



# COLUMBIA CHAMBER OF COMMERCE

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## Business Plan 2010-2011

### MISSION STATEMENT

The mission of the Chamber of commerce is to lead our community, drive commerce in our region and advance community and regional collaborations, thereby enhancing the quality of where we live, learn, work and play.

### VISION STATEMENT

Through persistent commitment to our mission, we see a future characterized by unprecedented achievements in both public policy and economic growth. We are dedicated to nurturing and providing leadership to ensure community aspirations become realities.

## **AMBASSADORS DIVISION**

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CHAIR & BOARD LIAISON: Keri Tipton, Bucket Media, Inc.

### **PURPOSE STATEMENT**

To promote the Columbia Chamber of Commerce and the economic advancement of Columbia and the surrounding trade area by serving as the goodwill group and as the "welcoming arm" of the Chamber for any business or organization that requests those services.

### **GOALS**

- Conduct the ceremonies associated with ribbon cuttings, grand openings, ground-breakings and other events requested by businesses and organizations.
- Assist the Chamber monetarily and/or physically when special needs arise.
- Elect and provide orientation for all new Ambassadors.
- Serve as the welcoming group for the Columbia Chamber of Commerce Quarterly Membership Breakfasts.
- Provide activities which will encourage networking among the Ambassador membership.
- Hold Quarterly Ambassador meetings to:
  - Conduct the business of the Ambassadors' group
  - Honor Ambassador of the Quarter
  - Recognize those who host and sponsor the Quarterly Ambassador Meetings
  - Meet as a result of the Total Resource Campaign
- Recognize Ambassadors who have attained certain attendance goals with appropriate gifts and honors.

### **BENEFIT STATEMENT**

The Ambassadors provide the "face of the Chamber" to the public. This group strives to appear at all events with enthusiasm, with appropriate information and with sincere words of welcome for the hosts and the audiences.

## **COMMUNITY DEVELOPMENT DIVISION**

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COMMUNITY DEVELOPMENT DIVISION DIRECTOR: Jeff Guinn, LGI Business Brokers

### **EMERGING ISSUES**

CO-CHAIRS: Steve Erdel, Boone County National Bank & Vicki Russell, Columbia Daily Tribune

BOARD LIAISON: Brian Foster, University of Missouri

### **PURPOSE STATEMENT**

To provide a forum to discuss critical issues that are affecting the business community; make an initial determination regarding a potential topic's relevance to the Chamber's purpose; and to provide a vetting process where a topic will ultimately be referred to Governmental Affairs or another Chamber committee for consideration, and recommendation to the Board of Directors.

### **GOALS**

- Meet with local, state and federal elected officials to build a better working rapport.
- Meet with government agency and department staff members to discuss issues of importance.
- Meet with community leaders from the education, healthcare, not-for-profits and others to proactively address any challenges that might affect the business community in the future.
- Serve as a clearinghouse for issues to ensure they meet the Chamber's mission.
- Refer issues of concern to Governmental Affairs and other appropriate committees.
- Refer time sensitive issues to the Board of Directors directly.

### **BENEFIT STATEMENT**

Allow member input into emerging issues that are adversely affecting our community in an effort to be more proactive and time sensitive.

## **COMMUNITY DEVELOPMENT DIVISION**

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COMMUNITY DEVELOPMENT DIVISION DIRECTOR: Jeff Guinn, LGI Business Brokers

### **GOVERNMENT AFFAIRS COMMITTEE**

CO-CHAIRS: Alice Leeper, RE/MAX Boone Realty & Scott Ward, ABC Laboratories, Inc.

BOARD LIAISON: Lowell Patterson, Emery Sapp & Sons, Inc.

### **PURPOSE STATEMENT**

To provide leadership, information and advocacy that enhances the economic environment and represents the political interests of the Columbia business community. To develop cooperative relationships with organizations and to establish and nurture positive relationships with local, state and national elected officials.

