

Dalton-Whitfield Chamber of Commerce

2010 Business Plan

Mission

To serve as the unified voice of business, to promote the economic prosperity of the region and to build partnerships and leadership that improve the quality of life while delivering superior member services.

Vision

The Dalton-Whitfield Chamber of Commerce will provide the leadership necessary to leverage community resources and build partnerships that are focused on positive community growth.

Organizational Priority

Strengthen our ability to marshal the resources necessary to achieve positive community growth by focusing on three core areas: economic development, leadership development and community development.



Pictured to the left is the community model the Chamber adopted and utilized in planning the 2010 Business Plan. The plan is designed to help us meet the challenges of the future.



Since 1971

CHAMBER DIVISION OBJECTIVES

Economic Development

- Aggressively position Dalton & Whitfield County as an attractive environment for new capital investment, enterprise creation and business expansion & relocation.
- Implement the IN campaign, a comprehensive branding campaign for Dalton & Whitfield County, using print, web & other outlets to promote the community's business advantages.
- Utilize target market research to influence marketing outreach efforts to key strategic industries.
- Actively support existing businesses and guide discovery processes that will continue to enhance the local business environment, improve the local workforce and prepare the community for the future.
- Continue to focus on Entrepreneur-Friendly activities and initiatives to support small business owners and encourage future entrepreneurship.
- Continue to build strong partnerships with state, regional & local partners to enhance the area's ability to attract new investments.



Dalton · Whitfield
ECONOMIC DEVELOPMENT AUTHORITY

Leadership Development

- Prepare community leaders for challenges of tomorrow through the Leadership Dalton-Whitfield program.
- Continue to work with the Alumni Association to keep Leadership Dalton-Whitfield graduates engaged in the community.
- Continue to offer the Emerging Leaders program, the leadership skills development program for young adults.

Community Development

Workforce Development

- Actively support the Governor's Work Ready Initiative by becoming a Certified Work Ready Community.

Education

- Strongly support the advancement of Dalton State College to regional University status.

Community Competitiveness

- ???need something in here about health care???

Government Affairs

- Facilitate communication among members and elected officials.
- Host the 10th annual reception to showcase the community to State elected officials during the Legislative Session.
- Conduct a Campaign Academy for participants to gain a better understanding of how to run for an elected office.

Member Services

- Promote the organization and its initiatives to the community.
- Provide tangible benefits and advantages for the membership.
- Gain new members while seeking to retain existing members.
- Offer a variety of events to provide networking opportunities.
- Assist local companies in becoming drug free work places through the Drugs Don't Work Program.
- Offer outstanding and affordable exposure through annual sponsorship program.
- Provide outreach and exposure through groups such as the Diplomats.
- Promote new businesses through referrals and the Chamber Checks program.
- Increase awareness of the Chamber and its programs through a diverse mix of communication mediums including newspaper, newsletters, radio, television and the Internet.
- Promote the Carpet & Rug Outlet Council members by creating awareness through a new branding campaign & brochures.

Executive Board

David Gregg, Chairman (Alliance National Bank)
 Lynn Laughter, Chairman-Elect (Laughter & Jones Financial Management)
 Bryan McAllister, Treasurer (Brown Industries)
 Brian Anderson, President & CEO (Dalton-Whitfield Chamber of Commerce)
 Don Adcock (Adcock Financial Group)
 Susan Brown (Wachovia Bank, A Wells Fargo Company)
 Penny Carpenter (Morehouse Group)
 John Davis (Peacock Alley) (Dalton CVB Rep.)
 Chuck Dobbins (Shaw Industries) (JDA Rep.)
 Ben Laughter (Bennie M. Laughter, LLC) (DDDA Rep.)
 James Lesslie (Beaulieu Group)
 David Morgan (Shaw Industries, Inc.)
 Jeff Myers, (Hamilton Health Care System)
 Rhett Orr (Allstate Insurance-Rhett Orr & Associates)
 Pablo Perez, M.D. (St. Joseph Clinic, P.C.)
 Robert Smalley (McCamy, Phillips, Tuggle & Fordham)
 Joe Yarbrough (Mohawk Industries)

Professional Staff

Chamber of Commerce:

Brian Anderson, President & CEO
 Sandi Adams, Executive Assistant
 Karina Cervantes, Administrative Assistant
 Elyse Cochran, Senior Vice President-Economic Development
 Sonya Maney, Administrative Assistant
 Beth Morrison, Vice President, Member Services
 Judy Sawyer, Vice President, Finance & Administration
 Phyllis Stephens, Senior Vice President