

2010 BOARD OF DIRECTORS

John McLain, Chairman of the Board
Jewell Walker, Chair-Elect
Mary Jane Bell, Secretary-Treasurer
Ray Cantrell, Immediate Past Chairman

Amie Hodges
Ray Jones
Hannah O'Neal
Rodney Boyd
Sally Brock
Todd Herzog
Sean Kelley
Bobby Cox
Dennis Lann
Cindy Rogers
Steve Stanger

Dr. Norman Rone, Mayor, City of McMinnville, Ex-officio
John Pelham, Warren County Executive, Ex-officio

CHAMBER STAFF

Alicea Weddington, President
Norma Sterchi, Office Manager
Hanna Tyler, Receptionist

McMinnville-Warren County Chamber of Commerce, Inc.
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2010 Program of Work

What the Chamber is . . .

A non-profit organization of voluntary business and professional men and women committed to working together, assisting and promoting its member customers and the community.

Our Mission . . .

To create a positive climate for business growth in Warren County.

How we function . . .

The Chamber works through a committee system of volunteers to accomplish our mission.

Statement

To accomplish the mission of the McMinnville-Warren County Chamber of Commerce, the Board of Directors has adopted the following goals and strategies:

Goals

- To increase Chamber members' involvement in Chamber activities.
- To establish the Chamber as the promotional arm of the community.
- To provide members with specific programs and benefits.
- To identify and develop programs to foster leadership in the community.
- To create resources to support programs.

Business Division

Division Director: Todd Herzog

"Fighting for our business"

Strategies:

- Conduct monthly Business Roundtable Action Committee meetings.
- Support the launch and implementation of the *Mechatronics* Program.
- Expand Warren County High School Internship Program.
- Continue fundraising efforts for the Citizens for Progress scholarship program through the Willowbrook Pro-Am Golf Tournament and the Bud Godwin Gospel Singing.

Community Division

Division Director: Alicea Weddington

"Raising our standards"

Strategies:

- Continue the Three Star Program/ develop Housing Committee.
- Explore social networking options such as Facebook.
- Expand the "Smokin' in McMinnville" Bar-B-Que cook-off in collaboration with the City of McMinnville.
- Promote tourism and retiree relocation through the use of the new branding campaign, target marketing, new tourism committee, and housing committee.

Education Division

Division Director: Bobby Cox

"Education is Important"

Strategies:

- Combine P16 Council with Education Division to promote education initiatives.
- Engage higher education institutions to promote education for a 21st century job market.
- Communicate the importance of education to the community's economic health using media, public radio, and School Board breakfasts/luncheons.
- Support the Citizens for Progress scholarship program.
- Support Partners in Education Program.
- Collaborate with the Retail Division on supporting schools through Sales Taxes.

Leadership Division

Division Director: Jewell Walker

"Leadership: the key to a successful community"

Strategies:

- Maintain a relevant and engaging Leadership Program.
- Strengthen the Youth Leadership Program.
- Develop a communication program with Leadership Alumni Program.
- Foster participation of the Board and the general Membership in the Autumn Street Fair.

Member Services Division

Division Director: Mary Jane Bell/ Cindy Rogers

"Why I belong to the Chamber!"

Strategies:

- Provide networking opportunities such as Business After Hours, Annual Membership Meeting, and Legislative Breakfast.
- Continue Red Carpet ceremonies for new members.
- Promote membership to attend Congressman Lincoln Davis' *Grants & Funding* seminar.
- Establish Quarterly Membership Luncheons.
- Federal legislators on the TreeLine distribution list.
- Administrative Professional's Day Luncheon.

Resource Division

Division Director: Ray Cantrell

"Being fiscally responsible"

Strategies:

- Conduct Annual Membership Banquet.
- Expand the Highland Rim Cycling Classic.
- Ensure projects are fiscally sound for the Chamber.
- Continue the Bud Godwin Gospel Singing fund raiser for Citizens for Progress.
- Promote Webcam advertising revenues.

Retail Promotion Division

Division Director: Amie Hodges

"Be a Warren County shopper"

Strategies:

- Conduct bi-annual Newcomer Luncheons.
- Encourage "Shopping Locally" through co-operative advertising media such as the Webcam.
- Distribute Retail Brochure in Chamber mailings.
- Establish the "Edwin Partin Retailer of the Year Award."