



Chamber Mission: Provide the resources and representation essential for the enhancement of our business environment.

Chamber Vision: Be the leading business and professional organization in St. Bernard and Southeast Louisiana.

2012 Program of Work

St. Bernard Chamber of Commerce

St. Bernard Chamber of Commerce
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www.StBernardChamber.org

Programs and Events Committee

Cindi Poynot, Co-Chairman
Claudette Reuther, Co-Chairman



Purpose:
The Programs and Events Committee exists to create opportunities for Chamber membership to interact, *network*, and build relationships. Additionally, the programs and events are designed to increase *visibility* for our membership, foster *involvement* in the St. Bernard Chamber and business community, provide opportunities for *business referrals*, and cultivate *professional development* and growth.

Description:
The Programs and Events Committee is the largest of the St. Bernard Chamber’s committees. For each program or event, the committee is responsible for selecting guest speakers, determining venues, coordinating catering, providing decorations, etc. The Programs and Events Committee is responsible for four primary functions:

- Planning Monthly Chamber Luncheons
- Planning Networking/After Hours Events
- Planning the Annual Chamber Roast
- Planning the Annual Event

Important Dates

January 18, 2011	Monthly Luncheon
February 15, 2011	Monthly Luncheon
March 7, 2011	Networking Event
March 29, 2011	Annual Roast
April 18, 2011	Monthly Luncheon
May 16, 2011	Monthly Luncheon
May 24, 2011	Networking Event
July 19, 2011	Networking Event
August 15, 2011	Monthly Luncheon
September 19, 2011	Monthly Luncheon
October 4, 2011	Networking Event
October 17, 2011	Monthly Luncheon
November 7, 2011	Monthly Luncheon
December 13, 2011	Annual Event



Membership Committee

Fred Sigur, Chairman



Purpose:

The Membership Committee works to ensure that new and existing businesses in St. Bernard are aware of the benefits of membership in the Chamber. While much emphasis is placed on the recruitment of new members, the membership committee also serves as the liaison to existing members. The committee is charged with communicating the needs and expectations of the membership to the Board of Directors.

Description:

The members of the Membership Committee act as representatives and ambassadors of the St. Bernard Chamber. The committee is responsible for aiding in membership and sponsorship campaign efforts, and attending ribbon cuttings and grand openings on behalf of the Chamber. Additionally, the committee aids in the distribution of membership certificates.

Advocacy Committee

Joey DiFatta, Chairman

Purpose:

The St. Bernard Chamber of Commerce serves as the voice of the business community in St. Bernard Parish. The Advocacy Committee ensures the interests of the St. Bernard Parish business community are protected by participating in local, regional, state and federal *advocacy* efforts. Moreover, the Advocacy Committee serves as a hub for legislative and business related information relevant to our membership and St. Bernard Parish.

Description:

The Advocacy Committee is responsible for helping determine Chamber Policy on issues important to business, for developing a legislative agenda, for communicating issues to the Board of Directors and general membership, and for building relationships and networks between the St. Bernard Chamber and elected officials across all levels of government.



Business Expo Committee

Sam Catalanotto, Chairman

Purpose:

The Business Expo Committee works to ensure that Chamber members in both the service and retail industries have an opportunity to showcase their business to the general public in a professional, exposition/trade show setting. The St. Bernard Chamber Business Expo provides businesses the opportunity to reach out to a new client/customer base by providing *visibility* and *credibility* to the Expo participants.

Description:

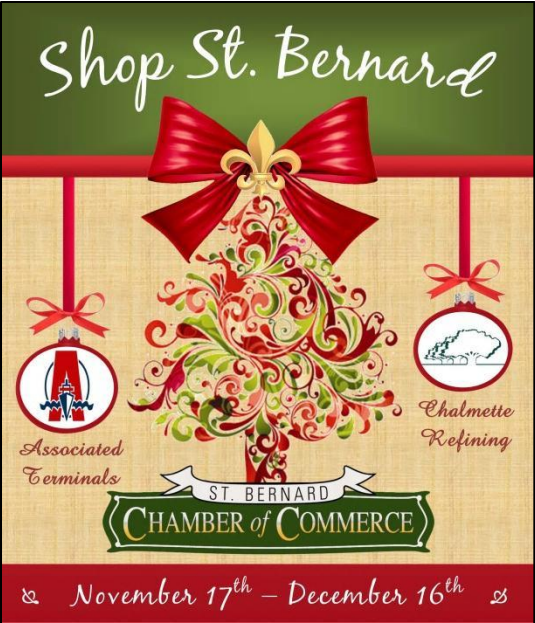
The Business Expo Committee plans and produces the largest physical event of the year for the St. Bernard Chamber of Commerce. The committee is responsible for all aspects of planning, coordinating producing, setting up, breaking down, and securing participants for the Business Expo.

