

Membership Services Division

Marcela Coe, Vice-Chair 2011-2012

Ambassadors

Sharon Brewer, Jessica Henderson, Veronica Ellison, Ron Johnson, Co-chairs 2011-2012

Ambassadors are the public relations arm of the Chamber, providing ribbon cutting, grand opening and groundbreaking services for members. Ambassadors benefit by being on the inside track of new developments, meeting new business owners and helping the Chamber support its members. If your job includes being active in the community and making frequent contact with prospective customers, you should be an ambassador.

Past Presidents & Chairs

Lee Smith, Francis Spruiell, Co-chairs 2011-2012

Arrange an annual breakfast with past Presidents and Chairs of the Chamber, to bring them up to speed on current Chamber activities and solicit their input and support.

Fourth Friday Luncheon

Pierre Cromartie, Chair 2011-2012

This monthly membership meeting informs the business community of issues that are vital to their success. It is also an excellent venue to make and renew contacts with other business people. Normally held at the Fredonia Hotel. Every member is entered in a cash drawing that can reach as high as \$500. Each attendee is eligible for a \$50 cash prize.

- *Volunteers secure speakers and sponsors for the luncheon, coordinate door prizes for luncheon, assist with agenda and execution of the meeting*

Alive After Five

This business after hours mixer brings up to 150 business people together at a Chamber member's location, spotlighting that business. Attendees exchange information, distribute business cards and enjoy fellowship and forming new relationships. Members are eligible to win door prizes, including cash jackpots that go as high as \$500. Admission is free to members and their guests.

Total Resource Campaign – Sponsorship and Membership Sales

Volunteers and staff visit with businesses, telling them the benefits of sponsoring events and being a Chamber member, follow-up with applications and mentor new members their first year.

Operation Thank You

Grace Handler, Chair 2011-2012

Volunteers have a quick one-one one visit with members, deliver the new map and membership directory, and thank members for their continued support.

Business Development Division

Brian Bray, Vice-Chair 2011-2012

Small Business Development

This committee develops and produces a series of seminars to help entrepreneurs and established businesses be more successful. These programs have included Customer Service, Business Boot Camp, Effective Teamwork, and a QuickBooks series.

- Future ideas
 - Schedule and organize an annual “Business Expo”
 - Spotlight a Small Business of the Month

Agribusiness Committee

- Develops a program to support and develop the agricultural business represented in Nacogdoches County
- Assists in the public education of the importance of the agribusiness industry
- Coordinate the efforts to hold the annual Ag Appreciation and Awards Banquet
- Assist with annual Ag Tour of the county
- Meets several times a year, especially in the months preceding the April banquet.

Transportation Committee

- Coordinates efforts to improve all modes of transportation in Nacogdoches County
- Actively promotes increased funding from the State for highway projects in our area
- Actively supports the bus system in the City of Nacogdoches by helping them improve services
- Meets monthly to focus on a particular aspect of transportation and hear reports

Chairman’s Circle

Francis Spruiell, Chair

Purpose:

- Personal communication between Chamber leader and members. Members are allowed to express concerns, questions and compliments. Members are thanked for Chamber membership and informed of Chamber news and upcoming events.
- Members are reminded of Chamber membership value and more likely to rejoin.
- Leaders visit or call all Chamber members within 12 months.

Description: Each committee member agrees to make assigned visits, in person, each month to Chamber members. Additional visits may be assigned for contact by phone. The visit or phone call will be scheduled at least 60 days prior to the member’s renewal.

Shop Nac First

- Cooperative effort with City and NEDCO to encourage businesses and individuals to buy local. Works with local media and online to bring messages to public.

Community Development Division

Rayanne Schmid, Vice-Chair 2011-2012

Education Committee

Dr. Brent Hawkins, Chair 2011-2012

Leads an extensive effort to improve educational standards, teacher morale and academic climate of our community. Projects include Leaders of Tomorrow (LOT) crew, Great Expectations and NOBLE Scholars Banquet. Committee meets quarterly.

SFA-Chamber Connection

Kent Hutchison, Chair 2011-2012

- Conducts special programs such as *Business-Student Summit, Meet and Greet SFA Parents at Orientation, Spirit Flags and Treasure Map.*
- Develops contacts at SFASU that can be a resource for the business community
- Lead Chamber efforts in helping SFA recruit students
- Assist SFA in reaching business community to promote the university
- Assist businesses in reaching students and parents as potential customers

Leadership Nacogdoches

Paul Smith, Charlotte Ashcraft, Co-chairs 2011-2012

- The nine month Leadership Nacogdoches training program develops new leaders in our community
- Actively recruits students from the business community of Nacogdoches County
- Participants learn about their personal strengths and valuable skills about group dynamics.

Government Affairs Committee

Scarlett Sloane, Chair 2011-2012

- Develops a legislative program to monitor state, local and federal issues that are important to Chamber members and the community
- Arranges and hosts annual Lufkin/Nacogdoches Day in Austin, with partners
- Hosts local candidates forums
- Arranges and hosts the Lone Star Legislative Summit
- Communicate through the Board of Directors with elected and appointed officials the Chamber's position on issues of immediate and future concern.

Retirement Marketing and Recruitment Committee

- Assists in marketing Nacogdoches as a premier retirement community
- Coordinates with regional efforts
- Every five years works with staff on recertification with state

Nac Fast Track

An e-mail committee that assists “trailing spouses and significant others” in finding employment. Mainly staff driven.

Special Projects and Fundraisers

Jessica Henderson, Vice-Chair 2011-2012

Texas Blueberry Festival

Michelle Smith, Chair 2011-2012

Celebrates Nacogdoches County's status as the number-one producer of blueberries in Texas. Provides a family-friendly event for 10,000-plus attendees with free activities, music, and scrumptious food. More than 100 arts, crafts and food vendors set up in downtown Nacogdoches on the second weekend in June. Helps raise funds for Chamber programs such as newcomer information, education and small business development.

- **Many volunteer opportunities for leaders and followers!**

Blueberry Golf Bash

Fern Simmons, Ben Wright, Co-chairs 2011-2012

Thirty-plus teams of golfers share a day of exercise and business networking, and help raise funds for the Chamber. Usually held the first Friday in May at Piney Woods Country Club.

City and County Map

The Chamber works with publishers to produce a high-quality map that also raises funds for other Chamber projects. The maps are primary products to help inform newcomers and residents about this community.

Membership Directory / Newcomers Guide

This guide not only tells the Nacogdoches story to future citizens, it lists every business, organization and individual who are members of the Chamber. The Guide sells Nacogdoches and helps fund Chamber operations.

www.nacogdoches.org

The Chamber's website was revamped in 2006 and now includes an interactive community calendar, improved membership listings with member photos and graphics, and the ability for members to sponsor pages with links to their own sites. Staff are now able to post documents for easy downloading by members and the general public. The site will be a revenue source for the Chamber in the near future.

East Texas Online Auction

Our annual online auction starts mid April and runs until mid May. With packages from Nacogdoches and around the state this auction has something for everyone. Donations are accepted beginning in February of each year.