



Estero Chamber of Commerce Strategic Plans for Future Growth and Impact

Leadership

Estero Chamber Staff (New*)

- *Nolen Rollins**, President - Overall Chamber Leadership
- Pam Mueller**, Executive Director (Operations, Marketing, Bookkeeping, Events, Volunteers)
- *Gary Bonvillian** - Economic Development Director (Economic Development)
- *Jim Mendolera** - Membership Enlistment Director (New Members and New Impact Partners)
- *Sharon VanRite** - Ambassadors Director (Member Support and Retention)
- *Jordan Azis**, Technology and Marketing Director (Tech Support and Marketing)

Estero Chamber Board of Directors (New*)

- Blake Chapman**, Chair – Business Owner, State Insurance USA
- Susan Evans**, Chair Elect, Vice President, Chief of Staff, FGCU
- *Jordan Azis**, Technology Advisor, Stickboy
- *Gary Bonvillian**, President Emeritus, Thomas University
- *Jeannie Gawronski**, President, Hope 4 Kids (Non-Profit)
- Alex Greenwood**, Vice-President, Lee Health
- Jim Mendolera**, Commissioner, Estero Fire Rescue
- *Joni Pavich**, Owner, J. Pavich Realty World
- *Bill Ribble**, Mayor, Village of Estero
- Sharon VanRite**, Business Owner, Platinum Media Services

Program

Changes in Monthly Chamber Events

We will offer three monthly events – one live and two virtual.

Business after Hours (Virtual until Pandemic Clears, then Live)

We will conduct only one networking event each month, “**Business after Hours.**” We will have this event at a featured Chamber member’s business and have three Chamber Members share about their businesses at each event to add value beyond networking.

Estero Leadership Speaker Series (Live)

We will replace the monthly “Lunch and Learn” with “**Estero Executive Speaker Luncheons.**” We will conduct monthly, catered luncheons at the Chamber Office with high level business leaders such as CEOs, retired CEOs and business owners of successful companies and leaders in other areas such as education and government as speakers. We will invite other audiences to these luncheons to increase exposure and attendance – ECCL list, Village of Estero list, Estero Forever Foundation list and Legacy Leadership Luncheons list.

Enhancing a Vibrant Business Community (Virtual Webinar)

We will add a monthly webinar entitled “**Enhancing a Vibrant Business Community**” offering top-level training for members.

Additional Monthly and Weekly Features

We will continue a weekly newsletter promoting events for the coming month – the three monthly events and any upcoming annual event.

The Chamber President will write a weekly short article with helpful business growth tips entitled, “**Elevate Your Business.**”

Offer Five Big Annual Events

Business Expo (February)

Non-Profit Event (April)

Annual Awards Luncheon (June)

Annual Fund Raiser -Golf Tournament or Other Event (Fall)

Holiday Party (December)

Chamber Goals for 2021

Increase Chamber Membership - from 210-250 (20%)

Increase Impact Partners - from 10 to 15 (50%)

Increase Lunch Attendance – from 25 to 50 (100%)

Increase Networking Events Attendance – from 22 to 40 (100%)

New Webinar Attendance - 25

Increase Data Base/Contacts – from 425 to 700 (65%)

Priority Emphasis for 2021

Set the Culture – Establish an intentional culture of relationships, economic growth and leadership.

Relationships – Success is directly related to personal relationships.

Economic Development – Become an economic development leader for Southwest Florida.

Leadership – Everything rises and falls on leadership. Model and mentor leadership.

Estero Chamber of Commerce 2021 Schedule of Events

During months we have one of our five annual events (Business Expo, Non-Profit Event, Annual Luncheon, Golf Tournament and Holiday Party) we omit one of the regular monthly events. The only additional events sponsored by the chamber are ribbon cuttings for new businesses.

Business after Hours Networking, Thursdays, 5:30-7:00 pm

Jan 7, Feb 4, Mar 4, April none (Non Profit Event), May 6, June 3, July 8,
Aug 5, Sept 9, Oct 7, Nov 11, Dec 2

Education Webinar, Thursdays, 10:00-11:00 am

Jan 14, Feb none (Business Expo), Mar 11, April 15, May 13, June 10, July 15, Aug 12, Sept none (Golf Tournament), Oct 14, Nov 18, Dec 9

**Executive Leadership Speaker Luncheons, Tuesdays,
12:00 noon-1:30 pm**

Jan 26, Feb 23, Mar 23, Apr 27, May 25, June 22 (Annual Luncheon), July 27, Aug 24, Sept 28, Oct 26, Nov 30, Dec none (Holiday Party)