience with my patients is the best feeling ever. When patients are in pain, frustrated, unmotivated, or just needing reassurance, I tell my story and I can immediately see the change in their facial expressions and their mood changes completely. I love being able to motivate patients and let them know that things get better. This is only



TEREETA ROBERTS before and after her gastric sleeve surgery.



the beginning."

The South Mississippi Surgical Weight Loss Center has been helping men and women like Tereeta Roberts to meet their weight loss goals since their formation in 2000. Founded by South Mississippi Surgeons (SMS), they have been providing the Coast with quality surgical care for over 30 years. Bariatric procedures are performed at Singing River Health System, a MBSAQIP Accredited Center.

Visit the South Mississippi Surgical Weight Loss Center website at www.smsurgicalweightloss.com, where you can register by watching a free webinar in less than 30 minutes and learn about surgical and non-surgical weight loss (bariatric) options.



SOUTH MISSISSIPPI SURGICAL Weight Loss CENTER
DR. WILLIAM AVARA, MD DR. JASON DAVIS DR. JOHN HALL
South Mississippi Surgical Weight Loss Center
1124 Oakleigh Road, Ocean Springs
228.872.7277 • www.smsurgicalweightloss.com

- Coordinated interviews for patient testimonials in local magazines
- Approved layout and final content

Magazine Articles

GIVING BACK 29 years of excellence



**Explosion
OF EXCELLENCE**
providing scholarships

*story and photos courtesy of
Jackson County Chamber of Commerce*

The entire community is invited to help contribute to the 29th Annual Explosion of Excellence Scholarship Program benefiting local high school seniors on May 7, 2019. This program honors the academic achievements of graduating high school seniors in all area high schools in Jackson County (including the Mississippi School for Mathematics and Science).

"This program brings our communities and graduates together, recognizes their academic achievements and gives the business community an opportunity to show appreciation to the seniors," said Pat Descher, 2019 Chairman of the Explosion of Excellence program.

The Explosion of Excellence is a program jointly sponsored by the Jackson County Chamber of Commerce, Ocean Springs Chamber of Commerce-Main Street-Tourism Bureau, Mississippi Gulf Coast Community College and all high schools in Jackson County. It is supported by many



TREVOR PERRY (CENTER) receiving the McDonald's Descher Organization \$5,000 Scholarship with the Descher Family, small and large businesses in the area.

Any scholarship ranging from \$250 to \$5,000 or more will help students, many of whom need financial assistance. Your timely contribution can be deducted as a charitable contribution by making your check payable to the "Gulf Coast Community Foundation (GCCF)/Explosion of Excellence."

Checks should be sent to Explosion of Excellence, P.O. Box 488, Pascagoula, MS 39568-0488 or hand delivered to the Jackson County Chamber of Commerce (720 Krebs Avenue, Pascagoula). The Jackson County Chamber of Commerce also will have a raffle of a Louis Vuitton handbag donated by McDonald's Descher Organization, valued at \$2,030. The raffle will be drawn at the program in May 2019.

Please call the Jackson County Chamber of Commerce at 228-762-3391 or email Valerie Dodeaux at Chamber@jccchamber.com to pledge your scholarship contribution or to ask any questions.



This Louis Vuitton handbag will be raffled off to raise money.



"This program brings our communities and graduates together, recognizes their academic achievements and gives the business community an opportunity to show appreciation to the seniors."
-Pat Descher, Chairman of the 2019 Explosion of Excellence

