



## 2008 Business Plan



## MISSION STATEMENT

*The mission of the Perry Area Chamber of Commerce is to promote and sustain the business of its members and enhance the quality of life for the greater Perry area.*

# PROGRAM OF WORK

## BUSINESS DEVELOPMENT COMMITTEE

**Chair:** Marc Martin    **Vice Chair:** Dan Stone

**Purpose:** Support established business and industry members and encourage economic and small business development and growth in the Perry area.

**Members:** Rick Davis, DeAnn Dent, Jim Newton, Donald Rhodes, Kim Sheridan, Dan Stone, Kevin Tolbert

**Projects:** This committee is responsible for the following programs and projects:

***Business Recruitment, Development, Retention and Expansion*** – Working with present Chamber members and the Downtown Development Authority, recruit new businesses to the Perry area and work to expand existing businesses through the following efforts:

- Develop and conduct a Business Climate Survey to define the focus for the expansion of existing businesses and obtain feedback on the value of the committee and its work.
- Develop marketing and informational brochure/package for potential businesses and target specific businesses for recruitment to the Perry area focusing on the *Entrepreneurial Friendly Community* benefits.
- Continue the ‘Small Business of the Month’ and ‘Small Business of the Year’ program to recognize existing businesses and their contributions to the community. The ‘Small Business of the Year’ will be recognized at the Annual Meeting.
- Maintain membership in the International Council of Shopping Centers and utilize the association’s resources to better prepare the Perry area for new businesses.
- Use the state-awarded designation of *Entrepreneurial Friendly Community* to market the Perry area.

***Work With Other Area Business Development Entities*** – Meet with, facilitate and support activities of the Downtown Development Authority, the Downtown Merchant’s Association, the Houston County Development Authority, the Georgia National Fairgrounds and AgriCenter, the Perry-Houston County Airport, and the Warner Robins Area Chamber of Commerce’s Warner Robins Industry Now Group (WRING). Represent the Perry Area Chamber of Commerce at meetings and functions of these groups.

***Business Development Seminars/Workshops*** – Establish annual training needs of the business community and partner with UGA’s SBDC to provide 2-3 workshops per/year.

***Developer Tours/Dinners*** – Support the Houston County Development Authority when it hosts state economic developers for tours of our existing industry and infrastructure in Houston County, showcasing the county and what we have to offer prospective business and industry.

***Resource Room*** – Support and continue to market the ‘Resource Room’ located in the Perry Area Convention & Visitors Bureau. Track and report its usage to the Chamber Board of Directors on a quarterly basis.

***Annual Review of Entrepreneur Friendly Designation*** – Have the Governor's Entrepreneur & Small Business Office Georgia Department of Economic Development visit the community to perform an annual review of what the Chamber is doing to maintain the Entrepreneur Friendly Designation.

***Business Advocacy*** - Work in conjunction with the Governmental Affairs Committee to keep the chamber membership abreast of local and state legislative issues impacting Perry area businesses.

## EDUCATION COMMITTEE

- Chair:** Carol Kuhn    **Vice Chair:**
- Purpose:** Promote and enhance the quality of education in Houston County, especially in the Perry area.
- Members:** Darryl Albritton, Janette Anderson, Skip Dawkins, Kim Halstead, Dr. Harold Hickam, Beth McLaughlin, Thomas Moore, and Val Shipp.
- Projects:** This committee is responsible for the projects that follow.
- Goals:** Be more visible in the community as to our support of our educational institutions. Create a survey to gauge the effectiveness of our program of work to be distributed to all end users of the programs.

***Middle Georgia Technical College GOAL Program*** - (Georgia Occupational Award of Leadership) In addition to sponsoring the program financially when requested by MGTC, this committee provides a judge to MGTC to select an area winner who will then advance to state level competition. The judging will likely take place the end of February, early March. The state event is May 24-27.

