



2011

**Program of Work and
Marketing Opportunities**

Celebrating Our Past, Looking Toward Our Future...

We Can Make it Happen!

The mission of the Morristown Area Chamber of Commerce is to create, nurture and expand diverse economic growth, and be an advocate for business in Hamblen county and the Lakeway region.

825 W. First North Street
P.O. Box 9 Morristown, TN 37815
(423) 586-6382 * (423)586-6576 fax

www.morristownchamber.com



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Opportunities For You!

The Program of Work for the Morristown Area Chamber of Commerce provides opportunities for members to get involved and active with the many activities, committees, and projects of the Chamber.

Serving on a Chamber committee is a great way to market your business and grow professionally. After reviewing the 2011 Committee Opportunities we hope you have found one or more committees of interest to you.

There are numerous marketing opportunities available for your business in 2011. Get your name out there in front of members and market your business while supporting the Chamber through event sponsorships.

We look forward to the year ahead and know that you are part of what makes this organization a success!

We look forward to hearing from you and working with you in 2011.

Blain Potter - 2010 Chair , Merrill Lynch

C. Thomas Robinson, CCE, CECD - President and C.E.O.

Debra Williams - General Manager

Micah-Shane Brewer - Director of Marketing and Communications

Jodi Barnard - Executive Assistant

Lila Wilson - Director of Tourism



Organizational Development Division

Vice-Chair: Crystal Hunley, Accuforce Staffing Services

Finance Committee

Purpose: Oversee the financial affairs of the Chamber

Volunteer Opportunities: Members are appointed by the Treasurer

Strategic Planning Committee

Purpose: Review the operations of the Chamber organization to ensure efficiency and quality in all areas of the internal operations and external program development, including strategic planning and the maintenance of accredited status.

Volunteer Opportunities: Members appointed by Chairman of the Board

Staff Development Committee

Purpose: Provide resources and systems for professional staff development, performance review, compensation, and succession planning.

Volunteer Opportunities: Members are appointed by Chairman of the Board

Leadership Morristown Committee

Purpose: Identify individuals who have been put in positions of leadership or who have the potential to become community leaders and provide them with the contacts, training and encouragement to achieve and excel in leadership roles.

Volunteer Opportunities: (Committee): Open to graduates of Leadership Morristown or other community Leadership programs. **(Candidates):** Open to all interested members.

Government Affairs Division

Vice-Chair: Clark Rucker, Morristown Utility Systems

Legislative Relations Committee

Purpose: Maintain open dialogue with local, state, and federal elected officials to express the views and concerns of the Chamber and to make Chamber members aware of and keep them informed about legislative issues affecting the business community.

Volunteer Opportunities: Open to all interested members

Transportation Committee

Purpose: Study transportation needs of the community and ensure the completion of projects to meet those needs. The committee will also study the road infrastructure accessing the community's healthcare complexes to plan and promote improvements.

Volunteer Opportunities: Open to all interested members



Investor Relations Division

Vice-Chair: Randy DeBord, McFarland Pharmacy

Investor Development Committee

Purpose: Support the chamber's mission to be an advocate for business by identifying and providing value as defined by our investors (members). Support advancement in marketing methods and technologies to aid in new investor development and current investor retention.

Volunteer Opportunities: Open to all interested members

Ambassador's Club

Purpose: Raise awareness of the Chamber among the membership and the community through various networking opportunities and promotional programs and to maintain open lines of communication between the Chamber and its members.

Volunteer Opportunities: Open to all interested members

Special Events Committees

Purpose: Plan and carry out events and programs that will recognize the contributions and achievements of member businesses, provide opportunities for members to showcase their products or services or provide exceptional networking opportunities for members and their employees.

Volunteer Opportunities: Open to all interested members

- **Industrial Appreciation Event Committee**
- **Small Business Awards of Excellence Committee**
- **Tourism Appreciation Event Committee**
- **Business Expo Committee**
- **Golf Tournament Committee**
- **Member to Member Event Committee**
- **Annual Meeting Committee**
- **Women in Business**

**Economic Development Division****Vice-Chair: Paul LeBel, LeBel Commercial Realty****Industrial Development Committee**

Purpose: Assist in marketing the Morristown Area as a premier location for new industry, while working to assist in the retention and expansion of the current industrial base, in conjunction with the Industrial Development Board, the area's local governments, and our Economic Development Strategic Partners.

Volunteer Opportunities: Members appointed by Chairman of the Board

Tourism Development Committee

Purpose: Work with Morristown, Hamblen County and the State of Tennessee to collaboratively identify positive objectives for the creation, nurturing and development of tourism as a sustainable growth industry in Hamblen County and promote the utilization, maintenance and expansion of the area's lakes, parks and recreational facilities as an economic resource for the community.

