

HARBOR SPRINGS AREA CHAMBER OF COMMERCE

MEDIA RELEASE

FOR IMMEDIATE RELEASE

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HSACC PLANS A BRIGHTER FUTURE THROUGH STRATEGIC PLANNING SESSIONS

On September 19th, the Harbor Springs Area Chamber of Commerce Board of Directors began a six session strategic planning project with Andy Hayes, President of the Northern Lakes Economic Alliance. Hayes previously served as executive director to both the HSACC and the Petoskey Regional Chamber of Commerce, and will act as a facilitator and strategist. With Hayes' vast experience working with businesses and organizations such as the HSACC, his primary responsibility as President is to assist in prospering northern Michigan's business economy.

This internal evaluation of the structure will include review of several areas of operation including mission statement, organizational reporting, by-laws of the corporation, office policies and procedures, the roles and responsibilities of Board Members and staff, and the budget process.

Board President Jody Ewbank notes that these sessions are fundamental as the HSACC works toward hiring an executive director for the Chamber. "We recruited a search and hire committee, and through that committee, we understood early on that we needed to reevaluate our responsibilities as Board and staff members. Most importantly, accountability to our membership is now critical. We must be able to define our roles, and parallel these with our by-laws, goals and organizational chart. The bottom line is getting back to our obligation to the business community and our members."

After two sessions, it became evident that the HSACC now needs an increased level of communication with the membership community, between the Board, and through committees. In addition to communication, community involvement through Board seats and committee participation is also pertinent. Ewbank would like to further remind the community that the HSACC is actively seeking interested volunteers to serve on the Board and its many committees.

To put things in proper perspective, Hayes immediately impressed upon Board members that in everyone's lives, the first three priorities are faith, family, and career. After that, comes other interests, recreation, commitments, etc. The goal is for Chamber involvement to make it into the "top 5". To understand this is critical as the Chamber works to attract top-level volunteers and members. Chamber programs and services must be relevant, important and enjoyable.

The HSACC Board extends a sincere thank you to Andy Hayes and the NLEA for his time, his commitment, and his wisdom throughout this process and at such a critical time for the HSACC.

Please visit www.harborspringschamber.com for additional information on membership to the HSACC. For more information on serving with the HSACC Board of Directors, please contact President Jody Ewbank directly at (231) 881-3341 or jodye@staffords.com.

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