



## **PROGRAM OF WORK 2020**

### **VISION STATEMENT**

We will be a recognized world-class chamber that drives prosperity for our members and community.

### **MISSION STATEMENT**

We develop and provide leadership for our members and community through advocacy, alliances, economic development and education to advance economic prosperity.

### **CORE VALUES**

Collaboration, Integrity, Excellence, Leadership, Agility, Inclusiveness, Service

### **STRATEGIC PRIORITIES 2016 – 2020**

#### **Promote Business Success**

The RCC will be a catalyst for economic development and redevelopment to foster a continually growing, renewing, diverse and vibrant Richardson business community.

#### **Foster Member Value and Engagement**

The RCC will attract, grow, and retain an engaged membership by providing programs and services that create tangible value for all chamber constituents.

#### **Build Marketing and Brand Awareness**

The RCC will build awareness to enhance the visibility of Chamber services and value to its members and the community.

#### **Drive Workforce Development**

The RCC will accelerate the attraction and development of a highly qualified workforce by playing a leadership role in enhancing partnerships between educational institutions, the business community and stakeholders.

#### **Advocate Public Policy**

The RCC will advocate for public policy priorities at the local, state and federal levels to support the Richardson business environment and the Chamber's economic development mission.

#### **Lead Technology Growth**

The RCC will embrace and augment the Telecom Corridor™ area brand with tangible initiatives that support advanced technology industry development in Richardson, and enhance the growth of the technology community across North Texas through its affiliate, Tech Titans.

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#### **Ensure Financial Stewardship**

The RCC will maintain prudent financial stewardship with transparency and integrity to support operational priorities, growth and strategic goals.

## **Richardson Chamber of Commerce Top Goals for 2020**

### **Promote Business Success**

Enhance innovation activity in the Collins/East Arapaho redevelopment district (or future TBD name) by implementing targeted and measured relocation, expansion, visitation and economic support programs there.

### **Foster Member Value & Engagement**

- Get content loaded on 80% of restaurant and Membership Marketplace members in the Discover Richardson directory
- Reduce the drop rate of first year membership renewals to 30% in 2020 as measured by number of members and to 15% of membership renewals overall in 2020 as measured by dollar value.
- Develop and implement a Chamber mobile app
- Implement a Board member engagement scorecard and achieve a minimum 75% attendance rate amongst all board members

### **Build Marketing and Brand Awareness**

- Design and implement plan to deliver minimum twice monthly messaging reinforcing tangible chamber benefits (except August and December) by April 30. Messaging shall include the voice of other loyal members (testimonials) using short, friendly and visual/video format.
- Implement message delivery automation on an updated member database differentiating between small/large businesses and expanded to include trickle marketing targeted at Chamber prospects (non-members).

### **Drive Workforce Development**

Create, coordinate and/or refine events (4 minimum) that proactively educate, identify and connect future workers with our business community to grow a stable, self-renewing workforce.

### **Advocate Public Policy**

- Develop and communicate a clear and compelling Legislative Agenda for the 87<sup>th</sup> Legislative Session by Q4 2020.
- Implement a voter registration and get-out-the-vote campaign for the primary and general elections
- Promote the 2020 US Census.

### **Lead Technology Growth**

- Organize and initiate a platform for entrepreneurship support within the Innovation District. Include educational and institutional partners in the initiative and deliver communications promoting the entrepreneurship support program.

### **Ensure Financial Stewardship**

- Generate sufficient net operating income in 2020 to add \$50,000 to our reserves in early 2021

## **PROGRAM OF WORK – 2020**

### **CHAIRMAN OF THE BOARD**

Stan Bradshaw, US Freedom Capital

### **EXECUTIVE COMMITTEE AND DIVISIONS OF THE CHAMBER**

#### **ECONOMIC DIVISION**

1<sup>st</sup> Vice Chairman      Susan Kassen, Ebby Halliday Realtors

#### ***Broker & Developer***

Tri-Chairs:      Clint Madison, Cushman & Wakefield  
                     Chris Wright, JII  
                     Chris Selbo, KDC

Staff Liaison:    John Jacobs, Shannon Skripka

#### **Purpose:**

The purpose of the Broker & Developer Committee is to enable commercial real estate owners, developers and brokers to better understand and market the Richardson business environment, learn about real estate topics relevant to Richardson, and for them to establish key contacts with property owners, city and private officials

#### **2020 Goals:**

- Create a forum to bring together companies active in the Richardson commercial real estate market.
- Help lease Richardson’s large inventory of vacant office space.
- Encourage non-Member commercial real estate companies to join the Richardson Chamber.

