



2010 Business Plan

“A great place to anchor your business.”

The Town of Riverhead Industrial Development Agency.”

2010 Accomplishments

The Chamber provides its Members the opportunity to get involved in the local business community with fellow professionals who are like-minded and dedicated to gaining the knowledge and establishing the contacts necessary for growth. The Chamber is an advocate, extending our influence into unreachable areas; while our professional staff continuously tries to uncover added value for businesses that annually increases the value of membership. The Chamber is recognized as a strategic partner in advancing business and tourism.

2010 Accomplishments

- Lunch & Learn Series
- Eggs & Issues monthly breakfast forums
- Community Riverfront Concerts
- Facebook Community
- Let's Make A Deal Days; Networking Events
- 2 for 1 Golf & Restaurant Promotion Program
- Newsletter Sponsorship
- Website Sponsorship
- Scholarship Program
- Fourth Annual Riverhead Golf Tour Card Program
- Passport to Riverhead Magazine Growth
- Expansion of Country Fair Business Expo Section
- Employment Expo Sponsorship
- Award Dinner Program Sponsorship
- Job Posting Board on Chamber Website
- Website Enhancements / Website Shopping Cart
- Membership Upgrades
- Annual Award Dinner Enhancement of Program and Entertainment

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I. Objectives:

The following are the main objectives for 2010:

1. To promote Riverhead Businesses
2. To promote the well being of the Riverhead area
3. To promote positive public awareness of Riverhead
4. To provide information about local businesses and services
5. Strengthen relationships within the Riverhead business community through networking events and opportunities.
6. Participation in Small Business Advisory Council and monitoring other governmental issues.

Each of these objectives will be addressed in this document along with the goals and detailed action steps to obtain each one.

II. Mission Statement:

The Riverhead Chamber of Commerce is organized for the purpose of advancing the commercial, industrial, civic and general interests of the Township of Riverhead and outlying communities within the Central School District no. 2 and within Suffolk County.

Riverhead Chamber of Commerce-Bylaws rev. 2004

III. Government of the Chamber

The Government of the Chamber, and the direction of its work shall be vested in an Executive Board and Board of Directors consisting of not less than three and no more than 30 members.

The 2009 Boards will consist of the following members:

2010 Executive Board

Robert Lanieri	President	Atlantis Marine World
Angela Reese	Past President	Suffolk County National Bank
Janine Nebons	First Vice President	Tanger Outlet Center
Monique Gablenz	Second Vice President	Calverton Business Incubator
Tim Kelly	Director at Large	Times News Review
Bob Kern	Secretary	Martha Clara Vineyards
Thomas Lennon	Immediate Past President	Pine Barrens Printing

2009 Board of Directors

Susan Burke	North Fork Bank
Monica Harbes	Harbes Family Farm
Tim Kelly	Peconic Bay Medical Center
Bob Kern	Martha Clara Vineyards
Kristen Reyes	Best Western East End /Holiday Inn Express
Pat Snyder	East End Arts Council
Tracy Stark	Riverhead Empire Zone
Evon Walters	Suffolk Community College

IV. Committees and Councils

According to the bylaws of the Riverhead Chamber of Commerce, the Board of Directors shall authorize and define the powers and duties of all standing committees: Nominating, Finance, Promotion, Government, and Membership. Each of these committees will be responsible for special events related to the committee with a goal of obtaining at least one of our main objectives. The President has the authority to appoint all other special committees.

A. NOMINATING COMMITTEE

Chairperson Thomas Lennon. This committee shall be comprised of the Executive Board: Angie Reese, Thaddaeus Hill, Monique Gablenz, Robert Lanieri, Janine Nebons and Linda Dietrich.

This committee works within the Chamber to nominate the recipients of scholarships, awards, board members, and chairpersons for committees.

Scholarships:

The Riverhead Chamber of Commerce is committed to the Riverhead community and that spirit is reflected in the annual scholarship program. A scholarship application must be drawn up and presented to both Mercy and Riverhead High Schools. The chairperson must work closely with the guidance department of both schools in order to distribute applications and notify them of recipients. Typically Mercy High School makes its own presentation of the scholarship, whereby Riverhead High School has a ceremony. The President or Chairperson should be available to present the scholarship at Riverhead High School on or about the first Monday in June.

