



ST. CHARLES
CHAMBER OF COMMERCE

Since 1922

ST. CHARLES CHAMBER OF COMMERCE

ACTION PLAN 2012

“One Stop, One City, Countless Opportunities”

2012 ACTION PLAN

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.

Welcome to the 2012 St. Charles Chamber of Commerce Action plan. It is because of our members that we have such a vibrant business environment; however, for many professionals surviving the last four years has been a challenge. You might feel like you are so busy that you are constantly working in your business instead of working on your business, or you might feel like no matter what you have tried the results you are looking for never appear. That is why our Chamber has a singular focus. We want *you* and *your* business to succeed.

The Chamber staff and board members' number one goal is to provide opportunities for new and existing businesses the chance to build wealth and prosperity. Business relationships take time to develop but can be long lasting. Strong businesses equal a strong community and let's face it, if you live in the Fox Valley you have access to great schools, parks, shopping, dining, and entertainment.

For 2012, our Chamber will develop several new programs to help you grow your business and connect with others. First, we are developing a mentoring program, called Genesis, so new business owners and members can partner with established members. This provides benefits for the mentor and mentee through sharing best practices and developing a common bond. Our intent is to engage the Ambassadors and use them and new Ambassadors to be our liasons. We hope to make a large chamber feel more personal.

The second initiative is to have all Chamber members increase internet driven leads by 25% over the next three years. We will achieve this by focusing on social media and search engine optimization workshops.

Our third area is to partner with Dale Carnegie. We will provide a series of five breakfast workshops that will develop your business while networking with other Chamber members. We are excited to offer these events, and we are confident you will find value in attending.

The fourth objective is to develop programs with St. Charles Schools that will provide students an opportunity to experience a career that is of interest to them. Whether it is taking your child to work or having a group of aspiring engineers spend an afternoon with a local firm, we need to make it happen.

Finally, we are planning to establish an industrial committee similar to the program our chamber offered years ago. We will survey the local companies to find what issues they are facing, and then develop the programs that will keep them here and attract new businesses.

I am honored to be your Chair for the upcoming year. Our talented board and staff are here to serve.

Best regards,

Jim Keller

* Denotes individual currently serving on the board of directors
1/2012

**St. Charles Chamber of Commerce
2012 PROGRAM OF ACTION/BUSINESS PLAN**

STRATEGIC OBJECTIVES:

1. Grow membership total to 750 companies by 12-31-12, using a net of 10 new members each month.
2. Retain 80% 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: Jim Keller
Vice-Chair: Tom Hansen*
Members: Debbie Fee*

Staff Liaison: Stacy Ekstrom

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 (2013 Budget)

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

Staff liaison: Stacy Ekstrom

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.

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**St. Charles Chamber of Commerce
2012 PROGRAM OF ACTION/BUSINESS PLAN**

NOMINATING COMMITTEE

Chair: Jim Keller*

Members: Four members to be appointed by the Board of Directors. Members of the committee should not be seeking directorships or elected office in 2012.

Staff liaison: Stacy Ekstrom

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.

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St. Charles Chamber of Commerce
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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: Tom Hansen*

Members: TBD - four additional members to be appointed in August 2012 by the Chairman of the Board.

Staff Liaison: Stacy Ekstrom

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 2013.
- 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.
- 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.

PADDLEBOAT/BUSINESS EXCELLENCE AWARD COMMITTEE

Members: Rose Canfield, Dale Dwyer, Jim Ewing, Jane Gregory, John Griffin, Jonathan Gripe, Tom Hansen, Greg Lower, Terry Mueller, Bil Papp, Scott Piner, Juli Schatz, Kate Sullivan

Staff Liaison: Ann Dondelinger-Migatz

Board Liaison: Kathy Melone*

Purpose:

To plan the Paddleboat Mixer in June and Administer the Business Excellence Award and work to continually improve the relevance and effectiveness of this award in improving business practices among chamber member companies.

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**St. Charles Chamber of Commerce
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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.

LEGISLATIVE COMMITTEE

Chair: Kristine Kowalski
Vice-Chair: Scott Nowling
Members: Kevin Brainerd, Jane Cooper, John Glenn, Poonam Gupta, Diane Lauterer, Brett Martin, Jerry Needham, Mark Richards, Paula Schmidt, Brian Townsend, John Wills

Staff Liaison: Christine Manisco
Board Liaison: Ellen Gallagher*

Purpose:

Provide meaningful information for Chamber membership and selected advocacy on behalf of Chamber Member businesses relative to local, state, and federal legislative topics.

Goals:

- Provide information to all Chamber members on pertinent legislative and/or electoral issues via multiple channels, including website, email and/or newsletter and events.
- Plan a minimum of six educational programs each year, as well as any additional programs (such as Candidate Forums) that might occur during the calendar year, if pertinent legislative issues arise.

State Update Breakfast – January 13 – Members & Non-Members
State Chamber Update Breakfast – March 6 – Multi-Chamber* – Members & Non-Members
County Update Luncheon – May 1 – Multi-Chamber* - Members & Non-Members
Federal Update Luncheon – August 8 – Multi-Chamber* - Members & Non-Members
Libraries & Schools & Parks-Oh My! Luncheon – September 11 – Members & Non-Members
City Update Luncheon – October 3 – Members & Non-Members

- Provide timely “hot topics” to present to the membership as necessary.