***STAR Student/Teacher*** - We co-sponsor this state program with the Warner Robins Chamber. Each STAR Student & Teacher is given \$500 cash and an additional \$500 cash is given to the system wide STAR Student & Teacher. The Chambers coordinate and equally fund the local awards and the reception. The Chambers also pay for the STAR student and teacher to attend both the regional and state events. The local recognition program will be held between February 4 and February 29, 2008. The region recognition will be held between March 3 and March 31, 2008. The state PAGE STAR banquet will be held in Atlanta the last week of April 2008. *(Perry plans odd years and Warner Robins plans even years, so 2009 will be the Perry Chamber's turn.)*

***Students of the Month*** - The committee coordinates with all Perry schools, plus other schools in Houston County that are Chamber members, to honor their respective Students of the Month. The elementary and middle school students and their parents are invited to the Chamber each month and awarded a certificate. The high school students, principals, and parents are invited to attend the Chamber's Good Morning Perry Breakfast held every other month where the Education Committee Chairperson will introduce the students and parents and honor them publicly with a plaque. The Elementary & Middle Schools Student of the month will takes place every other month. Committee maintains lists of all Students of the Month, High School and Elementary/Middle Schools.

***Miscellaneous Public Relations*** – The committee works to increase coverage of academic and extracurricular accomplishments in the local media and to encourage the involvement of school personnel in Chamber functions and events and vice-versa. In 2006, the committee will create a brochure on all of the Perry schools and conduct a customer survey to evaluate the benefits of the Program of Work.

***New Teacher Luncheons-*** The Chamber will be a sponsor of for the New Teacher Luncheon for the Westfield Schools.

***Teacher of the Year Awards*** - Teacher of the Year Awards are co-sponsored by the Perry Area and Warner Robins Chambers. The Perry Chamber funds half of the cost for four plaques, which are presented to the system runner-ups for TOTY. The plaques are presented at the Opening Session.

***Sponsorship*** – The committee works to raise corporate sponsorships to fund the education programs of the Perry Area Chamber of Commerce Education Committee.

***Youth Leadership*** – Modeled after the Leadership Perry program, the Youth Leadership class consists of juniors from Perry High (9) and Westfield (6). The program consists of six sessions including a daylong retreat, RAFB tour, city and county government tour, existing industry tour, health and human services tour and a State Legislature tour in Atlanta. This is a sub-committee of the education committee, co-chaired by Diane Culpepper and Susan Collins.

***Sam Nunn Good Citizenship Award*** – This award will be given to one middle and one high school student in the Perry area. Each school participating will submit three essays that the students have written. These essays will be about what they think good citizenship is and what they are doing to be good citizens. The essay will be 200 – 500 words and the students have to have at least a 2.5 GPA. The committee will then select the winners based on the essays, applications, and references. The two winners will be given a \$100 cash award at the Goodmorning Perry Breakfast in May.

***Frank & Betty Estes Scholarship Award*** – The Frank and Betty Gooden Estes Scholarship Fund was created within the Community Foundation of Tampa Bay as a reward to students who demonstrate high ethical and moral character and whose scholastic grades indicate an ability and desire for further learning. This scholarship is being administered by the Community Foundation of Tampa Bay. The Education Committee will form a committee made up of the following people:

- ✓ One representative of the Perry Rotary Club  
(preferably the Scholarship Committee Chairperson)
- ✓ One representative of the Perry Kiwanis Club  
(preferably the Scholarship Committee Chairperson)
- ✓ One representative of the Houston County Board of Education
- ✓ One representative of The Westfield Schools Board of Trustees
- ✓ One representative of the Perry Area Chamber of Commerce Education Committee
- ✓ The President and CEO of the Perry Area Chamber of Commerce.

Eligibility requires that students must have lived in Houston County a minimum of three years and are graduates of either a public or private high school located within the county.

Preferred criteria is that the student has participated in community work, either through church, school, a club or other organization and has been recommended by his or her school counselor

and other organization, such as the Boys and Girls Club, the Boy or Girl Scouts, Young Life, a church or other non profit organization. The Houston County scholarship indicates a preference for students attending Perry High School or Westfield High School.

