

HEADED IN THE RIGHT DIRECTION

FROM THE CHAIRMAN OF THE BOARD:

Today, I turn to my GPS whenever I set off on a long automobile trip or try to navigate through unfamiliar territory. That small dashboard unit provides a clear route, advises me of detours, and guides me to attractions, gas stations, hotels, and restaurants all along my way. But my GPS doesn't rely on just one satellite to guide me. It has to connect with multiple satellites and it filters data from a variety of sources in order to keep me headed in the right direction.

That's true of this 2011 Oak Ridge Chamber of Commerce Program of Work. As we enter the final year of a five-year strategic plan, we've continued to receive input from multiple sources – our members, board of directors and Executive Committee, our customers, our allies, our professional staff and even our competitors – in order to stay headed in the right direction. We continue to focus on six critical routes to our missions of enhanced economic vitality and member value, each with tactical mile markers along the route.

The Oak Ridge Chamber of Commerce is a powerful vehicle focused on our community's economic prosperity. It is a vehicle fueled by the financial resources of our member firms and partners and driven by the commitment of volunteers from throughout our business community.

Please register today to participate as a volunteer in the program area of your choice. It's important to our community, to our chamber, and to your business. We'll go faster, and we'll reach our destination sooner, if you join us as we head in the right direction.

Sincerely,

Mike Belbeck
President and Chief Administrative Officer
Methodist Medical Center of Oak Ridge
Chairman of the Board
Oak Ridge Chamber of Commerce

FROM THE PRESIDENT OF THE CHAMBER:

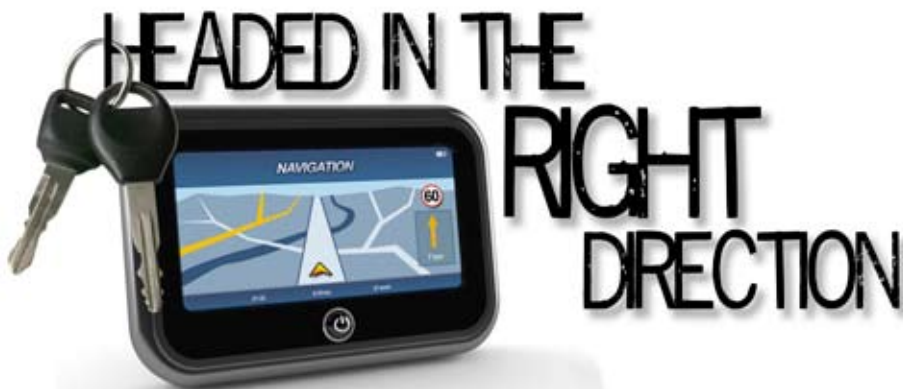
When I was a child, my family drove from the Atlantic to the Pacific, traveling across the nation on the then-famous "Route 66." I remember being lost several times because maps were unclear, road atlases were out of date, and gas station attendants were unreliable sources of information. If we were to undertake that trip today, our journey would be easier because consistent directions would be relayed to us through a satellite-fed GPS.

As our Oak Ridge Chamber of Commerce completes the final year of a five-year strategic journey and as we begin planning for 2012 and beyond, it is vital that we stay headed in the right direction. Our mission is too important, our financial resources are too limited, and our volunteer time is too valuable waste in blind alleys or dead-end streets.

I hope you'll join Chairman Mike Belbeck, his superb executive committee, our board of directors, and professional staff as we undertake our 2011 program of work. Together we can make a difference – a powerful difference – if we stay headed in the right direction.

Sincerely,

Parker Hardy
President and Chief Executive Officer
Oak Ridge Chamber of Commerce



2011 PROGRAM OF WORK

OPPORTUNITIES FOR INVOLVEMENT

- Chamber Connectors
- Membership Appreciation Golf Tournament
- Christmas Parade
- Retail Roundtable
- Membership Campaign Event
- Community Pride Campaign
- Sponsor/Host Networking Events
- Advocacy Task Force
- Communications Advisory Council
- Quality of Life Task Force
- Oak Ridge Chamber Day in Nashville
- Strategic Planning
- Focus Groups
- Entrepreneurs needed for Global Entrepreneurship Week
- STEM (science, technology, engineering & math) professionals to volunteer in schools
- Other: _____

Name: _____

Company: _____

Email address: _____

Phone Number: _____