



HIGHPOINT
CHAMBER OF COMMERCE

2012
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, created its strategic plan entitled "High Point 2020: A Vision for the Future". At the 2011 Planning Retreat the chamber supported a new organizational structure recommended by the Joint Task Force to unite the High Point Partners and the High Point Chamber of Commerce. The Joint Task Force was comprised of 4 Board members from the Chamber and High Point Partners. The strategic initiatives are to:

- Ensure profitability of businesses
- To be the catalyst for progressive economic change by initiating, supporting, and advocating business growth and development.
- To proactively build the future
- To enhance the economy through collaboration and support of regionalism.
- To develop proactive leadership for the community and the Triad.
- To build a chamber that better serves its members.
- To build and market a progressive image.
- To enhance education and workforce development initiatives to ensure our business community will thrive in a global economy.

The Chamber is organized into six divisions to accomplish the strategic plan:

- Business Development
- Communications
- Membership
- Visioning
- 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?
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 Awards 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.
- Continue Buy Local Campaign
- Develop and partner with members to provide Business Institute
- Develop and publish a Minority Business Directory in partnership with the High Point Library.
- Continue the Minority Business Advocate Award to recognize an outstanding business that has exhibited unparalleled support for the growth of minority businesses.

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 and to develop leadership skills.
- 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.
- Update the Marketing Plan.
- Continue to upgrade the Chamber’s web site
- Continue to publish “Chamber Link”, the chamber’s newsletter.
- Publish 2012 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 2012 Quality of Life Magazine.
- Enhance social media strategy for the chamber

Marketing Roundtable

Action Step

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

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 8 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 Market Membership
- Implement Tiered Dues

- Provide networking and business opportunities for Chamber members.

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.

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.

Action Steps:

- Support expansion plan of High Point University
- 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.
- Continue the 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.

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.

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, the state and nation.

Transportation Committee

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

Action Steps:

- Support the FedEx project and expansion of the 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 support of the construction of a new bridge on I-85 across the Yadkin River
- Study efforts to transition congestion from Main Street to I-74 (311 By Pass)

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.
- Continue State of Community luncheon to allow elected leaders to update the business community on issues and priorities.
- 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 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 Metropolitan Mayors Association 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.
- Support the development of the Triad Legislative Agenda.
- Develop and conduct a Governmental Leader Reception

Vision Division

Vision: To unite the business community with government, education and community leaders to create a vision plan for High Point.

Action Steps:

- Develop the Community Leadership Council to create and implement a vision plan.
- Develop a University Task Force to maximize the growth of High Point University and enhance High Point as a university city.
- Enhance High Point business relationship with the Piedmont Triad Partnership.
- Study and implement a united strategy to encourage community reinvestment
- Develop a foundation for economic development for High Point
- Enhance relationship with High Point Market Authority and International Market Centers to elevate the High Point Market.
- Continue Task Force to co-ordinate initiative to welcome and include new businesses and leaders into the business community of High Point.

2012 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 the regional initiatives of the Piedmont Triad Partnership:
- Support the “City Project” initiative to implement the Core City Plan
- Develop united Vision Plan for High Point
- Develop economic development foundation