



THE  
GREATER  
EL PASO  
CHAMBER OF  
COMMERCE  
SINCE 1899

*One Voice for El Paso*



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## Mission

The Greater El Paso Chamber of Commerce serves as the "VOICE" for El Paso business that is opportunity focused, integrity based, supporting community and military partnerships to enhance the economic prosperity of the region.

# 2010 Chamber Officers

Chairman of the Board, Mr. Gustavo J. Rodriguez, Jr

Chair-elect of the Board, Mr. Gary Hedrick

Immediate Past Chairman, Mr. David Osborn

Finance Council, Mr. Don Foster

Development Council, Ms. Irma Bocanegra, Ms. Angie Rodriguez

Marketing and Communications Committee, Mr. V.J. Smith

Armed Forces Division, Mr. Al Hobbs

Business Development Division, Mr. Chuck Harre

Education & Workforce Development Division, Ms. Beth Senger

Government Relations Division, Mr. Rene Hurtado

Leadership El Paso Division, Mr. Kelly Duke

Foundation Board Chairman, Ms. Susan Melendez

Legal Counsel, Mr. Jack Chapman

President and CEO, Richard Dayoub



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# Board of Directors

- The Chamber's Board composition is significantly larger than most
- Governing Board – 75 directors
- Advisory Board – 25 directors
- Composition of board reflects the diversity of our community
- Directors represent small, medium and large business; local and national, privately held and publicly traded companies



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# TOP THREE PRIORITIES FOR 2010

- Synchronization Related to Transformation of Ft. Bliss/El Paso  
Quality of Life, Healthcare, Transportation, Education,  
Housing, Land Development, Employment Infrastructure
- Advocacy for a positive business Climate
  - Creating the right climate to do business
  - Marketing and Communications
- Giving Customers what they need to thrive
  - Support all companies that are here
  - Access to Resources
  - Access to Customers
  - Entrepreneurial Development



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# Armed Forces Division

## BRAC PROCESS – 2005

The Chamber's leadership served as the lead organization working in partnership with Mayor Cook, Congressman Reyes and our defense consultants to structure the community's presentation to the BRAC Commission



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POST BRAC - Assure Military is welcomed to region and  
Provide business expansion opportunities

- Identified OEA Funding Opportunity for City
- Serve as regional military liaison
- Coordinate resources for military growth
- Ensure Community Readiness for the influx of soldiers and their families

# Business Development



Market driven expansion and retention resources for all El Paso business

- Networking events
- Ft. Bliss support
- Increase opportunities to expand business
- One Stop Business Resource Center

# Business Development Accomplishments



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- Soldier Welcome Center-  
Staffed and managed forty hours per week  
Served nearly 21,000 soldiers
- Served nearly 40,000 in One Stop Business Center since inception in 2001
- Awarded over \$100,000,000 in loans since inception in 2001
- Awarded almost \$116,000,000 in 1100 contracts in the past year
- Chamber outreach programs accomplished with no public funds



# Government Relations

- Advocate for pro-business public policy and a regulatory climate supportive of business growth and sustainability.
- Increase participation in public policy affecting the business community and improve relationships with elected officials at the local, state and federal levels

# Government Relations Accomplishments



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- Presence in Austin and Washington, DC
- Post BRAC efforts for continued funding in support of Ft Bliss, WSMR and Holloman Missions
- Medical: El Paso Healthcare Heroes, Mental Health Awareness and Improving Access to Healthcare
- Transportation Infrastructure
- Community Outreach and Education concerning transportation challenges, options and related costs
- Member involvement in political process
- DHS Southwest Border Task Force Appointment

# Government Relations Accomplishments



- The Chamber hosts several annual events as part of its community outreach
  - The Mayor’s Annual State of the City Address
  - The Commanding General of Ft Bliss’ Annual State of the Military Address
  - State of Higher Education (UTEP, El Paso Community College, Texas Tech Paul L. Foster School of Medicine
  - State of the District – EPISD, YISD, SISD

# Education and Workforce Development



Improve education, literacy, quality of life, and skill levels for the current and future labor force

- Raise the educational attainment levels and student performance
- Assist in developing market driven training programs
- Ensure employers receive skilled workers

# Education and Workforce Development Accomplishments



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- Host of Annual State of Higher Education and State of the District Community Presentations
- Lead Community Efforts in Support of Needed School Bond Initiatives
- Military Spouses: El Paso Job Register
- Sole Business Member of the Collaborative for Academic Excellence at the University of Texas at El Paso
- Advisor to the Upper Rio Grande Workforce Solutions Board to develop a demand-driven system

# Leadership El Paso Division



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Establish Chamber as premier leadership  
program incubator

- Leadership El Paso (32nd year of the program)
- 1200 Graduates, many of whom are civic and business leaders in our community today
- Leadership El Paso Alumni
- Junior Leadership Now in its 8<sup>th</sup> Year

# Membership and Marketing



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- Support and Advocating by the Amigos Committee
- Free Prescription card – a gift to the El Paso Community
- Build Value
- Promote Accomplishments
- Define Products and Services
  
- 1,700 Members Strong
- Goal of 2,200 members by 2012
- Times Editorial Board, Television Appearances, Radio Spots, Billboard Ads and Guest Editorial Columns
- 25,000 unique visits a month at El Paso.ORG



# Membership and Marketing



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## Small Business is Big Business in El Paso.



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[elpaso.org](http://elpaso.org)

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**\$115 Million of Growth • 1100 Contracts**

# Administration



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Provide necessary support environment to members and operating divisions.

- Assets and Facilities
- Efficiency and Productivity
- Management of Finances
- Chamber Finances and Fiscal Responsibilities
- Staff Management
- Community Partnerships

# Greater El Paso Chamber of Commerce Foundation



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- Center for Workforce Preparedness  
El Paso Workforce Collaborative
- Dedicated Commuter Lane  
Infrastructure Collaborative
- Star on the Mountain  
(Now owned by City of El Paso but Managed  
by the Chamber)

# Return on Investment



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Armed Forces  
Government Relations  
Business Development  
Education and Workforce Development  
Marketing and Membership  
Administration  
Chamber Foundation

# Return on Investment

- 2009 – Anticipating a Challenging year, we reduced staff and overhead costs by \$200,000
- Membership Increased and the Chamber made over \$100,000
- Continue to Deliver the Charge from You – Our Investors
- Build Upon Our Financial Reserves
- Engage our Young, Future Leadership



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# WHAT'S AHEAD

- The Chamber's Future Looks Bright
- Expand Membership in Support of Programs and,
- Ensure Chamber's Financial Strength



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