



2010 Annual Report

COMMUNITY DEVELOPMENT

Vice-President: Tonia Stephenson

Mission: To develop programs and services that provides personal and corporate growth and address issues facing our community.

Leadership Development Chairpersons: Duane Church/Tonia Stephenson

*Offer program on a bi-annual basis *Increase participation *Encourage involvement from graduates

2010 Accomplishments: Changed frequency to alternate years in response to community need.

Education Committee

Chairperson: Sandi Norman

*Evaluate, monitor and support community educational systems *Continue Job-Shadowing at middle school *Investigate and develop new venues to support education *Serve as liaison between schools and community college to communicate workforce needs *Host Reality Store program at high schools

2010 Accomplishments: In partnership with Communities in Schools held 3 Reality Stores at both high schools; delivered doughnuts to teachers/daycares; Partnered with Communities in Schools and Archdale-Trinity Rotary Club to host 2 Job-shadowing days at ATMS. Launched Speakers Bureau for both high schools. Developed Career Exploration lunchtime seminars for high school students; Launched Student gov't affairs program at High schools & secured sponsors to cover cost

Community Action

Chairperson: Bert Stone

*Be perceived as voice of business *Identify significant issues and plan strategies to address them *Regularly assess member's stand on issues and provide info for making informed decisions *Encourage involvement in county, regional and state issues/events *Hold legislative briefing, candidates' forums, candidate's school *Develop Strategies to increase influence of community in larger settings *Investigate advocacy of local and county issues* Assist in development of Triad Legislative Agenda

2010 Accomplishments: Staff & Volunteers regularly attend City Council, P & Z, and Commissioner's meetings; Staff chaired P/T Chamber legislative agenda effort; forwarded state & federal issues to membership; held Lunch w/Lawmakers; held candidate's forum; partnered with Education Committee to launch student gov't affairs program in high schools.

MEMBERSHIP DEVELOPMENT

Vice-President: Linda Roney

Mission: To grow the membership and enhance the services and benefits offered through the Archdale-Trinity Chamber of Commerce.

Business Services Committee

Chairperson: Jeff Gerlock

*Promote and conduct monthly Coffee & Conversations *Increase number of Business After Hours events *Develop and offer hot-topic seminars to members
2010 Accomplishments: Held **11** Coffee & Conversations; held **1** member requested BAH & a joint BAH/Expo with HP and T'ville Chambers, and Christmas BAH. Offered **3** Seminars and Admin Prof Luncheon. Did marketing counseling with members. Held **3** Ribbon cuttings. Distributed members' promotional materials through packets and in lobby of payment center. Delivered membership cards. Produced Membership directory.

Membership Recruitment & Retention Committee

Chairpersons: Barry Collins/George Taylor

*Increase membership and retention *Restructure Ambassadors' Program to equip them to better showcase member benefits *Develop program to encourage member use of chamber benefits *Evaluate current recruitment process *Evaluate membership & orientation materials

2010 Accomplishments: Board made retention calls monthly. Retention rate **82%**. Used expo booth for recruitment; ran discounted membership campaign; developed Chamber Spotlight to profile member each month in web-based communications.

Marketing/Advertising

Chairperson: Debbie Dalton

*Develop a marketing and advertising program to raise visibility of the chamber *Raise visibility of chamber through more participation in community/county/regional events
2010 Accomplishments: Designed expo booth to give increased exposure; evaluated past directories and made suggestions for 2010-12 edition; participated in Merchant's Circle TV Commercial; placed directories in NC Visitors center- **596** books distributed April-Oct. Produced monthly Chamber Chatter and weekly email newsletter to keep members informed. Represented membership at A/R chamber. Staff chaired the Triad Chambers organization. Maintained the chamber website. Distributed relocation and visitor packets.

ECONOMIC DEVELOPMENT

Vice-President: Rhonda Winters

Mission: to develop programs that enhance the Archdale-Trinity community by providing commercial and retail growth.

Economic Development Committee

Chairperson: Rhonda Winters

*Identify, target and recruit new businesses to the community in partnership with both cities *Collect and publish current demographic data
2010 Accomplishments: Published current demographic data on website. Met with commercial realtors for advice on recruitment activity; participated in RC EDC strategic plan; present at all City Council/ P&Z/County Commissioner meetings; placed directories in NC Visitors Center; posted SCORE Contact info on website; participated in NC Chamber ThinkJobs panel/campaign. Served as first point of contact to many industrial clients and referred them to EDC. Counseled entrepreneurs seeking help.

