



2008 Accomplishments

Strengthening the Regional Economy

Through Training and Development:

- Launched new Business Accelerator workshops, sponsored by Wells Fargo, which offered a rich, diverse set of monthly workshops to train small business members and professionals as well as showcase member experts.
- Expanded Adopt-A-Business program to support three small business members.
- Offered a dozen informative “Brown Bag” educational sessions to community, again featuring members as presenters.
- Introduced full day “Technology Boot Camp” in partnership with Central Coast Small Business Development Center and sponsored by Hayashi and Wayland.
- Launched 2008 Business Excellence Awards process with newly revised application and streamlined process.

By Promoting Member Businesses and Organizations:

- Redesigned mpcc.com website with a current, fresh design and an extensive visitors’ information and travel planning section to better serve worldwide visitors who consult the Chamber of Commerce as a trusted source of travel information and to offer advertising to tourism based members, connected with many other regional Chamber travel portals.
- Advocated and referred member businesses to potential customers 5 days a week for 52 weeks. As of October 31:
 - Referred member businesses 8,343 times personally by staff
 - Responded to 39,289 telephone inquiries – 35,018 by automated “InfoCenter” service and 4,642 personally by staff
 - Greeted and assisted 5,773 “walk-in” guests
 - Gained 167,901 website visitors
- Expanded content to a “double truck” two page spread *ChamberLink* in the Monterey County Herald with a 100th Anniversary banner for 2008, and produced 52 weekly issues to showcase members, note important dates and promote “your Chamber in action.”
- Launched new monthly electronic Events Update newsletter to supplement mailed events card and offer low cost advertising for members’ events.
- Added comprehensive community calendar of events to mpcc.com website, in partnership with InfoCenter.
- To direct visitors to member businesses during Mazda Raceway Laguna Seca’s MotoGP, MPCC staff and volunteers hosted third annual “Welcome Center” booth.



- Produced third annual MotoGP map, featuring 17 advertisers, to direct 150,000 event attendees into member businesses.
- Introduced new “Power of Local” campaign at the annual Fall Showcase tradeshow, featuring 92 local exhibitors to 441 attendees.
- Introduced a member testimonials campaign in *ChamberLink* and on the mpcc.com website.
- Distributed *2007-2008 MPCC Guide and Business Directory* focused on providing economic and business information to relocators, residents, and the business community.
- Produced and delivered 5,000 100th Anniversary edition Monterey Peninsula community street maps, highlighting 58 member advertisers.

Providing Networking and Recognition Opportunities

- Recognized long standing members and outgoing and incoming board members at annual Membership Luncheon for 235 members and distinguished guests.
- At an elegant 100th Anniversary Annual Awards Dinner for 360 guests, honored Ted Balestreri as Citizen of the Year, John Laird as Public Official of the Year, Ralph Thompson as Robert Littlefield recipient, Monterey County Bank as Business of the Year and Dan Limesand as Volunteer of the Year.
- At a stunning dinner for nearly 400 guests, sponsored by First National Bank, presented prestigious MPCC Business Excellence Awards to 12 fine businesses who exemplify excellence in our community: Shall We Dance, Carmel Building and Design, Stevenson School, Monterey Insurance Agencies, Rabobank N.A., Bernardus Lodge, United Way of Monterey County, TPO Human Resource Management, Monterey County Fair & Exposition, Pacific Tweed, Coastal Luxury Management, Alvarez Technology Group Inc.. Added to the objectivity and prestige of the awards with a new high profile selections committee of local business and community leaders.
- 58 enthusiastic golfers enjoyed Quail Lodge’s course and hospitality at annual Golf Classic.
- Community travelers enjoyed MPCC’s second trade mission to China and new trade missions to India, Greece and Tuscany.
- 13 Mixers showcased members and provided valuable networking opportunities. Four of these were “mega mixers,” provided extended networking with members of other county Chambers.
- Held 39 ribbon cutting celebrations to build awareness and exposure for new businesses, new members, grand re-openings, anniversaries, and other occasions.
- Launched a new monthly electronic events update newsletter categorized by “Connect – Build – Learn” opportunities.



