

# 2008 Business Agenda



## Volunteer Sign-Up Sheet

Please select areas of interest to you and return this completed form to the Lake Wales Area Chamber of Commerce, 340 W. Central Avenue, P.O. Box 191, Lake Wales, FL 33859, or by fax to: 676-3446. Questions? Call 676-3445.

### COMMUNITY DEVELOPMENT

Lawrence Epps, Vice President

*Enhance the quality of life afforded to all who live, work, and play within the Lake Wales community.*

#### Programs, Events, & Activities

**Business-Education Breakfast Reception Task Force**  
Welcomes approximately 500 teachers, administrators, and school support staff as they prepare for the new school year and raises funds for Foundation education programs. Taskforce members will plan and coordinate the event.

**CareerShadowing Day (April)**  
Encourages business members to bring students into the workplace to learn more about potential career choices. Taskforce will coordinate the 1/2 day event and secure enough member hosts for all of the students who want to participate in the program (approx. 50).

**Lake Wales Family Literacy Program Support**  
Provides a support system and tutoring for Lake Wales adults who have not graduated from high school and want to obtain a GED, teaches parenting skills, and provides mentoring and tutoring for the children in each family. Task force will assist in obtaining donated computers for families, and encourage member support of the Lake Wales Family Literacy program as needs and support opportunities are identified.

**Lake Wales Vision Partners**  
Encourages continued collaboration among major segments of the community to assess community development issues and develop appropriate solutions. Coordinate and host at least one meeting annually to bring Lake Wales Vision Partners together.

**Leadership Lake Wales (Monthly, Jan. – May & Sept.–Dec.)**  
Encourages greater involvement and develops leadership potential through leadership training and improved awareness of community assets and needs. Program coordinator will work with committee members and day hosts to plan and conduct four (4) day trips, a Tallahassee trip, a closing retreat and the graduation dinner for Class 12; secure 12 applicants for Class 13; and plan and conduct an opening reception and retreat, and three (3) day trips for the members of Class 13.

**Leadership Lake Wales Alumni Council**  
Encourages graduates of the Leadership Lake Wales program to maintain contact with each other and the Chamber. One member from each LLW class will be asked to serve on a LLW Alumni Council to recommend and help coordinate at least two activities during 2008 designed specifically for LLW alumni.

**Star Student Recognition (Monthly, January - May & September-December)** A program funded by the Lake Wales Area Foundation to recognize and encourage student excellence. Taskforce will recognize one student selected from each 5th grade class, the middle school and the high school each month, based on program criteria.

**Shining Star Recognition (May)**  
A program funded by the Lake Wales Area Foundation to recognize and encourage student excellence. Task Force will coordinate recognition of one student selected annually from each Lake Wales 5th grade class based on program criteria.

**Unity-in-Community Program Support**  
Recognizes cultural diversity and encourages cooperation and inclusion. Continue active participation in Unity-In-Community program to support organization programs.

**Youth Leadership Lake Wales (Monthly, Jan. – May & Sept. – Dec.)**  
A program funded by the Lake Wales Area Foundation to foster a personal vision and a lifelong commitment to leadership and community service among Lake Wales area youth. Program coordinator will work with committee members and day hosts to plan and conduct three (3) day trips, a Tallahassee trip, and graduation for the 2008 Class; secure applications and select participants for the 2009 Class; plan and conduct a Student/Parent orientation, an opening retreat, and two (2) day trips for the 2009 Class.

### ECONOMIC DEVELOPMENT

Mike Morrow, Vice President

*Promote the growth of quality business operations, improve the climate for business, and support sustainable community growth and development.*

#### Programs, Events, & Activities

**Beautification Program**  
Recognizes and encourages building renovations and beautification of commercial buildings and properties within the Lake Wales area. Taskforce will develop program guidelines and make recommendations for soliciting nominations for monthly and annual recognition.

**Carl F. Durso Excellence in Business Award Luncheon (Sept.)** Recognizes and encourages business excellence, promotes the Lake Wales area business community and encourages the continued growth of quality business operations locally. Taskforce will develop program guidelines, nomination form, and selection procedure, as well as coordinate the luncheon event.

