



**JONESBORO**  
**REGIONAL**  
CHAMBER OF COMMERCE



# The Chamber Effect

## **A YEAR IN PROGRESS**





2025

## A MESSAGE FROM THE CHAIRMAN

Dear Members and Community Partners,

It has been an honor to serve as Chair of the Jonesboro Regional Chamber of Commerce this year. The work represented in this Annual Review is a testament to the strength of our business community and the vital role the Chamber continues to play in fostering growth, connection and opportunity throughout the region.

The work we do matters. Together we are helping businesses grow and building a stronger, more resilient community. Thank you for your support and your belief in the mission of the Chamber.

Sincerely,  
David Peacock

Chairman, Jonesboro Regional Chamber of Commerce  
President, Hytrol Conveyor Company, Inc.

# TABLE OF CONTENT

## 01. Advocate 04

Representing business interests and championing the community.

## 02. Development 07

Building leaders, workforce skills, and future talent.

## 03. Partnership 10

Working with businesses, industries, and community organizations.

## 04. Connect 13

Networking, member engagement, and community connection.

Checkout the **2025 City Guide**

<https://www.jonesborochamber.com/2025-city-guide>



# ADVOCATE

Representing business interests and championing the community.

## Washington DC Fly-In

The Washington DC Fly-In connects Jonesboro business and community leaders with federal policymakers to advocate for Northeast Arkansas priorities. This annual trip strengthens relationships, promotes regional growth, and ensures the community's voice is heard on national issues.



## Arkansas Legislative Reception

Hosted in partnership with Arkansas State University, this annual reception in Little Rock provides Chamber members direct access to Arkansas legislators and many constitutional officers. The event creates a relaxed atmosphere where local leaders can share regional priorities and strengthen relationships with state decision-makers.



# State of the City with Mayor Harold Copenhaver

This annual luncheon draws over 600 attendees, making it one of the Chamber's largest events of the year. Mayor Harold Copenhaver delivers a keynote address highlighting Jonesboro's progress, challenges, and opportunities for the future, bringing together business and civic leaders to align around city initiatives.





# AgriBusiness Breakfast

The Agri-Business Breakfast celebrates the agricultural industry's vital role in Northeast Arkansas. A highlight of the event is the presentation of the Chamber's Agri-Business Person of the Year, along with the Chamber's Farmer of the Year. In addition, funds are raised for the Chamber's Agri-Business Scholarship, which has supported more than 80 local students pursuing agricultural education over the years.



2025 Jonesboro Regional  
Chamber of Commerce  
**AgriBusiness Person of the Year**



Dr. Bert Greenwalt

2025 Jonesboro Regional  
Chamber of Commerce  
**AgriBusiness Farmer of the Year**



Mr. Gary Sitzler



# DEVELOPMENT

Building leaders, workforce skills, and future talent.

## Leadership Jonesboro

Leadership Jonesboro is the Chamber's flagship leadership development program, with a nearly 40-year history and more than 1,000 graduates. Through community projects and interactive sessions, participants gain insight into key regional issues while building strong professional networks.



## Junior Leadership

Junior Leadership introduces an annual average of 30 high school juniors to leadership principles and community engagement. The program fosters early civic involvement and helps students explore pathways for future leadership. Graduates receive certificates and special graduation cords.



## Jonesboro Young Professionals Network (JYPN)

JYPN provides opportunities for networking, professional development, social engagement and community service projects designed to help members thrive in both career and civic life. The group has 130 members and growing. Also, JYPN hosts an annual conference featuring keynote speakers and breakout sessions that strengthen skills and build connections among young leaders.

## Emerging Leaders

Emerging Leaders pairs mentorship with high-impact leadership training to prepare mid-career professionals for greater roles in the community. The program is based around small groups and participants engage in strengths-based development, mentorship, and networking designed to accelerate growth.



## CLASS OF 2025 GRADUATION







## Arkansas Scholars

Our Workforce Development Committee is proud to recognize graduating seniors in Craighead County with the Arkansas Scholars award. It's one of our favorite initiatives! It's an opportunity to highlight the hard work and achievements of local high school students. Also under the umbrella of Arkansas Scholars, our Committee creates and provides digital resources and expert insights to help students stay in school and prepare for future careers.