### **GOALS**

- To research, develop, educate and recommend issue positions to the Chamber Board of Directors.
  - Hold discussions for members to establish the legislative concerns and opinions of the Chamber membership.
  - Sponsor forums that present both sides of an issue.
  - Provide speakers of stature and expertise on critical issues.
- To advocate issue positions in the interest of the Chamber within philosophical guidelines set by Chamber Board of Directors.
  - Annually review and update the Legislative Policy Manual to reflect the concerns and opinions of the membership.
  - Identify, research and address key issues.
  - Establish ad hoc committees, as necessary, to research and address issues of importance.
- To fully educate members about critical issues and inform members, the general public and appropriate officials of Chamber positions adopted by Board of Directors.
  - Utilize current methods of communication, such as Voter Voice, to inform members.
  - Recommend and assist the issuance of press releases to media announcing adopted positions.
  - Sponsor public forums on issues and for candidates.
  - Provide support for positions taken by Chamber Board of Directors through communication with city/county board and commission members and attendance at meetings.

## **COMMUNITY DEVELOPMENT DIVISION**

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COMMUNITY DEVELOPMENT DIVISION DIRECTOR: Jeff Guinn, LGI Business Brokers

### **GOVERNMENT AFFAIRS COMMITTEE CONTINUED**

- Establish positive, interactive relationships with organizations and elected local, county and statewide officials.
  - Host events to recognize public officials.
  - Provide networking opportunities between members and elected officials.
  - Encourage participation and support of MUPAC and MIZZOU PAC.
  - Foster cooperation and collaborative efforts between city and county leaders.

### **BENEFIT STATEMENT**

A strong advocate in governmental affairs will maintain and advance the City's business climate, attract new membership and be an effective, respected voice of the business community.

## **COMMUNITY DEVELOPMENT DIVISION**

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COMMUNITY DEVELOPMENT DIVISION DIRECTOR: Jeff Guinn, LGI Business Brokers

### **TRANSPORTATION COMMITTEE**

CO-CHAIRS: Steve Burch, U.S. Bank & Stuart Scroggs, Scroggs Architecture, PC

BOARD LIAISON: Kevin Sprouse, KCS Consultants, LLC

#### **PURPOSE STATEMENT**

To facilitate discussion and decision-making to improve highway and roadway transportation infrastructure in the Columbia area.

#### **GOALS**

- Facilitate communication between Chamber, city, county and MoDOT, and work to fashion acceptable and publicly agreeable goals.
- Actively engage members in the implementation of transportation plans, emphasizing economic growth while improving quality of life in our community.
- Establish and/or advocate appropriate city and county highway and other roadway transportation priorities and projects.
- Educate the public on importance of infrastructure modifications and other highway and roadway transportation issues.
- Gather and disseminate input from local officials and members.
- Identify and cooperate with other entities, organizations or groups with a stake in transportation issues.

#### **BENEFIT STATEMENT**

Improved development and implementation of highway and roadway plans and improvements will maintain and/or improve quality of life and economic growth, therefore benefiting all segments of Chamber membership.

## **ECONOMIC DEVELOPMENT DIVISION**

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ECONOMIC DEVELOPMENT DIVISION DIRECTOR: Todd Culley, Boone Electric Cooperative

### **AGRIBUSINESS/BIOSCIENCES COMMITTEE**

CO-CHAIRS: Gary Duncan, Frameworks Gifts & Interiors & John Poehlmann, University of Missouri

BOARD LIAISON: Rob Duncan, University of Missouri

### **PURPOSE STATEMENT**

To support and stimulate growth of agribusiness and biosciences and build awareness within the Chamber and surrounding community concerning related issues including effect on the quality of life, economic impact and scope of the area's agriculture industry.

### **GOALS**

- Actively recruit and encourage Chamber and committee membership particularly the involvement of traditional and non-traditional ag-related businesses.
- Promote Chamber's legislative issues that directly impact agriculture and bioscience-related businesses
- Provide networking and educational opportunities through:
  - Agricultural Recognition Dinner
  - Semi-annual Food for Thought Breakfast forums
  - Input and networking opportunities regarding current issues (i.e. Storm Water and Bio Tech Life Sciences)
- Recognize and celebrate individual accomplishments in agricultural and in the community.
  - Agriculturalists of the Year Award
- Support and reward youth activities, accomplishments and educational opportunities that encourage continued interest in ag-related careers.
  - Present \$1,000 continuing education scholarship
- Support agricultural programs, organizations and events that contribute to the economic success and the quality of life in Boone County.
  - Research opportunities for more involvement with Boone County Fair
  - Assist with the State FFA Career Fair

### **BENEFIT STATEMENT**

Continued development and support for the agricultural/biosciences industry in the region will maintain a more balanced economy, enhance the quality of life and provide benefits for all segments of the Chamber membership.

