



## 2010 Board of Directors and Program of Work

### EXECUTIVE COMMITTEE

CHAIR – **Randy Reese**  
 CHAIR ELECT – **Matt Sparkman**  
 TREASURER – **Jason Cole**  
 SECRETARY – **Judi Carter**  
 PAST CHAIR - **Gerry Rieger**

### STAFF

**Patricia Gervan-Brown**, President & CEO  
**Melissa Call**, Executive Assistant  
**Shiloh Brown**, Communications Assistant

### DEPARTMENTS, DIRECTORS & CO-DIRECTORS

#### INVESTOR SERVICES

**Matt Sparkman**  
**Karin Shaver**  
 Karen Duncan  
 Josh Hadden  
 Janice Heath  
 Melissa Moore

#### MARKETING

**Mike Bessner**  
**Serita Lacasse**  
 Dayna Chettouh  
 Charles Dupre  
 Tana Sykes

#### SPECIAL PROJECTS

**Judi Carter**  
 Jason Cole  
 Randy Reese  
 Gerry Rieger

### PROGRAM OF WORK

#### INVESTOR SERVICES

*~Relevancy~*

Ambassadors -17  
 CHTS! ® Discount Card  
 Candidates Forum  
 Customer Service Program  
 Pfood 4 Thought  
 Networking & Orientations  
 Pfocus Pfridays  
 Ribbon Cuttings/GB's  
 Speed Networking

#### MARKETING

*~Effectively execute comprehensive rebranding~*

Develop online Calendar of Events/Programs for activities that Investors desire to publicize  
 Develop/establish working relationships with elected officials  
 Expand communications through local media  
 Working in concert with other Departments to market Chamber Programs/Projects  
 Refine/expand the use of social media  
 Effectively execute comprehensive rebranding effort to include to street map, website restructuring, *Weekly Wire*, etc.  
 Come Home to Shop!® campaign

#### SPECIAL PROJECTS

*~Increase annual net profit & Investors involved~*

Banquet & Awards Ceremony  
 B2B Showcase  
 Chili Pfest Team  
 Community Casino Night  
 Halloween on Main Street & Food Drive  
 Holiday Stroll  
 ISD Progress Report  
 Pfamily Pfestival & EXPO  
 Small Business & Ed Summit