



**HIGHPOINT**  
CHAMBER OF COMMERCE

**2010**  
**Program**  
of  
**Action**

High Point Chamber of Commerce  
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The High Point Chamber of Commerce has a proud heritage of business leadership that has been a vital element in building a dynamic and progressive city. The Chamber is a voluntary non-profit organization of business and professional people who have joined together to develop programs and partnerships for the purpose of promoting the economic, educational and civic progress of our community.

The High Point Chamber is the champion of free enterprise and the area's economic well-being is directly related to the quality of work done by the Chamber. The Chamber is an active advocate for business and its members.

The High Point Chamber of Commerce, at the fall planning Retreat of the Board of Directors, recommitted to its strategic plan entitled "Envision High Point". The strategic initiatives are to:

- To be the catalyst for progressive economic change by initiating, supporting, and advocating business growth and development.
- To Build and Market a New Image
- To develop North Carolina's most dynamic Chamber of Commerce.
- To develop proactive leadership for the community and the Triad.
- To enhance and secure the International Home Furnishings Market
- To lead in building the Triad economy

The Chamber is organized into six divisions to accomplish these objectives:

- Business Development
- Communications
- Membership
- Member Services
- Education & Workforce
- Business Advocacy

The divisions are structured to meet the strategic objectives through a committee and Task Force structure. The Program of Action is established annually by asking the following questions:

1. Does the Program of Action relate to our mission?
2. Is it important to our membership?
3. Will it attract leadership and membership support?
4. Is it a duplication of another organization's efforts?
5. Can it be funded?
6. Is it measurable?

As the change-agents of the community, new initiatives must be addressed during the year and will also be evaluated by adding these two questions.

7. Has the issue been studied by the appropriate division, committee or Task Force?
8. Has it been presented to and approved by the Board of Directors?

The High Point Chamber of Commerce has an excellent and committed Board of Directors, motivated volunteers and a dedicated professional staff poised to implement the following Program of Action.

# **Business Development Division**

**Vision:** To work with the private and public sector to ensure a positive climate for business growth and to provide active support to all Economic Development organizations in High Point and the Triad.

**Goal:** To provide active programs, information, recognition and a regular forum to assist in the success of business.

## **Business Development Council**

### **Action Steps:**

- Develop partnership to establish business seminars to inform members on issues and developments affecting small business.
- Continue High Point Small Business Partnership to assist with small business development and encourage entrepreneurship.
- Continue Women's Business Luncheon.
- Present Award to Outstanding Business Woman of the Year.
- Continue the Economic Summit luncheon to provide members and community with information and status of the city and regional economy.

## **Minority Business Council**

### **Action Steps:**

- Promote forums for minority business leaders to discuss issues and develop strategies for success.
- Develop and publish a Minority Business Directory in partnership with the High Point Library.
- Partner with the High Point Library and City of High Point to establish workshops to assist in Minority Business Development.
- Continue the Minority Business Advocate Award to recognize an outstanding business that has exhibited unparalleled support for the growth of minority businesses.

## **Marketing Roundtable**

### **Action Step**

- Provide regular forums for marketing specialists to meet and discuss issues, concerns and strategies.

## **Small Business Week Awards**

### **Action Steps:**

- Sponsor the Business of the Year Award.
- Sponsor the Small Business of the Year Award.
- Sponsor the Small Business Advocate of the Year Award.
- Conduct luncheon honoring National Small Business Week to pay tribute to business leaders.

## **S.C.O.R.E.**

### **Action Step**

- Continue to support the active S.C.O.R.E. Chapter of retired business leaders in their efforts to assist small business entrepreneurs.

## **Leadership Development**

**Goal:** To develop active business leadership for the community.

### **Leadership: High Point**

#### **Action Steps:**

- Choose an annual leadership class through an application process.
- Develop active agenda for each monthly session to inform class on community issues and programs.
- Co-ordinate graduation for all class members who successfully complete program.
- Co-ordinate with class members to consider a project that will positively impact the community and unite class members.
- Continue program to transition leadership class members and alumni into community service.

### **Leadership: High Point Alumni**

#### **Action Steps**

- Develop process to ensure that graduates of Leadership: High Point become actively involved in community leadership opportunities.
- Develop a directory of all community, government boards and committees and publish procedure for filling vacancies.
- Evaluate opportunities of service and make recommendation of Leadership: High Point graduates to open vacancies.
- Continue regular events to build relationships among alumni.