## **ECONOMIC DEVELOPMENT DIVISION**

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ECONOMIC DEVELOPMENT DIVISION DIRECTOR: Todd Culley, Boone Electric Cooperative

### **EDUCATION COMMITTEE**

CO-CHAIRS: Jean Berry, State Farm Insurance Companies & Darin Preis, Central Missouri Community Action

BOARD LIAISON: Tim Rich, Heart of Missouri United Way

### **PURPOSE STATEMENT**

To assist and act as a liaison between the education and business communities, to develop a stronger partnership between the two. The committee will create on-going programs to bring business & education together to develop young leaders and develop a workforce that will keep mid-Missouri competitive when attracting and retaining business.

### **GOALS**

Develop, organize and promote programs and activities which achieve the strategic goals for the Chamber.

#### Workforce Development

Promote workforce development by assisting students & teachers to identify work skills needed in today's work environment; promote adult skill development.

- Continue the Career Days program for seventh graders at all three public Columbia middle schools.
- Investigate options for adult workforce development.
- Research and move forward with implementation of a Family Friendly Business Rating to be adopted as a Chamber program.
- Maintain representation and involvement with Junior Achievement.

#### Higher Education

Strengthen the bonds between higher education and the business community with the intent of identifying and developing young leaders. To educate college students on ways to contribute and develop in a community.

- Support Collegiate Leadership Columbia program. Look for ways to revamp and improve the program.
- Utilize the talents of past Junior Leadership Columbia and Leadership Columbia classes.
- Promote and market Columbia as a higher education conference destination.

## **ECONOMIC DEVELOPMENT DIVISION**

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ECONOMIC DEVELOPMENT DIVISION DIRECTOR: Todd Culley, Boone Electric Cooperative

### **EDUCATION COMMITTEE CONTINUED**

#### Partnerships

Enhance and promote the partnerships between business and elementary and secondary schools.

- Reinforce the Chamber's role in supporting the CPS Partners in Education program.

#### Early Childhood Development

Promote the need for business involvement in issues related to early childhood development (ECD) and elementary school readiness.

- Continue annual sponsorship of the "Reading! It Begins With Me!" program by providing quality books for distribution by experienced early childhood professionals to low-income families.
- Provide opportunities for continued collaboration and communication between early childhood entities, Chamber members and the business community about ECD.
- Provide support for early childhood initiatives as adopted by the United Ways of Missouri recommendations on legislative issues involving ECD.

#### Scholarship

Promote, administer and audit the Chamber of Commerce Russell V. Thompson Scholarship.

#### Committee Development

Actively recruit new members to the committee and the sub-committees.

### **BENEFIT STATEMENT**

This committee acts as the conduit between the business and education communities; creates opportunities to improve our workforce, both current and future. Promotes the importance of education for economic well being.

## **ECONOMIC DEVELOPMENT DIVISION**

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ECONOMIC DEVELOPMENT DIVISION DIRECTOR: Todd Culley, Boone Electric Cooperative

### **SMALL BUSINESS COMMITTEE**

CO-CHAIRS: Michele Spry, Midway Electric, Inc. and Josh Kittle, Mid-American Wireless

BOARD LIAISON: Russ Duker, MasterTech Plumbing

### **PURPOSE STATEMENT**

To promote the growth, profitability and recognition of business through educational programs, networking opportunities and special events focusing on the needs of small businesses in our community.