#### ***Growth & Mobility***

Tri-Chairs:              Darren Durrett, BB&T Bank  
                             Stephen Crawford, Halff & Assoc.  
                             Tyler Farrer, Texas Bank & Trust

Staff Liaison:         John Jacobs, Shannon Skripka

#### **Purpose:**

The purpose of the Growth & Mobility committee is to provide RCC Members with the latest information involving economic development and transportation affecting the Richardson area and to promote greater awareness of economic development and transportation issues affecting the Richardson area.

#### **2020 Goals:**

- Provide RCC Members with the latest information involving economic development and transportation affecting the Richardson area. Create tangible value by providing attendees the opportunity to perform a brief “commercial” about their business and valuable information about new businesses in the community.
- Promote greater awareness of economic development and transportation issues affecting the Richardson area.

- Facilitate customer and supplier business relationships among Chamber members to drive business success.

### **Human Resources**

Tri-Chairs: Alicia Makaye, GXA  
 Allison Pagnard, State Farm  
 Ian Marshall, RealPage

Staff Liaison: John Jacobs, Shannon Skripka

#### **Purpose:**

The purpose of the HR Committee is to provide RCC members' HR professionals a resource for areas of shared interest and best practices in recruitment, retention, benefits, and other HR-related topics.

#### **2020 Goals:**

- Create a quarterly forum for HR professionals to exchange ideas, counsel, resources, and strategies with their peers.
- Provide HR professionals with the latest information regarding community updates, new companies and HR-related programs.
- Host speakers on key topics of interest for HR professionals.
- Work with local HR community to identify what skills are in highest demand and what types of jobs are available.

### **International Concierge Committee (ICC)**

Tri-Chairs: Lisa Schwamkrug, The Law Offices of Lisa Schwamkrug  
 Javier Mazon, Group Lamerica, LLC  
 Robert Smith, Saville Dodgen & Company

Staff Liaison: Beth Kolman, Shannon Skripka

#### **Purpose:**

The International Concierge Committee is made up of professional service provider members of the Richardson Chamber of Commerce and Tech Titans organizations. The purpose of this committee is to provide professional services to incoming foreign and domestic companies that need assistance from lawyers, accountants/CPAs, bankers, staffing firms, marketing and business development firms, translators, to launch their business here. It also is a vehicle for professional service provider members to build a network of trusted providers for their clients in disciplines outside of those they offer. It is also a vehicle to expand the incoming FDI lead generation for Richardson of companies who are clients of the service providers.

#### **2020 Goals:**

- The ICC Steering Committee will hold one meeting per month for Tri-chairs and subcommittee members to plan future events **(second Tuesday of each month 8 – 9 am at RCC).**
- The ICC will conduct seven (7) monthly round table meetings per year for ICC members and interested parties who might like to join the Chamber/Committee to build a trusted network of service providers for internal referrals and potential economic development lead generation from ICC member clients **(third Thursday each month, 7:30 – 9 am).**
- The ICC plans to hold a luncheon every semester where special guests are invited to discuss topics like the impact of ongoing or completed trade negotiations and other changes in the world's economy **(location to be a local Richardson hotel).**
- A Holiday get-together to acknowledge ICC member contributions and for ICC members to network **(location will be a local Richardson restaurant or hotel).**
- Conduct a review of ICC membership to identify and add new ICC members in service provider disciplines that are lacking or not represented well.

- Concierge Ambassadors to contact at least 10 international companies for retention calls during the year.
- Continue to enhance/expand relationships with other international chambers of commerce.

### **MEMBER SERVICES DIVISION**

Vice Chairman Eric Peltier, Legacy Texas Bank

#### ***Ambassadors Club***

Tri-Chairs: Bill Schaid, Supreme Lending  
 Marilyn Jones, Ebby Halliday  
 Amy Taylor, Methodist Richardson Medical Center  
 Staff Liaison: Sylvia Palmer

#### **Purpose:**

This volunteer representative group makes retention calls on members, greets attendees at events and attends ribbon cuttings

#### **2020 Goals:**

- Beat the 2019 number of 232 member retention calls
- Add 10 new active Ambassadors
- Help the chamber reduce the attrition rate of 1<sup>st</sup> year members by 20% over 2019 results

#### ***Richardson Business Network***

Tri-Chairs: Grant Tonne, J Grant Insurance  
 Marin Thornton, Harrington Insurance  
 Luke Hamlett, Supreme Lending  
 Staff Liaison: Ginger Tonne

#### **Purpose:**

To generate leads/referrals and business relationships for the Chamber, through the Chamber and to be a source of new member recruitment for the chamber.

