



## **PROGRAM OF WORK 2021**

### **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 – to be updated for reaccreditation 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 Top Goals 2021**

### **Promote Business Success** (John Jacobs / Manasseh Durkin):

- Establish new connections with at least 10 large tenants and 25 small and medium businesses in the Richardson IQ and CORE districts to enhance their business, make them aware of resources, events and opportunities with an eventual goal of establishing business organizations in both districts.

### **Foster Member Value and Engagement** (Bill Ballard / Paul Bendel / Randy Ford / Jan Arrant):

- Leverage chamber members combined experience and knowledge to advance diversity and inclusion programs starting in Q1 that help the chamber, its members and the business community define policies and procedures that will advance the Diversity, Equity and Inclusion practices in Richardson.
- Be proactive in researching and developing the resources in Q1, hosting informational sessions and establishing ways the chamber may assist businesses that were economically damaged by the pandemic.
- Transition the International Concierge Committee to a broader set of services under the International Business Resource Center

### **Build Marketing and Brand Awareness** (Bill Sproull / Amy Alexander / Eric Peltier):

- Develop a problem-solving team to collaborate with other stakeholders to solicit, prioritize and set direction about community priorities/challenges by May 31
- Achieve 5-star reaccreditation; Set strategic priorities for 2021-2025. Review vision, mission statement and core values
- Implement 75<sup>th</sup> anniversary logo, timeline and monthly photos and tidbits from the history of Richardson and the chamber, with initial rollout at the Annual Meeting
- Incorporate leadership and benefit-oriented messaging throughout channels. Introduce an email campaign to support the growing salesforce prospect pipeline.
- Communicate initiatives for DEI effort
- Develop marketing material for the Chamber 501c3 foundation
- Propel adoption of Chamber member app.

### **Drive Workforce Development** (Kim Quirk / Monica Scott):

- The Chamber will expand its leadership role to attract and develop a highly qualified workforce by raising awareness with chamber members and growing partnerships between educational institutions, the business community, future employees and stakeholders through quarterly execution on a variety of engagement opportunities.

### **Advocate Public Policy** (Monica Scott, Bill Sproull, Randy Ford, Eric Peltier)

- Advocate our 2021 Texas legislative agenda to our state elected officials and gain at least 80% concurrence from our local legislative delegation on our priorities.
- Provide input to the city and support voter approval of a 2021 general obligation bond vote. If needed, form a city issue only Political Action Committee to raise funds and encourage voter support of the bond program.
- Produce city council candidate forums for our members and the community in contested races for the May council election.

### **Lead Technology Growth** (Bill Sproull / Eric Peltier / Stan Bradshaw):

- Promote the Richardson IQ to property owners and developers, IQ companies and prospective tenants, and the Richardson and Dallas area communities.
- Develop virtual property tours of the IQ and CORE
- Develop virtual RYP participation in other Chamber programs like Executive After Hours

**Ensure Financial Stewardship** (Bill Sproull / Darren Durrett / Eric Peltier):

- Produce positive net income for Tech Titans and the Chamber
- Avoid use of reserves for operating account shortfalls
- Establish and promote the new Chamber and Tech Titan foundations

## **PROGRAM OF WORK – 2021**

### **CHAIRMAN OF THE BOARD**

Eric Peltier, Legacy Texas Bank

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

#### **ECONOMIC DIVISION**

1<sup>st</sup> Vice Chairman      Manasseh Durkin, Durkin Enterprises

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

Tri-Chairs:      Chris Wright, Peloton Commercial  
                         Chris Selbo, KDC  
                         Norah Hogan, Tanswestern

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.

#### **2021 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:      Stephen Crawford, Halff & Assoc.  
                         Tyler Farrer, Texas Bank & Trust  
                         Deborah Carroll, Bland Garvey CPAs

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.

#### **2021 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: Allison Pagnard, State Farm  
Ian Marshall, RealPage  
Darlene Stoneham, Applied Concepts  
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.

#### **2021 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  
Robert Smith, Saville Dodgen & Company  
Elizabeth Purdy-Bergin, Sleeper-Sewell Insurance  
Staff Liaison: Beth Kolman, Shannon Skripka

#### **Purpose:**

The Purpose of the Committee is to represent Richardson as the International Business Capital of North Texas, as proclaimed by the Texas Legislature by managing the International Business Resource Center of the Richardson Chamber of Commerce (RCC) and the Soft-Landing Resources for the Richardson Economic Development Partnership (REDP).