Volunteer Opportunities: Open to all interested members

Retail, Service & Commercial Development Committee

Purpose: Enhance economic opportunities for retail, service and commercial development through increased recruiting efforts in order to provide jobs and diversify the community's economic base.

Volunteer Opportunities: Open to all interested members

Crossroads Development**Vice-Chair: Todd Morgan, City of Morristown**

Purpose: Further develop the strategic link between the Chamber's membership and the mission of Morristown's Crossroads Development Partnership. Identify opportunities for the chamber to support in retail development, tourism development, and historic preservation as it relates to our Tennessee Main Street designation.

Volunteer Opportunities: Open to all interested members



Membership Breakfasts & Business After Hours

\$300 Sponsorship (plus cost of food)

8 Breakfasts Available

4 Business After Hours Available

Sign up to become a host for one of our popular social networking events and receive the following benefits:

- Invitation with logo will be published in the Morristimes E-Newsletter
- Reminder e-mail blasts with company logo sent to the entire membership
- RSVPs will be taken and nametags will be distributed at the event (estimated 100-125 people will attend)
- Sponsors receive a 5-10 minute time frame during the event to promote their business to the attendees
- A listing of all attendees can be provided to your business for optional follow-up business contact.

Before the event, the Chamber staff will help you determine room set up and provide you with a list of Chamber members who have expressed an interest in catering these events. The Chamber will also supply a sound system, nametags and registration assistance during the event.





Small Business Awards of Excellence



Event Sponsor \$750

3 Available

- Your name and/or logo on:
 - ◇ Event Signage
 - ◇ Invitations (postcards)
 - ◇ Chamber's Website
 - ◇ Reminder e-mail sent to membership (1600+ emails)
 - ◇ Program
 - ◇ Tent card on table
- Onstage thank you and introduction from committee chairman
- Special nametag for company representatives identifying him/her as a sponsor
- Table Display
- Media Exposure in Citizen Tribune & E-newsletter
- Listing of all attendees will be provided to your business for optional follow up business contact (upon request)

Award Sponsors \$200

6 Available

- Your name and/or logo on
 - ◇ Event Signage
 - ◇ Program
 - ◇ Tent Card on table
- Media Exposure & photo with award recipient
- Special nametag designating sponsorship
- Onstage recognition

Annual Golf Tournament



Title Sponsor \$3,500 (plus cost of player gift) 1 available

The annual Chamber Golf Tournament is a premier tournament in the area and major networking event for Chamber members. The Title Sponsor will receive the following benefits:

- Name and logo listed/announced on all tournament promotional materials, advertising, PSA's and on registration form
- Exclusive right to provide player gift with sponsor name and/or logo to all players and have company representative on site to present the gift to the golfers.
- Opportunity to appear on "Your Chamber Today" to discuss the Tournament
- Headlined in 5 pre-tournament 1/4 page ads in the Citizen Tribune
- Headlined in 1-1/2 page post-tournament Thank You ad in the Citizen Tribune
- Two exclusive banners displayed at the Tournament
- Minimum of 5 listings in the Morristimes E-Newsletter
- Free registration fee for two teams (8 players)
- Business Name announced periodically throughout the tournament
- Recognition in the post event Newsletter



**Lunch Sponsor \$1,500 1 available**

- Name listed on tournament promotional materials and on registration form
- Name included in 5 pre-tournament 1/4 page ads and 1/2 page Thank you ad in Citizen Tribune
- Name and logo listed on banner displayed at the Luncheon Area
- Name included in pre-tournament Morristimes E-Newsletters and in the post-event Morristimes Newsletter
- Free registration fee for two (2) golfers
- Name announced during pre-tournament activities

Flight Sponsor \$1,000 4 available

- Name listed on tournament promotional materials and on registration form
- Name included in 5 pre-tournament 1/4 page ads and 1/2 page Thank you ad in Citizen Tribune
- Name and logo listed on banner displayed at the Luncheon Area
- Name included in pre-tournament Morristimes E-Newsletters and in the post-event Morristimes Newsletter
- Free registration fee for one (1) golfers
- Name announced during tournament awards presentation ceremony

Putting Contest Sponsor \$500 1 available

- Name listed in tournament promotional materials and on registration form
- Name included in 5 pre-tournament 1/4 page ads and 1/2 page Thank you ad in Citizen Tribune
- Sign displayed at putting contest area.
- Name announced during pre-tournament activities
- Name included in pre-tournament Morristimes E Newsletter and the post-event Morristimes

