



2010
Chamber Report

Mission Statement

Provide quality service to our members and promote and develop a strong regional economic climate.

2009 Chamber Highlights

Under the Leadership of: Tim Hendrick

- We are the official Visitors Center for Morgan Hill our new name is the:
“Morgan Hill Chamber of Commerce and Visitors Center”
- We have a new look to our website
- We held a wonderful Salute Morgan Hill event where we recognized:

Man of the Year – Jon Hatakeyama DDS

Woman of the Year – Denise Melroy

Business of the Year – Mama Mia’s

Educator of the Year – Theresa Sage

Student of the Year – Amber Masoni

and Chamber Volunteer of the Year Patty Sebald

2009 Chamber Highlights

- We held a Business Expo (we had not held one in some years)
- We held a very successful Friday Night Music Series, with a new location at the Community Center Outdoor Stage
- We held a very successful Taste of Morgan Hill, in spite of the *Hot* weather
- We held a successful Joint Mixer with Gilroy
- Chamber Staff & Members attended a trip to Sacramento to talk to our State Representatives on various business related issues
- We grew the “Business Focus Group” to two groups, meeting to promote and network business leads

2009 Chamber Highlights

- We have 68 members participating in the Business Focus Groups (BFG)
- BFG generated 19 new members
- BFG members generated 200 + leads to one another
- BFG held two successful Speed Networking events
- We held two Member Orientation meetings
- We held 38 Ribbon Cuttings / Grand Openings
- We began the annual selling of Poinsettias, co-sponsored by Cal Color

2009 Chamber Highlights

- We became more involved in Tourism of our area, creating a Tourism Committee to help promote our hotels, restaurants, wineries, shopping, aquatic center community events and much, much, more...
- We attended several trade shows promoting business in Morgan Hill
- We promoted Morgan Hill in new publications, and on radio and TV stations
- We are working with the hotels in promotions to encourage more heads in beds
- We participated in the 4th July and December Holiday parade

Strengths & Challenges

Strengths

- Our Members
- Diversity Large & Small Businesses working together
- New Tourism Opportunities
- Working with Business Needs
- Relationship with City
- Board Members
- Staff
- Working with other organizations

Challenges

- Confusion – What is the Chamber?
- Member Participation at Chamber Functions
- Current Office Location
- The Economy
- Members *NOT* taking advantage of their membership opportunities

Participation means you get more value out of your membership

Strengths

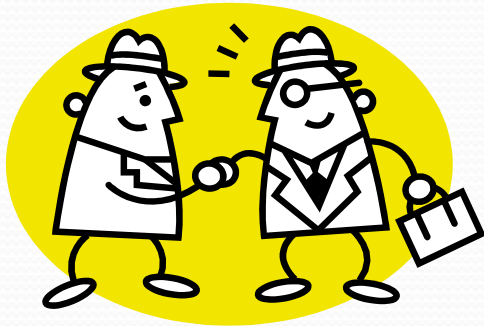
- Growth
- Connecting Businesses
- Time to Act - business needs the Chambers promotional arm
- Advertising with the Chamber is the best value in town....

Challenges

- Renewals of Membership
 - Lack of Sponsors for events
- While 2009 Taste was financially better than we expected, our overall finances are taking a hit due to low attendance and lower than expected renewals

Resources for Members

- ❖ Mailing Labels
- ❖ Business Referral Services
- ❖ Promotional Displays
- ❖ Tax Deductibility
- ❖ Calendar of Community Events
- ❖ Certificates of Origin
- ❖ City Orientation for Employees
- ❖ Networking opportunities
- ❖ Surveys from business organizations
- ❖ Newsletter updates (MOM)



- ❖ Free one hour of SCORE Counseling
- ❖ Advocate for Business
- ❖ Bulk Mail availability
- ❖ Business Expo
- ❖ Kiosk information
- ❖ Free Advertising in the Members Directory (10,000 copies)
- ❖ Reduced rates at events
- ❖ A voice in the community

Your Chamber Today

1. 116 New Members in 2009
2. 181 Non Renewals (reasons varied)
3. 515 Current Membership
4. 3 full-time employees

