



PROGRAM OF WORK 2015

VISION STATEMENT

We will be the premier chamber that drives business success for our members and community.

MISSION STATEMENT

Through advocacy, alliances, economic development, and education, we drive business success for our members and community to advance economic prosperity.

CORE VALUES

Collaboration, Innovation, Integrity, Inclusiveness, Excellence, Leadership, Service

STRATEGIC PRIORITIES 2011 - 2015

Drive Business Success

The RCC will be a catalyst for economic development to foster a continually growing, diverse and vibrant Richardson business community.

Provide Tangible Value

The RCC will provide programs, products and services that create value for its members and the community.

Foster Member Engagement

The RCC will attract, grow and retain membership through a broad range of engagement opportunities.

Build Marketing and Brand Awareness

The RCC will build awareness through communication, marketing and brand strategies to enhance visibility of Chamber services and value to its members and the community.

Advocate Public Policy

The RCC will advocate legislative public policy priorities at the local, regional, state and federal level to support the Richardson business environment.

Lead Technology Growth

The RCC will enhance the growth of the high technology industry throughout North Texas through its affiliate the Metroplex Technology Business Council.

Ensure Financial Stewardship

The RCC will build and sustain a foundation of prudent financial stewardship to support the vision, mission and goals of the Chamber. This priority is fundamental to all other priorities and is considered the foundation priority.

EXECUTIVE COMMITTEE AND DIVISIONS OF THE CHAMBER

Richardson Chamber of Commerce

2015 Goals

Driving Business Success

- Enhance international business opportunities by capitalizing on the designation of Richardson as the “International Business Capitol of North Texas”

Provide Tangible Value

- Enhance member business to business promotions through the Chamber’s website

Foster Member Engagement

- Develop relevant member engagement opportunities that will retain at least 85% of Chamber and MTBC members in 2015

Building Marketing and Brand Awareness

- Apply for 5-star re-accreditation through the US Chamber by December, 2015

Advocate Public Policy

- Promote and advocate the chamber’s legislative agenda for the 84th legislature

Lead Technology Growth

- The Richardson Chamber will support the MTBC Membership Campaign in Fall 2015.

Ensure Financial Stewardship

- Finalize decision on a new Chamber building.

CHAIRMAN OF THE BOARD

Charlie Chen, DFW Technology

ECONOMIC DIVISION

1st Vice Chairman Ken Hutchenrider, Methodist Richardson Medical Center

Broker & Developer

Tri-Chairs Bill Guthrey, KDC
Mark Jordan, Sooner Management
Manny Ybarra, Pillar Commercial
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

2015 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 Angela Lopez, BB &T Bank
 Amie Mayes, Hilton Garden Inn
 Marceen Woods, Alliance Architects
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 (Create tangible value), and to promote greater awareness of economic development and transportation issues affecting the Richardson area.

2015 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 Jolene Hersch, ARGO Data
 Jeannette Davis, SSV Group Limited
 Abbe Montgomery, State Farm
Staff Liaison John Jacobs, Jenny Mizutowicz

Purpose: The purpose of the Human Resources (HR) Committee is to provide Richardson Chamber of Commerce and MTBC members' HR professionals a resource for areas of shared interest such as community updates, recruitment, retention, non-profit involvement, compliance, etc.

2015 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 (compliance, benefits, retention, etc...).
4. Generate leads for member companies by matching HR professionals with the resources they need.

MEMBER SERVICES DIVISION

Vice Chairman Bryan Marsh, Digital Realty Trust

Ambassadors Club

Tri-Chairs

Scott Bates, Isagenix

Amy Taylor, Eisemann Center

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 and retention efforts. Their goal is to increase the retention rate of new and existing members by conducting a program of engagement calls and increasing members' knowledge about programs, services and benefits of the Chamber.

2015 Goals:

1. Implement the "annual application renewal" to maintain Ambassador status
2. Make at least one retention call on every chamber member during 2015
3. Implement the Team Concept that debuted at the January committee meeting (Ambassadors not only measured on their individual points, but split into teams to drive additional competition to increase participation of ALL Ambassadors)

Early Net

Tri-Chairs

Rose Funk, ViewPoint Bank

Sue Thornton, Photo Organizing Solutions

Bill Schaid, Kiwanis Club of Richardson

Staff Liaison

Drew Snow, Julie Grauel

Purpose: The 2015 EarlyNet purpose is to facilitate more business referrals, connections and lead generation in our group and the greater membership of the Richardson Chamber.

2015 Goals:

1. Top total attendance of 1505
2. Top total referral total of 1544
3. Top total first timers level of 144

P.M. Connections

Tri-Chairs

Richard Wright, Tavern on Main Street

Jerry Corneluis, Canyon Creek Art & Frame

Kelly Bowman, Amegy Bank

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.

2015 Goals:

1. Filling out the calendar for PM Connections ASAP so we can promote further from the event
2. Refining the method of preparing hosts to get bigger crowds by inviting their client list as well as chamber attendees
3. Review previous two years of hosts to spot members who have hosted multiple times and identify potential new locations

Richardson Young Professionals

Tri-Chairs Alix Foster, Personal Economics Group
 Jon Brooks, Cobbs Benefits
 Cordell Reynolds, Humana
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.

