

2005 PROGRAM OF WORK

MISSION STATEMENT

The Farmers Branch Chamber of Commerce will provide economic development, promote civic activity, foster leadership training, advance sound entrepreneurial policy and effectively monitor legislation by uniting the business community and its citizens. The Chamber commits to the conduct of a dynamic program to meet these needs.

AMBASSADORS CLUB	
Chair	Eddy Ketchersid, Farmers Branch Church of Christ Richard Brown, New York Life
Purpose	<i>To serve, strengthen and support all current and prospective Chamber members. To be the face of the Chamber to the Community</i>
Objectives	Service <ul style="list-style-type: none"> ☞ To create a pool of volunteers to assist with the needs of the chamber. ☞ To attend and host functions. Branch Out <ul style="list-style-type: none"> ☞ To meet weekly and average 25 per meeting
BUDGET	
Chair	Charles Heath, Metrocrest Hospital Authority
Purpose	<i>To assure that the financial obligations of the Chamber are being met using sound and ethical financial policies and procedures.</i>
Objectives	Entrepreneurial Policy <ul style="list-style-type: none"> ☞ To conduct semiannual compilations by external accounting firm of financial activity. ☞ To prepare monthly financial statements and cash flow analysis. Budgeting <ul style="list-style-type: none"> ☞ To prepare zero based annual budget incorporating economic trends, capital needs, and the financial implications of various chamber committees. External Affairs <ul style="list-style-type: none"> ☞ To report on the financial activities the Educational Foundation.
ECONOMIC DEVELOPMENT	
Chair	Nancy Hardie, Industrial Electric Equipment, Inc
Purpose	<i>To develop programs that help retain businesses, support programs to attract new businesses and enhance the opportunity for all businesses to succeed in Farmers Branch.</i>
Objectives	Small Business Development <ul style="list-style-type: none"> ☞ To offer nine business development modules. ☞ To maintain a weekly SCORE business counselor in office. Industry Specific Needs <ul style="list-style-type: none"> ☞ To continue support of the Farmers Branch Renaissance Program. ☞ To continue to support the North Dallas Design District and the Furniture Corridor. Economic Awareness Branch Business Forum - October 7, 2005 <ul style="list-style-type: none"> ☞ To host a high profile panel address generating \$1,900 in profit. ☞ To continue meeting with the city to identify and address the needs of the business community.

SPECIAL EVENTS

Chair	Jeanne Hooker, Atmos Energy Brandie Wallace, C-FB ISD Education Foundation
Purpose	<i>To develop, promote and conduct events that will enhance the Farmers Branch Chamber and its members while providing additional income sources for the Chamber.</i>
Objectives	<p>State of the City Address – April 14, 2005 ☞ To host annual address from Mayor in a dinner format while realizing \$3,755 in profit.</p> <p>Golf Tournament – August 29, 2005 ☞ To make \$12,115 on annual Golf Classic</p> <p>Branch Business Forum – October 14, 2005 ☞ To host a high profile panel address generating \$1,585 in profit.</p> <p>Wild and Wacky Waiter’s Dinner – March 12, 2005 ☞ To host annual fundraiser event in March with a budget impact of \$10,123.</p>

LEGISLATIVE & TRANSPORTATION

Chair	Clem Maddox, Comcast & Tiffani Price Evans, SBC
Purpose	<i>To represent and inform the business community on federal, state and local legislative and transportation issues. Maintain close relationships with elected officials and governmental agencies</i>
Objectives	<p>Legislation ☞ Host City Council and Education Board Candidates Forum when necessary. ☞ Organize Legislative trips to Austin as appropriate ☞ Keep board and membership informed of legislative issues during session ☞ Host a post state legislative session wrap up event. ☞ Prior to the 2005 session, develop a legislative platform advocating issues on a federal, state, regional, and local level that impact Farmers Branch and our membership.</p> <p>Transportation ☞ To inform members of local and regional transportation issues ☞ Maintain liaison with DART, COG, NT Mobility Coalition, NTTA, and TX DoT.</p>

MEMBER SERVICES

Chair	Joe Thomason, RHD Memorial Hospital
Purpose	<i>To conduct and on-going program of member retention, recruitment and public relations by offering valuable and successful networking opportunities, programs and publications.</i>
Objectives	<p>Activities</p> <p>Luncheons ☞ To offer nine monthly luncheons averaging 100 per event.</p> <p>Prime Time ☞ To host a networking trade show featuring 20 presenters and 100 in attendance</p> <p>Communication</p> <p>Newsletter ☞ To produce a monthly, no cost newsletter.</p> <p>Directory ☞ To produce 5,000 color directories while realizing \$500 in net profit.</p> <p>Web Page / On-Line Newsletter ☞ To publish a website and offer enhancements from the on-line directory resulting in \$500 in advertising income.</p> <p>Membership</p> <p>Membership Event ☞ To host volunteer driven membership campaign 2nd Quarter with charge of recruiting new members.</p> <p>Retention ☞ To realize an 80% retention rate.</p> <p>New Members ☞ To realize the balance of budgeted dues income.</p>

EDUCATION ADVOCACY

Chair	James Goode, Applied Data Sciences
Purpose	<i>To increase and expand communications and working relationships between businesses and educational communities through school/business partnerships.</i>
Objectives	<p>Business Development / Partnerships ☞ To advise, develop and evaluate Youth Leadership Farmers Branch.</p> <p>Student / Teacher Recognition ☞ To host annual Student Recognition Luncheon. ☞ To participate in the Texas Scholars program. ☞ To continue participation in the Academic Honor Card Program and Applause Card Program.</p> <p>Foundation Activities ☞ To award four area academic scholarships.</p>

