

Carroll County Chamber of Commerce
2017 Program of Work

Mission

Growing Business in Our Community

Vision

**Building a Stronger Business Community by
Engaging Progressive Leadership and Diverse Resources**

Guiding Principles

**Innovative
Resourceful
Member Driven
Honest
Inclusive**

Industry and Commerce

Business Development Committee

Goal: To maximize growth of local business, new ventures and entrepreneurship

Actions:

- Select the “Small Business Person of the Year” award
- Host 6 Business Success Seminars (2 @ Burson Center, 2 @ Chamber, 1 each in Villa Rica and Bowdon)
- Broaden the minority representation and county wide representation on committee
- Conduct “Business of the Month” and have it tied to #ThinkCarrollFirst campaign
- Continue to promote the Burson Center
- Promote & support tourism opportunities in Carroll County
- Implement #ThinkCarrollFirst campaign

Agribusiness Committee	
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Goal: To promote the continued growth of agricultural enterprises and agri-tourism

Actions:

- Plan the Farm City Harvest Dinner
- Encourage Chamber membership for new/existing agribusiness
- Support efforts for growing, selling, processing, distributing, and marketing locally grown food products
- Work with Carroll EMC and others on agribusiness focused events

Leadership, Chamber Development and Government Affairs

Government Affairs Committee	
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Goal: To represent the business interests of Carroll County to local, regional, state and federal policymakers

Actions:

- Discuss / support the Georgia Chamber Legislative agenda
- Advise Chamber Board / membership on legislative issues and determine official positions when appropriate
- Coordinate the Carroll County Day at the State Capitol
- Coordinate the Membership Legislative Breakfast
- Coordinate a US Legislative Forum
- Represent the Chamber at legislative functions
- Coordinate the legislative reception following the Georgia Session
- Sponsor the legislative trip to Washington DC
- Look for opportunities for training, forums, briefings, etc for legislative issues
- Encourage good leaders to run for elected positions

Ambassador Committee	
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Goal: To support member interests of the Chamber, promote Chamber sponsored activities and encourage member involvement

Actions:

- Act as host for Chamber events
- Seek feedback from membership on programs / services
- Assist staff with member recruitment / retention
- Sponsor Lunch on the Chamber
- Partner with the Business Development Committee to conduct “Business of the Month”

Leadership Development	
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Junior Chamber

Goal: To improve students’ opportunities and chances for success in their academic and career futures

Actions:

- Continue to develop and enhance the annual Junior Chamber Board encouraging participation from all public and private high schools
- Continue to offer youth entrepreneur development assistance via the Burson Center

Leadership Academy

Goal: To develop new, talented leadership for the Chamber and community

Actions:

- Coordinate annual Leadership Academy
- Promote the academy to a broader audience beyond the usual chamber membership circle
- Update collateral pieces for adult academy
- Engage academy members and past graduates for ideas on additions and enhancements to the program
- Add a new session to the adult academy on understanding the role of the chamber
- Adjust curriculum with more focus on skills component
- Provide session summaries and updates to employers/sponsors
- Recommend nominees for Leadership Georgia and Georgia Academy for Economic Development
- Create focus group to discuss ways to identify and engage additional minority talent in chamber leadership

Bridge Builders

Goal: To bridge for leadership capacity and civic engagement in Carroll County, by leveraging the knowledge, diversity and expertise of the business community to ensure the future success and vitality of our community as a whole

Actions:

- Conduct Community Services Projects including quarterly trash pick-up around Chamber
- Coordinate two education and leadership development seminars

Women's Business Alliance Committee	
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Goal: To promote the balanced interests and lifestyles of the community's professional women

Actions:

- Sponsor up to 3 events
- Sponsor monthly networking "Coffee Break"
- Secure sponsorships for events
- Select a "Woman of the Year"

Workforce Education Task Force	
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Goal: To encourage life-long learning and support the development of a highly trained and educated workforce

Actions:

- Support all efforts related to the Workforce Education Task Force goals
- Coordinate Membership STAR Student/Teacher Recognition Breakfast
- Support and generate teacher and student recognition / appreciation programs events such as Georgia Occupational Award of Leadership (GOAL)
- Expand Speakers Bureau of business professionals within the PK-16 system
- In cooperation with CCEC, develop personal skills, community service involvement and career development opportunities through a variety of PK-16 programs, including 8th Grade Career Expo and Manufacturing Day
- Expand an award winning workforce education quarterly publication, *SmartWorks*

Chamber Special Events and Ad Hoc Committees

Special Projects

- Golf Tournament
- Facilities Taskforce