### **GOALS**

- Advocate for the issues and challenges facing small businesses in our community and establish positive relationships with state legislators and other statewide officials acting jointly with the Governmental Affairs Committee and other Chamber officials.
- Develop informational and educational opportunities for Chamber member companies:
  - Implement the interest, needs and program ideas from the comprehensive survey of Chamber members who are classified as small businesses.
  - Schedule monthly mini-seminars (20 minutes maximum) on professional development topics during the regular monthly meeting of the Small Business Committee.
  - Provide information to members about other professional development opportunities within the Chamber of Commerce and Women's Network, as well as other organizations within our community.
  - Host periodic lunch and learns covering topics relevant to small businesses.
- Develop small business opportunities:
  - Plan and present the Micro Business Fair.
- Provide opportunities for members to interact, network and showcase small businesses:
  - Choose a business at each month's meeting through a business card drawing to give a five-minute promo at the next meeting.
  - Increase members' attendance and participation at monthly meetings.
  - Encourage existing committee members to recruit new committee members, especially those that increase industry diversity within the committee.
- Recognize outstanding achievement of small business organizations:
  - Plan and present the "Small Business of the Year" Awards.
  - Participate in and support "Small Business Week".

## **ECONOMIC DEVELOPMENT DIVISION**

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ECONOMIC DEVELOPMENT DIVISION DIRECTOR: Todd Culley, Boone Electric Cooperative

### **SMALL BUSINESS COMMITTEE CONTINUED**

#### **BENEFIT STATEMENT**

Through the advocacy of economic development issues affecting all small businesses in our community, members will see their own businesses growth and become more profitable. In addition, educational programs, networking opportunities and special events will create an environment that is supportive of and provides access to the resources that further encourage the growth and profitability of all small businesses within our community.

## **FINANCE & ADMINISTRATION DIVISION**

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FINANCE & ADMINISTRATIVE DIVISION: Susan Hart, Huebert Builders

### **ALTERNATE INCOME COMMITTEE**

CO-CHAIRS: Cheryl LaHue, Hawthorne Management Company & Tonya Schleeter, Assured Title Company

BOARD LIAISON: Michelle Schawo, State Farm Insurance Companies

### **PURPOSE STATEMENT**

To develop, promote and host income generating events, designed to fund programs the Chamber can utilize to enhance the Chamber organization, the community and accomplish the Chamber's strategic plan. The events will be constantly reviewed and enhanced to ensure the best attendance and economic benefit.

### **GOALS**

- Create social involvement of Chamber members.
- Provide different/additional networking opportunities, separate from normal Chamber business-to-business events.
- Raise non-dues related income.
- Generate enthusiasm for, and awareness of, the Columbia Chamber of Commerce within the community.
- Incorporate legislative and regional economic outreach opportunities.
- Create future event plans to be incorporated in the Total Resource Campaign.
- Recruit new/additional committee members.

#### 2010-2011 Projects

#### Chamberopoly

\$25,000

- The Alternate Income Committee will host the inaugural event for Chamberopoly - an event designed to replace the popular Twilight Cruise series. The committee will work to increase efficiency and attendance from the past five years.

### **BENEFIT STATEMENT**

Events that increase awareness of the Columbia Chamber of Commerce and its benefiting members will: attract more members, promote positive relations with elected officials and regional economic partners, generate revenue and increase participation of current and potential members while creating a more visible profile of the Columbia Chamber of Commerce to the community.

## **FINANCE & ADMINISTRATION DIVISION**

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FINANCE & ADMINISTRATIVE DIVISION: Susan Hart, Huebert Builders, Inc.

### **BUDGET & FINANCE COMMITTEE**

CO-CHAIRS: Judy Starr, Boone County National Bank & Ben Galloway, Columbia Insurance Group

BOARD LIAISON: Susan Hart, Huebert Builders, Inc.

### **PURPOSE STATEMENT**

To assure financial solvency of the Chamber by preparing the annual budget for board approval and to monitor the fiscal performance as it relates to the approved budget and to recommend policies than enhance the Chamber's financial status.

### **GOALS**

- Evaluate auditor's management letter and make appropriate recommendations to the Chamber Board of Directors.
- Prepare and present new budget to the Board of Directors by June 2010.
- Review the financial reports given to the Board of Directors.
- Review budget for areas needing updated bids.

### **BENEFIT STATEMENT**

Through careful evaluation of the financial structure of the Columbia Chamber of Commerce, there will be adequately funded Chamber programs and assured financial stability.