Promoting the Community

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- Over 320 classrooms in 15 Monterey Peninsula Unified School District Elementary and Junior High schools received health supplies from the Education Committee's "Healthy Kids Learn Better" Health Supplies Drive effort.
- Produced and delivered 5,000 100th Anniversary edition Monterey Peninsula community street maps.
- Represented the Monterey Peninsula Chamber of Commerce at Army's Community Covenant ceremony, Garrison Change of Command ceremony, MCHA Hospitality Day CSUMB Media Day, California Rodeo Salinas, Salinas Air Show, and expert advisory panel for National Association of Remodeling Industry.

Representing Business to Government

- Reviewed legislation and recommended positions on policies and legislation that affected our business community. Took an active position on 6 bills and several issues:
 - Supported AB 2678 (approach to increased energy efficiency in new construction) and SB 1608 (ADA compliance standardization reform).
 - Opposed SB 1115 and SB 1717 (both bills would have unraveled earlier Chamber-supported Workers' Compensation reforms), AB 2716 (mandated sick leave for all CA employees not covered by a union contract).
 - Actively supported "self-help" transportation funding Measure Z.
 - Actively opposed SWRCB Draft Cease and Desist Order proposing drastic reductions in available water supply; testified before State Water Resources Control Board.
 - Supported TAMC request for federal funding of local projects in biennial federal transportation authorization.
 - Urged City of Monterey to conduct broader and more effective community and stakeholder outreach before banning polystyrene food packaging.
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- Annual Leadership Luncheon for 145 interested members featured a full panel of regional government officials including 4th District Supervisor Ila Mettee-McCutchon, *City of Carmel-By-The-Sea Mayor Sue McCloud*, *City of Del Rey Oaks Mayor Joseph Russell*, *City of Monterey Mayor Chuck della Sala*, *City of Sand City Mayor David Pendergrass*, and *City of Seaside Mayor Ralph Rubio*.
- Designed and implemented the Chamber's first-ever official candidate endorsement process.
- Enhanced MPCC's extensive public policy statements by updating Environment public policy statement.



- Designed and implemented a new GAC website page, chock full of valuable information, including links to all governmental sources and offices throughout the County and State.
- Continue to recruit a variety of highly skilled and knowledgeable professionals from all industries within our communities to GAC committee to ensure that we have a balanced perspective of the true needs of our business communities. Strengthened the committee with additional representatives from education, construction, real estate and hospitality.
- Organized and chaired monthly Council of Monterey Business Associations to ensure open and timely communications between City of Monterey's business, military and government leaders.

Supporting a Sustainable Future

For the local community:

- Formed and built a formal MPCC Sustainability Committee, now 60 strong, and established 3 sub groups to educate, partner with the *Energy Watch* program, and drive a "Power of local" campaign.
- Formed the "City of Monterey Sustainability Coalition" to collaborate and cooperate.
- Held first annual "Monterey Sustainable Business Showcase" featuring 70 exhibitors and
- Authored a new MPCC Environmental Public Policy Statement.

For the 100 year old Chamber of Commerce:

- Recruited 136 new members into the Chamber and renewed 525.
- Developed and managed newly designed membership retention practices.
- Designed and created a new, comprehensive and consistent looking member recruitment packet.
- Wrote and produced a new, comprehensive "Chamber at a Glance" membership benefits booklet.
- Created a new, appropriate Employee Handbook, together with TPO Human Resource Management.
- Cut operating costs and downsized staff to better weather economic downturn. Restructured staff with 6 dedicated and experienced professionals, each focused on a critical area of operations: Georgette Cash on programs and events, Judy Carrier on membership development and service, Jesse Ostrom on member advocacy and community support, Roshi Pejhan on business operations and communications, Mathew Schoen on financial and membership operations, and Astrid Coleman as CEO.
- Created a welcoming Membership Development office, utilizing the old conference room space, and added meeting capability in CEO's office with a new 8 foot conference table, courtesy of Central Coast Federal Credit Union.