Applicants must submit an essay of no more than two pages indicating their financial need and why they should be selected to receive this scholarship.

## **GOVERNMENTAL AFFAIRS**

**Chair:**

**Purpose:** Facilitate productive relationships between the Chamber and governing agencies.

**Members:** Carey Baxter, Susan Collins, Marcus Lee, Kenna Scragg, Draper Watson

**Projects:** This committee plans and/or participates in the following:

***Candidate Forums*** – Plan and host forums to allow Chamber members access to hear candidates speak and have the opportunity for questions and answer sessions during election years.

***City Council*** – Keeping the Mayor and City Council informed of the Chamber’s Program of Work, activities and events. Assist the President/CEO with an annual report to the City Council. Perform as a liaison and maintain personal contact with elected officials to encourage attendance and participation at Chamber events.

***County Commission*** – Keeping the County Commissioners informed of the Chamber’s activities and Program of Work. Perform as a liaison and maintain personal contact with elected officials to encourage attendance and participation at Chamber events.

***Houston County Legislative Luncheon*** – The Perry and Warner Robins Chambers of Commerce sponsor this event to network with our State Legislative Delegation. The Chambers alternate administrative responsibility for organizing the event (*Perry in odd years; Warner Robins in even years*).

***Legislative Delegation Appreciation Event*** – The Perry & Warner Robins Chambers will plan and host a function which allows the Chambers membership to show appreciation and support for our State Legislative Delegation, post- legislative session. Perry Chamber will take the lead on odd years and Warner Robins Chamber will take the lead on even years.

***Legislative Delegation Updates*** – Communicate with the Chamber membership electronically about upcoming legislation that could impact the business community. Act as a liaison and maintain personal contact with elected officials to encourage participation at Chamber events and to keep legislators informed of Chamber goals and accomplishments. Provide assistance with issues and projects that are brought before the Chamber by the legislative delegation regarding business related bills subject to Board approval.

***Houston County Business Legislative Agenda*** – The Perry & Warner Robins Area Chambers of Commerce with the support of the Houston County Development Authority will work together to develop a Legislative Agenda for the Houston County Business Community. The Perry Chamber will poll the membership to determine what business related issue are of importance. This cooperative team will review and endorse the Legislative Agenda listed below. This effort will involve a pre-legislative briefing with the Houston County Delegation to review the agenda. Resolutions will be written from this cooperative team on issues that they determine will benefit the Houston County business climate. A follow up with the Delegation will take place at the Houston County Legislative Luncheon in Atlanta on February 28, 2008.

## **LEADERSHIP PERRY COMMITTEE**

**Co-Chairs:** Ken Mullis & Karen Thompson

**Purpose:** To develop and expand the base of informed and qualified leaders for Perry and Houston County.

**Projects:** This committee plans, participates, and finances the following tours and programs:

***Leadership Perry Nominations*** - The committee selects 15-20 participants from the written applications. Alumni or corporate sponsors may nominate applicants.

***Press Conference*** - January Press Conference to introduce the class and their sponsors.

***Class Tours*** - Leadership Perry is a series of daylong tours, conducted over nine months. The tours have the following themes: State Government Day, County Government Day, City Government Day, Education Day, Health & Human Services Day, Industry Day, Robins Air Force Base Day, and Community Awareness Day. The State Government Day will be done in conjunction with the Leadership Warner Robins class. The last half of Health and Human Service Day will be spent with Leadership Warner Robins class. The first half of Industry Day will be spent with Leadership Warner Robins class.

***Class Retreat*** - The class participates in a two-day retreat with team building and leadership skills sessions. This year the retreat will be done at the same location and same time as the Warner Robins Leadership class so that a portion of the retreat will be done together.

***Class Survey*** - Conduct a survey of participants' opinions on the strengths and weaknesses of Perry/Houston County. Surveys conducted at Retreat and after graduation to compare results.

