



**LAKE
NORMAN**
chamber of commerce

2019 Lake Norman Chamber of Commerce Plan of Action

Approved January 2019

Chair Priorities / Chair: Tricia Sisson



- *Connect with members by offering meaningful and consistent opportunities to engage with other business owners, clients and customers; face to face and through a fully integrated digital platform*
- *Be the industry leader in programs that offer our business community and members development and growth opportunities*
- *Create and clearly communicate an assortment of Affinity Programs and LKN Chamber exclusive member benefits*

Business Growth & Economic Development / Chair John Crutchfield *The Business Growth and Economic Development Division supports successful business by advocating for an improved commercial infrastructure and by helping locate new business to the lake region, while working closely with economic and legislative officials to strategically develop a friendly and supportive business environment.*



- Enhance awareness of events and coordinate small business roundtables
 - Conduct the annual Small Business Week of activities, programs, and seminars in conjunction with the Small Business Administration
 - Host a monthly *BusinessWorks!* on topics which improve employer/employee efficiency and productivity.
- Host quarterly corporate roundtables with the Lake Norman Regional EDC
 - Nurture Lake Norman e-Commerce group to assist online businesses as they grow and collaborate.

Community Affairs Division/ Chair: Roger Layman *The Community Affairs Division focuses on quality of life factors that enrich our region and provide civic leadership in the areas of health care, education, arts and culture, diversity and the environment.*



- Host Focus Friday spotlighting nonprofits in the region
- Identify community service and support opportunities for the Chamber
- Promote the relationship with Visit Lake Norman for regional events.
- Provide support and visibility to existing arts and cultural festivals
- Assist local health care agencies with regional community issues seeking opportunities to partner with other likeminded organizations, and identify new ways to add value to our memberships

Diversity Committee / Sub Chair: Major Pat Brown *formed in 2008*



- Aid small, minority and women business-owners and address any unique needs or issues
- Promote community involvement in the Diversity Council
- Host the LKN Region Women's Conference
- Host forums in collaboration with CPCC for Chamber Members and Community Citizens on diversity issues which impact race, culture, sexual identity, and other factors impacting our community and region

Lake Norman Education Collaborative*/ Sub Chair: Steve Gilbert / Melinda Bales Purpose: To serve all public and charter schools in Cornelius, Davidson, Huntersville



- Collect needs from the schools and focus on resources to help provide for both broad initiatives as well as specific needs.
- Encourage opportunities for the Chamber to partner with our local schools (such as Junior Leadership) and encourage member participation with school programs and mentoring.

Finance and Operations/ Chair: Richard Pappas *The Finance and Operations Division oversees the management of the Chamber including the internal operations of the Chamber, membership, revenue, and contracts.*



- Collaborate with Membership Services Chair to coordinate membership benefits programs and explore new opportunities which may include member discounts and incentives.
- Evaluate new and existing programs in context of revenue, value to members, relevance to chamber mission, and image in community.
- Re-evaluate ongoing Chamber programs, contracts and outsourced functions.

Member Services/Chair: David Keith *The Member Services Division provides quality networking and promotional programs that meet the needs of the Membership and encourages engagement. The division creates and promotes a strong positive image of the Chamber to the public and supports the Chamber through recruitment, development and retention programs to foster and strengthen business vitality in the Lake Norman Region. The Chamber Ambassador program is the foundation upon which the Division is built upon*



- Help deliver this year's theme "Connect, Engage and Inspire" to encourage our future and present members to view our Chamber events as premiere and essential networking opportunities. The goal is to attract and retain the best of our business partners to be active members who participate regularly with programs and after hour events
- Explore new Affinity programs and additional programming options. Maintain consistent delivery of programming by working closely with Chamber staff and Ambassadors

Public Policy Chair – Jason Colvin *The Public Policy Division monitors local, state and federal legislative activity that influences business growth and activity in the Lake Norman area and develops strategies for influencing these deliberations. This division also facilitates Chamber support of community service activity in the region.*



- Monitor public meetings and inform the membership on issues affecting the business community.
- Enhance the Chamber's position as a major policy advocate for Lake Norman's business community.
- Coordinate legislative meetings where Chamber members can meet, discuss, and advise the Chamber on legislative and community issues.
- Generate opportunities for Chamber members to meet and build positive relationships with our local, state and federal delegation.
- Place emphasis on road, highway improvements, and transportation planning initiatives.

Ambassador Program *The Lake Norman Chamber Ambassadors are volunteers representing our Chamber membership that serve as hosts of Chamber events, assist with Chamber programs, and serve as liaisons to the Board providing valuable feedback from our member businesses.*



- Continue Ambassador Mentoring program which maintains Ambassador criteria, qualification and incentive programs to train current and new ambassadors
- Conduct new Member "Launch" (orientation) programs

Communication and Marketing Chair: Jim Vogel, Vice Chair: Erika Erlenbach *The Communication and Marketing Division focuses on Improving the management and implementation of all chamber communication, creating impactful networking opportunities, leading the way with community advocacy, saving costs, and producing quality workshops, seminars and events.*



- Enhance new member engagement and member retention
- Promote the benefits of Lake Norman commerce
- Attract prospective members and engage current membership with strategic social media and the increased use of our new website
- Advocate for our member businesses to local, regional, state, and federal elected leadership