MEMBERSHIP COMMITTEE

Chair: Carolyn Ward
Vice-Chair: Scott Prudden

Members: Kevin Brainerd, Rose Canfield, Zoe Ingersoll, Laurie Milbourn, Darlene Riebe, Jan Wilson, Jeff Wong, James Zukowski

Public Relations: Susan Worline
Staff Liaison: Stacy Ekstrom
Board Liaison: Jeanne Hahn*

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1/2012

**St. Charles Chamber of Commerce
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Purpose:

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

Goals:

1. Develop ideas to increase and retain membership according to the strategic objectives of the Chamber. Promote the Chamber to non-members.
2. Mentor all 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 8, 2012 and administer the 2012 Member of the Year award.
4. Organize, facilitate, greet and check in guests at the Networking Extravaganza events and new member orientations.
5. Facilitate activities for “Chamber of Commerce Week” including an Open House.

WEDNESDAY MORNING LEAD\$ GROUP

Chair: Hank Erwin
Vice Chair: Eric Vaughn Smith
Minutes: Katy DeHaven
Greeter: Mary Isaacson
Events Reporter: Katy DeHaven-Zoe Ingersoll back up
Attendance: Butch Jeffries-Tamara Sims back up
Box Keeper: James Zukowski
Craft Talk
Scheduler: James Zukowski
Leads Tracker: Hank Erwin

Members: Victoria Larson, Andy Montgomery, Les Santeler, Dave Smith, Tom McCallum, Rich Appenzeller, Peter Heinicke

Staff Liaison: Chris Manisco
Board Liaison: Alex Claney*

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.

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**St. Charles Chamber of Commerce
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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 **Fourth** Wednesday of every month – location of this meeting will vary. Location may also vary, with advance notice, for individual meetings to accommodate a member’s presentation at the business location, or for other “field trip” type purposes.

WEDNESDAY MIDDAY LEAD\$ GROUP

Chair: Joe Spry
Vice Chair: Amanda Conlon
Attendance: Marirose Requiron
Minutes: RJ VanTholen
Members: Bill Sutton, Jerry Needham, Jonathan Gripe, Michelle Phillips, Pete LaSalle, RJ Van Tholen, Sheryl Theisen, Marirose Requiron, Joe Spry, James Tait, Lynn Purcell, Amanda Conlon, Doug Yeomans

Staff Liaison: Chris Manisco
Board Liaison: Alex Claney*

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.

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1/2012

**St. Charles Chamber of Commerce
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Projects:

- Create brochure containing all members as our leads group promotional piece
- Encourage growth of Chamber and our group by reaching out to new members
- More emphasis on social events
- Provide guest speakers for group
- Present qualified referrals as often as possible targeted to the wish list presented by each member
....commitment to more referral accounting detail
- Act daily to commit to our group goals and to live to our confidentiality agreement
- Stronger emphasis to “one on one” meetings off site
- Create chart of all members profile and who would be a good target customer wish list

Meeting Dates: The Wednesday Noon LEAD\$ Group will meet every Wednesday at the Chamber office from 11:30 am – 12:30 pm.

FRIDAY LEAD\$ GROUP

Chair: Dan Whittington
Vice Chair: Richard Wolff
Minutes/
Attendance: Juli Schatz
Record Keeper: Kari Collins
Organizer/Binder: Carrie Banas
Timer: Pete Messina
Projects/Guest
Speakers/Social: Lenore Kula/Lori Lain

Members: Mike Algrim, Carrie Banas, Vern Baumgartner, Rose Canfield, Maureen Christiansen, Kari Collins, Mike Czerwinski, Brian Dunne, Jacob Hertz, Mindy Hofstetter, Tim Kearney, Lenore Kula, Lori Lain, Michael Lotz, Pete Messina, Jeff Meyer, Bil Papp, Juli Schatz, Mike Stephans, Debra Tucholski, Dan Whittington, Richard Wolff

Staff Liaison: Chris Manisco
Board Liaison: Alex Claney*

Purpose:

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

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 the group.

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**St. Charles Chamber of Commerce
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Projects:

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

Meeting Dates: The Friday Morning LEAD\$ Group will meet every Friday morning at the Chamber office from 8:30 - 9:45 a.m. Location may also vary, with advance notice, for individual meetings to accommodate planning meetings at a Chamber Members business location, or for other "field trip" type purposes.

WOMEN'S BUSINESS COUNCIL COMMITTEE

Chair: Tamara Sims
Vice Chair: Lydia Smith
Raffle: Mishel Downie & Julie Ness
Programs: Zoe Ingersoll

Members: Anisa Ali, Carrie Tatroe, Debbie Fee, Debbie Gurley, Diana McClow, Jan Griessler, Joanne Lollino, Judy DeVoe, Julie Ness, Kate Sullivan, Kelly Potts, Linda Bird, Linda Strohschein, Lydia Smith, Maureen Christiansen, Mishel Downie, Susan Worline, Tamara Sims, Zoe Ingersoll

Staff Liaison: Ann Migatz
Board Liaison: Diana McClow*

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 26, February 23, March 22, April 26, May 17, July 26, August 23, September 27, October 25, and December 1.
3. Conduct 11 monthly Committee meetings. (No meeting scheduled for December)
4. Administer the LEAP award to be presented at the annual Charlemagne dinner.
5. Consider monthly donations for local organizations at the luncheons.

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AMBASSADORS CLUB

Chamber Liaison: Stacy Ekstrom

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.