



PROGRAM OF WORK 2016

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 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.

Ensure Financial Stewardship

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

Richardson Chamber of Commerce

2016 Goals

Promote Business Success

The RCC will establish a task force of Collins/East Arapaho area stakeholders, city officials and community leaders by the end of Q1 2016, who will identify collaborative strategies for enhancing the area's economic vitality by the end of 2016.

Foster Member Value & Engagement

The RCC will conduct a new member campaign by the end Q3 2016 with campaign goals of at least 100 new members and \$41,500 in new member revenue

Build Marketing and Brand Awareness

Create quarterly communication content for Richardson-centric media outlets and residents emphasizing the Chamber's activities and value for its members and the community.

Drive Workforce Development

By the end of Q2, develop a plan to increase workforce (CTE programs) to mutually benefit chamber members and Richardson ISD students and faculty.

Advocate Public Policy

Develop a clear and compelling Legislative Agenda for the 85th Texas Legislative Session by Q4 2016.

Re-Accreditation

The RCC will prepare and submit its application for 5-Star Re-Accreditation to the U. S. Chamber of Commerce in 2016, preferably by the end of Q1.

Ensure Financial Stewardship

The RCC will perform financially better than budget in 2016 by \$50K net.

PROGRAM OF WORK – 2016

CHAIRMAN OF THE BOARD

Ken Hutchenrider, Methodist Richardson Medical Center

EXECUTIVE COMMITTEE AND DIVISIONS OF THE CHAMBER

ECONOMIC DIVISION

1st Vice Chairman Bryan Marsh, Digital Realty Trust

Broker & Developer

Tri-Chairs Mark Jordan, JP Realty
Manny Ybarra, Pillar Commercial
Russ Johnson, Peloton Commercial Real Estate
Staff Liaisons John Jacobs, Jenny Mizutowicz

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

2016 Goals:

1. Create a forum to bring together companies active in the Richardson commercial real estate market.
2. Utilize the expertise and experience in the Broker & Developer Committee to drive business success by helping redevelop or repurpose Richardson's large inventory of vacant flex space.
3. Encourage non-Member commercial real estate companies to join the Richardson Chamber.

Growth & Mobility

Tri-Chairs Amie Mayes, Hilton Garden Inn
 Marceen Woods, Alliance Architects
 Jessica Segebarth, Texas Bank & Trust
Staff Liaison John Jacobs, Jenny Mizutowicz

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.

2016 Goals:

1. 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.
2. Promote greater awareness of economic development and transportation issues affecting the Richardson area.
3. Facilitate customer and supplier business relationships among Chamber members to drive business success.

Human Resources

Tri-Chairs Abbe Montgomery, State Farm
 John Grierson, VCE
 Alicia Goolsby, ARGO Dats
Staff Liaison John Jacobs, Jenny Mizutowicz

Purpose: The purpose of the Human Resources (HR) Committee is to provide Richardson Chamber of Commerce members' HR professionals a resource for areas of shared interest such as community updates, recruitment/retention of employees, performance reviews, etc.

2016 Goals:

1. Create a quarterly forum for HR professionals to exchange ideas, counsel, resources, and strategies with their peers and host speakers on key topics of interest for HR professionals (compliance, benefits, retention, etc...)
2. Provide HR professionals with the latest information regarding community updates, new companies and HR-related programs
3. Generate leads for member companies by matching HR professionals with the resources they need.
4. Connect local employers with local educational partners to communicate what types of professional skills are in demand

MEMBER SERVICES DIVISION

Vice Chairman Sandee Treptow, Reliant Energy

Ambassadors Club

Tri-Chairs Amy Taylor, Eisemann Center
Bill Schaid, Supreme Lending
Keith McNamara, Farmers Insurance
Staff Liaison Drew Snow

Purpose: The Ambassador Committee consists of Richardson Chamber Member professionals who act as liaisons between the Chamber and its members. They support the Chamber through recruitment, retention and engagement efforts.

2016 Goals:

1. Organize the group by function, so that those who are available for retention calls can focus there, while others handle ribbon cuttings and event greetings
2. Be present at all events to greet and assist attendees
3. Be present at all ribbon cuttings
4. Conduct all retention calls as dispatched by the VP of Member Services

Early Net

Tri-Chairs Sue Thornton, Photo Organizing Solutions
Luke Thornton, Supreme Lending
John Mottram, John Mottram CPA
Staff Liaison Drew Snow, Julie Grauel

Purpose: The 2016 Early Net purpose is to facilitate more business referrals, connections and lead generation in our group and the greater membership of the Richardson Chamber.

