

# 2022 Business Plan

## Economic Development Division

### Business Development Committee

**Chair: Keith Barclift, Catoosa County EDA Director**

**Goal:** Develop programs to further the growth of our members, while acknowledging and partnering with the area economic development authorities whose responsibilities are to 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
- Insure alignment with Economic Development goals e.g. education, workforce, infrastructure, and public policy
- Enhance Business University offerings for members and non-members, including Entrepreneurship Bootcamp
- Enhance Shop Local Program – further development of “Shop Catoosa”, M 2 M (Member 2 Member), and “Catoosa Connects”

## Community Service Division

### Education Partners and Workforce Development

**Chair: Marissa Brower, CCPS College and Career Academy CEO**

**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 fully integrate with the From Here to Career! College and Career Academy
- Continue to Partner with Catoosa County 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, the political process, and selected public policy

- Further improve the quality of Leadership Catoosa and increase the number of participants
- Create and implement a Marketing Plan for Leadership Catoosa
- Re-engage Leadership Catoosa Alumni with strategic implementation
- Consider adding Executive Level Leadership Program with impactful, abbreviated program.

## Membership Enhancement Division

### Ambassadors

**Co-chairs: Shanda Reese Morton, Reese Enterprises; Russell Fritze, Aflac**

**Staff: Debbie Hughes, Membership Coordinator**

**Goal:** Ambassadors function as goodwill representatives at Chamber events and in the community at large, while assisting the Chamber and community events as needed and requested. The Ambassador program helps to build membership in the Chamber and 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, Friday Focus Emails, Business Spotlight Hosts, Member of the Week, Tourism Partner of the Month, Non-Profit of the Month, Restaurant of the Month, and other programs
- Continue to host monthly Ambassador Luncheons at area Chamber member restaurants

## Member Services

**Staff: Debbie Hughes, Membership Coordinator**  
**Bobby Daniels, Communications Manager**

- 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
- Continue to host quarterly Catoosa Women's Network Luncheons
- Continue to provide the five (5) LEADS groups including in person and virtual options
- Plan and execute 2022 Member Survey

## 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: Consideration for Strategic Priorities – Education; Workforce; Infrastructure, including transportation and special planning for future wastewater treatment and storm water runoff
- 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 with emphasis on broadening the Chamber's role to support Economic Development
- 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

**Bobby Daniels, Communications Manager**

**Amy Jackson, President and CEO**

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

- Fully develop and implement the Chamber Brand "Catoosa Connects" and the new logo for Marketing and Public Relations; periodically survey effectiveness
- Consider launching the Chamber's marketing "Catoosa Connects" campaign with testimonials featuring a variety of business people and entities
- Continue social media coverage of Chamber Members and Chamber Events by enhancing the Chamber's use of Facebook, Instagram, Twitter, and TikTok
- Continue media trade partnerships to promote Chamber Events and Chamber Members on local television, billboards, radio, newspapers, and magazines

## Long-Range Planning

**Chair: Wil Stiles, Flegal Insurance, Board Chair**

**Vice-Chair: DeLaine Hunter, North Georgia Healthcare Center, Board Vice-Chair**

**Goal:** Create and publish the Chamber Strategic Plan through 2025/2026 with the Economic Development Authority, Catoosa County, Fort Oglethorpe, Ringgold and education entities create the Economic and Community Development Strategic Plan

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

## Finance

**Chair: Lisa Elrod, Tennessee Valley Federal Credit Union, Board Treasurer**

**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 2023 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
- Grow non-dues revenue events

## Signature Events

### Celebrate Catoosa Task Force

**Chair: Darlene Cutler, North River Graphics**

**Goal:** Organize, plan and present the implementation of a successful 2022 Celebrate Catoosa Gala and Casino Night with changes as needed to ensure increased attendance and participation with increased revenue to the Chamber

### Catoosa Golf Classic Task Force

**Co-Chairs: Wil Stiles, Flegal Insurance; Guy Percy, Country Financial**

**Goal:** Organize, plan, and host a successful 2022 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 Cummings, BancorpSouth**

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

**Goal:** Organize, plan, and host a successful 2022 Showcase Catoosa Business Expo with increased traffic and increased revenue with changes as necessary to benefit the participants

### Run, White & Blue 5K Race (and 1 Mile Fun Run)

**Chair: Keith Barclift, Catoosa County EDA**

**Vice-Chairs: Ben Friberg, Heritage Funeral Home; Marcy Kernea, Ringgold Telephone Company**

**Goal:** Organize, plan and host a successful 2022 healthy lifestyle and recreation non-dues revenue event; refine for the future; serve residents and market to the larger region, including Chattanooga, Atlanta, and Birmingham to increase tourism to our area

## BOARD OF GOVERNORS



## BOARD OF COUNCILORS



## CHAIRMAN'S CIRCLE



## CORPORATE PARTNER

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

First Volunteer Bank  
Gateway Business Center  
Grass Roots Health  
Hospice of Chattanooga  
Metro Boiler Tube Company, Inc.  
NHC Health Care Ft Oglethorpe

PayPro HCS  
Propex  
Shaw Industries, Inc.  
SmartBank  
WalMart