



## 2010 Charlotte Junior Chamber Chapter Plan

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Developing leaders since 1929

Since 1929, The Charlotte Junior Chamber has been a premier leadership development organization for young professionals.

The Junior Chamber, also known as the “Jaycees,” is a member driven organization where leadership development is acquired through actual opportunities to lead. We serve our community and the Junior Chamber of Commerce movement as a whole through the year-round execution of community and individual development projects, all while advancing and sharpening the next civic, business and community leaders for Charlotte and abroad.

As a part of the Junior Chamber International, we share a global presence with over 300,000 active members in nearly 10,000 chapters, spanning 120 nations.

President: Will Peters

1<sup>st</sup> Vice President of Individual Development: Michael Catlow

Vice President of Community Development: Seyller Robertson

Vice President of Management: Rocky Norkum

Vice President of Business Development: Steve Taggart

Chairman of the Board: Sean Murphy

The objective of the Charlotte Junior Chamber is to offer programs to our members to develop themselves and enhance our community.

### **Specific objectives for 2010 are as follows:**

1. Increase the value and relevance of Charlotte Junior Chamber in the Charlotte community.
2. Increase member activity to participate in and/or support more projects.
3. Increase in financial resources for the Charlotte Junior Chamber.
4. Increase business partnerships and sponsorships.
5. Increase the public awareness and online presence of Charlotte Junior Chamber.



**The following procedures were used to determine the needs of the chapter and the community we serve:**

- Strategic Planning Session by Charlotte Junior Chamber leadership
- Member Surveys, Brainstorms, and Breakout Sessions
- Charlotte’s Urgent Issues Survey by the current Charlotte community leadership

**Specific member needs are as follows:**

- Increased citizenship and community impact
- Seeking to meet like-minded and positive people
- Networking
- Access to resources
- Inspiration

**Specific chapter needs are as follows:**

- Member Activation
- Financial Resources
- Increased community involvement and relevance
- Public awareness
- Corporate Sponsorships

**Specific community needs are as follows:**

- Diversifying the local economy
- Narrowing the education achievement gap among public school students
- Creating more jobs
- Moving ahead on transportation plans
- Building consensus on a future vision for Charlotte

**Through planning, we determined the following chapter strengths and weaknesses:**

**STRENGTHS**

Experienced executive board  
Talented and quality membership  
Professional development series  
Successful community projects  
Financial structure (Experienced Treasurer)  
Chapter Management (Former President)  
Community Area (Former Business V.P)

**WEAKNESSES**

Lack of clear unified vision  
Inactive membership  
Lack of consistent cash flow  
Lack of corporate sponsorships  
Lack of relevance in Charlotte business community  
Lack of relevance in Charlotte international community  
Lack of public relationships and awareness



## Potential chapter problems and their possible solutions will be addressed for 2010:

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- **Problem:** Lack of member retention, activation and participation.
- **Solution:** Increase awareness and celebration of Junior Chamber degrees program, new member orientation sessions, provides more recognition of achievements, mentorship, training, relationship building, and communication. Meet one on one with members, refer to reasons member has joined and provide.
- **Problem:** Lack of cash flow.
- **Solution:** Corporate sponsorships, signature fundraisers, and incorporate revenue generation in all projects. Announce availability of sponsorships in all announcements, marketing materials and agendas.
- **Problem:** Lack of corporate sponsor interest.
- **Solution:** Executive board building relationships with business community. Establishing sponsorship committee to develop sponsor packages that demonstrate value proposition. Identify what the needs of corporate sponsor prospects are and provide mutually beneficial solution. Announce availability of sponsorships in all marketing materials and points of contact with public.
- **Problem:** Members' lack of time to complete area initiatives.
- **Solution:** Provide support, clear vision, direction and timelines to accomplish goals. Remove red tape and barriers that may hinder accomplishment of initiatives. Create innovative incentives to motivate members to achieve goals.
- **Problem:** Lack of community support for Junior Chamber projects.
- **Solution:** Board of directors building relationships with social service community. Demonstrate the value that the Junior Chamber provides for the social service community with projects that address vital social service issues.
- **Problem:** Lack of business community support for Junior Chamber projects.
- **Solution:** Board of directors building relationships with business community. Demonstrate the value that the Junior Chamber provides for the business community with projects that address vital business issues.
- **Problem:** Lack of growth in membership.
- **Solution:** Each member required to recruit one quality prospect per year.
- **Problem:** Lack of attendance to events, projects and initiatives.
- **Solution:** Increased consistent communication, online presence, annual calendar and effective committees to monitor and control performance.
- **Problem:** Charlotte Junior Chamber not high on member and prospect priority list.
- **Solution:** Consistent reminders demonstrating the “why” make the Junior Chamber a priority. Provide a tangible unified vision and value that Charlotte Junior Chamber provides for its members and its community.



