



# 2012 *Business Plan*

*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.*

***This 2012 Business Plan for the Morristown Area Chamber of Commerce has, as its sole purpose, ways for our members to make our mission a success. Our members are not only wanted, but needed to fulfill this mission. Everyone is encouraged to get involved and be active in some of the many activities, committees, and projects of the Chamber.***

***Serving on a Chamber committee is a great way to enhance your community, and ultimately all businesses. Investors are encouraged to review the 2012 opportunities for service, and find a place where you can serve. There are several opportunities to market your business through Chamber activities. By sponsoring or volunteering to work at any of several Chamber events, you can get your name and your company in front of our membership.***

***Our investors are the lifeblood of our Chamber. Your membership, sponsorship of events, and volunteering of time will make the DIFFERENCE in how successful we are in fulfilling our mission. We look forward to 2012. With everyone working together, we will be successful. — Sam Grigsby, Chairman of the Board***

## **2012 Chamber Goals Overview**

- Attract and/or facilitate \$100 million in investments for new facilities
- Facilitate creation of 1,000 new jobs
- Increase membership investment by \$30,000 in 2012
- Communicate needed legislative and governmental actions, necessary for strengthening the business climate of the Lakeway region, to our elected officials
- Facilitate the development of a skilled workforce
- Strengthen actions needed to attract more visitors to the Lakeway region
- Provide more opportunities for small business growth and development
- Strengthen the information stream of the actions and successes of the Chamber to both investors(members) and non-members
- Inform present and future investors(members) of the value of a Chamber membership
- Support and assist with the Crossroads Downtown Partnership project
- Support the implementation of the Community Profile

## **2012 Chamber Leadership**

Sam Grigsby, Community National Bank – Chairman of the Board  
Randy DeBord, McFarland Pharmacy—Chairman Elect  
Joe Swann, Purkey, Carter, Compton, Swann & Carter, PLLC—Treasurer  
Blain Potter, Merrill Lynch—Immediate Past Chairman  
Rosemary Moody, First Tennessee Bank—Vice Chair, Economic Development Division  
Roni Snyder, Career Professionals, Inc.—Vice Chair, Quality Business Climate Division  
Janet Hofer, The Girls & Me Boutique—Vice Chair, Investor Relations Division  
Crystal Hunley, Accuforce Staffing Services—Vice Chair, Organizational Development Division  
John Stroud, President

### **Board Members**

Jim Beelaert, Creative Contracting, Inc.  
J. Sidney Boyd, DDS  
Derwood Brady, Rich Products Corporation  
Bill Brittain, Hamblen County Mayor  
Tony Cox, Morristown City Administrator  
Vittoriano DiLuzio, Vifan USA, Inc.  
Richard Emmert, Manley Baptist Church  
Mike Fishman, Citizen Tribune  
R. Jack Fishman, Citizen Tribune  
Paul LeBel, LeBel Commercial Realty  
Dale Lynch, Hamblen County Director of Schools  
Dawn Phillips, Jersey Girl Diner  
Mitch Robinson, Coffman Oil Company  
Clark Rucker, Morristown Utility System  
Jim Sexton, MAHLE Engine Components USA, Inc.  
Tom Strate, Strate Insurance Group  
John Stroud, Morristown Area Chamber of Commerce  
Richard Swanson, Attorney at Law  
Joan Taylor, Taylor Insurance/AFLAC  
Leah Taylor, Jefferson Federal Bank  
Steve Thayer, Lakeway Regional Hospital  
Danny Thomas, Mayor of the City of Morristown  
Eric Ward, Hamblen County Farm Bureau  
David Wild, Wild Building Contractors, Inc.

### **Professional Staff**

Debra Williams – General Manager  
Jodi Barnard – Executive Assistant  
Pat Seaver – Director of Sales and Marketing  
Lila Wilson – Director of Tourism

# How Can You Help?

## Join a Committee

The Chamber has over a dozen committees open to our membership to help us carry out our business plan. Through these volunteer driven committees, many of the Chamber's events and advocacy efforts contribute to accomplishing our mission each year. Please review the committees listed in the business plan and call the Chamber or Committee Chair to volunteer.

## Be an Advocate

As you go about your daily routine, be aware of the conversations around you. Use every opportunity you have to shout the praises of the Chamber for its efforts to improve the economic climate of the Lakeway region. Make sure people have accurate information so they will understand the mission of the Chamber and recognize its value to our citizens.