#### **2020 Goals**

- By end of 2020 – 65 members – realistic goal. Will strive for 80 committee members.
- Be the source of 30 new members in 2020.

#### ***Richardson Young Professionals***

Tri-Chairs: Michael Parmerlee, Golden Chick  
 John O’Haugerty, Coldwell Banker  
 Tyler Farrer, Texas Bank & Trust  
 Staff Liaison: Luciana Arteaga-Nemtala, Paul Bendel

#### **Purpose:**

To connect young professionals who live or work in Richardson to the chamber. By connecting them to City and community leaders, we hope to create the next generation of leaders in Richardson.

#### **2020 Goals:**

- Host ten networking happy hours
- Produce three speaker breakfasts
- Produce three chocolate-drops to the Richardson Methodist Cancer Center
- Have at least 2 RYP members apply for LR
- Recruit at least 15 new individual members sign-up for RYP

- Produce RYP Color Games and generate non-member dues income

**Senior Services Networking Group**

Tri-Chairs: Lisa Miller, El Dorado Assisted Living  
 Staff Liaison: Sylvia Palmer

**Purpose:**

Bringing together organizations and people who can connect with each other and provide referrals, education and support for the senior population of our community. The members will cover a large number of service providers for senior living.

**2020 Goals:**

- Grow group attendees by 20%
- Get 20 companies to join the RCC
- Schedule quality presenters for each meeting

**COMMUNITY DIVISION**

Vice Chairman Jan Arrant, Methodist Richardson Medical Center

**Education and Workforce**

Tri-Chairs: Katie Patterson, RALC  
 Steve Rolandelli, IRI Consulting  
 Suzanne Williamson, Raytheon  
 Staff Liaison: Kim Quirk, Mallory Crumb

**Purpose:**

EWF will continue to create, coordinate and/or refine events (4 minimum) that proactively educate, identify and connect future workers with our business community to grow a stable, self-renewing workforce.

**2020 Goals:**

- Further grow the engagement of businesses to successfully execute year 3 of **RISD iDream** and assist in planning for year 1 of **PISD iDream**.
- Coordinate a **State of Higher Education** event for Spring 2020, in collaboration with UTD, DCCCD and/or Collin College, with a focus on increasing attendance by xx%\*.
- Assist COR with year 3 of the **Richardson Mayor’s Summer Internship Program** and continue to grow business participation, based on growth goal set by RISD/COR.
- Coordinate a **State of the Districts** event for Fall 2020, in collaboration with RISD and PISD, with a focus on increasing attendance by xx%\*.
- Increase number of applications for **Education Hero Award**, presented at EDGE Awards in November 2020, by 100% through better award promotion.

\* Percent to be determined at Feb. 2020 EWF Committee meeting, after review of 2-year data.

**Leadership Richardson Advisory Board**

Chairman: Manasseh Durkin, Durkin Enterprises  
 Staff Liaison: Kim Quirk

**Purpose:**

The purpose is to provide policy and program oversight for the Leadership Richardson program.

## **2020 Goals**

- Raise awareness of LR to a broader audience to continue to expand diversity and quality of applicants.
- Update or refine curriculum to meet current needs and explore regionalism.
- Update application and application process to better assess candidates.

## ***Public Policy***

Tri-Chairs: Randy Ford, National Write Your Congressman  
Debbi Richards, Richland College  
Virginia Schaefer, Texas Instruments  
Staff Liaisons: Bill Sproull, Molly Ulmer

## **Purpose:**

Communicate and support public policy issues to our members that affect economic development in Richardson.

## **2020 Goals:**

- Develop a Legislative Agenda for the Texas 87<sup>th</sup> Legislative Session.
- Develop and implement a "Get Out the Vote" and voter registration campaigns.
- Increase federal advocacy and awareness for our members with a trip to Washington D. C.
- Provide informative and educational briefings for members about legislative issues on the federal, state and local levels.
- Host candidate forums for state level elections before the general election.