## Student Recognition

Each spring, the Chamber's Workforce Development Committee celebrates approximately 85 exceptional elementary students through the Student Recognition Award program. These students have demonstrated remarkable resilience—overcoming personal or academic challenges while making positive choices that inspire others. Honorees are celebrated with a backpack filled with prizes, a certificate of achievement, and a medal to commemorate their accomplishment.



## TECH TALENT SCHOLARSHIP

Our Workforce Development Committee supports local students pursuing technical education in high-demand fields at ASUN Jonesboro, addressing workforce needs. The Committee had extra funding in 2025 and instead of awarding one scholarship of \$1,000, they were able to award three \$1,000 scholarships.



Each of these three initiatives described above directly supports the growth and success of our future workforce. If you're passionate about education, workforce development, and community impact, we'd love to have YOU involved!

# PARTNERSHIP

Working with businesses, industries, and community organizations.

## Jonesboro Regional Chamber Annual Meeting

The Chamber's Annual Meeting brings together more than 400 business and civic leaders for networking, community recognition, and future planning. Highlights include the presentation of key Chamber awards, the passing of the gavel for Chamber Board Chairs, and a keynote address—this year featuring Destinee Rogers, A-State Head Women's Basketball Coach, as the 2025 speaker.



## CHAMBER PARTNERS

Chamber Partners are Goodwill Ambassadors who are paired with Members for their first three months of membership. During this time, Ambassadors serve as their connection point by inviting them to events, ensuring they stay informed about Chamber activities, and helping them navigate their new membership. This program allows new members to build relationships directly with fellow members rather than relying solely on staff. Many new members find this especially valuable, as it gives them a friendly contact for questions and makes it easier to get connected within the Chamber community.



## Existing Industries Association

The Existing Industries Association celebrated its annual Golf Outing, bringing manufacturers together for a day of camaraderie, friendly competition, and team-building. This year, 52 golfers from 13 companies hit the course, many of them loyal participants year after year.





## JONESBORO PARKS & RECREATION

The Chamber is proud to partner with Jonesboro Parks & Recreation, an organization that has accomplished so much this year to enhance our community. Together, we have celebrated new improvements across the parks system with ribbon cuttings, supported the introduction of new signage, assisted with events like the Skirmish, and volunteered at various community activities. We truly value the dedication of Jonesboro Parks & Recreation in improving the quality of life in Jonesboro and are grateful for the opportunity to support their efforts.



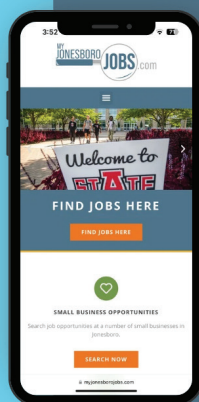
## MYJONESBOROJOBS.COM

For years, the Jonesboro Regional Chamber has provided its members an opportunity to find and recruit talent through the collective effort of the Chamber's workforce development initiatives, and with the recent upgrades to [www.myjonesborojobs.com](http://www.myjonesborojobs.com) (MYJJ), this effort has accelerated. The new portal, [www.myjonesborojobs.com](http://www.myjonesborojobs.com), is a web portal which seamlessly allows our members to post positions without additional log-ins or passwords. By enrolling, members provide a URL where their existing job posts take place, and MYJJ goes to work crawling your native board and replicating those posts under the member's company tile on the job portal. When an applicant navigates to your listing on MYJJ, they are instantly transitioned to your native career post, eliminating multiple applications or log-ins. As you update your job postings, positions are added or removed from MYJJ within 24 hours, eliminating the need for your talent directors to track posts and expiration dates.

# GET HIRED LOCALLY

CONTINUE  
YOUR  
CAREER IN  
JONESBORO.

[WWW.MYJONESBOROJOBS.COM](http://WWW.MYJONESBOROJOBS.COM)



When updating our career portal, we not only made significant improvements to the user interface for both members and applicants but also developed a marketing strategy around the portal with real dollars. We manage this marketing package with the cooperative dollars of the companies participating, ensuring we are able to place more eyes on the high-wage, in-demand positions throughout our community. In the last year alone we have had more than 35,000 people view companies on MYJJ, with more out of market talent attraction campaigns on the horizon.

