



2017 Program of Work

~Executive Committee~

Chair: Lisa Hayworth, *Randolph County Partnership for Children*

Chair-Elect: David Blalock, *Express Employment Professionals*

Vice-Chair: Luke Hollingsworth, *Holly Ridge Golf Links*

Division Chairs:

Economic Development: Randy McNeill, *Davis-Martin-Powell*

Membership Development: Teena Scott, *Bank of NC*

Special Events: Matt Shaw, *Archdale Public Library*

Secretary: Amber Scarlett, *Heart of NC Visitors Bureau*

Treasurer: Betsy Lowder, *United Way of Greater High Point*

Triad Liaison: Darrell Frye, *Randolph County Commissioners*

Past Chair: Randy McNeill, *Davis-Martin-Powell*

~Board of Directors~

Angie Hamilton, *Trinity Furniture* **Karen Allred**, *Allred & Company Realtors*

Joan Rotramel, *A Therapeutic Touch* **Bill Foster**, *Randolph County Farm Bureau*

Dr. Mike Sink *Guil-Rand Veterinary Hospital* **Mayor Bert Lance-Stone**, *City of Archdale*

Dr. Rick Escajeda, *Cornerstone Family Medicine at Archdale*

Jeff Gerlock, *Blue Ridge Geological* **Kent Beck**, *Nationwide Insurance*

Bonnie Rutrough, *Wal-Mart Express* **Mayor Jesse Hill**, *City of Trinity*

Carol Lockhart, *North State* **Steve Ilderton**, *Ilderton Dodge Chrysler Jeep*

Marty Heim, *Marty Designs* **Kyle Farson**, *1st National Pawn*

Hal Surratt, *Hal Surratt CPA*, **Brian Cox**, *Guil-Rand Fire Protective Association*

Jane Murphy, *Novant Health* **Jimmy Hill**, *Blind Pig Taproom*

Debbie Prince, *City Transfer & Storage* **Jocelyn Moon**, *Archdale Parks & Rec*

Mission:

We are a membership organization that serves as the voice of business and enhances economic opportunities which foster a sustainable community

Vision:

To be the business resource of choice for its members and the community

Community Development

Division Chair: Staff

Mission: To develop programs and services that provide personal and corporate growth and address issues facing our community.

Education

Chairperson: Misty Wolfe

**Evaluate, monitor and support community educational systems*Host Reality Store for Middle School*Serve as liaison between schools and community college to communicate workforce needs*Attend Board Of Education Meetings*Host principals luncheon* Support State FBLA & DECA conventions*Host Student-Member Business Before Hours for High Schools
*Provide gift bags for new educators *Deliver doughnuts to teachers & childcare workers on end of school workdays*

Government Relations

Chairperson: Lorie McCroskey

**Be perceived as voice of business*Host lunch with Lawmakers *Host Trinity City Council forum * Assist in development of Randolph County Legislative Agenda*Maintain a high-profile presence at local government/community meetings *Monitor/communicate/act on local state, and federal issues which impact business*

Membership Development

Division Chair: Teena Scott

Mission: To preserve existing jobs and sustain job growth in the Archdale-Trinity Community by developing membership, increasing benefits and improving services

Membership Development Committee

Chairpersons: Steve Ilderton & TBD

** Develop structured recruitment plan *Support Board of Directors in monthly retention calls.
*Recruit 30 new members *Involve all committee members in recruitment*

Member Services

Chairperson: Staff

**Promote & conduct monthly Coffee & Conversations*Offer quarterly BAH
*Offer Shred Event *Offer Quarterly Lunch & Learns*

Workplace Wellness

Chairperson: Lisa Hayworth

**Develop programs that assist members with providing healthy workplaces *Offer a step-challenge in Fall of 2017 * Offer a weight-loss challenge in 1st Quarter 2017 * Develop/launch pilot project for engaging chamber members in providing healthy vending options to employees
Maintain tab on website to provide wellness information for members

ATTUNE

Chairpersons: Mark Grantham

**Grow membership by 50% *Host 4 recruitment events*Increase awareness of program *Assist with chamber member recruitment*

Economic Development

Division Chair: Randy McNeill

Mission: to develop programs that enhance the Archdale-Trinity community by providing commercial and retail growth and help bring new jobs to the community

Economic Development Committee **Chairperson: Randy McNeill**

**Maintain/monitor website to accommodate developer needs *Assist R/C EDC *Serve as liaison between cities and economic development professionals *Monitor transportation issues
Host Realtor/Developer Breakfast

Tourism Development Committee **Chairperson: Amber Scarlett**

**Collaborate with area events/attractions to expand visibility of community *Support THS Academy of Hospitality and Tourism *Develop new events to bring in tourists *Offer Customer Service seminar annually *Revise Tourism Brochure to include coupons and produce annually
*Support merchant community *Host Junior Golf Tournament *Grow Committee & diversify industry participation*

Special Events

Division Chair: Matt Shaw

Mission: to provide events that enhance chamber membership, improve the quality of life of the community, and promote Tourism

Bush Hill Festival **Chairpersons: Matt Shaw**

**Constantly monitor/evaluate events/vendors/location for improvement *Increase marketing efforts/strategies *Grow vendors & sponsorship revenues by 15% *Educate vendors about health & safety issues *Improve activity in Children's Areas*

Golf Tournament **Chairperson: Walter Stanley**

**Conduct annual event and grow participation and sponsorships*

Reverse Raffle **Chairperson: Jane Murphy**

**Evaluate event to increase participation and revenue*

Executive Division

Division Chair: David Blalock

To evaluate procedures, policies, and organizational structure of the chamber and maintain the financial stability of the organization

Executive Committee will have oversight of

- **Staffing**
 - *Complete procedures manual*Evaluate staff benefits & responsibilities*
 - *Develop new staff evaluation tool*
- **Facilities**
 - *Evaluate facility needs annually*
- **Nominating of Directors/Officers**
 - *Annually analyze composition of board and recruit directors to reflect a balanced representation of the community and membership*
 - *Conduct new board members orientation*
- **Strategic Planning**
 - *Develop new Strategic Plan*Develop disaster/recovery plan*
- **Resource Development**
 - *Develop opportunities to increase chamber resources*
- **Annual Meeting**
 - *Plan/promote 35th Anniversary Celebration*
- **President Evaluation**
 - *Annually evaluate chamber president, benefits, & responsibilities*

Awards Committee

Chairperson: David Blalock

**Annually review/evaluate awards nominating and selection procedures and make recommendations for change*Annually conduct awards program*Identify strategies to increase participation*

Finance Committee

Chairperson: Betsy Lowder

**Develop annual budget*Oversee financial operations of the chamber*Create a financial plan*

Technology Committee

Chairperson: John Harrison

**Maintain oversight of website*Implement off-site file storage/back-up through Office 365
*Research/implement mobile payment options *Oversee office software/hardware needs
*Develop hardware contingency plan *Expand Social Media training for staff*

Marketing Committee

Chairperson: Jane Murphy

**Work with committees to enhance marketing for their programs/event
Expand Social Media presence