



PROGRAM OF WORK 2022

VISION STATEMENT

We will remain 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, DEI (diversity, equity, inclusion), economic and workforce development, and education to advance economic prosperity.

CORE VALUES

Service, Partnerships, Excellence, Community, Inclusiveness, Integrity, Agility, Leadership
(SPECI²AL)

STRATEGIC PRIORITIES 2021-2026

Promote Business Success

The RCC will be a champion for businesses of all sizes by promoting economic development, redevelopment, and services to foster a vibrant and changing Richardson business community.

Foster Member Value and Engagement

The RCC will attract, grow, and retain an engaged membership by providing in-person, virtual or hybrid 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 the Chamber and its members, and the value they both create for the community.

Enhance Workforce Development

The RCC will continue to attract, develop and retain a highly qualified, diverse 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 promote the Telecom Corridor® and the Richardson Innovation Quarter (The IQ®) as the premier technology hub in Texas that supports innovation and entrepreneurship in Richardson. RCC enhances the growth of the technology community across the region through its affiliate, Tech Titans.

Ensure Financial Stewardship

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

Champion Diversity, Equity, and Inclusion

The RCC embraces and respects the unique experiences, perspectives, and viewpoints of our members, partners, and the communities we serve. The RCC will advocate for diversity, equity and inclusion by supporting its members and community.

Commit to ESG

The RCC commits to developing an internal Environmental, Social, and Governance (ESG) statement and goals by the next accreditation cycle.

2022 RCC Top Goals

Drive Business Success

Create a Small Business Task Force to explore and recommend new programs and services the Chamber can offer small business members to the Chamber board by May 2022.

Foster Member Value and Engagement

Increase awareness and ensure delivery of current and additional benefits for Legacy and Marketplace members to improve member value and to achieve an 80% retention rate of regular membership.

Achieve an increase in new regular memberships of 107% from the previous year new member revenue by conducting a volunteer led Chamber membership drive.

Build Marketing & Brand Awareness

Create a 'Celebrate Small Business' theme for the year that shows the value of chamber offerings particularly with small businesses. Create video vignettes at chamber events featuring testimonials. Accent with written quotes for website or print offerings.

Incorporate informational/educational pieces targeted toward small businesses. Begin 1Q and get better during the whole year.

Small business spotlight--Create template/online form for small businesses to fill out: 1 sentence 'about us', a photo, best thing they're known for, why they love their customers. 1Q

Redesign Richardson Chamber logo to continue a feeling of friendliness and knowledge for business success in Richardson. Introduce during Annual Meeting.

Enhance Workforce Development

The RCC will continue to create, refine and grow opportunities to develop a highly qualified workforce to meet the needs of RCC members by successfully executing on at least five existing and new programs.

Advocate Public Policy

- Develop and get Board approval for the Chamber's Texas 88th Legislative Session Agenda.
- Produce a Federal Policy Conference

Lead Technology Growth

- Identify and implement a platform for entrepreneur support in the 1Q.
- Deliver communications and programming promoting the entrepreneur platform.

Ensure Financial Stewardship

- Review the Chamber's reserve and investment policies; determine any actions
- Determine what to do with 2021 excess net income & PPP loan proceeds
- Provide guidance towards and final approval of the 2023 budget, including timeline and assumptions

Champion Diversity, Equity, and Inclusion

Develop, communicate and build support for a chamber strategic diversity plan by Aug. 31 informed by data collected through the diversity, equity and inclusion (DEI) taskforce in consultation with vendor Insperity.

Commit to ESG

Research current practices and policies to identify an area in each of Environmental, Social, and Governance that could be addressed in creating an ESG policy.

PROGRAM OF WORK – 2022

CHAIRMAN OF THE BOARD

Manasseh Durkin, Durkin Enterprises

EXECUTIVE COMMITTEE AND DIVISIONS OF THE CHAMBER

ECONOMIC DIVISION

1st Vice Chairman Jan Arrant, Methodist RMC

Broker & Developer

Tri-Chairs: Norah Hogan, Tanswestern
 Pat Hanahan, Fobare Commercial
 Adam Hammack, JLL

Staff Liaison: 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 each other as well as with Richardson City, Educational and Corporate leaders.

2022 Goals:

- Create a forum to bring together companies active in the Richardson commercial real estate market.
- Encourage non-Member commercial real estate companies to join the Richardson Chamber.

Growth & Mobility

Tri-Chairs: Deborah Carroll, Bland Garvey CPAs
 Dan Warfield, Halff Associates
 John Beatty, Insperity

Staff Liaison: 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 (create tangible value) and to promote greater awareness of economic development and transportation issues affecting the Richardson area.