#### **2021 Goals:**

- Organize and enhance the content of the International Business Resource Center on the RCC Web Site promoting the International Business Resource Center of the Richardson Chamber including the change of the Committee name from the International Concierge Committee to International Business Resource Center.
- Organize and enhance the content of the International Section of the REDP website.
- Develop a program of events including at least four (4) informational webinars and one (1) Ethnic Business Owner Awards Program.
- Increase attendance at programs.

### **MEMBER SERVICES DIVISION**

Vice Chairman Jan Arrant, Methodist RMC

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

Tri-Chairs: Bill Schaid, Supreme Lending  
Marilyn Jones, Ebby Halliday  
Price Newton, Dimensional Payments  
Staff Liaison: Sylvia Palmer

#### **Purpose:**

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

**2021 Goals:**

- Make retention calls on upcoming entry-level, individual members, and Marketplace renewal members
- Contact new members within 30 days of joining to welcome
- Have a representative group attend ribbon cuttings
- At least one Ambassador attend at each chamber event

***Richardson Business Network***

Tri-Chairs: Grant Tonne, J Grant Insurance  
Luke Hamlett, Supreme Lending  
Roni Carrasco, Eisemann Center

Staff Liaison: Ginger Tonne

**Purpose:**

This committee communicates and forms business relationships to keep their “pulse” on the City and community for growth within the Chamber and learn and promote the Chamber and our community.

**2021 Goals**

To keep learning about the City of Richardson and working within the Chamber. Keep a steady core of business citizens within our group and at the same time keep growing.

***Richardson Young Professionals***

Tri-Chairs: John O’Haugherty, Coldwell Banker  
Tyler Farrer, Texas Bank & Trust  
Michelle Firpi, ProNail Roofing

Staff Liaison: Paul Bendel

**Purpose:**

To be the leading network of emerging leaders in Richardson, dedicated to building collaborative partnerships, fostering opportunities for individual and professional growth, and business development.

**2021 Goals:**

- Create a speaker series that helps young professionals with building leadership skills and in career advancement.
- Stage a scavenger hunt and networking event in the spring in conjunction with the collection of chocolate for the semi-annual chocolate drop at Methodist Richardson Cancer Center.
- Stage a second chocolate collection event in the fall
- Recruit two RYP members to apply for Leadership Richardson.
- Recruit at least 5 new individual members to RYP.
- Success of these goals is dependent on the ability to complete them under restrictions during the Covid-19 pandemic, and RYP plans to outperform expectations as restrictions are loosened.

***Senior Services Networking Group***

Tri-Chairs: Lisa Miller, El Dorado Assisted Living  
Zoe Frost, Celebration Marketing Group  
Paula Tratt-Duke, The Reserve at Richardson

Staff Liaison: Sylvia Palmer

**Purpose:**

To bring together organizations and people who can connect with each other and provide referrals, education and support for the senior population of our community.

**2021 Goals:**

- Increase attendance by 10%
- Gain sponsors for event
- Obtain 7 new members to join the Chamber

**COMMUNITY DIVISION**

Vice Chairman     Monica Scott, Logotology

***Education and Workforce***

Tri-Chairs:            Suzanne Williamson, Raytheon  
                              Beth Brown, RISD  
                              Deb Richards, Dallas College, Richland Campus  
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 a diverse pipeline of future workers with our business community to grow a stable, self-renewing workforce.

**2021 Goals:**

- Further grow the engagement of businesses to successfully execute year 4 of **RISD iDream** and assist in planning for a pilot program for **PISD iDream**
- Coordinate a **State of Higher Education** event for Spring 2021, in collaboration with UTD, Dallas College and Collin College
- Assist COR with year 4 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 2021, in collaboration with RISD and PISD
- Revamp Education Hero award and application to focus on workforce development, relaunch for EDGE awards in 2021
- Launch two industry and education focus groups in order to create collaborative approaches to provide high-quality sustainable workforce pipeline

***Leadership Richardson Advisory Board***

Chairman:            Jan Arrant, Methodist Richardson Medical Center  
Staff Liaison:        Kim Quirk