#### CRA Steering Committee

A special committee appointed by the Board to work with the City of Lake Wales, its CRA Board, downtown property owners, and real estate developers to design and implement a master development plan to support and encourage economic revitalization within the central business district.

**Government Affairs**  
Increases awareness and promotes understanding of local and state-wide issues affecting Chamber members and the Lake Wales area community. This taskforce will coordinate plans for the Chamber's annual "State of the City" luncheon program in January, encourage and provide support for a regional legislative update by state representatives following the conclusion of the 2008 legislative session, and work with local organizations and the City of Lake Wales to develop talking points for a local legislative agenda, available to residents and business owners as they meet with state and county leaders. Staff will link members to updates from the Florida Chamber on current issues and voting records.

**Marketing & Business Development**  
Promotes the Lake Wales area community and its attractions, while encouraging residents to do business with area firms. Continue regular updates to the Chamber's Web site, distribution of the new Lake Wales Area Resident & Visitor Guide, and the Lake Wales video. Continue support and participation in Lake Wales Main Street and work with the CRA Board to expand marketing assistance to downtown businesses.

**Regional Economic Development & Growth Management**  
Increases awareness and active participation in regional organizations analyzing growth trends and developing plans to manage anticipated growth and development. Representatives of the Chamber, its Board of Directors, and staff will attend meetings and serve on the boards of organizations that include: EPC 100, CFDC, myregion.org, Heartland 2060, Polk Vision, etc.

**Tourism Development**  
Promotes Lake Wales area attractions and events to encourage increased visitation and the economic benefits of tourism. Committee will offer cooperative advertising opportunities; distribute the Discover Lake Wales brochure through Polk Outpost 27 and area attractions; develop suggested itineraries; encourage greater use of the Chamber's on-line Calendar of Events; and recommend other activities to promote the growth of tourism locally.

Continued on back

Name \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

## MEMBERSHIP DEVELOPMENT

Laura Motis, Vice President

*Retain existing members and achieve membership growth through improved communication, increased involvement, and expanded, innovative programming.*

### Programs, Events, & Activities

Basic member services include distribution of member cards and brochures, referrals, weekly Member News Bulletins, monthly and quarterly newsletters, and promotion through the searchable Member Directory on the Chamber's Web site and the Membership Guide—which is constantly updated, printed in-house, distributed through the Chamber's Welcome Center, and is also available for downloading on-line. As committee members, taskforce volunteers, directors and officers, members help direct Chamber programs and activities; recommend cooperative action on issues affecting community growth and development; and increase their exposure within the Lake Wales area community.

#### Ambassadors

Members represent the Chamber in the community and at Chamber events. Ambassadors visit member firms, promote opportunities for greater involvement, greet members at Chamber events, and encourage new members to participate.

#### Business-After-Hours (Monthly)

Monthly networking events provide significant exposure for sponsors and gives members an opportunity to build positive relationships with fellow members and make new business contacts. Due to the popularity of this event, new reservation guidelines will be developed to encourage new sponsors while preserving traditional after-hours events.

#### Chamber Bucks Program

Encourages members to take an active role in growing the Chamber's membership base. Taskforce members will develop a marketing program that will encourage members to take advantage of this opportunity to realize significant savings as they help build a stronger base of members support.

#### Chamber Gold Card Discount Program

Encourages members and their employees to do business with member firms offering special discounts and/or promotional items to Chamber Gold Card holders. A taskforce will work with staff to develop and market the program to members.

#### Holiday Luncheon & 93rd Annual Meeting (December)

Brings members together to kick-off the Christmas season and to share good will and good cheer. This event also allows Chamber leaders to report on the progress made over the past year toward achieving strategic objectives, to announce plans for the coming year, and to install new officers and directors in a timely fashion. A taskforce will help plan and coordinate the event.