## **BUSINESS SERVICES DIVISION**

Vice Chairman Monica Scott, Logotology

## ***Women in Leadership***

Tri-Chairs: Amy Spawn, Warren Center  
Jeanie Jones, Wimmer Solutions  
Erin Williams, Edward D. Jones  
Staff Liaisons Paul Bendel, Andrea Young

## **Purpose:**

The purpose of WIL is to inspire, influence and champion powerful women through advocacy, mentoring, and networking.

## **2020 Goals:**

- Produce quarterly luncheons and events that provide leadership opportunities and tangible value to women in the business community.
- Produce events that encourage networking and provide opportunities for professional development of women in business.
- Recruit 5 new members to increase participation in and strengthen the committee and subcommittees.
- Redevelop and strengthen the Women4Women peer-mentoring program.

## ***Golf Tournament***

Tri-Chairs: Joe Quirk  
Hayden Greenbauer, Frost Bank  
Price Newton, Dimensional Payments  
Staff Liaisons Paul Bendel, Andrea Young

**Purpose:**

Produce the annual RCC Golf Classic to provide an opportunity for members to engage in an entertaining chamber event with other members & guests while generating non-dues revenue.

**2020 Goals:**

- Produce an event that adds value, provides networking opportunities and is entertaining for members.
- Produce a sell-out event in both sponsors and golfers in the tournament.
- Provide sponsors with opportunities to network with players and potential customers.
- Plan activities that continue to enhance the golfer experience and will attract players and sponsors to the tournament.
- Produce a post tournament awards reception.
- Explore the feasibility of creating a tennis tournament to run in conjunction with the golf tournament.

***Richardson Chamber Bowling Tournament***

Tri-Chairs: Sandee Treptow, Reliant  
Brad Lipton, Mohr Partners  
Matt O’Neil, Plano Super Bowl  
Staff Liaisons Paul Bendel, Mallory Crumb

**Purpose:**

Produce the Annual Bowling Tournament to provide an opportunity for members to engage in a non-traditional chamber event while generating non-dues revenue.

**2020 Goals:**

- Produce a tournament that adds value, provides a networking opportunity and is entertaining for members.
- Produce a sell-out event in both sponsorships and bowlers in the tournament.
- Increase year-over-year tournament net revenue by 15%.

***Executive After Hours***

Tri-Chairs: Mary Bedosky, Legacy Texas Bank  
Bryan Marsh, Strategic Data Center Fund  
Mark Parmerlee, Golden Chick  
Staff Liaison Beth Kolman

**Purpose:**

To produce quarterly informational programs that provide business executives with an opportunity to develop relationships, discuss business issues, and build a mutually beneficial community among its participants.

**2020 Goals:**

- Develop 4 events for high level executives that provide speakers on business topics important to this audience while also offering networking opportunities.
- Expand the invitation list among Richardson companies, Tech Titans member companies, and companies located outside of Richardson by 10%.
- Increase focus on event exclusivity



## **BUDGET & FINANCE DIVISION**

Vice Chairman     Manasseh Durkin, Durkin Enterprises

### ***Budget & Finance Committee***

Chairman             Manasseh Durkin, Durkin Enterprises

Staff Liaisons         Bill Sproull, Stan Bellis

#### **Purpose:**

To provide oversight and responsibility for the budgetary and financial condition of the Chamber.

#### **2020 Goals:**

- Help management meet the 2020 budget.
- Help prepare, review and approve the 2021 budget.
- Prepare the monthly financial presentation to the Board on a timely basis.
- Provide input on HR, employee benefit and other personnel policies.
- Serve as the audit committee for the 2019 audit.
- Determine if and how much to transfer from the operating account into the reserve account.
- Assist in formation of 501c3.
- Determine whether additional building funding will come out of operating account or reserve account.

## **NOMINATING AND GOVERNANCE COMMITTEE**

Chair                     Kory Aoyama

Staff Liaisons         Bill Sproull, Molly Ulmer

#### **Purpose:**

To identify qualified leaders for the elected and advisory members of the Chamber Board of Directors and special committees/task forces and to provide oversight on governance concerns.

#### **2020 Goals**

- Promote the Chamber to qualified leaders in the business community to encourage interest in serving on the Board of Directors.
- Recommend a slate of candidates to the Board for the general election in Q3 2019.
- Recommend qualified candidates to the Board for appointment to vacated elected and advisory board positions as required.
- Recommend a slate of advisory board candidates for a term starting in 2021.
- Recommend a slate for the 2021 executive committee.
- Periodically review governance related items and concerns and assure that board member governance requirements are met in accordance with bylaws and organizational policies.