



# 2020 Program of Work

## ~Executive Committee~

**Chair:** Kim Cates, *Modern Woodmen of America*

**Chair-Elect:** Cindy Craven, *Rodan + Fields*

**Vice-Chair:** Debi Lagueruela, *Trinity Furniture*

### Division Chairs:

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

**Membership Development:** Lorie McCroskey, *RCC Foundation*

**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:** Luke Hollingsworth, *Holly Ridge Golf Links*

## ~Board of Directors~

**Debbie Prince**, *City Transfer & Storage*    **Lewis Dorsett**, *City of Archdale*

**Beth Koonce**, *Roberson Haworth & Reese*    **Bill Foster**, *Randolph County Farm Bureau*

**Chief Shane Craddock**, *Archdale Police*    **Jessica Percival**, *Tempur+Sealy*

**Jeff Gerlock**, *Blue Ridge Geological*    **David Blalock**, *Express Employment Professionals*

**Tonya Monroe**, *Randolph Community College*

**Cyenthia Hudson**, *Pinnacle Financial Partners*    **Steve Ilderton**, *Ilderton Dodge Chrysler Jeep*

**Marty Heim**, *Marty Designs*    **Luke Richardson**, *Guil-Rand Fire Protective Association*

**Jocelyn Moon**, *Archdale Parks & Rec*    **Allen Shives**, *Lights Out Graphics*

**Lisa Hayworth**, *Randolph Partnership For Children*    **Carol Hamilton**, *The Wet Whistle Co.*

**Tommy Johnson**, *City of Trinity*    **Marianne Rowe**, *Hampton Inn*

**Kent Beck**, *Beck & Associates*

### 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 \*Deliver doughnuts to teachers & childcare workers on end of school workdays  
\*Assist with High School Career Fairs \* Assist with Career Truck Fair \*Support work-based learning opportunities\* Assist with Job-Shadowing*

### Government Relations

#### Chairperson: Darrin Shaffer

*\*Be perceived as voice of business \*Host lunch with Lawmakers \*Host virtual candidate's forum \*Maintain a high-profile presence at local government/community meetings\*Monitor/ communicate/act on local state, and federal issues which impact business\*Develop a web-based A-T Voters Guide for 2020 elections\*Develop a printed A-T Voters Guide with general voting info for residents\*Recognize/Celebrate the Centennial of the 19<sup>th</sup> Amendment to the US Constitution*

### Leadership

#### Chairperson: Kim Cates

*Develop a program that offers leadership development, community immersion, & engagement*

### Women In Business

#### Chairperson: Cindy Craven

*Offer events & programs to support Women Entrepreneurs\*Assist with the observance of the centennial of the 19<sup>th</sup> Amendment*

# Membership Development

## Division Chair: Lorie McCroskey

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

### Membership Development & Retention

#### Chairpersons: Lorie McCroskey

*\*Recruit 50 new members \*Involve all committee members in recruitment\*Host 1 Recruitment Campaign  
\*Promote & conduct monthly Coffee & Conversations \*Host Christmas BAH \*Improve Retention Program  
\*Improve New Member On-boarding \*Develop Chamber 101 refresher course for members*

### ATTUNE

#### Chairperson: Mark Grantham

*\*Grow membership by 25% \*Host 1 recruitment event \*Increase program awareness  
\*Assist with chamber member recruitment*

### Chamber Connections

#### Chairperson: Terry Floyd

*\*Expand group to include key industry sectors\*Help members grow their businesses through a professional referral program that develops long-term meaningful relationships.*

# 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**

*\*Grow Committee & diversify industry participation \*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 \* Monitor need for multi-family housing \*Serve as Liaison between DOT & Business Community During construction\*Develop strategies to assist merchants through road construction process\*Support Archdale's Plan Archdale\*Host workshop on NC Dept of Commerce Grants*

### **Tourism Development Committee**      **Chairperson: Amber Scarlett**

*\*Collaborate with area events/attractions to expand visibility of community \*Support THS Academy of Hospitality and Tourism \*Partner with TDA to Offer Customer Service seminar annually \*Revise Tourism Brochure and produce annually \*Support merchant community  
\*Host 2 Junior Golf Tournaments \*Support Small Business Saturday \*Attend Ribbon-Cuttings  
\*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*

### **Golf Tournament**

#### **Chairperson: Nick Cromer**

*\*Conduct annual spring event and grow participation and sponsorships  
\*Develop a fall tournament as a Member Appreciation event*

### **Reverse Raffle**

#### **Chairperson: Tonya Monroe**

*\*Evaluate event to increase participation and revenue*

# Executive Division

## Division Chair: Debi Lagueruela

*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 \*Provide additional training opportunities*
- **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 disaster/recovery plan*
- **Resource Development**
  - \*Develop opportunities to increase chamber resources \*Evaluate major fund-raisers*
- **Annual Meeting**
  - \*Host successful event*
- **President Evaluation**
  - \*Annually evaluate chamber president, benefits, & responsibilities*

### Awards Committee

#### Chairperson: Luke Hollingsworth

- \*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

- \*Evaluate website*
- \*Oversee office software/hardware needs*
- \*Expand/Grow committee*
- \*Identify uses of technology to improve staff efficiency*

### Marketing Committee

#### Chairperson: Jocelyn Moon

- \*Expand Social Media Presence*
- \*Enhance chamber branding*
- \* Develop/Implement new chamber logo*
- \*Develop marketing program for Chamber Champs*
- \*Use Community Day to raise chamber visibility & increase branding.*
- \*Work with committees to enhance marketing for their programs/event*