

## 2011 BOARD OF DIRECTORS

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

Teddy Jones  
Brent Warren  
Hannah O'Neal  
Rodney Boyd  
Sally Brock  
Todd Herzog  
Sean Kelley  
Chris Sullens  
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

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## 2011 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.
- Continue to support the expansion 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.
- Support 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.
- Work toward becoming a "Retire Tennessee" Community.

## Education Division

**Division Director:** Bobby Cox

*"Education is Important"*

**Strategies:**

- Combined P16 Council/Education Committee will 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 a variety of media.
- Support the Citizens for Progress scholarship program.
- Support Partners in Education Program.
- Continue to collaborate with the Retail Division on supporting schools through developing and implementing a "100% Graduation" program.

## Leadership Division

**Division Director:** Jewell Walker

*"Leadership: the key to a successful community"*

**Strategies:**

- Maintain a relevant and engaging Leadership Program.
- Support and grow 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 and the Annual Membership Meeting.
- Continue Red Carpet ceremonies/ TreeLine New Member Spotlights for new members
- Host the Chamber Legislative Breakfast.
- Establish Quarterly Membership Luncheons/offer Lunch & Learn Sessions
- Continue to organize the Administrative Professional's Day Luncheon.

## Resource Division

**Division Director:** Hannah O'Neal

*"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.

## Retail Promotion Division

**Division Director:** Dennis Lann

*"Be a Warren County shopper"*

**Strategies:**

- Conduct bi-annual Newcomer Luncheons.
- Encourage "Shopping Locally" through co-operative advertising media.
- Distribute Retail Brochure in Chamber mailings.
- Continue to recognize the recipient of the "Edwin Partin Retailer of the Year Award."
- Collaborate with the Education Division on supporting schools through the "100 % Graduation" program.