



# **PROGRAM OF WORK**

## **2016-2017**

### **OUR MISSION**

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*The Mission of the Santa Clara Chamber of Commerce and Convention-Visitors Bureau is to be the leader in the community developing a strong local economy.*

### **OUR VISION**

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*A unified organization committed to providing unique, innovative leadership and exemplary service to enhance prosperity in our community.*

# **Santa Clara Chamber of Commerce & Convention-Visitors Bureau**

## **2016-2017 BOARD OF DIRECTORS**

Miles Barber	Santa Clara Weekly
Chris Boyd	Kaiser Permanente
Rahul Chandhok	San Francisco 49ers
Sherrri Coleman	Intel Corporation
Paul Dines	Edward Jones Investments
Diana WeiPing Ding	Ding Ding TV
Doug Evans	Graphic Packaging International, Inc.
Joseph Head	SummerHill Land
Palvinder Jagait	Playground Pictures
Sam Kabert	Value Business Products
Lou Mariani, Jr.	Mariani's Inn
Ravinder Lal	The UPS Store #4636
Sashi Lata Nand	S&S Gifts
Jan Eric Nordmo	Off the Wall Soccer
Christian Pellecchia	Slatter Construction
Barbara Ratcliffe	Biltmore Hotel & Suites
Roger Ross	California's Great America
Joe Siecinski	ActionCoach of Santa Clara
Dave Tobkin	David D. Tobkin, CPA
Elizabeth Williams	Elizabeth Williams Consulting

### **STAFF**

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Chris Horton, President & CEO  
Denise Harris, Director of Programs, Sponsorships, & Events  
David Andre, Vice President of Marketing & Communications  
Annette Manhart, Vice President of Convention Sales, Marketing & Services  
Anna Roa, Director of Convention Center Sales  
Lisa Moreno, General Manager & CEO, Santa Clara Convention Center and Santa  
Clara Convention Visitors Bureau  
Bill Benaderet, Asst. General Manager, Santa Clara Convention Center

# MEMBERSHIP SERVICES DIVISION

VICE-CHAIR, RAVINDER LAL

## MISSION STATEMENT

*The Membership Services Division of the Santa Clara Chamber of Commerce & Convention-Visitors Bureau is dedicated to developing innovative and unique methods for attracting and retaining members through Business, Education and Marketing opportunities.*

**Committee Members:** Gary Nobile, Sam Kabert, Joe Siecinski

**Staff:** Denise Harris, Chris Horton

1. Increase member visibility in the community
  - a) Work with the City of Santa Clara to promote resident's use of local businesses
    1. Link on City website to Save Local Now
    2. Article in City Newspaper/Shop Local
  - b) Develop benefits communication plan
    - i. Create a Guide on How to Network/How to Get the Most out of Your Chamber Membership – Gary Nobile/Joe Siecinski
    - ii. Create a Resource Page “Chamber is at your Fingertip”
    - iii. Create a Top 10 Benefits list after conducting a survey
    - iv. Create a Value Page – Purpose of the Chamber
      1. Send out quarterly reminder emails of benefits
    - v. ROI Book – online webinar/E-book – Sam Kabert/Joe Siecinski
2. Create new Pyramid of Leaders programs
  - a) Pyramid of Leaders Roundtable
3. Rebrand the Chamber
  - a) Revie tag line “Your Business Resource”
  - b) Change logo
  - c) Offer new logo to members for display on their webpage
4. Continue Seminars
  - a) Healthcare
  - b) HR Issues
5. SVYP
  - a) Design revenue stream
    - i. Sponsorships (consider POL being title sponsor)
    - ii. Sell raffle tickets for prizes
  - b) Spotlight an SVYP member from each event
    - i. Ask for interview with employee and their CEO at their place of business/photo op

# **COMMUNITY RELATIONS**

**VICE-CHAIR, ROGER ROSS**

## MISSION STATEMENT

***The mission of the Community Relations Committee for the Santa Clara Chamber of Commerce & Convention-Visitors Bureau is to assist in developing programs that will improve our community and enable our business members to partner with local organizations needing volunteers and community assistance.***

