

2009 Business Plan

Creating Our Future

As your 2009 Chairman of the Board for the Pike County Chamber of Commerce I am looking forward to continuing on the path of success that has been established. I have chosen a theme for this year's program of work, "Creating Our Future".



At the Board's Annual Planning Retreat we had the opportunity to take a fresh look at the Chamber and its impact on the membership and community. To continue to build on the successes of 2008, the Board determined four priority areas for concentration in the 2009 program year. These include Membership Services, Advocacy, Economic Development and Operational Effectiveness.

Focusing on these core areas and making certain that our activities, programs, events and member benefits all reflect these areas and our Mission, will ensure our value to our membership and the community.

New programs are being added to our plan for 2009 including quarterly Lunch & Learn workshops and Issues Roundtable discussions. In addition, we are planning the first Member Expo event that will take place in August; we hope this event will offer an opportunity for our members to showcase their products and services to their fellow chamber members and the community.

I would like to thank the entire membership and the Board for giving me the opportunity to lead your Board of Directors this year. We have a great team to help us achieve our goals, including Vice Chair, David Duncan (*Georgia Power*); Second Vice Chair, Charlotte Bennett (*Delta Community Credit Union & Bennetts Storage*); Treasurer, Jerry Crawford (*First National Bank of Griffin*); Immediate Past Chair, Charles Burden (*B&P Bonding*) and most importantly, our Chamber Staff, Karen Brown, President and Christy Hammons, Operations Manager.



Ryan Edge,
Chairman of the Board

Mission of the Pike County Chamber of Commerce

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

- * Assist the Development Authority of Pike County with the Business Retention & Expansion program including personal visits to local businesses.
- * 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.
- * Partner with the Pike County schools in hosting the New Teacher Welcome.

Operational Effectiveness

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

- * Identify the core operational processes of the Chamber, identify benchmarks and develop performance goals.
- * Publish results once a quarter to the membership.

2009 Board of Directors

Executive Board

Ryan Edge, *United Bank*
Chairman of the Board

David Duncan, *Georgia Power*
1st Vice Chair

Charlotte Bennett, *Delta Community Credit Union & Bennett Storage*
2nd Vice Chair

Jerry Crawford, *First National Bank of Griffin*
Treasurer

Charles Burden, *B&P Bonding*
Immediate Past Chair

Directors

Darrell Arrington, *Georgia Power*

Sallie Barker, *Upson Regional Medical Center*

Trippe Brisendine, *Law Office of David Brisendine*

Rufus Clemons, *Individual Member*

Dr. Michael Duncan, *Pike County Board of Education* (Ex-Officio)

Kevin Eason, *First National Bank of Barnesville*

Ricky Grice, *AgSouth Farm Credit*

John Hanson, *United Bank*

Jan Holderfield, *TenCate*

Brent Huckaby, *First Bank of Pike*

Tom Lacey, *Farm Bureau*

Doug Mangham, *Board of County Commissioners* (Ex-Officio)

Staff

Karen S. Brown, IOM - President

Christy Hammons - Operations Manager

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
- ◆ Offer advertising opportunities in the Chamber Voice newsletter and Chamber Quick Takes email brief.

* Opportunities for building business

- ◆ Host two Chamber Boot Camp events to introduce new and existing members to the benefits of Chamber membership
- ◆ Host monthly Business 2 Business Connections events to encourage networking and business building
- ◆ Host the 1st Annual Member Expo event in August to give members an opportunity to showcase their products and services to the membership and community.
- ◆ Recruit members to serve on Chamber committees
- ◆ Continue to promote the Chamber Ambassador committee. Engage the Ambassadors as an integral part of the Chambers retention program.
- ◆ Recognize an Ambassador of the Quarter and Ambassador of the Year based on a point system for the committee participants.

* Chamber Member Publications

- ◆ Monitor and update the Chamber's Website
- ◆ Produce and distribute the bi-monthly Chamber Voice newsletter
- ◆ Continue to send out the bi-weekly Chamber Quick Takes email brief
- ◆ Produce and distribute the first Pike County community magazine in the summer of 2009

* Special Events

- ◆ **Annual Golf Tournament**
 - Host an annual fundraising event that encourages member participation and serves as a networking opportunity for the participants.
- ◆ **Fourth of July Celebration**
 - Host the annual community celebration that brings together the community.
- ◆ **Annual Fall Auction**
 - Coordinate the annual auction as a major fundraiser for the Chamber to be held in October.
- ◆ **Annual Banquet**
 - Hold an annual event in December 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.

* Conduct a Membership & Retention Drive in the 2nd quarter of 2009

- ◆ Goal: Recruit an additional 35 new members to the organization
- ◆ Maintain a retention rate of 85%
- ◆ Recognize the Top Recruiter of the Year at the Annual Banquet

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.

* Survey the membership to determine the top three issues related to business.

- ◆ Communicate the results of the survey to the membership.
- ◆ Present the results of the survey and top three issues to the local officials.

* Host quarterly local government officials roundtable events.

* Host a government officials appreciation event. i.e., Fish Fry, in October

* Co-host the annual Legislative Eggs & Issues breakfast with the Farm Bureau

* Host a Political Forum for candidates for local elected offices.

Economic Development

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

* Develop a Vision Statement for the community and the Chamber.

* Conduct the Leadership Pike program to continue to develop future leaders for the community.

* Continually update the Chamber website with data and articles of interest to the business community.

* Monitor the progress of the Work Ready Community initiative and achieve the goals of the program.

* Host four Issues Roundtable programs for the membership on topics identified through surveys and feedback.

* Host quarterly Lunch & Learn programs on topics that will help members grow and enhance their businesses, knowledge and skills.