

THE CHAMBER'S STRATEGIC PLAN TO SERVE YOU

The Chattanooga Area Chamber of Commerce is the region's leading business association and shares a focus on job creation with the Chattanooga Chamber Foundation, which serves as the area's economic development authority. Incorporated as two separate but related entities, the two organizations operate under a shared vision of championing member businesses and implementing a comprehensive job creation strategy to promote regional economic growth.

According to Tom Edd Wilson, who serves as president and CEO of both companies, this dual organizational structure creates tremendous benefit for both Chattanooga Chamber members and the community at large. "The best way we can serve our members is to support them in achieving the kind of success that allows them to create jobs," Wilson said. "At the same time, growing the local economy through our economic development efforts creates opportunities for local companies and residents to prosper."

As a membership organization, the Chattanooga Chamber delivers value to more than 1,600 businesses and non-profits through networking opportunities, public policy advocacy, group buying power and dozens of other services.

On the job creation side, the Chattanooga Chamber Foundation manages the largest business incubator in the state of Tennessee, works with existing industry and small companies to overcome barriers to their growth, implements award-winning programs to enhance the local workforce and recruits new investment by companies like Volkswagen, Alstom and Amazon.com.

AS A BUSINESS ASSOCIATION, WE...

Offer networking opportunities

Much of the Chattanooga Chamber's work is implemented through the activities of 11 Councils representing each subsection of the Chattanooga area. During their monthly meetings, the Councils present speakers, discuss issues vital to their neighborhoods and promote the area's businesses. The Chattanooga Chamber also offers a variety of member-to-member networking opportunities through regularly-scheduled programs and events.

Help members market themselves

The Chattanooga Chamber hosts five major member-focused events each year. These functions bring thousands of Chattanooga's local business leaders together to showcase their products and services, recognize local innovation and build connections with the largest entrepreneurially-minded crowds in the area. Through the Small Business Awards and Spirit of Innovation Luncheon, outstanding businesses in several categories highlight their achieve-

ments to thousands of local leaders. Members also enjoy inclusion in the Chattanooga Chamber's widely-referenced Resource & Relocation Guide and its online business directory, which draws hundreds of thousands of page views annually.

Represent business with government officials

When it comes to public policy, the Chattanooga Chamber delivers tremendous value by representing members' general business interests in Chattanooga, Nashville and Washington, D.C. The Chattanooga Chamber notifies members when it's time to rally on an issue and also works with its outstanding public policy committee to handle many challenges on members' behalf so they can stay focused on running their businesses.

Keep businesspeople in the loop

The most successful businesses are keenly attuned to the environments in which they operate. That's why the Chattanooga Chamber keeps members continuously informed on the day-to-day developments that shape

the local business landscape. Through *Trend* magazine, members receive quarterly updates on the state of the local economy, big picture movements within the business community, public policy initiatives and opportunities to take advantage of local business resources. Members also receive exclusive news briefs on activity within the Chattanooga Chamber network through BottomLines, a bi-monthly member e-blast. In addition, the Chattanooga Chamber issues public policy updates by e-mail on a regular basis.

Support local companies in connecting with new markets

As champions of local business, the Chattanooga Chamber understands the importance of enhancing opportunities to do business across cultures and national boundaries. Through the International Business Council, the Chattanooga Chamber offers opportunities in promotion, education, advocacy and professional growth to local people with international backgrounds or heritage.



SCAN FOR SECTION

AS AN ECONOMIC DEVELOPMENT FOUNDATION, WE...

Encourage entrepreneurial activity

One of the Chamber Foundation's primary goals is to help aspiring business owners get their enterprises off to a sound start. The Chamber Foundation manages the INCubator in the Hamilton County Business Development Center (BDC), which offers a variety of services for growing businesses. A recent \$5 million upgrade to the facility has broadened its services to include small businesses that are not located in the BDC.



Support existing industry

The Chamber Foundation offers local companies services that help them overcome potential barriers to growth. The Existing Business Development division of the Chamber Foundation's Economic Development department serves as a liaison between companies and public officials in resolving issues. Staff members also provide assistance with incentives, programs, tax credits, land/building database, alternative financing resources, employee recruitment, utility technical services and local business climate issues.

ment reputation. Since 2003, the organization has played a critical role in attracting 33 new companies which have invested \$1.2 billion to create nearly 6,500 jobs. In particular, the Chamber Foundation played a critical role in recruiting mega-projects like Volkswagen, Alstom and Amazon.com.

