

## Networking

- Enhance Chamber After Hours & Coffee Connection opportunities
- Engage young professionals with the Valley County Young Professionals Group
- Offer exclusive networking activities that include, but are not limited, the Chamber Golf Tournament & Sip on the Square

## Membership Engagement

- Increase committee involvement, thereby increasing Chamber programming
- Increase awareness of Chamber activities and opportunities to get connected by hosting Chamber Board meetings in area businesses on a quarterly basis

# 2024 ACTION PLAN



## Promotion & Visibility

- Increase member by member promotion, including enhancing the Chamber Spotlight Program and industry specific promotion
- Create membership benefit training to increase members' ability to promote their businesses using current membership benefits

## Advocacy

- Create partner led programming that support the economic needs of members, including workforce recruitment efforts
- Be the voice for members at the local and state level regarding legislation and ordinances that either hurt or help small businesses, as well as educate members on changes that may affect them

## **Executive & Finance Committee**

- Consists of the four officers of the Chamber Board
- Acts on behalf of the Board as necessary between meetings
- Review policy & structural organization
- Reviews committee work
- Assists in drafting annual budget and conducts budget reviews as needed throughout the year

## **Business Retention, Expansion & Workforce Committee (BREW):**

- Promotes business development & expansion opportunities, workforce attraction, retention initiatives & youth entrepreneurship
- Offers & supports business education opportunities
- Offers & supports e-commerce & online marketing promotions for members
- Oversees effectiveness of Chamber websites & social media activity
- Develop additional business incentives & promotions

# **2024 Ord Area Chamber Board of Directors**

**Mattison Ference**, President

*Hayden Outdoors Real Estate*

**Dalton Davis**, Vice President

*First National Bank*

**Crystal Ramm**, Secretary

*Central Community College Ord Center*

**Kim Koch**, Treasurer



**Dan Beran**

*Ord Grocery Kart*

**Scott Bruha**

*Dane Creek at Ord Golf Course*

**Jackie Carstens**,

*Pathway Bank*

**Elizabeth Clark**,

*VCCHS Foundation*

**Jessalyn Crawford**

*Hey Honey Boutique*

**Rachel Fox**

*KNLV*

**Scott Philbrick**

*Scott's Auto*

**Leslie Sikyta**

*LUX by Leslie*

## **Ambassadors & Events:**

- Promotes benefits of Chamber Membership
- Coordinates annual membership drive & helps recruit new members
- Creates and promotes business-to-business networking opportunities
- Coordinates & hosts annual Chamber & collaborative events
- Promotes area events that benefit Chamber members & attract visitors
- Suggests new promotions or activities or discontinuation of any promotions