

Greater Tomball Area Chamber of Commerce

2021 Action Plan



MISSION:

The Greater Tomball Area Chamber of Commerce provides resources and fosters relationships that empower businesses to prosper in Tomball and its surrounding communities.

VISION:

The Greater Tomball Area Chamber of Commerce will continue to be the business resource center for the Northwest Metropolitan Area.

REPRESENTING:

City of Tomball, Creekside, Decker Prairie, Hufsmith, Korhville, Lakewood, Northpointe, Pinehurst, Rose Hill & Stagecoach

A Message From Our Chairman Jerrel Wade, Ed.D. Lone Star College - Tomball



As the 2021 Chair, I am privileged and honored to serve the Greater Tomball Area Chamber of Commerce (GTACC). The Chamber, as always, is focused on our members and our community.

Tomball's "Hometown with a Heart" identity is well established and we aim to uphold the values and traditions of our town while embracing opportunities in our ever changing world.

Over the past few years our area has experienced significant growth stemmed from the enhancements of our major thoroughfares; the Tomball Tollway and the Grand Parkway. We ecstatically welcome the rise in the number of families and businesses choosing to call Tomball home.

Our focus for 2021 is to rebuild and reconnect with our members and our community. As we are starting to see some light at the end of the tunnel from the challenges 2020 brought us, it is important as a Chamber that we are connected with our community and member businesses to ensure we are providing the necessary value Tomball needs.

For 2021, we will strive to increase member engagement which in turn will lead to more collaborative solutions and ideas that will benefit Tomball.



A Message From Our President, Bruce Hillegeist

Our 2021 Action Plan outlines the specific Chamber activities planned for the upcoming year. It is a consensus of the Board of Directors and the result of careful consideration of the area's future and needs to ensure continued quality of life and a sound economy while helping to facilitate the growth of our region.

People join chambers for different reasons. Whatever your reason and whatever your interests, the Chamber thanks you for your continued participation.

As we navigate this year with unprecedented flexibility, we encourage everyone to continue to support your neighbors and shop local. With our mutual vision for the future of the greater Tomball area it is so true, we are better together!

GTACC Staff

Bruce Hillegeist

President

bruceh@tomballchamber.org

Brandy Beyer

Vice President

bbeyer@tomballchamber.org

Amy Mason

Communications Director

amason@tomballchamber.org

EXPERIENCE:

Collectively, the GTACC staff has over 50 years of chamber experience, all with the Greater Tomball Area Chamber of Commerce. The knowledge and dedication to help businesses, residents and visitors are evident in both daily activities, as well as special events.

Call the GTACC Office at 281.351.7222 or email staff.
General Inquiries, email admin@tomballchamber.org



2021 Board of Directors



The Board of Directors is the policy body of the Chamber of Commerce. Its members represent a cross-section of the business and professional leadership in the community. It has always been considered an honor to serve on the Board.

Chairman of the Board:

Dr. Jerrel Wade
Lone Star College - Tomball

Immediate Past Chair:

Craig Bogner
Tomball Sister City Organization

Chair Elect:

Dawna Dyson
Juice Plus+

Directors

Shane Boatman
Boatman Construction

Darrell Clapp
*Houston Methodist
Willowbrook Hospital*

Mark Copas
Mark H. Copas, D.D.S.

Melissa Dunkirk
Old Republic Title

David Esquivel
City of Tomball

Directors

Raymond Francois
Hampton Inn & Suites

Steve Hamilton
CMIT Solutions

Janna Hoglund
*Lone Star College - Tomball &
Community Library*

Teresa Latsis
Hutson Group

Directors

Chrissy Leggett
Community Impact Newspaper

Allison Mundy
Mundy Legal Services

Landon Reed

Anthony Scott
Servpro of Spring/Tomball

Marcia Soderberg
RE-MAX The Woodlands & Spring

Ex Officio: Dyanna McCoy; Spirit of Texas Bank and Kelly Violette; Tomball Economic Development Corp.

R.E.A.L. VALUES

Relationships

Connecting members for lasting relationships that promote growth and enhance success.

Education

Promoting development of our community through personal & business education.

Advocacy

Partnering with business and government to advocate for the community.

Legacy

Establishing the standards of tomorrow guided by the cornerstone of tradition.

4 Star Accredited Chamber of Commerce

Accreditation with the United States Chamber of Commerce is the only program of its kind that defines excellence in chamber planning and recognizes chambers for outstanding contributions toward positive change in their communities. The purpose of the U.S. Chamber's Accreditation Program is to facilitate continuing excellence in the chamber industry and to foster a pro-business environment across America.

UNITED STATES CHAMBER OF COMMERCE

ACCREDITED



ACCREDITATION BY THE NUMBERS

7,000

Number of Chambers of Commerce in U.S.

207

Number of Accredited Chambers of Commerce in U.S.

Less than 3

Percent of Accredited Chambers of Commerce in the U.S.

40

Number of Accredited Chambers of Commerce in Texas

The **Business Resources Division** is dedicated to providing and promoting value added, quality networking events to GTACC's diverse membership, by ensuring inclusion through new member mentorship programs and by presenting opportunities for personal and business growth.