For more information, contact Steven Lamm  
[slamm@jonesborounlimited.com](mailto:slamm@jonesborounlimited.com)

# Jonesboro Skirmish

## Bike Race

The Jonesboro Skirmish Bike Race is a cycling competition that promotes health, wellness, and outdoor recreation while showcasing the community's vibrant spirit. The event draws riders and spectators from across the region. Thank you to the Jonesboro Advertising & Promotion Commission for hosting this event. The impact on Jonesboro was tremendous.



## CITY GUIDE

This year marked the launch of the first-ever digital City Guide—an innovative step forward in how we connect with the Jonesboro community and visitors alike. This dynamic platform offers Chamber members greater flexibility and visibility in showcasing their businesses, while serving as the go-to resource for exploring everything our city has to offer. Accessible anytime, anywhere, the new digital guide enhances engagement and strengthens our reach like never before.

<https://www.jonesborochamber.com/2025-city-guide>





# CONNECT

Networking, member engagement, and community connection.

## New Member Luncheons

Member events are an important way the Chamber connects and engages with its members throughout the year. We host two **New Member Luncheons** annually, giving new members the opportunity to learn more about the Chamber and discover how they can get involved. Last year more than 160 members attended these luncheons.



## Membership Appreciation Luncheons

**Membership Appreciation Luncheons** are designed to bring new and long-time members together for networking and fellowship. The first event is a drive-thru breakfast with coffee and donuts, while the second is a fun outdoor cookout in the Chamber's back parking lot featuring music, hamburgers, and great company. Both events are free for all members, and last year, our ambassadors served more than 559 members.

## Prime Time Event

Our **Prime Time Event** offers new members the chance to showcase their businesses and connect with both new and seasoned members. With over 400 attendees last year, this event continues to be a highlight for networking and visibility within the Chamber community.



## Operation Thank You

One of our largest annual initiatives is **Operation Thank You**, where our Goodwill Ambassadors travel across town delivering membership stickers and the Jonesboro City Guide to every Chamber member. Each year, Ambassadors hand-deliver more than 1,000 packets, putting a friendly face to the Chamber and strengthening connections across the community.



## Ribbon Cuttings

Ribbon Cuttings and Groundbreakings are one of the Chamber's most celebrated traditions. With the help of our Goodwill Ambassadors, we hosted more than 150 ribbon cuttings and groundbreakings this year. These events provide an excellent opportunity to network with both new and established businesses, whether it's a grand opening, an expansion, a remodel, or another exciting milestone. Each ribbon cutting offers valuable exposure for businesses, often including Chamber Ambassadors, city representatives, and even the mayor. If you haven't scheduled your ribbon cutting yet it's never too late—these events are a fantastic way to showcase your business, connect with the community and gain visibility through the Chamber's social media platforms.



## Business Expo

The Jonesboro Regional Chamber of Commerce Business Expo, held each April, is the largest business-to-business expo in Arkansas. This premier event brings together hundreds of organizations of all types and sizes, offering them the opportunity to showcase their products and services under one roof. In 2025, the Expo featured over 185 booths and welcomed more than 4,000 attendees. For the first time, the event also included the *Taste of Jonesboro*, featuring over 30 local restaurants and food vendors. It was a fantastic addition and a huge success.







## The Chamber's Paint the Town Red

Paint the Town Red is a community-wide celebration of Arkansas State University Athletics, featuring a week of events, contests, and spirit activities. Led by the Chamber; A-State, the City of Jonesboro, the Downtown Jonesboro Alliance, regional businesses, local school districts, and fans unite to showcase Jonesboro pride and support for the Red Wolves, culminating in the Great A-State Tailgate held annually in Downtown Jonesboro.

## CONNECT @ 4

Connect @ 4 is one of our most popular networking events, hosted throughout the year at various member business locations. With over 600 attendees last year, this event is the perfect opportunity to connect with fellow members, make new friends, and grow your business network. Guests enjoy food, fun, and fellowship while gaining valuable exposure. Sponsorship opportunities are available for members who would like to highlight their business during one of these gatherings. Members consistently rave about the meaningful connections they make.

For more information, contact Mandy Cook  
[mcook@jonesborochamber.com](mailto:mcook@jonesborochamber.com)



**CONNECT @ 4**  
**IS HELD FROM 4:00-5:30 PM**





# JONESBORO REGIONAL

CHAMBER OF COMMERCE



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