## Charlotte Junior Chamber 2010 Goals

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### Long-Term Goals

The following long-term goals were approved by the chapter:

- Increase the perceived value of Charlotte Junior Chamber.
- Increase the quality and activation of membership.
- Increase the performance of Chapter finances.
- Increase corporate relationships, partnerships and sponsorships.
- Increase the awareness for Charlotte Junior Chamber.

### Short-Term Goals

The following short-term goals were set in each of the following Areas of Opportunity:

- Business Area of Opportunity:
  - i. Increase financial resources for Charlotte Junior Chamber
  - ii. Assist in the diversification of local economy and job creation
  - iii. Establish corporate relationships and partnerships with Charlotte business community
- Individual Development Area of Opportunity:
  - i. Enhance the member activation, value and quality of individual members.
  - ii. Provide clear vision for Charlotte Junior Chamber
  - iii. Increase member professional development
- Community Development Area of Opportunity:
  - i. Assist in narrowing the achievement gap among public school students.
  - ii. Increase community fundraisers
  - iii. Increase government and civic involvement
- Management Area of Opportunity:
  - i. Enhance membership programming
  - ii. Enhance communications
  - iii. Enhance marketing and public relations
- International Area of Opportunity:
  - i. Establish International area of opportunity for Charlotte Junior Chamber 2010 that provides mutually beneficial value for Charlotte's International community and Charlotte Junior Chamber
  - ii. Partner with local international organization on an initiative
  - iii. Twin with JCI chapter



## BUSINESS AREA OF OPPORTUNITY

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By Steve Taggart, Vice President of Business Development

This area provides an opportunity for Charlotte Junior Chamber individual members to contribute to the development and enhancement of the economic infrastructure, prosperity, and well-being of Charlotte, North Carolina.

This area focuses on the promotion and improvement of business education and development for the Charlotte Junior Chamber and Charlotte's business community.

### Objectives:

- Increase the financial resources for the Charlotte Junior Chamber 2010.
  - Sponsorship committee and sales packages
  - Include revenue generation in all projects
- Assist Charlotte with projects that increase diversification of our local economy and job creation.
  - Professional Development/Networking Opportunities
  - Job Fair Event
- Establish corporate relationships and partnerships with Charlotte business community.
  - Create and establish Discount Business Memberships

### Financial Resources

#### Strengths:

- Junior Chamber has a long standing history of young professional leadership development
- Valuable programming that non-members would normally pay for
- Programming is flexible to adjust with member's needs and goals
- Partnerships with organizations who donate and/or support Charlotte Junior Chamber

#### Weaknesses:

- Lack of consistent cash flow
- Lack of committed chairperson and/or committee to manage business development strategies
- Struggling economy where local businesses are very cautious about investments

#### Goals:

- Establish a monthly initiative that generates consistent cash flow
- Establish a designated Business Development Chairperson and/or Committee
- Partner with fellow areas of opportunity to incorporate revenue generation into more projects
- Establish a sponsorship package to sell annual value based partnerships



## **Diversification of our local economy and job creation**

### Strengths:

- Talented membership who are high level executives and business owners
- Talented business area team excited about increasing revenue and sponsorship opportunities

### Weaknesses:

- Lack of resources to join committee
- Does not have 3 directors in place with committee plan to pursue sponsorship opportunities
- Low attendance at events and initiatives

### Goals:

- Provide 2 business professional development/networking events
- Provide a job fair for local community to aid in job creation

