



Greater Hillsboro Area
Chamber of Commerce

On the Road to Success

2010 Annual Report &
Three-Year Strategic Plan

CHAMBER BOARD OF DIRECTORS

Officers

Chairman of the Board

John DiFalco, WSC Insurance, Inc.

Chair Elect and Vice Chair – Community

Les Davis, Lithtex Printing Solutions

Past Chair

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Vice Chair – Membership

Laura Moore, Express Employment Professionals

Vice Chair – Public Policy

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Vice Chair – Local Economy

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Treasurer

Sarah McGraw-Plaster, West Coast Bank

President

Deanna Palm, Hillsboro Chamber of Commerce

Chamber Directors

Morgan Anderson, Intel

Ann Barr, Pacific University

Cece Clitheroe, Tuality Healthcare

Matt Crile, Windermere/Baldwin Properties

Jorgia Fields, Unitus Community Credit Union

Dick Inukai, Dick's Country Chrysler, Jeep, Dodge

Kurt Koehler, Kryptiq Corporation

Jeff LaGood, Advanced Technology Group

Heidi Tate, Rodgers Instruments Corporation

Gary Zurbrugg, Zurbrugg Construction Company

Ex Officios/Advisory Directors

Andy Duyck, Chair, Washington County Commission

Kathryn Harrington, Councilor, Metro

Jerralynn Ness, Community Action Organization

Mike Scott, Superintendent, Hillsboro School District 1J

Jerry Willey, Mayor, City of Hillsboro

2011 CHAIRMAN'S CIRCLE MEMBERS

Platinum

Intel • Lithtex • Tuality

Gold

Genentech • Jones & Roth • Kaiser Permanente • Nike • Pacific University • Resource One • SolarWorld • West Coast Bank

Silver

Advanced Technology Group • Courtyard by Marriott • Frontier Communications • Newland Communities • Providence Health & Services • Residence Inn • TownePlace Suites • TriQuint Semiconductor • US Bank • ViaWest

Bronze

Baker Rock Resources • Beaverton Toyota Coyote's Bar & Grill
Dick's Country Chrysler Jeep Dodge • IBM • IDT • Integra Telecom • Portland Community College – Rock Creek • PGE
Rodgers Instruments Corporation • SpringHill Suites by Marriott • Wells Fargo Barnhart Center

On the Road to Success: The First Mile

I am pleased to begin my term as Chairman of the Board of Directors for the Hillsboro Chamber of Commerce. It's an exciting time for our organization as we have developed a clear pathway to our continued success with the new 2011-2013 Strategic Plan. Much time, effort and energy went into the creation of this three-year plan, but even more effort will be needed to ensure the actions are fully implemented and completed.

The most important aspect of the strategic plan is its dynamic nature. It is meant to be a living, breathing document that can be adjusted and modified if economic and environmental changes dictate revisions to our direction. The Strategic Plan addresses both the chamber's current and future needs through the beginning of 2011. The goals of this plan are specific, measurable and attainable within the next three years. Chamber staff and Board of Directors will be responsible to ensure the strategies and goals are completed to move the chamber forward. However, we can not achieve success without the assistance of our members. We will need you to identify areas where you are willing to provide assistance and support.

As you review the document, I hope it is clear to you that each action item was developed with the intent of providing our members an even greater value in their chamber investment. We exist to further the interests of our business members by listening to their needs and engaging them in a vital network of community and business leaders who strive to provide an exceptional quality of life for our residents and businesses.

I'm anxious to get started and look forward to working with you to achieve even greater success in 2011.



Chamber Chair, John DiFalco

A Glance in the Rear-View Mirror

The 2010 Annual Report is a look back at the many ways the Hillsboro Chamber with its members, Board of Directors and staff, provided assistance and support to the business community. I hope you are as proud as we are of the many ways we worked together to provide a vibrant local economy.

While the turbulent economic climate we all experienced over the past few years challenged us, Hillsboro remained strong and focused on working collaboratively to solve problems. From those challenges, we developed new, innovative programs and partnerships. We listened to the needs of the business community and remained flexible enough to adjust our roadmap to adequately respond to a rapidly changing environment. Having a strong financial foundation was key in enabling us to focus our efforts outward, addressing the needs of the business community.

As we took time to pause and review the past year, it was gratifying to see how many of our members assisted and supported us. The Hillsboro Chamber is an organization that finds strength, influence and relevance through its members. We are strong because you invest in us. We are relevant to the businesses we serve because you share with us your challenges. We are influential because you lend us your name and reputation. For that we are grateful and humbled. Please take a moment to review our collective accomplishments; the credit is all yours.