This division invites members to become involved in GTACC programs that will allow relationships to be formed and sustained through a variety of networking events.

First Friday Luncheon

1st Friday of each month at 11:30 am

Location: LSC - Tomball; Beckendorf Conference Center

Objective: To offer networking and informative business and marketing-related programs

Participation: Chamber members and potential members

Young Professionals

2nd Thursday of each month

Time and Location Varies

Objective: To foster personal and professional growth for young professionals through networking, mentoring and educational opportunities.

Led by: Ashley Pernaes, *Inspiration Ranch*, 281.719.9322

Participation: Chamber members and guests

Business After Hours

As Scheduled by the **Chamber staff**

Objective: To offer bi-monthly networking opportunities hosted by member businesses.

Participation: Chamber members and potential members

BUSINESS RESOURCES

Vice Chair: Darrell Clapp

Houston Methodist Willowbrook Hospital

281.737.2500

Ambassadors

Tuesday before each First Friday Luncheon

Noon -1:00 pm, Location Chamber Board Room

Objective: To represent the Chamber and encourage membership.

Led by: GTACC Staff

Participation: Chamber members

Networking Breakfast

4th Thursday of each month at 8:00 am

Location Varies

Objective: To provide business to business networking.

Participants are offered a "live" free thirty second commercial at this event and sponsors are offered additional time.

Led by: Darrell Clapp, *Houston Methodist Willowbrook Hospital*, 281.737.2500

Participation: Chamber members and guests

Tomball Together

April 30 — May 9

All around area

Objective: To promote Tomball businesses and encourage residents and visitors to shop local.

Led by: Chamber Staff

Event: **Participation:** Chamber members and community



ADVOCACY

Vice Chair: Allison Mundy,
Mundy Legal Services
281.466.4469

Government & Legislative Affairs Committee

1st Tuesday of each month from 8:00 am to 9:00 am
Virtual or Chamber Board Room

Objective: To serve as an advocate for business at all levels of government and to offer candidate forums as needed to inform the voting public.

Led by: Colleen Gilbert, **Greens Bayou Coalition**,
281.213.8323

Participation: Chamber members

Health & Wellness Alliance

Last Tuesday each month from 12:00 pm -1:00 pm
Location: Chamber Board Room

Objective: Focus on healthcare policy and law for a more informed business community, CME and CEU opportunities to support healthcare professionals and wellness initiatives for a healthy community.

Led by: Dawna Dyson, **Juice Plus+**, 281.381.0432

Participation: Chamber members

Business & Education Partnership

Objective: To encourage partnerships between Tomball area private, parochial and public schools, higher education and business.

Leadership North Houston

Objective: To offer leadership development in partnership with the Lone Star College System; an opportunity to learn about the north Houston community.

Participation: Chamber members nominated and accepted.

The **Advocacy Division** is committed to being a strong voice for GTACC members and the greater Tomball area community. This will be accomplished by addressing public policy issues with participation from the public, members and elected officials, and holding open discussions about issues that affect the business community including: economic development, education, workforce development, energy and healthcare.

Mobility & Transportation Committee

2nd Tuesday of each month from 8:00 am to 9:00 am
Virtual or Chamber Board Room

Objective: To work to improve and maintain the quality of transportation, including vehicle, air and rail traffic, and to serve as a liaison for the Chamber with local and regional road authority agencies.

Led by: Anthony Scott, **ServPro of Spring/Tomball**,
281.374.6454 and Landon Reed, 281.744.6986

Participation: Chamber members

Citizen of the Year

Objective: To select the Citizen of the Year in December.

Led by: Former Citizens of the Year

Participation: Nominations accepted from any community member.

Tomball Tidings

Date / Time / Location To Be Determined

Objective: To offer member non-profit organizations the opportunity to provide auction items for bid to the community in order to raise both awareness and year end funds.

Led by: Curtis Morris, **Bonfire Grill**, 832.702.9031

Participation: Community



The **Prosperity Division** oversees the revenue generating activities that support the economic activities of the GTACC. By supporting these quality events, the GTACC brings people together, enhances Tomball's overall quality of life, and provides many fund-raising opportunities. All events listed carry on the excellent reputation that the GTACC has earned, statewide—events that attract tens of thousands of visitors to the Tomball community. This division also concentrates on pursuing various avenues to increase membership growth.

Membership Growth

Objective: To retain existing and attract new members by the promotion and facilitation of a multitude of various activities to help build relationships and expand business opportunities within the greater Tomball area.

Tomball Holiday Parade

November 20, 2021 at 10:00 am
Main Street Tomball (FM 2920)

Objective: To offer a hometown parade featuring Tomball area businesses and organizations welcoming the holiday season including Thanksgiving, Christmas and New Year's and to encourage holiday shopping in Tomball.

Participation: Community/area-wide

Miss Tomball Pageant

November 20, 2021 at 7:00 pm
Salem Lutheran Church

Objective: To offer a scholarship pageant for young women in Tomball schools giving each participant a unique experience in public speaking and stage presentation. Miss Tomball Ambassadors represent the Chamber at community events throughout the year.

