



PROGRAM OF WORK 2017

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

2017 Top Chamber Goals

Promote Business Success & Lead Technology Growth

Begin implementation of one or more priorities for economic enhancement of the Heart of the Telecom Corridor as determined by the East Arapaho Task Force.

Foster Member Value

The chamber shall develop at least 2 new programs and/or events that delivers tangible value to its members and/or positions the Chamber as a thought leader in the community.

Foster Member Engagement

The Chamber shall launch an initiative to recruit at least 20 new mid-market companies and retain 85% of all existing members in 2017.

Drive Workforce Development

Develop at least four opportunities to engage chamber members and educational institutions in efforts to fill gaps in current and future skills shortages and grow a quality workforce in our region.

Advocate Public Policy

The chamber will execute a successful state legislative agenda & produce a report card on local legislators following the session. The chamber will increase federal advocacy by implementing a leadership trip to Washington DC in 2017.

Ensure Financial Stewardship

The Chamber shall undertake final due diligence on its ability to successfully support and operate its new office space at Cityline and make a determination no later than 7 months from signing a lease on whether to move forward with or cancel the 10 year lease.

This last goal assumes we sign the lease, so it's conditional.

PROGRAM OF WORK – 2017

CHAIRMAN OF THE BOARD

Bryan Marsh, Digital Realty

EXECUTIVE COMMITTEE AND DIVISIONS OF THE CHAMBER

ECONOMIC DIVISION

1st Vice Chairman Amanda Rockow, UT Dallas

Broker & Developer

Tri-Chairs: Manny Ybarra, Pillar Commercial
 Russ Johnson, Peloton Commercial
 Addie Ludwig, Cawley Partners

Staff Liaison: 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

2017 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: Marceen Woods, Alliance Architects
 Jody Lee, Adolphson & Peterson
 Darren Durrett, BB&T

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.

2017 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, Dell Technologies
Alicia Goolsby, ARGO Data

Staff Liaison: Jenny Mizutowicz

Purpose:

The purpose of the HR Committee is to provide RCC members’ HR professionals a resource for areas of shared interest and best practices in recruitment, retention, benefits, and other HR-related topics.

2017 Goals:

1. Create a quarterly forum for HR professionals to exchange ideas, counsel, resources, and strategies with their peers.
2. Provide HR professionals with the latest information regarding community updates, new companies and HR-related programs.
3. Host speakers on key topics of interest for HR professionals.
4. Work with local HR community to identify what skills are in highest demand and what types of jobs are available.

International Concierge Committee (ICC)

Tri-Chairs: Javier Mazon, Group Lamerica
Dobrina, Dobрева, Dobрева Law
TBD

Staff Liaison: Mike Skelton

Purpose:

The International Concierge Committee is made up of professional service provider members of the Richardson Chamber of Commerce and Tech Titans organization. The purpose of this committee is to

provide professional services to incoming foreign and domestic companies that need assistance from lawyers, accountants/CPAs, bankers, staffing firms, marketing and business development firms, translators, to launch their business here. It also is a vehicle for professional service provider members to build a network of trusted providers for their clients in disciplines outside of those they offer. It is also a vehicle to expand the incoming lead generation for Richardson of companies who are client of the service providers.

2017 Goals:

1. The ICC will organize and conduct one international themed program per quarter. An example of such a program is the Q1 '17 luncheon featuring the Consuls General of Canada and Mexico speaking on the impact their countries have on the Texas and DFW economy. These meetings are aimed at the DFW general public and potential new ICC members interested in international business.
2. The ICC will hold one meeting per quarter for members to plan future events and that will also highlight 3-4 ICC member's business models to the other members to build a trusted network of service providers for internal referrals and potential economic development lead generation from ICC member clients.
3. Conduct 2-3 happy hours and a Christmas holiday get together to acknowledge ICC member contributions and for ICC members to network.
4. Conduct a review of ICC membership and identify and add new ICC members in service provider disciplines that are lacking or not represented well.

