



PROGRAM OF WORK 2019

VISION STATEMENT

We will be a recognized world-class chamber that drives prosperity for our members and community.

MISSION STATEMENT

We develop and provide leadership for our members and community through advocacy, alliances, economic development and education to advance economic prosperity.

CORE VALUES

Collaboration, Integrity, Excellence, Leadership, Agility, Inclusiveness, Service

STRATEGIC PRIORITIES 2016 – 2020

Promote Business Success

The RCC will be a catalyst for economic development and redevelopment to foster a continually growing, renewing, diverse and vibrant Richardson business community.

Foster Member Value and Engagement

The RCC will attract, grow, and retain an engaged membership by providing programs and services that create tangible value for all chamber constituents.

Build Marketing and Brand Awareness

The RCC will build awareness to enhance the visibility of Chamber services and value to its members and the community.

Drive Workforce Development

The RCC will accelerate the attraction and development of a highly qualified workforce by playing a leadership role in enhancing partnerships between educational institutions, the business community and stakeholders.

Advocate Public Policy

The RCC will advocate for public policy priorities at the local, state and federal levels to support the Richardson business environment and the Chamber's economic development mission.

Lead Technology Growth

The RCC will embrace and augment the Telecom Corridor™ area brand with tangible initiatives that support advanced technology industry development in Richardson, and enhance the growth of the technology community across North Texas through its affiliate, Tech Titans.

Ensure Financial Stewardship

The RCC will maintain prudent financial stewardship with transparency and integrity to support operational priorities, growth and strategic goals.

Richardson Chamber of Commerce Top Goals for 2019

Promote Business Success

Play a pro-active and meaningful role in the leasing of at least 1 million square feet of Richardson's 2+ million SF of Class A&B office space in 2019.

Foster Member Value & Engagement

Implement the tiered Chamber dues structure during 2019.

Further develop the E-Commerce platform for local B2C businesses in 2019.

Reduce the membership churn rate in 2019 compared to 2018 levels

Undertake a refresh of the Chamber building in 2019

Build Marketing and Brand Awareness

Consistently create a monthly newsletter and social media posts, including a focus on member profiles

Create more on-line content for members, including podcasts

Drive Workforce Development

Execute on at least 4 opportunities to engage chamber members and local students in building a pipeline of qualified workers in our region.

Advocate Public Policy

Advocate the Chamber's Legislative Agenda for the 86th Session to our legislative delegation and hold them accountable to voting at least 85% of the time in favor of our legislative priorities.

Lead Technology Growth

Implement the consultant recommendations regarding the establishment of an Innovation District in the East Arapaho area

Ensure Financial Stewardship

Generate positive net income thru top line revenue growth to add to the Chamber's reserves.

PROGRAM OF WORK – 2019

CHAIRMAN OF THE BOARD

Kory Aoyama, Blue Cross Blue Shield of Texas

EXECUTIVE COMMITTEE AND DIVISIONS OF THE CHAMBER

ECONOMIC DIVISION

1st Vice Chairman Stan Bradshaw, US Freedom Capital

Broker & Developer

Tri-Chairs: Colin Fitzgibbons, KDC
 Clint Madison, Cushman & Wakefield
 Chris Wright, Peloton

Staff Liaison: John Jacobs, Shannon Skripka

Purpose:

The purpose of the Broker & Developer Committee is to enable commercial real estate owners, developers and brokers to better understand and market the Richardson business environment, learn about real estate topics relevant to Richardson, and for them to establish key contacts with property owners, city and private officials

2019 Goals:

1. Create a forum to bring together companies active in the Richardson commercial real estate market.
2. Help lease Richardson's large inventory of vacant office space.
3. Encourage non-Member commercial real estate companies to join the Richardson Chamber.

Growth & Mobility

Tri-Chairs: Darren Durrett, BB&T
 Jody Lee, Adolphson & Peterson
 Stephen Crawford, Halff & Assoc.