Chamber President, Deanna Palm

2010 Accomplishments

Operational Management

- Strong Financial Position
- Another year projected to end meeting and in some areas exceeding budget
- 2009 CPA review completed with no notes or exceptions noted
- Healthy reserves and the creation of an operational reserve
- Decisive response to changes in economic climate that impact our financial position
- Cash position increased

Vibrant Local Economy

- Co-hosted Washington County Economic Summit with Sen. Starr & Rep. Edwards
- Held two Innovation Summits focused on stimulating our local economy
- Developers/Real Estate Round Table Discussion Group
- Numerous educational opportunities for business professionals
- Job Seekers Support and Networking
- Launched The Business Voice radio program on KUIK
- Invited members to join us each Friday at a different restaurant location to stimulate our own local economy...infused more than \$5,000 into our local restaurants

Representing Business Interest to Government

- Launched first Candidate Endorsement Process—won 9 out of 11 races
- Public Policy Committee
- Vigorously opposed Measure 66/67
- Supported PGE Boardman Plant Plan
- Revised 2011 Priorities & Legislative Priorities
- Active in Urban/Rural Reserves process and UGB Expansion areas

Providing Networking & Business Exposure

- Westside Businesswomen doubled its attendance, has a waiting list for quality speakers, secured lunch and location sponsorship for a year with Coyote's Bar & Grill
- Golden Ticket Business Exposure Program received state-wide recognition for an innovative new program at 2010 Oregon State Chamber Conference
- Ambassador Committee has grown and taken responsibilities at two major Chamber events
- Operation Thank You! effective retention tool
- Launched Speed Networking event with Forest Grove, Cornelius and Banks Chambers
- Wake Up! Hillsboro providing increasing business exposure and referrals for members

Supporting Relevant Business Education

- Provided on-site Spanish translation services at Building Your Business workshops
- Produced green/sustainability workshops in partnership with PGE "Sustain Your Bottom Line by Managing Energy Costs"
- Developed a series of special workshops designed specifically for the retail merchants of downtown Hillsboro
- Partnered with the Small Business Development Center in launching the first "R U Bankable Symposium" in Washington County
- Partnering with Adelante Mujeres to provide semi-annual business development class, continuing education trainings and seminars and one-to-one business coaching

Promoting Our Community

- Welcomed the PSU Vikings to the Hillsboro Stadium and connected with local businesses
- Partnered with Hillsboro Parks and Recreation to produce ASA Girls Western National Championship Tournament bringing more than 500 people from the Western States to Hillsboro for this five-day tournament
- Stronger relationship with the Washington County Visitors Association



Foster the Local Economy:

- Ribbon Cuttings & Grand Opening Celebrations
- Micro-Enterprise Grants
- Business Counseling
- Workforce Development
- School to Work Program
- Westside Business Conference
- Thank Hillsboro It's Friday!
- Vantage Club



Represent Business Interests to Government:

- Candidate Endorsement Committee
- Public Policy Committee
- Developers/Real Estate Roundtable
- Advocacy for Businesses
- Washington County Chamber Partnership
- Oregon State Chamber of Commerce



Promote Our Community:

- Hillsboro's 2020 Vision Plan
- Celebrate Hillsboro
- Leadership Greater Hillsboro
- Annual Awards Dinner
- Crystal Apple Excellence in Education Awards
- Latino Cultural Festival



Provide Relevant Business Education:

- Building Your Business Workshops
- SBDC's R U Bankable? Symposium
- PGE Energy Efficiency Workshops
- Special Half-day Chamber Workshops
- Latino Business Education and Training
- Job Seekers Support and Networking



Organize Networking & Business Exposure Opportunities:

- Business Forum
- Chamber Golf Tournament
- Net@Nite
- #DRIVEN: Young Professional Networking
- Wake Up! Hillsboro
- Westside Businesswomen
- Despierta! Hillsboro

To promote business prosperity and a healthy, diverse community in greater Hillsboro by providing information, services and advocacy for our members.

MISSION

The Hillsboro Chamber is the independent, influential voice of a thriving business community that is positioned as the economic leader in our region and throughout the state of Oregon.

VISION

Excellence
Inclusivity
Collaboration
Fiscal Responsibility
Professionalism
Leadership
Value

GUIDING PRINCIPLES

Foster a Vibrant Local Economy

Strategies

- Collaborate with regional entities to ensure that Hillsboro has adequate land and infrastructure for future needs.
- Champion workforce development to retain our key asset: our highly skilled, highly qualified workforce.
- Continually assess Hillsboro's competitive position within our region, the nation and world to provide a business environment that is attractive to a broad portfolio of business types and sizes.