The Business Expo will be held on June 23, 2012.



Shop St. Bernard Committee

Lynda Catalanotto, Chairman



Purpose:

The Shop St. Bernard Committee works to provide Chamber members with retail businesses or restaurants an opportunity to showcase their businesses during the peak holiday shopping season. Retailers and restaurants have opportunities to boost sales, win new customers, increase *visibility*, gain *business referrals*, and promote the premier “shop local” event in St. Bernard Parish.

Description:

The Shop St. Bernard Committee plans and produces the longest running event of the year for the St. Bernard Chamber of Commerce. The committee is responsible for all aspects of planning, advertising, and securing participants for Shop St. Bernard.

Shop St. Bernard will be held in November of 2012.

Business Resource Committee

Jodie Lohfink, Chairman

Purpose:

The Business Resource Committee works to ensure that new and existing businesses in St. Bernard have the knowledge, information, and resources to successfully open, manage, and expand their businesses. The St. Bernard Chamber of Commerce serves as a partner to the business community, and by compiling the resources and providing the support that so many small and medium businesses require, we are able to help our members and St. Bernard Parish to grow.

Description:

The Business Resource Committee serves as a single point of contact for businesses that are struggling to find resources and answers for their questions. Efforts by the committee include the planning and development of a “one stop shop” concept for businesses that will feed into the creation of a New Business Tool Kit, as well as more developed information and resources for inclusion on the St. Bernard Chamber of Commerce website.

Nominating Committee

Sean Warner, Chairman

Purpose:

The Nominating Committee works to ensure that the future of the St. Bernard Chamber of Commerce is accounted for by the nomination and ratification of dedicated, involved, energetic individuals who understand the structure, goals, vision and mission of the St. Bernard Chamber of Commerce.

Description:

The Nominating Committee can serve as one committee, or may be broken into two separate committees - an Officer Nominating Committee and a Board Nominating Committee. The Committee is appointed by the Chairman of the Chamber and is responsible for reviewing candidates for nomination for the Board or for an Officer position. According to the Bylaws, the committee is comprised of no less than four and no more than seven persons. The committee’s recommendations and nominations are subject to ratification of the Board of Directors

Paths to Success



According to ACCE (American Chamber of Commerce Executives), a chamber of commerce is an organization of businesses seeking to further their collective interests while advancing their community, region, state or nation. Business owners voluntarily form these organizations to advocate on behalf of the community at large, economic prosperity and business interests.

Like many of these organizations, the success of the St. Bernard Chamber of Commerce is largely contingent upon its ability to execute and manage six functions: Board Governance, Economic Development, Financial Management, Membership Management and Development, Legislative Advocacy, and Resource Planning.



BOARD GOVERNANCE

It is important to consider the way the Board functions with respect to the Chamber staff, volunteers, membership and the community at large. All of the analysis should be grounded in the context of what is required to deliver successfully on the Chamber’s mission and to enable the Chamber to accomplish its purpose.

- Create job descriptions for the Chief Executive Officer, Board Members, Executive Officers, and Committee members
- Develop a new membership-focused Board nomination process through which the membership and committee participants have greater opportunities to become involved and serve on the Board of Directors
- Review and amend St. Bernard Chamber Bylaws
- Develop and draft HR Policies and Procedures
- Continue on path towards U.S. Chamber Accreditation



ECONOMIC DEVELOPMENT

Economic Development is a key element of any business and community success model because it forms a platform for continued economic and financial success while providing a longer term view of where the community as a whole needs to go in order to maintain and sustain growth. This element of the model is predicated on the concept of planned and managed development as opposed to ad hoc development that may be detrimental to the community in the long run. Areas that are included in this analysis are local development and growth, regional alliances to foster growth, and information resources to support economic development. Again the final analysis is connected with the future vision of the organization and its communities.