Staff Liaison: John Jacobs, Shannon Skripka

Purpose:

The purpose of the Growth & Mobility committee is to provide RCC Members with the latest information involving economic development and transportation affecting the Richardson area and to promote greater awareness of economic development and transportation issues affecting the Richardson area.

2019 Goals:

1. Provide RCC Members with the latest information involving economic development and transportation affecting the Richardson area. Create tangible value by providing attendees the opportunity to perform a brief "commercial" about their business and valuable information about new businesses in the community.
2. Promote greater awareness of economic development and transportation issues affecting the Richardson area.

3. Facilitate customer and supplier business relationships among Chamber members to drive business success.

Human Resources

Tri-Chairs: Alicia Makaye, GXA
Allison Pagnard, State Farm

Staff Liaison: John Jacobs, Shannon Skripka

Purpose:

The purpose of the HR Committee is to provide RCC members' HR professionals a resource for areas of shared interest and best practices in recruitment, retention, benefits, and other HR-related topics.

2019 Goals:

1. Create a quarterly forum for HR professionals to exchange ideas, counsel, resources, and strategies with their peers.
2. Provide HR professionals with the latest information regarding community updates, new companies and HR-related programs.
3. Host speakers on key topics of interest for HR professionals.
4. Work with local HR community to identify what skills are in highest demand and what types of jobs are available.

International Concierge Committee (ICC)

Tri-Chairs: Robert Smith, Saville CPA
Javier Mazon, Group Lamerica, LLC
Lisa Schwamkrug, The Law Offices of Lisa Schwamkrug

Staff Liaison: Mike Skelton, Shannon Skripka

Purpose:

The International Concierge Committee is made up of professional service provider members of the Richardson Chamber of Commerce and Tech Titans organization. The purpose of this committee is to provide professional services to incoming foreign and domestic companies that need assistance from lawyers, accountants/CPAs, bankers, staffing firms, marketing and business development firms, translators, to launch their business here. It also is a vehicle for professional service provider members to build a network of trusted providers for their clients in disciplines outside of those they offer. It is also a vehicle to expand the incoming lead generation for Richardson of companies who are clients of the service providers.

2019 Goals:

1. The ICC Steering Committee will hold one meeting per month for Tri-chairs and subcommittee members to plan future events **(second Tuesday of each month 8 – 9 am at RCC).**
2. The ICC will conduct seven (7) monthly round table meetings per year for ICC members and interested parties who might like to join the Chamber/Committee to build a trusted network of service providers for internal referrals and potential economic development lead generation from ICC member clients **(third Thursday each month at the DFW Innovation Center, 7:30 – 9 am).**
3. The ICC plans to hold one panel event per quarter where two-three international companies are invited to discuss topics like the impact of ongoing or completed trade negotiations and other changes in the world's economy.
4. A Holiday get-together to acknowledge ICC member contributions and for ICC members to network **(location will be a local Richardson restaurant or hotel).**
5. Conduct a review of ICC membership to identify and add new ICC members in service provider disciplines that are lacking or not represented well.
6. Concierge Consuls to contact at least 10 international companies for retention calls during the year.

MEMBER SERVICES DIVISION

Vice Chairman Manasseh Durkin, Durkin Enterprises

Ambassadors Club

Tri-Chairs: Amy Taylor, MRMC
 Bill Schaid, Supreme Lending
 Marilyn Jones, Ebby Halliday

Staff Liaison: Drew Snow, Sylvia Palmer

Purpose:

This volunteer representative group makes retention calls on members, greets attendees at events and attends ribbon cuttings

2019 Goals:

1. Beat 2018 210 member retention calls
2. Grow the group from 35 to 40 with active members

Richardson Business Network

Tri-Chairs: Donna Illig, Al's Fair & Square Home Repair
 Dr. Meredith Davis, DDS
 John O'Haugerty, Coldwell Bank

Staff Liaison: Drew Snow, Allen Wise

Purpose:

Be the network for education, referrals and asles opportunities for our small local chamber members

2019 Goals:

1. To grow weekly attendance by 5 attendees.

Richardson Young Professionals

Tri-Chairs: Michael Parmerlee, Golden Chick
 Rachel Koster, Hudson Peters
 Ashley Shopbell, Alamo Drafthouse

Staff Liaison: Luciana Arteaga-Nemtala, Paul Bendel

Purpose:

To connect young professionals who live and work in Richardson to the chamber. By connecting them to City and community leaders, we hope to create the next generation of leaders in Richardson.