2015 Goals:

1. To reach 100 members this year
2. To create a program in conjunction w/ DART – such as a program at UTD on environmentally cleaner transportation (this fits DART’s desire to reach this age demographic and the fact that this group is more environmentally conscious than many)
3. Add more women and diversity to the group

COMMUNITY DIVISION

Vice Chairman Martin Molloy, Half Associates

Education and Workforce

Tri-Chairs Heather Lozano, Richland College
 Raul Hinojosa, UT Dallas
 Katie Patterson, Richardson Adult Literacy Center
Staff Liaison Pam Krause

Purpose: Facilitate the business community’s sustainable impact on building an emerging workforce.

2015 Goals:

1. Enhance awareness of education needs amongst the business community.
2. Provide visible ways for the business community to support education.

Leadership Richardson Advisory Board

Chairman Mary Bedosky, ViewPoint Bank
Staff Liaison Pam Krause

Purpose: to provide policy and program oversight for the Leadership Richardson program.

2015 Goals:

1. Implement strategies developed by 2014 Recruitment Committee for the recruitment of Class XXXI applicants.
 - o Achieve a minimum of 50 applications for Class XXXI
 - o Host a recruitment event in spring 2015 to cultivate candidates for Class XXXI.
 - o Develop one on one contact with local 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. Support the Leadership Richardson 30th Anniversary event hosted by the LR Alumni Association by representation on the committee, board member sponsorships and attendance at the event.
3. Complete Advisory Board member interviews with Class XXX participants by June 30, 2015.

4. Collaborate with LR Alumni Association to leverage events as marketing/recruitment opportunities.
5. Assist LR Curriculum Committee to further evaluate session content and make changes where warranted.
6. Explore the development of a sponsorship program for Leadership Richardson that is coordinated with the overall Chamber program.
7. Evaluate the feasibility of Leadership Richardson attaining 501c3 status.

Public Policy

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

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

2015 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.

BUSINESS SERVICES DIVISION

Vice Chairman Lisa Autry, Bank of Texas

Signature Luncheon

Tri-Chairs Charles Hoffman, Insperity
 Chris Cantrell, Regions Bank
 Elizabeth Purdy-Bergin, ANBTX Insurance Services
 Staff Liaisons: Paul Bendel, Paula Addison

Purpose: To provide programs and speakers on topics addressing the issues, problems and concerns of the business community in and around the Richardson area while appealing to executives and decision makers of those businesses.

2015 Goals:

1. Produce four Signature luncheons on topics related to local, regional and international economic development using the theme "Richardson 2015: Today, Tomorrow and Beyond."
2. Additionally, co-produce two joint luncheons with Growth & Mobility, thus giving Signature a total of six luncheons for 2015.
3. Increase the number in attendance at each event to around 160 people.
4. Coordinate efficiently with other chamber groups on events and topics.
5. Maintain our core purpose of attracting business and providing resources to the business community.

Women in Leadership

Tri-Chairs Elizabeth Hart, RISD Excellence in Education Foundation
Lisa Chill, Arcturis
Cindy Jackson, VisionBank Texas
Staff Liaisons Paul Bendel, Paula Addison

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

2015 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 networking *Women on the Go (WOGM)* group as well as its luncheon programs themed *Building Community*, 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* events, and growing its mentoring program.
4. Increase membership on the committee with 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.

Golf Tournament

Tri-Chairs Bryan Marsh, Digital Realty Trust
Staff Liaisons Paul Bendel, Danielle Billelo

Purpose: Organize and host the RCC Golf Classic to achieve set goals, encourage stronger corporate sponsorships and participation, and to generate non-dues revenue for the Chamber.

2015 Goals:

1. Build upon the success of the 2014 tournament and make 2015 even more successful with a presenting sponsor, better golf course set-up coordination, a better turn hut, additional beverage stations, more gift salon sponsors, and a more entertaining awards dinner.
2. Increase net revenue to \$50,000 as compared to \$34,400 in 2014.
3. Create a marketing plan to showcase the tournament, entice previous sponsors and potential new sponsors.
4. Diversify sponsor verticals, so they are not concentrated in 1 or 2 particular industries such as construction or real estate.
5. Donate at least 10% of the net proceeds to a charity of the chamber's choosing.
6. Explore options for additional revenue including hosting a tennis tournament.

BUDGET & FINANCE DIVISION

Vice Chairman Stan Bradshaw, US Freedom Capital

Budget & Finance Committee

Chairman Stan Bradshaw, US Freedom Capital
Staff Liaisons Bill Sproull, Diana Gorman

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

2015 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. Determine if excess operating funds should be transferred into reserves after the 2015 audit is complete
5. Select auditor and serve as the audit committee for the 2015 audit
6. Provide guidance and support for a potential capital campaign for new building

NOMINATING AND GOVERNANCE COMMITTEE

Chair Joe Costantino, Einstein's Eyes Web Design

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.

2015 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 the 3rd quarter of the year
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