### **Teen Leadership: High Point**

#### **Action Steps**

- Work with area middle schools to choose a leadership class through an application process.
- Develop active agenda for each of the daily sessions to inform the class of potential career opportunities, as well as community issues.
- Co-ordinate graduation for all class members who successfully complete program.
- Co-ordinate with class members to establish a project that will positively impact the community.

## **Communications Division**

**Vision:** To be the primary communication and information source for business and the High Point community.

**Goal:** To develop an active marketing plan for the Chamber and enhance current methods of communication to members and the community.

### **Marketing Committee**

#### **Action Steps**

- Evaluate and improve all communication methods of the Chamber.
- Develop and promote a positive and progressive image for the Chamber.
- Continue strategy for “branding” all Chamber and community partnerships to promote High Point as a unified progressive community.
- Study merits of City-wide “branding” effort.
- Implement recommendations of the Marketing Plan.
- Continue to upgrade the Chamber’s web site
- Continue to publish “Free Enterprise Today”, the chamber’s newsletter.
- Publish 2010 Membership Directory.
- Study development of TV program through cable network.
- Continue Chamber e-gram to inform members of Chamber, and community events on a regular basis.
- Publish 2010 Quality of Life Magazine.

## **Membership Division**

**Vision:** To grow the membership base annually to ensure the Chamber remains the business leadership organization of High Point.

#### **Goal:**

- Grow the Chamber membership base.
- Grow Platinum Investor membership level
- Develop and implement strategy to retain chamber members and ensure value to every member.
- Develop and implement strategy to average 10 new members each month.
- Develop proactive business retention program with members and coordinate with other economic partners to identify concerns and encourage business growth.
- Develop Action Team to co-ordinate initiative to welcome and include new businesses into the business community of High Point.

### **Ambassadors**

#### **Action Steps:**

- Ensure that a proactive retention strategy is implemented.
- Be the liaison between the Chamber organization and the membership.

- Represent the Chamber at ribbon cuttings and other Chamber events.

### **Leads Program**

#### **Action Steps:**

- Continue and expand leads programs to allow member businesses to exchange opportunities.

## **Member Services Division**

**Vision:** Provide networking and business opportunities for Chamber members.

### **Business & Technology Expo**

- Plan and implement annual Business & Technology Expo
- Study meaningful sponsorships and other opportunities to enhance effect of show on community as well as grow revenue base.
- Work with Chambers throughout the Triad to implement the Triad Business Trade Show.

### **Golf Classic**

#### **Action Steps:**

- Plan and implement the Chamber's annual Robert McInnis Memorial Golf Classic.
- Study meaningful sponsorships and other opportunities to enhance net revenue of this event.

### **Business After Hours**

#### **Action Steps:**

- Conduct quarterly Business After Hours for Chamber membership to ensure networking opportunities.
- Study meaningful sponsorship and other opportunities for Business After Hours to grow the revenue base and provide value to members.

### **New Corporate Executive Reception**

#### **Action Steps:**

- Continue annual networking opportunity to introduce new corporate Executives to the business community.
- Devise method to identify new Executives coming to and departing from High Point.

### **Annual Meeting**

#### **Action Steps:**

- Plan and conduct the Annual Dinner.
- Ensure recognitions and awards are finalized
  - Distinguished Citizen of the Year
  - Business Recognitions
  - Volunteer of the Year

- Evaluate Annual Dinner format to ensure that it is the premier event of the community.

## **Education & Workforce Division**

**Vision:** To create and provide meaningful partnerships between business and education for public and private school systems, community colleges, universities and workforce development within the region.

**Goal:** To serve as an advocate for educational programs that will promote educational growth and workforce development within the High Point community.

### **Action Steps:**

- Support Communities in Schools
- Continue to support Guilford County Schools
- Continue to support Guilford Education Alliance, an education foundation.
- Assist in recruiting citizens to become Junior Achievement instructors in primary and secondary classrooms.
- Ensure that all marketing information on High Point includes the excellent public and private educational opportunities in the community.
- Develop a formal State of the Education to provide information to members on public and private education and workforce development.
- Develop Workforce Development Seminar Series as a tool for preparing information to the community and local companies as it relates to workforce development issues on a local, state and federal level.
- Support GTCC
- Assist with Job Fairs to provide job seekers an opportunity to make contact with local employers about job opportunities.
- Enhance workforce development efforts with educational institutions
- Actively support the Workforce Development Board and participate in Workforce Development programs
- Support member private education opportunities.
- Continue to support the High Point Alliance for Workforce Development.

