

North Clackamas County Chamber of Commerce Program of Action Considerations 2009-10

The Mission of the Chamber is:

The North Clackamas Chamber of Commerce is a member driven organization committed to a vibrant business environment.

The Chamber must always measure any programs, projects, actions, resource use against the following:

- Is “it” relevant to our mission?
- Does “it” provide a Return On Investment (ROI) to our dues paying members?
- Can we, and do we, allocate resources (staff, funds, volunteers, space, etc) adequately?
- Does “it” meet the concepts of our core competencies?

Fundamental Principles: (Core Competencies/Tool Kit)

The goals and purposes toward which we strive, the foundation upon which we stand

1. **Economy:** by promoting and advocating for an environment that empowers business to build, maintain and compete.
2. **Leadership:** by supporting and training business professionals and youth to be leaders.
3. **Members Services:** by providing opportunities to develop a strong business presence.
4. **Community:** by addressing the economic vitality and leadership for our members businesses and the citizens they serve.
5. **Business Advocacy and Political Action:** by studying, researching and providing resources for our members and adopting positions, endorsements and recommendations that support area business.
6. **Networking:** by providing opportunities to connect, create and foster relationships through a variety of venues.

*In 2009-10 the Chamber will undertake projects in the following areas:
(in addition to on-going projects and programs that have been successful and are underway)*

Networking:

RESEARCH AND BE PREPARED TO INITIATE “CONNECT FOR LUNCH” PROGRAM

- *Communicate with program developers*
- *Market the opportunities*
- *Permit the developers to implement the program*

- *Maintain any records needed by the developers (Chamber member eateries, etc)*
- *(Staff driven)*

Creating a Strong Economy:

EDUCATION ACTION TEAM

- *Create a team to address educational issues and programs to increase our Chamber's focus on these needs and to implement programs in those areas*
 - *Consider if this team should take on after school nutrition awareness needs and Oregon Drug Free initiative participation*
 - *Consider whether this should be a sub-set of Business Advocacy Action Team or stand alone*

INCREASE AWARENESS OF MEMBERS SHOPPING MEMBERS

- *Establish an increased marketing for Member\$ Buy Member\$*
- *Establish program to increase awareness of Chamber members and importance of shopping locally*
- *Consider a way to provide members with lists of discounts from members*
- *Promote Chamber continuously to the public*
 - *On-going*
 - *Through events*
 - *Through advertisements in local newspapers*
 - *Through testimonials*
 - *To employee lists*
- *Develop consistent means of identifying new businesses in unincorporated county*
- *Receive lists of new businesses from incorporated cities of Chamber*
- *(Staff driven)*

Promoting the Community:

COMMUNICATIONS ACTION TEAM

- *Consider short term team to review ways to communicate, frequency, etc*
 - *Testimonials*
 - *Website design/redevelop*
 - *Printed Communications*
 - *Electronic Communications*
 - *Other Media*

Representing Business Before Government:

CONSIDER NAME CHANGE FOR PUBLIC POLICY TEAM

- *Consider change to Business Advocacy Action Team*
- *Continue to vet policy issues affecting business through team*
- *Continue to provide issues events for education of the public and membership*

CANDIDATE TRAINING AND IDENTIFICATION

- *Recruit business friendly candidates for elected offices*
- *Provide training for candidates and others who are involved with campaigns and with elected officials*
- *Consider continuing to partner with the League of Women Voters to coordinate the candidate workshop*
- *Publish voting records of elected officials regarding business issues*
 - *Publish in newsletter*
 - *Publish on website*
 - *Have links to incumbents sites*
- *Be assertive (aggressive) about discussions and connections with elected officials*
 - *Not just during reelection, but throughout term*
 - *Make more trips to Salem, D.C., wherever needed to advocate*