

# 2006 Committee Sign-Up Sheet

Please review the Lake Wales Area Chamber of Commerce 2006 committees, which are listed below, and indicate those of interest to you or which you believe would benefit from your experience, interest, and/or expertise. We need your ideas and your involvement as well as your financial support. By working together through these committees, we can make great things happen for our business or organization and the Lake Wales area community!

## COMMUNITY DEVELOPMENT

**Julie Seay, Vice President**

**Education & Youth Leadership Committee**

**Tracy Bryant, Chairman**

Business and education members meet monthly to advise the Chamber on literacy and education needs affecting the Lake Wales area workforce; assist Chamber staff in coordinating events and programs to support local schools, encourage students, and assist in leadership and career development efforts.

*2006 programs and activities include: a new Business-Education Welcome Breakfast; Free Enterprise Day; Youth Leadership Ridge program; and development of a Chamber Speakers Bureau as a resource to area schools.*

**Leadership Lake Wales & Alumni Committee**

**Pat Brewer, Chairman**

Committee members meet monthly to coordinate and evaluate the Chamber's annual Leadership Lake Wales Program and to support efforts for on-going alumni activities.

*In 2006, the Committee will review 10-year participation trends to encourage involvement by under-served groups, businesses, and organizations and consider options to enhance program activities. Committee members will also develop a plan to involve Leadership Lake Wales alumni and support efforts for on-going alumni activities*

**Community Progress Committee**

Committee members meet monthly to identify opportunities to support and participate in activities that promote local and regional cooperation, community planning efforts, and initiatives to preserve the unique character of the Lake Wales community as it faces unprecedented growth.

*During 2006, committee members will support and promote Unity in Community activities and initiatives; support and promote Lake Wales Vision Program; track progress of Polk Vision and Lake Wales Vision programs and identify opportunities for the Chamber to serve as a Vision Partner.*

**Beautification Committee**

Committee members will meet monthly to develop and implement a program to encourage and recognize community beautification efforts and quality building improvements.

*In 2006, the Committee will identify groups involved in beautification and solicit their support and involvement; recruit members with interest and background in beautification; conduct a visual survey of the community looking for eyesores and opportunities for improvement; develop*

*guidelines for an ongoing program to recognize community beautification efforts and quality building improvements; and support Chamber efforts to promote stronger code enforcement and city incentives to improve the appearance of commercial property, entrances to city, parks and other high visibility locations.*

## ECONOMIC DEVELOPMENT

**John Corbett, Vice President**

**Small Business Committee**

**Jack Hilligoss, Chairman**

Committee members will meet monthly to identify, recommend and help develop strategies to assist existing businesses, encourage new business start-ups, and improve the overall climate for small business growth and development.

*In 2006, the Committee will assist Chamber staff in identifying resources for a Small Business Assistance Program; develop and promote a Speaker's Bureau to help members promote their businesses; establish the criteria for a new "Excellence in Business Award" program; identify and recommend strategies for Chamber involvement in promoting quality retail business expansion; provide support and encouragement for the revitalization of business property including streetscape improvements, facade grants, incentives and low or no-interest loans; and support the efforts of area-specific business groups to create a more vibrant shopping experience, including downtown, the Eagle Ridge Mall, and various shopping centers throughout the City.*

**Tourism Committee**

**Cindy Turner, Chairman**

Committee members will meet monthly to recommend, help develop, and carry out programs designed to promote community resources, attractions, and business districts and to draw more business from area residents and visitors into the Lake Wales area.

*In 2006, the Committee will help compile a comprehensive list of area attractions and tourism resources; identify strategies to foster cooperation among community groups to maximize promotion of community events, activities and tourism resources; assist Chamber staff in supporting and promoting activities of Visit Florida and the Polk County Convention and Visitors Bureau; identify tourism promotion uses for Chamber video; and promote use of Chamber events calendar for events exposure and better coordination.*

**Smart Growth Committee**

**Nicole Barranco, Chairman**

Committee members will meet monthly to identify and recommend Chamber positions on growth-related issues and strategies to promote positive area economic development which support smart growth initiatives in the Lake Wales area and throughout Polk County. *In 2006, the Committee will coordinate with Governmental Affairs Committee and the Community Progress Committee to monitor potential government actions and recommend Chamber strategies to promote positive area economic development; review city and county policies and procedures to identify roadblocks to smart growth; identify and recommend incentives to attract new business; assist in the Chamber's co-sponsorship of a familiarization tour to targeted business representatives and developers to market Lake Wales and redevelopment opportunities.*

**Marketing Committee**

**Darlene Bennett, Chairman**

Committee members will meet monthly to recommend, help develop, and carry out programs to promote Lake Wales as a great place to live, work, and visit, while assisting in the promotion of organization programs and special events.