Implement workforce and education strategies

The Chamber Foundation's award-winning school-to-work programs have reached more than 108,000 students with a total of approximately 7,554 volunteers and an economic impact of \$1.2 million over the last decade. These programs bring students into contact with professionals in a variety of fields, ac-

quaint students with the financial demands of running a household, offer them skills for finding employment, encourage success-oriented planning and allow them to attend a career and college fair.

Develop new leaders for the community

The Chattanooga Chamber's 10-month leadership development program, Leadership Chattanooga, identifies people of promise in early or mid-career, familiarizes them with community issues and services and develops their leadership skills to prepare them for prominent business, cultural and political roles. The Chamber Foundation also offers a mini-leadership program called Chattanooga Insight, which provides excellent community orientation in just 1.5 days.

Work toward long-term economic growth

The Chamber Foundation is working with public and private partners across the region to establish a process for developing a long-term strategic growth plan for our region.

Offer expertise to local companies

Throughout the year, the Chamber Foundation offers free seminars on various entrepreneurial- and development-related topics to all area businesses. These seminars are designed to encourage growth and meet the dynamic needs of Chattanooga's business community. In the past, the seminars have covered topics such as doing business with Japan, utilizing foreign trade zones and taking advantage of small business export assistance.



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MAJOR ANNUAL EVENTS

The Chattanooga Chamber brings nationally acclaimed business, education and government leaders to the community for keynote addresses at several major events. Others recognize outstanding achievement in small business, leadership and innovation.

Annual Events

Small Business Awards Luncheon & EXPO Chattanooga
March 21, 2012

Leadership Community Luncheon
May 2012

Mayors' Business and Industry Appreciation Breakfast
June 2012

Chamber Annual Meeting
August 2012

Spirit of Innovation Awards Luncheon
October 2012

MONTHLY AM NETWORKING

Visit a different business the first Wednesday of every month for an hour of networking and refreshments, beginning at 8 a.m. The event attracts an average of 100 businesspeople to the host's workplace.

BUSINESS AFTER HOURS

Visit a different business for socializing and networking, beginning at 5 p.m., the third Thursday of each month. (Except July, Aug., Dec.)

BI-MONTHLY POWER CONNECT

Speed network with other local businesspeople during these sessions held the fourth Friday of every other month.

MONTHLY COUNCIL MEETINGS

Much of the Chattanooga Chamber's work is implemented through the activities of 11 Councils located in specific areas throughout the community. During their monthly meetings the Councils present speakers, discuss issues vital to their neighborhoods and promote the area's businesses. Chattanooga Chamber members and non-members are invited to attend the monthly meetings and participate in Council programs that support commercial interests, schools and civic groups.

Brainerd/East Brainerd Council

Meets the fourth Tuesday of each month at noon.
Car Barn
6721 Heritage Business Ct.

Downtown Council

Meets the first Thursday of each month at 7:30 a.m.
Double Tree Hotel
407 Chestnut St.

East Ridge Council

Meets the fourth Wednesday of each month at noon.
East Ridge Community Center
1517 Tombras Ave.

Enterprise Gateway Council

Meets the fourth Thursday of each month at 8:30 a.m.
Hospice of Chattanooga (except January 2012 when the meeting will take place at VW Chattanooga)
4411 Oakwood Dr.

Hixson Council

Meets the third Wednesday of each month at noon.
North River Civic Center
1009 Executive Dr.

MidTown Council

Meets the second Wednesday of each month at noon.
Out of the Blue Café
3230 Brainerd Rd.

North Chattanooga Council

Meets the first Tuesday of each month at 11:45 a.m.
Business Development Center
100 Cherokee Blvd.

North Hamilton County

Meets the third Thursday of each month at noon.
Budweiser of Chattanooga
200 Shearer St.

Ooltewah/Collegedale Council

Meets the third Wednesday of each month at 9:30 a.m.
Collegedale City Hall
4910 Swinyar Dr.

Red Bank Council

Meets the third Tuesday of each month at noon.
Red Bank Community Center
Tom Weathers Dr.

Southside Council

Meets the first Thursday of each month at noon.
South Chattanooga Recreation Center
1151 W. 40th St.

Who do you contact for information about the Chattanooga Chamber's councils?

Mandy Senn
Community Outreach Manager
(423) 763-4368
msenn@chattanoogachamber.com



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