



## 2010 Business Plan



## MISSION STATEMENT

*The mission of the Perry Area Chamber of Commerce is to promote and support its members and to recruit new business to the greater Perry Area.*

## **BUSINESS DEVELOPMENT COMMITTEE**

- Chair:** Rick Davis    **Vice Chair:** Patrick Brown
- Members:** Keith Beckham, DeAnn Dent, Andrea Griner, Donald Rhodes, Dan Stone, Jay Murkerson
- Board Liaison:** Glen Starlnecker
- Meeting Date:** 2<sup>nd</sup> Tuesday of the Month at 3:30pm at Perry Chamber
- Purpose:** Support established business and industry members and encourage economic and business development and growth in the Perry area.
- 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 ‘Business of the Month’ and ‘Business of the Year’ program to recognize existing businesses and their contributions to the community. The ‘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 Industrial 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 Business Development Committee. 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.

***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.

***Blank Building Tours*** – There would be two tours organized for the year. One would be centered on manufacturers in the Perry Area and would be done in partnership with the Houston County Development Authority during Georgia Manufacturer of the Year Award in April.

Another would be centered on the tourism industry in Perry and would be done in partnership with the Perry Convention & Visitor’s Bureau. Each tour would consist of three to five businesses that would be visited, giving the manager/owner the opportunity to tell the attendees about their business. A fact sheet on the businesses would be handed out to the participants with

the combined economic impact for our community. These tours would last for about 3 hours be available for chamber members.

***First Friday's*** – Provide one speaker for First Friday's. The speaker would cover a topic pertinent to the committee.

## EDUCATION COMMITTEE

- Chair:** Beth McLaughlin      **Vice Chair:** Kim Chalmers
- Purpose:** Promote and enhance the quality of education in Houston County, especially in the Perry area.
- Members:** Dr. Darryl Albritton, Skip Dawkins, Dr. Harold Hickam, Rhonda Mincey, Thomas Moore, and Val Shipp.
- Board Liaison:** Dr. Kimberly Halstead
- Meeting Date:**
- 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.
- Projects:** This committee is responsible for the projects that follow.

***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 US Savings Bond and an additional \$500 US Savings Bond 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 January 26, 2009 and February 27, 2009. The region recognition will be held between March 1 and March 31, 2009. The state PAGE STAR banquet will be held in Atlanta the last week of April 2009. (*Perry plans odd years and Warner Robins plans even years, so 2010 will be the Warner Robins Chamber's turn.*)

***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.

***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 (12) and Westfield (7). The program consists of nine sessions including a daylong team building exercise, RAFB tour, City Government tour, County Government tour, State Government day in Atlanta, Economic Development tour, Health and Human Services tour, and a Life Skills class. A graduation ceremony will be held in early May. This is a sub-committee of the education committee and is co-chaired by Susan Collins and Tara Poole.

***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 First Friday 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.

***First Friday's*** – Provide one speaker for First Friday's. The speaker would cover a topic pertinent to the committee.

## GOVERNMENTAL AFFAIRS

- Chair:** Rodney Smith   **Vice Chair:** Lou Crawford  
**Members:** Carey Baxter, Keith Beckham, David Carpenter (Beth McLaughlin), Charles Lewis, Kim Mullins, Ken Smith, and Draper Watson  
**Board Liaison:** David Campbell  
**Meeting Date:** 1<sup>st</sup> Thursday of the month at 4pm  
**Purpose:** Facilitate productive relationships between the Chamber and governing agencies.  
**Projects:** This committee plans and/or participates in the following.

***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.

***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 committees and Board of Directors electronically about upcoming legislation that could impact the business community. When appropriate inform members through the weekly email about upcoming legislation. Provide timely information for Chamber quarterly periodical. 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. This cooperative team will review and endorse the Legislative Agenda. This effort will involve a pre-legislative briefing with the Houston County Delegation to review the agenda before the legislative session. Resolutions will be written from this cooperative team on issues that they determine will benefit the Houston County business climate.

***Speaker for First Friday’s*** – This committee will provide a speaker for the December First Friday that will give an update on the upcoming legislative session.

## **LEADERSHIP PERRY COMMITTEE**

**Chair:** Jake Cox      **Vice Chair:** Kimberly Black

**Board Liaison:**

**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 ten months. The tours have the following themes: State Government, County Government, City Government, Education, Health & Human Services, Economic Development, Industry, Robins Air Force Base, Cultural, and Community Awareness. The State Government and Economic Development Day will be done in conjunction with the Leadership Warner Robins class.

