

Small Business Committee

Bill Schreck, Chairman

Mission: To help the small & medium sized business members of The Chamber become and remain successful. Increase the value of membership.

Goal:

- Provide opportunities for training, information sharing, networking and advertising for small businesses.
- Communicate to the general public about the importance of the small businesses in Henderson County and why we should support them.
- Provide assistance which helps business grow, provide employment and invest in the community.

Action Steps:

- Support CEO Roundtables and re-launch in 2024
- Host monthly seminars that use local facilitators and address a variety of business-related subjects. Goal of two seminars annually off site.
- Coordinate, promote and produce the “Small Business Week” celebration.
- Continue efforts to encourage citizens to shop and dine locally. Consider an expanded Small Business Saturday effort.
- Identify and honor the small business leaders of the quarter and year.
- Continue to serve on the Business Morning Update planning committee (Staff).
- Support Chamber sponsored Leads Groups.
- Review demand for a Chamber Business Showcase/Expo and develop a plan for 2024.
- Manage and produce annual Blue Ridge Business Growth & Rising Star Awards.
- Review the “Hot Deals” Member-to-Member discount program and recommend enhancements to the program.
- Manage and promote the Business Success Program in partnership with SCORE, BRCC-SBC and possibly others.
- Organize, promote and produce the Business Success Contest.
- Determine need for a Reverse Trade Shows in 2024.
- Explore new programs which encourage local shopping.

- Partner with BRCC to support and market the business Mission Accelerator program.
- Produce and manage the Entrepreneur's Breakfast.
- Enhance partnership with Van Winkle Law, SACB, BRCC-SBC and Hatch WNC to grow and improve Hendersonville "Pitch Parties."
- Develop workshops focusing on the following:
 - Managing the "New Workforce"
 - HR Basics for small business
 - Building resiliency in your business (economic slow-down)