



# ST. CHARLES CHAMBER OF COMMERCE

## ACTION PLAN 2010

**“One Stop, One City, Countless  
Opportunities”**

## 2010 ACTION PLAN

The success of the St. Charles Chamber of Commerce lies within the many member volunteers and sponsors who provide continued support for our committees, events, businesses and St. Charles Chamber staff. I am proud to be a St. Charles Chamber member for the past 7 years and honored to be chosen as the President for 2010.

In reviewing previous year's action plans and reflecting on the St. Charles Chamber of Commerce accomplishments, I found a common theme—**TEAM WORK**. The St. Charles Chamber of Commerce has grown to over 750+ members which represent a multitude of industries, business practices, services and support networks for our members. It is with these **T**alented individuals who provide **E**nthusiasm and **A**ttentiveness to our **M**embership. I ask each to reflect on your goals for 2010. How are you going to bring your **TEAM** to the St. Charles Chamber?

The St. Charles Chamber of Commerce offers several committees and event opportunities to get you involved. The Women's Business Council, Business In Action Committee, Legislative Committee and the LEADS Groups to list a few. In the following pages, you will see specific Action Plans pertaining to the committees. I encourage you to read through **all** of these Action Plans, reflect on your business needs for growth, your business schedule and how you can make a difference in one or more of the committees. The success of the St. Charles Chamber and each committee is counting on **YOU** to make a difference. Each committee has worked very hard in 2009 and the Chairs, Vice Chairs and members of each should be congratulated on these successes. Exciting activities are planned by each of these committees all for the benefit of the St. Charles Chamber of Commerce **MEMBERS**.

Are you still not sure if you have time or talent for a committee, well that's ok. The St. Charles Chamber of Commerce has something for everyone, so please consider sharing your talents in an event such as the St. Patrick's Parade, Annual Golf Outing, Paddle Boat Mixer or any number of events available. Remember, it is **TEAM WORK** and as many before me have stated and I totally agree—"You get out of it, what you put into it". What do you want out of your membership with the St. Charles Chamber of Commerce? Get involved and you will see the benefit both professionally and personally.

There is no time like the present to get involved and share the St. Charles Chamber of Commerce success and experience. Whether you are a new member or veteran, the time you contribute and the people you meet are priceless. I look forward to working with each of you in 2010!

### **VISION STATEMENT:**

*The St. Charles Chamber of Commerce will be the primary business resource connection for businesses and business people in St. Charles.*

### **MISSION STATEMENT:**

*The St. Charles Chamber of Commerce is an inclusive and active membership organization that helps its members grow their businesses, their business knowledge, and business connections.*

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**STRATEGIC OBJECTIVES:**

1. Grow membership total to 800 companies by 12-31-10.
2. Retain 85-90% of members each year (excluding uncontrollable factors such as closing business, merging, etc.).
3. Offer members development opportunities.
4. Supply business information to members.
5. Maintain financial stability.
6. Interact effectively with other local organizations.

**EXECUTIVE COMMITTEE**

**Chair:** Rose Canfield\*  
**Vice-Chair:** Jeff Meyer\*  
**Members:** Debbie Beeter

**Staff Liaison:** Lori Hewitt

**Purpose:**

Acts for and on behalf of the Board of Directors when the Board is not in session.

**Responsibilities:**

- Shall, by request of a director, member, or the President & CEO, appoint an ad hoc committee to investigate necessary changes to the By-Laws and Policy Manual and recommend such changes to the Board of Directors for approval with 2/3 consent of the Board.

**FINANCE COMMITTEE (2011 Budget)**

**Chair:** Debbie Beeter\*  
**Members:** Two non-executive committee Board members to be appointed by the Treasurer.

**Staff liaison:** Lori Hewitt

**Purpose:**

To optimize the administrative costs of managing the Chamber's operations.

**Responsibilities:**

- The President & CEO will prepare the upcoming year's budget for review by the Finance Committee. The Finance Committee will then submit the budget to the Board of Directors for review at the October board meeting and seek approval at the November board meeting.
- The President & CEO will prepare and submit a six-month budget review to the Board at the regular July Board of Directors meeting.

\* Denotes individual currently serving on the board of directors  
Revised 8-09

**NOMINATING COMMITTEE**

**Chair:** Jeff Meyer\*

**Members:** Four members to be appointed by the Board of Directors. Members of the committee should not be seeking directorships or elected office in 2011.

**Staff liaison:** Lori Hewitt

**Purpose:**

To identify and propose candidates to serve as Directors.

