



## 2020 Lake Norman Chamber of Commerce Plan of Action

Approved January 2020

### Chair Priorities / Chair: Richard Pappas



- Better Communication with members to increase retention
- Improve visibility in the communities we serve
- Review membership level benefits
- Ensure programs offered are wanted and beneficial to members
- Create member focus group to provide critical feedback
- Website improvements; payment portal, online advertising, reminders
- Move toward annual debit for membership payments

**Business Growth & Economic Development / Chair Dale Gillmore** *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.*



- Focus on entrepreneurship exploring an incubator for entrepreneurs
- Continue to collaborate with the Lake Norman EDC in business expansion and economic development efforts. Host Corporate Roundtable Meetings
- Small Business Recruit/Retain enhance awareness of chamber events
- Conduct Annual Small Business Week activities in conjunction with the SBA
- Continue partnership with Lake Norman Currents and Relocation Magazine
- Host monthly training series BusinessWorks! With SCORE to improve employer/employee efficiency
- Re-establish a Lake Norman e-Commerce group to assist online businesses as they grow and collaborate

**Community Affairs Division/ Chair: Sam James** *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.*



- Conduct a regional nonprofit roundtable quarterly for local nonprofits
- Identify community service and support opportunities for the Chamber
- Coordinate a program with The North Mecklenburg Crime Stoppers which incorporates the annual Public Safety recognition
- Participate in Big Day at the Lake
- Collaborate with the Cain Arts Center and other agencies to promote art and cultural resources in the lake region
- Promote the relationship with Visit Lake Norman for regional events
- 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 membership

### **Diversity Committee / Sub Chair: Major Pat Brown**



- Aid small, minority and women business-owners and address any unique needs or issues
- Promote community involvement in the Diversity Council
- Host the Lake Norman 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: Ivonne Reed/Melinda Bales** Purpose: To serve all public and charter schools in Cornelius, Davidson, Huntersville



- Host a luncheon featuring the NC Superintendent for Public Instruction and select Educators of the Year along with recognizing a corporation that supports vocational education and apprenticeships
  - 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: Douglas Marion** *The Finance and Operations Division oversees the management of the Chamber including the internal operations of the Chamber, membership, revenue, and contracts*



- Hold monthly finance & operation meetings with staff, open to the board
- Add administrative staff person
- Collaborate with Executive Committee to develop capital plan
- Collaborate with Membership Services Chair to coordinate membership benefits programs and explore new opportunities which may include member discounts and incentives to be offered in 2020
- 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*



- Encourage our future and present members to view our Chamber events as premier and essential networking opportunities
  - Strong and consistent engagement with Ambassadors to promote/grow the chamber, deliver messages on the benefits
- Conduct Annual Expo, Golf Tournament, Awards Gala, Leadership Lake Norman. Explore new programs

- **Public Policy Chair – Jeff Tarte** *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*



- Coordinate efforts with the Lake Norman Healthcare Task Force to bring focus to regional health needs and opportunities
- 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
- Participate in the North Carolina Legislative and Economic Development Conference, Washington DC

**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 members*



- Establish leadership roles for Ambassadors
- 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 ways we engage and retain members
- Promote the benefits of Lake Norman commerce—Grow awareness
- Attract prospective members and engage current membership with strategic social media and the increased use of our website
- Develop strategies for text marketing
- Advocate for our member businesses to local, regional, state, and federal elected leadership
- Create discount membership drives using Small Business Week and the Expo to attract new members

## LAKE NORMAN CHAMBER OF COMMERCE BOARD OF DIRECTORS 2020



**2019 PAST BOARD CHAIR** TRICIA SISSON THE RANGE AT LAKE NORMAN

**2020 BOARD CHAIR** RICHARD PAPPAS FIRST NATIONAL BANK

**2021 CHAIR ELECT** ERIKA ERLNBACH MILAZZO WEBB LAW, PLLC

**FINANCE CHAIR** DOUGLAS MARION ADVANCED WEALTH STRATEGIES

**VICE CHAIR BUSINESS GROWTH** DALE GILLMORE QUEST BUSINESS SUCCESSION & EXIT PLANNING

**VICE CHAIR COMMUNITY AFFAIRS** SAM JAMES JAMES FUNERAL HOME

**VICE CHAIR MEMBERSHIP PROGRAMS & SERVICES** DAVID KEITH ARTISAN SIGNS AND GRAPHICS

**VICE CHAIR PUBLIC POLICY** JEFF TARTE ZENNERGY, LLC

**KAREN BENTLEY** BENTLEY CONSULTING GROUP

**JASON COLVIN** COLVIN INSURANCE & FINANCIAL SERVICES

**JOHN CRUTCHFIELD** DUKE ENERGY

**JOSHUA DOBI** NORTH MAIN FINANCIAL GROUP

**JOE LABOVITZ** ATRIUM HEALTH

**ROGER LAYMAN** RL ARCHITECTURE

**MIKE RILEY** NOVANT HEALTH

**KAREN TOVAR** THE TOVAR GROUP

**DAVID SITTON** (DAVIDSON COMMISSIONER)

**TRICIA SISSON** (CORNELIUS COMMISSIONER)

**DAN BOONE** (HUNTERSVILLE COMMISSIONER)

### **EX—OFFICIO**

**SALLY ASHWORTH** VISIT LAKE NORMAN

**BRIAN SISSON** THE RANGE AT LAKE NORMAN

**RYAN MCDANIELS** LAKE NORMAN ECONOMIC DEVELOPMENT

**MAJOR PAT BROWN** CPCC LAKE NORMAN DIVERSITY COUNCIL

**JENNIFER KRAFTCHICK** LAKE NORMAN YOUNG PROFESSIONALS

**IVONNE REED** LAKE NORMAN EDUCATION COLLABORATIVE