*In 2006, members will assist Chamber staff in developing and implementing a Community Awareness Program encouraging area residents to "shop at home"; identify and recommend specialty items to offer for sale to promote the Lake Wales area; coordinate with Communications Committee to recommend a standard Chamber protocol to ensure consistent branding in the promotion of organization programs and special events; promote the availability and wide dissemination of the Chamber Lake Wales promotional video; offer advice and support to improve Chamber marketing tools and materials.*

## GOVERNMENT AFFAIRS

**Laura Motis, Vice President**

**Government Relations Committee**

**Kelly Lamb, Chairman**

Committee members will meet as necessary to monitor governmental actions, recommend Board position statements or actions on issues that have the potential to impact area business and community quality of life, and help improve communication with local, county, and state officials. *In 2006, the Committee will assist Chamber staff in coordinating and promoting annual "State of the City" event; assist Chamber staff in coordinating and promoting annual*

*Legislative Reception; develop a system and recruit volunteers to monitor actions of governmental agencies that have potential to impact business and community quality of life; identify and recommend Chamber Board action/position statements on issues that relate to business and quality of life and strategies for communicating with government officials; recommend recognition programs and potential award recipients to encourage good government.*

## **ORGANIZATION DEVELOPMENT**

**Chevon Baccus, Vice President**

### **Member Recruitment & Retention Committee**

**Jason Penrod, Chairman**

Committee members will meet monthly to help the Chamber retain existing members and recruit new members by promoting greater understanding of the Chamber's mission, its role within the community, and the benefits of membership.

*In 2006, the Committee will review past member retention data to identify concerns, trends and challenges; make recommendations to simplify dues schedule and advise Chamber staff regarding content and messaging for application/membership brochure; develop plans, recruit volunteers and assist in coordinating Annual Membership Drive; assist Chamber staff in developing New Member Orientation Program.*

### **Member Services Committee**

**Howard Kay, Chairman**

Committee members will meet monthly to make recommendations and assist Chamber staff in providing "added value" to the programs, services, and benefits members receive annually.

*In 2006, the Committee will develop and promote a Member-to-Member Discount Program; identify member training needs and assist in developing a series of educational programs and seminars to meet the highest priority needs; assist Chamber staff in exploring opportunities for Cooperative Benefits Programs, including potential access to major medical, supplemental insurance and retirement plans for small businesses and organizations; review current member networking opportunities and recommend improvements; assist Chamber staff in identifying opportunities for cooperative advertising and promotions; and assist Chamber staff in developing effective programs for member luncheons.*

### **Communications Committee**

**Johnsie McAlister, Chairman**

Committee members will meet monthly to make recommendations and assist the Chamber in to improve communication with its members and to identify opportunities for cooperative advertising and promotions.

*In 2006, the Committee will review Chamber publications, communications tools and initiatives and make recommendations for improvement; assist Chamber staff in generating informative and educational content for monthly print and electronic newsletters; assist the Chamber in obtaining regular member input/feedback through focus group sessions and other means; and develop and conduct periodic needs assessments and opinion surveys.*

### **Ambassadors Committee**

**Patti Cline, Chairman**

Members of the Chamber's Ambassadors Committee meet monthly to learn more about upcoming programs, events, and opportunities to represent the Chamber to new and existing members.

*In 2006, the Committee will recruit a strong corps of friendly volunteers to serve as Chamber Ambassadors; assist Chamber staff in personally delivering packets to prospects and new members; schedule Ambassador volunteers to serve as greeters at Chamber functions and to represent the Chamber at ground-breakings and other business functions; promote opportunities for members and community volunteers to become more involved with Chamber; and assist Chamber staff with member and volunteer recognition.*

### **Fund-raising & Sponsorships Committee**

**Michael Yungmann, Chairman**

Committee members will meet regularly as scheduled to review Chamber sponsorship and advertising opportunities and recommend ways to maximize participation.

*In 2006, the Committee will evaluate past Chamber fund-raising efforts and recommend improvements; research successful fund-raising ideas by similar organizations; identify potential sources of non-dues revenue for board consideration; assist in developing revenue for the Chamber's Lake Wales Area Foundation through grants and a promotional campaign encouraging donations by individuals and organizations.*

### **Special Events Committee**

**Cheryl Hendry, Chairman**

Committee members will meet monthly to assist other committees and Chamber staff by recruiting volunteers, assisting with coordination of all Chamber events, and recommending ideas for a new signature event for the Chamber.

*In 2006, the Committee will develop a standard protocol, guidelines and checklist to ensure quality of all Chamber events; assist in identifying potential sponsors for Chamber events; and explore ideas and recommend possibilities for an annual Signature Event that would generate significant income, increase visitors and promote community assets.*

I would like to get involved and am interested in serving as a member of the committee(s) I have indicated.

I would also be willing to chair any of the committee(s) I have indicated, if you have not already secured a volunteer for these positions.

Name \_\_\_\_\_

Company/Organization \_\_\_\_\_

Phone \_\_\_\_\_

E-mail address \_\_\_\_\_ Fax \_\_\_\_\_

*Please return your completed "Committee Sign-Up Sheet" today! You will be contacted with meeting dates and times. Thank you for taking the time to review the objectives that have been set for each committee in 2006! Questions? Call us at 863-676-3445.*

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