**Responsibilities:**

- The Nominating Committee shall be appointed at the regular August board meeting and shall consist of five voting members including the incoming Chairman of the Board as per the By-Laws.
- Shall present for approval to the Board of Directors, in September, a slate of candidates to serve two- and/or three-year terms as Directors, replacing the Directors whose regular terms are to expire.
- Also at the September Board of Directors meeting, the Nominating Committee will present a slate of officers for the Executive Committee positions of Chairman of the Board, Vice Chairman of the Board, and Treasurer, and new officers will be elected.

**Ad Hoc Committees**

**Ad hoc committees shall be created at the request of the Chairman of the Board and are structured to meet for a specific purpose. The ad hoc committees are discharged at the will of the Chairman or at the end of his/her term.**

**ANNUAL DINNER & AWARDS COMMITTEE**

**Chair:** Jeff Meyer\*

**Members:** TBD - four additional members to be appointed in August 2010 by the Chairman of the Board.

**Staff Liaison:** Lori Hewitt

**Purpose:**

To plan the Annual Dinner and identify and select the winners of Community Development, Community Image, Civic Image, Small Business of the Year and Charlemagne Awards.

**Responsibilities:**

- Plan, budget, and monitor all phases of the Annual Dinner to be held in 2011.
- Present a budget to the Board at the September/October Board meeting for approval.
- Present a profit and loss statement to the Board at the February Board meeting as a summary of all income and expenses for the dinner.

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- Select qualified nominees for all Community Development, Community Image, Civic Image, and Charlemagne Awards.
- Report to the Board in November if the Charlemagne Award is to be given and, in December, provide the name of the recipient for ratification by the Board of Directors.
- Present the slate of all other award winners to the Board for approval at the November Board meeting.
- The Chairman of the Board is responsible for any slides, photographs or other background information necessary to honor the Charlemagne Award recipient at the Annual Dinner.

**ST. PATRICK'S PARADE COMMITTEE**

**Members:** Debbie Beeter\*, Vince Carney, John Colpen, Mari Kane, Kristie Kowalski, Jerry Needham, Betsy Penny, Juli Schatz, Stephanie Walsh, and Jan Wilson

**Staff Liaison:** Debbie Treutler

**Board Liaison:** Lori Hewitt\*

**Purpose:**

To organize, coordinate, promote, participate and celebrate in the St. Patrick's Parade. The committee shall promote civic harmony and a greater appreciation for the contributions of the Irish-Americans in and around St. Charles.

**Goals:**

1. Develop ideas to promote the St. Charles Chamber and its members before and during the parade. 2010 date is March 13.
2. Continue to make the parade a benefit of membership.
3. Encourage volunteer opportunities for chamber members and the community.
4. Provide a community event for children's organizations, service clubs, civic organizations, schools, & local businesses to demonstrate their pride in the community and the heritage of our country.
5. Develop ideas to promote the businesses around the staging areas and parade route.

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**Standard Committees**

These committees have a responsibility to meet the needs of their respective groups of businesses through their action plans. Each committee should aggressively pursue input from their general memberships and carefully select a chair and vice-chair to continue the leadership within the committee.

**BUSINESS IN ACTION COMMITTEE**

**Chairman:** Tom Hansen  
**Vice Chair:** Juli Schatz  
**Members:** Dale Dwyer, Jim Ewing, Don Fosen, John Glenn, John Griffin, Jonathan Gripe, Bil Papp, Jim Pasta, Brian Scott,  
  
**Staff Liaison:** Ann Dondelinger-Migatz  
**Board Liaison:** Craig Lowder\*

**Purpose:**

The purpose of the Business in Action Committee is to provide opportunities, programs, and services to assist Chamber members in growing their businesses, thereby enhancing the economic growth and vitality of our community.

**Goals:**

1. Host a total of four Business Focus Groups on January 13, March 16, September 21 and November 16. The focus groups involve a group discussion facilitated by a committee member or a person chosen by the committee.
2. Host two Lunch and Learns on May 18 and October 13. These events will be a panel or single speaker that will discuss a relevant topic.
3. Organize and run the annual Paddleboat Mixer on June 16th.
4. Evaluate at least one additional educational event that supports and creates value for Chamber members for the year 2010. In the future, this could include a notable speaker – taking into consideration the cost of the speaker and as the Chamber budget allows.

Administer the Small Business of the Year Award and work to continually improve the relevance and effectiveness of this award in improving business practices among chamber member companies.

**LEGISLATIVE COMMITTEE**

**Chair:** Kristine Kowalski  
**Vice-Chair** Brian Townsend  
  
**Members:** Jim Boborci, Diane Lauterer, Dennis Miller  
  
**Staff Liaison:** Linda Talbot  
**Board Liaison:** Paul Christian\*

**Purpose:**

Provide meaningful information for Chamber membership relative to local, state, and federal legislative topics.