Beverage/Snack Cart Sponsor \$500 2 available

- Sign to be placed on Beverage Cart during the tournament
- Business name listed in 1/2 page Thank You ad in Citizen Tribune
- Name included in pre-tournament Morristimes E-Newsletters and the post-event Morristimes
- Option of having company representative drive cart

Hole Sponsor \$250 36 available

- Business sign placed on Tee Box
- Discounted entry fee for 1 participating golfer
- Business name listed in 1/2 page Thank You ad in Citizen Tribune
- Name listed in post-event Morristimes Newsletter



Business to Business Expo

The Lakeway Area Business to Business Expo is coordinated by the Morristown Area Chamber of Commerce to give members an opportunity to promote and market their companies at the only Business Expo in the Lakeway Area. As a sponsor of the Lakeway Area Business & Community Expo, your company will be identified as an advocate of the business community and a promoter of the economic well-being of the Lakeway Area.

Presenting Sponsor \$2,500

1 available

For your sponsorship your business will receive:

- Expanded booth space at the entrance to display company information and promotional items
- Company name and/or logo included in all media and Chamber advertising of the Expo
- 2 company banners displayed at the event
- Company name/logo included in the exhibitor registration packets
- 15 complimentary admission tickets to the Expo to be used at sponsor's discretion

Hospitality Sponsor \$1,500

1 available

For your sponsorship your business will receive:

- A centrally located and expanded booth space
- Inclusion on media and Chamber advertising of the Expo
- Logo or name printed on a sign outside the Hospitality Room location
- Opportunity for company representatives to network with the exhibitors in the hospitality suite
- 8 complimentary admission tickets to the Expo to be used at sponsor's discretion

Event Sponsor \$500

15 available

For your sponsorship your business will receive:

- Complimentary booth space
- Inclusion on media and Chamber advertising of the Expo
- Inclusion in exhibitor registration packets
- 4 complimentary admission tickets to the Expo to be used at sponsor's discretion





Industrial Appreciation Event

Major Sponsor \$650

12 Available

- Your name and/or logo in color on Event Signage and Program
- Exclusive invitation for 2 company representatives and spouse/guest
- Recognition during the remarks
- Special sponsor nametags for company representatives
- Picture will be taken with one of the recognized industries for publication in the Citizen Tribune
- Recognition in one issue of the Morristimes e-newsletter

Corporate Sponsor \$350

20 Available

- Your name on Event Signage and Program
- Recognition during remarks
- Exclusive invitation for a company representative and spouse/guest
- Special nametag for company representatives identifying him/her as a sponsor
- Recognition on the Chamber page in the Citizen Tribune
- Recognition in one issue of the Morristimes e-newsletter



Member to Member Celebration

Event Hosts \$1000

2 available

Reception & Food Sponsor \$1000

1 available

Sign up to become a host for this popular membership-wide networking event designed to welcome the Chamber's newest members and receive the following benefits:

- Your name and/or logo on event signage, announcements in all publicity, including e-newsletters and Chamber's Website
- Reminder e-mail sent to membership (over 1,500 e-mails)
- Onstage thank you and introduction
- 5-10 minute presentation to promote your business
- Opportunity to participate in program and welcome guests
- Special sponsor nametag for company representatives in attendance
- Listing of all attendees will be provided to your business for optional follow up business contacts
- Option to donate coupon, flyer or promotional item during the program (average attendance 150-175)
- Opportunity to meet and establish relationships with all attendees



Women in Business

Women In Business meetings are held the 4th Thursday in January, March, May, July, September and the 3rd Thursday in November from 11:30 – 1:00 p.m. The meetings provide information and networking opportunities for women in management, leadership or ownership roles in Chamber member businesses. Approximately 25-45 women attend each meeting.

Sponsors will be responsible for paying for lunch for attendees. Location and menu are coordinated between the WIB chair and the sponsor. If interested, the sponsor would be given the opportunity to provide the program or a portion of the program to the attendees. The Chairman and General Manager reserve the right to arrange sponsors to provide a variety to program content and avoid duplication of topics.

Website Spotlight **New!**

Contact us to inquire about new marketing opportunities through our newly designed website highlighting your business and company website!



Tourism Program Sponsorships

Tourism Appreciation Picnic \$500 Event Sponsors - 3 Available

The Chamber's tourism program will be an event in 2010 designed to highlight the economic impact of tourism on Hamblen County. We will gather at Fred Miller Park for a mid-day picnic to honor all of our travel-related businesses and showcase the efforts of the tourism program.

