



## 2011 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:** Dey Palmer     **Vice Chair:** Jaanie Odem  
**Members:** Lindsey Bailey, Rick Davis, DeAnn Dent, David Emig, Andrea Griner, Donald Rhodes, Jeff Scruggs, Dan Stone,  
**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*** – Support newly recruited 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.
- 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 Houston County Development Authority, the Georgia National Fairgrounds and AgriCenter, and the Perry-Houston County Airport. 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 to provide quarterly workshops.

***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 implement new marketing of 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.

***Perry Industrial Bus 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.

***Work Ready*** – Provide support to the Houston County Work Ready initiative and use the state-awarded designation of *Certified Work Ready Community of Excellence* to market the Perry Area.



## **DOGWOOD FESTIVAL**

- Chair:** Kenna Scragg **Vice Chair:** Michael Chalmers  
**Meeting Date:** The first Wednesday of each month.  
**Purpose:** To plan, promote and attend the Dogwood Festival to help raise money for the chamber. Each event will have a subcommittee chair.  
**Subcommittees:** This committee plans and/or participates in the following subcommittees.

**Arts and Crafts – Chair:** Tish Chase, **Vice Chair:** Jaanie Odem. **Members:** Ashley Brown, Dr. Stacey Carter, Joy Colwell, Suzette Fincher, Rob Jones, Jessica Pool.

This subcommittee will be responsible for the Arts & Crafts portion of the festival to include location, vendors, coke and information booths, etc.

**Perry Idol – Chair:** Dr. Matt Dixon. **Members:** Rob Jones, Heather Madrigal, Theresa Mitchell, Glen Starlnecker, Todd Wilson.

This subcommittee will be responsible for Perry Idol. In 2011, the finale will be held several weeks before the festival and the finalists will perform on the entertainment stage during the festival. There will also be two age categories, one for children and one for adults.

**Poker Run – Chair:** Rob Jones **Members:** Delana Chafin, Steve Jones, Glen Starlnecker.

This subcommittee will be responsible for the Dogwood Day Motorcycle Poker Run.

**Dessert Contest – Chair:** Bonnie Blackmon **Members:** Jaanie Odem, Lisa Franklin, Megan Wilson-Brent.

This subcommittee will be responsible for the Dessert Contest.

**Promotion – Chair:** Maggie Lunsford. **Members:** Rhonda Ballinger, Sheila Jones, Trish Cossart.

This sub-committee will be responsible for overall promotions of the Dogwood Festival.

**Entertainment Stage – Members:** Diane Culpepper, Carl Lumpkin.

This sub-committee will be responsible for the festival Entertainment Stage. In 2011, a band will play from 6 – 8 pm on Saturday night.

**Non-Chamber Events Coordination – Chair:** Michael Chalmers.

This subcommittee will coordinate with existing and promote the addition of non-chamber run Dogwood Festival events.

## EDUCATION COMMITTEE

- Chair:** Tony Yarbrough                      **Vice Chair:**
- Purpose:** Promote and enhance the quality of education in Houston County, especially in the Perry area.
- Members:** Dr. Darryl Albritton, Rachel Deems, Notasha Chester, Skip Dawkins, Shelly Jost, Dr. Harold Hickam, Dr. Pat Witt, Thomas Moore, Val Shipp and Dr. Amy Holloway.
- Board Liaison:** Dr. Kim Halstead
- Meeting Date:** 4<sup>th</sup> Tuesday at 9:00 a.m. No meeting in November and December Oct. 26; Jan. 25; Feb. 22; Mar. 22; Apr. 26; May 24; June 28; July 26
- Goals:** Be more visible in the community as to our support of our educational institutions.
- Projects:** This committee is responsible for the projects that follow.

***Middle Georgia Technical College GOAL*** (Georgia Occupational Award of Leadership Program) - This committee provides a judge to MGTC to select an area GOAL winner who will then advance to state level competition. The judging will take place the end of February, early March. The state event is May 25-27, 2011.

***STAR Student/Teacher*** - We co-sponsor this state program with the Robins Region Chamber. Each STAR Student & Teacher is given a \$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 is typically held the end of January to the end of February with the region recognition in March. The state PAGE STAR banquet will be held in Atlanta the last week of April 2011. (*Perry plans odd years and Warner Robins plans even years, so 2011 will be the Perry Chamber's turn.*)

***Teacher of the Year Awards*** - Teacher of the Year Awards are co-sponsored by the Perry Area and Robins Region Chambers. The Perry Chamber funds half of the cost for four plaques, which are presented to the system finalists for TOTY. The plaques are presented at the Opening Session, held a few days before the first day of school.

***Youth Leadership*** – Modeled after the Leadership Perry program, the Youth Leadership class consists of 20 juniors who live in Perry, distributed among schools based on enrollment - Perry High (16), Westfield (3) and the Houston County Career Academy (1). 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 and graduation. Sophomores submit applications in May. The Education Committee will create a rubric to use for selection of the participants during the March committee meeting, which will be a closed session. This is a sub-committee of the education committee.

