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annual report

Chamber Board of Directors

CHAIRMAN

Terry Tuggle, Independence Bank

CHAIRMAN-ELECT

Ty Rideout, Abba Promotions

TREASURER, VICE CHAIRPERSON BUDGET & FINANCE

Connie Grossman, Ohio Valley Financial Group

VICE CHAIRPERSON MEMBERSHIP DEVELOPMENT

Janet Hortin, JD Byrider

VICE CHAIRPERSON PUBLIC POLICY DEVELOPMENT

Cyndee Burton, Matthew 25

VICE CHAIRMAN EXISTING INDUSTRY & BUSINESS DEVELOPMENT

Brent Bridges, Methodist Hospital

VICE CHAIRPERSON LONG RANGE PLANNING

Jennifer Keach, Big Rivers Electric Corporation



Terms Expiring, March 2011

Darren Whitesides, Darren's Pub
Sharon Cates, Cates Farms
Tony Krampe, Old National Bank
Curt Hamilton, Bach Hamilton LLP
Pam Schneider, Rio Tinto Alcan
Rick Tappan, Dempewolf Ford

Ex-Officio

Mayor Tom Davis, City of Henderson
Judge Sandy Watkins, Henderson Co. Judge Executive
Mike Freels, Murray State University/Henderson Campus
Marcia Eblen, Henderson County Tourism Commission
Julie Turnipseed, Downtown Henderson Project
Debbie Gray, Northwest Kentucky Forward
Evan Beck, Chamber of Commerce of Southwest Indiana
Jeff Deig, Chamber of Commerce of Southwest Indiana

Terms Expiring, March 2012

Tim Skinner, Skinner Design Associates
Jeff Troxel, Subway
Steve Austin
Leanne Mabrey, GRADD
Lin Shannon, Fine & Hatfield

Chamber Staff
Brad Schneider, President
Donna Warren, Administrative Assistant
Shirley Pruitt, Accounting Manager
Benjamin Skinner, Marketing/Publication Specialist



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A message from Brad Schneider, President...

What a challenging and amazing twelve months the 2009-10 fiscal year turned out to be for the Henderson-Henderson County Chamber of Commerce. While helping local businesses deal with one of the worst economic downturns in recent history, the Chamber has emerged from the recession stronger and more vibrant than ever. Through the hard work and dedication of our volunteers and the unwavering support of our members, the Chamber has reasserted itself as a champion for progress and innovation. We have helped lead the charge for better education, better infrastructure, a better economy and better lives for all Henderson Countians.

The core of that work can be found in our committees, whose accomplishments from last year and goals for the next can be found on these pages. They are inspiring lists, and each group can be proud that it has so effectively carried on the Chamber's mission to provide information, services and advocacy for our members and the community. Among the highlights:

- The Taking Care of Business Committee helped the city and county develop and implement an easy-to-use flow chart to guide entrepreneurs hoping to start or expand a business in Henderson County through the planning/zoning/codes process.
- The Education Committee helped recruit volunteers for the Lead2Read program that helps young school children achieve grade-level reading skills.
- The Public Policy Committee backed the Kentucky Chamber of Commerce's effort to promote business- and taxpayer-friendly options for balancing the state budget.
- The Long-Range Planning Committee updated the Henderson Indicators Process, which for the first time will include a database hosted on the Chamber's Web site that puts fresh, consistently updated statistical information about Henderson County at the public's fingertips.
- The Agriculture Committee hosted two farm tours to help promote the importance of agriculture to the local economy and also co-hosted a well-received forum on Canoe Creek flood mitigation efforts.
- The Environmental Committee enabled the Chamber to become the first organization in Kentucky to offer the Green Plus consulting program, which offers participating businesses expert advice on improving the sustainability of their office practices, conservation strategies and community involvement.
- The board of the Chamber's Community Foundation for Excellence once again raised enough money to support the local chapter of Imagination Library and developed a fundraiser trail run at Audubon State Park that will help fund other education initiatives.

The Chamber's staff was also very busy this year. In addition to organizing a full twelve months of informative Brown Bag Series lectures and Fourth Friday networking events, the staff updated and revamped the Chamber's Web site, launched the Chamber's Facebook page, took a lead role in Interstate 69 advocacy efforts and helped launch the Northwest Kentucky Energy Initiative's Plugged In campaign. We forged an alliance between our leadership program, Inside Henderson, and the Henderson Leadership Initiative, and launched Inside Henderson Jr., a version of our leadership training designed for standout eighth-grade students. We partnered with Northwest Kentucky Forward, the Downtown Henderson Project and the Henderson County Tourist Commission to develop an online virtual tour of the community available on the Web sites of all four agencies. We continued our efforts with DHP to promote the Think Henderson shop local campaign.