2016 Goals:

1. Attract more attendees than 2015
2. Promote the new location at Taco Joint and the reduced price of \$2 per person
3. Top the 1271 referrals from 2015

P.M. Connections

Tri-Chairs Kelly Bowman, Amegy Bank
Dan Bertoncini, Speedpro Imaging Richardson
Scott Bates, Isagenix
Staff Liaison: Drew Snow

Purpose: PM Connections is an after-hours networking event designed to promote business, referrals and lead-generation between RCC members while striving to drive value to the event host.

2016 Goals:

1. Filling out the calendar for PM Connections ASAP so we can promote further from the event
2. Add three new venues
3. Add door prizes for better promotion, attendance and tracking of attendees

Richardson Young Professionals

Tri-Chairs Jon Brooks, Cobbs Benefits Group
 Cordell Reynolds, Humana
 Dee Singleton, Resource One Credit Union
Staff Liaison Drew Snow

Purpose: Richardson Young Professionals purpose is to be a leading network of emerging leaders dedicated to building collaborative partnerships, fostering opportunities for individual growth and business development.

2016 Goals:

1. To reach 100 members this year
2. Maintain a program in conjunction w/ DART – such as a program at UTD on environmentally cleaner transportation
3. Add more women and diversity to the group

COMMUNITY DIVISION

Vice Chairman Beth Kolman, Cisco Systems

Education and Workforce

Tri-Chairs Heather Lozano, Richland College
 Raul Hinojosa, UT Dallas
 Camille Garcia, State Farm
Staff Liaison Kim Quirk, Taylor Lopez

Purpose: Facilitate the collaboration between educational institutions and the business community to create partnerships that support the creation and availability of a quality workforce in Richardson.

2016 Goals:

1. Develop a three-year education and workforce plan to meet the Chamber's strategic education and workforce goal.
2. Leverage existing opportunities to align community and education needs.
3. Enhance awareness of collaborative opportunities among education and the business community.

Leadership Richardson Advisory Board

Chairman Greg Kish, Kish, Manktelow & Bailey, PC
Staff Liaison Kim Quirk

Purpose: Provide policy and program oversight for the Leadership Richardson program.

2016 Goals:

1. Continue to implement strategies developed by 2014 Recruitment Committee for the recruitment of Class XXXII applicants.
 - o Achieve a minimum of 50 applications for Class XXXII
 - o Host a recruitment event in spring 2016 to cultivate candidates for Class XXXII.
 - o Develop one on one contact with local civic organizations, HOAs, PTAs and corporations to expand our reach for candidates
 - o Develop one on one contact with ethnic businesses and organizations to broaden the ethnic participation in LR
 - o Develop media to assist in spreading the LR message
2. Complete Advisory Board member interaction with Class XXX

Public Policy

Co-Chairs Brad Tucker, Blue Cross Blue Shield of Texas
Celina Cardenas, Atmos Energy
Ronda Moreland, RKM Media
Staff Liaisons Bill Sproull, Molly Ulmer

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

2016 Goals:

1. Develop RCC's Legislative Agenda to present in the 85th Legislative Session.
2. Provide opportunities for business leaders and elected officials to cultivate relationships.
3. Increase presence of Public Policy Committee to chamber membership by providing major events.
4. Grow the size of the Public Policy Committee by recruiting members from the business community.

BUSINESS SERVICES DIVISION

Vice Chairman Angela Lopez, BB&T Bank

Women in Leadership

Tri-Chairs Lisa Chill, Arcturis
Cindi Jackson, Texas Bank and Trust
Dana Shepperd, Dana Shepperd & Assoc. LLC
Staff Liaisons Paul Bendel, Taylor Lopez

Purpose: The purpose of Women in Leadership is to inspire, influence and champion powerful women through advocacy, mentoring and networking.

2016 Goals:

1. Provide tangible value to its membership by providing quality programs that undergird leadership, business development, and mentoring opportunities for its targeted market of small, medium and large corporations as well as the individual entrepreneur.
2. Foster member engagement via its *Women on the Go Networking (WOGN)* group as well as its luncheon programs themed *Changes, Challenges and Opportunities* featuring outstanding speakers who have words of wisdom and guidance for women in the marketplace.
3. Continue to build brand awareness of WIL (and indirectly chamber membership) through communication, personal contact, and presence at RCC events as well as its stellar luncheon programs, *Women on the Go Networking* events.
4. Increase membership on the committee with a focus on personal contact and personal invitation to join the committee in addition to providing outstanding programming.
5. As in the past, financial accountability will be the hallmark of Women in Leadership.
6. Create a WIL "Learning Academy" in lieu of the mentoring program. This program will provide a platform to educate and network women. This program will provide information to benefit small business owners and corporate members.