## **Corporate Relationships and Partnerships**

### Strengths:

- History of leadership development with older corporate organizations
- Alumni that are well established high level executives and professionals
- Executive board available to meet with potential corporate partners

### Weaknesses:

- Lack of awareness of Charlotte Junior Chamber
- Lack of clarity for value proposition and relevance
- Loss of corporate relationships from the past
- Disconnect with alumni and companies

### Goals:

- Establish corporate partnership with 6 organizations
- Establish relationship with 6 alumni's corporations
- Achieve 6 business level memberships for the year

## **Membership Recruitment through Business Area of Opportunity Goal:**

- To recruit 12 new members through business opportunity projects.

Evaluation of Business Area of Opportunity: To be completed on a quarterly basis.

- Have we established a monthly initiative that generates consistent cash flow?
- Have we established a designated Business Development Chairperson and/or Committee?
- Has Business Area partnered with fellow areas to incorporate revenue generation into more projects?
- Have we established a sponsorship package to sell annual value based partnerships?
- Have we provided 2 business professional development/networking events?
- Have we provided a job fair for local community to aid in job creation?
- Have we established corporate partnerships with 6 organizations and 6 alumni corporations?
- Have we achieved 6 business level memberships for the year?



## MANAGEMENT AREA OF OPPORTUNITY

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By Rocky Norkum, Vice President of Management

The Management Area of Opportunity develops and enhances the managerial skills of the individual member at all levels of the organization.

This area recognizes the success in managing the processes, policies and procedural aspect of the Charlotte chapter.

This area will include the management of chapter finances. Working together with our treasurer, management will provide checks and balances to insure successful delivery of an effective financial structure.

In addition to the monitoring and controlling of our financial structure, management will plan and execute public relations as it relates to projects, activities, and functions conducted to promote the image of the Charlotte chapter and the Junior Chamber movement in the Charlotte community.

The Management Area will coordinate general meetings, social events, awards, and recruitment efforts with all projects and activities conducted with the purpose of providing activities for and with members to increase activation.

The Management Area will assist in the planning and evaluating of all Chapter initiatives. This will provide another component of the management area where projects conducted will offer focus in the planning and evaluation aspect of Chapter Management.

### **Objective:**

- Membership Programming
  - Monthly Membership Meetings
  - Monthly M-Nights
- Communications
  - Weekly Email
  - Database Management
- Marketing and Public Relations
  - Brochures
  - Website
  - Social Media
  - Public Relations
- Projects
  - Inaugural Dinner
  - Alumni information gathering
  - Alumni event



## **Membership Programming**

### Strengths:

- It's a consistent monthly event all members and guests are welcome to
- Programming is determined by the Board and does not rest on one person
- Programming is flexible to adjust with member's needs and desires
- Opportunities to connect with community leaders through guest speaking appearances

### Weaknesses:

- Meetings lack a bit of creativity and fun
- M-Nights do not have a committed chairperson

### Goals:

- Have 3 alumni speak at Membership Meetings this year
- Have a designated M-Night chairperson and/or committee
- Have a greater committee of 3 members
- Have 3 new members sign up each monthly Membership Meeting

## **Communications**

### Strengths:

- We have a new database to store members and prospects information
- We have an assigned director to send out weekly emails

### Weaknesses:

- Database requires members and prospects to opt-in in order to receive emails
- Do not have a back-up plan if director is not able to send out weekly emails
- Database system is not understood by all Board members

### Goals:

- Have one database training session for Board members
- Get all members to opt-in to receive emails
- Get 400 prospects to opt-in to receive emails
- Send out 1 weekly email to database contacts every Monday



## **Marketing and Public Relations**

### Strengths:

- We have members skilled in this area to accomplish goals with greater ease than in past

### Weaknesses:

- No money to complete area needs so all work is done through member's personal resources
- Website and social media practice and procedures system not complete
- Public relations has been a weak area for our chapter
- Not been consistent in updating and marketing our chapter

### Goals:

- Have brochure completed by end of 1<sup>st</sup> quarter
- Have website up and utilized by end of 1<sup>st</sup> quarter
- Have social media practice and procedures documented by end of 2<sup>nd</sup> quarter

## **Projects**

### Strengths

- Not many projects to be completed through this area

### Weaknesses:

- Alumni project is not defined as of yet
- Lack a good public relations project through our chapter

### Goals:

- Have 100 alumnus documenting in our database
- Complete Inaugural Dinner in January 2010
- Have a chairperson for Inaugural Dinner 2011 and CPG approved by October 12, 2010
- Have an event for alumni by the end of 2010

## **Membership Recruitment through Management Area of Opportunity Goal:**

- To recruit 12 new members through management opportunity projects.