Christine Giusiana, President/CEO

Deborah Sierra, Membership Director

Garrie Bryant, Office Manager / IT

1 part-time Employee

Michele Naylor, Program & Events Director
and Contract Bookkeeper, Pat Catanzaro

2010 Chamber Board of Directors

Executive Committee

- 2010 Chair – Brian Sullivan
- Vice Chair – Dave Howser
- Treasurer – Chelva Kumar
- Secretary – Terry Moriyama
- Past Chair – Tim Hendrick



Board

- Shanna Boigon
- Chris Bryant
- Jeff Burrus
- Jan Dean
- Adelita King
- Steven Stratton
- Myles Taketa
- Marian Tankersley
- Gary Thomas
- Lorraine Welk

2010 Events & Programs

- Salute Morgan Hill (January 30, 2010)
- Quarterly Business Forum (January 15, 2010)
- Women in Business Monthly Luncheon
- Good Morning Morgan Hill Monthly Breakfast
- Business Expo (location to be confirmed)
- Earth Day, April
- Health and Wellness Fair, May
- Friday Night Music Series, June - August
- Taste of Morgan Hill (21st Anniversary), September
- BBQ Cook-off (New event for 2010), June

Networking Opportunities



- Monthly Networking Mixer
- Women In Business Luncheon
- Business Forum Luncheons
- Member Orientation
- Chamber Committees
- Business Focus Group
- Joint Mixers
- Ribbon Cuttings / Grand Openings
- Special Events
- “Wake up Morgan Hill” Breakfast
- Women In Business Luncheon

Promotion Opportunities for Members

- Business Directory & Destination Planning Guide
- Internet Exposure
- Morgan Hill Map
- Newsletter
- Grand Openings & Ribbon Cuttings
- Sponsorships: Taste of Morgan Hill, Friday Night Music Series, Salute Dinner, Good Morning Morgan Hill, WIB and After Hours Networking Mixers
- Business Expo
- Dining & Lodging Guide
- Tradeshows & Events
- Special Publications
- Central Coast Tourism Guide

2010 Committees

Be part of the solution

Be Active

Join a committee today!

Ambassador Committee

2010 Chair, Dave Howser

Business Forum

2010 Chair, Myles Taketa

Economic Development

2010 Chair, Jeff Burrus

Events

2010 Chair, Lorraine Welk

Finance

2010 Chair, Chelva Kumar

Government Affairs

2010 Co-Chairs, Shanna Boigon,
Chelva Kumar

Membership

2010 Chair, Dave Howser

Tourism

2010 Chair. Terry Moriyama

Women In Business & Breakfast

2010 Co-Chairs, Jan Dean,
Marian Tankersley

2010 Event Chairs

Friday Night Music Series

2010 Chair, Brian Sullivan

BBQ Cook-off

2010 Chair, Chris Bryant

Business Expo

2010 Chair, Myles Taketa

Taste of Morgan Hill

2010 Chair, Lorraine Welk

2011 Salute Morgan Hill

2010/2011 Chair,
Marian Tankersley

Moving into 2010

- New Location as of March 1, 2010
- Maintain as many of our current members and continue to bring in new members
- Looking into referral programs
- Expect a call from Brian, the board intends to reach each member
- Encourage our members to take advantage of membership opportunities
- Continue to promote Morgan Hill and our outstanding businesses
- Continue to watch for issues that are unfriendly to business
- Continue to work on alliances with other Chambers and organizations
- Hold open forums for the public to learn more about those running for government offices, such as County Supervisor, Santa Clara Water District

2010 Salute Award Winners

Man of the Year – Lynn Liebschutz

Woman of the Year – Teri Larice

Business of the Year – Cherisse's Hair Salon

Educator of the Year – Ellen Yu Costa

Student of the Year – Franchesca (Frankie) Kellett

Chamber Volunteer of the Year –

Morgan Hill Kiwanis Club

Question & Answer Time

Please remember to pick up information
& reserve your space at the following

Business Forum Lunch

Friday January 15

Guest Speaker

MHUSD Superintendent, Dr. Wesley Smith

2010 Salute Awards Dinner

Saturday January 30