



2025 Lake Norman Chamber of Commerce Plan of Action



Brian Sisson: 2025 Board Chair

*Chair's Goals: The 2025 Theme for the Year **Empowering Growth: Connecting Members, Advancing Technology***

In 2025, the Lake Norman Chamber of Commerce will focus on two key pillars: maximizing the value of membership and embracing the power of technology to drive growth. The theme highlights the importance of building stronger relationships among members while equipping them with the digital tools and resources necessary to stay competitive and innovative.

Key Focus Areas:

Member Empowerment:

Creating more value for members by offering resources and networking opportunities, and tailored business solutions that support growth and success.

Providing members with education and insights into industry trends, leadership development, and best practices for optimizing their businesses.

Leveraging Technology for Business Advancement:

Encouraging businesses to adopt cutting-edge technologies to streamline operations, enhance customer engagement, and foster innovation.

Offering workshops, seminars, and events focused on digital transformation, automation, AI, cybersecurity, and other tech-driven solutions.

Collaboration & Networking:

Facilitating stronger connections through both traditional and tech-enhanced networking opportunities.

Expanding access to digital platforms that enhance collaboration, ensuring members can interact and engage with each other in meaningful ways.

Innovation & Education:

Providing tools, resources, and knowledge to help businesses embrace new technologies and stay ahead of the curve in a rapidly changing landscape.

Partnering with tech companies and experts to offer hands-on training and insights into the latest tech trends.



Business Growth & Economic Development
Chair: Jim Combs

The Business Growth and Economic Development Division supports successful business by advocating for an improved commercial infrastructure and by helping locate new business to the lake region. This division works closely with economic and legislative officials to strategically develop a friendly and supportive business environment.

Focus on entrepreneurship and growing the Leaders & Legends program which serves as a peer-to-peer education on business issues and current events, as well as quarterly interactions providing learning experiences from local group members and guest speakers.

Look at programs and explore opportunities which were formally a function of the Lake Norman Economic Development Corporation specifically in workforce development.

Small business recruit/retain - Enhance awareness of events and coordinate small business roundtables.

Conduct the annual Small Business Week of activities, programs, and seminars in conjunction with the Small Business Administration.

Continue partnership with Mecklenburg County Economic Development, Central Piedmont Community College, the Small Business Administration, and SCORE to facilitate small business growth and assistance.



Community Affairs Division
Chair: April Patterson

The Community Affairs Division focuses on quality-of-life factors that enrich our region and provide civic leadership in the areas of health care, education, arts and culture, diversity and the environment.

Conduct a regional nonprofit roundtable quarterly for non-profits in the region.

Identify community service and support opportunities for the Chamber and its members.

Collaborate with the North Mecklenburg Crime Stoppers at the Annual Public Safety recognition.

Participate in Big Day at the Lake.

Collaborate with the Cain Center for the Arts and other agencies to promote and encourage art and cultural resources in the lake region.

Provide support and visibility to existing art and cultural festivals.

Promote the relationship with Visit Lake Norman for regional events.

Assist local health care agencies with regional community issues seeking opportunities to partner with other likeminded organizations and identify new ways to add value to our membership.

Diversity Committee

Sub Chair: Cherese Spand

Aid minority business-owners and address any unique needs or issues.

Take part in regional diversity functions at local town and community events.

Promote community involvement in the Diversity Council.

Host a Diversity Luncheon recognizing the small business, corporation, small business, and individual who promotes inclusivity and diversity in our region.

Host Quarterly Lunch n' Learns for Chamber Members and Community Citizens on diversity issues which impact race, culture, and other factors impacting our community and region.

Look at opportunities to engage more Latino and Asian American business owners in our Chamber and specifically host a Latino event in 2025.

Lake Norman Education Collaborative

Sub Chair: Melinda Bales / Brandi Jones

Host a luncheon with a representative of Public Instruction and select Educators of the Year for CMS, Charter, and Private Schools along with a local corporation that supports vocational education and local apprenticeships.

Collect needs from the schools and focus on resources to help provide for both broad initiatives as well as specific needs.

Host a Focus Friday or similar event with Charlotte Mecklenburg Schools outlining district goals and progress and provide a forum for Chamber members to ask questions and advise of any concerns.

