

Graham County Chamber of Commerce

“The mission of the Graham County Chamber of Commerce is to promote and develop the community and businesses of Graham County.”

BUSINESS PLAN 2011 - 2012

In fiscal year 2011-2012, the Graham County Chamber of Commerce Board of Directors will focus its efforts on four strategic pillars:

BUILDING A STRONG LOCAL ECONOMY

Goal - Capitalize on opportunities to support local economic development (managed by cities) and retain & grow Chamber membership.

Tactics

- Refer business prospects to Safford, Thatcher, Pima and support EAC Small Business Development Center
- Workforce Development/Higher-Education-Support EAC 4 Year Degree Programs
- Build Chamber Membership

PROVIDE NETWORKING AND EDUCATIONAL OPPORTUNITIES

Goal - Identify opportunities to partner with and highlight local companies.

Tactics

- Market Business through the Chamber Membership Directory and Chamber Newsletter
- Promote Networking Opportunities (i.e. Quarterly Chamber Breakfast or Business After Hours)
- Welcome New Business with Ribbon Cutting Festivities
- Sponsor the Gila Valley Leadership Program
- Partner with BLM, Forest Service, Downtown Association, U.S. Chamber, Arizona Chamber Executives and Others

PROMOTE THE COMMUNITY

Goal - Promote local area attractions and sponsor or participate in events that benefit the community and showcase our local businesses.

Tactics

- Market the Region with our brand “Life the way it ought to be....”
- Operate the Visitors Welcome Center at the Chamber of Commerce. Create and distribute community brochures such as: Graham County, Regional Birding Guide, Historic Walking & Driving Tour, Salsa Trail, and Lodging & Restaurant Guide.

- Promote local community events using our three websites: www.graham-chamber.com, www.visitgrahamcounty.com, www.salsatrail.com
- Promote Website Advertising
- Monitor social media that is relevant to the Chamber: For example Facebook, Twitter, E-newsletters, etc.
- Support the SalsaFest and other community events
- Partner with the Arizona Office of Tourism
- Promote the Salsa Trail and Market the Salsa Trail Guidebook/Cookbook
- Distribute community brochures locally and to other feeder cities

GOVERNMENTAL ADVOCACY

Goal - Advocate for the interests of rural businesses. Be the liaison between those businesses and local, state and federal government.

Tactics

- Continue a Legislative Committee
- Support Pro-Business Legislation at State and Federal levels
- Sponsor Meeting with State and Federal Representatives through Gila Valley Leadership Program
- Partner with U.S. and Arizona Chamber of Commerce on various State & Federal Legislative issues
- Attend Chamber Legislative Day in Phoenix, and meet with local legislators
- Chamber Board of Directors to meet with staff and elected officials

Graham County Chamber of Commerce 2011 Board of Directors

Officers

John Fitzgerald, Member Carpet, Tile & More	Jason McDougal, Member Caldwell Funeral Chapel
Sheryl Goodman, Member Taylor Freeze	Janet Oesterling, Treasurer Trophies 'N Tees
Todd Haynie, Member Eastern Arizona College	Kevin Peck, Vice-Chairman Eastern Arizona College/SBDC
Steve Junion, Chairman Valley Furniture	Sean Wenham, Member Freeport-McMoRan Copper & Gold, Inc.
Dave Konopnicki, Member AZNM Property Holdings/McDonald's	