

The logo features the word "CATOOSA" in a bold, green, sans-serif font. Below it, the word "COUNTY" is written in a smaller, green, sans-serif font. To the right of "COUNTY", the words "Chamber of Commerce" are written in a green, serif font. A green arc curves around the left side of the text, starting from the top of "CATOOSA" and ending at the bottom of "Chamber of Commerce".

CATOOSA
COUNTY
Chamber of Commerce

2012 Program of Work

Our Mission

The Catoosa County Chamber of Commerce is the visionary leader of the county unified to promote and enhance commerce and community development in Catoosa County and the surrounding region.

Our Vision

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

Objectives

- To help our members succeed and grow through our programs and partnerships
- To consistently work to overcome barriers to future economic development
- To promote a healthy and positive business climate to encourage economic development
- To enhance overall quality of life and standard of living
- To promote the educational, historic, and cultural resources of Catoosa County and the region

2012 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 2012 the plan is organized into five divisions.

Economic Affairs
Community Service
Membership Enhancement
Governmental Affairs
Organizational Excellence

Catoosa County Chamber of Commerce 2012 Officers and Directors

Board Chair: Steve Anglea, Georgia Power
Chair-Elect: Roger Forgey, Erlanger Hospital
Vice-Chair: Rick Partain, Northwest Georgia Bank
Treasurer: Mary Carpenter, Gateway Bank & Trust
Secretary: Lynn Yates, Ringgold Telephone Company
Immediate Past Chair: Dr. Mindy McCannon, Georgia Northwestern Technical College

Zack Adamson, Weeks and Peters Insurance
G. Larry Black, City of Ringgold Council
Mike Crane, 4allthingsweb.com
Jim Cutler, Catoosa County Commissioners
Brad Denton, FSG Bank
Stephanie Dickert, Sherrell•Dickert•Rutherford
Suzan Gibson, Shaw Industries Group, Inc
Earl Gray, City of Fort Oglethorpe Council
Skip Patty, Patty and Young Law Firm
Jeremie Price, JB Millworks
Damon Raines, Catoosa County School System
Dr. Jason L. Webb, Webb Dentistry
Paul Webb, First Tennessee Bank

Economic Affairs Division
Board Division Liaison: Zack Adamson, Weeks and Peters Insurance

Business Development Committee

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

- Achieve recertification for the Georgia Certified Work Ready Program
- Work to increase participation in Drug Don't Work program by 20%.
- Continue the Manufacturers Council and have at least 20 participating companies. Will determine if Walker County and Dade County is interested in partnering with the program
- Continue to host the Catoosa Business Expo and increase the non dues revenue from the event over the 2011 revenue
- Continue the Entrepreneurial Friendly Program by focusing on the needs and issues facing growing businesses through the Chamber quarterly Entrepreneurial Friendly e-Newsletter
- Promote and enhance the Shop Local Program
- Enhance the Business University seminars to promote attendance
- Work with the NWGJDA to form a marketing team for Catoosa County to assist with prospect visits and inquiries
- Work toward building regional relationships for the enhancement of economic development

Tourism

Goal: To support tourism in Catoosa County

- Work with GDOT for signage on I-75 directing to the Regional Visitor Information Center
- Represent Catoosa County Government on the 150th Civil War Anniversary
- Represent Catoosa County Government on the Highway 27 Association
- Plan a Catoosa County itinerary to promote to travel tour groups

Community Service Division

Board Division Liaison: Suzan Gibson, Shaw Industries

Education Partners

Chair: Dr. Ginger Mathis, Georgia Northwestern Technical College

Goal: Provide opportunities to students for knowledge and access to the business community

- Support Teacher Appreciation Week
- Facilitate Careers on the Move for the 8th graders in the Catoosa County School System with emphasis on information regarding the jobs
- Work with Georgia Northwestern Technical College and Dalton College to allow graduating business students, who are Catoosa County residents, the opportunity to attend Chamber Networking events. This will be limited to 2 per college
- Continue to support Junior Achievement

Leadership Catoosa

Chair: 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 agenda as well as the political process

- Continue building the Leadership Catoosa Alumni Program and ask the Alumni to participate in a project
- Consider an advanced Leadership Program for this group
- Review the curriculum of the Leadership program and add a class on Leadership Skills