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**Goals:**

- Provide information to all Chamber members on pertinent legislative issues via multiple channels, including website, email and/or newsletter and events.
- Plan five - six educational programs each year as well as any additional programs that might occur during the calendar year if local legislative issues arise.
- State Legislative Update – January 12  
Illinois Chamber Update – March 10  
County Update – May 4  
Federal Update – August 11  
City Update – October 7  
Taxing Bodies – December 7
- Provide instructions to the membership in the Chamber newsletter on how to facilitate transfer of information. An example would be “How to write to your congressman.”
- Provide timely “hot topics” to discuss at committee meetings as necessary.

**MEMBERSHIP COMMITTEE**

**Chair:** Jeff Wong  
**Vice-Chair:** Gabriel Murcia  
**Members:** Sue Hedke, Daniel Jurkowski, Laurie Milbourn, Carolyn Ward,  
Kevin Brainerd, Jan Wilson, Julie Kuzniar

**Staff Liaison:** Darlene Riebe  
**Board Liaison:** Andy Weiland\*

**Purpose:**

To help the Chamber increase new membership, develop existing members and continue to educate members on the many services of the Chamber.

**Goals:**

1. Develop ideas to increase membership according to the strategic objectives of the Chamber.
2. Mentor new members by making welcome calls and attending the “Getting to Know You - Dutch Lunch Program”, Ribbon Cuttings, After Hour Mixers, and other Chamber events.
3. Organize the annual Membership Breakfast to be held on November 11, 2010. Administer the Member and Rookie of the year awards.
4. Serve as greeters and check in guests at the Networking Extravaganza events.
5. Plan all activities for “Chamber of Commerce Week” including an Open House on September 16.

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**TUESDAY LEAD\$ GROUP**

**Chair:** Walter Bamert  
**Vice-Chair:** Jim Pasta  
**Minutes:** James Johnson  
**Craft Talks:** Sandy Ryan  
**Leads Tracking:** Pete LaSalle  
**Box Keeper:** Chris Schejbal  
**Current Events:** Chirag Patel  
**Guest Follow-up:** Maureen Christiansen  
**Members:** Kathleen Rosa, Jason Fair

**Staff Liaison:** Lori Hewitt  
**Board Liaison:** Judy DeVoe\*

**Purpose:**

To act as a business council and extended sales force committed to helping members grow their business through both quality leads and referrals as well through business critique, consultation, and business edification process.

**Goals:**

- Grow and maintain a group size to a maximum of 20 members
- Provide quality leads to members within the group
- Provide candid and constructive feedback on lead generation
- Provide a business guidance process to resolve member business challenges

**Projects:**

- Develop a business council process within meeting dates
- Develop specific Craft Talk objectives for each Craft Talk presentation
- Execute all member Craft Talks throughout 2010
- Develop Tuesday Lead\$ web-site
- Invite outside business speakers for additional group exposure
- Develop off-site meetings at member or other locations

**Meeting Dates:** The Tuesday Lead\$ group will meet every Tuesday of each month. Gathering time will start at 8:45AM. Meetings will commence promptly at 9:00 and continue through 10:00AM.

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**WEDNESDAY LEAD\$ GROUP (Morning)**

**Chair:** Deb Scott  
**Vice Chair:** John Brady  
**Minutes:** Tim Halvax  
**Greeter:** Victoria Larson  
**Events Reporter:** Zoe Ingersoll  
**Attendance:** Alex Claney  
**Box Keeper:** Hank Erwin  
**Craft Talk**  
**Scheduler:** Tim Halvax  
**Leads Tracker:** Hank Erwin

**Members:** Craig Lowder\*, Dr. Chiraq Shah, Nicole Hilliard, Tamara Sims\*, Randall Fowlkes

**Staff Liaison:** Lori Hewitt  
**Board Liaison:** Judy DeVoe\*

**Purpose:**

To act as an extended sales force committed to helping each member grow their business through quality leads and referrals. Through relationships built in the group, we will provide personal introductions and recommendations.

**Goals:**

- Achieve and maintain maximum group size of 25 members.
- Provide honest and candid feedback to assist with generating quality leads and ultimately greater closed sales.
- Bring in new member categories to our group.

**Projects:**

- Organize craft talks by LEAD\$ member businesses.
- Plan field trips to LEAD\$ member businesses and other businesses that would benefit the group.
- Periodically provide guest speakers to present information that would be beneficial to the LEAD\$ group.
- Periodically hold “Welcome to the Chamber” LEAD\$ field trips at new Chamber member businesses.