***Student of the Quarter*** – Student from each Perry-area elementary and middle school are recognized quarterly. Schools select one student a quarter to invite to the Chamber along with their parents. Principals or a designee share about why the child was selected, and he or she is presented a certificate. Program dates are based on the nine-weeks grading period, in October, December, March and May with the event held at 11:00 a.m.

***Sam Nunn Good Citizenship Award*** – This award will be given to two elementary students 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 100 – 250 words. The committee will select the winners at the April meeting based on the essays, applications, and references. The two winners will be given a \$50 cash award at the May First Friday.

***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 are 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. Committee Chair or designee introduces the Students of the Month from Perry High and Westfield during First Friday.

***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.

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

#### ***Fundraising Events***

***50/50 Raffle*** – During the First Friday event tickets will be sold for \$1 for the chance to win draw a card from a deck of cards. If the winner draws the Ace of Diamonds the money in the kitty will be split between the Education Committee and the person who drew the winning card. If the Ace of Diamonds is not draw the raffle will continue the next month until someone wins.

***Spelling Bee*** – This event will be held in Fall of 2011 at an elementary school that is a chamber member or is in the Perry Area. There will be teams of adults

who will compete against children from each of the schools. A fee will be charged to those who attend the event. The hosting school will be encouraged to sell refreshments at this event so that they can raise money for their school. The winning team will receive a trophy.

**So You Think You Are Smarter Than a Fifth Grader** – This event will be held in Spring of 2011 and have a Master of Ceremony. All Elementary *Teachers of the Year* will be invited to participate at \$25 a piece. There will be two 5<sup>th</sup> graders from each elementary school that will be the panel for Teacher of the Years to select if they don't know the answers. The questions will come from the Georgia Performance Standards in preparation for the state testing. There will be an admission fee of \$3/person. The winner will receive half of the money collected from the \$25 entry fee and a trophy.

## GOVERNMENTAL AFFAIRS

- Chair:** Mike Baker      **Vice Chair:**  
**Members:** Cary Baxter, Robin Hines, Charles Lewis, 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.

***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. It will occur in December and features the Houston County Commissioner, Mayor of Perry, Houston County School Superintendent, and Executive Director of the Georgia National Fairgrounds. A fee will be charged for this event.

***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 on January 6, 2009. 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.

## **LONG RANGE PLANNING COMMITTEE**

**Chairman:** Rob Brooks

**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>	Bob Boisclair, Patrick Brown.		
<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 Perry Chamber mission and activities.		
<b>Projects:</b>	This committee is responsible for the following projects.		

***Membership Recruitment*** – A team will developed with the primary 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. 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. The Diplomat's will help host this event.

***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 storefront 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 are held 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. Members will pay a fee to attend these events.

***Themed 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 (A Night at the Races), May (Dog Gone Business After Hours), July (Healthy Life Styles), and September (The Iron Skillet Awards). Members will pay a fee to attend these events and sponsors will be solicited for a fee of \$75. Non-Chamber members may participate, one time, by paying a \$100 “Participation Fee” of which \$25 would be credited to them if they join the chamber within 30 days of the event.

***Speed Networking*** – This is a networking opportunity for Chamber members that takes place during breakfast or lunch. These events will be held four times a year in March, June, September, and November. 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 these events.

***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. New members will be offered the opportunity to advertise through a booth at this event for \$45. A maximum of four members will be allowed to set up at this event. When school is

in session the Education Committee will present the “Student of the Month” awards. A program of interest will be presented to the business community.

***Diplomats (Chair – Jamie Jones)*** - 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:** Bill Finleyson                      **Vice Chair:**

**Board Liaison:**

**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.

***Leadership Perry*** – Sponsor one DoD person to attend Leadership Perry. This will be rotated amongst the different tenants of Robins Air Force Base. Each tenant will select who they want to attend.

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

## **PERSONNEL COMMITTEE**

**Chair:** Michael Chalmers     **Vice Chair:** Rob Brooks  
**Members:** Three Board Members  
**Meeting Date:** As needed.  
**Purpose:** To give an annual review the president performance and handle any personnel issue that arise during the year.

*Annual Performance Review* – The committee will give a formal review of the president’s performance.

*Personnel Issues* – The committee will handle any personnel issues concerning the president should they arise throughout the year.

## SPECIAL EVENTS

- Chair:** Dr. Stacey Carter
- Members:** Bonnie Blackmon, Ashley Brown, Delana Chafin, Suzette Fincher, Rob Jones, Maggie Lunsford, Jessica Poole, Glen Starlnecker, Lynn Trice.
- Board Liaison:**
- Meeting Date:** Meeting dates are set according to upcoming events.
- Purpose:** To plan, promote and attend special events hosted by the chamber to raise non-dues revenue.
- Projects:** This committee plans and/or participates in the following.

***Annual Meeting*** – This committee will be responsible for the Annual Meeting in 2011. 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.

***Fall Challenge & Chili Cook-Off*** – 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 Chili Cook-Off 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. A Professional Woman of the Year will also be awarded at the event. Committee members will help recruit sponsors, plan the event, promote and attend the event.

***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. 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.