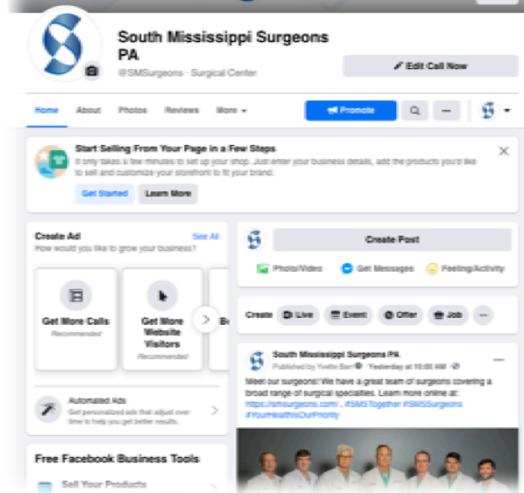
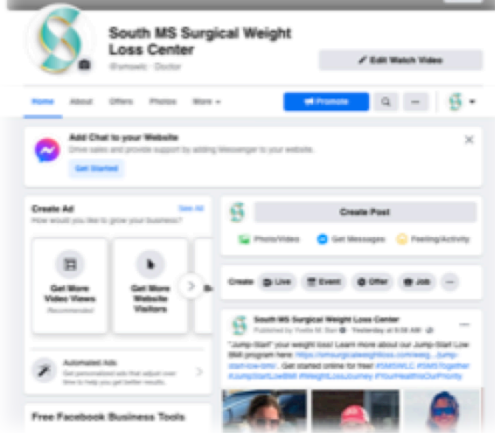
2 SOUTH MISSISSIPPI Living • December 2018 FOR MORE REFLECTIONS OF THE GULF COAST >> www.smliving.net

- Submitted press release content, photography, and logos

Social Media

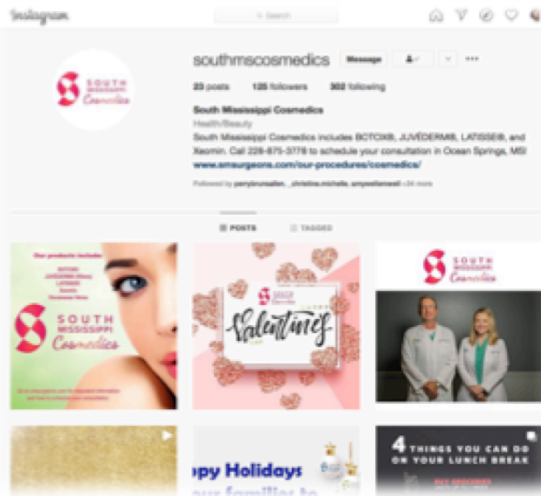


SMS Healthcare Management



- Manage three Facebook pages and one Instagram page
- Created the tone
- Built the audience

SMS Healthcare Management



- Manage three Facebook pages and one Instagram page
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Websites

Before and After: www.coasttransit.com



Old

New



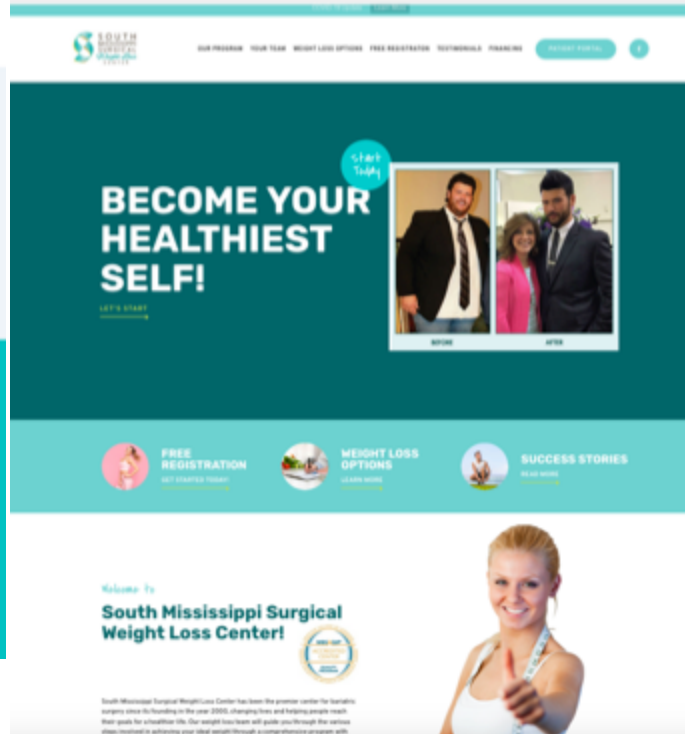
- Reorganized information and made it more accessible
- New design reflected Coastal Mississippi and public transit