## Share your Story

The Chamber isn't just an organization. The Chamber is its members. If our members are successful, the Chamber will be successful. When your business has achieved a milestone or received special recognition, we want to know about it. If you have a special event or product or service you wish to share with our members, let us know. We want to help you share your story. Through our E-publication, Chamber Chatter and through our website there are a number of opportunities available to our members. Contact Debra Williams, General Manager to learn more about these.

## Sponsor an Event

While your membership investment is needed and appreciated, the funds generated through membership investments alone are not enough to allow the Chamber to accomplish everything we want to do to achieve our mission. By sponsoring a Chamber event such as the Golf Tournament, Industrial Appreciation Event or Business Expo, you can get your business name in front of the membership as well as provide the Chamber with additional financial resources. Sponsoring an event allows you to target your market to reach the segment of the membership most interested in your product or services. More information about sponsorship opportunities will be available in the coming weeks.

## Sell a Membership

The best salesperson for any product or service is a current satisfied customer. If you are an investor in the Chamber, you know the benefits it can bring to your business. You can help the Chamber AND your clients, suppliers and customers by encouraging them to join you as a member of the Morristown Area Chamber of Commerce. Contact Pat Seaver, Director of Sales and Marketing for membership information.

## Attend a Program

One of the best ways to support the Chamber as well as benefit directly from your Chamber membership is to attend one of our many networking events. Whether it's a Membership Breakfast for those early risers in the crowd, a Business After Hours for those who like to shine at night or a Lunch & Learn for those who prefer to gain some knowledge with their networking, the Chamber has the right event for you. Watch your Morristimes E-newsletter for times and dates.

# Get Involved!

# **DIVISIONS AND COMMITTEES**

## **Economic Development Division**

***Vice-Chair: Rosemary Moody, First Tennessee Bank***

### **Industrial Marketing Committee—Randy Corlew, CDM Smith, Chair**

**Mission:** Assist the Chamber President in carrying out his duties and responsibilities as outlined in the current Chamber profile. In addition, this committee would be responsible for taking trips to solicit and sell Morristown to individual industries, trade shows and other events.

**Volunteer Opportunities:** Members appointed by Chairman of the Board

#### **Committee Goals:**

- Improve and update the industrial marketing portion of the Chamber web site
- Attract and/or facilitate \$100 million in investments for new facilities
- Facilitate creation of 1,000 new jobs



### **Industrial Services Council—Tom Strate, Strate Insurance Group, Chair**

**Mission:** Visit industries during the year to (a) serve as a liaison between the Chamber and the industry, and (b) to discuss issues or needs of the industry that the Chamber might be able to provide or assist. The committee will have a standard questionnaire to complete to assure that they obtain information that will be beneficial to the industry and to the Lakeway region.

**Volunteer Opportunities:** Members appointed by Chairman of the Board

#### **Committee Goals:**

- Visit at least sixteen (16) existing industries and ask them to identify needs that the Chamber can assist in addressing
- Report findings to Executive Committee
- Respond back to industry the progress by Chamber on meeting the needs the industry has expressed
- Organize and host an annual Industrial Appreciation Event



### **Retail Development Committee—Will Sliger, LeBel Commercial Realty, Chair**

**Mission:** Communicate economic opportunities (training, education, advisory, etc.) for retail, service, and commercial businesses through the most effective means to enhance our economy

**Volunteer Opportunities:** Open to all interested members

#### **Committee Goals:**

- If needed, assist commercial realtors with information needed to recruit new retail and service companies to Lakeway region
- Facilitate training workshops, seminars, etc. for existing small business owners
- Develop a packet, that can be given to small businesses, detailing various resources available to a new or existing entrepreneur

### **Tourism Development Committee—Bill Brittain, Hamblen County Mayor, Chair**

**Mission:** Work with the City of Morristown, Hamblen County, and the State of Tennessee to collaboratively identify positive objectives for creating, nurturing and developing tourism as a sustainable growth industry in the Lakeway region, 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

#### **Committee Goals:**

- Develop and produce communication tools that will be useful to visitors of our area
- Meet with State of Tennessee Department of Tourism Development to use promotional tools available from State
- Assist Crossroads Downtown Partnership with downtown promotions
- Host activities in support of the 150<sup>th</sup> anniversary of the Civil War
- Recruit various types of sporting events to be held in the community
- Organize and host the annual Tourism Appreciation Event



**Quality Business Climate Division**  
***Vice-Chair: Veronica Snyder, Career Professionals, Inc.***

**Workforce Development Task Force—Bill Brittain, Hamblen County Mayor, Chair**

**Mission:** Facilitate the development of a pool of qualified, drug-free employees who possess the skills needed by employers in the Morristown/Hamblen County area.