**Management Area of Opportunity Evaluation of Area: To be completed on a quarterly basis.**

- Have 3 alumni spoke at Membership Meetings this year?
- Has a designated M-Night chairperson been achieved?
- Has a greeter committee of 3 members been achieved?
- Have 3 new members signed up each monthly Membership Meeting?
- Has one database training session for Board members been achieved?
- Has all members opted-in to receive emails?
- Has 400 prospects opted-in to receive emails?
- Has 1 weekly email to database contacts every Monday been achieved?
- Has brochure been completed by end of 1<sup>st</sup> quarter?
- Has website been up and utilized by end of 1<sup>st</sup> quarter?
- Has social media practice and procedures been documented by end of 2<sup>nd</sup> quarter?
- Do we have 100 alumnus documented in our database?
- Have we completed Inaugural Dinner in January 2010?
- Do we have a chairperson for Inaugural Dinner 2011 and CPG approved by October 12, 2010?
- Do we have an event for alumni by the end of 2010?
- Have we recruited 12 new members through management opportunity projects?



## INDIVIDUAL DEVELOPMENT AREA OF OPPORTUNITY

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By Michael Catlow, 1<sup>st</sup> Vice President and Individual Development Vice President

The Charlotte Junior Chamber Individual Development Area of Opportunity focuses on training and activities that improve the quality of life of members. We plan to implement the degrees program extensively while providing personal improvement, family values, spiritual development, and vocational skills to improve the value of our members.

Training will be a major component in this area. We plan to execute projects with the primary focus of providing training to members on specific Jaycee chapter management tools or functions. We will also focus on developing members for the purpose of increasing knowledge, education, and improving skills through leadership training.

As the designated area for “member advancement,” our team will focus on trainings, activities, workshops, and projects that will give our members an opportunity to learn and grow not only as Junior Chamber Members, but as people. Areas we will focus on will range from health, fitness, nutrition, financial education, spiritual awareness, goal setting, family, relationships, time management, communication, public speaking, international affairs, understanding other cultures, and other areas suggested and approved by the board. Our team will also work to educate new and existing members on specific Junior Chamber management tools and/or functions.

### **Objective:**

The Individual Development Area of Opportunity will establish a regular and effective schedule of trainings, activities, workshops and projects for members to participate in. We will provide an environment of learning and individual development to drive recruitment and retention of new members.

### **Strengths:**

- Strong team committed to developing themselves and leading by example
- Most things anyone ever wanted to know is available in books, tapes, and other resources

### **Weakness:**

- Lack of a clear vision for the Charlotte Chapter as a whole
- Member activation

### **Goals:**

- Communicate a clear vision for the chapter
- To have new and existing members engage in the chapter vision
- To conduct 10 new member orientations
- To conduct 10 workshop events
- To establish and maintain the Fast-Track, Springboard, and Degrees of Jaycees programs in accordance with national and international standards



### **Projects:**

- Monthly Individual Development in conjunction with general meeting (spiritual awareness, goal setting, family, relationships, time management, communication, and public speaking development topics).
- New Member Orientations
- Quarterly Workshops (health, fitness, nutrition, and financial education topics)
- To create a membership packet and welcoming letter for new members to chapter

### **Membership Recruitment through Individual Area of Opportunity Goal:**

- To recruit 12 new members through individual opportunity projects.

### **Evaluation of Individual Area of Opportunity: To be completed on a quarterly basis.**

- How many members have a clear vision for the chapter?
- How many members have participated in a new member orientation?
- Have we conducted 10 new member orientations?
- Have we conducted 10 workshop events?
- Have we established and maintained the Fast-Track, Springboard, and Degrees of Jaycees programs in accordance with national and international standards?