Actions for 2011

- ✓ Convene local partners to craft and develop a marketing strategy for an authentically "Hillsboro" brand.
- ✓ Launch an education and business summit to assist returning workers or underemployed as they re-enter job market.
- ✓ Conduct an updated analysis of Hillsboro's development fees compared to local and national competitors.

Long-Term Action (2011-2013)

- Implement the results of the Innovation Summit.

Create an internationally competitive business environment that drives job creation and retention and attracts top talent.

GOAL

Represent Business Interests to Government

Strategies

- Serve as the independent voice of business in Hillsboro by maintaining an active, informed presence at meetings of and with elected officials, including Hillsboro City Council, Washington County Commission, Metro, TriMet and the State Legislature.
- Recruit and endorse candidates for key elected positions at the local, county, regional and state level.
- Adopt positions on issues that have a business impact and, where possible, work with other business advocacy organizations to develop a consensus.
- Maintain the highest level of integrity and transparency throughout all of our advocacy efforts.

Actions for 2011

- ✓ Leverage our political capital during the 2011 Legislative Session and hold our elected officials accountable. Develop and publish a legislative scorecard at end of the session.
- ✓ Re-establish an active working relationship with Washington County Commission.
- ✓ Develop a strategy & fundraising plan to hire a government affairs officer for the chamber.

Long-Term Action (2011-2013)

- Fund and staff an official government affairs officer for the chamber.

Champion business issues with government and serve as the voice of the greater Hillsboro business community. Leverage our influence to advance initiatives and policies that maintain our prominent position as the economic engine for the state of Oregon.

GOAL

The Hillsboro Chamber is the premier networking organization providing meaningful connections to the business community. Maintain a robust range of options for member businesses to connect and to expand their business exposure and markets.

GOAL

Provide Networking & Business Exposure Opportunities

Strategies

- Utilize the latest technology to provide business members unique marketing and business exposure opportunities.
- Celebrate new businesses and significant business milestones in the community.
- Maintain quality publications and affordable advertising options for member businesses.
- Promote “shop local, shop Hillsboro” and create specific opportunities and events to build momentum.

Actions for 2011

- ✓ Provide easier access to the membership directory website and include information in our “shop local” campaigns—be specific about where to shop and for what in our community.
- ✓ Continue and grow text messaging, social networking and radio communications—continually adapt to new technologies as they emerge.
- ✓ Promote new business ribbon cutting events with the local media and incorporate social network marketing to increase business and chamber exposure.

Long-Term Action (2011-2013)

- Develop and implement a strategy to increase regular attendance at all chamber events.

Provide unmatched professional development opportunities regarding emerging issues and priority needs that help build a network of future business and community leaders.

GOAL

Support Relevant Business Education

Strategies

- Listen to members and the business community and use the data generated to develop programming that meets their needs and interest.
- Maximize the utilization of technology to deliver a broad range of quality education programs.
- Provide for one-on-one business coaching, counseling and training.
- Be the hub of business information by expanding the chamber’s Business Resource Center to include virtual accessibility and mobile options.
- Partner with community organizations to provide culturally competent business support and resources to emerging businesses.

Actions for 2011

- ✓ Design, pilot and access web-based workshop and resources.
- ✓ Develop an online survey application to collect data on priority needs & emerging issues.
- ✓ Expand marketing and research efforts beyond the Hillsboro Chamber member base.

Long-Term Action (2011-2013)

- Work with higher education partners including Pacific University and Portland Community College to develop independent online correspondence business course work.

Promote greater Hillsboro as the premier destination in Oregon for business, community, and culture.

GOAL

Promote Our Community

Strategies

- Continue producing events that celebrate achievements and diversity within our community.
- Market, promote and participate, where appropriate, in the planning and development of community events that bring visitors to our area.
- Expand chamber presence and involvement in Tanasbourne and in greater Hillsboro.
- Continually evaluate existing programs and develop new programs in regard to changing interests and focuses of community.
- Represent and promote the arts and creative community with board and staff participation through Hillsboro Arts & Cultural Council.

Actions for 2011

- ✓ Identify what’s available in the arts community to incorporate into our activities
- ✓ Create a “What’s Happening in Hillsboro” media outlet - a one-stop shop for Hillsboro events.
- ✓ Develop an outreach strategy to reach parts of Hillsboro that may be under represented.

Long-Term Action (2011-2013)

- Design a unique and profitable signature community event that the chamber can own.