2019 Goals:

1. Host ten networking happy hours
2. Produce three speaker events with a theme of "Live, work and play in Richardson"
3. Gather two chocolate-drops to the Richardson Methodist Cancer Center: one in February and one in November
4. Have at least 2 RYP members apply for LR
5. Recruit at least 20 new individual members sign up for RYP
6. Connect to 2 major employers for RYP recruitment

Senior Services Networking Group

Tri-Chairs: Tami Sandefer – Stonegate
Tami Davis – Total Hearing
Barbara Tunstall, Bubble

Staff Liaison: Sylvia Palmer, Bonnie Perry

Purpose:

Bringing together organizations and people who can connect with each other and provide referrals, education and support for the senior population of our community. The members will cover a large number of service providers for senior living.

2019 Goals:

- Grow group attendees
- Encourage Chamber membership
- Schedule quality presenters
- Secure committee sponsor

COMMUNITY DIVISION

Vice Chairman Camille Ussery, BTH Bank

Education and Workforce

Tri-Chairs: Masud Shamsid-Deen, RISD
Steve Rolandelli, IRI Consulting
Katie Patterson, RALC

Staff Liaison: Kim Quirk, Mallory Crumb

Purpose:

Continue to facilitate the collaboration between educational institutions and the business community to create partnerships that support the creation and availability of a quality workforce in Richardson.

2019 Goals:

1. Grow the engagement of businesses and volunteers and successfully execute expanded iDream Day
2. Coordinate a State of the District event in collaboration with RISD and PISD
3. Coordinate a State of Higher Education event in collaboration with UT-Dallas and/or Richland College
4. Effectively assist COR with year 2 of the Richardson Mayor's Summer Internship Program and increase number of participating businesses
5. Increase number of applications for Education Hero Award and successfully promote award

Leadership Richardson Advisory Board

Chairman: Anthony Pampillonia, Pampillonia Jewelers

Staff Liaison: Kim Quirk

Purpose:

The purpose is to provide policy and program oversight for the Leadership Richardson program.

2019 Goals

1. Expand diversity and quality of applicants.
2. Refine curriculum to meet current needs, expectations

3. Develop post LR engagement of graduates

Public Policy

Tri-Chairs: Debbi Richards, Richland College
 Liz Morse, RISD
 Randy Ford, National Write Your Congressman

Staff Liaisons: Bill Sproull, Molly Ulmer

Purpose:

Communicate and support public policy issues to our members that affect economic development in Richardson.

2019 Goals:

1. Advocate RCC's Legislative Agenda to elected state officials.
2. Increase participation from the business community for Legislative Day through revenue and attendance over 2017.
3. Increase federal advocacy and awareness for members.
4. Increase business community awareness of key issues through email alerts during session.
5. Provide opportunities for business leaders to cultivate relationships with elected officials at the local, state and federal levels.
6. Host candidate forums for city council elections in Spring 2019.
7. Produce scorecard of state officials voting records

BUSINESS SERVICES DIVISION

Vice Chairman Celina Fleites, Atmos Energy

Women in Leadership

Tri-Chairs: Kelly Bowman, Amegy Bank
 Amy Spawn, Warren Center
 Jeanie Jones, HumCap

Staff Liaisons Paul Bendel, Andrea Young

Purpose:

The purpose of Women in Leadership is to inspire, influence and champion powerful women through advocacy, mentoring and networking.