**Volunteer Opportunities:** Members appointed by Task Force Chair

**Committee Goals:**

- Encourage more high school students to use dual credit technical courses
- Work in cooperation with WSCC and Tennessee Technology Center in continuing to meet needs of employers
- Participate in International Economic Development Council workshops
- Formulate and recommend strategic actions that will enhance labor force skills



**Legislative Relations Committee—Mike Fishman, Citizen Tribune, Chair**

**Mission:** 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

**Committee Goals:**

- Communicate with state legislators on important business issues
- Provide periodic legislative updates to investors
- Host two or more meetings where legislators and investors can interact

**Transportation Committee—James Craine, Craine Thompson & Jones, Chair**

**Mission:** Study transportation needs of the community and ensure the completion of projects to meet those needs. The committee will prepare a transportation priority needs list and present it to the City of Morristown, Hamblen County, or the State of Tennessee, as applicable.

**Volunteer Opportunities:** Open to all interested members

**Committee Goals:**

- Review and prioritize, after reaching consensus, the transportation needs of the area
- Keep TDOT and State Legislators informed of the needs identified and seek support for funding of these projects

**Investor Relations Division**  
***Vice-Chair: Janet Hofer, The Girls & Me Boutique***

**Investor Development Committee—Luke Evola, Merrill Lynch, Chair**

**Mission:** 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

**Committee Goals:**

- Host small business development programs
- Promote buying locally
- Encourage member involvement in Chamber
- Increase membership investment by \$30,000 in 2012



**Ambassadors Club—Kristy Lacy, Morristown Utility System, Chair**

**Mission:** 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 investors (members).

**Volunteer Opportunities:** Open to all interested members

**Committee Goals:**

- Attend ribbon cuttings and other Chamber events promoting goodwill for Chamber
- "Market" the benefits of Chamber membership throughout the community

## **Special Events Committees**

**Mission:** 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 investors (members) and their employees.

**Volunteer Opportunities:** Open to all interested members

- **Small Business Awards of Excellence Committee—Valerie Farmer, McFarland Pharmacy, Chair**
- **Business Expo Committee—Gregg Harrell, Community National Bank, Chair**
- **Golf Tournament Committee—Darwin Kilday, Community National Bank, Chair**
- **Member to Member Event Committee—Sherrie Myatt, The Tennessee Credit Union, Chair**
- **Annual Meeting Committee—Leslie Grigsby, Hamblen County Dept. of Education, Chair**
- **Women in Business Committee—Nancy Guillen, Merrill Lynch, Chair**

## **Organizational Development Division**

**Vice-Chair: Crystal Hunley, Accuforce Staffing Services**

## **Finance Committee—Joe Swann, Purkey Carter Compton Swann & Carter PLLC, Chair**

**Mission:** Oversee the financial affairs of the Chamber

**Volunteer Opportunities:** Members are appointed by the Treasurer

**Committee Goals:**

- Provide annual budget to Board of Directors
- Review and approve monthly financial statements
- Review new proposals to determine feasibility



## **Strategic Planning Committee—Randy DeBord, McFarland Pharmacy, Chair**

**Mission:** Review the operations of the Chamber organization to ensure efficiency and quality in all areas of the internal operations and external program development, including the development of a long range strategic plan.

**Volunteer Opportunities:** Members appointed by Chairman of the Board

**Committee Goals:**

- Determine strategic initiatives for the Chamber
- Host planning sessions to discuss strategies
- Report strategies/goals to Executive Committee and Board

## **Personnel Committee—Ruby Glasscock, Howmet, Chair**

**Mission:** To assist President of the Chamber in developing resources, policies, and systems for professional staff development, personnel review, compensation, and succession planning.