Before and After: www.smsurgicalweightloss.com



Old

New



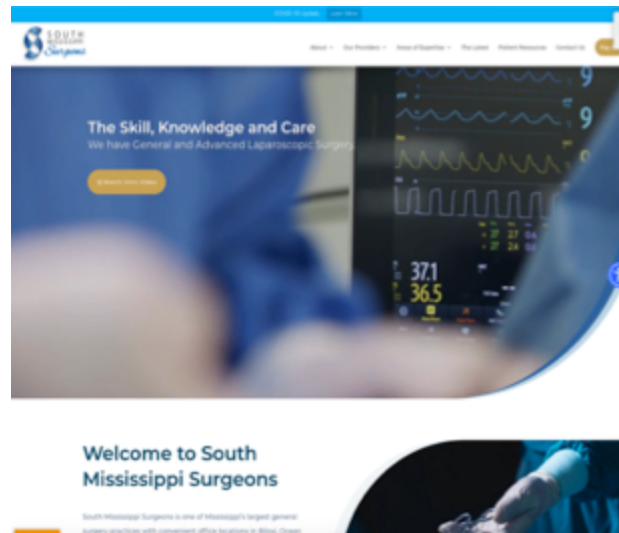
- Focused messages
- Better layout
- More engaging visually

Before and After: www.smsurgeons.com

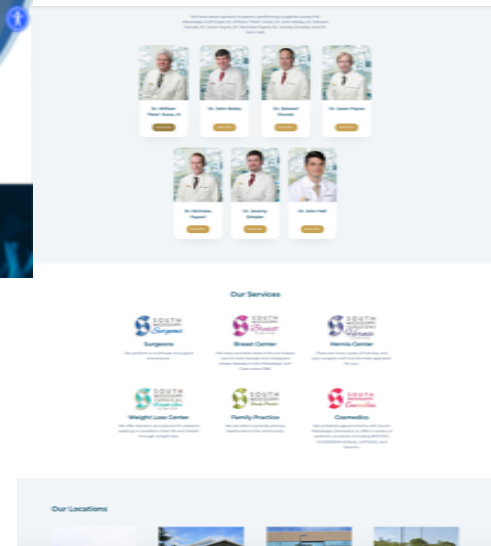


Old

New



- Focused messages
- Better layout
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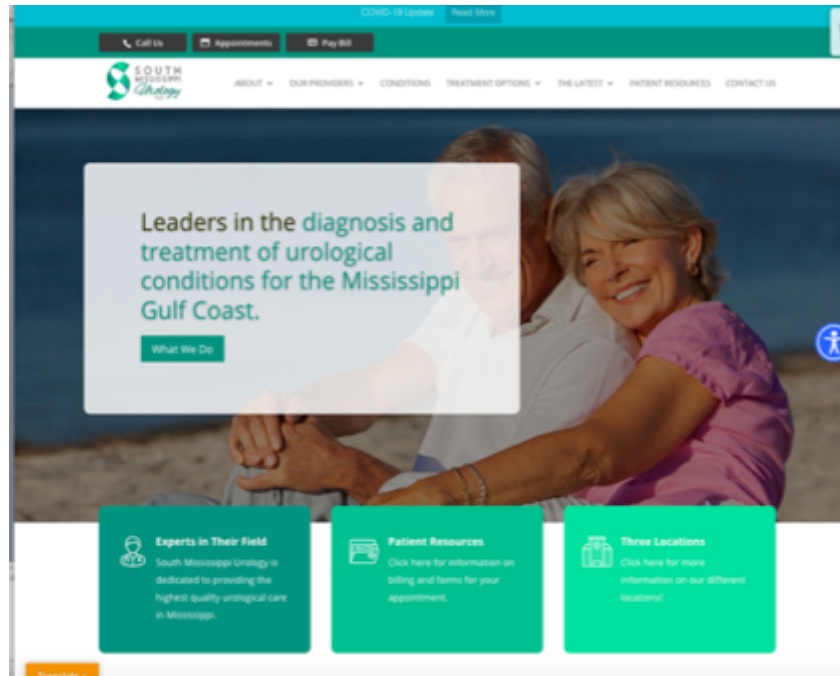


