



PRIORITIES *for the*

MCMINNVILLE AREA CHAMBER OF COMMERCE

2016 – 2018 Priorities

PROMOTE MEMBERS

- *Actively engaging members to connect in B2B activities; connecting business leaders across industry; hosting network events; connecting members to community and consumers*



ACTIVATE AND EDUCATE MEMBERS IN PUBLIC POLICY

- *Educating members on political issues; increasing awareness of business needs at all levels of government; serving as the voice of the business community in the political process*



COLLABORATE IN WORKFORCE DEVELOPMENT

- *Connect businesses with emerging workforce // prepare and equip emerging leaders // lead the charge on innovative ways to engage workforce*



ENGAGE COMMUNITY

- *Increase the collaboration between the organizations that make our community great, support their mission and service to our community, and provide programming and events that connect*



INFLUENCES, TRENDS & THEMES

*Communications & technology (specifically mobile, presentations, multi-tasking)
Generational transitions and the Millennial population workforce
Collaboration and conversation between major community organizations
Politically challenging environment creating difficulties for business
Continued need for employable workforce in all industries*