## **FINANCE & ADMINISTRATION DIVISION**

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FINANCE & ADMINISTRATIVE DIVISION: Susan Hart, Huebert Builders, Inc

### **BUSINESS SHOWCASE COMMITTEE**

CO-CHAIRS: Kerrie Bloss, Big Brothers, Big Sisters and Heather Hargrove, Holiday Inn Select Executive Center

BOARD LIAISON: Lili Vianello, Visionworks Marketing & Communications

### **PURPOSE STATEMENT**

Continue the creative concept of the Business Showcase. To improve our image as well as foster new relationships with surrounding communities and law makers. Provide a networking/sales/marketing opportunity for business professionals, primarily in Columbia along with value-added activities to increase floor traffic. Help stimulate economic growth and enhance the quality of life in the Columbia area.

### **GOALS**

- Organize and develop a professional, enriching, entertaining and fun event where Columbia/Mid-Missouri businesses can showcase their products and services.
- Raise a minimum \$50,000 for the Chamber.
- Recruit committed, responsible and excited committee chairs for Promotional Communications, Speaker, Exhibitor Relations, Volunteer Relations, Hotel Liaison, Mixer and External Relations.
- Involve many committee people across all business classes in the planning, development and execution of the Business Showcase.
- Provide networking opportunities for Mid-Missouri professionals through special events and activities during the Business Showcase.
- Sell 100 percent of booths by February 2011.
- Increase attendance from last year.
- Coordinate luncheon with keynote speaker
- Find a well-known speaker for the keynote luncheon

## **FINANCE & ADMINISTRATION DIVISION**

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FINANCE & ADMINISTRATIVE DIVISION: Susan Hart, Huebert Builders, Inc

### **BUSINESS SHOWCASE COMMITTEE CONTINUED**

#### **Primary Audiences**

- Columbia Chamber members
- Columbia professionals, non-Chamber members
- Sponsors
- Exhibitors

#### **Secondary Audiences**

- Mid-Missouri professionals, non-Chamber members
- Columbia community members, non-professionals
- Surrounding community chambers
- Local and state lawmakers

### **BENEFIT STATEMENT**

To add value to Chamber membership while promoting and enhancing business opportunities for exhibitors and sponsors. Creates positive awareness of the Chamber from the community.

## **FINANCE & ADMINISTRATION DIVISION**

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FINANCE & ADMINISTRATIVE DIVISION: Susan Hart, Huebert Builders, Inc

### **CHAMBER CLASSIC GOLF TOURNAMENT COMMITTEE**

CO-CHAIRS: Chris Ashton, AFLAC and Ryan Euliss, Boone Electric Cooperative

BOARD LIAISON: Jill Cox, Boone County National Bank

#### **PURPOSE STATEMENT**

To plan the Chamber's annual golf tournament. Like other income generating events hosted by the Chamber, this event is designed to fund programs that the Chamber can utilize to enhance the Chamber organization and accomplish the strategic plan.

#### **GOALS**

- Create social involvement of Chamber members.
- Provide networking opportunity.
- Raise non-dues related income.
- Generate enthusiasm for, and awareness of, the Columbia Chamber of Commerce within the community.
- Recruit new/additional committee members.
- Provide benefit and awareness for tournament sponsors.

#### **BENEFIT STATEMENT**

The Chamber Classic Golf Tournament will increase awareness of the Chamber and its member businesses and sponsors. This event should generate revenue and create awareness for the Chamber in the community.

**TOTAL PROJECTED INCOME: \$29,000**

## **MEMBERSHIP DEVELOPMENT DIVISION**

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MEMBERSHIP DEVELOPMENT DIVISION CHAIR: Sabrina McDonnell, Landmark Bank

### **EMERGING PROFESSIONALS IN COLUMBIA EXECUTIVE COMMITTEE**

CO-CHAIRS: Emily Price, Bucket Media, Inc. & Kylene Richardson, Stephens College

BOARD LIAISON: Tom Klucking, Hy-Vee

### **PURPOSE STATEMENT**

To engage, develop and celebrate emerging leaders through professional growth opportunities and social interactions.

