• Build a 2020 Senior Executive Orientation® class of at least 17 qualified participants
  • Expand existing outreach and awareness activities to include targeted, personal outreach to HR professionals,
    leasing agents and CEOs
  • Partner with like-minded civic organizations to recruit members including The Beacon Council, United Way, GMCVB
    and others
  • Utilize volunteer research and committee members to develop a list of at least 50 participant prospects by
    December 1, 2019

• Elevate the profile of the SEO program within the community with added outreach, marketing, communications and
  partners
  • Ensure event calendar and guest speakers are confirmed in advance to fully promote the value of the program early
    on
  • Utilize photos, testimonials and high-profile volunteers to promote the program throughout the year
  • Engage partner organizations to leverage their communications tools to help promote the program
  • Host events at participants’ headquarters to showcase and recognize the employer

• Create a calendar of events that engages participants in impactful experiences to generate passion and excitement to
  further involvement in the program, our community and the Chamber
  • Ensure that every SEO event/activity is impactful by featuring topics that are relevant and timely
  • Provide access to high-profile opinion leaders who are involved or have created a positive impact in our community
  • Encourage community service and future Chamber participation through these events by highlighting the value of
    volunteerism
  • Explore opportunities to collaborate with other Chamber Leadership Program groups to provide connectivity to each
    other, the Chamber and the community

• Connect SEO program into Chamber’s broader membership and financial goals
  • Develop a list of at least 15 sponsorship prospects by December 1, 2019, including prior-year sponsors, with a goal of
    securing one program presenting sponsor and six event sponsors

Amy E. Furness, Chair
Carlton Fields

Allison J. McCreary, Vice Chair
Pacific National Bank