Assist with Virtual Career Days coordinated with area schools.

Encourage opportunities for the Chamber to partner with our local schools (such as Junior Leadership) and encourage member participation with school programs and mentoring.

Include our regional colleges and higher education partners with internship opportunities at the chamber, providing workshops on training available to small business owners.

Focus on advanced workforce development opportunities with area businesses and area high schools as well as the under employed.

Women's Initiatives

Sub-Chair: Joy Dillon

Host the 2025 Lake Norman Regional Women's Conference.

Coordinate a monthly program targeting Women Business Owners (WINS: Women Influencing Networking Sharing) on a variety of marketing, management, sales, and operational topics.



Communication and Marketing Division

Chair: Stacie Bright

The Communication and Marketing Division's mission is to increase membership growth through relationships and opportunity and continue to provide the positive and energetic leadership needed to ensure the success of all businesses and professions within our ranks. Growing membership through every means possible is our mission and our 2022 vision.

Enhance the ways we engage and retain members.

Grow Chamber awareness within the Lake Norman Community.

Promote the array of excellent benefits our Chamber offers to membership and community.

Attract new members and engage current membership with strategic placed social media and the increased use of our website.

Develop strategies for text marketing.

Communicate the importance of our member businesses to local, regional, state, and federal elected leadership.

Explore and promote the capabilities of the Chamber's website to the Chamber's membership which include online payment options, business to business discounts, employment job board, and artificial intelligence options.

Publish the Chamber's Monthly Splash Newsletter and implement a communication strategy that allows the Chamber to best communicate with the Membership.

Continue to promote members through a weekly podcast "Around the Lake."



Finance and Operations

Chair: Alec Natt

The Finance and Operations Division oversees the management of the Chamber including the internal operations of the Chamber, membership, revenue, and contracts.

Hold monthly Finance & Operation meetings with staff, open to the Board, to review ongoing financial operations.

Collaborate with Membership Services Chair to coordinate membership benefits programs and explore new opportunities which may include member discounts and incentives.

Collaborate with Membership Services Chair to develop membership packages to be offered in 2025.

Evaluate new and existing programs in context of revenue, value to members, relevance to chamber mission, and image in community.

Re-evaluate ongoing Chamber programs, projects, contracts and outsourced functions.

Collaborate with Executive Committee to develop capital plan for Board consideration, including capital investments, establishment of reserve limits, and consider investment options.

Continue to explore new sources of revenue streams and fundraising ideas.



Member Services

Chair: Rod Beard

The Member Services Division provides quality networking and promotional programs that meet the needs of the Membership and encourages engagement. The division creates and promotes a strong positive image of the Chamber to the public and supports the Chamber through recruitment, development and retention programs to foster and strengthen business vitality in the Lake Norman Region. The Chamber Ambassador program is the foundation upon which the Division is built upon.

Encourage our future and present members to view our Chamber events as premiere and essential networking opportunities. The goal is attracting and retaining the best of our business partners to be active members who participate regularly with programs and after-hours events

Promote new membership packages to clearly show the value of our Chamber Membership.

Assist Chamber staff in strategy and content for increasing membership and provide guidance

Work closely with Chamber Communications and Technology Chair on communicating Chamber benefits and message to attract and retain members.

Continue to promote the Chamber website and explain website functionality and promoting enhanced capabilities for member spotlights and banner ads.

Strong and consistent engagement with our Ambassadors to help deliver our message of the benefits of the Chamber and of value-added events to ensure solid attendance of our many event offerings each month.

Accessibility to offer onsite visits by chamber staff to visit potential new members who have recently visited our events and may have an interest in joining the Chamber.

Provide follow up thank you letters to potential new members that have visited Chamber events as a guest of a member or new to the business community and attended a Chamber Function.

Member Services will be active in attending as many Chamber Functions as possible to work with Ambassadors to welcome and educate potential new members as well as engage current members.

Work with Lake Norman Chamber Young Professionals to continue to connect with Chamber members to inspire to be future Chamber members and potential leaders in the Chamber in future years. This is an important olive branch to our active Millennials which is the future to help grow our chamber for years to come.

Publicize past Chamber success stories to give credit where credit is due to make sure current and future members know the history of what the Chamber has accomplished for this business community.