### **GOALS**

- Encourage active professionals to build relationships with one another by providing opportunities for professional connections and social interactions.
- Celebrate the potential of emerging professionals by giving them opportunities to grow professionally and learn new skills.
- Develop eager professionals for roles in community leadership by allowing them to serve in this organization.
- Create an atmosphere of innovation by encouraging new methods and ideas to promote our organization and our mission.
- Embrace diversity by involving individuals not currently participating in Chamber functions.
- Benefit the community through discussion of community issues and retention of emerging professionals.
- Provide continuing education through programs such as Lunching Outside the Box and other professional development opportunities.

### **BENEFIT STATEMENT**

Engage, develop and celebrate emerging leaders for roles in future community leadership and encourage participation in leadership at the Chamber level.

## **MEMBERSHIP DEVELOPMENT DIVISION**

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MEMBERSHIP DEVELOPMENT DIVISION CHAIR: Sabrina McDonnell, Landmark Bank

### **JUNIOR LEADERSHIP COLUMBIA STEERING COMMITTEE**

CO-CHAIRS: Susan Bell, Hampton Inn & Suites - Columbia at the University of Missouri & Tom Trabue,  
Trabue, Hansen & Hinshaw, Inc.

BOARD LIAISON: Mary Beck, Boone Hospital Center

### **PURPOSE STATEMENT**

To motivate students and develop their potential for community leadership by acquainting local high school juniors with the opportunities, realities and challenges of this community.

### **GOALS**

- Develop interactive sessions that provide participants with awareness of career and community issues.
- Develop leadership skills and increase the participant's level of self-confidence.
- Design sessions that show the relationship between community, businesses and organizations and individuals.
- Create an atmosphere for participants to network with business, community leaders and classmates thus encouraging long-term contacts.
- Directly address the art of leadership and ways to utilize the information and contacts made through participation in the program.

### **BENEFIT STATEMENT**

Develop and encourage young potential leaders in their commitment and acceptance of leadership roles thereby giving back to the community in which they live.

## **MEMBERSHIP DEVELOPMENT DIVISION**

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MEMBERSHIP DEVELOPMENT DIVISION CHAIR: Sabrina McDonnell, Landmark Bank

### **LEADERSHIP COLUMBIA STEERING COMMITTEE**

CO-CHAIRS: Craig Brumfield, The Callaway Bank and Lindsay Lopez, Columbia College

BOARD LIAISON: Valerie Shaw, Commerce Bank, N.A.

### **PURPOSE STATEMENT**

Identify and nurture future leaders who can guide our community to achieve the economic vitality that will provide lasting benefit for the future.

### **GOALS**

- Provide a leadership-focused program curriculum that exposes participants to a wide variety of elements affecting the Columbia community.
- Create a thorough understanding of the mission and vision of the Columbia Chamber of Commerce and its overall impact on the community.
- Build leadership skills and awareness among participants, helping them understand leadership in a variety of situations and applications within the community.
- Educate participants about current and long-term issues facing Columbia's business and community planning and challenge them to work toward solutions.
- Equip participants with an appreciation of how security issues facing today's leaders affect our community and its residents.
- Create an inclusive environment and curriculum that embraces differences in beliefs, opinions, abilities, generations and cultures.
- Provide opportunities for participants to establish long-term relationships with fellow participants, steering committee members, Chamber representatives and session presenters.
- Gain extended commitment from all participants to take an active leadership role in a business, civic, non-profit or political organization upon graduation from the program.
- Formulate, through the knowledge and experience gained during the Leadership Columbia program, recommendations to be presented to the Columbia Chamber of Commerce Board of Directors.

### **BENEFIT STATEMENT**

Through education and development of program participants, Leadership Columbia builds committed and motivated community leaders, and promotes active participation in community organizations and leadership.

## **MEMBERSHIP DEVELOPMENT DIVISION**

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MEMBERSHIP DEVELOPMENT DIVISION CHAIR: Sabrina McDonnell, Landmark Bank

### **MEMBERSHIP COMMITTEE**

CO-CHAIRS: Tony Boussad, Farm Bureau Insurance & Jason Mott, Landmark Bank

BOARD LIAISON: Gerry Blaise, KOMU 8

### **PURPOSE STATEMENT**

To encourage, grow and educate our members on the importance of active involvement with Chamber activities.