MEMBER SERVICES DIVISION

Vice Chairman Melinda Pepperl, Fossil Group

Ambassadors Club

Tri-Chairs: Amy Taylor, Eisemann Center
Bob Krombach, Preferred Business Solutions
Bill Schaid, Supreme Lending

Staff Liaison: Drew Snow, Allen Wise

Purpose:

The purpose of the Ambassadors Club is to conduct retention calls, serve as event greeters and attend ribbon cuttings.

2017 Goals:

1. Grow the group to 40 members from 30.
2. Cover all events and ribbon cuttings throughout the year.

Richardson Business Network

Tri-Chairs: Marvin Thornton, Harrington Insurance Solutions
Luke Hamlett, Supreme Lending
John Mottram, John Mottram CPA

Staff Liaison: Drew Snow

Purpose:

Combine Early Net and PM Connections under a single brand and update the formats of the morning meetings.

2017 Goals:

1. Increase attendance in the morning meetings to an average of 25-30 per week.
2. Look for a larger venue.
3. Implement morning format with speakers, topic discussions and newcomer formats added to existing Early Net format.
4. Add some hosted "Road Trips" in the morning to members companies that wish to host the event.

Richardson Young Professionals

Tri-Chairs: Jon Brooks, IPS Advisors
Luke Hamlett, Supreme Lending
Dariesha Singleton, Resource One Credit Union

Staff Liaison: Drew Snow, Allen Wis

Purpose:

Continue to develop young leadership talent; continue community service projects and continue to provide career growth advice and information.

2017 Goals:

Quantify number of current RYP members and grow the group by 10 %.

COMMUNITY DIVISION

Vice Chairman Kory Aoyama, Blue Cross Blue Shield of Texas

Education and Workforce

Tri-Chairs: Camille Garcia, State Farm
Raul Hinojosa, UT Dallas
Mary Worthington, RISD

Staff Liaison: Kim Quirk, Taylor Lopez

Purpose:

Continue to 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.

2017 Goals:

1. Establish subcommittee to create signature event for RISD 7th graders to take part in a one-day work experience at chamber companies to be implemented in 17-18 school year
2. Build awareness among the community of educational initiatives
 - a. Coordinate forums fostering dialogue around education among business leaders

- i. Create opportunities to host events or speaking engagements: Internship opportunities for students, State of the School District; Higher Education; Charter Schools; etc.
 - ii. Partner with Human Resources Committee to advance business awareness of environmental challenges through WISE forum
- 3. Leverage the expertise of the Public Policy committee to support regulatory/legislative issues impacting education do we want to lobby or just raise awareness
 - a. Day at the Capitol;
 - b. Development of call-to-action campaigns around issues pertaining to education as appropriate
- 4. Continue developing a regular newsletter to highlight education: internships, RISD and Higher Education programs etc.
- 5. Develop a recognition program to be integrated into existing chamber activities to recognize members who are leading the way in supporting education in our community.

Leadership Richardson Advisory Board

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

Purpose:

The purpose is to provide policy and program oversight for the Leadership Richardson program.

2017 Goals

- 1. Expand diversity and quality of applicants.
- 2. Refine curriculum to meet current needs, expectations
- 3. Develop post LR engagement of graduates

Public Policy

Tri-Chairs: Celina Cardenas, Atmos Energy
 Brad Tucker, Blue Cross Blue Shield of Texas
 Mark Dalton, The Dalton Group

Staff Liaisons: Bill Sproull, Molly Ulmer

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

2017 Goals:

- 1.) Advocate RCC’s Legislative Agenda to elected state officials.
- 2.) Provide quarterly opportunities for business leaders and elected officials to cultivate relationships.
- 3.) Increase communications about public policy to members with updates and measure progress/evaluate interest through analytics.
- 4.) Increase participation from the business community in Legislative Day through revenue and attendance
- 5.) Increase federal advocacy and awareness for members

BUSINESS SERVICES DIVISION

Vice Chairman Sandee Treptow, Reliant Energy

Women in Leadership

Tri-Chairs: Cindi Jackson, Texas Bank and Trust
Dana Shepperd, Dana Shepperd & Assoc. LLC
Kelly Bowman, Amegy Bank

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.