***Class Retreat*** - The class participates in a two-day retreat with team building and leadership skills sessions. Attending the class retreat is mandatory.

***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.

***First Friday's*** – Provide one speaker for First Friday's. The speaker would cover a topic pertinent to the committee.

## **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.

## MEMBER SERVICES COMMITTEE

<b>Chair:</b>	Greg Davis	<b>Vice Chair:</b>	
<b>Members:</b>	Lee Ervin-Insley, Aron Chafin		
<b>Board Liaison:</b>	Jeff Leonard		
<b>Meeting Date:</b>	1 <sup>st</sup> Thursday of the month at 8:30am at Perry Chamber		
<b>Purpose:</b>	Encourage membership growth, promote member services, and increase public awareness of the Chamber of Commerce's mission and activities.		
<b>Projects:</b>	This committee is responsible for the following projects.		

***Membership Recruitment*** – A team of will be developed with the sole purpose of recruiting new members to the Perry Chamber.

***New Member Orientation*** – This will be held twice a year specifically for new members but any member can attend. These will be held in March and September. The orientation will include a presentation about what the Chamber is, how to get the most out of the Perry Chamber website, and opportunities to get involved. This is also a mini networking event that is complementary to the member.

***3<sup>rd</sup> Year Open House*** – On a members three year anniversary the Chamber will help to host an open house for any member that would like to participate. For those businesses that do not have a store front in Perry a 3<sup>rd</sup> Year Celebration can be held at the Perry Welcome Center twice a year for those that want to participate. The Board of Directors, City Elected Officials, Dogwood Queens, Perry Diplomats, and Business Development Committee members will be invited. They will also be presented with an incentive package.

***Business After Hours*** - This is a networking opportunity for Chamber members that take place after 5pm. These events will take place five times per year in February, April, June, August, and October on the 4<sup>th</sup> Thursday of the month starting at 5:30pm. The October Business After Hours will be sponsored held jointly with the Warner Robins Area Chamber of Commerce. The sponsors of this event will Houston Lake Country Club, Macon College, and Security Bank. Members will pay a fee to attend this event.

***Perry After Hours*** – This is a networking opportunity for chamber members that take place after 5pm. These events will take place four times a year in March (Healthy Habits Living), May (Dog Gone Perry After Hours), July (Wii Bowling Tournament), and September (Food Critiques' Awards). Members will pay a fee to attend this event and sponsors will be solicited for a fee of \$75.

***Speed Networking*** – This is a networking opportunity for Chamber members that takes place during lunch. These lunches will be held four times a year in March, June, September, and December. They will usually be held on the second Tuesday of the month. It give everyone one in attendance a chance to give their company sales pitch to the majority of those present. Local businesses are asked to sponsor the location, food and door prizes, which will showcase their products and/or services. There is a fee charged to attend this event.

***First Friday's*** – This is a networking opportunity for Chamber members during the morning hours. The event will occur every month on the first Friday of the month starting in February. A sponsor will be secured for each month and they will be given an opportunity to speak at the beginning of the program. The sponsorship fee will be \$75 and if the company would like they can supply their company shirts to the staff who will wear the shirts the whole day. When school is in session the Education Committee will present the "Student of the Month" awards. A brief program of interest will be presented to the business community.

***Diplomats (Chair – Jackie McLearn)*** - 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.

## MILITARY AFFAIRS COMMITTEE

**Chair:** Mike Jackson      **Vice Chair:** Bill Finleyson

**Board Liaison:** David Campbell & Michael Chalmers

**Meeting Date:**

**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.

***First Friday's*** – Provide one speaker for First Friday's. The speaker would cover a topic pertinent to the committee.

## SPECIAL EVENTS

- Chair:** Dr. Stacey Carter   **Vice Chair:**  
**Members:** Bonnie Blackmon, Hank Brigmond, Suzette Fincher, Maggie Lunsford,  
Lindsay Moore, and Glen Starlnecker  
**Board Liaison:** Rob Jones  
**Meeting Date:** Based on Event Planning  
**Purpose:** To plan, promote and attend special events hosted by the chamber to raise non-dues revenue. Each event will have a subcommittee chair.  
**Projects:** This committee plans and/or participates in the following.

***Annual Meeting*** – This committee will be responsible for the Annual Meeting in 2010. 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 will be held annual April 10<sup>th</sup> & 11<sup>th</sup> 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*** – 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 and Golf in the afternoon. 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.

***First Friday’s*** – Provide one speaker for First Friday’s. The speaker would cover a topic pertinent to the committee.