## COMMUNITY AREA OF OPPORTUNITY

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By Seyller Robertson, Vice President of Community Development

This area develops the sensitivity of individual members to societal problems and community dynamics by providing experience in community problem solving.

Our service to humanity and community improvement focuses on the promotion and improvement of the quality of life for people in the community by working directly with people and through improvement of resources or facilities in the community.

### **Objective:**

To make a difference in the society that we live through community based projects. To gather a better understanding of what Charlotte needs in an effort to improve/enrich the lives of the citizens in the greater Charlotte area. To provide assistance to other organizations that requires manpower to succeed

### **Strengths:**

- New board members who are diversified in their careers, causes, as well as beliefs and goals
- With so many new members, there is ample opportunity to offer a wide variety of projects
- Charlotte Junior Chamber, as a whole, works well together in achieving common goals
- There are board members and general members with more contacts and enthusiasm than in recent years

### **Weakness:**

- Board members and general membership are not aware as necessary of the community needs
- Same members tend to go to the majority of the projects
- The Junior Chamber of Commerce is not widely known as it once was

### **Goals:**

- To conduct a youth projects that assist in narrowing the education gap in Charlotte public schools
- Hold 5 projects throughout the year that will improve the community
- To conduct 4 governmental involvement project(s) during the year
- To conduct 4 two visitations to City Council meetings
- Holding a series of 3 workshops for Gang Prevention over the year



## Community Fundraising

### Strengths:

- The local community has a diverse collection of great non-profits that need assistance
- Our members have a strong desire to reach out to the community and assist any way possible
- Contacts can be made by and through our members

### Weaknesses:

- Damaged relationships with other organizations
- Historically, unique ideas were not generated therefore saturating the community with similar projects to raise funds

### Goals:

- To raise funds to benefit local charities
- To raise in-kind donations to benefit state priority projects

## Government and Civil Involvement

### Strengths:

- All members offer experience and interest in varying levels
- Broader base of members offers broader views on several issues within the government

### Weaknesses:

- Lack of information for members at general membership meeting to determine which projects to support
- Members have opinions but do not know where or to whom to voice them to

### Goals:

- Attend 2 City Council meetings
- Attend a school board meeting
- Promote involvement by our members in all aspects of the school board
- Offer opportunities for our members to become involved in city, state, and national programs within the government



## Children, Youth and Education

### Strengths:

- Children are the future and there is a strong desire to help fulfill their hopes and dreams
- There are more members with children and we do not want to exclude them from the organization
- There is a great need in the community to assist at risk children
- We run same or similar projects on an annual basis, therefore improving upon our reputation
- We offer talented young professional members who serve as great role models

### Weaknesses:

- Lack of resources to accommodate all the needs of the community
- We have historically focused more on well-known programs (Relay for Life, March of Dimes, etc) while there are many new and smaller programs that are not as well known that have a significant need
- We have ran the same or similar projects on an annual basis that do not pay attention to what the city needs

### Goals:

- To offer children and youths an opportunity to improve themselves as future leaders of our city
- To play a more proactive role in the gang problem within the community by involving ourselves with Gang of One
  - Our goal is to host a series of 3 workshops on Gang Prevention with this organization
- Participate in volunteering in reading program for 3<sup>rd</sup> graders to assist in narrowing the education gap in CMS.

### Projects:

- Support the Troops Event
- Habitat for Humanity
- 3 workshops on Gang Prevention's Gang of One Initiative
- Lemonade Stand for Kids
- Relay for Life
- Goodwill Drive
- Hands on Charlotte
- 3<sup>rd</sup> grade reading volunteer project

