



**OneZone**

CHAMBER OF COMMERCE

*Strategic  
Plan*

2024 - 2026

# MISSION

Helping Businesses and Communities Thrive!

# PURPOSE



Catalyst for Business Growth & Development



Champion for a Thriving Community



Convener of Leaders & Influencers



An Inclusive Center of influence and impact

# VALUES



It's All About You, Our Members



Deliver Remarkable Experiences



Learn, Innovate & Share



Be a Trailblazer



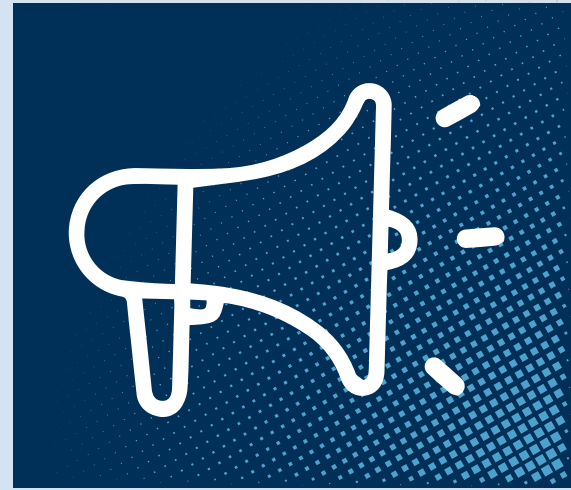
Contagious Energy with a Positive Attitude

# Strategic Leadership

**As OneZone Chamber of Commerce embarks on the exciting journey outlined in our strategic plan, the successful execution of our vision rests in the capable hands of a collaborative and dynamic leadership team. Comprising seasoned professionals with diverse expertise, this team is dedicated to steering the Chamber toward its goals, ensuring that each strategic pillar is translated into impactful initiatives and tangible outcomes.**

- 
- Doug True, FORUM Credit Union (Board Chair)
  - Ryan Mooney, BMO Harris (Chair-Elect)
  - Ranjit Puthran, Allstate Insurance (Past Chair)
  - Ann O'Hara, Dale & Eke (Secretary)
  - Michael Hart, J.C. Hart (Treasurer)
  - Sam Mishelow, Meyer Najem
  - Amanda Miller, ALO Properties
  - Kathy Krusie, Community Health Network
  - Doug Puckett, IU Health
  - Marty Rosenberg, Forté Sports Medicine
  - Séamus Boyce, Kroger Gardis & Regas
  - Chad Bosler, SMC Corporation
  - Patrick Broccolo, Senior1Care
  - Mindi McMillin, Fieldgate Farms
  - Ted Baker, VM Ware
  - Keriann Rich, HONEST Digital
  - Andrea Nicholson, American Sound
  - Richard Funnell, Community Health Network
  - Farah Myers, Cool Creek Family Health
  - Brent Borg, Church, Church, Hittle + Antrim
  - Elizabeth Walker, Riverview Health
  - Scott Maybee, NextGear Capital
  - Carlonda David, Community First Bank of Indiana
  - David Greene, First Merchants Bank
  - Cheryl Robinson, OneZone Chamber
  - Shelli Williams, ICEA
  - Brian Henning, Old National Bank
  - Rachel Kartz, Ivy Tech Hamilton County
  - Mark LaBarr, Duke Energy
  - Larry McQueary, Indy Fuel
  - John Wick, NextGear Capital
  - Marsha Wurster, Indianapolis Airport Authority
  - Steve Nelson, Mr. Muffin's Trains
  - Parveen Chand, Ascension/St. Vincent
  - Dustin DeNeal, First Internet Bank
  - Justin Furr, Sunbeam Development
  - Trina Tate, Everwise Credit Union
  - Tom Koch, Beck's Hybrids
  - Jack Russell, OneZone Chamber

# STRATEGIC PRIORITIES:



**ADVOCATE**



**EDUCATE**



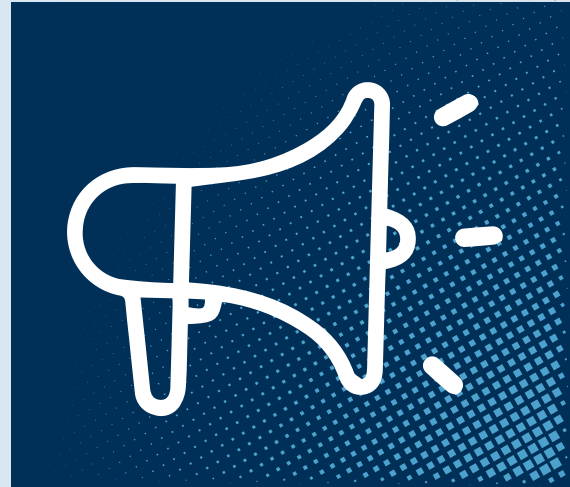
**CONNECT**



**CELEBRATE**

As OneZone Chamber of Commerce embarks on the next chapter of our journey, we are guided by a strategic plan anchored in four fundamental pillars: Advocate, Educate, Connect, and Celebrate. These pillars represent the cornerstones of our mission, outlining a roadmap that will steer our efforts and shape our impact over the next three years.