**Volunteer Opportunities:** Members appointed by Chairman of the Board

**Committee Goals:**

- Assist President in updating personnel policies and procedures

## **Leadership Morristown Committee—Jane Wilder, MAHLE, Chair**

**Mission:** 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

**Committee Goals:**

- Recruit a class of future community leaders
- Plan, organize and implement a leadership curriculum and host graduation event

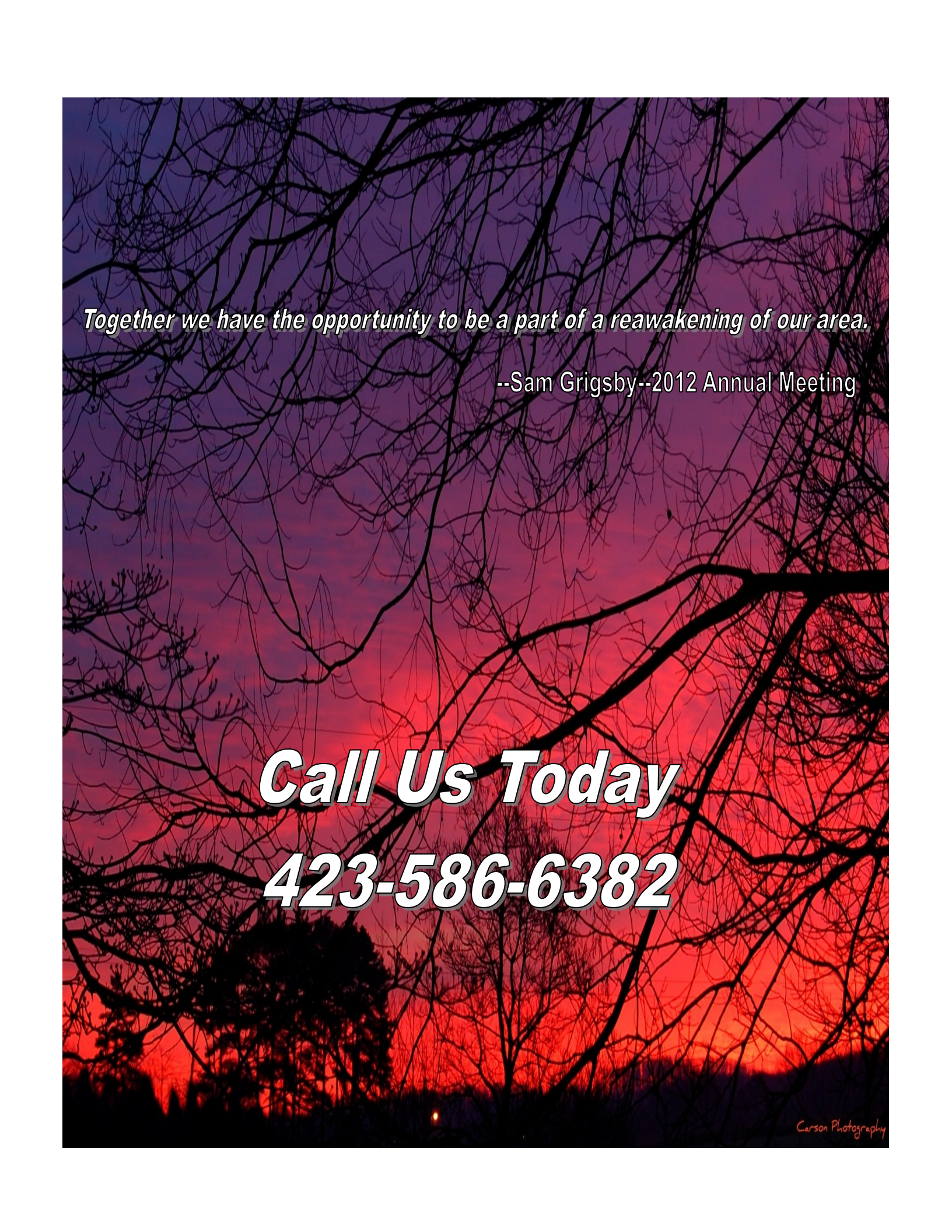
## **Community Profile Committee—Randy DeBord, McFarland Pharmacy, Chair**

**Mission:** Oversee and monitor Morristown-Hamblen County Community Profile Initiative activities and provide update to Chamber Board of Directors

**Volunteer Opportunities:** Members appointed by Chairman of the Board

**Committee Goals:**

- Track the progress of the various community profile task forces and report progress to Steering Committee
- Make recommendations for changes where needed



*Together we have the opportunity to be a part of a reawakening of our area.*

--Sam Grigsby--2012 Annual Meeting

***Call Us Today***

***423-586-6382***