Led by: Mickelle Johnson, **Avante Laser & Medispa**, 281.223.1917

Participation: Community-wide

PROSPERITY

Vice Chair: Raymond Francois
Hampton Inn & Suites, 281.357.1500

Tomball Night

First Friday in August starting at 5:00 pm;
All Over Town / Vendors in Downtown Tomball
Health & Wellness Expo from 5:00 pm - 8:00 pm;
Tomball Community Center
Parade of Lights at 9:15 pm;
Main Street Tomball (FM 2920)
Fireworks following Parade of Lights;
Over Tomball Depot

Objective: To offer a festival atmosphere with a lighted nighttime parade and fireworks spotlighting locally owned Tomball area businesses and to fulfill a GTACC tradition of shopping local that began in 1972.

Led by: Rob Greening, **NiteLites of Houston**, 281.684.1994

Participation: Community-wide

Chairman's Ball

Date / Time / Location To Be Determined

Objective: To introduce the Chamber's new Chairman and give special recognition to the Citizen of the Year.

Led by: Rosalie Dillon, **City of Tomball**, 281.255.6221

Participation: Chamber members

Golf Classic

Thursday, May 13, 2021 at 12:30
High Meadow Ranch Golf Club

Objective: To offer networking, reach out to a broader potential member base, and raise funds for the GTACC's economic and community development efforts.

Led by: GTACC Staff

Participation: Chamber members and guests



OPERATIONS

Vice Chair: Teresa Latsis
Hutson Group, 281.356.4305

The **Operations Division** is responsible for the administrative oversight of the Greater Tomball Area Chamber of Commerce's financial, facilities, and marketing operations. The division also ensures the Chamber's compliance with all applicable internal and external rules, regulations, and guidelines.

Accreditation

Objective: To continue operating as a four star accredited chamber, seeking opportunities to consistently improve.

By-laws

Objective: To uphold by-laws in place or provide suggested revisions based on GTACC's vision and goals set forth by the Board of Directors.

Facilities

Objective: To ensure that buildings and their services meet the needs of the people that utilize the spaces and reflect the GTACC's brand.

Finances

Objective: To review and evaluate GTACC's financial statement, thereby gaining & understanding of the of the financial health of the Chamber and enabling effective decision making.

Marketing

Objective: To oversee the activity, institutions, and processes for creating, communicating, and delivering offerings that add value to GTACC members and partners, and the community at large.



Facebook

GTACC: @GreaterTomballChamber
Miss Tomball: @missTomball



LinkedIn

Greater Tomball Area Chamber of Commerce



Instagram

GTACC: @tomballchamber
Miss Tomball: @misstomball



Twitter

GTACC: @tomballchamber



YouTube

Greater Tomball Area Chamber of Commerce

CLASSIC INVESTORS

ADIM Media, LLC
Alpha Surgical Center
ARC Management
At Your Side Home Care
Avanti Senior Living
Beck & Masten KIA
Bud Light/Silver Eagle
Distributors
Camp Lonestar—Pines Campus
CenterPoint Energy
Classic Hair
CMIT Solutions
Colleen Pye—The Pye Team
Concordia Lutheran High School
Creative Risk Funding
Crow Corporation
DM Clinical Research
Edge Weight Loss and Fatigue
Element Payment Services
EPCOR

Equipment Pro, LLC
Every-Bellies
Fred Haas Toyota Country
Gatewood & Associates
Gianna Italian Kitchen
Golden Age Home Care
Brighton at Northpointe
Grimes Industrial
Gunda Corporation
Hanigan+Johnson Orthodontics
Hoelscher Weatherstrip
Honda of Tomball
IBI Architects
Joe Myers Ford/Lincoln
KDW
Lone Star Chevrolet
M. Brown & Associates
Morning Star Builders
Mr. Electric of NW Houston
Northpointe Smiles

Northwest Houston Heart Center
Old Republic Title - Tomball
Parkway Chevrolet
Perry Homes
Phillips Cleaning Services
Pinard Home Health
Planet Lincoln
Porterhouse Construction
Property Tax Matters, LP
Pye Lighthouse
Ray Blackburn's Auto Service
ReadyFab Steel Works, LLC
RentLife Property Management
River of Praise Church
Skelton Business Equipment
Spirit of Texas Bank
Stark Transportation
Stone Loch Apartments
Texas Air Maintenance & Service
Texas Central

Texas Wall & Landscape
The Calabria Foundation
Tomball ISD
Traditions Hospice
US Lawns of North Houston
W & W Technologies
Waukesha-Pearce Ind.
WCA
Wells Fargo
WhiteWater Express Car Wash
Wildcat PPE, LLC
William David Homes
Woodforest National Bank
W. T. Byler Company, Inc.

Thank you to all of the Greater Tomball Area Chamber of Commerce member businesses that make the Tomball community a great place to live, work, play and worship.

CHAMBER TRUSTEES



CHAIRMAN'S CIRCLE



PRESIDENT'S CLUB

