



2019 Annual Business Plan

Chamber Resources Division

Vice-Chair Ned Butler

Ambassadors - Chair Jocelyn Wykoff

Staff Contact: Kerie Rowe

Goal: Serve as the liaison between the chamber board and membership

These volunteer leaders represent member businesses and help promote a positive community image, assist in welcoming new Chamber members, contacting current members and provide leadership for Chamber events and retention efforts. The goal is to have 24 active ambassadors.

Strategies:

- Meet monthly to build relationships, assign member contacts, updates on events, complete point sheets
- Attend and assist with Ribbon Cuttings, Luncheons & Special Events; Make contact to assigned members to encourage connection with the chamber; assist with “annual operation appreciation”
- Ambassador Ambush

Membership Development – Chair

Staff Contact: Kerie Rowe

Goal: Improve Membership Retention, Recruitment & Benefits Programs

This group supports the member investment plan levels and benefits packages and works on strategies for retention and recruitment. Through a coordinated effort with staff, this committee distributes treat bags annually to our members.

Strategies:

- Host New Member Receptions twice annually
- Promotions of New Member Referral Program - \$25 Chamber “Bucks”
- Assist with coordination of monthly luncheons including program speakers, sponsorships, etc.
- Assist with Network Breakfasts
- Coordinate an Annual Operation Appreciation Event
- New Member Net Goal: 3% Net Increase

Marketing & Communications – Chair Eli Lussiana

Staff Contact: Teri Smiley

Goal: Increase awareness of the Chamber, its events, benefits and activities

This committee works with staff to develop chamber on-line and printed marketing strategies and goals. Marketing and communication efforts include but are not limited to: Web-Site(s), E-News, Social Media.

Strategies:

- Continue with the Your Community. Your Chamber Marketing Plan for the chamber: Community Marketing & Membership Marketing, exploring marketing opportunities- social media, web-site, e-news, print media, radio, television, etc.
- Develop a new web-site for the Walton Chamber
- Expand Social Media to include Twitter, Instagram and enhance current social media

Special Events Task Force

Goal: Raise Non-Dues Revenue through fundraising while providing networking opportunities for the members

The event task force groups meet to plan, execute and evaluate each event and members can choose to serve on one or multiple event planning groups.

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| <ul style="list-style-type: none"> • Annual Banquet
Chair Patti Souther
Staff Contact: Teri Smiley | <ul style="list-style-type: none"> • Clay Shoot
Chair Kathy Ivie
Staff Contact: Michelle Lee | <ul style="list-style-type: none"> • Casino Night & Auction
Chairs Kenny Smiley & Amanda Lussiana
Staff Contact: Michelle Lee |
| <ul style="list-style-type: none"> • Golf Tournament
Chair
Staff Contact: Michelle Lee | <ul style="list-style-type: none"> • Walton 5K & Half Marathon
Chair David Dickinson
Staff Contact: Michelle Lee | <ul style="list-style-type: none"> • Buy Local Holiday Expo
Chair
Staff Contact: Teri Smiley |



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Community Development Division

Vice-Chair Ammie Elliott

***Education Committee – Chair**

Staff Contact: Teri Smiley

Goal: Support Public and Private High Schools as well as Higher Education

This group plans and implements the annual County-Wide Career & College Expo, Annual STAR Banquet and runs the Reality Check Program. This group works closely with the Walton Proud Initiative.

Strategies:

- Coordinate STAR Banquet
- Coordinate College & Career Expo
- Coordinate Reality Check Program in Schools
- Assist with Walton Proud Initiative

Governmental Affairs Committee - Chair Melissa Shannahan

Staff Contact: Teri Smiley

Goal: Build strong relationships with city, county, state and federal officials

Host political candidate forums for city, county, state and federal elections. The group organizes participants for the State Chamber D.C. fly-in event.

- Assist with luncheon topics/speakers: State of the Cities, State of the County, Post-Legislative Update
- Develop Legislative Agenda/Promote GA Chamber Legislative Agenda to membership
- Political Candidate Forums for County and State elections
- Serve as the Business Advocacy Task Force

***Leadership Walton – Chair Kevin Little**

Staff Contact: Teri Smiley

Goal: To develop new and talented leaders for Walton County

Community members must be nominated and selected to be part of this group which meets for nine sessions to explore Walton County, building better leaders for our community. The class size of 20-24 total annually.

Strategies:

- Annual Leadership Walton Class
- Goal of 20-24 in each class annually
- Coordinate involvement of Leadership Alumni Members with programs

***Walton Proud – Chair Callen Moore**

Staff Contact: Teri Smiley

Goal: Promotions of A+ Education in Walton County

This committee will work to promote the Walton Proud Brand

Strategies:

- Promotions to local industries
- Annual Fall Bus Tour
- Lunch & Learn at each school
- Promotions: Commercials on web-sites, decals for autos, t-shirts, thumb drives to business prospects, HR managers

***Youth Leadership Walton Program – Chairs Marsha Queen & Kathy Ivie**

Staff Contact: Teri Smiley

Goal: To improve student awareness of Walton County and build leaders

This program is a combined effort of Leadership Walton Alumni and the chamber. It is a 2-year program beginning the high school Junior year with CEO level leadership training, followed by community awareness programs for the students their Senior year. The program is county-wide with participation from all Walton County schools.

Strategies:

- Annual Youth Leadership Walton Class
- Promotion through high schools for nominations
- Coordinate involvement of Leadership Alumni Members with programs

**Programs funded through Walton Forward, Inc. Foundation*



2019 Annual Business Plan

Economic Development

Vice-Chair Shane Short

Business Council – Chair

Staff Contact: Teri Smiley

Goal: Promotion of local business members to maximize their business growth

This committee promotes our member companies through recognition at chamber luncheon events and handles the nominations, selection and presentation. This group organizes seminars and workshops for the membership and coordinates our Buy Local Campaign.

Strategies:

- Member Recognition Awards
 - Seek nominations – possible entry into a drawing for nominations
- Host workshops/seminars for members
 - Health & Wellness Series in January
 - Social Media Workshop Series
- Buy Local Campaign
 - Advertising & Promotions for Buy Local
 - Buy Local Discount Card
 - Videos on site at Buy Local Discount Locations – Promotions on Facebook
 - Buy Local Holiday Expo

Existing Industry Council – Chair Dessa Morris

Staff Contact: Teri Smiley

Goal: To bring focus and awareness to our local existing industries

In an effort to bring more community awareness to our local industries, we host a minimum of one Industry Tour annually, inviting elected officials and chamber members to attend. In addition, this group offers training opportunities on specific industry topics as needed or requested.

Strategies:

- Host Existing Industry Appreciation Luncheon
- Host annual local industry tour
- Host Athens Technical College Walton Campus Tour

Tourism Council – Chair Sadie Krawczyk

Staff Contact: Teri Smiley

Goal: Promote Walton County as a tourism destination

This committee works on tourism promotions for Walton County and its tourist attractions, including researching areas of interest and promotion county-wide.

Strategies:

- Support the City of Monroe and promotions of Antiques Capital of Georgia
 - City of Monroe to handle: location map, rack card for welcome centers, web-site, social media
- Promotions of city and county events