**Committee Members:** Sherri Coleman, Diana WeiPing Ding, Joe Head, Sashi Lata Nand, and Paul Dines

**Staff:** Denise Harris

1. Increase Chamber visibility in the community
  - a) Partner with non-profit organizations that serve Santa Clara
    1. JW House-Brew Ha Ha (Fall 2016)
    2. Boy Scouts of America – A Trip Down Reality Road (Spring 2017)
2. Seminars/Speakers Series
  - a) Continue First Friday Series
  - b) Create seminar series to focus on success for SMB's
3. Create web page to include volunteer opportunities with local non-profits

# **GOVERNMENT RELATIONS DIVISION**

**VICE-CHAIR, DAVE TOBKIN**

## MISSION STATEMENT

*The Government Relations Division of the Santa Clara Chamber of Commerce & Convention-Visitors Bureau is dedicated to being a strong voice on local, state and federal legislative issues to protect our free enterprise system for the benefit of the business community.*

**Committee Members:** Rahul Chandhok, Doug Evans, Joe Head, Lou Mariani, Jr.,  
Christian Pellecchia

**Staff:** Denise Harris

1. Educate and engage membership in legislative issues and action
  - a) Increase communications through emails
  - b) Personally invite members to participate in GRC
    - a. hold annual legislative update breakfast meeting at local restaurant
  - c) Create quarterly speaker series and digitally record. Post on Chamber's YouTube channel.
  - d) Add email link on Advocacy page on Chamber's website
  - e) Committee members to attend mixers. Every 3 months, GRC to provide membership with brief update on legislative issues during mixer program (no longer than 2 minutes).
  - f) Provide a legislative update article every 3 months reviewing issues GRC is working on.
  - g) Stay abreast of Minimum Wage Issues that may affect Santa Clara

# **SANTA CLARA CHAMBER PAC-SCCPAC**

**CHAIR, DAVE TOBKIN**

## MISSION STATEMENT

*The mission of the SCCPAC shall be to review, research and recommend support of and/or opposition to proposed ballot measures and legislation, ordinances and other actions of local, county and state governmental bodies. It will also be the responsibility of this Committee to seek out, evaluate qualifications of and endorse those candidates who are running for public office at the local, county and state level and who support the free enterprise system, believe in fiscally responsible government and whose views represent the interests of the business community.*

**Board Committee Members:** David Tobkin, Miles Barber, Lou Mariani, Jr.,  
Christian Pellecchia

**SCCPAC Members not on Chamber Board:**

David C. DeLozier, Myron Von Raesfeld, Larry Fargher, Vince  
Rocha, Andy Ratermann, Joshua Howard, Tony Avelar

**Staff:** Denise Harris, Chris Horton

1. SCCPAC Revenue
  - a. Hold fundraisers
  - b. Create new opportunities to increase revenue stream from event
  - c. Increase SCCPAC membership
2. Educate and engage membership in candidate selection and election process
  - a. Concentrate efforts on electing business-friendly City Council representatives

# **CONVENTION-VISITORS BUREAU DIVISION**

**CHAIR, ELIZABETH WILLIAMS**

## MISSION STATEMENT

***Market and sell Santa Clara as an overnight destination for the economic benefit of the community.***

***Vision: Leading the way in service, sustainability and innovation as a destination for leisure, business, sports and conference travelers.***

**Committee Members:** Barbara Ratcliffe, Elizabeth Williams, Lou Mariani, Jr.,

**Staff:** Annette Manhart, David Andre, Lisa Moreno

1. Investigate funding a dedicated shuttle to take attendees from hotels to Convention Center/stadium and put the Chamber/CVB logo on the hotel shuttle
2. Address long-term parking availability for booking Convention Center events
  - a) Continue to monitor and provide City with updates on booking issues related to no confirmed parking
3. On-going Convention Center maintenance
  - a) Work with City Staff to ensure additional CIP funds are available for necessary upgrades
4. Work with Tourism Improvement District (TID) to consider raising hotel assessment to \$2.00 per night.