***Class Graduation*** - Dinner and awards banquet with a speaker. Take pictures for graduation booklet.

## MEMBER SERVICES COMMITTEE

- Chair:** Bonnie Blackmon      **Vice Chair:**
- Purpose:** Encourage membership growth, promote member services, and increase public awareness of the Chamber of Commerce's mission and activities.
- Members:** Cheryl Hively, Mike Kusar, Cathy Plunkett
- Projects:** This committee is responsible for the following projects.

***Membership Recruitment*** - Conduct a membership drive using an outside organization every other year starting in June 2008 and every odd year thereafter. Develop a list of non-member businesses in Perry and surrounding areas from which to contact during the membership drive.

***New Member Welcome*** – An annual new member welcome will be done shortly after the membership drive. The purpose is to welcome the new members to the Chamber, introduce them to the Board of Directors and Committee Chairs. It will follow a Chamber Board of Directors meeting

***Business Networking*** - This is a networking opportunity for Chamber members. These events will take place five times per year (February, April, June, August, and October) to include five events called “Business-After-Hours”. The “Business-After-Hours” will take place after 5:00pm (one Business-After-Hours will be sponsored jointly by the Perry & Warner Robins Chambers); one event will be called “Speed Networking” held during the lunch hour. Local businesses are asked to sponsor the location, food and door prizes, which will showcase their products and/or services.

***Good Morning Perry Breakfast*** - This is a networking opportunity for Chamber members. These events will take place four times per year (March, May, September, and November). Local businesses are asked to sponsor the location and food. The Education Committee will present the “Student of the Month” awards. A brief program of interest will be presented to the business community.

***Diplomats*** - The Diplomat's annual goal is to increase the retention rate of new and existing members by conducting a program of goodwill calls: Reinforcing the benefits of Chamber membership, increasing members' knowledge about programs and services of the Perry Chamber of Commerce, and keeping the channels of communications open between the membership and the Chamber's Board of Directors. The Diplomat will have a personal monthly contact goal of five (5), which can be in the form of New Member Mentoring or Member Relations calls to existing members. During the monthly Diplomat's meetings, Diplomats will be assigned approximately five existing member firms to call during the next month. In addition, a guest speaker will be invited from time to time to inform the Diplomats about timely topics of interest to the business community. Any Diplomat with three unexcused absences will be dropped from the group. A Diplomat of the Year will be awarded at the Annual Meeting.

***Ambassadors*** – The committee will continue to recruit volunteers currently referred to as “Ambassadors”. These volunteers will be asked to represent Perry at various functions to include: ribbon cuttings, grand openings and groundbreakings.

## **MILITARY AFFAIRS COMMITTEE**

- Chair:** Kelly Hillis    **Vice Chair:** Art Grady
- Purpose:** Provide support to Robins Air Force Base in an effort to keep it viable as the economic engine that drives Middle Georgia.
- Projects:** This committee is responsible for the following projects.  
The Middle Georgia Military Affairs Committee determines this committee's projects. MGMAC consists of Middle Georgia counties within the area of influence of the base. Local projects focus on key military and appreciation events.

***Committee Member Recruitment*** - The Middle Georgia Military Affairs Committee, under the direction of the Warner Robins Air Force Base Public Affairs Office, assigns the Perry Military Affairs Committee membership slots – our allotment is 29 members. Additional slots may be added with approval of the WRAFB/PA. The number of slots also determines our pro-rata share of expenses incurred by the Middle Georgia Military Affairs Committee.

***One Thousand Dollar Pledge*** – Members of the Perry Military Affairs Committee must commit to a \$1000 pledge that will go to help support the Family Support Services group on Robins Air Force Base. The members have the option of making a one-time payment of \$1000 or they can spread it out over a five-year period.