Before and After: www.southmississippiurology.com



Old

New



- Focused messages
- Better layout
- More engaging visually

Volunteer Work: www.japmp.org



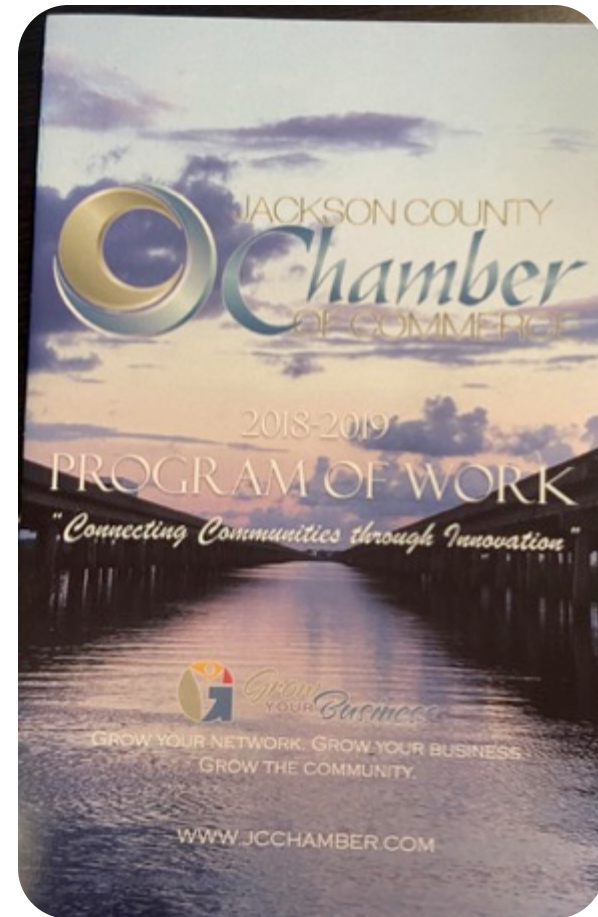
- Junior Auxiliary of Pascagoula-Moss Point
- Volunteered to create a new website and transfer domains
- Keep content updated



Promotional Pieces

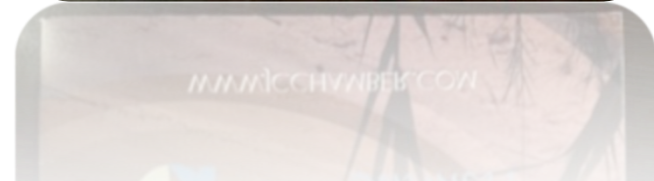
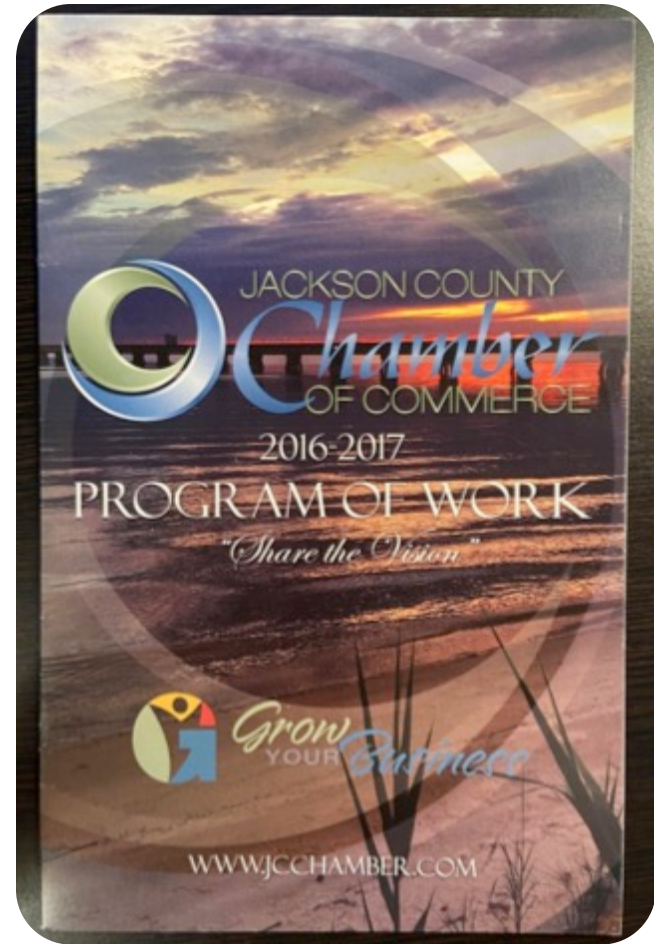
Program of Work

- Designed content
- Took cover photos
- Created layout
- Printed locally and distributed to all Chamber members with decals and a letter