Action Steps:

Finalize draft of Scholarship Application	Jan. 16, 2009
Scholarship Application Deadline	March 6, 2009
Present Scholarship candidates to BOD for approval	April 16, 2009
Attend Scholarship Ceremony and distribute scholarship(s)	June, 2009 TBA

Awards (2009 Marks the Golden Anniversary for the Riverhead Chamber of Commerce)

The Chamber recognizes outstanding members of the community for a variety of accomplishments and celebrates their success annually at the December annual awards dinner. Typically on the first or second Thursday of December, an event is held in their honor. Categories include but are not limited to: Business of the Year, Person of the Year, Director of the Year, a Gold Key Award, a Cultural or Agri-Tourism Award, and the like. The nominating committee may recruit additional chamber members to assist with this specific event.

Action Steps:

Procure event location	July 13, 2009
Begin nomination process for award recipients / request nominations through email Blast	Sept. 8, 2009
Present Award recipient nominations to BOD for approval	Oct. 21, 2009
Contact Award recipients. Send Award recipient's letters of acknowledgement, request biographies and a mailing list	Oct. 21, 2009
Prepare and mail Award invitations	Nov. 6, 2009
Host Event	Dec. 3, 2009

Board Member Nominating

This committee shall nominate to the board of directors, as many members to the board as there are vacancies on the board to be filled. The nominations shall be made and submitted for the Board's approval no later than the October Board Meeting. With approval, members must be notified ten days prior to the November Members Meeting of the nominated slate of directors, for a member vote. The Board of Directors shall then vote and approve the nominees at the November board meeting.

Action Steps:

Begin Nomination Process for Chairpersons	Aug. 12, 2009
Present B.O.D Nominations to Board	Sept. 16, 2009
Present B.O.D Nominations to Membership	Oct. 21, 2009
Board Approval of B.O.D nominations	Nov. 18, 2009

B. FINANCE COMMITTEE

Chairperson Robert Lanieri. This committee works under the direction of the Treasurer, who will always be the chairperson. This committee shall be comprised of the following board members: Angie Reese, Tom Lennon, Monique Gablenz, and Janine Nebons.

Budgets

An annual budget must be prepared each year for the following year. Enough time must be allotted in order to meet, forecast, and approve the budget. Consideration of each committee is imperative in order for the budget to be accurate. It is this committee's responsibility to provide a treasurer's report at each board meeting. The Executive Director will provide the treasurer's report to the committee prior to the Board Meeting so that it can be reviewed in advance and made ready for each board meeting. (Third Thursday of every month) Review reporting process and adopt better monthly communication to BOD.

Action Steps:

Review current budget	Sept. 22, 2009
Plan/begin process of 2010 Budget	Oct. 2009
Present proposed 2010 Budget to Board	Nov. 18, 2009
Request Board Approval for 2010 Budget	Dec. 9, 2009

Business Plan

This committee formulates the annual Business Plan that includes an outline of chamber committees, mission statement, calendar of events, action items and necessary funds to complete the annual plan. This plan is updated annually and is spearheaded by Janine Nebons and open to the executive board and board of directors.

Action Steps:

2009 Business Plan Posted on Website	Jan. 2009
2010 Business Plan Seminar	Sep. 22, 2009
2010 Business Plan Wrap-up	Nov. 18, 2009
Distribution of final Business Plan to Board	Jan. 21, 2010
2010 Business Plan Posted on Website	Jan, 2010

Grants

This committee's purpose is to attain grant monies to assist in sponsoring special events, promotion of Riverhead, and possibly grants with a focus on downtown revitalization and community programs.

Action Steps

Committee Meeting to determine availability of grants
 Apply for Grants by deadline dates

Feb. 19, 2009
 As required

C. Promotion

Chairperson Thaddaeus Hill. This committee shall be comprised of the following board members: Susan Burke, Tim Kelly, Bob Kern, Kristen Reyes, and Tracy Stark.

This committee works within the Chamber to help keep the Chamber of Commerce in the public's eye. The committee does this by keeping the media informed of all chamber events and accomplishments. The chairperson as well as the other members of this committee work with the executive director to prepare written press releases, to ensure that volunteers representing the Chamber take part in community events, and to keep information flowing in and out of the chamber office.