Membership Enhancement Division

Board Division Liaison: Mary Carpenter, Gateway Bank and Trust

Membership Recruitment and Retention

Chair: Tracy Morrow, Gateway Bank and Trust

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

- Increase membership to 400 members
- Create a mentoring program for new members in conjunction with the Ambassadors
- Study the feasibility of having a promoter manage the Membership Drive
- Host 2 Member Connection Orientations branded Secrets @ the Chamber
- Plan and manage Tailgating at the Chamber
- Work more closely with the Ambassadors

Ambassadors

Chair: Paul Webb, First Tennessee Bank

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

- Increase committee to 40 active and participating members
- Continue and enhance the Ambassador of the Month and the Member of the Month

Government Affairs Division

Board Division Liaison: Stephanie Dickert, Stewardship for Life

Legislative Committee

Chair: Scott Smith, Northwest Georgia Bank

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 strong public policy for local, state and federal issues
- Facilitate a January dinner in Atlanta for the state delegation
- Facilitate a Washington Fly-In if there are appropriate issues to be discussed
- Host Debates for the 2012 Elections
- Host a Legislative Appreciation Event for local elected officials
- Research establishing a Political Action Committee (PAC)
- Host a Candidates College for a day and research the Political Leadership Innovation Institute, Inc

Organizational Excellence Division

Board Division Liaison: Steve Anglea, Georgia Power

Administrative

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

- Implement and use all the benefits and programs on Chamber Master
- Work to achieve accreditation from the United States Chamber of Commerce
- Purchase a new computer server
- Create a Chamber Data Protection and Privacy Policy

Marketing and Public Relations

Goal: Implement marketing and communications strategies to promote the Catoosa County Chamber of Commerce, its programs, services and events as outlined in the Marketing and Public Relations Plan

- President will contact the Chattanooga Times Free Press Community News editor and partner to submit a regular scheduled article for the purpose of promoting the Chamber of Commerce
- Create timely press releases
- Host Ribbon Cuttings for all new members as requested and for new or expanding business that are non members

Chairman's Advisory Council

Chair: Dr. Mindy McCannon, Georgia Northwestern Technical College

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

- Invite this group to serve as a Grass Roots Network
- Have them serve as advisors on the Political Action Committee (PAC) research

Long Range Planning

Chair: Steve Anglea, Georgia Power

Goal: Adhere to the Strategic Plan in place

- Review the current Strategic Plan and determine if an up-date is merited

Finance

Chair: Mary Carpenter, Gateway Bank and Trust

Goal: Ensure financial stability of the Chamber by maintaining control through accurate financial statements that monitor collections, cash management and disbursement. Follow the procedures of the Financial Policies of the Chamber

- Review the 2012 budget and present for approval
- Review Non Dues Revenue events and begin tracking programs on the goal in the Strategic Plan
- Make a decision regarding continuing the process of Website Banner Ads
- Review ROI for sponsorships and membership
- Review the dues/investment schedule and determine if a dues increase is appropriate

Non Dues Revenue Events **Board Liaison: Mary Carpenter, Gateway Bank and Trust**

Business Expo

Chair: Mike Crane, 4allthingsweb.com

Goal: Host a successful 2012 Catoosa Expo with increased traffic and increased revenue

- Work within the framework of the budget for a 10% increase in revenue
- Work to increase attendance for the event

Catoosa Gala

Chair: Tiffany Cobb, Ronald McDonald House Charities

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

- Increase revenue for the event by 3%
- Increase Attendance for the event
- Review the cost of the event

Chamber Golf Classic

Chair: Chris Evans, First Tennessee Bank
Leonard Fant, Honorary Chair

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 revenue by 10%
- Work within the framework of the budget
- Determine the course location for the tournament
- Decide on extending the event to a morning and afternoon tournament

CATOOSA COUNTY CHAMBER OF COMMERCE
PROUDLY RECOGNIZES OUR
2012 PATRON SPONSORS

DIAMOND LEVEL

Erlanger- South Campus
City of Fort Oglethorpe

PLATINUM LEVEL

Gateway Bank and Trust
Memorial Hospital
Northwest Georgia Bank

GOLD LEVEL

Parkridge East Hospital
Ringgold Telephone Company
Wilson Funeral Homes

SILVER LEVEL

Battlefield Imaging
Blood Assurance
Capital Bank

Catoosa County Government
Community National Bank
North Georgia E.M.C.

BRONZE LEVEL

Angel Emergency Medical Services
Coca-Cola
Container Service Corporation
Cornerstone Community Bank
First Tennessee
Georgia Power
Hospice of Chattanooga

City of Ringgold
Santek Waste Services
Shaw Industries Group, Inc.
Sherrell • Dickert • Rutherford
Wal-Mart
Weeks & Peters Insurance



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