

# 2021 Program of Work

## Economic Affairs Division

### Business Development Committee

**Chair:** Keith Barclift, Catoosa County EDA; **Vice-Chair:** Grace Beam, GNTC

**Goal:** Develop programs to further member growth, while acknowledging and partnering with the area economic development authorities that recruit new business. Support funded tourism entities in Catoosa County and maintain the Regional Visitor Information Center

- House and provide support services to the Catoosa County Economic Development Authority, while promoting Catoosa County EDA Programming
- Continue to partner with the Catoosa County EDA to promote the new brand and lead in marketing efforts to promote and attract Catoosa County businesses
- Continue to provide LEADS groups – fully engage 5th group; in-person & virtual options
- Enhance Business University offerings for members and non-members
- Enhance Shop Local Program – further development of “Shop Catoosa” and M2M (Member 2 Member) – “Catoosa Connects”

## Community Service Division

### Education Partners and Workforce Development

**Co-Chairs:** Bill Abline, Food City and Suzan Gibson, Shaw Industries, Inc.

**Goal:** Work in partnership with Catoosa County Public Schools, Georgia Northwestern Technical College and Dalton State College, as well as engage the local business community to prepare and improve the workforce.

- Explore feasibility of in person or virtual Rising Professionals Seminar for CCPS Work-Based Learning Students and provide as appropriate
- Continue to partner with Catoosa County Public Schools to develop the From Here to Career! College and Career Academy
- Continue to Partner with Catoosa County Public Schools to help identify mentor businesses for the Partnership Program

### Leadership Catoosa

**Chair:** Brad Denton, Flegal Insurance

**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.

- Further improve the quality of Leadership Catoosa and increase the number of participants
- Create and implement a Marketing Plan for Leadership Catoosa
- Reengage Leadership Catoosa Alumni

## Membership Enhancement Division

### Ambassadors

**Co-Chairs:** Shanda Reese Morton, Reese Enterprises; Russell Fritze, AFLAC

**Staff Coordinator:** Debbie Hughes, Membership Coordinator

**Goal:** As goodwill representatives at Chamber and community events, Chamber Ambassadors help to build membership in the Chamber as this program provides value-added networking opportunities and services for members. Events will be implemented in person and/or virtually as appropriate.

- Promote Chamber Members through Ribbon Cuttings, Groundbreaking Ceremonies, Business Blast Emails, Business Spotlight Hosts, Member of the Week, Tourism Partner of the Month, Restaurant of the Month, Non-Profit of the Month, and other programs
- Increase use of Social Media to promote Chamber events and Chamber members
- Continue Membership 101 Seminar twice per year
- Continue, enhance and update as needed, the New Chamber Member Welcome Video to be sent to new Chamber members immediately upon joining the Chamber
- Continue efforts to improve Membership Retention and increase market share
- Plan and execute 2021 Member Survey
- Continue to host monthly Ambassador Luncheons at area Chamber member restaurants
- Continue to host Catoosa Women's Network Luncheons

## Governmental Affairs Division

### Legislative Committee

**Chair:** DeLaine Hunter, North Georgia Healthcare Center

**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, while continuing to improve the relationships with the elected delegation

- Create a strong public policy for local, state and federal issues
- Host a dinner in Atlanta within the first quarter, to enhance state relationships with GA Governor, GA Lt. Governor, GA Senator, GA Representatives and staff
- Host an appreciation dinner for the local delegations from Catoosa County Government, the City of Ringgold and the City of Fort Oglethorpe. Attend selected regular meetings of each
- Act as a liaison between local businesses and legislature with regular meetings with local and state representatives

## Organizational Excellence Division

Amy Jackson, President and CEO and Chamber Executive Committee

### Administrative

Amy Jackson, President and CEO

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

- Enhance staff development and growth with training opportunities and cross training
- Continue to provide a positive work environment
- Hire additional staff as needed to ensure the Chamber is fully staffed
- Look at options of adding more benefits for staff in order to be more competitive

### Marketing and Public Relations

Amy Jackson, President and CEO

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

- Fully develop and implement the Chamber Brand “Chamber Connects” and the new logo for Marketing and Public Relations
- Continue social media coverage of Chamber Members and Chamber Events by enhancing the Chamber’s use of Facebook, Instagram and Twitter
- Continue media trade partnerships to promote Chamber Events and Chamber Members on billboards and radio and in newspapers and magazines

### Long Range Planning

**Chair:** Ian O’Shea, Real Agents Realty Company

**Goal:** Create and publish the Chamber Strategic Plan through 2025

With the partners Economic Development Authority, Catoosa County, Fort Oglethorpe, Ringgold and the education entities create the Economic and Community Development Strategic Plan. The Chamber’s roles will be identified in the plan for implementation.

Consider and research the establishment of a Chamber Foundation to create additional methods of funding and programming for selected priorities

### Finance

**Chair:** Mike Key, Mike Key Entertainment and Photography

**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 2021 budget and present for approval to the Board of Directors
- Increase reserves to reach a 6-month reserve
- Review net financial gain of all programs and events; evaluate cost versus benefit
- Add an additional non-dues revenue event

## Signature Events

### Celebrate Catoosa Gala Task Force

**Chair:** Lora Ogden, The Colonnade

**Goal:** Organize, plan and present the implementation of a successful 2021 Celebrate Catoosa Gala with changes as needed to ensure increased attendance and participation with increased revenue to the Chamber

### Catoosa Golf Classic Task Force

**Chair:** Wil Stiles, Flegal Insurance

**Goal:** Organize, plan and host a successful 2021 golf tournament involving members and community, while continuing to meet the goal of a non-dues revenue event

### Showcase Catoosa Business Expo Task Force

**Chair:** Lacey Dye Cummings, FNB Bank

**Vice-Chair:** Jill Brindle, Enviroguard Pest Solutions

**Goal:** Organize, plan and host a successful 2021 Showcase Catoosa Business Expo with increased traffic and increased revenue with changes as necessary to benefit the participants

- Review the potential for in person and online Showcase
- Review the potential for 2 of these events in one year (Spring/virtual; Fall/virtual & in person)

## BOARD OF GOVERNORS



## BOARD OF COUNCILORS



## CHAIRMAN'S CIRCLE



## CORPORATE PARTNER

CaroCon Display and Packaging  
Catoosa County Public Schools  
City of Ringgold  
Coca-Cola UNITED  
Enviroguard Pest Solutions  
FirstBank

First Volunteer Bank  
Gateway Business Center  
Grass Roots Health  
Hospice of Chattanooga  
NHC Health Care Ft Oglethorpe  
PayPro HCS

Propex  
Santek Waste Services  
Shaw Industries, Inc.  
SmartBank  
Walmart