2022 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: Darlene Stoneham, Applied Concepts
Kip Welch, BAL
Staff Liaison: Shannon Skripka

Purpose:

The purpose of the HR Committee is to provide RCC members' HR professionals a resource for areas of shared interest such as community updates, recruitment, retention, training, non-profit involvement, compliance, etc.

2022 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 Business Resources Committee (IBRC)

Tri-Chairs: Lisa Schwamkrug, The Law Offices of Lisa Schwamkrug
Robert Smith, Saville Dodgen & Company
Kerry Tassopoulos, Tassopoulos Law Firm
Staff Liaison: Beth Kolman

Purpose:

The Purpose of the IBRC is to build a strong international ecosystem in Richardson, supporting international business activities of Richardson Chamber Members and other Richardson companies, and providing support for the recruitment of and soft-landing resources for international companies entering the USA market and locating in Richardson, Texas.

2022Goals:

- Clearly communicate to Richardson Chamber Members and others the membership roster and available resources of the IBRC, for the purpose of supporting the international business needs for local and international companies and for recruiting new IBRC committee members.
- Support REDP inbound international development efforts, including virtual and in-person trade missions and the GDI program at UTD.
- Provide to Richardson Chamber Members educational information and practical solutions to international business challenges and expansion efforts.
- Provide networking opportunities for IBRC committee members as a benefit for joining and contributing to the IBRC.

MEMBER SERVICES DIVISION

Vice Chairman Darren Durrett, Dallas Capital Bank

Ambassadors Club

Tri-Chairs: Ashley Hust, Ashley Hust, Realtor
Vicki Ratliff, Wills on Wheels/Vicki S. Ratliff, PC
Roni Carasco, Eisemann Center
Staff Liaison: Jayla Anderson

Purpose:

The Ambassadors 2022 purpose is to establish and enhance member communication and member retention.

2022 Goals:

To enhance member-centric community that values connecting and engaging with other members, local elected officials and key business stakeholders; while also promoting personal business.

Richardson Business Network

Tri-Chairs: Grant Tonne, J Grant Insurance
Luke Hamlett, Supreme Lending
Carrie Dallman, Remax
Staff Liaison: Ginger Tonne

Purpose:

This committee communicates and forms business relationships to promote our City and Chamber. This is done by keeping current with the City of Richardson and presentations by members and community people who support the City/Chamber in efforts to expand our knowledge for stronger community support.

2022 Goals

To retain and expand not only the group's community knowledge and support but also expand our member's number. In other words, to grow our group and Community support.

Richardson Young Professionals

Tri-Chairs: Tyler Farrer, Texas Bank & Trust
Michelle Firpi, ProNail Roofing
Grant Tonne, J Grant Insurance
Staff Liaison: Jayla Anderson

Purpose:

Connect young professionals who live and work in Richardson to emerging leaders that are dedicated to building collaborative partnerships, fostering opportunities for professional growth, and serving the community.

2022 Goals:

- Host 10 happy hours
- Stage two chocolate drops to benefit Richardson Methodist Cancer Center
- Recruit two RYP members to apply for Leadership Richardson
- Recruit 5 new individual members to RYP
- Host the Chamber of Commerce Bowling Tournament
- Host volunteer day at Network of Community Ministries
- 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: Zoe Frost, Celebration Marketing Group
Lisa Miller, El Dorado Assisted Living
Paula Tratt-Duke, The Reserve at Richardson
Staff Liaison: Jayla Anderson

Purpose:

To bring together organizations, vendors and professionals who can connect/learn from each other to provide referrals, education and support for the senior population of our N. Texas community.

2022 Goals:

- Increase attendance by 15%
- Gain sponsors for each event
- Obtain 15 new members to join RCC annually

COMMUNITY DIVISION

Vice Chairman Randy Ford, National Write Your Congressman

Education and Workforce

Tri-Chairs: Suzanne Williamson, Raytheon
 Deb Richards, Dallas College, Richland Campus
 Beth Brown, RISD
Staff Liaison: Kim Quirk, Mallory Crumb

Purpose:

EFW will continue to create, coordinate and/or refine events that proactively educate, identify and connect a diverse pipeline of future workers with our business community to grow a stable, self-renewing workforce.

