



Vision

What are our long-term objectives for this Committee? (3-5 years)

- **Host an annual awards event that involves and publically recognizes women leaders in business and in our community and to raise annual SRLI scholarship funds. The event is an opportunity to network, celebrate, and highlight the contributions women make in the community**
- **Provide an opportunity for the committee to meet regularly to plan, outreach, market, fundraise and organize the event as well as create a forum for members to discuss and raise awareness of issues facing women in the workplace**



Mission

Why does this committee or task force exist?

- **The Women of Industry Event Committee is committed to recognizing the important economic contribution of women business owners and professionals in our community. A portion of the proceeds from the annual event will benefit the San Rafael Leadership Institute's Scholarship Program**
- **The Institute is committed to fostering a strong, diverse business community and the Scholarship Program will be used to encourage participation of women business owners and professionals. The San Rafael Leadership Institute offers a singular opportunity to develop leadership and team-building skills, while learning about current issues that impact Marin**



Champions

Who are the Board Champions (Board Members Leading the Committee)?

Leslie Ruhland



Objectives

What are the specific measures of success for this committee? (Limit to one sentence)

- **Recruit a diverse committee that's representative of the community**
- **Raise scholarship funds and pay for the event through sponsorship and ticket sales**
- **Award and recognize at least one female Chamber Member annually for her leadership and community contributions and at least one female Chamber Member as a Women to Watch**
- **Recruit 5 new members to the Chamber**



Strategies

How are we going to sustain this focus area over time? (Limit to one line or sentence)

- **Strategy 1 – Sustain the committee and maintain a diverse group of women owned business and women professionals**
- **Strategy 2 - Gain commitment from Chamber business members and the community at large to financially support the efforts of the committee**
- **Strategy 3-Expand partnerships with other organizations to help promote the event and raise awareness of women in industry. Examples; Center for Domestic Peace, BLOOM, Marin Women's Commission, WOMB, etc.**



Plans

What is the work to be done? List activity, who will be responsible, when will it happen, and what is the budget impact. (Limit to one line or sentence)

- **Review and update the nomination and selection process for annual honoree and recipient(s) of scholarship**
- **Full Committee reviews previous budget and fundraising, best practices**
- **Full Committee creates Sub-Committees and volunteers**
- **Sub-committees make recommendations and organize tasks and working group focus in the following potential (but not limited to) main areas: Decorations/Theme, Program/Set Up, Awards, Fundraising/Sponsorship/Tickets & Auction/Raffle, Marketing/Outreach, Registration and any additional event specific areas TBD**
- **Debrief and plan for next year's event**