Maintain a broad membership base through recruitment, retention and providing value at all levels to our Chamber Members.

Provide exceptional networking and promotional programming throughout the year that encourages members to get engaged.

Maintain consistent and exceptional delivery of programming throughout the year by working closely with Chamber staff and Ambassadors.

Increase public awareness of Chamber programming and policy.

Conduct Annual Awards Gala.

Conduct Annual Business Expo to promote the Chamber's membership.

Conduct Leadership Lake Norman.

Explore new Affinity programs and additional programming options.

Establish strong activity/ partnership opportunities with other chambers

Ambassador Program

Establish leadership roles for Ambassadors to oversee scheduling Ambassador participation in events.

Continue Ambassador Mentoring program which maintain Ambassador criteria, qualification and incentive programs to train current and new ambassadors

Conduct new Member Orientation programs

Engage the Ambassadors in direct calls with chamber membership and overall participation in chamber programs and seminars.



Public Policy
Chair: Pat Jackson

The Public Policy Division monitors local, state and federal legislative activity that influences business growth and activity in the Lake Norman area, while developing strategies for influencing these deliberations. The Public Policy Committee also facilitates Chamber support of community service activity in the region.

Monitor public meetings to inform our membership on issues affecting the business community

Conduct *Focus Friday* programs discussing issues that impact our community with influential business leaders as well as both elected and appointed public officials.

Conduct the 2025 Academy of Political Leadership to serve as a candidate training program for aspiring office holders.

Establish regional business priorities plus strategic priorities that benefit our membership that may require attention in upcoming legislative sessions.

Function as an advocate, as appropriate, on major policy and projects for Lake Norman's business community.

Educate our members on regional and statewide legislative issues.

Coordinate legislative meetings where Chamber members can meet, discuss, and advise the Chamber on legislative and community issues.

Promote and coordinate annual Candidate Forum(s) including participation in political processes by our members that impact our area businesses.

Generate opportunities for Chamber members to meet and build positive relationships with our local, state and federal elected officials

Place emphasis on educating and advocating for road, highway improvements, and transportation planning initiatives that benefit our region.

Work with elected leaders, NC DOT officials, LNTC, and the Charlotte Regional Business Alliance to expedite road

Participate in identifying alternative sources of funding for existing and unfunded infrastructure and transportation projects.

Advocate for our member businesses to local, regional, state, and federal elected leadership.

2025 Board of Directors

- 2024 PAST BOARD CHAIR** Jeff Tarte, Cribb, Philbeck, LLC
- 2025 BOARD CHAIR** Brian Sisson, The Range at Lake Norman
- 2026 CHAIR ELECT** Leah Trowbridge, The McIntosh Law Firm
- FINANCE CHAIR** Alec Natt, EnergyUnited
- VICE CHAIR BUSINESS GROWTH** Jim Combs, United Community Bank
- VIDE CHAIR COMMUNICATIONS** Stacie Bright, Advanced Wealth Strategies
- VICE CHAIR COMMUNITY AFFAIRS** April Patterson, ServisFirst Bank
- VICE CHAIR MEMBERSHIP PROGRAMS & SERVICES** Rod Beard, Charlotte Payroll
- VICE CHAIR PUBLIC POLICY** Pat Jackson, Master Title

John Alexander, Stop Restoration	Lisa Bass LegalShield	Beth Bledsoe, MSC Insustrial Supply
Nichole Burton, Novant Health	Bath Cashion, ABNO Group	Mariano Doble, Davidson Village Inn
Scott Fletcher, Duke Energy	Larry Griffin, Jr Royal Bliss	Robin Salzman, Giving With Grace Foundation
Tracey Stehle, Allen Tate Realtors	Karen Tovar. The Tovar Group	Brian Wofford, Atrium Health

Tracey M. Bradon—Town of Davidson

Scott Higgins, Town of Cornelius

Edwin Quarles, Town of Huntersville

EX—OFFICIO

- Sally Ashworth** VISIT LAKE NORMAN
- Casey Broome** LAKE NORMAN YOUNG PROFESSIONALS
- Melinda Bales/Brandi Jones** LAKE NORMAN EDUCATION COLLABORATIVE