The Chamber's renewed energy is perhaps best illustrated by our new office in the Citi-Center Building. Discovered through the diligent efforts of a chamber committee and completely remodeled with assistance from chamber members, the office gives visitors a positive, professional first impression. The art that decorates its walls wonderfully expresses our love and admiration for Henderson County and its history.

What will the coming year bring? The near future isn't easy to read. The national economic recovery is slow, elections could change the local political landscape and Henderson Countians face challenges on many fronts. But the resolve and determination of the Chamber of Commerce to make a positive impact is clear. With the help of our volunteers, members, elected officials and neighbors, we will build on the successes of the past twelve months and work toward new ones in the next twelve.

2009-2010 ACCOMPLISHMENTS

LONG-RANGE PLANNING COMMITTEE

- Assessed various processes that would allow us to compile and make available critical regional data
- Meet with key stake-holders to engage them in the evaluation of key regional indicators and the recommendation/validation of appropriate data sources
- Secured a reliable outside firm to research and creatively publish a document identifying the most significant aspects of this material
- Provided a reliable means of measuring the quality of life in this community
- Provided the tools to develop a community agenda at a time when it seems to be on the minds of the leaders and residents of this area

PERSONNEL COMMITTEE

- Revised Chamber Handbook

ENVIRONMENTAL COMMITTEE

- Launched Green Plus small business consulting initiative
- Provided the program's first five participants

MEMBERSHIP DEVELOPMENT COMMITTEE

- Implemented a full calendar of events from Fourth Friday Networking Luncheons to the First Annual Chamber Bowling Night (and had a lot of fun doing it!)
- Kept the Ambassador Program strong and thriving
- Continued to re-evaluate dues structure with members' input
- Made steady progress on the health insurance plan with a goal to have a plan available by the end of this calendar year

EXECUTIVE COMMITTEE

- Revised by-laws, making them simpler and more useful
- Refined the Board of Directors structure so that it is now more flexible and responsive

RELOCATION COMMITTEE

- Found new location for the Chamber and negotiated very favorable lease terms
- *Improvements over old location:* around \$7,000 in annual savings in rent/utilities; dedicated parking for staff; improved visibility due to signage agreement; more functional space; more comfort for staff; private board room; more professional appearance

TAKING CARE OF BUSINESS COMMITTEE

- Developed a positive, collaborative relationship between the Chamber and the Planning / Codes Department
- Gained an informed perspective of the Planning process, which will help position the Chamber to offer recommendations for making the Planning / Codes process more efficient and effective
- Provided stimulus to Planning / Codes Department to develop the Planning Guide for Business
- Fostered a positive working relationship with both the City and County governments through our positive working relationship with the Planning / Codes Department

- Took a lead role in emphasizing the importance of customer service by all City / County employees, leading to customer service training being offered to all city employees; it is reported that “effective at customer service” will become part of a city employee’s evaluation for merit pay increases
- Laid the foundation for the Chamber to offer an ombudsman service to member and public businesses that is intended to support new or existing business development
- Created an additional avenue for Chamber members to be actively involved in having a positive impact on business issues important to them (through involvement in the TCB Committee)

EDUCATION COMMITTEE

- Revived Educator of the Year Award
- Developed new nomination structure, selection committee and prize concept for the award

AGRICULTURE COMMITTEE

- Organized spring and fall farm tours that highlighted agritourism businesses in Henderson County and which were attended by more than 80 folks, counting Ruby Moon reception at end of spring tour
- Bought hog at 4-H County Fair on behalf of the Chamber
- Organized Family Fun Days at Farmer’s Market to promote the market and increase customer traffic
- Helped organize Ag Appreciation Breakfast and the two awards given annually at that event
- Arranged meeting between farmers and city government to talk about Canoe Creek drainage plans

COMMUNITY FOUNDATION FOR EXCELLENCE

- Met annual funding goal for Imagination Library, which will once again serve more than 800 children in Henderson county
- Began organizing Audubon Woods Run/Walk in May to raise more discretionary funds

PUBLIC POLICY COMMITTEE

- Developed a “much talk about…” priorities statement for 2010 General Assembly session
- Worked with KB Alloys on effort to pass Currency Reform for Fair Trade Act
- Implemented schedule of committee members’ attendance at city commission and fiscal court meetings
- Helped organize “Meet the Candidates Night” event