***Middle Georgia Military Affairs Committee*** - MGMAC consists of the counties in the middle Georgia area that Robins Air Force Base (RAFB) impacts, and who are committed to keeping it as the economic engine that drives our area. The Perry Area Chamber's Chairman of the Board, President/CEO, and Military Affairs Chairperson serve on the Executive Board of this committee. The committee meets once per quarter, or as may be otherwise scheduled, to discuss issues affecting RAFB and provide community support. The committee provides RAFB an outlet through which to keep our community informed about issues and events at RAFB.

***Military Ball*** - Members of the Perry Military Affairs Committee are required to purchase tickets to this event that MGMAC holds every other year.

***Fall Social*** - This annual event is a local event sponsored by this committee to express our appreciation for the RAFB/ALC Commanding General and his senior staff.

***Base Functions & Socials*** - The RAFB/PA invites members of the Perry Military Affairs Committee to various receptions, briefings, and events. Attendance at these functions is a key element of this committee and indicates our support for RAFB and serves to maintain relationships with key base personnel. Each member will attend as many as feasible and will diligently RSVP on all invitations.

***21<sup>st</sup> Century Partnership*** - The Middle Georgia community created this organization to handle the briefings regarding the BRAC hearings during the 1990's and 2000's. The organization remains in operation to keep informed of defense issues that may affect RAFB. The Perry Area Chamber of Commerce Chairman of the Board, Chairman Military Affairs Committee, and the President/CEO serve on the Board of Directors.

***Military Discount Program*** – Committee members will promote the Military Discount program in Middle Georgia. Distribute Military Discount signage to companies that agree to participate in the program.

## **SPECIAL EVENTS**

- Chair:** Diane Culpepper
- Purpose:** To plan, promote and attend special events hosted by the chamber to raise non-dues revenue. Each event will have a subcommittee chair.
- Members:** Tammy Hamby, Kate Lewis, Melissa Sparrow
- Projects:** This committee plans and/or participates in the following:

***Annual Meeting*** – This committee will be responsible for the Annual Meeting in 2008. This meeting according to the by-laws must be held before February 15<sup>th</sup> each year. Committee members will help recruit sponsors, plan the event, promote and attend the event.

***Dogwood Festival*** – This event is held annual in early April and is a major fundraiser for the Chamber. This event is done to help fulfill the contract that the Chamber has with the Perry Convention and Visitors Bureau. Committee members will help recruit sponsors, plan the event, promote and attend the event.

***Fall Challenge & Taste of Perry*** – This event is held annual during the fall as a networking function for the chamber members. It is an all day event with a Clay Shoot in the Morning, Golf in the afternoon, and a Taste of Perry in the evening. It is a major fund raising event for the Chamber. Committee members will help recruit sponsors, plan the event, promote and attend the event.

***Professional Women's Lunch*** – This luncheon will be held second quarter of the year and will feature a speaker who will empower women holding professional positions. Committee members will help recruit sponsors, plan the event, promote and attend the event.

***State of the Community Luncheon*** – The Perry Area Chamber of Commerce sponsors this event. This luncheon gives the community a chance to get a wrap-up of the year's activities and what's being planned in the upcoming year. Committee members will help recruit sponsors and plan the event by attending meetings and the luncheon.

***Business Expo*** – This event will be held during the third quarter of the year. It is an opportunity for chamber members to showcase their businesses. Following the Business Expo a Business after Hours would be held. Committee members will help recruit sponsors, plan the event, promote and attend the event. The committee would like to look at possible partnering with the Warner Robins Chamber of Commerce to hold this event jointly.

## **LONG RANGE PLANNING COMMITTEE**

**Chairman:** Michael Chalmers

**Purpose:** Develop and maintain a strategic long-term plan for the Perry Area Chamber.

***Review of Program of Works*** – Each committee will do a survey of their users to find out if the committee is meeting their needs. Once the surveys are done the Long Range Planning Committee will review the surveys and make recommendations to the board on any changes or actions that need to take place.

***Long Range Plan*** - Develop a comprehensive three-year plan, which is reviewed and updated annually.

***Nominations*** - This committee serves as a nominating committee that submits names of candidates to the Board of Directors for vacant or retiring positions on the Board.