**Meeting Dates:** The Wednesday Morning LEAD\$ Group will meet every Wednesday morning at the Chamber office from 8:15 - 9:15 a.m. except for the Third Wednesday of every month – location of this meeting will vary.

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**WEDNESDAY MIDDAY LEAD\$ GROUP**

**Chair:** Gabriel Murcia  
**Vice Chair:** Dustin Hawkins  
**Attendance:** Ginger Lewis  
**Minutes:** Bill Sutton  
**Members:** Jerry Needham, Lori Linkimer, Matt Cole, Jonathan Gripe, Michelle Phillips, Gale Perry, Lori Eschoo

**Staff Liaison:** Lori Hewitt  
**Board Liaison:** Judy DeVoe\*

**Purpose:**

We strive to grow as business people, St. Charles Chamber members, community contributors and individuals.

**Goals:**

We will support each other's businesses by providing leads from our own contacts to help others in the group grow their businesses.

We will support the community by using our skills and businesses to reach out to those who need the value that we provide.

We will support each other by holding each other accountable to action plans, commitments and personal and business growth.

We are committed to the group through our attendance, contributions, efforts and guidance.

We welcome new members to this mission and look forward to the opportunity to share our gifts and talents with those in the community for whom they are a benefit.

**Projects:**

- Organize craft talks by members businesses
- Encourage growth of Chamber and our group by reaching out to new members
- Plan field trips to businesses
- Provide guest speakers for group
- Work with accountability partner for two month rotating schedule
- Develop personal action plans and review these once per year with group and each week with accountability partner
- Present leads as often as possible targeted to the wish list presented by each member
- Act daily to commit to our group goals and to live to our confidentiality agreement

**Meeting Dates:** The Wednesday Noon LEAD\$ Group will meet every Wednesday at the Chamber office from 11:30 am – 1:00 pm.

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**Friday LEAD\$ Group**

**Chair:** Chad Harness  
**Co-Chair:** Claude Hosack-Ehinger  
**Minutes/Craft Talks:** Sue Hedke  
**Organizer:** Angela Driessen  
(binders/craft talk review forms)  
**Timer:** Bil Papp  
**Record keeper:** Tim Kearney

**Members:** Rose Canfield, Mike Stephans, Jeff Meyer, Denise Distel, Rick Goebel, Mike Lotz, Steve Maloney, Rick Myntik, Juli Bridgers-Schatz, John Weitz, Jim Mirallegro,

**Staff Liaison:** Lori Hewitt  
**Board Liaison:** Judy DeVoe\*

**Purpose:**

The Friday LEAD\$ Group is made up of non-competing St. Charles member businesses for the purpose of expanding their business and increasing their business knowledge through weekly networking meetings.

**Projects:**

- Increase each other's business.
- Organize craft talks by LEAD\$ member businesses.
- Plan field trips to LEAD\$ member businesses and other businesses that would benefit the group. (2 annually)
- Provide guest speakers to present information pertaining to the business needs and beneficial to the LEAD\$ group members.
- Optimize membership (maximum 25) to meet the needs of the Friday LEAD\$ Group.
- Hold one charitable event per year.

**WOMEN'S BUSINESS COUNCIL COMMITTEE**

**Chair:** Lori Radun  
**Vice Chair:** Debbie Beeter\*  
**Raffle:** Lydia Smith  
**Programs:** Diana McClow

**Members:** Kathy Brady, Maureen Christiansen, Mishel Downie, Zoe Ingersoll, Christie Mortimer, Julie Ness, Lynn Pranga, Judi Montgomery

**Staff Liaison:** Debbie Treutler  
**Board Liaison:** Tamara Sims\*

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**Purpose:**

1. To act as a network for a more effective exchange of ideas among women and men in the community and the business or service organizations they represent.
2. To assist business professionals in the community, whether employee or business owners, to sharpen their business skills and to encourage business mentoring.
3. To support and enhance the personal and professional growth and development of its members.

**Goals:**

1. Grow new membership for WBC among new and existing Chamber members and increase member satisfaction overall.
2. Plan and execute 10 luncheons and/or special events. January 28, February 25, March 25, April 22, May 27, July 22, August 26, September 23, October 28, and December 2.
3. Conduct 11 monthly Committee meetings. (No meeting scheduled for December)
4. Administer the LEAP award to be presented at the annual Charlemagne dinner.

**AMBASSADORS CLUB**

**Chamber Liaison:** Lori Hewitt

**Purpose:**

The Ambassadors Club members serve in an honorary capacity as official public relations representatives to Chamber members, new businesses, surrounding Chambers, and the business community at large with the objective of enhancing the positive image of the Chamber.