

Carroll County Chamber of Commerce
2018 Program of Work

Growing Business in Carroll County

Mission Statement

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

Guiding Principles

**Innovative
Resourceful
Member Driven
Honest
Inclusive**

Business Development

Business Development Committee

Goal: To focus on small business development, entrepreneurship and start-ups

Actions:

- Select the “Small Business Person of the Year” award
- Select the “Start-Up Business of the Year” award
- Host monthly seminars with a focus theme
- Broaden the minority representation and county wide representation on committee
- Conduct “Business of the Month” and have it tied to #ThinkCarrollFirst campaign
- Strategically work with UWG, RCOB, WGTC and the SBDC with a focus of financial literacy, creating solid business plans and retail development
- Continue to promote the Burson Center
- Promote & support tourism opportunities in Carroll County
- Support #ThinkCarrollFirst campaign

Government Affairs

Government Affairs Committee

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
- Coordinate 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
- Track, communicate and participate, where appropriate, on issues such as transportation, housing and broadband access

Member Support

Ambassador Committee

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”

Marketing / Communications Committee	
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Goal: Promote and communicate activities and programs of the Chamber in support of member businesses and organizations

Action: Expand and promote the #ThinkCarrollFirst campaign maximizing membership participation

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"

<u>Leadership Development</u>

Bridge Builders	
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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
- Coordinate education and leadership development seminars

<u>Workforce Development Division</u>
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Workforce Development Committee	
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Goal: To encourage life-long learning and support the development of a highly trained and educated workforce

Actions:

- Coordinate Membership STAR Student/Teacher Recognition Breakfast
- Support teacher and student recognition / appreciation programs events such as Georgia Occupational Award of Leadership (GOAL)
- Promote and encourage the use of the speakers bureau of business professionals within the PK-16 school systems
- In cooperation with CCEC, develop personal skills, community service involvement and career development opportunities and awareness through a variety of K-16 programs, including 8th Grade Career Expo and Manufacturing Day
- Continue to support the Mentor Village
- Promote co-op programs, internships, work-based learning programs and apprenticeships opportunities
- Work with the Carroll County Employer Committee on human resource training, peer-to-peer networking, job fairs and student career preparedness