

# GREATER PFLUGERVILLE CHAMBER OF COMMERCE

Serving Northern Travis and  
Southern Williamson Counties

**"Come Home to Shop!"** <sup>SM</sup>

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## 2010 PROGRAM OF WORK

- **Investor Services Department**

- ❖ Director - Matt Sparkman
- ❖ Co-Director - Karin Shaver
- ❖ Goal – Relevancy
- ❖ BOD Team – Karen Duncan, Josh Hadden, Janice Heath & Melissa Moore
- ❖ Staff Liaison - Patricia Gervan-Brown
- ❖ Meeting Schedule – Fourth Tuesday Monthly 8AM
- ❖ Programs/Projects
  1. Ambassadors
  2. Candidates Forum (April Chatter)
  3. Chamber Chatter
  4. "Come Home to Shop!"<sup>SM</sup> Discount Card
  5. Customer Service Certification
  6. First Thursday
  7. Lunch 'n Learn
  8. Morning Edition
  9. New Investor Orientation & Reception
  10. Pfocus Pfridays
  11. Ribbon Cutting/Groundbreaking Ceremonies
  12. Speed Networking

- **Marketing Department**

- ❖ Director - Mike Bessner
- ❖ Co-Director – Serita Lacasse
- ❖ Goal – Effectively execute comprehensive rebranding
- ❖ BOD Team – Dayna Chettouh, Charles Dupre & Tana Sykes
- ❖ Staff Liaison – Shiloh Brown
- ❖ Meeting Schedule – Third Tuesday Monthly 8AM
- ❖ Programs/Projects
  1. Develop online Calendar of Events/Programs for activities that Investors desire to publicize
  2. Develop/establish working relationships with elected officials
  3. Expand communications through local media
  4. Working in concert with other Departments to market Chamber Programs/Projects
  5. Refine/expand the use of social media
  6. Effectively execute comprehensive rebranding effort to include to street map, website restructuring, *Weekly Wire* etc.

- **Special Projects Department**

- ❖ Director - Judi Carter

- ❖ Co-Director – Melinda Fox
- ❖ Goal – To increase **GPCC**'s annual net profit and get more Investors involved
- ❖ Team – Jason Cole, Randy Reese & Gerry Rieger
- ❖ Staff Liaison – Melissa Call
- ❖ Meeting Schedule – Third Wednesday Monthly 1PM (Weekly on Event eves)
- ❖ Programs/Projects
  1. Annual Banquet & Awards Ceremony – Thurs, Feb 25, 2010 6-9pm, Star Ranch
  2. Business to Business Showcase – July
  3. Chili Pfest Team - November
  4. Community Casino Night – June?
  5. Halloween on Main Street & Food Drive – Saturday, October 31
  6. [Holiday Stroll](#)
  7. [ISD Progress Report](#)
  8. Pfamily Pfestival & EXPO – Saturday, October 16, 2010
  9. [Summit](#)

2/22/10