



# WAUSAU REGION CHAMBER OF COMMERCE

# ORGANIZATIONAL CHART

Fiscal Year 2017-2018

## MEMBERSHIP

### BOARD OF DIRECTORS

- Represent the Members
- Provide Strategic Direction
- Approve Annual Budget
- Approve & Install Board Nominating Committee's Slate of Candidates
- Set Obtainable Goals (Ends Statements) & Develop Metrics to Measure Success & Member Satisfaction
- Establish Board Policy
- Measure President/CEO's Performance

### AFFILIATES

- Wausau Area Chamber of Commerce Foundation, Inc.

## STAFF

### President/CEO

- "Face" of the Chamber/Primary Spokesperson
- Acts as Servant Leader to Membership
- Facilitates Collaboration with Organizations/Businesses

- Provides Oversight on All Employment Activity
- Ensures all Organizational Goals are Achieved
- Operates in Accordance with Policy Governance

## STANDING COMMITTEES

### Audit Committee

- Interface with Auditors Throughout Initial & Final Audit Stages
- Review With Auditors Their Evaluation
- Review Financial Statement & Audit Results Before Finalized by Auditors
- Present Recommendations of External Auditors
- Recommend Selection of External Auditor
- Review Required Communication Letter
- Communicate with President/CEO of Appropriate Action Required to Correct Deficiencies

### Executive Committee

- Set Board Meeting Agendas
- Provide Guidance to President/CEO
- Prepare Policy Alternatives & Implications for Board Deliberation
- Act for and on Behalf of the Board Between Board Meetings in Emergency Situations
- Investigate Whistleblower Accusations
- Exercise Additional Authority as Set Forth in the Policy Governance Manual
- Acts as Audit Committee Per Bylaws
- Make Decisions that Fall Within the Topics Covered by Board Policies on Governance Process & Board-President Relationship, Except Where Board Specifically Delegates Portions of this Authority to Others
- Establish Meeting Agendas & Lead Board Meetings
- Seek Council from Board (in Conjunction with Chairperson Elect) Prior to Conducting President/CEO's Performance Evaluation
- Represent the Board in Announcing Board-Stated Positions & Interpretations Within the Areas Delegated to Him/Her

#### Officer-Specific Duties

#### Chairperson

- Assure Integrity of the Board's Process
- Represent the Board to Outside & Inside Parties
- Ensure Board Maintains Focus on Vision & Behaves Consistent with it's own Board Policies & Those Legitimately Imposed Upon it from Outside the Organization
- Encourage Board Membership to Participate Fully & Assume a Group Responsibility for it's Outcome

#### Chairperson-Elect

- Performs Duties of Chairperson in Absence of Chairperson
- Conducts President/CEO Performance Evaluation with Chairperson
- Serves as Chairperson of Nominating Committee

#### Secretary/Treasurer

- Prepares Meeting Minutes
- Prepares Receipts & Disbursements
- Presents Monthly & Annual Financial Reports to Board
- Oversee Preparation & Presentation of Annual Budget
- Monitor Financial Health, Financial Policies & Investments

### Nominating Committee

- Propose a Slate of Officers and Directors for Board Consideration

### Ad-Hoc Committees

- Established by Board to Support Board Initiatives
- Upon Completion of the Task or Achievement of the Objective, Ad-Hoc Committee is Dissolved

### Finance Director

- Manages Accounting Activities (GL Entries, Reconciliations, AP/AR & Collections)
- Monitors Cash Balances
- Prepares Financial Reports Using GAAP
- Develops Budget, Forecasts & Projections
- Coordinates Audit

### Member Relations Manager

- Develop & Execute Retention Plan
- Engage with Each Member Annually
- Manages Membership Dues Collections
- Manages Ambassadors, Ribbon Cuttings & Networking Activities

### Programs & Events Director

- Develop, Coordinate & Execute Signature & Professional Development Events
- Manage Sponsorship Sales Cycle from Lead Generation to Completed Sale
- Manage Event Ad-Hoc Committee Activities
- Act as Staff Liaison to Board of Directors

### Talent Director

- Develop & Execute Talent Development Plan
- Recruit Business Partners, Projects & Mentors for Talent Accelerator
- Manage Workforce Hub Activities
- Manage Inspire Activities

### Marketing Manager

- Develop & Execute Marketing Plan
- Provides Copywriting & Graphic Design
- Manages Social Media Content & Website
- Selects & Orders Promotional Items
- Acts as Secondary Spokesperson
- Manages Media Buys

### Membership Development Manager

- Develop & Execute Membership Sales Plan
- Manage Sales Cycle from Lead Generation to Completed Sale
- Aggressively Cold Call & Telemarket Prospective Businesses

### Special Projects Manager

- Greet Guests, Answer Calls & Provides Resources
- Process Electronic Certificates of Origin
- Coordinate Chamber Mailings
- Coordinate Meetings
- Enters Mail & Phone Payments

## AD-HOCS/COMMITTEES/GROUPS

### Ambassadors

- Attends Ribbon Cuttings
- Assists at Events (Greeting, Check-In, Usher)
- Assists with Retention Efforts

### First Tuesday

- Discusses Relevant Community Issues in a Confidential Forum

### Business Advocacy

- Promotes Business-Based Legislation
- Develops Position Statements on Behalf of Chamber

### Program Ad-Hocs

- Brainstorm Ideas & Activities
- Assist Staff with Program & Event Content/Speakers, Sponsors & Donations

### Workforce Hub

- Promote & Enhance Relationships Between Businesses & Education
- Create New & Support Existing Workforce Programs
- Expand Awareness of Employment Skills Needed to Ensure Region is Prepared