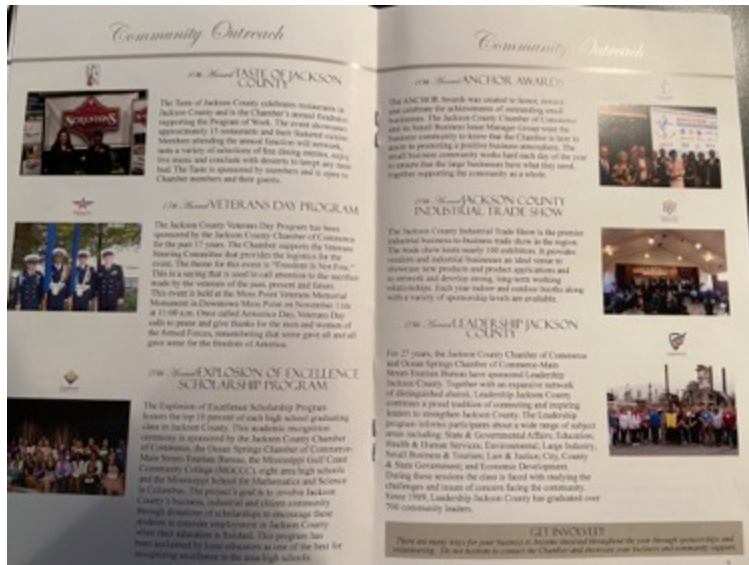
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Program of Work

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- Created layout
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Event Flyers

- Designed and created content
- Organized layout
- Orchestrated distribution

Grow YOUR Business: Summer Series 2019

Presented by:
M&M
MERCHANTS & MARINE
BANK

Networking: 11 to 11:30 | **Seminar:** 11:30 to 1
Location: Jackson County Chamber of Commerce Back Meeting Room, 720 Krebs Avenue, Pascagoula
\$10 / Seminar (Includes Lunch! Chamber Member Rate)
*\$20 / Seminar for Non-Chamber Members
Buy all four seminars for \$30 (\$70 for Non-Chamber Members)

RSVP by the Friday before the event.

May 16	Thursday, May 16, 11 to 1 Jackson County Chamber of Commerce "Four Stages of Customer Acquisition: Digital & Traditional Marketing" Presented by: Janna Jenkins and Dan Hunter, Alabama Media Group, Advance Local & The Mississippi Press
June 20	Thursday, June 20, 11 to 1 Jackson County Chamber of Commerce "QuickBooks 101 & Small Business Accounting" Presented by: Jason Keenum, Jason S. Keenum, CPA
July 18	Thursday, July 18, 11 to 1 Jackson County Chamber of Commerce "Workplace Violence Training for Supervisors" Presented by: Karl R. Steinberger and Stacie Zorn, Heidelberg Steinberger, P.A.
Aug 15	Thursday, August 15, 11 to 1 Jackson County Chamber of Commerce "Super Charge Your Retail Sales with an Online Store" Presented by: Shannon van Duijvendijk, Southern Belles Like Big Bows

Seminar Sponsors:

ADVANCE LOCAL | The First- | K&N | COMPASS BANK

Jackson County Chamber of Commerce | Phone: 228.762.3391 | membership@jochamber.com | You can pay online! <https://bit.ly/2DT6Pj1>

Jackson County Chamber of Commerce
www.jochamber.com

www.facebook.com/ChamberofCommerce

Ads

- Rearranged content of these ads in a local magazine and used as promotional handouts

MEET THE DOCTORS

SOUTH MISSISSIPPI Abology PLLC

WE TREAT THESE CONDITIONS AND PERFORM MANY PROCEDURES INCLUDING THE FOLLOWING:

Prostate Cancer • Vasectomies • Vasectomy Reversal • Urology Testicular
 Kidney Cancer • Kidney Stones • Bladder Cancer • Ovarian Resection • Impotence
 UroNav Technology Procedures • DaVinci Robotic Surgeries • Prostate Floor Disorders



South Mississippi Urology is the premier urology practice in Mississippi and in the Gulf Coast. The board-certified urologists provide the latest in urology, medical, and surgical care for the best outcomes for all of our patients. Combined with over 20 years of experience in robotic prostatectomy and medical prostatectomy, our medical professionals are able to provide the best care and support. In addition, our urologists work with South Mississippi Surgeons, PLLC, for the best care of our patients.

