

**Roanoke Valley Chamber of Commerce  
2007 Program of Work**

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**Presented to the Roanoke Valley Chamber of Commerce Board of  
Directors October 26, 2006**

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## Mission

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The mission of our organization is to promote the business, industrial, and economic development of the Roanoke Valley. We act as an advocate, supporter, facilitator, and resource for the Roanoke Valley's business community. The RVCC provides services to help businesses thrive and grow. In assisting our businesses to develop, we boost the Roanoke Valley community's quality of life.

## Organization Improvement

Preston McElheney, Vice Chairman  
(Halifax Linen)

### Organization

Goal: To review and improve the organization's internal systems and governance structure

- Review and update bylaws and personnel policies of the Chamber
- Establish a Chamber Foundation as a 501c3 to facilitate grant dollars received by the Chamber and the community
- Review internal controls and determine the necessity of an external audit
- Purchase and sustain Chamber specific database software
- Research the opportunity for US Chamber Accreditation
- Review technology needs and upgrade systems if needed

### Chamber Promotions

Goal: To promote the Chamber and its activities, the services of Chamber members and keep members informed of Chamber activities.

- Keep the public informed of Chamber activities through news releases and press conferences with the local media
- Write weekly articles via "The Valley View" in *The Daily Herald* regarding Chamber programs and activities
- Develop the potential of the website
- Develop marketing flyers for our members to mail to one another for a fee
- Survey members routinely to get feedback on needed member services
- Secure all needed funding for the new building to be located in Premier Landing

### Administration

- Create a Past Chairmen's Club to gain valuable insight from former Board Chairmen
- Conduct at least two (2) Coffee Talks to be held during the breakfast hour at locations across the region

## **Economic Development**

Anitra Collins, Vice Chairman  
(International Paper)

### **Existing Business and Industry**

Goal: To promote and assist existing business and industry.

- Publicize available economic development incentives and financing for existing organizations
- Co-host Industry Appreciation Week with Halifax Horizons in support of the industries of the Roanoke Valley
- Re-organize the Major Employers' Committee
- Co-host quarterly meetings of the JSEC/Personnel Managers' Committee to discuss topics concerning employee/employer relations
- Offer seminars/training programs for management, supervisors, and other personnel based on surveyed needs of Chamber members

### **Business Development**

Goal: To continue development of programs geared to the economic growth of the Roanoke Valley.

- Work with local economic development commissions and organizations in an effort to attract new businesses and industries to the Roanoke Valley
- Visit other communities with similar demographics to see what effective initiatives they employ to help their communities grow
- Support revitalization of area towns by providing input at various meetings
- Continue board-level participation in and staff support of Halifax Horizons
- Provide updated materials to area residents and newcomers to assist with the recruitment of new employees

### **Workforce Development**

Goal: To promote, encourage, and support workforce development through the Business-Education Partnership and the partnership with the Halifax County Department of Social Services for the Work First Program.

#### *Education*

- Coordinate an incentive program with the local business community for the recruitment and retention of quality teachers to the area



- Continue to serve as a liaison between the Roanoke Valley business community and the four area school systems
- Continue to work with the Business-Education Advisory Committee to enhance the Partnership
- Encourage and work with area civic clubs and businesses to adopt a school within our four school systems, and within that school build programs that will better prepare children to enter the workforce
- Continue to build on the business community's involvement in the established programs – Pathways Youth Leadership, Job Shadowing, Groundhog Day, Lunch Bunch, Interview Days, Summer Internship, and other work-based learning experiences
- In partnership with the area school systems, host a career fair for all high school juniors
- Organize meetings with state and federal officials to focus on business-education partnership issues

#### *Work First*

- Continue to contact local businesses to provide information about the Work First program and solicit job openings and opportunities for the Work First population.
- Team with JobLink at the Employment Security Commission and Halifax Community College to locate and share job opportunities with the Work First population and serve them with direct referrals to jobs
- Share job information and local labor trends with the Halifax County Department of Social Services
- Co-host at least one area job fair in the Roanoke Valley with Halifax and Northampton Departments of Social Services
- Host Fall/Christmas Season Job Fair with area retailers, restaurants, and other business partners
- Continue mini-job fairs as needed with local employers
- Attend employee trainings at various business sites to have a better understanding of the skill-sets needed for success with our Roanoke Valley employers
- Work directly with some of our hard-to-place Work First clients to prep them individually on resume, interview, and application skills and to encourage them to follow-through on any training needs they may have to make them more employable.

## Leadership Roanoke Valley

Goal: To develop business leaders into community leaders for the Roanoke Valley.

- Coordinate and co-sponsor the Leadership Roanoke Valley program
- Develop a recognition program for former graduates who exemplify the objectives of Leadership Roanoke Valley
- Form a LRV Alumni Association and promote participation in area boards, commissions and civic clubs
- Research the need for community projects to be completed by LRV participants while in the program

## Public Affairs

Ronnie Wood, Vice Chairman  
(Woodhaven Rest Homes)

### Legislative Services

Goal: To promote the interests of the local business community as they relate to federal, state, and local legislation and regulations.