2017 Goals:

1. Provide tangible value to its membership by providing quality programs that strengthen 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 *People, Purpose, Passion* 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, and grow its professional development program, Women4Women.
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 "Women4Women" in lieu of the mentoring program. This program will provide cross-generational professional support to women at every stage of their career, and a forum for sharing knowledge and resources.

Golf Tournament

Tri-Chairs: David Arledge, North American Title
Kyle James, Financial Benefit Services
John Ledebur, Financial Benefit Services

Staff Liaisons Paul Bendel, Taylor Lopez

Purpose:

Organize and host the RCC Golf Classic to create an entertaining, value-added experience for our members and sponsors, encourage stronger corporate sponsorships and participation, and generate non-dues revenue for the Chamber.

2017 Goals:

1. Make the tournament a fun and exciting event where players and sponsors have the best opportunities for networking and building business connections.

2. Continue to increase year-over-year net revenue by selling all major sponsorship categories with an emphasis on procuring a title sponsor and having a full field of 144 players, 36 teams.
3. 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.
4. Create a marketing plan to showcase the tournament, entice previous sponsors and potential new sponsors.
5. Diversify sponsor verticals, so they are not concentrated in 1 or 2 industries such as construction or real estate.
6. Introduce a “golf clinic for spouses” to enhance revenue and encourage more participation in tournament activities.
7. Explore additional activities for the players such as a “swing clinic” and/or “putting clinic” to improve player engagement before the start of the tournament.
8. Donate at least 10% of the net proceeds to a charity of the chamber’s choosing and increase the donation to 15% of net proceeds if the tournament reaches or exceeds the budgeted revenue goal.

Richardson Chamber Bowling Tournament

Tri-Chairs: Brad Lipton, Maverick Commercial
Adam Keller, Atlas Wealth Advisors
Santee Treptow, NRG

Staff Liaisons Paul Bendel, Taylor Lopez

Purpose: Organize and host the 2nd Annual RCC Bowling Tournament to create an enjoyable, value-added event-based experience for our members, sponsors and the business community while generating non-dues revenue for the Chamber.

2017 Goals:

1. Plan and stage the Bowling Tournament no later than June 30, 2017.
2. Make the tournament a fun and exciting event where players and sponsors have the best opportunities for networking and building business connections.
3. Create a target list of sponsors and corporate bowling teams for the tournament.
4. Increase year-over-year net revenue by selling all major sponsorship categories with an emphasis on procuring a title sponsor and having a full field of players.
5. Create a marketing plan to showcase the tournament, encourage sponsorship sales and recruit bowlers.

Brown Bag Luncheon

Tri-Chairs: the program is primarily staff driven with no tri-chairs or full committee in place.

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.

2017 Goals:

1. Plan and stage 8 Brown Bag Luncheons in 2017.
2. Select speakers based on topic, content of presentation, subject matter expertise that primarily appeals to the target audience of small and medium size businesses.
3. Organize a team comprised of members that will review topics and assist in selecting speakers.

Executive After Hours

Tri-Chairs: Hank Mulvihill, Mulvihill Asset Management
Mary Bedosky, LegacyTexas Bank
Elizabeth Purdy-Bergin, ANBTX Insurance

Purpose: To produce a series of networking events that provide business executives with an opportunity to meet on a regular basis, develop relationships, advance the understanding of business issues, and build a mutually beneficial community that fosters success among its participants.

2017 Goals:

1. Produce a series of events designed to attract a target audience of business professionals from Director-level and above focusing largely on the C-level executive.
2. Acquire speakers for each program that can address business trends, issues and local concerns of the target audience.
3. Develop as a target audience a network of high achieving and successful business executives and professionals in the Richardson area.

BUDGET & FINANCE DIVISION

Vice Chairman Eric Peltier, Legacy Texas Bank

Budget & Finance Committee

Chairman Eric Peltier, Legacy Texas Bank

Staff Liaisons Bill Sproull, Diana Gorman

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

2017 Goals:

1. Help management work towards exceeding budgeted net income, and help prepare and review the 2018 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 2016 audit.
5. Provide guidance and support for a potential capital campaign for a new office location.

NOMINATING AND GOVERNANCE COMMITTEE

Chair Kenneth Hutchenrider, Methodist Richardson Medical Center

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.

2017 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 2017.
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.