### **GOALS**

Create a positive, welcoming atmosphere for new members, work with chamber staff and TRC volunteers to maintain current new member rate of enrollment, increase retention of members, increase membership of minority business owners and managers to reflect the diversity of our community and promote participation of new members in Chamber committees and activities.

### **STRATEGIES**

- Continue to expand and utilize the ROI program.
- Continue to encourage current successful recruitment endeavors.
- Increase contact with new members in their first year of membership by pairing them with an active member that volunteers to act as a mentor to new members.
- Initiate a personal visit to every new member from a Membership Committee representative to review membership benefits.
- Host New Member Welcomes to recognize new members and provide an opportunity to interact with other members and promote their business or organization.
- Host networking opportunities for new members in small group roundtables.
- Continue to utilize Quarterly Membership Breakfasts to recognize new members, ROI graduates and longstanding members.
- Survey second year members on their perceived value of their membership and suggestions to add value or meet needs.

### **BENEFIT STATEMENT**

To ensure the health and sustainability of the Chamber, the Membership Committee works to achieve membership growth and retention and to create value for each member.

## WOMEN'S NETWORK DIVISION

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PRESIDENT & BOARD LIAISON: Kelley Marchbanks, College of Veterinary Medicine

### PURPOSE STATEMENT

To connect, empower and engage members through leadership development, educational opportunities and innovative outreach.

### PRIORITIES

- Empower and develop members to embrace leadership opportunities inside and outside of Women's Network.
- Provide interactive programs focused on the core mission of Women's Network while ensuring educational opportunities for members.
- Provide communication mediums to engage membership.
- Encourage Women's Network members to promote innovative thinking and embrace opportunities for positive change.

### GOALS

- Help promote and achieve a minimum of five active committee members participating on each committee.
- Create more awareness of Women's Network - make the community more aware through new media outlets.
- Have more engagement in our organization. Get members involved that need more confidence and leadership opportunities.
- Open communication with Chamber and work more with them. Get involved with the BC&S.
- Answer the following questions: What type of network are we? What is our focus? How do we distinguish ourselves?
- Develop a scholarship/grant for new businesses. Promote women in business. Help women with innovative ideas who don't know where to go.
- Maintain a strong membership with over 550 members.

## WOMEN'S NETWORK DIVISION CONTINUED

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PRESIDENT & BOARD LIAISON: Kelley Marchbanks, College of Veterinary Medicine

### COMMITTEES

- **Budget and Finance Committee** will oversee financial matters and develops an understanding of the use of finances and how they help to meet the long and short term goals of Women's Network. The committee makes recommendations to Steering based on their careful review of current finances with an eye to adopting best practices. They also make sure that the use of financial resources is in line with leadership development plans. Finally, this committee answers questions with other committees about their budgets and address day-to-day reporting issues.
- **Business Leaders Forum Committee** will provide an opportunity for the exchange of ideas and discussion of problems, solutions and successful techniques related to management and/or the leadership of employees. The committee also provides a forum for business leaders to share problems, experiences and ideas, which are unique to the challenges of their position. Meetings feature speakers or programs of interest to committee members.
- **Changing the Odds Committee** will provide quality workshops in the community on a semi-annual basis to women who are entering or re-entering the work force or and need interviewing, resume, fashion and other assistance in their job search. These programs are open to Women's Network members and women in the community looking for career opportunities.
- **Marketing and Communication Committee** will promote Women's Network and Columbia Chamber of Commerce activities and events through media and professional contacts. The committee develops press releases, brochures, responds to requests from various committees to publicize their activities and arranges media opportunities.
- **Membership Development Committee** will promote and welcome new members (women and men) to the Women's Network organization and provide additional networking opportunities through the New Member Welcomes. This committee will focus on two areas: membership growth and retention.
- **Monthly Program Committee** will continue to provide top-level speakers and monthly programs to enhance the lives of our membership and serve an important role in fulfilling the mission of our organization. This committee will also coordinate registration and meeting facilities and staff the registration table.
- **Special Events Committee** will coordinate winter and summer events, the Leadership Series, the ATHENA Award Banquet, as well as smaller events throughout the year that will be tailored to specific activities and interests, supplemental to the calendar of regular monthly programs.