- Create a New Business Toolkit to help new businesses maneuver through administrative and permitting processes
- Develop an Environmental Scan that acts as an overview of government, services, transportation, healthcare, safety, quality of life, education, etc.
- Cultivate working relationships with Parish Government and Regional Partners to ensure the interests of the St. Bernard business community are protected



FINANCIAL MANAGEMENT

This sector focuses on the ability of the organization to deliver on its mission and commitments to membership with fiscal responsibility and transparency. Revenue and expense must be considered as well as financial reporting capabilities and requirements.

- Develop a set of financial policies that outlines the duties and processes administered by the Treasurer of the St. Bernard Chamber
- Develop a set of financial policies that outlines the duties and processes administered by the CEO of the St. Bernard Chamber

MEMBERSHIP MANAGEMENT AND DEVELOPMENT

All Chambers rely on a robust membership model for driving successful interactions in the community. A part of every Chamber's strategy should focus on continued membership growth and retention. While economic factors may influence actual membership numbers, keeping the focus on membership is critically important. In the context of this success model, membership growth and retention is a multi-faceted area ranging from program offerings to the support of member and non-member businesses in a variety of endeavors.

- Develop a Membership Committee dedicated to Membership sales and retention, as well as business recognition at special events such as Ribbon Cuttings and Grand Openings
- Review Board Member accountability for recruiting new members and retaining current members
- Review and further develop the Annual Sponsorship initiative
- Create a printed Chamber Business Directory
- Continue development of web content and increased member visibility via effective web management

LEGISLATIVE ADVOCACY

The relationship between Government and any Chamber of Commerce is always at the heart of the mission and vision of the Chamber. Businesses of all sizes look to the Chamber for education on issues and advocacy when appropriate. Chambers may also be asked to provide a neutral place for proponents of both sides of an issue to meet and discuss their public policy differences. While Chamber politics normally remain non-partisan, they are always focused on the greater good for the Chamber members and their communities.

- Draft a Legislative Agenda for 2012
- Cultivate working relationships with Parish Government and Regional Partners to ensure the interests of the St. Bernard business community are protected
- Identify and review the efforts of LABI (Louisiana Association of Business and Industry) to become more aware of state-wide Chamber of Commerce interests.

RESOURCE PLANNING

This category is directly related to the contribution and involvement of all private sector participants. The term “leadership” is not meant to imply positional authority or responsibility, but rather the engagement and involvement of those community/business members who have the capability to impact the success of the area. Some things that may be considered here are available workforce development or leadership training, corporate and individual charitable contributions, donations of any sort from community members, volunteerism, ambassador programs, etc.

- Review and further develop the Annual Sponsorship initiative
- Send Chamber Member to NORLI (New Orleans Regional Leadership Institute)
- Review the Memorandum of Understanding with St. Bernard Economic Development and seek out additional opportunities for shared resources and coordinated efforts
- Develop opportunities for fundraising and long term financial planning for the St. Bernard Chamber of Commerce

2012 Board of Directors

Chairman of the Board

Jodie Lohfink
Regions Bank

Richie Clements
Clements Insurance Services

Corky Potts
Potts & Potts

Vice-Chairman

Jerry Calcagno
Todd’s Technology

David Fennelly
Associated Terminals

Cindi Poynot
State Farm Insurance

Secretary

Fred Sigur
Fred Sigur Investment Company

Mike Fradella
Fradella’s Collision Center

Chris San Marco
San Marco Tours

Treasurer

Joey DiFatta
J & J Jewelry

Will Hinson
Chalmette Refining, LLC

Eric Schmidt
Evan Schmidt Design

Immediate Past Chairman

Sam Catalanotto
Ditto’s Printing

David Huff
Person Huff, CPA

Charlene Walsh
Olive Branch Emporium

Walter Leger
Leger & Shaw

Sean Warner
Gulf Coast Bank

Jeff Pohlmann
Today’s Ketch

Carl Zornes
Valero Meraux Refinery

Neil Ponstein
Ponstein’s Food Store