Transportation Committee**Chairpersons: Jeff Wells/Adam Stumb**

*Monitor area transportation needs and challenges *Continue efforts to support I-74 through Archdale and Randolph County *Increase activity and visibility of committee
2010 Accomplishments: Monitored transportation issues; assisted with I-74 ribbon-cutting

Tourism Development Committee**Chairperson: Richard Brown**

*Conduct an annual soccer tournament *Investigate other opportunities to develop tourism opportunities
2010 Accomplishments: Prepared for Jack Frost Soccer Tournament but event was cancelled due to weather conditions; began development of Disc Golf Tournament.

Archdale-Trinity Merchant's Alliance**Chairpersons: Stan Reid/Missy Pendry**

*Develop strategies to increase local shopping *Create events to raise awareness of local merchants
2010 Accomplishments: Held a Customer Appreciation Coupon Event, a Spring Open House Event with Easter Bunny visits, and a Holiday Open House. Increased committee participation; developed a new ATMA logo; sponsored the band at Bush Hill Fri night event.

COMMUNITY EVENTS

Chamber Staff/Committee Chairs

Mission: To provide events that enhances chamber membership and improves the quality of life of the community.

Bush Hill Festival**Chairpersons: Joan Rotramel/Kim Cates**

*Grow Annual Bush Hill Festival by increasing vendors/events *Grow Friday night event to kick-off the Festival *Expand historical focus of festival *Make plans for 25th anniversary celebration
2010 Accomplishments: Held successful event with largest attendance ever; buried time capsule to commemorate 25th anniversary; held street party with kids activities; expanded car show/antique tractor show WON TOP 20 BEST SEPT. FESTIVALS IN SOUTHEAST; evaluated event and made recommendations to board.

Awards Committee**Chairperson: Fran Andrews**

*Annually review/evaluate awards nominating and selection procedures and make recommendations for change *Annually conduct awards program.
2010 Accomplishments: Evaluated and took steps to improve process and ceremony. Partnered with ABWA to present women's leadership award.

Special Events**Golf Tournament****Chairperson: Walter Stanley**

*Conduct the annual Golf Tournament and grow participation
2010 Accomplishments: Held successful event offering networking and promotion to members.

Annual Meeting**Chairperson: Scott Grissom**

*Plan and promote the chamber's Annual Meeting
2010 Accomplishments: Evaluated prior events and made changes to improve. 115 in attendance.

ADMINISTRATIVE DIVISION

Vice-President: Scott Grissom

***Mission:** To evaluate procedures, review policies and maintain the financial stability of the organization.*

Program of Work Committee

Chairperson: Jeff Gerlock

*Oversee committees' work to insure alignment with chamber goals

*Hold orientation for committee chairs

***2010 Accomplishments:** Orientation held for committee chairs; provided oversight and assistance to committees.*

Facilities and Staffing

Chairperson: Executive Committee

*Investigate facility expansion or new location *Review and update policies/
procedures manual *Evaluate staff benefits and responsibilities

***2010 Accomplishments:** Continued search for additional office and meeting space.*

Nominating Committee

Chairperson: Richard Brown

*Annually analyze composition of board and recruit directors to reflect a balanced representation of the community and membership *Conduct New Board Member orientation

***2010 Accomplishments:** Analyzed composition of current board and recruited to weaknesses. Held board orientation.*

Strategic Planning Committee

Chairperson: Scott Grissom

*Hold annual and mid-year retreats to assess goal achievement and determine focus

*Communicate goals/ideas to committee chairs *Investigate digital and social media as distribution methods for chamber info *Increase attendance at planning retreats

***2010 Accomplishments:** Held annual and mid-year retreats; staff trained on social media; converted newsletter to web-based format; set up FaceBook/Twitter; conducted membership survey; developed process for creating strategic plan in 2011.*

Resource Development

Chairperson: Scott Grissom

*Maintain non-dues revenue sources to supplement budget *Develop a new fund-raiser

*Evaluate current dues structure

***2010 Accomplishments:** Conducted raffle for dulcimer and iBundle.*

Payment Center

Chairperson: Betsy Lowder

*Monitor expenses/demands to determine feasibility of continuing contract.

***2010 Accomplishments:** Maintained payment center per Time Warner's specifications. Generated revenues to cover cost of center. Used lobby to promote members' goods and services.*

***Reverse Raffle**

Chairperson: Linda Roney

*Evaluate/Restructure Reverse Raffle to increase participation and revenue.

***2010 Accomplishments:** Evaluated event, added live auction; increased ticket sales.*