ENERGY COMMITTEE

- Chairman part of the Northwest Kentucky Energy Initiative
- Facilitated River Cities Project at UK

CHAMBER STAFF

- Completely revamped Web site to make it more functional
- Reviewed and revamped office processes where necessary
- Developed new chamber logo
- Launched chamber Facebook page
- Upgraded and refined content in Henderson Business Magazine, Business Spotlight and Henderson Highlights
- Helped negotiate \$43,000 worth of goods and services for the new office for an outlay of \$8,700
- Supported full calendar of Chamber events
- Reinvigorated golf outing
- Partnered in Think Henderson events and outreach effort
- Partnered in C-LINK events and I-69 Advocacy effort
- Partnered in Northwest Kentucky Energy Initiative

2010-2011 PROGRAM OF WORK

LONG-RANGE PLANNING COMMITTEE

- Complete Henderson Indicators Process update
- Develop five year strategic plan for Chamber

ENVIRONMENTAL COMMITTEE

- Oversee and continue to market Green Plus program to area businesses
- Monitor environmental issues in Henderson / Henderson County and advocate as appropriate
- Identify and consider other environmental projects for committee focus and action

MEMBERSHIP DEVELOPMENT COMMITTEE

- Evaluate current dues structure
- Establish a group health plan to offer to members – working towards having this in place by the end of the calendar year
- Grow to have 600 members

TAKING CARE OF BUSINESS COMMITTEE

- Adapt the *Guide for New, Expanding & Relocating Businesses* PDF file, which is located on various local Web sites, to a more user-friendly and interactive business development flow chart
- Serve as a volunteer business development or ombudsman service that assists business developers in successfully negotiating the development process
- Promote the availability of the ombudsman service through presentations made at various events such as Chamber breakfasts, Rotary Club, HLI, realty groups and home builders associations
- Host a symposium on water regulations targeted at developers and support professionals with the goal of fostering a better understanding of how these regulations impact development and how a company might effectively work within them
- Develop an online survey that will provide ongoing and confidential customer feedback for the regulatory entities involved in business development processes
- Monitor survey response trends and provide summary results to the appropriate regulatory entities in order to help them improve their processes

EDUCATION COMMITTEE

- Continue Educator of the Year Award
- Continue support of Imagination Library, Lead2Read, C2C and Success By Six
- Work with school system to further develop the inside Henderson Jr. Program
- Establish a seat for a Youth Representative on the Board
- Raise funds to sustain 12 month operating expense for Imagination
- Assist with general fund raising (especially the Audubon Run)
- Develop a Career Transition Information Service
- Raise awareness of opportunities to volunteer
- Become strong participant in the Henderson advocacy group
- *Long Term:* Have the Chamber known as a leader in Journey to Education Excellence
- *Long Term:* Sustain a mentoring program for all ages



AGRICULTURE COMMITTEE

- Highlight agribusiness in Henderson / Henderson County by having an Ag Trail July 24, 2010
- Organize Family Fun Days at the Farmer's Market to help promote the market, increase customer traffic, and emphasize good nutrition
- Purchase a hog and/or sheep at the County Fair
- Help organize the Ag Appreciation Breakfast and awards given annually at the event
- Continue to arrange meetings between the farmers and the flood mitigation board concerning drainage plans for Canoe Creek

COMMUNITY FOUNDATION FOR EXCELLENCE

- Meet funding goals for Imagination Library
- Create more unrestricted funds to support local education initiatives

PUBLIC POLICY COMMITTEE

- Prepare public policy statements for national, state and local governing bodies
- Host a meet-and-greet event for local candidates before the May primary election and a question-and-answer forum for local candidates before the November general election
- Continue committee member attendance at city commission and fiscal court meetings

FINANCE COMMITTEE

- Continue to meet quarterly
- Work with Brad & Membership Committee on membership investment
- Look at line items more intensely in order to balance the budget for 2011

CHAMBER STAFF

- Update and improve Chamber Web site
- Support the work of all Chamber committees
- Identify new cost efficiencies
- Identify new revenue opportunities that also benefit Chamber members
- Support and organize a complete schedule of networking and informational events
- Continue partnerships with C-LINK, Northwest Kentucky Forward, Downtown Henderson Project and Henderson County Tourist Commission
- Continue to help lead Northwest Kentucky Energy Initiative
- Improve and expand Inside Henderson leadership program as well as Inside Henderson Jr.