

Chamber Releases Four Year Strategic Plan

FOR IMMEDIATE RELEASE

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(St. Catharines) Building on the strength of its merger last year, the St. Catharines – Thorold Chamber of Commerce has completed a four year strategic plan that captures the spirit of Niagara’s oldest chamber, its commitment to its members, and points the chamber toward an even stronger future.

“As an organization, we have experienced a tremendous amount of growth,” explained Stephen Cook, President of the Board of Directors of the Chamber. “We needed a plan to guide the organization moving forward and really, it was Al Simpson - last year’s president - who guided the process of developing a strategic plan.”

Through an examination of its strengths, weaknesses, opportunities and threats, the four year plan sets the stage for a more focused, powerful Chamber by building on its rich history, and leading the way to help create a stronger local economy by following the Chamber’s vision, mission and guiding principles.

“With a four-year plan, we have the tools to further build on our past successes,” says Walter Sendzik, Executive Vice President and General Manager. “We have a lot of work to do, and there’s high expectations within the plan, but we have a strong board and a hard working staff and I am confident that we can reach our goals making the chamber even stronger for our membership.”

The approach adopted by the board includes connecting the core objectives to action items with accompanying reporting metrics and means systems to achieve the actions. The objectives identified are as follows:

- 1.0 Building Partnerships – For A Stronger Niagara**
- 2.0 Membership Growth**
- 3.0 Advocacy**
- 4.0 Business Working Together**
- 5.0 Membership Benefits & Services**
- 6.0 Recognize Member Achievements**
- 7.0 Operational Excellence**

The 2008-2011 Strategic Plan is a comprehensive document that sets the stage for the St. Catharines –Thorold Chamber of Commerce to become a dominant business organization. If you are interested in a copy of the Chamber’s strategic plan, please e-mail info@sctchamber.com. A summary of the plan is available on-line at www.sctchamber.com.

The St. Catharines – Thorold Chamber of Commerce is the largest chamber in Niagara with more than 1050 members representing over 27,000 employees. Founded in 1867, it’s the voice of business for a stronger Niagara.

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