### Membership Recruitment through Community Area of Opportunity Goal:

- To recruit 12 new members through community opportunity projects



**Evaluation of Community Area of Opportunity: To be completed on a quarterly basis.**

- Have we conducted a youth project that assisted in narrowing the education gap in CMS?
- Have we held 5 projects that have improved the community?
- Have we conducted 4 governmental involvement project(s) during the year?
- Have we conducted 4 two visitations to City Council meetings?
- Have we held a series of 3 workshops for Gang Prevention over the year?
- Have we raised funds to benefit local charities?
- Have we raised in-kind donations to benefit state priority projects?
- Have we attended 2 City Council meetings?
- Have we attended a school board meeting?
- Have we promoted involvement by our members in all aspects of the school board?
- Have we offered opportunities for our members to become involved in city, state, and national programs within the government?
- Have we offered children and youths an opportunity to improve themselves as future leaders of our city?
- Have we participated in volunteering in reading program for 3<sup>rd</sup> graders to assist in narrowing the education gap in CMS?
- How many members have participated in community development projects?
- How many community agencies have valued our efforts to enhance community value?
- How many community agencies have become aware of our efforts to narrow the educational gap within public schools?
- How many in-kind donations have been made to Charlotte Junior Chamber Foundation or operations?



## INTERNATIONAL AREA OF OPPORTUNITY

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By Will Peters, President

This area provides an opportunity for individual members to contribute to the development of goodwill, understanding, and cooperation among all peoples. This area focuses on success in providing assistance or promoting understanding and communication between the chapter and people outside the United States including Twinning, youth activities, Junior Chamber International, or World Congress-related activities.

### Objectives:

1. Identify the needs of Charlotte's international community
  - a. Attend Charlotte International Cabinet meetings
  - b. Invite Charlotte International Cabinet to speak to CJC members
2. Partner with local international organization on an initiative
  - a. Mutually beneficial project.
3. Twin with JCI chapter
  - a. Exchange mutually beneficial ideas and concepts international JC chapter
  - b. Assist in streamlining event with local International Organization Project
4. Projects
  - a. Plan and execute event in partnership with Charlotte International Cabinet
  - b. Charlotte International Cabinet presentation to Charlotte Junior Chamber
  - c. Visit international chapter that we are twinning

### Charlotte International Community

#### Strengths:

- The city of Charlotte provides a meeting forum that discusses the needs of the international community
- President has an international background and passion for developing international area of opportunity
- Opportunities to connect with international community leaders through guest speaking appearances

#### Weaknesses:

- Lack of relationship with international community leaders
- International Area of Opportunity does not have a Executive Board representative

#### Goals:

- Attend 6 Charlotte International Cabinet meetings
- Provide opportunity for Charlotte International Cabinet to speak to Charlotte Junior Chamber membership
- Achieve opportunity for Charlotte Junior Chamber to speak to Charlotte International Cabinet membership
- Achieve an executive board representative for the International Area of Opportunity



## **Local Charlotte International Organization Partnership**

### Strengths:

- Junior Chamber has an international presence
- We have a President who will establish a mutually beneficial relationship
- Local international community knows of Junior Chamber International

### Weaknesses:

- Local international community leaders unaware of “Charlotte” Junior Chamber
- Chapter not unified on the value of the international area of opportunity

### Goals:

- Achieve 1 initiative for Charlotte Junior Chamber and International Organization can partner on
- Exploit the awareness of Charlotte Junior Chamber to the international community leaders
- Get 6 international prospects to join Charlotte Junior Chamber

## **Twin with JCI chapter**

### Strengths:

- We have local members with experience in twinning
- We have international Junior Chamber chapters excited to twin with Charlotte Junior Chamber
- We have tools and resources in place to facilitate this process

### Weaknesses:

- Lack of financial resources in place for chapter to pay for visit of international chapter
- Charlotte Junior Chamber currently disconnected from Junior Chamber international initiatives
- JCI currently unaware of Charlotte Junior Chamber initiatives

### Goals:

- Identify goals for Twinning by end of 1<sup>st</sup> quarter
- Achieve chair person and/or committee for twinning project
- Implement one project idea based on twinning relationship exchange

## **Projects**

### Strengths

- Charlotte provides established international cabinet where international community leaders meet
- Mutually beneficial platforms for both organizations to speak to one another’s membership
- Junior Chamber offers an established international presence

### Weaknesses:

- International project has not been defined as of yet
- Lack of unified vision for developing international area of opportunity

### Goals:

- Increase prospect database with 60 international individuals
- Achieve an international area representative to create, manage and implement direction



