

Dalton-Whitfield Chamber of Commerce

2011 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 2011 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.
- Work with other community stakeholders in building and implementing a comprehensive branding campaign for the Greater Dalton community.
- Utilize target market research to influence marketing outreach efforts to key strategic industries.
- Develop and implement a proactive existing industry and business process that seeks to enhance their success individually and collectively.
- 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.

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

- | | |
|---|---|
| <p>Workforce Development</p> <ul style="list-style-type: none"> • Achieve and maintain a Georgia Certified Work Ready Community, as designated by the Governor. | <p>Government Affairs</p> <ul style="list-style-type: none"> • Facilitate communication among members and elected officials. • Host the 11th 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. |
| <p>Education</p> <ul style="list-style-type: none"> • Promote the collaboration of community stakeholders for the purpose of implementing the K-16 education continuum. | |

Professional Staff

Chamber of Commerce:
 Brian Anderson, President & CEO
 Michelle Bartenfeld, Membership Account Executive
 Elyse Cochran, Senior Vice President-Economic Development
 Sonya Maney, Executive Assistant, Economic Development
 Beth Morrison, Vice President, Member Services
 Maria Saldana, Administrative Assistant
 Judy Sawyer, Vice President, Finance & Administration
 Alex Stall, Economic Development Senior Project Manager
 Phyllis Stephens, Senior Vice President
 Barbara Ward, Director of Workforce Development

Member Services

- Promote the organization and its initiatives to the community.
- Provide tangible benefits and advantages for the membership.
- Conduct an annual membership campaign gaining 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.
- Seek new partnerships that strengthen the membership while exceeding the expectations of existing partners.
- 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

Lynn Laughter, Chairman (Laughter & Jones Financial Management)
 Joe Yarbrough, Chairman-Elect (Mohawk Industries)
 Bryan McAllister, Treasurer & Chairman-Elect Designate (Brown Industries)
 David Gregg, Past Chairman (Alliance National Bank)
 Brian Anderson, President & CEO (Dalton-Whitfield Chamber of Commerce)
 Don Adcock (Adcock Financial Group)
 Carl Bouckaert (Bealieu Group)
 Penny Carpenter (Morehouse Group)
 John Davis (Peacock Alley) (Dalton Area Convention & Visitors Bureau Rep.)
 Kelly Fletcher (North Georgia Business Machines) (Downtown Dalton Development Authority Rep.)
 David Jolly (J & J Industries)
 Jim Kortum (Windstream Communications)
 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.)
 Dan Rogers (OMNOVA Solutions)
 Robert Smalley (McCamy, Phillips, Tuggle & Fordham)
 Andy Walker (Joint Development Authority Rep.)