Providence
 1125 Lakeside Rd.
 Ocean Springs, MS 39567
 (201) 763-4983

Ocean Springs
 1211 Lakeside Rd.
 Ocean Springs, MS 39567
 (201) 763-4983

Visit our website to learn more about treatment options. Information: www.southmississippiurology.com

MEET THE DOCTORS

SOUTH MISSISSIPPI Surgeons

SOUTH MISSISSIPPI SURGICAL WEIGHT LOSS CENTER | **SOUTH MISSISSIPPI Bariatric Center** | **SOUTH MISSISSIPPI Gynecology Center**

AREAS OF EXPERTISE

General Surgery • Breast Cancer Surgery • Bariatric Weight Loss Surgery • Hernia Repair Surgery
 Skin Lesions and Cancers • Robotic Assisted Surgery • GERD Acid Reflux Surgery
 Colon and Rectal Surgeries • BPNV Procedures • Wound Care



South Mississippi Surgeons, PLLC has over 30 years of experience in general surgery, colorectal, and bariatric surgery. Our board-certified surgeons are highly skilled and provide the best care and support for our patients. We also work with South Mississippi Urology, PLLC, for the best care of our patients.

Providence
 1125 Lakeside Rd.
 Ocean Springs, MS 39567
 (201) 763-4983

Ocean Springs
 1211 Lakeside Rd.
 Ocean Springs, MS 39567
 (201) 763-4983

Bay
 117 Bayview St.
 Bay, MS
 Ocean Springs, MS 39567
 (201) 763-4983

Hawley - Healing River Medical Clinic
 200 Bay 412
 Hawley, MS 39112
 (201) 763-4983

Learn more about our procedures, surgeons, and services for our patients: www.southmississippi.com • #SMSTogether

MEET THE DOCTORS

SOUTH MISSISSIPPI SURGICAL WEIGHT LOSS CENTER

Changing Lives Since 2000!

PROCESSES & BENEFITS

Shiro Gastroscopies • Gastric Bypass • Obese Gastric Bypass
 Low BMI Bariatric Surgery • Revision Procedures • Nutrition Services
 Support Groups • Medical Weight Management Programs



The South Mississippi Surgeons of Weight Loss Center was founded in the South Mississippi Surgeons, PLLC, in the year 2000. In over 20 years, South Mississippi Surgeons, PLLC, has been a premier center for bariatric surgery in the Gulf Coast region. It is the only center in the region to offer all of the following services:

• Shiro Gastroscopy, Minimally Invasive, 30 Minutes
 • Gastric Bypass, Laparoscopic, 60 Minutes
 • Obese Gastric Bypass, Laparoscopic, 90 Minutes
 • Revision Procedures, Laparoscopic, 90 Minutes
 • Nutrition Services, Medical Weight Management Programs

with a full medical team of providers and offers the most advanced bariatric care in the Gulf Coast. We also work with South Mississippi Urology, PLLC, and the South Mississippi Surgeons, PLLC, for the best care of our patients.

Ocean Springs
 1211 Lakeside Rd.
 Ocean Springs, MS 39567
 (201) 763-4983

Bay
 117 Bayview St.
 Bay, MS
 Ocean Springs, MS 39567
 (201) 763-4983

Hawley - Healing River Medical Clinic
 200 Bay 412
 Hawley, MS 39112
 (201) 763-4983

Get started today with our free website today!
www.southmississippiweightloss.com • #SMSTogether



Television

Chamber Television Show

- Co-hosted a Chamber show, interviewing Chamber members



Bacot McCarty Community Forum

- Frequented the Bacot McCarty Community Forum television show as a guest, giving Chamber updates



Local News Stations

- Went on air to represent the Chamber and other organizations for interviews





Community Engagement

Local Rotary Club Presentations

- Presented at local civic organizations to give Chamber updates



Presented Chamber Ambassador of the Year Award

- Annual presentation from the podium to award the Jackson County Chamber of Commerce Ambassador of the Year



Welcomed Military to the Community

- Represented the Chamber at various functions





YVETTE BARR VOGEL, IOM
YVETTE.BARR@GMAIL.COM
228-334-1320