**Membership Recruitment through International Area of Opportunity Goal:**

- To recruit 6 new members through international opportunity projects

**Evaluation of International Area of Opportunity: To be completed on a quarterly basis.**

- Has the Charlotte Junior Chamber attended 6 Charlotte International Cabinet meetings?
- Has there been an opportunity for Charlotte International Cabinet to speak to Charlotte Junior Chamber membership?
- Has there been an opportunity for Charlotte Junior Chamber to speak to Charlotte International Cabinet membership?
- Have we achieved an executive board representative for the International Area of Opportunity?
- Have we achieved 1 initiative for Charlotte Junior Chamber and International Organization can partner on?
- Have we exploited the awareness of Charlotte Junior Chamber to the international community leaders?
- Have we achieved 6 international community prospects to join Charlotte Junior Chamber?
- Have we identified the goals for Twinning by end of 1<sup>st</sup> quarter?
- Have we achieved a chair person and/or committee for twinning project?
- Have we implemented one project idea based on twinning relationship exchange?
- Have we increased prospect database with 60 international community members?
- Have we achieved an international area representative to create, manage and implement direction?



## Roster of Chapter Officers and Duties

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Name/Title	Address/Phone	Duties
Sean Murphy Chairman of the Board	2122 Winter Street Charlotte NC 28205 704-649-1960 <a href="mailto:murphyholdings@gmail.com">murphyholdings@gmail.com</a>	The Chairman's duties are to see that the overall goals of the Chapter as outlined in the Chapter Plan are met and to serve as an advisor to the Board.
Will Peters President	3515 David Cox Road P.O Box 481192 Charlotte NC 28269 704-208-8304 <a href="mailto:willpeters@anstad.com">willpeters@anstad.com</a>	The Chapter President's duties are to see that the overall goals of the Chapter as outlined in the Chapter Plan are met and to serve as an advisor.
Michael Catlow 1 <sup>st</sup> VP Individual Development V.P.	12000 Prails Mill Ln. Charlotte, NC 28262 704-8584334 <a href="mailto:michael@michaelcatlowgroup.com">michael@michaelcatlowgroup.com</a>	The Vice President's duties are to see that the goals of the individual development programming area are met and to serve as advisor to the area director.
Rocky Norkum Management V.P.	508 N. Tryon Street, #308 Charlotte NC 28202 704-519-6599 <a href="mailto:rockynorkum@norkumfinancial.com">rockynorkum@norkumfinancial.com</a>	The Vice President's duties are to see that the goals of the management programming area are met and to serve as advisor to the area director.
Steve Taggart Business Development V. P.	635 Raphael Pl. Charlotte, NC 28205 704-756-6664 <a href="mailto:tagwire@gmail.com">tagwire@gmail.com</a>	The Vice President's duties are to see that the goals of the business programming area are met and to serve as advisor to the area director.
Seyller Robertson Community Development V.P.	3653 Warp St. Charlotte NC 28205 704-575-2792 <a href="mailto:Seyller_Robertson@yahoo.com">Seyller_Robertson@yahoo.com</a>	The Vice President's duties are to see that the goals of the community development programming area are met and to serve as advisor to the area director.
Brian Rice Business Director	1101 Tyvola Rd., Suite 107 Charlotte, NC 28217 704-550-7050 <a href="mailto:briankrice@hotmail.com">briankrice@hotmail.com</a>	The Business Director's duties are to see that the goals of the business projects are met and to serve as advisor to the Project Chairperson.
Jen Coates Community Director	6210 Dumont Ln. Charlotte, NC 28269 540-664-6469 <a href="mailto:jcoates43@gmail.com">jcoates43@gmail.com</a>	The Community Director's duties are to see that the goals of community projects are met and to serve as advisor to the