Special Events:

This committee is broken down into groups, which depend on the chamber's scheduled events. Some examples would be fund-raisers, fairs, brochures and awards. A different chairperson will be chosen accordingly for each event based upon the need for the creation of the individual committees. Action Steps for each event will follow throughout the year and will be determined by the committee chairperson. The executive director will monitor ALL expenses and sponsorship packages. The following special events have been planned for 2009:

March 25 th	Business to Business Evening with the East End Women's Network
April through August	Riverhead Golf Tour Card is available for sale
April 22nd	Wine Tour Outing / Secretaries Day Gala
May 19 th	Spring Employment Expo - Atlantis Marine World (5:30 - 7:30 p.m.)
Oct 11 th	Riverhead Country Fair
October 27th	Fall Employment Expo - Atlantis Marine World (5:30 - 7:30 p.m.)

Business-to-Business Networking Evening with the East End Women's Network

This joint venture with the EEWN is responsible for establishing an evening of networking and showcasing members of the Riverhead Chamber of Commerce and the East End Women's Network. The overall objective is to invite the public to re-introduce them to the businesses available in our town. This event offers the opportunity for businesses to network amongst each other.

Action Steps:

Advertise event
 Host Event

Jan. - March 2009
 March 25, 2009

Riverhead Golf Tour Cards

The Riverhead Golf Tour Card program is available exclusively through the Chamber that allows for play on some of the premiere golf courses in the Riverhead area. Cards are valid for use throughout the golfing season.

Action Steps:

Promotion Meeting for Golf Tour Cards
 Meeting with participating Golf Courses
 Golf Card status of solicitation /sponsorship meeting
 Launch of Riverhead Golf Cards

Jan. 2008
 Feb. 2008
 Feb. 2008
 TBA

Wine Tour Outing / Secretaries Day Gala

This committee is responsible for coordinating this annual event. Program will begin at 2 P.M and will include a welcome by the President attendees will then depart on trolleys to tour wineries. The wine tour will conclude at 5 P.M. followed by dinner. Responsibilities include negotiating a catering facility for dinner, securing vineyard locations, arranging trolley/bus transportation, soliciting sponsors who will have exclusive promotional right to the event, responsibilities also include managing a budget, taking photographs and emceeding the day of the event.

Action Steps:

Define Vineyard locations	Feb. 11, 2009
Procure Event Sponsors	Feb. 25, 2009
Save the date email	March 2, 2009
Mail Wine invitations	March 11, 2009
Outing Response Date	April 15, 2009
Host Event on Secretaries Day	April 22, 2009

Spring Employment Expo

This committee is to work collaboratively with the Town of Riverhead IDA and Empire Zone in establishing a semi-annual job expo for East End residents and businesses. The overall objective is to place job seekers with local businesses and to encourage chamber membership. The committee is responsible for securing the location, advertising, recruiting companies and door prizes, press releases, hosting the event, creating a database of attendees and distributing door prizes.

Action Steps:

Secure Employment Expo location	March 18, 2009
Recruit participating companies / Sponsorship	March 19, 2009
Advertise Employment Expo	April 15, 2009
Host Event	May 19, 2009

Riverhead Country Fair

This committee is responsible for the promotion and solicitation of vendor space; collecting payments, tax identification information and applications; attending the Town Country Fair Committee meetings and assisting the town on the morning of the fair by checking-in attendees.

Action Steps:

Solicit Business Vendors for Country Fair	Jul 16, 2009
Solicit Volunteers for Country Fair through email blast	Aug 19, 2009
Volunteer meeting for Country Fair	Sep 16, 2009
Deadline for payment, tax information, booth reservations	Sept. 29, 2009
Organize morning check in crew	Sept. 29, 2009
Mail confirmation letters and parking passes	Oct. 1, 2009
Ensure set up is appropriate on Main Street on the day of the Fair	Oct. 11, 2009

Fall Employment Expo

This committee is to work collaboratively with the Town of Riverhead IDA and Empire Zone in establishing a semi-annual job expo for East End residents and businesses. The overall objective is to place job seekers with local businesses and to encourage chamber membership. The committee is responsible for securing the location, advertising, recruiting companies and door prizes, press releases, hosting the event, creating a database of attendees and distributing door prizes.