## WOMEN'S NETWORK DIVISION CONTINUED

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PRESIDENT & BOARD LIAISON: Kelley Marchbanks, College of Veterinary Medicine

### COMMITTEES CONTINUED

- **Steering Committee** will accomplish the mission of Women's Network. The Steering Committee will be responsible to the Chamber Board of Directors and shall develop all functions of the Women's Network.

## CHAMBER STAFF

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**Don Laird**, President

dlaird@ColumbiaMOChamber.com, 817-9109

- Oversees Chamber Staff, reports to the Chamber Chair, Board of Directors, & Executive Committee. Is a registered lobbyist.

**Connie Barringhaus**, Information Specialist

cbarringhaus@ColumbiaMOChamber.com, 874-1132

- Operates the switchboard for the Chamber and Convention & Visitors Bureau. Assists customers in the lobby, and is a secretarial support person. Handles all information requests for Chamber and inquiries about Columbia.

**Victoria Brees**, Director-Program Development

vbrees@ColumbiaMOChamber.com, 817-9113

- Responsible for working with committees to accomplish goals & objectives outlined in Business Plan. Works with Business Showcase committee, Golf committee and Leadership Columbia program. Provides support for the Board of Directors & Executive committee and coordinates Annual Meeting.

**Kathy Frerking**, Director-Financial Services

mearhart@ColumbiaMOChamber.com, 817-9112

- Responsible for billing membership dues and all accounting connected with the Chamber. Is a notary, & works with the CPA auditing firm, Budget & Finance committee & the Chamber Board's Treasurer. Provides support for the Fair Missouri Foundation. Responsible for all aspects of Ambassador Division.

**Emily Hendren**, Director-Special Projects

ehendren@ColumbiaMOChamber.com, 817-9115

- Responsible for managing the Total Resource Campaign and cost of living information. Coordinates Quarterly Membership Breakfasts, Kickballapalooza and Emerging Professionals In Columbia (EPIC).

**Lexi Klaus**, Director-Government Affairs

lklaus@ColumbiaMOChamber.com, 817-9114

- Is a registered lobbyist and represents Chamber in areas of government and public affairs. Works directly with Government Affairs, Transportation, Agribusiness and Education committees. Coordinates Food for Thought, Coffee with Columbia, Mayor's Appreciation Breakfast, Candidate/Issues Forums, Agricultural Recognition Banquet, Collegiate Leadership Columbia, Thompson Scholarship and Agricultural Scholarship.

## CHAMBER STAFF CONTINUED

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**Kristi Ray**, Executive Vice President  
kray@ColumbiaMOChamber.com, 817-9108

- Coordinates Chamber's regional economic development effort and Missouri CORE Partnership. Is a registered lobbyist and coordinates legislative relations with Director-Government Affairs. Assists in the development of Chamber political positions and directs the contact program for key employers in the area. Coordinates Experience Columbia and the Economic Outlook Conference.

**Suzanne Rothwell**, Director-Membership  
srothwell@ColumbiaMOChamber.com, 817-9110

- Responsible for soliciting new members to the Chamber and retention. Works with the Membership committee. Coordinates New Member Welcomes and Round Table Luncheons.

**Liz Tesar**, Director-Women's Network  
ltesar@ColumbiaMOChamber.com, 817-9119

- Responsible for all aspects of Women's Network Division. Maintains Chamber membership database. Works with the Small Business committee. Coordinates Executive Connections, Small Business Week & Awards and the Micro Business Fair.

**Vacant**, Director-Communication Services  
817-9111

- Responsible for internal/external communications, publications, advertising, media relations, social networking, research/demographic information & Chamber web site. Produces weekly Chamber Activities Calendar, monthly Chamber *Business Line* Newsletter and yearly *Newcomer's Guide & Chamber Membership Directory*. Oversees the Chamber map production. Works with the Communications Task Force and Alternate Income Committee. Coordinates the Junior Leadership Columbia program.