**Purpose:**

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

**2021 Goals**

- Review and update 3-year Vision, Mission and goals
- Continue to expand diversity and quality of applicants.
- Update or refine curriculum to meet current needs.
- Review and update application and application process to better assess candidates.
- Increase diversity of LRA board

### ***Public Policy***

Tri-Chairs: Randy Ford, National Write Your Congressman  
Liz Morse, Richardson ISD  
Virginia Schaefer, Texas Instruments  
Staff Liaisons: Bill Sproull, Shannon Skripka

#### **Purpose:**

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

#### **2021 Goals:**

- Advocate RCC's Legislative Agenda to elected state officials.
- Increase advocacy and awareness for our members with virtual fly-ins to Austin and Washington D. C.
- Provide informative and educational briefings for members about legislative issues on the federal, state and local levels.
- Provide input to the city and support voter approval of a 2021 general obligation bond vote.
- Produce city council candidate forums for our members and the community in contested races for the May council election.
- Produce scorecard of state elected officials' voting records after the 87<sup>th</sup> Tx legislative session.

### **BUSINESS SERVICES DIVISION**

Vice Chairman Randy Ford, National Write Your Congressman

#### ***Women in Leadership***

Tri-Chairs: Jeanie Jones, Wimmer Solutions  
Erin Williams, Edward D. Jones  
Lesley Sanders, GEICO  
Staff Liaisons Paul Bendel, Andrea Young

#### **Purpose:**

The purpose of WIL is to inspire, influence and champion powerful women through advocacy, mentoring, and networking either virtually or in person.

#### **2021 Goals:**

- Develop quarterly luncheons that provide leadership opportunities and tangible value to women in the business community.
- Plan 2-4 engaging events throughout the year that encourage networking while providing opportunities for the development of women in our community.
- Recruit new members to increase participation and strengthen our committee and subcommittees.
- Continue to promote and support 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:**

Continue building on the success of the past three years to produce the annual RCC Golf Classic that will create networking opportunities and generate non-dues revenue.



**2021 Goals:**

- Produce a “must-attend” type of tournament that adds value to the participants and provides networking opportunities that build business contacts.
- Continue efforts to make the tournament experience a fun event for players and sponsors.
- Produce a tournament that exceeds net budgeted revenue.
- 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:**

Delay the Annual Bowling Tournament until late 2021, early 2022 or such a time as the Covid-19 restrictions are loosened and it is considered safe to return to a large event in a bowling center.

**2021 Goals:**

When such restrictions are loosened:

- Produce a tournament that adds value and provides a networking opportunity for members and the community.
- Produce a tournament that provides non dues revenue for the chamber.
- Recruit sponsors and bowlers for the tournament.

***Executive After Hours***

Tri-Chairs: Bryan Marsh, Strategic Data Center Fund  
 Mark Parmerlee, Golden Chick  
 Dave Anderson, Reliable Chevrolet

Staff Liaison Beth Kolman

**Purpose:**

To produce quarterly (or as often as pandemic restrictions allow) informational programs that provide business executives with an opportunity to develop relationships, discuss business issues, and build a mutually beneficial community among its participants.

**2021 Goals:**

- Develop 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.
- Increase focus on event exclusivity
- Expand the current target audience by recruiting additional people from within the companies that are currently participating in the program.
- Attract speakers based on topics that appeals to the target audience.

**BUDGET & FINANCE DIVISION**

Vice Chairman Darren Durrett, Truist Bank

***Budget & Finance Committee***

Chairman Darren Durrett, Truist Bank  
 Staff Liaisons Bill Sproull, Stan Bellis

**Purpose:**

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

**2021 Goals:**

- Help management work towards exceeding budgeted net income
- Determine what to do with 2020 net income
- Provide guidance & expectations towards development and approval of the 2022 budget.
- Review and determine/recommend if the Chamber should apply for a PPP loan.
- Understand and present the monthly financials to the Executive Committee & Board on a timely basis.
- Provide input on Chamber HR, employee benefit and other policies.
- Serve as the audit committee for the 2020 audit.

**NOMINATING AND GOVERNANCE COMMITTEE**

Chair                      Stan Bradshaw  
Staff Liaisons         Bill Sproull, Shannon Skripka

**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.

**2021 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 2021.
- Recommend qualified candidates to the Board for appointment to vacate elected and advisory board positions as required.
- Recommend a slate of advisory board candidates for a term starting in 2022.
- Recommend a slate for the 2022 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.