Action Steps:

Secure Employment Expo location	Aug. 11, 2009
Advertise Employment Expo	Sept. 23, 2009
Recruit participating companies / Sponsors	Sept. 24, 2009
Host Event	Oct. 27, 2009

Publicity

The Executive Director is responsible for the upkeep of news releases regarding all special events, free listings for our luncheon networking meetings, and photo opportunities at events. Our web site must be continually updated and must list all current events.

Passport Publication

This committee oversees the timeline and content of the annual publication.

Action Steps:

Send Passport info letter to members as newsletter insert	Intro to Spring Newsletter
Chamber-submit editorial section and advertisements	
To Passport Publication	April 1, 2009
Passport Publications – Submit 1 st draft to Chamber	April 15, 2009
Passport Publications – Submit final draft to Chamber	May 1, 2009
Passport Publications – Completion Date	May 15, 2009

Radio Program

The Riverhead Chamber Of Commerce hosts a quarterly radio program. The Executive Director, Board of Directors and committee will work with local Radio Station TMO Radio to produce a quarterly segment on “Doing Business in Riverhead.” The above-mentioned will generate content for radio programs and will invite Chamber members to participate within the show. The Chambers radio program will provide services to the greater Riverhead and Suffolk County area and will focus on Chamber members, local Riverhead community, tourist information, and special events.

Newsletter

This committee is responsible for producing a newsletter on a quarterly basis. The newsletter information must have sponsors, president’s letter, meeting information and general announcements. Committee Chairs are responsible for submitting pertinent written articles for inclusion in newsletter and upcoming event notifications.

Action Steps:

Email Reminder President’s Letter	Jan. 14, 2009
	Apr. 17, 2009
	July 15, 2009
	Oct. 14, 2009
Deadline to submit info to printer	Jan. 21, 2009
	April 24, 2009
	July 22, 2009
	Oct. 20, 2009
Mailing of newsletter	Intro to Spring Newsletter Feb. 9, 2009
	Intro to Summer Newsletter May 4, 2009
	Intro to Fall Newsletter Aug 3, 2009
	Intro to Winter Newsletter Nov. 2, 2009

D. Tourism

Committee Chairperson Janine Nebons. This committee shall be comprised of the Executive Board: Angie Reese, Thaddaeus Hill, Monique Gablenz, Linda Dieterich, Robert Lanieri and Tom Lennon.

Tourist Booth

This committee oversees the operation of and the financing of the downtown tourist booth. Selections must be made for staff, solicitations for support and new signage that identifies the Chamber of Commerce and contributors. Sponsors will be solicited by the tourist booth committee to cover the entire cost of operating the tourist booth for funding from private and /or government sources

Open Seasonally

E. Government

Committee Chairperson Tom Lennon. This committee shall be comprised of the Executive Board: Angie Reese, Thaddaeus Hill, Monique Gablenz, Linda Dieterich, Robert Lanieri and Janine Nebons.

The Chamber shall utilize the government resources available and provide economic stimulus programs to encourage business development. The Chamber has the responsibility to work with other business and tourist-oriented agencies such as the Business Improvement District (BID), The Long Island Farm Bureau, Long Island Wine Council, Cornell Cooperative Extension, East End Arts Council. A variety of large private interests such as Splish Splash, Tanger, Atlantis Marine World, Dinosaur Walk Museum, Riverhead Raceway, Railroad Museum, Gingerbread University, Long Island Science Center, The Vail-Leavitt Music Hall, not to mention the vineyards, restaurants, farm stands, B&B's and lodging facilities, shall be solicited to work with the Chamber on a collaborative effort to market the Riverhead area. While each of these entities must focus on their own primary issues, the overall success and future vision must integrate each of the unique specialty areas to produce a cohesive strategy that builds on success.

Business Office Management

The Chamber operates the general business and administration office on East Main Street. Staffing is comprised of the Executive Director and part time seasonal employees as required. The Chamber receives an estimated 30,000 inquiries annually, generated by phone calls, emails, visits to the website, walk in visitors. Brochure distribution is exclusively limited to Chamber members. Office Management, according to the Riverhead Chamber bylaws is the responsibility of the Executive Committee.

Government Liaison

A representative from the Riverhead Town Board is invited to every Board Meeting. Town Council Person Barbara Blass and John Dunleavy will continue to be our liaison for 2009.