2022 Goals:

- Successfully execute year 5 of iDream and survey first-year attendees, who are now juniors, on the impact the program made to their career choices
- Assist PISD with launch of a pilot iDream program
- Coordinate state of higher education luncheon featuring incoming Dallas College chancellor and UTD president
- Coordinate state of district luncheon in the fall featuring superintendents at PISD and RISD
- Launch pilot job shadowing partnership for chamber members and rising sophomores, juniors and seniors at local higher education institutions to share a “day in the life” opportunity
- Host an in-person focus group in collaboration with RISD to understand and define collaborative approaches to building a highly qualified workforce
- Successfully partner with COR to implement year 4 of RMSIP

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 Leadership Richardson.

2022 Goals

- Continue to expand diversity and quality of applicants.
- Review, update or refine curriculum to meet current needs.
- Refine and update application and application process to better assess and select candidates.
- Increase diversity of LRAB by adding members from a variety of backgrounds, jobs, ages, etc
- Work to increase applicant pool.

Public Policy

Tri-Chairs: Liz Morse, Richardson ISD
John Hurst, Lennox International
Mark Solomon, Assurnet
Staff Liaisons: Bill Sproull, Shannon Skripka

Purpose:

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

2022 Goals:

- Develop a Legislative Agenda for the Texas 88th Legislative Session.
- Increase federal advocacy and awareness for our members, including an in-person trip to Washington D. C. if federal offices open up
- Provide informative and educational briefings for members about legislative issues on the federal, state and local levels.
- Host candidate forums for local and state level elections before the November 2022 general election.

BUSINESS SERVICES DIVISION

Vice Chairman Scott Flannery, United Healthcare

Women in Leadership

Tri-Chairs: Erin Williams, LPL Financial
Lesley Sanders, GEICO
Angela Powell
Staff Liaisons Paul Bendel, Shannon Skripka

Purpose:

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

2022 Goals:

- Develop quarterly luncheons that provide leadership and networking opportunities to women in the business community.
- Plan 2-4 engaging events with the Women4Women networking program throughout the year that encourage networking while providing opportunities for the development of women in our community.
- Maintain at least 20 members and recruit new members to increase participation and strengthen our committee and subcommittees.
- Bring back our Annual Vendor Craft Fair as an opportunity to encourage women owned small businesses in our community.

Golf Tournament

Tri-Chairs: Joe Quirk
Hayden Greenbauer, Frost Bank
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.

2022 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.

Executive After Hours

Tri-Chairs: Bryan Marsh, Strategic Data Center Fund
 Janice Peters, Hudson Peters CRE
 Calvin Jamison, UTD

Staff Liaison Beth Kolman

Purpose:

Produce quarterly (or as often as pandemic restrictions allow) events that provide business executives with a forum to develop relationships, discuss business opportunities, learn about current events, build a community network, and add value to their RCC membership.

2022 Goals:

- Develop events for high level executives that provide speakers on business topics important to this audience and/or provide networking opportunities with their peers.
- Expand the invitation list among Richardson companies, Tech Titans member companies, and companies located outside of Richardson.
- Increase awareness of the event’s VIP attendance and invitation-only policy and use this as a recruitment tool.
- Expand the current target audience by recruiting additional people from within the companies that are currently participating in the program.
- Invite speakers who have a position, project or cause that the target audience would find interesting.

BUDGET & FINANCE DIVISION

Vice Chairman Monica Scott, Logotology

Budget & Finance Committee

Chairman Monica Scott, Logotology
 Staff Liaisons Bill Sproull, Stan Bellis

Purpose:

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

2022 Goals:

- Understand and present the monthly financials to the Executive Committee & Board on a timely basis.
- Add foundations to the monthly financial dashboard - February
- Approve the 2021 401K allocation to eligible employees - February
- Help management achieve 2022 budget objectives - monthly
- Periodically review the Chamber’s investments and determine allocations, especially as CD’s mature – Q2
- Serve as the audit committee for the 2021 audit. – Q2
- Revise the Chamber monthly financial dashboard – Q3
- Review the Chamber’s reserve and investment policies; determine any actions – Q3
- Determine what to do with 2021 excess net income & PPP loan proceeds – Q3

- Provide guidance towards and final approval of the 2023 budget, including timeline and assumptions – Q4

NOMINATING AND GOVERNANCE COMMITTEE

Chair Eric Peltier
Staff Liaisons Bill Sproull, Shannon Skripka

Purpose:

To identify qualified and diverse leaders for the Executive Committee, the elected and advisory Board of the Richardson Chamber Board of Directors, and to provide oversight on governance matters and concerns.

2022 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 for the elected Board for the general election in Q3 2022.
- 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 2023.
- Recommend a slate for the 2023 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.
- Review and recommend policies covering the CEO with respect to board and employee relations and processes for clear separation of Board/CEO duties, and confidence-building and complaint resolution with employees