- Logo on invitation, banners, Chamber's website, reminder e-mail.
 - Onstage thank you and introduction from committee chairman.
 - Opportunity to address attendees.
 - Recognition in press release distributed regionally and statewide through the Tennessee Department of Tourist Development.
- Recognition in Chamber e-newsletter.

Visitor Excellence Training Program Sponsorship \$500 *New!* **Event Sponsors - 4 Available**

The Chamber's tourism program will introduce a new two-day event in 2011 designed to provide customer service training to front line staff, telephone operators, customer service representatives, food and beverage servers, or any other interested employees associated with any Chamber member business. The Visitor Excellence Program will offer a variety of customer service training topics and techniques that will provide valuable information for all businesses that deal with the public whether it be a loyal, local customer or an out-of-town visitor.



- Logo featured on promotional piece with class listings, Chamber's website, and reminder email.
- Opportunity to provide promotional materials to attendees.
- Opportunity to place your banner or printed signage onsite during the event.
- Recognition in Chamber e-newsletter.
- Onsite "Thank you" from the committee chairman.
- Complimentary attendance for 2 staff.

Bring Visitors to Your Business

The Chamber is seeking local businesses to provide coupons, door prizes, discounts or special offers to visitors who come to our community for events. We provide packets of information about local businesses to groups associated with horse shows, fishing tournaments, sporting events, car shows and other events. If you would like to entice these visitors to spend their travel dollars in your store, contact the tourism director at tourism@morristownchamber.com or 423-586-6382.



2011 Overview

January

Annual Meeting

February

Membership Breakfast

March

Membership Breakfast, Operation Thank you, Business After Hours

April

Small Business Awards of Excellence

May

Business to Business Expo

June

Membership Breakfast, Tourism Appreciation Event

July

Membership Breakfast

August

Membership Breakfast, Business After Hours, Industrial Appreciation

September

Membership Breakfast, Golf Tournament, Membership Drive

October

Membership Breakfast, Business After Hours

November

Member to Member Event

December

Membership Breakfast, Christmas Open House



2011 Volunteer Opportunities

After reviewing the 2011 Plan of Action we hope you have found one or more committees on which you would like to serve. Please indicate your choices below and return this page to us. Once we receive your form, your name will be added to the committee roster of your choice and you will be notified about the meeting schedule for your committee.

Organizational Development Division **Investor Relations Division**

Leadership Morristown Participant Investor Development Committee

Leadership Morristown Planning Ambassador's Club

Government Affairs Division Special Events Committees

Legislative Relations Committee Industrial Appreciation

Transportation Committee Small Business Awards

Economic Development Division Tourism Appreciation

Tourism Development Committee Business Expo Committee

Retail, Service & Commercial Development Golf Tournament Committee

Member to Member Event

Annual Meeting Committee

Women in Business

Name _____

Company _____

Phone _____ Fax _____

Email address

***Please fax to 423-586-6576 or email: manager@morristownchamber.com
Or mail them to Morristown Area Chamber of Commerce***



2011 Marketing Opportunities

Membership Breakfasts

____ (8 Available) \$300 plus cost of food

Business After Hours

____ (4 Available) \$300 plus cost of food

Small Business Awards

____ Event Sponsor (3 available) - \$750

____ Award Sponsors (6 available) - \$200

Golf Tournament

____ Title Sponsor (1 available) - \$3,500

____ Lunch Sponsor (1 available) - \$1,500

____ Flight Sponsor (4 available) - \$1,000

____ Putting Contest (1 available) - \$500

____ Beverage/Snack Cart (2 available) - \$500

____ Hole Sponsor (36 available) - \$250

Women in Business

____ Lunch Sponsors (6 available)

Business to Business Expo

____ Presenting Sponsor (1 available) - \$2,500

____ Hospitality Sponsor (1 available) - \$1,500

____ Event Sponsor (15 available) - \$500

Industrial Appreciation Event

____ Major Sponsor (12 available) - \$650

____ Corporate Sponsor (20 available) - \$350

Member to Member Celebration

____ Event Hosts (2 available) - \$1,000

____ Reception/Food Sponsor (1) - \$1,000

Tourism Program Sponsorships

____ Tourism Appreciation (3 available) - \$500

____ Visitor Excellence Training Program
(4 available) - \$500

Name _____

Company _____

Phone _____ Fax _____

Email address _____

***Please fax to 423-586-6576 or email: manager@morristownchamber.com
Or mail them to Morristown Area Chamber of Commerce
P.O. Box 9 Morristown, TN 37815***