



Our Mission

The Catoosa County Chamber of Commerce is the visionary leader of the county providing partnership opportunities for business, community and government.

Our Vision

The Catoosa County Chamber of Commerce will be the leading voice of business and economic development in Catoosa County.

Objectives

To guide in the accomplishment of this mission, five basic objectives have been established as the basis for programming and policy decisions of the organization.

- Provide support services and systems to benefit the members of the Chamber and consistently represent and advocate the best interests of the members of the organization.
- Seek to achieve partnerships to future economic development and a healthy and positive business climate.
- Facilitate the area's ability to expand and enhance employment opportunities
- Promote the overall quality of life and standard of living for the total community
- Promote the rich human, natural, technological and man made resources of Catoosa County and our region to further enhance economic opportunities.

2010 Program of Work

Each year the Catoosa County Chamber of Commerce Board of Directors develops a Plan of Work and Business Plan that guide the organization during the year. In 2010 the plan is organized into five divisions.

Economic Affairs
Community Service
Membership Enhancement
Governmental Affairs
Organizational Excellence

Economic Affairs Division

Board Division Liaison: Stephen Rucker, Capital Bank

Economic Development Committee
Chair: Stephen Rucker, Capital Bank

Goal: Work in conjunction with Catoosa County, City of Fort Oglethorpe, City of Ringgold and in particular with the Northwest Georgia Joint Economic Development Authority in the creation of new business and the growth of existing business and industry.

- Continue supporting Certified Work Ready Program
 - Drugs Don't Work
- Work to increase participation in program by 20%.
 - Manufacturers Council
- Continue to host the Catoosa Business Expo
- Continue to work with UGASBD in assisting businesses with growth plans
 - Continue to document Certificate of Origin for manufacturers
 - Continue to offer insurance savings plans
 - Keep the Pandemic Flue Plan updated on the web site
- Keep the "How to Launch a Business in Catoosa County" updated

Entrepreneurial Friendly/Small Business Council

Chair: Shane Cornelius, Environguard Pest Control

Goal: The Entrepreneurial Friendly/Small Business Council will focus on needs and issues facing growing businesses, in particular those with 20 or less employees.

We will provide support and education in order to assure stability and growth. Furthermore to monitor the number of new businesses and the jobs created.

- Facilitate quarterly meetings of the leaders of the Leads Groups
 - Support the shop local program
- Develop a system to track the number of businesses assisted
- Monitor the number of new business licenses issued in each city and county
 - Enhance Business University with webinars
 - Explore the idea of a Retail Council

Tourism

Chair: Elaine Watkins, Georgia I 75 Visitor Information Center

Goal: To support tourism efforts in the area by working in partnership with Ringgold, Fort Oglethorpe, and Catoosa County.

- Work toward funding for signage on I-75 directing to the Visitor Information Center
 - Manage the Visitor Information Site located in the Chamber office
 - Create a Community Events Calendar for the Web-site
 - Participant with Historic High County in a trade show
 - Explore the idea of creating a itinerary for a tour to Catoosa County

Community Service Division
Board Division Liaison: Jason Gibson, Rosewood Assisted Living

Education Partners

Chair: Sandy Matheson, American Cancer Society

Goal: Ensure access to a wide array of educational opportunities and promote a globally competitive workforce while supporting the Catoosa County School System as well as the efforts of Georgia Northwestern Technical College and Dalton State College.

- Assist in working toward a higher graduation rate in order to have a better prepared workforce
 - Support Teacher Appreciation Week
- Facilitate Freshman Academy for all 3 high schools to be held at the Colonnade Civic Center
- Facilitate Careers on the Move at Ringgold Middle School or at Benton Place Campus if other middle schools want to participate
- Explore ways to give college students the opportunity to participate in Chamber Networking opportunities
 - Continue to co-sponsor the GOAL program at GNTC
 - Continue to support Junior Achievement

Leadership Catoosa

Chair: Tony Brown, Russ Blakely and Associates and Brad Denton, FSG Bank

Goal: Enhance the Leadership Catoosa program to create recognized leaders and advocates of civic responsibility; business involvement in the community's civic and public agendas as well as the political processes; and to further develop the Leadership Alumnus.

- Increase Leadership Alumnus Program
- Continue to increase participants in the Leadership Program
- Review the scheduling of the Leadership program

Public Relations

Chair: Tiffany Cobb, Ronald McDonald House

Goal: Establish and manage a public relations campaign to further enhance the image of the Chamber to the members and the community at large and to get our message to the community.