#### Leads Program Pilot Group

Provides an opportunity for cooperative leads development to an exclusive group of members—limited to one representative per business category—who establish their own agenda for a regular schedule of meetings. A small group of interested members will have an opportunity to work with Chamber staff to develop guidelines and promote this pilot leads program during 2008, determining interest and establishing a schedule and agenda for meetings.

#### Member Appreciation Day (March)

Provides an opportunity to thank members personally for their support and involvement and to encourage their continued membership. A taskforce will secure sponsorship and coordinate plans for this special event to be held in late March. A cookout on the Chamber's front lawn has been suggested.

#### Membership Luncheons (Jan., Feb., Oct., and Nov.)

Scheduled during months that do not already feature major Chamber events, these luncheons give members and their guests an opportunity to maintain strong business relationships, promote their business to potential new clients or customers, and benefit from informative programs. Taskforce members will help secure speakers on topics members identified as preferences in the September 2007 survey.

#### Member Showcase Luncheon (June)

Provides an opportunity for members to showcase their businesses, share plans for special promotions and new products and services, and introduce themselves to new members and potential new customers and clients. Taskforce members will assist in planning and coordinating this event.

#### Membership Drive (February through March)

Brings members together to strengthen their chamber by increasing the level of community support and involvement. By increasing the base of support, members help keep annual membership dues affordable and ensure sufficient dues income to meet basic operating and program costs. Members will participate in planning and conducting a membership drive during the March to help the Chamber meet its goal of adding 50 new members.

#### Membership Surveys

Provides opportunities for member feedback and planning assistance on programs and activities. Various Committees and Taskforces will conduct short surveys to increase program effectiveness and encourage greater member participation.

#### Seminars/Workshops

Provides learning opportunities requested by members to improve operations. Taskforce will identify and help promote workshops or seminars provided by other area organizations or work with area resources to provide at least two (2) seminars or workshops for members and their employees.

## ORGANIZATION DEVELOPMENT

Paul Gerrard, Vice President

*Build a stronger, more effective, innovative, and relevant organization.*

### Programs, Events, & Activities

#### President's Circle Membership

Provides a promotional package that encourages an annual commitment and sponsorship payment at the beginning of the year for sponsorship and advertising benefits realized throughout the year. VP will work with board members to get commitments from new and retain current President Circle members.

#### Chamber Trustee Program

Provides quarterly networking opportunities for senior executives, promotes the exchange of information, and builds consensus on issues impacting the community and their businesses. VP will work with President-Elect to retain current Trustees and secure at additional Trustees in 2008. President-Elect is the designated liaison for the Chamber Trustee program, scheduling quarterly meetings, and responding to Trustee programming requests.

#### Event Sponsorship

Offers promotional opportunities to members and helps reduce the cost of various Chamber events and activities. Taskforce will market specific sponsorship opportunities and ensure that most programs and activities achieve budgeted sponsorship goals.

#### 50th Anniversary Citizen of the Year Gala (May 17, 2008)

Brings members and community leaders together to recognize individuals whose efforts have significantly benefited the Lake Wales Area Community. Taskforce will help plan, promote, and conduct this special, 50th anniversary event to achieve maximum community support and participation and will help develop a plan to encourage past COY Award recipients and/or family representatives to attend.

#### Chamber Golf Challenge (October 3, 2008)

The Chamber's only major fund-raising event, the Chamber Golf Challenge raises the additional funds necessary to carry out the Chamber's programs to benefit its members and the Lake Wales area community. Taskforce will help plan, promote, and conduct the afternoon event, which will be held at the Lake Wales Country Club. The goal for the 2008 Chamber Golf Challenge is to exceed the level of participation and fund-raising success achieved in 2007.

#### Facilities

Ensure sufficient space to accommodate the Chamber's programming needs and meet the expectations of members and the community. A Board Committee will evaluate the Chamber's Welcome Center, meeting and office space and make recommendations to the Board. Members who wish to participate in this evaluation process or assist in making recommendations for improving Chamber facilities, are encouraged to get involved in this process.

**YES, sign me up!** (My choices are indicated above or on the front of this form.)

Name \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_