2019 Goals:

1. Produce luncheons and events that provide provides leadership opportunities and tangible value to women in the business community.
2. Produce events that encourage networking and provide opportunities for professional development of women in business.
3. Recruit new members to increase participation in and strengthen the committee.

Golf Tournament

Tri-Chairs: Joe Quirk
 Jon Brooks, TBX Employee Benefits
 Hayden Greenbauer, Frost Bank

Staff Liaisons Paul Bendel, Andrea Young

Purpose:

Plan and stage the RCC Golf Classic that generates non-dues revenue for the chamber.

2019 Goals:

1. Continue the momentum of the last two tournaments in planning an event that is both entertaining and value added for the golfers and provides the opportunity to meet potential customer for the sponsors.
2. Increase year-over-year net revenue of the tournament.
3. Explore additional activities for the tournament that will attract players and sponsors such as clinics or demonstrations of golf equipment.

Richardson Chamber Bowling Tournament

Tri-Chairs: Adam Keller, Atlas Wealth Mgmt
Brad Lipton, Mohr Partners
Santee Treptow, Reliant

Staff Liaisons Paul Bendel, Mallory Crumb

Purpose:

Plan and stage the Annual Bowling Tournament to generate non-dues revenue for the chamber.

2019 Goals:

1. Plan an event that is both entertaining and adds value for the participants.
2. Restructure sponsorship opportunities to ensure sponsors are provided the opportunity to meet potential customers.
3. Increase year-over-year net revenue of the tournament.
4. Double the number of members that serve on the tournament committee

Executive After Hours

Tri-Chairs: Elizabeth Purdy-Bergin, Sleeper Sewell Insurance
Mary Bedosky, Legacy Texas Bank
Bryan Marsh, Digital Realty

Staff Liaison Beth Kolman

Purpose:

To produce three high level events that provide business executives with an opportunity to develop relationships, discuss business issues, and build a mutually beneficial community among its participants.

2019 Goals:

1. Develop events for high level executives that provide speakers on business topics important to this audience while also offering networking opportunities.
2. Strategically expand the invitation list among Richardson companies, Tech Titans member companies, and companies located outside of Richardson.
3. Expand the current target audience by recruiting additional people from within the companies that are currently participating in the program.
4. Attract speakers based on topics that will create program content that appeals to the target audience of executives.

BUDGET & FINANCE DIVISION

Vice Chairman Susan Kassen, Ebby Halliday Realty

Budget & Finance Committee

Chairman Susan Kassen, Ebby Halliday Realty

Staff Liaisons Bill Sproull, Stan Bellis, Michelle McCandless

Purpose:

To provide oversight and responsibility for the budgetary and financial condition of the Chamber.

2019 Goals:

1. Help management exceed budgeted net income, and help prepare, review and approve the 2020 budget.
2. Prepare the monthly B&F presentation to the Board on a timely basis.
3. Provide input on Chamber HR, employee benefit and other policies.
4. Serve as the audit committee for the 2018 audit. Make a selection on an auditor for the 2019 audit and beyond.
5. Provide guidance and support for a potential capital campaign for a new office location.
6. Explore establishment of separate 501c3's for the Chamber and Tech Titans

NOMINATING AND GOVERNANCE COMMITTEE

Chair Amanda Rockow, University of Texas at Dallas

Staff Liaison Bill Sproull, Molly Ulmer

Purpose:

To identify qualified leaders for the elected and advisory members of the Chamber Board of Directors and special committees/task forces and to provide oversight on governance concerns.

2019 Goals

1. Promote the Chamber to qualified leaders in the business community to encourage interest in serving on the Board of Directors.
2. Recommend a slate of candidates to the Board for the general election in Q3 2019.
3. Recommend qualified candidates to the Board for appointment to vacated board positions as required.
4. Periodically review governance related items and concerns and assure that board member governance requirements are met in accordance with bylaws and organizational policies.