# STRATEGIC PRIORITY #1



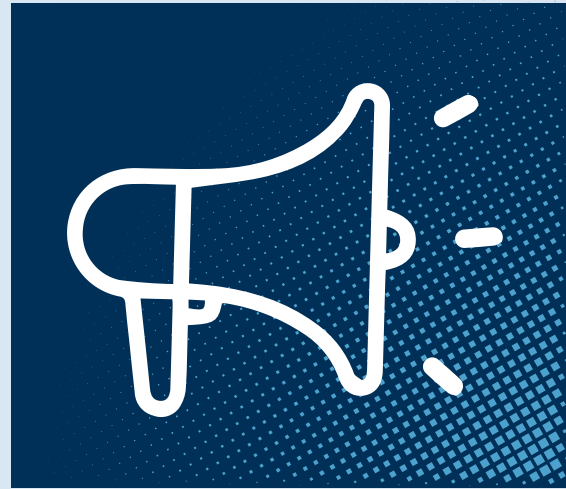
## ADVOCATE

OneZone Chamber is dedicated to advancing the interests and prosperity of our local business community. Through a robust advocacy program, we actively engage in both local and state arenas to shape policies, influence decisions, and foster an environment conducive to the success of our members.

## *ACTION ITEMS*

- **Regular Engagements with Local Officials:** Schedule regular meetings with local elected officials, city council members, and key municipal staff to discuss the needs and concerns of the business community.
- **Partnerships with Local Organizations:** Forge partnerships with local business associations, community groups, and educational institutions to build a united front in advocating for policies that benefit the entire community.
- **Advocacy Workshops for Members:** Organize workshops and information sessions to educate Chamber members about the local regulatory environment, zoning laws, and how to effectively engage in local advocacy efforts.
- **Community Events:** Host events that promote local businesses and community engagement, fostering a positive relationship between businesses and residents.
- **Regular Communication Updates:** Provide regular updates to members about local policy developments, regulatory changes, and opportunities for involvement in local advocacy initiatives.

# STRATEGIC PRIORITY #1 - CONTINUED



## ADVOCATE - STATEHOUSE

OneZone Chamber is dedicated to advancing the interests and prosperity of our local business community. Through a robust advocacy program, we actively engage in both local and state arenas to shape policies, influence decisions, and foster an environment conducive to the success of our members.

### *ACTION ITEMS*

- **State Legislative Day:** Organize an annual State Legislative Day where Chamber members can meet with state legislators to discuss key issues, share perspectives, and advocate for policies that support businesses.
- **Policy Research and Position Papers:** Conduct in-depth research on state-level policies affecting businesses and develop position papers outlining the Chamber's stance on critical issues.
- **Statewide Coalition Building:** Establish and actively participate in coalitions with other Chambers of Commerce, industry associations, and advocacy groups to amplify the impact of advocacy efforts at the state level.
- **Advocacy Training for Members:** Offer training programs to equip Chamber members with the skills and knowledge needed to effectively advocate for their businesses at the state level.
- **Regular Meetings with State Officials:** Facilitate regular meetings and dialogues with state legislators, agency officials, and the governor's office to ensure the Chamber's voice is heard on matters affecting the broader business community.
- **Legislative Monitoring:** Implement a system for monitoring and analyzing state legislative proposals, promptly alerting members to proposed changes that may impact their businesses.
- **Workforce Development Advocacy:** Advocate for state-level policies that support workforce development, including education and training initiatives that align with the needs of evolving industries.

# STRATEGIC PRIORITY #2



## EDUCATE

In the dynamic landscape of business, staying informed and equipped with the latest knowledge and skills is paramount for success. Recognizing this, OneZone Chamber is committed to providing robust educational opportunities for its members. These initiatives are designed to empower businesses with the tools, insights, and resources they need to navigate challenges, capitalize on opportunities, and thrive in a rapidly evolving marketplace.

## ACTION ITEMS

- **Continuous Learning in a Changing Business Environment:** The business landscape is characterized by constant change, whether it be technological advancements, regulatory shifts, or market trends. Educational opportunities offered by the Chamber enable members to stay ahead of the curve, fostering a culture of continuous learning that is vital for adaptability and competitiveness.
- **Skill Development and Capacity Building:** Business success often hinges on the skills and capabilities of its workforce. Educational programs provide members with opportunities for skill development, whether it's enhancing leadership abilities, mastering new technologies, or improving customer relations. This, in turn, contributes to the overall capacity building of the business community.
- **Access to Industry Experts and Thought Leaders:** The Chamber facilitates access to industry experts and thought leaders through educational events, workshops, and seminars. Members benefit from the firsthand insights and experiences of those at the forefront of their fields, gaining valuable perspectives that can inform strategic decision-making.
- **Networking and Knowledge Sharing:** Educational opportunities create forums for networking and knowledge sharing among Chamber members. Collaborative learning environments foster the exchange of ideas, best practices, and solutions to common challenges, creating a supportive ecosystem that accelerates business growth.

