

GREATER GREER CHAMBER OF COMMERCE

**STRATEGIC
PLAN**

2017 - 2019

OUR MISSION IS TO CHAMPION ECONOMIC PROSPERITY FOR OUR MEMBERS AND THE GREATER GREER COMMUNITY.

BUSINESS & WORKFORCE DEVELOPMENT

**VICE CHAIR: WAYNE BOBO,
CENTURY 3**

We will cultivate Greer's workforce talent to increase skill and leadership readiness, and to support business growth and the quality of life of our community.

Promote manufacturing as a viable career

- o Career Day highlighting skilled and non-skilled manufacturing jobs
- o Parent / student tours of manufacturing plants
- o Establish manufacturers' group to advise on workforce issues and communicate workforce needs

Connect business with education and leadership programs, especially Junior Leadership

- o Career Day highlighting manufacturing jobs
- o Parent / student tours of manufacturing plants
- o Redefine Junior Leadership to lay groundwork for local jobs

Expand on GreerMade to include employment (point of entry) and connect talent to Greer

- o Appeal to pride in GreerMade products
- o Find gaps in supply chain for GreerMade products
- o Find entrepreneurs willing to fill gaps

COMMUNITY PROMOTION

**VICE CHAIR: BRENT GARRETT,
CITIZENS BUILDING & LOAN**

We will act as a catalyst to promote tourism in our community, showcase events, and highlight Greer as a destination.

Be catalyst to initiate tourism discussion

- o Engage stakeholders for discussion
- o Get stakeholder buy-in

Continue education of merchants on value of chamber events

- o Economic impact study of events / festivals
- o Research ways to increase visibility of merchants during events

Be an integral part of tourism entity in Greer

- o Research successful tourism start-ups
- o Research existing successful tourism destinations for lessons learned
- o Create a new model for tourism promotion

LEADERSHIP DEVELOPMENT

**VICE CHAIR: KEVIN DUNCAN,
GREER STATE BANK**

*We will provide the area's
unequalled leadership and
professional development.*

Offer professional/leadership development enrichment above and beyond traditional leadership program

- o Continually evaluate the offering of both Leadership Greer and Junior Leadership Greer to fit community needs

Instill a sense of community pride and a commitment to service and volunteerism within each participant

- o Both Leadership programs will compete to see which program can generate more volunteerism and community service

MEMBERSHIP EXCELLENCE

**VICE CHAIR: CHRIS CRIST,
OWENS INSURANCE**

*We will be a leader in
membership engagement,
growth, and satisfaction.*

Increase membership to 750 with 82% retention

- o Recruit to retain
- o Determine high-value member targets
- o Review member benefits and investment levels
- o Develop coordinated retention plan
- o Research non-dues sources for added value to members

Expand benefits for members

- o Research other chambers' benefits and tiers
- o Host focus groups of members in these tiers
- o Recommend enhancements to board

Achieve 75–80% of members somewhat or fully engaged

- o Focus groups of non-engaged members
- o Focus groups of somewhat engaged members

PUBLIC POLICY

**VICE CHAIR: TIMOTHY JONER,
PALMETTO EXTERMINATORS**

*We will build lasting
relationships with all elected
officials, securing a seat at the
table to protect business and
our community.*

Create legislative updates

- o Form public policy advisory group
- o Track local ordinances
- o Track state legislation
- o Track federal legislation

Communicate with members

- o Provide updates during legislative session
- o Articles / op-eds before, during, after session

Advocate with local officials, state chamber, legislators, Department of Commerce, and other agencies

- o Keep Chamber's name visible with these organizations; provide feedback on legislation from those sources
- o Share member positions on key issues

EXECUTIVE BOARD

CHAIRMAN OF THE BOARD
ROSYLIN WESTON
GSP INTERNATIONAL AIRPORT

CHAIRMAN-ELECT
MIKELLE PORTER
GREENVILLE TECHNICAL COLLEGE

VICE CHAIR-FINANCE
JACK LUCAS
GRANDSOUTH BANK

VICE CHAIR PUBLIC POLICY
TIMOTHY JONER
PALMETTO EXTERMINATORS

VICE CHAIR-BUSINESS & WORKFORCE DEVELOPMENT
WAYNE BOBO
CENTURY 3

VICE CHAIR-COMMUNITY PROMOTION
BRENT GARRETT
CITIZENS BUILDING & LOAN

VICE CHAIR-MEMBERSHIP EXCELLENCE
CHRIS CRIST
OWENS INSURANCE AGENCY

VICE CHAIR-LEADERSHIP DEVELOPMENT
KEVIN DUNCAN
GREER STATE BANK

GENERAL COUNSEL
DANIEL HUGHES
DUGGAN & HUGHES

IMMEDIATE PAST CHAIRMAN
TONY KOUSKOLEKAS
PELHAM MEDICAL CENTER

PARTNERSHIP FOR TOMORROW CHAIRMAN
LARRY WILSON

DIRECTOR
SCOTT STEVENS
YOURMARK.COM

DIRECTOR
REV. EARL SIMMONS
MAPLE CREEK BAPTIST CHURCH

DIRECTOR
BEN WALDROP
CENTURY PRINTING & PACKAGING

DIRECTOR
JOHN MANSURE
GREER MEMORIAL HOSPITAL

BOARD OF ADVISORS

ANNA LOCKE
A.T. LOCKE

RUSSELL ASHMORE
ASHMORE BROTHERS

JAMES CARTER
EMPIRE LTD

RICK DANNER
MAYOR, CITY OF GREER

DR. KRISTEN DAVIS
DAVIS AUDIOLOGY

KELLY DAVIS
LOWES FOODS

RENO DEATON
GREER DEVELOPMENT CO.

ED DRIGGERS
CITY OF GREER

BRENT GARRETT
GREER EDUCATION FOUNDATION

WILLIAM GRADY
GRADY'S MINORITY, LLC

DEAN HYBL
TEN AT THE TOP

JUSTIN LUDLEY
GREER HIGH SCHOOL

SGT. CHAD RICHARDSON
GREER POLICE DEPT.

ALL EXECUTIVE BOARD MEMBERS

ALL PAST CHAIRMEN

STAFF

MARK OWENS
PRESIDENT/CEO

DEBBIE BATEMAN
DIRECTOR OF ACCOUNTING

PATTY CORNELIUS
DIRECTOR OF ADMINISTRATION

NIKKI CRABTREE
DIRECTOR OF MEMBERSHIP ENGAGEMENT

JODI FORTENBERRY
DIRECTOR OF MEMBERSHIP DEVELOPMENT

LYNN PASCAZIO
DIRECTOR OF LEADERSHIP DEVELOPMENT

KATIE WITHERSPOON
DIRECTOR OF COMMUNICATIONS & EVENTS

CORPORATE PARTNERS

A.T. LOCKE

BMW MANUFACTURING CO.

CITY OF GREER

D&D MOTORS

GREER CPW

GREER STATE BANK

GREER MEMORIAL HOSPITAL

GSP INTERNATIONAL AIRPORT

LANGFORD ELECTRIC

LOOK UP LODGE

MICHELIN

MINGHUA USA

MITSUBISHI POLYESTER FILM

OWENS INSURANCE

PELHAM MEDICAL CENTER

ROFA NORTH AMERICA

SOUTHERN BLEACHERY