- Work with member colleges and universities on various programs such as market research and developing a Marketing Plan
 - Develop plans for campaign blitz for new programs and ads for existing programs
 - Issue weekly press releases and public service announcements
- Continue to survey the members as well as the general public on their perception of the Chamber
- Continue to offer ads for members in the Network and the Chamber Connection as well as banner ads on the website

Membership Enhancement Division
Board Division Liaison: Mary Carpenter, Gateway Bank and Trust

Membership Recruitment and Retention

Chair: Vanessa Cole, Coffee News

Goal: Increase membership in the Chamber to develop a sound financial base and provide support contact with membership and further continue to enhance benefits services, while supporting membership events.

- Increase membership by a gross of 20%
- Continue to have a retention rate of 90% or more
- Concentrate on year round new membership incentive program
 - Host a Member Connection every other month
 - Plan and manage Tailgating at the Chamber
- Hire a commission based Membership Sales Coordinator

• Ambassadors

Chair: Mary Carpenter, Gateway Bank and Trust

Goal: To function as good will representatives at Chamber events and in the community at large and assist with all events as needed and requested.

- Increase participating committee members by 30% with a concentration on gender equality
 - Create “Take a New Member to an Event” program
 - Deliver new member packets
 - Participate in the “just popped” program
- Have an Ambassador be more visible at Chamber ribbon cuttings by a participant on the agenda
 - Schedule and attend Ribbon Cuttings and Business After Hours
 - Support Business @ Breakfast and Networking @ Lunch events

Governmental Affairs Division
Board Division Liaison: Stephanie Dickert, Stewardship for Life

Legislative Committee

Chair: Stephanie Dickert, Stewardship for Life

Goal: Be a recognized leader and advocate of legislative and regulatory issues that affect the business community and work toward educating the community on issues.

- Create a Legislative Action Sub-Committee
- Create a public policy for local, state and federal issues
 - Facilitate a Atlanta Drive In
 - Facilitate a Washington Fly In
 - Host a Candidates Debate
 - Host a Legislative Reception

Organizational Excellence Division
Board Division Liaison: Charles Stewart, Hutcheson Medical Center

Administrative

Chair and Staff: Martha Eaker

Goal: Create a more improved and efficient framework for the daily operations of the Chamber

- Purchase an improved chamber contact management program that will interact with QuickBooks and also allow for an attendance report at events
 - Change the website to be able to print a Membership Directory
 - Have at least quarterly staff meetings to include all staff and contract employees

Chairman's Advisory Council

Chair: David Wilson, Wilson Funeral Homes

Goal: To provide feedback and advise on the direction of the Chamber as requested by the current Chairman.

- Invite the current Executive Committee to participate
- Review and make decisions on the annual awards

Long Range Planning

Chair: Charles Stewart, Hutcheson Medical Center

Goal: Adhere to the Strategic Plan in place and recommend changes when appropriate.

- Review the current Strategic Plan and extend for an additional 5 year
- Review the By-Laws and make changes as needed

Finance

Chair: Roger Forgey, Erlanger Hospital

Goal: Ensure financial stability of the Chamber by maintaining control through accurate financial statements that monitor collections, cash management and disbursement. Also to alleviate dues increases by facilitating non dues revenue events

- Review the 2010 budget and present for approval
 - Review Non Dues Revenue events
 - Set prices for Website Banner Ads
 - Review ROI for sponsorships

Non Dues Revenue Events:

Business Expo

Chair: Suzan Gibson, Shaw Industries

Goal: Host a successful 2010 Catoosa Expo with increased traffic and devise a method of monitoring community attendance with a continued goal of increasing traffic each year, thereby offering more value to the participants

- Work within the framework of the budget
 - Create a goal for attendance

Catoosa Gala

Chair: Marcy Cirlot, Ringgold Telephone Company

Goal: Organize, plan and present the implementation of a successful celebration gala with changes as needed to insure increased attendance and participation.

- Review the format for the event and make changes as necessary
 - Make the event at least a break-even event
 - Manage the annual awards

Chamber Golf Classic

Co-Chairs: Leonard Fant, Retired and Mark Sullivan, Capital Bank

Goal: Organize, plan and host a successful golf tournament to involve the members and community, while continuing to meet the goal of a non-dues revenue event.

- Increase Tee Sponsors
- Increase Corporate Sponsors
- Work within the framework of the budget