		Project Chairperson.
Lauren Bustard Program Director	540 Windsor Place NE Concord, NC 28025 704-787-0020 <a href="mailto:Laurlee20@aol.com">Laurlee20@aol.com</a>	The Program Director's duties are to see that the goals of the programming projects are met and to serve as advisor to the Project Chairperson.
Lorianne Lamonica Individual Development Director	1051B Churchill Downs Ct Charlotte, NC 28211 828-391-4226 <a href="mailto:lorianne_uncc05@hotmail.com">lorianne_uncc05@hotmail.com</a>	The Individual Development Director's duties are to see that the goals of the individual development projects are met and to serve as advisor to the Project Chairperson.
John Trader P.R. Director	7218 Deloach Ct. Charlotte, NC 28270 410-491-5354 <a href="mailto:Johntrader22@yahoo.com">Johntrader22@yahoo.com</a>	The Public Relations Director's duties are to see that the goals of public relations are met and to serve as advisor to the Project Chairperson.
Craig Seman Treasurer	4217 Mantle Ct. Charlotte, NC 28205 704-408-6326 <a href="mailto:craig@cadillaccraftcenter.com">craig@cadillaccraftcenter.com</a>	The Treasurer's duties are to see that the goals of monitoring and controlling the chapter finances are met and serve as advisor to the Board.
Sue Post Secretary	8420 Brooksedge Drive Apt 305 Charlotte, NC 28216 704-235-8300 <a href="mailto:aspost0118@yahoo.com">aspost0118@yahoo.com</a>	The Secretary duties are to see that the goals of documenting the board and general meeting minutes are met.
PJ Smith State Director	13404 Baker Mills Rd Pineville NC 28134 704-541-4761 704-661-5532 <a href="mailto:pjsmith73@gmail.com">pjsmith73@gmail.com</a>	The State Director's duties are to handle communication between the chapter and the state, and other chapters.



## Calendar of Events

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### January

- Board Meeting
- General Meeting
- Inaugural Celebration
- Individual Development Project
- City of Charlotte and Chamber Event

### February

- General Meeting
- Charlotte International Cabinet Meeting
- Board Meeting
- Membership Night
- Bartender's Ball

### March

- General Meeting
- Board Meeting (Quarterly Review)
- Membership Night
- March of Dimes or Habitat for Humanity
- City Council

### April

- General Meeting (Awards and Degrees)
- Charlotte International Cabinet Meeting
- Board Meeting
- Membership Night
- Individual Development Project
- Live at Five

### May

- General Meeting
- Board Meeting
- Membership Night (Business Area Event)
- Lemon Stand for Kids Project
- Live at Five

### June

- General Meeting
- Charlotte International Cabinet Meeting
- Board Meeting (Quarterly Review)
- Membership Night
- Relay for Life
- Live at Five

### July

- General Meeting (Awards and Degrees)
- Board Meeting
- Membership Night
- International Development Project
- Live at Five

### August

- General Meeting
- Charlotte International Cabinet Meeting
- Board Meeting
- Membership Night
- Goodwill Technology Drive
- Live at Five

### September

- General Meeting
- Board Meeting (Quarterly Review)
- Membership Night
- Business Development/Job Fair Project
- Live at Five

### October

- General Meeting (Awards and Degrees)
- Charlotte International Cabinet Meeting
- Board Meeting (Quarterly Review)
- Membership Night
- Gang Prevention Workshop

### November

- General Meeting
- Board Meeting
- Membership Night
- Individual Development Project

### December

- General Meeting
- Charlotte International Cabinet Meeting
- Board Meeting (Annual Review)
- Membership Night
- Holiday Party Project



## Proposed Chapter Budget

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Projected income and expenses in each area of opportunity

### Business Area of Opportunity

- Projected Revenue: \$11,200.00
- Projected Expenses: \$2,900.00
- Projected Profits: \$8,300.00

### Individual Area of Opportunity

- Projected Revenue: \$3,700.00
- Projected Expenses: \$1,400.00
- Projected Profits: \$2,300.00

### Management Area of Opportunity

- Projected Revenue: \$3,700.00
- Projected Expenses: \$6,900.00
- Projected Profits: (\$3,200.00)

### Community Area of Opportunity

- Projected Revenue: \$3,700.00
- Projected Expenses: \$1,400.00
- Projected Profits: \$2,300.00

### International Area of Opportunity

- Projected Revenue: \$2,600.00
- Projected Expenses: \$950.00
- Projected Profits: \$1,650.00

### Total

- Projected Revenue: \$24,900.00
- Projected Expenses: \$13,550.00
- Projected Profits: \$11,350.00