

Operational Effectiveness

Goal: Identify the core operational processes of the Chamber and develop a tool for ensuring the results and sharing them with the membership. Identifying the talents needed to accomplish the performance goals and the mission of the Chamber.

- * Apply for the new Georgia Certified Chamber of Commerce program thru the Ga. Chamber of Commerce Executives (GACCE) organization.

2012 Board of Directors

Executive Committee

Jerry Crawford, Chairman of the Board
First National Bank of Griffin

Fred Rudbeck, 1st Vice Chair
Georgia Power Company

Britain Turner, 2nd Vice Chair
Turner Tech Services, Inc.

, Treasurer

Charlotte Bennett, Immediate Past Chair
Delta Community Credit Union & Bennett Storage

Directors

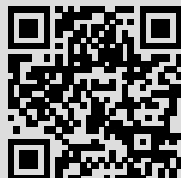
Sallie Barker, *Upson Regional Medical Center*
Tripp Brisendine, *Law Office of David Brisendine*
Charles Burden, *B&P Bonding and Burden Funeral Home*

Ryan Edge, *Regions Bank*
Bobby Ferris, *Southern Rivers Energy*
Alicia Gibson, *McLeRoy Realty, Inc.*
Ricky Grice, *AgSouth Farm Credit*
Brent Huckaby, *First Bank of Pike*
Tom Lacey, *Farm Bureau*
Ben Maxedon, *Prayer Power of Georgia*
Michael Powell, *Pike County Resource Network*

Staff

Christy Hammons, IOM - Executive Director

Check Us Out!!!



2011 Business Plan

Working Together To Succeed In Today's Economy



It is my pleasure to serve as Chairman of the 2012 Board for the Pike County Chamber of Commerce.

Our Board of Directors consists of professionals and business owners who volunteer their time and resources solely for the betterment of the membership and community. Our theme for this year is **-Working Together To Succeed In Today's Economy.**

Our primary focus this year will continue to be: Membership Services, Advocacy, Operational Effectiveness and Economic Development. Our 2012 business plan details the specific goals and values to be delivered.

Several programs you may find of interest this year include:

- Our annual Business Expo In the three years of hosting the event, we have sold out each year. This event is a perfect way for you to share your business with hundreds of local individuals and businesses.
- Our Business 2 Business Connections events give you the opportunity to network, share ideas, meet new business owners and make friends. I hope to see you among the 30+ individuals who share this once a month event.
- The Economic Forecast Summit was introduced in 2011 with great success. This event will continue to grow and be promoted regionally.
- Various opportunities that highlight our involvement in local education, our Leadership Pike program, Star Student & Teacher, Job Shadowing and support for our work ready community. Participation in annual fundraising events such as our Golf Tournament and Fall Auction.

We will continue to keep you informed through the Chambers website and weekly Chamber SCOOP emails; we will also strive to become a GACCE Certified Chamber. This program recognizes a chambers dedication in reviewing, improving and promoting strong business practices.

I look forward to a busy and productive 2012 and would like to thank the entire membership, the staff and the Board for allowing me the opportunity to lead your Board of Directors this year. We have a strong group of individuals who have worked hard to help reach our goals and who, I am confident, will continue to show their passion in making this community and its businesses flourish.

Thank you,
Jerry Crawford

Mission Statement:

Serve as the voice of business in Pike County, advocating for growth of the local economy and ensuring that Pike County remains business-friendly.

Vision Statement:

The Premier Gateway; Cultivating and Enriching Business Communities with a Distinctive Personal Touch.

Strategic Long Range Goals (3-5 years)

- * Improve Financial Position of the Chamber (reserves) and develop a strategy for long term sustainability.
- * Increase member involvement in the chamber; committees, events, etc.
- * Increase total number of members
- * Foster relationships with all government entities in the county (including cities, authorities, etc.)

Membership Services

Goal: Remain focused on the needs of the membership by creating additional value and Return on Investment.

- * **Create opportunities for promotion of member businesses**
 - ◆ Continue to promote the business card and brochure racks in the Chamber lobby as a vehicle for our members to advertise their services.
 - ◆ Promote the enhancements available to the member listings in the online business directory and increase the utilization of this benefit
 - ◆ Promote advertising opportunities and Hot Deals in the Chamber SCOOP weekly email brief.
 - ◆ Continue to offer sponsorship opportunities for our programs and events.
- * **Opportunities for building business**
 - ◆ Host monthly Business 2 Business Connections events to encourage networking and business building
 - ◆ Offer joint events with the other area Chambers
 - ◆ Recruit members to serve on Chamber committees
 - ◆ Continue Chamber Diplomats program designed to engage members in the role of diplomats for the organization.
- * **Chamber Member Publications**
 - ◆ Monitor and update the Chamber's Website.
 - ◆ Continue to send out the weekly Chamber SCOOP.
 - ◆ Review currently website and investigate the possibility of freshening the site.
- * **Special Events**
 - ◆ **Annual Golf Tournament**
 - Host an annual fundraising event that encourages member participation and serves as a networking opportunity for the participants.
 - ◆ **Annual Fall Auction**
Coordinate the annual auction as a major fundraiser for the Chamber to be held in the Fall.
 - ◆ **Annual Banquet**
 - Hold an annual event in January to recognize the accomplishments of the Chamber, recognize the outgoing and incoming Board of Directors, committee members and Board chairs and make the Chambers annual award presentations.

- ◆ **EXPO 2012**
 - Host the 4th Annual Business Expo event in August to give members an opportunity to showcase their products and services to the membership and the community.

- * **Conduct a Membership Drive in the 2nd quarter of 2012**

- ◆ Goal: Recruit an additional 35 new members to the organization

Advocacy

Goal: As the lead business organization for Pike County, advocate on behalf of the membership the issues of importance to the business community to the local and state legislators.

- * **Invite the membership to participate in the yearly Chamber Membership Survey.**
 - ◆ Develop our Legislative and Community Priorities Agenda with input from the membership.
- * **Host Government Roundtables to include all county governments, authorities and organizations.**
- * **Participate in Legislative Day at the State Capitol in 2012.**

Economic Development

Goal: Promote business development & retention while creating a communitywide vision for growth for Pike County and the surrounding area.

- * **Conduct and restructure the Leadership Pike program to continue to develop future leaders for the community.**
- * **Maintain and continue the Work Ready Initiative.**
- * **Host Lets Do Lunch programs on topics that will help members grow and enhance their businesses, knowledge and skills as needed**
- * **Assist the Development Authority of Pike County with the Existing Industries Council including personal visits to local businesses.**
- * **Host 2nd Annual Economic Forecast Summit to include a panel to discuss the economic indicators and the economic conditions.**
- * **Recognize and sponsor the Star Student and Teacher of the Year for Pike County.**
- * **Coordinate with member businesses, the job shadow program for Pike County High School.**
- * **Participate in High School Open House to promote programs available for students.**