## **CHAMBER BOARD GOALS FOR 2016-2017**

1. Need to have follow-up from the Board
  - a. Need to be consistent in follow-up – anniversary calls, etc.
2. Access to non-member companies
  - a. Need to get contacts for larger companies
  - b. Consider adding a “carrot” for becoming a member
3. Send Board attendance to the Nomination Committee quarterly
  - a. Have discussion with Board members who are not coming to meetings
    - i. Make a monetary contribution in lieu of attending meetings/events
4. Provide referrals for Convention and Visitors Bureau Business



**Here's why your company should be a Member of the  
Santa Clara Chamber of Commerce & Convention-  
Visitors Bureau:**

*Networking Opportunities*

*Business Recognition*

*Government Advocacy*

*Business Education Programs*

*Business Referrals*

*School & Business Partnerships*

*Advertising Opportunities*

*Member Benefits & Discounts*

*Publicity*

*Volunteer & Community Involvement*

To learn more about these benefits and how your investment in the Chamber will help your business grow, please contact:

Chris Horton, President & CEO at (408) 380-1231.



**SANTA CLARA**

SILICON VALLEY CENTRAL®  
CHAMBER OF COMMERCE &  
CONVENTION-VISITORS BUREAU

***Your Business Resource***

# ***Get involved with your community Chamber of Commerce!***

We need your assistance! Please fill out the form below and help us achieve our goals this year.

I would like to become actively involved as a volunteer\* in the following:

\_\_\_ COMMUNITY RELATIONS COMMITTEE

\_\_\_ CONVENTION-VISITORS BUREAU COMMITTEE

\_\_\_ GOVERNMENT RELATIONS COMMITTEE

\_\_\_ MEMBERSHIP SERVICES COMMITTEE

\_\_\_ AMBASSADOR COMMITTEE

\_\_\_ SANTA CLARA CHAMBER POLITICAL ACTION COMMITTEE (SCCPAC) (Form attached)

Name \_\_\_\_\_

Address \_\_\_\_\_

Tel (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Company \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_

Please FAX this *completed* form to (408) 244-7830 or mail to 1850 Warburton Avenue, Santa Clara, CA 95050.

You will receive a follow up contact about your interests in various task forces and committees.

THANK YOU!

Santa Clara Chamber of Commerce  
& Convention-Visitors Bureau  
1850 Warburton Avenue  
Santa Clara, CA 95050  
Tel: (408) 244-8244  
Fax: (408) 244-7830  
[www.santaclarachamber.org](http://www.santaclarachamber.org)  
[www.santaclara.org](http://www.santaclara.org)

\*Must be a member in good standing to serve on a committee.

# Santa Clara Chamber PAC Contribution Form

## Interested in having your business voice represented by the Santa Clara Chamber PAC?



It is a critical time for Santa Clara, the County and Silicon Valley. Later this year, voters will elect the future leaders of our City and make decisions on issues very important to the future of our region. We must act **NOW** to pool resources from our members to go towards the election of business-friendly candidates and issues for the City of Santa Clara and the State of California.

SCCPAC, the Santa Clara Chamber of Commerce's political action committee is seeking contributions for the next election cycle. SCCPAC will contribute resources to support business-friendly candidates and issues. Your contribution, no matter what the amount, will be joined with like minded business owners throughout our membership to increase the business voice during the coming election—a **POWERFUL** advantage!

Name	_____
Mailing Address	_____
Mailing City	_____
Mailing State	_____
Phone	_____ Mailing Zip Code _____
Fax	_____ Email _____
Occupation	_____
Employer	_____
Contributor	_____
Contribution \$	_____
Payment method	<input type="checkbox"/> Check
Make check payable to SCCPAC, c/o Santa Clara Chamber of Commerce, 1850 Warburton Ave., Santa Clara, CA 95050	
Please charge my credit card: <input type="checkbox"/> Amex <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa	
CC#	_____
Security code	_____
Exp. Date	_____
Name on card	_____
Billing Address	_____

ID#371601442 NOT DEDUCTIBLE AS A CHARITABLE EXPENSE.