- Work with the Public Affairs Committee to study pending and existing legislation and regulations as to the effect on the local business community
- Promote business participation on boards and commissions
- Host a State of Our Community luncheon to educate the community about current issues and initiatives
- Plan a legislative trip to Raleigh to visit with elected officials
- Plan a legislative trip to Washington to visit with elected officials
- Develop a legislative agenda for the Chamber
- Host an elected officials reception
- Conduct a "who knows who" campaign
- Develop an elected officials directory on the website

## **Area Promotions**

Ronnie Bell, Vice Chairman  
("Daily Herald")

### **Travel and Promotions**

Goal: To promote the Roanoke Valley to area residents and as a tourist destination

- Partner with Journal Communications to publish a comprehensive community magazine and membership directory
- Promote the Roanoke Valley Chamber of Commerce Gift Certificate Program guaranteeing use with Chamber members
- Develop a comprehensive Shop at Home campaign
- Cooperate with the Halifax County Tourism Development Authority (HCTDA) to promote tourism in the Roanoke Valley
- Continue to partner with the City and HCTDA to offer a summer concert series, as well as Old-Fashioned Christmas in the Park

### **Agri-business Concerns**

Goal: To highlight the importance of the agri-business community to area residents

- Work with agricultural agencies in the Roanoke Valley to develop a role for the Chamber to play in promoting the importance of agri-business in the community

## Small Business Services

Chris Lynch, Vice Chairman  
(Lynch's Office Supply)

### Existing Small Business

Goal: To encourage, promote, and support area small businesses.

- Hold Small Business Appreciation Event in conjunction with the annual Business Expo
- Survey Chamber members regarding the services they provide and share information with the membership as a whole
- In conjunction with economic development organizations, work to recruit retail, tourist, service, and other businesses to the Roanoke Valley
- Expand the Small Business Co-Op of the Chamber to include more small businesses
- Research and develop an online procurement program to aid small business
- Research the potential for a "leads" group to be formed

## **Membership Services**

Lynne Simeon, Vice Chairman  
(Heaton Real Estate)

### **New Membership Development**

Goal: Increase the Chamber's membership.

- Publish the 2007 Membership Directory in "Images of the Roanoke Valley"
- Conduct an orientation of new Chamber Board members
- Work to recruit 50 new members to the Chamber
- Continue to work on further inclusion of the southern end of Halifax County in the Chamber

### **Membership Retention**

Goal: To retain Chamber members and inform them of on-going activities and events.

- Facilitate the Ambassadors and assign visits to members throughout the year
- Target inactive members for personal calls and visits by members of the Board
- Perform exit interviews for members that resign from the Chamber
- Develop a diversity effort and explore forming a Minority Business Professionals Group
- Conduct a minimum of six social events for the general membership, as well as prospective members

### **Annual Meeting**

Goal: To host the 57th Annual Meeting of the Roanoke Valley Chamber of Commerce.

- Plan and arrange the Annual Meeting in the first two months of 2007
- Feature installation of new officers and directors, as well as a summary of the Chamber's accomplishments in 2007.



## Fundraising

Wayne Horn, First Vice Chair  
Horn Chiropractic

### Fundraising

Goal: To raise non-dues income to support the Chamber's various programs.

- Secure sponsors, organize, and conduct a Car Party in the Fall
- Host the 15<sup>th</sup> annual Ducky Derby in Weldon
- Host the 17<sup>th</sup> annual Spelling Bee
- Sponsor the 7<sup>th</sup> annual Nite-Lite Golf Tournament
- Secure all needed funding for the new building to be located in Premier Landing

**2007 Board of Directors**

D.N. Beale  
Ronnie Bell  
Bonnie Caudle  
Butch Clopton  
Anitra Collins  
Evelyn Dawson  
Dr. Kathi Gibson  
Charles Guerry  
Gavin Guttersen  
Al Hartley  
Paul Heaton  
Wayne Horn  
Ed Jackson  
Chris Lynch  
Rowena Lyons  
Will Mahone  
Pete Mann  
Larry McKeel  
Preston McElheney  
Mickey Parker  
Allen Purser  
Debbie Pittman  
Glynn Rollins  
Dennis Sawyer  
Lynne Simeon  
Gary Tidrick  
Sam Turner, Jr.  
Ronnie Wood  
Curtis Wynn

City of Roanoke Rapids  
The Daily Herald  
Edward Jones  
Southern Bank  
International Paper  
Britesmilz  
Northampton County Schools  
Halifax Electric Membership Corporation  
Schoollink/Party Town  
Four Seasons Electric Boats  
Heaton Construction  
Horn Chiropractic  
First Citizens Bank  
Lynch’s Office Supply  
Belk  
Halifax Regional Medical Center  
Express Signs  
RBC Centura  
Halifax Linen  
Super Wal-Mart  
Roanoke Valley Chamber of Commerce  
Debbie’s Cleaning Service  
Rollins & Rollins  
RR Graded School District  
Heaton Real Estate  
Patch Rubber Company  
Farm Bureau Insurance  
Woodhaven Rest Homes  
Roanoke Electric Cooperative

**Ex Officio Members**

Ron Baker  
Matthew Delk  
Al Haskins  
Dick McCormick  
Lori Medlin

Halifax Development Commission  
County of Halifax  
First Media Radio, LLC  
HCC Small Bus. Center Director  
Halifax County Tourism

**Staff**

Allen Purser  
Towanda Price  
Jennifer Mayle  
Patsy Ferguson  
Anne Kubley

President/CEO  
Administrative Assistant  
Work First Manager  
Business-Education Manager  
Membership/Events Manager