# STRATEGIC PRIORITY #2 - CONTINUED



## EDUCATE

In the dynamic landscape of business, staying informed and equipped with the latest knowledge and skills is paramount for success. Recognizing this, OneZone Chamber is committed to providing robust educational opportunities for its members. These initiatives are designed to empower businesses with the tools, insights, and resources they need to navigate challenges, capitalize on opportunities, and thrive in a rapidly evolving marketplace.

## *ACTION ITEMS*

- **Regulatory Compliance and Business Ethics:** Staying compliant with regulations and maintaining high ethical standards are crucial aspects of sustainable business practices. Educational programs offered by the Chamber provide guidance on regulatory changes and promote ethical conduct, reducing the risk of legal issues and enhancing the reputation of member businesses.
- **Enhanced Entrepreneurial Success:** For entrepreneurs and small business owners, educational opportunities are invaluable. Workshops on business planning, financial management, and marketing strategies can significantly contribute to the success and longevity of emerging enterprises.
- **Adaptation to Technological Advancements:** Rapid technological advancements impact all industries. Educational opportunities focus on helping members understand and leverage emerging technologies, ensuring that businesses can harness innovation to improve efficiency, reach new markets, and enhance their competitive edge.



# STRATEGIC PRIORITY #3



## CONNECT

At OneZone, we understand that successful businesses thrive not only on what they know but also on who they know. That's why we place a high emphasis on providing diverse and meaningful connection opportunities for our members. These networking and relationship-building initiatives are essential elements in fostering a vibrant and interconnected business community, offering a multitude of benefits that contribute to the growth and success of our members.

## ACTION ITEMS

- **Business Networking for Growth:** Connections provide a fertile ground for businesses to cultivate partnerships, collaborations, and potential clientele. Networking opportunities offered by the Chamber serve as catalysts for growth, creating a thriving ecosystem where businesses can expand their reach and enhance their market presence.
- **Knowledge Exchange and Collaboration:** Meaningful connections facilitate the exchange of knowledge, insights, and best practices. Members benefit from shared experiences, gaining valuable perspectives that can inform strategic decision-making. Collaboration among businesses within the Chamber creates a collective intelligence that elevates the entire community.
- **Community Building and Shared Purpose:** Connections go beyond transactional relationships; they contribute to the fabric of a connected and supportive community. Building relationships within the Chamber fosters a sense of shared purpose, creating a community where businesses collaborate for mutual success and the betterment of the local economy.

# STRATEGIC PRIORITY #3 - CONTINUED



## CONNECT

At OneZone, we understand that successful businesses thrive not only on what they know but also on who they know. That's why we place a high emphasis on providing diverse and meaningful connection opportunities for our members. These networking and relationship-building initiatives are essential elements in fostering a vibrant and interconnected business community, offering a multitude of benefits that contribute to the growth and success of our members.

## ACTION ITEMS

- **Access to Resources and Expertise:** Connections within the Chamber provide members with access to a diverse pool of resources and expertise. Whether seeking advice, mentorship, or specialized services, our network empowers businesses to tap into a wealth of knowledge and capabilities within the community.
- **New Business Opportunities:** Opportunities often arise from connections. Whether discovering potential clients, forming strategic alliances, or exploring new ventures, connections within the Chamber open doors to a multitude of business opportunities that may not be easily accessible elsewhere.
- **Professional Development and Mentorship:** Connections within the Chamber often lead to mentorship opportunities. Established businesses can share their experiences and insights with newer enterprises, fostering an environment of continuous professional development and learning.

# STRATEGIC PRIORITY #4



## CELEBRATE

At OneZone Chamber, we take pride in the collective achievements and milestones that have shaped our vibrant business community. Beyond hosting impactful events, we are committed to spotlighting and celebrating our advocacy efforts and educational initiatives, recognizing these pillars as instrumental in fostering growth, collaboration, and resilience among our members.

## ACTION ITEMS

- **Celebrating Event Successes:** Our events have been more than gatherings; they have been catalysts for connection, collaboration, and business growth. By celebrating the successes of our events, we acknowledge the dynamic and engaged community that makes OneZone Chamber a hub for meaningful interactions and opportunities.
- **Advocacy in Action:** We go beyond rhetoric when it comes to advocacy. Through a detailed showcase of our advocacy in action, we demonstrate how our members' collective voice has shaped policies, influenced decision-makers, and contributed to creating an environment where businesses can thrive.
- **Showcasing Educational Impact:** Our commitment to education is evidenced by the impact our programs have had on the professional and personal development of our members. By showcasing testimonials, success stories, and the real-world applications of the knowledge gained through our educational initiatives, we emphasize the transformative power of continuous learning.
- **Recognizing Collaborative Efforts:** Achievements are seldom solo endeavors. We take this opportunity to recognize and celebrate the collaborative spirit of our members, volunteers, staff, and partners. Together, we have built a resilient and interconnected business community that stands as a testament to the power of collaboration.