



2018 Program of Work

~Executive Committee~

Chair: David Blalock, *Express Employment Professionals*

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

Vice-Chair: Jimmy Hill, *Blind Pig Grill & Taproom*

Division Chairs:

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

Membership Development: Teena Scott, *Pinnacle Financial Partners*

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: Lisa Hayworth, *Randolph County Partnership for Children*

~Board of Directors~

Angie Hamilton, *Trinity Furniture* **Lewis Dorsett**, *City of Archdale*

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

Dr. Mike Sink, *Guil-Rand Veterinary Hospital* **Scott Grissom**, *Grissom Supply*

Jane Murphy, *Novant Health* **Amanda Baker**, *Fairfield Inn & Suites*

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

Todd Blair, *@Home Premier Home Care* **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* **Webb Grubb**, *RCC Small Business Center*

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 & Schools USA conventions & Academy of Hospitality & Tourism *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 *Support Randolph Co. Partnership for Children' Inspired Leaders initiative *Host Education Forum*

Government Relations

Chairperson: Darrin Shaffer

**Be perceived as voice of business *Host lunch with Lawmakers *Host candidate's 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 *Develop a policy that governs political activity at chamber events*

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: Lorie McCroskey

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

Member Services

Chairperson: Luke Hollingsworth

**Promote & conduct monthly Coffee & Conversations *Offer quarterly BAH *Offer Quarterly Lunch & Learns *Develop a member to member discount program*

Workplace Wellness

Chairperson: Lisa Hayworth

**Develop programs that assist members with providing healthy workplaces *Host an annual Step-challenge * 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

Chairperson: Mark Grantham

- *Grow membership by 25% *Host 4 recruitment events *Increase program awareness*
- *Assist with chamber member recruitment *Rebrand image*

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 *Prepare community for projected growth*

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 *Evaluate & Improve safety policies *Develop clean-up policy*

Golf Tournament

Chairperson: Nick Cromer

- *Conduct annual event and grow participation and sponsorships*

Reverse Raffle

Chairperson: Tonya Monroe

- *Evaluate event to increase participation and revenue*

Executive Division

Division Chair: Jimmy Hill

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**
 - *Host successful event*
- **President Evaluation**
 - *Annually evaluate chamber president, benefits, & responsibilities*

Awards Committee

Chairperson: TBD

- *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*
- *Implement two factor verification*
- *Oversee office software/hardware needs*
- *Expand/Grow committee*
- *Review policy & Procedures from employee handbook regarding staff posting on social media & security risks for chamber sites*

Marketing Committee

Chairperson: TBD

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