### **International Business Council**

- Continue the Task Force to develop strategy for implementing an International Business Development Council and development of an International Business Resource Center for the Chamber.
- Conduct International Business Luncheon with the Piedmont Triad Council International Visitors to promote international business.

### **PCs for GEDs**

#### **Action Steps:**

- Continue to work with area businesses to acquire and upgrade computers for individuals who complete their GED and ESL.
- Coordinate with GTCC High Point Campus to ensure that graduates of the GED or ESL class receive a refurbished computer.

- Bi-annually plan and implement a ceremony to award computers to new graduates.

## **Business Advocacy Division**

**Vision:** To ensure that the business community is an active voice in governmental decisions and that the High Point Chamber of Commerce is the advocate for business development in the community, the region and the state.

### **Transportation Committee**

**Goal:** Provide business input and support to move all transportation initiatives forward.

#### **Action Steps:**

- Support the FedEx project, additional runway and roadway enhancements of Piedmont Triad International Airport.
- Support the development of the high speed rail corridor along the North Carolina Railroad corridor.
- Support the development of mass transit initiatives.
- Plan and conduct a regional Transportation Summit, with the Greensboro Partnership and Winston Salem Chamber of Commerce.
- Continue to support construction of I-74 and other projects within the MPO.
- Support I-74 Piedmont Corridor Group.
- Develop new and informed community support for transportation projects.
- Lead community efforts to plan and fund road projects for High Point and the Triad.
- Continue State of Community luncheon to allow elected leaders to update the business community on issues and priorities.
- Support the construction of a new bridge on I-85 across the Yadkin River

### **Governmental Action Team**

**Goal:** To develop and maintain an active relationship with municipal, county, state and national government officials to ensure that business concerns are voiced.

#### **Action Steps:**

- Develop an active grassroots initiative to involve and educate business members.
- Actively advocate business issues with all government officials.
- Actively encourage business leaders to run for public office.
- Publish a Legislative Agenda developed by the Board of Directors of the High Point Chamber of Commerce on issues and positions at the city, county, state and federal level.
- Continue active membership with GAIN (Grassroots Action Information Network) of the U.S. Chamber.
- Publish Legislative Directory to ensure membership has current information to contact governmental officials.

- Develop a legislative breakfast for General Assembly members representing High Point to address business community and work with the Piedmont Triad Legislative Caucus on annual Raleigh trip.
- Develop Washington Issues seminar for members to communicate with national leaders in conjunction with the Greensboro Partnership and Winston-Salem Chamber.
- Continue activities with North Carolina Metro Chambers Alliance to support urban issues with the N.C. General Assembly.
- Continue to support NC Chamber of Commerce as the primary lobbyist for business issues in the state.
- Continue as NC Chamber Federation member.
- Consider reports on voting records of government representatives on issues that affect business.
- Evaluate merit and value of conducting a Candidates Forum.
- Support the development of the Triad Legislative Agenda.

### **Budget Review Committee**

#### **Action Steps:**

- Continue to review and make recommendations to the City of High Point annual budget with City officials.

### **Land Use/Environmental Committee**

#### **Action Steps:**

- Continue to study development and environmental standards and make recommendations to government leaders.
- Develop relations with city and county planning officials.

## **2010 Organizational Goals**

- Continue to Develop the International Business Task Force.
- Continue to Develop Proactive Strategy to Ensure High Point businesses and citizens embrace, support, improve and keep the High Point Market.
- Champion the Heart of the Triad project with the Winston-Salem, Greensboro and Kernersville chambers.
- Continue and expand the initiatives of the Chambers3 to ensure that High Point is a leader in developing the Triad region.
- Continue leadership in Triad Chambers Group for regional initiatives with the 22 chambers in the twelve counties of the Triad..
- Support High Point Alliance for Workforce Preparedness.
- Continue Joint Study Task Force to evaluate forming a county-wide, regional chamber of commerce
- Support the regional initiatives of the Piedmont Triad Partnership: the development of the furniture industry, the development of the Aerotropolis, the development of regenerative medicine, and the development of Nanotechnology.
- Work with the High Point Partners to develop a united business campaign to fund city and regional economic development initiatives.
- Develop Business Incubator to grow new businesses
- Support the "City Project" initiative to implement the Core City Plan