Golf Tournament

Tri-Chairs Bryan Marsh, Digital Realty Trust
Rebecca Stenoien, The Warren Center
Brian Head, Sign-A-Rama
Staff Liaisons Paul Bendel, Danielle Billelo

Purpose: Organize and host the RCC Golf Classic to achieve set goals, create a value-added experience for our members and sponsors, encourage stronger corporate sponsorships and participation, and to generate non-dues revenue for the Chamber.

2016 Goals:

1. Build upon the success of the 2015 tournament to make the 2016 tournament among the best opportunities for networking and building business connections in the chamber.
3. Continue to increase year-over-year net revenue by selling all major sponsorship categories with an emphasis on procuring a title sponsor, improving the gift selection in the gift salon, and having a full field of players.
4. Create a value-added experience for sponsors and players by improving golf course set-up and coordination, by continuing to improve the training of volunteers, and producing an entertaining awards dinner.
5. Create a marketing plan to showcase the tournament, entice previous sponsors and potential new sponsors.
6. Diversify sponsor verticals, so they are not concentrated in 1 or 2 particular industries such as construction or real estate.
7. Donate at least 10% of the net proceeds to a charity of the chamber's choosing.
8. Explore options for additional revenue including hosting a tennis tournament.

Richardson Chamber Bowling Tournament

Tri-Chairs: TBD

Staff Liaisons Paul Bendel, Danielle Billelo

2016 Purpose: Organize and host an RCC Bowling Tournament to create a new value-added event-based experience for our members, sponsors and the business while generating non-dues revenue for the Chamber.

2016 Goals:

1. Plan and stage the Bowling Tournament no later than June 30, 2016.
2. Identify tri-chairs and select a planning committee by March 1, 2016
3. Create a target list of sponsors and corporate bowling teams for the tournament.
4. Create a marketing plan to showcase the tournament, encourage sponsorship sales and recruit bowlers. .

2016 Action Plans:

1. Reserve AMF Lanes in Richardson for the tournament by March 1, 2016.
2. Create a tournament budget by March 1, 2016.
3. Organize the tournament with an awards reception immediately following play.
4. Add value, maximize sponsorship opportunities and increase revenue by selling out sponsorships by June 1, 2016.
5. Target companies primarily major employers for bowling teams.
6. Send a thank you note to all sponsors and recognize them on the Chamber's website for their support.

Brown Bag Luncheon

Tri-Chairs: TBD

2016 Purpose: To provide a low cost, high impact event that is focused on education of small to medium size businesses on topics ranging from operating a business to executive leadership.

2016 Goals:

1. Plan and stage 8 Brown Bag Luncheons in 2016.
2. Identify tri-chairs and select a planning committee by March 1, 2016.
3. Select speakers based on topic, content of presentation, subject matter expertise.

2016 Action Plan:

1. Select dates for Brown Bag Luncheons by February 1.
2. Select speakers for each luncheon no later than 60 days in advance of the luncheon.

BUDGET & FINANCE DIVISION

Vice Chairman Martin Molloy, Half Associates

Budget & Finance Committee

Chairman Martin Molloy, Half Associates

Staff Liaisons Bill Sproull, Diana Gorman

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

2016 Goals:

1. Continue working towards a yearly balanced budget.
2. Prepare the monthly B&F presentation to the Board on a timely basis.
3. Provide input on Chamber HR, employee benefit and other policies.
4. Serve as the audit committee for the 2015 audit.
5. Provide guidance and support for a potential capital campaign for a new building.

NOMINATING AND GOVERNANCE COMMITTEE

Chair Charlie Chen, DFW Technology

Staff Liaison Bill Sproull, Molly Ulmer

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.

2016 Goals

1. Promote the Chamber to qualified leaders in the business community to encourage interest in serving on the Board of Directors.
2. Recommend a slate of candidates to the Board for the general election in Q3 2016.
3. Recommend qualified candidates to the Board for appointment to vacated board positions as required.
4. Periodically review governance related items and concerns and assure that board member governance requirements are met in accordance with bylaws and organizational policies.