Chairperson Nominating

Nominations for the 2009-committee chairpersons shall be made for each committee. Committee chairs should be informed of their nomination prior to being appointed. Board should approve chairpersons at November board meeting.

Action Steps:

Begin Nomination Process for Chairpersons

Aug. 12, 2009

Present Nomination for Chairpersons at BOD Meeting

Nov. 18, 2009

Bylaws

This committee is charged with the task of reviewing the bylaws of the Riverhead Chamber of Commerce. The latest version of the bylaws was revised in 2004. Updates will be proposed as necessary.

D. Membership

Committee Chairpersons Monique Gablenz and Monica Harbes. This committee shall be comprised of the following board members: Pat Snyder and Evon Walters.

This committee is responsible for the solicitation and development of our membership. There are approximately 2,000 businesses in the Riverhead area, of which 350 are members of the Chamber of Commerce

Action Steps:

Develop incentives for Chamber Members	Ongoing
Membership renewal reminder letter	Jan. 30, 2009
Membership renewal Phone reminder	Feb. 11, 2009
Membership renewal deadline	March 13, 2009
Annual review of dues structure	Sept. 22, 2009
Annual membership renewal notification	Nov. 13, 2009

Welcome Package

The Chamber receives numerous informational requests for information about Riverhead from a variety of sources. Two different packages are available and include: a tourist package and a newcomer package. Chamber members that wish to distribute promotional material pay a nominal \$50.00 annual fee, or may be included in both packages for a \$100.00 distribution fee. Chamber members are invited to participate in either or both of the welcome options. Member must provide the appropriate materials to be included. Quantities should be discussed with the Executive Director. This is a good opportunity for businesses to introduce themselves to potential customers.

Member Resources

Chamber Members are invited to work with the Executive Director for networking and business research. The Executive Director maintains extensive data lists including but not limited to: business referral, networking functions, website listing, group insurance information, flyer insert programs (\$50.00 per insertion), committee work assignments, tourism sources, mailing labels (Cost \$50.00) membership list (\$50.00) Business card advertising in quarterly newsletter (\$100.00 per issue), Website sponsorship (\$150.00 monthly rate), Quarterly Newsletter sponsorship (\$250.00 per issue).

Job Postings on Chamber Website

Launched in 2007 The Riverhead Chamber Of Commerce offers a job listing service on our website to Chamber members. All members are invited to utilize the job listing service to attract quality employees while those seeking employment or new opportunities will log on to research prospects. A listing of your organizations name, available positions and your contact information will be included in the job listing section of our website for a minimal cost of \$25 per listing per month.

Discount Program

This member only discount program promotes our patronage of local businesses, encourages local economic growth and will ultimately boost membership by offering yet another benefit to becoming a member. Each member can decide to participate and what type of discount they would like to offer and the specifications. Each Chamber Member will be issued an identifying card to present at the time of purchase or service. The cards will be distributed through the chamber office only to members in good standing, and

a listing of participating business will be posted on our website under the membership only page. Discounts will be valid during the membership year, and can be renewed year after year.

Action Steps:

Solicit discount program within the “Intro to spring” Newsletter	Feb 2, 2009
Distribute membership discount cards to current members	Ongoing
Update website listing of discount members/ send out email blast	Ongoing
List discount participants in newsletter	Quarterly
Include participation form for discount program in membership renewal letters	Nov. 13, 2009

Program Committee / Networking Meetings

The Chamber is charged with the responsibility to educate the community on economic development and opportunities that abound in Riverhead’s unique environment. These opportunities are developed through existing programs and the creation of new programs that foster good spirit and appreciation for the Chamber and its ability to support and more importantly bring together members of the business community. This Committee shall determine the location of networking meetings as well as select the guest speakers. The Guest Speakers should have a relevant topic to the Chambers Mission Statement. The cost of the meetings will be determined at the discretion of the committee. The Committee should submit the list of speakers and locations at least 2 months prior to the event to allow the Executive Director ample time to publicize the schedule.

January 22 nd	Luncheon
May 7 th	Luncheon
September 24 th	Luncheon
November 12 th	Speed Networking Luncheon

Action Steps:

The actions steps for each of these programs are to plan for them at least two months in advance. We must procure a location and speaker for each networking meeting with announcements being included in our Newsletter and email blast.